



City of Franklin

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

Meeting Agenda

Design Review Committee

Thursday, August 21, 2025

3:00 PM

324 Liberty Pike, Suite 150
Franklin, TN 37064

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Notice is hereby given that a meeting of the Design Review Committee will be held on the date and time listed above. You may call 615.791.3212 for additional information. For accommodations due to disabilities or other special arrangements, please contact the Human Resources Department at 615.791.3216 at least 24 hours prior to the meeting. The typical process for discussing an item in this meeting setting is as follows: 1. Applicant / staff presentation, and 2. DRC comments. The public may view the meeting in the following ways: Attend in person at the meeting location.

CALL TO ORDER

APPLICATIONS

1. Discussion Of A Preliminary Historic Zoning Commission Recommendation And Modifications Of Standards For A Mixed-Use Development at 318 Franklin Rd. (Harpeth Village PD); Greg Gamble, Applicant.

ADJOURN

Anyone needing accommodations due to disabilities please contact the ADA Coordinator at 615-791-3277 at least 24 hours prior to the meeting.



HARPETH VILLAGE

(PREVIOUSLY FACTORY DISTRICT NORTH)
DESIGN REVIEW COMMITTEE | 08/21/2025

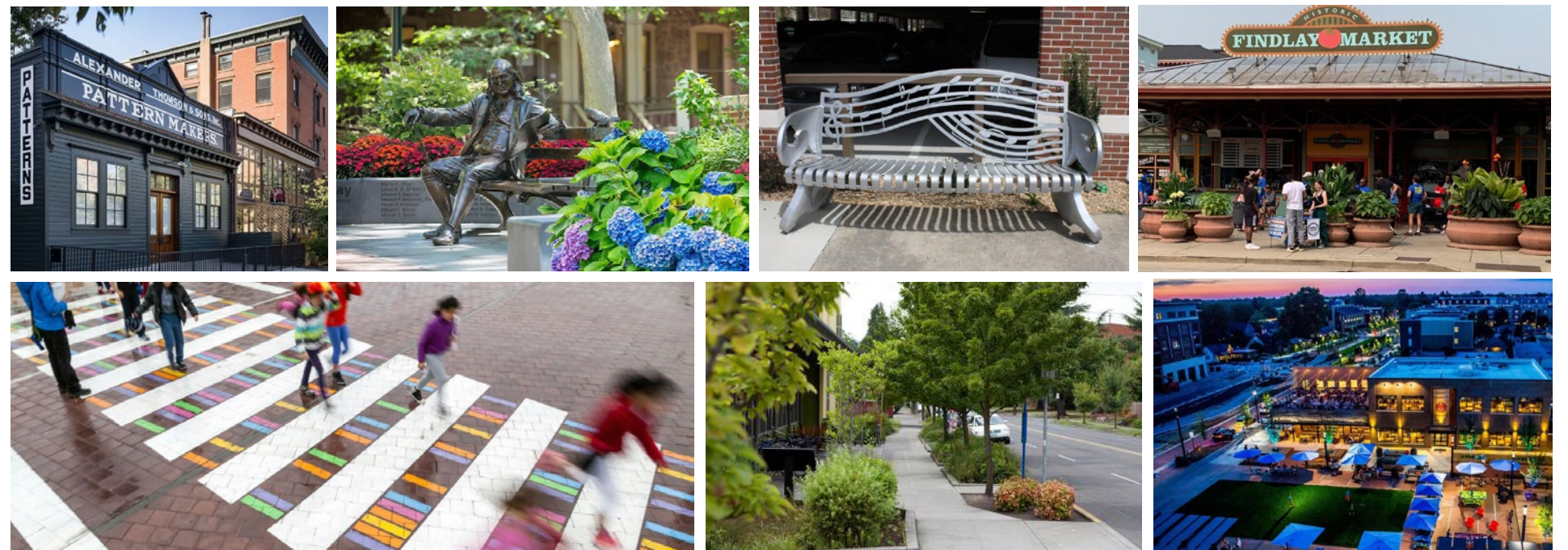
ENVISION FRANKLIN

The vision of the district is to **expand the types of uses found in the Factory at Franklin** to surrounding properties in order to create a **memorable destination**. The **vibrant uses** at the Factory at Franklin should extend beyond its walls and integrate into Harpeth Industrial Court. Key characteristics of the district should include **high-quality architecture, plazas, outdoor dining, art, tree-lined streets, and pedestrian and bicycle amenities**.

