

ENVISION



FRANKLIN

PRESERVING THE PAST, PLANNING THE FUTURE

Development Suitability Analysis

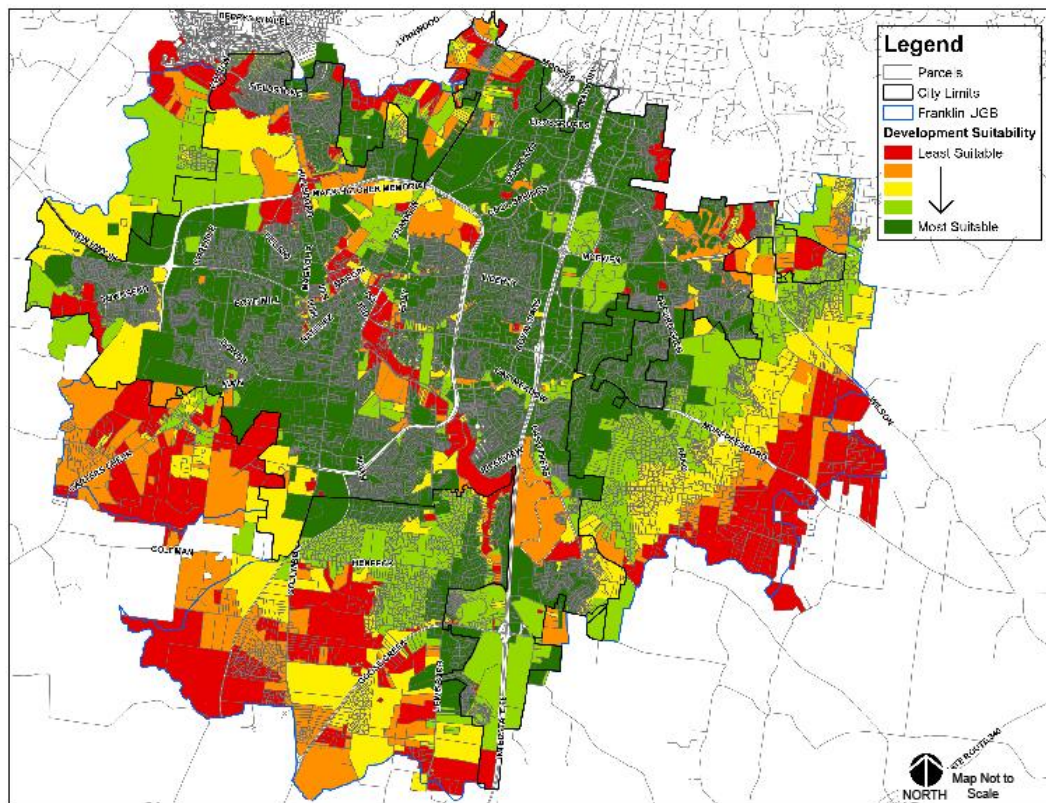


FIGURE C.1: LAND USE SUITABILITY FACTOR SUMMARY

FACTOR	DESCRIPTION	TYPE	WEIGHT
Floodway and Floodplain	Special Flood Hazard Areas defined as the area to be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year (Zones A and AE).	Amount of Overlap	9.0
Hillsides and Hilltops	Defined as areas included in the Hillside/Hillcrest Overlay (HHO) District.	Amount of Overlap	9.0
Fire Stations	Locations included in the Franklin "FireStations" shapefile.	Proximity	2.0
Sewer Service	Sewer lines as included in the Franklin "WwtGravityPipe" and "WwtPressurizedPipe" shapefiles.	Proximity	7.5
Employment Centers	Defined as the McEwen character area.	Proximity	1.0
Commercial Centers	Groups of non-office commercial land use as determined by the "GLU" designation on the "PARCELSLCS" shapefile.	Proximity	1.0
Stream Buffers	Areas included within a 60-foot buffer on either side of streams.	Amount of Overlap	4.0
Primary Thoroughfares	Interstate 65 and Mack Hatcher Parkway.	Proximity	2.5
Secondary Thoroughfares	Thoroughfares with access to Interstate 65 (Moore's Lane, Cool Springs Blvd., McEwen Drive, SR 96/Murfreesboro Road, Peytonsville Road/Goose Creek Bypass)	Proximity	1.5

