



October 9, 2025

Board of Commissioners  
6:30 PM

City Hall - Massie Chambers

Agenda:

1. Call to order by the Mayor  
  
Prayer  
  
Pledge of Allegiance
2. Roll call by the Recorder.
3. Approval of minutes.
  - a. Reading of the September 4, 2025 special called meeting of the Board of Commissioners by the Recorder for approval or correction.
4. Comments from citizens.
5. Comments of the City Manager and staff.
6. Reports and comments from committees, members of the Board of Commissioners and other officers.
7. Consent agenda items.
8. Unfinished Business.
  - a. Consider Ordinance 25-1119, an ordinance to amend the Zoning Ordinance to permit additional commercial uses in the INT, Interchange Overlay.  
**SECOND READING & PUBLIC HEARING**
  - b. Consider Ordinance 25-1120, an ordinance to amend the Zoning Ordinance to incorporate state law sections for Zoning Ordinance amendment public notice

and vested rights for development plan approvals. **SECOND READING & PUBLIC HEARING**

- c. Consider Ordinance 25-1123, an ordinance to amend the City of Goodlettsville Municipal Code, Title 13, Chapter 3, Section 2, Subsection 3 by deleting Subsection 3 in its entirety and replacing it with a new Subsection 3 as it relates to exterior coatings of buildings and residences. **SECOND READING & PUBLIC HEARING**

9. New Business.

- a. Consider Ordinance 25-1124, an ordinance to amend the Design Guidelines to increase the minimum brick/stone exterior building materials requirements percentage to seventy-five (75%) percent. **FIRST READING**
- b. Consider Ordinance 25-1125, an ordinance to amend Ordinance 06-674 as amended, the Zoning Ordinance of the City of Goodlettsville, to amend residential zoning districts permitted uses, Residential Planned Unit Development minimum living space square footage, exterior building materials, minimum attached garage designs, minimum commercial component requirements for mixed use developments. **FIRST READING**
- c. Consider Resolution 25-1288, a resolution of the City of Goodlettsville Board of Commissioners, authorizing and establishing an application process for membership on city boards, commissions, and committees.
- d. Consider Resolution 25-1289, a resolution to name and dedicate approximately 1.5 acres as "Coombs Park."
- e. Consider Resolution 25-1290, a resolution declaring certain property surplus to the needs of the City of Goodlettsville and calling for its disposal by online auction or by demolition.
- f. Consider Resolution 25-1291, a resolution authorizing a development agreement between the City of Goodlettsville, Tennessee, and Last of the Loggers, LLC, DBA CLQ Land and Dania McVickers, as it relates to contribution of funds associated with certain right of way improvements.
- g. Consider Resolution 25-1292, a resolution of the City of Goodlettsville Board of Commissioners approving an agreement with Chandler Thinks, LLC for Community Branding and Logo Development Services as selected by Competitive Sealed Proposals procurement method pursuant to Resolution 25-1286.
- h. Consider Resolution 25-1293, a resolution of the City of Goodlettsville Board of Commissioners declaring its intent to donate right-of-way along the north property boundary of parcel 160 066.00 to the City of Hendersonville for road construction purposes.

10. Adjournment.

For more information regarding this agenda, please contact the city recorder by email at:

[abaker@goodlettsville.gov](mailto:abaker@goodlettsville.gov)

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Consider New Business.

Consider Resolution 25-1285, a resolution amending the City of Goodlettsville Redevelopment Grant Program as previously adopted by Resolution 24-1202. City Manager Ellis stated this is to safeguard the city's interests. Economic Development Coordinator Alex West addressed the board regarding the changes to the grant. Commissioner Gilmore made a motion to consider Resolution 25-1285. Vice Mayor Duncan seconded the motion. Commissioner Walker commented his concern on the sale part. He stated he wouldn't want to deter a business owner from applying because they feel like they would be penalized if they sell within five years. He stated the community still gets the benefit of the building being renovated and wanted to discuss the removal of the sale portion of the amendment. Vice Mayor Duncan asked for clarification. If the person receives the grant and then sells the property within five years, they owe the city the grant funds back. Mr. West confirmed. The max amount of grant funds is \$25,000.00. There was discussion. Commissioner Walker asked about the 60-month timeframe. Mr. West stated that came from the Industrial Development Board and discussed how that was a common lease timeframe. Commissioner Walker made a motion to amend the 60-month timeframe to 36 months. Mayor Tinnin stated he trusted the Industrial Development Board and their judgment. Commissioner Gilmore seconded the motion. Commissioner Gilmore stated we needed to rely on the information and time from the Industrial Development Board and is not in favor of the amendment. Vote was then taken which resulted in a 1-3 vote to deny the amendment. Commissioner Walker voted in favor of the amendment with Mayor Tinnin, Vice Mayor Duncan, and Commissioner Gilmore voted no to the amendment. Vote was then taken which resulted in a 3-1 vote to approve Resolution 25-1285 with Commissioner Walker voting against Resolution 25-1285.

Consider Resolution 25-1286, a resolution of the Board of Commissioners of the City of Goodlettsville, Tennessee, authorizing the procurement method of competitive sealed proposals in procuring the services of branding services and logo creation. Vice Mayor Duncan made a motion to consider Resolution 25-1286. Commissioner Walker seconded the motion. Vice Mayor Duncan asked if we would use the logo for '072 or if there would be a new one. Director of Tourism Kimberly Lynn addressed the board regarding the goals of the branding project. It will include logos that use all the same colors and font. There will also be an icon that will be identifiable with the City of Goodlettsville. There was discussion. Vote was then taken which resulted in a 4-0 vote to approve Resolution 25-1286.

Consider Resolution 25-1287, a resolution authorizing the City Manager to execute a National Purchasing Cooperative Interlocal Participation Agreement with Buy Board and all other documents necessary to allow purchasing of products through said cooperative; and declaring an effective date. Commissioner Gilmore made a motion to consider Resolution 25-1287. Vice Mayor Duncan seconded the motion. Vote was then taken which resulted in a 4-0 vote to approve Resolution 25-1287.

With no further business, Vice Mayor Duncan made a motion to adjourn. Commissioner Walker seconded the motion. The meeting adjourned at approximately 6:59 pm with a 4-0 vote.



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE:</u></b> ORDINANCE 25-1119  An ordinance to amend the Zoning Ordinance to permit additional commercial uses in the INT, Interchange Overlay. <b>SECOND READING &amp; PUBLIC HEARING</b></p> <p><b><u>PRESENTED BY:</u></b>  Tim Ellis, City Manager  Addam McCormick, Sr. Director of Community Development</p>	<p><b>Agenda Item:</b> ORDINANCE 25-1119</p> <p><b>Dept. of Origin:</b> Planning</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Addam McCormick</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Ordinance 25-1119

**SUMMARY STATEMENT:**

An ordinance to amend the Zoning Ordinance to permit additional commercial uses in the INT, Interchange Overlay.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Planning Commission and staff recommend approval of Ordinance 25-1119.

**ORDINANCE 25-1119**

**AN ORDINANCE TO AMEND THE ZONING ORDINANCE TO PERMIT ADDITIONAL COMMERCIAL USES IN THE INT, INTERCHANGE OVELRAY**

**WHEREAS**, the City’s Zoning Ordinance intent and purpose includes to promote and protect the public health, safety, and general welfare of the people; and,

**WHEREAS**, the City’s Zoning Ordinance intent and purpose includes regulations to protect the character and maintain the stability of business, commercial areas within the city, and to promote the orderly and beneficial development of such areas; and,

**WHEREAS**, the City’s Zoning Ordinance intent and purpose includes dividing the city into zones and districts restricting and regulating therein the location, construction, reconstruction, alteration, and use of buildings, structures, and for business, commercial, and other specified uses;

**WHEREAS**, the Goodlettsville Planning Commission at the July 7, 2025 meeting voted to recommend the amendment passage to the Board of Commissioners due to their desire to provide additional tourism oriented permitted uses in the *INT Interchange Overlay and for a point of clarification the INT Interchange Overlay permitted use fuel and service stations is only intended for service stations including fuel and convenience commercial retail uses, and*

**NOW, THEREFORE, BE IT ORDAINED AND IT IS HEREBY ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, AS FOLLOWS:**

**SECTION 1.** That Ordinance No. O6-674 adopted on second and final reading on June 22, 2006, being the municipal zoning ordinance of Goodlettsville, Tennessee, be and the same is hereby amended including a revision to Section 14-206 (7) (b) to include an additional permitted commercial use in the INT, Interchange Overlay Section as defined in “EXHIBIT A”

**SECTION 2.** That the Commissioners of the City of Goodlettsville, Tennessee, hereby certify that this Ordinance has been submitted to the Planning Commission of the City of Goodlettsville for a recommendation, and a notice of hearing thereon has been ordered after at least twenty-one (21) days notice of the time and place of said meeting has been published in a newspaper circulated in the City of Goodlettsville, Tennessee. This Ordinance shall take effect fifteen (15) day from the date of its final passage, the public welfare demanding it.

**SECTION 3.** If any section, clause, provision, or portion of this Ordinance is for any reason declared invalid or unconstitutional by any court of competent jurisdiction, such holding shall not affect any other section, clause, provision, or portion, of this Ordinance which is not itself invalid or unconstitutional.

**SECTION 4.** In case of conflict between this Ordinance or any part thereof and the whole or part of any existing or future Ordinance of the City of Goodlettsville, the most restrictive shall in all cases apply.

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER

APPROVED AS TO LEGALITY AND FORM:

\_\_\_\_\_  
CITY ATTORNEY

Passed First Reading: \_\_\_\_\_

Passed Second Reading: \_\_\_\_\_

**ORDINANCE 25-1119**  
**“EXHIBIT A”**

**Amendment#1 Section 14-206 (7)(b) Commercial District Regulations**

**(7) Interchange Overlay District.**

This district is intended to provide for uses which are compatible only with highway travel and the accommodation of all-night and rest-stop services.

(a)Application. The use provisions of the interchange overlay district shall be applied to those parcels and lots within the commercial base zoning and PUD districts as indicated as being within the INT on the official zoning map and shall control the use of property within the interchange overlay district.

(b)Use provisions. Within the interchange overlay district, only the following uses shall be permitted:

(i)Fuel and service stations.

(ii)Hotels and motels.

(iii)Restaurants and drive-in restaurants.

(iv)Wireless communications facilities.

***(v). Convention Centers and Event Centers***

Within the Exit 98 Louisville Highway Interchange Overlay Area the above listed uses (i)- (iv) are permitted in addition to the following additional uses:

1. Convenience Commercial
3. Personal Services
4. Financial, Consultative and Administrative Services
5. General Retail Trade



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE:</u></b> ORDINANCE 25-1120          An ordinance to amend the Zoning Ordinance to incorporate state law sections for Zoning Ordinance amendment public notice and vested rights for development plan approvals. <b>SECOND READING &amp; PUBLIC HEARING</b></p> <p><b><u>PRESENTED BY:</u></b>          Tim Ellis, City Manager          Addam McCormick, Sr. Director of Community Development</p>	<p><b>Agenda Item:</b> ORDINANCE 25-1120</p> <p><b>Dept. of Origin:</b> Planning</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Addam McCormick</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Ordinance 25-1120

**SUMMARY STATEMENT:**

An ordinance to amend the Zoning Ordinance to incorporate state law sections for Zoning Ordinance amendment public notice and vested rights for development plan approvals.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Planning Commission and staff recommend approval of Ordinance 25-1120.

**ORDINANCE 25-1120**

**AN ORDINANCE TO AMEND THE ZONING ORDINANCE TO INCORPORATE STATE LAW SECTIONS FOR ZONING ORDINANCE AMENDMENT PUBLIC NOTICE AND VESTED RIGHTS FOR DEVELOPMENT PLAN APPROVALS**

**WHEREAS**, the City’s Zoning Ordinance intent and purpose includes to promote and protect the public health, safety, and general welfare of the people; and,

**WHEREAS**, the City’s Zoning Ordinance intent and purpose includes regulations to protect the character and maintain the stability of business, commercial areas within the city, and to promote the orderly and beneficial development of such areas; and,

**WHEREAS**, the Administration and Enforcement section of the Zoning Ordinance intent and purpose is to set out the authority of each of these offices and then describe the procedures and substantive standards with respect to the following administrative function; and,

**WHEREAS**, the Goodlettsville Planning Commission at the August 4, 2025 meeting voted to recommend the amendment passage to the Board of Commissioners to provide consistent zoning provisions with state law, and

**NOW, THEREFORE, BE IT ORDAINED AND IT IS HEREBY ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, AS FOLLOWS:**

**SECTION 1.** That Ordinance No. O6-674 adopted on second and final reading on June 22, 2006, being the municipal zoning ordinance of Goodlettsville, Tennessee, be and the same is hereby amended including a revision to Sections 14-208 (4)(b) and 14-213 (10) (e) to include state law sections including zoning ordinance amendment public notice time line and development plan approval vested development rights as defined in “EXHIBIT A”

**SECTION 2.** That the Commissioners of the City of Goodlettsville, Tennessee, hereby certify that this Ordinance has been submitted to the Planning Commission of the City of Goodlettsville for a recommendation, and a notice of hearing thereon has been ordered after at least twenty-one (21) days notice of the time and place of said meeting has been published in a newspaper circulated in the City of Goodlettsville, Tennessee. This Ordinance shall take effect fifteen (15) day from the date of its final passage, the public welfare demanding it.

**SECTION 3.** If any section, clause, provision, or portion of this Ordinance is for any reason declared invalid or unconstitutional by any court of competent jurisdiction, such holding shall not affect any other section, clause, provision, or portion, of this Ordinance which is not itself invalid or unconstitutional.

**SECTION 4.** In case of conflict between this Ordinance or any part thereof and the whole or part of any existing or future Ordinance of the City of Goodlettsville, the most restrictive shall in all cases apply.

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER

APPROVED AS TO LEGALITY AND FORM:

\_\_\_\_\_  
CITY ATTORNEY

Passed First Reading: \_\_\_\_\_

Passed Second Reading: \_\_\_\_\_

**ORDINANCE 25-1120**  
**“EXHIBIT A”**

**Amendment#1 14-208 (4)(b)**

Site plan required for zoning permits. All applications for zoning permits shall be accompanied by a site plan meeting the requirements herein and with sufficient copies to provide for staff and Goodlettsville Municipal/Regional Planning Commission distribution; provided however, that a site plan is not required when an existing building is converted from one permitted use to another permitted use and no additional construction is required and that no additional impervious surfaces are added to the site. With the exception of single and two-family dwellings, and limited development site plans listed below, the site plan for all buildings or for new parking lots which require paving shall be approved by the Goodlettsville Municipal/Regional Planning Commission prior to the issuance of the zoning permit. The approval of any site plan shall ~~*lapse at the end of six months be valid per the provisions of T.C.A section 13-4-310 and shall*~~ *lapse* if construction has not been initiated, and a new submission will be required meeting all zoning requirements including any amendments since the original approval. If the site plan approval is denied, within one year of the date of denial, a subsequent application shall not be reviewed or heard unless there is substantial new evidence available, or if a significant mistake of law or of fact affected the prior denial. Such subsequent application shall include a detailed statement of the grounds justifying its consideration.

**Amendment#2 Section 14-213 (10)(e) Commercial District Regulations**

Public hearing and notice of hearing. A public hearing shall be held on all proposed amendments to this title prior to second reading by the city commission. Notice of such hearing shall be displayed as follows: The city manager shall give notice in a newspaper of general circulation within the city at least ~~*fifteen (15)*~~ *twenty-one (21) days* prior to the public hearing. This notice shall specify the location, current and proposed zoning classification, and it may contain a graphic illustration of the area.



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

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<p><b><u>SUBJECT TITLE: ORDINANCE 25-1123</u></b> An ordinance to amend the City of Goodlettsville Municipal Code, Title 13, Chapter 3, Section 2, Subsection 3 by deleting Subsection 3 in its entirety and replacing it with a new Subsection 3 as it relates to exterior coatings of buildings and residences.</p> <p><b><u>SECOND READING &amp; PUBLIC HEARING PRESENTED BY:</u></b> Tim Ellis, City Manager</p>	<p><b>Agenda Item:</b> Ordinance 25-1123</p> <p><b>Dept. of Origin:</b> Community Development</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Addam McCormick</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Ordinance 25-1123

**Amended Ordinance 25-1123**

**SUMMARY STATEMENT:**

An ordinance to amend the City of Goodlettsville Municipal Code, Title 13, Chapter 3, Section 2, Subsection 3 by deleting Subsection 3 in its entirety and replacing it with a new Subsection 3 as it relates to exterior coatings of buildings and residences.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Staff recommends approval of Ordinance 25-1123.

