



City of Franklin

Mailing Address:
109 3rd Ave S
Franklin, TN 37064
(615) 791-3217

Meeting Agenda

BOMA & FMPC Joint Conceptual Workshop

Thursday, June 26, 2025

4:30 PM

Williamson County
Auditorium

MEETING LOCATION

Williamson County Auditorium
1320 West Main Street

Notice is hereby given that a joint, non-voting workshop of the Board of Mayor and Aldermen and the Franklin Municipal Planning Commission will be held on the date, time and in the location stated above. Additional information can be found at www.franklintn.gov/planning. For accommodations due to disabilities, contact the Human Resource Department at 791-3216, at least 24 hours prior to the meeting.

The typical process for discussing an item in this workshop setting is as follows:

- 1. Applicant / staff presentation, and*
- 2. BOMA and FMPC comments*

CALL TO ORDER

NEW BUSINESS

1. (4:30 - 5:05 PM) Discussion Of A Development Plan Revision Proposing 900 Dwelling Units, 450,000 Square Feet Of Nonresidential Uses, 400 Hotel Keys and Proposing Four Additional Modifications Of Standards (Nonresidential and Mixed-Use Structure Roof Forms and Prohibited Signs), On 27.19 Acres, Located At South of McEwen Drive And West Of Carothers Parkway (Aureum PUD).
2. (5:05 - 5:45 PM) Discussion Of A Development Plan Revision Proposing 1,564 Dwelling Units, 1,655,000 Square Footage Of Nonresidential Uses, 350 Hotel Keys and Nine Modifications Of Standards (Roof Elements, Window Openings, Building Elements, Primary Materials, Retaining Wall Height, Retaining Wall Plantings, And Parking Structures), On 103.933 Acres, Located At The Southeast Corner Of East McEwen Drive And Carothers Parkway (Ovation PUD).
3. (5:45 - 6:00 PM) Zoning Ordinance Update Topics: Streetlights
4. (6:00 - 6:30 PM) Zoning Ordinance Update Topics: Display of Flags

OTHER BUSINESS

ADJOURN



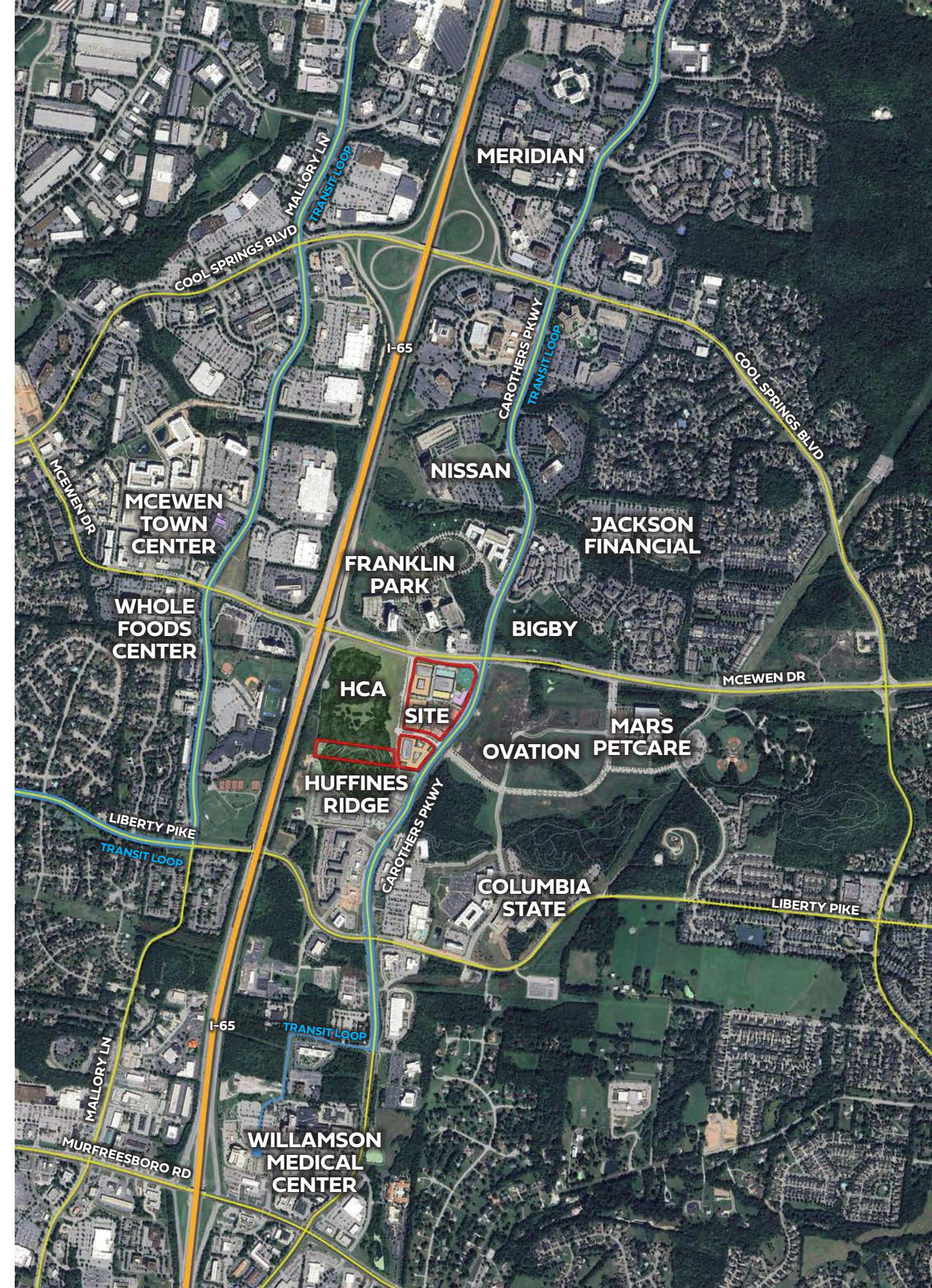
NELSON

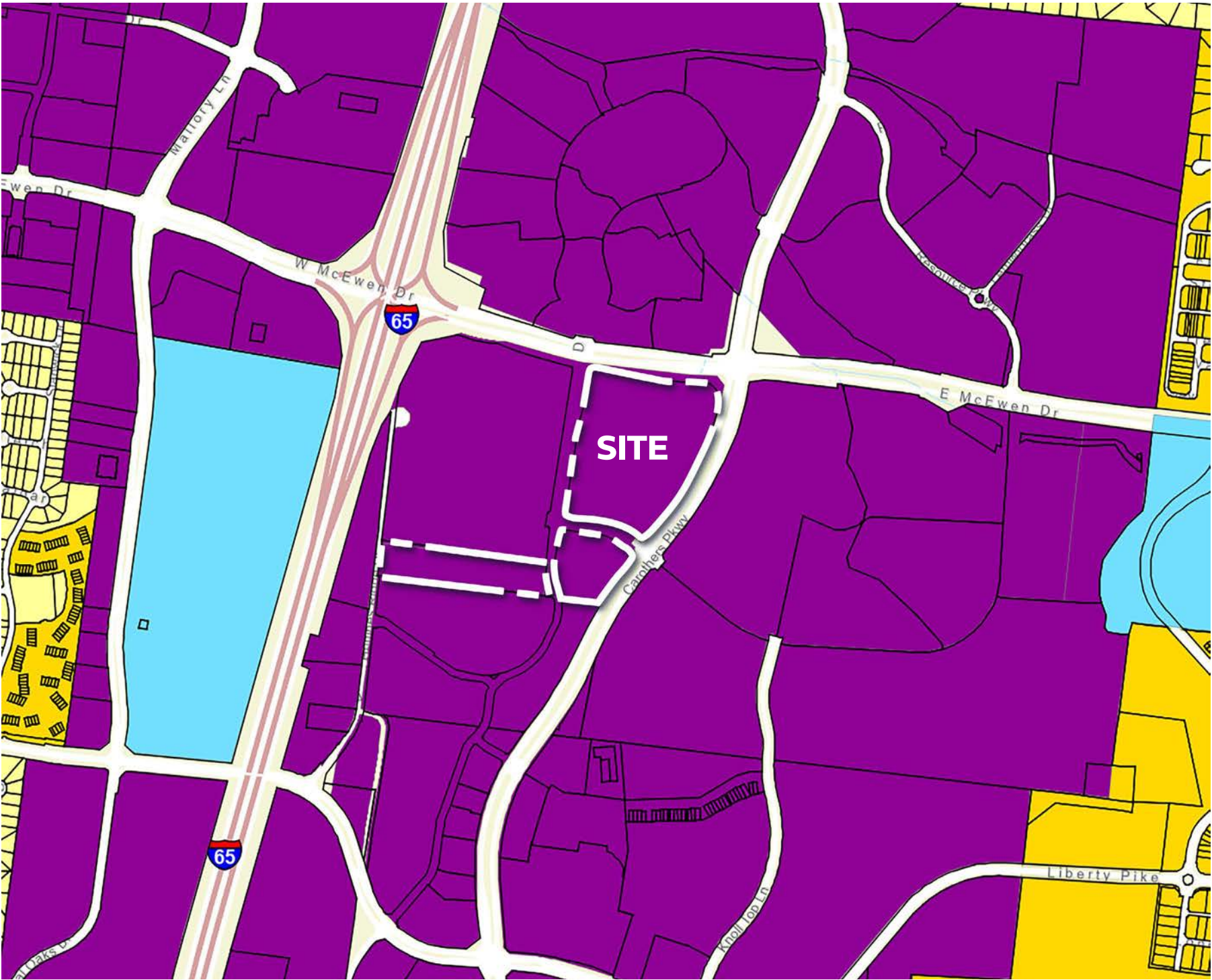


**AUREUM DEVELOPMENT
PLAN REVISION 3**
JOINT CONCEPTUAL WORKSHOP 2025-06-26



REGIONAL MAP





**ENVISION FRANKLIN DESIGN CONCEPT:
REGIONAL COMMERCE**

- High intensity activity centers that attract large numbers of people and employers
- Major employment and revenue generators
- Housing that support a healthy, vibrant place to live, work, and play
- New development should have a pedestrian-friendly design
- Usable open spaces such as plazas, courtyards, and outdoor seating areas