DEVELOPMENT RESERVE

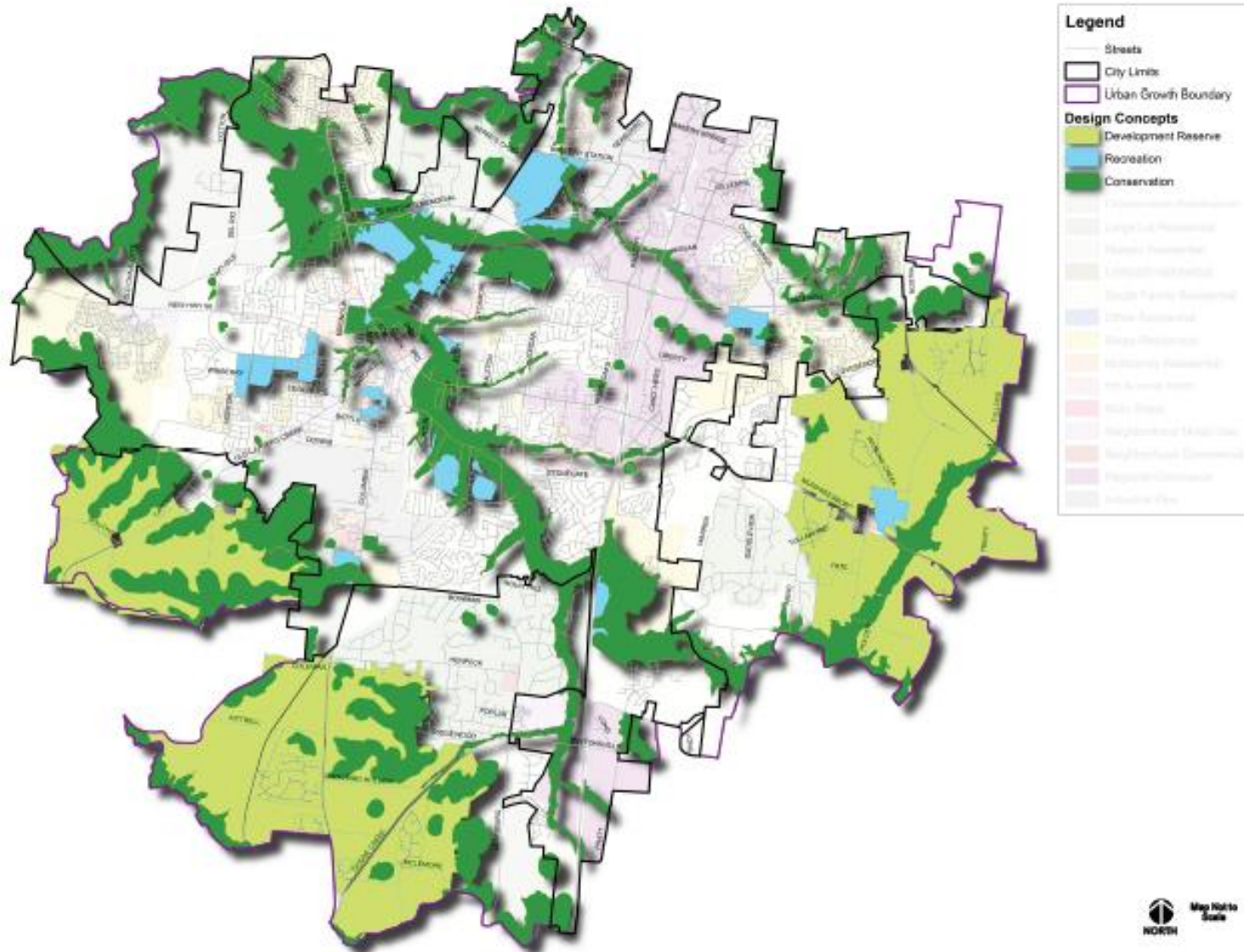
The Development Reserve includes areas along the fringes of the Franklin UGB and is characterized by agricultural uses and single-family residential uses on significant acreage. Public sewer access is unavailable in these areas. Rural road widths are not capable of handling high traffic volumes. New growth should only be encouraged in areas where adequate public water, sewer, and streets are available or are planned.

