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Sevierville Planning Commission  
120 Gary Wade Blvd.  
Sevierville, TN 37862

**Re: Proposed Red Bank Road Master Plan - Premature and Fiscally Irresponsible**

Honorable Mayor and Aldermen and Planning Commissioners:

I write on behalf of concerned Sevierville residents urging you to deny the rezoning and Master Plan request for the Red Bank Road development because it represents a premature and uneconomical use of Sevierville's limited land resources.

**1. The Sevierville Zoning Ordinance expressly requires orderly, economical growth.**

The Ordinance states its purpose is to promote the health, safety, morals, and the general welfare of the community, including the goals of facilitating the adequate provision of transportation, water, sewage, schools, parks and other public requirements. Approving a project that consumes nearly 400 acres of land on the edge of town before the City's core areas are fully developed runs directly against this purpose.

**2. The developer's own projections show the fiscal imbalance.**

D.R. Horton's Master Plan submission estimates only \$1.2 million in residential property tax revenue and \$800,000 in commercial sales tax revenue—approximately \$2 million annually.

Against this, the City would incur substantially higher recurring expenses:

- **Schools:** At 1,200 units, this project will generate an estimated 600–700 school-aged children (Sevier County averages about 0.5–0.6 children per unit). With per-pupil costs of approximately \$11,000 annually, the school impact alone could approach \$7 million per year.
- **Police & Fire:** The City's total police and fire budget is approximately \$22 million. This single subdivision would increase Sevierville's population by roughly 16%, requiring an estimated \$3.5 million annually in additional police and fire services—before accounting for capital expansions.

- **Road Maintenance:** The subdivision will add miles of new local streets and require additional arterial improvements. TDOT places road maintenance costs at \$21,000 to \$60,000 per lane mile annually. For just 10 miles of new two-lane streets, the annual cost would be another \$200,000–600,000.
- **Utilities:** The City’s water consultant has already identified the need for costly new mains and expanded pumping capacity. Even before ongoing maintenance, capital extensions will cost millions up front—expenses that will ultimately fall to ratepayers and taxpayers.

Even conservatively, annual service costs will exceed \$8–9 million, compared with just \$2 million in projected revenue. This is a structural deficit locked in for decades.

### **3. Infrastructure studies confirm the uneconomical nature of this rezoning.**

The traffic analysis warns that development-generated traffic will push multiple intersections on SR 416 into outright failure, with some approaches projected to operate at LOS F and wait times exceeding 100 seconds per vehicle. The City would be responsible for costly road and signal upgrades to remedy those failures.

The water analysis found that at peak demand, system pressure would “drop significantly below acceptable levels, reaching negative values (e.g., –118 psi).” While initial expansions may be covered by the developer, the long-term maintenance costs will fall to the City and will far exceed projected tax revenues.

### **4. Sprawling growth consumes resources needed for core development.**

Utility capacity and road improvements are finite. Every gallon of water, every mile of sewer, and every traffic improvement allocated to a 400-acre fringe subdivision is capacity that will not be available to support compact, higher-value growth in Sevierville’s core. Infill redevelopment, mixed-use projects, and small business expansions downtown generate far more revenue per acre while requiring less infrastructure. Directing scarce resources to sprawl will make it more difficult and costly to encourage new businesses and residents in the town center.

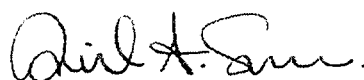
### **5. Once land is consumed, it cannot be reclaimed.**

Sevierville has limited land inside its urban boundary. To expend hundreds of acres on a low-density, high-cost subdivision at the edge of town is fiscally reckless. This land should be reserved for future growth when utilities and roads are adequate, or for more compact, higher-yield development that strengthens the City’s finances.

### **Conclusion**

This rezoning does not represent wise stewardship of Sevierville’s resources. It is premature, it will cost more to service than it generates in revenue, and it will divert scarce infrastructure away from the city core. The Planning Commission and BOMA should deny the request and insist on growth that is orderly, sustainable, and fiscally advantageous for the entire community.

Very truly yours,



Daniel A. Sanders

cc: Clients