



City of Franklin

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

Meeting Agenda

BOMA & FMPC Joint Conceptual Workshop

Thursday, December 11, 2025

5:00 PM

Eastern Flank Event Facility

MEETING LOCATION

1368 Eastern Flank Circle
Franklin, TN 37064

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. (5:00 - 5:10 PM) Discussion Of An Adjustment Of The Hillside/Hillcrest Overlay (HHO) Boundary, Across 202.6 Acres, Located At 354 Franklin Road.
2. (5:10 - 5:30 PM) Discussion Of A Development Plan Revision, Adjusting The Building Type And Heights Of Several Buildings And Adjusting The Roadway Network Throughout The Site, On 103.9 Acres, Located At the Southeast Corner Of McEwen Drive And Carothers Parkway (Ovation PUD).
3. (5:30 - 6:30 PM) Zoning Ordinance Discussion: Potential Signs Chapter Amendments

OTHER BUSINESS

ADJOURN



MACK HATCHER PARKWAY

FRANKLIN ROAD

ROPER'S KNOB
STATE OF TENNESSEE

354 FRANKLIN ROAD

JCW PRESENTATION



3. Be constructed and placed on the site to achieve the minimum resistance to the flow of floodwaters;
4. Be firmly anchored to prevent flotation, collapse, and lateral movement, which otherwise may result in damage to other structures; and
5. Have utilities and service facilities, such as electrical and heating equipment, elevated or otherwise protected from intrusion of flood waters.

4.3.7 Prohibited Development

- A. For residential uses, other than multifamily residential, any portion of land within the FFO shall be placed in an open space lot and shall be noted on the final plat as non-buildable.
- B. Any portion of land within the FFO on a nonresidential, mixed-use, or multifamily development site shall:
 1. Be placed in an open space lot and noted on the final plat as non-buildable; or
 2. Be placed in an easement where the permitted uses and encroachments are limited to the uses and encroachments in Subsection 4.3.4, Permitted Uses, and Subsection 4.3.5, Permitted Encroachments.

4.4 HHO—Hillside Hillcrest Overlay District

4.4.1 Purpose

The HHO district is intended to protect the City’s hillsides and hillcrests, including their natural and topographic character and identity, environmental sensitivities, aesthetic qualities, and viewshed.

4.4.2 District Boundaries

The HHO boundaries shall be determined by a combination of GIS data, including elevation contours of hillsides and hillcrests, steep slopes, and a viewshed analysis from major thoroughfares.

4.4.3 Permitted Uses

The following uses are the only uses permitted in the HHO:

- A. Passive parks and natural areas; and
- B. Telecommunication towers and antennas.

4.4.4 Permitted Encroachments

The following encroachments are the only encroachments permitted in the HHO:

- A. Public infrastructure and associated retaining walls.

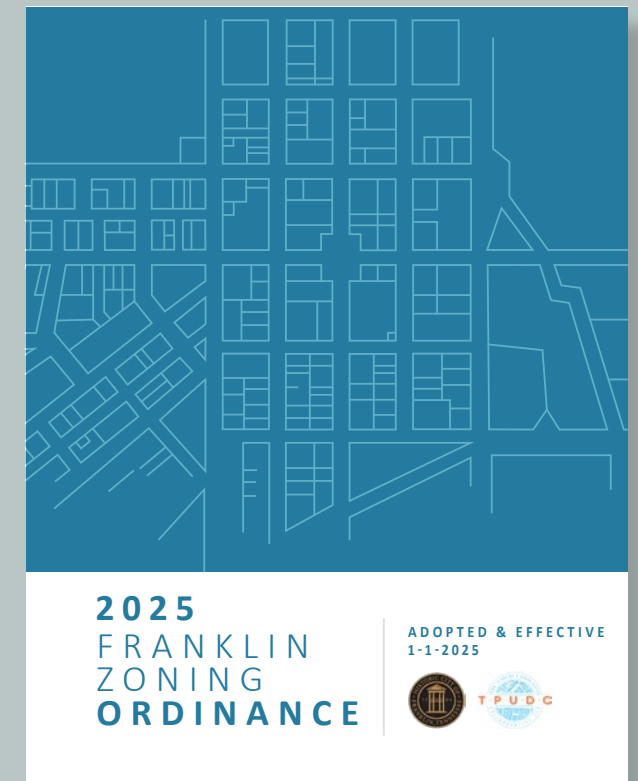
4.4.5 Prohibited Development

- A. Any portion of land within the HHO shall:
 1. Be placed in an open space lot and noted on the final plat as non-buildable; or
 2. Be placed in a conservation easement within a lot where the buildable portion is outside of the HHO.
- B. Tree removal shall be prohibited, unless

HILLSIDE HILLCREST OVERLAY (HHO):

