SOUTH OF BROADWAY STRATEGIC MASTER PLAN

Nashville, Tennessee

URBAN DESIGN ASSOCIATES

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South of Broadway Strategic Master Plan

PREPARED FOR

U.S. Department of Commerce Economic Development Administration,
Greater Nashville Regional Council,
Nashville Metropolitan Government
Nashville Convention Center Authority,
and Nashville Downtown Partnership,

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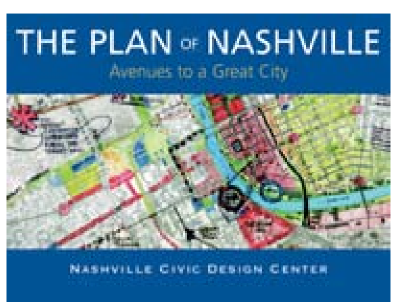
INTRODUCTION

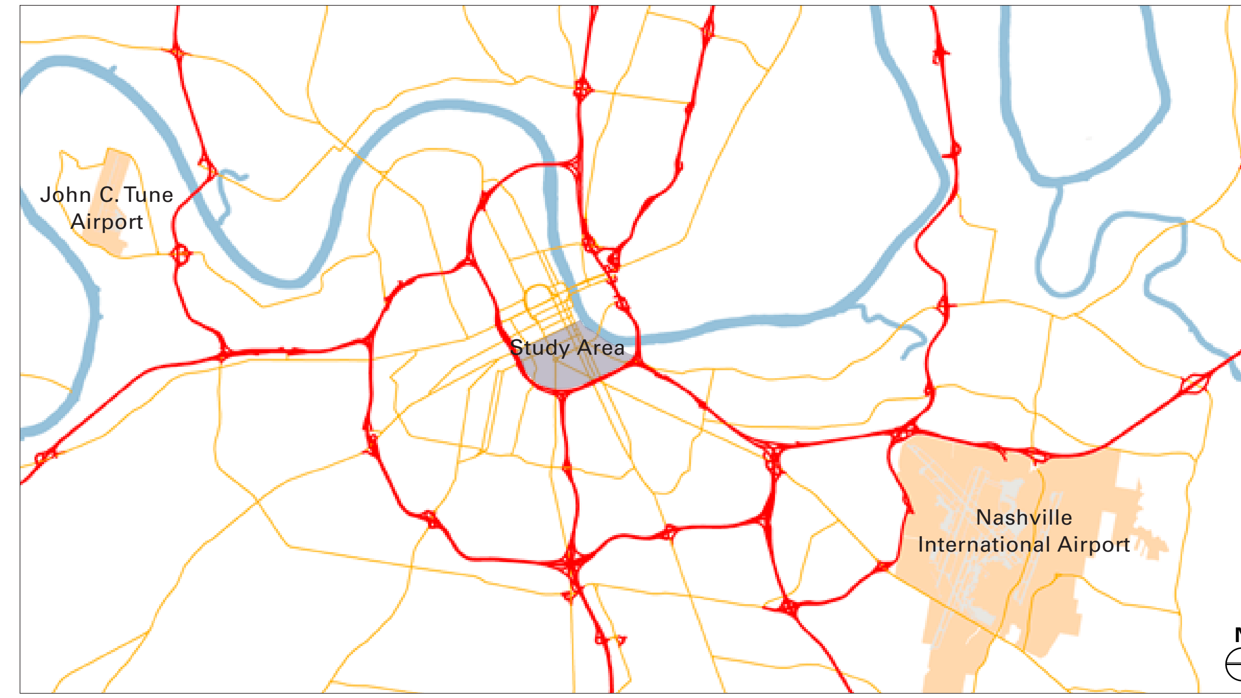
Executive Summary



NASHVILLE ALREADY HAS a strong brand and identity, centered on the music industry, that other cities envy. However, places evolve and there is always room for improvement. The vision for the neighborhoods south of Broadway is to lead the region in urban life by providing working, living, shopping, recreational, and entertainment opportunities in an attractive, inviting, and compact setting. Residents and stakeholders are eager to see the area become a much better version of what it is today — more vibrant, connected, green, dense, attractive, fun, quirky, pedestrian-friendly, and mixed-use. A place that is welcoming to both citizens and visitors and a place that is authentically Nashville.

Through the U.S. Department of Commerce and Economic Development Administration, the Greater Nashville Regional Council (GNRC), and the Nashville Metropolitan Government, to bring that vision to life, the Convention Center Authority (CCA) and the Nashville Downtown Partnership (NDP) facilitated the South of Broadway Strategic Master Plan (SBSMP) as a roadmap for the future. This report presents the proposed plan for the City's consideration. It begins with Background and Analysis — the second section — that contains an overview of the catalytic events, description of the planning process, and a summary of the public input, urban design analysis, and market study that underpin the specifics of the proposed plan.

The strength of this SBSMP for the continuing revitalization of the downtown lies in the synergistic effects, which can be achieved by implementing a series of strategic initiatives across a vast area that has been reconceived as tightly interrelated neighborhoods.



NASHVILLE METROPOLITAN AREA

MUSIC CITY CENTER

SHELBY STREET BRIDGE

The Flood Mitigation Plan — the third section — addresses the ramifications of the 2010 flood. This section features a history of the flood, explanation of parallel planning efforts, options for mitigation measures/guidelines, and recommendations for area-wide steps. Finalizing a consensus mitigation plan will be a critical part of ensuring the continuity of commerce throughout future flood events.

The Strategic Initiatives — the fourth section — fall into four primary categories, each of which addresses fundamental issues that citizens, business owners, other stakeholders, and government officials identified during the public planning process as important to the City and its citizens. These fundamental concerns revolve around the need for traffic calming and pedestrian enhancements; the aspiration for additional public open and green spaces; the desire for expanded transit service; the requirement for available parking; the consideration of Music City Center (MCC) expansion options; and the need to update existing regulations. Strategies for specific recommendations for each are presented within the discussion of individual initiatives. For example, the Streets initiative describes how the City's Complete Streets policy can be applied to improve both the connectivity and livability in the study area.

