

Franklin, Tennessee

The Situation:

As recently as 1990, Franklins' historic downtown district had a 35 percent vacancy rate and its deteriorated condition was having an adverse impact on the value of adjacent neighborhoods. Economic development in the core area of the city was at a standstill due to the negative image stemming from the deteriorated condition of the downtown district.

Downtown Before, Concept and After:



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The Solution:

“Revitalizing the downtown district became the city’s first priority and we had one chance to do it right,” said City Alderman Dan Klatt.

E. G. & G., Inc. worked closely with City of Franklin and Downtown Franklin, Inc., business and property owners, historic preservationists, and other key stakeholders in designing and implementing comprehensive downtown district streetscape improvements.

The initial \$3 million, five-block streetscape project entailed the installation of new sidewalks with decorative brick, historical-style street lighting, street trees and landscaping, and infrastructure improvements including storm drainage and undergrounding of utility lines. The streetscape project also increased the number of parking spaces and improved traffic flow in the historic town square area, which features a monument dedicated to fallen civil war soldiers.

The next phase of the streetscape project is addressing the city’s gateway corridors with construction of improvements along Columbia Avenue, Hillsboro Road, Third Avenue and Fifth Avenue planned for 2007. Expected to cost about \$17 million, the project will be paid for through a combination of city capital funds and bonds, Tennessee Department of Transportation funding, and private memorial fund donations.



Gateway Corridors Before and Concept:



The Results:

The Franklin downtown district was honored in 1995 with a “Great American Main Street” award by The National Main Street Center of the National Trust for Historic Preservation for excellence in downtown revitalization. “Today Franklin is one of the ten fastest growing cities in Tennessee,” said Alderman Klatt. “The downtown and gateway streetscape improvement projects have been instrumental in recreating prime real estate location in our core business and commercial corridor areas, averting sprawl, and preserving our historic character.”

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Gateway Corridors Before and Concept:

