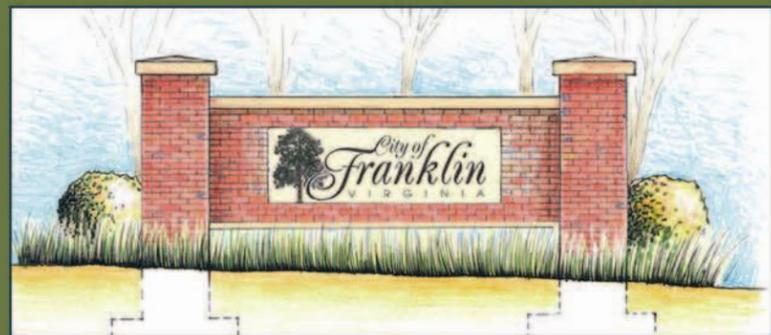
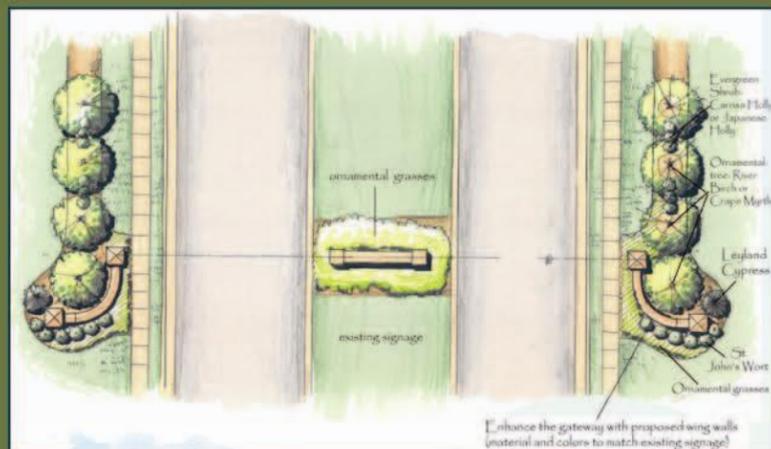
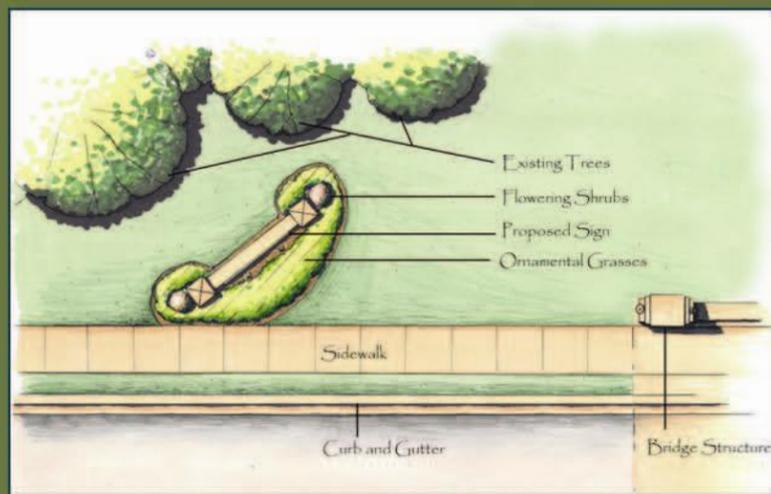
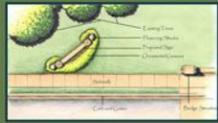


# City of Franklin

## GATEWAY ENHANCEMENT PLAN





# City of Franklin GATEWAY ENHANCEMENT PLAN



## Acknowledgements

This Plan was prepared under the guidance of the City of Franklin Department of Community Development. The City of Franklin would like to acknowledge the following members of the Franklin Beautification Commission for their efforts in the development of this plan:

- Mrs. Nancy Brewbaker-Chairman, Mr. Ralph Tayloe – Vice Chairman, Mrs. Anne Parker, Mrs. Irma Hudgins, Mrs. Bambi Council, Mr. Dennis Murphy, Mrs. Mary Lilley, Mr. Waverly Lawrence, Mrs. Carolyn Boothe, Mr. Jack Norvell, Mr. Doug Trump, Mr. Donald Goodwin – Secretary
- Former Members: Mrs. Ruth Ann Bigger, Mrs. Louisa Coker, Mr. J. Allen Minetree, Jr., Mrs. Lucy Thornburgh, and Mr. W. Douglas Twitty.

The City also extends its gratitude to the following groups who provided essential financial support for the development of this plan:



**Virginia Department of Forestry**

**The Camp Foundations**

Gateway Plan renderings contained in this plan were prepared by:

**ARCADIS**

**Prepared for:**



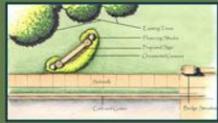
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# City of Franklin GATEWAY ENHANCEMENT PLAN



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# City of Franklin GATEWAY ENHANCEMENT PLAN

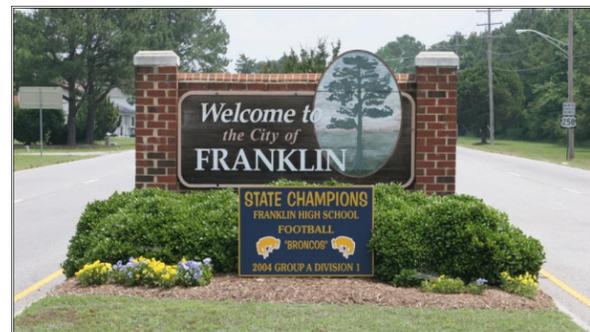


## I. Introduction

The City of Franklin Gateway Enhancement Plan (the Plan) is a tool to guide the City in developing and maintaining its identity and sense of place through the creation of a series of attractive gateway features at key City entry points. Because gateways inherently serve to better define a community – both in terms of a community’s physical limits and its identity – the citizens of Franklin should experience an increased sense of livability as the elements of the Gateway Plan are built out. This document is a product of many months of collaborative energies and efforts on the part of the City’s Beautification Commission members, City leaders, and staff. The Plan is designed to be adopted by the Planning Commission and City Council as a part of the City of Franklin Comprehensive Plan and included in the City Zoning Ordinance as part of proposed Corridor Overlay Districts.