In Neighborhood Plans — the fifth and final section — the report shifts from addressing those over-arching issues to the creation of four distinct districts, each with its own unique character, but which serve complementary purposes and when viewed together create a complete, pedestrian-friendly downtown that includes a completed Gulch with open space amenities and connections over the rails; a built-out Rutledge Hill and Rolling Mill Hill that abuts SoBro and provides a high quality, urban living and working experience; a vibrant entertainment and retail environment in SoBro; and a coherent Lafayette neighborhood that showcases a new mixed-use main street. The discussion of each neighborhood begins with an overview that characterizes the specific district. The overview is followed by specific recommendations for that particular area and highlights of priority projects that will serve to create momentum for new development in, and revitalization of the area south of Broadway as a thriving part of the city.

The SBSMP includes dozens of recommendations. The next page summarizes the highest priority tasks that resulted form the planning process. They are divided into two categories — planning and policy recommendations. The planning recommendations address physical issues associates with specific locations, while the policy recommendations are regulatory in nature and apply to the entire study area.

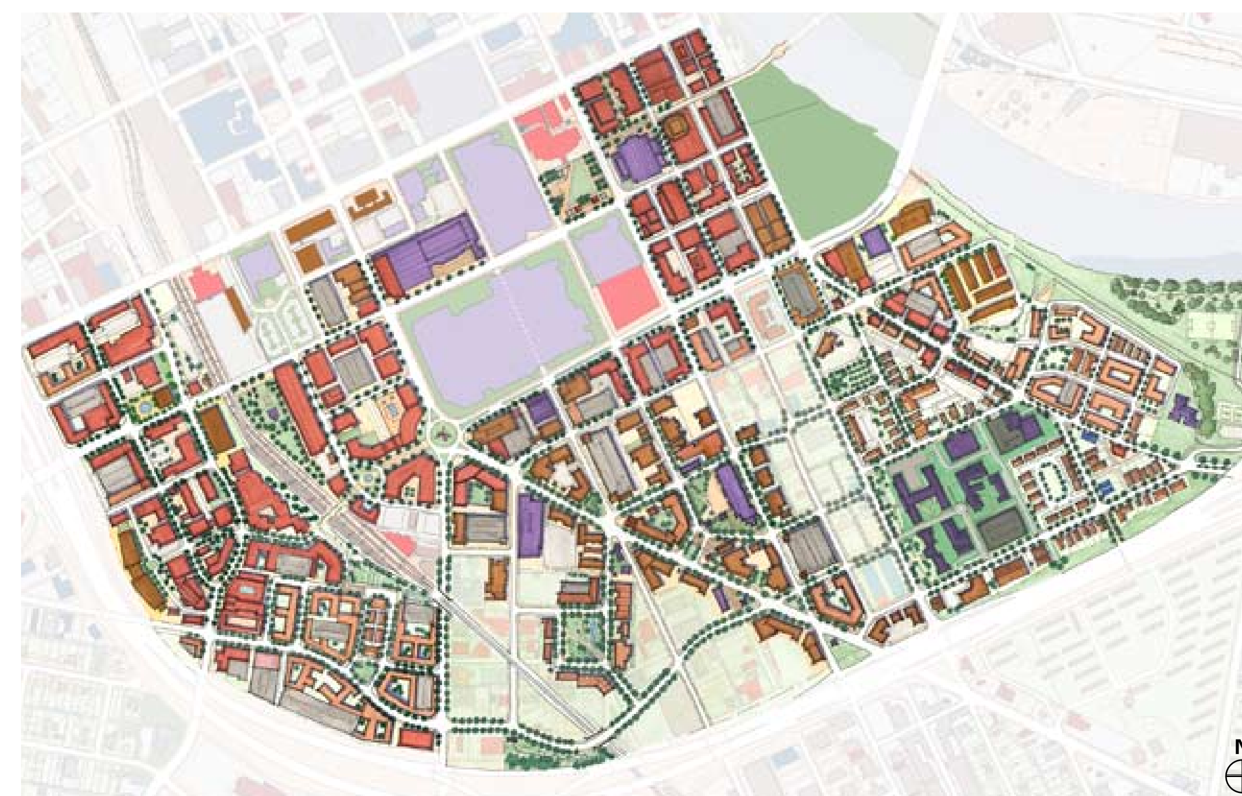
An appendix has been created that includes the complete project Market Analysis (prepared by The Eisen Group), a summary of the Metropolitan Development and Housing Agency's (MDHA) *Development Economics Market Analysis* (by Randall Gross), and Midge McCauley's *Downtown Retail Recruitment Strategy* (prepared for NDP). Barge Waggoner's *Metro Unified Flood Preparedness Plan* will be available early 2013.

STRATEGIC MASTER PLAN GOALS

1. Study the SoBro flood-prone areas and establish appropriate development guidelines and safeguard measures as well as developing a mitigation plan for existing properties
2. Create a comprehensive development strategy designed to maximize the development potential for the SoBro area
3. Ensure that compatible and synergistic uses develop around MCC
4. Identify potential economic development opportunities for private sector investment
5. Identify infrastructure needs to the area that will set the stage for market-driven development and will better connect SoBro to other fast-growing areas in downtown including the Central Business District and The Gulch
6. Include recommendations for other public projects to ensure that SoBro has the amenities necessary for its continued enjoyment by visitors and quality of life for residents and businesses