FACTORY DISTRICT

FORM		Character should be consistent with the Factory and be contextually sensitive to existing historic architecture, which should be preserved and maintained. See the Historic District Design Guidelines for additional guidance.
	Building Character	New buildings should consist of traditional and industrial character so as to continue the established rhythm and scale of the street. Materials should complement the existing brick facades of Jamison Station and the Factory.
		Multifamily uses are encouraged to have ground floor commercial spaces, including retail, restaurants, leasing offices, and other amenities, individually accessible from the street. When multifamily units are located on the first floor, individual ground floor entrances, stoops or front porches, and pedestrian connections to the street or to a drive resembling a street should be provided.

The images below represent the community's desired architectural style and character within the Factory District, which are encouraged throughout the District.



HISTORIC PRESERVATION OVERLAY

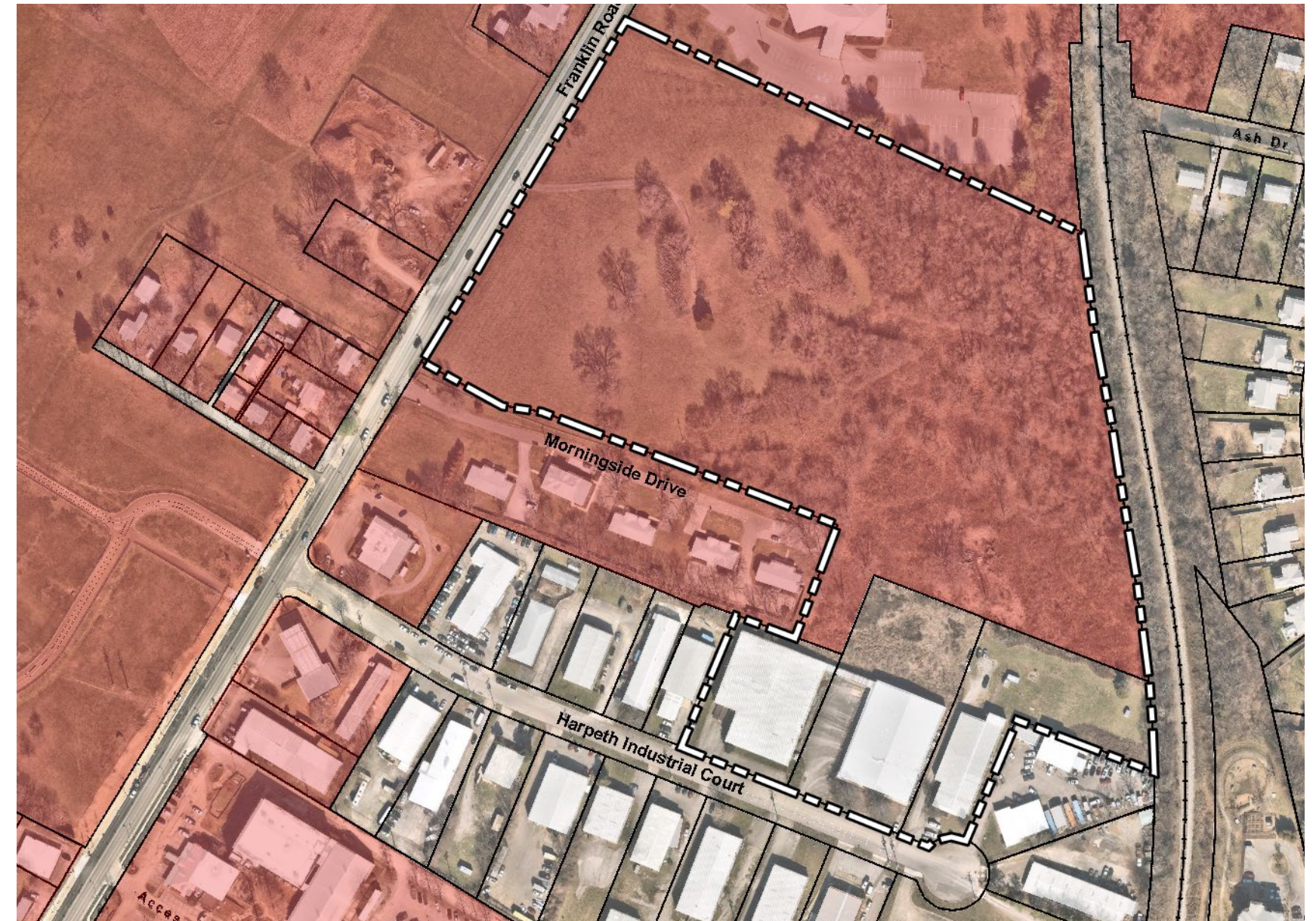
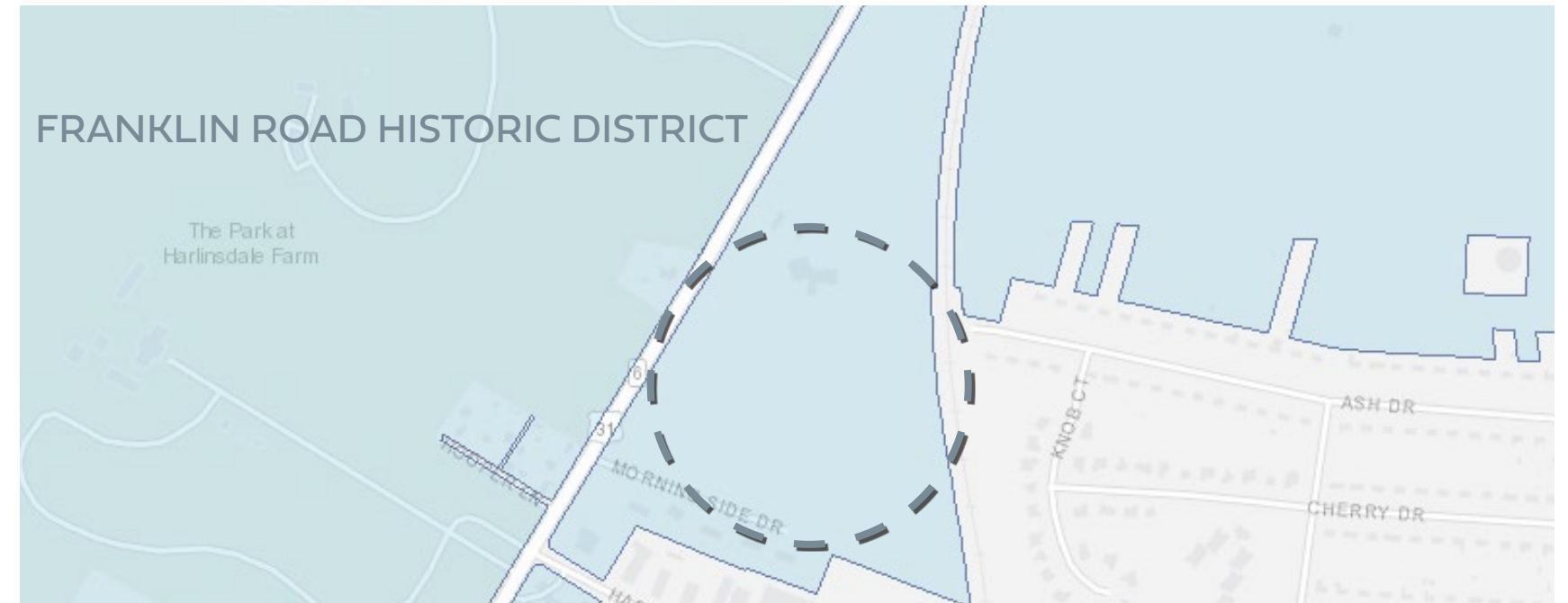
An important component of historic district integrity is ensuring that new development is compatible with the historic resources within it.

New buildings should reflect the key characteristics of the historic district in which they are proposed.

New buildings should be designed to be secondary in prominence to the historic structures on the site and in the district.

New buildings should not block the view of historic buildings from public viewsheds so that the historic buildings retain their prominence.

