

Town of Franklin Comprehensive Land Use Plan



Public Meeting
July 18th, 2019



STEWART

Agenda

- **Introduction / Process**
- **What we've heard**
 - Strengths / Weaknesses
 - Wednesday Public Meeting
- **Goals and Recommendations**
 - Land Use
 - Transportation
 - Parks and Recreation
 - Downtown
 - Other Focus Areas
- **Next Steps & Questions**
- **Open House**



Introductions

- **Stewart Team**
 - Jake, Stephen and Sara, Stewart
 - Stacy, Stacy J Guffey & Associates
 - Kristy, Traffic Planning & Design Inc.
- **Town Staff**
 - Justin Setser
- **Steering Committee**



Plan Process

Part I (*March – June*)

- Identify + Involve Stakeholders
- Analyze Current Issues
- Prep for Charette

Part II (*July Beginning*)

- Charette (Public Meetings)
- Develop Vision and Goals
- Develop Recommendations
- Draft Plan
- Adopt & Implement Plan

Project Initiation



Analysis



Charrette



Plan Development



What's a Land Use Plan?

- A Land Use Plan is a tool used for guiding the growth, redevelopment, and overall improvement of town
- **Documents a community conversation, vision and intentions**
- Provides general land use guidance
- Provides guide for infrastructure investment decisions



What We've Heard

Strengths

- Location / Geography
- Regional center
- **Natural resources (river, mountains, waterfalls)**
- **Recreation (hiking, greenway)**
- Education system
- Engaged citizens / Year-round community
- **Downtown**
- Farmer's Market



Strength: Little Tennessee River Greenway



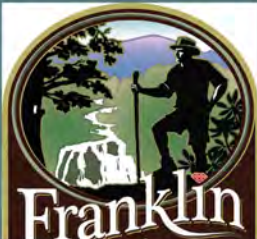
Strength: Downtown Franklin



Weaknesses

- **Aging population**, decline in 20-40 year olds
 - Need to focus on their needs
- **Poverty**
- Lack of year-round **housing growth**
 - Most new homes are seasonal
- **Sprawl** (What are benefits for living in town vs. county?)
- **Downtown**
 - Alcohol restrictions
 - Parking
 - Limited business hours
- **Development constraints** (topography, floodplain)
- **Infrastructure** > Internet issues



MEETING LOCATIONS Wednesday & Thursday: Meetings @ Tartan Hall 26 Church St. Tours departing from Town Hall 95 E. Main St. Friday @ The Rathskeller 58 Stewart St. For more info visit www.franklintown-plan.com 	TIME	Wednesday July 17 DAY ONE Visioning	Thursday July 18 DAY TWO Plan Development	Friday July 19 DAY THREE Debrief & Wrap Up
	8 am		Morning Walking Tour Depart from Town Hall	Coffee Talk @ Rathskeller
	9 am			
	10 am		Open Studio @ Tartan Hall	
	11 am			
	NOON			
	1 pm		Afternoon Trolley Tour Depart from Town Hall	
	2 pm			
	3 pm			
	4 pm	PLEASE ATTEND Public Meeting @ Tartan Hall		
	5 pm		Public Meeting @ Tartan Hall	
	6 pm			*Saturday July 20* DAY FOUR @ Appalachian Heritage Festival Come find our booth!
	7 pm			
	8 pm			