REGIONAL COMMERCE POLICY: 12 - STORY MAXIMUM HEIGHT



MASTER PLAN



SITE DATA	
RESIDENTIAL	900 HOMES
HOTEL	300 KEYS
COMMERCIAL	92,860
OFFICE	153,600 SF
MIXED USE	

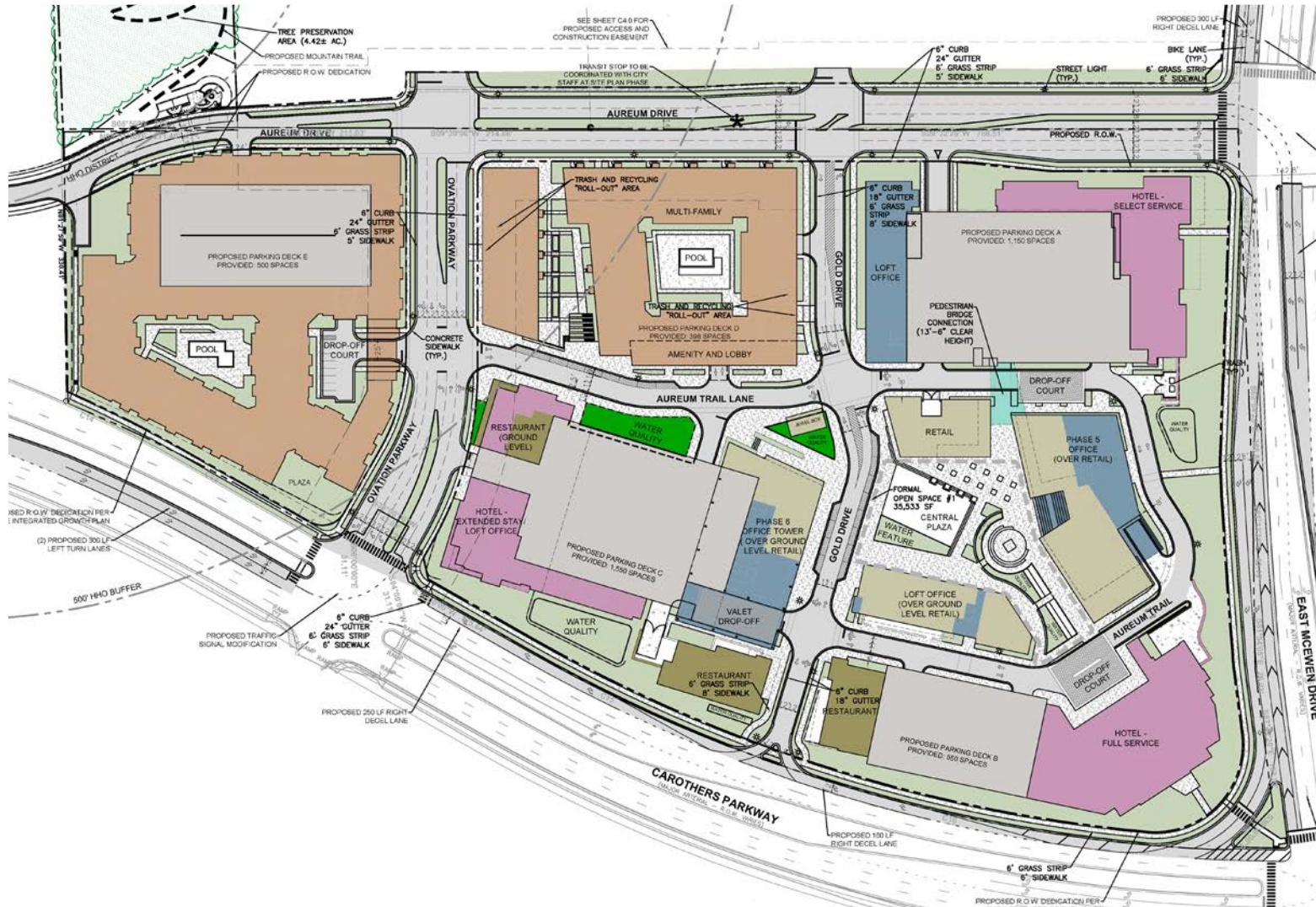
OVATION







APPROVED DESIGN



Data

- 480 Homes
- 700 Hotel Rooms
- 100,000 SF Retail / Restaurant
- 750,000 SF Office