(page 18 of Franklin Historic District Design Guidelines)



WHAT WE HEARD...

Too much mass adjacent to homes at Morningside Drive.

Larger buffer between Morningside

Massing & Scale considerations

Preserving character of area

From last meeting DRC:

Start onstreet parking behind the existing tree line (minimize view from Franklin Road)



PREVIOUS PLAN



NEW PLAN



PLAN REVISIONS

Move building mass away from homes along Morningside Drive

Break up Buildings

- Previous center building: 277'
- New building length: 200'
- (Jameson Station Building: 250')

New commercial building at intersection is one-story on the side that faces Morningside and two stories on the side that faces interior to site.

Rotated northern most mixed-use building.

Reduced building height.



HEIGHT ANALYSIS



BUILDING TWO HEIGHT



HARPETH SQUARE THREE AND FOUR STORY HEIGHTS



NEW CITY HALL HEIGHT

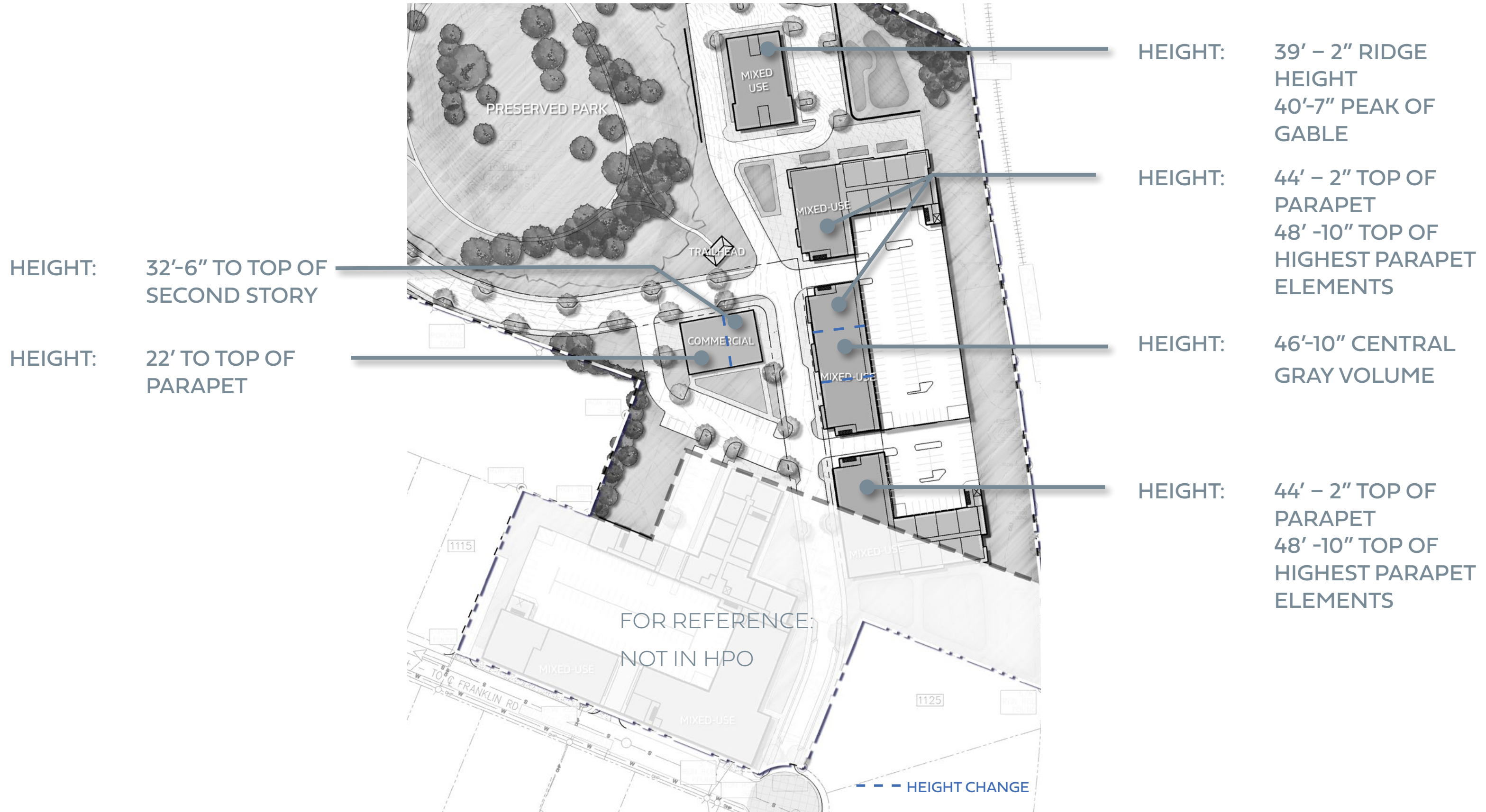


RUBY SUNSHINE / FIRST HORIZON BANK HEIGHT



JAMISON STATION HEIGHT

HEIGHT ANALYSIS



SITE BREAKDOWN



-  PLAZA
-  PARALLEL PARKING
-  PARALLEL PARKING (DRC RECOMMENDED REMOVAL)
-  RETAINING WALL

ARCHITECTURAL IMAGES



ARCHITECTURAL IMAGES



*BUILDING SHOWN FOR CONTEXT, NOT INCLUDED IN HPO



ARCHITECTURAL IMAGES



*BUILDING SHOWN FOR CONTEXT, NOT INCLUDED IN HPO



ARCHITECTURAL IMAGES



*BUILDING SHOWN FOR CONTEXT, NOT INCLUDED IN HPO



ARCHITECTURAL IMAGES



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*BUILDING SHOWN FOR CONTEXT, NOT INCLUDED IN HPO



ARCHITECTURAL IMAGES



FACADE STUDY (ALTERNATIVE)



