



# Hill Property

BOMA Work Session

April 24, 2018

NEIGHBORHOOD MEETING & SURVEY RESULTS

# SURVEY DESIGN



Compact Single-Family



Mixed Residential



Recreation

- ▶ The Hill Property Survey was designed around the three conceptual scenarios created by Tuck-Hinton Architects.
- ▶ The goal of the survey was to receive feedback on the public's preferred land use choice for the Hill Property site with these three scenario options; compact single-family, mixed residential, and recreation.
- ▶ An open-ended question was posed to give the respondent the scenario to write-in their vision for the Hill Property.
- ▶ Surveys were distributed at the Neighborhood Meeting in paper form and surveys were distributed online.

# NEIGHBORHOOD MEETING

February 15, 2018

- ▶ 101 ATTENDEES
- ▶ PAPER SURVEYS DISTRIBUTED
- ▶ 80 SURVEYS RETURNED

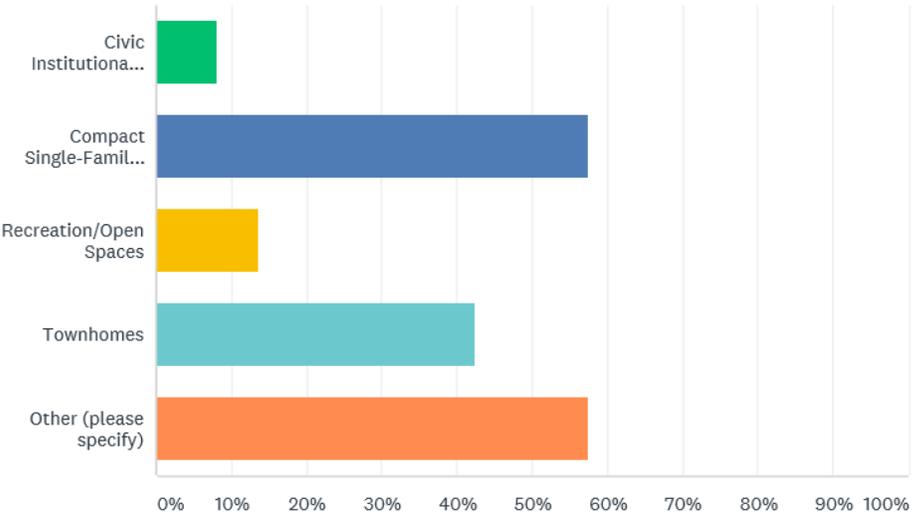
# NEIGHBORHOOD MEETING SURVEY RESULTS

Q1

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What is your overall vision for the Hill Property? If you could design anything, what would it be? Choose all that apply.

Answered: 73 Skipped: 6



ANSWER CHOICES	RESPONSES
▼ Civic Institutional Uses	8.22% 6
▼ Compact Single-Family Homes on Small Lots	57.53% 42
▼ Recreation/Open Spaces	13.70% 10
▼ Townhomes	42.47% 31
▼ Other (please specify)	<a href="#">Responses</a> 57.53% 42
<b>Total Respondents: 73</b>	

Showing 42 responses

- Affordable Housing  
2/27/2018 1:38 PM [View respondent's answers](#) [Categorize as...](#)
- A mix that meets the requirement level of work force housing  
2/27/2018 1:37 PM [View respondent's answers](#) [Categorize as...](#)
- Workforce Housing  
2/27/2018 1:31 PM [View respondent's answers](#) [Categorize as...](#)
- Affordable rental units  
2/27/2018 10:42 AM [View respondent's answers](#) [Categorize as...](#)
- I'm for affordable housing either way for workforce housing.  
2/27/2018 10:40 AM [View respondent's answers](#) [Categorize as...](#)

**Total Respondents: 73**

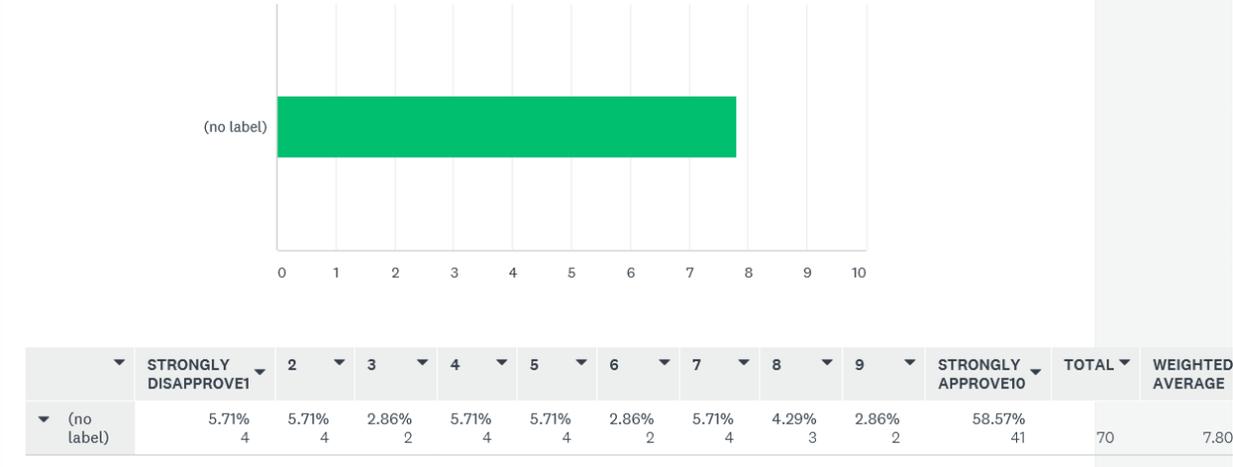
# NEIGHBORHOOD MEETING SURVEY RESULTS

2. Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a **Compact Residential Design Concept** for the Hill Property?



Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a Compact Residential Design Concept (single-family homes on small lots) for the Hill Property. (See Graphic Below)

Answered: 70 Skipped: 9



# NEIGHBORHOOD MEETING SURVEY RESULTS

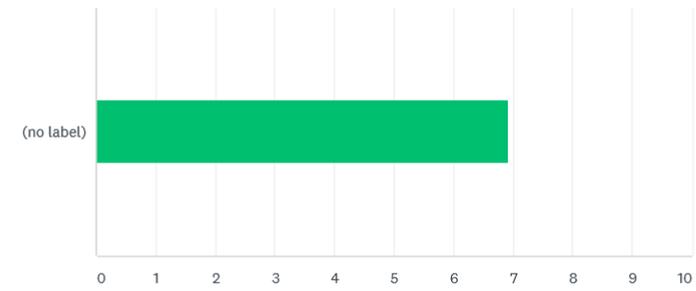
3. Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a **Mixed Residential Design Concept** for the Hill Property?

(Strongly Disapprove) 1 2 3 4 5 6 7 8 9 10 (Strongly Approve)



Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a Mixed Residential Design Concept (mixed housing types) for the Hill Property. (See Graphic Below)

Answered: 74 Skipped: 5



	STRONGLY DISAPPROVE1	2	3	4	5	6	7	8	9	STRONGLY APPROVE10	TOTAL	WEIGHTED AVERAGE
(no label)	14.86% 11	0.00% 0	4.05% 3	5.41% 4	9.46% 7	6.76% 5	8.11% 6	5.41% 4	2.70% 2	43.24% 32	74	6.93

# NEIGHBORHOOD MEETING SURVEY RESULTS

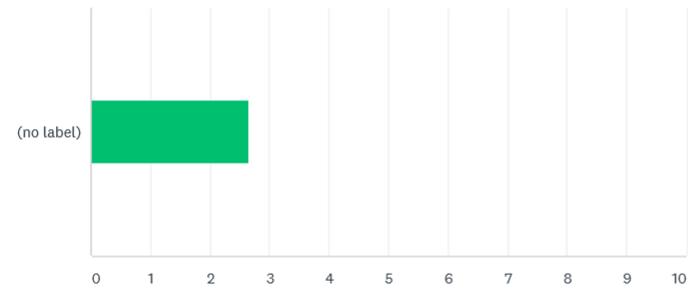
4. Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a **Recreational Design Concept** for the Hill Property?

(Strongly Disapprove) 1 2 3 4 5 6 7 8 9 10 (Strongly Approve)



Using a scale of 1 to 10, how strongly you approve or disapprove of having a Recreational Design Concept for the Hill Property? (See Graphic Below)

Answered: 74 Skipped: 5



	STRONGLY DISAPPROVE 1	2	3	4	5	6	7	8	9	STRONGLY APPROVE 10	TOTAL	WEIGHTED AVERAGE
(no label)	60.81% 45	8.11% 6	12.16% 9	0.00% 0	2.70% 2	2.70% 2	0.00% 0	4.05% 3	4.05% 3	5.41% 4	74	2.66

# NEIGHBORHOOD MEETING SURVEY RESULTS

If you prefer the recreational design concept, which types of recreational amenities would you like to see on the Hill Property?

Answered: 34 Skipped: 45

1. tennis courts, bocce, basketball
2. NA
3. Picnic areas, passive park amenities and parking for activities at bi-centennial park. Steps could be placed by the retaining wall and crossing would be at traffic light – already in place at 3<sup>rd</sup> Ave North
4. N/A
5. N/A
6. No
7. There is more a need for housing at this point than another park in the area.
8. Large playground for a wide range of ages; it should also be accessible for those with disabilities. I like the idea of having basketball courts.
9. Children's Park
10. Parks + green space
11. No, I'm for housing!
12. None, Franklin has plenty of parks already.
13. We have plenty of recreation.
14. No.
15. none. waste of land. bad location for a park.
16. This should not be an option.
17. Rentals for working class upstanding citizens who serve our City.
18. Don't waste this space.
19. I don't know if people realize the added traffic that a park with ball fields would create. Travel ball is nearly year round.
20. no.
21. We have enough recreation and new parks in the works.
22. I do not approve of the recreational use. We need housing.
23. Standard park amenities are always welcome. But, a botanical garden would be beautiful.
24. I believe that property lends itself to Walkway paths, a play ground at the top of the property, instead of the bottom, and connections to the neighborhood and Bicentennial Park. Although the idea of using the existing building is intriguing, the limits on parking might prohibit that use. The athletic field might require more parking too, but an open space could be provided/incorporated into the design for informal play/games. Most likely from neighboring families. Is there another structure in Bicentennial that will be repurposed?
25. N/A
26. Many parks in City of Franklin plus more being planned.
27. Running Trails, Dog Runs
28. Gardens, lots of benches, splash pad (small), playground, open green space.
29. Bike Rentals
30. Workforce housing did desperately needed
31. N/A
32. None
33. Comment: The idea of putting people in the position of walking across Hillsboro Rd (even with traffic signals) is ludicrous.
34. We have plenty of parks, we need workforce housing!