Source: SoBro Strategic Master Plan Request for Qualifications, March 2012

ILLUSTRATIVE AERIAL VIEW OF EXISTING CONDITIONS



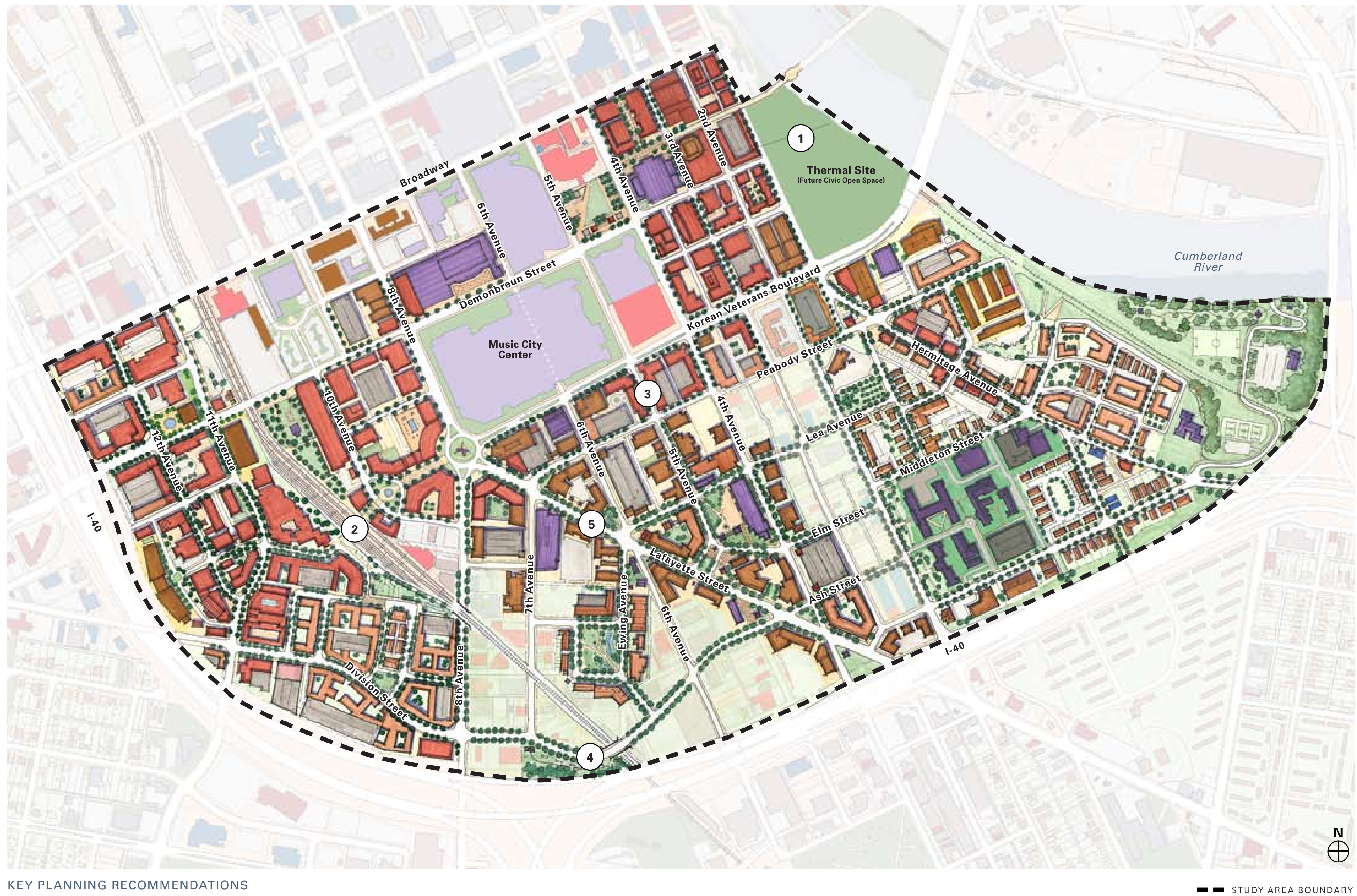
ILLUSTRATIVE MASTER PLAN

High-Priority Planning Recommendations

- Repurpose the former Thermal Transfer Plant site (Thermal site) as civic open space that will include flood mitigation measures
- Connect the SoBro neighborhood and The Gulch with a new pedestrian bridge
- Extend Avenue of the Arts South to Lafayette Street
- Connect Division Street to Second and Fourth Avenues couplet
- Implement Complete Streets

High-Priority Policy Recommendations

- Commission a comprehensive downtown traffic and parking study
- Refine MDHA's redevelopment districts design guidelines, the *Downtown Code*, and the *Major and Collector Street Plan*
- Explore creation of a parking authority or similar structure
- Incentivize on-site stormwater management and the creation of open space
- Study the impact of making the Lafayette neighborhood a redevelopment area



KEY PLANNING RECOMMENDATIONS

BACKGROUND AND ANALYSIS

Overview

In May 2010, the Cumberland River crested nearly 12 feet above flood stage causing major disruption to significant economic generators within the SoBro neighborhood. Water damage affected buildings, housing, retail, office, residential, and cultural uses. Premier destinations such as the Bridgestone Arena, Schermerhorn Symphony Center, and the County Music Hall of Fame were severely affected. These venues are a central component of Nashville's tourism industry, which accounts for over 50,000 local jobs.

While not directly affected by the flood, MCC is currently under construction in SoBro. This state-of-the-art facility will feature 1.2 million square feet of finished space, a 350,000 square-foot exhibit hall, a 57,000 square-foot ballroom, and parking for 1,800 cars. It is the largest capital construction project in the city's history and a major investment in Nashville's economic future. Together with the associated Omni Hotel, Country Music Hall of Fame expansion, new Nashville Electric Service substation, and extension of Korean Veterans Boulevard (KVB), current investment in SoBro exceeds one billion dollars.

Since the flood, the City determined that it is critical to the future growth and prosperity of downtown and the region that a comprehensive master plan be developed for the area south of Broadway. Central to this idea is studying the impact of flood-prone areas and developing appropriate mitigation measures and design guidelines. In addition, the City established a goal of examining the development potential outside of the impacted area to identify land most suitable to accommodate a diverse economy, even in the event of another major flood.

In August 2012, CCA and the NDP commissioned a Consultant Team (team) led by Urban Design Associates (UDA) to develop the Strategic Master Plan for the area south of Broadway. This study was made possible by a grant from the U.S. Economic Development Administration of the Federal Department of Commerce with the help of the Nashville Metropolitan Government and GNRC. The outcome of this process is a Flood Mitigation Plan and a set of consensus strategic recommendations for fostering sustainable economic development.

Planning Process

The SBSMP planning process is a true collaborative effort. It included a significant public involvement initiative to achieve a strategy and plan that receives broad community support. The engagement process was designed to achieve three outcomes: 1) spark public discussion about the future of the study area; 2) solicit ideas from a wide cross-section of the downtown community; and 3) engage the public in developing the plan. Citizens were essential partners in this process, beginning with the Community Advisory Committee (CAG). Interviews and working sessions provided important feedback and ideas on "what is working and what isn't" and how to make the emerging neighborhoods in the study area a continued success.

