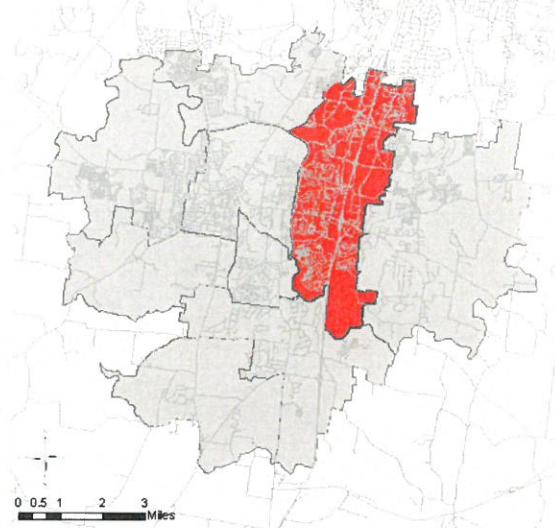


CHARACTER AREAS



MC EWEN

PLANNING BACKGROUND

This area encompasses 6,680 acres and two major interchanges with I-65: Cool Springs Boulevard and Murfreesboro Road, and part of a third interchange, at Moores Lane. The McEwen Drive interchange is also proposed. It is bound on the north by the UGB, to the west by the Berrys Chapel and Central Franklin Character Areas, to the south by the Harpeth River, and to the east by the Seward Hall Character Area. The McEwen Area is the principal regional commercial area in the UGB. It includes 3,713 acres and nearly 12 million square feet of commercial, office and industrial space. It is also the principal location for Attached Residential, with 3,520 attached units. There are about 1,100 vacant acres that have development potential. Most of this land is in large parcels under limited ownership. This area is clearly the major economic engine for the City.

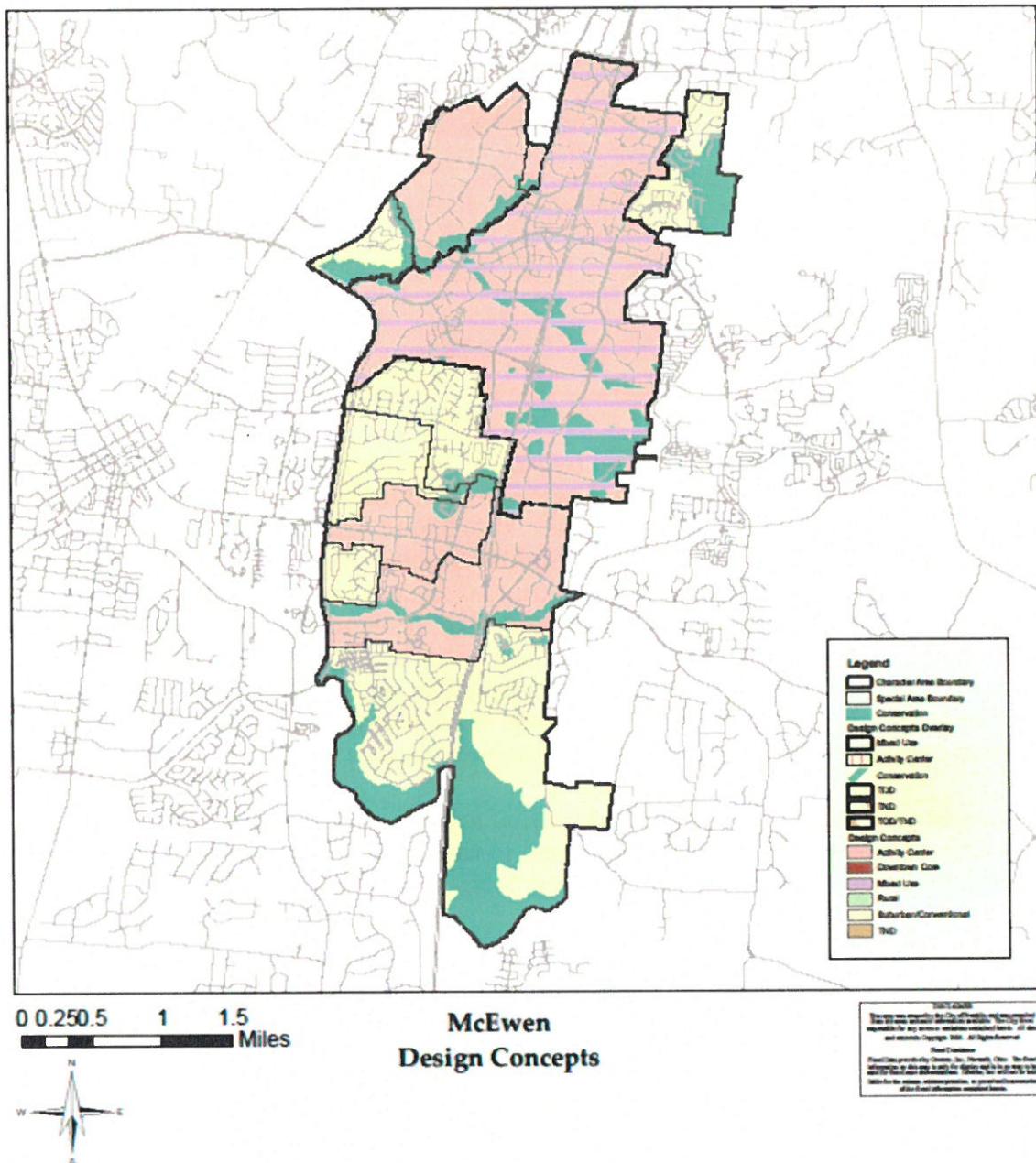
The Carothers Parkway area is the backbone of a major employment corridor and is planned for connection to Murfreesboro Road to the south. This corridor is enhanced by landscaped medians and landscaped parking lots.