**ORDINANCE 25-1123**

**AN ORDINANCE TO AMEND THE CITY OF GOODLETTSVILLE MUNICIPAL CODE, TITLE 13, CHAPTER 3, SECTION 2, SUBSECTION 3 BY DELETING SUBSECTION 3 IN ITS ENTIRETY AND REPLACING IT WITH A NEW SUBSECTION 3 AS IT RELATES TO EXTERIOR COATINGS OF BUILDINGS AND RESIDENCES.**

**WHEREAS**, the City of Goodlettsville prides itself on the aesthetics of its community; and,

**WHEREAS**, on occasions, an owner of a building or home must place a temporary covering over windows, doors, or other areas of said structures; and,

**WHEREAS**, in some cases, these coverings are left in place for a very significant period; and,

**WHEREAS**, it is in the best interest of the city and the community for these coverings to match the existing façade of said structure.

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE THAT GOODLETTSVILLE MUNICIPAL CODE, TITLE 12, CHAPTER 3, SECTION 2, SUBSECTION 3 IS AMENDED BY DELETING SUBSECTION 3 AND REPLACING IT WITH A NEW SUBSECTION 3 AS FOLLOWS:**

12-302(3)

Section 304.2 of the International Property Maintenance Code shall read: 304.2 Protective Treatment. All exterior surfaces, including but not limited to doors, door and window frames, cornices, porches, trim, balconies, decks, and fences shall be maintained in good condition. Exterior wood surfaces, other than decay resistant woods, shall be protected from the elements and decay by painting or other protective covering or treatment. Peeling flaking and chipped paint shall be eliminated and surfaces repainted. All exterior surfaces shall be repainted in low reflective, subtle, neutral, or earth tone colors. The use of high intensity or metallic paints colors shall be prohibited except for accents. All paint colors shall encompass the entire surface. All siding and masonry joints as well as those between the building envelope and the perimeter of windows, doors, and skylights shall be maintained weather resistant and watertight. All metal surfaces shall be coated to inhibit such rust and corrosion and shall be stabilized and coated to inhibit future rust and corrosion. All metal surfaces shall be coated in low reflective, subtle, neutral, or earth tone colors. The use of high intensity or metallic coating colors shall be prohibited except for accents. All coatings shall encompass the entire surface. Oxidation stains shall be removed from exterior surfaces. All oxidized surfaces shall be repainted or coated in a low reflective, subtle, neutral, or earth tone colors. The use of high intensity or metallic paint or coating colors shall be prohibited except for accents. All paint or coating colors shall encompass the entire surface. **All paint and/or coating colors are to be the same color as the exterior façade of the building.**

**BE IT FURTHER ORDAINED THAT EACH CODE AND STANDARD PREVIOUSLY MENTIONED IS ADOPTED BY REFERENCE AS THOUGH FULLY COPIED HEREIN.**

**NOW THEREFORE, BE IT ORDAINED THAT THIS ORDINANCE SHALL TAKE EFFECT FIFTEEN (15) DAYS AFTER ITS FINAL PASSAGE, THE WELFARE OF THE CITIZENS OF GOODLETTSVILLE REQUIRING IT.**

\_\_\_\_\_  
Rusty Tinnin, Mayor

Passed first reading: August 14, 2025

\_\_\_\_\_  
Allison Baker, City Recorder

Passed second reading:

APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
Russell Freeman, City Attorney

**AMENDED**

**ORDINANCE 25-1123**

**AN ORDINANCE TO AMEND THE CITY OF GOODLETTSVILLE MUNICIPAL CODE, TITLE 13, CHAPTER 3, SECTION 2, SUBSECTION 3 BY DELETING SUBSECTION 3 IN ITS ENTIRETY AND REPLACING IT WITH A NEW SUBSECTION 3 AS IT RELATES TO EXTERIOR COATINGS OF BUILDINGS AND RESIDENCES.**

**WHEREAS**, the City of Goodlettsville prides itself on the aesthetics of its community; and,

**WHEREAS**, on occasions, an owner of a building or home must place a temporary covering over windows, doors, or other areas of said structures; and,

**WHEREAS**, in some cases, these coverings are left in place for a very significant period; and,

**WHEREAS**, it is in the best interest of the city and the community for these coverings to match the existing façade of said structure.

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE THAT GOODLETTSVILLE MUNICIPAL CODE, TITLE 12, CHAPTER 3, SECTION 2, SUBSECTION 3 IS AMENDED BY DELETING SUBSECTION 3 AND REPLACING IT WITH A NEW SUBSECTION 3 AS FOLLOWS:**

12-302(3)

Section 304.2 of the International Property Maintenance Code shall read: 304.2 Protective Treatment. All exterior surfaces, including but not limited to doors, door and window frames, cornices, porches, trim, balconies, decks, and fences shall be maintained in good condition. Exterior wood surfaces, other than decay resistant woods, shall be protected from the elements and decay by painting or other protective covering or treatment. Peeling flaking and chipped paint shall be eliminated and surfaces repainted. All exterior surfaces shall be repainted in low reflective, subtle, neutral, or earth tone colors. The use of high intensity or metallic paints colors shall be prohibited except for accents. All paint colors shall encompass the entire surface. All siding and masonry joints as well as those between the building envelope and the perimeter of windows, doors, and skylights shall be maintained weather resistant and watertight. All metal surfaces shall be coated to inhibit such rust and corrosion and shall be stabilized and coated to inhibit future rust and corrosion. All metal surfaces shall be coated in low reflective, subtle, neutral, or earth tone colors. The use of high intensity or metallic coating colors shall be prohibited except for accents. All coatings shall encompass the entire surface. Oxidation stains shall be removed from exterior surfaces. All oxidized surfaces shall be repainted or coated in a low reflective, subtle, neutral, or earth tone colors. The use of high intensity or metallic paint or coating colors shall be prohibited except for accents. All paint or coating colors shall encompass the entire surface. **All paint and/or coating colors are to be the same color as the exterior façade of the building. (including any building architectural accents)**

**BE IT FURTHER ORDAINED THAT EACH CODE AND STANDARD PREVIOUSLY MENTIONED IS ADOPTED BY REFERENCE AS THOUGH FULLY COPIED HEREIN.**

**NOW THEREFORE, BE IT ORDAINED THAT THIS ORDINANCE SHALL TAKE EFFECT FIFTEEN (15) DAYS AFTER ITS FINAL PASSAGE, THE WELFARE OF THE CITIZENS OF GOODLETTSVILLE REQUIRING IT.**

\_\_\_\_\_  
Rusty Tinnin, Mayor

Passed first reading: August 14, 2025

\_\_\_\_\_  
Allison Baker, City Recorder

Passed second reading:

APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
Russell Freeman, City Attorney



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE:</u></b> ORDINANCE 25-1124          An ordinance to amend the Design Guidelines to increase the minimum brick/stone exterior building materials requirement percentage to seventy-five (75%) percent. <b>FIRST READING</b></p> <p><b><u>PRESENTED BY:</u></b>          Tim Ellis, City Manager          Addam McCormick, Sr. Director of Community Development</p>	<p><b>Agenda Item:</b> ORDINANCE 25-1124</p> <p><b>Dept. of Origin:</b> Planning</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Addam McCormick</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Ordinance 25-1124

**SUMMARY STATEMENT:**

An ordinance to amend the Design Guidelines to increase the minimum brick/stone exterior building materials requirement percentage to seventy-five (75%) percent.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Planning Commission and staff recommend approval of Ordinance 25-1124.

**ORDINANCE 25-1124**

**AN ORDINANCE TO AMEND THE DESIGN GUIDELINES TO INCREASE THE MINIMUM BRICK/STONE EXTERIOR BUILDING MATERIALS REQUIREMENT PERCENTAGE TO SEVENTY-FIVE (75%) PERCENT**

**WHEREAS**, the City’s Design Guidelines intent and purpose includes improving the aesthetic appearance of development throughout the City of Goodlettsville; and,

**WHEREAS**, the City’s Design Guidelines Colors and Material Section purpose and intent and purpose includes utilizing color and materials to provide visual interest while not distracting and dominating the architectural character of the building; and,

**WHEREAS**, the Goodlettsville Planning Commission at the September 8, 2025 meeting voted to recommend the amendment passage to the Board of Commissioners based on the Planning Commission’s defined intention for higher quality and value high density residential and commercial developments and,

**NOW, THEREFORE, BE IT ORDAINED AND IT IS HEREBY ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, AS FOLLOWS:**

**SECTION 1.** That Ordinance No. 11-767 adopted on second and final reading on January 12, 2012, being the Design Guidelines of Goodlettsville, Tennessee, be and the same is hereby amended including a revision to section 5. Colors and Materials to increase the minimum brick/stone exterior building materials percentage requirement as shown in “EXHIBIT A”

**SECTION 2.** That the Commissioners of the City of Goodlettsville, Tennessee, hereby certify that this Ordinance has been submitted to the Planning Commission of the City of Goodlettsville for a recommendation, and a notice of hearing thereon has been ordered after at least twenty-one (21) days notice of the time and place of said meeting has been published in a newspaper circulated in the City of Goodlettsville, Tennessee. This Ordinance shall take effect fifteen (15) day from the date of its final passage, the public welfare demanding it.

**SECTION 3.** If any section, clause, provision, or portion of this Ordinance is for any reason declared invalid or unconstitutional by any court of competent jurisdiction, such holding shall not affect any other section, clause, provision, or portion, of this Ordinance which is not itself invalid or unconstitutional.

**SECTION 4.** In case of conflict between this Ordinance or any part thereof and the whole or part of any existing or future Ordinance of the City of Goodlettsville, the most restrictive shall in all cases apply.

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER

APPROVED AS TO LEGALITY AND FORM:

\_\_\_\_\_  
CITY ATTORNEY

Passed First Reading: \_\_\_\_\_

Passed Second Reading: \_\_\_\_\_

**ORDINANCE 25-1124**  
**“EXHIBIT A”**

Design Guidelines Section 5. (*Amendments Bold Italics*)

. 5. Color and Materials Objective: To utilize color and materials to provide visual interest while not distracting and dominating the architectural character of the building. • Building façade colors shall be of low reflectance, subtle, neutral or natural earth tones. Primary and metallic colors shall be prohibited except when used in accent elements to create interest but shall not exceed fifteen (15%) of the building walls. National “standard” or “trademark” designs shall be adapted to be compatible with these standards. • Natural materials are preferred consisting of brick and natural or masonry stone. Each building wall shall at a minimum include ~~fifty (50%)~~ **seventy-five (75%) percent** of brick and natural or masonry stone. Minimum percentage exceptions may be considered as detailed in these standards and for walls that are not visible by the public if the required brick and stone material is relocated to the other building walls. • The following buildings materials are acceptable: - Brick; - Natural or masonry stone; - Exterior walls with aluminum insulated panels and glass may be permitted up to ~~seventy-five (75%)~~ **fifty (50%)** percent of building walls when used in combination with brick, natural or masonry stone; - Exterior insulation and finish system (trade name Dryvit) or similar material, if used in combination with brick or natural and masonry stone; - Wood or fibrous cement board (simulated wood fibrous cement siding) if used in combination with brick or natural and masonry stone; - Glass but excluding opaque or reflective window tints and glazes may be permitted up to ~~seventy-five (75%)~~ **fifty (50%)** percent of building walls when used in combination with brick, natural or masonry stone. - Split face block if used in combination with brick or natural and masonry stone; - Similar materials as approved by the Goodlettsville Municipal/Regional Planning Commission • Metal exterior siding or wall panels, vinyl siding, aluminum siding, tilt-up panels, artificial non-masonry stone are prohibited materials. This section shall not be interpreted to prohibit the use of metal roofs and decorative metal wall materials used as accents to create interest but shall not exceed fifteen (15%) percent of building walls. See Item#9 regarding Industrial developments in industrial zoning districts. • Where the Goodlettsville Zoning Ordinance requires, in developments with multiple buildings, a common color palette should be established to create a harmonious appearance. • The color palette of a building should be coordinated to establish a defined hierarchy of tones. • Variation in the use of materials is encouraged to create interest. • Along Main Street and in the commercial core overly zone, certain façade materials including transparent windows are required to create a unified appearance. The designer should also consult with the planning staff relative to the use of color and materials in the downtown district of Goodlettsville. • Industrial buildings shall incorporate on building walls fronting public street(s) a minimum thirty-three (33%) percent brick, natural or masonry stone. **Other building walls with Industrial Buildings** are permitted to be metal panels, tilt-up concrete panels, and other materials permitted with item#3. • Alternative design proposal for Community developments in residential zoning districts are permitted regarding an increased percentage of the materials permitted with item#3 but each building wall shall have at least thirty-three (33%) percent of natural materials consisting of brick and natural or masonry stone. Exceptions may be considered for walls that are not visible by the public if the required brick and stone material is relocated to the other facades. • The fifteen (15%) percent maximum provision listed in items # 1 and #4 shall not exceed a total of fifteen (15%) percent of building walls if both decorative metals panels and primary and metallic colors are proposed.



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE:</u></b> ORDINANCE 25-1125  An ordinance to amend Ordinance 06-674 as amended, the Zoning Ordinance of the City of Goodlettsville , to amend residential zoning districts permitted uses, Residential Planned Unit Development minimum living space square footage, exterior building materials, minimum attached garage designs, minimum commercial component requirements for mixed use developments. <b>FIRST READING</b></p> <p><b><u>PRESENTED BY:</u></b>  Tim Ellis, City Manager  Addam McCormick, Sr. Director of Community Development</p>	<p><b>Agenda Item:</b> ORDINANCE 25-1125</p> <p><b>Dept. of Origin:</b> Planning</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Addam McCormick</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**  
Ordinance 25-1125

**SUMMARY STATEMENT:**  
An ordinance to amend Ordinance 06-674 as amended, the Zoning Ordinance of the City of Goodlettsville , to amend residential zoning districts permitted uses, Residential Planned Unit Development minimum living space square footage, exterior building materials, minimum attached garage designs, minimum commercial component requirements for mixed use developments.

**FINANCIAL SUMMARY:**  
N/A

**RECOMMENDED ACTION:**  
Planning Commission and staff recommend approval of Ordinance 25-1125.

**ORDINANCE 25-1125**

**AN ORDINANCE TO AMEND ORDINANCE 06-674 AS AMENDED, THE ZONING ORDINANCE OF THE CITY OF GOODLETTSVILLE, TO AMEND RESIDENTIAL ZONING DISTRICTS PERMITTED USES, RESIDENTIAL PLANNED UNIT DEVELOPMENT MINIMUM LIVING SPACE SQUARE FOOTAGE, EXTERIOR BUILDING MATERIALS, MINIMUM ATTACHED GARAGE DESIGNS, MINIMUM COMMERCIAL COMPONENT REQUIREMENTS FOR MIXED USE DEVELOPMENTS.**

**WHEREAS**, the amendments are in response to Ordinance 24-1097 that defined a one-year moratorium on the City receiving and processing high density development and planned proposals in order to complete updates to the City’s Comprehensive Land Use Development Plan and amend design requirements for residential development projects; and,

**WHEREAS**, the amendments are based on public comments received at the multiple Comprehensive Plan public meetings to protect and preserve existing neighborhoods and the City’s Planning Commission desire for increased minimum residential project designs for higher quality and higher value residential development projects; and,

**WHEREAS**, the City of Goodlettsville Zoning Ordinance includes but is not limited to regulating the location, construction, reconstruction, alteration, and use of buildings, structures, and land for residential and commercial uses and to fix reasonable standards to which buildings or structures shall conform; and,

**WHEREAS**, the City of Goodlettsville Zoning Ordinance Planned Unit Development section includes but is not limited to promoting flexibility in design and planned diversification in the location of structures; to promote efficient use of land that will facilitate a more economic arrangement of buildings; circulation systems, land use, and utilities; and,

**WHEREAS**, The Goodlettsville Planning Commission at the September 8, 2025 regularly scheduled meeting reviewed and discussed these proposed amendments and voted to recommend their passage to the Board of Commissioners.

