City of Franklin

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

Meeting Agenda

BOMA & FMPC Joint Conceptual Workshop

Thursday, March 26, 2026 | **4:00 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. (4:00 - 4:25 PM) Presentation And Discussion Of The 2025 Development Report (www.franklintn.gov/DevelopmentReport)

2. (4:25 - 4:40 PM) Demonstration Of The Online Development Dashboard.

3. (4:40 - 4:50 PM) Discussion Of A Development Plan Revision, Adjusting The Layout and Building Types Within Section 11 In A Way That Changes The Character Of The Block (Berry Farms Town Center PUD).

4. (4:50 - 5:00 PM) Discussion Of A Development Plan Revision, Removing One Open Space From the Development And Adjusting The Limits Of The Development Plan (Colletta PUD).

5. (5:00 - 5:30 PM) Discussion Of A Development Plan Revision, Requesting 10 Modifications Of Standards Related To Parking, Building Types, And Signage (Ovation PUD).

6. (5:30 - 6:00 PM) Discussion Of An Envision Franklin Plan Amendment To Allow A Hotel Use At 151 Franklin Road (Riverview).

7. (6:00 - 6:30 PM) Discussion Of Potential Topics For The 2027 Zoning Ordinance Update.

OTHER BUSINESS

ADJOURN

2025 Development Report



Franklin, Tennessee



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BOARD OF MAYOR & ALDERMEN (BOMA)

"America's finest hometown, driven by excellence, balancing preservation and progress."



Ken Moore
Mayor



Beverly Burger
Ward 1



Matt Brown
Ward 2



Jason Potts
Ward 3, Vice Mayor



Patrick Baggett
Ward 4



Clyde Barnhill
At-Large



Brandy Blanton
At-Large



Greg Caesar
At-Large



Ann Petersen
At-Large

FRANKLIN MUNICIPAL PLANNING COMMISSION (FMPC)



Roger Lindsey
Chair



Michael Orr
Vice Chair



Ann Petersen
Alderman



Marcia Allen



Jimmy Franks



Scott Harrison



Nicholas Mann



Alma McLemore



Jenny Williamson

A Historic City Thriving with Modern Growth

Franklin, Tennessee, is a unique blend of history and new growth. Located about 15 miles south of Nashville, it was founded in 1799 and named after Benjamin Franklin. One of the bloodiest battles in the Civil War took place here, bringing thousands of visitors each year to visit the site of the Battle of Franklin, Carnton, the Carter House, and many other historic sites throughout the city.

For almost fifty years, Franklin's historic downtown has led the way nationally in revitalization with resounding success in its resurgence. It continues to be preserved and revitalized today, attracting new retail and restaurants and serving as the setting for festivals and parades enjoyed by thousands each year. Residents and visitors enjoy the beautiful 16-block historic district that offers true southern hospitality with uniquely elegant shops, a variety of restaurants, clothing, and gifts.

Franklin values both its cherished historic resources and its flourishing economic growth. Franklin is home to the Cool Springs Galleria, numerous corporate headquarters, and many successful mixed-use, walkable neighborhoods. The City has exceptionally strong economic health and top-tier financial management, continually holding a AAA bond rating from both Moody's and S&P.

Franklin's blend of progressive growth, high-quality development standards, excellent economy, high quality of life, and emphasis on historic preservation have led to many awards and accolades over the years:

- South's 20 Best Cities (Listed 1st in Southern Living 2025)
- 2nd Best Rising City in the South (Southern Living South's Best 2024)
- Award for Excellence in Economy (Voice of the People 2023)
- All-America City Award Winner (National Civic League 2020)
- 4th Best Places to Live (Money Magazine 2017)
- 3rd Safest City in TN (Backgroundchecks.org 2016)



- 1st Best Towns in Tennessee (Niche Rankings 2015)
- 1st Best Southern Town (Garden and Guns Magazine 2014)
- Most Romantic Towns (Travel & Leisure 2014)
- Charming Small Towns of the South (USA Today 2014)
- Top 10 Downtowns (Livability.com 2014)
- America's Favorite Towns (Travel and Leisure Magazine 2013)
- Best Place for Job Seekers (Nerd Wallet 2013)
- Where the Jobs Are (CNN Money Magazine 2012)
- Top 10 for Historic Preservation (Preservation Network 2012)
- Most Business Friendly Cities in TN (Beacon Center 2012)
- Most Beautiful Towns (Rand McNally Best of the Road 2011)
- Most Romantic Main Street (National Trust for Historic Preservation 2010)
- Distinctive Destination (National Trust for Historic Preservation 2009)
- Top Ten Great Neighborhood (American Planning Association 2009)
- Top 10 Places to Retire (Money Magazine 2003)
- Great American Main Street Award (1995)



Franklin is a thriving, vibrant community with a high quality of life for residents and corporate citizens. Today, the city contains 45 square miles and about 93,000 residents. Franklin offers 21 public parks and protects seven local historic districts. It is among the safest cities in the country and widely recognized for its outstanding quality of life and an attractive place to build a business and raise a family.

2025 City Accomplishments



Bicentennial Park Opening

The new 10-acre park features an open-air pavilion, 57 parking spaces, connections to existing trails, a public plaza, multiple picnic areas, and a stage for small community performances and movies in the park.



Barn at Harlinsdale Park

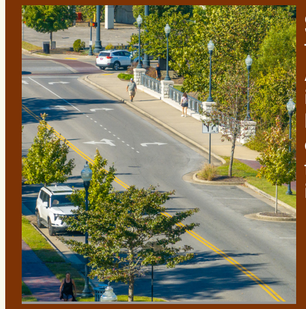
The completed restoration of the Main Barn at Harlinsdale Farm was recently unveiled in August of 2025 and includes a new roof, siding, updates to kitchen and bathrooms, structural improvements, landscaping, and a new paved road. The barn will serve as a gathering space for public and private community events.



Planning Month

Mayor Dr. Ken Moore alongside the Board of Aldermen, proclaimed October as Community Planning Month.

Planning staff hosted several events including, an UrbanPlan Workshop with Urban Land Institute Nashville, the 2025 Tennessee American Planning Association Conference, a department tour for the Franklin Mentorship program, and Pastries with a Planner in the Park.



Safe Streets for All

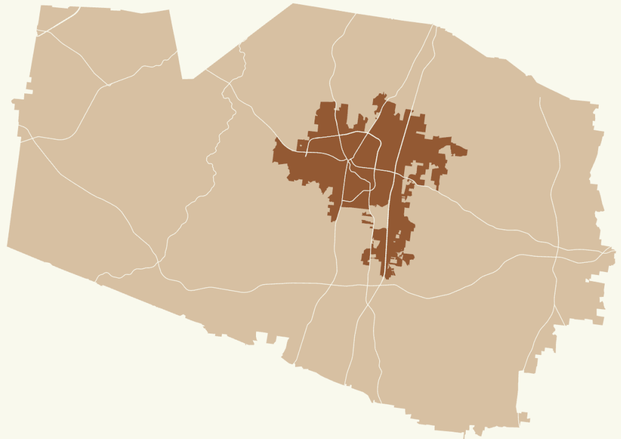
The City of Franklin Safety Action Plan seeks to improve roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries for all road users.



Lunchtime Shuttle

The City of Franklin and Franklin Transit Authority launched a new free pilot shuttle service connecting Downtown Franklin and The Factory at Franklin. The new pilot service aims to make lunchtime travel much simpler, and sustainable, offering a convenient, car-free way to get around Downtown.

City Snapshot



Estimated City of Franklin Population

93,921

Estimated Williamson County Population

275,000

Total Square Miles of City of Franklin

44.9

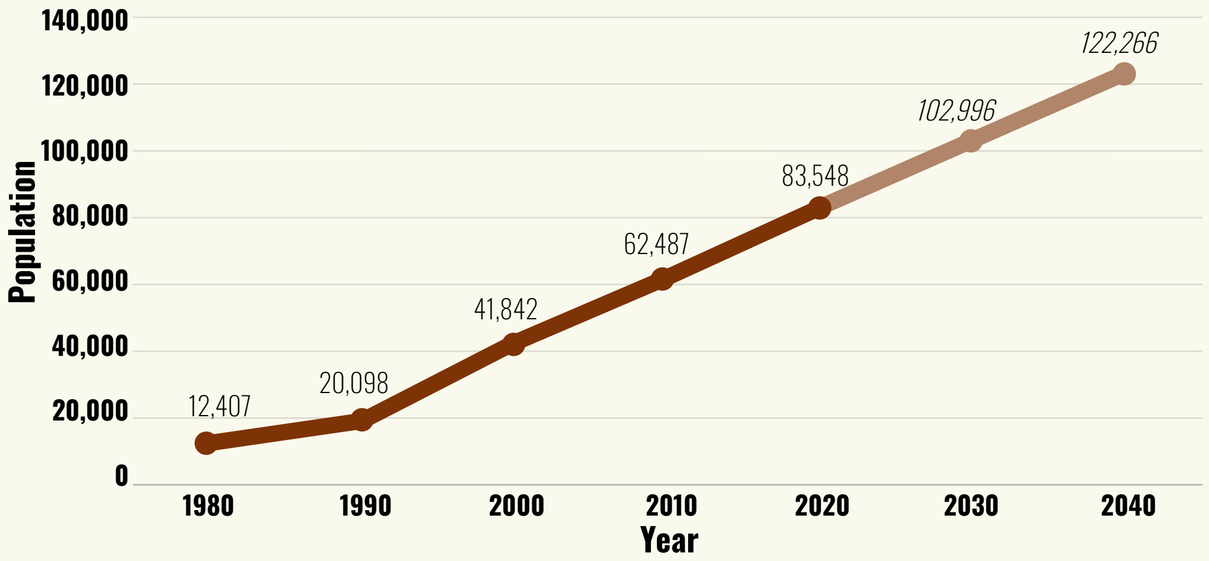
Total Square Miles of Williamson County

584



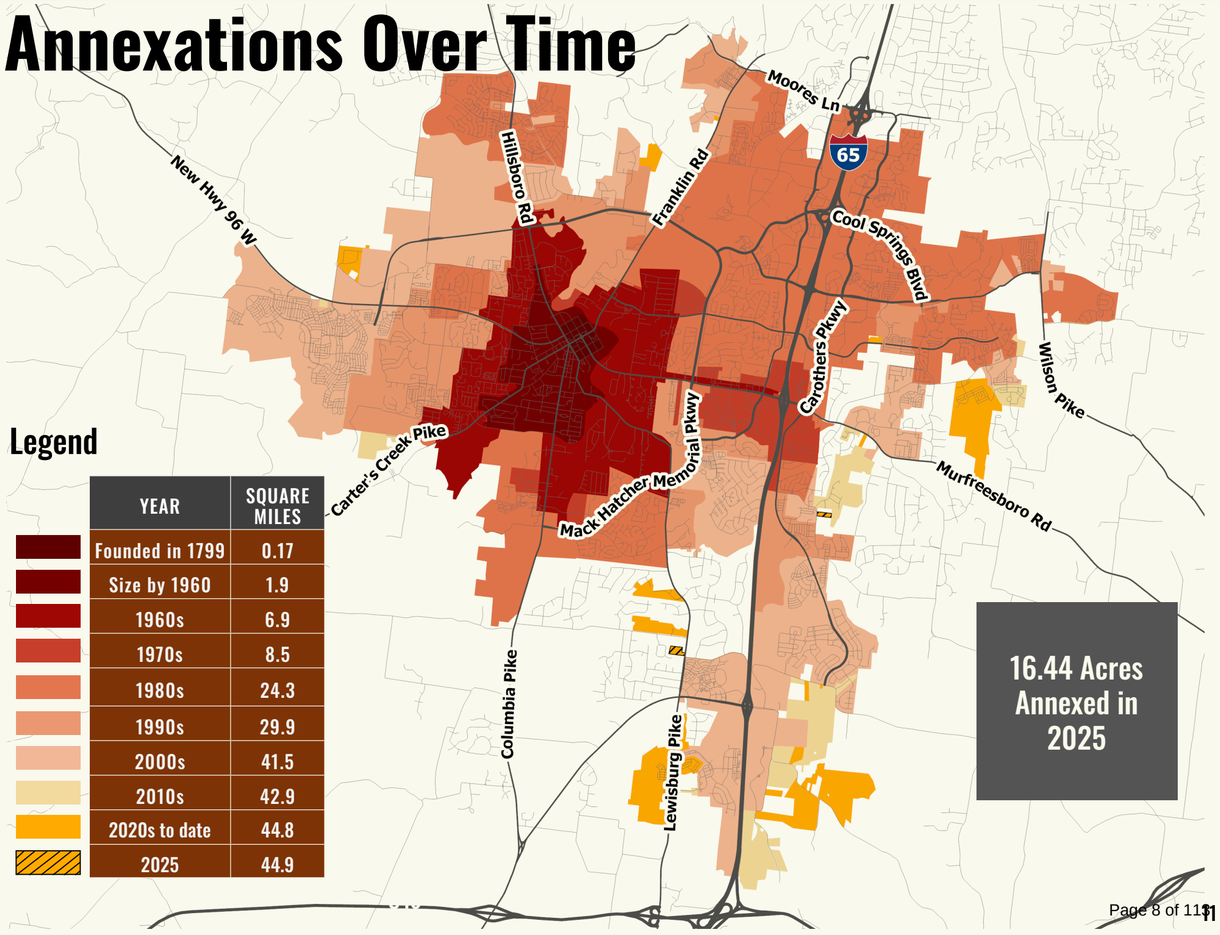
Existing Housing Stock:	39,959
Dwelling Units Approved in 2025:	3,225
Dwelling Units Approved and Yet To Be Built:	13,203

Population Growth

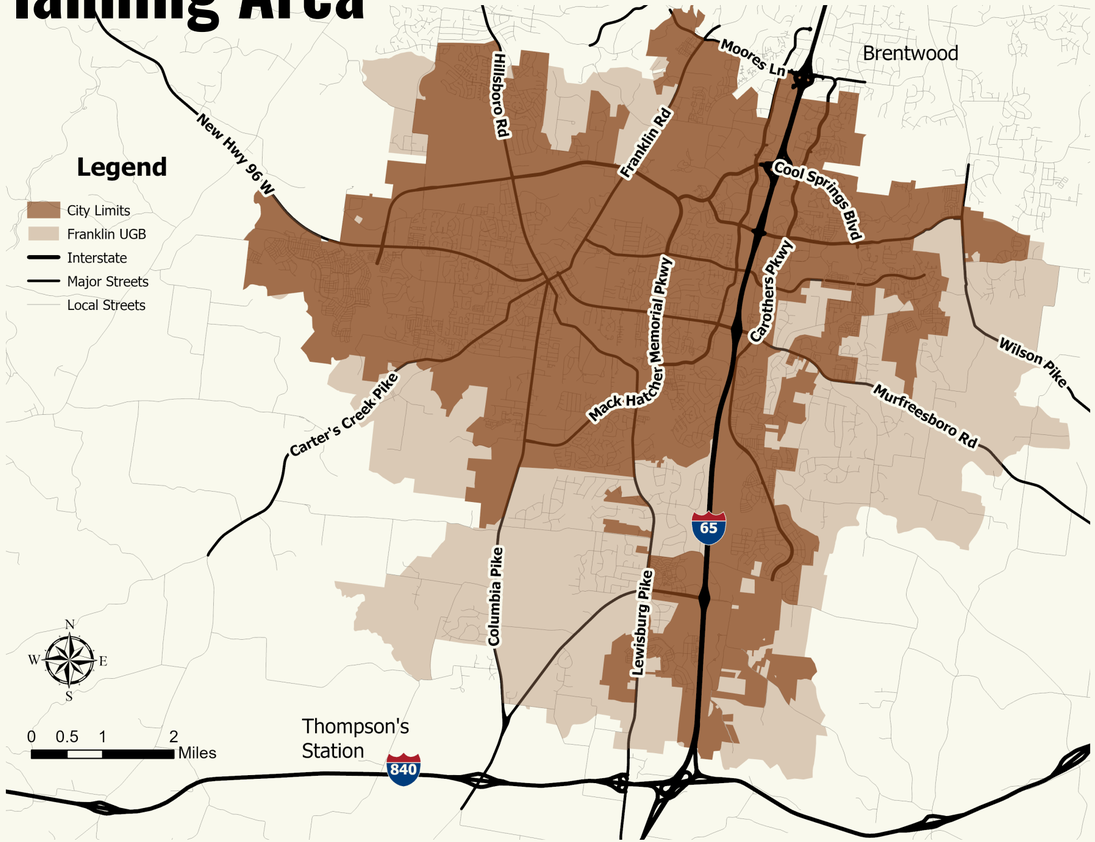


2025 Population Estimate: 93,921

Annexations Over Time



Planning Area



Approach to Development

Franklin, at its foundation, is based in strong planning for future growth and development, preservation of historic and natural resources, and long-term economic vitality. Through Franklin's long history of excellent planning regulations and guidelines, including Envision Franklin, the Franklin Zoning Ordinance, the Preservation Plan, and the Historic District Design Guidelines, local growth and development deliver a high quality of life and experiences for Franklin's residents, businesses, and institutions.



Ovation PUD

- **Purposeful and responsible growth is vital, with special focus on:**
  - Coordinating land-use policies, infrastructure improvements, and community investments to maximize efficiency and public benefits.
  - Supporting a thriving regional economy.
  - Creating exceptional places for all people.
  - Encouraging a variety of housing options for every stage of life.
  - Locating neighborhood commercial and mixed-use nodes to serve neighborhoods and reduce vehicle trip lengths.
  - Approaching annexation in a comprehensive manner that promotes orderly growth, the efficient delivery of municipal services, and proactive planning for future development.
- **The conservation of Franklin's natural features and open spaces are a priority, including preserving hillsides and hilltops, scenic corridors, floodplain areas, streams, and farmland.**
- **The preservation of historic resources and protecting Franklin's memorable community character are of paramount importance.**
- **Connecting the community through streets, multi-use paths, sidewalks, and trails is highly valued.**

Zoning Changes

Zoning Ordinance No.	Description	Previous Zoning District	New Zoning District	Acreage	Adoption Date
Properties Zoned (Due to Annexation)					
2025-03	4356 S Carothers Rd (Colletta Park)	COUNTY	PD (1.26)	5.86	5/27/2025
2025-17	1288 Lewisburg Pk	COUNTY	CI	10.58	8/26/2025
TOTAL ACRES ANNEXED				16.44	
Properties Rezoned					
2024-10	The Caroline PUD	RC6	PD (65.4/3,607)	2.90	1/14/2025
2024-31	The Lofts at CHP PUD	R-2	PD (11.76)	2.55	1/14/2025
2024-42	SW Corner of Franklin Rd & Mack Hatcher	ER	CI	13.42	2/11/2025
2024-22	Cool Springs Galleria PUD	RC12	PD (6.94/1,659,584/120)	86.52	4/8/2025
2024-51	Factory at Franklin PUD	PD (.2/263,100)	PD (243,200/120)	20.15	4/22/2025
2024-43	Erickson Senior Living PUD	AG	PD (17.71/172,000)	70.57	4/22/2025
2024-50	104 Chestnut Lane	R-4 & MR	CI	1.95	4/22/2025
2025-03	Colletta Park PUD	PD (1.0)	PD (1.26)	199.03	5/27/2025
2025-05	Cook PUD	GO	PD (6,900)	0.89	5/27/2025
2025-10	408 Century Ct	CI	HI	19.43	8/26/2025
2025-20	Ovation PUD	PD (12.23/480,000/450)	PD (15.34/1,655,000/350)	103.93	9/23/2025
2025-22	Aureum PUD	PD (21.8/850,000/700)	PD (33.1/245,460/300)	27.19	9/23/2025
TOTAL ACRES REZONED				548.53	



Major Development Approvals

Number of New Hotel Keys Approved: 240

Net Nonresidential Square Footage Approved: 1,176,015

Margin District

713, 717, 735, 805, 811, 813 Columbia Ave, & 314 Cummins St

A mixed-use development approved along Columbia Avenue, just south of Church Street consisting of 25 multifamily units above nonresidential square footage.

APPROVAL DATE: March 7, 2025
TOTAL SITE AREA: 2.02 AC
ZONING DISTRICT: Central Commercial (CC), Columbia Avenue Overlay 1 (CAO1)
DESIGN CONCEPT: Neighborhood Mixed Use
APPLICATION TYPE: Site Plan
TOTAL ENTITLEMENTS: 25 Multifamily Units, 117,060 SF Nonresidential





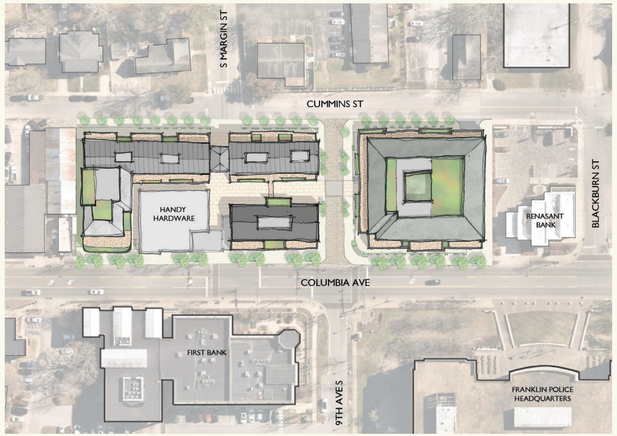


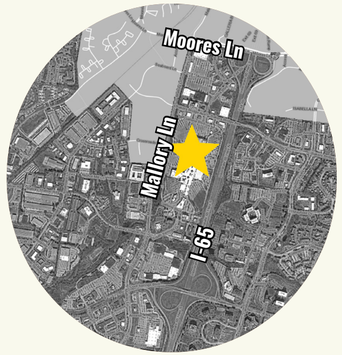




Illustration Credit: JJ Zanetta











Cool Springs Galleria PUD Revision 3

1800 Galleria Blvd

A revision to the Cool Springs Galleria PUD to include a mixed-use redevelopment within the parking area surrounding the existing Cool Springs Galleria buildings. This revision will add up to an additional 84,555 SF of nonresidential uses, 600 multifamily units, and a 120-key hotel.

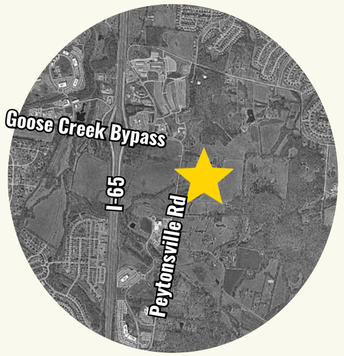
APPROVAL DATE: March 25, 2025
TOTAL SITE AREA: 86.52 AC
ZONING DISTRICT: Planned District (PD 6.94/1,659,584/120)
DESIGN CONCEPT: Regional Commerce
APPLICATION TYPE: Development Plan
TOTAL ENTITLEMENTS: 600 Multifamily Units, 1,659,584 SF Nonresidential, 120 Hotel Keys
NOTABLE IMPROVEMENTS: Public/Private Partnership for Mallory Ln & Cool Springs Blvd intersection and I-65 ramp improvements.