Public Event



RSVP Recommended

RSVP to Justin Setser, Town Planner
jsetser@franklinnc.com



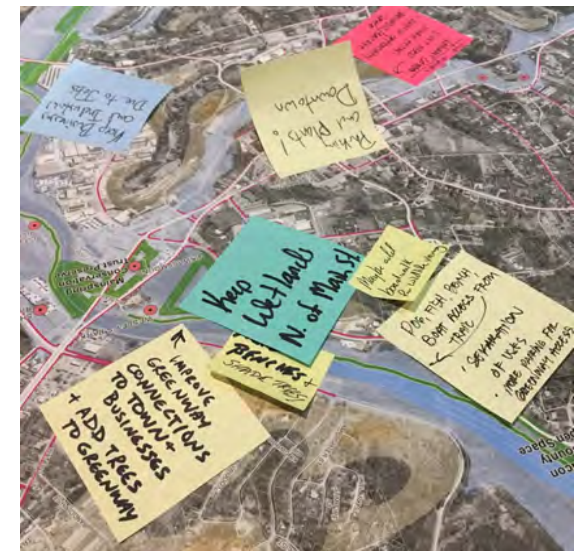
Land Use Plan

Public Meeting and Tours



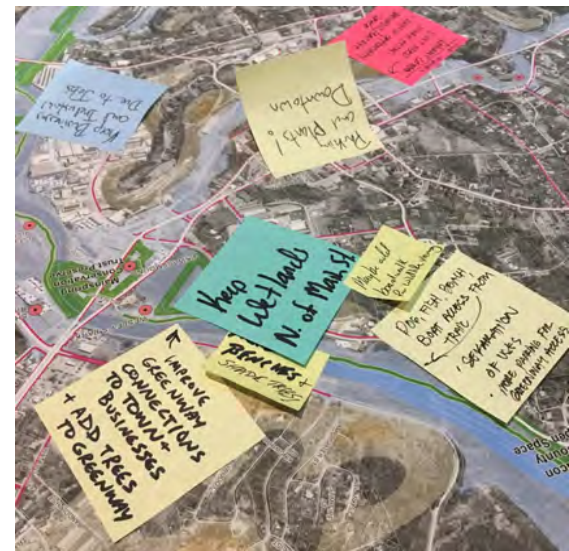
Keep, Toss, Create

- **Provide bike/walk facilities throughout town**
 - Connect existing & future destinations
- **Embrace the river as the backbone of town**
 - Strategic infill development
 - Plan for off-street paths between recreation areas
- **Strengthen connection to managed lands**
 - Provide access to nearby forests and park land



Keep, Toss, Create

- **Improve drainage**
 - Protect assets & water quality
- **Repurpose vacant buildings and shopping centers**
 - ie: Kmart shopping center
- **Support existing businesses and industries**
- **Create cohesive feel through subtle aesthetic choices**



Residential



- Single-family units on smaller lots, parking in rear/alley
- Multi-family attached, where app.
- Shared open space or amenities



- Townhomes
