



HOUSING MARKET ANALYSIS

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
STUDY BACKGROUND	5
POPULATION PROJECTIONS	7
EMPLOYMENT & COMMUTE PATTERNS	10
PROJECTED HOUSING DEMAND	15
PROJECTED HOUSING AFFORDABILITY	17
CURRENT HOUSING MARKET	19
Single-Family Housing Statistics	19
Multi-Family Housing Statistics	23
CURRENT RESIDENTIAL DEVELOPMENT PIPELINE.....	24
NEW HOUSING DEVELOPMENT CAPACITY	28
CONSTRAINTS & OPPORTUNITIES.....	44
RECOMMENDATIONS.....	46
ACKNOWLEDGMENTS	49

HOUSING MARKET ANALYSIS

GIBSON COUNTY, TN

EXECUTIVE SUMMARY

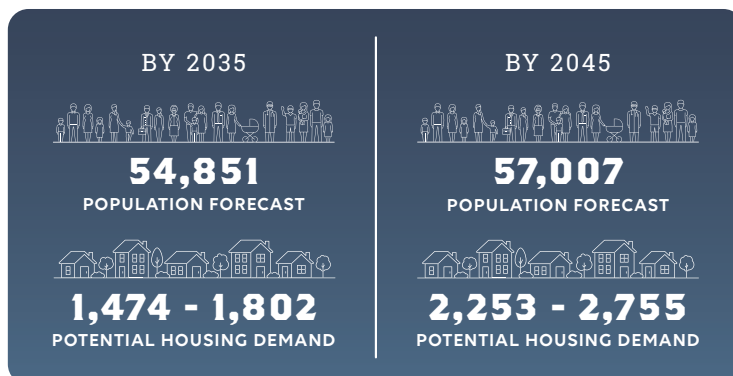
The *West TN Regional Assessment Forecasts for Population* projects that the population of Gibson County will increase from an estimated 50,837 in 2022 to 54,851 by 2035, and further to 57,007 by 2045. By 2035, an estimated 1,474 to 1,802 additional housing units will be needed, with 442 to 540 units expected to be renter-occupied. By 2045, demand is projected to rise to 2,253 to 2,755 units, with between 676 and 826 of those units anticipated to be rental properties.

The range of projected housing demand is derived from the average number of people per household. Currently, Gibson County has an average household size of 2.45, which is on par with the Tennessee statewide average. This reflects Gibson County's attractiveness to working-age families with children.

A range of home prices and rental rates will be necessary to accommodate future residents. Home prices between \$126,413 and \$540,278 align with the purchasing power of households in the county and workers at BlueOval City (BOC), while rental rates range from \$1,180 to \$3,489 per month.

Gibson County is located within one hour of the BOC site and has a Certified Industrial Site and a history of attracting new employers to the county. For these reasons, the county is poised to attract tier 2 and 3 suppliers for BOC as well as other employers, creating more jobs in the local economy. This anticipated growth is factored into this housing demand forecast.

With a growing number of industrial employers, including Tyson, Ceko Door, MacLean Power Systems, and Sunland Logistics, Gibson County has an existing job market that will also attract new residents. The county's commuting patterns show that 10,220 residents both live and work in Gibson County, while 9,290 commute out for employment daily. These trends indicate that Gibson County is already a preferred residential location for many workers in the region.



Gibson County has experienced a notable increase in single-family housing starts, with 454 new homes constructed between 2021 and 2024. This number far exceeds the number of new housing starts in other rural counties in West Tennessee. The real estate sales market is also relatively active, although there is limited availability of homes and the housing stock is older than average for the state. Therefore, the projected demand for houses will have to be met with new construction.

The availability of multi-family housing is constrained, with approximately 700 existing units and limited new projects in the development pipeline. Demand for rental housing currently exceeds supply, and without new construction, the county risks an increase in alternative housing solutions such as RV parks and mobile home communities, which may not align with long-term residential and economic development goals.

Despite its economic advantages, Gibson County faces some challenges in meeting its projected housing demand. The county's infrastructure, particularly water and sewer capacity, will require expansion to accommodate the anticipated growth.

To ensure sustainable growth, Gibson County will need to prioritize residential development within town limits and Urban Growth Boundaries, where infrastructure investments can be maximized. Encouraging high-quality multi-family housing development will help meet rental demand while maintaining the county's character.

Additionally, targeted efforts to spur local retail and entertainment are needed to expand the amenities desired by people seeking a place to live. Development of local businesses in downtown Humboldt, Milan, and Trenton can help boost quality of life and communicate a strong community identity, further increasing the county's appeal to potential residents.

This report contains insights and recommendations for maximizing Gibson County's housing potential. It also contains data that is useful to developers in assessing the housing market and making investment decisions.

STUDY BACKGROUND

In late 2021, Governor Bill Lee announced that Ford Motor Company and SK Innovation selected the 3,600-acre Megasite in Haywood County for a vehicle assembly and battery manufacturing campus.

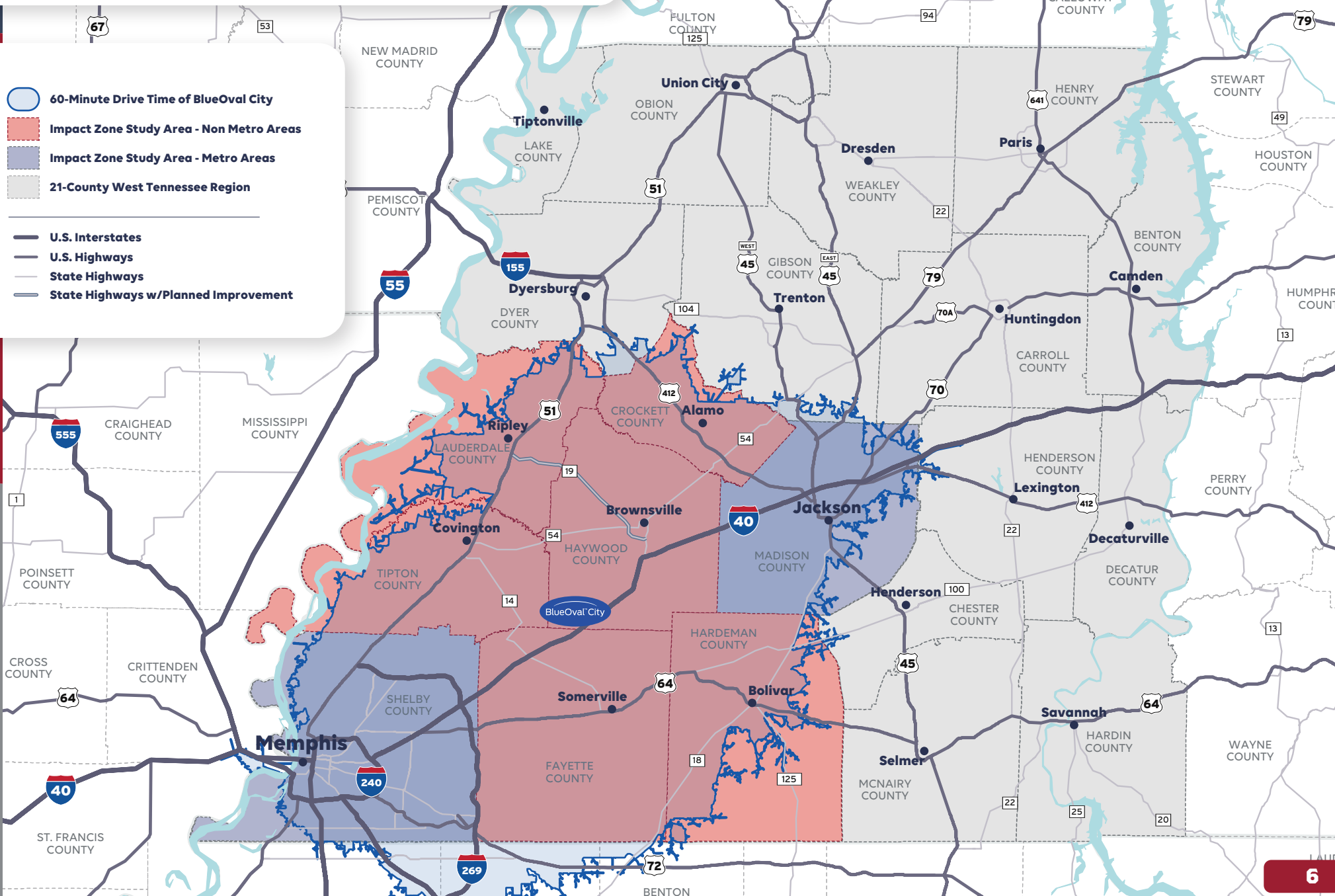
This Ford Motor Company campus, known as BlueOval City (BOC), is expected to spur additional industrial, commercial, and residential development throughout West Tennessee.

As a result, many of the predominantly rural communities in the region face unprecedented growth and development. In response to this, Tennessee Department of Economic and Community Development (TNECD) is overseeing a five-year West Tennessee Planning effort to assist these communities as they prepare for the anticipated growth catalyzed by BlueOval City. The West TN Planning team is working with state, regional, and local agencies to understand the regional impact of all aspects of community development.

West TN Planning identified eight significant impact counties within a 60-minute drive of BOC that will see the most immediate development changes in the next ten years. This region is referenced as the “Impact Zone” in this report. Map 1 on the next page depicts the 21-County West Tennessee Region and the Impact Zone.

West TN Planning identified the need for a housing study specific to each of the 21 counties in the region to provide consistent baseline data, identify specific housing demand, and signal opportunity for investment. This report examines the potential demand for housing in Gibson County projected to be generated and compares that demand to the existing housing market and to the capacity for new housing development based on general land use.





POPULATION PROJECTIONS

The *West TN Regional Assessment Forecasts for Population*, released by TNECD's West TN Planning team in September 2023, estimates significant growth across the region, with more than 109,500 new residents by 2035 and 176,300 by 2045.

Gibson County has experienced moderate population growth over the past four decades, in contrast to other counties in the region, many of which have dealt with significant population loss over the same time period.

The Gibson County population increased by 4.0% from 1990-2000 and by 3.2% from 2000-2010. Long range population projections from the Tennessee State Data Center, made years prior to the announcement of BOC, predicted that this positive trend would continue each year through 2070.

TABLE 1 | HISTORICAL POPULATION

Year	Population	Population Change
1990	46,315	-
2000	48,152	4.0%
2010	49,683	3.2%
2020	50,429	1.5%
1990-2020 % Change	-	8.9%

Source: U.S. Census Bureau, Claritas Environics 2024 Data, Younger Associates

BOC and the multiplier effect it will create is expected to create unprecedented housing demand in West Tennessee, including Gibson County. At full production in 2027, Ford and SK have announced they plan to directly employ 5,760 workers. Economic impact analyses show that 19,621 total jobs will be created in West TN as a result of the BOC catalyst.

Population growth was allocated to each county based on an algorithm of factors that influence where people choose to live. The *West TN Planning Forecasts for Population* used this algorithm to project population growth of approximately 6,170 people in Gibson County from 2022 to 2045 representing a 12.1% increase, as shown below.