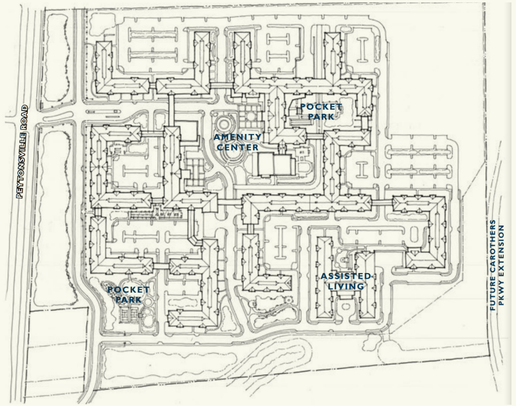
Erickson Senior Living PUD

4424, 4428, 4430, 4440 Peytonsville Rd

A senior living development approved in the Goose Creek area along Peytonsville Road consisting of 1,250 age-restricted multifamily units, and nonresidential square footage for commercial and continuum of care uses in a campus-style development.

APPROVAL DATE: April 8, 2025
TOTAL SITE AREA: 70.57 AC
ZONING DISTRICT: Planned District (PD 17.71/172,000)
DESIGN CONCEPT: Regional Commerce
APPLICATION TYPE: Development Plan
TOTAL ENTITLEMENTS: 1,250 Multifamily Units, 172,000 SF Nonresidential
NOTABLE IMPROVEMENTS: Peytonsville Rd improvements





















Aureum PUD Revision 3

South of East McEwen Dr, West of Carothers Pkwy

A revision to the Aureum PUD at the southwest corner of Carothers Parkway and E McEwen Drive to redesign the site layout and amend project entitlements. 420 new multifamily units were added, and the overall entitlements of nonresidential square footage and hotel keys have been reduced.

APPROVAL DATE: September 9, 2025
TOTAL SITE AREA: 27.19 AC
ZONING DISTRICT: Planned District (PD 33.1/245,460/300), Hillside Hillcrest Overlay (HHO)
DESIGN CONCEPT: Regional Commerce
APPLICATION TYPE: Development Plan
TOTAL ENTITLEMENTS: 900 Multifamily Units, 245,560 SF Nonresidential, 300 Hotel Keys
NOTABLE IMPROVEMENTS: Carothers Pkwy and McEwen Dr improvements

Ovation PUD Revision 2

South of East McEwen Dr, East of Carothers Pkwy

A revision to the Ovation PUD at the southeast corner of Carothers Parkway and E McEwen Drive to redesign the site layout and amend the project's residential entitlements. 615 new multifamily and 69 new townhouse units were added, 40 single-family units and 100 hotel keys were removed. 1,175,000 SF of additional nonresidential square footage was added.

APPROVAL DATE: September 9, 2025
TOTAL SITE AREA: 103.93 AC
ZONING DISTRICT: Planned District (PD 15.34/1,655,000/350), Floodway Overlay (FWO), Floodway Fringe Overlay (FFO), Hillside Hillcrest Overlay (HHO)
DESIGN CONCEPT: Regional Commerce
APPLICATION TYPE: Development Plan
TOTAL ENTITLEMENTS: 1525 Multifamily Units, 69 Townhouse Units, 1,655,000 SF Nonresidential, 350 Hotel Keys
NOTABLE IMPROVEMENTS: McEwen Dr improvements











Franklin City Hall

109 3rd Ave S

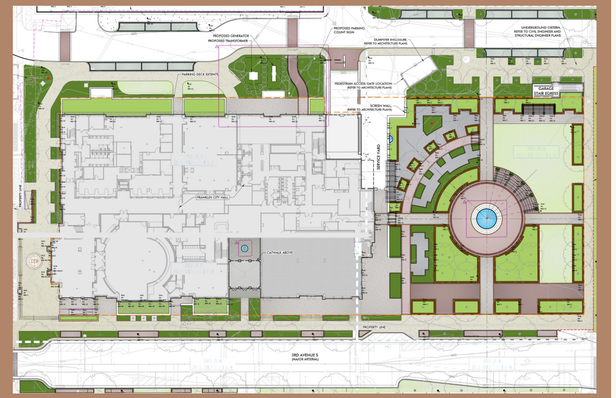
The approval of a new City Hall building to meet the long-term growth needs of the City of Franklin, as well as several commercial tenant spaces along 3rd Avenue South, underground parking, and a one-acre public park.

APPROVAL DATE: March 27, 2025
ZONING DISTRICT: Downtown District (DD), Historic Preservation Overlay (HPO)
TOTAL SITE AREA: 4.27 AC
APPLICATION TYPE: Site Plan
TOTAL ENTITLEMENTS: 107,600 SF Nonresidential
NOTABLE IMPROVEMENTS: 3rd Ave streetscape improvements







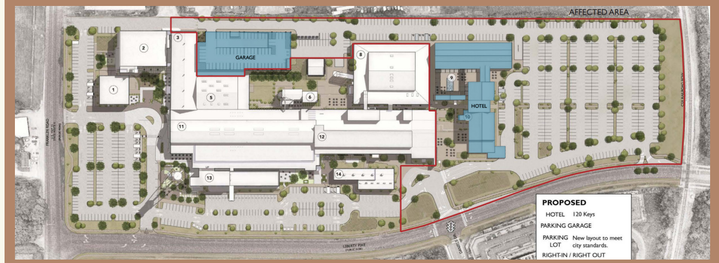








FRANKLIN CITY HALL







FACTORY AT FRANKLIN

Factory at Franklin

230 Franklin Rd

A revision to the Factory at Franklin Development Plan to remove the residential units, reduce the nonresidential square footage, add 120 hotel keys and structured parking.

APPROVAL DATE: April 8, 2025
ZONING DISTRICT: Planned Development (PD 120 keys/ 243,200), Central Franklin Overlay (CFO), Historic Protection Overlay (HPO)
TOTAL SITE AREA: 20.15 AC
APPLICATION TYPE: Development Plan
TOTAL ENTITLEMENTS: 243,200 SF Nonresidential, 120 Hotel Keys
NOTABLE IMPROVEMENTS: Signalized intersection at Daniels Dr and Liberty Pike streetscape improvements





FrankTown Open Hearts Center

215 Granbury St

The approval of a new facility for the FrankTown Open Hearts non-profit organization, providing programming and resources for at-risk youth in Franklin and South Williamson County.

APPROVAL DATE: August 13, 2025
ZONING DISTRICT: Civic Institutional (CI)
TOTAL SITE AREA: 1.28 AC
APPLICATION TYPE: Site Plan
TOTAL ENTITLEMENTS: 15,800 SF Nonresidential



FRANKTOWN

2025 Residential Development Approvals

Unit Type	Units Approved
House	62
Duplex	-14
Townhouse	262
Multifamily	3,130
Multiplex	-215
Total	3,225
Total Acreage	817.89
Open Space (ac)	269.84



The Caroline PUD
190 multifamily units
3,607 nonresidential SF



Jordan Reserve Subdivision
9 single-family units



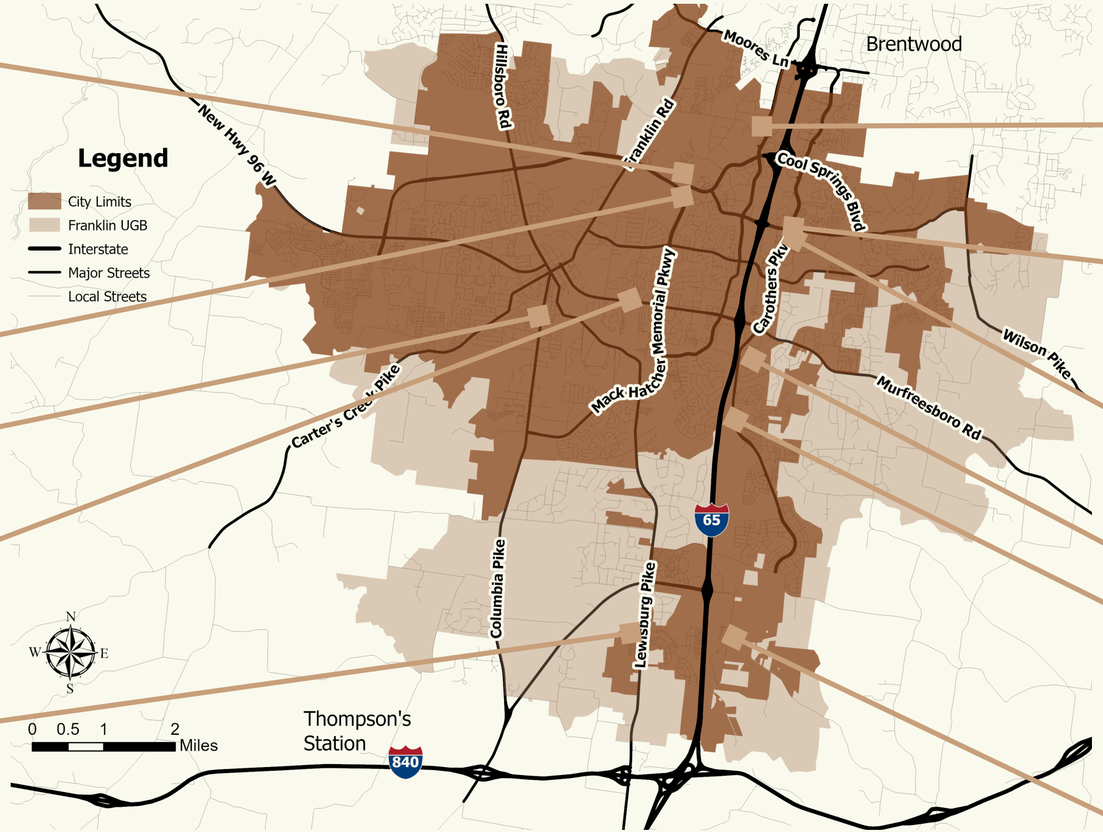
Margin District PUD
25 multifamily units
117,060 nonresidential SF



Magnolia Green Subdivision
59 single-family units



Southvale PUD Rev 1
166 townhouse units added
1 single-family unit added
215 multiplex units removed
14 duplex units removed





Cool Springs Galleria PUD Rev 3
600 multifamily units added
84,555 nonresidential SF added



Aureum PUD Rev 3
420 multifamily units added
604,540 nonresidential SF removed
400 hotel keys removed



Ovation PUD Rev 2
615 multifamily units added
69 townhouse units added
40 single-family units removed
100 hotel keys removed
1,175,000 nonresidential SF added



Colletta Park PUD Rev 2
33 single-family units added
27 townhouse units added



Erickson Senior Living
1,250 multifamily units
172,000 nonresidential SF



The Lofts at CHP
30 multifamily units

Active Construction Residential Developments

With Completed Units

19 Developments with Completed Units
71.5% Overall Completion



DEVELOPMENT		CONSTRUCTED UNITS		REMAINING UNITS BY TYPE						
NAME	YEAR	UNITS APPROVED	TOTAL	HOUSE	DUPLEX	TOWNHOME	MULTIFAMILY	MULTIPLEX	CONTINUUM OF CARE	TOTAL
Avalon PUD	2002	445	435	10	-	-	-	-	-	10
Berry Farms Town Center PUD Rev 1	2021	1,052	646	-	*	*	*	*	-	406
Bushnell Farms Subdivision	2017	20	13	-	-	-	-	6	-	6
The Fields at Reese Farm PUD	2019	132	34	44	-	54	-	-	-	98
Gateway Village PUD Rev 8	2024	408	386	-	-	-	22	-	-	22
Hamilton PUD	2021	58	2	56	-	-	-	-	-	56
Laguna Subdivision	2021	7	3	4	-	-	-	-	-	4
Lockwood Glen PUD Rev 5	2008	638	601	32	-	5	-	-	-	37
McEwen Town Center PUD Rev 8	2024	1,414	1,139	-	-	-	275	-	-	275
Meadows & Villages at Southbrooke PUD	2020	205	120	85	-	-	-	-	-	85
Optima Franklin PUD	2023	348	84	-	-	-	264	-	-	264
Poplar Farms PUD	2021	546	21	525	-	-	-	-	-	525
Silver Grace PUD (Fountains of Franklin)	2009	123	95	-	2	-	-	-	26	28
Simmons Ridge PUD Rev 5	2024	404	394	-	-	10	-	-	-	10
Southvale PUD Rev 1	2025	450	15	182	20	166	-	67	-	435
The Standard At Cool Springs PUD Rev 1	2019	359	328	-	-	31	-	-	-	31
Stream Valley PUD Rev 1	2017	824	719	87	-	-	18	-	-	105
Water's Edge PUD	2013	395	394	-	-	1	-	-	-	1
Westhaven* PUD Rev 5	2001	3,444	2,636	*	*	*	*	-	250	808
TOTAL		11,272	8,066	1,025	22	267	579	73	276	3,206

Approved Residential Developments

With No Completed Units

9,997 Total Approved Units
29 Developments Approved without Completed Units



DEVELOPMENT		CONSTRUCTED UNITS		REMAINING UNITS BY TYPE						
NAME	YEAR	UNITS APPROVED	TOTAL	HOUSE	DUPLEX	TOWNHOME	MULTIFAMILY	MULTIPLEX	CONTINUUM OF CARE	TOTAL
4081 Murfreesboro Rd Subdivision	2023	2	0	2	-	-	-	-	-	2
555 Franklin Rd PUD	2023	201	0	-	-	-	115	-	86	201
Armistead PUD	2024	837	0	321	-	48	420	48	-	837
Aureum PUD Rev 3	2025	900	0	-	-	-	900	-	-	900
Avalon Square PUD	2019	614	0	-	-	92	522	-	-	614
Berry Farms Reams-Flemming Tract PUD	2006	400	0	-	-	-	400	-	-	400
The Caroline PUD	2025	190	0	-	-	-	190	-	-	190
Carothers Glen PUD	2020	45	0	45	-	-	-	-	-	45
Colletta Park PUD Rev 2	2025	259	0	232	-	27	-	-	-	259
Cool Springs Galleria PUD Rev 3	2025	600	0	-	-	-	600	-	-	600
East Works PUD	2020	1,624	0	-	-	9	1,615	-	-	1,624
Erickson Senior Living PUD	2025	1,250	0	-	-	-	1,250	-	-	1,250
Franklin Ridge Subdivision (565 Jordan Rd)	2024	34	0	34	-	-	-	-	-	34
Historic Magnolia Hall PUD	2022	10	0	10	-	-	-	-	-	10
Jordan Reserve Subdivision	2025	9	0	9	-	-	-	-	-	9
Legends View at Franklin PUD	2022	18	0	-	-	-	18	-	-	18
The Lofts at CHP PUD	2025	30	0	-	-	-	30	-	-	30
Madison PUD Rev 1	2020	72	0	-	-	-	72	-	-	72
Magnolia Green Subdivision	2025	59	0	59	-	-	-	-	-	59
Margin District PUD	2025	25	0	-	-	-	25	-	-	25
Middle Eight PUD	2023	275	0	6	12	3	254	-	-	275
Novara PUD	2023	77	0	77	-	-	-	-	-	77
Ovation PUD Rev 2	2025	1,594	0	-	-	69	1,525	-	-	1,594
Poteat Place Subdivision (North & South)	2023	7	0	7	-	-	-	-	-	7
Preserve at Sheridan PUD	2024	15	0	15	-	-	-	-	-	15
Shawnee PUD	2022	26	0	-	-	26	-	-	-	26
Silagi Subdivision	2023	32	0	-	16	-	-	-	16	32
West Franklin Park PUD	2021	555	0	-	-	-	555	-	-	555
Wood Duck Ct. PUD	2019	237	0	-	-	-	237	-	-	237
TOTAL		9,997	0	817	28	274	8,728	48	102	9,997



Housing

Ten-Year Flashback: Housing & Growth

	2015	2025
TOTAL EXISTING HOUSING	30,392	39,959
EXISTING SINGLE FAMILY	58%	54%
EXISTING MULTIFAMILY	31%	30%
EXISTING OTHER	11%	16%

	2015	2025
TOTAL APPROVED HOUSING	9,280	13,203
APPROVED SINGLE FAMILY	28%	14%
APPROVED MULTIFAMILY	54%	71%
APPROVED WESTHAVEN	12%	4%
APPROVED OTHER	6%	11%

Persons per Housing Unit (avg)

2015: 2.38

2025: 2.35

Area of Franklin (sq. mi.)

2015: 41.76

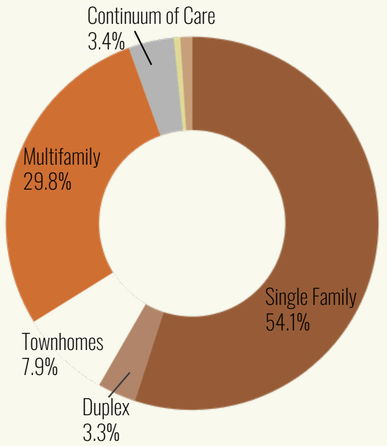
2025: 44.9

Estimated Population

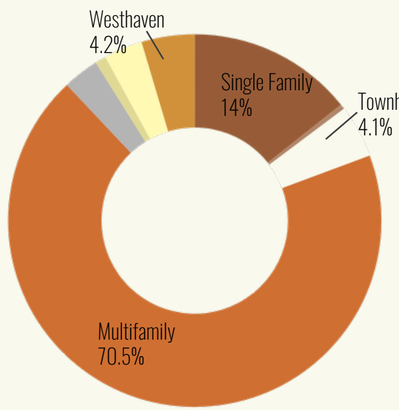
2015: 72,272

2025: 93,921

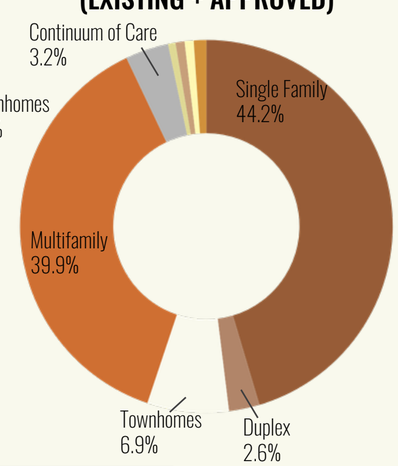
EXISTING HOUSING



APPROVED HOUSING



FULL BUILDOUT (EXISTING + APPROVED)

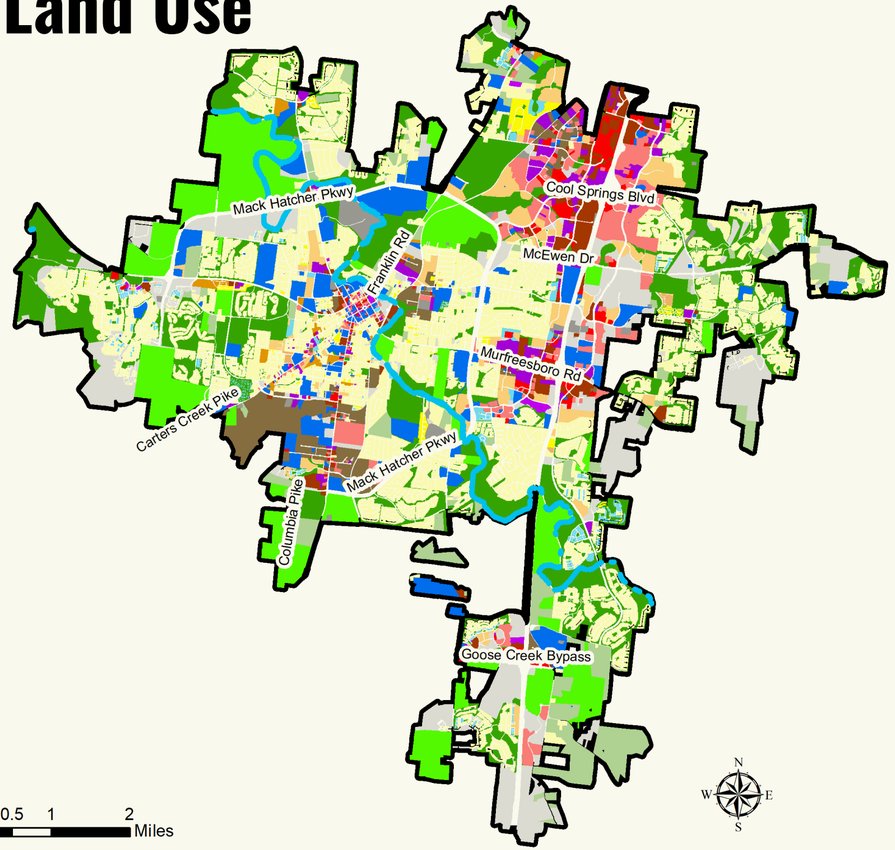


TYPE OF HOUSING	EXISTING UNIT TOTAL	APPROVED UNIT TOTAL	TOTAL AT FULL BUILD-OUT
SINGLE FAMILY	21,637	1,842	23,479
DUPLEX	1,318	50	1,368
TOWNHOME	3,138	541	3,679
MULTIFAMILY	11,898	9,307	21,205
CONTINUUM OF CARE	1,347	378	1,725
MULTIPLEX	218	121	339
MANUFACTURED HOME	403	N/A	403
BERRY FARMS TOWN CENTER	N/A	406	406
WESTHAVEN UNITS	N/A	558	558

Note: Breakdown by dwelling unit type for remaining units in Westhaven and Berry Farms Town Center is unavailable.