**NOW, THEREFORE, BE IT ORDAINED AND IT IS HEREBY ORDAINED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, AS FOLLOWS:**

**SECTION 1.** That Ordinance No. O6-674 adopted on second and final reading on June 22, 2006, being the municipal zoning ordinance of Goodlettsville, Tennessee, be and the same is hereby amended by amending the following sections of the Zoning Ordinance as listed in “EXHIBIT A”

Zoning Ordinance Sections:

- 14-205 (2)
- 14-208 (4)(c)(i)
- 14-210 (2)(d)
- 14-210 (4)(d)

Appendix A Table 1 Land Use Activity Matrix

- 14-210 (4)(h)(xii)
- 14-210 (4)(h)(xiii)
- 14-210 (4)(h)(xi)

- 14-210 (4)(h)(xi)
- 14-210 (6) (b)
- 14-210 (8)(f)
- 14-210 (6) (e) (v)
- 14-210 (6) (e) (vi)
- 14-210 (6) (e) (vii)
- 14-210 (6) (e) (viii)
- 14-210 (6) (e) (xiii)

**SECTION 2.** That the Commissioners of the City of Goodlettsville, Tennessee, hereby certify that this Ordinance has been submitted to the Planning Commission of the City of Goodlettsville for a recommendation, and a notice of hearing thereon has been ordered after at least twenty-one (21) days notice of the time and place of said meeting has been published in a newspaper circulated in the City of Goodlettsville, Tennessee. This Ordinance shall take effect fifteen (15) days from the date of its final passage, the public welfare demanding it.

**SECTION 3.** If any section, clause, provision, or portion of this Ordinance is for any reason declared invalid or unconstitutional by any court of competent jurisdiction, such holding shall not affect any other section, clause, provision, or portion, of this Ordinance which is not itself invalid or unconstitutional.

**SECTION 4.** In case of conflict between this Ordinance or any part thereof and the whole or part of any existing or future Ordinance of the City of Goodlettsville, the most restrictive shall in all cases apply.

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER

APPROVED AS TO LEGALITY AND FORM:

\_\_\_\_\_  
CITY ATTORNEY

Passed First Reading: \_\_\_\_\_

Passed Second Reading: \_\_\_\_\_

**ORDINANCE 25-1125**

**“EXHIBIT A”**

**AMENDMENT#1**

Zoning Ordinance Sections 14-205 (2), 14-210 (4)(d), and Appendix A Table 1 Land Use Activity Matrix

*-Remove the two (2) family detached dwelling unit from the permitted uses in the R15 and LDRPUD districts (Amendments bold italics)*

APPENDIX A TABLE I													
P- PERMITTED USE													
N- NOT A PERMITTED USE													
C- PERMITTED ONLY BY CONDITIONAL USE													
LAND USE ACTIVITY MATRIX													
ACTIVITY	ZONING DISTRICTS												
	A	R40	R25	R15	R10	R7	PUD					MHP*	RLSPUD
							LDR	MDR	HDR	RC1	RC2		
PERMANENT RESIDENTIAL													
Dwelling, attached	N	N	N	N	N	N	N	P	P	P	P	N	P
Dwelling, one-family detached	P	P	P	P	P	P	P	P	P	N	N	N	P
Dwelling, two-family detached	N	N	N	<b><i>N</i></b>	<b><i>P</i></b>	<b><i>P</i></b>	<b><i>N</i></b>	<b><i>P</i></b>	<b><i>P</i></b>	<b><i>N</i></b>	<b><i>N</i></b>	<b><i>N</i></b>	<b><i>P</i></b>
Dwelling, semi-detached	N	N	N	N	P	P	N	N	P	N	N	N	P
Dwelling, multi-family	N	N	N	N	N	N	N	N	P	P	P	N	N
Dwelling, mobile home	N	N	N	N	N	N	N	N	N	N	N	P	N
Bed & Breakfast Homestay	C	C	C	C	C	C	N	N	N	N	N	N	N
Mobile Home Park	N	N	N	N	N	N	N	N	N	N	N	P	N

**AMENDMENT#2**

Zoning Ordinance Sections 14-210 (4)(h)(xii) (*Amendments bold italics*)

*(xii) Minimum Square Footage Requirements. The minimum living space square footage (sq. ft.) shall apply to all planned unit development zoning districts including the following residential units- one and two (2) family detached, semi-detached two (2) family units, and attached dwelling units. The minimum living space square footage (sq. ft.) for detached one family residential units shall be 2,000 sq. ft, two (2) family detached and semi-detached shall be 1,500 sq. ft. per unit, and attached units shall be 1,200 sq. ft. per unit. The requirement may be altered with the project master plan based on the project design and project location.*

**AMENDMENT#3**

Zoning Ordinance Section 14-210 (4)(h)(xiii) (*Amendments bold italics*)

*(xiii) Minimum Garage Requirements. The minimum garage requirements shall apply to all planned unit development zoning districts including the following residential units - one and two (2) family detached, semi-detached two (2) family units, and attached dwelling unit. One family detached and detached two (2) family and semi-detached two (2) family dwelling units are required to include an attached two (2) car garage with minimum interior dimensions of twenty-two (22’) feet x twenty-two (22’) feet. All attached dwelling units are required to include a minimum attached one car garage with minimum interior dimensions of twelve (12’)*

*feet x twenty-two (22') feet. The garage requirement may be altered with the project master plan based on the project design and project location.*

#### **AMENDMENT#4**

Zoning Ordinance Section 14-210 (4)(h)(xi) (*Amendments bold italics*)

(xi) Residential design requirements. The intent of this subsection is to guide the development of residential neighborhoods that are compatible throughout the development and that complement existing development and the natural environment. Architectural elevations are required with each development with an architectural theme for all buildings including a variety in building roof pitches and building wall and roof designs and materials, building colors, building accent designs and designs preventing blank walls fronting streets. Plans shall include the garages or covered parking frontage locations and orientation with off-street parking. Plans shall include building designs connected to the project streetscape design. Garage or covered parking design for residential planned unit developments shall include a design or variety of designs that prevent more than ~~thirty-three~~ **33** *twenty (20%)* percent of the total unit number of front-loaded garages doors or open parking openings that are level with or in front of the front line of the residential structure. ***Front loaded garage locations shall be located in areas of a project with limited visibility situations from adjacent properties and main roadways. Single garage doors exceeding nine (9') feet in width are prohibited on the limited percentage front-loaded, recessed front, and front-side loaded courtyard garages.*** The garage requirement may be altered with the project master plan based on the project design and project location. Front-loaded garages or covered open parking include garages and covered parking with the garage door or covered parking opening exceeding 25 percent of the front building elevation total width dimension. Except for parking structures for development shared parking, attached parking in garages are in addition to the required parking space requirement for each residential unit. The project master plans to include the following garage or covered parking designs, or other alternative designs may be reviewed with the master plan process. (A) Side loaded garages or covered parking. (B) Alley loaded or secondary roadway loaded garages or covered parking with the sidewalk connecting each unit to be located at the front of the residential structure fronting the primary street. (C) Recessed front loaded garages or covered parking ~~10 feet~~ **20 feet** or more behind the front line of the house. (D) Courtyard side loaded garages at the front of the structure. (E) Front loaded garages with the garage door(s) less than 25 percent of the front building elevation width dimension. ***Single garage doors exceeding nine (9') feet in width are prohibited on the limited percentage front-loaded, recessed front, and front-side loaded courtyard garages.***

#### **AMENDMENT#5**

Zoning Ordinance Section 14-208 (4)(c)(i) (*Amendments bold italics*)

C. All new non-residential developments including commercial, industrial, community facility activities in residential zoning districts, planned unit development districts, multiple family residential, and any entrance to a non-residential development are subject to design review and shall comply with the standards of the Goodlettsville Design Guidelines. In the event of

damage or destruction to a building exceeding 50 percent of its total floor area or value, any repairs or reconstruction shall also be made in conformity with the Goodlettsville Design Guidelines architecture section

In all commercial, industrial or planned unit development districts no temporary building or structure of any kind may be used for any activity except for temporary uses specifically permitted by action of the board of zoning appeals or special sales or promotions authorized by the planning and codes department through the issuance of a temporary building permit for a specified period of time not to exceed two weeks. This prohibition shall include tents, trailers, mobile buildings, storage buildings or similar structures that are not permanent buildings constructed on a legally established lot.

(i)The following building materials are acceptable for exterior walls:

(A)Brick;

(B)Natural stone;

(C)Exterior insulation and finish system (trade name Dryvit) or similar material, if used in combination with brick or stone;

(D)Wood;

(E)Glass but excluding opaque or reflective window tints and glazes;

(F)Split face block;

(G)Similar materials as approved by the Goodlettsville Municipal/Regional Planning Commission.

Metal roofs are acceptable and decorative metal wall materials are also acceptable when used as accents to create interest are permitted but shall not exceed 15 percent of building walls.

***Except for industrial buildings in industrial zoning districts and community facilities in residential zoning districts, brick and/or natural stone shall cover a minimum seventy-five (75%) off all building walls with an allowance for fifty (50%) percent glass and insulated aluminum panels when used only with fifty (50%) percent minimum brick and/or stone materials. Industrial and community facilities building material requirements are defined per the Goodlettsville Design Guidelines.***

The planning commission shall review requests for alternative designs and request for waivers of the building material requirements of this section. The planning commission in reviewing a request may consider the proposed building design and property conditions associated with the proposal and the character of adjacent properties and area to determine if the intent of the building design requirements are met with any requested waivers or alternative designs. Per

T.C.A. § 6-54-133, all appeals of the planning commission's decision to be reviewed by the city commission.

**AMENDMENT#6**

Zoning Ordinance Section 14-210 (4)(h)(xi) (*Amendments bold italics*)

All buildings within a residential planned unit development shall meet the provisions of the city's design guidelines and the following. All façades and exterior building walls shall include a ***minimum-50 seventy-five (75%)*** percent masonry brick and/or stone. The ***remaining 50 twenty-five (25%)*** percent on one and two family attached and attached dwellings may be split face block, cement fiber board, wood siding, EIFS, and glass. A limited percentage of metal and vinyl siding may be permitted for accents and decorative features. All exposed portions of building foundations shall be masonry brick or stone. The Planning Commission may review other proposed materials as a variance with the preliminary and final master plan review process variance.

**AMENDMENT#7**

Zoning Ordinance Section 14-210 (6) (b) (*Amendments bold italics*)

b) Use provisions. In addition to the permitted uses of the zone districts, residential uses are permitted in the second or third stories of buildings with a commercial use on the first floor at a density not to exceed 40 dwelling unit(s) per acre. ***A mixed-use development including residential uses in a commercial zoning district shall only include commercial uses on the street floor level and the commercial area shall not be less than a minimum of twenty-five (25%) percent of the entire building square footage. The commercial space cannot include any leasing or business office associated with residential unit construction, leasing, or management or any amenities primarily intended for the residents. The minimum square footage of commercial unit may be altered per the project plan process based on the project design and project location.*** Minimum size requirements shall be as follows:

(Residential Unit Sq ft table to remain no amendments)

**AMENDMENT#8**

Ordinance Section 14-210 (8) (f) (*Amendments bold italics*)

f. ***A mixed-use development including residential uses in a commercial zoning district shall only include commercial uses on the street floor level and the commercial area shall not be less than a minimum of twenty-five (25%) percent of the entire building square footage. The commercial space cannot include any leasing or business office associated with residential unit construction, leasing, or management or any amenities primarily intended for the residents. The minimum square footage of commercial unit may be altered per the project plan process based on the project design and project location***

## AMENDMENT#9

Zoning Ordinance Section 14-210 (2)(d) (*Amendments bold italics*)

*d. Combination of separate types of planned unit developments.* The Goodlettsville Municipal/Regional Planning Commission and city commission may consider separate types of planned unit developments (residential and commercial) within a consolidated master plan as a single administrative procedure provided the total tract is in single ownership as defined and the land area is sufficient to meet the separate type requirements. ***A mixed-use development including residential uses in a commercial zoning district shall only include commercial uses on the street floor level and the commercial area shall not be less than a minimum of twenty-five (25%) percent of the entire building square footage. The commercial space cannot include any leasing or business office associated with residential unit construction, leasing, or management or any amenities primarily intended for the residents. The minimum square footage of commercial unit may be altered per the project plan process based on the project design and project location***

## AMENDMENT#10

Zoning Ordinance Sections 14-210 (6) (e) (v),(vi),(vii),(viii),and (xiii) (*Amendments bold italics*)

(e) Building and property dimension and design requirements.

(i)

RC1: Ten stories maximum subject to available fire protection equipment, water supply, and emergency vehicle site access. Minimum building two stories or similar height building height design.

(ii)

RC2: Seven stories maximum subject to available fire protection equipment, water supply, and emergency vehicle site access. Minimum building height of two stories or 25 feet, or similar height building height design. RC1 and RC2 transition zones—Planned unit developments along the perimeter of the regional center comprehensive land use plan designated area to include reduced building heights, mass, and scale to step down for consistency with developed areas outside the regional center designated area.

(iii)

RC1 limited to a residential density of 40 units per acre.

(iv)

RC2 limited to a residential density of 25 units per acre.

(v)

RC1 to include ~~minimum~~ ground floor non-residential uses along Rivergate Parkway and within 500 feet of the center points of Rivergate Parkway and secondary street intersections ***with the primary ground square footage limited to non-residential uses. Residential uses include the residential units and offices and accessory uses of the residential use.***

(vi)

RC2 to include ~~minimum~~ ground floor non-residential uses along Rivergate Parkway ~~with the primary ground square footage limited to non-residential uses. Residential uses include residential units and offices and accessory uses of the residential use.~~

(vii)

RC2 to include ~~minimum~~ ground floor non-residential uses on all properties and portions of properties within 500 feet of the center points of Rivergate Parkway and secondary street intersections ~~with the primary ground square footage limited to non-residential uses. Residential uses include the residential units and offices and accessory uses of the residential use.~~

(viii)

RC2 to include ~~minimum~~ ground floor non-residential use on all properties and portions of properties within a 300 feet radius measured from the center point of the Blue Bird Drive and Meadowlark Drive ~~intersection with the primary ground square footage limited to non-residential uses. Residential uses include the residential units and offices and accessory uses of the residential use.~~

(ix)

RC1 minimum lot area 30,000 square feet and minimum street frontage 100 feet.

(x)

RC2 minimum lot area 15,000 square feet and minimum street frontage 75 feet.

(xi)

RC1 and RC2 minimum building and parking lot open space setbacks are to be minimum of five feet unless planning commission authorizes setbacks less than five feet for streetscape and zero-lot line designs subject to available fire protection equipment, water supply, and emergency vehicle site access.

(xii)

RC1 and RC2 building designs to meet the provisions of the design guidelines with ground floor designs to include pedestrian oriented street scape designs with glass store fronts when including non-residential uses and pedestrian and outdoor use designs. Building designs to include reduced mass and scale along streetscapes and at transitional building height zones. Building designs exceeding five stories to include building step back or similar design features to allow sun light to reach adjacent sidewalks and designated open spaces.

(xiii)

***When a non-residential commercial use component is required as listed above, the non-residential commercial space shall include a minimum of twenty-five (25%) percent of the entire building square footage. The non-residential commercial space cannot include any leasing or business office associated with the residential unit construction, leasing, or management or any amenities primarily intended for the residents. The minimum square footage of commercial unit may be altered per the project plan process based on the project design and project location***



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE:</u> Resolution 25-1288</b> A resolution of the City of Goodlettsville Board of Commissioners, authorizing and establishing an application process for membership on city boards, commissions, and committees.</p> <p><b><u>PRESENTED BY:</u> Tim Ellis, City Manager</b></p>	<p><b>Agenda Item:</b> Resolution 25-1288</p> <p><b>Dept. of Origin:</b> Administration</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Tim Ellis</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Resolution 25-1288

**SUMMARY STATEMENT:**

A resolution of the City of Goodlettsville Board of Commissioners, authorizing and establishing an application process for membership on city boards, commissions, and committees.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Staff recommends approval of Resolution 25-1288.

## **RESOLUTION NO. 25-1288**

### **A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS, AUTHORIZING AND ESTABLISHING AN APPLICATION PROCESS FOR MEMBERSHIP ON CITY BOARDS, COMMISSIONS, AND COMMITTEES.**

**WHEREAS**, the City of Goodlettsville recognizes the vital role boards, commissions, and committees play in advising the Board of Commissioners and enhancing public participation in local governance; and,

**WHEREAS**, the City of Goodlettsville adopted Project '072 calls for expanded ways in which to expand volunteerism; and,

**WHEREAS**, the City desires to ensure that each city resident has a means by which to express their interest on a board, commission, or committee; and,

**WHEREAS**, the Board of Commissioners finds it in the public interest to establish a standardized application process for individuals seeking appointments to any City board, commission, or committee;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, AS FOLLOWS:**

#### **SECTION 1. AUTHORIZATION**

The Board of Commissioners hereby authorizes the establishment of a formal application process for all individuals seeking appointments to City boards, commissions, and committees.