These areas should be subject to further planning and timed with infrastructure improvements and public-service delivery before any development occurs. Until adequate infrastructure is available, the land-use recommendation is single-family residential on lots of two acres or more. New buildings should be designed around natural features to protect forested areas, hillsides and hilltops, streams, and tree fence rows.



*"NEW BUILDINGS
SHOULD BE DESIGNED
AROUND NATURAL
FEATURES TO
PROTECT FORESTED
AREA, HILLSIDES AND
HILLTOPS, STREAMS,
AND TREE FENCE
ROWS."*

Development Reserve



9/26 & 9/27 Envision Franklin Open Houses



200 + attendees

80 Comment Cards Received at Open Houses

87 Total Comment Cards Received

50 signs posted throughout City

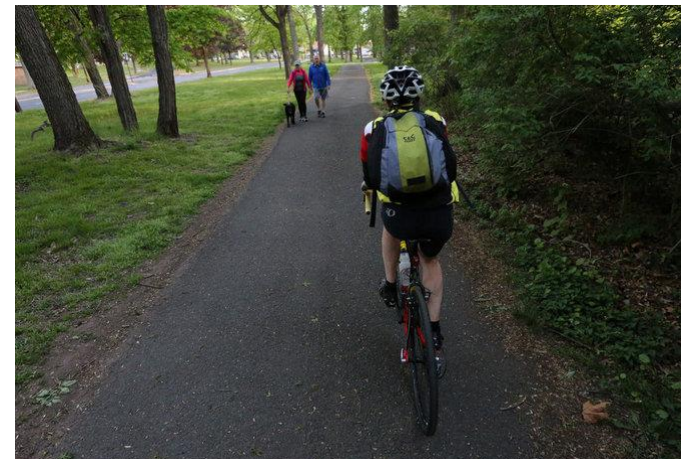
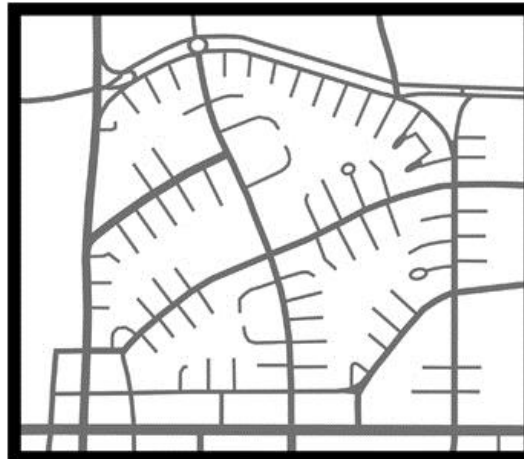


Feedback from Comment Cards



Mobility (38 comments):

- More Trails and Sidewalks (19 comments)
 - Connect Carnton to Downtown, Downtown to the Factory, Eddy Lane, 1st Ave trail extension; create a bikeable community
- Street Network and Roadway Improvements (13 comments)
 - Reduce congestion, widen streets, optimize traffic signalization, new streets
- Transit Improvements (6 comments)

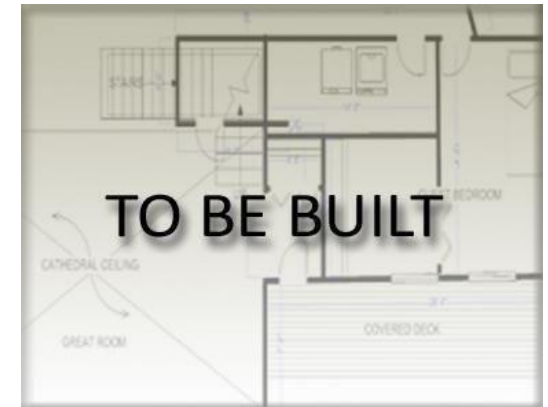


Feedback from Comment Cards



Growth and Development (32 comments)

