

# Franklin & The Future of Housing

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## ENVISION FRANKLIN UPDATE



Deborah L. Myerson, AICP  
April 13, 2023



# Presenter

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# POLL QUESTIONS

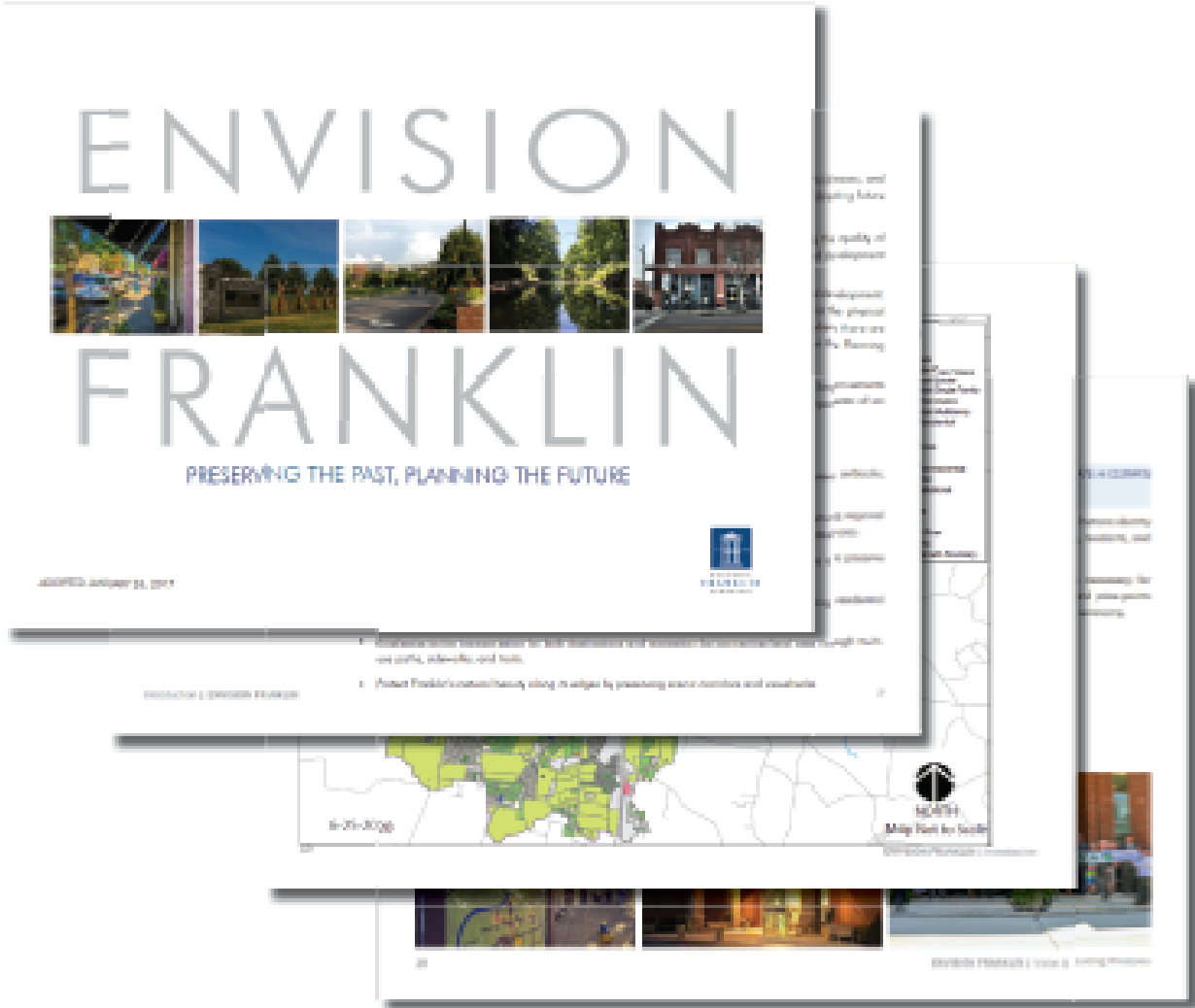
## TELL US ABOUT YOU

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- How many people live in your household?
- Are you a homeowner or a renter?
- How long have you been a resident of the City of Franklin?
- Did you attend one of the March 22 public open houses at Columbia State on the Envision Franklin update?

# WHAT IS ENVISION FRANKLIN?

The 2017 Envision Franklin Plan is a collective long-term vision adopted to shape the vision of the kind of places that Franklin’s residents, businesses, and institutions want for their future.



# WHY IS ENVISION FRANKLIN IMPORTANT?

Envision Franklin provides support in making land use decisions, managing the quality of development, determining the time and location of future growth, and directing investment and development activity.



# PURPOSE OF THE UPDATE

Every five years, the city reviews the Plan to make updates and evaluate if changes in social, economic, and/or physical conditions necessitate revisions to the plan's intended outcomes. The 2023 update adds a strategic focus on housing in Franklin. This update is an opportunity for the community to:

- Review existing goals and policies
- Write new policies that reflect changed priorities in the City of Franklin
- Determine future land uses and design recommendations



# ENVISION FRANKLIN ONLINE SURVEY

Community outreach for the Envision Franklin update is continuing with an online citizen survey. **The survey will remain open through April 17.**

The Envision Franklin citizen survey is available now at <https://www.surveymonkey.com/r/EnvisionFranklinUpdate>.

To stay updated on the Envision Franklin process, visit the project webpage, <http://www.franklinton.gov/envisionfranklinupdate>



# OVERVIEW: TODAY'S PRESENTATION



## The Housing Market National Trends

What are current housing trends nationally? How does this help us understand the local housing market?



## *Current Housing Data* The City of Franklin

A look at existing and projected housing stock and development in the City of Franklin. Also, demographic shifts in the community and the impact on housing.



## *Housing Options* Offering More Choices

What kind of housing types will meet the needs of current and future Franklin residents?



## *Polls & Questions* Your Feedback

Polls will be offered throughout the presentation on a variety of housing topics. The conclusion of the presentation will also offer an opportunity for further discussion.



# The Housing Market

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## NATIONAL TRENDS



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## POLL QUESTION

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Which is a trend in the U.S.  
housing market?

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# HIGHLIGHTS:

## STATE OF THE NATION'S HOUSING 2022

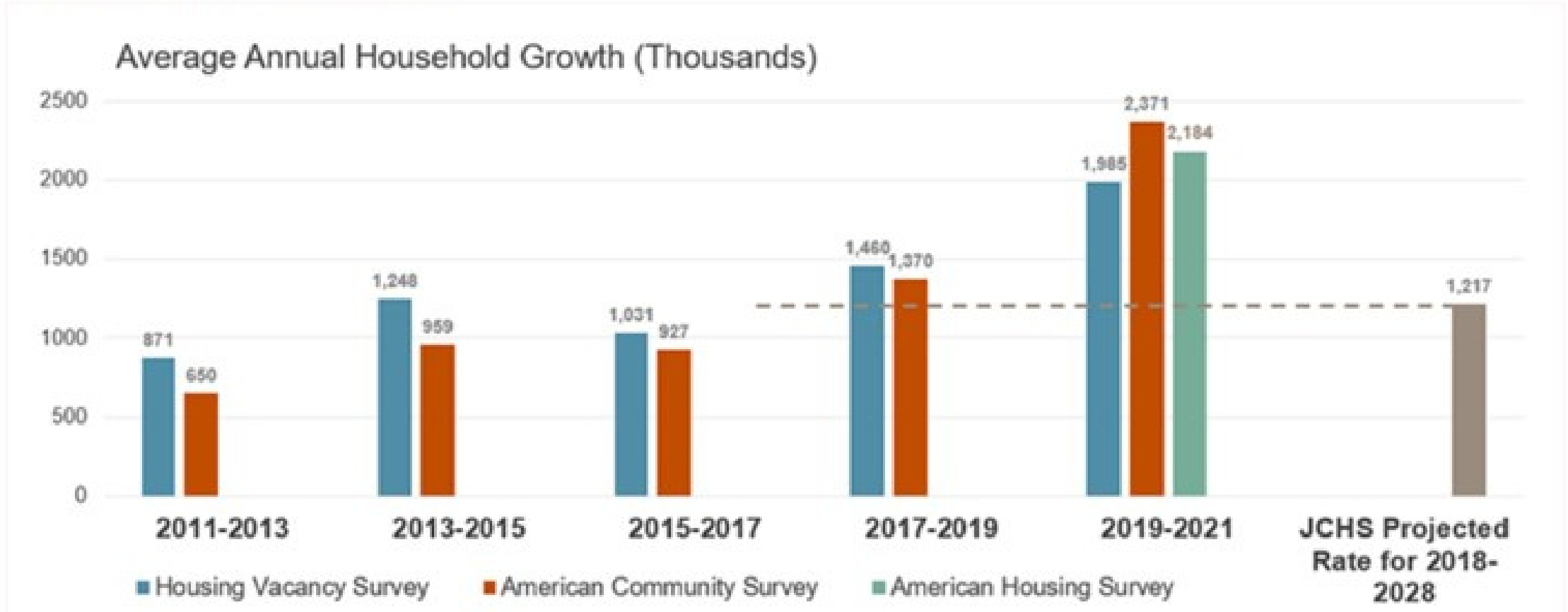
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- Home Price Growth Hit Record Highs
- High Incomes Needed to Afford Homes in Many Metros
- Rising Interest Rates Cutting Deep Into Affordability
- Rents Hit Record Highs as Vacancies Plummet
- Cost Burdens Climb and Evictions Increase