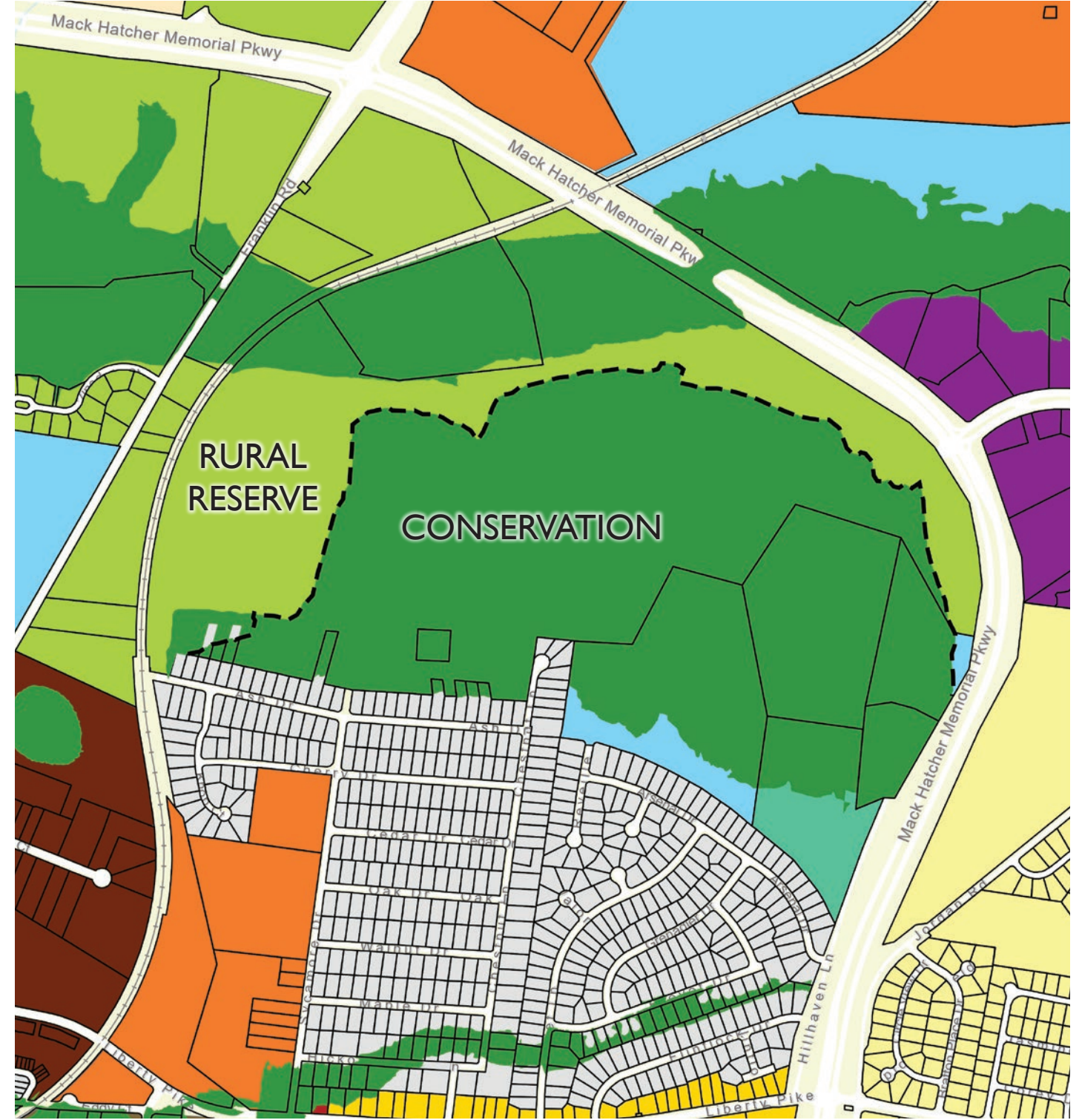
Criteria for establishment of line:

1. Elevation contours of hillsides and hillcrests
2. Steep Slopes
3. Viewshed Analysis for major thoroughfares

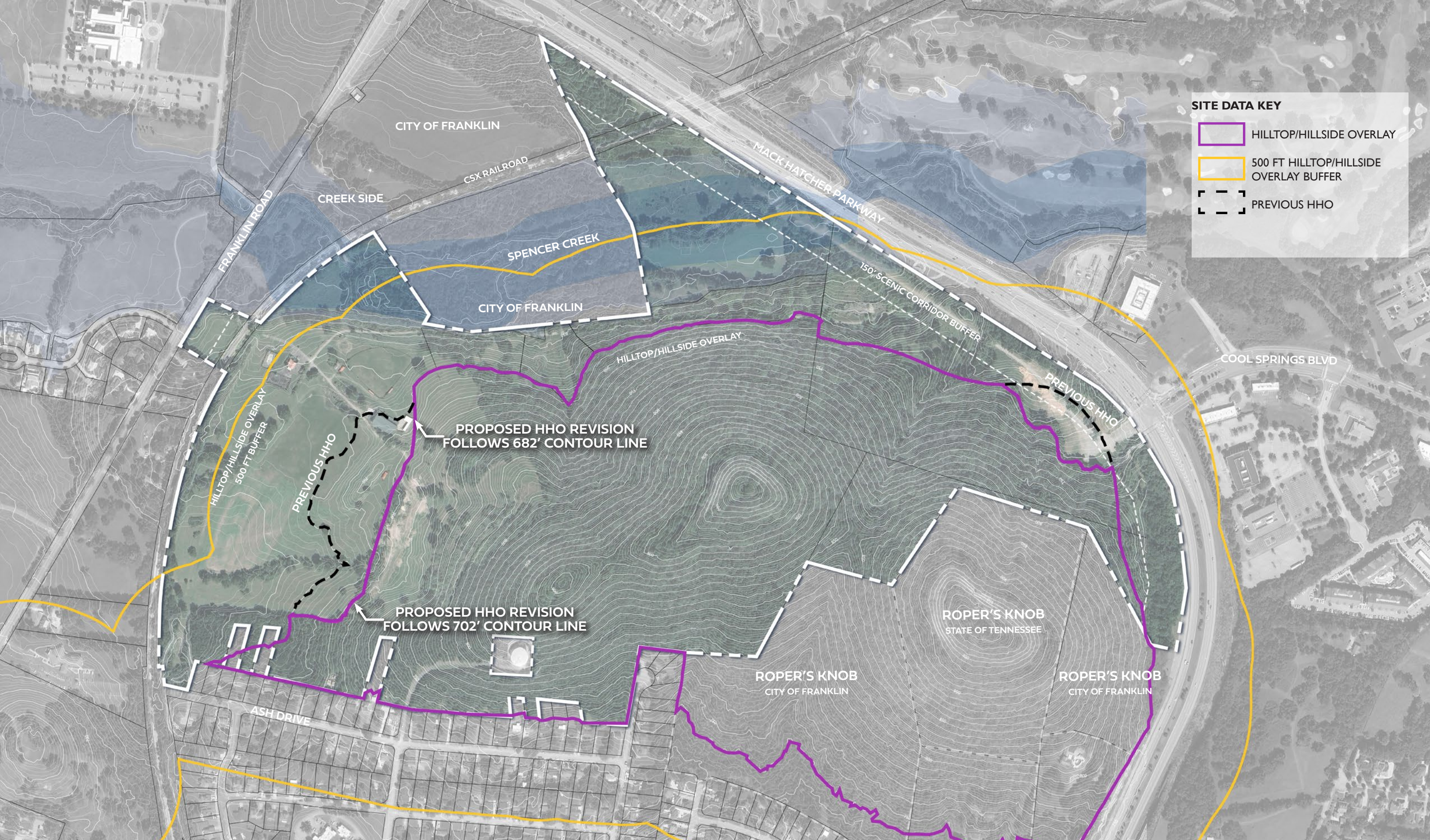




PREVIOUS ENVISION FRANKLIN



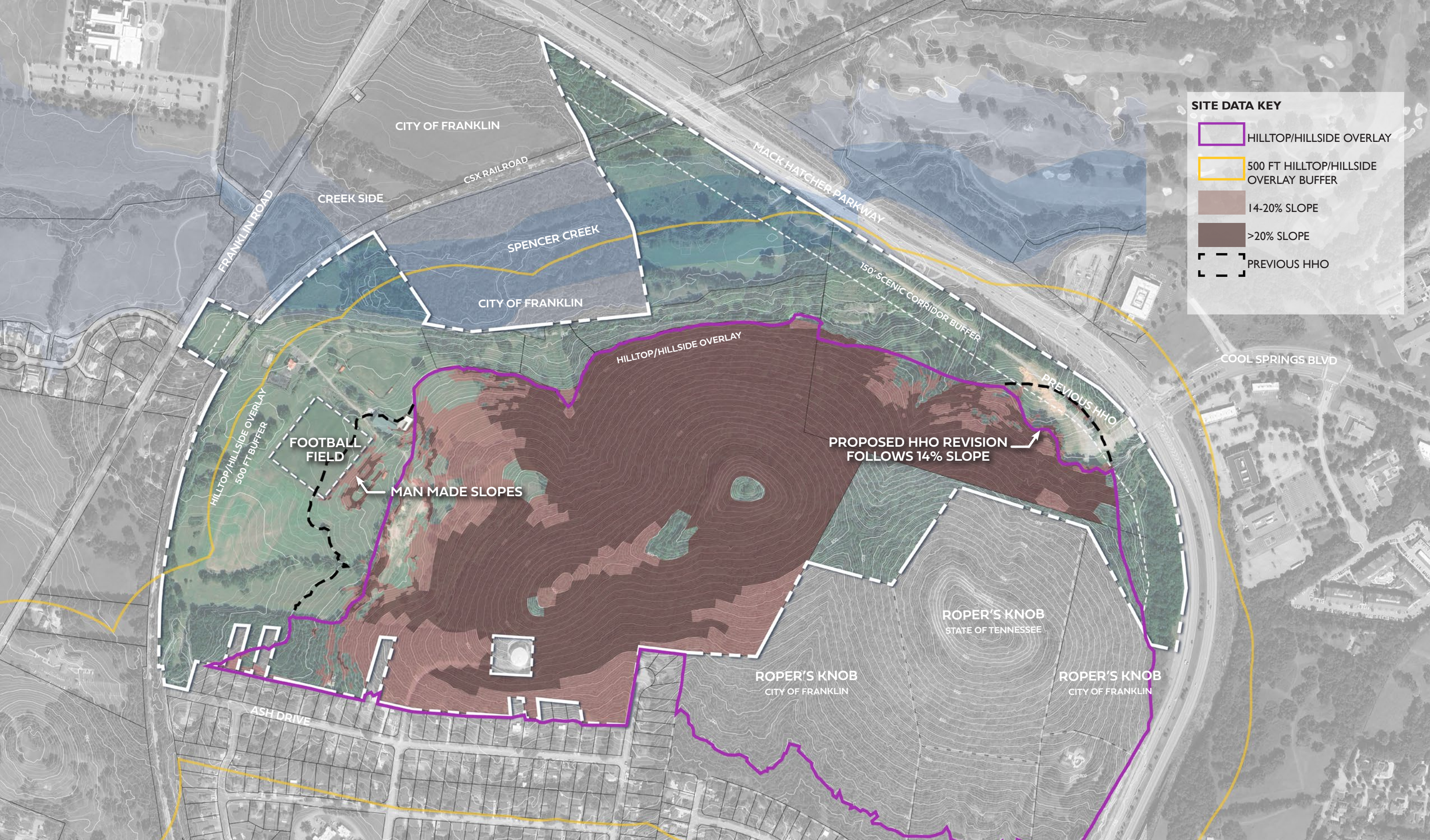
APPROVED ENVISION FRANKLIN AMENDMENT



354 FRANKLIN ROAD
CONTOUR EXHIBIT

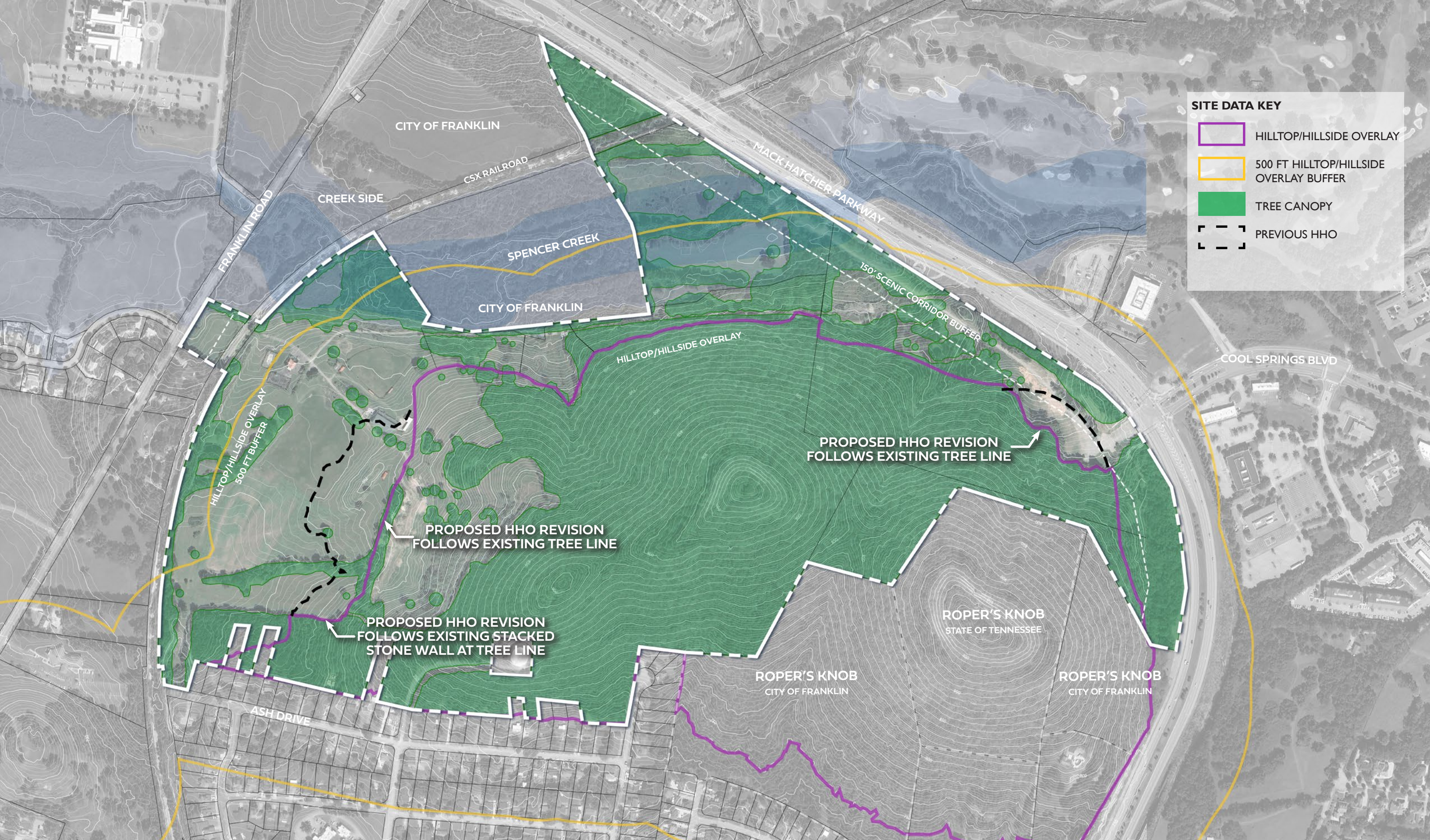
JCW PRESENTATION