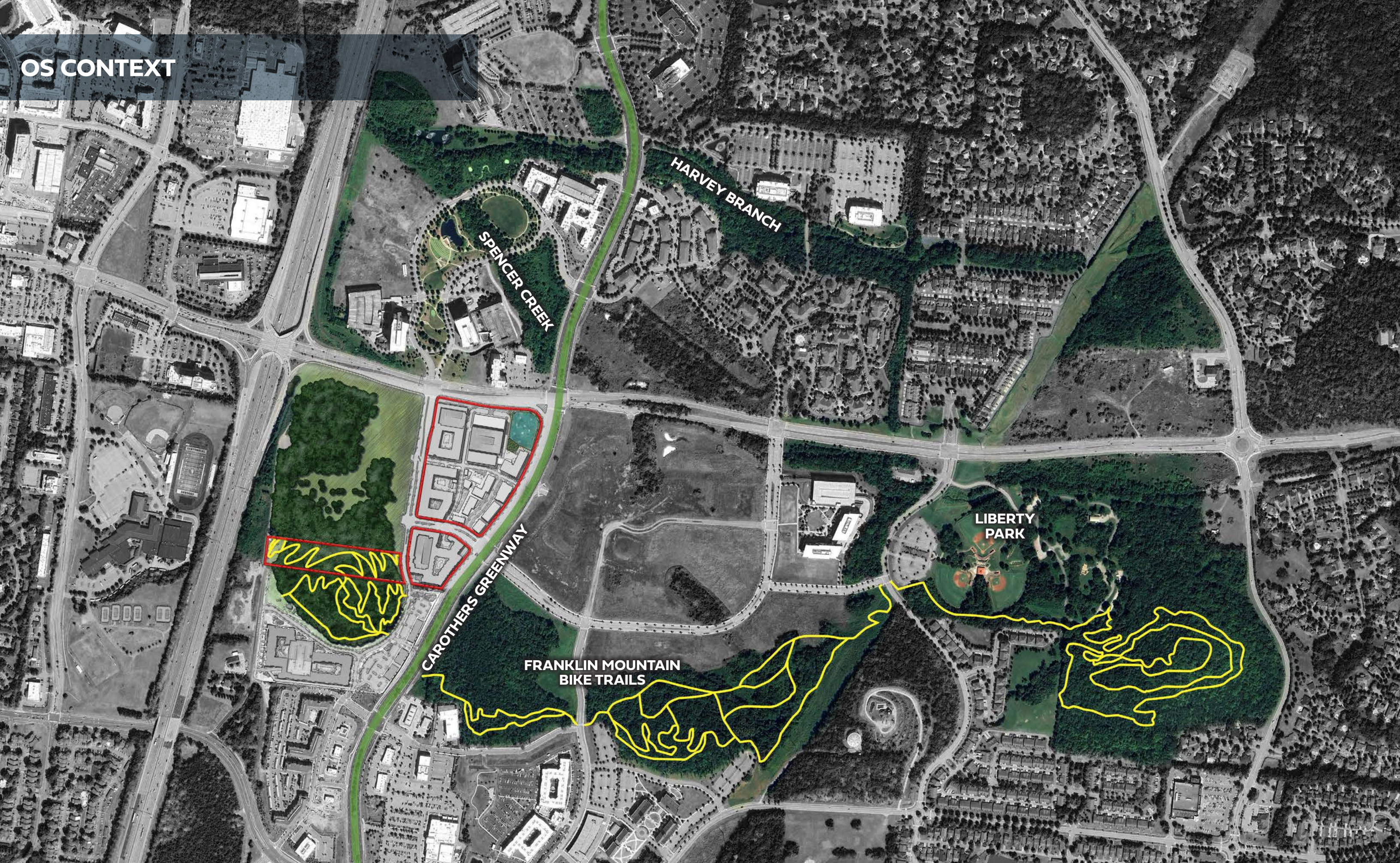
PROPOSED DESIGN

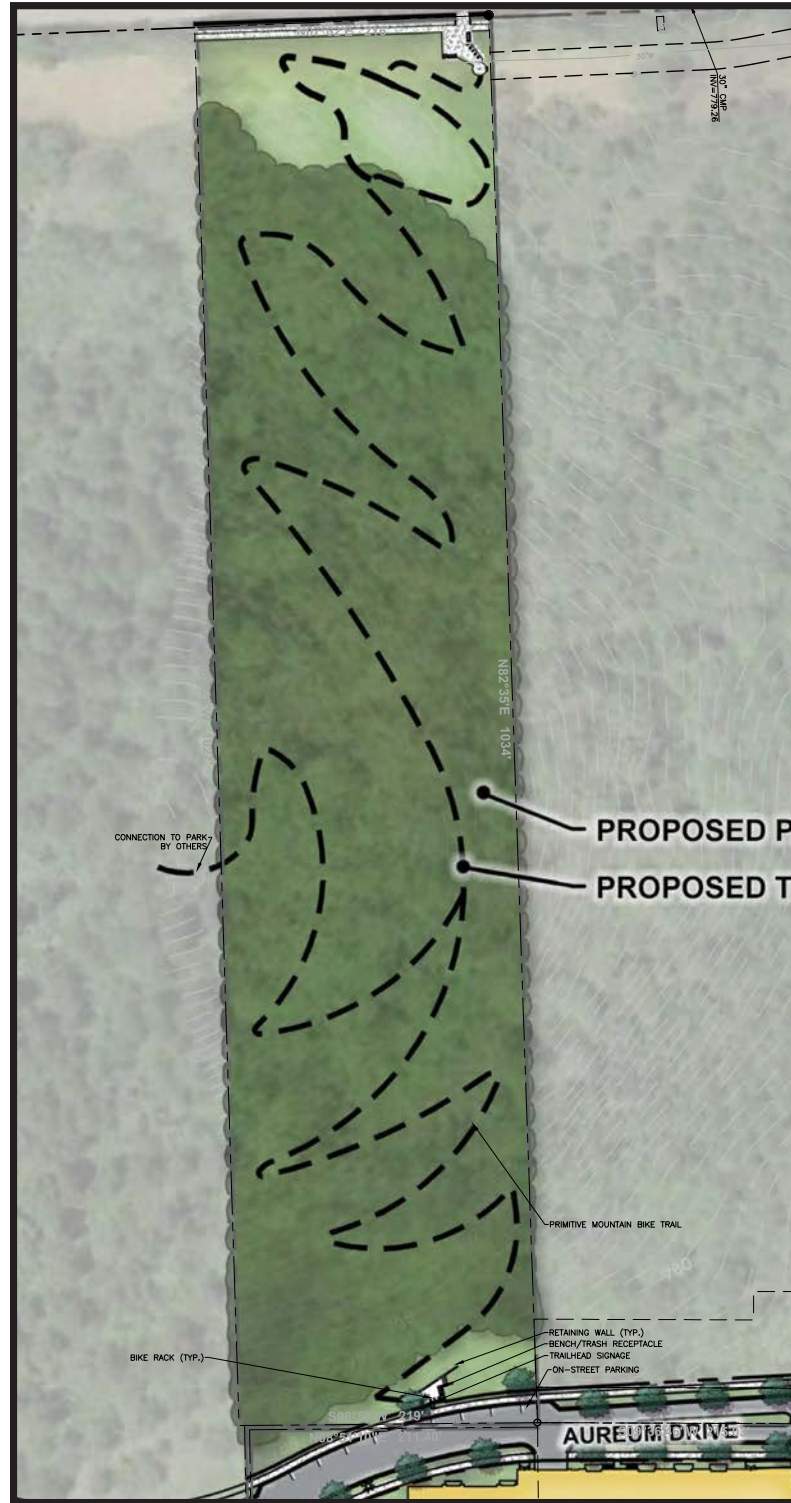


Data

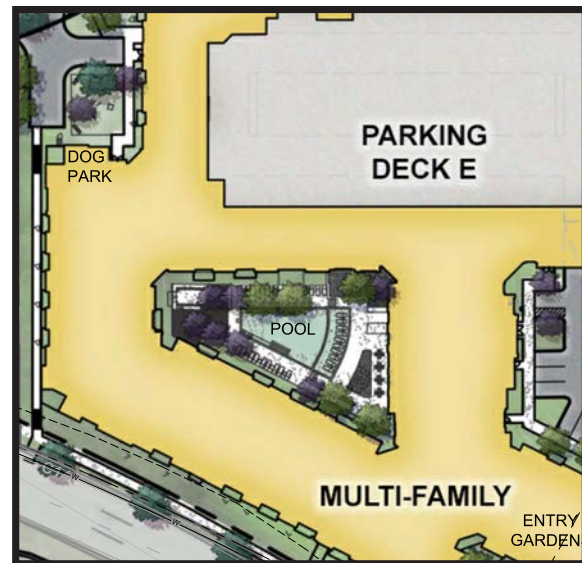
- 900 Homes
- 400 Hotel Rooms
- 100,000 SF Retail / Restaurant
- 350,000 SF Office