TABLE 2 | POPULATION PROJECTIONS

County	2022 Estimate from Census Bureau	2025 Projection	2030 Projection	2035 Projection	2040 Projection	2045 Projection	Cumulative Change 2022-2045
Gibson	50,837	50,903	53,764	54,851	55,894	57,007	6,170

Data Compiled: August 2023 – Based on BOC Operations and related or “downstream” growth
Source: “West TN Regional Assessment Forecasts for Population,” Younger Associates

The primary positive factors for Gibson County include its proximity to BOC, its Certified Industrial Site, a high number of existing jobs in the county, the higher ratings of many of the public schools, and a housing market that is already moderately active.

When the population allocation was completed in September 2023 there were three certified sites in Gibson County. One of the certified sites in the City of Milan has been designated for residential development. The other site has since been sold or did not recertify as a Tennessee Certified Site. The uses of these sites have no impact on the population projection for Gibson County.

Negative factors in the population growth algorithm include a deficit of quality-of-life amenities such as retail, entertainment and personal services, especially in the smaller communities in the county. However, retail and personal services can follow population and housing growth, particularly if commercial development and public recreation are planned in conjunction with residential development.

A summary of the population growth algorithm for Gibson County is provided on the next page.

TABLE 3 | POPULATION GROWTH ALGORITHM SUMMARY – 2022-2035

Scoring Matrix	Criteria	Gibson Matrix Score
LOCATION Scale of 0-3 Score = 3x Rating	0 = 60+ minutes from site 1 = 35-59 minutes from site 2 = 21-34 minutes from site 3 = 20 minutes or less from site	3.0
PROPENSITY TO ATTRACT BOC SUPPLIERS	One Point for Each Certified Site	3.0
ANNOUNCED JOBS (excluding BOC) Scale 0-5	2021 - June 2023 0 = 0-99 1 = 100-299 2 = 300-599 3 = 600-999 4 = 1000-2000 5 = 2000+	2.0
AVAILABLE HOUSING Scale of 1 - 3	Based on: Number of homes listed on the market as of July 2023; Number of apartment units listed online as of July 2023; Building permits 2020 - June 2023; and Potential for multi-family development (years 35-45)	1.5
QUALITY OF SCHOOLS Scale 0-5	Based on: Average ACT, Percentage of Graduates moving to Post Secondary Education, Proficiency Rates for Math and Science for 3rd and 5th Grades	3.0
AMENITIES Scale -1 to 4	Retail Inleakage, Outleakage, and Unmet Demand for Potential Growth	-1.0
Scale 0-2	Primary Campus of Four-Year University	0.0
Scale 0-1	Developable Waterfront Property	0.0
POPULATION TRENDS State Projected Growth Trend Scale -2 to +3	-2 = Greater than -.4 -1 = -.4 to -.2 0 = -.2 to 0 1 = 0 to 1 2 = 1 to 2 3 = Greater than 2	0.5
MSA Yes = 1	Meets MSA Designation Criteria	
Total		12.0

Data Compiled: August 2023

Source: "West TN Regional Assessment Forecasts for Population," Younger Associates (Full algorithm for all West Tennessee Counties are found in the "West TN Regional Assessment Forecasts for Population")

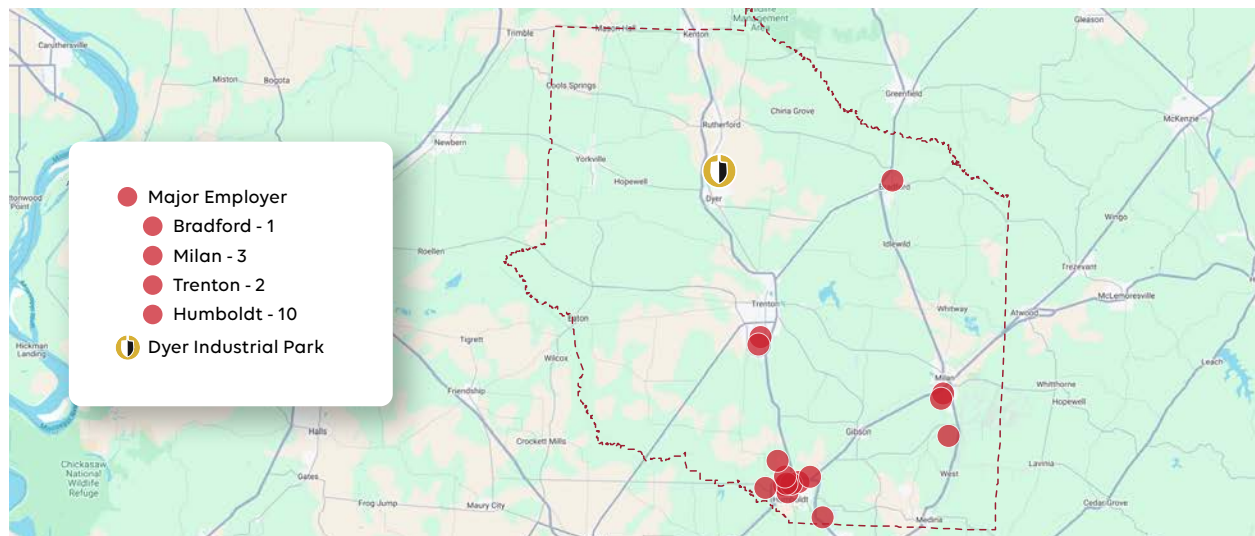
EMPLOYMENT & COMMUTE PATTERNS

Gibson County has a strong existing base of manufacturing and related industry. The county's major industrial employers are listed below by number of employees.

GIBSON COUNTY TOP INDUSTRIAL EMPLOYERS

1. Tyson – 1,400
2. Ceco Door – 700
3. MacLean Power Systems – 400
4. Sunland Logistics – 225
5. FedEx Ground – 200
6. Dana Corporation – 175
7. Bongards' Creameries – 170
8. Reinhausen Manufacturing Inc. – 140
9. Pratt Industries, Inc. – 130
10. HLJ Foam Products – 120
11. WestRock Co. – 118
12. New Industry TBA – 99
13. Conagra Brands, Inc. – 75
14. Jones Family of Companies, LLC – 75
15. Big Bend Galvanizing – 58
16. General Metal Products – 55

GRAPHIC 1 | GIBSON COUNTY MAJOR EMPLOYERS



With major employers such as Tyson, Ceco Door, and MacLean Power Systems, Gibson County already has a robust industrial base. The presence of BlueOval City is expected to drive further job creation and attract related industries. Local businesses are reporting a strong demand for workers at all skill levels, the availability of housing is an essential factor in meeting workforce needs.

The table below lists the industrial announcements in Gibson County between January 2021 and December 2024, totaling more than 300 new jobs.

TABLE 4 | NEW ECONOMIC DEVELOPMENT ANNOUNCEMENTS – 2021 TO 2024

Landed Date	Year	Company	New Jobs	Capital Investment	Project Type	City	County
1/26/21	2021	Hargett Materials, Inc.	50	\$2,150,000	Expansion New Location	Milan	Gibson
9/21/21	2021	Fedex Ground	142	\$52,000,000	Expansion New Location	Humboldt	Gibson
12/31/22	2022	Sunland Logistics Solutions, Inc	76	\$650,000	Expansion	Milan	Gibson
1/18/23	2023	Zline Kitchen and Bath LLC	50	\$1,790,000	Expansion New Location	Milan	Gibson

Sources: TN Dept of Economic & Community Development, Younger Associates

There is a 33-acre Certified Industrial Site in Gibson County with an additional 134 acres available for expansion. It is located less than a mile from US Highway 45 and slightly over an hour's drive from BOC. Along with the county's established history as a prime location for industrial and manufacturing employers, this makes it an attractive choice for BOC suppliers and related industries.

The *West TN Regional Assessment Forecasts for Employment* analyzes the types of support industries and jobs that are expected to grow in response to BOC. This report provides information on jobs by occupation type, regional and national wage rates, and demand across sectors essential to supporting BOC's operations.

Map 2 on the next page shows recent economic development projects announced in West Tennessee and the locations of Tennessee Certified Industrial Sites in the region.

WEST TN NEW INDUSTRY & CERTIFIED SITES

ECONOMIC DEVELOPMENT ANNOUNCED PROJECTS – 2021 - 2024

VISIT [TNECD.COM/CERTIFIEDSITE](https://www.tnecd.com/certifiedsite) FOR MORE INFORMATION ON CERTIFIED SITES.

- 21-County West Tennessee Region
- Announced in 2021
- Announced in 2022
- Announced in 2023
- Announced in 2024
- TN Certified Sites
- U.S. Interstates
- U.S. Highways
- State Highways
- State Highways w/Planned Improvement

21-County West TN Region Total

Jobs: 16,385
Investment: \$9.2 Bil

Benton County
Jobs: 70 • Investment: 12.3 Mil

Carroll County
Jobs: 588 • Investment: \$34.7 Mil

Chester County
Jobs: 30 • Investment: \$5.0 Mil

Crockett County
Jobs: 35 • Investment: \$3.9 Mil

Dyer County
Jobs: 41 • Investment: \$8.9 Mil

Fayette County
Jobs: 611 • Investment: \$208.1 Mil

Gibson County
Jobs: 318 • Investment: \$56.6 Mil

Hardeman County
Jobs: 172 • Investment: \$14.4 Mil

Hardin County
Jobs: 20 • Investment: \$1.0 Mil

Haywood County
Jobs: 8,874 • Investment: \$7.2 Bil

Henderson County
Jobs: 155 • Investment: \$16.1 Mil

Henry County
Jobs: 163 • Investment: \$11.3 Mil

Lake County
Jobs: 140 • Investment: \$150.0 Mil

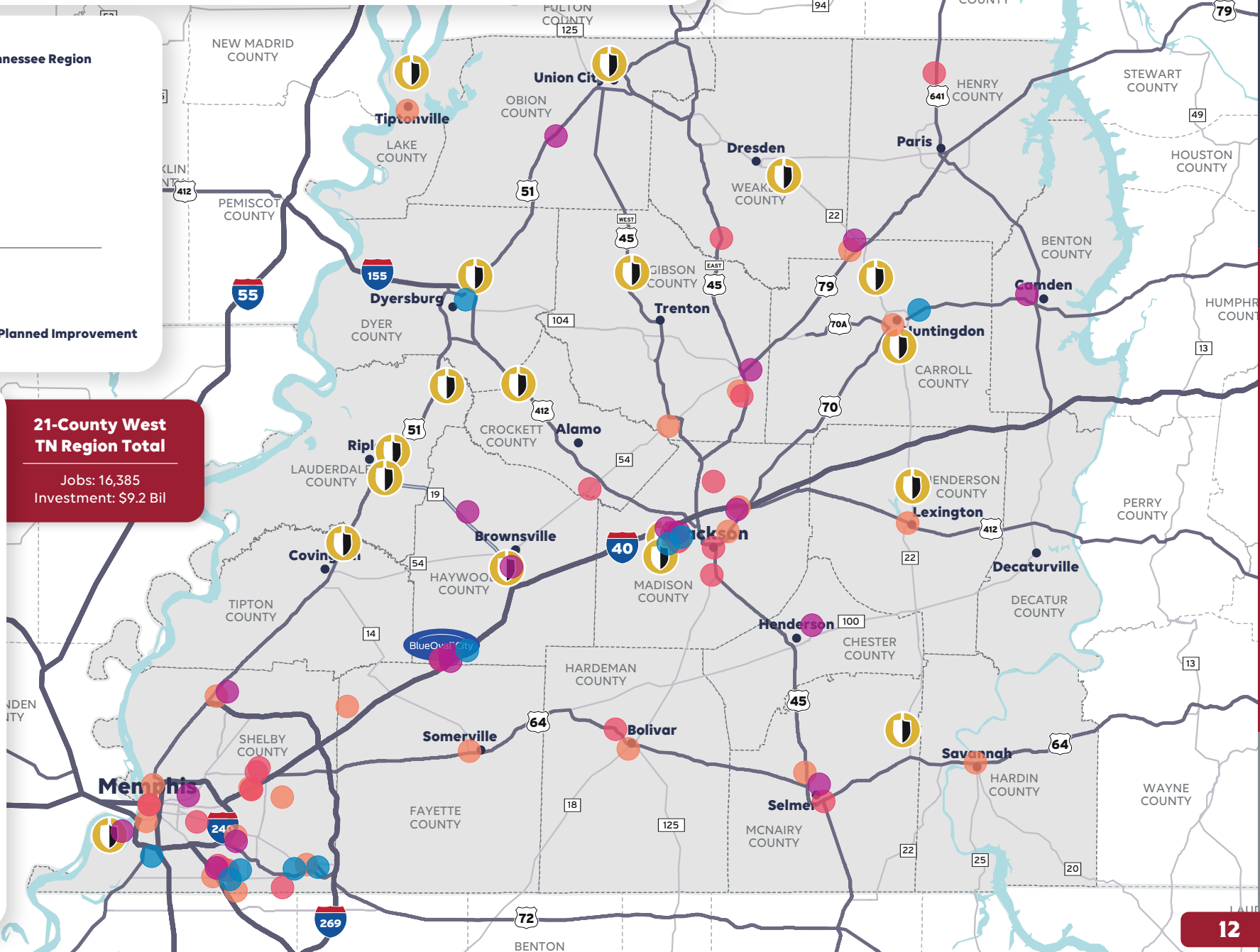
Madison County
Jobs: 1,072 • Investment: \$832.9 Mil

McNairy County
Jobs: 187 • Investment: \$35.6 Mil

Obion County
Jobs: 20 • Investment: \$1.4 Mil

Shelby County
Jobs: 3,853 • Investment: \$591.1 Mil

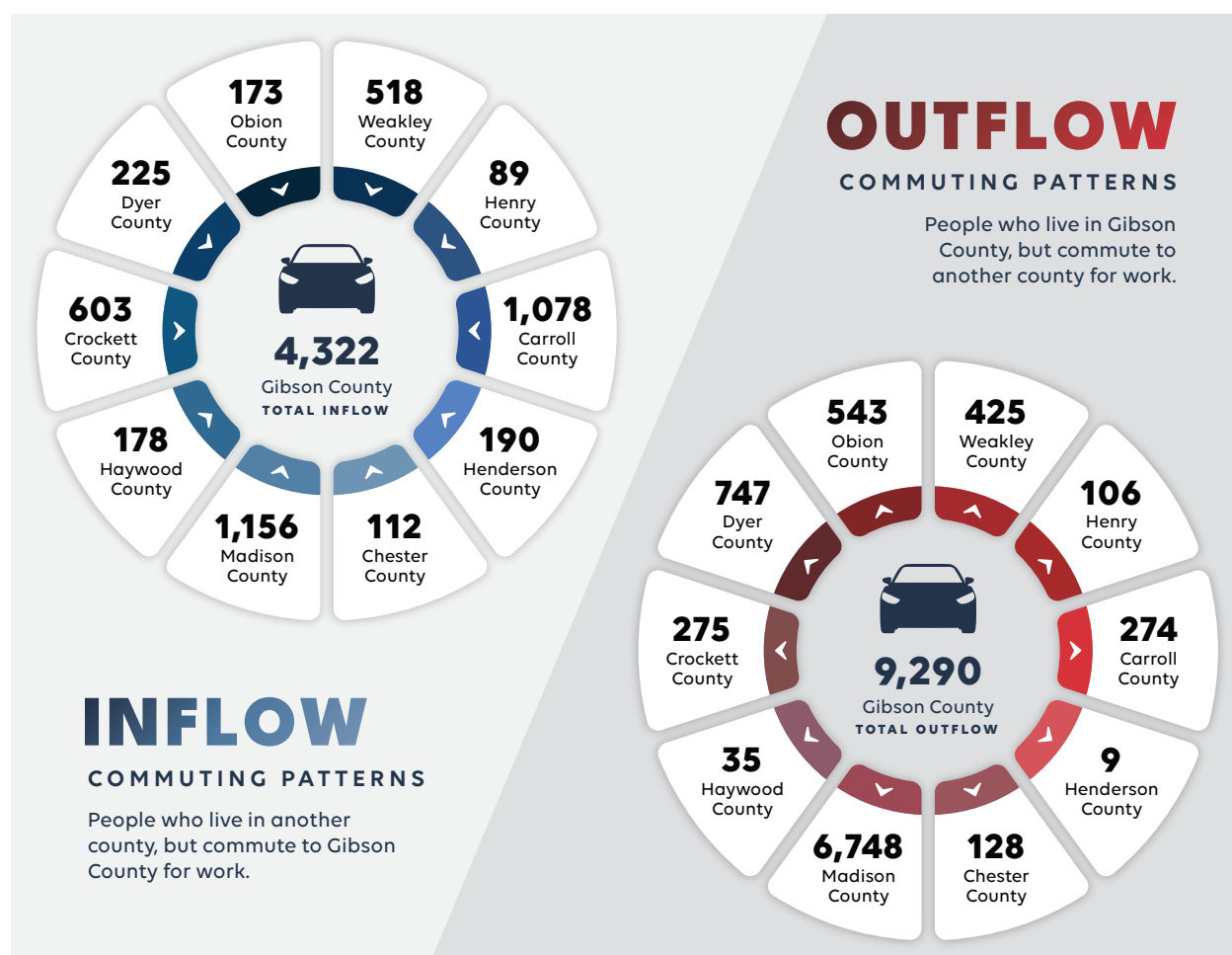
Weakley County
Jobs: 36 • Investment: \$2.2 Mil



Approximately 10,220 residents both live and work in Gibson County, while an estimated 9,290 commute outside the county for employment and 4,322 workers commute into the county for work. This pattern signifies that Gibson County is a preferred residential location for workers who are employed elsewhere in the region.

Graphic 2 displays the commute patterns among workers in the contiguous and nearby counties with the highest commuting activity into and out of Gibson County.

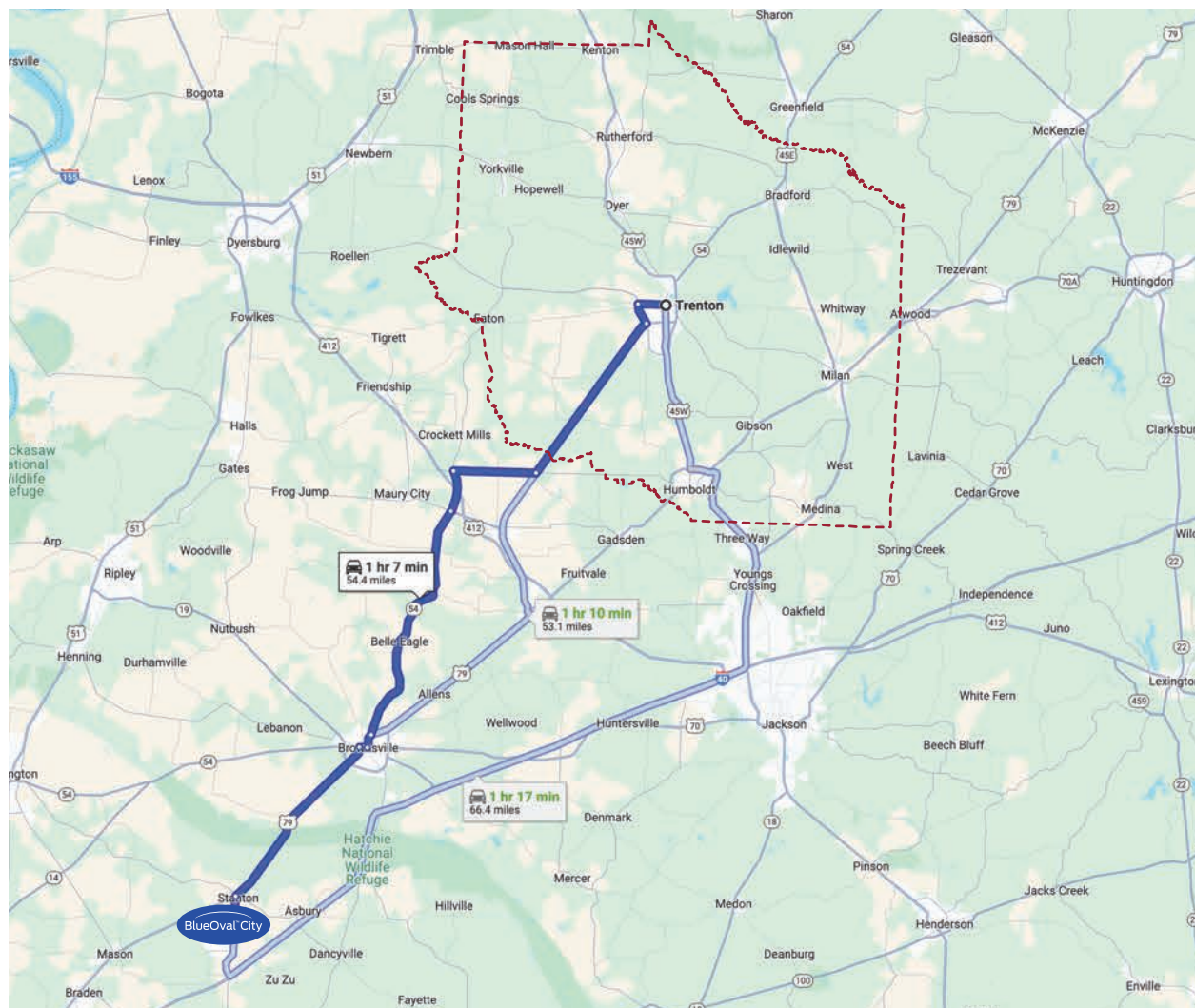
GRAPHIC 2 | COMMUTE PATTERNS



Source: U.S. Census Bureau: County to County Commuting Flows- ACS 2016-2020, Younger Associates

Currently, a small portion of outcommuting Gibson County workers travel to the Haywood/Fayette/Lauderdale County area, which is the region where BOC is located. This demonstrates the potential to attract some of the population growth projected to be generated directly by BOC, particularly in the portions of Gibson County that lie within the 60-minute Impact Zone.

Additionally, the construction and operations of BOC are expected to attract suppliers and supporting industries, some of which may choose to establish themselves outside the 60-minute Impact Zone to avoid competing for the same workforce as BOC.

GRAPHIC 3 | COMMUTE FROM TRENTON TO BLUEOVAL CITY


Humboldt and Medina, the southernmost cities in Gibson County, are both located approximately 55 minutes from BOC.

- » Bradford – 1 hour 22 minutes (74.2 Miles)
- » Dyer – 1 hour 17 minutes (59.5 Miles)
- » Humboldt – 55 minutes (54.4 Miles)
- » Kenton – 1 hour 25 minutes (67.7 Miles)
- » Medina – 55 minutes (53.9 Miles)
- » Milan – 1 hour 7 minutes (62.6 Miles)
- » Rutherford – 1 hour 20 minutes (62.7 Miles)
- » Trenton – 1 hour 7 minutes (54.4 Miles)
- » Yorkville – 1 hour 10 minutes (54.8 Miles)

It should be noted that drive times are subject to change due to time of day and route selected and that not all existing roads are designed to handle large amounts of commute traffic.