Stakeholder discussions were informed by a Baseline Market Analysis, which is summarized at the end of this section and provided in Appendix 1.

SCHEDULE OVERVIEW

The process took place in three phases:

Phase I – *Understanding*

Phase II – *Exploring*

Phase III – *Deciding*

Each step fully engaged Nashville's citizens and local stakeholders in developing a consensus way forward. A timeline of project milestones is shown at the right.

Phase I — Understanding (September 2012)

The team began its work by collecting and reviewing several existing documents (listed at right). Concurrently, the City appointed a CAG to act as a steering committee for the project. The team also worked with the City to develop a list of key stakeholders to help better understand the full range of issues facing downtown Nashville. Some of the focus group topics in this initial phase included flooding and stormwater management, parks and open space, infrastructure, tourism, entertainment and retail, housing, arts, institutional interests, planned developments, and transportation. A public meeting was held on September 11th to introduce the planning process to the general public and solicit input regarding strengths, weaknesses, and visions for the study area.

Phase II — Exploring (October 2012)

A multi-day public workshop (charrette) was the highlight of Phase II. Working side-by-side with citizens, principals, and stakeholders in the NDP lobby, the team facilitated the creation of strategic redevelopment and urban design plans for the SoBro neighborhoods. Ideas were communicated in 3D drawings and through a variety of other methods to allow participants full visual access to what was being discussed. The process resulted in a set of preliminary recommendations for moving forward. These options were presented in a public meeting at the old convention center on October 12th.

Phase III — Deciding (November/December 2012)

In Phase III, the team evaluated the strategic and urban design alternatives with CCA and NDP representatives, the CAG and public to develop a preferred plan of action. This process resulted in a consensus framework for leveraging economic development while protecting, preserving, and enhancing the economy, the social fabric, and the built and natural environment. The SBSMP is targeted squarely at leveraging existing investment and achieving desired outcomes. Similar to the previous phase, Phase III included follow-up stakeholder meetings. A final public meeting was held on December 4th.

ASSOCIATED PLANS AND STUDIES

1 The Plan for SoBro — 1997
2 Rolling Mill Hill Master Plan & Design Guidelines — 1997
3 The Plan of Nashville — 2004
4 Gateway Boulevard Design Guidelines — 2005
5 The Downtown Community Plan — 2007
6 Nashville-Davidson County Strategic Plan for Sidewalks & Bikeways — 2008
7 Music City Center Vision Plan — April 2009
8 Nashville Creative Vitality Index — 2010
9 Mobility 2030 — 2011
10 Major and Collector Street Plan — 2012
11 Nashville Downtown Code — 2012
12 MDHA Redevelopment Plans (Rutlege Hill, Capitol Mall, Arts Center)
13 Lower Broadway Design Guidelines
14 The Gulch Redevelopment Master Plan

PROJECT MILESTONES

16 August 2012	Kick-off meeting
10–13 September 2012	Reconnaissance, CAG meeting, focus group meetings, and initial public meeting
8-12 October 2012	Design charrette
1-2 November 2012	Progress report
3-5 December 2012	Final public meeting/presentation of master plan recommendations
15 January 2013	Final recommendations

Public Outreach

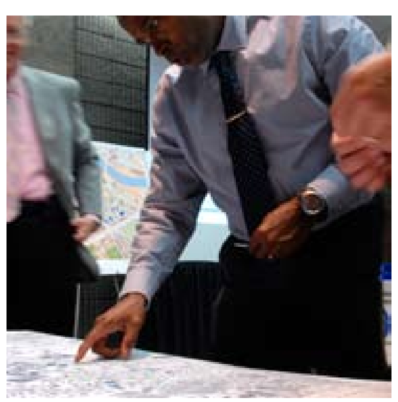
The team facilitated four CAG meetings, three public meetings, and countless stakeholder meetings and interviews. The first round of meetings focused on gathering local input before putting pen to paper to develop proposals. Flood mitigation was a critical and consistent theme. However, to flush out the full range of issues, participants were asked the same three general questions:

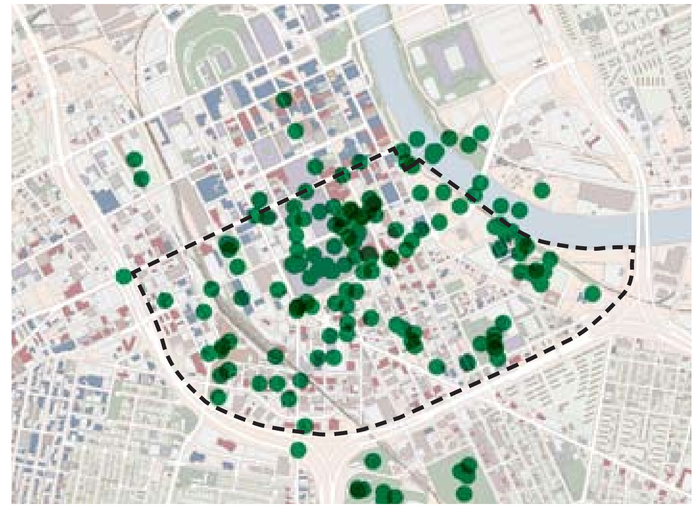
1 What are the study area's strengths?

2 What are the study area's weaknesses?

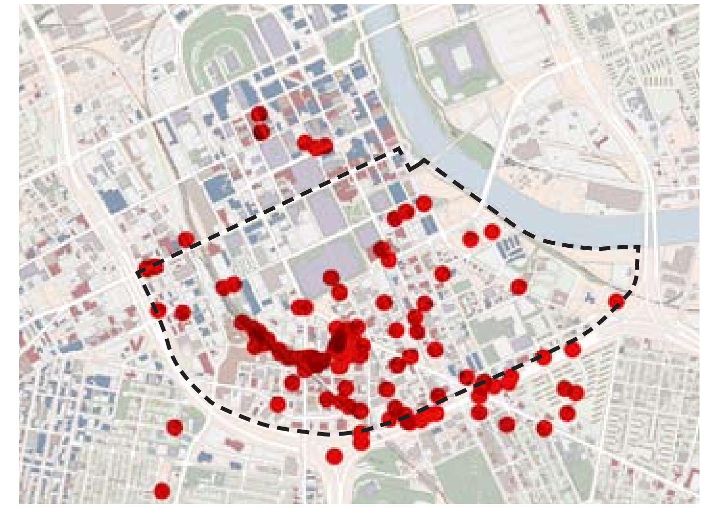
3 What would you like to see happen here in the future?