OS CONTEXT

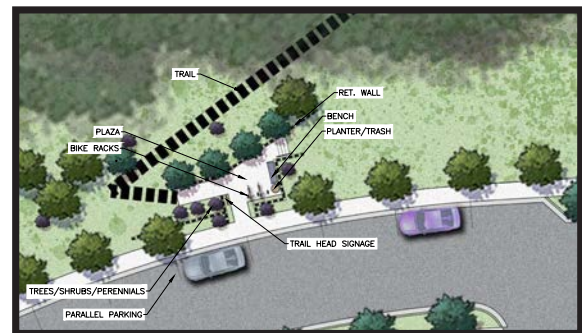




**PUBLIC MOUNTAIN BIKE TRAILS
APPROVED DEDICATION**



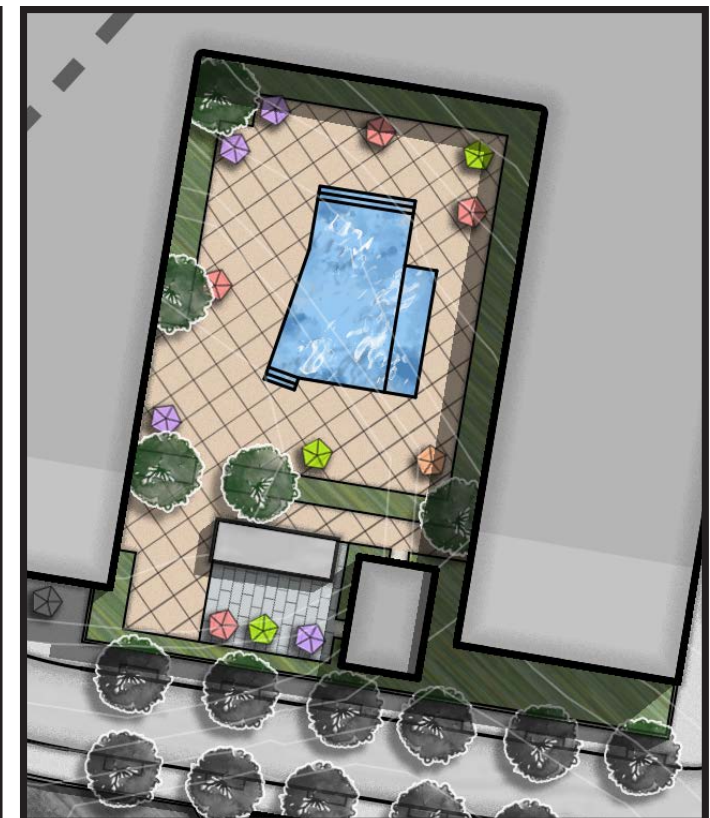
PRIVATE POOL



PUBLIC TRAILHEAD



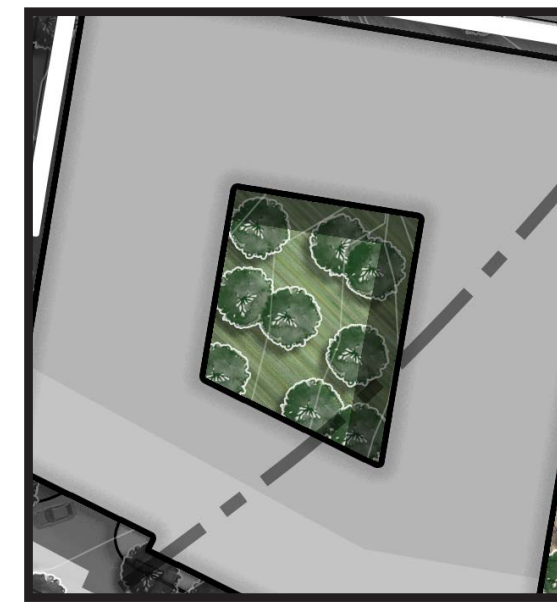
PUBLIC PLAZA



PRIVATE COURTYARD



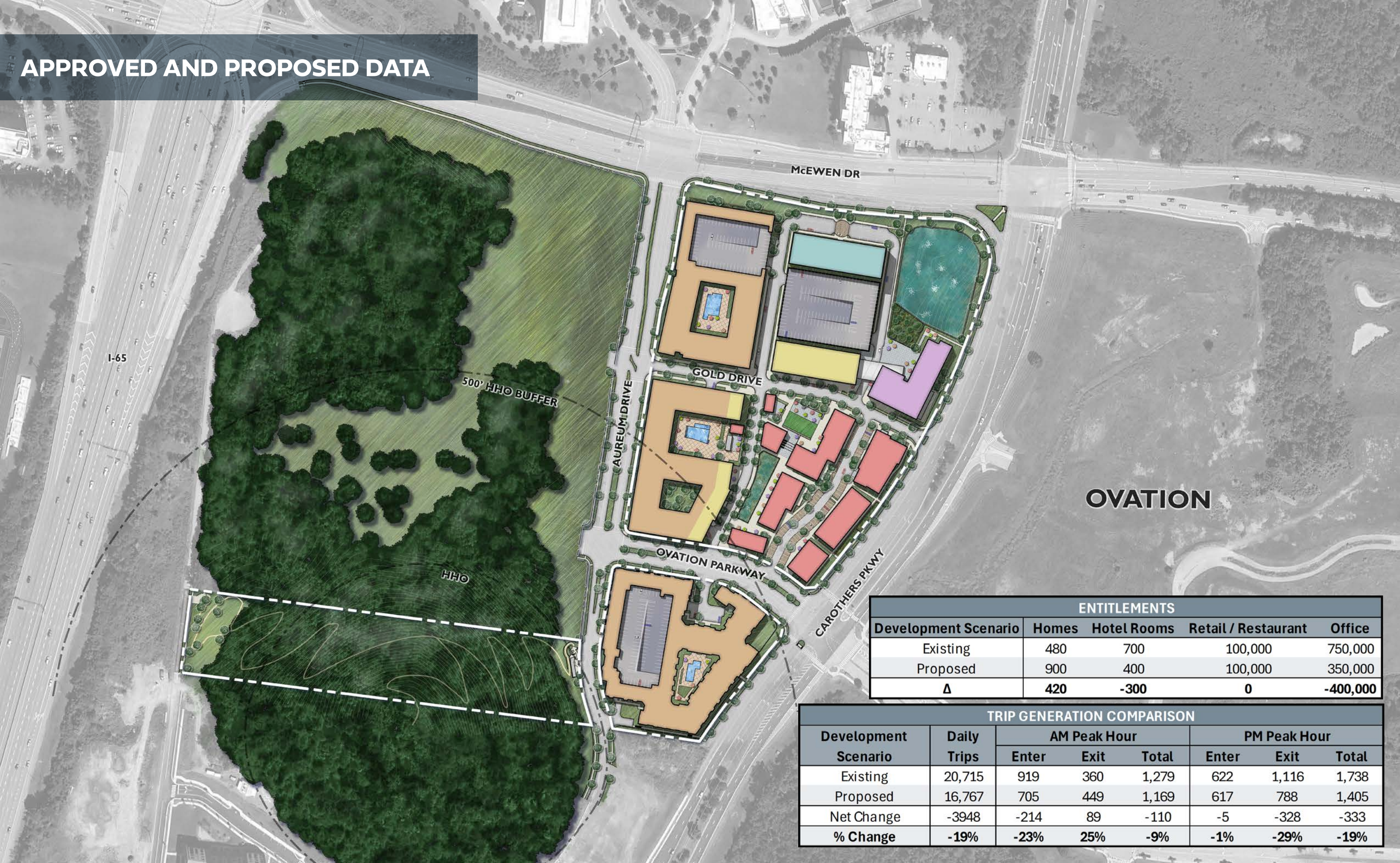
PRIVATE POOL



PRIVATE POOL

PROPOSED DEDICATION

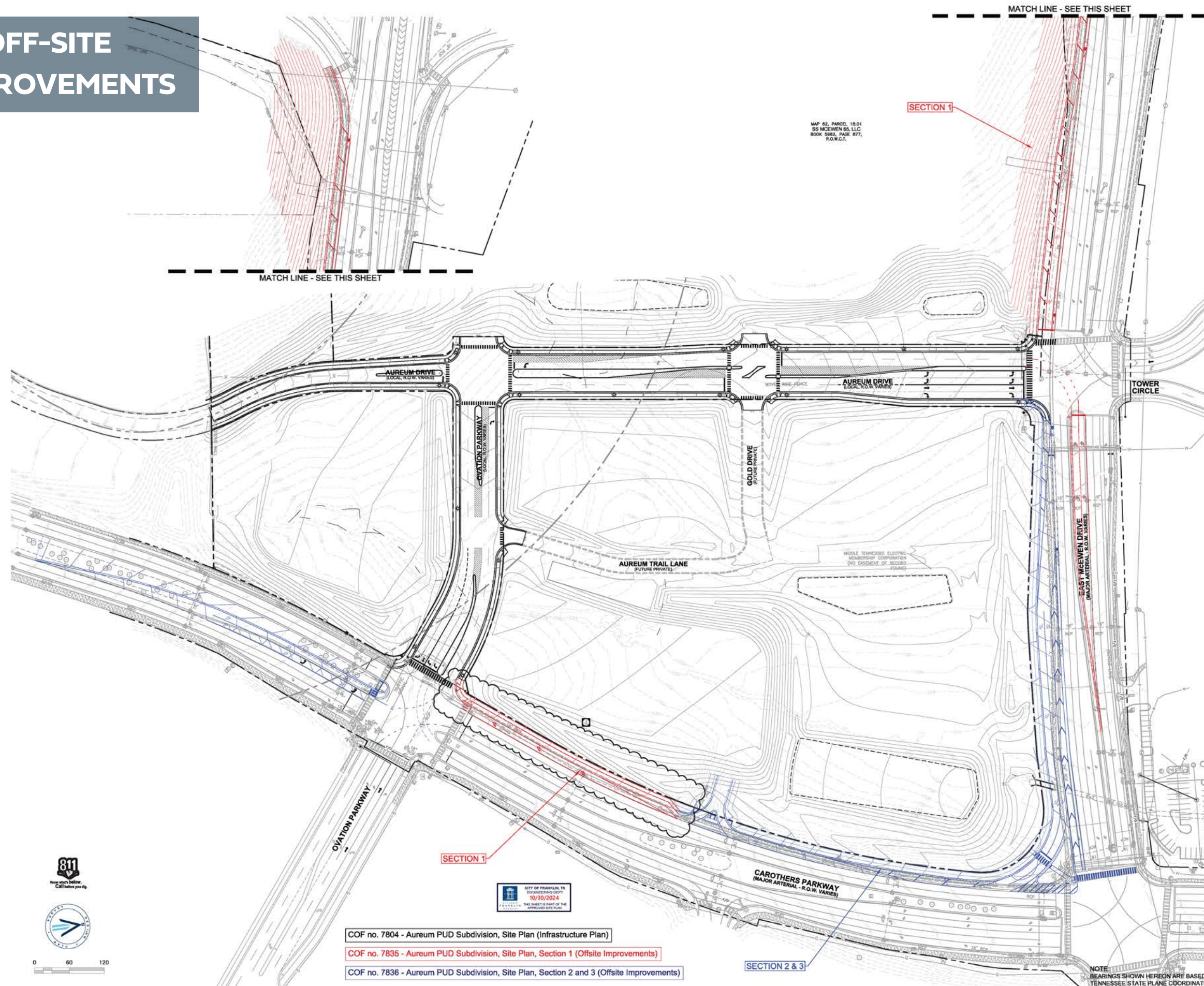
APPROVED AND PROPOSED DATA



ENTITLEMENTS				
Development Scenario	Homes	Hotel Rooms	Retail / Restaurant	Office
Existing	480	700	100,000	750,000
Proposed	900	400	100,000	350,000
Δ	420	-300	0	-400,000

TRIP GENERATION COMPARISON							
Development Scenario	Daily Trips	AM Peak Hour			PM Peak Hour		
		Enter	Exit	Total	Enter	Exit	Total
Existing	20,715	919	360	1,279	622	1,116	1,738
Proposed	16,767	705	449	1,169	617	788	1,405
Net Change	-3948	-214	89	-110	-5	-328	-333
% Change	-19%	-23%	25%	-9%	-1%	-29%	-19%

APPROVED OFF-SITE TRAFFIC IMPROVEMENTS



MAP 65, PARCEL 18.01
SS MCEWEN 65, LLC
BOOK 5862, PAGE 877,
R.O.W.E.T.

MATCH LINE - SEE THIS SHEET

MATCH LINE - SEE THIS SHEET

CITY OF FRANKLIN # 7804
AUREUM PUD SUBDIVISION,
REV. 1, SITE PLAN
FOR
SS-CH FRANKLIN, LLC
CITY OF FRANKLIN, WILLIAMSON COUNTY, TENNESSEE

Scale: 1" = 60'

Date: JULY 03, 2024

Approved By: W.L.H.

Revisions:

3	2024.10.14	SP AMENDMENT
---	------------	--------------

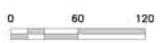
Drawing Title:
INFRASTRUCTURE AND OFF-SITE ROADWAY PHASING EXHIBIT

Drawing No:
C0.01

Project No:
21-0085

NOTE:
BEARINGS SHOWN HEREON ARE BASED ON THE TENNESSEE STATE PLANE COORDINATE SYSTEM, ZONE 5301, FIPSZONE 4100, NAD 83 DATUM.

- COF no. 7804 - Aureum PUD Subdivision, Site Plan (Infrastructure Plan)
- COF no. 7835 - Aureum PUD Subdivision, Site Plan, Section 1 (Offsite Improvements)
- COF no. 7836 - Aureum PUD Subdivision, Site Plan, Section 2 and 3 (Offsite Improvements)



MASTER PLAN



OVATION

OVATION

FRANKLIN, TN





LOCAL CONTEXT



PARK PLACE



MARS PETCARE



MARS PETCARE



MARS PETCARE



MARS PETCARE



PARK PLACE





WE ARE IN THE WORK-PLACEMAKING BUSINESS

We believe that by creating exceptional environments and experiences we can deliver greater value to our customers, their teammates and, in turn, our shareholders.

By creating and operating commute-worthy places, we support the growth and success of our customers and contribute to the vitality of our communities.