PROJECTED HOUSING DEMAND

Population growth projections can be translated into housing demand based on average household size. Projections can be further estimated with regard to single-family households and multi-family households based on historical, local, and regional patterns.

Currently, the Gibson County average household size is equal to the state and regional averages, indicative of a wide age range that includes families with children. The population forecast for Gibson County projects an increase in average household size. This anticipates that Gibson County will continue to attract working-age families with children.

TABLE 5 | AVERAGE HOUSEHOLD SIZE COMPARISON

	Gibson County	21-County West TN Region	State of TN
2025 Est. Households by Household Size			
2025 Est. Average Household Size	2.45	2.45	2.46

Source: Claritas Environics 2025 Data

Based on these household size assumptions, it is projected that demand for housing in Gibson County by 2035 will range from 1,474 to 1,802 additional units. Of the total new demand, 442-540 units may be renter-occupied.

Housing Tables 6A - 6C show unconstrained housing demand projections for Gibson County. These projections are driven by population only and are not constrained by factors such as infrastructure capability and land available for development.

TABLE 6A | HOUSING DEMAND PROJECTIONS - 2035

Projected Housing Demand by 2035		
2035 Projected Population Growth ¹	4,014	
Average Number Per Household Unit ²	2.45	
Percent of Owner-Occupied Housing Units ³	70%	
Percent of Renter-Occupied Housing Units ³	30%	
	Low Range	High Range
Projected Total Housing Units	1,474	1,802
Projected New Owner-Occupied Housing Units	1,032	1,262
Projected New Renter-Occupied Housing Units	442	540

1. Data from the "West TN Regional Assessment Forecasts for Population" report.

2. 2025 Claritas Environics estimate based on 2020 Census data.

3. The percentage of Owner- and Renter-Occupied housing units were adjusted to reflect the state average for counties with high concentrations of Section 8 and government housing units.

TABLE 6B | HOUSING DEMAND PROJECTIONS – 2035-2045

Projected Housing Demand 2035-2045		
2035-2045 Projected Population Growth ¹	2,156	
2045 Projected Number Per Household Unit ²	2.49	
Percent of Owner-Occupied Housing Units ³	70%	
Percent of Renter-Occupied Housing Units ³	30%	
	Low Range	High Range
Projected Total Housing Units	779	953
Projected New Owner-Occupied Housing Units	545	667
Projected New Renter-Occupied Housing Units	234	286

1. Data from the "West TN Regional Assessment Forecasts for Population" report.

2. Assumes a 15% increase in the number of persons per household based on 2020 Census data from 2025 Claritas Environics.

3. The percentage of Owner- and Renter-Occupied housing units were adjusted to reflect the state average for counties with high concentrations of Section 8 and government housing units.

TABLE 6C | HOUSING DEMAND PROJECTIONS – TOTAL BY 2045

Total Housing Units Needed by 2045		
	Low Range	High Range
Projected Total Housing Units	2,253	2,755
Projected New Owner-Occupied Housing Units	1,577	1,929
Projected New Renter-Occupied Housing Units	676	826

By 2045, the total projected housing demand is 2,253 to 2,755 housing units, with 676 to 826 single-family or multi-family renter-occupied units.

Projected demand assumes a mix of housing unit sizes to meet the needs of various household types. Table 5D shows anticipated demand across unit types based on the number of bedrooms, aligned with the current distribution of occupied housing units in the county.

TABLE 6D | DISTRIBUTION OF HOUSING UNITS BY ROOMS

Distribution of Housing Units by Number of Rooms ¹			
	Percentage	Low Range	High Range
Projected Total Housing Units	100%	2,253	2,755
One Bedroom or Less	6.8%	153	187
2-3 Bedrooms	73.8%	1,663	2,033
4 Bedrooms or More	19.4%	437	534

1. U.S. Census Bureau American Community Survey 2023 Housing Occupancy by Bedroom for Gibson County.

PROJECTED HOUSING AFFORDABILITY

Multiple national studies published since 2020 have shown that the availability of housing, especially that workers can reasonably afford based on their household wages, is among the top three factors in determining where people choose to locate. The other consistently top-rated location decision factors are proximity to high quality public education and commute time to work.

Table 7 below shows the range of home prices that are considered affordable by mortgage lenders based on the existing average annual household wages in Gibson County, and on wages projected to be paid by Ford and SK at BlueOval City, which are likely to be similar to tier 2 and 3 suppliers who may choose to locate within one to two hours from BOC.

TABLE 7 | SINGLE-FAMILY DWELLING PURCHASING POWER – 2026

Projected Annual Average Wage	2025	2026
Gibson County ¹	\$51,153	\$53,710
BlueOval City (BOC) Production ²	\$48,157	\$50,565
BlueOval City (BOC) Technical ²	\$64,319	\$67,535

Estimated Home Purchasing Power Range ³	Low Range	High Range
Gibson County Annual Average Wage – 1 Earner	\$134,276	\$214,841
Gibson County Annual Average Wage – 2 Earners	\$268,552	\$429,683
BOC Production Annual Average Wage – 1 Earner	\$126,413	\$202,260
BOC Production Annual Average Wage – 2 Earners	\$252,825	\$404,520
BOC Technical Annual Average Wage – 1 Earner	\$168,837	\$270,139
BOC Technical Annual Average Wage – 2 Earners	\$337,673	\$540,278

1. Based upon data from the Tennessee Department of Labor; Annual Average Wage for Gibson County, 2023 for all industries with a 5% inflation factor applied for each year until 2026.

2. Supplied by Tennessee Department of Community and Economic Development based on announced wages in 2022 with a 5% inflation factor for each year until 2026.

3. Fidelity Viewpoints June 2022 recommends a mortgage range of 3-5X annual income.

Purchasing power of people projected to seek housing in Gibson County includes a range of home prices from \$126,413 to \$540,278. This range supports both single-income and double-income households.

Table 8 on the next page shows the range of rental rates that are affordable based on single-income and double-income households earning the Gibson County annual average wage, and the BlueOval City projected wage rates. The estimated rental rates are based on national studies of rental cost to income, which indicate that approximately 30% of income is the normal range for an affordable monthly rental rate.

Affordable rental rates are estimated between \$1,180 and \$3,489 per month.



AFFORDABLE
HOUSING
VALUE RANGE

\$126,413

LOWEST WAGE
ONE-INCOME
HOUSEHOLD

\$540,278

HIGHEST WAGE
TWO-INCOME
HOUSEHOLD



AFFORDABLE
MONTHLY
RENT RANGE

\$1,180

LOWEST WAGE
ONE-INCOME
HOUSEHOLD

\$3,489

HIGHEST WAGE
TWO-INCOME
HOUSEHOLD

TABLE 8 | MULTI-FAMILY DWELLING RENT POWER – 2026

Projected Annual Average Wage	2025	2026
Gibson County ¹	\$51,153	\$53,710
BlueOval City (BOC) Production ²	\$48,157	\$50,565
BlueOval City (BOC) Technical ²	\$64,319	\$67,535

Estimated Monthly Rent Power Range ³	Low Range	High Range
Gibson County Annual Average Wage – 1 Earner	\$1,253	\$1,388
Gibson County Annual Average Wage – 2 Earners	\$2,506	\$2,775
BOC Production Annual Average Wage – 1 Earner	\$1,180	\$1,306
BOC Production Annual Average Wage – 2 Earners	\$2,360	\$2,613
BOC Technical Annual Average Wage – 1 Earner	\$1,576	\$1,745
BOC Technical Annual Average Wage – 2 Earners	\$3,152	\$3,489

1. Based upon data from the Tennessee Department of Labor; Annual Average Wage for Gibson County, 2023 for all industries with a 5% inflation factor applied for each year until 2026.

2. Supplied by Tennessee Department of Community and Economic Development based on announced wages in 2022 with a 5% inflation factor for each year until 2026.

3. RentCafe.com suggests 30% of annual income for a comfortable and affordable monthly rental rate.

CURRENT HOUSING MARKET

Gibson County’s current construction and residential development pipeline will not meet the unconstrained population and housing demand forecast. The entire West Tennessee housing market, like the national housing market, is experiencing an extended housing shortage.

Nationally, new residential construction has not returned to the levels prior to the 2007-2008 financial crisis. Additionally, the COVID-19 pandemic, followed by related housing material shortages, supply chain disruptions, and lack of available labor in the skilled trades have exacerbated the shortage.

SINGLE-FAMILY HOUSING STATISTICS

Unlike many of the other counties in the region, Gibson County has experienced an upswing of new housing starts in the last few years. From January 2021 through December 2024, there were 454 housing starts reported in Gibson County, as noted in Table 9 below.

TABLE 9 | HOUSING STARTS COMPARISON

Year	Gibson County	Non-Metro West TN Region
	Total Housing Starts	Average Housing Starts Per County
2020	0	42.4
2021	0	43.3
2022	161	66.2
2023	138	58.9
2024	155	55.2

Source: 2024 U.S. Census Bureau
 *This represents the most current data available at the time of compilation.

A significant percentage of the existing housing stock in the county is older, with the median age of a house being 48 years versus 37 years for the State of Tennessee.

Table 10 on the next page shows the age range of housing for Gibson County, the 21-County West Tennessee Region, and for Tennessee.

TABLE 10 | AGE OF OWNER-OCCUPIED HOUSING UNITS

	Gibson County		21-County West TN Region		State of TN	
	Count	%	Count	%	Count	%
2025 Est. Housing Units by Year Structure Built						
Built 2020 or Later	685	2.99	13,367	1.94	184,696	5.79
Built 2010 to 2019	1,028	4.49	41,745	6.06	332,811	10.43
Built 2000 to 2009	3,492	15.26	88,639	12.87	484,813	15.19
Built 1990 to 1999	2,737	11.96	107,496	15.61	507,655	15.90
Built 1980 to 1989	2,484	10.86	91,658	13.31	408,781	12.81
Built 1970 to 1979	3,466	15.15	112,984	16.41	439,598	13.77
Built 1960 to 1969	2,482	10.85	76,483	11.11	290,830	9.11
Built 1950 to 1959	2,819	12.32	81,853	11.88	249,901	7.83
Built 1940 to 1949	1,545	6.75	34,370	4.99	122,093	3.83
Built 1939 or Earlier	2,144	9.37	40,120	5.83	170,830	5.35
2025 Housing Units by Year Structure Built						
2025 Est. Median Year Structure Built	1977		1980		1988	

Source: Claritas Environics 2025 Data

The median value of existing homes in Gibson County is \$184,074, which is significantly lower than the median home values for both the 21-County West Tennessee Region and the state.

Table 11 on the next page shows the number of homes by value range.