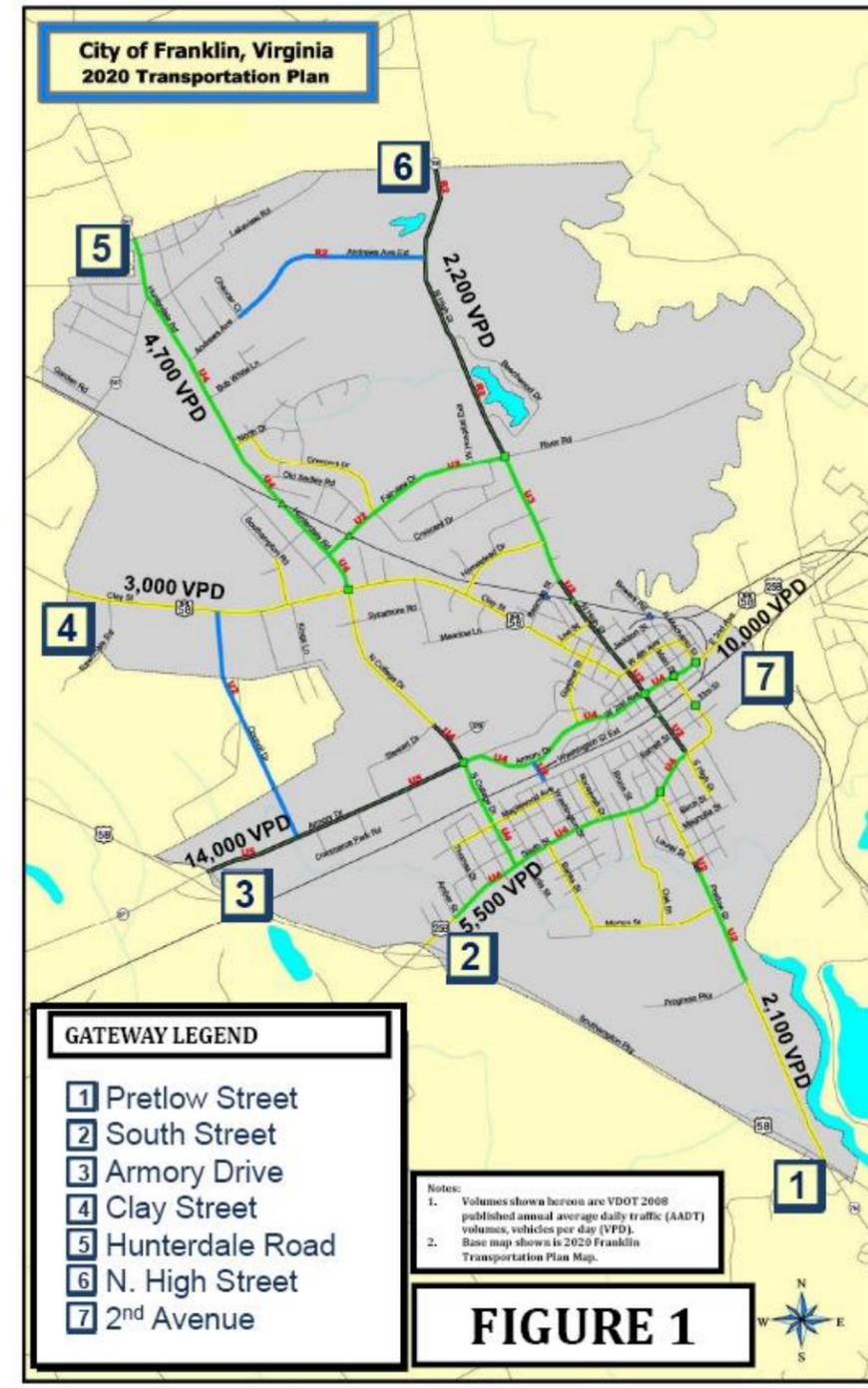
The City’s seven major street gateways are identified (as numbered) in **Figure 1**:

1. Pretlow Street
2. South Street
3. Armory Drive
4. Clay Street
5. Hunterdale Road
6. N. High Street
7. 2<sup>nd</sup> Avenue



This Plan provides a brief background on the establishment of a vision for the development of the City’s gateways, outlines the process used to create the Plan, and provides a series of artistic drawings and details which illustrate the recommended Gateway features and supporting plantings. This Plan also outlines funding needs for the gateway implementation and offers strategies for obtaining the necessary funding to construct the gateways. The implementation of this Plan would be considered complete when each of the gateways described herein have been constructed. It is anticipated that this implementation

process will occur over a 10-20 year period, although it may occur more quickly. The implementation timeline will be dependent on the availability of funding sources as well as the continued support, energy, and vision of the citizens, staff, and leaders of the City of Franklin. In addition, the Plan is intended to dovetail with a separate but parallel efforts to develop a Master Tree Planting plan and Tree Preservation / Corridor Overlay District ordinances that will enhance the curb appeal of City-owned spaces. As it is implemented, the Gateway Plan will play an increasing role in promoting and displaying the identity of the City to all who enter its limits.





## II. Background: History, Place-Making, and Vision

To better understand the context from which the vision for this plan originated, it is helpful to have a brief overview of the history of the City of Franklin along with the general principals of place-making.

### History - City of Franklin

The City of Franklin, Virginia, was originally founded in 1876 as a community nestled along the western edge of the Blackwater River. Ever since that time, the river has been a subtle, but palpable influence in defining the character of the City. Over the years, the paper mill (formerly owned by the Camp family, and currently owned by International Paper), which is located just east of downtown across the river, has been a steady presence in the City.



Situated in an ideal location along the Blackwater, the mill has been a steady employer of generations of City residents. The river's ability to sustain the mill is a primary example of its influence on the City's history. In 1999, the Blackwater had a profound and unforgettable effect on the City when floodwaters from Hurricane Floyd caused the river to surge high above its banks and flood large portions of the downtown area. The recovery and rebuilding efforts which ensued are an enduring example of how the Blackwater River left its imprint on the community.

During the 20<sup>th</sup> century, the City experienced periods of growth driven by several annexations. Today, the City of Franklin largely retains its small-town feel with a compact downtown area situated along the western bank of the Blackwater River. The City's official logo includes the phrase, "*Growth – Community – Spirit,*" which captures the community's desire to maintain its sense of small-city charm and character while simultaneously managing the changes brought about by recent development activity within City limits and adjacent jurisdictions. The City's boundaries now extend well beyond the compact, riverfront downtown area and reach into more rural areas to the west and north. The more suburban and rural areas are dotted with large lot residences and expansive wooded tracts. In recent years, the City has felt the strains of development pressure stemming from the ever-expanding communities of the Hampton Roads region, to the east. As the City continues to experience the tug of change over the coming years, it will require well through-out planning actions to maintain its valued sense of identity and community. This Plan, if incorporated into the City's Comprehensive Plan and Ordinances, is but one tool which the City can utilize to accomplish that goal.



### Gateways History

With the City's history literally rooted in the paper mill industry, the tree is a natural symbol for the City. The existing City monument signs were designed by Donald Goodwin, Director of Community Development at the direction of the City Manager, Rowland L. "Bucky" Taylor. The signs were made of redwood to symbolize the saw mill and lumber division of Union Camp, and the tree theme was taken from the original City Seal (at right) that was sandblasted and painted to form the three dimensional look. It used to be the pine due to the paper pulp for





## City of Franklin GATEWAY ENHANCEMENT PLAN



the mill being rendered from mostly pine, but after the 1999 flood, a new City logo was created using the oak tree; however, the City Seal remains pine today.

### Place-making and Branding

Place-making embodies the movement to create more livable communities, identifiable character, and a higher quality of life. The process of place-making celebrates the uniqueness of a community and may include principles such as: branding and image, gateways, building architecture, site design, billboards, franchise architecture, transportation, and local land conservation initiatives. The identity of a community comes from its environment, tradition, and culture. A branding of that identity represents the pride of community members, and a promise made to visitors for what to expect when they arrive. In its simplest terms, the brand distinguishes a community in the marketplace. To do so effectively, a brand must be apparent in every facet of the community, including its gateway signage, scenic views, natural areas, building architecture, and overall site design.

### Vision

The vision for this Gateway Plan stems from City Council's adopted goals and objectives developed in 2002. A Gateway Plan was desired as a way to improve the City's urban curb appeal by producing gateways that reflect the character of a true "Tree City USA." The City has since made significant progress. In June of 2004, the City was awarded a \$10,000 Urban and Community Forestry Grant which was used to implement a complete Tree Inventory of major streets, parks and cemeteries using GPS data collection software. The City is currently using it to track needed maintenance as identified by the inventory as well as posting new plantings.

The Tree Inventory was conducted during FY04-05 by a licensed arborist with help from City staff and members of the City's Beautification Commission. Currently all inventory and mapping of the current gateways and entryways into the City has been completed as a part of the Phase II activities which includes Pretlow, South, Armory, Clay, and High Streets. In addition, as part of a streetscape plan the Beautification Commission was able to help fund the placement of 30 Tounto Crepe Myrtles in concrete pots along Main Street and Second

Avenue in the Downtown Commercial Historic area. This Gateway Plan will add another layer of curb appeal to that already begun through the implementation of the landscaping initiatives described above. Collectively, these planning efforts will work together to help the City establish and maintain a cohesive image to greet visitors and citizens alike as they enter the City.





