



# SOUTHALL

FARM • INN



## FIELD SESSION 006

Southall: A Farm, Inn and Spa Rooted in  
Sustainability, Abundance and Luxury

Friday, November 19, 2021 | 8:00 AM - 3:00 PM

4.00 PDH, LA CES/HSW, AIA/HSW, AICP, FL, NY/HSW



SESSION OVERVIEW

Nestled in the rolling hills outside Historic Franklin, Tennessee, 25 miles from Nashville, a 325-acre farm is being transformed into a world-class destination dedicated to the circle of life, featuring a 60-room inn, 18 cottages, a spa, event center and hyper-local culinary program. At Southall, history will meet innovation, the earth will feed the kitchen, and the experience will nurture the soul. Through thoughtful site and architectural design, Southall exemplifies the notion that luxury hospitality can combine agriculture, culinary arts and native, sustainable landscapes.

LEARNING OBJECTIVES

- 1. Understand that bringing people back into nature can happen in a unique and luxurious way
- 2. Learn the importance of site design and place-making when creating an authentic experience
- 3. Learn how growing & providing food from your property to your guests can benefit the land, the people, & the environment
- 4. Discover the native landscapes that once dominated this region and why it is important to bring them back

PROPERTY TOUR





## ABOUT

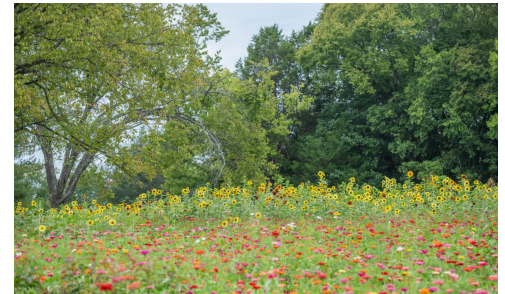
Southall is the evolution of traditional Southern hospitality—a unique escape in historic Franklin, Tennessee, that salutes the agricultural heritage of the area while advancing innovative practices for a sustainable future. Set on a working farm dedicated to education and exploration, Southall provides ample sustenance for the mind, soul, and body.

Easily accessible from Nashville, Southall nevertheless feels removed and untainted. The property, encompassing over 325 acres in the lush and rolling hills of Middle Tennessee, is inherently beautiful, and left nearly the way it was found:

Stretches of old-growth trees shelter its contours, two creeks amble along its basin, sweetening the soil over centuries. To be here is to be inspired.

Southall features 62 guest rooms and suites, along with 16 separate cottages; a spa that empowers guests in their well-being journey with transformative treatments and mindful rituals rooted in natural elements; a wealth of farm, wellness, and adventure activities; and a signature restaurant and culinary program led by chef Tyler Brown—a dining experience that incorporates ingredients grown, raised and foraged in Southall's fields, forests, conservatories and greenhouses, even on its hillsides.

First and foremost an immersion in nature, Southall is an authentic return to several core principles. It's a place where guests are nurtured and nourished, inspired by innovation and education. Where new perspectives are gained, and connections are strengthened. Where memories are created, to be cherished forever.



## SPEAKER BIOS



### Josh Bethea, ASLA, PLA

Senior Associate - Landscape Architect  
CSDG - Nashville, TN

Josh has spent over 20 years building a diversified portfolio of projects and experience including land planning, hardscape and construction documentation, detailed garden design as well as project and construction management. After 12+ years in the Atlanta design and development industries, Josh moved to Nashville in 2013 to join CSDG. With aspirations of growing the newly established planning and landscape architecture studio into a more elaborate and diversified design studio, Josh now leads the day-to-day landscape architecture design studio efforts at CSDG and is responsible for carrying out the vision of each project through all phases of design to help ensure the client's end goals are achieved.



### Craig Hoover

SVP of Development  
Southall Farms - Franklin, TN

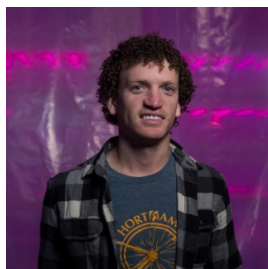
Craig Hoover is the Senior Vice President of Development at Southall, responsible for implementing the vision of the founder and fellow senior executives. Craig has spent his career breathing life into cities, towns, and communities throughout North America by working with municipalities, private developers, and business improvement districts on the programming, activation, and revitalization of key mixed-use districts. He is also the founder of the Seaside Repertory Theatre in the seminal New Urbanist town of Seaside, FL, where he served as a primary catalyst for the town center's remarkable economic and experiential success.

**SPEAKER BIOS continued...****James C. Sloan, AIA**

Architect / Project Manager

**906 Studio Architects** - Franklin, TN

James is part Architect and part Artist. These two passions together inform a unique design aesthetic and decision-making process for each project he is involved in. James brings more than ten years of architectural experience to each project, giving a unique, fresh breath of air to the design process. Utilizing both roles of artist and architect, light, color, and composition continue to inform his architectural expressions, as he seeks to create movement, and interesting space, both on canvas and in three-dimensional structures. The combinations of these timeless principles of design lead to a passion for developing memorable experiences and places.

**Jeffrey Orkin**

Owner

**Greener Roots Farm** - Franklin, TN

The built environment depends on the natural for sustainability, and that nexus created the formation of Jeffrey's career. After earning a dual-degree in Landscape Architecture and Contracting, he spent several years working as an urban land planner designing streetscapes and innovative stormwater management systems. In his free time, Orkin grew food on his windowsill which eventually expanded into a hydroponic grow room and rooftop gardening in downtown Nashville. Fast forward several years and Orkin launched Greener Roots Farm, growing thousands of pounds of leafy greens for Nashville's booming culinary industry. At Southall, Greener Roots Farm operates the hydroponic greenhouses which give the night sky that gentle pink glow while producing perfect greens for guests.

**Zack Jewell**

Restoration Ecologist

**Roundstone Native Seed** - Upton, KY

Zack Jewell is a native Kentuckian with a passion for native plants and environmental conservation. Zack graduated from Lindsey Wilson College with a Degree in Suitability and Energy Application. He now works for Roundstone Native Seed as a Seed Specialist helping make custom mixes and installing native plant species on large restoration projects across the southeast. Zack has real-world experience in restoration and can identify over 50 plants from the seed alone. When not working Zack enjoys fishing, disk golf, and spending time with his new fiance Logan.

**Sarah Edmonds**

Farm Manager


**Southall Farms** - Franklin, TN

Charmed by nature, and meaningful work Sarah trained on farms, print shops, and in kitchens as she evolved into a farmer. Earning a Master's in printmaking in the process, she grew her medium and used plants to make her work. Fascinated by the growing process, Sarah sought agricultural training, and co-launched Good Work Farm in 2010. From there Sarah was recruited to establish a living laboratory at Lafayette College where Edmonds built Lafayette's LaFarm into a model for hands-on education in sustainable agriculture.


Southall's ethos of honoring the land and delighting the senses, brings it together for Edmonds – agriculture, culinary, beauty, and purpose – leading passionate farmers as they sustain the circle of life, nurturing the land that feeds us and each other in the process.



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