#### **SECTION 2. APPLICATION PROCESS**

##### **A. Eligibility**

Applicants must be residents of the City of Goodlettsville and comply with all requirements of the City of Goodlettsville Municipal Code 2-201.

##### **B. Application Form**

1. The City Manager, City Recorder, or City Manager designee shall develop and maintain a standardized Board/Commission Application Form.
2. The application shall be made available both online via the City's website and in paper format at City Hall.

##### **C. Submission Requirements**

1. Completed applications shall be submitted to the Office of the City Manager or City Recorder by the advertised deadline.
2. Late or incomplete applications may be rejected at the discretion of the City Manager.

**D. Review and Appointment**

1. The Mayor will review applications.
2. Interviews may be conducted.
3. Appointments based on the recommendation of the Mayor shall be made by passage of a Resolution of the Board of Commissioners during a public meeting.

**SECTION 3. TERM OF SERVICE**

Board members shall serve in accordance with the term lengths and requirements established by City ordinance or the governing document of the specific board or commission.

**SECTION 4. VACANCIES AND REAPPOINTMENTS**

Vacancies shall be publicly advertised, and previous applicants may reapply or be reconsidered. Incumbents seeking reappointment must also complete the application form unless otherwise directed by the City Council.

**SECTION 5. EFFECTIVE DATE**

This Resolution shall take effect immediately upon its adoption, the welfare of the residents of Goodlettsville requiring it.

Adopted: October 9, 2025

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER  
APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
CITY ATTORNEY



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

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<p><b><u>SUBJECT TITLE:</u> Resolution 25-1289</b> A resolution to name and dedicate approximately 1.5 acres as “Coombs Park”.</p> <p><b><u>PRESENTED BY:</u> Tim Ellis, City Manager</b></p>	<p><b>Agenda Item:</b> Resolution 25-1289</p> <p><b>Dept. of Origin:</b> Administration</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Tim Ellis</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Resolution 25-1289

**SUMMARY STATEMENT:**

A resolution to name and dedicate approximately 1.5 acres as “Coombs Park”.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Staff recommends approval of Resolution 25-1289.

**RESOLUTION 25-1289**

**A RESOLUTION TO NAME AND DEDICATE APPROXIMATELY 1.5 ACRES AS “COOMBS PARK”.**

**WHEREAS**, the City of Goodlettsville, since the inception of its parks system, has always prided itself on providing its citizenry with the highest quality of public parks, recreation facilities, and open space, and

**WHEREAS**, the City of Goodlettsville has always managed 1.5 acres of property of the City Hall location as a public park, which has never officially been named, and

**WHEREAS**, John Coombs served the City of Goodlettsville in many roles, most notably serving 39 years as a member of the Goodlettsville Planning Commission, and 12 years as a member of the City of Goodlettsville Board of Commissioners, where he served 5 years as Mayor until his untimely passing.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, THAT THE AFOREMENTIONED APPROXIMATE 1.5 ACRES, LOCATED AS A PORTION OF 105 NORTH MAIN STREET, GOODLETTSVILLE, TENNESSEE, BE NAMED “COOMBS PARK”.**

**THIS ACTION IS EFFECTIVE UPON PASSAGE BY THE BOARD OF COMMISSIONERS.**

\_\_\_\_\_  
Mayor Rusty Tinnin

\_\_\_\_\_  
City Recorder

Approved as to form and legality

\_\_\_\_\_  
City Attorney

Passed October 9, 2025





**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE: RESOLUTION 25-1290</u></b>  A resolution declaring certain property surplus to the needs of the City of Goodlettsville and calling for its disposal by online auction or by demolition.</p> <p><b><u>PRESENTED BY:</u></b> Tim Ellis, City Manager</p>	<p><b>Agenda Item:</b> Resolution 25-1290</p> <p><b>Dept. of Origin:</b> Administration / Public Services</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Tim Ellis</p> <p><b>Cost of Item:</b> Positive Impact</p>
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**AGENDA ITEM ATTACHMENTS:**

Resolution 25-1290

**SUMMARY STATEMENT:**

This resolution would declare certain property surplus to the needs of the City of Goodlettsville and call for its disposal by trade-in, online auction, or any other reasonable manner.

**FINANCIAL SUMMARY:**

There would be a positive fiscal impact on the city based on the sale of the surplus property.

**RECOMMENDED ACTION:**

Staff recommends approval of Resolution 25-1290.

**RESOLUTION NO. 25-1290**

**A RESOLUTION DECLARING CERTAIN PROPERTY SURPLUS TO THE NEEDS OF THE CITY OF GOODLETTSVILLE AND CALLING FOR ITS DISPOSAL BY ONLINE AUCTION OR BY DEMOLITION.**

**WHEREAS**, occasionally, the City of Goodlettsville owns property that is no longer of use or has value for its intended use; and,

**WHEREAS**, the City of Goodlettsville foresees no future need or use of said property; and,

**WHEREAS**, the City of Goodlettsville desires to dispose of said property;

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE THAT A SINGLE FAMILY HOME LOCATED AT 506 SOUTH MAIN STREET IS HEREBY DECLARED SURPLUS TO THE NEEDS OF THE CITY**

**BE IT FURTHER RESOLVED THAT THE SAID SINGLE FAMILY HOME SHALL BE DISPOSED OF BY THE FOLLOWING MEANS:**

- 1. BE SOLD TO THE HIGHEST BIDDER BY ONLINE AUCTION FOR THE PURPOSE OF IT BEING MOVED TO A LOCATION OWNED BY THE SUCCESSFUL BIDDER; OR**
- 2. IF SAID SINGLE FAMILY HOME FAILS TO HAVE A SUCCESSFUL BIDDER, THEN CITY STAFF IS AUTHORIZED TO DEMOLISH SAID STRUCTURE.**

**THIS RESOLUTION IS EFFECTIVE UPON ADOPTION, THE WELFARE OF THE CITIZENS OF GOODLETTSVILLE REQUIRING IT.**

Adopted: October 9, 2025

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER  
APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
CITY ATTORNEY



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville**

<p><b><u>SUBJECT TITLE:</u> Resolution 25-1291</b>  A resolution authorizing a development agreement between the City of Goodlettsville, Tennessee, and Last of the Loggers, LLC, DBA CLQ Land and Dania McVickers, as it relates to contribution of funds associated with certain right of way improvements.</p> <p><b><u>PRESENTED BY:</u> Tim Ellis, City Manager</b></p>	<p><b>Agenda Item:</b> Resolution 25-1291</p> <p><b>Dept. of Origin:</b> Administration</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Tim Ellis</p> <p><b>Cost of Item:</b> N/A</p>
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**AGENDA ITEM ATTACHMENTS:**

Resolution 25-1291

**SUMMARY STATEMENT:**

A resolution to authorizing a development agreement between the City of Goodlettsville, Tennessee, and Last of the Loggers, LLC, DBA CLQ Land and Dania McVickers, as it relates to contribution of funds associated with certain right of way improvements.

**FINANCIAL SUMMARY:**

N/A

**RECOMMENDED ACTION:**

Staff recommends approval of Resolution 25-1291.

**RESOLUTION NO. 25-1291**

**A RESOLUTION AUTHORIZING A DEVELOPMENT AGREEMENT BETWEEN THE CITY OF GOODLETTSVILLE, TENNESSEE, AND LAST OF THE LOGGERS, LLC, DBA CLQ LAND & DANIA MCVICKERS, AS IT RELATES TO CONTRIBUTION OF FUNDS ASSOCIATED WITH CERTAIN RIGHT OF WAY IMPROVEMENTS.**

**WHEREAS**, the City of Goodlettsville Planning Commission has approved a final site plan for 103 single-family detached dwelling unit lots known as Goodlettsville 56 Project; and,

**WHEREAS**, the developer desires to contribute funds for certain infrastructure improvements ; and

**WHEREAS**, the developer has agreed to provide \$100,000.00 to the City of Goodlettsville for shoulder improvements along Moncrief Ave and/or a left turn lane addition at Long Hollow and Main.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF GOODLETTSVILLE, TENNESSEE, THAT THE EXECUTION OF A DEVELOPMENT AGREEMENT BETWEEN THE CITY OF GOODLETTSVILLE, TENNESSEE, AND LAST OF THE LOGGERS, LLC. AND DANIA MCVICKERS AS IT RELATES TO CERTAIN INFRASTRUCTURE IMPROVEMENTS REFERENCED AS DEMONSTRATED IN EXHIBIT I ATTACHED HERETO.**

**BE IT FURTHER RESOLVED THAT THE CITY MANAGER IS HEREBY AUTHORIZED TO EXECUTE SAID AGREEMENT AND ANY OTHER REQUIRED DOCUMENTS.**

**THIS RESOLUTION IS EFFECTIVE UPON ADOPTION, THE WELFARE OF THE CITIZENS OF GOODLETTSVILLE REQUIRING IT.**

Adopted: October 9, 2025

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER  
APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
CITY ATTORNEY

## EXHIBIT I

### Goodlettsville 56 Project Development Agreement

#### Project Information

This Development Agreement pertains to the Goodlettsville 56 Project, (the “Project”) a proposed residential development consisting of 103 single-family detached dwelling unit lots. The development includes the construction of public streets and utilities on approximately 58.66 acres of land located on Moncrief Avenue, McCain Drive, and Barber Drive (a non-improved road right-of-way) in the City of Goodlettsville, Davidson County, Tennessee.

The subject properties are identified as:

**Davidson County Tax Map/Parcels: 025013500, 02505500, and 025005600.**

Last of the Loggers, LLC, D.B.A. CLQ Land (“CLQ Land”) represented by Mark Hanson, and Dania McVickers, currently are the co-owners the above referenced real property, presented the proposed development at the November 4, 2024, meeting of the City of Goodlettsville Planning Commission. As part of the proposal, CLQ Land agreed to the following and for good and valuable consideration, re-affirms the following terms and conditions of the Project on behalf of the owners:

---

#### Terms of Agreement

##### 1. Developer Contribution

- CLQ Land shall pay the City of Goodlettsville (the “City”) One Hundred Thousand Dollars (\$100,000.00) to be used by the City for roadway improvements.
- The funds shall be used exclusively for certain roadway improvements:
  - Roadway shoulder improvements on the section of Moncrief Avenue (from the project boundary to North Main Street); and/or
  - Turn lane improvements on North Main Street / State Route 11, in coordination with the Tennessee Department of Transportation, due to existing roadway conditions.

##### 2. Payment and Building Permits

- The \$100,000.00 payment must be remitted to the City before the issuance of any building permits for the referenced Project.
- Within five (5) business days of receiving the payment:
  - The City will deposit the funds, and
  - Issue a written letter approving the release of building permits for the Project.

##### 3. Use of Funds

- The City of Goodlettsville agrees that the funds shall be used solely for the above-described roadway improvements as the city determines in its best interest.
- No timeline for the completion of these roadway improvements is included or implied in this agreement.

##### 4. Successors and Assigns

- This Development Agreement shall be binding upon and apply to any successor property owners of the parcels listed above or successor and/or assign of Last of the Loggers, LLC, D.B.A. CLQ Land and Dania McVickers.

**5. Scope of Agreement**

- This Agreement is based solely on the project plans approved at the November 4, 2024 Planning Commission meeting.
- Any revised plans or future modifications to the project may require a renegotiation or amendment of the terms of this agreement.

**City Commission Approval**

This Development Agreement was approved by the City of Goodlettsville City Commission on October 9, 2025.

**Signatures**

By signing below, the parties affirm that they have read, understood, and agreed to the terms and conditions outlined in this Development Agreement and have the authority to bind the parties hereto.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Tim Ellis**  
City Manager, City of Goodlettsville

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mark Hanson**  
Representative, Last of the Loggers, LLC, D.B.A. CLQ Land (Co-Owner)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Dania McVickers**  
Co-Owner

Prepared by: Freeman & Bracey, PLC  
885 Conference Drive, Suite 500  
Goodlettsville, TN 37072



**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville, Tennessee**

<p><b>SUBJECT TITLE: RESOLUTION 25-1292</b> A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS APPROVING AN AGREEMENT WITH CHANDLER THINKS, LLC FOR COMMUNITY BRANDING AND LOGO DEVELOPMENT SERVICES AS SELECTED BY COMPETITIVE SEALED PROPOSALS PROCUREMENT METHOD PURSUANT TO RESOLUTION 25-1286</p> <p><b>PRESENTD BY:</b> Tim Ellis</p>	<p><b>Agenda Item:</b> Resolution 25-1292</p> <p><b>Dept. of Origin:</b> Project O72 Committee</p> <p><b>For Agenda of:</b> October 9, 2025</p> <p><b>Originator:</b> Tim Ellis</p> <p><b>Cost of Item:</b> \$66,875 TOTAL State of Tennessee Tourism and Hospitality Recovery Fund (ARP) Grant.</p>
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**AGENDA ITEM ATTACHMENTS:**

Resolution 25-1292  
Exhibit I Agreement  
Exhibit II Proposal

**SUMMARY STATEMENT:**

A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS APPROVING AN AGREEMENT WITH CHANDLER THINKS, LLC FOR COMMUNITY BRANDING AND LOGO DEVELOPMENT SERVICES AS SELECTED BY COMPETITIVE SEALED PROPOSALS PROCUREMENT METHOD PURSUANT TO RESOLUTION 25-1286.

**FINANCIAL SUMMARY:**

\$66875.00 Total  
State of Tennessee Tourism and Hospitality Recovery Fund (ARP) Grant.

**RECOMMENDED ACTION:**

Staff recommend approval of Resolution 25-1292

**RESOLUTION NO. 25-1292**

**A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS APPROVING AN AGREEMENT WITH CHANDLER THINKS, LLC FOR COMMUNITY BRANDING AND LOGO DEVELOPMENT SERVICES AS SELECTED BY COMPETITIVE SEALED PROPOSALS PROCUREMENT METHOD PURSUANT TO RESOLUTION 25-1286**

WHEREAS, the City of Goodlettsville recognizes the importance of a strong and unified community brand and logo to promote the City's image, attract economic development, and engage residents and visitors; and

WHEREAS, the City issued a request for proposals (RFP) for Community Branding and Logo Development Services and utilized the Competitive Sealed Proposals procurement method in accordance with Resolution 25-1286; and

WHEREAS, Chandler Thinks, LLC was selected as the most responsive and responsible proposer through a thorough evaluation and interview process, and the City has negotiated an agreement for the provision of said services; and

WHEREAS, the Board of Commissioners has reviewed the terms and conditions of the agreement and determined that it is in the best interest of the City to enter into said agreement.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Commissioners of the City of Goodlettsville, Tennessee, that:

SECTION 1. The agreement between the City of Goodlettsville and Chandler Thinks, LLC for Community Branding and Logo Development Services, as selected through Competitive Sealed Proposals procurement method pursuant to Resolution 25-1286, is hereby approved and is attached hereto as Exhibit I

SECTION 2. Total compensation for Community Branding and Logo Development Services will be \$66,875, with funds derived from a State of Tennessee Tourism and Hospitality Recovery Fund (ARP) Grant.

SECTION 3. The City Manager is hereby authorized to execute the agreement and any related documents necessary to carry out the intent of this resolution.

SECTION 4. This resolution shall take effect upon final passage, the public welfare requiring it.

Adopted: October 9, 2025

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER  
APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
CITY ATTORNEY



**STANDARD PROJECT AGREEMENT  
BETWEEN  
CITY OF GOODLETTSVILLE, TN  
AND  
CHANDLERTHINKS, LLC**

1. This Agreement sets out the terms and conditions whereby Chandlerthinks, LLC (hereinafter referred to as the Agency) is to perform the professional services set out herein under the general direction of and for the benefit of **CITY OF GOODLETTSVILLE, TN** (hereinafter referred to as the Client).
2. The Agency will develop and present to Client the **COMMUNITY BRANDING SERVICES** as outlined in the Scope of Work which is attached as Exhibit I, for the Client's review and approval. The Agency will be compensated for this Scope of Work by a base fee of \$66,875. Any additional work requested by the Client from the Agency outside of the Scope of Work outlined in Exhibit I herein, will be estimated in advance and subject to Client's prior approval.
3. The fee related to the Scope of Work (as outlined in Exhibit I attached) will be billed in Six (6) invoices as follows:
  - a. The first invoice, in the amount of \$13,375 (25% of project price) will be billed upon execution of the project agreement. This represents the work to be performed in Phase I (research) of the outlined scope of work (proposal). We anticipate this phase of the work to begin November 2025.
  - b. The second invoice, in the amount of \$10,700 will be billed on December 1, 2025.
  - c. The third invoice, in the amount of \$10,700 will be billed on January 1, 2026.
  - d. The fourth invoice, in the amount of \$10,700 will be billed on February 1, 2026.
  - d. The fifth invoice, in the amount of \$10,700 will be billed on March 1, 2026.
  - d. The sixth and final invoice, in the amount of \$10,700 will be billed on April 1, 2026 or when the final report has been provided and final project presentation is made to your committee. Final payment is not due until all project deliverables have been met.

