

RELATING THE LAND USE PLAN AMENDMENT FOR  
GRACE POINTE CHURCH  
&  
FOUR FRANKLIN ROAD PROPERTIES

TO

ENVISION

INTRODUCTION

The process to discuss the requested LAND USE AMENDMENT began in February in two different design offices. While Greg Gamble/GDC was meeting with Jimmy Franks regarding the Grace Pointe Church, Paul Lebovitz LA was meeting with the 4 property owners of 536, 532, 540, and 544 Franklin Road and 1208 & 1211 Country Lane.

PROCESS

Under Paul Lebovitz, LA, the 4 property owners on Franklin Road and Country Road all desired to have their land use changed as the current Large Lot Residential was limiting to their land use and marketability. They expressed that they felt there were other or better uses. All agreed that traffic on Franklin Road had increased tremendously from Franklin-Nashville commuters and no one would desire to build a new residential structure nor renovate an older residential structure facing Franklin Road. The construction of the Grace Pointe Church, expansion of Clearview Church, construction of Gateway Village, and beginning of construction and land use change across from Gateway, had markedly changed the feeling of their properties. The 4 owners understood that all had a common goal and felt a group approach would be a successful application. The 4 owners desired to change their land use to "Office Residential"

The owner of 2 tracts (about 9.5 acres) on Country Road desired to retain the density of 1 unit per acre, but understood due to topographical constraints, that could not be achieved with minimum 1 acre lot under Large Lot Residential. The owner requested that her property be amended to "Single-Family Residential" to compensate for topographical site features.

Meanwhile, Jimmy Franks and Greg Gamble were discussing how to best approach the Grace Pointe Church Property consisting of 22 acres. They reviewed several schemes maintaining the existing church structure and adding low scale 2-3 floor residential buildings with 4-8 residences. There was not a determination of price point or ownership (rental or condominium).

MASTER PLANNING

In a chance meeting Jimmy and Paul discussed their adjoining projects and decided it would be best to present the nearly 36 acres of adjacent parcels as "one" project. This would ensure a:

- Master planned product of higher quality
- Presentation to the same residents and information would not have to be repeated twice
- All partners in the project including the developer have years of experience and
- Positive agreement to share the project design and concept through Land Use Plan Amendment.

## LAND USE PLAN AMENDMENT REQUEST

Staff has requested that the NMU (Neighborhood Mixed Use) stop at the property line between 544 & 548 Franklin Road. The project designers agree.

We also understand the concept of retaining the appearance and feeling of Large Lot Residential 1 acre lots facing Franklin Road and up Country Road. We agree and have a land use plan, Office Residential, reflecting the desires of staff and Envision to allow rolling terrain, trees masses, and small buildings to exist while offering alternative property uses.

On the church property we envision a center piece building with small residential buildings adjoining the centered dry creek creating a campus-like feeling. Existing pavement would stay in place as much as possible to minimize site disturbance.

Therefore, the project design team requests the amendment of the Land Use Plan as **four different votes**:

- |                                             |                                           |
|---------------------------------------------|-------------------------------------------|
| <b>1. 3 properties facing Franklin Rd</b>   | <b>Amend to Office Residential</b>        |
| <b>2. Grace Pointe Office</b>               | <b>Amend to Office Residential</b>        |
| <b>3. 2 properties each side Country Rd</b> | <b>Amend to Single-Family Residential</b> |
| <b>4. Grace Pointe Church</b>               | <b>Amend to MultiFamily</b>               |

## AREA EVOLUTION

The total parcels consisting of 36.1 acres in this project are at a point of change. All parcels are within walking distance of Franklin Road and Moores Lane which is quite different than just a few years ago. Area dynamics are no longer pastoral in this area.

Gateway Village is now a walkable development with townhouses, a day school, store fronts, condos, and apartments. Nearby are restaurants, dry cleaner, and drug store as well as other commercial shops. The Gateway project is nearly built out. Across the street from Gateway a commercial building is under construction and another planned. Moores Lane is 4 lanes and the state will be widening Franklin Rd to Gateway Village in the next few years.