TABLE 11 | HOUSING UNITS BY VALUE

	Gibson County		21-County West TN Region		State of TN	
	Count	%	Count	%	Count	%
2025 Est. Owner-Occupied Housing Units by Value						
Value Less Than \$20,000	476	3.36	8,395	2.26	35,586	1.87
Value \$20,000 - \$39,999	486	3.43	9,829	2.65	33,447	1.76
Value \$40,000 - \$59,999	737	5.20	10,398	2.80	33,117	1.74
Value \$60,000 - \$79,999	975	6.88	17,135	4.62	44,789	2.35
Value \$80,000 - \$99,999	880	6.21	20,750	5.59	53,245	2.80
Value \$100,000 - \$149,999	2,350	16.58	45,696	12.31	149,853	7.87
Value \$150,000 - \$199,999	1,670	11.78	39,248	10.57	148,529	7.80
Value \$200,000 - \$299,999	2,480	17.50	69,999	18.86	346,387	18.20
Value \$300,000 - \$399,999	1,980	13.97	53,982	14.54	311,685	16.37
Value \$400,000 - \$499,999	698	4.92	35,060	9.45	232,479	12.21
Value \$500,000 - \$749,999	930	6.56	37,141	10.01	271,765	14.28
Value \$750,000 - \$999,999	396	2.79	14,602	3.93	128,412	6.75
Value \$1,000,000 - \$1,499,999	46	0.33	5,418	1.46	68,889	3.62
Value \$1,500,000 - \$1,999,999	18	0.13	1,517	0.41	22,224	1.17
Value \$2,000,000 or more	53	0.37	1,985	0.54	23,187	1.22
2025 Est. Median All Owner-Occupied Housing Value	\$184,074		\$246,332		\$332,447	

Source: Claritas Environics 2025 Data

TABLE 12 | GIBSON COUNTY ACTIVE LISTINGS – SINGLE-FAMILY DWELLINGS & LOTS

City/Town	Single-Family Dwellings	Lots
Bradford	5	4
Dyer	15	4
Gibson	0	1
Humboldt	55	20
Medina	44	16
Milan	51	11
Rutherford	11	4
Trenton	39	30
Yorkville	1	0
Total	221	90

Source: REALTOR.com

A February 2025 real estate market analysis identified 221 single-family homes listed for sale across Gibson County, along with 90 available residential lots. This information is summarized in Table 12 below and provides a clear picture of current housing inventory and potential for new development. According to Realtor.com, the median listing price was \$239,000, with an average price per square foot of \$144. The median number of days on the market was 62, which is an increase of 26 days compared to the same time last year. This trend suggests that supply is beginning to outpace immediate demand, though overall market activity remains steady.

Over the past 12 months, Gibson County's housing market has demonstrated relative stability, with consistent levels of new listings and home sales, accompanied by modest price appreciation. The county continues to offer a balanced market environment for buyers, sellers, and developers. Compared to other non-metro counties in West Tennessee, Gibson County exhibits a higher level of housing activity, positioning it as a promising area for continued residential growth.

MULTI-FAMILY HOUSING STATISTICS

As shown in the table below, the percentage of renter-occupied units in Gibson County is slightly lower than the 21-County West Tennessee Region and the state; and the number of owner-occupied homes is almost 10 percentage points higher than the regional level.

Gibson County currently has approximately 700 multi-family housing units. The county has two market-rate apartment complexes, with rental prices ranging from \$600 to \$1,200. A large portion of renters reside in public housing or government-subsidized housing.

Multi-family housing management and local housing authorities reported low or no vacancies and long waiting lists for both market-rate and government housing. It should be noted that the wage rates related to BOC will not directly generate new demand for rent-subsidized housing.

TABLE 13 | OWNER- VS RENTER-OCCUPIED HOUSING UNITS

	Gibson County		21-County West TN Region		State of TN	
	Count	%	Count	%	Count	%
2025 Est. Occupied Housing Units – Owner- vs Renter- Occupied						
Housing Units, Owner-Occupied	14,175	68.63	371,155	60.34	1,903,594	65.84
Housing Units, Renter-Occupied	6,479	31.37	243,972	39.66	987,557	34.16

Source: Claritas Environics 2025 Data

CURRENT RESIDENTIAL DEVELOPMENT PIPELINE

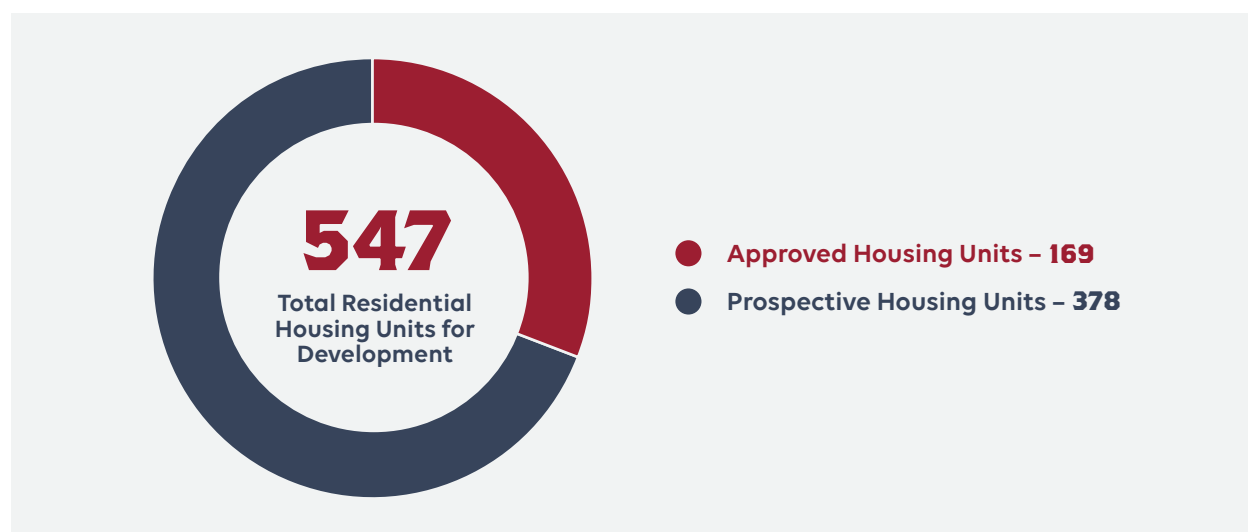
While there is widespread awareness across Tennessee and the greater Southeast region about the BlueOval City project and the anticipated growth it will generate, the initial progress of new residential development in non-metro West Tennessee has been slow.

The city and county mayors, as well as local real estate agencies and local landowners are often approached by potential developers and others who are evaluating the Gibson County market for residential investments. The Economic Development Director for Gibson County has been tracking new residential development because it impacts new large and start-up employers in the county.

In listening sessions and interviews, representatives of the county and municipalities reported an active residential development pipeline in Gibson County, particularly within the cities of Milan, Medina, and Humboldt. These projects include a mixture of single-family and multi-family housing units.

It is challenging to gather complete information on the plans of private developers who are assessing the county for potential projects, however what is available is listed below.

GRAPHIC 4 | APPROVED VS PROSPECTIVE HOUSING DEVELOPMENTS AS OF FEB 2024



Source: Younger Associates

Tables 14A and 14B on the next two pages show the residential pipeline for the county and towns.

TABLE 14A | NEW SINGLE-FAMILY & MULTI-FAMILY HOUSING DEVELOPMENT PLANS

City of Humboldt			
Multi-Family			
Name	Units	Status	Source
HPQ Properties LLC	48	Approved Ready to begin construction	Mike Uselton City Building Inspector
Total	48		
Single-Family			
Name	Units	Status	Source
Liberty	10	Approved Ready to begin construction	Mike Uselton City Building Inspector
Total	10		
City of Medina			
Multi-Family			
Name	Units	Status	Source
No Developments	0	-	Matt Brown - Building Inspector
Total	0		
Single-Family			
Name	Units	Status	Source
Steeple Chase	7	Lots with homes started 11 more lots available	Matt Brown - Building Inspector
Crosswinds	6	Lots with homes started 1 more lot available	Matt Brown - Building Inspector
Providence	5	Lots with homes started 17 more lots available	Matt Brown - Building Inspector
Graves Crossing N	20	Lots with homes started 13 more lots available	Matt Brown - Building Inspector
Oakmont Estate	202	Proposed Not Approved Yet	Donny Bunton - NWTDD Planner
Total	240		

Note: Due to limited information from local agencies, the data provided is not guaranteed. More developments could be underway and the current assumptions are subject to change.

Data for the Town of Kenton is included in the Obion County Housing Market Analysis.

TABLE 14B | NEW SINGLE-FAMILY & MULTI-FAMILY HOUSING DEVELOPMENT PLANS

City of Milan			
Multi-Family			
Name	Units	Status	Source
Unnamed Duplex Development	10	Rezoning Request Submitted	Byron Burns - City Planner
Unnamed Duplex Development	20	Potential Proposal	Byron Burns - City Planner
Total	30		
Single-Family			
Name	Units	Status	Source
South Point Subdivision - PHASE 2	17	Under Construction Framing last 3 houses of phase 2	Byron Burns - City Planner
South Point - PHASES 3-7	40	Proposed Not Approved Yet	Byron Burns - City Planner
Harvest Ridge - PHASE 1	16	Approved Permits Pulled	Byron Burns - City Planner
Harvest Ridge - PHASE 2	10	Approved On Hold - Weather	Byron Burns - City Planner
Harvest Ridge - PHASE 3/4	20	Approved On Hold - Lift Station	Byron Burns - City Planner
Taylor Farms	10	Approved On Hold	Byron Burns - City Planner
Unnamed Development	20	Rezoning Request Submitted	Byron Burns - City Planner
Total	133		
City of Trenton			
Multi-Family			
Name	Units	Status	Source
Oakview Extended	56	Preliminary Approval 28 Duplexes - Likely starting this year	Richard Bailey Building Inspector
Total	56		
Single-Family			
Name	Units	Status	Source
Lexington Street	30	Preliminary Approval Likely starting next year	Richard Bailey Building Inspector
Total	30		
Housing Pipeline			
	Prospective	Approved	Total
Multi-Family	86	48	134
Single-Family	292	121	413
Total	378	169	547

Note: Due to limited information from local agencies, the data provided is not guaranteed. More developments could be underway and the current assumptions are subject to change.

Data for the Town of Kenton is included in the Obion County Housing Market Analysis.

The following communities reported no prospective or active developments for either multi- or single-family units.

- » Town of Bradford – Johnna Alexander, City Recorder
- » City of Dyer – Richard Bailey, Building Inspector
- » Town of Gibson – Kathy Hatley, City Recorder
- » Town of Rutherford – Eddie Bell, Building Inspector
- » City of Yorkville – Kingsley Brock, Director of Gibson County Economic Development
- » Non-incorporated Areas of Gibson County – Richard Bailey, Building Inspector

Note: Due to limited information from local agencies, the data provided is not guaranteed. More developments could be underway and the current assumptions are subject to change.

Data for the Town of Kenton is included in the Obion County Housing Market Analysis.

NEW HOUSING DEVELOPMENT CAPACITY

A mathematical analysis of land use finds that approximately 2,856 housing units could be constructed within the city and town limits in Gibson County.

This analysis was critical for planning because the population forecast, by design, was based on where people would likely choose to live. The population forecast did not evaluate availability of land or constraints in meeting the housing demand due to factors such as the amount of developable land within town limits, the location of utility infrastructure, and the community's interest in preserving farmland and natural areas.

This analysis finds that there is sufficient developable land to meet the forecasted housing demand.

Table 15 lists the acreage within the town limits and Urban Growth Boundaries.