All invoices are due net 30 days upon receipt.

4. Upon completion of this project underlying this Agreement, the Agency shall transfer, assign and make available to the Client, or its representatives, all property and materials in its possession or control paid for by the Client and relevant to the project. In the event that material, which is the subject of this Agreement in copyrightable subject matter, Agency and Client agree that for the purposes of this order the material shall be a work made for hire and shall be considered owned by Client upon delivery. Agency thereby transfers any and all copyrights and related intellectual property rights to the Client.
5. No modifications of this Agreement shall be valid unless such modifications are in writing and signed by both Client and Agency.
6. Applicable Law. The Agreement will be deemed to be a contract made under the laws of the State of Tennessee and will be construed in accordance with the laws of Tennessee without regard to principles of conflicts of law. The exclusive forum and venue for the adjudication of any rights, claims or disputes arising out of or in connection with this Agreement shall be the state courts of Tennessee or the United States District Court for Tennessee. The parties specifically waive the right to a jury trial in connection with any dispute arising out of this Agreement, or between the parties for any reason.

CLIENT  
City of Goodlettsville, TN  
Tim Ellis, City Manager

\_\_\_\_\_

By:

Date: \_\_\_\_\_

Chandlerthinks, LLC  
Steve Chandler,  
Owner



By:

Date: 10/2/25

DESTINATION BRANDING SPECIALISTS



**CHANDLER**THINKS

PROPOSAL FOR

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**City of Goodlettsville, TN**

COMMUNITY BRANDING SERVICES  
provided September 23, 2025

**Chandlerthinks, LLC**

2929 Sidco Drive, Suite 209, Nashville, TN 37204

Federal tax ID #: 81-1141897

Steve Chandler, Owner | 615.498.8313 | [steve@chandlerthinks.com](mailto:steve@chandlerthinks.com)

September 23, 2025

City of Goodlettsville

Rachel Hoover

105 S Main Street

Goodlettsville, TN 37072

RE: City of Goodlettsville - Community Branding Services

Thank you for the opportunity to provide a proposal for the City of Goodlettsville's Community Branding Services initiative. Chandlerthinks, LLC, owned by Steve Chandler, has been partnering with communities for over 15 years to help them define, express, and share their authentic story.

We have read your RFP and understand you are seeking a unifying brand that conveys community pride, supports economic development, attracts investment, and resonates with residents, businesses, and visitors alike. That bigger vision is exactly where we excel! Our team of place branders focuses exclusively on municipal and community branding, and we bring both sensitivity and expertise to navigating the many voices and interests involved in a project of this scale.

Here is why we are uniquely qualified to help Goodlettsville achieve its goals:

1. Community-Centered Process – Our proven research-based approach ensures community engagement from residents, leaders, and stakeholders. We understand how to balance diverse perspectives while building authentic buy-in and endorsement from the community.
2. Research-Driven Creativity – Our creative work is rooted in insights we uncover. This ensures the final brand reflects the true identity of Goodlettsville and is adaptable across city departments, local groups, and businesses.
3. Beyond the Logo – We deliver more than visuals. Our process creates a strategic foundation, implementation plan, and evaluation tools that help ensure the brand works long after launch. But yes, our logos are pretty great!

We are excited about the chance to partner with the City of Goodlettsville on this important initiative. Any questions related to this proposal may be addressed to me directly.

With appreciation,



Steve Chandler, Owner/Brand Strategist



**CHANDLER**THINKS

Chandlerthinks.com

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# EXECUTIVE SUMMARY



**CHANDLER**THINKS

DESTINATION BRANDING SPECIALISTS

# PROFILE OF FIRM

Founded in 2010 and located in Nashville, TN; Chandlerthinks is a Limited Liability Corporation and 100% owned by Steve Chandler. We are one of the nation's leading consulting firms dedicated to community branding and marketing for municipalities, communities and destinations seeking to create a strong identity and purposeful direction. We combine experience from traditional branding and advertising agencies, community branding firms and digital marketing agencies. We have a team of 8 highly experienced professionals that specialize in research, strategic brand positioning, place marketing, creative and content development and direction, design, media strategy and digital marketing. **Collectively our team members have been a part of more than 300 destination marketing projects in their careers.** These are the same people that would be working on the community branding for Goodlettsville.

Chandlerthinks continually strives to stay on top of industry trends, and we are actively involved in the following trade organizations and associations.



For more on Chandlerthinks, please check us out at [www.chandlerthinks.com](http://www.chandlerthinks.com), Google Chandlerthinks, or follow us on Facebook ([facebook.com/chandlerthinks](https://facebook.com/chandlerthinks)).

Chandlerthinks  
2929 Sidco Drive, Suite 209  
Nashville, TN 37204  
615-498-8313

*Our branding process submitted in this proposal received the Power of Research Award by the Southeast Travel and Tourism Research Association (SETTRA) for two years in a row.  
A distinction of excellence in using research towards destination marketing.*



**CHANDLERTHINKS**

Chandlerthinks.com

# PLACE MARKETING IS WHAT WE DO - OUR SERVICES

Chandlerthinks provides a number of marketing services designed to help destinations learn what makes them appealing and unique and how to promote themselves in order to grow their local economy. Most projects are related to research, planning, branding and communications development.

## Community Branding

Our primary focus is leading and managing the process of place branding for cities, communities and tourism destinations. This involves tactical research, development of a brand strategy, creation of a brand identity, and a recommended branding plan. Collectively, our team has assisted more than 100 communities with the process of developing a competitive identity for the purpose of building tourism, economic development and community momentum.

## Tourism Strategic Planning

We have developed tourism strategic plans for different destinations in Georgia, Kentucky, Mississippi, Tennessee, North Carolina, Maryland, Missouri and Texas to name a few. Sometimes a change in tourism direction is needed but should be grounded in a research-based approach and solution that can manage and satisfy expectations of boards and political influences.

## Festival & Event Economic Impact Studies

We help Festival & Event organizers determine the economic impact (direct spending) an event has on the local community. This helps event organizers communicate and promote the value of the event back to local officials and other key stakeholders. It also helps in the recruitment of event sponsors the following year.

## Destination Marketing Research

Chandlerthinks is a half brand development and half research company. We can develop Visitors Profiles Studies, Visitors Conversion Studies, Citizen Satisfaction Studies, Human Movement Research and other really cool relevant research that goes into the decision making of effective planning.



# PROVIDER PROFILE



**CHANDLER**THINKS

DESTINATION BRANDING SPECIALISTS

# FIRM EXPERIENCE

Chandlerthinks started in 2010. In that fifteen year span, it's given us the opportunity to work with a lot of communities across the country - over 100+ different places in 28 states. Below are the many communities for which Chandlerthinks has provided destination branding, research and strategic planning services.

**ALABAMA:** Gadsden, Hartselle, Marshall County **ALASKA:** Kenai Peninsula  
**CALIFORNIA:** Carlsbad, Irvine, Shafter **GEORGIA:** Columbus, Dahlonega, Decatur, Douglasville, Georgia Trail of Legacy & Lore, Macon, Morrow, Perry, Smyrna, Suwanee, Warner Robins **COLORADO:** Berthoud, Longmont **FLORIDA:** Dunedin, Gulf County, Madison County **ILLINOIS:** Village of Northfield **INDIANA:** Bargersville **KENTUCKY:** Bowling Green, Calloway County, Carrollton, Danville, Glasgow, Henderson, Kentucky Lake, London, Marshall County, Owensboro, The Kentucky Wildlands **LOUISIANA:** Ascension Parish, La Fourche Parish, Livingston Parish, St. Mary's Parish **MARYLAND:** Allegany County, Cumberland **MASSACHUSETTS:** Middleborough **MINNESOTA:** Cottage Grove, Elk River, Hutchinson **MISSISSIPPI:** Coastal Mississippi, Natchez, Vicksburg **MISSOURI:** Independence, Maryville, Saint Charles **NEBRASKA:** Fremont **NEW YORK:** Finger Lakes **NORTH CAROLINA:** Alamance County, Apex, Belmont, Cabarrus County, Rowan County, The Northern Outer Banks **NORTH DAKOTA:** West Fargo **OHIO:** Gahanna, Goodlettsville County **OKLAHOMA:** Stillwater **PENNSYLVANIA:** Horsham **SOUTH CAROLINA:** Lake City, Spartanburg **TENNESSEE:** Benton, Campbell County, Clarksville, Clay County, Clifton, Crossville, Columbia, DeKalb County, Fayette County, Fayetteville, Franklin, Hardin County, Hawkins County - Rogersville, Haywood County - Brownsville, Humphreys County, Lake County, Macon County, McMinn County, Meigs County, Monroe County, Obion County, Polk County, Robertson County, Sevier County, Spencer, Spring Hill, Stewart County, Sumner County, Unicoi County, Upper Cumberland **TEXAS:** Corpus Christi, Ennis, Galveston Island, Katy, Seguin, Sugar Land **VIRGINIA:** Herndon, Shenandoah County **WASHINGTON:** Maple Valley **WISCONSIN:** Cedarburg, Jefferson



# SKILLS & EXPERIENCE OF PROJECT TEAM

## A Brief Statement About Our Team

We believe the Chandlerthinks team members are going to provide the City of Goodlettsville, TN with the most experienced community branding team of any other proposer. Each member of our team has done place branding dozens of times (for some team members 100+). This means we are familiar with the political nuances that can positively or negatively affect the project, and our approach reflects this knowledge. This means we really believe the project must be more than a logo, AND we must educate others of that fact. This means we develop creative direction with the emphasis placed on crafting an authentic, compelling story capable of living beyond advertising for years to come. It also means we have learned great community branding success happens when there's a plan to empower staff and stakeholders to be storytellers.

You expect the "A" team and so do the stakeholders and members of your community. That is exactly what we give the City of Goodlettsville, TN for this project.

# TEAM QUALIFICATIONS

## Greg Fuson

Director of Research & Community Engagement; TMP & FEP



- 25 Years leading Destination Research
- 160+ Destinations

Greg has been helping clients understand their markets through the thorough use of research for more than 25 years. He has developed extensive skills in survey design and management for both quantitative and qualitative areas of research. Greg will oversee any research conducted on this project, including survey design, group questionnaires and analysis. He has been part of the Chandlerthinks team from its inception.

Greg has managed studies for a number of national-branded clients, including a stint as the director of research for the Country Music Association. But his passion is in marketing research for destinations and places, and he has worked with more than 160 communities around the country. Some of his clients within this industry include: Pigeon Forge, TN; Franklin- Williamson County, TN; Cedarburg, WI; Jefferson, WI; Stillwater, OK; Macon, GA; Village of Northfield, IL; Saint Charles, MO; Bowling Green, KY; Columbus, GA; Danville, KY; and more.

## Steve Chandler

Brand Strategist & Owner



- 20+ Years Experience in Place Branding
- Speaker and Instructor on the topic of Place Branding
- More than 160 community and destination branding projects

Steve is a recognized speaker and a leading practitioner on the topic of place branding and destination planning. Steve has personally worked on over 150 community and destination branding projects. His experience in similar projects gives him the nuanced knowledge, skills and diplomacy needed to guide, work with and lead local stakeholders. Some of his more recent project work can be seen in what is taking shape in communities such as: Salisbury-Rowan County, North Carolina; Jefferson, Wisconsin; Macon, Georgia; Douglasville, Georgia; Cedarburg, Wisconsin; Village of Northfield, Illinois; Columbus, Georgia; The KY Wildlands and many more.



**CHANDLER**THINKS

Chandlerthinks.com

# TEAM QUALIFICATIONS



## **Kevin Hinson - Creative Director/Brand Strategist/Design Lead**

- 20+ years Place Branding
- Award-winning creative director, brand strategist, designer
- Helped launch The Beaches of South Walton Brand (30A)
- Was lead creative on the The Pigeon Forge brand for 8 years
- Helped renew the aging brand of The Greenbrier Hotel
- Created The Kentucky Wildlands Tourism Brand
- Created the Gulf Shores & Orange Beach Tourism Brand

Kevin has built a reputation for creating distinctive and highly successful municipal and county brands, including those for Shenandoah County, VA, Allegany County, MD, Rowan County, NC, Independence, MO, Douglasville, GA, Arapaho County, CO, Maple Valley, WA and Hutchinson, MN. In addition, he helped develop a unique brand for Downtown New Orleans to increase economic development and relocation to this vital neighborhood after Hurricane Katrina. His extensive work in the Southeast has helped raise the images and awareness for such high-profile destinations as Gulf Shores & Orange Beach and the Beaches of South Walton where a diverse group of 14 beaches along Florida's 30A were brought together under a single brand that has now become a popular vacation hotspot. He has overseen 100+ brand initiatives for destinations, such as The Kentucky Wildlands, Gulf County, FL and Ascension Parish, LA and served as creative director for Pigeon Forge, TN for a number of years.



## **Cindy Sargent - Creative Director/Brand Strategist/Copy, Story Development Lead**

- 20+ years Place Branding
- Award-winning creative director, brand strategist, copywriter
- Developed the Music City Tourism Brand
- Created the Gulf Shores & Orange Beach Tourism Brand

As a brand strategist and creative director whose work includes more than 50 county, municipal and destination brands around the country, Cindy was responsible for developing the Nashville Music City brand, taking into account how Nashville's number one asset and distinct point of difference could be leveraged against its role as a state capital, including creating a major launch campaign that educated stakeholders on how to engage and promote the brand at the grassroots level. Her work on county and municipal brand development includes Allegany County, MD, Shenandoah County, VA, Arapaho County, CO, Maple Valley, WA, Douglasville, GA and Independence, MO, as well as the creation of the brand for The Kentucky Wildlands, a 41-county region in eastern KY. She has created strategic brands for Fargo, ND, Gulf Shores & Orange Beach, AL, and Ascension, Livingston and St. Mary's Parishes in LA.



# ASSIGNMENT UNDERSTANDING



**CHANDLER** THINKS

DESTINATION BRANDING SPECIALISTS

# PROPOSED SCOPE SUMMARY

## CHANDLER THINKS BRANDING PROCESS



### PHASE 1 - EXPLORE

Community engagement and research is a building block from which brand truths emerge – the foundation for building a competitive identity.

### PHASE 2 - EVALUATE

What does all the research say and how does it reveal your sense of place? This phase is crucial as we begin to build the architecture for your brand platform and identity moving forward.



### PHASE 3 - EXPRESS

This is all about crafting and telling your story. Here, the brand unfolds as it's expressed in a narrative that can be told, shared and embraced by the whole community.

### PHASE 4 - ENGAGE

This phase covers how to integrate the elements of your new destination brand into the fabric of the community so that it creates traction and can be conveyed by everyone at all the various customer touch points.



### Project Statement

We have a branding process called **Brand Navigator**. It was created to help small to mid-sized communities and municipalities navigate through the delicate process of exploring, discovering and promoting their strongest brand position. The Brand Navigator was developed from an extensive track record of working with numerous communities – all with the common desire of creating a destination of distinction. The Brand Navigator program is designed to not just identify your strongest brand attribute(s) and unique brand position, but to also show you how to create traction within the community to make the brand work harder and smarter for you.

All of this results in a brand direction for not only how your marketing and positioning looks, but a voice you can use to measure key local decisions. Our Brand Navigator & Tourism Action Plan gives you the navigational tools you need to deliver your story not only through your own marketing efforts, but also to engage others in doing so within their own operations.



# PROPOSED APPROACH: PHASE I. EXPLORE - LEARNING YOUR STORY



## Getting started on the project.

We'll put you to work a little and ask that you provide us with some basic background information, such as: history, community events, attractions, selling points for the area, organizational structures and of course, your recent marketing messages. But we make it easy. A 45-minute phone call with your project point person will begin the project work.

## Community Perceptions — What does your own community say about Goodlettsville?

### > First impression Tour - Site Visit

First impressions play a large role in the identity of a city. This is the time for you to show off your community and make a first impression on a one-day tour of Goodlettsville. Why not? It is exactly how new residents, businesses and visitors first encounter your community. We will have you give our team the tour that gives us a snapshot of your community assets including cultural, tourism, and economic development.

