

# ELECTION 2025

WILLIAMSON HERALD • A9 • THURSDAY, OCTOBER 2, 2025

## CITY OF FRANKLIN ALDERMAN CANDIDATES

### Matt Brown

**Occupation:** Brand Strategist

**Family:** Wife, Julie (celebrating 25 years this year!), Daughter, Madeline (22) – Works with me at METTLE5, Son - David (20) – Pre-Law Student at Samford, Son- Jonathon (18) - Currently getting his EMT certification and entering the Fire Academy in the spring.

**Community Activities (church, civic, etc.):**

Our family moved to Franklin for a better quality of life for our family and to be contributors to our community. Since our arrival, we've been all-in, raising awareness for local nonprofits, chairing community events, becoming stakeholders at Church of the City, and saving the Five Points Post Office.

In 2025 alone, we chaired One Generation Away's Spring Breakfast, helping raise awareness to combat food insecurity; and served as King and Queen of the Mardi Ball Court benefiting My Friend's House.

- Church of the City, Stakeholder

- The Circle of Giving, Current Board Chair

- The Lift Collaborative, Current Board Chair

- Battle of Franklin Trust, Current Board Member

- Unite Williamson, Current Board Member

- Sister Cities of Franklin and Williamson County, Current Board Member

- African American Heritage Society of Williamson County, Past Board Member

- Friends of Franklin Parks Riverwalk & Trails Committee, Current Member

- Downtown Franklin Rotary, Current Member

**Have you ever held public office? If so, for what office and period of time?**

Franklin Alderman Ward 2, 4 Years

**1. Why did you decide to seek the office of alderman?**

Franklin is more than our home—it's a responsibility. I want to ensure growth strengthens, not threatens, our community. My focus is on tackling traffic now, keeping Franklin



MATT BROWN

attainable for working families, and making growth pay for growth. I've served faithfully for four years and want to continue protecting Franklin's character while guiding its future with transparency, planning, and a commitment to community.

2. What do you feel are the three most pertinent issues facing Franklin that you would

most like to address if you are chosen as alderman?

First, tackle traffic with immediate low-cost fixes like retimed signals, re-striping, and turn lanes, while pursuing major projects and TDOT partnerships. Second, preserve affordability by protecting starter-home neighborhoods and incentivizing workforce housing where infrastructure exists. Third, make growth pay for itself using tools like Infrastructure Development Districts and targeted TIFs. Together, these strategies keep Franklin livable, affordable, and fair—ensuring new development contributes to solutions rather than burdens existing residents.

3. As Franklin grows, the city's needs become more complex. Housing and land prices are rising and there is a shortage of workforce housing. Do you think this is an issue? How would you address it?

Yes, it's a pressing issue. We must preserve naturally affordable neighborhoods by setting fair infill guidelines to prevent tear-downs that erase starter homes. At the same time, we should incentivize new attainable housing through voluntary tools like IDs, zoning flex-

### WARD 2

ibility, and deed restrictions where infrastructure exists. I'll also continue to support proven partners like Hard Bargain. Franklin thrives when teachers, first responders, and service workers can afford to live here.

4. As Franklin's population continues to increase, "smart growth" is a hot topic, and some variation of the phrase is included in almost every candidate's platform. What does "smart growth" mean to you? What specific strategies would you employ to achieve smart growth? Would you support a moratorium on commercial development in Franklin?

Smart growth means intentional, informed planning that protects Franklin's character while aligning development with infrastructure. In four years, I've shrunk the UGB, strengthened rural land-use rules, raised impact fees, and blocked incompatible projects. This balanced approach preserves open space and historic assets while sustaining services and low taxes. I oppose a moratorium—it's government overreach, drives up housing costs, and hurts small businesses and jobs. Instead, we should continue aligning growth with our comprehensive land use plan.

5. Traffic is becoming a big problem in Franklin. How would you address transportation as the city grows?

Traffic requires both immediate fixes and long-term investment. We have begun and should continue to fund projects like signal retiming, new turn lanes, and intersection upgrades that improve quality of life. Our Traffic Operations Center has proven effective; we should expand its efforts. Long term, prioritize road infrastructure in capital planning and coordinate with state and regional partners. Franklin's future mobility depends on acting now while building capacity for tomorrow.

