

An aerial photograph of a rural landscape, likely in the Goose Creek Basin. The image shows a winding road through a field, with a dense forest in the background. The sky is clear and blue. The overall scene is a mix of natural and developed land.

GOOSE CREEK BASIN COORDINATED STUDY OF LAND USE, INFRASTRUCTURE, AND THE ROADWAY NETWORK

JOINT CONCEPTUAL WORKSHOP | MARCH 24, 2022

Project Team



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Overview

- **Background**
- **What We've Heard**
- **Market Assessment**
- **Preliminary Land Use Concepts**
- **Discussion**



An aerial photograph of a rural landscape, featuring a road that curves through a field of trees. The trees are mostly bare, suggesting a late autumn or winter setting. The background shows rolling hills under a clear sky. The entire image has a blue color overlay.

BACKGROUND

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Purpose

In the last two years, the City has annexed a combined 815 acres outside of the Urban Growth Boundary (UGB) in the Goose Creek Basin...but these newly added parcels have not been comprehensively planned due to their location outside of the UGB. (from the project RFQ)



Project Area

Land Use & Utilities

East of I-65, South of Long Lane
2,500 acres

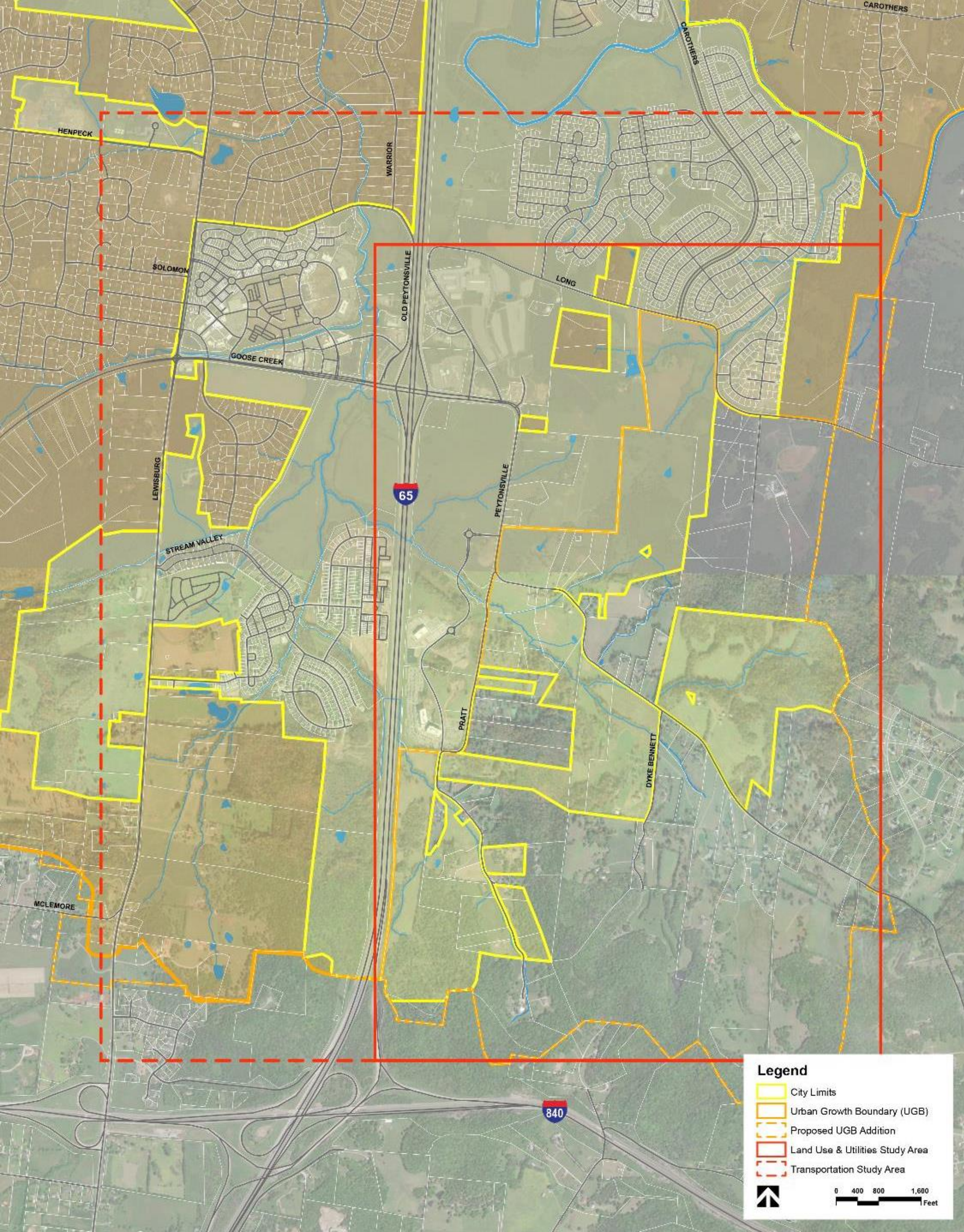
Transportation

East of Lewisburg Pike, South of
Henpeck Lane