- Concerned about current growth (11 comments)
 - Overdeveloping? Traffic and congestion woes, losing small town appeal, strain on infrastructure, existing residents bearing costs of new development
 - Height Overlay (6 comments in support and 4 comments against)



Feedback from Comment Cards



Design Concepts (36 comments)

Natural Resources (15 comments)

- More accessible natural areas, neighborhood parks, and S Carothers park,
- Reduce noise and light pollution (adopt Dark Sky Standards)

Positives (16 comments)

- Good visuals, liked the availability of staff, lots of thought put into the plan

**WHAT
DO YOU
THINK?**
TELL US.



Feedback from Facebook



Post Details

Video

Post



City of Franklin, TN - Municipal Government

Published by Stephen Price [?] · September 8 at 12:31pm · 🌐

#EnvisionFranklin: The Fifth Avenue North design concept represents an important commercial corridor leading into downtown.



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Boost this post for \$20 to reach up to 4,000 people.

16,078 people reached

[Boost Post](#)

👍❤️🔥 149

9 Comments 39 Shares

👍 Like 💬 Comment ➦ Share 📌 Hootlet

16,078 People Reached

7,419 Video Views

324 Reactions, Comments & Shares

245

👍 Like

139

On Post

106

On Shares

15

❤️ Love

9

On Post

6

On Shares

1

😡 Angry

1

On Post

0

On Shares

23

Comments

12

On Post

11

On Shares

40

Shares

39

On Post

1

On Shares

1,185 Post Clicks

166

Clicks to Play

1

Link Clicks

1,018

Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Hide All Posts

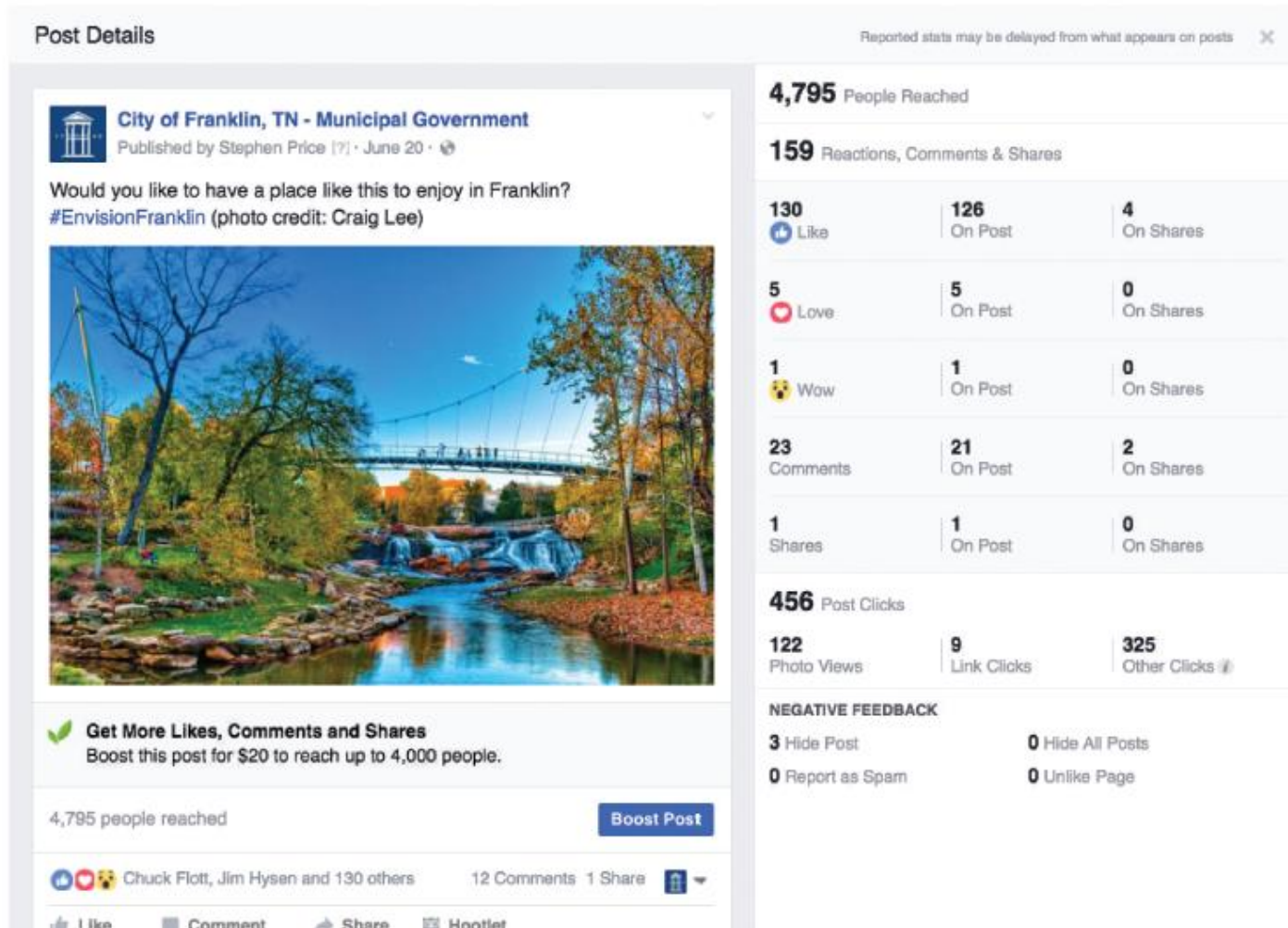
0 Report as Spam

0 Unlike Page

Public Outreach using Facebook



Social Media Outreach Insights



Twitter Response



#envisionfranklin

Top | **Live** | Accounts | Photos | Videos | More options ▾

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Worldwide Trends

- #WorldSmileDay
306K Tweets
- #DiaMundialdeLaSonrisa
118K Tweets
- Nobel
497K Tweets
- راح_نفسكم_12#
226K Tweets
- #BenAndJerrysNewFlavor
26.4K Tweets
- #BuenViernes
31.1K Tweets

阿蘇山噴火

Holly McCall @jhollymc · Sep 27
At Envision Franklin open house. As I remember, our population was around 10,000 in 1974. It's now over 85,000 & growing. [#envisionfranklin](#)

Cynthia Bowen @_CynthiaBowen · Sep 27
Here in @CityOfFranklin discussing [#envisionfranklin](#). Great attendance last night and this morning. Here until 930am.