### > Community Perception Study

This is a quantitative online survey for the community to have a role in this process. The survey consists of approximately 20 questions each aimed at uncovering a perspective on how the community sees itself. Our goal is to complete a minimum of 300 surveys. We make it available by working with the community partners (Chamber, City, downtown groups, local media) and posting the survey link on their websites or through member emails. Our goal is to engage and listen to the community.

### > Specifically, the survey measures:

- Recommendation of Goodlettsville as a place to live, do business and visit
- Adjectives that best describe Goodlettsville
- Greatest assets of Goodlettsville
- Rankings and ratings of how well Goodlettsville delivers on quality of life
- Opinions on the current city's reputation



# PROPOSED APPROACH: PHASE I. EXPLORE - LEARNING YOUR STORY



## > Stakeholder Interviews and Focus Groups

These are meetings with your main stakeholders. This allows the project to have input from virtually any influential leader whose buy-in and endorsement will be important for moving your branding initiatives forward.

We will conduct a minimum of 15, but up to 30 *interviews* that should include:

- City Administrator
- City Commissioners
- City business leaders
- Economic Development leadership
- A realtor (for family recruitment)
- A heritage organization
- Department heads
- And others that matter

*Focus groups* will engage input from a broader collection of stakeholders. We suggest four groups consisting of 8-12 people. Possible groups to assemble could include: 1) brand steering members or the immediate champions of this project; 2) cultural-hospitality leaders; 3) business and economic development leaders; and 4) healthcare and education leaders.

Here, we will learn perspectives on the following:

- Goodlettsville's greatest weaknesses/strengths
- Typical Goodlettsville customer groups and why they do business in the area
- Goodlettsville's most well-known and strongest assets
- Goodlettsville's history and its vision for the future
- Goodlettsville's attributes and personality traits
- Goodlettsville's issues to recruiting talent and families to your community



# PROPOSED APPROACH: PHASE I. EXPLORE - LEARNING YOUR STORY

## > **An Outside Perspective of Goodlettsville - Attitude Awareness and Perception Study**

This is a quantitative research method. But it is targeted to hear the truth about who you are from “your neighboring communities.” We use this research to hear the opinions on what outsiders are saying about Goodlettsville. We will target a completed answer quantity that gains a 95% confidence level +/- 5.7% margin of error. Specifically, the survey measures:

- Overall top-of-mind perceptions of Goodlettsville
- Visitation frequency and interests
- Rating of assets in Goodlettsville
- Rating of distinguishable characteristics
- Reputation of Goodlettsville to outsiders

## > **Community Marketing - Digital Audit - Identity Assessment**

There’s already a story being told about Goodlettsville. We will review it. People are already talking about Goodlettsville. Do you know what they are saying? We look at:

1. **Community promoters.** How does what you say, post and show tell others who you are and what they can expect? We evaluate websites and social media; content; colors; photos; content; graphics; and more.
2. **Community participation.** Does the community (residents and local businesses) promote itself? Do visitors? This is evaluated by watching the place name on social media through search and hashtags. What are people often saying? What images do they share? How does this compare with other communities?
3. **Reviews.** What are people saying about your community in the areas of cultural attractions and dining. Are there things to do? Does it make a memorable impression (good or bad)? What assets stand out? We mostly look at reviews and ratings from Google and TripAdvisor.
4. **Search.** What do people find when they search your community name? What websites grab their attention? What do search images say about who you are? How does your community and its assets search results compare versus other communities? Are people looking for you? And if so, what do they find?
5. **Comparison Marketing.** How are other nearby cities marketing and branding themselves?



# PROPOSED APPROACH: PHASE II. EVALUATE - A BRAND STRATEGY

Our process does not focus on only one research question or answer, but at the common themes that have arisen from it all. We will more than likely have found that your community is a culmination of many things. However, some common truths and insights will help reveal your strongest attribute and most distinct brand position. The strategic direction in Phase II helps create the unique brand story and identity that will soon follow.

## > Branding Profile Wheel

Your branding profile wheel is an exercise we use to reveal how all of your community's assets work together to make Goodlettsville a great unique community. It also shows how everything connects to a common branding "core identity." The more everyone works together, the stronger community brand you will have.

*As you can see, it all matters. This exercise will reveal exactly what members of the community should be involved in the branding process ahead.*



## > Brand Personality Scale

Every place is unique in its own way. Our Brand Personality Scale allows an in-depth look into Goodlettsville by comparing 15+ unique characteristics that reveal Goodlettsville's personality.



# PROPOSED APPROACH: PHASE II. EVALUATE - A BRAND STRATEGY

## > Brand Sensory Assessment

One of our philosophies is that COMMUNITIES deliver memorable experiences more through the SENSES than a logo. If we want to create a strong sense of place, we need to learn to engage the senses. All great places do this. The senses that are most engaging in Goodlettsville will tell us where we deliver a memorable experience. People will brag about what and where they eat, what they see (think selfies), things they do, and the sounds or words they hear. Those are where the lasting take-aways occur.



## > Brand Pillars & Strategy Development

Every community has three to four brand pillars that capture the fundamental identity of their special “place.” They speak truths and cannot be ignored. It’s a simple step for making sense out of all we have learned. We will identify these pillars that will help make Goodlettsville compelling and distinct in its branding and marketing efforts going forward. These pillars provide the foundational platform upon which all branding efforts – logos, taglines, messaging, advertising, events – and any future branding initiatives are built upon.

**At the conclusion of Phase II there will be a live presentation of the recommended rebranding direction for Goodlettsville. This presentation will also include a summary of the research findings from Phase I.**



# PROPOSED APPROACH: PHASE III. EXPRESS - CREATING A STORY

The deliverables that will help you tell the Goodlettsville brand story are:

## > Brand Story

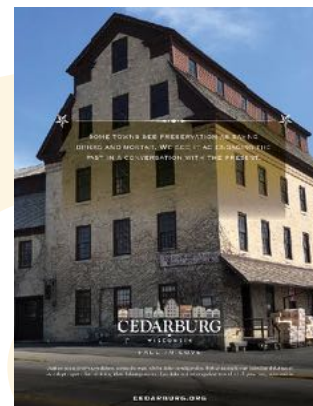
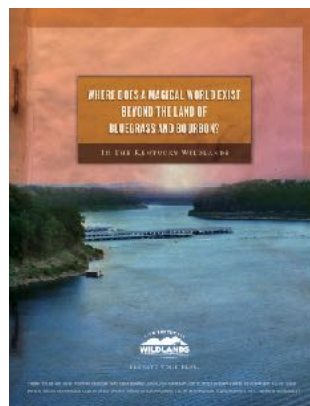
The first step in the brand creative process is developing your story - the story that only Goodlettsville can tell. This will take the form of a written narrative that leverages your brand strategy and expresses what makes your community unique, special and appealing. It will give meaning, credence and importance to what sets Goodlettsville apart. And It will set the tone and stage for how to talk about your city in language that will draw people in, engage them and want to get to know you more.

## > Tagline

A tagline, or positioning line, is created to be a compelling lead-in to your much bigger story. It's meant to sum up a single thought in a few words that capture your strongest brand attribute. It should leave people intrigued enough to want to know more. Great taglines can become memorable mantras that brands continue to build upon and merchandise for years. We will develop several potential lines, but will force you to pick just one. That's the hard part.

## > Creative Brand Theme (campaign idea)

Once the story is identified, we show how to apply messaging into areas of your community such as an ad for economic development or tourism or simply, lifestyle. It may be a marketing program aimed at building downtown shopping or wayfinding that introduces your community. We will give you at least three conceptual ideas for a campaign that builds off of the brand story created for Goodlettsville.



## > Brand expression application

Once the brand story is developed and approved, we show you how to apply the story to various marketing platforms.

We will include mock up graphic design direction for proposal templates, brochures (cover/inside), fliers, rack cards, letterhead/envelopes, business cards, email signatures, ceremonial proclamations, letters of commendation, notepads, social media, digital presentations, local signage, way finding, digital ad campaign, e-newsletters and fun merchandise.

# PROPOSED APPROACH: PHASE III. EXPRESS - CREATING A STORY

## > Logo Development

Logos are an important but perhaps, an overly emphasized part of branding. Truth is, nothing has derailed more municipal branding efforts more than the controversy that can occur over a logo. We help minimize this risk. We teach you how to educate others about the logo. We know what's important for City logos and the many different areas it must cover - from parks, water & sewer and public safety. This is where experience can make all the difference.

We begin by developing logo concepts (WE WILL PROVIDE AT LEAST FIVE) that we present for review and input on strategy, direction and tone. You will see several ideas all reflecting the brand direction agreed upon from Phase II. Once a particular logo concept is chosen, we will tighten it up and finish it out in detail and with color.



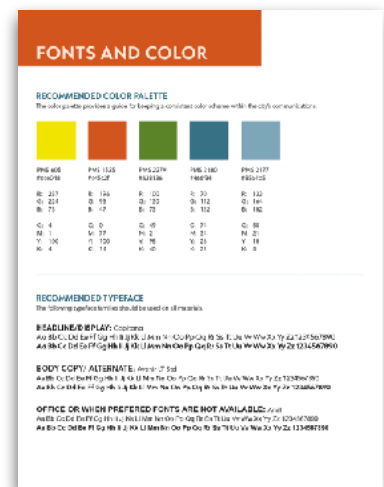
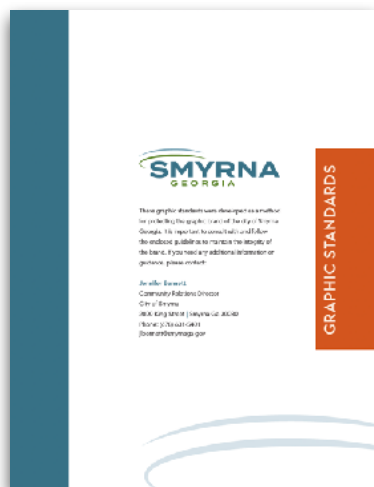
Rough Concept



Final Logo

## > Brand and Graphic Guidelines

This style guide will be the one-stop book on the City of Goodlettsville community brand. It will strongly state the brand strategy, the personality it is intended to create, and the brand story. It will then outline the important dos and don'ts of fonts, colors and logo applications. Permissible uses of logo and variations, size, spacing, color and typography; and examples of incorrect usage. The style guide will be bound and provided in PDF format. A draft will be provided before final assembly. The final guide will be provided to you in PDF and Word format. This will also include the overall color palette and type face for the branding direction. A few pages of our Brand Guide (Style Guide) can be seen below.



# PROPOSED APPROACH: PHASE IV. ENGAGE - A BRANDING PLAN

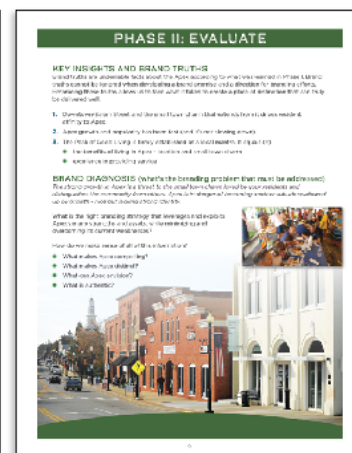
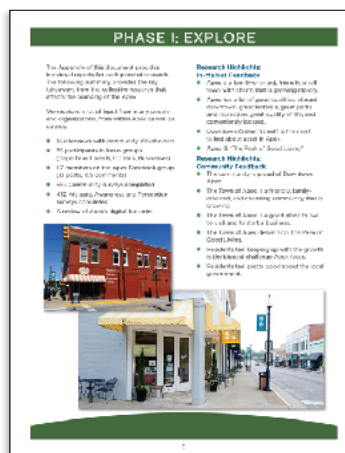
Even the best creative ideas fall flat without a plan to bring them to life. This phase delivers a practical, actionable roadmap to implement the brand strategy and empowers the creative ideas to take action. This plan guides your team on how to activate your new brand direction with confidence. This final phase is about igniting that spark: training community storytellers, building visibility, and creating a culture of brand ownership that endures long after the launch. It's more than just inspiration—it's instruction, with prioritized steps and benchmarks to help you measure success and keep momentum going.

## 1. Brand Navigator - Brand Action Plan

This plan will address:

- Priorities and timelines for moving the branding efforts ahead.
- Accountability for measuring the progress of the branding process.
- Recommendations for creating traction with the new branding direction including: suggested paid and earned media, retail programs, public relations, economic development actions, tourism promotion ideas, educational involvement, signs recommendations and tactics for creating some quick “wins” that help build community and target market support.

At the conclusion of Phase IV will be the delivery of a bound master summary of the entire branding process from this project. This will include one printed bound copies and one electronic copy of the final report.



# PROPOSED APPROACH: PHASE IV. ENGAGE - A BRANDING PLAN

## 2. Implementation

Our Brand Navigator Action Plan will have many recommendations for immediate momentum and results. There are a few things you outlined in your RFP that we will already include in this process. We have done this for previous municipal and tourism branding efforts so its turnkey and easy to transition into production.

### Short-form video storytelling

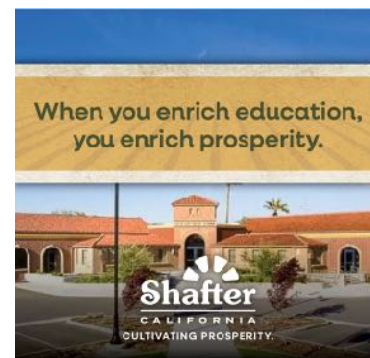
A brand video (story) is a typical and strong way to present the larger story to the staff, stakeholders and the community. This doesn't need to be a major production, but it does need to communicate the collective story we learned in the research and from listening to others. The creative branding direction should provide a great platform for telling this story. The production should provide not just one story, but an opportunity for smaller story segments.

Here is a link to an example of a brand video for Hartselle, AL.

[https://youtu.be/hzWHCYq3eLE?si=\\_02Apo-RvcQAwutG](https://youtu.be/hzWHCYq3eLE?si=_02Apo-RvcQAwutG)

### Social Media campaign templates and schedules.

Our creative process already outlined inner PHASES III included social media templates that can be applied to Town announcements and events. This is one of the most common branding tools used by municipalities.



### A dedicated microsite or landing page

We will include a microsite in the budget for this project. As we get closer to implementation, if it makes more sense to create content for a page on your existing site or the creation of a new microsite, we can do either.

# PROPOSED APPROACH: PHASE IV. ENGAGE - A BRANDING PLAN

## 3. Performance Metrics & Reporting

The research establishes a benchmark on attitudes and perceptions of Goodlettsville. This allows you to start tracking clear, measurable KPIs that prove the brand is working. We will first sit down with you to identify what we want to track and how we will track it. It could be changes in stakeholder participation, pre- and post-campaign brand awareness, digital traffic growth, social engagement, sentiment shifts, and how widely the brand is adopted across departments.

Regardless of what is identified for tracking, within 60 days of launch, you'll receive an Initial Impact Report showing early wins and adoption trends. At the 12-month mark, we'll deliver a comprehensive Brand Performance Report detailing growth in web traffic, social engagement, event attendance, business inquiries, and public perception—backed by both hard numbers and actionable insights.

These are not long reports, but snapshots that can be handed out to City council meetings or to stakeholders.

# PROPOSED APPROACH: OUTLINE OF BRANDING PROJECT DELIVERABLES



## Phase I. Explore (RESEARCH): Summary of Deliverables

- One-on-One stakeholder interviews
- Stakeholder and Community focus groups
- Community Self Perception study
- Attitude, Awareness and Perception study (from people outside of Goodlettsville)
- Community Marketing and Digital Audit
- Delivery of a bound master research report with an executive summary of all findings
- A brand steering committee/stakeholder research presentation



## Phase II. Evaluate (STRATEGY): Summary of Deliverables

- Construction of the Goodlettsville Brand Profile Wheel
- Goodlettsville Personality Scale and Brand Sensory Assessment
- Brand Pillars
- Strategy for building a community with a competitive identity
- Presentation of recommended branding direction for Goodlettsville.