Only 6% of all residential acreage within the City of Franklin contains multifamily housing

Land Use



Legend

- City Limits
- Harpeth River
- Agriculture
- Commercial
- Residential Duplex
- Residential Estate
- Industrial
- Civic/ Institutional
- Mixed Nonresidential
- Residential Multiplex
- Mixed Use
- Residential Multifamily
- Office
- Recreation/ Open Space
- Retail
- Residential Variety
- Residential Single Family
- Residential Townhouse
- Utilities
- Vacant







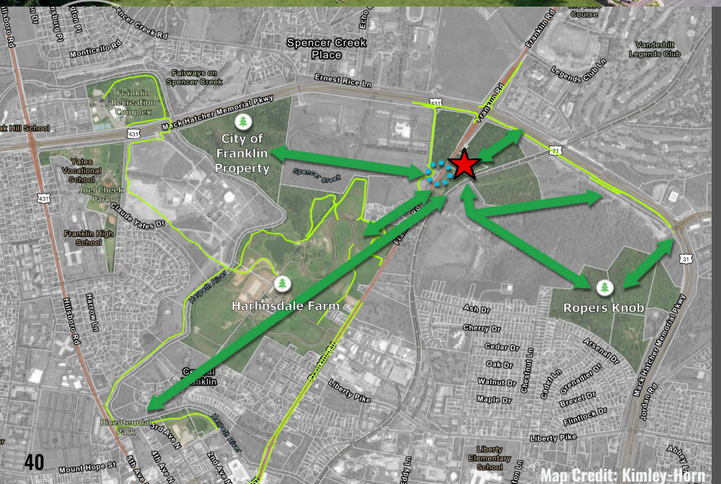








Conservation & Recreation



21 City Parks

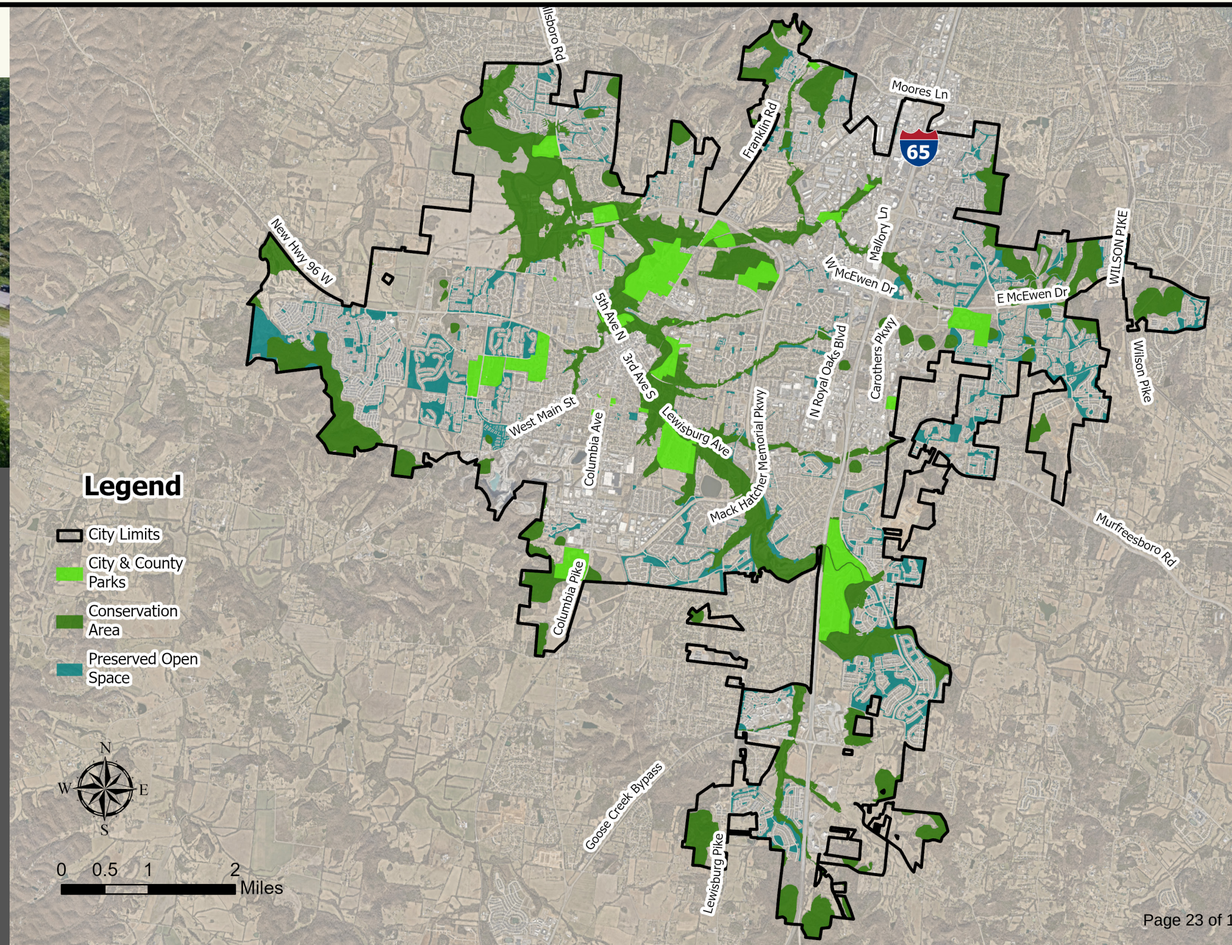
1,012 Acres of Parkland

52% is considered historic

Creekside Historic Home was acquired and added into Creekside Historic Park

4,940 Acres of Conservation

1,722 Acres of Preserved Open Space



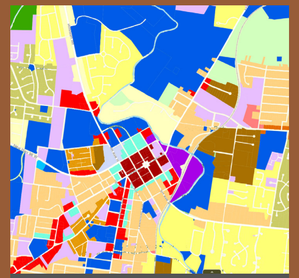
Helpful Links



ONLINE RESOURCES



FIND OUT ABOUT DEVELOPMENT



INTERACTIVE ZONING MAP



VESTING DASHBOARD

Acknowledgements



THE PLANNING & SUSTAINABILITY DEPARTMENT

Eric Conner, Planner III, Project Manager

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Amy Diaz-Barriga, Assistant Planning Director

Kelly Dannenfelser, Assistant Planning Director

Emily Wright, Planning Director

A Special Thanks to:

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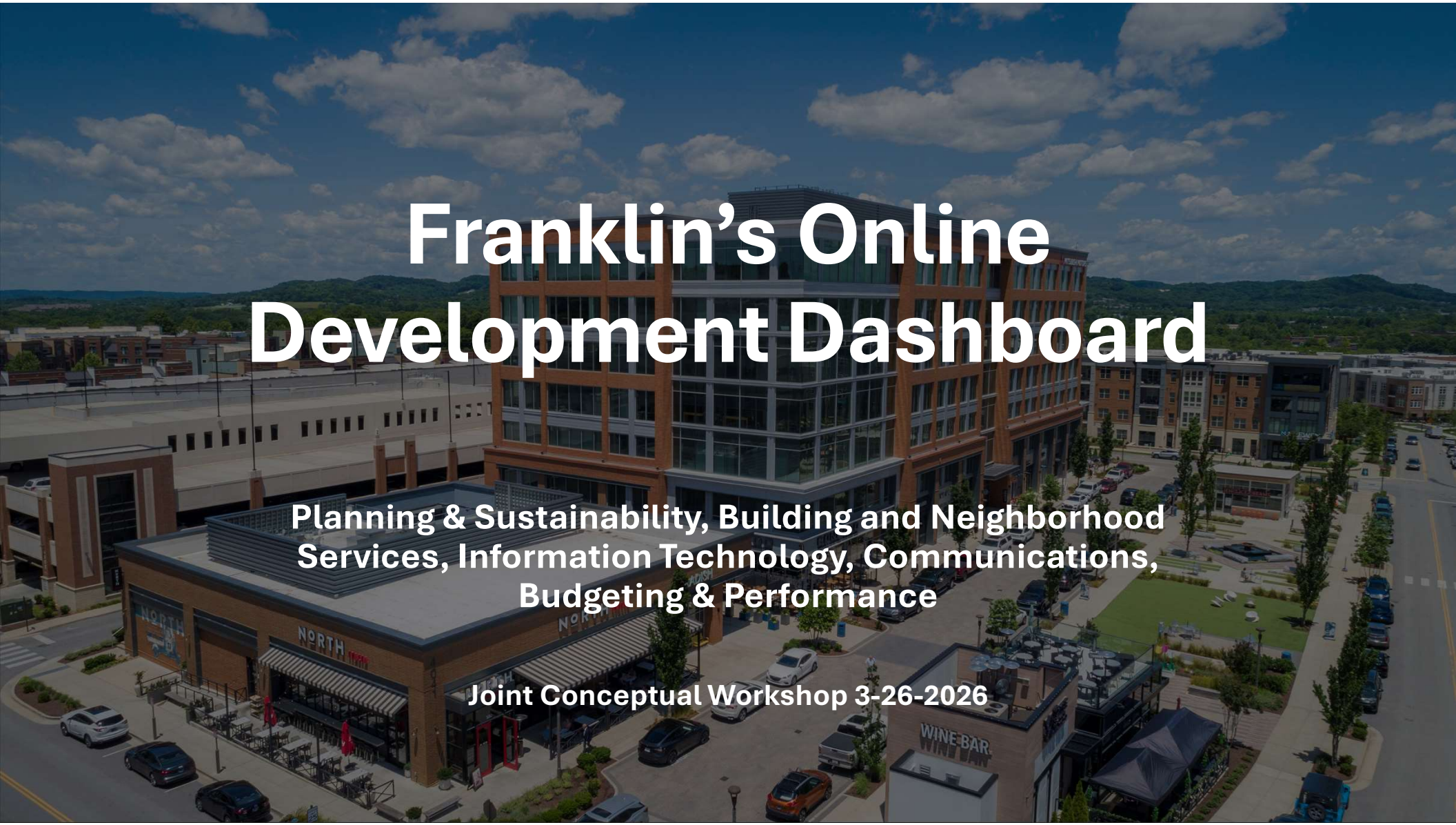
Andrew Southern, Information Systems Development Manager

Williamson, Inc



Franklin's Online Development Dashboard

Planning & Sustainability, Building and Neighborhood Services, Information Technology, Communications, Budgeting & Performance

Joint Conceptual Workshop 3-26-2026

Background Info

- At March 2025 JCW, future development report changes and other ideas were discussed
- Planning team began exploring ways to incorporate ideas into development report as well as exploring dashboard idea
- Researched other communities, and formed internal city team comprised of 5 departments to provide insight on tool



Goals and strategy for dashboard

In reviewing other communities, team established the following goals and strategy for this dashboard:

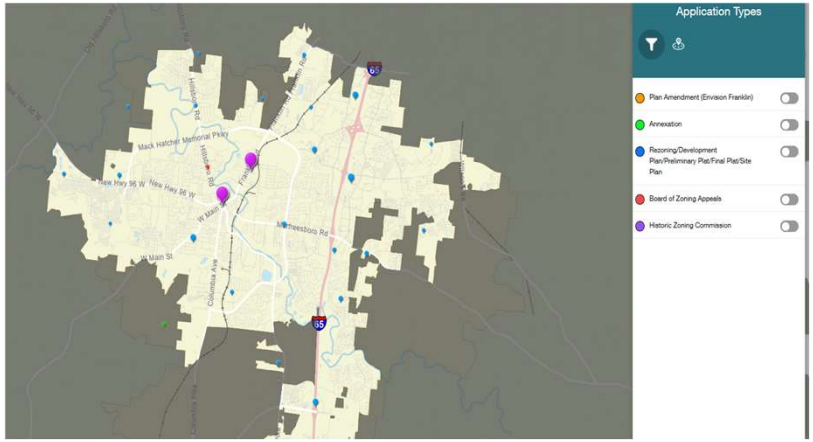
Goals:

- User-friendly
- Interactive
- Informative
- Visually appealing
- Timely & Accurate
- Accessible between devices
- Automated

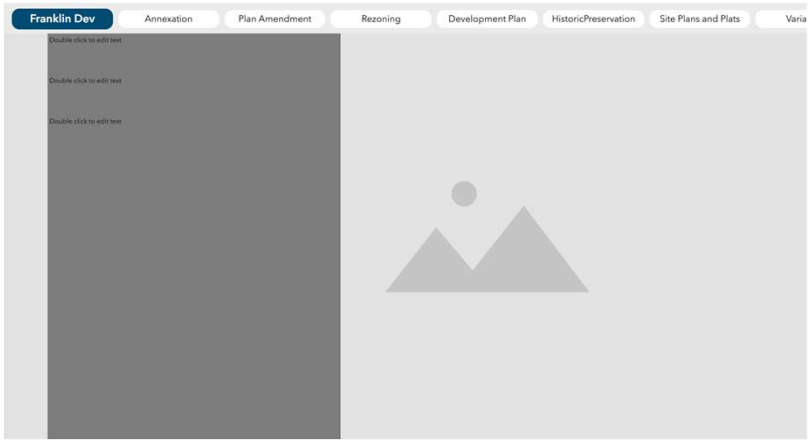
To accomplish these goals:

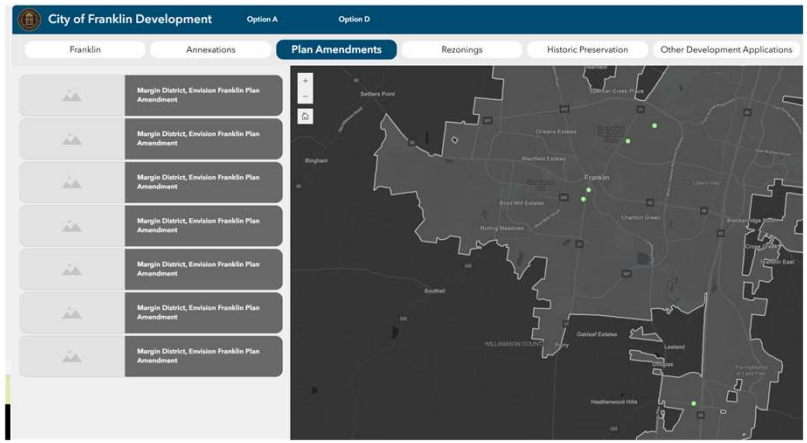
- Limit the scope to specific # of years
- Show specific applications
- Limit visual data, numbers, tables, etc.
- Utilize tabs for each category
- Build for PC, laptop, or phone

Current development activity map



September 2025





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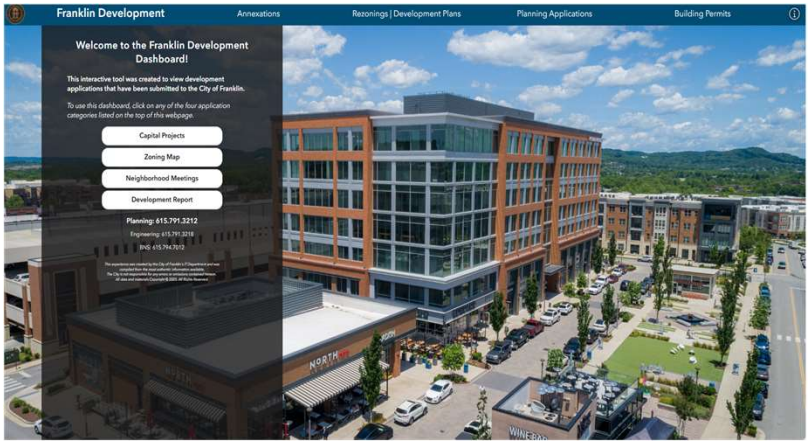
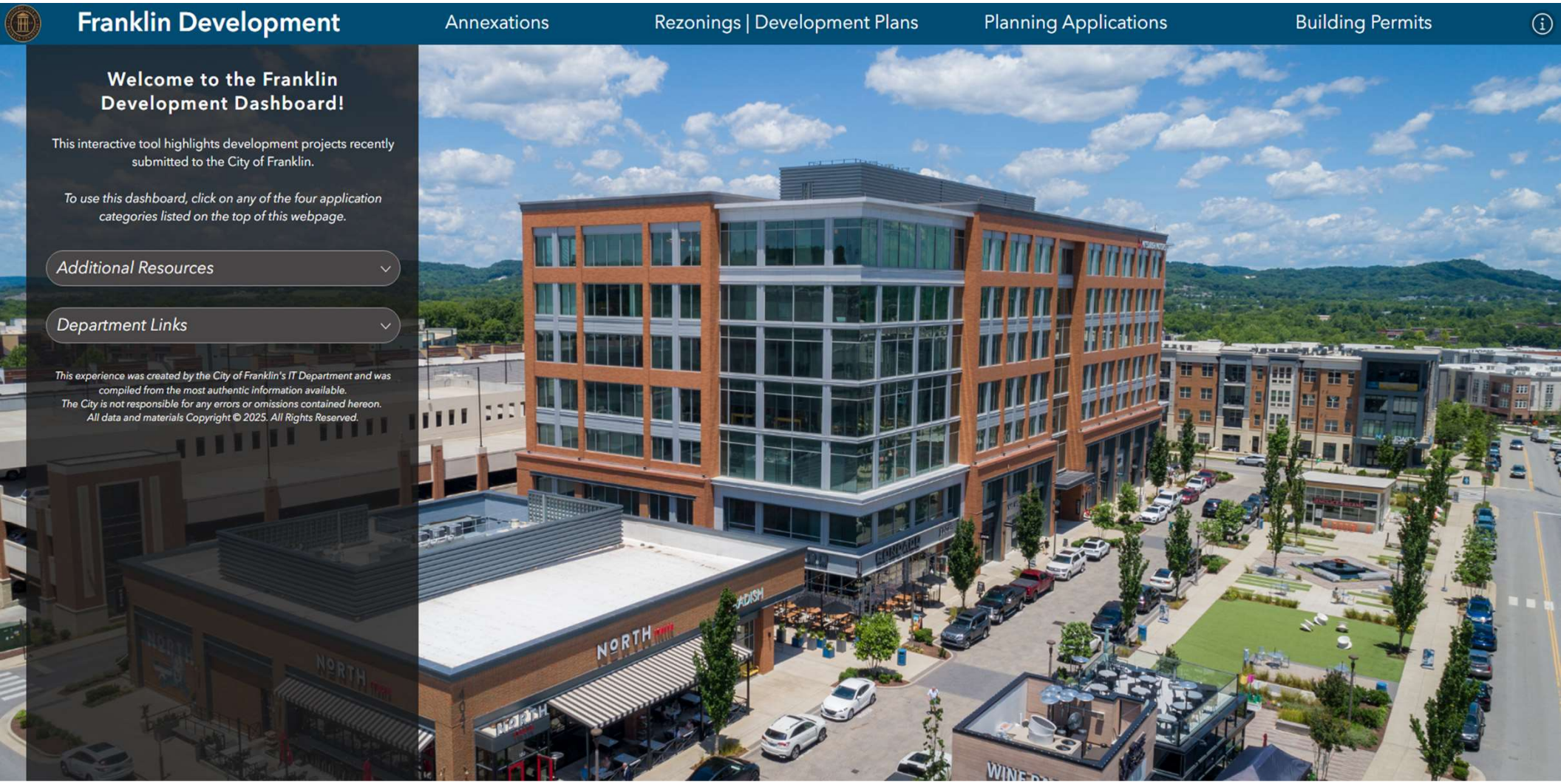


January 2026

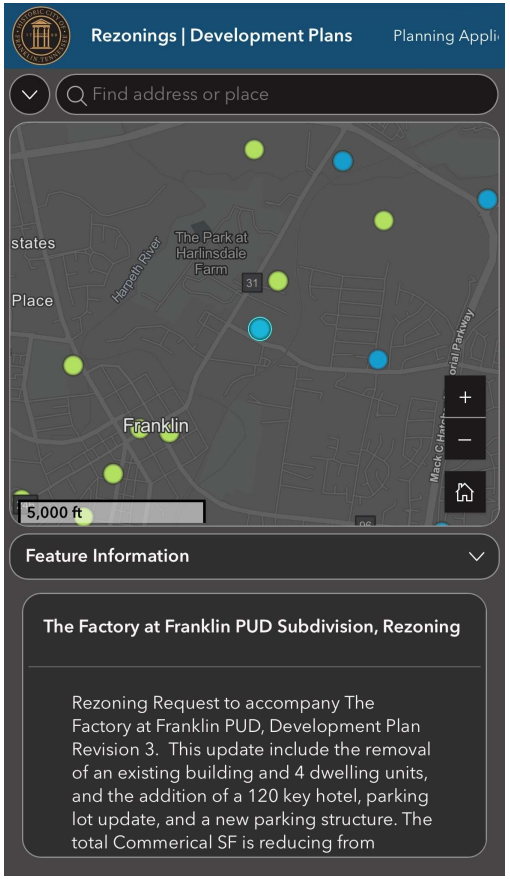


https://tinyurl.com/Franklin-Development-Dashboard

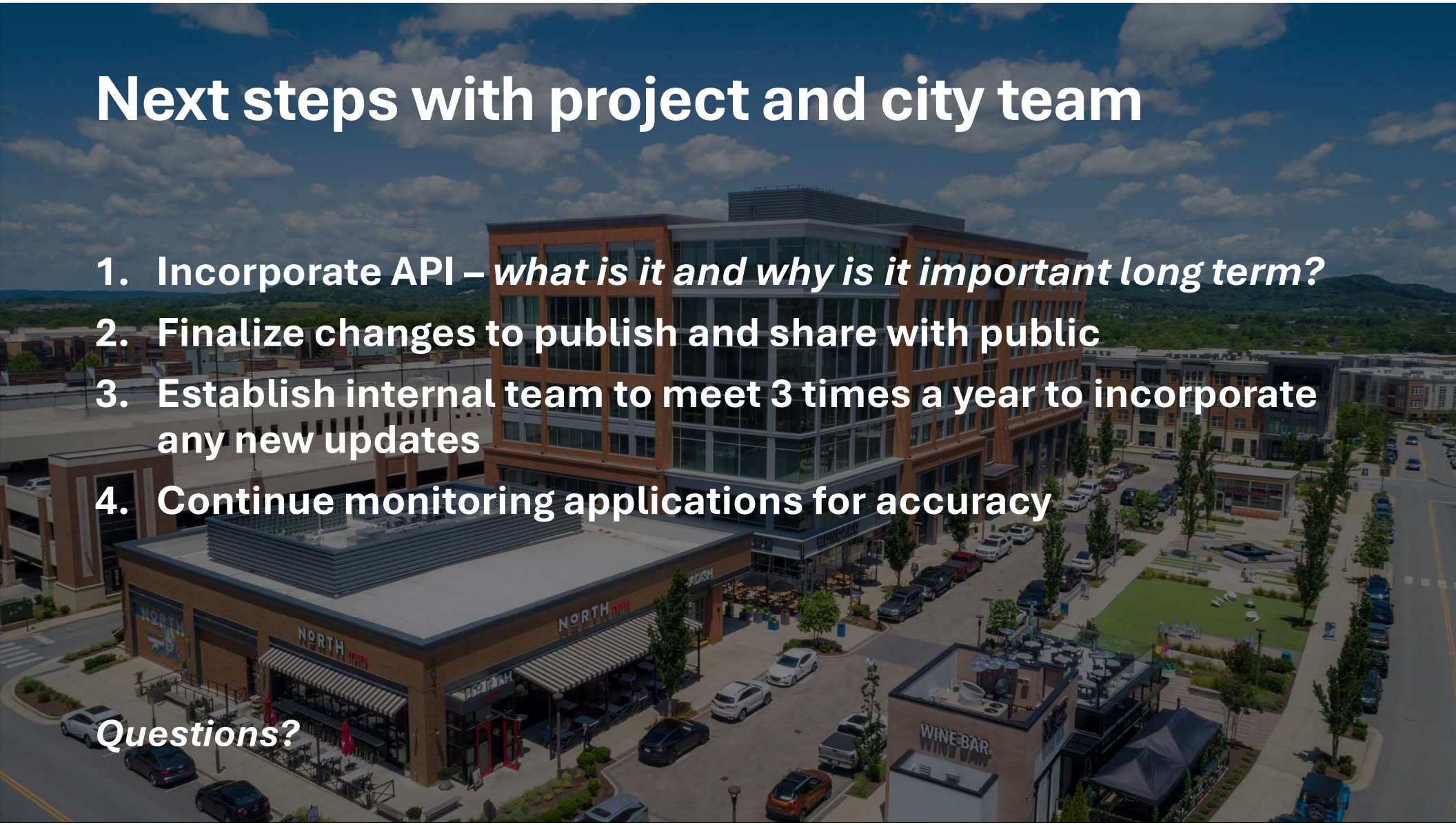
Accomplishments

- **User-friendly:**
  - Updated current map to a dashboard that is organized, simple and accessible.
- **Interactive:**
  - Able to click between different tabs, info, and project points.
- **Informative**
  - Included relevant info for public. Avoiding jargon when possible.
- **Visually Appealing:**
  - Updated dashboard & design is more appealing.
- **Timely & Accurate**
  - Nightly updates right now. With API updates would be real time.
- **Accessible between all devices:**
  - Designed dashboard for computer, tablet, and phone.
- **Automated:**
  - Utilized current Geocivix system to automate info when possible.