# ACCELERATION IN HOUSEHOLD GROWTH FOR ADULTS UNDER 45

FIGURE 1: ACCORDING TO VARIOUS SURVEYS, US HOUSEHOLD GROWTH SURGED IN 2019-2021

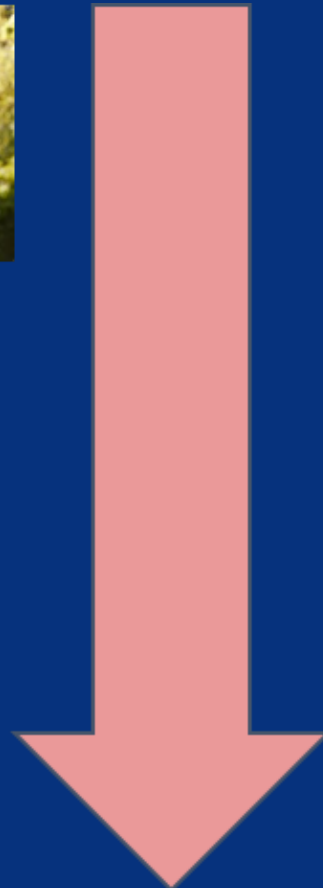


Source: JCHS tabulations of US Census Bureau data and JCHS 2018 Household Growth Projections.

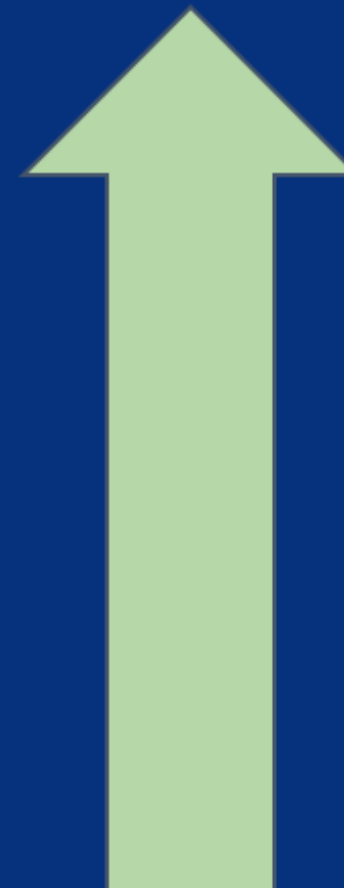


# MISMATCH: HOUSING SUPPLY & DEMOGRAPHIC CHANGES

"Nuclear Family" Households



Multigenerational & aging in place



# Housing Supply

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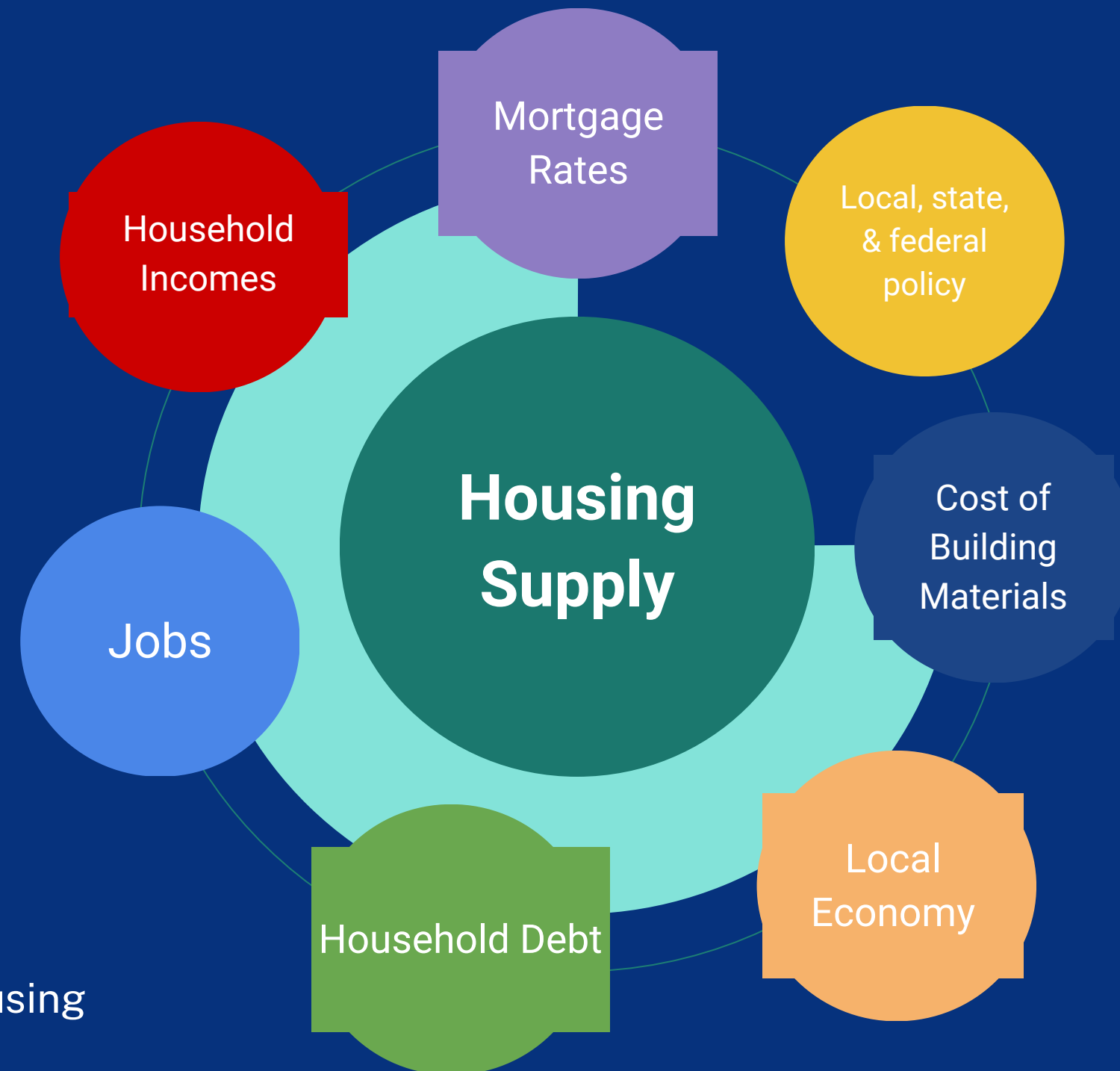
**AVAILABILITY,  
AFFORDABILITY,  
ACCESSIBILITY**



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# WHAT AFFECTS HOUSING SUPPLY?



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# THE HOUSING SHORTAGE IN THE U.S.

- The United States faces an acute shortage of homes both for rent and sale
- The result: increasingly unaffordable housing costs for families across the nation.
- The current undersupply is largely a result of the failure to build enough new homes over the past couple of decades.





# MULTIFAMILY TRENDS

- The national average rent increases:
  - 2010 – 2020: 37%
  - 2020 - 2023: 26%
- The number of American renters surpassed 100M this decade
- More high-earning Americans are renting than ever
- Renting has increased in popularity among older households



Source: RentCafe Market Insights (2019)

# Current Housing Data

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## THE CITY OF FRANKLIN



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# WHY DEVELOP A HOUSING STRATEGY?