MORNINGSIDE DRIVE EXISTING HOMES

PRE 2020



CURRENT



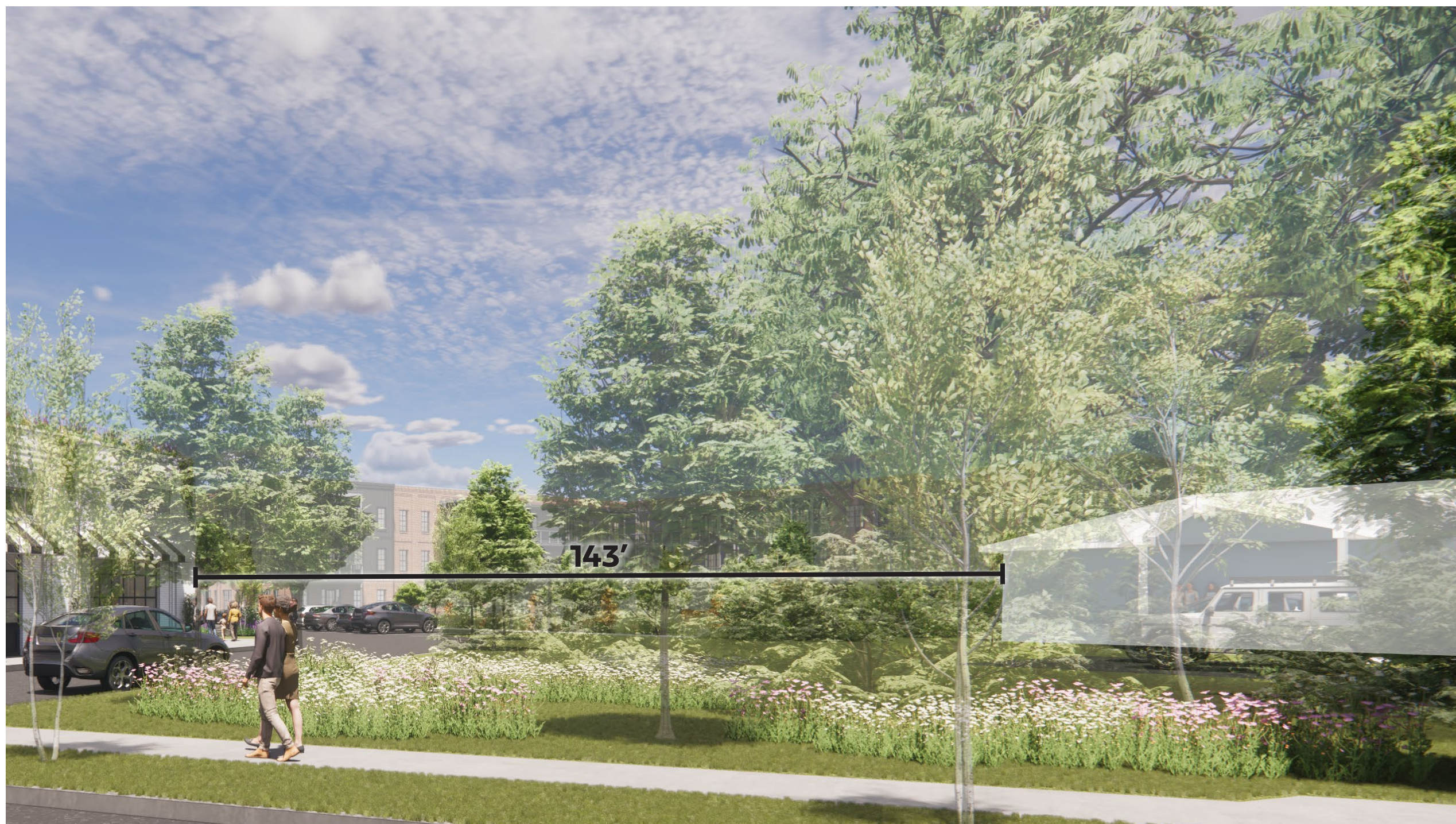
ARCHITECTURAL IMAGES



*BUILDING SHOWN FOR CONTEXT, NOT INCLUDED IN HPO



DISTANCE ANALYSIS



COMMERCIAL BUILDING

EXISTING HOME

SIGNAGE MOS

Modification 1: Signs – Proportion and Shape

Section 15.1.3 Signs – Proportion and Shape: Signs shall not be irregularly shaped.

- **Modification Request:** Permit Irregular shaped signage
- **Justification:** Allowing varied sign forms, including irregularly shaped signage, will enhance the visual interest and authenticity of the streetscape, contributing to the unique, pedestrian-friendly character that defines the historic district. This approach aligns with Envision Franklin, which calls for “great streets that create a vibrant public realm.” The Factory District concept also supports a more artistic district and having signs that are irregular to match logos speaks to a higher level of design and aide in giving artistic license in creating logos. Introducing diversity in signage design supports a dynamic, engaging environment and reflects the visual variety traditionally found in Downtown Franklin, reinforcing a vibrant, walkable streetscape.

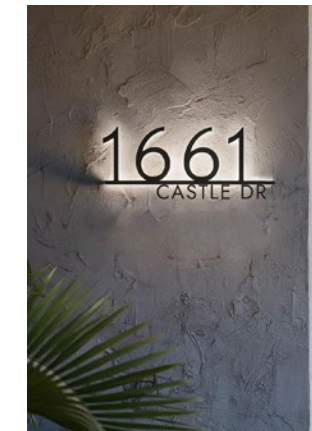
Modification 2: Signs – Internal Illumination

Section 15.1.6 Internal Illumination

A. Internal illumination of signs shall be limited to light emanating only through the letters, numbers, logos, and accent lines.

E. Exposed neon and LED that is visible are prohibited and shall not be incorporated into the design of a principal building or accessory structure.

- **Modification Request:** Permit Halo Lighting and LED Lighting.
- **Justification:** Allowing halo lighting and carefully integrated LED lighting will provide opportunities for subtle, refined illumination that enhances sign visibility while maintaining the character and integrity of the historic district. This modification supports the goals of Envision Franklin, which promotes “great streets that create a vibrant public realm by using pedestrian-friendly design.” When thoughtfully applied, these lighting techniques can highlight architectural features, improve nighttime pedestrian experience, and reflect best practices in historic commercial areas, as demonstrated successfully in Downtown Franklin. The lighting would be able to be dimmed to further refine the amount of lighting caste.



SIGNAGE MOS

Modification 3: Signs – Canopy Sign

Section 15.5 Signs – Canopy Sign

A sign that is attached to the front face of a canopy attached to a building

Quantity: Maximum of one sign per canopy per building façade and may be used only if no wall, band, or awning sign exists on the building façade.