Mobile device view



Next steps with project and city team



1. Incorporate API – *what is it and why is it important long term?*
2. Finalize changes to publish and share with public
3. Establish internal team to meet 3 times a year to incorporate any new updates
4. Continue monitoring applications for accuracy

Questions?

BERRY FARMS TOWN CENTER PUD SUBDIVISION, DEVELOPMENT PLAN, REVISION 4

JOINT CONCEPTUAL WORKSHOP PRESENTATION

Anticipated Planning Commission: April 23, 2026



ORIGINAL APPROVED PD DEVELOPMENT PLAN (2021)



LEGEND	
	RETAIL
	OFFICE
	MULTI - FAMILY
	MIXED - USE
	HOTEL
	SINGLE - FAMILY
	PARKING GARAGE

PROPOSED PD DEVELOPMENT PLAN-AREA TO CHANGE



LEGEND	
	RETAIL
	OFFICE
	MULTI - FAMILY
	MIXED - USE
	HOTEL
	SINGLE - FAMILY
	PARKING GARAGE

REVISION 4 IS TO UPDATE THE BERRY FARMS TOWN CENTER DEVELOPMENT PLAN TO AMEND BUILDING TYPES/LOCATIONS; PARKING LOCATIONS AND RECONFIGURATION OF OPEN SPACE. NO INCREASE IN ENTITLEMENTS IS PROPOSED.

KISER VOGRIN DESIGN

Master Plan

BERRY FARMS TOWN CENTER

FRANKLIN, WILLIAMSON COUNTY, TN

BOYLE
PAPE-DAWSON
HISTORICAL CONCEPTS
LRK

ORIGINAL APPROVED PD DEVELOPMENT PLAN (2021)



LEGEND	
	RETAIL
	OFFICE
	MULTI - FAMILY
	MIXED - USE
	HOTEL
	SINGLE - FAMILY
	PARKING GARAGE

PROPOSED PD DEVELOPMENT PLAN-AREA TO CHANGE



LEGEND	
	RETAIL
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KISER VOGRIN DESIGN

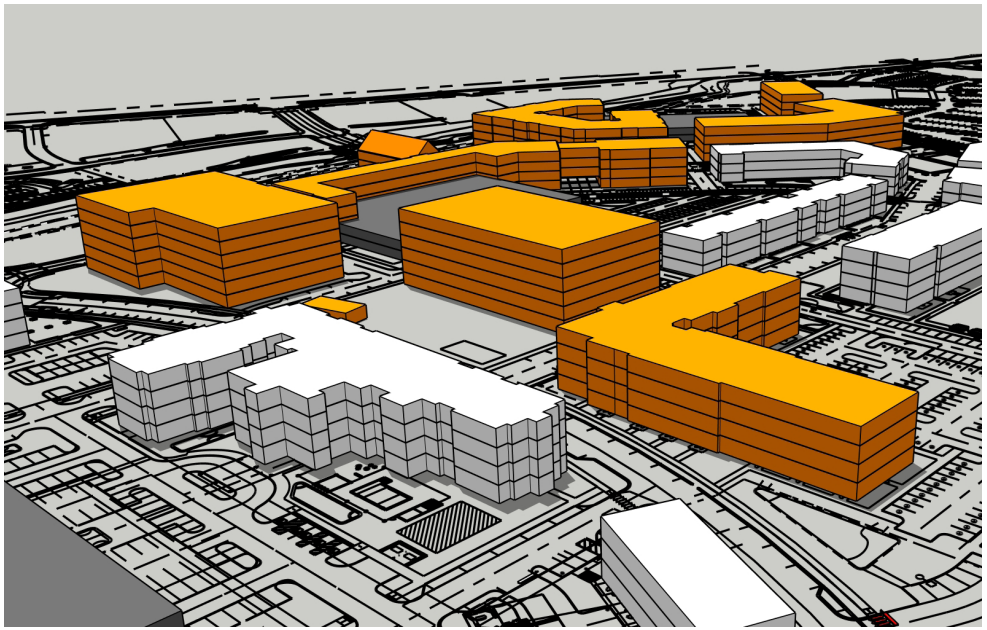
Area Enlargement

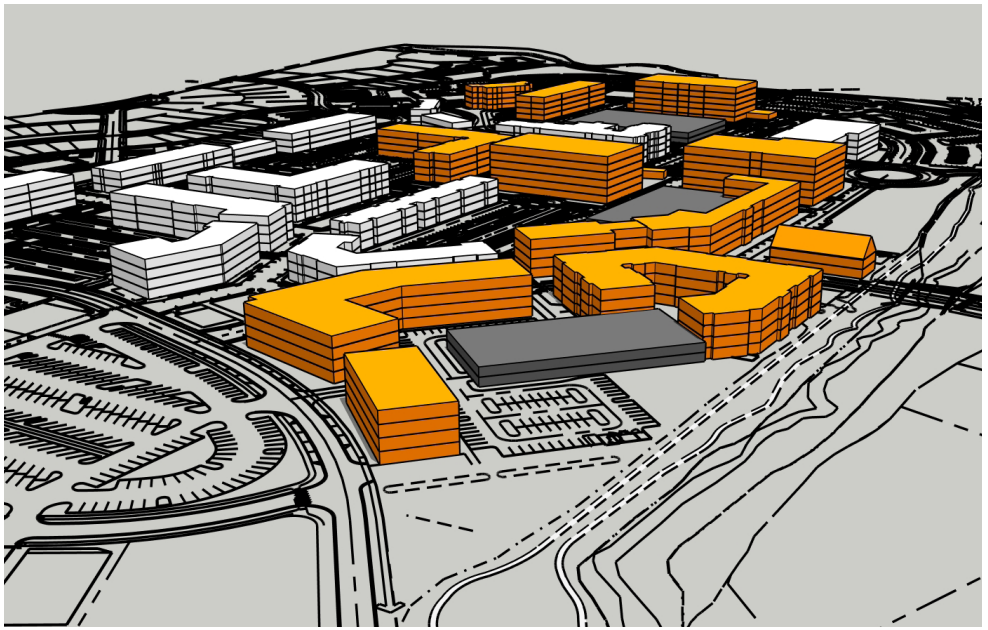
BERRY FARMS TOWN CENTER

FRANKLIN, WILLIAMSON COUNTY, TN

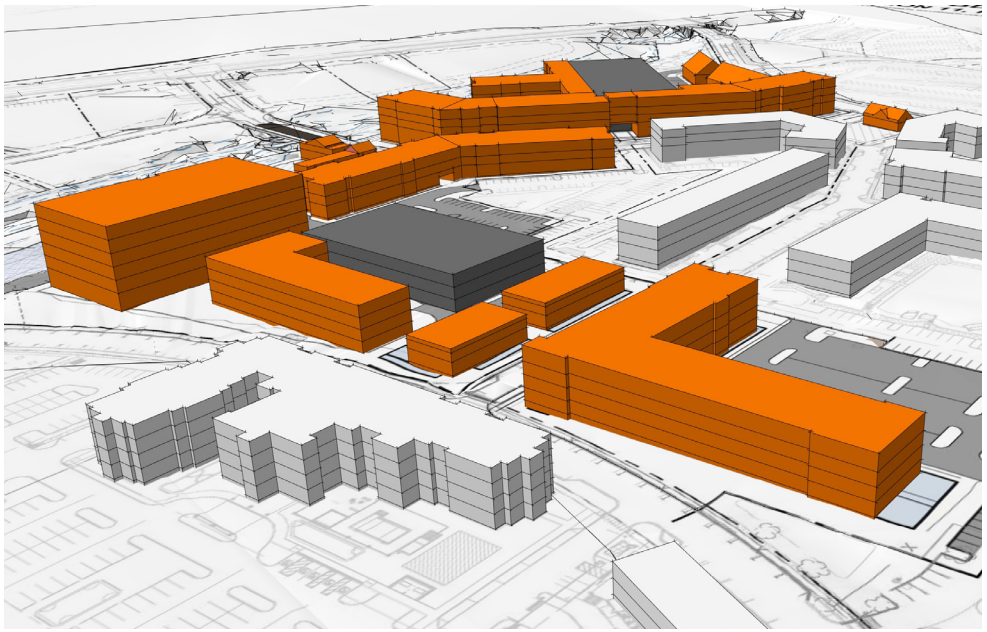
BOYLE
PAPE-DAWSON
HISTORICAL CONCEPTS
LRK

ORIGINAL APPROVED PD DEVELOPMENT PLAN (2021)





PROPOSED PD DEVELOPMENT PLAN-AREA TO CHANGE





KISER VOGRIN DESIGN

Massing Studies

BERRY FARMS TOWN CENTER

FRANKLIN, WILLIAMSON COUNTY, TN

BOYLE
PAPE-DAWSON
HISTORICAL CONCEPTS
LRK



KISER VOGRIN DESIGN

Master Plan

BERRY FARMS TOWN CENTER

FRANKLIN, WILLIAMSON COUNTY, TN

BOYLE
PAPE-DAWSON
HISTORICAL CONCEPTS
LRK

Colletta Park Subdivision

JCW Meeting
March 26, 2026

Site Data Chart

SITE AREA:	204.89 AC
TOTAL UNITS:	259
DENISTY:	1.264 DUA
FORMAL OPEN SPACE:	11.50 AC
INFORMAL OPEN SPACE:	63. 32 AC



Approved
Master Plan

Site Data Chart

SITE AREA:	204.41 AC
TOTAL UNITS:	259
DENSITY:	1.267 DUA
FORMAL OPEN SPACE:	11.50 AC
INFORMAL OPEN SPACE:	62.84 AC



Proposed
Master Plan

Master Plan

Enlargement

ZONING: PD
CAROTHERS GLEN
SUBDIVISION

WILLIAMSON COUNTY

FRANKLIN CITY LIMITS

ZONING: RI
Parcel 43.02, Tax Map 89
PHANIKIRAN YARLAGADDA ETUX
Plat Book 8752, Page 557,
R.O.W.C., Tennessee

AREA TO BE REMOVED - 0.48 AC

S CAROTHERS ROAD

COPLEY ROAD (LOCAL: 50' R.O.W.)

AMENITY

OPEN SPACE

OPEN SPACE

OPEN SPACE

FRANKLIN CITY LIMITS

WILLIAMSON COUNTY

WILLIAMSON COUNTY

FRANKLIN CITY LIMITS

ALLEY A (ALLEY: 20' R.O.W.)

ALLEY B (ALLEY: 20' R.O.W.)

ALLEY C (ALLEY: 20' R.O.W.)

ALLEY D (ALLEY: 20' R.O.W.)

ALLEY E (ALLEY: 20' R.O.W.)

WAKEMAN DR. (LOCAL: R.O.W. VARIES)

DULWICH DRIVE (LOCAL: 50' R.O.W.)

BRICKFIELDS DR. (LOCAL: R.O.W. VARIES)

LOCAL ROAD D (LOCAL: 50' R.O.W.)

OVATION

FRANKLIN, TN

Highwoods® CENTERCAL


OVATION
RESTAURANT
Forte
Forte
FIEHLS
OVATION
RESTAURANT
Central Park

Ovation Masterplan - Revision 3



Ovation Masterplan - Revision 4

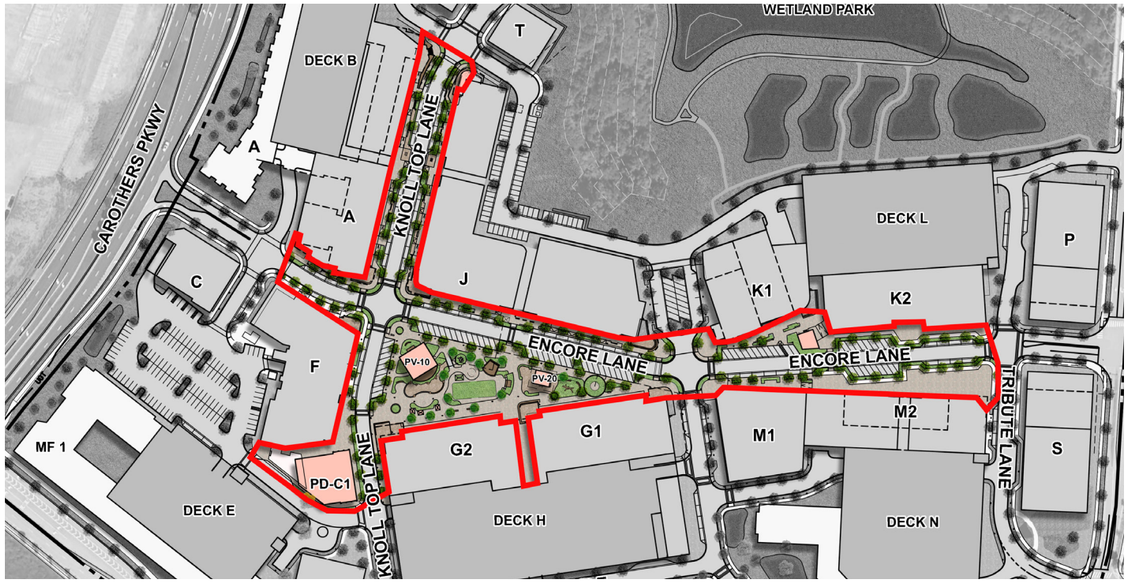


- Mixed-Use
- Office
- Hotel
- Multi-family
- Condominium/ Town Home

MOS 1 To allow angled parking along internal, private streets

Section 9.2.4.B

Other streets may have parallel, or angled parking, per the Transportation and Street Standards



A PORTION OF WEST MAIN STREET, DOWNTOWN FRANKLIN TN. WHILE ALL OTHER STREETS HAVE PARALLEL PARKING, THIS SECTION OF ROADWAY, FRONTING WILLIAMSON COUNTY VETERANS PARK IS ANGLED.



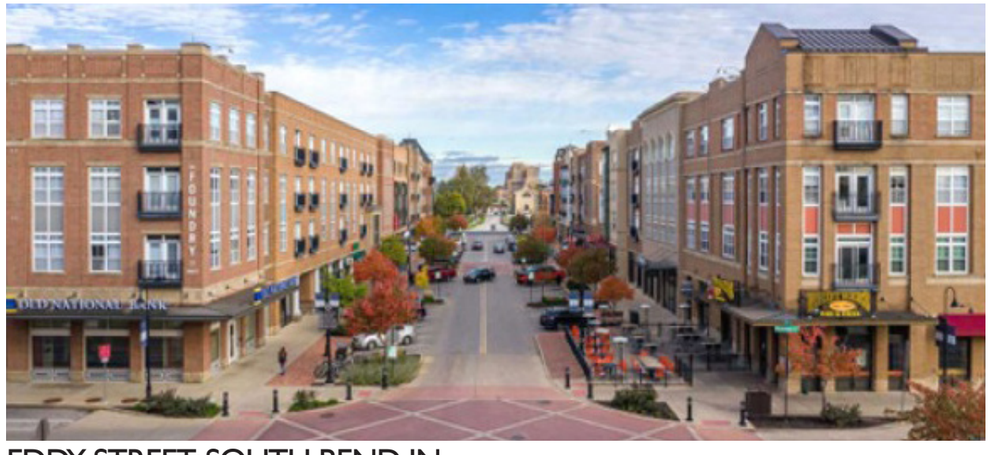


DANTON BOULEVARD AT BERRY FARMS





CENTERCAL PROECTS; STATION PRK (TOP) AND VILLAGE AT TOTEM LAKE (BELOW)



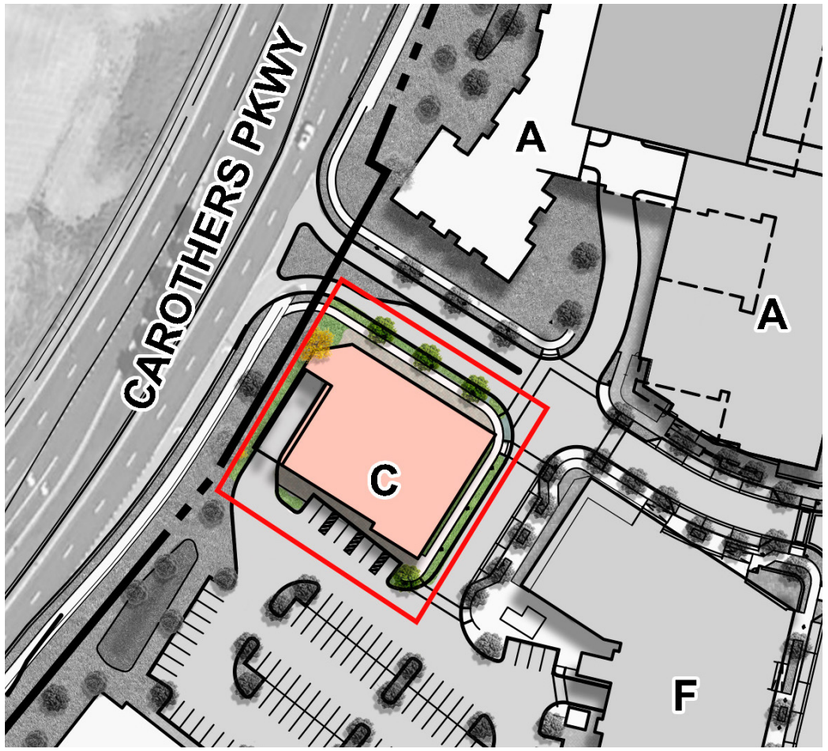
EDDY STREET; SOUTH BEND, IN

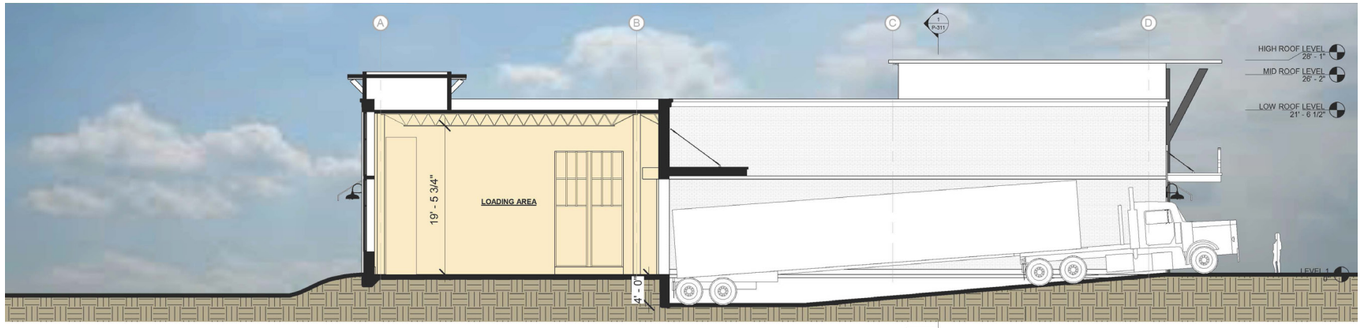
MOS 2 - To allow loading zone in the front of a building.

10.6.3.B

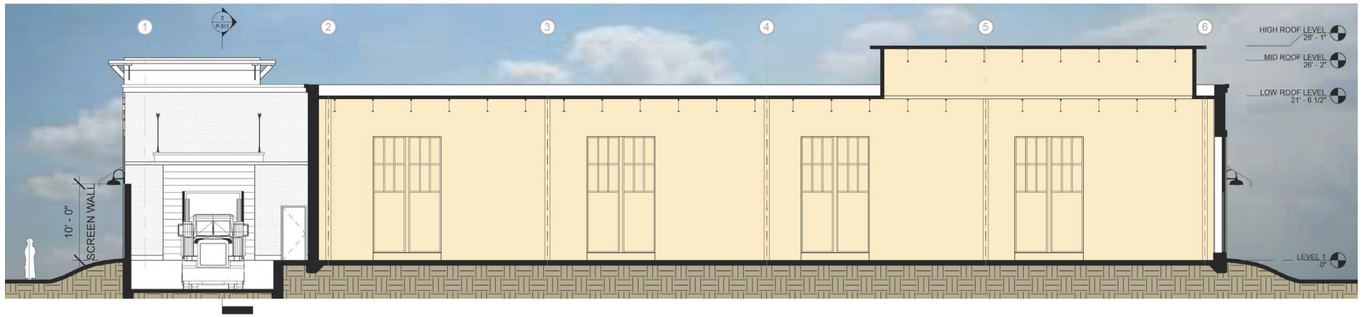
An on-site loading area shall be:

1. Located to the rear of the building adjacent to the loading doors ; and in front of Building C





2 P-311 A111 LONGITUDINAL (NORTH-SOUTH) SECTION
3/32" = 1'-0"





2 P-301 A111 BUILDING ELEVATION - SOUTH
3/32" = 1'-0"

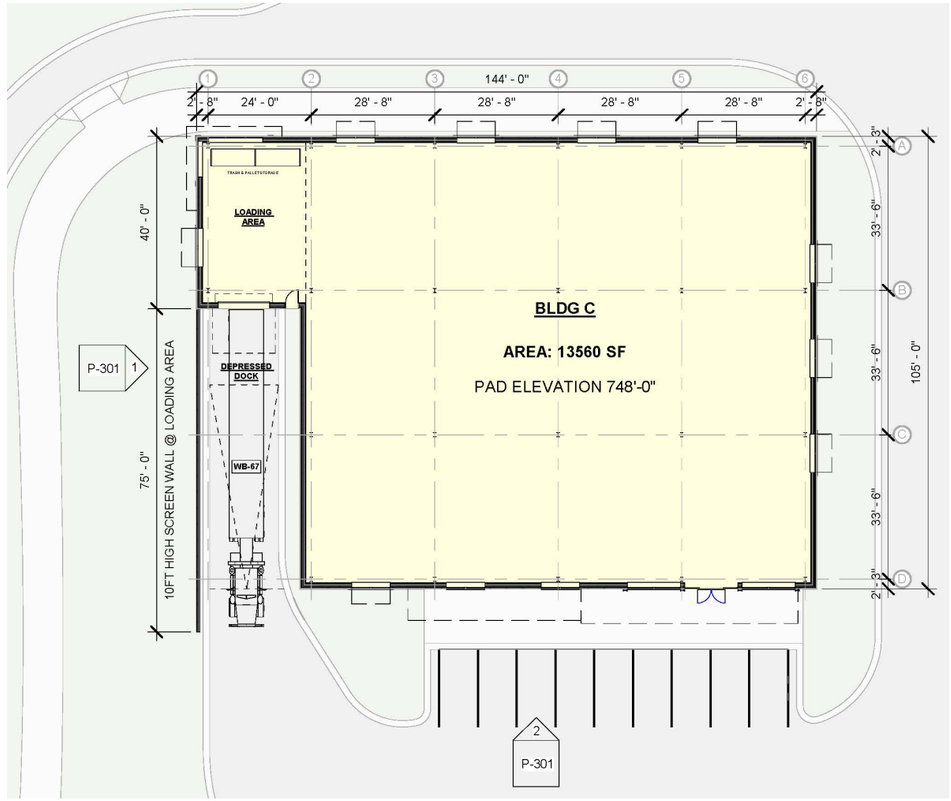


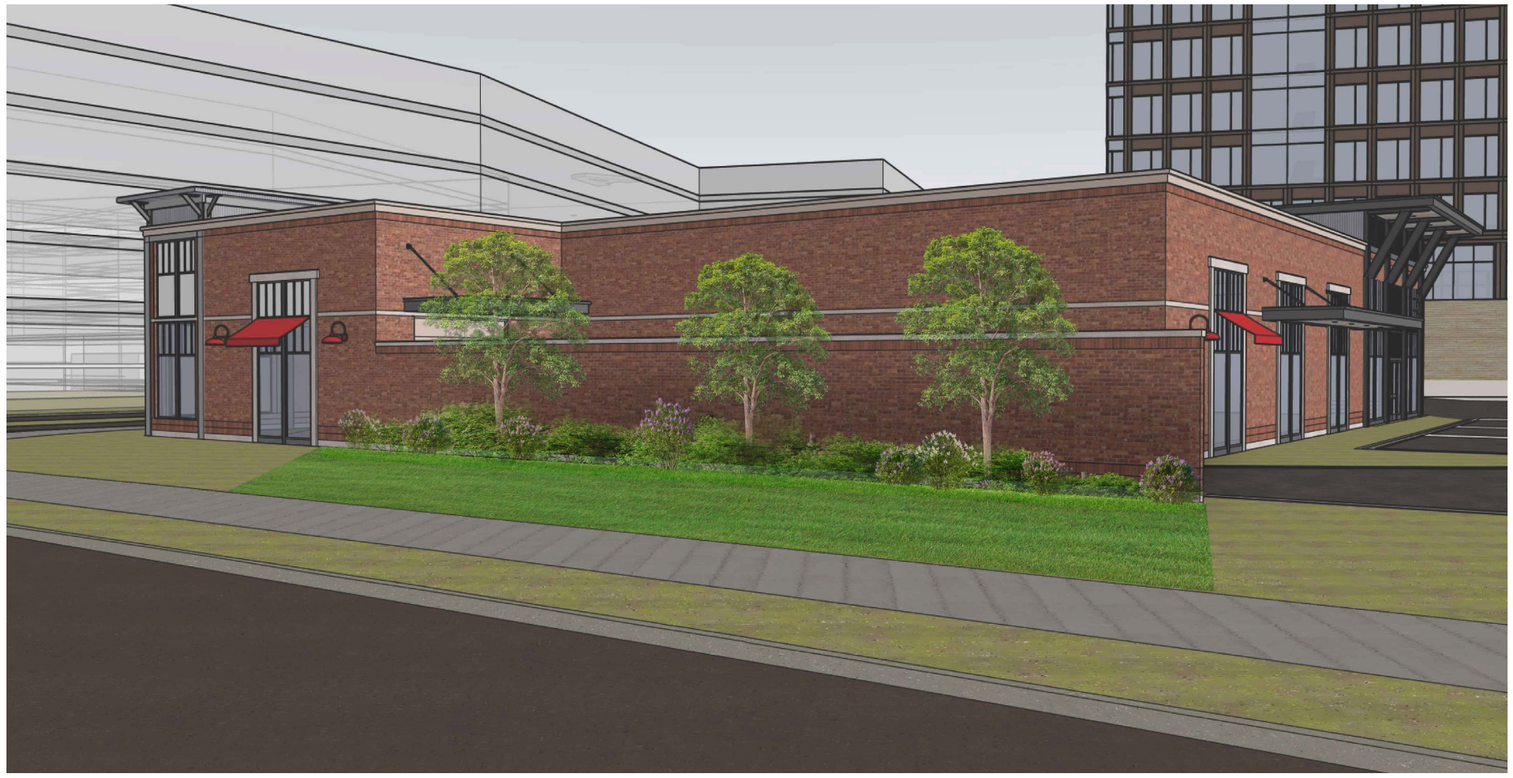
MOS 2 - To allow loading zone in the front of a building.

10.6.3.B

An on-site loading area shall be:

1. Located to the rear of the building adjacent to the loading doors ; and in front of Building C





MOS 3 - To allow variation and interest in the building façade presentation.
6.8 Multifamily; Building Orientation and Entry; Façade Position:

The front façade shall face the public street, private street, or internal drive, in that priority order. The front façade shall parallel the frontage, except where the building pulls back from being parallel to allow larger pedestrian zones and open spaces.







Proportion and Shape

Modification to permit Band Signs, Canopy Signs, Development Entry Signs, Monument Signs, Small Hanging / Projecting Signs, Vertical Blade Signs, and Wall Signs to have irregular shapes.

Section 15.1.3 Proportion and Shape
Signs shall not be irregularly shaped, except for small hanging / projecting signs.

Modification Request: Permit Irregular shaped signage Band Signs, Canopy Signs, Development Entry Signs, Monument Signs, Small Hanging / Projecting Signs, Vertical Blade Signs, and Wall Signs.

Standards revised to allow irregularly shaped signage related to the element that is representative of the project and business logo or symbol.

This proposed modification of standards is to allow for an artistic translation of the logo form into irregular, yet related shapes to create three-dimensional sign elements to enhance the business identity or development brand and support the establishment of a unique sense of place within Ovation.







Internal Illumination

Modification to permit Neon and LED internal illumination when the sign has three-dimensional depth and is used within a channel or used to reinforce the design of the sign as letters, numbers, logos, and accent lines.

15.1.6 Internal Illumination
E. Exposed neon and LED that are visible are prohibited and shall not be incorporated into the design of a principal building or accessory structure. Window signs may have neon as per Section 15.16, Window Sign.

Modification Request: Permit Neon Lighting, and LED Lighting when used within a channel of the sign as letters, numbers, logos, and accent lines.

This standard will apply to the following sign types:

Band Signs, Development Entry Signs, Monument Signs, Vertical Blade Signs, and Wall Signs.

This proposed modification of standards is to allow for an artistic lighting option for business and for development branding elements to enhance and support the establishment of a unique sense of place within Ovation.

Neon and LED lights will be on dimmer controls.









LED Message Center

Modification to permit pedestrian scale interactive displays to provide wayfinding or advertising. Maximum square footage of 50 total square feet per sign with a maximum of two sides. Maximum height of ten feet. Signs to be located on internal drives only and located within the frontage of commercial / mixed use building types or within formal open space out of view of Carothers Parkway, McEwen Drive, and Ovation Parkway.

15.1.10 Prohibited Signs
O. LED electronic message center signs

PROPOSED ALLOWABLE AREA









LED Display Screen

Modification to permit a large format digital display screen mounted to the façade of a building for on-site advertising and events. Sign to be located on the ground floor of a commercial / mixed use building out of view from Carothers Parkway, McEwen Drive, and Ovation Parkway. Maximum Square Footage of 400 square feet.

15.1.10 Prohibited Signs
P. LED display screens

This proposed Modification is to permit a large digital screen within the central park open space for movies and entertainment. The screen is located facing south in front of Building G.

This Modification is to permit a permanent location for outdoor movies in the park, entertainment for families, and create a culture of fun family-oriented activities within the master plan.

PROPOSED ALLOWABLE AREA







Band Signs

Modification to permit Band Signs above the entrance to a parking garage

Section 15.4 Signs – Band Sign

A sign that is flat against the façade and placed directly above a ground floor main entrance of a retail storefront / tenant space and runs horizontally

Quantity: Maximum of one per main entrance per retail storefront/ tenant space of the ground floor, if no wall sign is present on the building. Buildings five stories or more may have band signs as described above, in addition to permitted wall signs.

In addition to the quantity above, Band Signs are permitted at parking garage entrances (located above the entrance) on the ground floor, and buildings between two and four stories may have band signs in addition to permitted wall signs located on a parapet.

Sign Area: Maximum of 1.5 square feet per linear foot of retail storefront / tenant space façade.

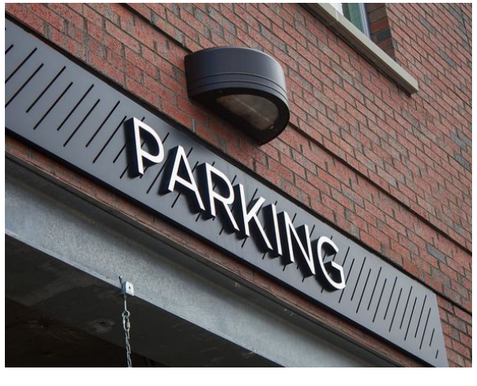
Placement: Applied to the ground floor façade and does not project above the roof line. Vertically aligned with the center of an architectural element such as a retail storefront / tenant space window or entrance or centered over the overall space occupied by the business.

In addition to the placement above, a Band Sign may be located the entry points to a paseo or alleyway where the band sign spans across the gap mounting to both buildings or on either side of the entrance.

Projection: Maximum of one foot from the building façade.
Materials: Brick, stone, wood, metal, or a composite material that has the same properties.
Lighting: External or internal illumination.









Canopy Signs

Modification to permit Canopy Signs located above the canopy, projecting above the canopy, or projecting above the building roof line, and to permit internal and external illumination when located on an internal drive.

15.5 Canopy Signs

Lighting: External Illumination only.

Sign Area: Maximum of 90 percent of the canopy face or 120 square feet, whichever is smaller.

Placement: Shall be placed on the front face of the canopy and outside of the HPO, the sign may be placed above the canopy when channel cut letters are used. ~~Shall not project below the canopy or be located above the roof line~~. May project above the canopy, and above the roofline when located on an internal drive.

Projection: Maximum of one foot from the canopy face
Materials: Metal
Lighting: External illumination only, subject to Subsection 15.1.5, External illumination.
External illumination is permitted. Internal illumination is permitted when not visible from McEwen Drive or Carothers Parkway and the canopy is located at the ground floor entrance.





Directory Signs

Modification to permit Directory Signs on the building façade or free standing adjacent to the primary entrances to the building with a maximum of ten square feet per building façade and with exterior or interior illumination.

Description: A small sign that is flat against the building façade and mounted or applied directly to the building.

Sign Area: Maximum of 4.5 square feet per building façade, in addition to the other permitted signage on the building.

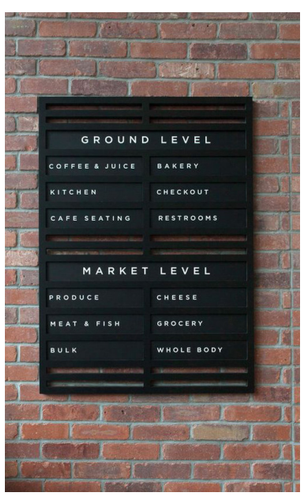
Lighting: External illumination only.

1. Modification to permit one Monument Sign per office building, multifamily residential building, and hotel use located along Carothers Parkway, McEwen Drive, and Ovation Parkway.

A small sign that is flat against the building façade and mounted or applied directly to the building. Signs may also be placed freestanding adjacent to the primary entrance to the building, with a maximum of one per building main entrance.

Sign Area: ~~Maximum of 4.5 square feet per building façade, in addition to the other permitted signage on the building.~~ Maximum of 10 square feet per building façade, in addition to the other permitted signage on the building.

Projection: Maximum of one foot from the budling façade.
Height: Maximum of six feet at the top of the sign area.
Materials: Brick, stone, wood, metal, or a composite material that has the same properties.
Lighting: External illumination only, subject to Subsection 15.1.5, External illumination.
External and Internal illumination is permitted.









Small Hanging and Projecting Signs

Modification to permit external and internal illumination for Small Hanging and Projecting Signs.

Section 15.12 Signs – Small Hanging / Projecting Sign

A small sign that either hangs from beams, brackets, or poles or that projects from poles or brackets from the building.
Quantity: Maximum of one per building main entrance, in addition to other building signage.
Sign Area: may have up to two sides, with a maximum of 4.5 square feet per side.

Projection: Projects from the building façade at a 90-degree angle or at a 45-degree angle when placed at a corner of a building. Maximum of four feet from the building façade, inclusive of bracket depth.

Placement: Minimum clearance of 8 feet from the grade surface (generally defined as the sidewalk or porch floor)

Height: Maximum height shall be the roof line or windowsill of the second story, whichever is less

Materials: Wood, metal, or a composite material that has the same properties

Lighting: External Illumination only, subject to subsection 15.1.15,

External Illumination.
External and Internal Illumination are permitted.









Vertical Blade Sign

Modification to permit a vertical blade sign for residential uses above commercial in addition to hanging signs at the first floor level, and to permit the sign to be no taller than the parapet of the building with a maximum extension of four feet from the building.

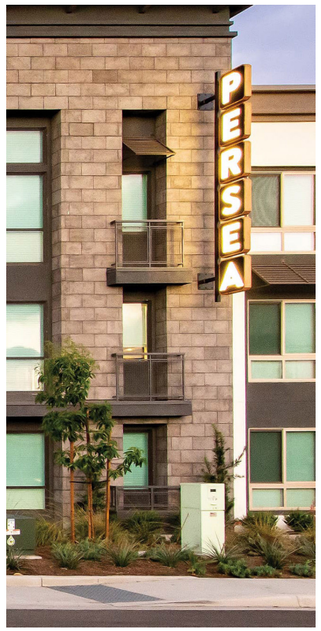
Section 15.14 Signs – Vertical Blade Sign
Modification request shown in red

A vertically oriented sign that projects from a commercial / mixed-use building that is two or more stories and fronts a street intersection.

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/
A maximum of one vertical blade sign per building frontage may be used when other hanging signs exist on the ground floor retail storefront / tenant space below when residential uses are on upper floors. Vertical blade signs may or may not be used at a street intersection.

Sign Area: Maximum of 30 square feet or one square foot per linear foot of building façade, whichever is less.
Placement: At the corner of the building or at the change in mass near the corner of the building. Shall not project below the window header of the first floor. ~~Shall not project above the cornice of a two-story building or above the window sills of the third story of a building with more than two stories.~~ Shall not project below the window header of the first floor, and shall not project above the parapet of the building façade.
Projection: Projects from the building façade at a 90-degree angle or at a 45-degree angle when placed at a corner of a building. ~~Maximum of 3.5 feet from the building façade,~~ Maximum of 4 ft from the building façade inclusive of bracket depth. Brackets connecting the sign to the building façade shall be a minimum depth of one foot and a maximum of 1.5 feet.
Materials: Metal with a minimum thickness of one-half inch and maximum thickness of one foot.
Lighting: External illumination, subject to 15.1.15 External illumination or internal illumination, subject to Subsection 15.1.6, Internal Illumination.











Wall Signs

Modification to permit painted Wall Signs.

A sign that is flat against the building façade and mounted or applied directly to the building.

Quantity: Maximum of one per building façade only if no band sign exists on the building.
Buildings five stories or more may have signs as described above, in addition to permitted band signs.
One additional painted wall sign is permitted per multi-tenant building façade.

Sign Area: Maximum of one square foot per linear foot of building façade.

Placement: Maximum height shall be the main roof line of the uppermost full story; maximum height of 16 feet when located within 200 feet of a residential lot. Where there is a one-story building with a retail storefront, the sign may be up to five feet above the storefront roof line on a parapet when the parapet wraps all the way around the building.
Painted wall signs may not extend above the parapet.

Projection: Maximum of one foot from the building façade.

Materials: Brick, stone, wood, metal or a composite material that has the same properties.

Lighting: External illumination, subject to 15.1.15 External illumination or internal illumination, subject to Subsection 15.1.6, Internal Illumination.

This proposed modification of standards is to allow for Development Signage, and Building Signage for Ovation, office, Multifamily Residential, and Hotels to enhance the business identity or development brand and support the establishment of a unique sense of place within Ovation.







Window Signs

Modification to permit 20 percent coverage

Section 15.16 Signs – Window Sign
Modification request shown in red

A sign placed within, affixed to, in contact with, or location within 12 inches of glazing and visible from the exterior

Sign Area: Maximum of ~~15 percent~~ 20 percent of an individual window area but shall not exceed 5 window signs. In cases where windows are grouped, the sign area shall not exceed ~~15 percent~~ 20 percent of the window grouping area.

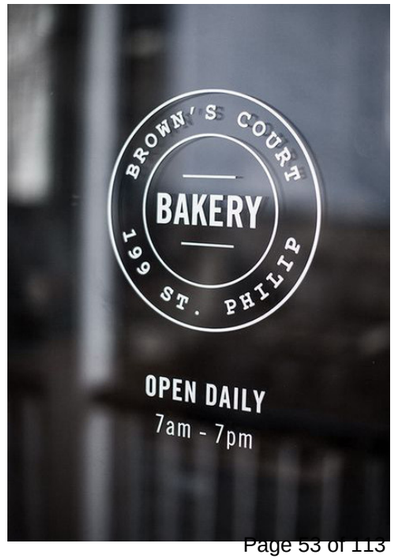
Placement: Fully within the interior of the building and attached directly to or mounted within 12 inches of the inside of the business.

Materials: Metal, wood, or easily removable paint, paper, cloth, or other like material including white, frosted, or gold leaf vinyl, or neon tubing as permitted below.









Ovation Masterplan



- **MOS 1** - Section 9.2.4.B To allow angled parking along internal, private streets.
- **MOS 2** - Section 10.6.3.B To allow loading zone in the front of a building
- **MOS 3** - Section 6.8 To allow variation and interest in the building facade presentation

- **MOS 4** - Section 15.1.3 To permit band signs, canopy signs, development entry signs, monument signs, small hanging signs, vertical blade signs, and wall signs to have irregular shapes.
- **MOS 5** - Section 15.1.6 To permit neon and led internal illumination when the sign has three-dimensional depth and is used within a channel or of the sign as letters, numbers, logos, and accent lines.
- **MOS 6** - Section 15.1.10 To permit pedestrian scale interactive displays to provide wayfinding or advertising. maximum square footage of 50 total square feet per sign with a maximum of two sides. maximum height of ten feet. signs to be located on internal drives only and located within the frontage of commercial / mixed use building types or within formal open space out of view of Carothers Parkway, McEwen Drive, and Ovation Parkway.
- **MOS 7** - Section 15.1.10 To permit a large format digital display screen mounted to the façade of a building for on-site advertising and events. Sign to be located on the ground floor of a commercial / mixed use building out of view from Carothers Parkway, McEwen Drive, and Ovation Parkway. Maximum square footage of 400 square feet.
- **MOS 8** - Section 15.4 To permit band signs above the entrance to a parking garage.
- **MOS 9** - Section 15.5 To permit canopy signs located above the canopy, projecting above the canopy, or projecting above the building roof line, and to permit internal and external illumination when located on an internal drive.
- **MOS 10** - Section 15.1.5 To permit directory signs on the building façade or free standing adjacent to the primary entrances to the building with a maximum of ten square feet per building façade and with exterior or interior illumination.
- **MOS 11** - Section 15.12 To permit external and internal illumination for small hanging and projecting signs.
- **MOS 12** - Section 15.14 To permit a vertical blade sign for residential uses above commercial in addition to hanging sign at the first floor level, and to permit the sign to be no taller than the parapet of the building with a maximum extension of four feet from the building.
- **MOS 13** - Section 15.1.15 To permit painted wall signs.
- **MOS 14** - Section 15.16 To permit 20 percent coverage.

Next Steps


E MCEWEN DRIVE
AUREUM
CAROTHERS PKWY
WETLAND PARK
PD - A1
PD-B1
T
DECK B
A
A
C
J
KNOLL TOP LANE
DECK L
K1
K2
P
ENCORE LANE
ENCORE LANE
F
PV-10
PV-20
M2
M1
TRIBUTE LANE
S
MF 1
G2
G1
PD-C1
DECK E
DECK H
DECK N
KNOLL TOP LANE
MARS
Petcare
MARS PETCARE
LIBERTY PARK
ROAD E
TOPPER TRACE
TRIBUTE LANE
D
V
DECK X
MF 2
MF 3
OVATION PKWY
KNOLL TOP LANE
BROOK MEADOW LANE
MOUNTAIN BIKE PARK
NEXT STEPS:
• 4/23 - PLANNING COMMISSION