- Align local housing supply more closely with housing needs
- Coordinate infrastructure with housing development
- Ensure consistency with community character
- Support social equity and affordability
- Manage environmentally sensitive areas



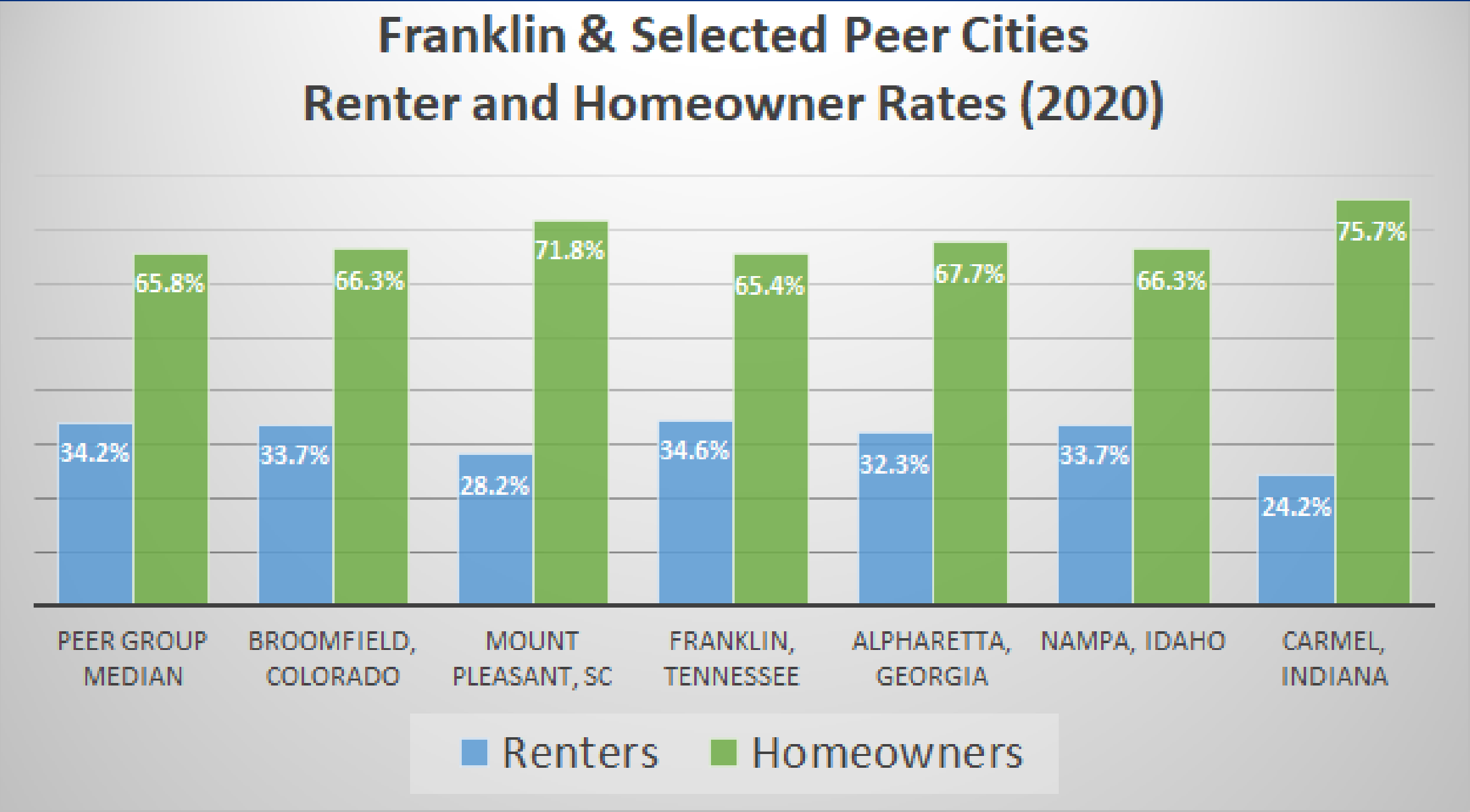
# WHAT ARE THE FEATURES OF A HEALTHY HOUSING MARKET?

- Available, affordable, and accessible homes
- Senior-friendly housing stock
- Opportunities for first-time homebuyers
- Increased options for in-commuters
- Reduced housing cost burdens



*Source: Braxton Apana on Unsplash*

# SNAPSHOT: HOMEOWNERS & RENTERS

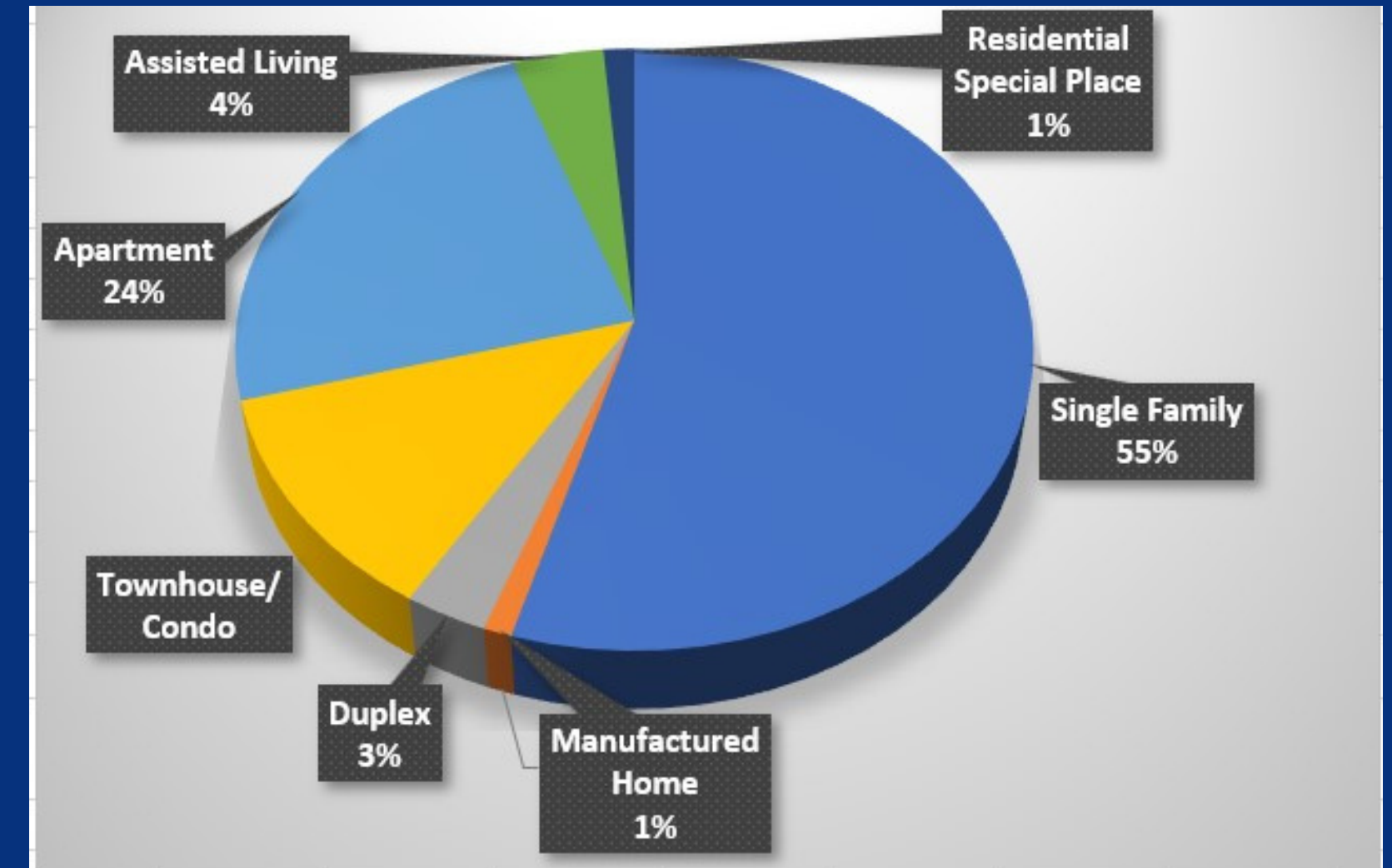


Source: Peer City Identification Tool, Federal Reserve Bank of Chicago



# FRANKLIN: EXISTING HOUSING STOCK

Franklin: Existing Housing Stock (2022)		
Type of Housing	# of Dwelling Units	% of Total Housing Stock
Single Family	20,971	55%
Manufactured Home	407	1%
Duplex	1,191	3%
Townhouse/Condo	4,649	12%
Apartment	9,152	24%
Assisted Living	1,554	4%
Residential Special Place	524	1%
<b>TOTAL</b>	<b>38,448</b>	<b>100%</b>