### BK Muvvala

**Occupation:** Local small-business operator; Engineer and community volunteer

**Family:** Spouse Rajeswari Muvvala; son Mohan (Doctor); son Madhav (Senior at Franklin High School, IB Program)

**Community Activities (church, civic, etc.):** Franklin Breakfast Rotary; schools; churches; civic volunteering

**Have you ever held public office? If so, for what office and period of time? No**

1. Why did you decide to seek the office of alderman?

For 15 years, Franklin has been my home, my workplace, and my mission. I have raised my family here, provided employment, paid taxes, and served through Rotary, schools, churches, and civic volunteering. I know the pulse of Franklin because I have lived it and served it every single day.

I am the only candidate who has stood before Franklin's citizens in four elections, humbly accepting their verdict each time, yet never walking away from service. I have consistently participated in civic life and local body elections more than my opponents. While others are new to Franklin, I have spent 15 years working side-by-side with citizens and leaders across Williamson County and beyond.

Yet too much has remained unchanged — traffic congestion, housing challenges, and a lack of accountability. Franklin deserves better. **Trust me — I am the right candidate.** With proven experience, relentless volunteering, and a record of community service, I will deliver results through infrastructure-first growth, attainable housing for our workforce, and transparent budgeting you can trust.

2. What do you feel are the three most pertinent issues facing Franklin that you would

most like to address if you are chosen as alderman?

1. **Traffic & Safety:** Over 11,000 housing units have already been approved but have not yet been built. Roads, safety, and services must catch up before new approvals. I will push Connect Franklin projects, accelerate Mack Hatcher Parkway progress with TDOT, and ensure crash hot spots are addressed first.

2. **Attainable Housing:** Franklin's teachers, police officers, nurses, and first responders should be able to live in the community they serve. I will support housing aligned with Envision Franklin's "Housing



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Choices" principle and apply voluntary state-enabled incentives only when units are verifiably attainable.

3. **Fiscal Transparency:** I will insist on zero-based budget reviews and public dashboards that show residents where money is going, project timelines, and delivery scorecards. Franklin deserves accountability, not hidden numbers.

3. As Franklin grows, the city's needs become more complex. Housing and land prices are rising and there is a shortage of workforce housing. Do you think this is an issue? How would you address it?

Attainable and workforce housing must be created responsibly. I will use the City's workforce-housing framework and direct mixed-income infill to areas where infrastructure already exists. I will support voluntary incentives (like expedited permitting or density bonuses) only when projects deliver verifiable, income-qualified units for those who serve our community — teachers, police, nurses — located near jobs, schools, and transit. This approach ensures Franklin protects its character while remaining livable for its workforce.

4. As Franklin's population continues to increase, "smart growth" is a hot topic, and some variation of the phrase is included in almost every candidate's platform. What does "smart growth" mean to you? What specific strategies would you employ to achieve smart growth? Would you support a moratorium on commercial development in Franklin?

To me, smart growth is more than a slogan — it is a disciplined, results-oriented approach to growth that protects Franklin's character while ensuring infrastructure and services keep pace. Smart growth means the right project, in the right place, at the right pace — always matched to funded infrastructure.

Specific strategies I will employ:

- **Align approvals with funded infrastructure** – No development moves for-

### WARD 2

ward unless roads, water/sewer, drainage, and public safety are in place or fully funded and scheduled.

- **Follow Envision Franklin** – Use its form-based concepts (village green, neighborhood, rural reserve) so new projects fit Franklin's character and don't sprawl into the wrong places.

- **Prioritize infill and redevelopment over sprawl** – Direct growth to where infrastructure already exists, lowering costs and improving walkability.

- **Tie growth to transportation planning** – Coordinate projects with Connect Franklin Road improvements, signal retiming, Mack Hatcher progress, and future transit expansion.

- **Phase growth with performance triggers** – Large developments must deliver promised improvements before moving to the next phase.

- **Protect open space & green infrastructure** – Require connected parks, trails, buffers, and stormwater solutions in every plan.

- **Transparency, accountability & public scorecards** – Publish dashboards showing what's approved, what's under construction, what's funded and scheduled, and what's delivered. Citizens deserve to see progress — and developers must be held accountable if infrastructure lags promise.

On a moratorium: A blanket moratorium on commercial development is a blunt tool that risks harming small businesses and stalling needed services. Instead, I support targeted, time-bound pauses only in areas where infrastructure is over capacity. Fix the bottleneck, then proceed. This ensures fairness, discipline, and trust.