Ovation Condos





Streetscape view north



From Hotel to Central Park


OVATION
RESTAURANT
Forte
Forte
FIEHLS
OVATION
RESTAURANT
Central Park



Buildings fronting Central Park

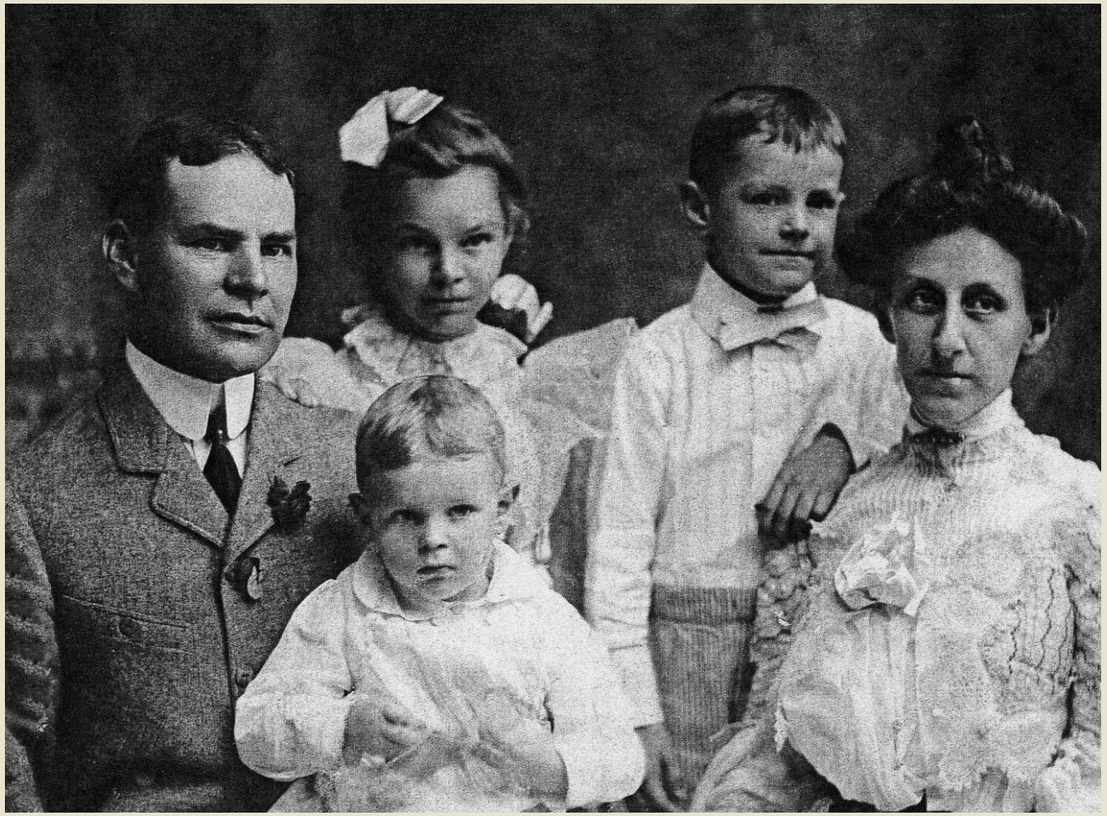

e Parfum
FOOD HALL

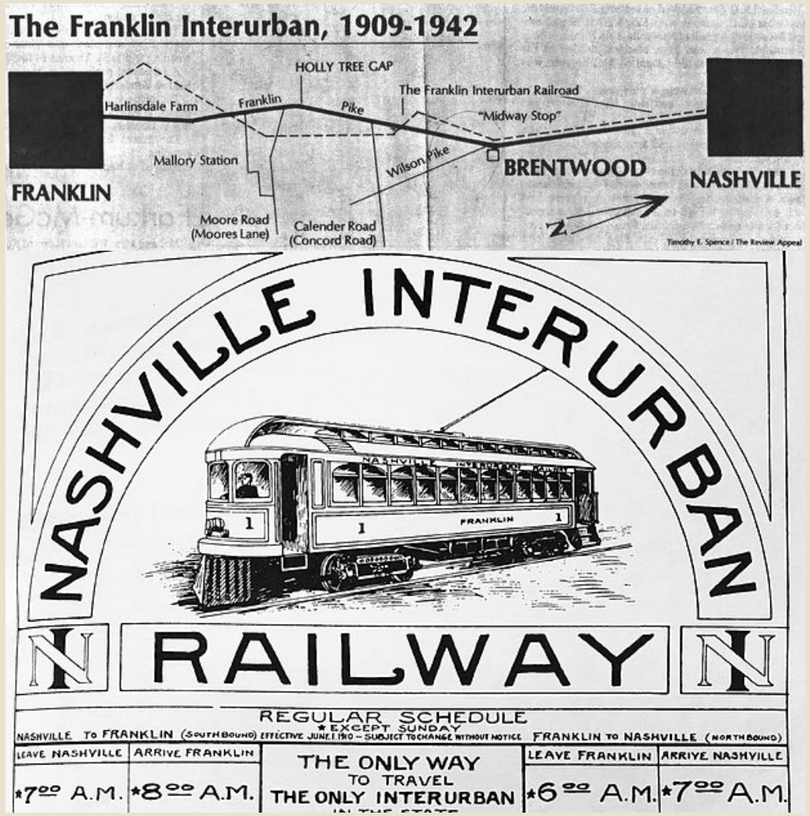
RIVERVIEW

151 FRANKLIN ROAD, FRANKLIN, TENNESSEE

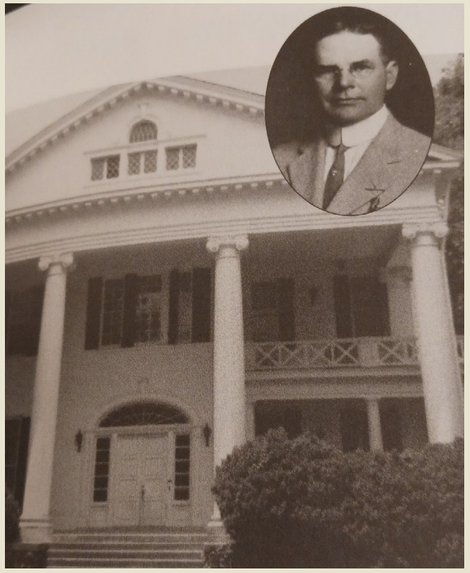
DESIGN REVIEW COMMITTEE | **MARCH 9, 2026**







HENRY H, MAYBERRY, A FRANKLIN LOCAL, BUILT THE RIVERVIEW FOR HIS RETURN HOME AFTER AMASSING A FORTUNE FROM FOUNDING **MAYBERRY HARDWARE COMPANY**. HIS SUCCESS CONTINUED INTO HIS RETIREMENT, AS HE PIONEERED AND LED THE **FRANKLIN-NASHVILLE INTERURBAN RAILWAY (1905–1941).** THE ELECTRIC-POWERED TRAIN TRAVELED 20 MILES, BOOSTING LOCAL ECONOMIES ALONG ITS ROUTE. MAYBERRY ALSO FOUND SUCCESS IN THE DESIGN OF HIS HOME'S WATER SYSTEM, LEADING HIM TO DONATE A SPRING THAT WOULD **SUPPLY FRANKLIN WITH 450,000 GALLONS OF WATER DAILY**, THUS ESTABLISHING THE CITY'S WATER SYSTEM.











THIS HISTORIC RESIDENCE, BUILT IN 1902 BY HENRY HUNTER MAYBERRY, REMAINS AS ONE OF THE LARGEST, MOST ORNATE, MINIMALLY -ALTERED REPRESENTATIONS OF THE **NEO-CLASSICAL** ARCHITECTURAL STYLE OF ITS TIME. THE FACADE CONTAINS A MASSIVE IONIC PORTICO, AN ENTRY DOOR WITH FANLIGHT TRANSOM, AND ELABORATE EXTERIOR/INTERIOR DETAILING. THE HOME WAS ONE OF THE COUNTRY'S MOST ADVANCED RESIDENCE OF ITS TIME, WITH **ELECTRICITY, CENTRAL HEAT, AND RUNNING WATER**. THE INNOVATIVE DESIGNS OF THIS HISTORIC PROPERTY WERE INFLUENTIAL IN THE PROGRESSION TO MODERN DAY FRANKLIN, AND GAVE THIS HOME, BARN, SMOKEHOUSE, AND SPRINGHOUSE A SPOT ON THE NATIONAL REGISTER OF HISTORIC PLACES.

LOCUS PLAN | **RESOURCE MAP**



HARLINSDALE FARM

THE FACTORY AT FRANKLIN
MIXED-USE + HOTEL DEVELOPMENT SITE

THE MIDDLE EIGHT
MIXED-USE MULTI-FAMILY DEVELOPMENT SITE

BICENTENNIAL PARK PAVILION

THE HARPETH BY HILTON

THE HOTEL GROUP

FRANKLIN THEATER

EXISTING SITE PLAN | **DIAGRAM**



SMOKEHOUSE
1902 - CONTRIBUTING



BARN
1902 - CONTRIBUTING



RELOCATED CABIN
1850 - NON-CONTRIBUTING





RIVERVIEW
1902 - CONTRIBUTING



ADDITION
1930 - NON-CONTRIBUTING



SPRINGHOUSE
(COLLAPSED)
1902 - CONTRIBUTING













SMOKEHOUSE



RELOCATED CABIN



BARN



SPRINGHOUSE (1987)



SPRINGHOUSE (2025)

SITE ANALYSIS | **DIAGRAM**





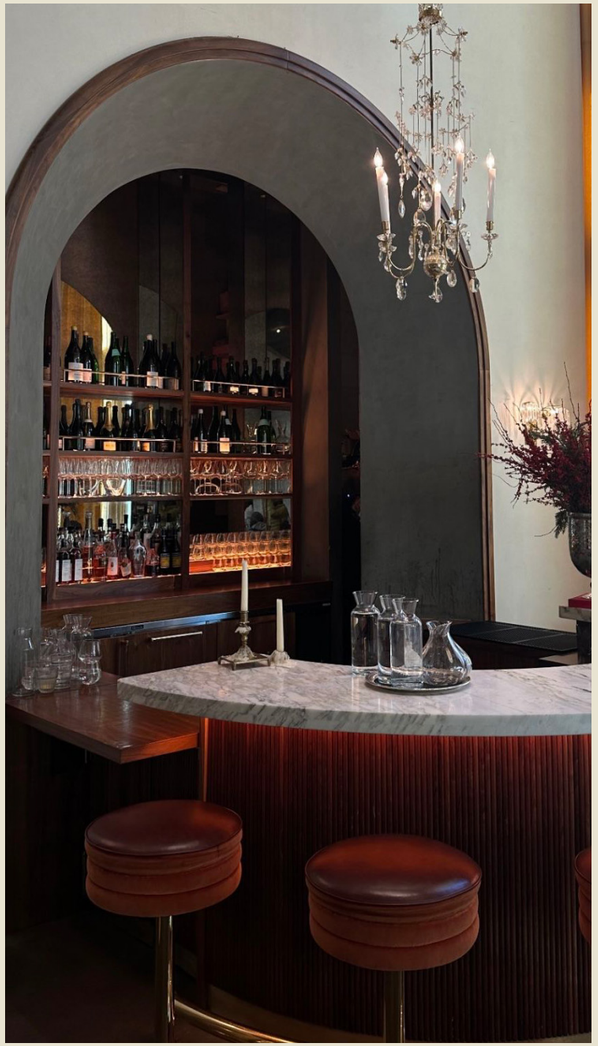






THE REFINED HISTORIC MAYBERRY HOME BALANCES **OLD AND NEW** WITH THE **PRESERVATION** AND ENHANCEMENT OF HISTORIC ELEMENTS CONTRASTED WITH **MODERN, ELEGANT** FINISHES AND FURNISHINGS.



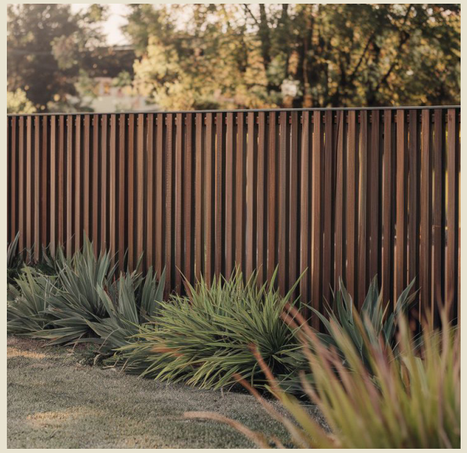


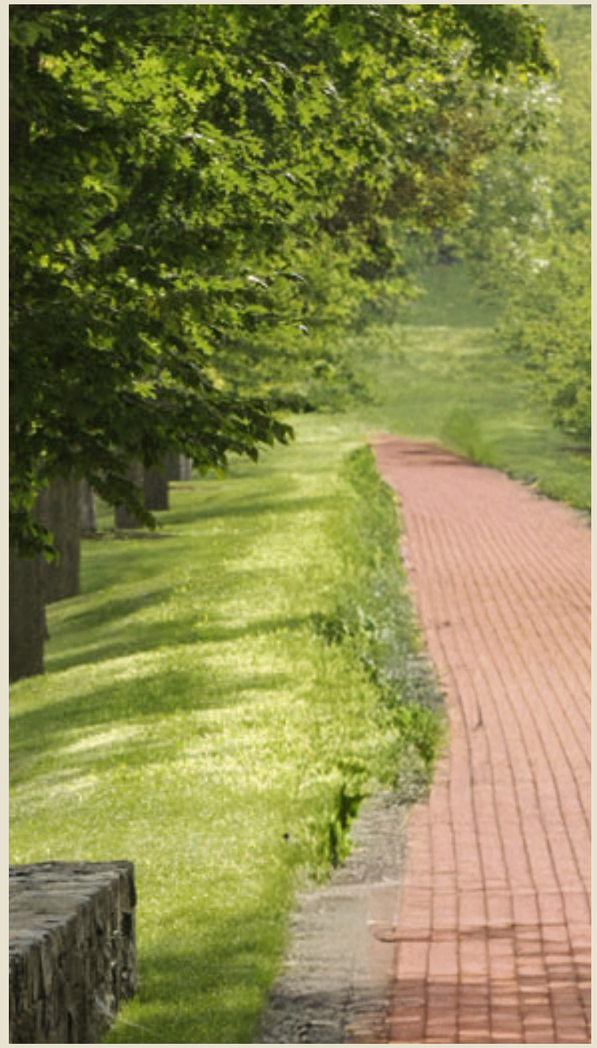

THE RENEWED INTERIOR SPACES HIGHLIGHT THE MOST EXPRESSIVE ARCHITECTURAL DETAILS - **RICH COLORS, INTIMATE ROOMS, AND CRAFTED SPACES** THAT DEFINE ITS **ORIGINAL CHARACTER** - WHILE INTRODUCING **CONTEMPORARY LAYERS** THAT KEEP THE HISTORIC ELEMENTS FEELING CURRENT AND INVITING.





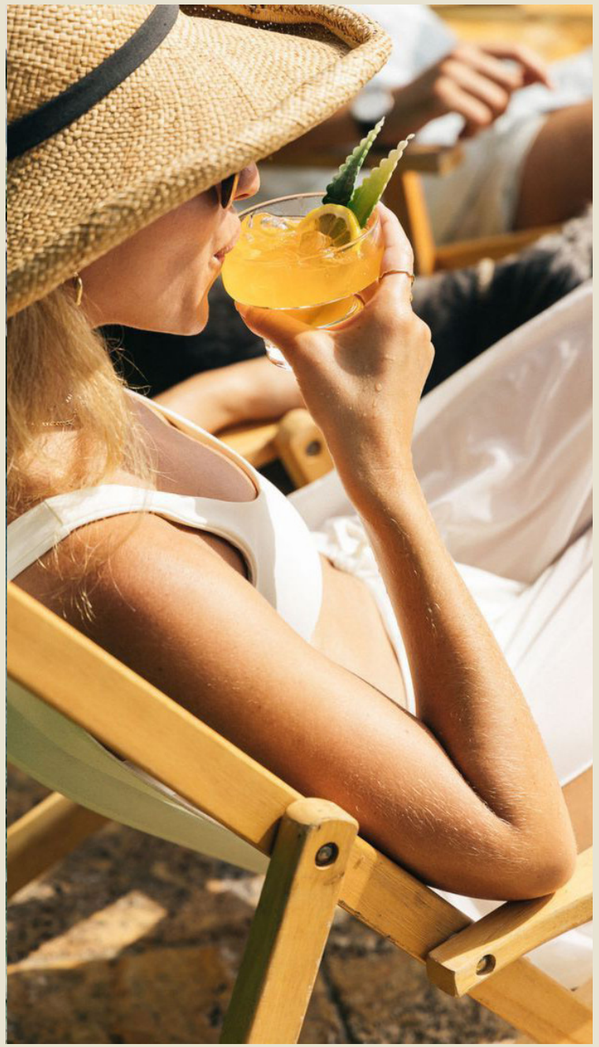


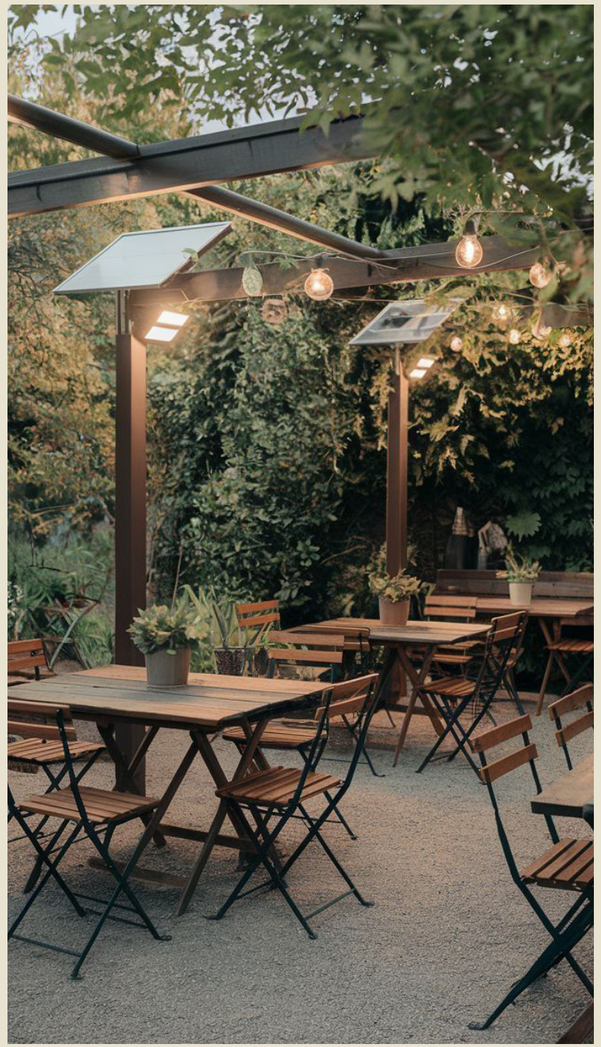


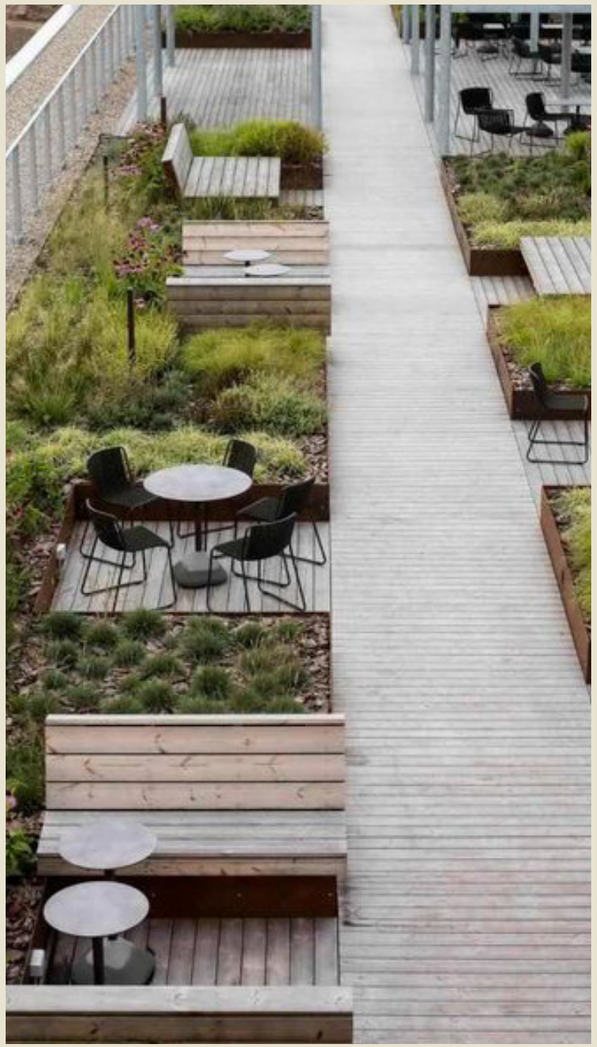


FROM THE STREET AND ENTRY, THE SITE **FRAMES THE HISTORIC RIVERVIEW HOUSE** WHILE REVEALING SELECT **ARTISTIC** AND **ORGANIC** ELEMENTS THAT DRAW VISITORS INWARD. DENSE PLANTING AND STRATEGIC FENCING ENSURE **PRIVACY** AND **MITIGATE NOISE** FROM ADJACENT PROPERTIES.







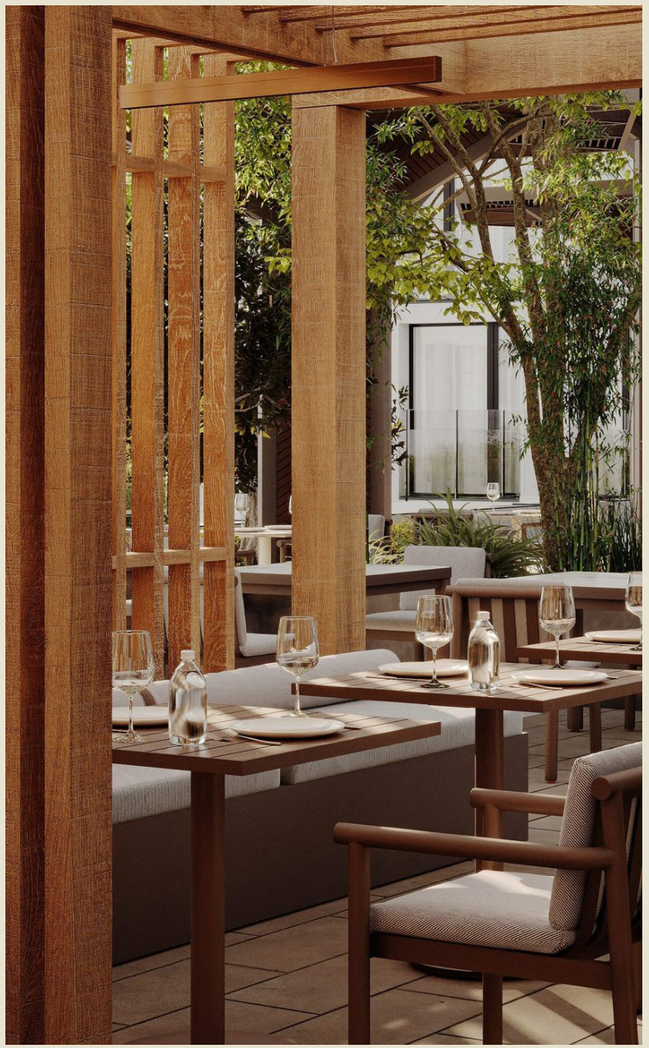


ON THE INTERIOR, THE LANDSCAPE IS CONCEIVED AS A **CALM, RESTORATIVE ENVIRONMENT** INSPIRED BY QUIET **NATURAL CLEARINGS.** INTIMATE POCKETS OF COMMUNITY ARE DEFINED THROUGH **SPATIAL SHIFTS, PLANTING DENSITY,** AND **INTEGRATED SEATING** TO SUPPORT **MOMENTS OF CONNECTION.**

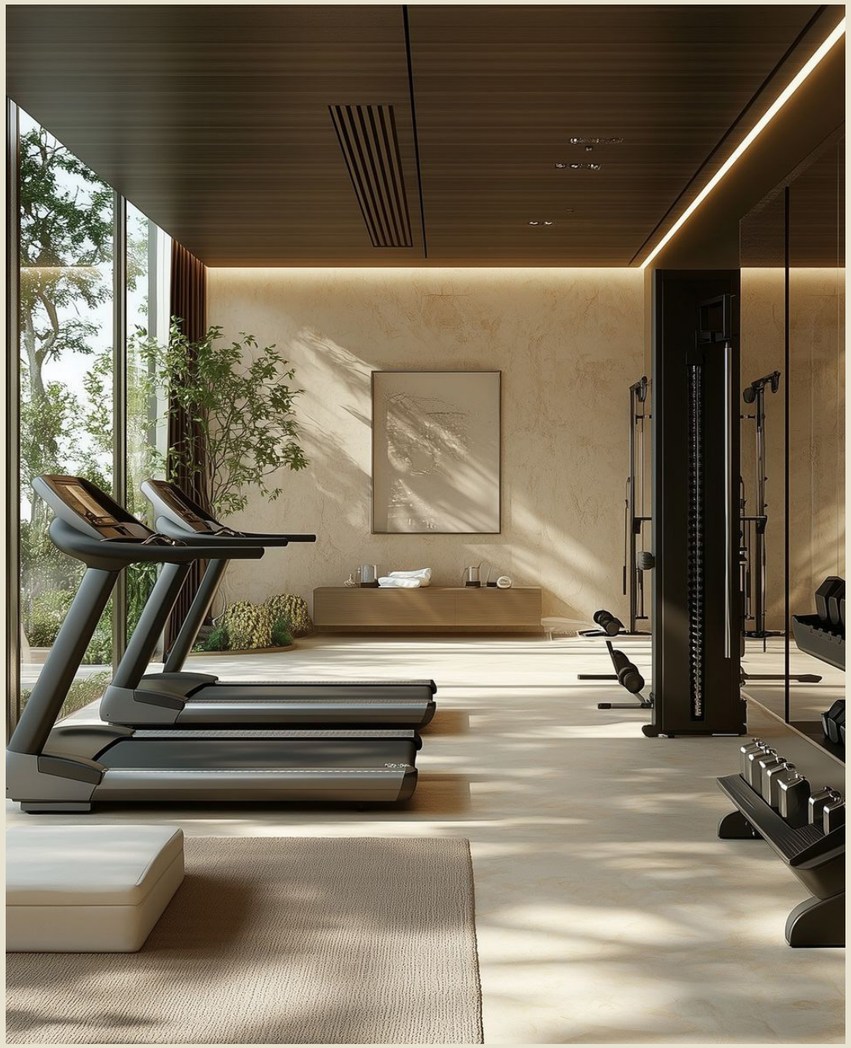




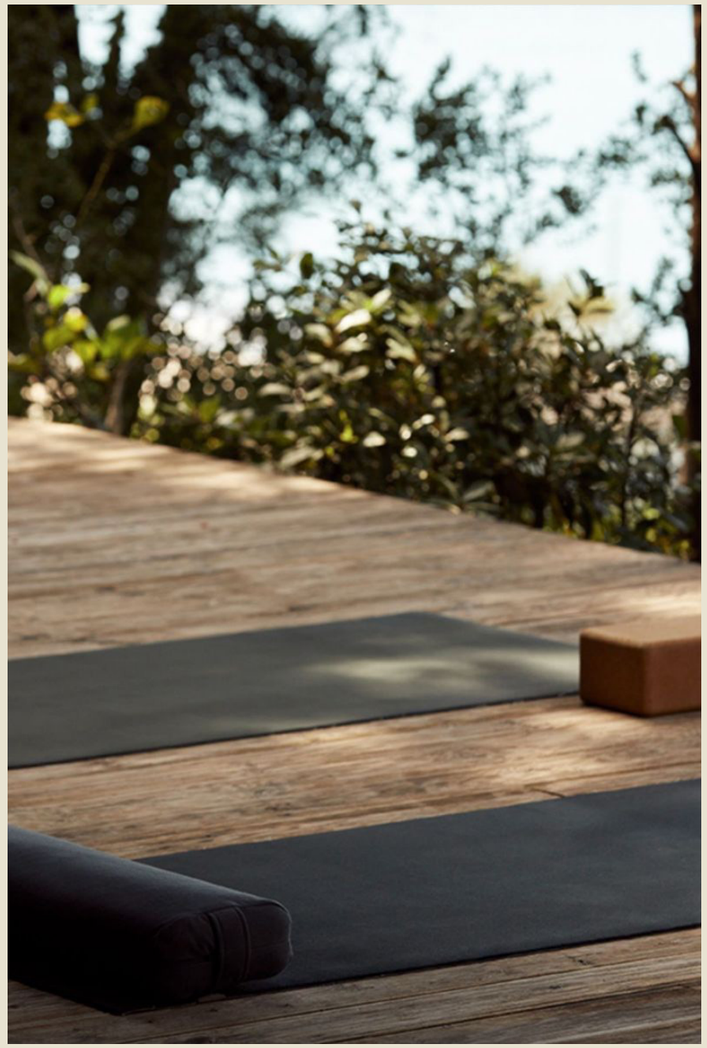




THE SIGNATURE RESTAURANT CATERS TO BOTH **LOCALS AND VISITORS** WITH AN **ELEVATED** DINING EXPERIENCE FEATURING **REGIONAL** CUISINE, LIVE MUSIC, AND GENEROUS **INDOOR-OUTDOOR** SEATING.