- Front-loaded parking



Commercial



- 2-3 stories, pedestrian-scaled
- Active storefronts with engaging facades
- Unity among mix of building materials
- Historic & new context-sensitive new buildings



- Auto-oriented strip mall
- No landscaping
- Limited material palette

Downtown Needs



public art



second floor uses



converted alley



Active Transportation Projects



Pedestrian Project: Highlands Rd. Sidewalk Extension (west side)



Bike Project: Downtown to SW Loop Connector Trail



Greenway Project: Old Airport Trail Greenway Extension

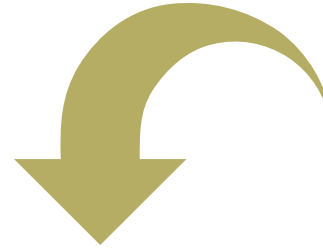


Goals and Recommendations

DRAFT Goals



- **1. Mix uses and create walkable neighborhoods with a distinct sense of place**



- 3. Direct development toward existing infrastructure**



- 2. Preserve open space, natural beauty and critical environmental areas**



- 4. Create a range of housing opportunities**



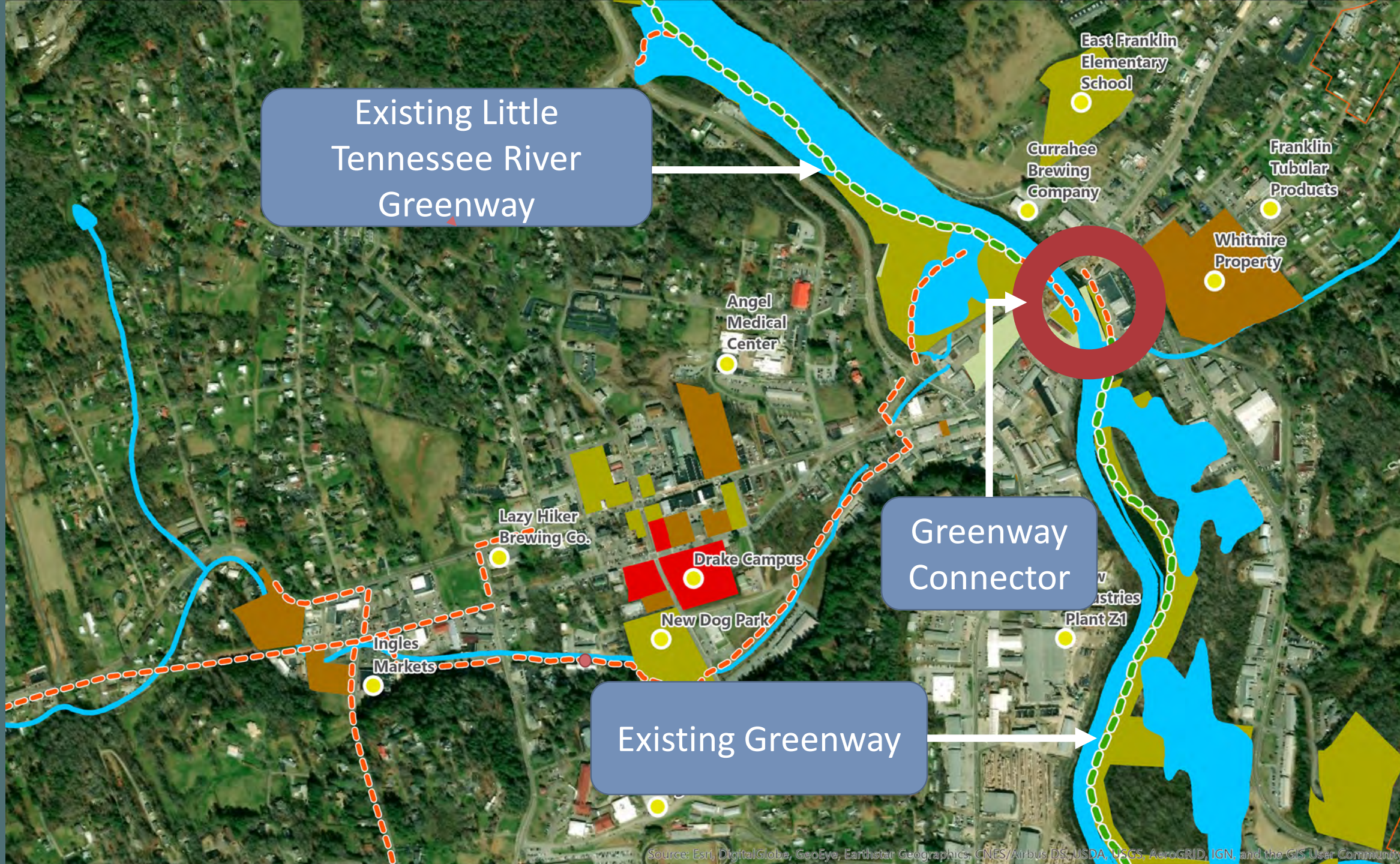
- 5. Provide a variety of transportation choices**