SERVING OUR COMMUNITIES THROUGH THOUGHTFUL DEVELOPMENTS

A company's success extends beyond the financial returns of its projects. At CenterCal Properties, we focus on creating thoughtful developments that benefit the communities we serve, designing spaces that strengthen the social fabric and foster prosperity, happiness, and a stronger sense of community.



CENTERCAL

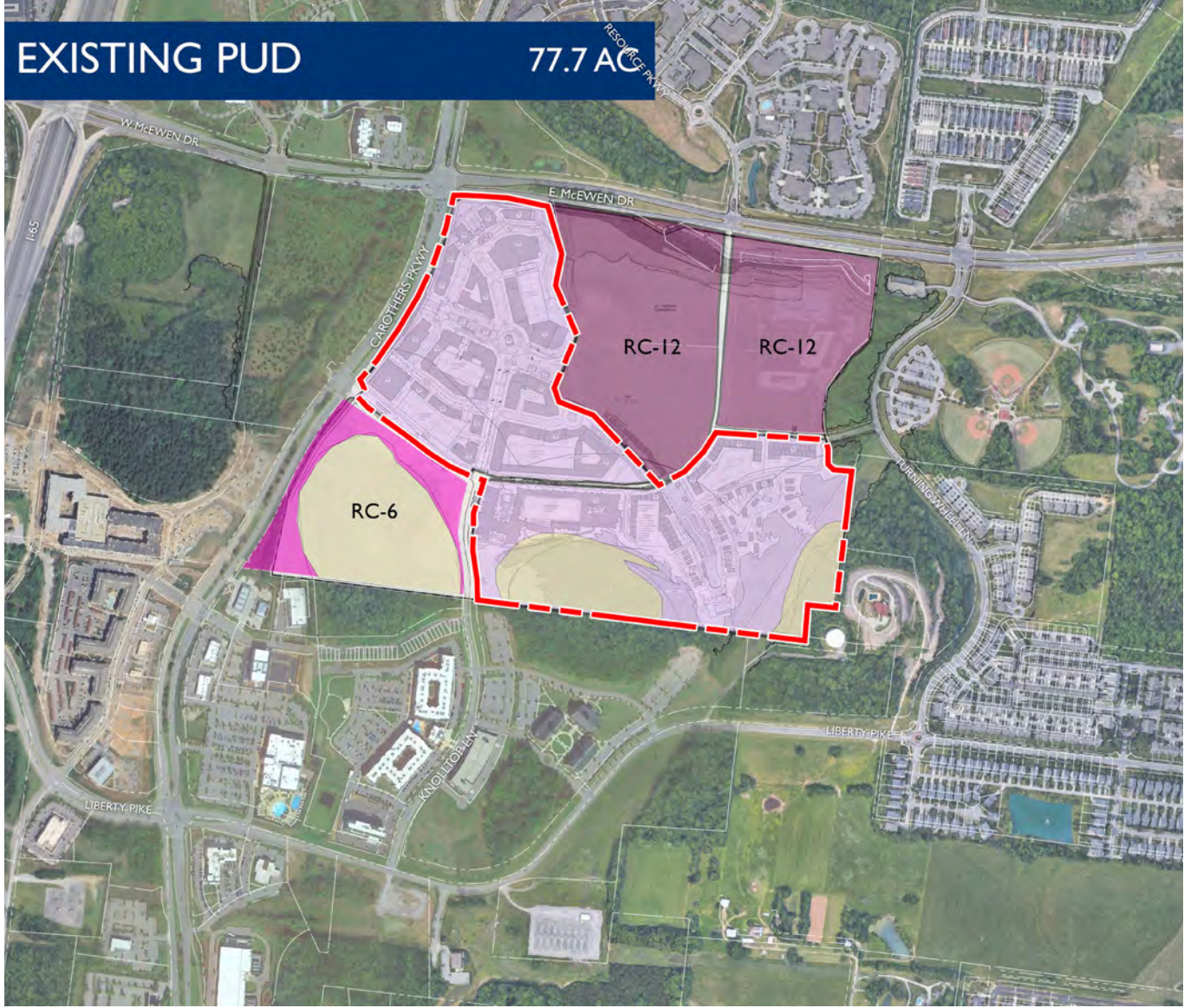


EXCEPTIONAL DESIGN, FINE RESTAURANTS AND AMENITIES



EXISTING PUD

77.7 AC





Foundry Kitchen

Forte

Forte

Forte

PIEHL'S

Porchlight

Central Park

Ovation Masterplan - Street Level



- Mixed-Use
- Office
- Hotel
- Multi-family
- Condominium/
Town Home

Ovation Masterplan - Upper Floors



- Mixed-Use
- Office
- Hotel
- Multi-family
- Condominium/
Town Home



Streetscape view north



From Hotel to Central Park



Foundry Kitchen