18 existing intersections

7 new intersections

1 potential new interchange



Understanding



**What does the
community
support**

**What does
the site
support**

**What does
the market
support**

Outreach with property owners and residents

Develop and evaluate two potential build-out scenarios – full interchange versus flyover

Update and expand the City's PTV Vistro software model for future traffic impact analyses

Evaluate fiscal impacts of different land uses

Create an infrastructure funding and phasing plan

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WHAT WE'VE HEARD

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Stakeholder & Community Meetings

9

Need a coordinated plan for the entire area so that individual projects can contribute to larger vision

See residential demand for all unit types and price points

Quality of life amenities and connectivity are key to office and retail/restaurant success

Retail/restaurant/service businesses should serve district, not be regional in scale

Character of new development must contribute to Franklin identity, not detract from

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Stakeholder & Community Meetings

Typical infrastructure financing approach may not work in this area

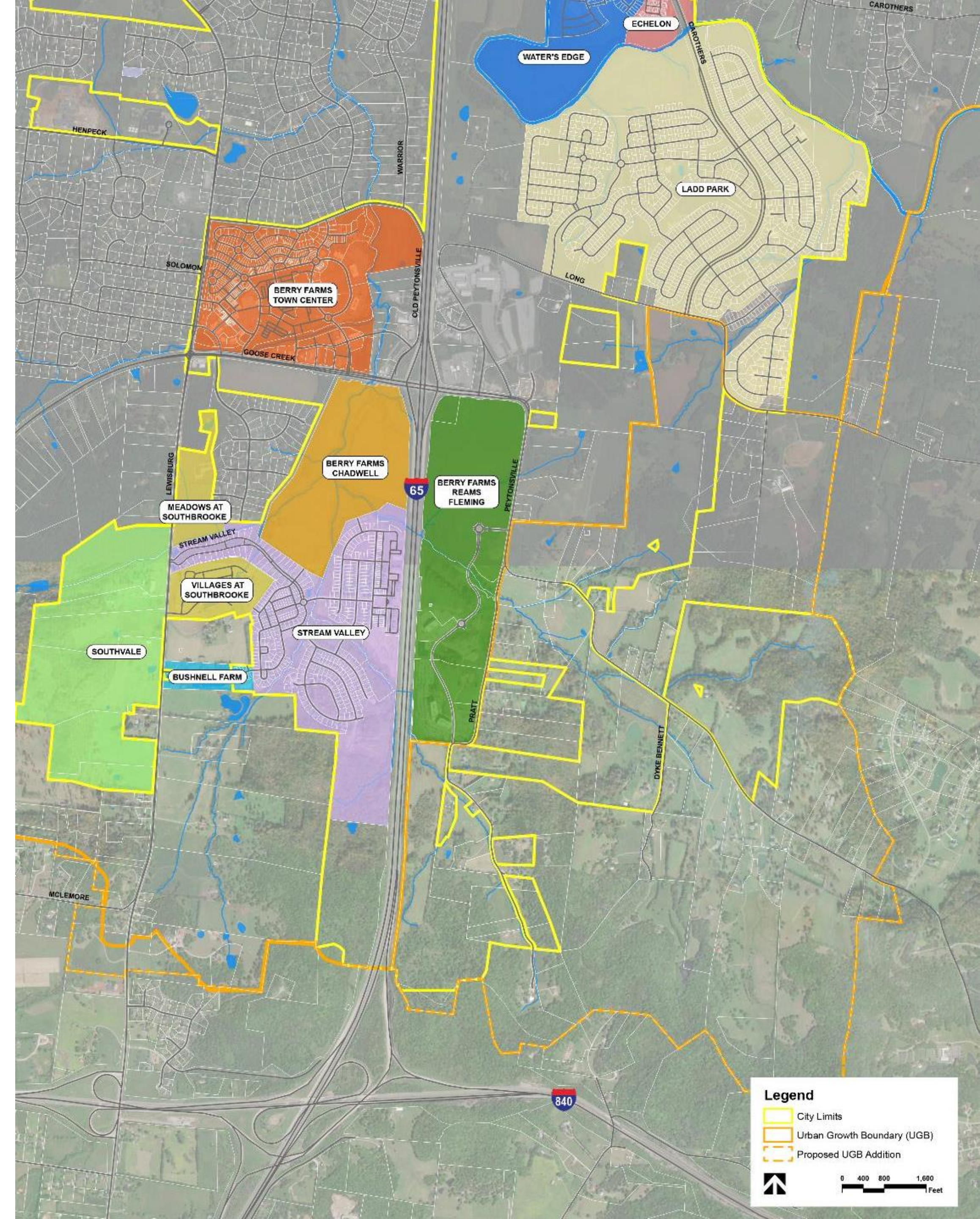
Costly extensions needed, but generally have or are planning capacity upgrades