### III. Existing Gateways and Ordinances

Brief descriptions of the conditions and characteristics at each of the seven proposed gateway locations are offered below. The review of existing conditions is intended to document those characteristics which relate to the visibility of the proposed gateways, both in terms of lines of sight from the existing roadway as well as from the number of vehicles per day which pass through each gateway. The potential for bicycle and pedestrian travelers was also considered, and a copy of the recently adopted City of Franklin Bicycle and Pedestrian Master Plan's Proposed Bicycle and Pedestrian Network is included in the **Appendix** for reference. A summary of existing ordinances related to landscaping are provided at the end of this section.

#### Existing Gateways

##### *Pretlow Street*

The Pretlow Street Gateway is located at the southern tip of the City and provides access from Route 58 Bypass and from rural areas of Southampton County and the City of Suffolk, to the south. For visitors to/from the east or south of the City, this entry point provides access to the Pretlow Street industrial area, residential areas near and along South Street, and downtown Franklin. Of the seven gateways, the Pretlow Street location has the lowest daily traffic volumes (2,100 vehicles per day (VPD)) based on data collected in 2008 data and published by the Virginia Department of Transportation (VDOT). An existing "Welcome to the City of Franklin" monument is located along the west side of Pretlow Street a short distance to the north of the Route 58 Bypass/Pretlow Street interchange. The Pretlow Street roadway alignment is straight and relatively flat in the vicinity of the gateway, with minimal roadside vegetation or signage. Overhead utilities exist along the east side of Pretlow Street. Presently, there are no pedestrian or bicycle accommodations along Pretlow Street in the vicinity of the gateway. The City's Proposed Bicycle and Pedestrian Network (see **Appendix**) calls for Pretlow Street to be a signed bicycle route in the future; however, there are no known plans to construct sidewalks along this portion of Pretlow Street.





**South Street**

The South Street Gateway is located along the southwest border of the City near the Southampton County line, and it also provides access to the City from Route 58 Bypass and from rural areas of Southampton County. The City anticipates South Street to be a higher-growth corridor in the future. The majority of travelers using this entry point are local residents who reside in the residences on or near South Street or who are traveling in from Southampton County. From the gateway location, South Street proceeds in a northeasterly direction and eventually leads to the downtown area. The 2008 daily traffic volumes along South Street were moderate at approximately 5,500 VPD based on data published by VDOT. An existing “Welcome to the City of Franklin” monument is located in the median of South Street a short distance to the east of the Route 58 Bypass/South Street interchange. The South Street roadway alignment is straight and relatively flat in the vicinity of the gateway, with minimal roadside vegetation and several signs. Overhead utilities exist along the south side of South Street. Presently, there are no pedestrian or bicycle accommodations along South Street in the vicinity of the gateway. The City’s Proposed Bicycle and Pedestrian Network (see **Appendix**) calls for South Street to be a signed bicycle route in the future; however, there are no known plans to construct sidewalks along this portion of South Street.





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**GATEWAY ENHANCEMENT PLAN**



**Armory Drive**

The Armory Drive Gateway is located along the western edge of the City and provides access from Route 58 Bypass and from Southampton County to Armory Drive’s commercial uses. Although Armory Drive does lead to downtown Franklin, this entry point is largely visited by local traffic, business deliveries, and pass-by traffic from Route 58 Bypass who are seeking to use Armory Drive’s numerous commercial uses (restaurants, gas stations, etc.). Of the seven gateways, the Armory Drive location had the highest 2008 daily traffic volumes (14,000 VPD) based on data published by VDOT. This high volume is reflective of the relatively significant commercial activity along the Armory Drive Corridor. An existing “Welcome to the City of Franklin” monument is located in the median of Armory Drive immediately east of the Route 58 Bypass / Armory Drive interchange. The Armory Drive roadway alignment is straight and relatively flat in the vicinity of the gateway, with minimal roadside vegetation and moderate to significant signage. Overhead utilities exist along both sides of Armory Drive. Armory Drive has sidewalks on both sides in the vicinity of the gateway, and the City is in the process of restriping Armory Drive to provide a wide outside lane to facilitate use by skilled bicyclists.





**Clay Street**

The Clay Street Gateway is located along the western edge of the City and provides access from Route 58 Bypass, Southampton County, and regional traffic to the west. For visitors to/from the west of the City, this entry point provides the most direct access to downtown Franklin by way of the attractive rural and residential landscapes which typify the western region of the City of Franklin. Although Clay Street has a four-lane undivided roadway section and was once the alignment of Route 58, today it has a low traffic volume (3,000 VPD, per VDOT 2008 published data) relative to the other six gateways. An existing “Welcome to the City of Franklin” monument is located in the median of Clay Street a short distance to the east of Route 58 Bypass. In the vicinity of the gateway, the Clay Street roadway alignment has mild horizontal curvature and slight, rolling hills with minimal roadside vegetation and moderate signage. Overhead utilities exist along the north side of Clay Street. Presently, sidewalks exist along both sides of Clay Street; however, there are no bicycle accommodations within City limits in the vicinity of the gateway. The City’s Proposed Bicycle and Pedestrian Network (see **Appendix**) calls for Clay Street to be a shared roadway for bicycle use in the future.





### Hunterdale Road

The Hunterdale Road Gateway is located at the northern end of the City and provides access from Southampton County and beyond. For visitors to/from the north of the City, this entry point provides access to residences along Hunterdale Road, the YMCA, the hospital, Clay Street and downtown, and College Drive / Armory Drive businesses. Of the two northern gateways (N. High Street being the other), Hunterdale Road has the highest daily traffic volume (4,700 VPD in 2008, based on VDOT published data). A small post-mounted green sign located at the City/County line informs travelers that they are entering the City of Franklin. The Hunterdale Road roadway alignment is slightly curved and relatively flat in the vicinity of the gateway, with minimal roadside vegetation and moderate signage. Overhead utilities exist along both sides of Hunterdale Road in the vicinity of the gateway. Presently, Hunterdale Road has SHARE THE ROAD signs to inform drivers of the potential presence of bicyclists; however, there are no pedestrian accommodations along Hunterdale Road in the vicinity of the gateway. The City's Proposed Bicycle and Pedestrian Network (see **Appendix**) calls for Hunterdale Road to eventually have a continuous shared-use path to provide enhanced access for bicyclists and pedestrians both.





### North High Street

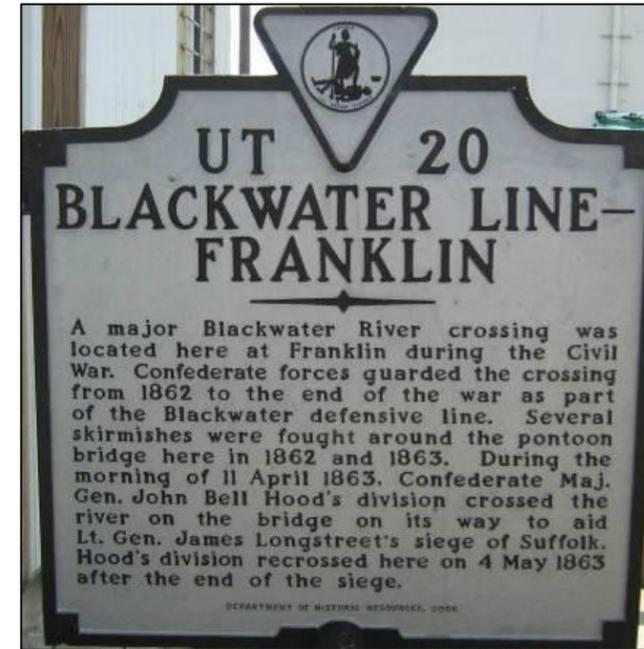
The North High Street Gateway is located at the northern end of the City and provides access from Southampton County and beyond. The City anticipates North High Street to be a higher-growth corridor in the future. For visitors to/from the north of the City, this entry point provides access to residences along North High Street, the YMCA, the hospital, Clay Street, and downtown. Of the two northern gateways, North High Street has the lowest daily traffic volume (2,200 VPD in 2008, based on VDOT published data), which is less than half that of Hunterdale Road. A small post-mounted green sign located at the City/County line informs travelers that they are entering the City of Franklin. The North High Street roadway alignment is relatively straight and flat in the vicinity of the gateway, with minimal roadside vegetation and moderate signage. Overhead utilities exist along the west side of North High Street in the vicinity of the gateway. Presently, North High Street has SHARE THE ROAD signs to inform drivers of the potential presence of bicyclists; however, there are no pedestrian accommodations along North High Street in the vicinity of the gateway. The City's Proposed Bicycle and Pedestrian Network (see **Appendix**) calls for North High Street to eventually have a continuous shared-use path to provide enhanced access for bicyclists and pedestrians both.