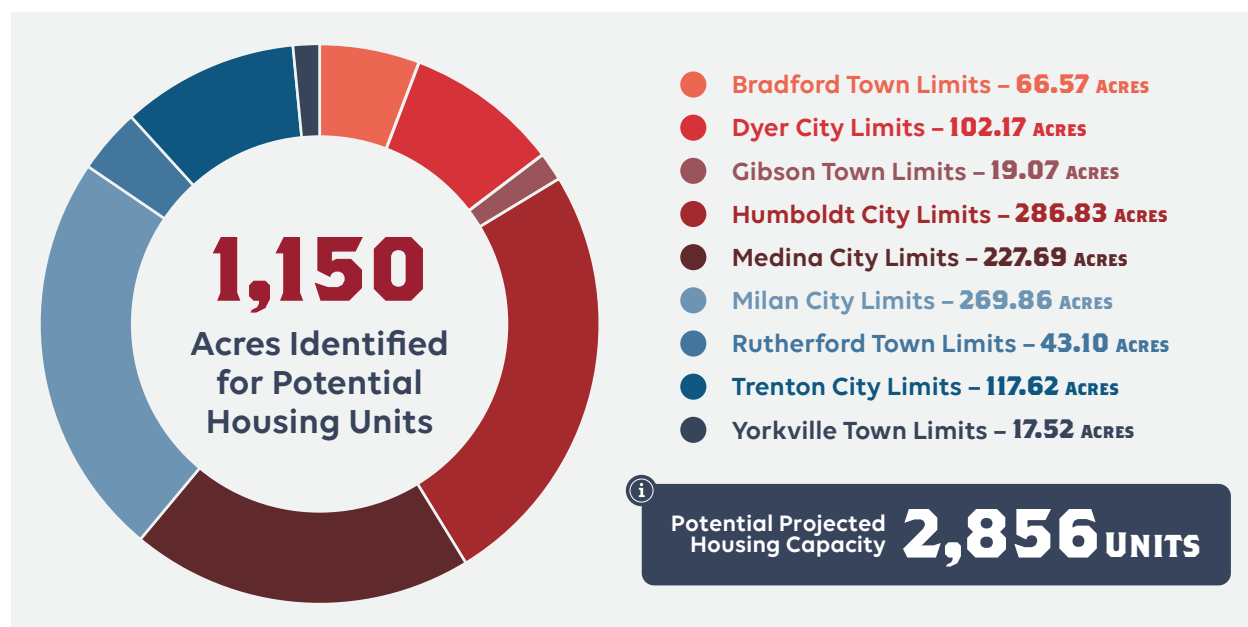
TABLE 15 | GIBSON COUNTY ACREAGE BREAKDOWN

	Total Acreage	Percent of Total Acreage	Total Acreage	Percent of Total Acreage
Gibson County Total Acreage			386,299	100.0%
County Land Not Utilized by Town or UGB*			235,086	60.9%
Total Land Utilized by City and UGB			151,213	39.1%
Community**	Town Limits		Urban Growth Boundaries	
Bradford	1,133	0.3%	8,339	2.2%
Dyer	1,819	0.5%	6,299	1.6%
Gibson	391	0.1%	5,587	1.4%
Humboldt	6,699	1.7%	13,121	3.4%
Medina	2,683	0.7%	8,685	2.2%
Milan	5,745	1.5%	34,114	8.8%
Rutherford	1,486	0.4%	11,718	3.0%
Trenton	5,178	1.3%	32,547	8.4%
Yorkville	831	0.2%	4,838	1.3%
Totals	25,965	6.7%	125,248	32.4%

*UGB = Urban Growth Boundary

**Data for the Town of Kenton is included in the Obion County Housing Market Analysis.

GRAPHIC 5 | GIBSON COUNTY LAND AT A GLANCE



Tables 16A and 16B detail the potential development capacity for each locality based on current land use, and jurisdictional boundaries. This analysis does not consider the availability of real estate, but rather looks at physical land constraints and general locations of utility infrastructure. Areas for development, based on the noted calculation methodology, have been color-coded on Maps 3A-13, however the calculations only include a percent of the colored areas within the town/city limits.

These are mathematical calculations of potential development capacity, not recommendations on development location. They should not be considered to be consistent with any approved future land use or other planning documents that may be adopted, nor is this an indication of where new development will actually occur.

The assumptions and data sources for these calculations can be found below.

ASSUMPTIONS:

- The assumed percentages of property that could be developed within town limits are listed in the table as "developable acres." The percentages chosen are based on general sentiment from leadership and the community for how rural areas should be developed in the region to preserve agricultural land, reduce sprawl, and maintain the compact, small town character of the region. This concept to concentrate new development around existing infrastructure also provides for a more fiscally responsible development pattern.
- For the purpose of the calculations in this study, areas outside of town/city limits were not considered for new housing development, although there are areas within UGBs where housing could be considered if land and utility infrastructure were available.
- The other properties assumed for no housing development include: any land with a current structure, semi-public, public, utilities, right-of-way, railroad, airports, floodzone areas, and conservation or protected lands.
- Due to the large tracts of land identified, it is assumed new right-of-way will need to be factored into the density calculations; therefore, conservative calculations for units per acre (DU/acre) were used. These are assumed to be single-family residences, but additional density is expected in some areas to accommodate a variety of unit types and sizes such as duplexes, townhomes and multi-family units consistent with what is allowed in jurisdictional zoning codes.

DATA SOURCES:

- Existing land use from Tennessee Comptroller of the Treasury, downloaded July 2023.
- Town limits and Urban Growth Boundaries.
- Development Capacity Methodology

TABLE 16A | HOUSING MARKET DEVELOPMENT CAPACITY SUMMARY

Parcels By Location	Total Parcel Acreage	%	Developable Acres based on %	DU/Acre Assumption	Units
Parcels within town limits, but not in floodplain					
Bradford Town Limits					
Agricultural Tract Unimproved (No SFR)	24.65	10%	2.47	2	5
Agricultural Tract w/SFR	32.43	10%	3.24	2	6
Vacant Lot – less than 5 acres	47.53	85%	40.40	2	81
Vacant Tract – 5 acres or larger	40.92	50%	20.46	2	41
TOTAL	145.53		66.57		133
Dyer City Limits					
Agricultural Tract Unimproved (No SFR)	276.58	10%	27.66	2	55
Agricultural Tract w/Mobile Home(s)	2.06	0%	0.00	2	0
Agricultural Tract w/SFR	211.84	0%	0.00	2	0
Vacant Lot – less than 5 acres	69.60	75%	52.20	2	104
Vacant Tract – 5 acres or larger	44.62	50%	22.31	2	45
TOTAL	604.70		102.17		204
Gibson Town Limits					
Agricultural Tract Unimproved (No SFR)	32.98	10%	3.30	2	7
Agricultural Tract w/Mobile Home(s)	2.05	0%	0.00	2	0
Agricultural Tract w/SFR	44.27	0%	0.00	2	0
Vacant Lot – less than 5 acres	22.44	50%	11.22	2	22
Vacant Tract – 5 acres or larger	9.09	50%	4.55	2	9
TOTAL	110.83		19.07		38
Humboldt City Limits					
Agricultural Tract w/SFR & w/Mobile Home	64.52	0%	0.00	3	0
Agricultural Tract Unimproved (No SFR)	663.94	10%	66.39	3	199
Agricultural Tract w/Mobile Home(s)	29.17	0%	0.00	3	0
Agricultural Tract w/SFR	224.95	0%	0.00	3	0
Vacant Lot – less than 5 acres	164.67	75%	123.50	3	370
Vacant Tract – 5 acres or larger	193.88	50%	96.94	3	291
TOTAL	1,341.13		286.83		860
Medina City Limits					
Agricultural Tract Unimproved (No SFR)	855.07	10%	85.51	2	171
Agricultural Tract w/SFR	90.03	0%	0.00	2	0
Vacant Lot – less than 5 acres	80.28	85%	68.24	2	136
Vacant Tract – 5 acres or larger	86.99	85%	73.94	2	148
TOTAL	1,112.37		227.69		455

TABLE 16B | HOUSING MARKET DEVELOPMENT CAPACITY SUMMARY

Parcels By Location	Total Parcel Acreage	%	Developable Acres based on %	DU/Acre Assumption	Units
Milan City Limits					
Agricultural Tract Unimproved (No SFR)	577.23	5%	28.86	3	87
Agricultural Tract w/SFR	277.90	0%	0.00	3	0
Vacant Lot – less than 5 acres	261.21	50%	130.60	3	392
Vacant Tract – 5 acres or larger	220.81	50%	110.40	3	331
TOTAL	1,337.15		269.86		810
Rutherford Town Limits					
Agricultural Tract Unimproved (No SFR)	137.48	10%	13.75	2	27
Agricultural Tract w/SFR	143.33	0%	0.00	2	0
Vacant Lot – less than 5 acres	29.73	75%	22.30	2	45
Vacant Tract – 5 acres or larger	8.30	85%	7.05	2	14
TOTAL	318.84		43.10		86
Trenton City Limits					
Agricultural Tract Unimproved (No SFR)	511.14	5%	25.56	2	51
Agricultural Tract w/SFR	412.94	0%	0.00	2	0
Vacant Lot – less than 5 acres	118.72	50%	59.36	2	119
Vacant Tract – 5 acres or larger	109.00	30%	32.70	2	65
TOTAL	1,151.80		117.62		235
Yorkville City Limits					
Agricultural Tract Unimproved (No SFR)	140.53	5%	7.03	2	14
Agricultural Tract w/SFR	212.73	0%	0.00	2	0
Vacant Lot – less than 5 acres	16.18	30%	4.85	2	10
Vacant Tract – 5 acres or larger	18.81	30%	5.64	2	11
TOTAL	388.25		17.52		35
TOTALS GIBSON COUNTY	6,511		1,150		2,856