Need to know how limiting transportation system will be (what densities can be supported)

Ag Expo has greater potential, would benefit from additional conference space

Expand natural feature protection into area

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MARKET ASSESSMENT

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HOUSING DEVELOPMENT PIPELINE

YEAR	UNITS APPROVED	UNITS CONSTRUCTED
2017	861	1,595
2018	302	1,027
2019	1,978	1,126
2020	3,143	980
2021	3,790	1,017
TOTAL APPROVED BUT NOT YET BUILT UNITS (2001 – 2021)		13,708

Source: City of Franklin 2017 - 2021 Development Reports

FUTURE HOUSING NEED

20-Year Population Increase [1]	42,360
Persons per Housing Unit [2]	2.47
Housing Need to Accommodate Population	17,150
Approved But Not Yet Built Units [1]	13,708
ADDITIONAL HOUSING NEED	3,442

[1] Source: City of Franklin 2020 Development Report

[2] Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Residential Sector

Top 1% of housing markets nationally (increase in listing prices, decrease in days on market).

Existing development pipeline will not meet demand by over 3,400 units.

Residential density needed to support desired commercial development and costly infrastructure extensions.

RETAIL SALES PER EMPLOYEE

SUPPLY (RETAIL SALES)	TOTAL RETAIL AND FOOD SERVICE JOBS	SALES PER JOB
\$1,876,597,873	18,377	\$102,117

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace

RETAIL JOBS BY HOUSEHOLD DEMAND

RETAIL DEMAND PER HOUSEHOLD	RETAIL DEMAND PER 1,000 HOUSING UNITS	RETAIL JOBS PER 1,000 HOUSING UNITS
\$29,529	\$29,529,182	289

Source: Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace

RETAIL SQUARE FEET PER HOUSEHOLD

RETAIL JOBS PER 1,000 HOUSING UNITS	AVERAGE SQUARE FEET PER RETAIL EMPLOYEE	ESTIMATED RETAIL SQUARE FEET PER 1,000 HOUSING UNITS
289	471	136,000

Source: Trip Generation, Institute of Transportation Engineers, 11th Edition (2021)

Retail Sector

The retail market is booming as Franklin acts as a regional attractor, but Goose Creek won't be Cool Springs and new retail demand will be driven by residential growth.

Based on the current spending of Franklin residents, each 1,000 new households could support an additional 136,000 square feet of retail/restaurant/service businesses.

136,000 square feet of retail consumes approximately 16 acres of land.