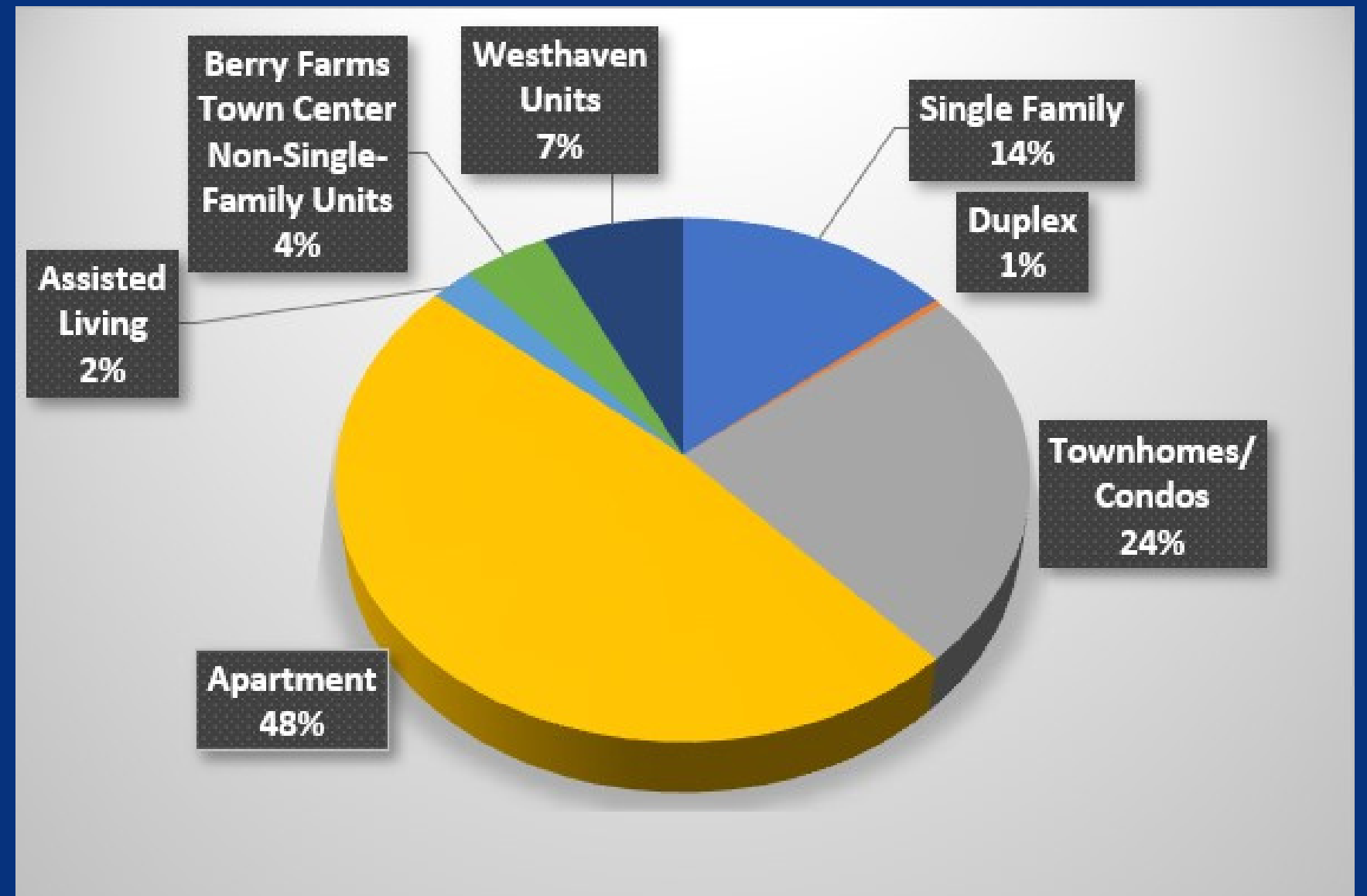


Source: 2022 City of Franklin Development Report

# FRANKLIN: APPROVED HOUSING STOCK

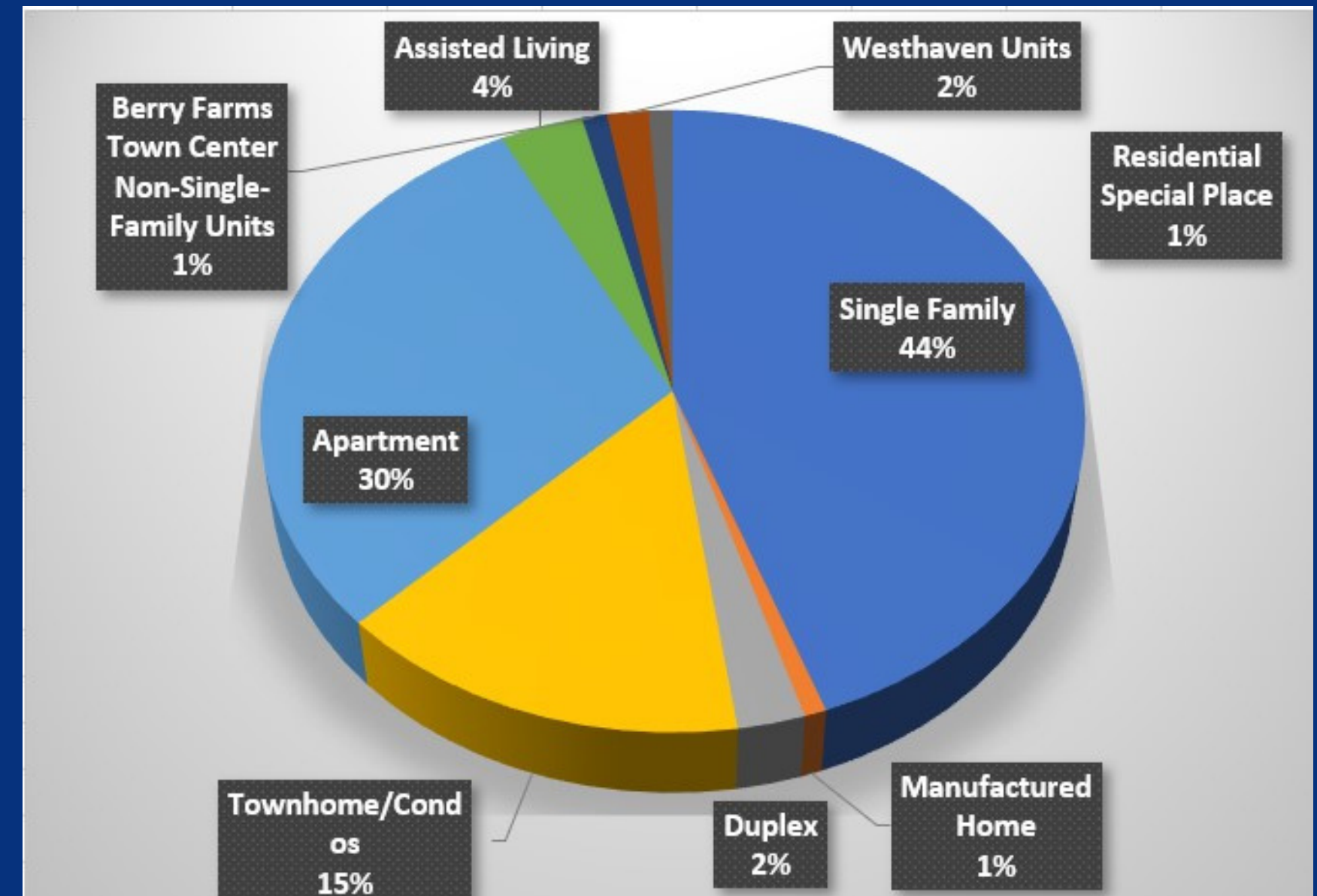
Franklin: Approved Housing Stock (2022)		
Type of Housing	# of Dwelling Units	% of Future Total Housing Stock
Single Family	1,802	14%
Duplex	52	0%
Townhomes/Condos	3,001	24%
Apartment	6,145	48%
Assisted Living	276	2%
Berry Farms Town Center Non-Single-Family Units	558	4%
Westhaven Units	914	7%
<b>TOTAL</b>	<b>12,748</b>	<b>100%</b>