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

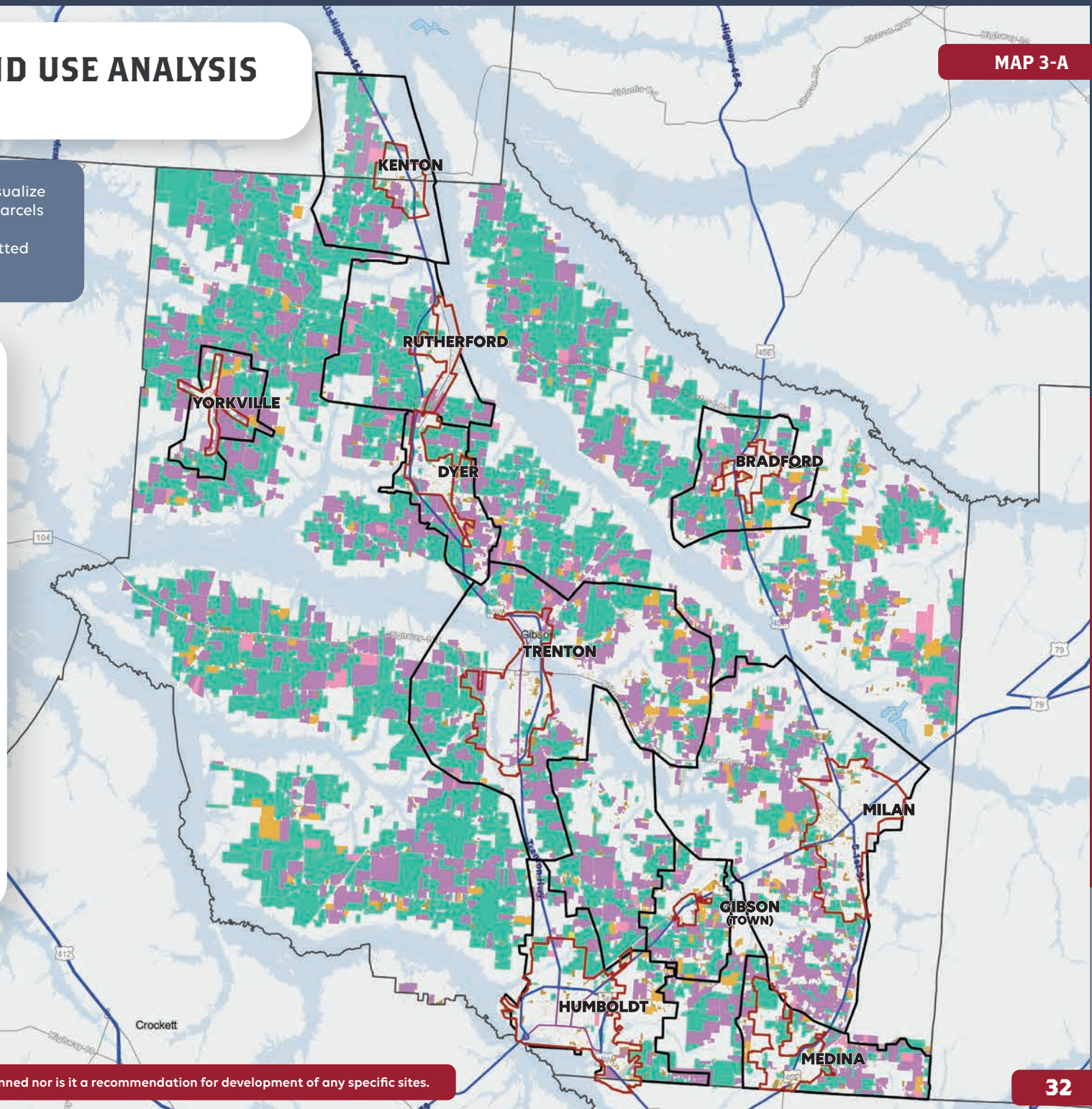
Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.





This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

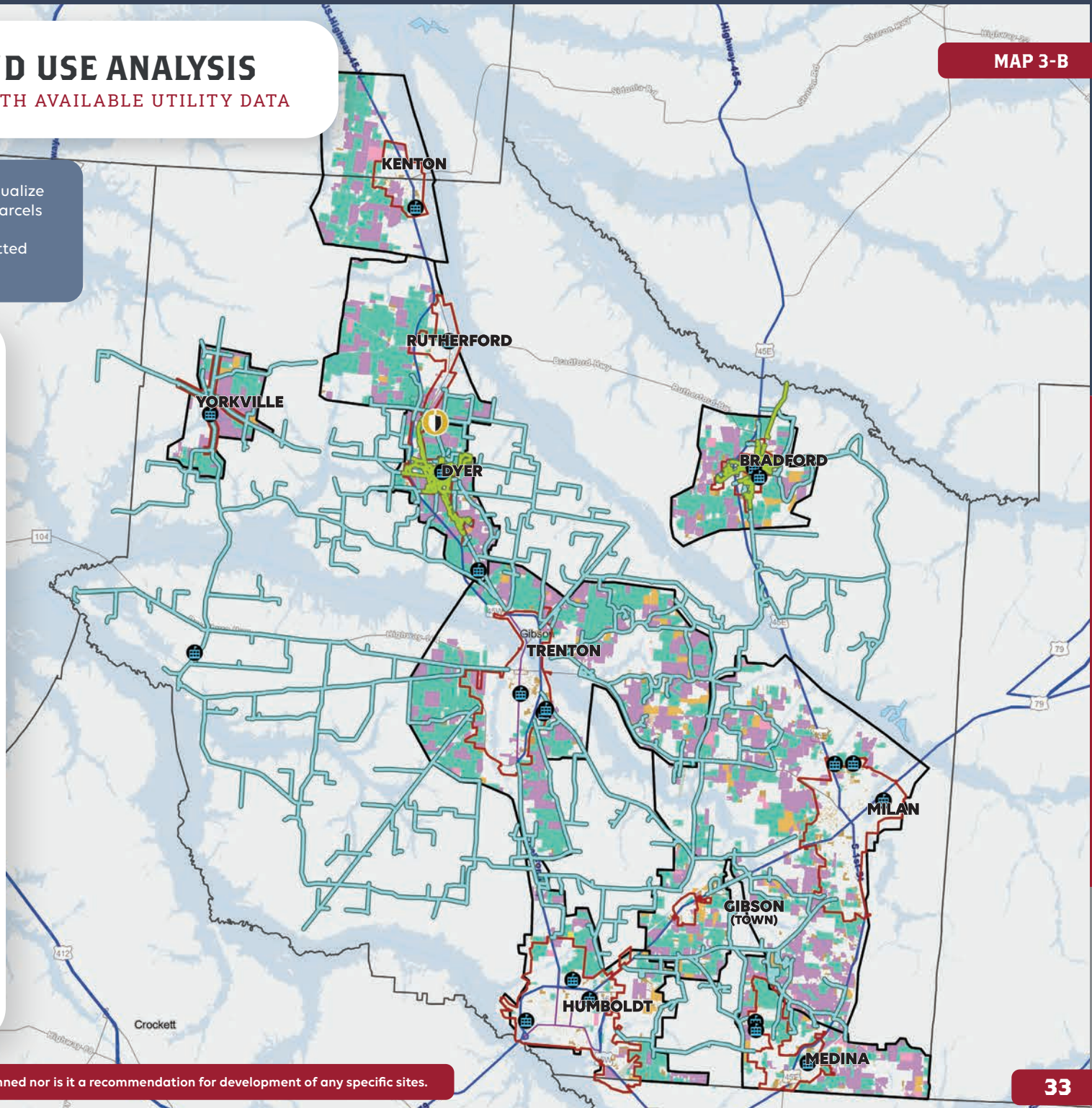
Utilities

- Water Lines
- Sewer Lines

Note: Gibson County has seven utility districts: Bradford Public Works, City of Dyer, Gibson County, Humboldt Utilities, Milan Water, Rutherford Water Works, and City of Trenton. All provide water and sewer services except Gibson County (water only). The utility mapping shown is based on the best available data at the time of this report.



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.





This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines

Note: Utility mapping for the Town of Gibson was not available at the time of this report.



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines

Note: Utility mapping for Humboldt Utilities Water Department was not available at the time of this report.



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

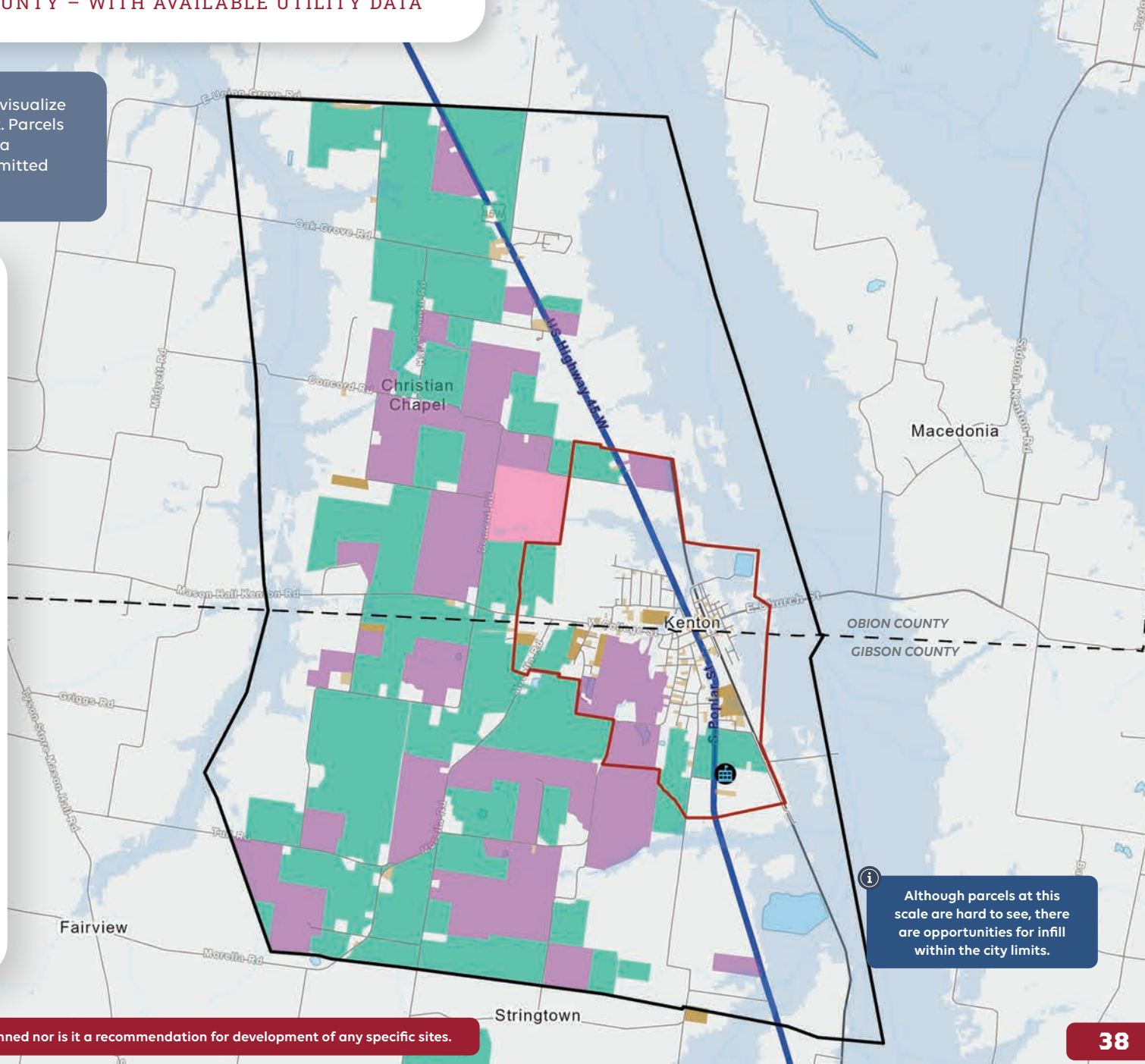
Utilities

- Water Lines
- Sewer Lines

Note: Kenton Water Department serves water to the Town of Kenton. No utility mapping was available at the time of this report.



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines

Note: Utility mapping for the Town of Medina was not available at the time of this report.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines

Note: Utility mapping for the Milan Water Department was not available at the time of this report.



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines

Note: Utility mapping for the Rutherford Water Works was not available at the time of this report. The water and/or sewer lines shown are from the adjacent utility district(s).



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines

Note: Utility mapping for the City of Trenton was not available at the time of this report. The water and/or sewer lines shown are from the adjacent utility district(s).



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.



This land use map was created to help visualize potential areas for future development. Parcels that were already developed or within a floodplain or preservation area were omitted from the mapping analysis.