Forte

Forte

Forte

PIEHL'S

Overnight

Central Park



Foundry Kitchen

Forte

Forte

Buildings fronting Central Park



Food Hall



Ovation Parkway Condos

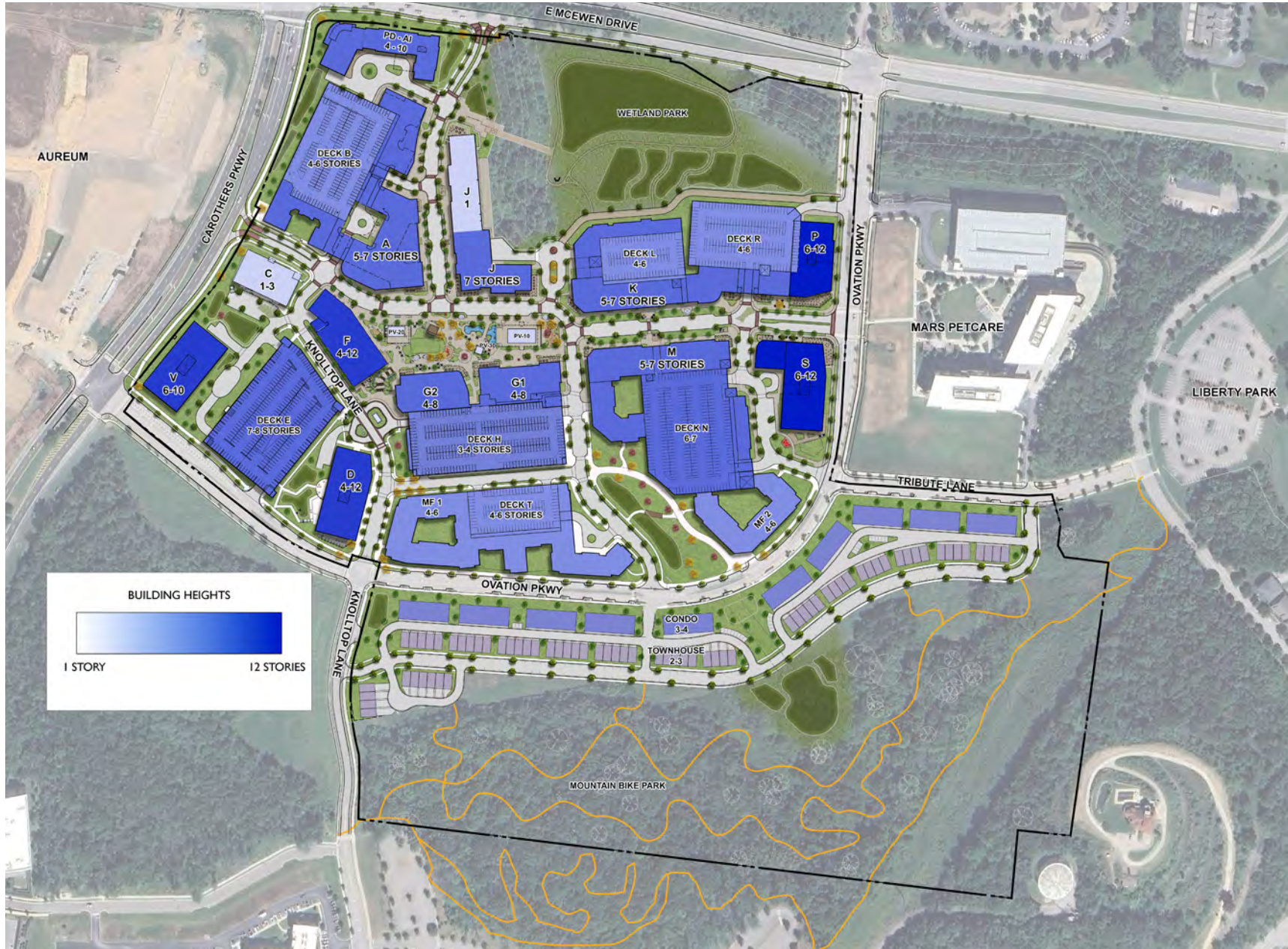
Pedestrian Trails



GREENWAY TRAILS



Building Heights



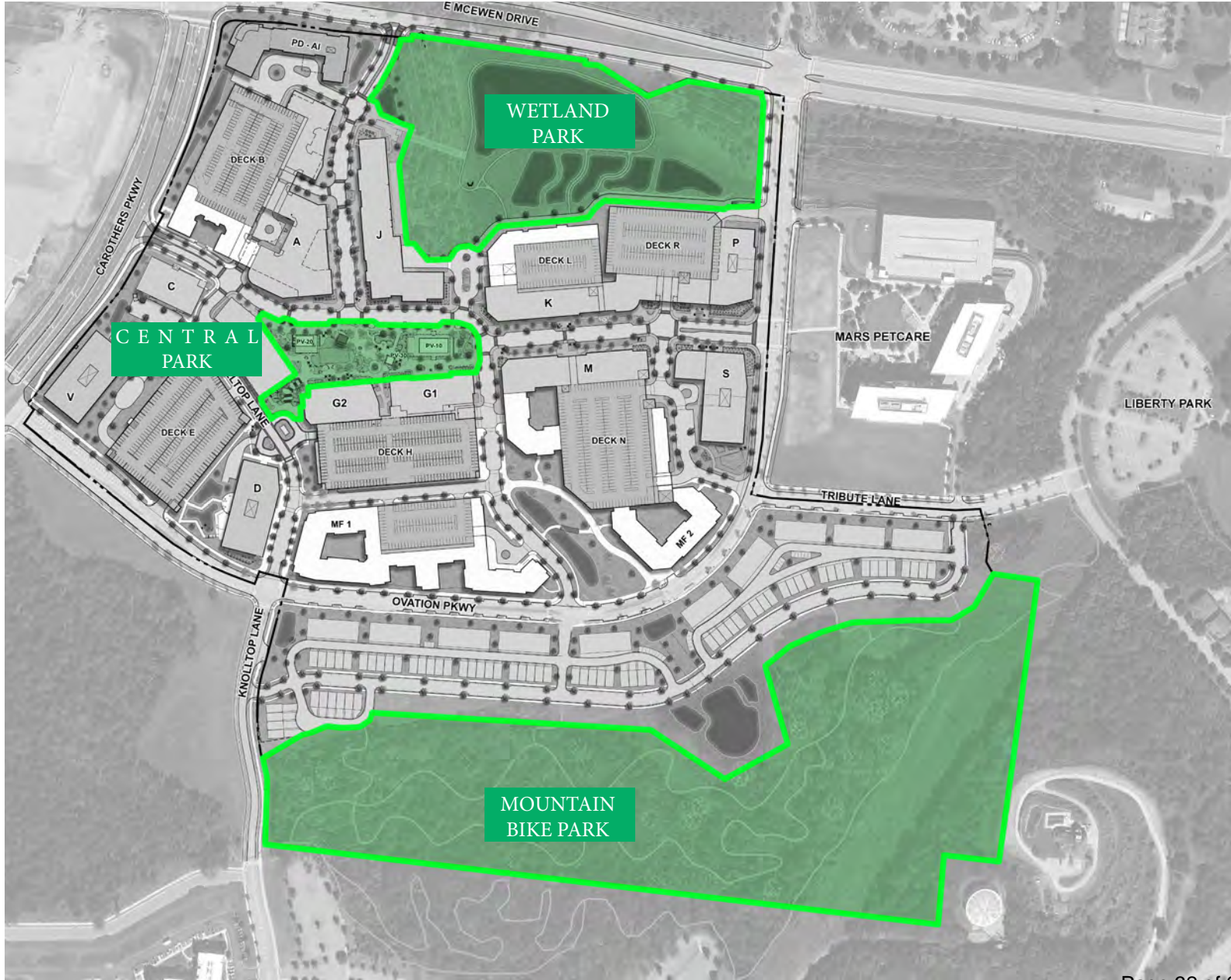
Parkland Dedication



WETLAND PARK

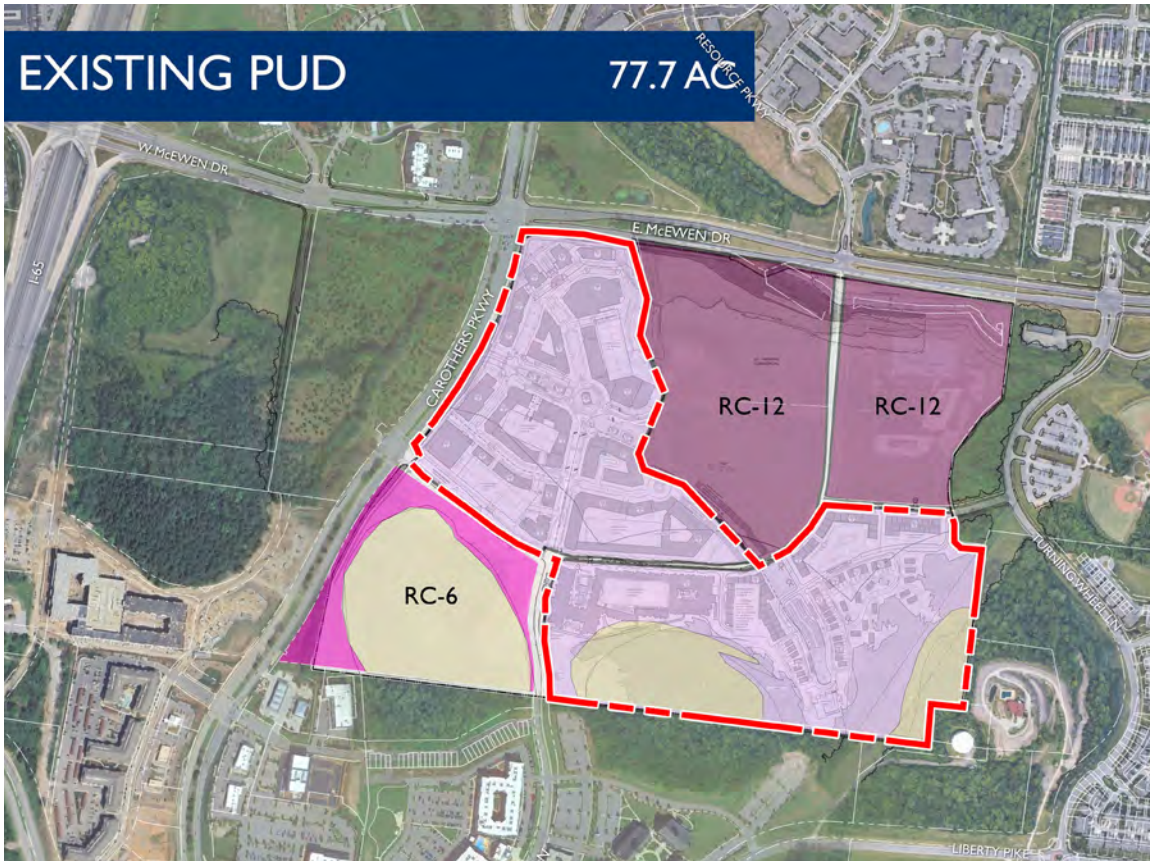


MOUNTAIN BIKE TRAILS



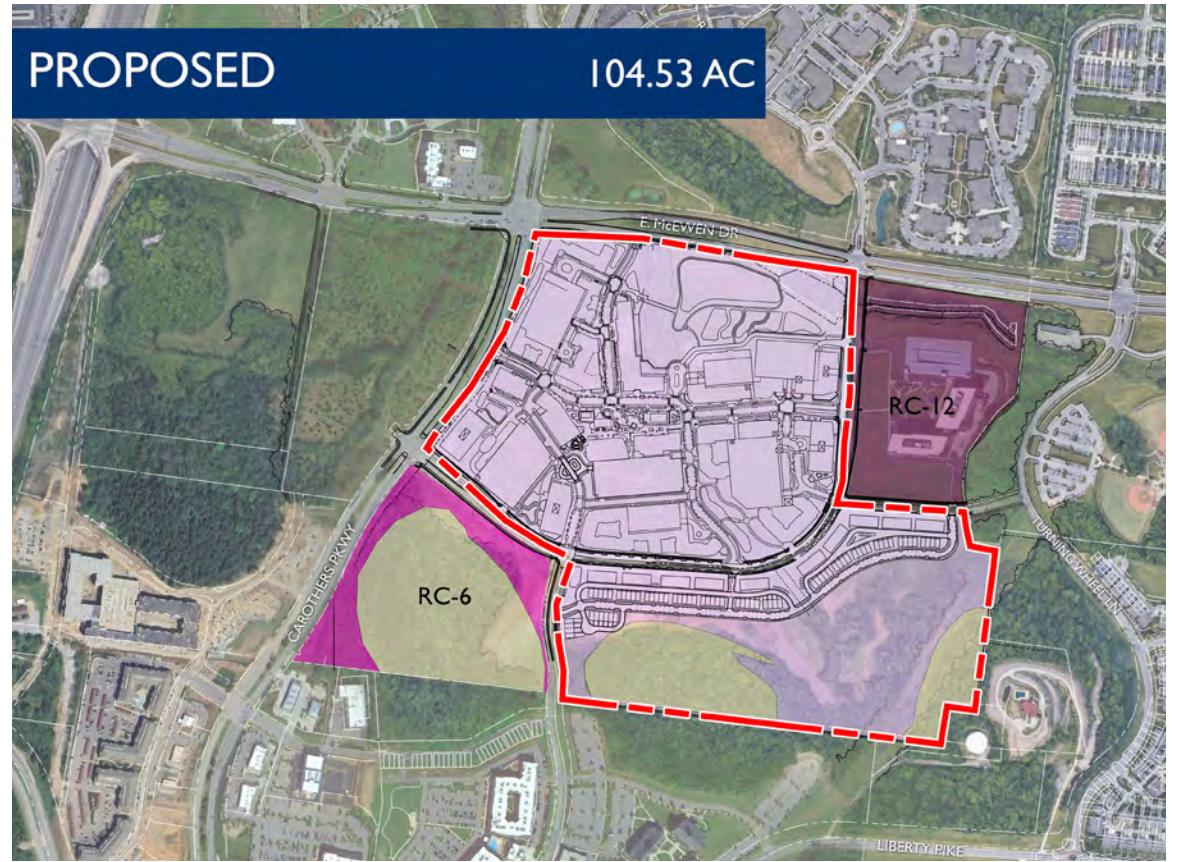
EXISTING PUD

77.7 AC



PROPOSED

104.53 AC



Envision Franklin:

- Regional Commerce Design Concept
- 12-Story Building Height
- High-intensity activity centers that attract large numbers of people and employers both within and outside the City
- Major employment and revenue generators that are a valuable community resource
- Transit should be enhanced in this area
- Public art and art programs are encouraged.

