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Huge planned community of Berry Farms will sprout new homes by spring

Written by

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You might be tempted to think of it as another Westhaven, but the people creating the Berry Farms community wish you wouldn't.

Instead, the folks at Boyle Investment Co. intend for Berry Farms to carve a unique identity for itself as it develops over the next several years with about every form of residential housing available and a strong mix of retail and office space, as well.

And yet it seems almost inevitable that people will compare Berry Farms to Westhaven simply because there are going to be some similarities.

Like Westhaven, this is going to be a meticulously planned and very large community. When completed, it will have 1,000 homes, with an emphasis on porches, sidewalks, tree-lined streets, classical architecture, neighborhood amenities and walkability to shops, restaurants and workplaces that are within

the community itself.

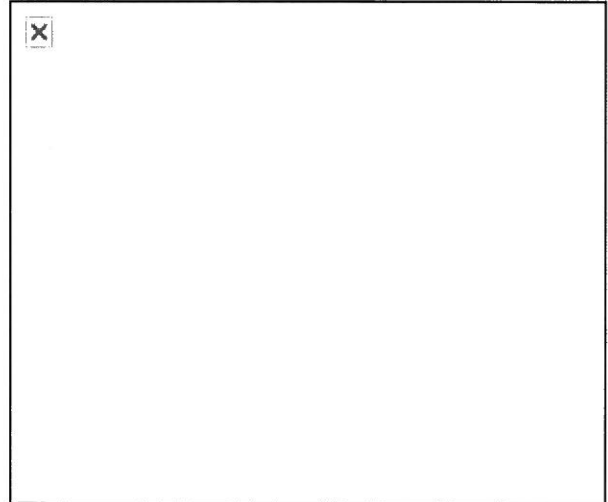
At the construction site, off Goose Creek Bypass near the Interstate 65 interchange, work on its streets has been going on for weeks.

And although there isn't too much else to see yet, the four builders who have committed to Berry Farms expect to deliver their first new homes by the spring.

"What we hope happens is that when a person is right out of college and needs a place to live, they could get into an apartment in Berry Farms, and then when they get married, maybe they could move into a town house or a bigger apartment, and then when they have kids, they could move into one of the houses," said Phil Fawcett, a member of the management team at Boyle.

"Then they might end up in one of the manor houses and then move back into a condo or an apartment when their kids are grown up, all without leaving the

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neighborhood.”

First phase will offer mix

The first phase of Berry Farms will be known as Hughes Mill at Berry Farms, and it will have 53 residential lots and 11 commercial lots.

The residential component will be a mix of housing types, including manor homes, commons homes, village homes and town houses.

Signed up to build at Berry Farms are Ford Custom Classic Homes, Celebration Homes, Regent Homes and Gregg and Rains Building Group. Representatives from those companies along with a team from Boyle recently traveled to Savannah, Ga., Beaufort, S.C., and Charleston, S.C., for design inspiration for the houses that will be appearing soon in Berry Farms.

The look of the community also will be influenced by the historic home designs found in existing portions of Franklin.

Already building in Westhaven, Windstone, downtown Franklin and Annandale, Ford is building all categories of homes in Berry Farms except the town homes.

Classic Southern look is Ford's goal

In Hughes Mills, Ford home prices will start in the mid-\$300,000s, the company said last week in a written statement, adding that designs still in development can best

be described as “distinctive, classic Southern architecture.”

Celebration Homes will be building commons, village and manor homes and expects to have prices that range from \$269,000 to \$500,000.

Celebration President Randall Smith said most of what the company is planning for Berry Farms will be a new product line he described as “an eclectic mix of mainly Southern-styled homes, similar to the historic styles that you would see in downtown Franklin” — but built to Energy Star certifications.

All of the Celebration homes will be designed with rear-alley access to garages, garden courtyards, front and rear porches, open floor plans and 10-foot-high ceilings on the first floor, Smith said.

Town homes focus on flexibility

Regent Homes is building the town homes,

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and the company last week said design hallmarks will include classic elements of Southern architecture such as metal roofs, columns, shutters, railing, balconies and front porches with rich exterior colors.

All of the town homes will be built to conform to EnergySmart guidelines, with efficient products and features.

Regent plans to build two- and three-story town homes ranging from 1,400 to 1,800 square feet and up to three bedrooms and three bathrooms.

The town homes will incorporate flex rooms that can be used as home offices, media rooms or guest bedrooms. Among other features are 9-foot-high ceilings on the main living level, decks and attached two-car garages.

Gregg and Rains Building Group, which is building the manor homes, said it expects Federal-style architecture will inform many of these homes' designs.

Many of the manor lots are on corners or roundabouts and other key locations within the development, giving more space for these custom-built homes.

Owners Alex Gregg and Jake Rains said they expect to be actively involved in the design and construction of each manor home.

Fawcett said Hughes Mill at Berry Farms also will have a neighborhood swimming pool and pavilion as well as a neighborhood park.

He said, "We think we have a winning formula: being patient, being financially strong and building a quality product."

Boyle was the developer of the Meridian mixed-use community off Carothers Parkway, where the firm now has offices.

Boyle's residential development résumé includes Schilling Farms and Spring Creek Ranch in Collierville, Tenn., near Memphis.



Zoom

This rendering offers just a glimpse of the big plans for Berry Farms. / Submitted

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The master plan

The master plan for Berry Farms calls for seven different categories of housing:

Commons homes: These are one- and two-story single-family houses created with first-time buyers in mind.

Village homes: These are one- and two-story houses for move-up buyers.

Manor homes: These are large, custom homes that may be one or two stories.

Town homes: These will be built in classical architectural designs and located near the town center of Berry Farms.

Live/work homes: These will be two-story buildings designed for retail or commercial use on the ground floor with residential living upstairs, in a "village setting."

Condos: These will be built in "urban style" and will be located within the town center.

Apartments: These will be available in one-, two- and three-bedroom floor plans with garages, pools and community centers.

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