Source: 2022 City of Franklin Development Report



# FRANKLIN: FUTURE BUILD-OUT OF HOUSING STOCK

Franklin: Future Build-Out (Existing + Approved Housing) (2022)		
Type of Housing	# of Dwelling Units	% of Future Total Housing Stock
Single Family	22,773	44%
Manufactured Home	407	1%
Duplex	1,243	2%
Townhome/Condos	7,650	15%
Apartment	15,297	30%
Assisted Living	1,830	4%
Berry Farms Town Center Non-Single-Family Units	558	1%
Westhaven Units	914	2%
Residential Special Place	524	1%
<b>TOTAL</b>	<b>51,196</b>	<b>99%</b>



Source: 2022 City of Franklin Development Report

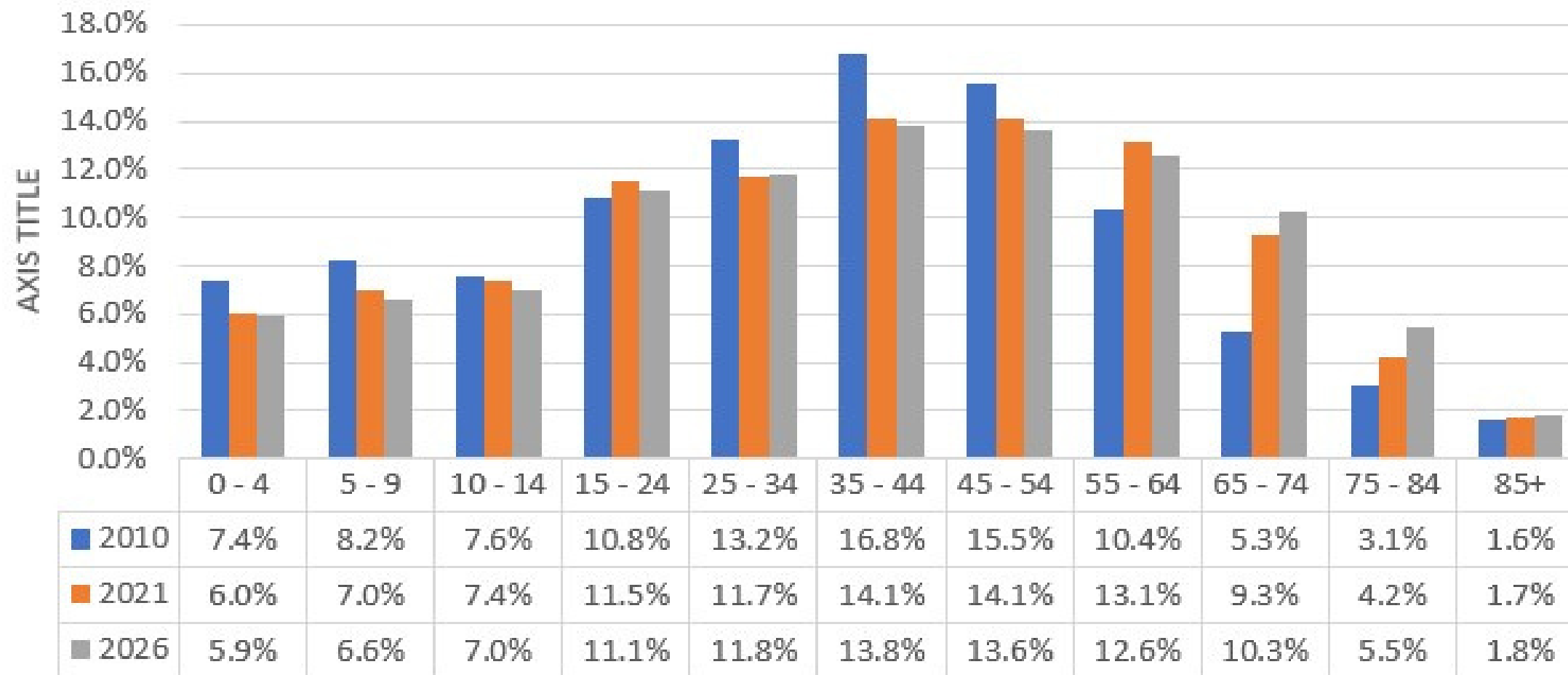
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# FRANKLIN: DEMOGRAPHIC TRENDS

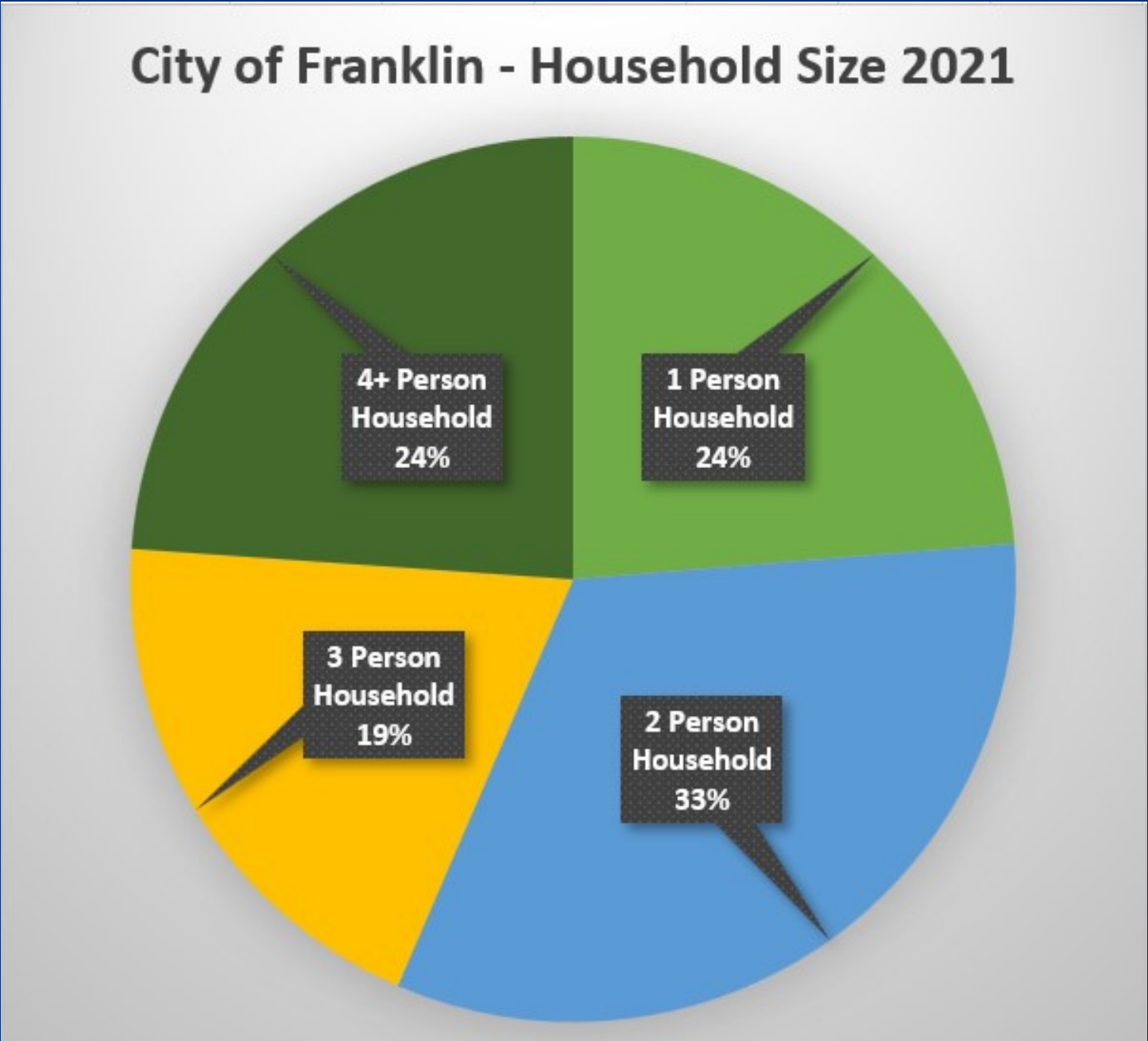
City of Franklin - Residents by Age Group  
2010 - 2026