They were also asked to map their responses using colored dots. Detailed meeting minutes were prepared for each session and responses are summarized at the right.

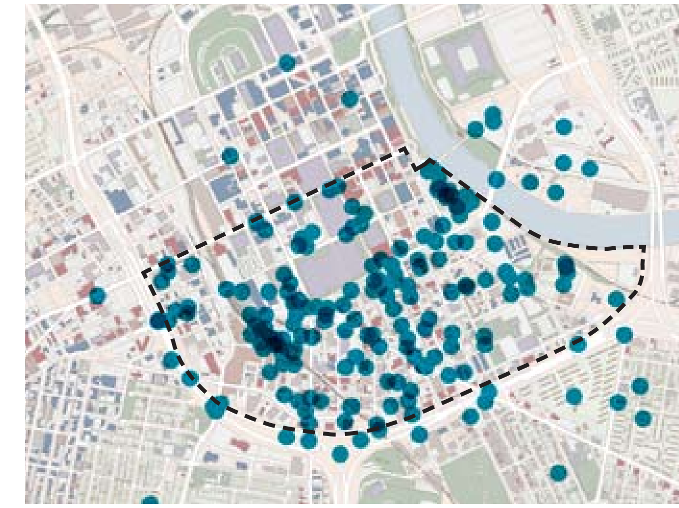




Green dots, representing strengths, are concentrated on MCC/other institutions, the East Riverfront Park, Rolling Mill Hill, and The Gulch.



Red dots, signifying weaknesses, were primarily placed on the CSX tracks, facilities for homeless men, and I-40 loop.



Blue dots, representing places that citizens would like to see things happen, line KVB, the CSX tracks and the former Thermal site.

AREA STRENGTHS

» Strong art, cultural, and social institutions
» New investment such as MCC, Rolling Mill Hill, The Gulch, 3rd Man Records, and the Greyhound Bus Station
» Strength of both small and large innovation-driven businesses and creative industries
» Proximity to downtown and the interstate
» Strength of urban residential and retail market
» Perception that area is an open slate for re-investment
» Improved bicycle and pedestrian infrastructure, including Music City Bikeway and new greenway along the river to Rolling Mill Hill
» Proximity to green/open spaces to the south (City Cemetery, Adventure Science Center, and Fort Negley) and east (Cumberland Park)
» Transit improvements, including Music City Star station and the free Music City Circuit buses
» KVB as an address for new development
» Roundabout and West Riverfront Park

AREA WEAKNESSES

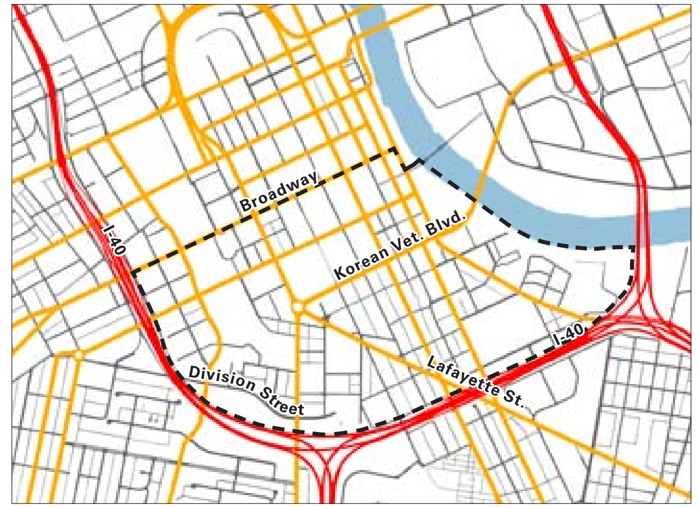
» Limited neighborhood retail for residents and visitors including grocery, convenience retail, coffee shops, and affordable restaurants
» Lack of schools and playgrounds south of Broadway
» Plans for too many hotels ringing MCC
» Aging stormwater infrastructure (undersized inlets, too much asphalt, clay pipe, etc.)
» Real and perceived concerns surrounding the concentration of "undesirable" users and uses, including homeless men, adult entertainment, and affordable housing
» Some areas not well served by transit
» Limited housing types
» Few east/west and north/south bicycle and pedestrian connections, especially to The Gulch and under I-40.
» Lack of public open space and residential amenities
» Overpriced land
» Accommodation of event parking and traffic

OPPORTUNITIES

» Create a full spectrum of housing
» Encourage a diversity of uses to meet the daily needs of both residents and visitors
» Implement a coordinated parking strategy
» Create a complete parks and open space system to serve existing and future demand
» Convert the Thermal site to civic open space
» Improve pedestrian and bike circulation by creating more Complete Streets
» Focus on an integrated floodplain and stormwater management strategy, especially utilizing green infrastructure and open space
» Incorporate hotel uses into neighborhood fabric rather than concentrating them around MCC
» Encourage mixed-use infill
» Incentivize the adaptive reuse of historic buildings
» Support the proposed Bus Rapid Transit (BRT)

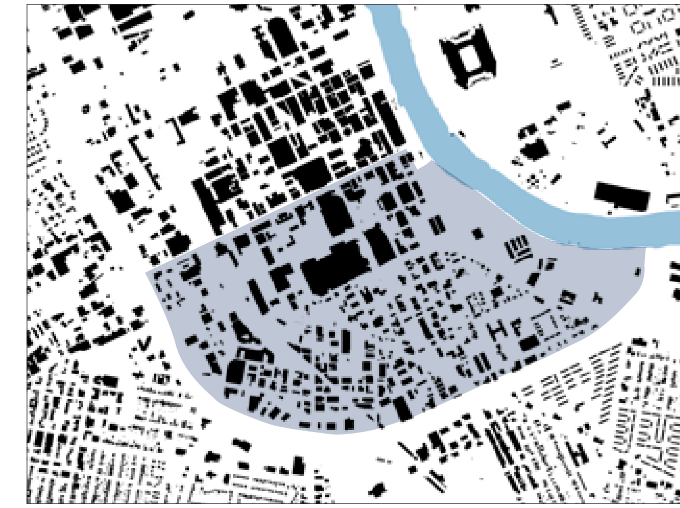
Urban Design Analysis

Understanding the existing physical relationships of the study area is another important part of the strategic planning process. To accomplish this, UDA has developed a series of proprietary graphic analyses called UDA X-Rays®. These are essentially specialized drawings of existing conditions. Using the base maps, each category of information is exported and placed in a drawing by itself. The X-Ray reveals use-patterns and helps identify critical issues. Below and to the right are a few of the key X-Rays for the study area.