- Interstates
- Primary Roads
- Secondary Roads
- City/Town Limits
- Urban Growth Boundaries
- 100-Year Floodplain
- Bodies of Water
- Public Schools
- TN Certified Sites

Existing Land Uses

- Agricultural Tract w/ SFR & w/ Mobile Home
- Agricultural Tract Unimproved (No SFR)
- Agricultural Tract w/ Mobile Home
- Agricultural Tract w/ SFR
- Tract Unimproved (No SFR)
- Vacant - Resort Lot
(Vacant Residential Lot in Resort Subdivision)
- Vacant Lot - Less than 5 acres
- Vacant Tract - 5 acres or larger

SFR = Single Family Residential

Utilities

- Water Lines
- Sewer Lines



This map does not depict where development is planned nor is it a recommendation for development of any specific sites.



Although parcels at this scale are hard to see, there are opportunities for infill within the city limits.

CONSTRAINTS & OPPORTUNITIES

The following constraints and opportunities have been identified through West TN Planning's land evaluation as items that should be considered to meet the forecasted housing demand.

INFRASTRUCTURE CAPACITY

While the county's utilities and infrastructure are reported to be adequate for the existing population, local authorities identified that systems will need to be expanded and improved to meet the level of growth expected. For example, Milan has multiple infrastructure investments in progress, but has put two new residential subdivisions on temporary hold until water and sewer issues can be resolved. Humboldt has recently invested in significant upgrades to its utilities, but will likely need a new water plant to accommodate future growth. Trenton will also need water and wastewater capacity increases to support new development.

BROADER AWARENESS OF COUNTY-WIDE OPPORTUNITIES

While larger municipalities such as Milan, Medina, and Humboldt are attracting new residential development, the six smaller communities have land available that could potentially be developed. These communities may need additional marketing exposure to attract developers and future population growth.

As noted on Map 14, Gibson County has a designated Opportunity Zone that encompasses the entirety of Humboldt. Opportunity Zone tax incentives can be used for commercial and industrial real estate, housing, infrastructure, and existing or start-up business investments.

Opportunity Zones offer valuable tax incentives for investors, including deferred taxes on previously earned capital gains, reduced capital gains tax, and potential permanent exclusion of property gains tax based on the investment duration. While Opportunity Funds are commonly utilized by high net worth investors in urban areas, there is significant potential to attract investment beyond urban areas by highlighting the unique advantages and opportunities available in a specific area.

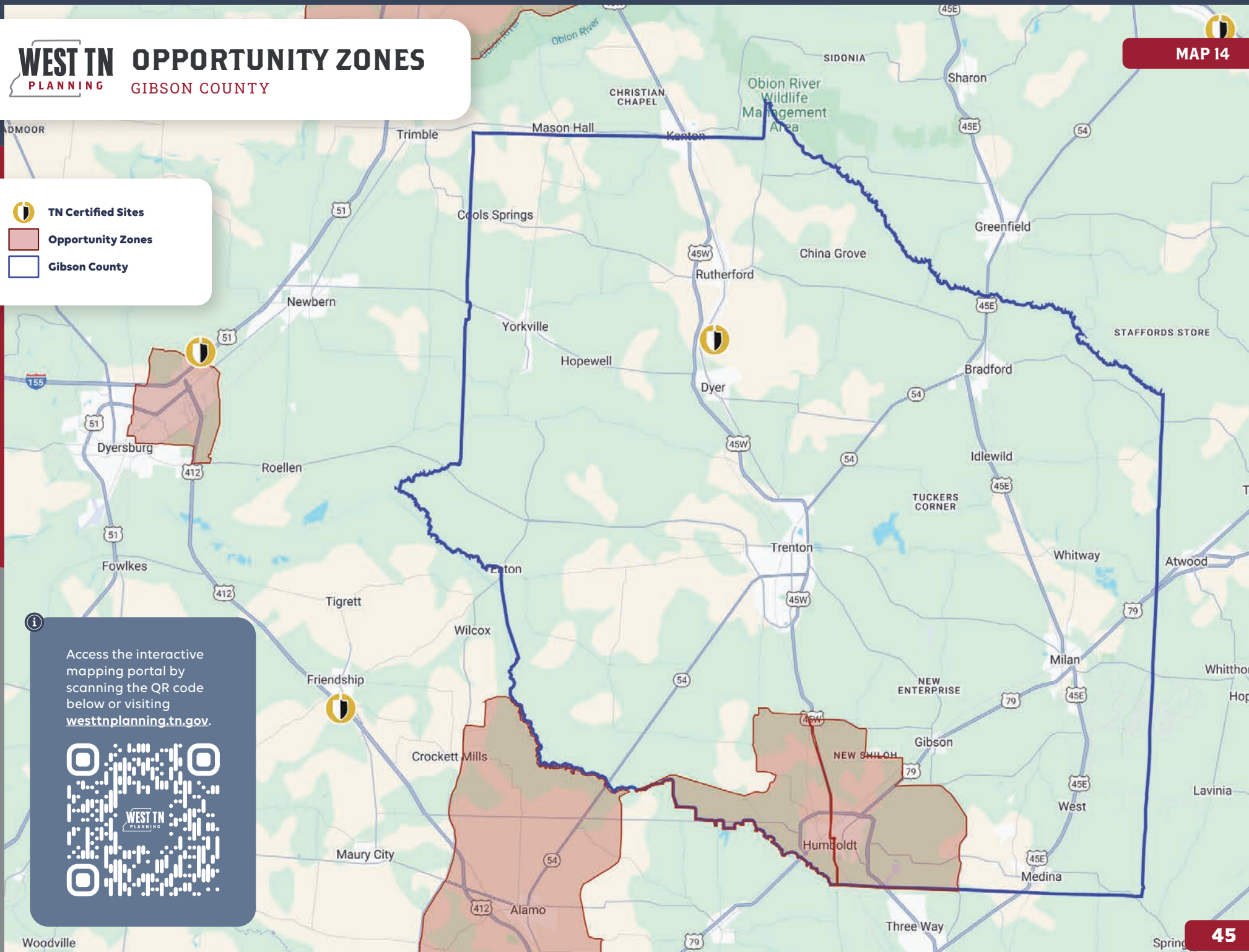
City and county mayors as well as local real estate agencies in many counties have reported being approached by potential developers who are evaluating the markets across West Tennessee for residential investments. This report, supported by other reports from West TN Planning, can help developers evaluate the Gibson County housing market.

WEST TN OPPORTUNITY ZONES

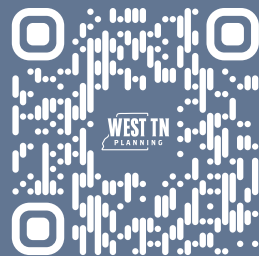
PLANNING GIBSON COUNTY

MAP 14

-  TN Certified Sites
-  Opportunity Zones
-  Gibson County



Access the interactive mapping portal by scanning the QR code below or visiting westtnplanning.tn.gov.



RECOMMENDATIONS

The following recommendations should be considered the initial framework for Gibson County to address and prioritize the needs outlined in this report.

1

Review local zoning ordinances to ensure they support a variety of lot sizes and housing types, including duplexes, fourplexes, townhomes, condos, and senior living communities. Offering a diverse mix of housing promotes affordability and helps meet the needs of working families, young professionals, recent graduates, retirees, and seniors. Greater zoning flexibility can make it easier to develop homes that are affordable for households earning average wages in the region. To further support housing development, consider implementing streamlined processes such as pre-approved building plans.

2

Promote infill development. There are numerous opportunities to build within existing residential areas by renovating or replacing substandard housing, or building housing in defunct commercial areas. A focused effort to update or rehabilitate existing housing in older neighborhoods may offer solutions to providing housing that is affordable to lower wage households.

3

Focus development within the town limits, then within the Urban Growth Boundaries nearest to the municipal boundaries and water and wastewater infrastructure to protect farmland and environmentally sensitive areas. Developing areas with existing utility services will facilitate faster residential development to meet current housing demand. This will also allow more time for planning and financing essential investments to support growth over the next 20 years.

4

Improve ratings of public schools in districts where the Tennessee Department of Education ratings are low. Excellence in public schools is important to talent attraction as working families seek high-quality schools for their children. Gibson County has experienced significant growth in recent years in the communities with the highest rated public schools.

5

Utilize Tax Increment Financing (TIF) where feasible to assist in the development of mixed-use developments. TIFs can be a valuable tool to support mixed-use and multi-family developments. This can include apartment complexes with high-quality public amenities such as playgrounds, walking paths, and community centers.

6

Remember that retail (and services) follows rooftops. Utilize new population and housing growth projections, which show even higher rates of growth than in past years, to assist in recruiting new retailers and encouraging local business start-ups. Incorporate retail and other amenities in planning new mixed-use developments and attract developers who have established relationships with regional and national retail tenants. Many developers working in the region are now focused on mixed-use developments.

7

Explore partnerships with major employers to support quality-of-life amenities. In other communities, such partnerships have funded facilities such as daycare centers, public parks, recreational spaces, and neighborhood playgrounds or pools within new residential developments. Employees of the sponsoring employer receive preference in obtaining homes for sale in the development. These strategies could help overcome lack of amenity density for families with young children.

8

Ensure that key contact information for county and municipal planners, as well as building officials, is easily accessible on all relevant websites, providing developers with direct phone numbers and email addresses. Additionally, develop online resources for residential and commercial developers, including zoning maps, development process guides, and contact directories. Centralizing this information can help attract potential national-scale developers.

9

Maintain a comprehensive master list, including the small municipalities in the county, of the residential development pipeline, including prospects. Collect a standard set of data on each prospective development and maintain a county-wide database so proper planning and coordination of utility and transportation infrastructure can be discussed proactively.

10

Enforce and adhere closely to building codes. The Tennessee state building code is a minimum baseline for communities that do not have local building codes. Blight removal increases community attractiveness and helps stabilize property values by not allowing substandard structures to devalue neighborhoods and communities.

11

Leverage the Tennessee Downtown programs in Humboldt, Milan, and Trenton to expand retail, service, and entertainment amenities in and around their downtown areas. These programs help create vibrant, attractive districts that strengthen community identity and serve as anchors for new growth. Listening sessions conducted by West TN Planning highlighted small business growth in downtown Humboldt, demonstrating the potential impact of these initiatives. By utilizing available resources, all three communities can enhance their downtowns, attracting development to adjacent areas that may currently be in disrepair but are supported by existing infrastructure. A thriving downtown with local businesses and entertainment options can establish a distinct identity, making these cities more appealing to residents and investors alike.

12

Repurpose high-visibility industrial frontage and other available areas for mixed-use or commercial development to attract national retailers and enhance community amenities. Humboldt's successful conversion of industrial park frontage has attracted two national retailers. This demonstrates the potential for similar strategies in other communities, which supports both economic development and quality of life enhancements for residents.

ACKNOWLEDGMENTS

This analysis was made possible by a wide range of regional partners, the mayors of Bradford, Dyer, Gibson, Humboldt, Medina, Milan, Rutherford, Trenton, Yorkville, and Gibson County and their staff; Northwest Tennessee Development District; the Tennessee Housing Development Authority (THDA); and others. Their assistance was invaluable in researching the existing housing inventory, the current housing pipeline, and the potential housing demand, and this analysis would not have been possible without their support.

This report was prepared by Younger Associates, HDR, and Gresham Smith on behalf of the West TN Planning team for the Tennessee Department of Economic and Community Development.



TOWN OF

Gibson

TOWN OF

Rutherford

TOWN OF

Yorkville