Franklin's current and projected highest growth age group of residents

Source: American Community Survey & ESRI

# FRANKLIN: DEMOGRAPHIC TRENDS

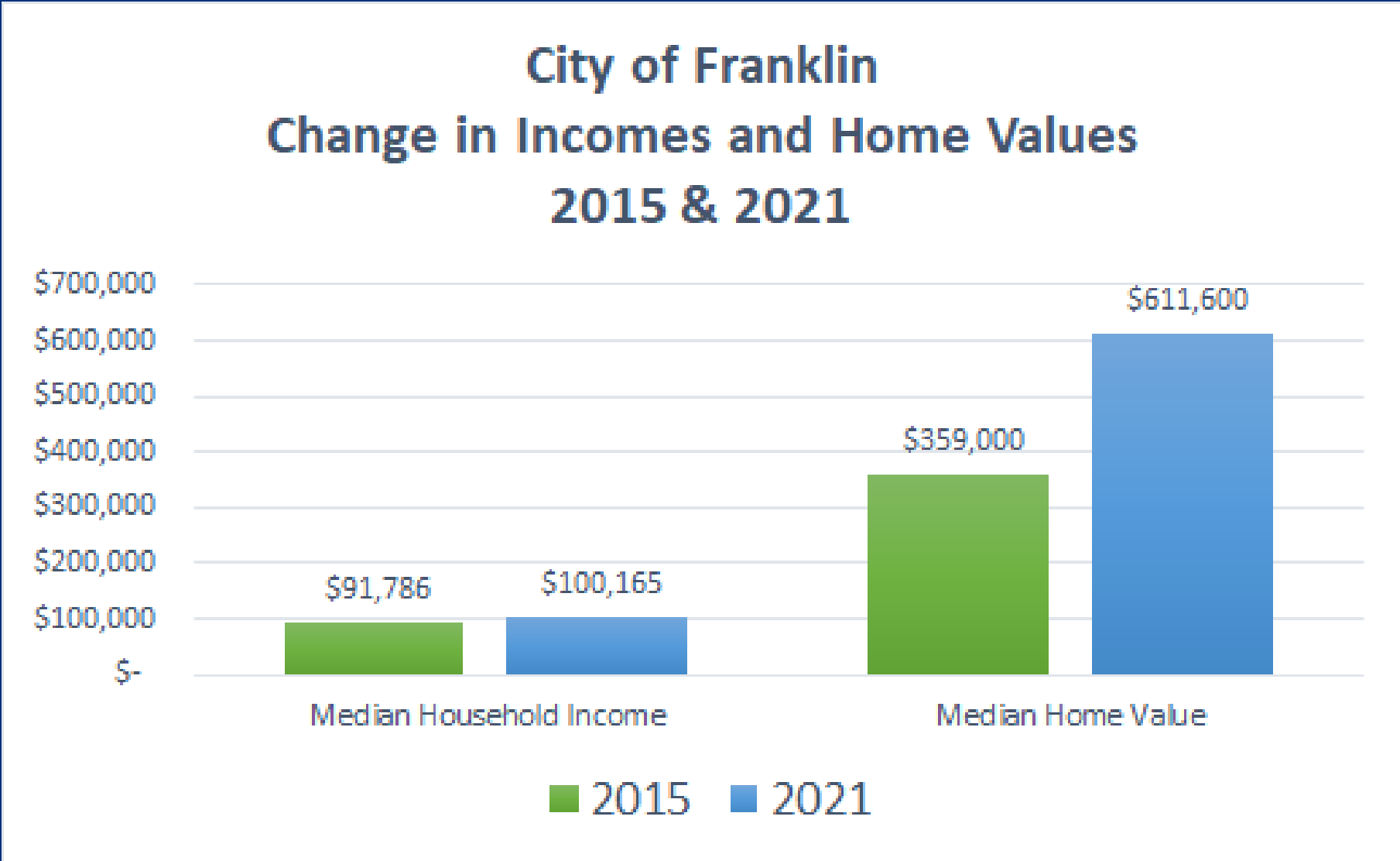


57%

The majority of all households in Franklin:  
*1 & 2 person households*

Source: 2022 American Community Survey

# FRANKLIN: HOUSING MARKET

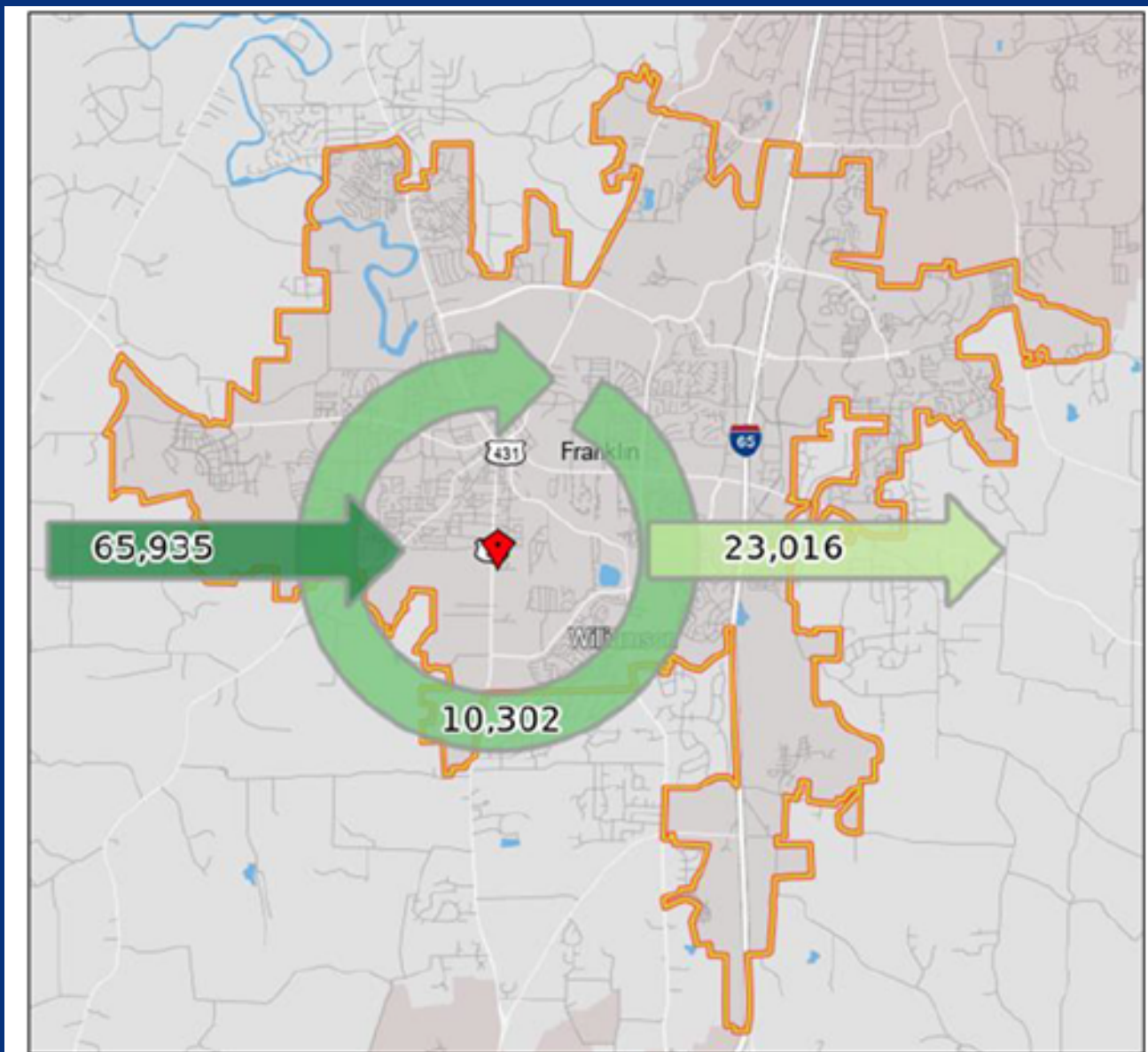


**2015 - 2021**  
Change in income: **9%**  
Change in home value: **70%**

Source: American Community Survey



# FRANKLIN: COMMUTE TRENDS



Source: U.S. Census Bureau, LEHD on the Map, 2019

**Jobs in Franklin: 76,137**

*Franklin Employee Profile*

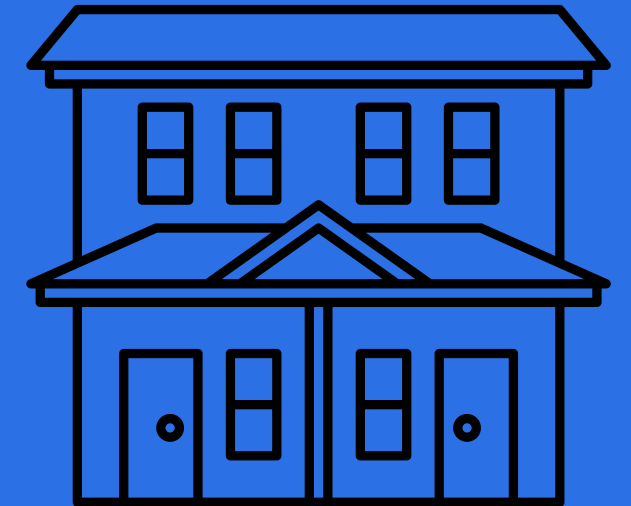
Work in Franklin but live elsewhere: **87%**

Live and work in Franklin: **14%**

# 2022 Franklin Citizen Survey

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## THE NATIONAL COMMUNITY SURVEY



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# A SURVEY TO MEASURE LIVABILITY

The National Community Survey is a formal, scientifically valid survey designed to measure a community's "livability," or "the sum of the factors that add up to a community's quality of life."