**2nd Avenue**

The 2<sup>nd</sup> Avenue Gateway is the City’s only gateway along its eastern boundary and its only gateway into Isle of Wight County. In addition, 2<sup>nd</sup> Avenue’s immediate proximity to the Blackwater River is another unique feature of this gateway. The Gateway is located at a recently-reconstructed bridge which leads directly to the mill owned by International Paper. This bridge was dedicated on September 15, 2009 and named the Holland-Councill Memorial Bridge in memory of the late Senator Richard J. Holland and the late Delegate James P. Councill, Jr. For visitors to/from the east, this entry point provides direct access to downtown Franklin. Of the seven gateways, the 2<sup>nd</sup> Avenue location has the second highest daily traffic volumes (10,000 VPD) based on data collected in 2008 and published by VDOT. An existing “Welcome to the City of Franklin” monument is located along the west side of 2<sup>nd</sup> Avenue a short distance to the north of the Route 58 Bypass/2<sup>nd</sup> Avenue interchange. The 2<sup>nd</sup> Avenue roadway alignment is slightly curved with a vertical arch over the Blackwater River bridge, and is has minimal roadside vegetation or signage. Overhead utilities exist along the south side of 2<sup>nd</sup> Avenue in the vicinity of the gateway. The new 2<sup>nd</sup> Avenue bridge has sidewalks on both sides but does not have dedicated bicycle facilities; however, the City’s Proposed Bicycle and Pedestrian Network (see **Appendix**) calls for 2<sup>nd</sup> Avenue to be a signed bicycle route in the future. Additionally, an existing sidewalk extends a few hundred feet along the south side of 2<sup>nd</sup> Avenue in through the gateway area, but does not connect to all the way to the downtown grid sidewalk system.





**Table 1** below provides a summary of the relevant features of each of the City’s existing gateway locations. It is noted that detailed right-of-way and easement information at each of the gateway locations were not available for inclusion in this plan.

**TABLE 1 - GATEWAY FEATURES**

Gateway	Existing Monumentation [Y/N]	2008 AADT* (veh./day)	Roadway Cross-Section	Pedestrian Facilities		Bicycle Facilities		Availability of Power? [Y/N]
				Existing	Planned	Existing	Planned	
<i>Pretlow St.</i>	Y	2,100	2-lane	--	--	--	Signed Route	Y
<i>South St.</i>	Y	5,500	4-lane divided w/median	--	Sidewalks	--	Signed Route	Y
<i>Armory Dr.</i>	Y	14,000	4-lane divided w/median	Sidewalks	--	--	Share the Road	Y
<i>Clay St.</i>	Y	3,000	4-lane undivided	Sidewalks	--	--	Share the Road	Y
<i>Hunterdale Rd.</i>	N	4,700	2-lane	--	Shared-use Path	Share the Road	Shared-use Path	Y
<i>N. High St.</i>	N	2,200	2-lane	--	Shared-use Path	Share the Road	Shared-use Path	Y
<i>2<sup>nd</sup> Ave.</i>	N	10,000	4-lane undivided	Sidewalks	--	--	Signed Route	Y

\* AADT = Annual Average Daily Traffic (per VDOT)

**Existing Ordinances**

Given that this Plan is the first official Gateway Enhancement Plan for the City of Franklin, it follows that heretofore no Gateway ordinances have been written or adopted into the City’s Code. The City does, however, have an existing Landscape Ordinance to guide the development of attractive places within the City. The City also has an ordinance (Chapter 29, Article III) to outline the responsibilities of the City Beautification Commission. This Commission is an appointed body of residents of the City who possess expertise and/or

interest in assisting with beautifying the grounds of the City. The Beautification Commission’s express purpose is to “advise and make recommendations to the city manager regarding the care, preservation, pruning, planting, replanting, removal or disposition of trees, shrubs, bushes and all other vegetation in parks, along streets, and in all other public places in the city.”

A copy of the Landscape and Beautification Commission ordinances are included for reference in the **Appendix**.



## IV. Planning Process

### Gateway Project Concepts

During the past decade, City leaders and members of the City Beautification Commission have devoted energy and attention toward activities which have culminated (in part) in the development of this Gateway Plan. The genesis for this plan dates back to 2002, when Franklin’s City Council adopted goals and objectives to enhance the City’s urban curb appeal by producing gateways that reflect the character of a true “Tree City USA.” Over time the idea gained momentum, and in 2008 the City engaged the services of an outside consultant to assist in identifying and interpreting appropriate themes and developing design renderings and planting recommendations for each of the City’s gateway locations. A more detailed discussion of the roles and processes followed to develop this Plan is offered below.

### Beautification Commission

From April of 2008 to the present, the City of Franklin Beautification Commission has played an instrumental role in guiding this planning process. By being citizen-led, the Beautification Commission is able to reflect the desires of the community as it relates to the beautification of its public spaces and the resulting contribution to the City’s image. The Beautification Commission was established by City Council and is comprised of Council-appointed citizens of Franklin who are tasked with advising and making recommendations to the City Manager regarding a variety of landscaping and other beautification aspects in City spaces. Members of the Commission serve 4-year terms, and there are no limits on the number of terms that may be served by individual commissioners. The Commission’s Mission Statement is summarized as follows:

- To promote the planting and conservation of trees and vegetation in order to improve the quality of the physical environment.
- To discourage the uncontrolled cutting and destruction of trees and wooded areas to prevent damage to the physical environment and help reduce municipal costs.

Although its mission statement is landscaping-oriented, the Commission’s commitment to beautifying the City allows it to adapt easily into a lead role for this Gateway Enhancement planning process.

### Design Development and Review

The conceptual Gateway Enhancement designs were developed through a collaborative process between the City’s consultant and its Beautification Commission members. Beginning in the spring of 2008, the group met to discuss initial visioning for gateway design concepts. The consensus was to use the influence of Franklin’s history and culture to develop a program of gateways that would reflect what makes the City of



Franklin a special place. Several themes which represented life in the City emerged, including the Blackwater River, farms, and churches. Among those, the Blackwater River stood at as the most influential. The river’s meandering quality became a catalyst for design development. The gateway designs bear a direct reflection on the river’s movement, while building and plant materials chosen were selected to reflect the City’s historic use of bricks and diverse plant palette that thrives in the City. The overall goal of the planning effort was to give the City of Franklin a memorable image of character as people enter and leave the city.

The consultant and commission met regularly from spring to fall of 2008, and during those times conceptual plans were presented, reviewed, and refined by the team. The following key ideas and concepts were discussed during that period and represent elements that the Commission and consultant felt should be addressed by the gateway designs:



City of Franklin  
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- Given that each entry point to the City is somewhat unique, Gateway design should also be unique as there is no one-size-fits-all solution
- Size and scale of gateways is important
- When selecting landscaping, consideration must be given to all four seasons
- Consideration should also be given to identifying plantings that are:
  - Pedestrian friendly
  - Deer unfriendly
  - Low-maintenance or maintenance-free
- Plantings may consist of flowering trees, ornamental grasses, or wildflowers, depending on the location and scale of each gateway
- Consideration should be given to the impacts and spacing of existing signage
- Consideration should be given to the possible impacts (or opportunities) of potential future development adjacent to the gateway locations
- Lighting is strongly desired at each gateway to maintain low-light and nighttime visibility
- Light emitting diode (LED) lighting mentioned for nighttime visibility; solar power a possible option
- Gateways may represent a desirable location to display public art
- Fund-raising will be necessary to implement the plans
- Any donors should receive some type of formal recognition
- Providing sign space on the Gateways for the Ruritans and other civic organizations may provide an opportunity to raise funds
- Developers may be able to participate in gateway development in conjunction with individual projects

During the review phase of the design process, some of the design concepts were made available on display to public in Community Development waiting area; however, there was no formalized public outreach component during design development.