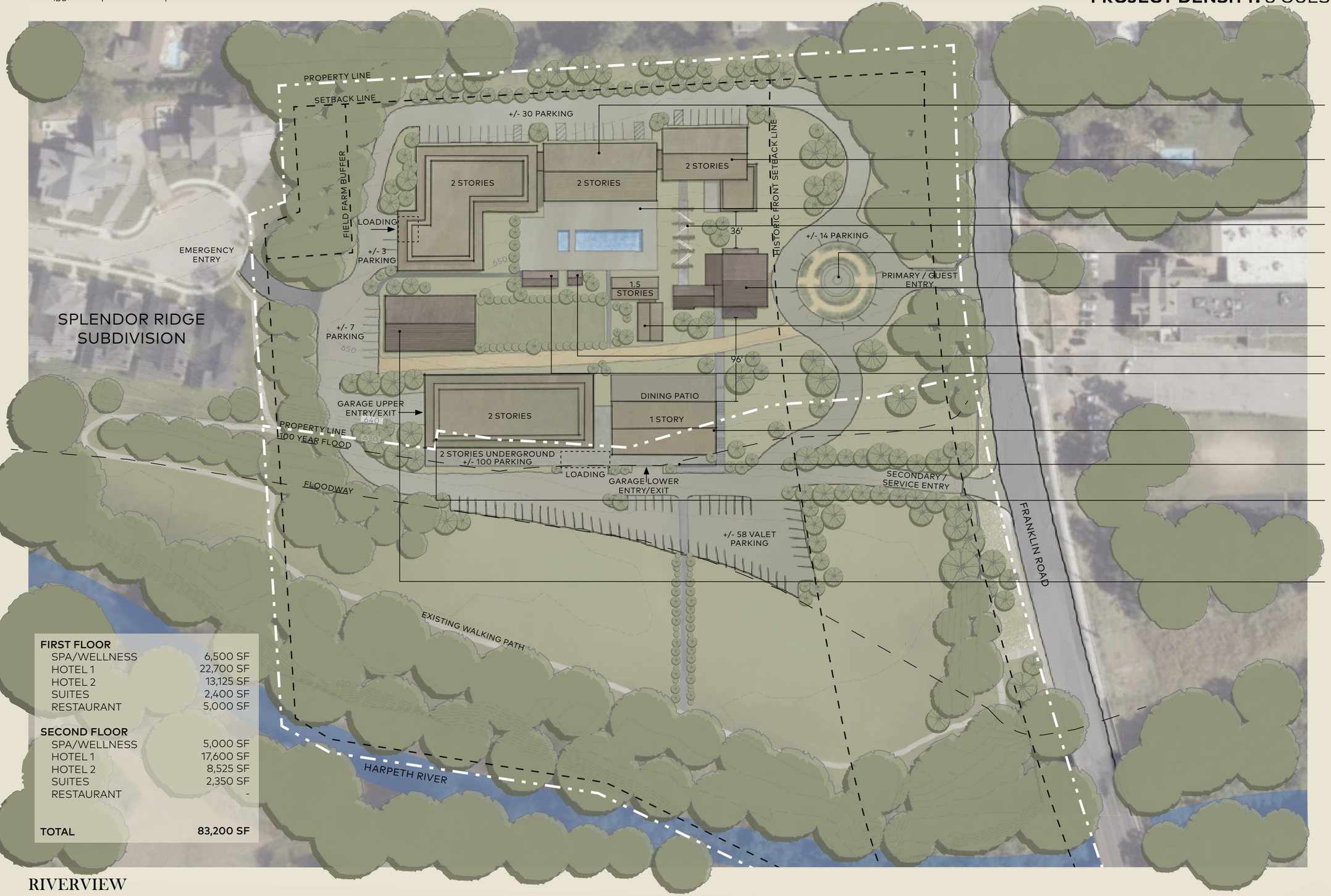




A BLEND OF ENDURING DESIGN AND CONTEMPORARY CALM, THE SPA AND WELLNESS CENTER OFFERS **REFINED TRANQUILITY** AND **RESTORATIVE ELEGANCE**, WELCOMING BOTH LOCAL RESIDENTS AND TRAVELERS ALIKE INTO A HAVEN OF **REJUVENATION**.

PREVIOUS SITE PLAN | **DIAGRAM**

PROJECT DENSITY: 8 GUESTROOMS PER ACRE



HOTEL - 64 KEYS
(22 KING/22 DOUBLE QUEEN/
12 JUNIOR/ 8 1-BEDROOM)

SPA & WELLNESS
(±6700 SF)

POOL DECK - POOL / SPA

PATH ON AXIS
CANOPIES / INTEGRATED SEATING

FOUNTAIN

EXISTING MAIN HOUSE
BAR/RECEPTION/LIBRARY / 3 KEYS
(1 KING/ 1 DOUBLE QUEEN / 1 1-BED)

PREMIERE SUITES - 6 KEYS
(6 SIGNATURE SUITES)

EXISTING HISTORIC SMOKEHOUSE

RELOCATED EXISTING CABIN AS
RESTROOM FACILITY

SIGNATURE RESTAURANT

PARKING GARAGE

HOTEL - 47 KEYS
(13 KING/ 13 DOUBLE QUEEN/
13 JUNIOR/8 1-BEDROOM)

EXISTING BARN

FIRST FLOOR	
SPA/WELLNESS	6,500 SF
HOTEL 1	22,700 SF
HOTEL 2	13,125 SF
SUITES	2,400 SF
RESTAURANT	5,000 SF
SECOND FLOOR	
SPA/WELLNESS	5,000 SF
HOTEL 1	17,600 SF
HOTEL 2	8,525 SF
SUITES	2,350 SF
RESTAURANT	-
TOTAL	**83,200 SF**

TOTAL ROOMS: 120

TOTAL PARKING: +/- 212

SCALE: 1" = 100'

UPDATED SITE PLAN | **DIAGRAM**

PROJECT DENSITY: 8 GUESTROOMS PER ACRE



HOTEL

SPA & WELLNESS

POOL DECK - POOL / SPA

VERANDA/ SEATING / LANDSCAPING

FOUNTAIN

EXISTING MAIN HOUSE
BAR/RECEPTION/LIBRARY

PREMIERE SUITES

EXISTING HISTORIC SMOKEHOUSE

RELOCATED EXISTING CABIN AS
RESTROOM FACILITY

SIGNATURE RESTAURANT

PARKING GARAGE - 2 LEVELS
(+/- 100 SPACES)

HOTEL

EXISTING BARN

FIRST FLOOR	
SPA/WELLNESS	5,900 SF
HOTEL 1	20,100 SF
HOTEL 2	12,475 SF
SUITES	2,050 SF
RESTAURANT	5,000 SF
SECOND FLOOR	
SPA/WELLNESS	4,800 SF
HOTEL 1	14,325 SF
HOTEL 2	9,450 SF
SUITES	1,725 SF
RESTAURANT	-
TOTAL	**75,825 SF (-8%)**

TOTAL ROOMS: 120

TOTAL PARKING: +/- 194

TOTAL FOOTPRINT: -8%

SCALE: 1" = 100'

MASSING STUDY | ELEVATION VIEW

VIEW FROM FRANKLIN ROAD



MASSING STUDY | **BIRD'S EYE VIEW**



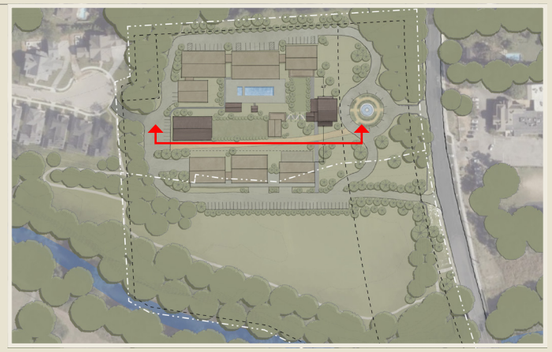
MASSING STUDY | **ELEVATION VIEW**

VIEW FROM LOWER PARKING AREA



MASSING STUDY | **ELEVATION VIEW**

SECTION VIEW THROUGH EXISTING SITE PATH





MASSING STUDY | **ELEVATION VIEW**

VIEW FROM SPLENDOR RIDGE SUBDIVISION



PROJECT DENSITY: 47.7 GUESTROOMS PER ACRE

THE PROJECT: Centrally located on the historic Village Green, the Woodstock Inn & Resort stands on the site of Captain Israel Richardson's 1793 tavern, which served as the town's primary social hub for centuries. As a centerpiece of the Woodstock Village Historic District—listed on the National Register of Historic Places—the Inn occupies a prime, highly visible location that defines the town's character.

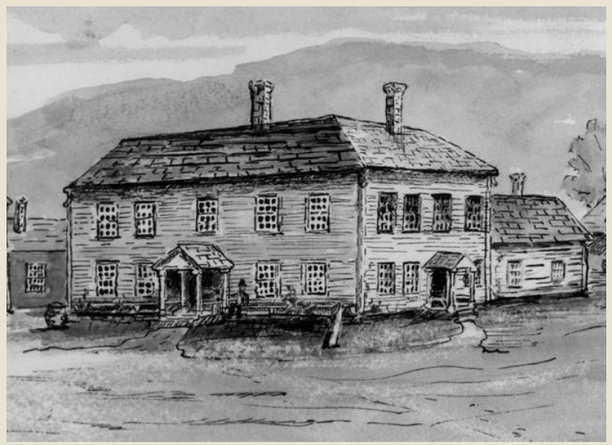
THE SCALE: The property seamlessly integrates its historic heritage with luxury amenities, featuring 142 guestrooms and suites, a 10,000-square-foot LEED-certified spa, and over 15,000 square feet of event space including the grand Rockefeller Ballroom.

PLANNING BOARD VALUE: Spanning approximately 3 acres in the village core this project proves that a large-scale, 100+ room hotel can enhance a historic town center by serving as an economic engine and a source of profound community pride.









OLD EDWARDS INN (HIGHLANDS, NC) | **CASE STUDY**

PROJECT DENSITY: 22.7 GUESTROOMS PER ACRE

THE PROJECT: Anchoring the critical intersection of Main and Fourth Streets, Old Edwards Inn began as "Central House" in 1878, the town's first boarding house, followed by the addition of the brick-and-rock Hotel Edwards in 1935. As a cornerstone of the Highlands historic core, the property is listed on the National Register of Historic Places and serves as the town's primary visual landmark.

THE SCALE: A transformative redevelopment preserved the historic inn buildings while expanding the footprint across several downtown blocks, totaling approximately 4.5 acres in the immediate village core (with access to larger peripheral assets including The Farm's 33-acre specialized event venue). The resort now features 102 guestrooms, suites, and cottages, the acclaimed Madison's Restaurant in the historic building, a world-class European-style spa, and expansive event spaces for celebrations.

PLANNING BOARD VALUE: This sensitive urban expansion demonstrates that high-density luxury can coexist with historic charm, creating a pedestrian-first destination that elevates the entire township's profile.









HOTEL BARDO (SAVANNAH, GA) | **CASE STUDY**

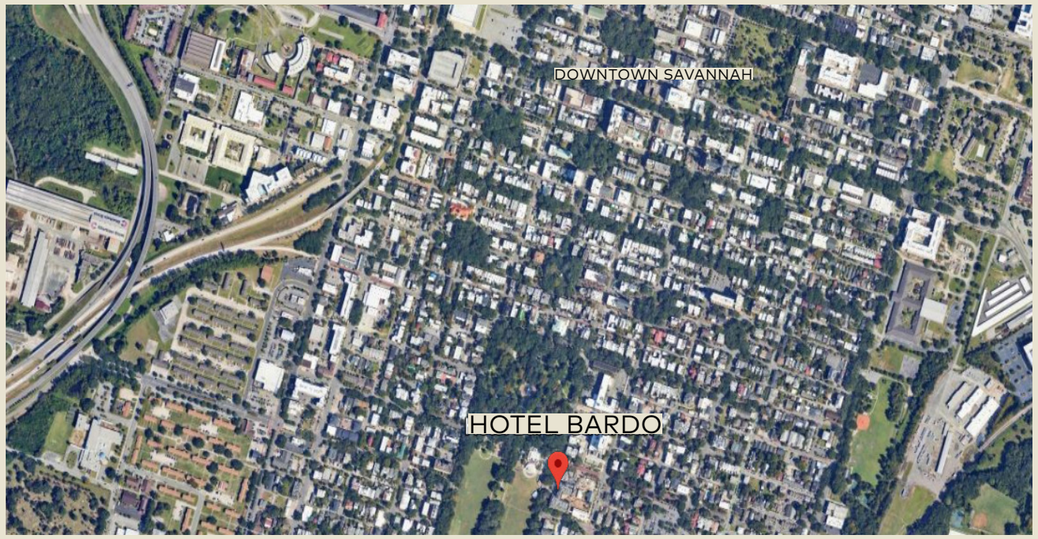
PROJECT DENSITY: 74.5 GUESTROOMS PER ACRE

THE PROJECT: The 17,500-square-foot Lewis Kayton House was one of the grandest private residences in the vicinity of Forsyth Park, built in 1888 in an exuberant Queen Anne style. Originally a private residence, it served for decades as a distinguished funeral home prior to its renovation and expansion into a luxury hotel - The Mansion on Forsythe Park, and now reimagined into an urban resort and neighborhood clubhouse now known as The Bardo.

THE SCALE: Renovation and addition by The Bardo expands the estate with a pool area complete with additional guest rooms, cabanas and poolside bar. At present, the two-acre resort contains 149-guest rooms, including 50-suites, a restaurant, club bar and lounge, pool restaurant and bar, lobby bar, multiple event spaces, spa, and retail spaces.

PLANNING BOARD VALUE: The Bardo's compliance with the savannah historic district ordinance and design manual is a model for balancing contemporary needs with heritage integrity. With new programming, the historic landmark is maintained while increasing access for local residents and visitors alike.









COMMODORE PERRY ESTATE (AUSTIN, TX) | **CASE STUDY**

PROJECT DENSITY: 5.4 GUESTROOMS PER ACRE

THE PROJECT: The Commodore Perry Estate, built in 1928 as a 10,800-square-foot Italian Renaissance Revival mansion for cotton mogul Edgar Perry, is a celebrated landmark on the National Register of Historic Places. Located on a highly visible 10-acre site in the historic Hyde Park neighborhood just north of downtown, the estate originally served as a private residence and later a school before its conversion into a luxury urban retreat.

THE SCALE: The redevelopment by Auberge Resorts meticulously restored the original mansion's hand-wrought ironwork and limestone details while adding a new, architecturally compatible Inn building. The property now features 54 guestrooms and suites (including five in the historic mansion), the destination restaurant Lutie's, multiple bars, a dramatic 50-foot oval pool, gardens, and a chapel plus expansive event spaces for large social events and meetings.

PLANNING BOARD VALUE: By opening this formerly gated landmark to the public through sensitive adaptive reuse, the project has preserved a significant piece of local history while creating a lush, economic anchor that benefits the surrounding urban community.









FARAWAY (MARTHA'S VINEYARD, MA) | **CASE STUDY**

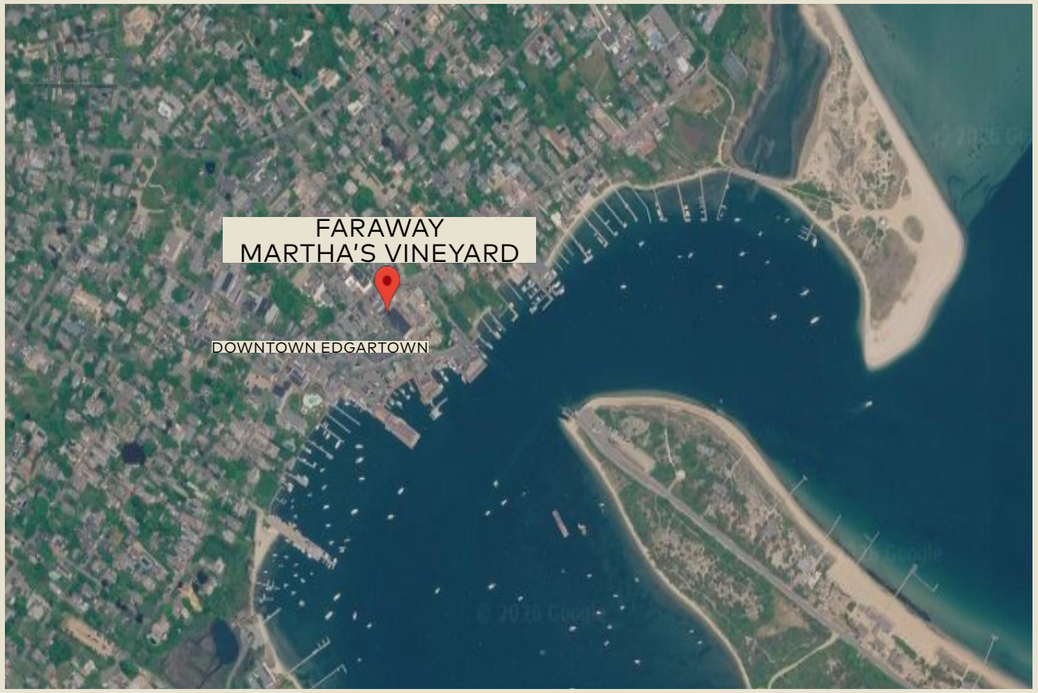
PROJECT DENSITY: 37.5 GUESTROOMS PER ACRE

THE PROJECT: Built in 1742, the original Kelley House is one of the oldest buildings on Martha's Vineyard and has been a downtown Edgartown mainstay for nearly 3 centuries. Over the years, the hotel expanded to a total of 6 buildings disconnected from one another. Today, the Kelly House has undergone a complete reinvention unifying the 8 historic structures into a cohesive and inviting Faraway campus.

THE SCALE: The campus contains 58 guest rooms and suites, lobby, snack shack, gym, two restaurants, café, bar, and pool courtyard, interconnected by landscaped pathways and inner courtyards.

PLANNING BOARD VALUE: Faraway Martha's Vineyard is a great example of a project that balances preservation and innovation, while transforming the existing dilapidated, historic structures into a vibrant connection point for the island.









MIRBEAU INN & SPA (BEACON, NY) | **CASE STUDY**

THE PROJECT: Situated just outside of the vibrant town of Beacon, the original famed Tioranda Estate was completed in the 1860s and encompassed 234 acres and included the main gothic mansion, a school building, and several outbuildings. Throughout its history, the property has been a school, chapel, emergency hospital, and home for the mentally ill. The remaining core of Tioranda Estate, now 64-acre property, is being transformed into a luxurious destination that blends modern amenities with its rich historical character.

THE SCALE: Mirbeau Inn and Spa will contain 72 guest rooms between its historic mansion and a newly constructed chateau, a 25,000 square-foot spa, outdoor aqua terrace, pools and cabanas, and multiple dining options.

PLANNING BOARD VALUE: The restoration of the 15,000 square-foot mansion sets a precedent: a grand estate to house the main reception, luxury suites, and offices without becoming overwhelming. To meet the higher key count, design slips in low-profile additions—including partially buried "grotto rooms" that disappear into the landscape. The result is a major destination that respects the estate's residential grandeur while seamlessly integrating into the town's tourism economy.

PROJECT DENSITY: 1.3 GUESTROOMS PER ACRE









GASPARILLA INN & CLUB (BOCA GRANDE, FL) | **CASE STUDY**

PROJECT DENSITY: 6.5 GUESTROOMS PER ACRE

THE PROJECT: A beacon of "Old Florida" elegance, The Gasparilla Inn was originally built in 1911 as the Hotel Boca Grande to serve wealthy northern travelers arriving by rail. Occupying a commanding position on the island's main village street within its 25-acre historic district, the Classical Revival structure with its iconic pillared portico is a centerpiece of the National Register of Historic Places-listed Gasparilla Inn Historic District. The Inn has been thoughtfully expanded over a century to include a network of historic cottages and modern luxury amenities without losing its turn-of-the-century character.