## Phase III. Express (CREATIVE): Summary of Deliverables

- Craft the Goodlettsville Brand Story
- Creative "adcepts" and a central idea to drive creative messaging for the community
- Application of the creative direction towards other marketing messages, website and social media
- Tagline development
- Logo development, guidelines and standards
- Common needs such as signage, brochures, department communications, letterhead/envelopes, business cards, etc.
- Electronic files of all creative work mentioned above



## Phase IV. ENGAGE (ACTION PLAN): Summary of Deliverables

- A printed and bound Goodlettsville Branding Action Plan
- Recommended priorities, responsibilities and expected budget ranges needed to move ahead on short term and long term goals.
- Implementation Plan and Evaluation Plan
- Electronic files of all research, reports and final action plan
- Presentation of recommended branding plan and entire body of project work



# PRICING & TIMELINE



**CHANDLER**THINKS

DESTINATION BRANDING SPECIALISTS

# PROJECT PRICING

The price for the City of Goodlettsville, TN Community Branding Services Initiative is **\$66,875**. The costs breakouts for the phased work are as follows:

Phase I > Explore \$ 21,145  
Phase II > Evaluate \$10,985  
Phase III > Express \$ 26,580  
Phase IV > Engage \$8,165

Travel and materials costs have been included in the above prices.

## ***\*Optional Ongoing Coaching Opportunity - \$10,000***

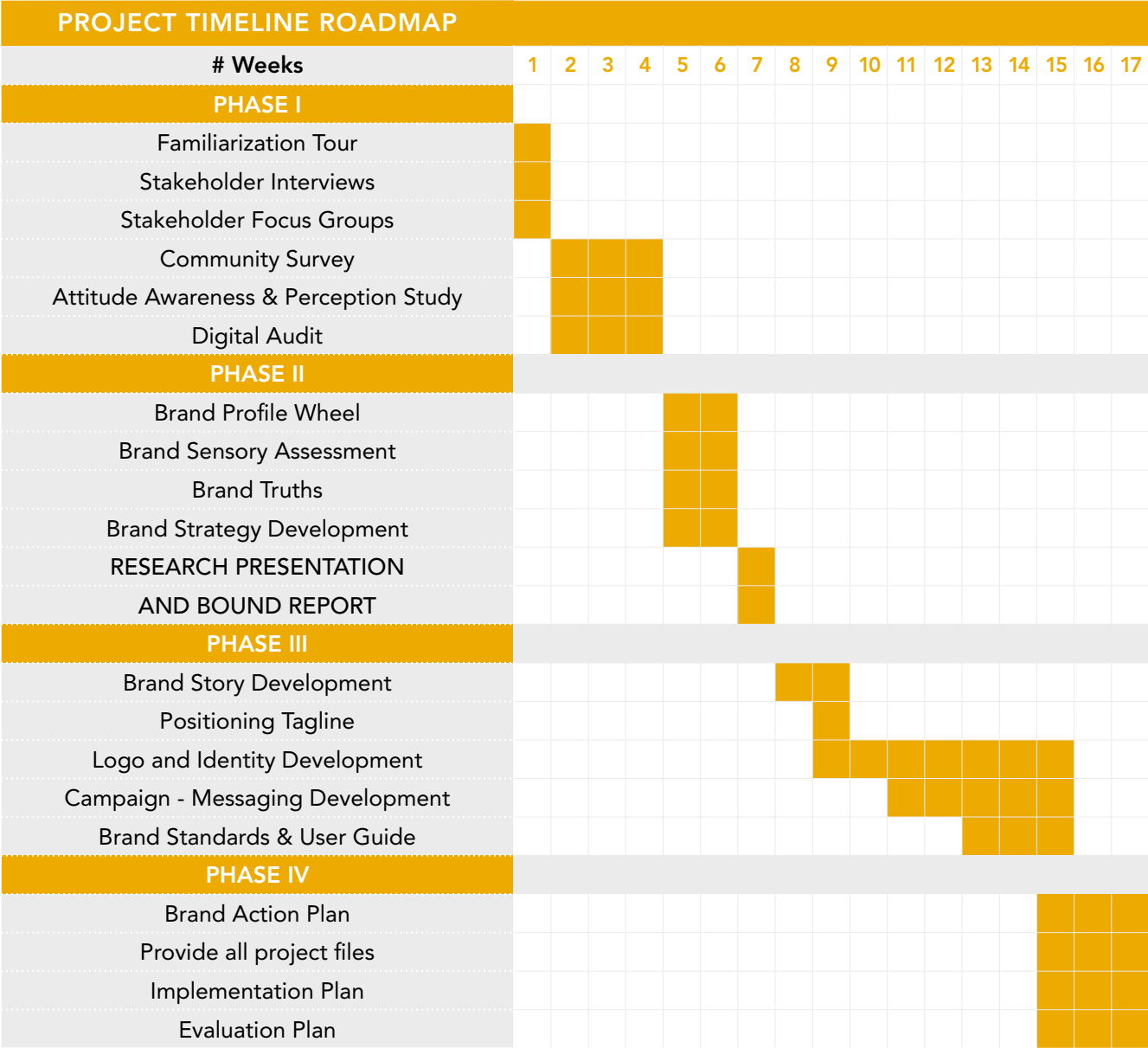
Following the completion of your community branding process, you may find added value in continued access to our expertise. Our optional coaching program provides up to 50 hours of consulting support—a \$7,500 value—over the course of one year. This dedicated time ensures you have expert guidance for questions, decision-making, and strategic direction as you bring your new brand to life. In addition, \$2,500 of this investment can be applied toward the implementation of branded merchandise of your choice, helping you put your brand into action in tangible, impactful ways. This opportunity is not included in the core project price but is available exclusively to our branding clients.



# BRANDING PROCESS TIMELINE

## Project Timing Statement

A typical community branding project takes anywhere between 5 and 7 months. We plan these projects accordingly and manage the process to stay on task.



# PORTFOLIO OF WORK & REFERENCES



**CHANDLER**THINKS

DESTINATION BRANDING SPECIALISTS

**Client:** City of Shafter, CA

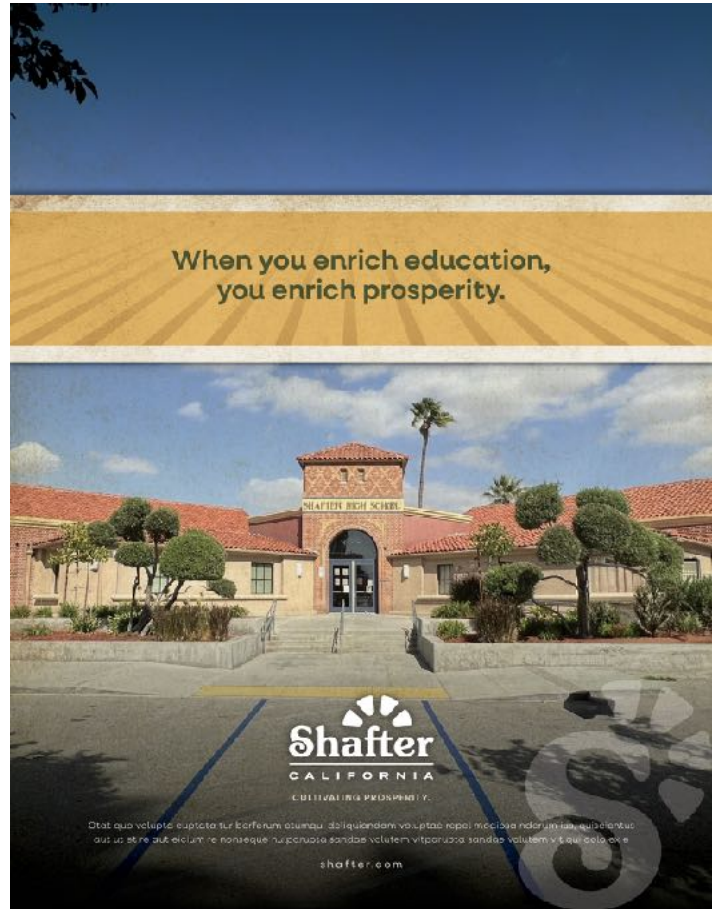
**Challenge:** How does a small agricultural town attract investment, enhance community pride, and elevate its identity in California's Central Valley?

**Solution:** The new identity elevated Shafter's profile in the Central Valley and beyond. It gave residents a sense of pride, created a cohesive message for economic development, and positioned Shafter as a place where prosperity is planted, nurtured, and shared.



**SHAFTER, CALIFORNIA /  
CULTIVATING PROSPERITY**

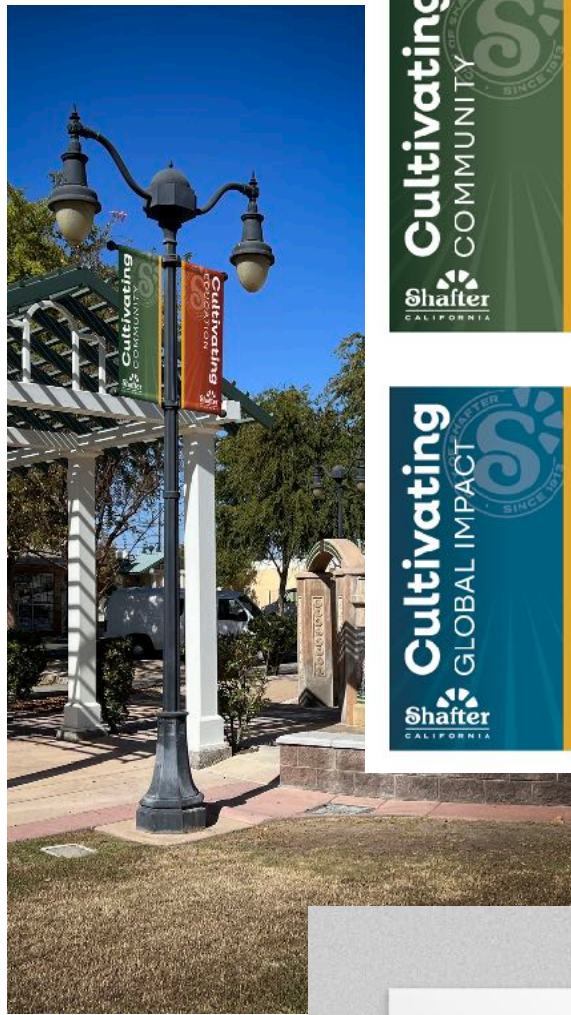
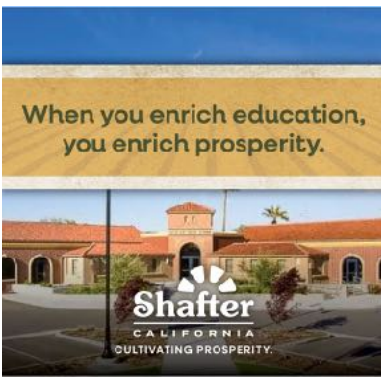
Print Campaign



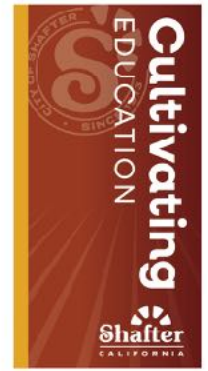
City Vehicles



City Seal



Pole Banners & Wayfinding



Social Media



Fun Merchandise

Client: City of Smyrna, GA

Challenge: How does a city experiencing rapid growth establish a clear and compelling community identity to unify residents, attract businesses, and differentiate itself within the Atlanta metro area?

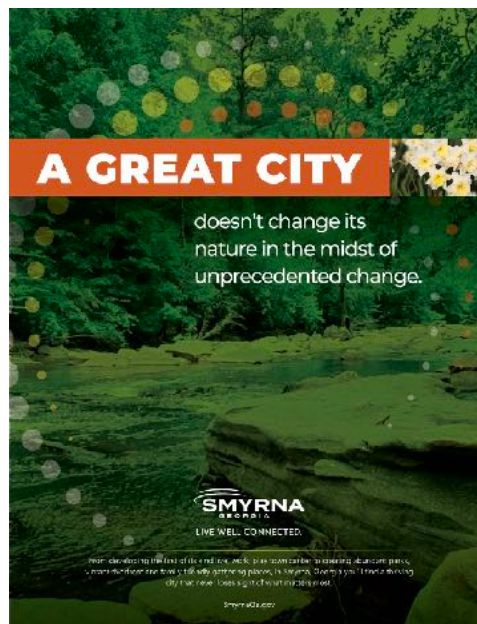
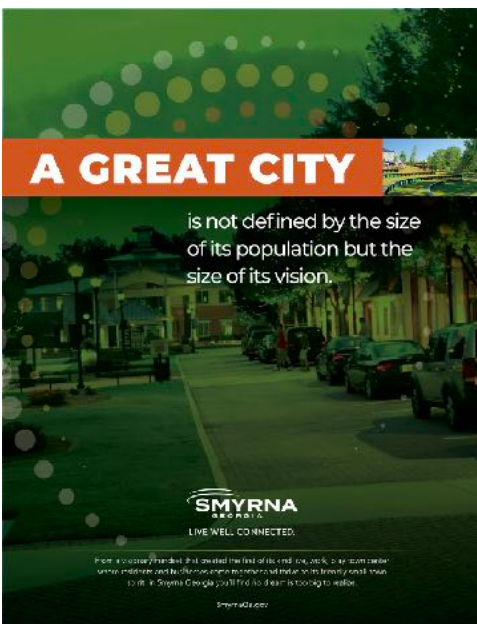
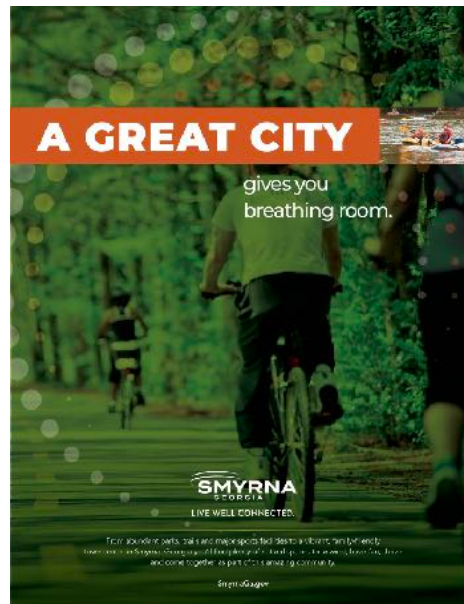
Solution: Residents valued Smyrna's diversity, family-friendly atmosphere, and proximity to Atlanta, but research showed outsiders had limited awareness. The new brand established consistency across city departments, strengthened community pride, and provided tools for storytelling that celebrates its diversity, fosters connection, and positions the city as a forward-thinking, welcoming community within metro Atlanta.



SMYRNA, GA /

LIVE WELL CONNECTED

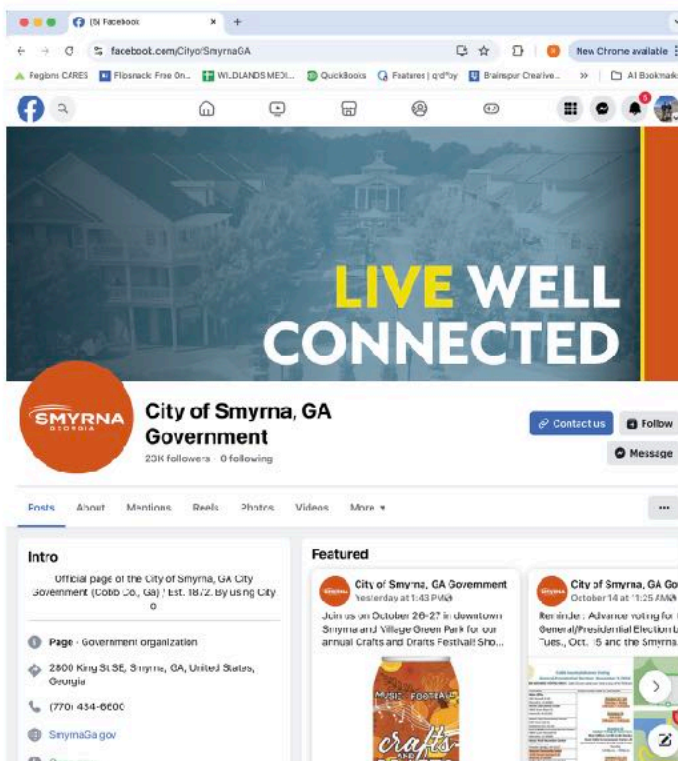
Print Campaign



Signage



Social Media



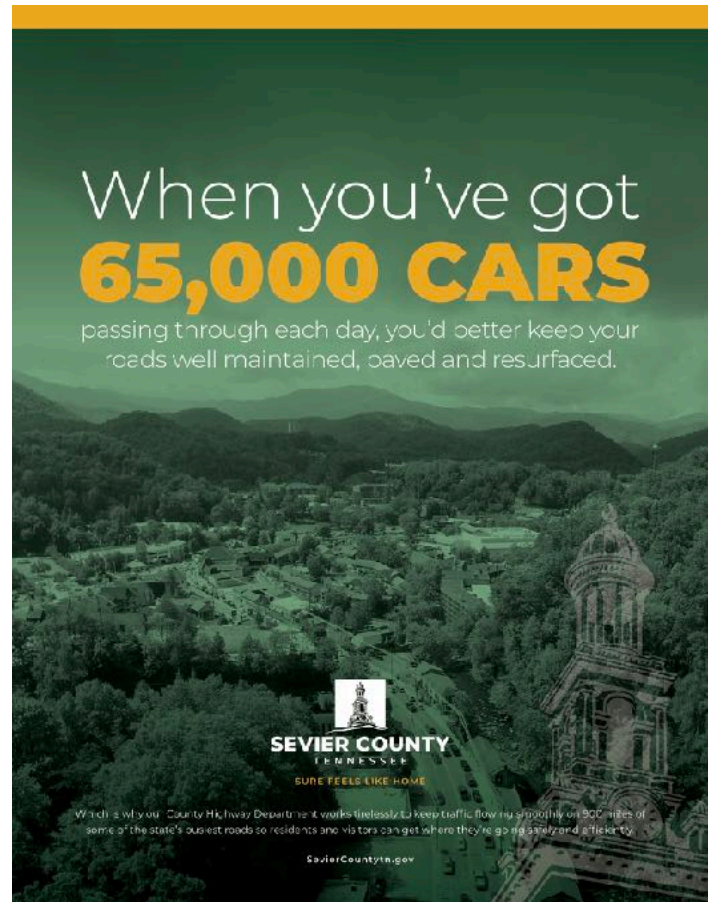
Client: Sevier County Government, TN

**Challenge:** How does a tourism-heavy mountain community unify its identity and foster deeper pride among locals, businesses, and guests alike?