Overall, during the design development phase the consultant team received valuable input and feedback from the members of the Beautification Commission. As a result of the refinements to the concepts, the following work products were prepared by the consultant for use by the Beautification Commission:

- Five (5) Gateway design options
- Route 58 Bypass / Armory Drive Interchange Landscape Enhancement Options (2)
- Planting materials list
- Lighting, signage, and funding notes / details
- Building Materials – are the callouts on the renderings supposed to suffice

The final design options and details are presented and discussed further in **Section V** of the Plan.

**Adoption Process**

Following completion of this Plan, the Beautification Commission and City staff desire to see the Plan adopted as an element of the City’s Comprehensive Plan and used to create new ordinances. During the formal adoption process, the City intends to make the draft Plan available for viewing by the public (either through the City’s website and/or other media and a public forum). The City will also continue to dialogue with appropriate property owners, businesses, and regulatory agencies (FEMA, etc.) as required to obtain land, easements, or other entitlements/agreements to prepare for actual construction of the gateways. The adoption process will require a minimum of two public hearings (one each by the City Planning Commission and City Council).



## V. Recommended Gateway Plans

Of the five concepts, the Beautification Commission showed strong preferences for Options 1, 3 and 5, which are presented in detail in this chapter. Options 2 and 4 (included in the **Appendix** for reference) were viewed as either not being in keeping with the character of the City or as being less aesthetically pleasing than the other three options. Additional Gateway Design Notes related to lighting, signage regulations, and future funding are included in the **Appendix**. The recommended locations for the five gateway plan concepts are summarized in **Table 2**. In addition to these gateway concepts, the team developed a series of Landscape Enhancement Plans for the Route 58 Bypass interchanges at Armory Drive and Pretlow Street, which are included at the end of this section.

**TABLE 2 - GATEWAY LOCATIONS MATRIX**

Gateway Plan Option	Recommended Locations						
	Pretlow Street	South Street	Armory Drive	Clay Street	Hunterdale Road	N. High Street	2 <sup>nd</sup> Avenue
1	■				■	■	
2	■				■	■	
3		■	■	■			
4		■	■	■			
5							■

A recommended Plant List (shown at right) was also prepared in support of the landscaping components associated with each of the Gateway Plans. Additional planting information associated with Pink Muhly Grass is included in the **Appendix**.

11-26-08

Prepared by  
**ARCADIS**

### Plant List

Franklin, VA (Options for Gateway Enhancements)

<p><u>Ornamental Trees</u></p> <p>Crape Myrtle: Lagerstroemia indica </p> <p>River Birch: Betula nigra </p> <p><u>Shade Trees</u></p> <p>Willow Oak: Quercus phellos </p> <p>Red Maple: Acer Rubrum </p> <p>Sugar Maple: Acer saccharum </p> <p><u>Flowering Shrubs</u></p> <p>Azaleas: Rhododendron indicum </p> <p>Japanese Holly: Ilex crenata </p> <p>Carrissa Holly: Ilex cornuta </p> <p>St. John's Wort: Hypericum perforatum </p> <p>Sweet Olive: Osmanthus fragrans </p> <p><u>Perennial/Annual</u></p> <p>Wild Sweet Potatoe: Ipomea batatas </p> <p>Coleus: Solenostemon scutellarioides </p>	<p><u>Evergreen Trees:</u></p> <p>Red Cedar: Juniperus virginiana </p> <p>Leyland Cypress: Cupressocyparis leylandii </p> <p>Thuja Green Giant: Thuja Plicata </p> <p>American Holly: Ilex opaca </p> <p>Sapphire Cypress: Cupressus arizonica </p> <p><u>Ornamental Grasses:</u></p> <p>Pink Muhly: Muhlenbergia capillaris </p> <p>Maiden Grass: Miscanthus sinensis </p> <p>Zebra Grass: Miscanthus sinensis 'Zebrainus' </p> <p>Red Fountain: Pennisetum setaceum 'Rubrum' </p> <p>Miniature fountain grass: Pennisetum alopecuroides </p> <p>Creeping Periwinkle: Vinca minor </p> <p>Cockscomb: Celosia argentea </p>
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City of Franklin  
GATEWAY ENHANCEMENT PLAN



**Option 1**

The Option 1 Gateway plan shown at right receives direct inspiration from the Blackwater River. The “softness” of the curved wall is designed to reflect the movement of the river’s waters and convey a peaceful impression to passers-by. The brick wall shown in Option 1 is abutted from the front and rear by planting elements. The Gateway features are intended to be located on both sides of a given gateway and to lie just off the back of sidewalks.

Recommended locations for the Option 1 Gateway are Pretlow Street, High Street, and Hunterdale Road, as noted below in the Location Key. The preliminary opinion of construction cost for this Option is approximately \$70,000 - \$75,000 per location.

Gateway Plan Option	Location Key						
	Pretlow Street	South Street	Armory Drive	Clay Street	Hunterdale Road	N. High Street	2 <sup>nd</sup> Avenue
1	■				■	■	
2	■				■	■	
3		■	■	■			
4		■	■	■			
5							■

**Illustrative Plan**

Proposed Curb and Gutter  
3' Landscape Verge  
Future 5' Concrete Sidewalk  
Brick Veneered Meandering Wall  
Groundcovers/Ornamental Grasses (Pink Muhly or Miniature Fountain grass)  
Flowering Shrubs (Azaleas, Japanese Holly, Carrisa Holly or St. John's Wort)  
Ornamental Trees (River Birch or Grape Myrtle)  
Evergreen Trees (Red Cedar or Leyland Cypress)  
Sign Wall  
Perennial/Annual Flower Bed

52'  
14'

**Elevation from Street**

Brick Gateway Wall  
Precast Sign Panel  
Precast Coping  
Planter

16'  
6'

**Option 1 Design Concept**

Wall curve is influenced by the Blackwater River. The use of a soft curve allows for a peaceful entrance.

**Possible Locations**

Pretlow Parkway  
High Street  
Hunterdale Road

**Gateway Enhancement**  
City of Franklin, Va

Prepared by  
**ARCADIS**  
11/26/08



City of Franklin  
GATEWAY ENHANCEMENT PLAN



**Option 3**

The Option 3 Gateway plan shown at right is intended to enhance the existing gateways while keeping existing brick signage. This option is more linear in nature than Option 1 and includes wing walls at the leading edge (facing inbound traffic) followed by a row of landscaping parallel to the direction of vehicle travel.

Recommended locations for the Option 3 Gateway are South Street, Armory Drive, and Clay Street, as shown below in the Location Key. The preliminary opinion of construction cost for this Option is approximately \$35,000 - \$40,000 per location.

Gateway Plan Option	Location Key						
	Pretlow Street	South Street	Armory Drive	Clay Street	Hunterdale Road	N. High Street	2 <sup>nd</sup> Avenue
1	■				■	■	
2	■				■	■	
3		■	■	■			
4		■	■	■			
5							■



**Option 5**

The Option 5 Gateway plan shown at right is the only option offered for the 2<sup>nd</sup> Avenue gateway (see Location Key below), and is designed with structural reinforcements (concrete footings and metal lentic wall supports) to withstand potential water loadings during a flood event. The exact location of this gateway is subject to change depending upon Federal Emergency Management Agency (FEMA) permits and other constraints associated with its proximity to the Blackwater River. During the development of this Option, the Commission discussed the possibility of including a small park with benches to be created in conjunction with the Gateway features in order to capitalize on the aesthetically pleasing combination of the gateway adjacent to the river. The preliminary opinion of construction cost for this Option is approximately \$10,000 - \$15,000.