THE SCALE: The resort offers 163 guest accommodations (including rooms, suites, cottages, and villas), a full-service spa, multiple restaurants and bars, and grand event spaces like the Banyan Room plus beach club facilities for high-capacity gatherings.

PLANNING BOARD VALUE: The Gasparilla Inn stands as a testament to the fact that maintaining a historic property's scale and visibility is the key to creating an enduring legacy that defines a town's identity and ensures its long-term economic success.











SOUTHALL MEADOWS



HOMESTEAD MANOR



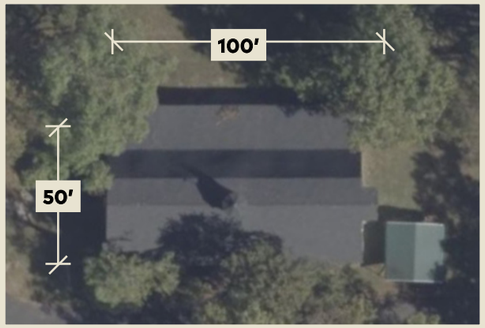
MAYBERRY HOUSE BARN



BICENTENNIAL PARK PAVILION



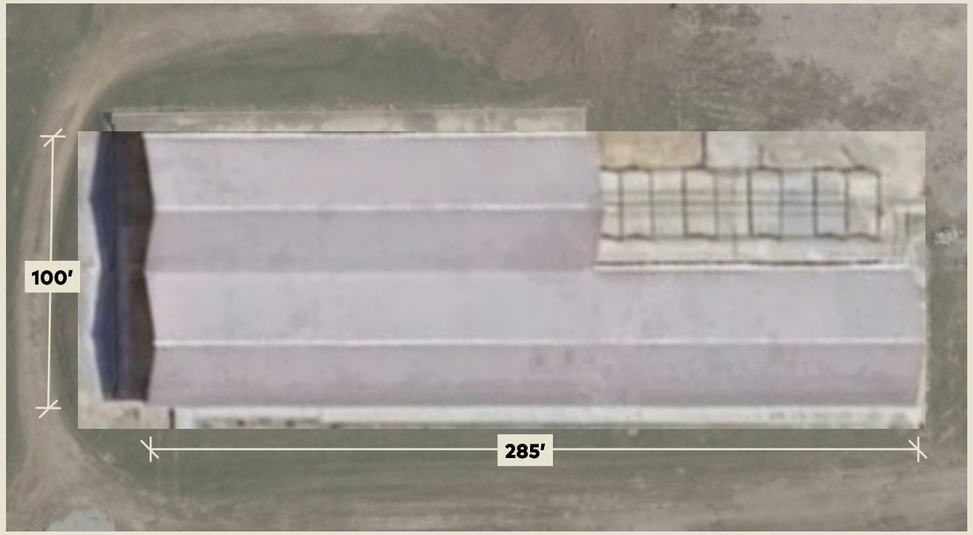
BARN AT SYCAMORE FARMS



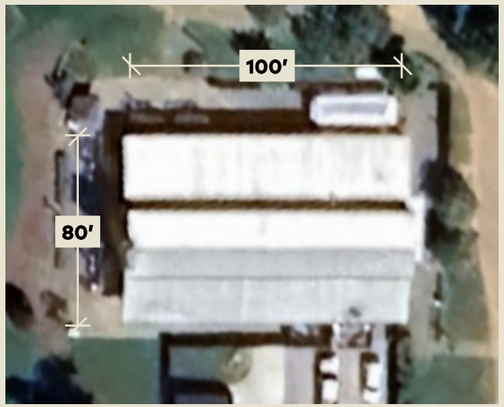
MAYBERRY HOUSE BARN
15 ACRES | 3,600 SF
SEATS: 150



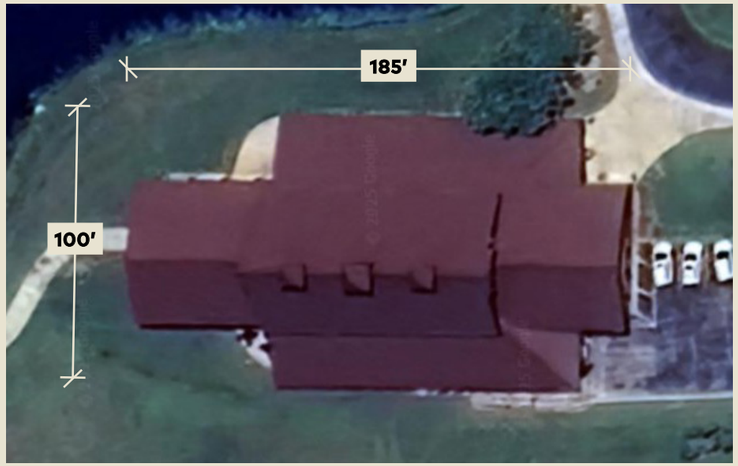
SOUTHALL MEADOWS
200+ ACRES | 4,200 SF
SEATS: 280



BICENTENNIAL PARK PAVILION
10 ACRES | 22,000 SF
CAPACITY: 5,000



HOMESTEAD MANOR
48 ACRES | 6,000 SF
SEATS: 250



BARN AT SYCAMORE FARMS
28 ACRES | 9,413 SF
SEATS: 400

JCW March 26, 2026

Potential Zoning Ordinance Topics

Should staff further study these topics for potential amendments?

Vertical Blade Sign + Small Hanging/Projecting Signs

- Allow for small hanging/projecting signs for ground floor tenants underneath larger vertical blade signs

- This was discussed at the December JCW with direction for staff to bring back an amendment this year





Electronic Message Board Signs

- Alderman request for a discussion on electronic message board signs based on a citizen request for a church to have the same type of sign as Williamson County Administrative Complex
- Williamson County passed a resolution to allow their sites to be exempt from City signage requirements
- These types of signs were discussed at the December 2025 JCW and the consensus was to not allow them in the Zoning Ordinance

- Should staff study this topic further?



First Avenue District

- Alderman request to allow for parking in the Floodway on a developed site on Bridge Street that's very constrained by floodplain
- Parking is not permitted on private property in the FWO because it's the highest hazard area where water is moving during flood events
- The site received a variance to allow zero parking spaces, but potential tenants are requesting parking on-site



First Avenue District

- This site is part of a unique area
- There were 2 previous studies of commercial areas around downtown impacted by floodplain
- These areas had developed prior to FEMA floodplain regulations and were significantly impacted by prior floods and/or floodplain requirements
- These resulted in two special zoning districts that allow more flexibility in development and continued uses in the floodplain where the properties had existing development prior to FEMA regulations
- Should staff study allowing parking in the FWO for this site?



Building Types for Commercial Recreation

- These uses currently fall under the commercial/mixed-use building type (example shown right)
- Should these types of uses e.g. hockey or ice skating rinks, gymnasiums, have more flexibility for architectural standards?
- Should staff study this further?



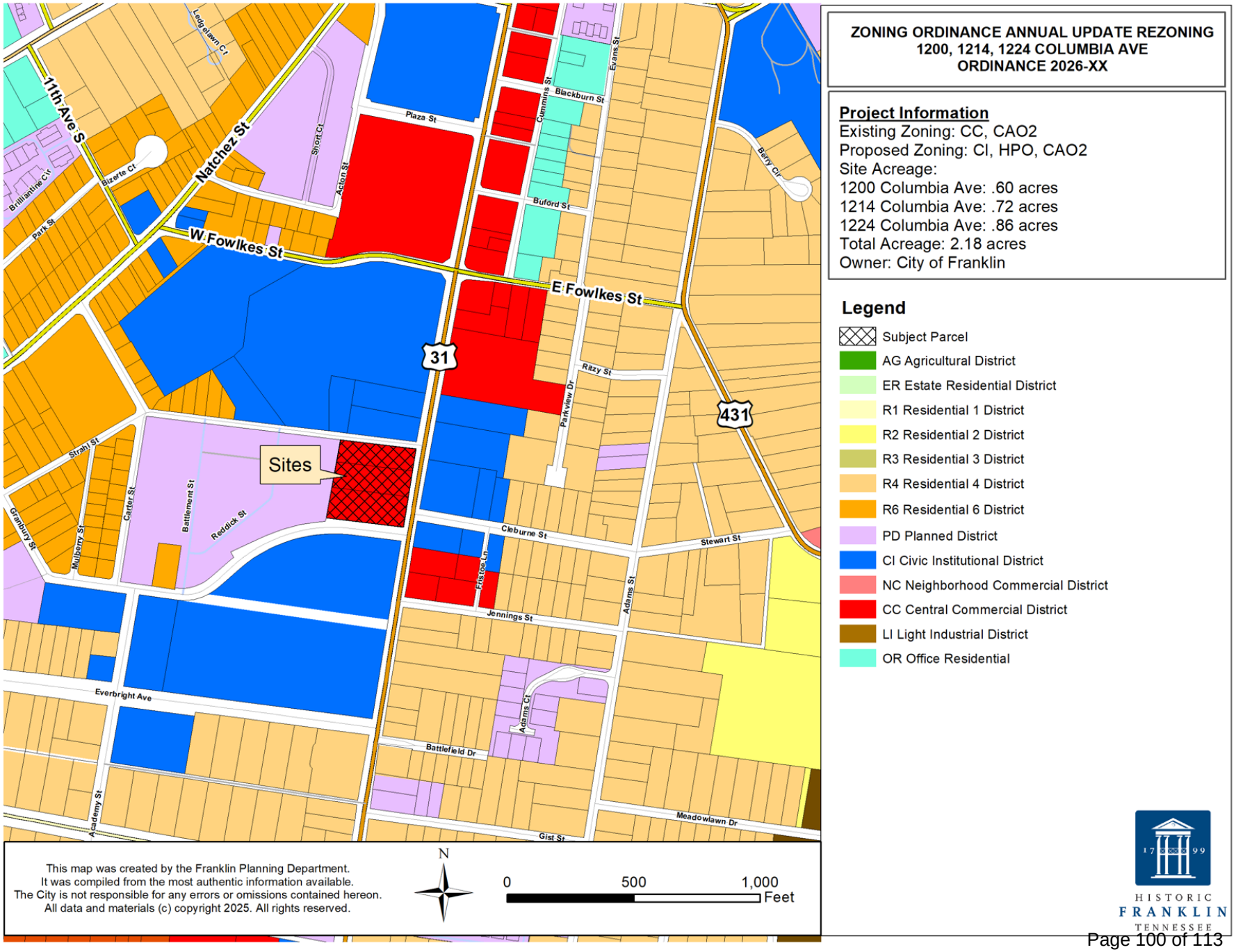
Conversion of Hotels to Multifamily Residential

- There's been an inquiry about converting a hotel to multifamily residential in Cool Springs
- There are some barriers regarding development standards in the Zoning Ordinance and also policy statements in Envision Franklin
- A rezoning to PD and development plan would be required for this conversion today
- Should staff study relief of some of the building type development standards?
- Should staff also explore allowing this by-right in the RC districts?

Rezonings: Carter Hill Park CI and HPO

1210, 1214, and 1224 Columbia Avenue

City-owned Properties as part of the future Carter Hill Park

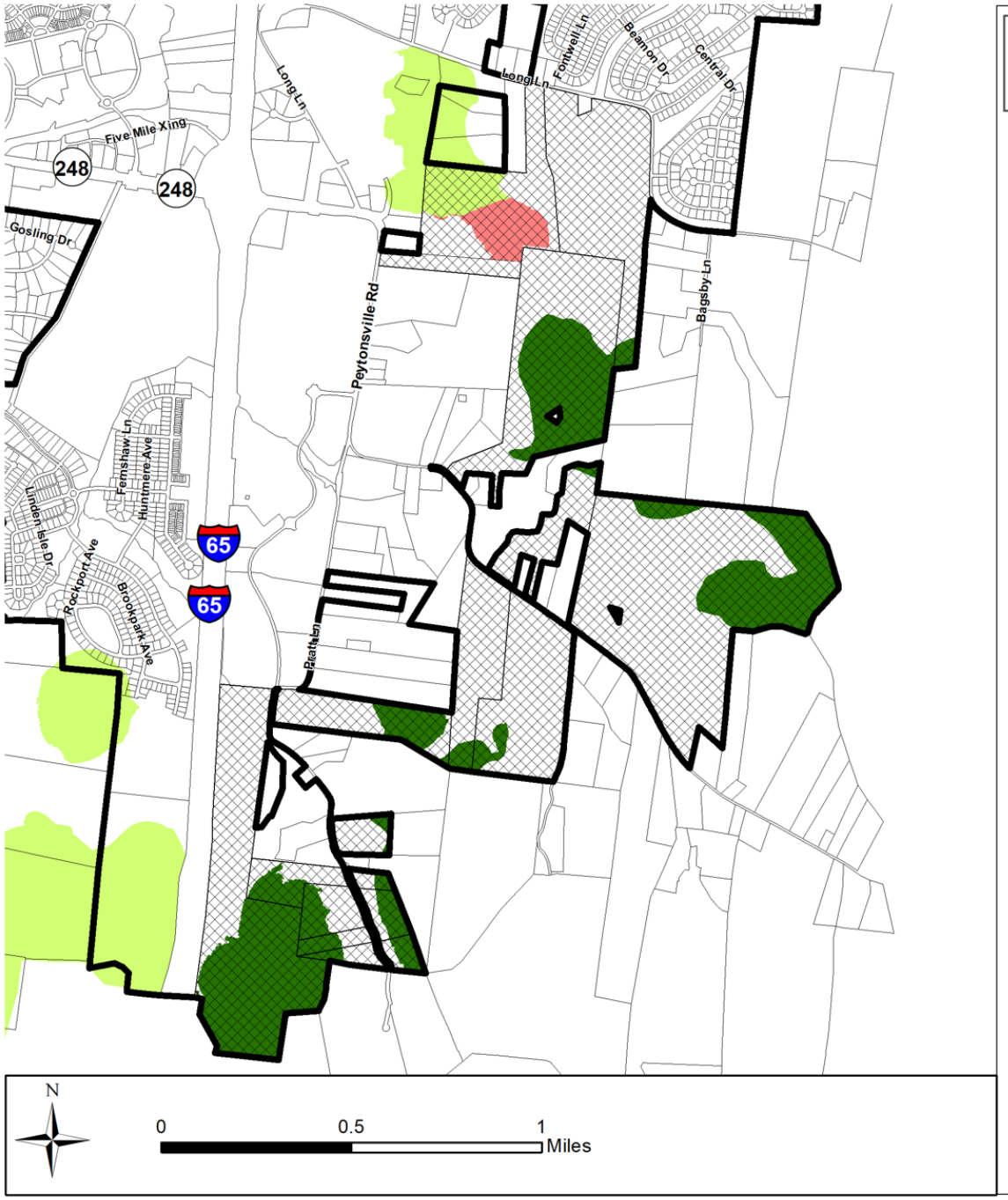


HISTORIC FRANKLIN TENNESSEE

Rezonings: HHO

New Conservation Areas were added to Envision Franklin in the UGB/ Envision Franklin update in 2025

The next step is to update the Hillside/Hillcrest Overlay District (HHO) to reflect these newly added areas so that Envision Franklin and the Zoning Ordinance match



Rezoning: SCO

New 100- and 150-foot setbacks for portions of Peytonsville Road was added to Envision Franklin in the UGB/Envision Franklin update in 2025

The next step is to update the Scenic Corridor Overlay District (SCO) in the Zoning Ordinance, so it matches Envision Franklin



Discussion

- Discuss each topic
- Other topics for study?
- Staff will have several minor updates/cleanups

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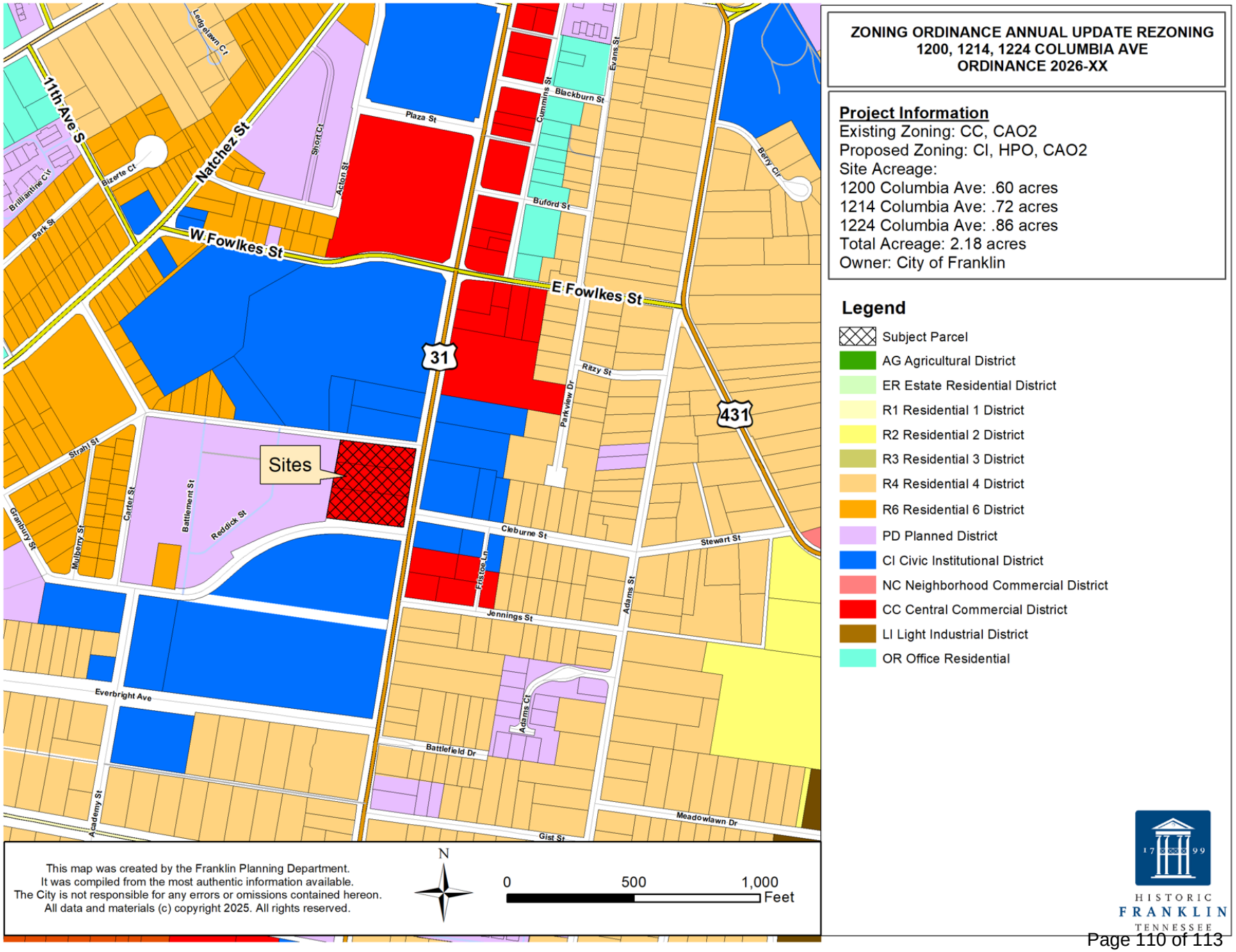

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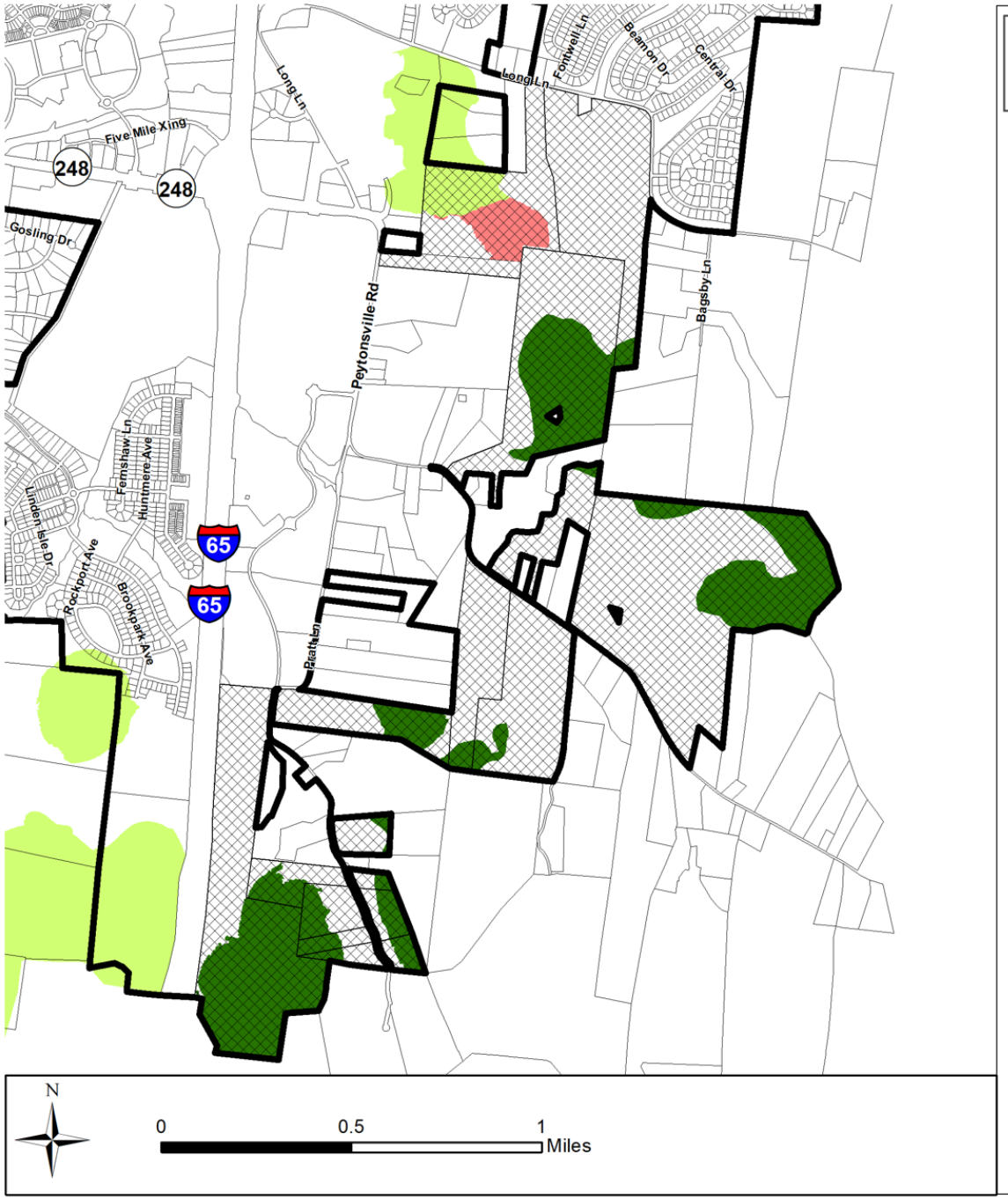

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