# NEIGHBORHOOD MEETING SURVEY RESULTS

6. If you prefer residential uses, which type of housing would you prefer? Choose all that apply.



D. None of the Above

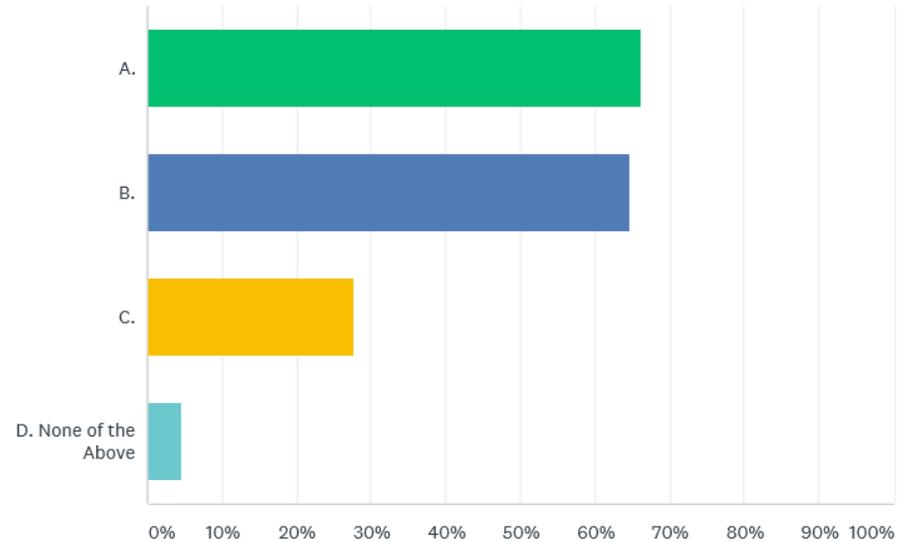
Q6

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If you prefer residential uses, which type of housing would you prefer?  
Choose all that apply.

Answered: 65 Skipped: 14



ANSWER CHOICES

RESPONSES

▼ A.

66.15%

43

▼ B.

64.62%

42

▼ C.