Transportation

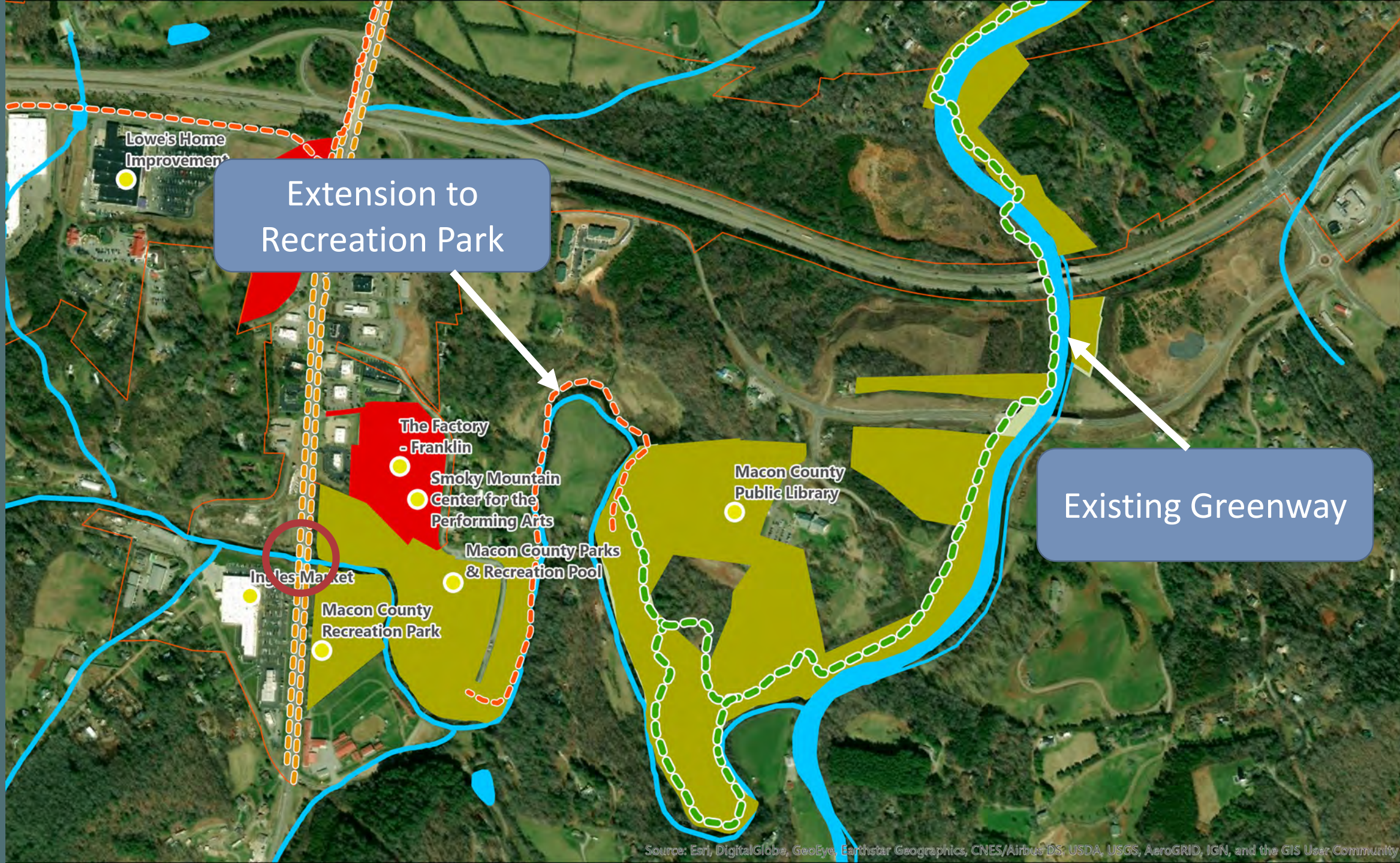
1. Complete the greenway
 - Main Street Connection under bridge
 - Extension to South
2. Better sidewalk connections “off the hill”
3. Crawford Branch Greenway
4. Neighborhood Connections