Zoning:

- Regional Commerce 12 Zoning District
- 1.4 million SF Office = 60%
- 830 Multi-family Apartments = 40%

PUD AND TRAFFIC STUDY COMPARISONS

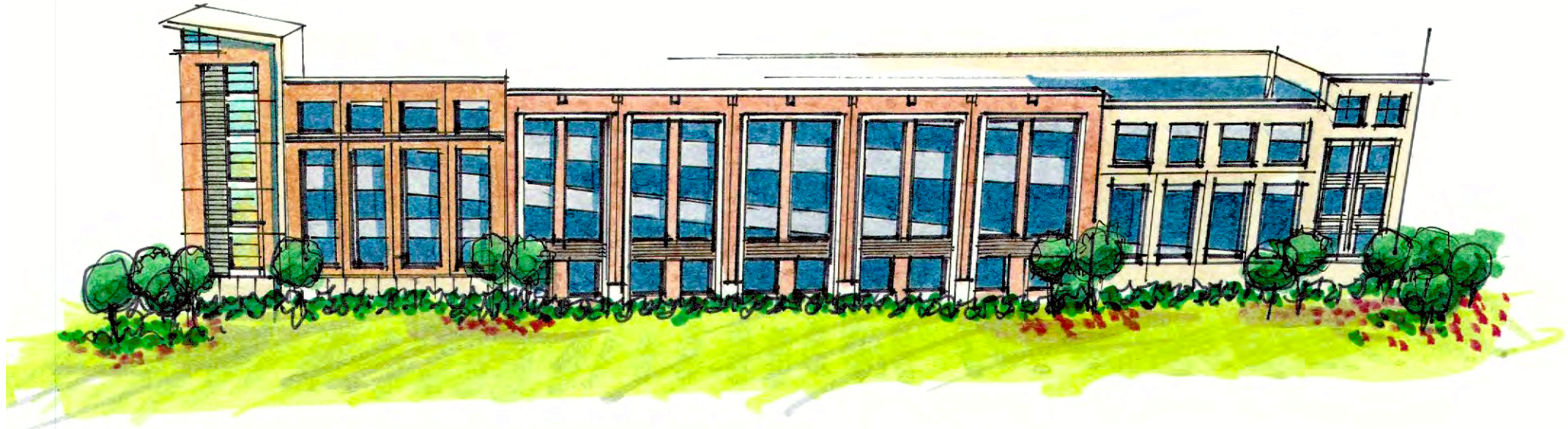
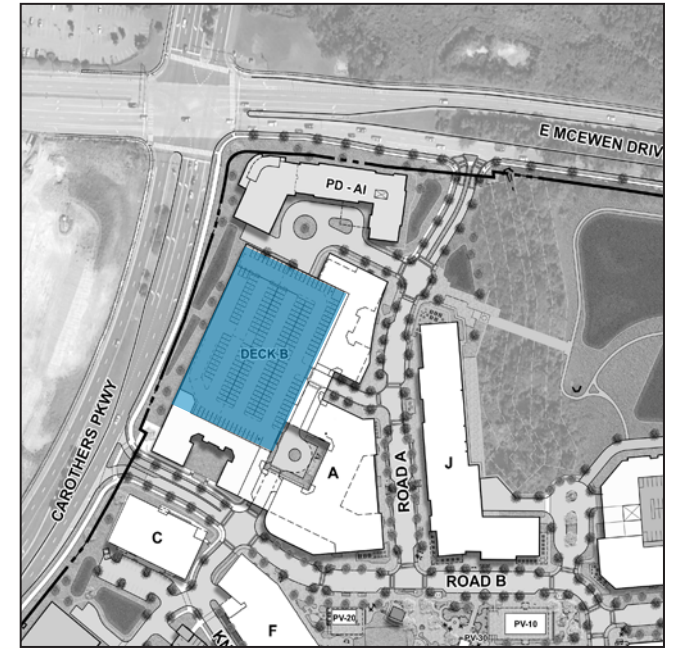
	2014 TRAFFIC STUDY SD-X RC12 AREA	2025 PROPOSED PUD DEVELOPMENT PLAN ENTITLEMENT	2025 TRAFFIC STUDY SD-X + RC12 AREA	TRAFFIC STUDY CHANGE
AREA	-	104.53 AC	-	-
RETAIL/ RESTAURANT	413,000 SF 37,000 SF	400,000 SF	280,000 SF 120,000 SF	-50,000 SF
OFFICE	1,400,000 SF	1,225,000 SF	1,450,000 SF	+50,000 SF
COMMERCIAL ENTERTAINMENT	-	30,000 SF	30,000 SF	+30,000 SF
HOTEL	450 KEYS	350 KEYS	350 KEYS	-100 KEYS
RESIDENTIAL	950 UNITS	1564 UNITS	1594 UNITS	+644 UNITS
TOTAL DAILY TRIPS	32,058		33,162	+1,104 TRIPS
TOTAL AM PEAK TRIPS	2,179		2,458	+279 TRIPS
TOTAL PM PEAK TRIPS	2,835		3,038	+199 TRIPS

Modification of Standards



- **MOS 1** - Section 6.6 Roof Elements. To permit flat roof with parapets for townhomes.
- **MOS 2** - Section 6.8 Window Openings. To permit a minimum window recess of 1.3" when applied to board or panel siding
- **MOS 3** - Section 6.9 Window Openings. To permit a minimum window recess of 1.3" when applied to board or panel siding
- **MOS 4** - Section 6.9 Building Elements - Storefront. To allow Retail Storefronts on Commercial/Mixed Use Buildings without transom windows and/or knee walls.
- **MOS 5** - Section 6.10 Primary Materials on Facade. To allow up to three of the following: brick, natural stone, cultured stone, or pre-cast concrete as primary material on a facade for a large scale office building.
- **MOS 6** - Section 6.9 Primary Materials on Facade. To allow up to three of the following: brick, natural stone, cultured stone, smooth wood siding, fiber cement or pre-cast concrete as primary material on a facade for a Commercial/Mixed Use Building where office is a primary use.
- **MOS 7** - Section 13.2.5 Maximum height of Retaining Walls. To increase the maximum retaining wall height to a maximum of height of 22 feet for one wall behind Building J and adjacent to the protected stream buffer.
- **MOS 8** - Section 13.2.5.A Request to eliminate the requirement of planting at the base of the retaining wall behind Building J since the wall will be in close proximity to an established riparian buffer.
- **MOS 9** - Section 10.5.2.A Parking Structures. Request to place a parking structure parallel to the Carothers Parkway and McEwen Drive Rights of Way.

Parking Deck B



**Ovation - Mixed-Use Development
Economic Impact Analysis**

City of Franklin Direct Tax Summary

YEAR	Direct Local Sales Tax From Operations	City of Franklin Hotel Tax	City of Franklin Property Tax	City of Franklin
Year 1 - 2027	\$ 1,911,492	\$ 289,737	\$ 639,869	\$ 2,841,098
Year 2 - 2028	\$ 7,645,968	\$ 1,158,948	\$ 639,869	\$ 9,444,785
Year 3 - 2029	\$ 8,518,851	\$ 1,158,948	\$ 1,287,296	\$ 10,965,095
Year 4 - 2030	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 5 - 2031	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 6 - 2032	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 7 - 2033	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 8 - 2034	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 9 - 2035	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 10 - 2036	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 11 - 2037	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 12 - 2038	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 13 - 2039	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 14 - 2040	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 15 - 2041	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 16 - 2042	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 17 - 2043	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 18 - 2044	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 19 - 2045	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Year 20 - 2046	\$ 11,137,500	\$ 1,158,948	\$ 1,287,296	\$ 13,583,744
Total	\$ 207,413,811	\$ 22,309,749	\$ 24,451,065	\$ 254,174,625

Ovation Masterplan



The traffic impact study recommends an additional westbound travel lane from I-65 through the intersection of Carothers Parkway.