27.69%

18

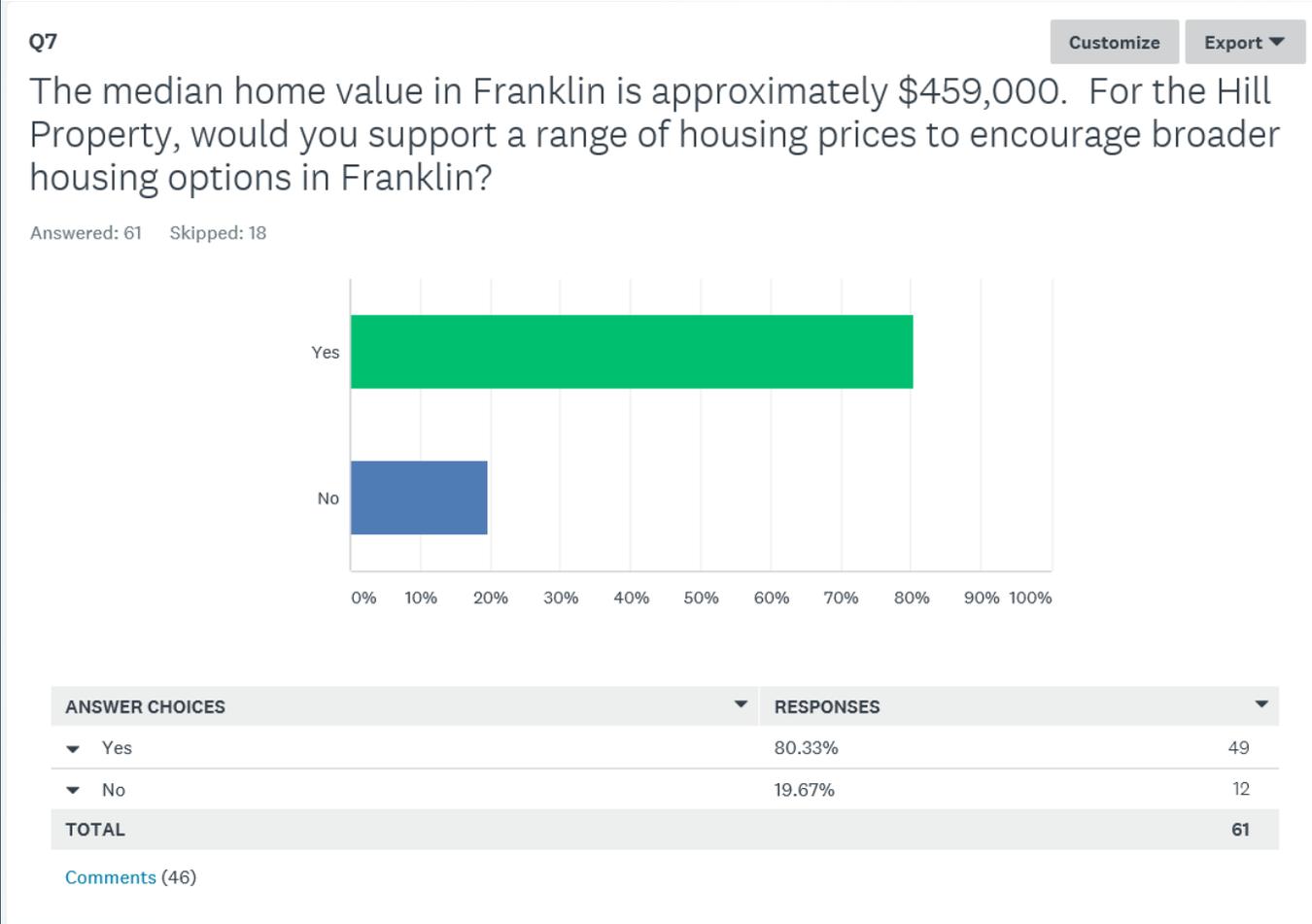
▼ D. None of the Above

4.62%

3

Total Respondents: 65

# NEIGHBORHOOD MEETING SURVEY RESULTS



▶ OF THE 12 "NO" RESPONSES, 7 OF THOSE RESPONDENTS WROTE IN THE COMMENT BOX THAT THEY WANTED LOWER-PRICED, AFFORDABLE, OR WORKFORCE HOUSING

\*Median Home Value \$459,000 sourced from Williamson County Association of REALTORS. This number fluctuates month to month.

# NEIGHBORHOOD MEETING SURVEY RESULTS

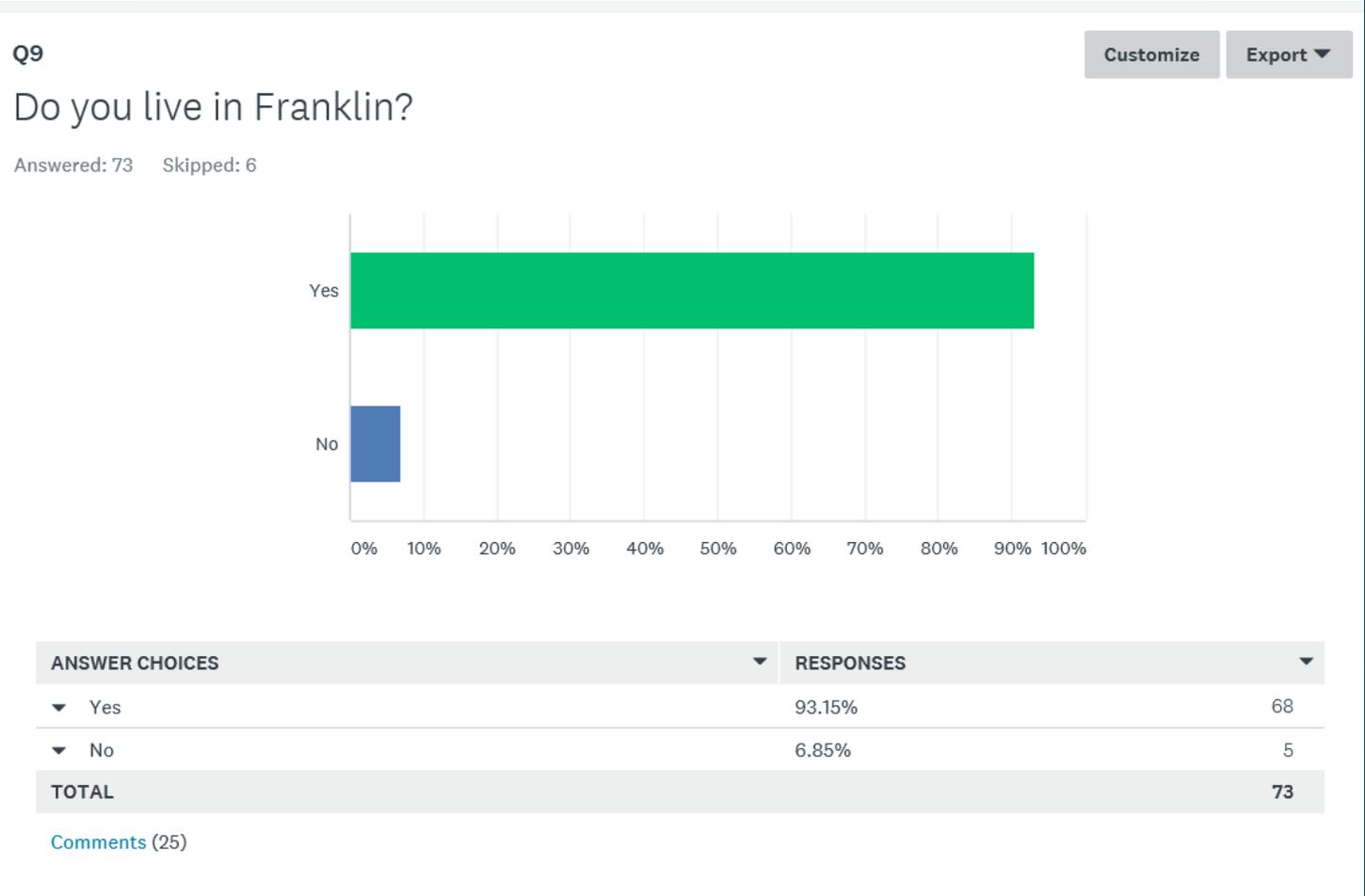
Q8

If you prefer another use, what would you like to see...