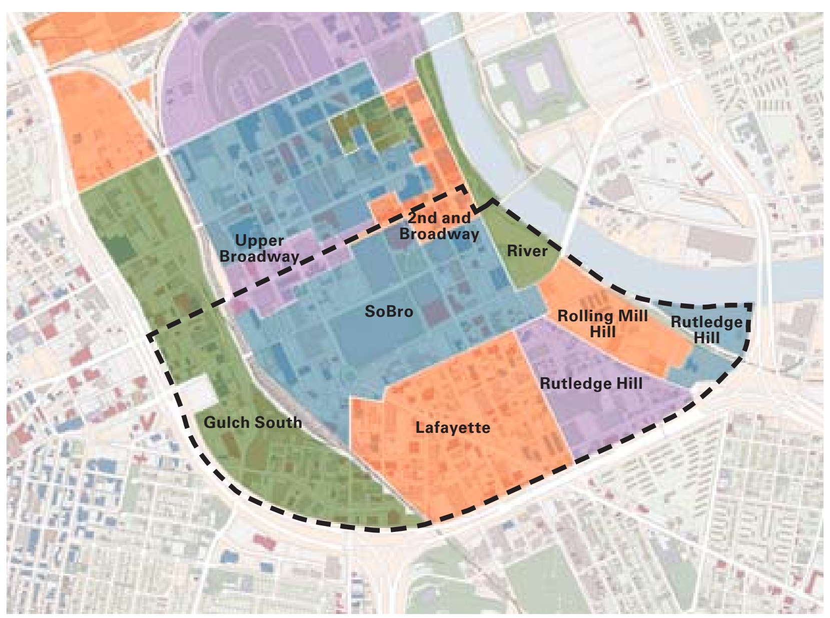


STREETS The study area has both primary and secondary streets. The historic pikes (shown in yellow) form the primary network, providing connections to adjacent neighborhoods. Secondary streets (shown in grey) create a street grid between the pikes. Many local streets, including Division Street, are severed at the CSX railroad tracks (see Industrial X-Ray) challenging connectivity.

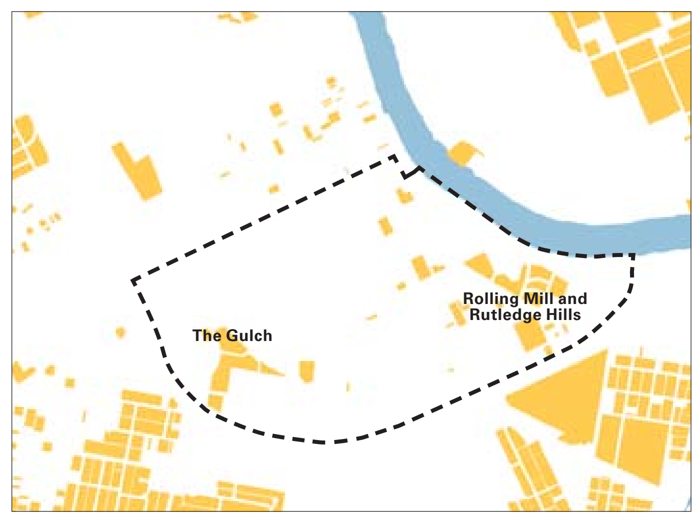
INSTITUTIONS AND OPEN SPACE When completed, MCC will be the largest institutional use in the study area. Other major uses include the Frist Center, U.S. Courthouse, Bridgestone Arena, Country Music Hall of Fame, Schermerhorn Center, and Fulton Campus. The institutional cluster around Hall of Fame Park forms the perceptual heart of the area. In general, the entire study area lacks green/open space.



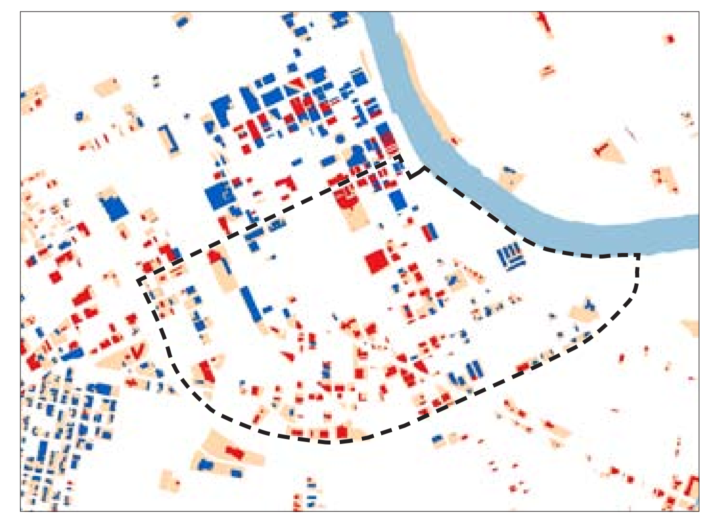
SETTLEMENT PATTERNS Settlement patterns in the study area show a tremendous amount of diversity. MCC possesses the largest building footprint in downtown. In general, buildings step down in scale from north to south, consistent with the Downtown Code.



NEIGHBORHOODS The study area is composed of many unique neighborhoods, each with its own distinct character.



RESIDENTIAL Emerging residential concentrations in The Gulch and Rolling Mill Hill/Rutledge Hill neighborhoods complement the Encore tower and Market Street apartments. Strong demand for downtown living is likely to cause the residential pattern to expand.