SITE DATA KEY

- HILLTOP/HILLSIDE OVERLAY
- 500 FT HILLTOP/HILLSIDE OVERLAY BUFFER
- 14-20% SLOPE
- >20% SLOPE
- PREVIOUS HHO

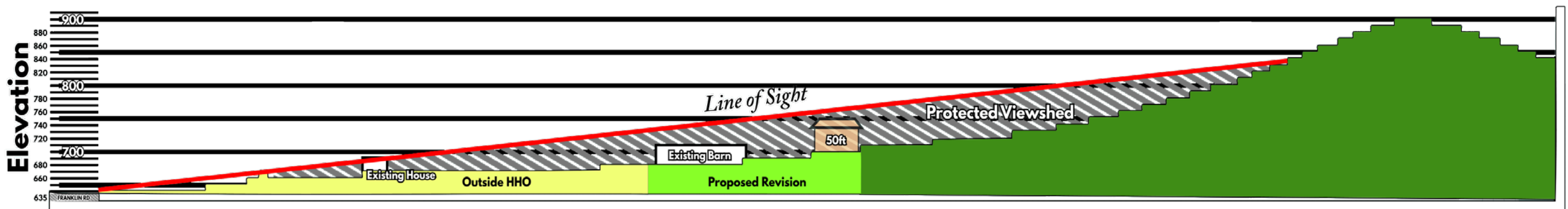


354 FRANKLIN ROAD
TREE CANOPY EXHIBIT



AREA B:

This area was previously disturbed.
 Currently Line goes through a barn and football field
 Proposed line follows existing tree line.





AREA D:

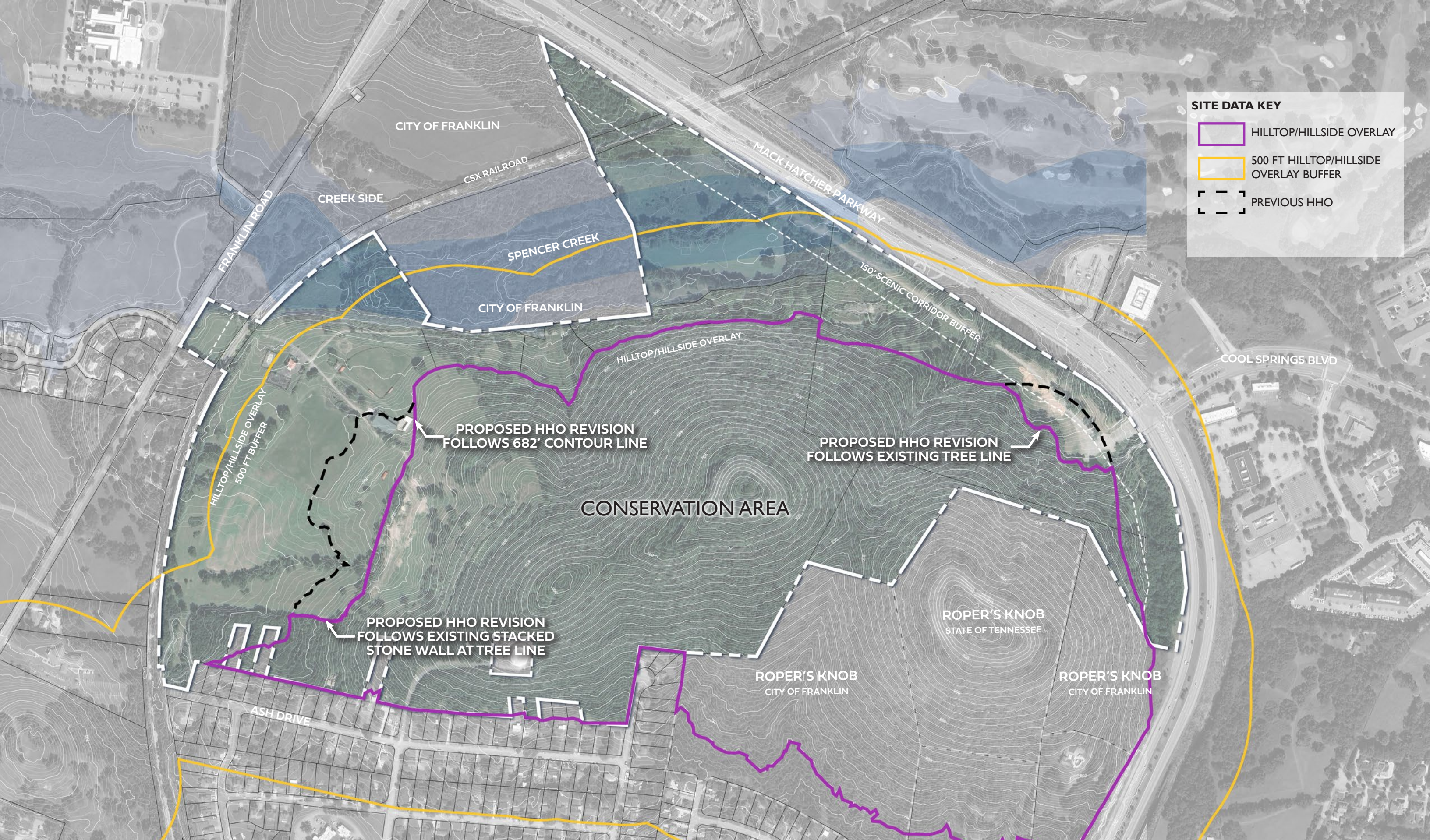
By using the area of 14% and greater slopes as a guide, this area better follows the base of the hill.

This area also reflects the existing tree canopy of the site.



LINE FOLLOWS
STEEP SLOPES AREA

AREA FOLLOWS EXISTING
TREE LINE



SITE DATA KEY

- HILLTOP/HILLSIDE OVERLAY
- 500 FT HILLTOP/HILLSIDE OVERLAY BUFFER
- PREVIOUS HHO

OVATION

FRANKLIN, TN



 Highwoods

CENTERCAL



Foundry Kitchen

Forte

Forte

PIEHL'S

Porchlight

Central Park

Approved Development Plan



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

Development Plan Revision 3



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





Foundry Kitchen

Forte

Forte

Forte

PIEHL'S

Porchlight

Central Park



Foundry Kitchen

Forte

Forte

Buildings fronting Central Park



Food Hall



Ovation Parkway Condos

Ovation Masterplan



Zoning Ordinance Discussion

Potential Signs Chapter Amendments

Joint Conceptual Workshop
December 11, 2025

Background & Context

- When Signage Modifications of Standards (MOS) have been requested in recent years, staff has received feedback from the BOMA and FMPC to further study the signage standards in the Zoning Ordinance.
- Staff tracks MOS requests and proposes amendments where they seem appropriate and in keeping with Franklin's established community character.
- Many of these approved MOSs have resulted in zoning text amendments that now allow for the approved modified standards.
- Feedback is requested on any additional signage updates that BOMA and FMPC desire to be studied further.

Modification of Standards (MOS) by Topic (2020-2025)

Chapter Title	# of MOS Requests
Signs	29
Building Types	22
Streets and Circulation	15
Parking and Transit	13
Fences, Walls, and Screening	5
Transitional Features	3
Open Space	3
Performance Agreements	1
Total	91