Active Transportation



Active Transportation



Active Transportation

NEIGHBORHOOD CONNECTIONS STRATEGY

- Greenway Spines: Fill Gaps for Little TN; Build Crawford Branch
- Modernize Existing Sidewalks, Curb Ramps, and Crossings
- Build New Facilities to Fill Gaps



Downtown Recommendations

- Activate 2nd and 3rd floors
- Encourage new residential within walking distance
- Public art installations
- Improve pedestrian environment and crossings
- Encourage patio dining

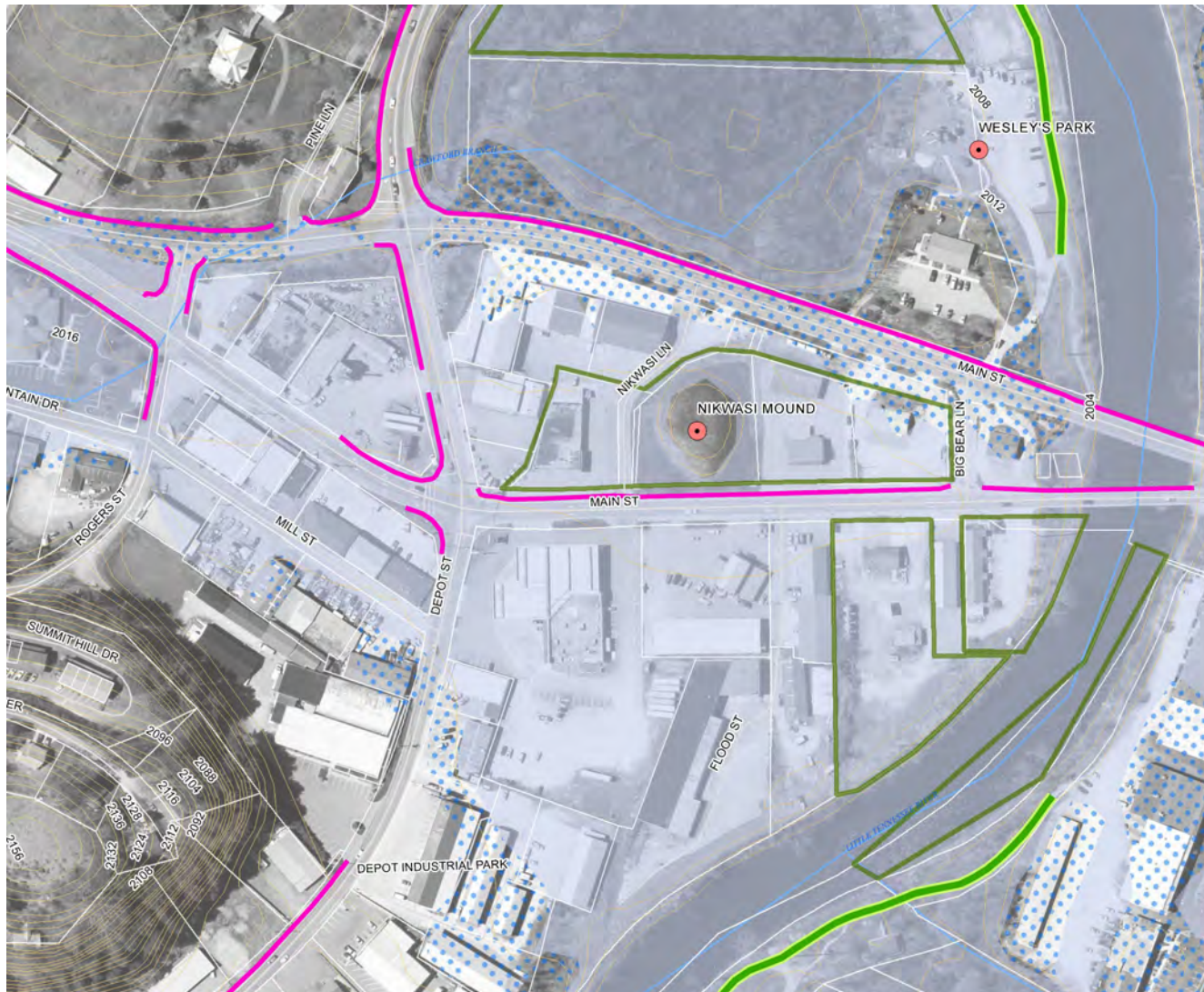


public art in downtown Waynesville

Eastern Gateway Improvements



Gateway / River District Concept





E. Main Street

Existing



- Wide travel lanes promote faster travel speeds
- Unpleasant for pedestrians
- Large parking lots

Proposed



- Narrower travel lanes
- Street trees, wider sidewalks
- Pedestrian-scaled lighting
- Buildings help activate the street

Housing Recommendations

- Encourage mix of housing
- Edge of downtown and commercial/mixed use areas
 - Apartments / Condos
 - Townhomes
 - Small-lot patio homes
- Traditional neighborhood development (TND)
 - Infill and redevelopment that fits into to character of adjacent neighborhoods
 - Duplexes, quadplexes (with design standards)
 - Pocket neighborhoods