Aureum to construct the following improvements:

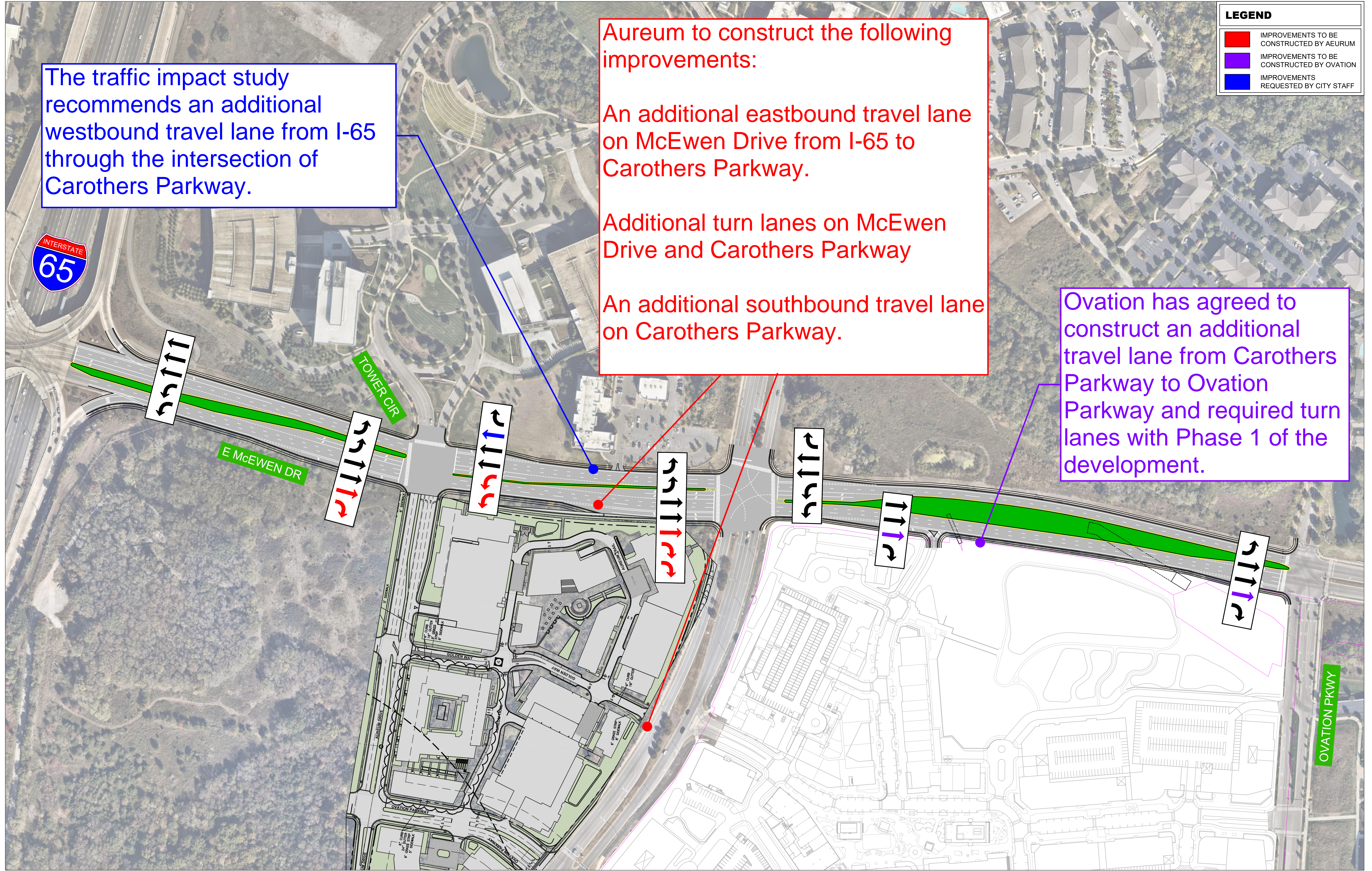
An additional eastbound travel lane on McEwen Drive from I-65 to Carothers Parkway.

Additional turn lanes on McEwen Drive and Carothers Parkway

An additional southbound travel lane on Carothers Parkway.

Ovation has agreed to construct an additional travel lane from Carothers Parkway to Ovation Parkway and required turn lanes with Phase 1 of the development.

LEGEND	
■	IMPROVEMENTS TO BE CONSTRUCTED BY AEURUM
■	IMPROVEMENTS TO BE CONSTRUCTED BY OVATION
■	IMPROVEMENTS REQUESTED BY CITY STAFF



June 26, 2025 Joint Conceptual Workshop

Zoning Ordinance Update

BOMA/FMPC Topics

Lighting/Light Pollution

Streetlights in Residential Developments

Streetlights in Residential Developments

- Controlled by MTE
 - MTE provides power and maintenance and bills the City
 - Developer can opt out and have HOA own and maintain streetlights
- MTE has streetlight manual with standards
 - Provides for a limited number of pole and fixture options
 - The limited selection helps with ongoing maintenance obligations

City of Franklin Zoning Ordinance Standards

- Maximum pole height of 18 feet
- Ornamental style light fixture
- Subject to MTE and the Transportation and Streets Technical Standards

MTE Streetlight Manual Options



Banded Granville



Plain Granville



Plain Granville with Finial



Lantern Light



Arlington



Town and Country (Dark Sky)



Memphis Teardrop

Status Update

Alderman Caesar and Commissioner Williamson met with MTE on fixture options.

MTE has offered to accept the Granville fixture with a full cover.

Samples have been installed on 3rd Ave near the pavilion at Bicentennial Park as well as in Sullivan Farms. The formal green behind the Eastern Flank Rental Facility utilizes the same fixture.

MTE offered to accept the Plain Granville fixture with a house-side shield.

Granville Post Top with Full Cover



Next Steps

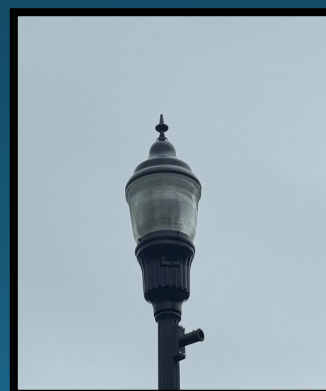
- Formally request MTE to add the Granville Post Top with full cover to their approved list of fixtures.
- Potential Zoning Ordinance amendment to include a preference for the fixtures below along residential streets in order to reduce light pollution:



Arlington



Town and Country (Dark Sky)



Granville with Full Cover



*Internal
metal plate
preventing
uplighting*

Plain Granville with Lunar Optics

June 24, 2025 BOMA WS and June 26, 2025 BOMA/FMPC JCW

Display of Flags Presentation

Planning & Sustainability
Department

Background

- Last fall, a Notice of Violation was issued to a residential property for a higher number of flags than what was permitted, and it prompted a BOMA Work Session discussion.
- BNS presented to BOMA research of other communities in the US and looked at specific elements such as:
 - Maximum number of flags permitted
 - Temporary flags
 - Setbacks
 - Height
 - Size restrictions

Background cont.

- Staff did further research in response to BOMA comments and found additional information to help draft potential Zoning Ordinance amendments to be presented at JCW this spring.
- Amendment scenarios allowed additional temporary flags based on holidays and special events, and they also exempted small “stick” flags.
- All the potential amendments presented were in addition to what’s already allowed, would apply to both residential and commercial properties, and were content neutral.

Current Flag Standards:

- Max number: 3 flags per lot (could be flown all year)
- Max area: max width of flag shall not exceed $\frac{1}{4}$ th the height of pole
 - Example: 40-foot pole = max width of 10 feet
- Setback: minimum setback at the property line
- Height: maximum of 40 feet from ground or 20 feet for rooftop poles



In Addition, the City Allows Temporary Signs:

- 2 temporary signs: permitted in all districts up to 3 months a year or
- 1 per commercial storefront/tenant space: up to 3 months per year
- These signs have standards on size and height
- *Today's discussion is focused on flags*



March 2025 Joint Conceptual Workshop (JCW) Initial Scenarios Designed for Feedback

1. Consider exempting small stick flags under a specific size
2. Consider adding a temporary flag sign type for holidays and special events
 - *10 days before holiday, the holiday/event, 5 days after = 208 days per year*
3. Consider adding a maximum number of flags per pole
 - *Max 2 flags per pole (still allow 3 flags per lot)*
4. Consider adding a wall-mounted requirement to not exceed the height of the building

Initial Scenario Feedback

- Supportive of allowing additional temporary flags but with limits on number to avoid clutter
- Not supportive of the proposed duration and felt it should be reduced to protect property values
- Not strong direction to reduce the maximum number of flags on a pole below 3
- Questions about the need for wall mounted flag requirement that address the placement above the building roofline

Revised Options

- Staff has provided some revised options for discussion today in response to the feedback
- They are in addition to what's already allowed, would apply to both residential and commercial properties, and are content neutral

Flag Duration

- Option 1: No Change (Currently 3 Flags All Year Around)
- Option 2: Federal Holidays + Floating Events
 - Allows additional temporary flags for the 11 federal holidays and 4 other events. 3 days before, 2 days after events.
 - Cannot exceed 90 days total in calendar year.
- Option 3: Flexible Dates with Limits
 - Allows additional temporary flags for up to 60 days in a calendar year and not longer than 7 consecutive days

Flag Quantity

- Option A: No Change (3 Total)
- Option B: 5 Additional Temporary Flags (8 Total)
- Option C: __ Additional Temporary Flags ($X + 3$ Total)

Small Stick Flags

Consider exempting these from the Ordinance? Additional direction is requested for staff to prepare an amendment.

Important aspects to consider:

- Durability
- Longevity
- Not issue today with clutter
- May still create visual clutter with tiny stick flags



Other Notable Changes Proposed

- Prohibit flags from encroaching into public ROW or on someone else's property.
- Address wall mounted flags on buildings for placement and size.



Flags Discussion

Feedback is Requested on:

- (1) Flag Duration;
 - Option 1: No change
 - Option 2: Federal holidays + 4 floating events (90 total days)
 - Option 3: Flexible dates with limits (60 total days)
- (2) Flag Quantity;
 - Option A: No change
 - Option B: Additional temporary flags (5 temporary + 3 permanent)
 - Option C: X of temporary flags (X + 3 permanent)
- (3) Exemption of Small Stick Flags
 - Yes
 - No

We will go through each topic one by one for feedback