Office Sector

NASHVILLE METRO OFFICE INVENTORY

2021 Q3	TOTAL SQUARE FEET	VACANT SQUARE FEET	VACANCY RATE
Rivergate	3,238,000	81,000	2.5%
Green Hills	3,530,000	222,000	6.3%
Airport N	5,135,000	565,000	11.0%
Downtown	16,221,000	1,963,000	12.1%
Brentwood	7,535,000	1,002,000	13.3%
West End	6,421,000	880,000	13.7%
Airport S	6,837,000	1,108,000	16.2%
Cool Springs	9,766,000	1,836,000	18.8%
MetroCenter	1,962,000	387,000	19.7%
METRO TOTAL	60,649,000	7,642,000	12.6%

Source: Colliers Research & Forecast Report, Nashville Office Q3 2021 Report

The office market is second largest in the Nashville metro but has above average vacancy (18.8% 2021 Q3).

Current office vacancies and pipeline development have the ability to absorb 20-year office space need.

The interstate and shifting market desires represent x-factors that may give Goose Creek a strategic advantage over other locations.

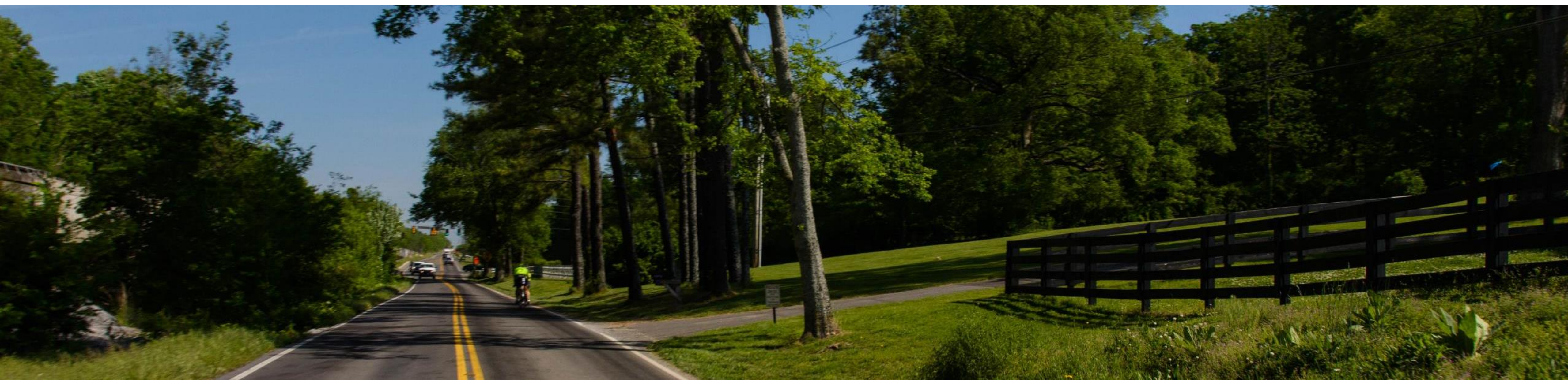
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PRELIMINARY LAND USE CONCEPTS

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Preface

Development projects will likely occur as market forces dictate. It is anticipated that many of the existing homes and land uses will continue for some time until larger development projects become possible, and that changes to private property will be voluntary and market driven.



FULL BUILD OUT OF CURRENTLY ENTITLED PROPERTY IN THE GOOSE CREEK AREA LEADS TO SIGNIFICANT QUEUES (OVER 1000 FEET) AT MAJOR INTERSECTIONS CAUSING A FAILED LEVEL OF SERVICE.

AM Queue
PM Queue

LONG LANE

REAMS FLEMING ACCESS
(NOT CONSTRUCTED)

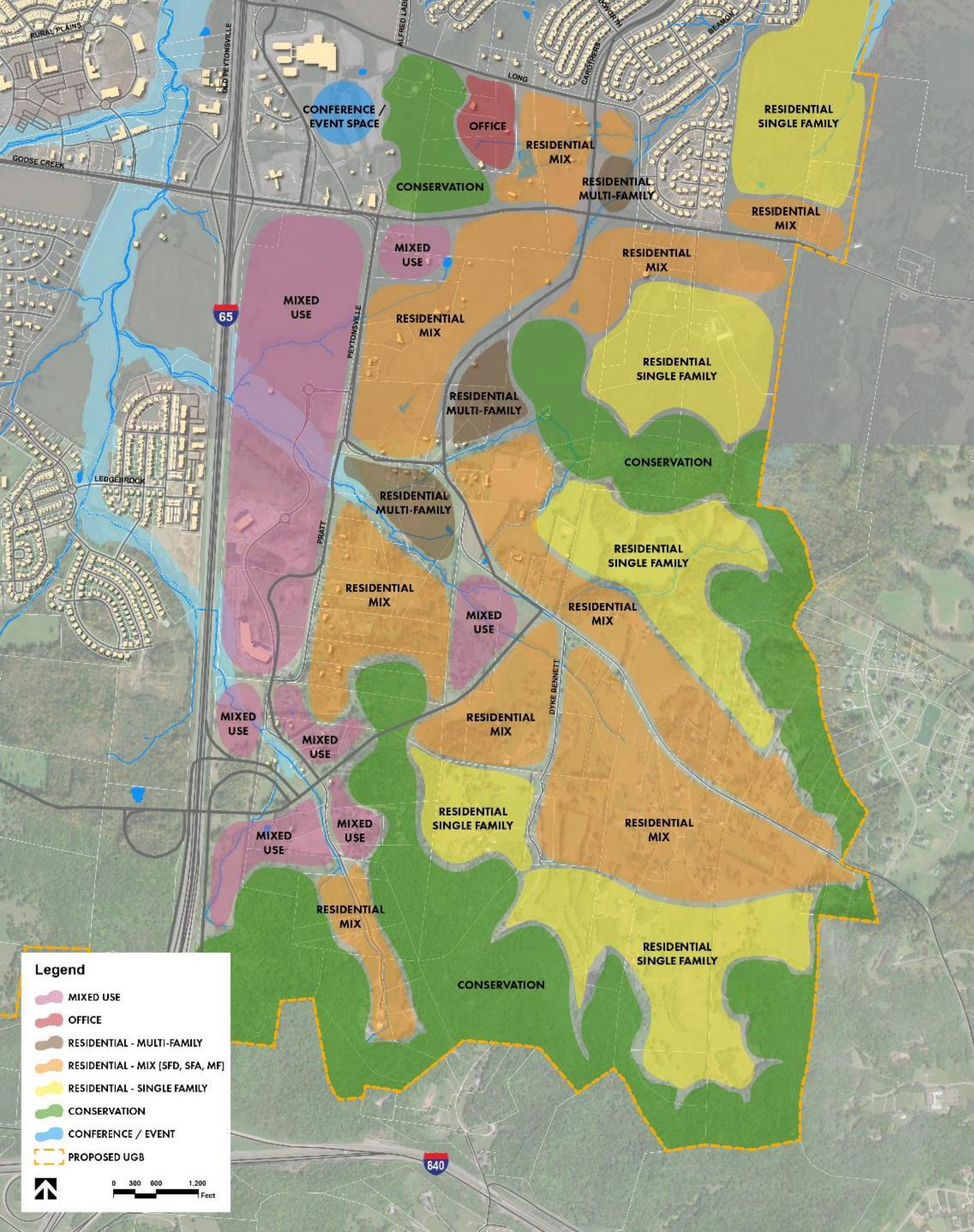
CHADWELL ACCESS (NOT
CONSTRUCTED)

PEYTONSVILLE ROAD

GOOSE CREEK BYPASS

I-65

Interchange Concept



Focuses mixed use development at new interchange

Town center at the intersection of Carothers Pkwy extension, Peytonsville Rd, new east/west connector