Whitmire Property



Whitmire Property

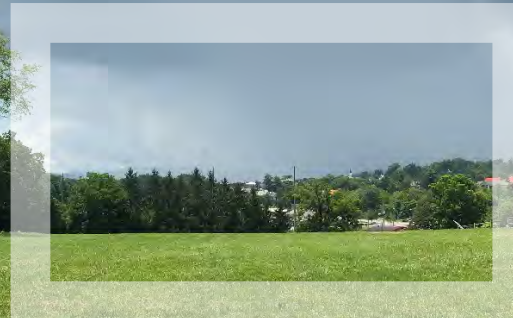
Connection to
Neighborhood



Heritage
Trees



Views of
Downtown



Steep Slope &
Greenway
Connection

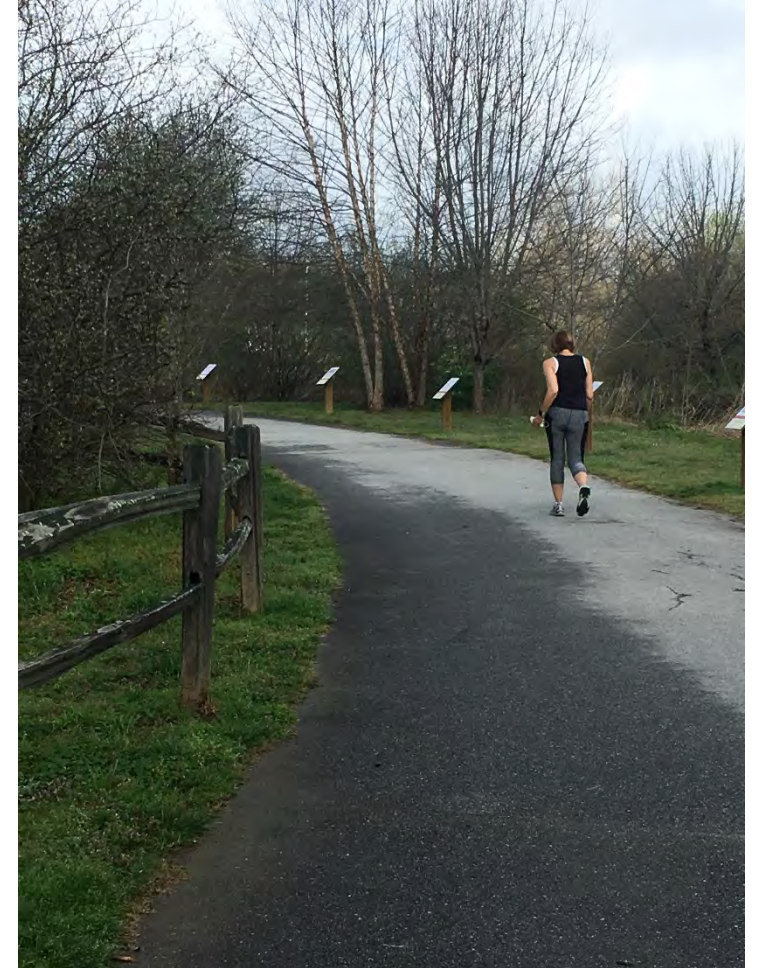