**Solution:** Sevier County launched a unified brand to highlight the deep-rooted values of faith, service, and neighborly care while embracing the natural beauty and tourism appeal of the Smoky Mountains. The brand brought together cities like Gatlinburg, Sevierville, and Pigeon Forge under one message. It gave locals a stronger voice, visitors a deeper story, and the government a platform to showcase its impact in the community.

Sevier County, TN /

SURE FEELS LIKE HOME



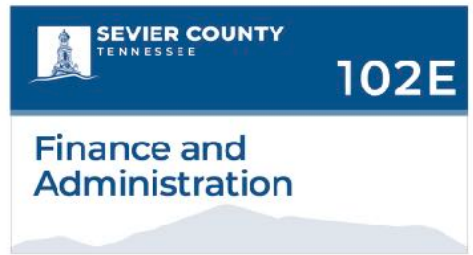
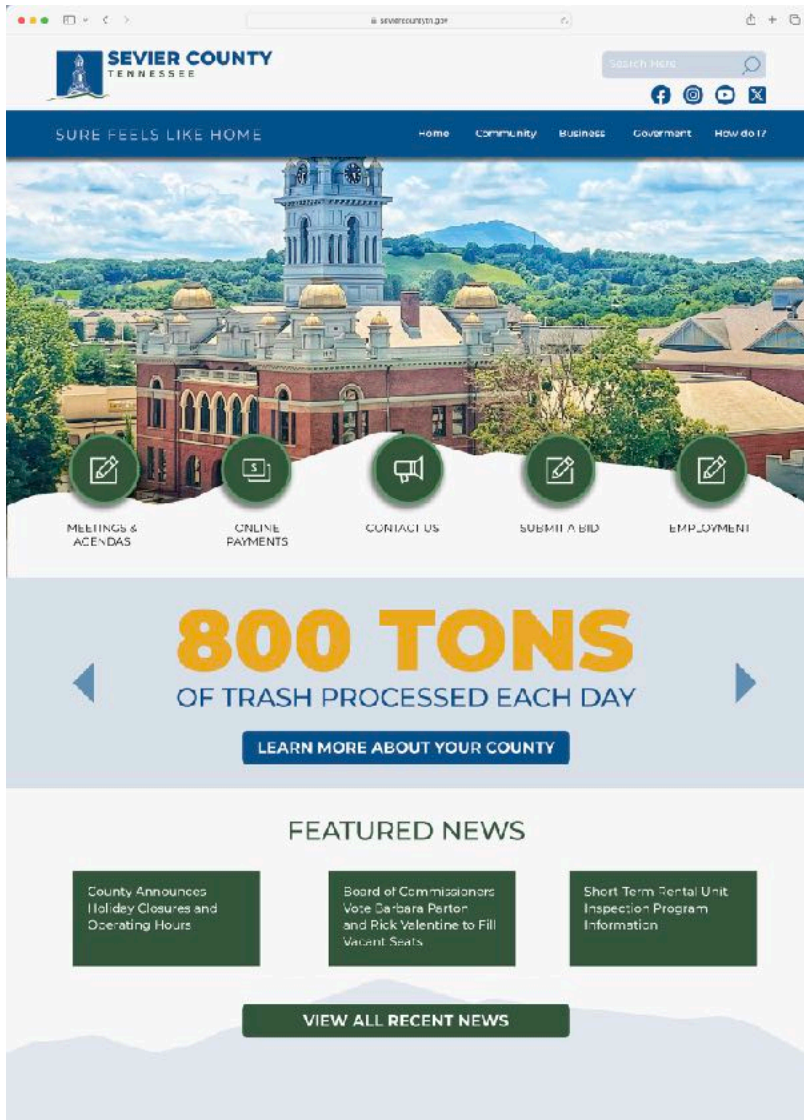
Print Campaign



County Seal



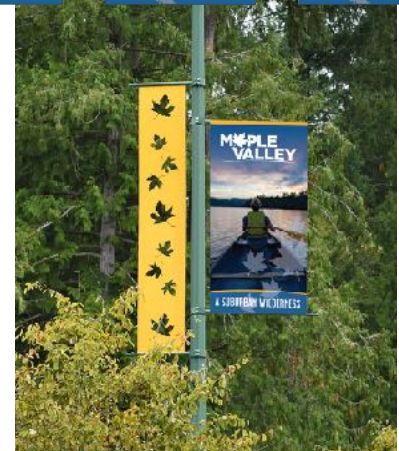
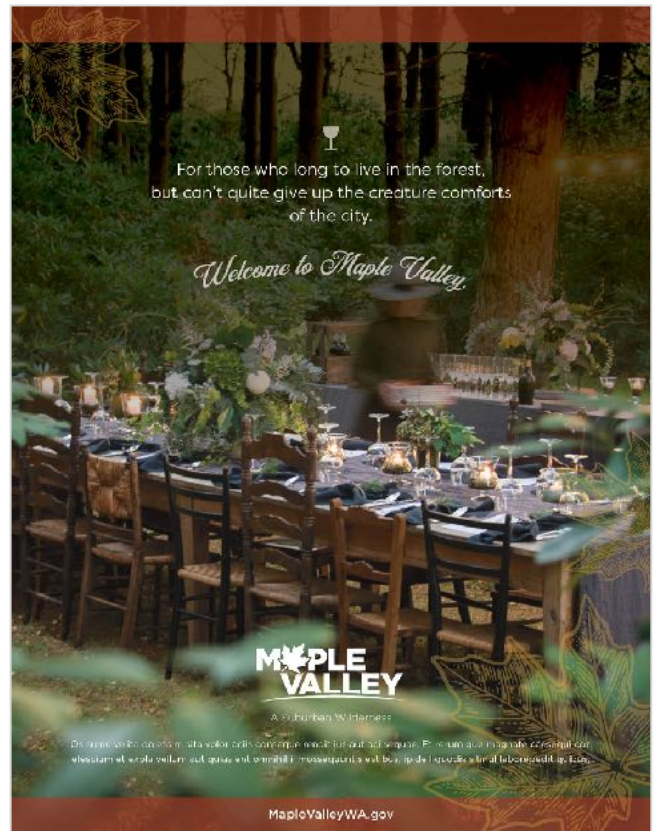
County Flag



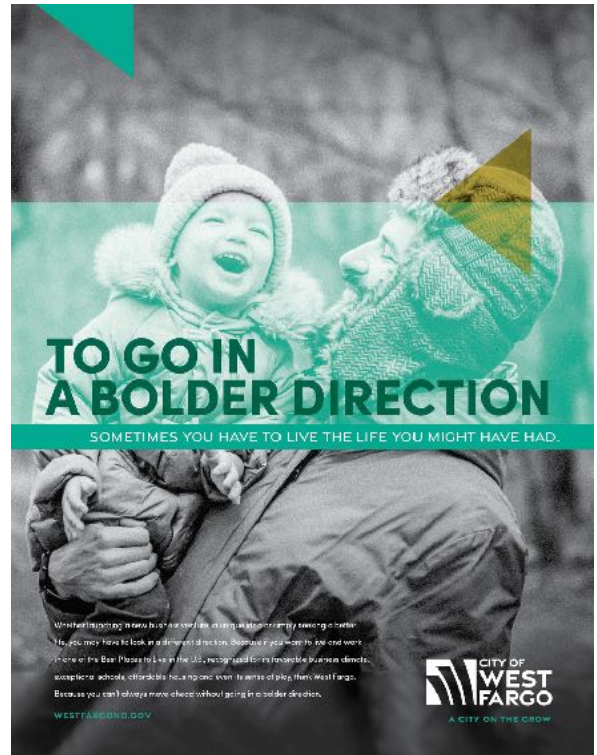
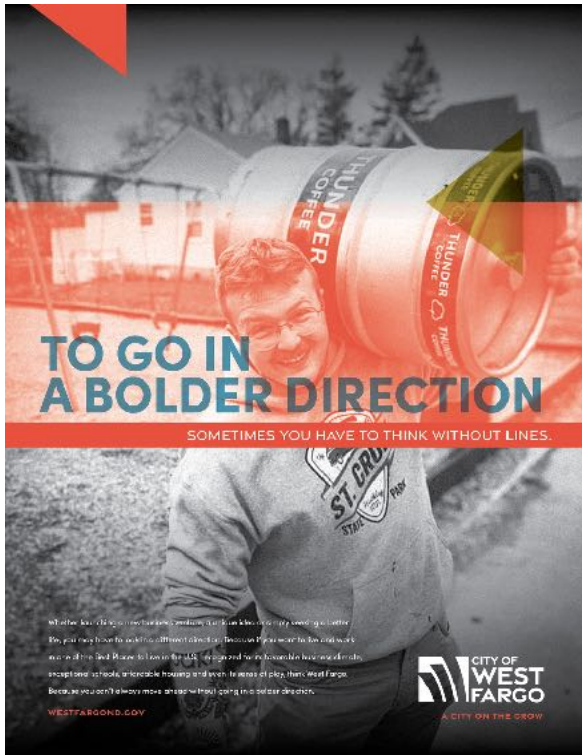
City Apparel



# ADDITIONAL WORK



# ADDITIONAL WORK



# LOGO EXAMPLES

## Brand Logo Examples



# REFERENCES

## Project Contact

City of Smyrna, GA  
2800 King Street SE, Smyrna, GA 30080  
Scope of project: Destination branding discovery and development  
Jennifer Bennett, Community Relations Director; [jbennett@smyrnaga.gov](mailto:jbennett@smyrnaga.gov)

## Project Contact

City of Columbia, TN  
700 North Garden Street, Columbia, TN 38401  
Scope of project: Destination branding discovery and development  
Kellye Murphy, Tourism & Marketing Director; [kmurphy@columbiatn.com](mailto:kmurphy@columbiatn.com)  
931-560-1575

## Project Contact

Town of Apex, NC  
Apex Town Hall 73 Hunter Street P.O. Box 250. Apex, NC 27502.  
Scope of project: City branding discovery and development  
Stacie Galloway; Director of Communications; [Stacie.Galloway@apexnc.org](mailto:Stacie.Galloway@apexnc.org);  
919-249-3400

## Project Contact

City of Ennis, TX  
115 West Brown Street, Ennis, TX 75119  
Scope of project: City branding discovery and development  
Ashley Colunga, Marketing and Communications Director;  
[acolunga@ennistx.gov](mailto:acolunga@ennistx.gov) 972-878-4748



Thank you!





**AGENDA SUMMARY SHEET**  
**Board of Commissioners**  
**City of Goodlettsville, Tennessee**

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<p><b>SUBJECT TITLE: RESOLUTION 25-1293</b> A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS DECLARING ITS INTENT TO DONATE RIGHT-OF-WAY ALONG THE NORTH PROPERTY BOUNDARY OF PARCEL 160 066.00 TO THE CITY OF HENDERSONVILLE FOR ROAD CONSTRUCTION PURPOSES.</p> <p><b>PRESENTD BY:</b> Tim Ellis</p>	<p><b>Agenda Item:</b> <u>Resolution 25-1293</u></p> <p><b>Dept. of Origin:</b> Administration</p> <p><b>For Agenda of:</b> <u>October 9, 2025</u></p> <p><b>Originator:</b> Tim Ellis</p> <p><b>Cost of Item:</b> -0-</p>
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**AGENDA ITEM ATTACHMENTS:**

Resolution 25-1293  
ROW Mapping  
GIS Parcel Map

**SUMMARY STATEMENT:**

A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS DECLARING ITS INTENT TO DONATE RIGHT-OF-WAY ALONG THE NORTH PROPERTY BOUNDARY OF PARCEL 160 066.00 TO THE CITY OF HENDERSONVILLE FOR ROAD CONSTRUCTION PURPOSES.

In 2019, by passage of Resolution 19-872, the city agreed to provide a 64' ROW along the north boundary of 40.81 acres that the city owns in the City of Hendersonville as a sewer asset. It was purchased as a suitable site for a future sewer treatment plant and still retains that purpose and value. Since the agreement was approved, the City of Hendersonville has determined that the layout of such ROW needs to be modified, and therefore, the purpose and need of this Resolution.

**FINANCIAL SUMMARY:**

-0-

**RECOMMENDED ACTION:**

Staff recommends approval of Resolution 25-1293

## RESOLUTION 25-1293

### **A RESOLUTION OF THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS DECLARING ITS INTENT TO DONATE RIGHT-OF-WAY ALONG THE NORTH PROPERTY BOUNDARY OF PARCEL 160 066.00 TO THE CITY OF HENDERSONVILLE FOR ROAD CONSTRUCTION PURPOSES.**

WHEREAS, the City of Goodlettsville Board of Commissioners (the "Board") is the governing body responsible for the management and disposition of real property owned by the City; and,

WHEREAS, the City is the owner of a parcel of land located along Highway 31-E in Hendersonville, Tennessee, identified as Parcel 160 066.00 (the "Property"); and,

WHEREAS, the City of Hendersonville has identified the need for road construction and improvements in the area adjacent to the west property line of the City of Goodlettsville's property along Highway 31-E, identified as Parcel 160 066.00; and,

WHEREAS, the Board of Commissioners recognizes that the proposed road project will promote public safety, improve transportation infrastructure, and serve the general welfare of the citizens of the surrounding area; and,

WHEREAS, the Board desires to express its intent to donate a portion of the Property to the City to facilitate the planned road construction.

### **NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF GOODLETTSVILLE BOARD OF COMMISSIONERS:**

**1. Intent to Donate Right-of-Way**

The Board hereby declares its intent to donate a strip of land along the west property line of the County's parcel located on Highway 31-E to the City of Hendersonville for the purpose of road construction and public infrastructure improvements.

**2. Width of Right-of-Way**

The primary width of the right-of-way to be donated shall be **sixty-four (64) feet**, with additional width to be granted in certain sections as deemed necessary **at the discretion of the City Manager** to accommodate engineering or design requirements.

**3. Authorization to Negotiate and Finalize Transfer**

The City Manager is hereby authorized to work with the City of Hendersonville to negotiate, draft, and execute any necessary documents to effectuate the donation of the right-of-way consistent with this Resolution.

**4. Right to First Refusal**

The City of Goodlettsville will further provide the City of Hendersonville with the first opportunity to purchase the entire tract (Right to First Refusal) (Parcel 160 066.00) before any others, if it deems it is surplus to the needs of the City of Goodlettsville. The only exception to this Right of First Refusal is if the property is sold or transferred to an owner or organization that will provide wastewater or water treatment services.

5. **Effective Date**

This Resolution shall take effect immediately upon its passage, the public welfare requiring it.

Adopted: October 9, 2025

\_\_\_\_\_  
MAYOR RUSTY TINNIN

\_\_\_\_\_  
CITY RECORDER

APPROVED AS TO FORM AND LEGALITY

\_\_\_\_\_  
CITY ATTORNEY