Supports higher density along Long Ln, Carothers Pkwy, Peytonsville Rd

Additional convention/meeting space at Ag Expo

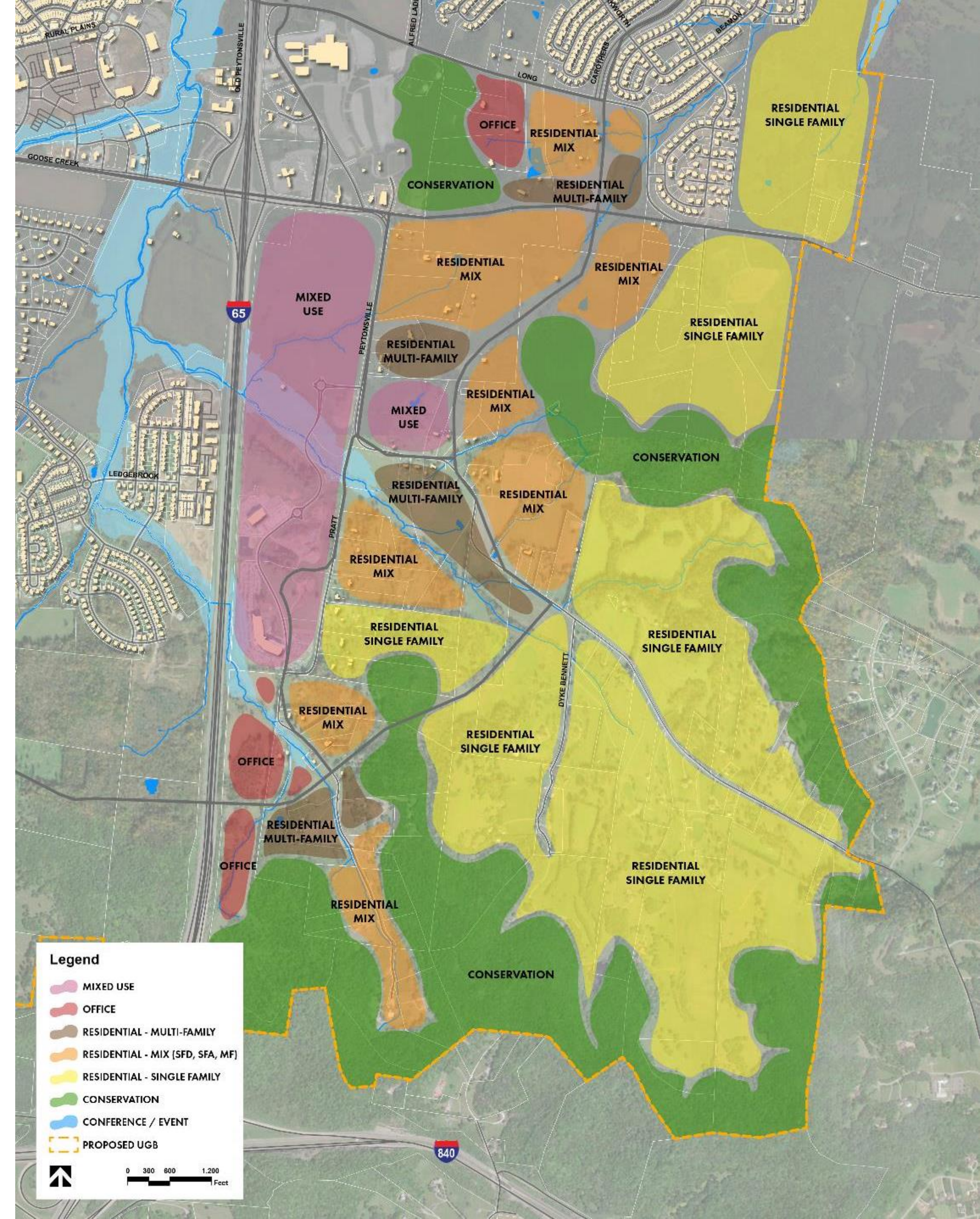
Flyover Concept

Focuses more intense development west of Carothers Pkwy extension and north of new east/west connector

Limited office and apartment/condo development along interstate

Town center between Peytonsville Rd and Carothers Pkwy extension

Supported by adjacent apartment/condo density



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DISCUSSION

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Discussion



1. How should the City balance development density/intensity with infrastructure requirements and preservation goals?
2. Should a variety of residential dwelling types be integrated into individual projects, or across the district as a whole?
3. What criteria should be used to evaluate future development proposals?
4. Should the City pro-actively invest in infrastructure to better direct development and yield desired returns?

Next Steps

Concept refinement and transportation analysis

Community Meeting: April 19

Additional Stakeholder Engagement: late April

Joint Conceptual Workshop: May 26

Fiscal efficiency of land use

Infrastructure financing strategy



An aerial photograph of a rural landscape, featuring a road that curves through a field of trees. The scene is captured from a high angle, showing a mix of green and brown foliage. A road with a white line runs horizontally across the lower portion of the frame, curving to the right. A small red car is visible on the road. The background consists of rolling hills and dense forests under a clear blue sky. The entire image has a blue color overlay.

THANK YOU