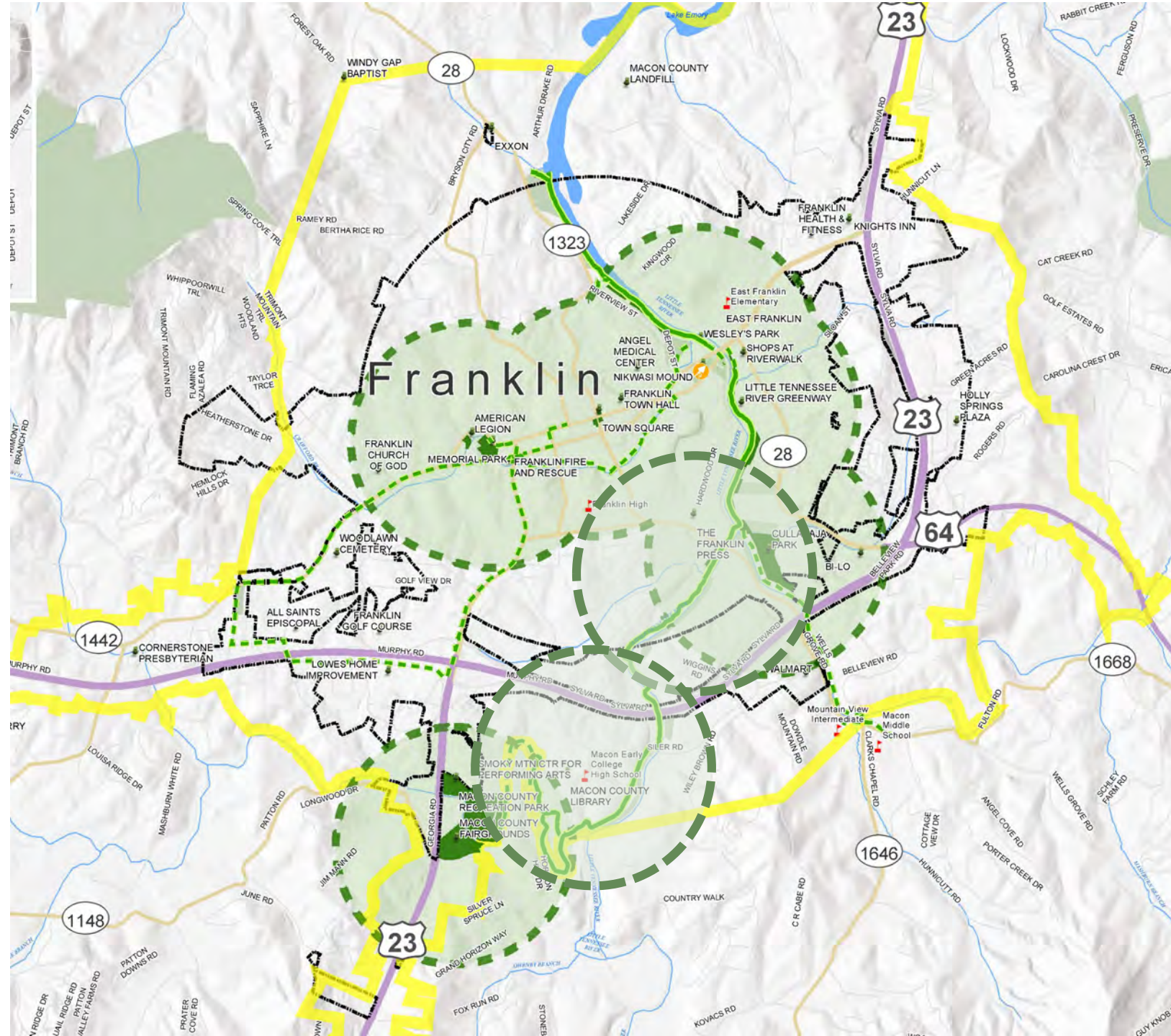


Parks

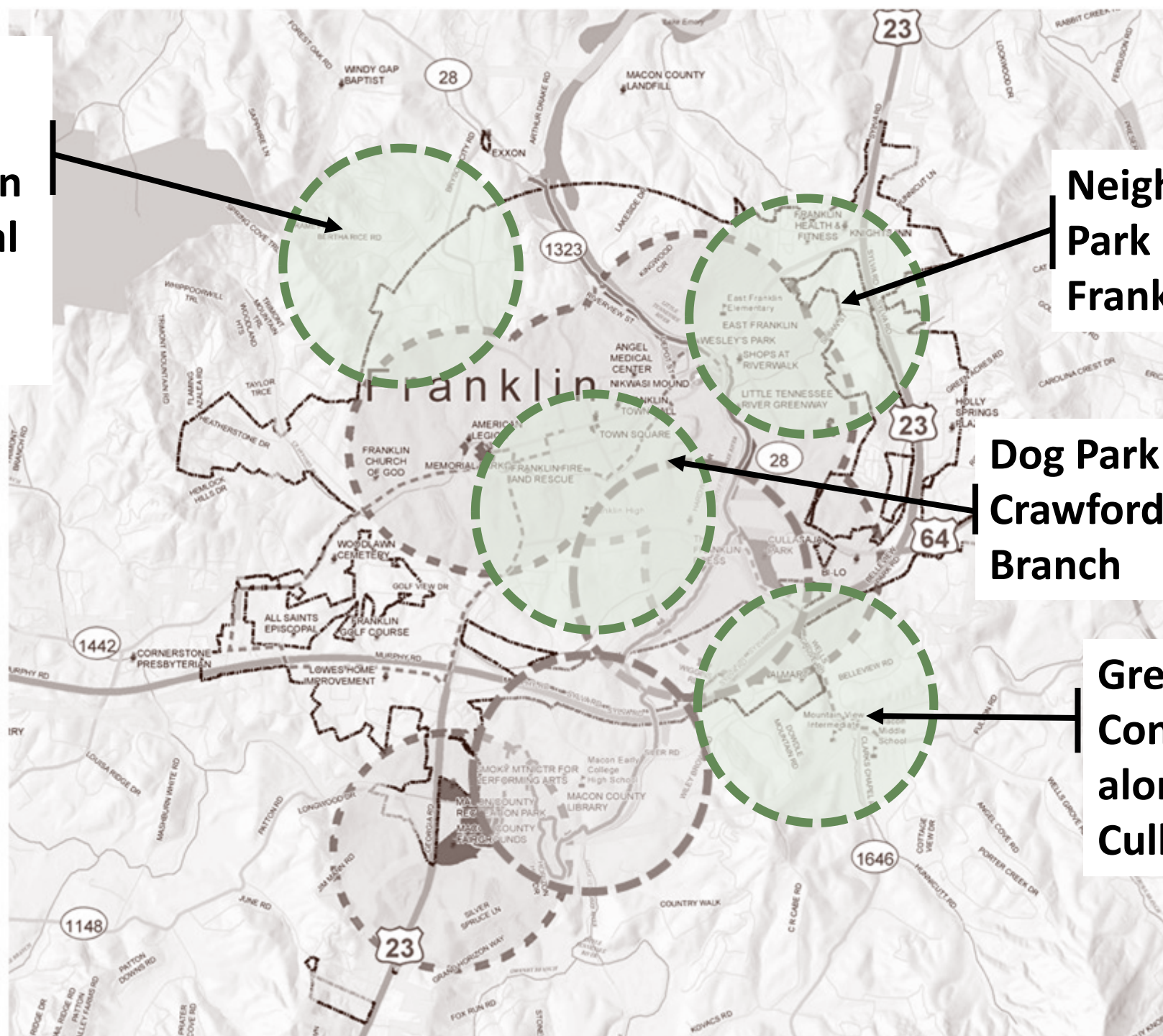
- **Assets**

- Big Bear Park / Wesley's Park
- Town Square
- Memorial Park
- Cullasaja Park
- Macon County Recreation Park