Regional traffic creates traffic congestion at peak hours, particularly in the area around Alexander Plaza and Royal Oaks Boulevard, which is exacerbated by numerous curb cuts and poorly defined driveways. The Cool Springs area and the Royal Oaks Boulevard and Murfreesboro Road intersections also experience congestion.

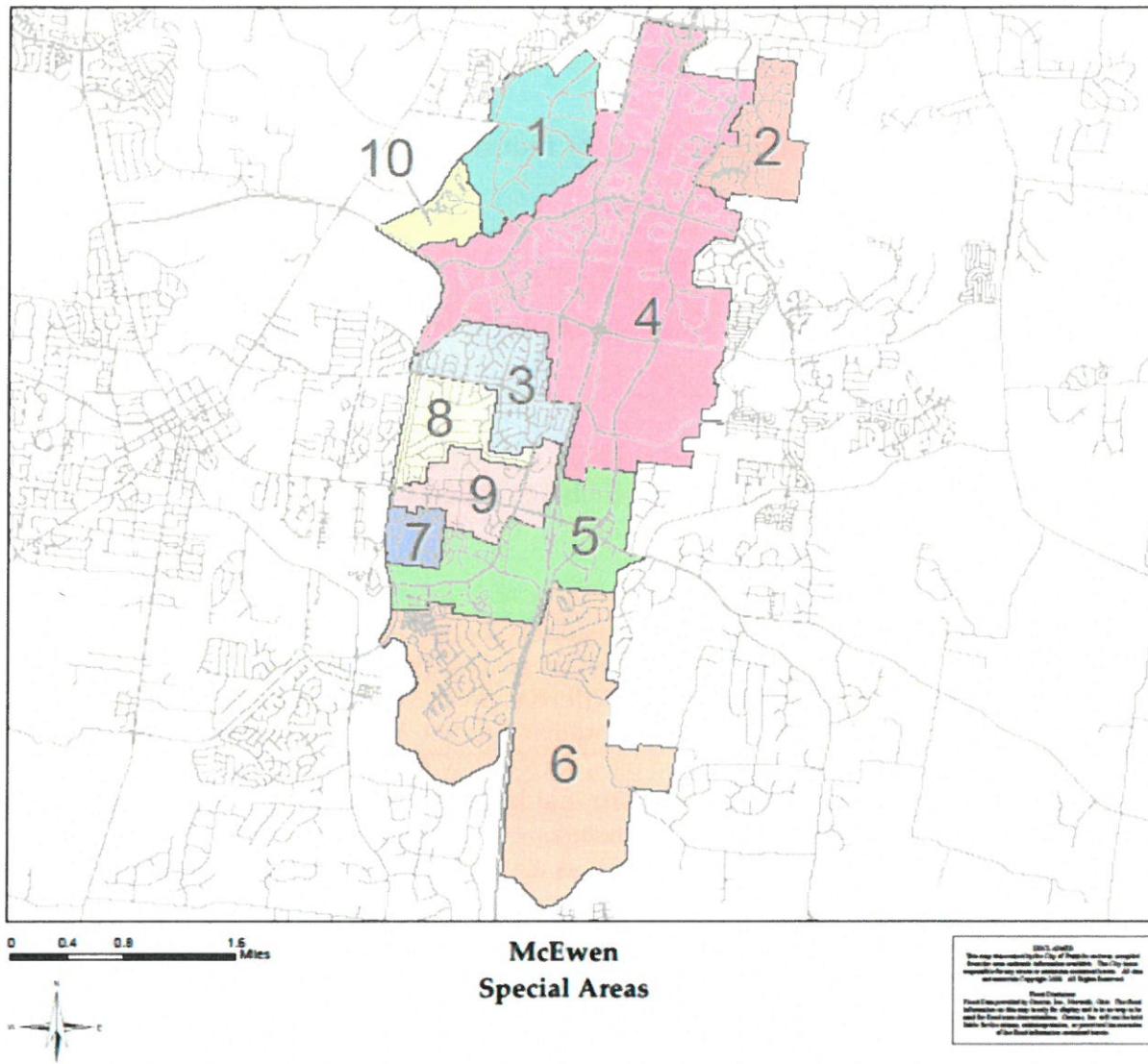
The commercial development along Murfreesboro Road is older and is experiencing deterioration that detracts from the quality of the area, although recent investments have helped to stabilize the area. These investments do not alter the fact that many of the commercial parcels and buildings along the corridor are outdated and occupied by marginal uses. Special attention and incentives may be necessary to encourage these significant redevelopment opportunities.