Existing Trees  
Flowering Shrubs  
Proposed Sign  
Ornamental Grasses  
Sidewalk  
Curb and Gutter  
Bridge Structure

**Option 5**  
Design Concept  
Using the restraints of 2nd Street's flood plain we used concrete footing for the columns and used metal lentils to support the wall. Grasses used for landscaping.  
Location  
2nd Street

Gateway Enhancement  
City of Franklin, Va

Prepared by  
**ARCADIS**  
11/26/08

Gateway Plan Option	Location Key						
	Pretlow Street	South Street	Armory Drive	Clay Street	Hunterdale Road	N. High Street	2 <sup>nd</sup> Avenue
1	■				■	■	
2	■				■	■	
3		■	■	■			
4		■	■	■			
5							■



**Supplemental Concepts – Route 58 Bypass / Armory Drive Interchange**

In collaboration with the Beautification Commission, the consultant also prepared two Landscape Enhancement concepts for the Route 58 Bypass / Armory Drive Interchange and one additional Landscape Enhancement for the Route 58 Bypass / Pretlow Street interchange. The purpose of these additional concepts, which are shown below, is generally to showcase the City’s diverse tree palette and to exhibit sculptures and history to the City’s residents and visitors.

Sugar Maple  
Red Maple  
Loblolly Pine  
Willow Oak  
(possibly Red or White Oak)  
Pink Muhly Grass  
Purple Heart Groundcover  
Tamarix Juniper  
St. John's Wort

Section

Site Section

Loblolly Pine  
Willow Oak (possibly Red or White Oak)  
Sugar Maple  
Red Maple  
1.8"-2.4" Retaining Wall  
(Brick Wall w/ Precast Concrete Coping)  
Tamarix Juniper (possibly Gardenia)  
Pink Muhly Grass  
Purple Heart (Groundcover)

Lawn  
20"  
Mulched Area  
260"  
U.S. Highway 58  
40"  
40"  
2.2" Retaining Wall

U.S. Highway 58 / Armory Drive Interchange Landscape Enhancement  
(Additional Option)

Design Concept: To use the Armory Drive interchange as an opportunity to give Franklin a place to exhibit its diverse tree palette.

Existing Conditions

Gateway Enhancements  
Franklin, Va

Prepared by  
**ARCADIS**  
11/26/08

Flowering Bed Daylilies  
Ornamental Grasses  
Area for Exhibition  
Evergreen Trees (Loblolly Pines)  
Ornamental Trees (Crape Myrtles)  
Low Shrubs (St. John's Wort)

U.S. Highway 58 / Armory Drive Interchange Landscape Enhancement

Design Concept: To use the Armory Drive interchange as an opportunity to give Franklin a place to exhibit sculptures and history to people coming into and leaving the city of Franklin.

U.S. Highway 58 / Pretlow St. Interchange Landscape Enhancement

Design Concept: To capture a colorful oasis as one enters or leaves the city.

Ornamental Grasses (Pink Muhly or Miniature Fountain Grass)  
Daylilies  
Evergreen Shrubs (Carrissa Holly)  
Ornamental Trees (Crape Myrtle)

Gateway Enhancements  
Franklin, Va

Prepared by  
**ARCADIS**  
11/26/08



## VI. Funding and Implementation

### Funding

The development of this Plan has been made possible by approximately \$30,000 in grant funding from the Department of Forestry and the Camp Foundations, as well as the donation of volunteer time and effort. Going forward, the funding for construction and implementation of the Plan will continue to rely on the financial support from a broad variety of sources as well as the energy, creativity, and support of the Beautification Commission, City leaders, and its citizens.

The consultant team developed the preliminary construction cost opinions summarized in **Table 3** for the proposed gateways.

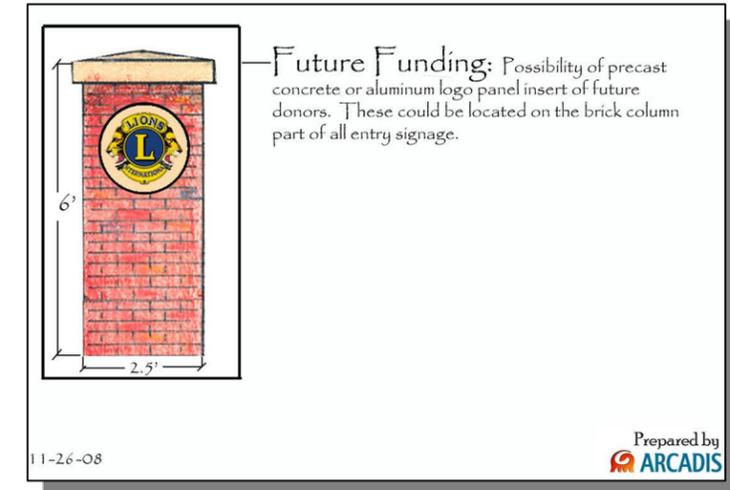
**TABLE 3 - GATEWAY CONSTRUCTION COST SUMMARY\***

Preferred Gateway Plan Option	Location							
	Pretlow Street	South Street	Armory Drive	Clay Street	Hunterdale Road	N. High Street	2 <sup>nd</sup> Avenue	TOTAL
1	\$70 - \$75				\$70 - \$75	\$70 - \$75		\$210 - \$225
3		\$35 - \$40	\$35 - \$40	\$35 - \$40				\$105 - \$120
5							\$10 - \$15	\$10 - \$15
<b>TOTAL</b>								<b>\$325 - \$360</b>

\* Note – Costs above are in thousands.

Development of the Gateways will require creative funding sources in the way of contributions, memorial donations and various fundraisers. The following is a list of recommended funding opportunities which the City should explore as it continues to identify available funding resources to construct the Gateways:

- Civic Groups and/or Downtown Franklin Association
  - contribute funds and/or volunteers toward annual maintenance activities at one or more Gateways
  - purchase sign space on Gateways (see rendering, this page)
- Urban Forestry Grants
- VDOT Enhancement Grants
- Boy Scouts or other youth groups
  - Adopt a Gateway for maintenance of one or more Gateways
  - Eagle Scout project to fundraise for and construct part or all of a Gateway or Gateway landscaping
- Private donors
  - Create a donor book for public display in City Hall or other appropriate public location
- Fundraising campaigns
  - An I SUPPORT THE GATEWAY sticker or button campaign (see sample logo at right)



It is also noted that the City Department of Public Works may be able to provide resources to cover some or all of the necessary Gateway maintenance activities on a recurring basis (annual or otherwise).



## Implementation

The implementation of this plan is anticipated to be a 10-20 year process, with the timing being flexible and most directly affected by funding availability, which is the largest challenge to Plan implementation. City leaders should build on the momentum from this Plan to begin construction of Gateways as funding becomes available.