**Potential
Trail
Connection
to National
Forest /
App Trail**



**Neighborhood
Park in East
Franklin**

**Dog Park on
Crawford
Branch**

**Greenway
Connection
along
Cullusaja River**



Land Use Plan

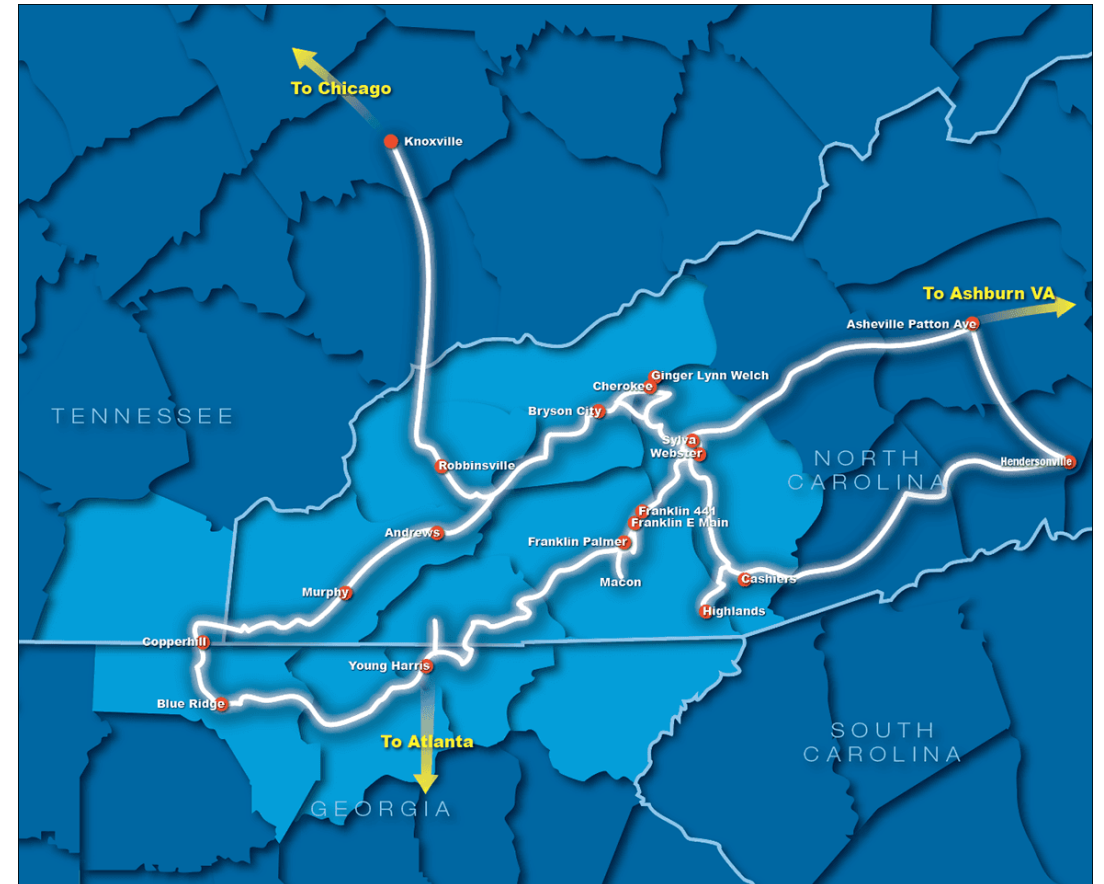
Economy

- Provision of broadband
- Retention of existing and development of new tech-based businesses
- Retention of remaining manufacturing
- Construction, services, and trade
- Healthcare
- Heritage tourism



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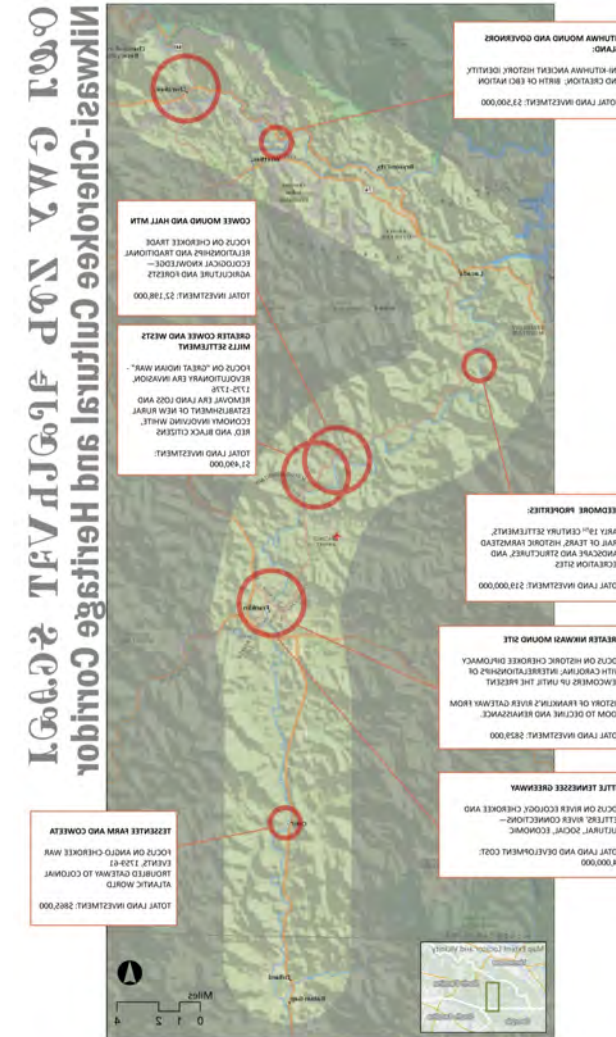
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Next Steps

August

- Next Steering Committee meeting
- Work on recommendations

Fall

- Draft Plan for Review
- Community Mtg

Contacts

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Stewart

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