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Outreach Meetings



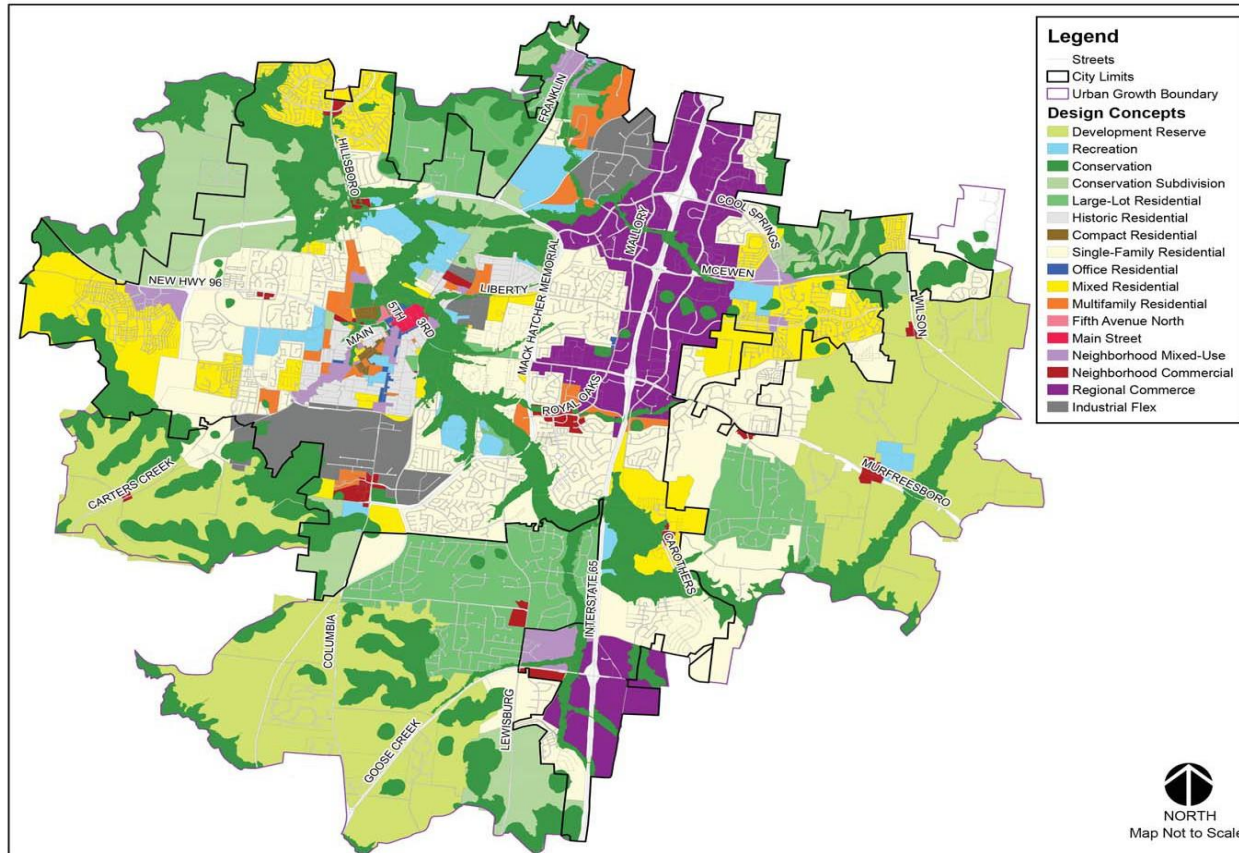
- Envision Franklin Open Houses-- 200+ people
- FrankTalks— 60 people
- Downtown Franklin Association— 65 people
- Franklin Tomorrow— 20 people
- Chamber Real Estate Round Table— 20 people
- Design Professionals— 15 people
- Franklin Rotary Breakfast— 65 people
- Franklin Tomorrow Breakfast with the Mayors (booth)
- Williamson Inc. Chamber Luncheon (booth)

Planned Revisions



- Strengthen recommendations about trails and sidewalks in Conservation;
- Change south side of Oak Meadow Drive from Multifamily to Neighborhood Commercial;
- Re-evaluate the Industrial Flex Design Concept near Cool Springs and Columbia Avenue to allow for more mixed uses