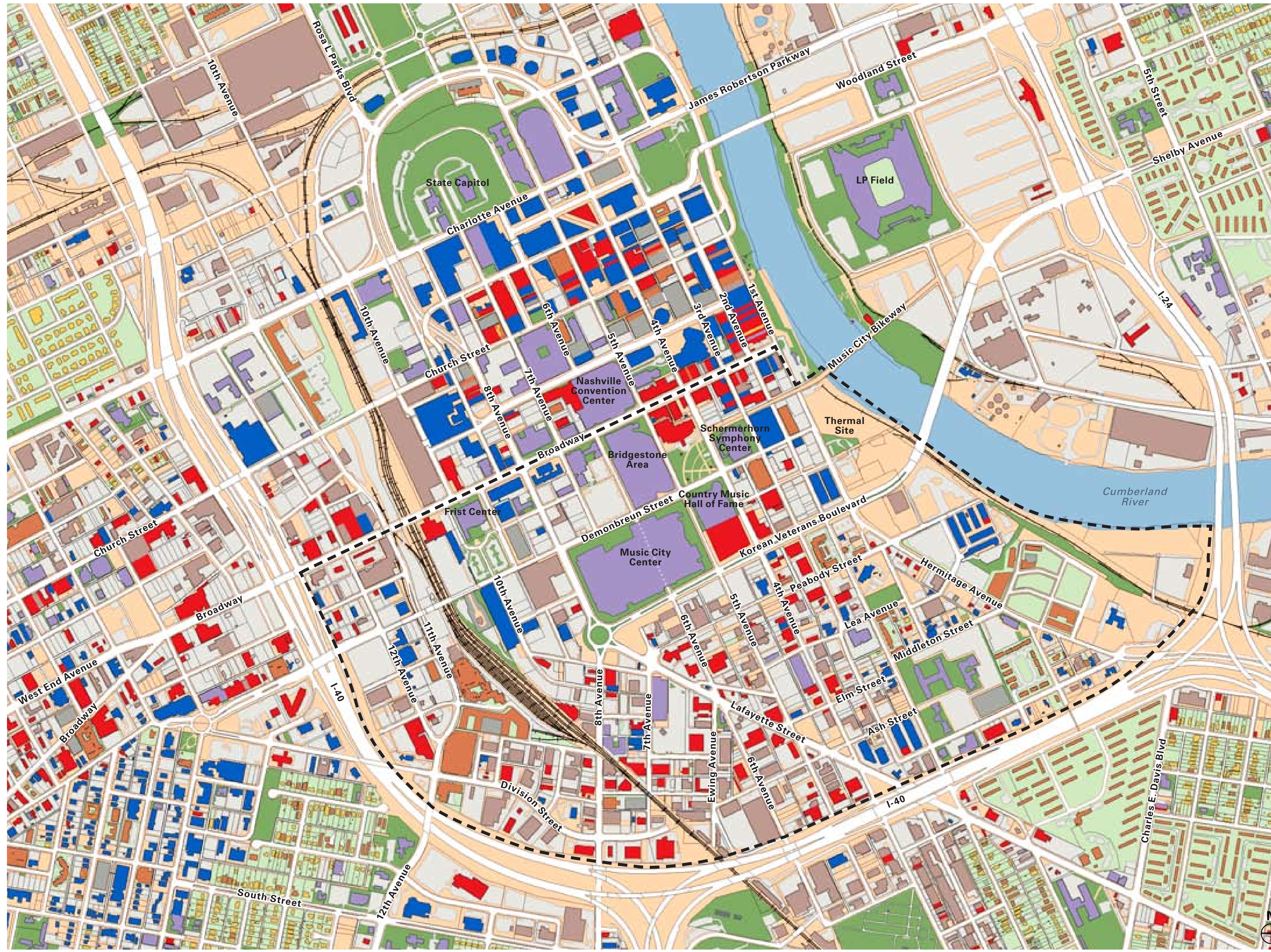


EMPLOYMENT Commercial and some office uses are scattered throughout the study area, with concentrations along the main arterials. KVB is largely vacant, but will become a coveted mixed-use address as south of Broadway continues to redevelop.

INDUSTRIAL Light industrial uses pepper the south end of The Gulch and all of the Lafayette neighborhood. Many of these uses are in close proximity to the CSX rail lines that cut through the area like an industrial river.

The urban design analysis includes a Portrait of Existing Conditions that combines information from several sources to provide a base from which to develop alternative strategies and plans. This map includes: streets, buildings, land uses, vacant land, topography, and natural features.

SINGLE-FAMILY RESIDENTIAL
MULTI-FAMILY RESIDENTIAL
RETAIL
OFFICE
INDUSTRIAL
INSTITUTIONAL
PUBLIC PARKS AND OPEN SPACE
SEMI-PUBLIC OPEN SPACE
COMMERCIAL AND INDUSTRIAL LAND
PARKING LOT
WATER
STUDY AREA BOUNDARY



Baseline Market Analysis

Nashville's economic indicators suggest that the City and MSA — in particular the study area — is in a strong position for continued redevelopment. Nashville is currently viewed as a 'hot city' in numerous media stories and experiencing a higher profile due to television programming, events like the CMA (Country Music Award) and the CMA Music Festival. The area's population growth trends indicate that the Nashville MSA has continued to attract new residents both from within the state and from outside Tennessee at a faster rate than U.S. population growth, indicating that new residents are attracted to the area for its quality of life, distinct character and cost of living. Long-term economic strengths of the regional market focus on core industries including:

» **health care** — the largest single employment category in the Nashville market and a key growth sector due to regional and national demographics;