Project	MOS Request	Language of MOS Request
East Works District PUD	<ol style="list-style-type: none"> 1. Band Sign 2. Canopy Sign 3. Hanging Sign 4. Proportion and Shape 5. Vertical Blade Sign 6. Wall Sign 	<ol style="list-style-type: none"> 1. Allow one band sign per tenant in addition to allowed wall signs 2. Allow canopy signage to be illuminated internally 3. Max size per side of hanging sign to be 6 sq ft and internally illuminated 4. Signs to be shape of item from business 5. Allow 1 vertical blade sign per frontage in addition to hanging signs 6. Allow 2 roofline wall signs per building, 1 per frontage
Berry Farms PUD	<ol style="list-style-type: none"> 1. Monument Sign 	<ol style="list-style-type: none"> 1. Allow 4 free standing arches and metal as primary material
The Factory PUD	<ol style="list-style-type: none"> 1. Band Sign 2. Canopy Sign 3. Development Entrance Sign 4. Proportion and Shape 5. Small Hanging/Projecting Sign 6. Vertical Blade Sign 7. Wall Sign 8. Wall Sign 	<ol style="list-style-type: none"> 1. Allow 1 band sign per tenant along same façade 2. Allow canopy signage to be located above canopy roof line 3. Allow additional development entrance signs 4. Signs to be shape of item from tenant services or business 5. One small projecting sign per tenant along same façade 6. Allow 1 vertical blade sign along façade of less than two stories in height 7. Allow 1 wall sign per tenant along same façade 8. Allow wall sign on Water Tower. Max of 2 signs of 350 sq ft each
Meridan South PUD	<ol style="list-style-type: none"> 1. Monument Signage 2. Flag Sign 3. Convenience Sign 4. Directory Sign 	<ol style="list-style-type: none"> 1. 8 monument signs. max sign area of 325 sq ft per side. 4 sides. No more than 16 feet in height 2. Allow 12 flags made of flame-retardant canvas, vinyl, painted aluminum 3. Allow 8 convenience signs. Max 19 sq ft, mounting height of 12 feet 4. Allow 2 freestanding directory signs. Max 21 sq ft. 9 feet in height. Have electronic display
In-N-Out PUD	<ol style="list-style-type: none"> 1. Internal Illumination 2. Monument Signage 3. Proportion and Shape 4. Wall Sign 	<ol style="list-style-type: none"> 1. Permit halo lighting for wall and monument signs 2. Max monument sign of 7.5 feet. Allow stucco material 3. Allow irregular shaped signage 4. Allow wall signs to be located above the main roofline of uppermost full story
Show Hope PUD	<ol style="list-style-type: none"> 1. Internal Illumination (Halo) 	<ol style="list-style-type: none"> 1. Permit halo lighting for wall and monument signage
Harlin PUD	<ol style="list-style-type: none"> 1. Proportion and Shape 	<ol style="list-style-type: none"> 1. Allow for irregular shaped signage
Aureum PUD	<ol style="list-style-type: none"> 1. Internal Illumination & Moving Signs (Directory Signs) 2. Internal Illumination (Wall & Canopy Signs mainly) 3. Prohibited Signage (String Lighting) 	<ol style="list-style-type: none"> 1. Allow 3 digital wayfinding screen panels 2. Allow neon, LED, to be used as internal illumination, and halo lighting 3. Allow string lighting in outdoor dining areas, amenity spaces, etc.

Year	Zoning Amendments Related to Signs
2019	<ul style="list-style-type: none"> Major update that established sign types and tailored standards rather than regulating most signage by the category "If not otherwise regulated"
2020	<ul style="list-style-type: none"> Internal/External Illumination—Language revised for clarity only (no change to content) Vertical Blade Sign—Large blade signs limited to the corner of buildings at intersections where traditionally placed Wall Sign—Allowed for both wall signs and band signs for 5+ story buildings
2022	<ul style="list-style-type: none"> Hanging Sign—Renamed to Small Hanging/Projecting Sign and included clearance from grade to match building codes and required placement when at buildings corners for either a 90% or 45% angle Temporary Sign—Increased quantity to allow for 1 per ground floor retail/tenant space on a building
2023	<ul style="list-style-type: none"> Convenience Sign—Deregulated quantity in parking areas other than for accessible spaces and when within the HPO Sandwich Board Sign—Added flexibility to use sandwich boards as convenience signs
2025	<ul style="list-style-type: none"> Wall Sign—Addressed nonconforming wall sign placement above a roofline to allow for replacement/changes Wall Sign—Added flexibility for one story retail to allow them on parapets above the roofline
To be effective January 1 2026	<ul style="list-style-type: none"> Small Hanging/Projecting Sign—Relaxed requirement and now can be irregularly shaped Halo Illumination—Defined and permitted everywhere internal illumination is permitted Canopy Sign—allows for placement above the canopy when channel cut letters are used Development Entrance Sign <u>AND</u> Monument Sign – shall have a solid base Flags –Created exemptions for residential lots for unlimited quantity and placement for 90 days per year; added setbacks for flag poles from adjacent properties

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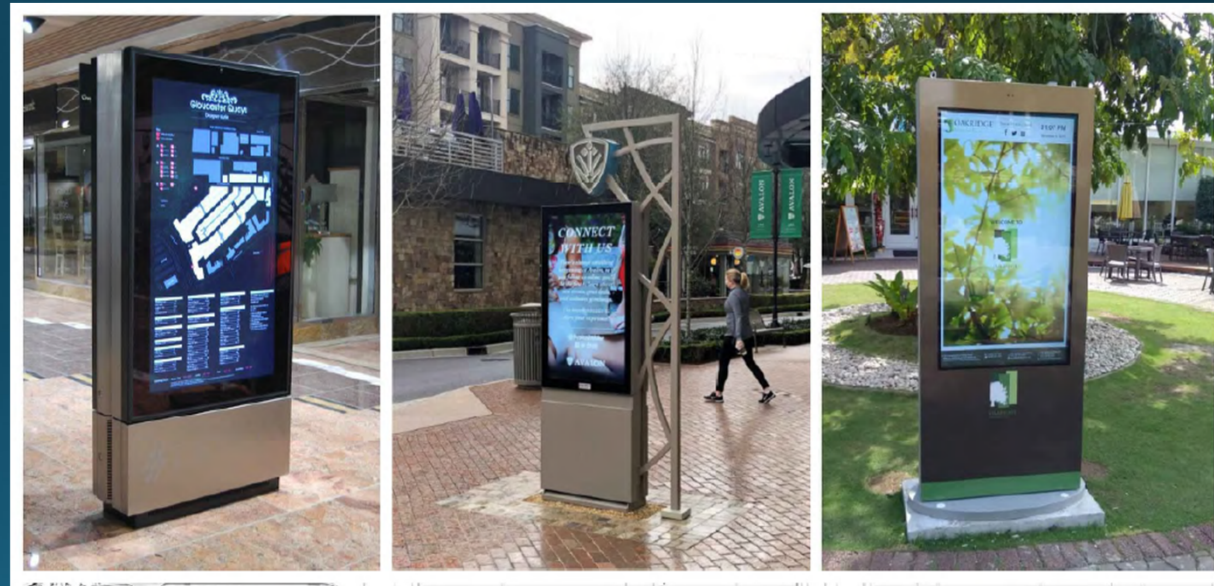
Discussion of Signage MOS

1. Directory Signage (Digital/Moving Signage, illumination, dimensions)
2. Exposed Neon & LED Signage on Wall or Canopy Signs
3. Monument Sign Height & Dimensions
4. Vertical Blade Sign Standards (Allow with hanging signs present on 1st story)
5. Window Signs (Definition, where they can be regulated)