Answered: 14 Skipped: 65

- ▶ 5 - AFFORDABLE OR WORKFORCE HOUSING
- ▶ 3 – N/A, OR NONE
- ▶ 2 - OPEN SPACE/PARK
- ▶ 1- CITY HALL
- ▶ 1 – TRANSITIONAL HOUSING FOR WOMEN AND CHILDREN
- ▶ 1- CITY-RELATED OUTREACH SUPPORT CENTER WITH CLINIC/AFFORDABLE
- ▶ 1- ART GALLERY; EXPANDING CEMETERY, MUSEUM

# NEIGHBORHOOD MEETING SURVEY RESULTS



# ONLINE SURVEY RESULTS

- ▶ 1,571 SURVEY RESPONSES
- ▶ EMAILED SURVEY LINK TO OVER 700 PEOPLE, PLACED ON CITY WEBSITE, SOCIAL MEDIA, AND MENTIONED ON TELEVISION.

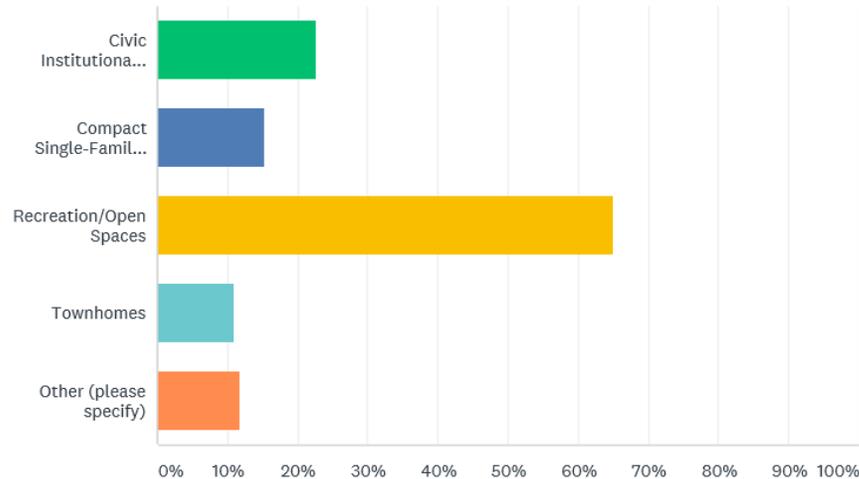
# ONLINE SURVEY RESULTS

Q1

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What is your overall vision for the Hill Property? If you could design anything, what would it be? Choose all that apply.

Answered: 1,549 Skipped: 22



## ANSWER CHOICES

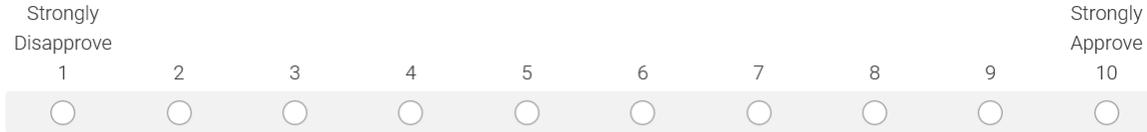
## RESPONSES

▼ Civic Institutional Uses	22.60%	350
▼ Compact Single-Family Homes on Small Lots	15.30%	237
▼ Recreation/Open Spaces	65.01%	1,007
▼ Townhomes	10.85%	168
▼ Other (please specify)	11.75%	182

- ▶ 182 WRITTEN COMMENTS
- ▶ 46 - OPEN SPACE/PARK/PLAYGROUND/REC. AMENITY/POOL
- ▶ 42 - AFFORDABLE/WORKFORCE/LOW-INCOME HOUSING
- ▶ 23 - DO NOTHING/LEAVE GREEN
- ▶ 18 - COMMERCIAL/OFFICE/RETAIL/RESTAURANTS/MIXED-USE
- ▶ 12 - RESIDENTIAL/MULTI-FAMILY/TOWNHOMES/CONDOS
- ▶ 9 - CITY HALL OR CITY FACILITY
- ▶ 8 - FRANKTOWN/INSTITUTIONAL OR CIVIC USE
- ▶ 5 - PARKING/PARKING GARAGE
- ▶ 5 - COMMUNITY CENTER
- ▶ 3 - NON-PROFITS
- ▶ 2 - CEMETRY
- ▶ 2 - SELL IT!
- ▶ 2- ART GALLERY/MUSEUM
- ▶ 2- BATTLEFIELD RESTORATION/HISTORIC ELEMENT
- ▶ 3 - ADDITIONAL MISCELLANIOUS COMMENTS

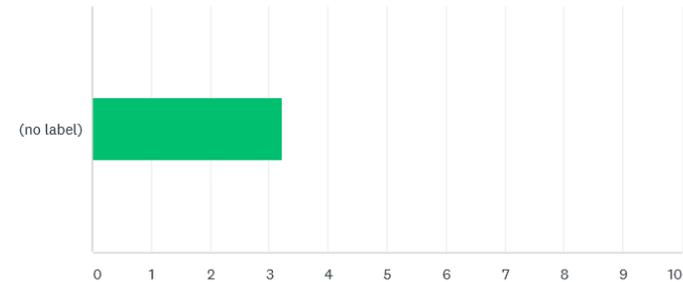
# ONLINE SURVEY RESULTS

2 Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a **Compact Residential Design Concept** (single-family homes on small lots) for the Hill Property. (See Graphic Below)



Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a Compact Residential Design Concept (single-family homes on small lots) for the Hill Property. (See Graphic Below)

Answered: 1,547 Skipped: 24



	STRONGLY DISAPPROVE 1	2	3	4	5	6	7	8	9	STRONGLY APPROVE 10	TOTAL	WEIGHTED AVERAGE
(no label)	55.27% 855	6.01% 93	6.72% 104	2.78% 43	6.98% 108	2.71% 42	3.23% 50	4.98% 77	2.33% 36	8.99% 139	1,547	3.23