Mailed in Fall 2022 to 2,800 randomly selected residents and a offered as a City-wide open web-based survey.

- Mailed survey: 448 completed responses
- Online: 217 completed responses



# SURVEY RESULTS: HOUSING

- About half of respondents identified affordable housing or managing growth as the top important challenge facing the city.
- Four in 10 residents gave positive ratings for the variety of housing options.
- Less than 2 in 10 offered positive ratings for the availability of affordable quality housing.



# SURVEY QUESTION

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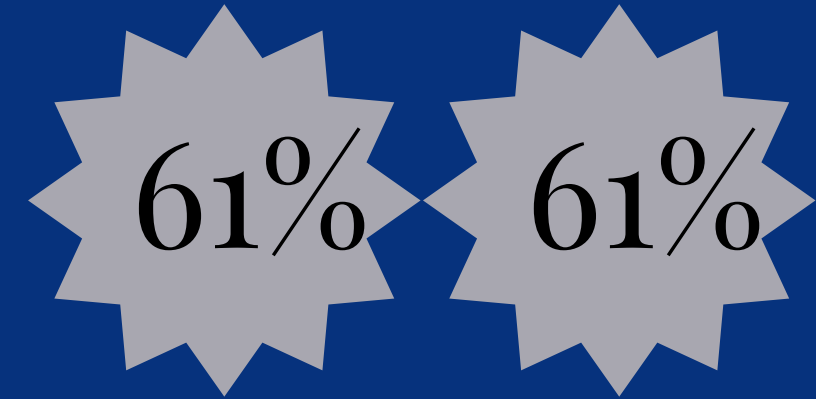
How important is it for the City to enhance each of the following services or amenities?



*Top Interest*

**Affordable or  
workforce housing**

73% of respondents said affordable or workforce housing is essential or very important.



*Tied for second place*

- **Regional transit**
- **Greenway connectivity**

61% of respondents said regional transit and greenway connectivity is essential or very important.



# SURVEY QUESTION

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Aside from transportation (traffic) related issues, what is the most important challenge or problem facing Franklin today?

“Housing affordability and a variety of housing options for residents (potential residents).”

“Creating affordable opportunities, housing and employment to all of the city's residents. Not just the most affluent.”

“Affordability -- I don't know what to do about this though. Franklin is exceptional which drives up housing prices and taxes and costs in general.”

“Lack of affordable housing options. Teachers and essential workers will not be able to live in Franklin.”

# SURVEY QUESTION

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Aside from transportation (traffic) related issues, what is the most important challenge or problem facing Franklin today?

“Connectivity from my neighborhood to downtown via safe sidewalk/bikeways.”

“Lack of sidewalks.”

“(1) Roads & traffic (2) Roads & traffic (3) Un-checked residential growth & impact on schools.”

“I was born & raised here. I understand for economic growth we need to grow but I cant go anywhere in Franklin w/out traffic anywhere. The roads and space cannot keep up w/ the growth rising so quickly.”

# Housing and Transportation

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## CONNECTIONS



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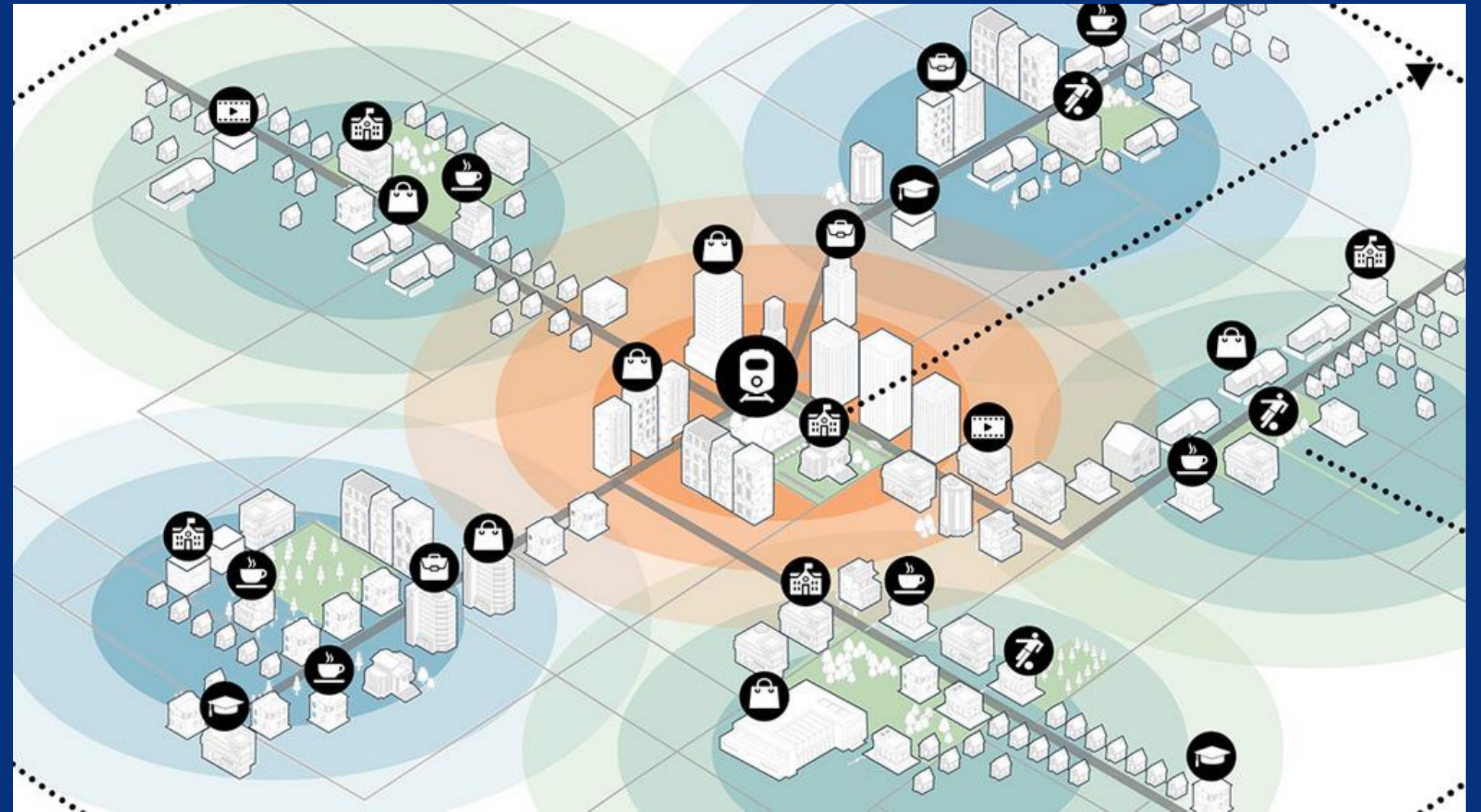
# QUALITY OF LIFE AND TRAFFIC

- Concerns that more housing = more cars = more traffic
- Expanding safe and convenient opportunities for non-automobile transportation improves mobility and quality of life for all.



# THE 20-MINUTE SUBURB (COUSIN TO THE 15-MINUTE CITY)

- Create more livable, walkable, and human-focused suburban neighborhoods
- Encourage connected communities that reduce auto-dependence.
- Prioritize housing options to support these goals.



Source: Skidmore Owings Merrill, *Suburban Reinvention* (2022)

# ALPHALOOP -- ALPHARETTA, GEORGIA

- The Alphaloop is a connection of multi-use trails which will tie together four of Alpharetta's main activity centers.
- Goals: better connect neighborhoods, improve travel and mobility, spur economic development, and elevate the overall quality of life.