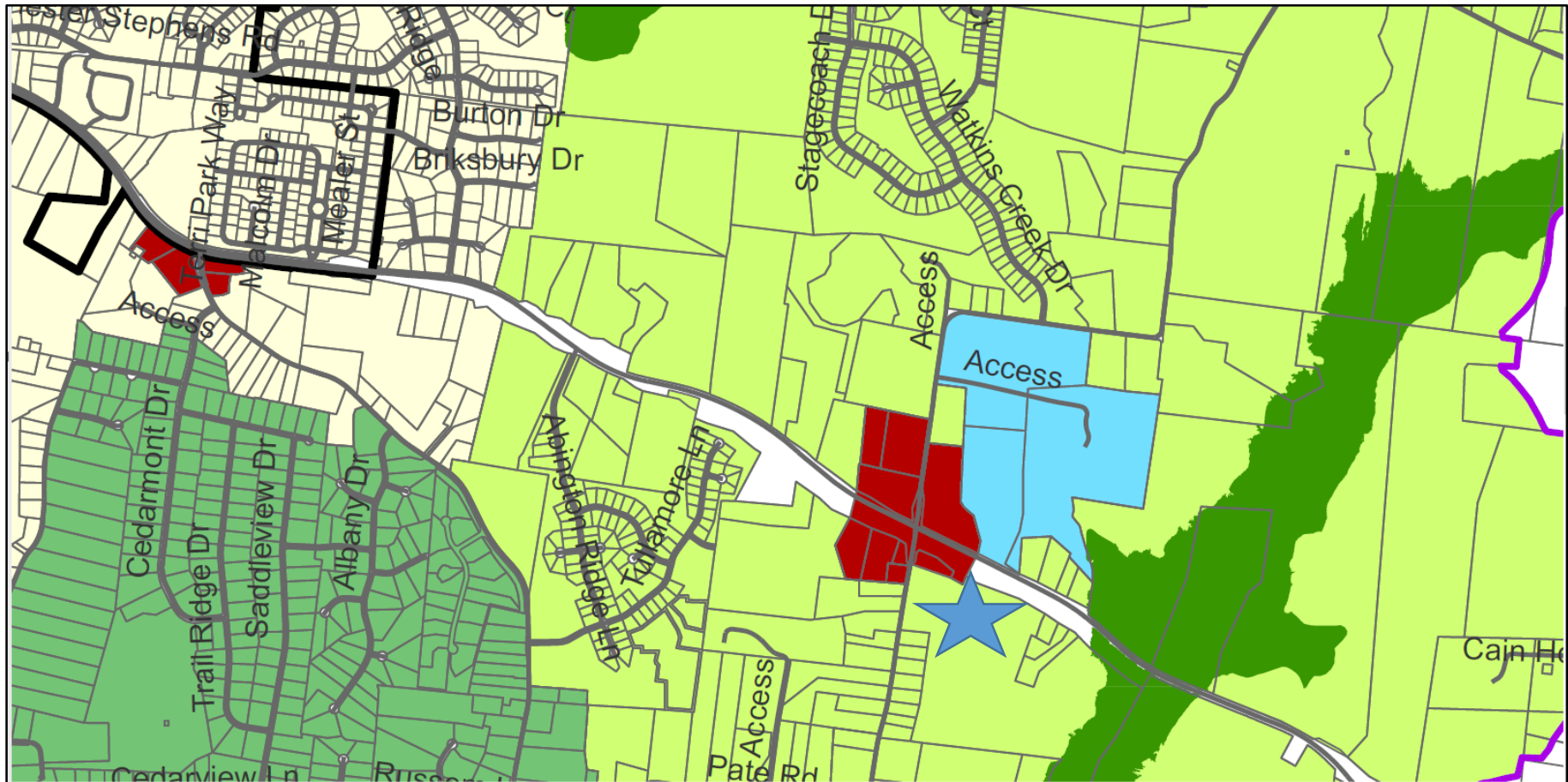
Property Owner Requests



Property Owner Requests



- Add more acreage into the Neighborhood Commercial design concept at the southeast corner of Murfreesboro Road and N Chapel;