- **Modification Request:** Permit 1 per tenant

Placement: Shall not project above or below the canopy or be located above the building roof line

- **Modification Request:** Allow to extend above or below the canopy
- **Lighting:** External illumination only, subject to Subsection 15.1.5, External illumination.
- **Modification Request:** External illumination is permitted. Internal illumination is permitted when not visible from Franklin Road and the canopy is located for the ground floor entrance.
- **Justification:** Allowing one canopy sign per tenant ensures appropriate business identification within multi-tenant buildings and enhances pedestrian wayfinding. Permitting signs to modestly extend above or below the canopy line introduces visual variety and architectural interest, contributing to an engaging streetscape. Additionally, allowing internal illumination—when not visible from Franklin Road and limited to canopies at ground-floor entrances—provides necessary nighttime visibility while preserving the traditional appearance of the streetscape. This modification directly supports Envision Franklin’s “exceptional design” guiding principal, which emphasizes the importance of streets functioning as active public spaces enhanced by thoughtful signage, lighting, and pedestrian-friendly design elements.



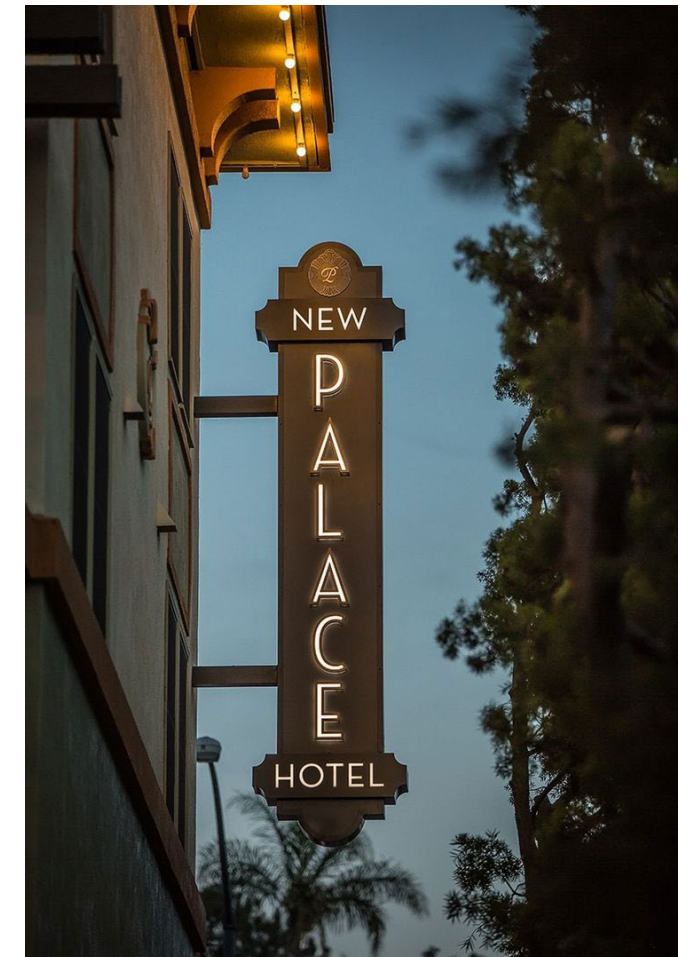
SIGNAGE MOS

Modification 4: Sign – Vertical Blade Sign

Section 15.14 Signs – Vertical Blade Sign

Quantity: Maximum of one per building frontage on a street intersection and may be used only if no other hanging sign exists on the ground floor retail storefront / tenant space below

- **Modification Request:** A maximum of one per commercial / mixed use building where residential is on upper floors over commercial and allowed if other hanging signage is present.
- **Justification:** Allowing one vertical blade sign per commercial/mixed-use building with residential units on upper floors provides balanced visibility for ground floor businesses while maintaining compatibility with mixed-use development patterns. Permitting these signs even when other hanging signage is present supports effective wayfinding and a vibrant, pedestrian-friendly streetscape which upholds the public realm guiding principle of Exceptional Design within Envision Franklin. This approach enhances the character and functionality of multi-tenant, mixed-use buildings and can be found throughout downtown Franklin.



NEXT STEPS