Source: [Alphaloop Storymap](#)

# Housing Options

OFFERING MORE CHOICES



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## POLL QUESTION

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What are the most important elements in a vibrant neighborhood?

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# CHOICES IN HOUSING OPTIONS

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Single-family house



Mid-rise or high-rise  
multifamily

# CHOICES IN HOUSING OPTIONS

- Single-family house
- Townhouse
- Duplex
- Multiplex
- Accessory dwelling
- Senior housing & assisted living
- Mid-rise multifamily (4-8 stories)
- High-rise multifamily (9+ stories)



# POLL QUESTIONS

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Does Franklin need more housing options for:

- Older adults/senior citizens?
- Low- and moderate-income households?

# POLL QUESTION

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What is  
“missing middle housing”?

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# MISSING MIDDLE HOUSING



# POLL QUESTION

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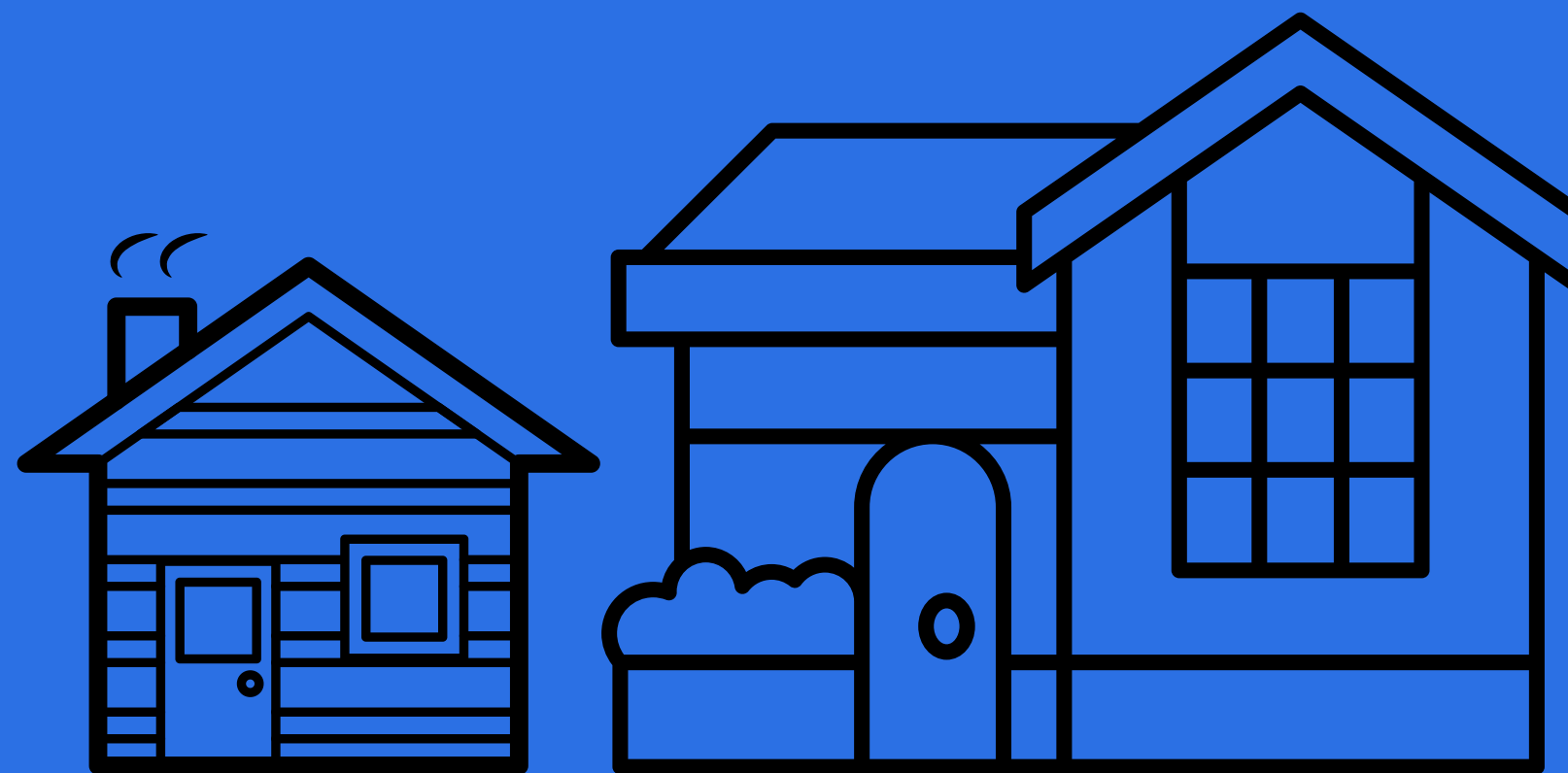
Which housing types  
are compatible in  
your neighborhood?

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# Housing Options

## ACCESSORY DWELLINGS



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# POLL QUESTION

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What are accessory dwelling units (ADUs) ?

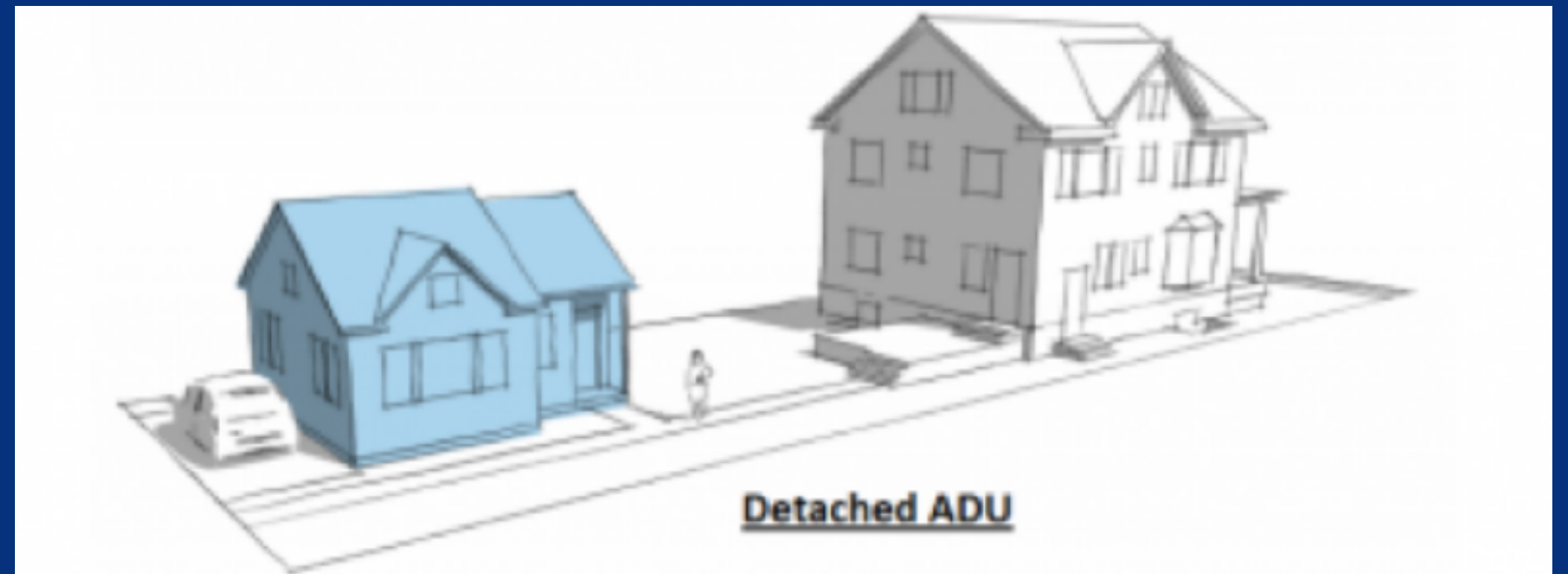
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# HOW DO ACCESSORY DWELLINGS GET BUILT IN FRANKLIN?

1. Current homeowner converts their garage, or adds a new structure to their property
2. Constructed on the lot at the same time as a new home


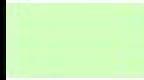








# WHERE ARE ACCESSORY DWELLINGS PERMITTED IN FRANKLIN?



## Zoning Districts that Permit Accessory Dwelling Units

### Legend

-  AG Agricultural District
-  ER Estate Residential District
-  R1 Residential 1 District
-  R4 Residential 4 District
-  R6 Residential 6 District
-  MR Mixed Residential District
-  PD Planned District
-  OR Office Residential District

# POLL QUESTION

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What do you think about  
accessory dwellings?

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# Thank you

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Q & A



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