The area is also bisected by several tributaries of the Harpeth River that create constraints to further development.

CHARACTER AREAS



CHARACTER AREAS



CHARACTER AREAS

VISION

The McEwen Character Area will continue to be the major economic driver for the City of Franklin. However, economically productive development will respect the residential neighborhoods. Murfreesboro Road will be redeveloped pursuant to a comprehensive land use and economic strategy and will be a quality gateway from I-65. High-quality design and people-friendly environments will be encouraged through heightened standards and site design to reinforce the small-town appeal of Franklin.

SPECIAL AREA 1

1. The existing character of this area is Light Industrial and is expected to remain unchanged.

SPECIAL AREA 2

1. This area is largely developed, with the remaining land committed through existing plats.

SPECIAL AREA 3

1. This area is largely built out with little change expected.

SPECIAL AREA 4

1. A mixture of Attached and Detached Residential and Neighborhood or Local Retail uses is recommended, either in separate structures (proximate mixed uses) or with multiple uses in the same building on different floors (vertical mixed uses).
2. Retail uses, mid-rise commercial and hotels should be of higher intensity adjacent to I-65 and transition to less intensive uses further away from the interstate.
3. Local Retail may be located as a transitional land use between the Regional Retail and surrounding residential neighborhoods.
4. Attached Residential is also appropriate as a transition to residential uses to the east.
5. All “big box” retail shall be located west of I-65.

SPECIAL AREA 5

1. This area is an important regional gateway into the city, but it does not present the image of quality and community character that the city desires.
2. The city should prepare a “Special Area Plan” for this area that addresses market feasibility, land use, and design. The city should devise a long-term redevelopment and revitalization strategy for this largely developed area.
3. The southwest corner of this area is appropriate for a mixture of uses, including Attached and Detached Residential and Neighborhood Retail, but not until the intersection of South Royal Oaks Boulevard and Mack Hatcher Parkway is improved.

CHARACTER AREAS

SPECIAL AREA 6

1. The character of this area is largely established.
2. New development shall reflect the same character as the established area.
3. Neighborhood commercial uses are appropriate for the three lots fronting the connector street between Carothers Parkway and South Carothers Road and for the lot located immediately to the east of these three lots on the south side of South Carothers Road.

SPECIAL AREA 7

1. The character of this area is fully established.
2. New development shall reflect the same character as the established area.

SPECIAL AREA 8

1. The character of this area is fully established.
2. New development shall reflect the same character as the established area, but no additional Attached Residential shall be permitted
3. Transitional Office use is appropriate for the four lots at the southeast corner of this area, on London Lane and North Royal Oaks Boulevard, but only if North Royal Oaks Boulevard is widened.

SPECIAL AREA 9

1. Murfreesboro Road shall be redeveloped pursuant to a comprehensive land use and economic strategy and shall be a quality gateway from I-65.
2. High-quality design shall be encouraged through heightened standards and site design to reinforce the small-town appeal of Franklin.

SPECIAL AREA 10

1. The character of this area is fully established.
2. New development shall reflect the same character as the established area.