Property Owner Requests



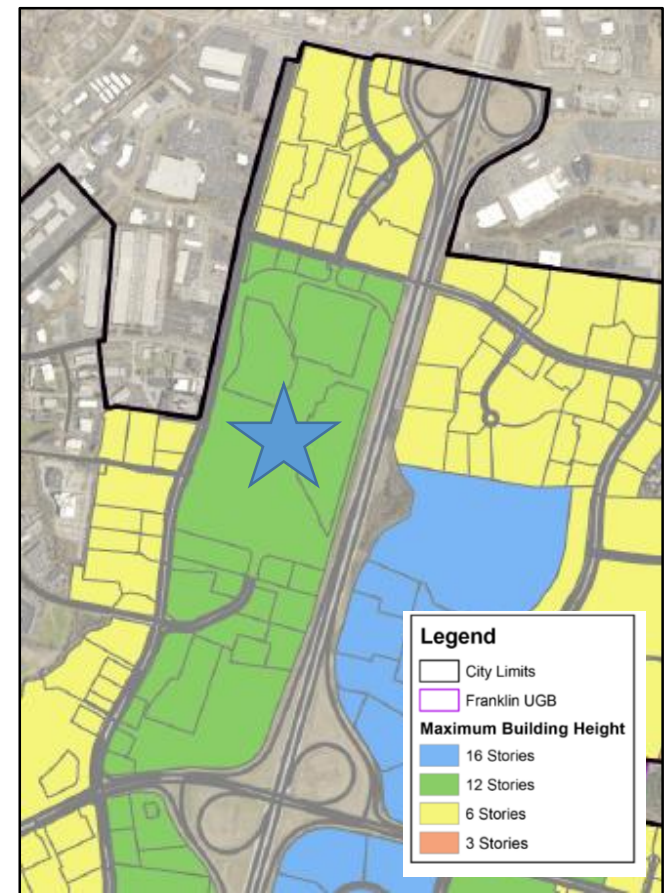
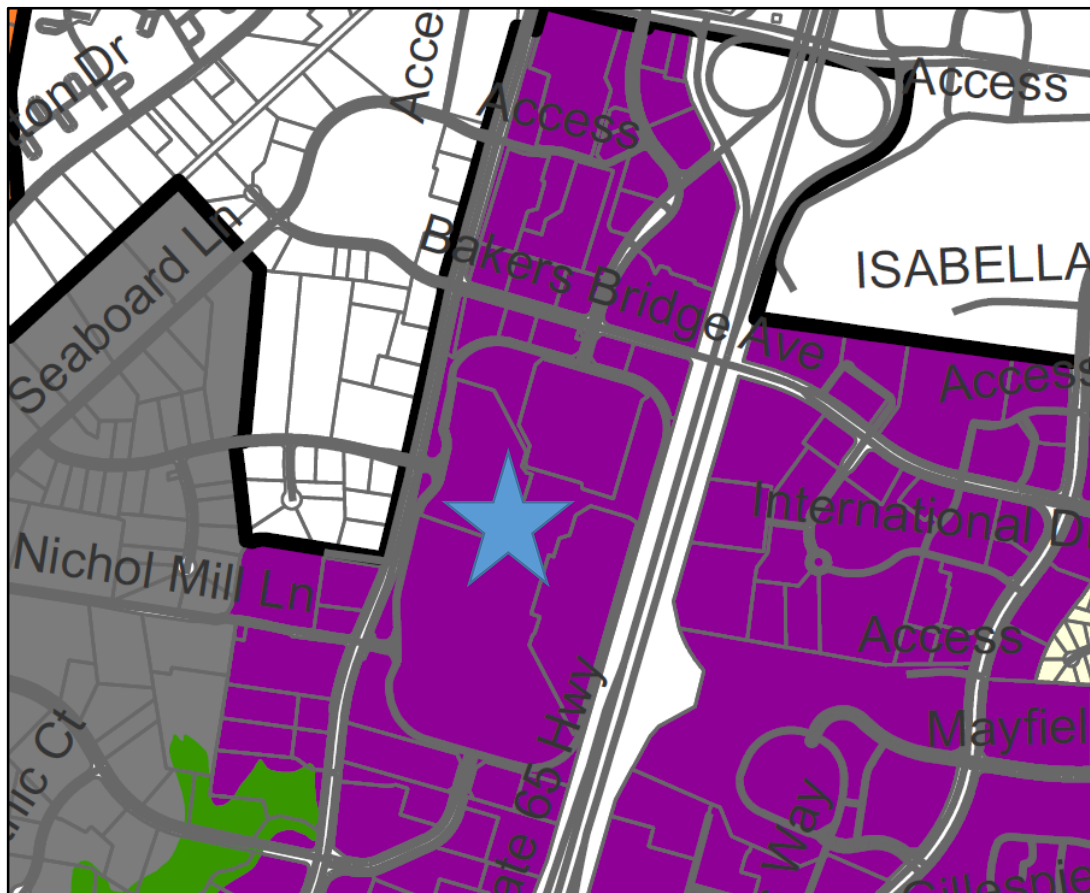
- Change Rachel Springs property (at S Royal Oaks/Mack Hatcher) from Neighborhood Commercial to Neighborhood Mixed Use or Regional Commerce;
- Change south side of Oak Meadow Drive from Multifamily to Regional Commerce;



Property Owner Requests



- Increase height for Cool Springs Galleria property to 16 stories in Regional Commerce



Discussion Schedule



Envision Franklin Open Houses

September 26-27/Gather public feedback

October Joint Conceptual Workshop

Development Reserve design concept and suitability analysis

Summary of public feedback

November Joint Conceptual Workshop

Walkability Workshop

December Joint Conceptual Workshop

Release final draft

January Franklin Municipal Planning Commission

(Goal) Formal vote on Envision Franklin