The following seven strategic steps outline the recommended course of action which the leaders, staff, Beautification Commission, and citizens of Franklin should follow in order to bring the vision of this Gateway Plan to reality and to expand that vision to make the City a more livable community:

### ***Step 1 – Adopt the Gateway Enhancement Plan***

The City should adopt the Franklin Gateway Enhancement Plan as an element of its Comprehensive Plan and into its zoning ordinance as a special overlay district. At a minimum, these actions of adoption will accomplish the following objectives:

Formalize the public and elected official support through the public hearing and adoption process

- Communicate the City’s commitment and plans for gateway implementation to all of Franklin’s citizens, leaders, and its development community
- Provide the necessary validation of the Plan to enhance the ability of the City to allocate interanal funds and/or seek outside funding for Plan implementation

### ***Step 2– Establish/Continue Partnerships as Required to Foster Implementation***

The implementation of this Plan will require coordinated efforts from a variety of stakeholder groups and individuals. For this reason, partnerships between the following key stakeholders should be fostered through work sessions, group activities, and regular communication in order to expedite and encourage individual Gateway implementation:

- Beautification Commission
- City staff
  - Community Development
  - Department of Public Works
  - Electric Department
- City Elected officials
- Downtown Franklin Association
- Civic Groups
- Key property owners
- Local VDOT representatives
- Local grant and funding resources
- The City Chamber of Commerce
- The Camp Foundation

### ***Step 3 – Clearly Identify Proposed Gateway Locations and Constraints***

City staff should move aggressively to identify more exact locations and footprints for each of the individual gateways. Available right-of-way, easement, as-built plan, and plat information should be assembled and kept in a designated City Gateway Plan file. In addition, the City Department of Public Works should conduct a simple sign inventory of existing signage (to include sign location, type, color and spacing) in the vicinity of proposed Gateways and review the Manual for Uniform Traffic Control Devices (MUTCD) to identify potential sign location deficiencies which might result if Gateways are installed. These steps will provide the following benefits as Plan implementation is sought:

- Allow for near-term confirmation of locations feasible for implementation or early identification of implementation constraints
- Position the City to furnish detailed supporting information necessary for future grant applications



- Allow the City to make informed decisions and be in a proactive position to provide accurate information in response to development applications which impact or abut the proposed Gateway locations

**Step 4– Prepare Construction Documents**

As funding becomes available, the City should work to prepare construction documents for individual gateways in a prioritized manner in order to complete the build-out of the Gateways over time.

**Step 5– Conduct Fundraising Activities**

The City and Beautification Committee should continue to aggressively pursue available avenues to obtain public and private funding for the further development and build-out of the Gateway Plan.

**Step 6– Strive for Early Gateway Demonstration Project**

The City leaders, staff, and Beautification Commission should focus its efforts and energy for the next 2-3 years to develop one key, highly visible Gateway in order to achieve an early success milestone and build momentum for future successes. During the development of this Plan, the 2<sup>nd</sup> Avenue and Clay Street Gateway locations were identified as higher priority locations and should receive consideration for early implementation.

**Step 7– Conduct Supporting Long-Range Planning Activities**

The City should consider conducting additional long-range planning activities which are supportive of implementation of the Plan elements and expansion of the Plan vision. Specifically, the City should consider the following:

- Preparation of a Gateway Land Use Master Plan to address land uses in the vicinity of the seven City gateways. The purpose of such a broader plan would be to expand on this Gateway Plan by further protecting the City’s entry points. This Master Plan could be incorporated into the development of the next Comprehensive Plan update process. This process may allow for the following supporting activities:
  - Public meetings to obtain input from City residents
  - Establishment of guidelines for growth manage growth of land at each gateway
  - Identification of partnership opportunities and mechanisms to enlist development community support for Gateway construction
- Identify, develop, and adopt additional supporting ordinances (overlay districts, etc.)
- Expansion of City bicycle master plan element to include bicycle racks at appropriate Gateways

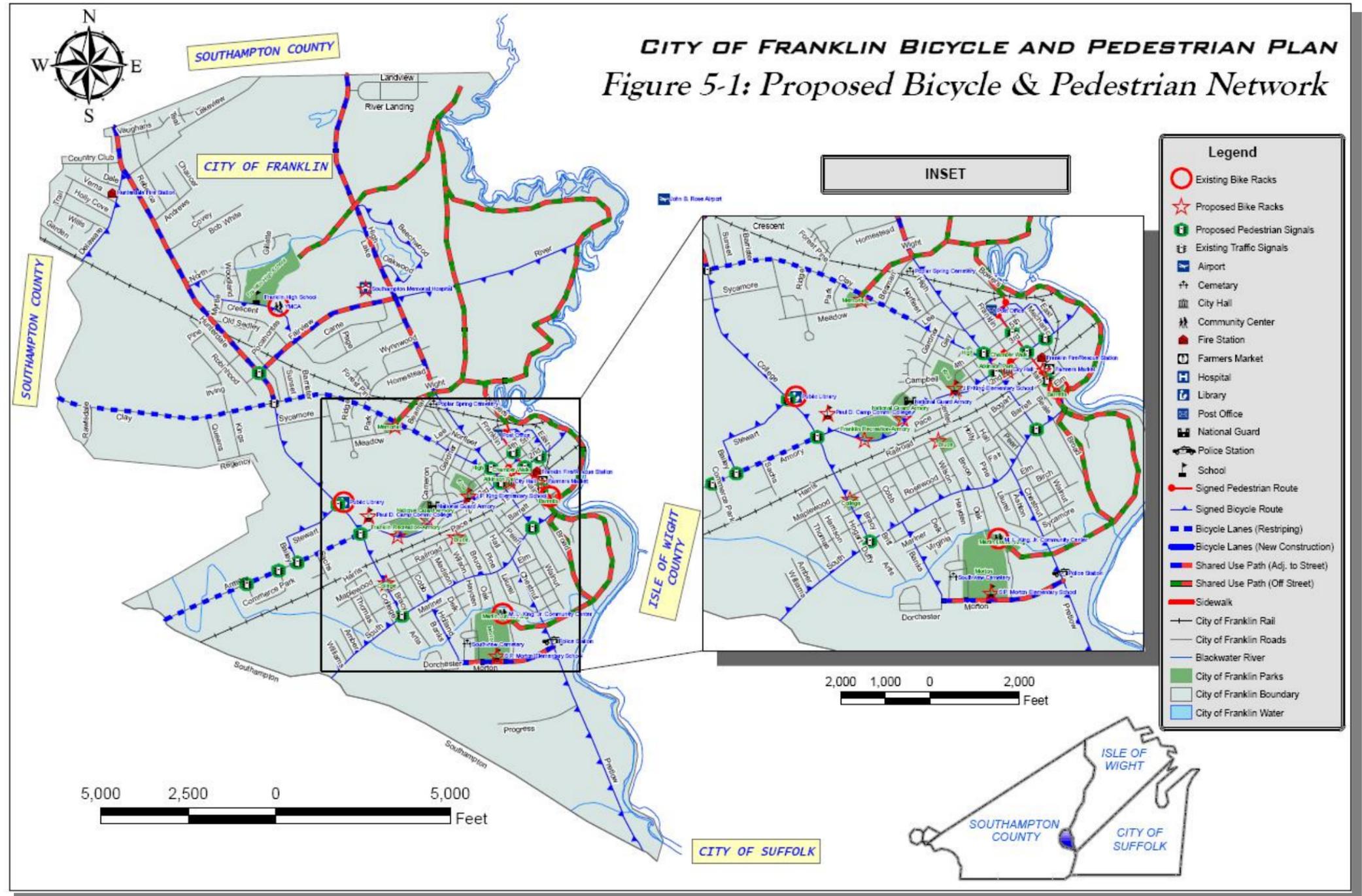


# City of Franklin GATEWAY ENHANCEMENT PLAN



## Appendix

### City of Franklin - Proposed Bicycle and Pedestrian Network





## City of Franklin Landscape Ordinance

### Sec. 25.1 Purpose and applicability

(a) In order to enhance the general appearance and design of developments which are of prime importance to the City of Franklin and its citizens, it is necessary to set forth standards for overall landscape design, preservation of existing vegetation and installation of new landscaping. It is purpose of this article:

- (1) To provide standards that, when adhered to, will enhance the appearance of developments, streets and sidewalks in the city, while allowing for individuality, creativity, and artistic expression in design;
  - (2) To contribute to the preservation of wildlife habitat and to promote good air quality, groundwater recharge and energy conservation, while reducing noise, glare, and excessive heat;
  - (3) To encourage and promote an appropriate balance between the built and the natural environment;
  - (4) To preserve and improve property values (public and private) through preservation of open space, protection of existing vegetation, provision for buffers between incompatible uses and along roadways and encouragement of the planting of new vegetation where appropriate;
  - (5) To preserve and enhance the ecological and aesthetic value of property by requiring the installation of tree canopy and other vegetation thereon;
  - (6) To realize the economic and environmental value gained by the preservation of existing vegetation and undisturbed soils;
  - (7) To promote water conservation through preservation of natural areas, encouragement of good soil management and encouragement of the use of native and/or drought tolerant plant materials; and
  - (8) To preserve topsoil by minimizing slopes and to prevent an increase in stormwater runoff from sites subject to this article.
- (b) Application: The requirements of this article shall apply to all real property, public and private, located in the City of Franklin for which site plan approval is required pursuant to article XXIV of this ordinance except the following:
- (1) Renovation or repairs of an existing structure or building or additions thereto which result in an expansion of less than 50 percent of the square footage of the same.
  - (2) Changes of use of structure or building in the same land use classification or to a lower classification.
  - (3) Improved properties in the downtown service district as defined in chapter 27 of the City of Franklin Code.
  - (4) One or two family dwellings.
- (Ord. No. 2004-22, 8-23-2004)

## Chapter 29 of the City of Franklin Code

### Article III. Beautification Commission\*

\***Editor's note:** Ord. No. 217, adopted Mar. 26, 1984, did not specifically amend this Code; hence, inclusion of §§ 1--8 as Ch. 29, Art. III, §§ 29-63--29-70, was at the discretion of the editor.

Sec. 29-63. Appointment of members of Franklin Beautification Commission.

- (a) The Franklin Beautification Commission shall be composed of nine members who shall be residents of the city and who shall be appointed by city council for staggered terms of four years. Members whose terms have expired shall hold office until their successors have been appointed. Vacancies occurring on the commission otherwise than through the expiration of terms shall be filled for the unexpired terms by appointment of city council.
  - (b) To the extent that such persons are available members shall consist of landscape architects, landscape designers, arborists, gardeners and other persons interested in the appearance of the city, its streets, sidewalks, parks and other public places.
- (Ord. No. 217, § 1, 3-26-1984; Ord. of 7-12-1999; Ord. No. 2003-9, 6-9-2003)

Sec. 29-64. Officers; quorum.

The members of the beautification commission shall elect a chairman and a vice-chairman. A majority of the members of the commission shall constitute a quorum for the transaction of business.

(Ord. No. 217, § 2, 3-26-1984)

Sec. 29-65. Advice, recommendations.

The beautification commission shall advise and make recommendations to the city manager regarding the care, preservation, pruning, planting, replanting, removal or disposition of trees, shrubs, bushes and all other vegetation in parks, along streets, and in all other public places in the city.

(Ord. No. 217, § 3, 3-26-1984)

Sec. 29-66. Permit--Required for planting.

It shall be unlawful for any person to plant any tree, shrub or bush in any public park, along streets, and any other publicly owned property without first having obtained a written permit therefor from the city manager's office and without in all respects complying with the conditions and terms of such permit. Such permit shall set forth the variety of tree, shrub or bush and the location where the same may be planted.

(Ord. No. 217, § 5, 3-26-1984)

Sec. 29-67. Same--Required for maintenance.



*City of Franklin*  
GATEWAY ENHANCEMENT PLAN



It shall be unlawful for any person, except a city employee in the performance of his duties, to spray or otherwise treat, remove, destroy, break, cut or trim any living tree, shrub or bush, or any part thereof, growing in any street, park, public place or public grounds, without first having obtained a written permit from the city manager's office. Any such work shall be done subject to supervision by and the control of the city.

(Ord. No. 217, § 6, 3-26-1984)

Sec. 29-68. Same--Required for attachments to trees.

It shall be unlawful for any person, without first having obtained a written permit from the city manager's office, to attach any wire, insulator, sign or any other device to any tree growing in any street, park, public place or grounds.

(Ord. No. 217, § 7, 3-26-1984)

Sec. 29-69. Same--Issuance.

All permits required pursuant to this article shall be issued by the city manager's office. Prior to the issuance or denial of any such permit, the city manager shall refer the permit request to the beautification commission for its recommendation. The commission shall give its recommendation to either approve or disapprove the request within 30 days of the date such request is referred to the commission.

(Ord. No. 217, § 4, 3-26-1984)

Sec. 29-70. Penalty for violation of article.

Any violation of this article shall be a class 3 misdemeanor.

(Ord. No. 217, § 8, 3-26-1984)

**Cross references:** Classes of misdemeanors, § 1-12(a).



City of Franklin  
GATEWAY ENHANCEMENT PLAN



Gateway Option 2

**Illustrative Plan**

- Landscape Verge
- Proposed Curb and Gutter
- Future 5' Concrete Sidewalk
- (Field Wall) Wall Meandering Vertically and Horizontally, (concrete wall with textured field grasses impinted)
- Ornamental Trees
- Flowering Shrubs
- Groundcovers/Ornamental Grasses
- Evergreen Trees
- Perennial/Annual Flower Bed

45'-0"

6'-0"

**Option 2**

**Design Concept**  
Using the rolling agricultural landscape of Franklin as inspiration in developing an organic entrance to the city

**Possible Locations**  
Pretlow Parkway  
High Street  
Hunterdale

**Elevation from Sidewalk**

Precast Sign Panel

(Field Wall)

8'-0"

Gateway Enhancement  
City of Franklin, Va

Prepared by  
**ARCADIS**  
11/26/08

Gateway Option 4

- Ornamental Trees  
Crape Myrtle  
Japanese Cherry  
River Birch
- Groundcover/Ornamental Grasses
- Ground covers
- Metal structure
- Special paving
- Flowering shrubs (Hybrid Azalea)
- Proposed 6' sidewalk
- Proposed curb and gutter

8'

**Option 4**

**Design Concept:**  
Using the influence of the industrial and agricultural history of Franklin to develop new ideas for exciting entryways.

**Possible Locations**  
South Street  
Armory Drive  
Clay Street

Option 1 (Farm Inspired)

Option 2 (Church Inspired)

Gateway Enhancement  
City of Franklin, Va

Prepared by  
**ARCADIS**  
11/26/08

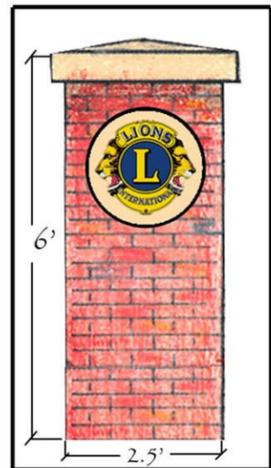


Additional Design Notes

Additional Notes

**Lighting:** Recommendation is to provide LED lighting for all gateway signage. This type of lighting also provides safe heat conditions for plants that may be located in the proximity of the lighting fixtures. LED lighting is the most energy efficient lighting type that can be used in these areas.

**Signage Regulations:** All new installed signage in the city of Franklin must comply with state city limits signage regulations.



**Future Funding:** Possibility of precast concrete or aluminum logo panel insert of future donors. These could be located on the brick column part of all entry signage.

11-26-08

Prepared by  
**ARCADIS**

Supporting Information: Pink Muhly Grass

Info about Pink Muhly Grass

**Pink Muhly:** (*Muhlenbergia capillaries*)

Muhly Grass has a clumping form growing 3- to 4-foot-tall and about as wide. A stiff, upright growth habit makes this markedly different from many other grasses. Delicate purple flowers emerge in the fall well above the foliage and can literally cover the foliage.

Growing Zones: 7-11,

Sun Exposure: Full Sun

Bloom Season: Late Summer to early Fall.

Soil Conditions: Dry to Moist, and well drained

Soil Type: Poor to Normal, Loamy

Uses: Ornamental, Hedge, Border, Cut flowers, accent, mass planting.

Special Resistance: Drought Tolerant, Heat tolerant, Disease resistant.