5. Traffic is becoming a big problem in Franklin. How would you address transportation as the city grows?

We must move from words to action. I will:

1. Push Connect Franklin projects: retime signals, add turn lanes, and fix congestion and crash hot spots first.

2. Accelerate Mack Hatcher Parkway phases with TDOT partnerships.

3. Expand Franklin Transit pragmatically to serve growing areas.

4. Publish quarterly dashboards so residents can see results and hold us accountable.

My pledge is simple: no more approvals outpacing asphalt, ambulances, and accountability.

### Baggett

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the last 4 years. We have had over 50% fewer residential approvals over the last 4 years vs the 4 years prior. We must pull all levers, including slowing growth, to get us to the right balance and ultimately a long-term healthy rate of growth. The most significant impact a moratorium would have would be that it would stop impact fees collected by the city. Since 2014 the City of Franklin has collected almost \$178mil in impact fees. If those go away, those funds would come from taxpayers to make the improvements to roads, parks, water and sewer infrastructure. This would be an astronomical cost to taxpayers and I would hesitate even considering any decision as drastic as this without thinking fully of the serious consequences that could stem from it.

Apart from those arguments, there is simply no effective way to completely stop growth through a moratorium even though it has been proposed by candidates running for Aldermen. As soon as a proposed policy came forward, there would begin to be "carve outs" effectively ending the "moratorium" and you are back to where

this Board has been over the last 4 years which is deciding what growth is appropriate. There IS a path to take this approach that does not include a moratorium AND to pay for it in a fiscally conservative way. I know and understand how we can get there, and we are currently working to deploy those solutions now. Solutions that include \$300m in road investment in our new Capital Plan, Transit Master Plan, new Preservation Plan for the City, rewrite of Envision Franklin to deliver the kind of development and growth that is sustainable for Franklin's future.

5. Traffic is becoming a big problem in Franklin. How would you address transportation as the city grows?

Transportation issues in Franklin have a long list of causes and it takes someone who understands all the moving pieces to find and deploy a successful solution or set of solutions over the coming years. Franklin's traffic is generally generated from a few sources: 1. Residents outside the City traveling into the city during the daytime hours, 2. Residents of Franklin leaving Franklin during the daytime hours for work/commerce, and 3- Tourism traffic.

The solutions to each of those causes of traffic are very different. I have

been working hard over the last 4 years to address each of these by

1. Working with TDOT to fund our state roads that are impacted regionally by non-residents traveling to Franklin daily. We have already worked creatively this year with TDOT in partnership to fund one leg of the Mack Hatcher expansion, but we cannot stop there, and we must find additional ways to fund our state roads in collaboration with TDOT. It is time to act and position ourselves with the new TDOT partnership program and I am committed to doing that.

2. We recently passed a new Capital Investment Plan with \$300mil in road projects that will be constructed within the city. Additionally, I am calling for a "micro project" task force that will deliver high impact, road projects quickly that will help traffic now for residents within the city. In addition, over the last 4 years we have slowed new residential approvals by over 50% and I would like to see that continue so that our pipeline of new housing stays at a manageable level until road projects are completed. This will help the long-term traffic of citizens within Franklin in measurable ways.

3. I called for the funding of a new Transit Master Plan, and it is in process

right. It will be focused on current service demand and effectiveness, tourism traffic, and transportation solutions within our highly commercialized areas, such as Cool Springs and Downtown. Getting the millions of people who visit Franklin each year around more effectively will help tremendously.

There are many more specific solutions that I will work to deploy as well that I cannot elaborate on in this

format but each solution must be targeted at a specific traffic cause. Finally, anyone who says "shut the door to development approvals and our traffic will improve" is not approaching the issue realistically and if that philosophy is deployed exclusively, our community will find ourselves stuck in the status quo for years to come with other very serious issues having a larger negative impact on the community. A morato-

rium or an effective moratorium, would eliminate over \$100mil in impact fees for roads and that would fall back on taxpayers. My approach will not have a detrimental effect on finances of the city if deployed properly and it will solve the traffic issues we have. Fixing traffic goes beyond stopping growth. It is multifaceted and I am best qualified to continue working hard to deploy effective solutions across all fronts of the issue.

Coming next week:

Ward 2 Erinn Watkins Ward 3 Jason Potts

Ward 4- Rodney Taylor

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