Traffic Counts on Franklin Road have changed dramatically. Ten years ago there was heavy morning traffic north and heavy evening traffic south. Presently, traffic volumes at peak times are nearly equal.

Gateway Village plus commuting has hastened the change of what was once an area of bucolic mini-farms to an urban center. The proposal to amend the Land Use Plan will preserve large parcel sizes, hilltops, floodplain, tree masses, and other desirable land features BUT place the project parcels in line with new, more appropriate uses. Large lots will continue, but may be Residential or Commercial, and a mixture of small office buildings and mixed residential types.

While now all units on the 36 acres of parcels are “unconnected,” the future master plan as laid out in this application will provide a mixture of residential and commercial properties connected by a creek side pedestrian walking trail leading to Gateway Village.

The plan amendment will add density to the area and the entire village (both sides of Franklin Road) could enjoy a Franklin Transit Stop. The planned project will provide housing without a lengthy commute and could offer future public transit. The project can do this without requiring additional loading on interstates or other commuter routes.

Envision a commuter or local bus leaving downtown Franklin and stopping at The Factory, Iron Horse at Mack Hatcher and Franklin Rd, and then onto Gateway Village and into Maryland Farms. The route would serve residences at the

- newly developed Grace Point Church property
- plus office or residential units on Franklin Road
- Gateway Village and
- large lots on Country Lane.

It should be noted that project density will increase at the church only which is visually minimal. The most developable portion of the church grounds are the south and west sides of the building. Neither have hardly any visibility to Franklin Road. One or two new buildings will be seen from Franklin Road if a driver were to unsafely turn their head to look that way. The church property is separated to the south by a 35’ tall rock cut and landscape buffer on both sides of the shared Morningside property line. To the north of the church building is a 60 foot wide mature landscape buffer. Adjacent to the east, plus eastern property line, is land so steep it cannot be developed, plus it must be left uncut due to required tree cover.

## PROPERTY DEVELOPMENT

The Franklin Road “Office Residential” allowance would enable live or work or a combination. It would provide small commercial spaces available for salons, clothing stores, and insurance agents, and similar small scale businesses none of which require a large strip center or high rise. Currently at 541 Franklin Road there is a residence converted into an office and it is high functioning without creating traffic chaos. 548 Franklin Road is in the Neighborhood Mixed Use overlay and can enjoy a mixed use.

The acreage each side of Country Road with an amendment to Single-Family Residential will allow the development of 1 unit per acre but take into consideration the unbuildable flood plain and steep slopes. There will be large lots providing transition to the larger 2 acre lots down Country Lane.

The Church is the newest building in this application dating to 2006. The building is a box and could be any church, or anything. It is unfortunate that the membership declined and the building is to be sold, but

*the facility with scenic creek and other properties adjoining the creek are an opportunity for re-development to a residential lower price point than currently available in the City of Franklin.*

The developer and the design team visualize the church property containing residences below the current average home price of \$410,000 plus. Whether rental or owned, a \$275,000-\$300,000 unit may be possible for the church property with Land Use Amendment approval. As expensive as this may read, a unit at this price would widen the range of home availability past beyond what is currently being built across the city. Additionally, the location would *minimize work commuting*.

There is concern that the church property development will stall traffic in the area. Traffic in the area is heavy morning and evening due to large numbers of commuters. The development will not slow existing traffic. If one watches the large Gateway Village driveways, there is rarely stacking and Gateway is several times larger than what this project will develop into.

## CLOSING COMMENT

The designers and owners feel that the group approach to this project will provide the best site design to the 36 acres. The location is:

ideal for moderate in-fill housing as there are offices with job sources nearby reducing loading on commuter routes.

Utility connections and upgrades will likely be necessary as well as the addition of turn lanes. Architecture and building will blend with nearby single family and large lot residential.

All of this can happen with the Land Use Plan Amendment fulfilling the vision for a commuter-walkable-moderately priced village while preserving hillsides, tree masses, and large lots.

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