Directory Signage

Current zoning prohibits:

- Electronic message center signs
- LED display screens
- Exposed neon and LED that is visible



Digital signage from MOS request

Directory Signage

Need to consider the following:

1. Location
 - internal to the site
 - not legible from off site or arterial street
 - # of feet away from building and ROW
2. Number:
 - 1 per internal drive intersection OR up max 5 per development (Fort Collins, CO)
 - 1 per entrance from public or private street provided no 2 shall be within 300 feet of each other (Cary, NC)
 - 1 per 4 commercial tenants or uses (Gilbert, AZ)
3. Size:
 - 6 to 8 feet in height
 - 15 square feet to 40 square feet sign area (Meridian MOS Request was for 21 sq ft of directory sign area with up to a 42 sq ft structure/monument area)
4. Electronic Display
 - Both sides allowed?
 - Amount of total sign face?
 - Static images only? Moving images/video/graphics allowed? Flashing?
 - Spacing from other digital displays or residential building?
 - Illumination – daytime & nighttime brightness levels?
 - Maintenance – what happens when a digital display has broken screen?

Regulating digital signage – the challenges

Opening the door for regulating Electronic Message Centers (EMC's) comes with several factors to consider:

- 1st amendment (Cannot regulate content)
- Technology & terminology
- Enforcement & monitoring
- Community character & light pollution

Exposed neon & LED signage on wall or canopy signs

Current Zoning Requirements:
Prohibit exposed neon and LED that is visible

Issues to Consider:

- Community Character & Light Pollution
- Frequency of these signs along a corridor



Neon/LED signage from MOS request

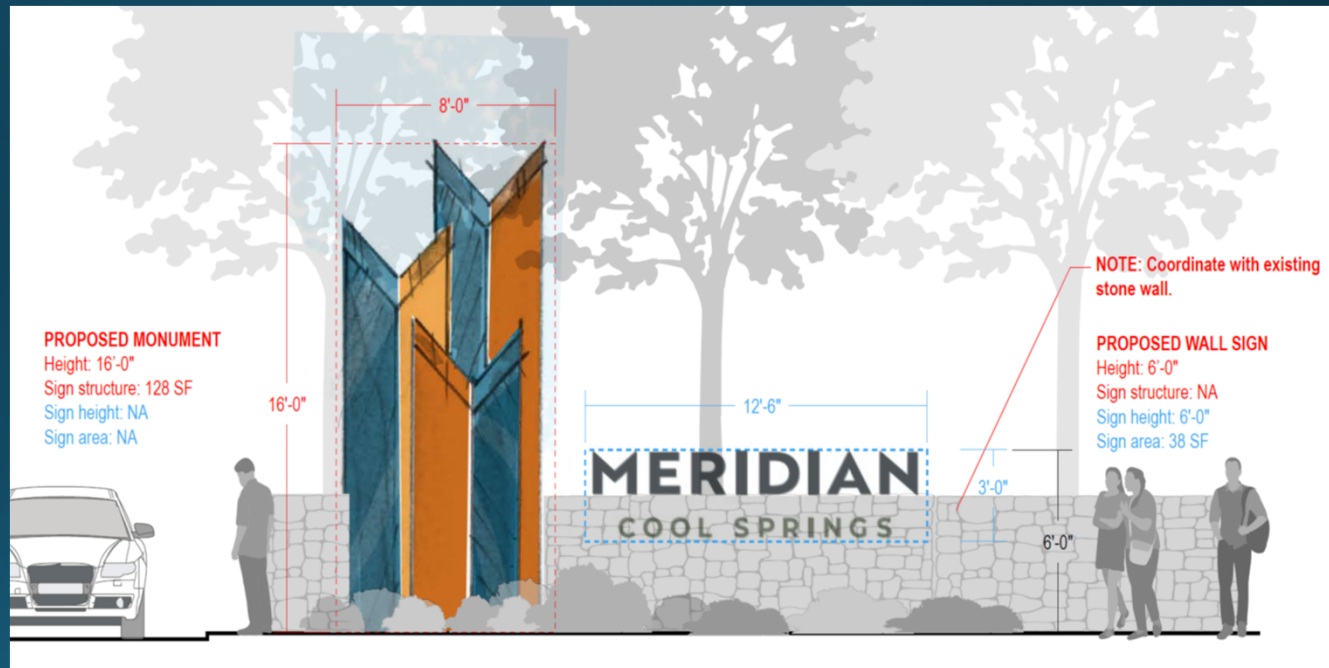
Monument Sign Height & Dimensions

Current Zoning Requirements:

- Height – Max 6 feet
- Size – Up to 2 sides, max of 32 square feet
- Number – 1 per lot, per street frontage

Issues to Consider:

- Highly impactful to community character
- Frequency of these signs along a corridor
- This is an uncommon request and may be best evaluated on a case-by-case basis as an MOS request.



Signage from MOS request

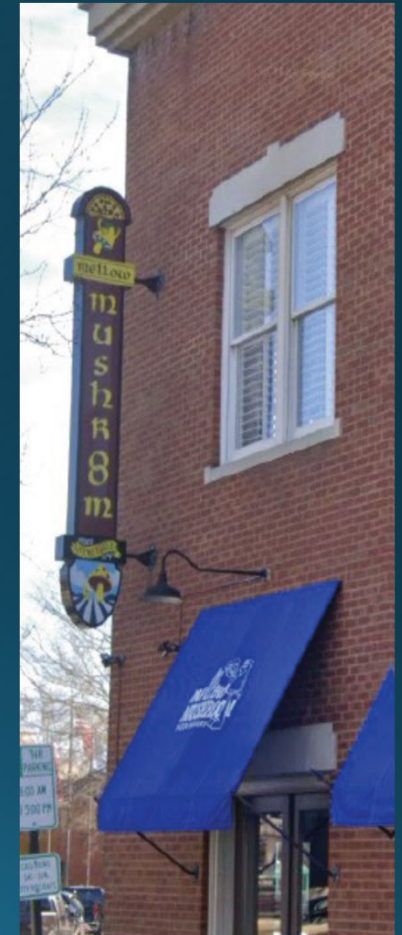
Vertical Blade Signs

Current Zoning Requirements:

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

Issues to Consider:

- Adequate spacing between Vertical Blade Sign and Hanging Signage
- Has been requested as a MOS once and is anticipated to be requested more times with future development plans
- Example images seem appropriate



Example Signage does not specifically include hanging/projecting signs on ground floor

Window Signs

Current Zoning Requirements:

Sign placed within or located within 12 inches of glazing and visible from the exterior.