# ONLINE SURVEY RESULTS

3 Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a **Mixed Residential Design Concept** (mixed housing types) for the Hill Property. (See Graphic Below)

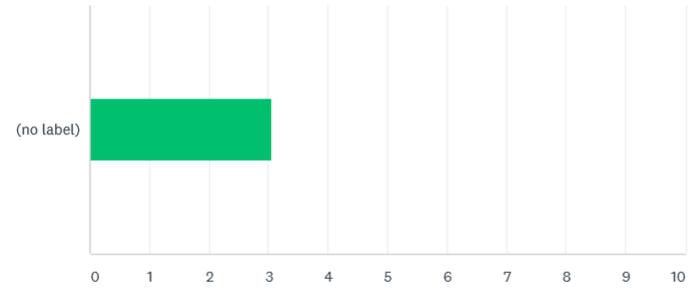


- BIG HOUSE
- PEDESTRIAN PATH THROUGH SITE
- RETAINING WALL
- ONE AND TWO-STORY TOWNHOMES
- NEIGHBORHOOD GREEN SPACE
- BIG HOUSE
- CHILDREN'S PARK AND PICNIC AREA



Using a scale of 1 to 10, rate how strongly you approve or disapprove of having a Mixed Residential Design Concept (mixed housing types) for the Hill Property. (See Graphic Below)

Answered: 1,539    Skipped: 32



	STRONGLY DISAPPROVE1	2	3	4	5	6	7	8	9	STRONGLY APPROVE10	TOTAL	WEIGHTED AVERAGE
(no label)	54.84% 844	6.37% 98	7.60% 117	4.16% 64	7.08% 109	3.12% 48	4.74% 73	3.90% 60	2.27% 35	5.91% 91	1,539	3.05



# ONLINE SURVEY RESULTS

Q5 Export ▾

If you prefer the recreational design concept, which types of recreational amenities would you like to see on the Hill Property?

Answered: 817 Skipped: 754

RESPONSES (817) **TEXT ANALYSIS** MY CATEGORIES (0)

Cloud View List View

Search responses

Showing 28 words and phrases

Frisbee Running Trails Pedestrian Bridge Baseball Recreational  
Climbing Wall Green Space Football Picnic Area Housing  
Basketball Courts Water Feature Play Ground  
Amphitheater Park Design Walking Trails Access  
Walking Path Music Open Space Rink Splash Pad  
Looks Great Intramural Field Pickle Ball Courts Sports Fields Downtown

# ONLINE SURVEY RESULTS

6 If you prefer residential uses, which type of housing would you prefer? Choose all that apply.



A.



B.



C.

D. None of the Above

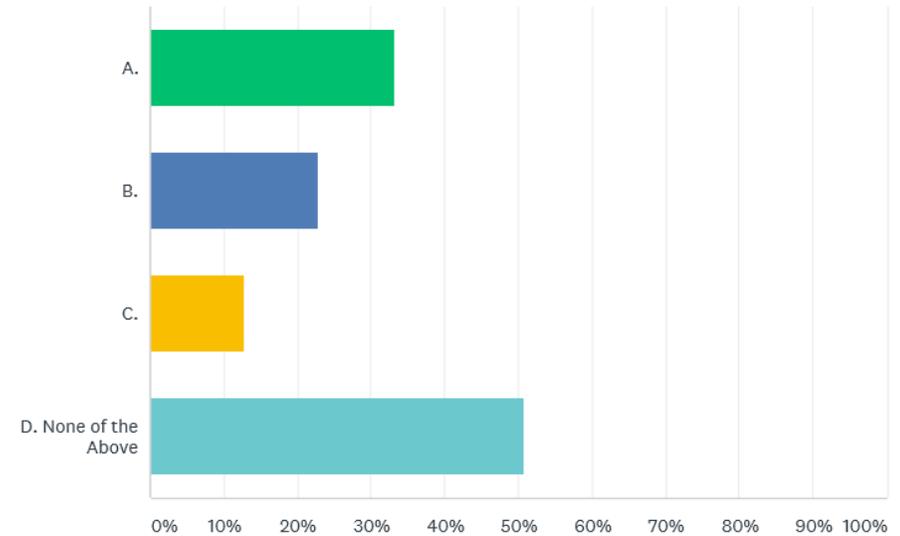
Q6

Customize

Export

If you prefer residential uses, which type of housing would you prefer?  
Choose all that apply.

Answered: 1,076 Skipped: 495



ANSWER CHOICES	RESPONSES
▼ A.	33.18% 357
▼ B.	22.77% 245
▼ C.	12.73% 137
▼ D. None of the Above	50.93% 548
<b>Total Respondents: 1,076</b>	

# ONLINE SURVEY RESULTS

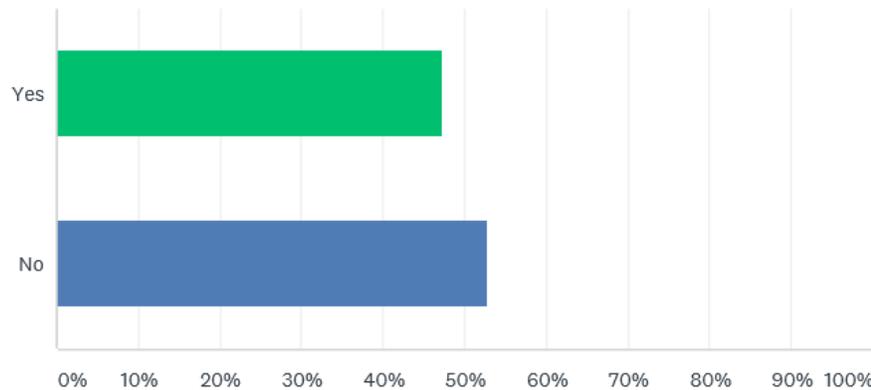
Q7

Customize

Export ▼

The median home value in Franklin is approximately \$459,000. For the Hill Property, would you support a range of housing prices to encourage broader housing options in Franklin?

Answered: 1,355 Skipped: 216



ANSWER CHOICES ▼

RESPONSES ▼

▼ Yes

47.23%

640

▼ No

52.77%

715

TOTAL

1,355

[Comments \(322\)](#)

- ▶ 715 TOTAL "NO" RESPONSES
- ▶ 669- NO'S WOULD LIKE NO HOUSING AT ALL, BUT RECREATION OR CIVIC SPACE
- ▶ 21- NO'S WOULD NOT LIKE A RANGE OF HOUSING PRICES, BUT WOULD LIKE SINGLE-FAMILY HOMES OR TOWNHOMES
- ▶ 20 – NO'S WOULD NOT LIKE A RANGE, BUT WOULD LIKE ALL LOWER PRICED HOMES
- ▶ 5 – NO'S WOULD NOT LIKE A RANGE, BUT WOULD LIKE HIGHER PRICED HOMES

\*Median Home Value \$459,000 sourced from Williamson County Association of REALTORS. This number fluctuates month to month.

# ONLINE SURVEY RESULTS

Q8

Export ▼

If you prefer another use, what would you like to see...

Answered: 414 Skipped: 1,157

## ▶ 414 WRITTEN COMMENTS

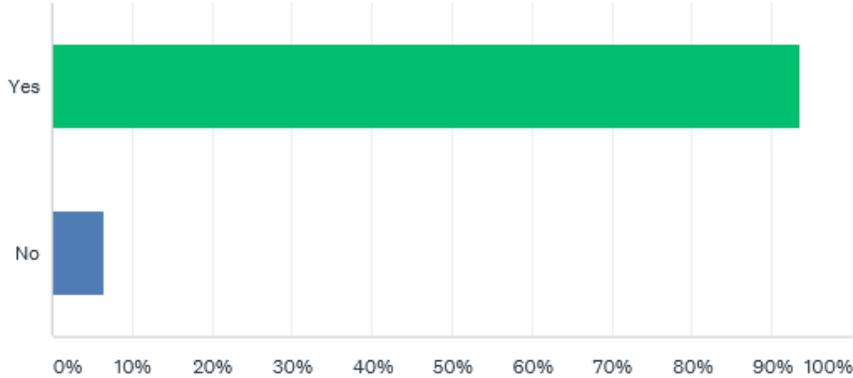
- ▶ 141 – FRANKTOWN/NON-PROFIT
- ▶ 133 – PARK/RECREATIONAL USES/OUTDOOR VENUE OR EVENT SPACE/PLAYGROUND/WALKING AREAS/GARDENS
- ▶ 32 – DO NOTHING/LEAVE GREEN
- ▶ 19 – COMMERCIAL/OFFICE/RETAIL/RESTAURANTS/MIXED-USE
- ▶ 15 – AFFORDABLE/WORKFORCE HOUSING
- ▶ 11 – CIVIC/INSTITUTIONAL/COMMUNITY CENTER
- ▶ 9 – NEW CITY HALL
- ▶ 8 – HISTORIC/MONUMENTS/MUSEUM
- ▶ 6 – HOUSING/CONDOS/TOWNHOMES/APARTMENTS
- ▶ 5 – FARMERS MARKET/FOOD TRUCK AREA
- ▶ 5 – PARKING
- ▶ 4 – CEMETRY
- ▶ 10 - N/A
- ▶ 16 MISCELLANEOUS ANSWERS: FIRE HALL, INDOOR WATER PARK, SOMETHING UNIQUE OR COOL, GUN RANGE, RENEWABLE ENERGY FARM, B&B, SELL IT!, OBSERVATORY, SPACE FOR FAMILIES, INDUSTRIAL SPACE, ETC.

# ONLINE SURVEY RESULTS

Q9 Customize Export ▼

## Do you live in Franklin?

Answered: 1,558 Skipped: 13



ANSWER CHOICES ▼	RESPONSES ▼
▼ Yes	93.58% 1,458
▼ No	6.42% 100
<b>TOTAL</b>	<b>1,558</b>

[Comments \(251\)](#)