- Size – Max of 15% of window area but shall not exceed 5 window signs. Grouped windows, the sign area shall not exceed 15% of the window grouping
- Lighting – One interior neon sign, all other illumination is prohibited.

Issues to Consider:

- Illumination impacts from window
- **Signs/advertisements beyond 12 inches used for advertising to passersby**



Next Steps:

- Staff is evaluating some signage amendments for clarity and is seeking feedback on additional signage amendments at this time.
- Based on the feedback received, staff will evaluate whether amendments can be studied in-house or if a consultant may be needed.
- If amendments can be completed by City staff, we will begin bringing back signage amendment language for JCW discussion in the Spring and Summer months. (Some amendments may require public engagement.)

Discussion:

- Do you support amendments to any of the highlighted signage topics?
- Other Signage Topics that need to be considered?

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Berry Farms PUD	<ol style="list-style-type: none"> Monument Sign 	<ol style="list-style-type: none"> Allow 4 free standing arches and metal as primary material UNIQUE REQUEST, NO DISCUSSION
The Factory PUD	<ol style="list-style-type: none"> Band Sign Canopy Sign Development Entrance Sign Proportion and Shape Small Hanging/Projecting Sign Vertical Blade Sign Wall Sign Wall Sign 	<ol style="list-style-type: none"> Allow 1 band sign per tenant along same façade Allow canopy signage to be located above canopy roof line Allow additional development entrance signs UNIQUE REQUEST, NO DISCUSSION Signs to be shape of item from tenant services or business One small projecting sign per tenant along same façade UNIQUE REQUEST, NO DISCUSSION Allow 1 vertical blade sign along façade of less than two stories in height NOT ON DISCUSSION Allow 1 wall sign per tenant along same façade UNIQUE REQUEST, NO DISCUSSION Allow wall sign on Water Tower. Max of 2 signs of 350 sq ft each UNIQUE REQUEST, NO DISCUSSION
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Regulating digital signage – what is it?

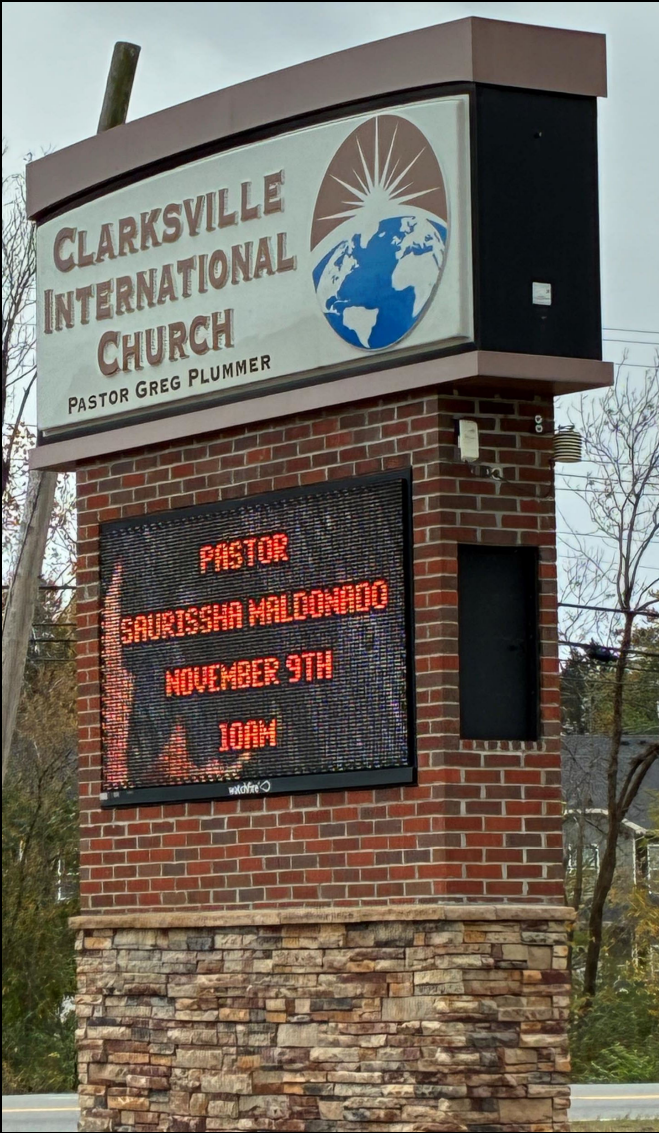
Digital signage or Electronic Message Center (EMC):

Is a sign, or portion of a sign, that uses electronic means — such as LED lights or screen — to display messages, text, video, symbols, or graphics that can be changed remotely or automatically.

EMC is an interchangeable term that can include:

LED screen signs, digital display signs, electronic message display, changing-image sign, electronic graphic display sign, electronic changeable-copy sign, electronic message signs, etc.







Consider:

Screen display, and lighting?

What changing images could be shown?

What if display is not maintained correctly?



Regulating digital signage – What would we have to do?

1. Define EMC and associated terms
2. Sign types
3. Zoning districts permitted/prohibited
4. Electronic screen size for signs
5. Brightness, animation frequency, and placement
6. Grandfathered signage