# SURVEY COMPARISON

## Neighborhood Meeting

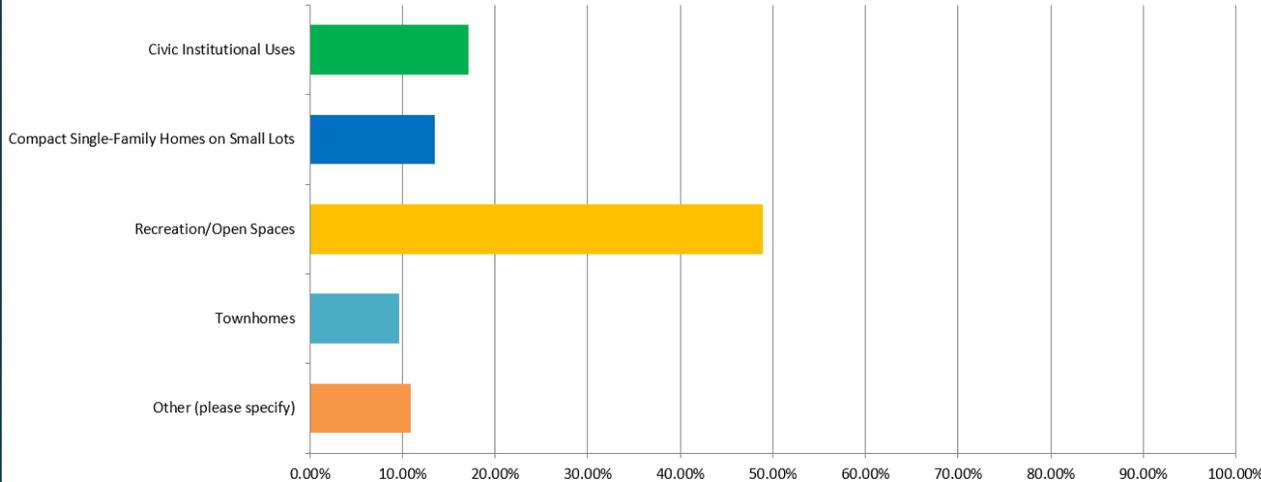
VS.

## Online Results

- ▶ Favored **Compact Single-Family** Housing at 57% & "Other" at 57% which included written comments for **workforce or affordable housing**.
  - ▶ Gave an approval rating of **7.8** and **6.9** for the housing options.
  - ▶ The neighborhood respondents favored the **compact single-family homes** and **townhomes**.
  - ▶ The neighborhood meeting respondents overwhelmingly **favored a range of housing prices at 93%**.
  - ▶ When the open-ended question was posed, If you prefer another use, what would you like to see... the neighborhood meeting respondents **favored affordable or workforce housing**
- ▶ The online survey reached a broader audience with 65% favoring **Recreation and Open Space**.
  - ▶ Gave an approval rating of **3.2** and **3.0** for the housing options.
  - ▶ The online survey respondents favored **none of the housing** options.
  - ▶ The online survey respondents **did NOT favor a range of housing prices at 54%**.
  - ▶ When the open-ended question was posed, If you prefer another use, what would you like to see... the online survey respondents favored **Franktown or a non-profit**.

# COMBINED SURVEY RESULTS

What is your overall vision for the Hill Property? If you could design anything, what would it be? Choose all that apply.



Recreation/Open Spaces drops from 65% on Online Survey to 49% on Combined Survey

Q8

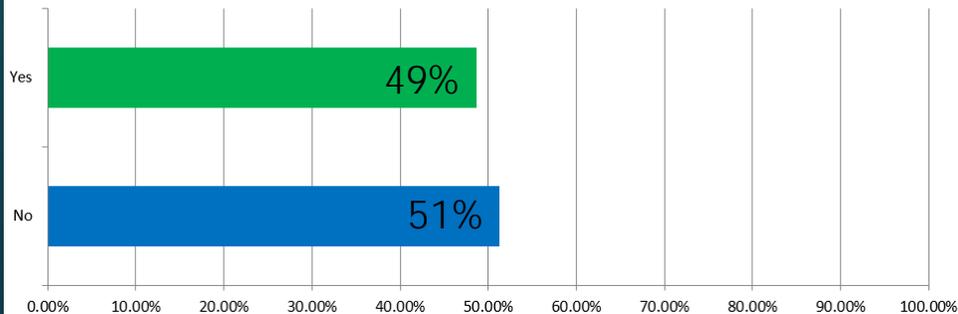
If you prefer another use, what would you like to see...

428 TOTAL WRITTEN COMMENTS

Top 2 written comments:

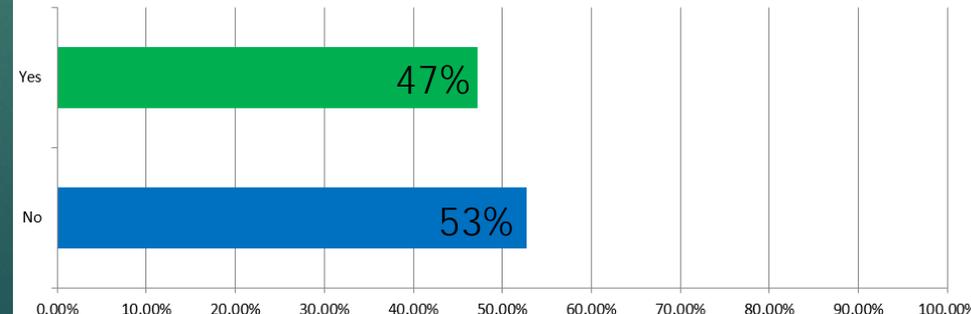
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Combined Surveys

The median home value in Franklin is approximately \$459,000. For the Hill Property, would you support a range of housing prices to encourage broader housing options in Franklin?



Online Survey

# MOVING FORWARD



Recreation Design Concept



- ▶ WHAT LAND USE WOULD YOU LIKE TO SEE FOR THE HILL PROPERTY?
- ▶ WOULD YOU LIKE STAFF TO MOVE FORWARD WITH AN ENVISION FRANKLIN PLAN AMENDMENT FOR ONE OF THE SCENARIOS?
- ▶ WOULD YOU LIKE TO MOVE FORWARD WITH DEMO OF EXISTING BUILDINGS?