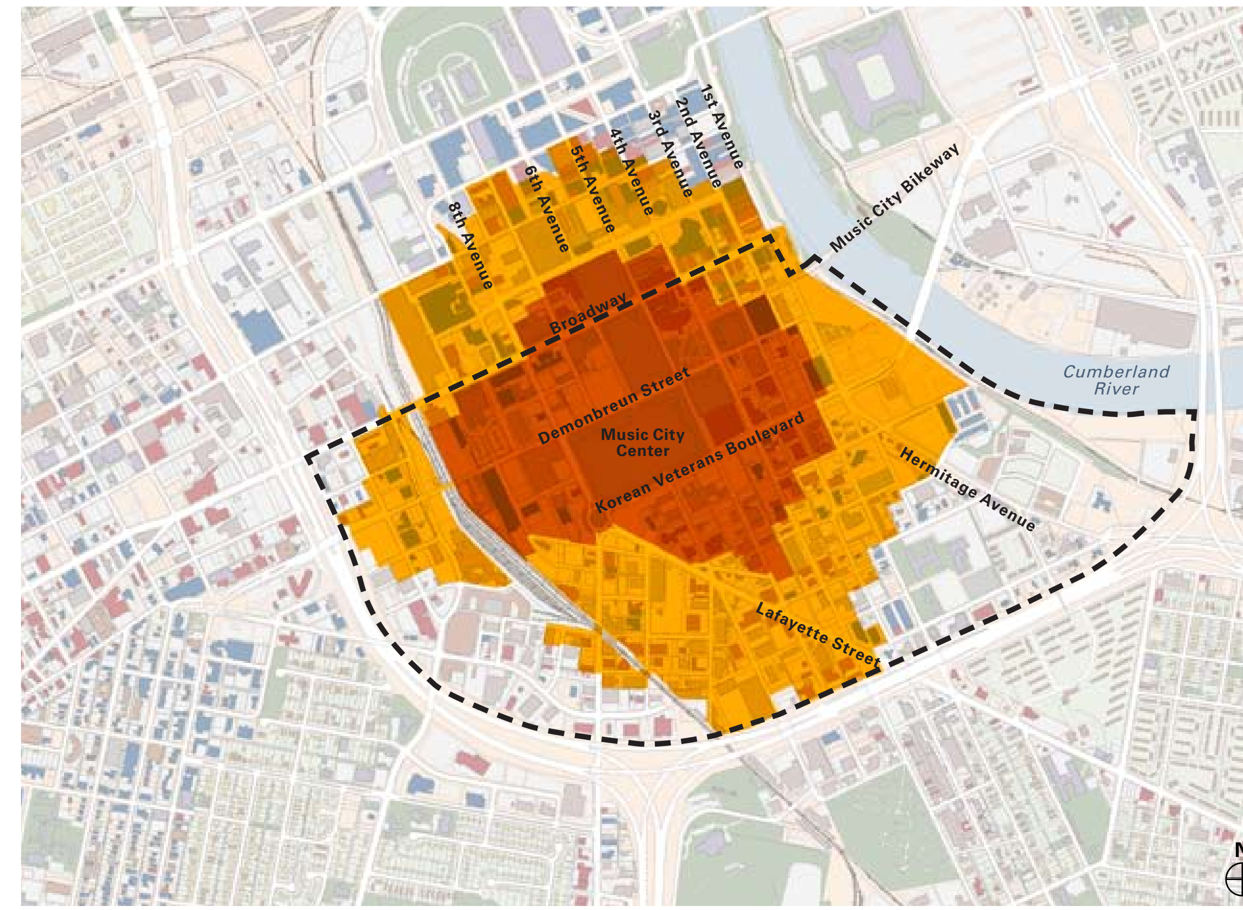
» **corporate operations** — a growth sector that will require skilled technology jobs and which will benefit by urban lifestyle options provided by downtown Nashville;

» **advanced manufacturing** — building on the manufacturing skills available in the regional workforce;

» **supply chain management** — a result of Nashville's central location, road and transportation network, and business cost structure;

» **music and entertainment** — a specialty industry unique to Nashville and only a few other U.S. cities, and conservatively estimated to generate over 50,000 jobs (including music-based tourism) and over $700 million in annual labor income alone, and comprising a major tourism draw for downtown and area music-based attractions and events.

Redevelopment in the study area has concentrated several factors that complement and will provide benefit for regional economic fundamentals. Through recent residential and retail development in the southern part of The Gulch, new housing activity in Rolling Mill Hill, development of new Class A office space, and the concentration of destination uses such as MCC, Bridgestone Arena, Schermerhorn Symphony Center, arts and cultural venues, and LP Field, the study area is well-positioned to capitalize on regional growth trends, reinforcement of urban lifestyle choices that attract young professionals (and future retirees), and evolve into a larger urban mixed-use center. Combining these consumer markets in the study area/downtown Nashville indicates ongoing growth potentials in hotel development, retail, technology and professional services office space, and entertainment that will continue to support redevelopment, investment, and Nashville's role as Tennessee's economic and urban capital. As this plan is implemented, new growth in hotel room capacity, hundreds of new downtown housing units, market-driven office development and retail/entertainment will continue the transformation that is already underway.



WALK DISTANCES FROM THE MUSIC CITY CENTER

5-MINUTE WALK   10-MINUTE WALK

WHO ARE THE TARGET MARKETS?

1 MCC visitors and conference attendees
2 Downtown and area hotel guests
3 Event/sports/entertainment visitors
4 Downtown residents
5 Downtown office workers
6 Area students
7 Nashville tourists
8 Niche industries

The market study for the SBSMP developed by the team has been based on data included in MDHA's *Market Analysis of Downtown/SoBro*, prepared by Randall Gross/Development Economics and has also been coordinated with both the findings of MDHA's *Market Analysis of Downtown/SoBro*, as well, as an update of NDP's *Downtown Nashville Retail Strategy 2008*, prepared by DowntownWorks. While the data used for the findings was shared and the recommendations are generally consistent among the three studies, it should be noted that each focused on somewhat different geographies. MDHA's *Market Analysis of Downtown/SoBro* includes the greater downtown area within the Inner Interstate Loop, and includes a number of neighborhoods and consumer groups that are outside the traditional downtown core. The study area is about one quarter the size of MDHA's *Market Analysis of Downtown/SoBro* study area, and is more specifically focused on the downtown core and the impact of MCC on its environs, The Gulch, Rolling Mill Hill, the future redevelopment of Lafayette Street, and other SoBro-specific redevelopment and planning issues.

This means that total numbers of market-supported housing, office development, retail and entertainment, and lodging may vary somewhat because the submarket behaviors and proximities are different. As one example, the hotel capacity recommendations for the study area prioritized adjacency to MCC as planning criteria and did not include hotels located or planned for the Midtown/Vanderbilt area. Because the data source for MDHA's *Market Analysis of Downtown/SoBro* aggregates the Midtown hotels with the supply of existing downtown hotels, the findings about long-term demand differ. Potential expenditures by the visitor market are also analyzed somewhat differently for the study area due to immediate proximity and projected and tactical future retail planning opportunities that were addressed more globally in MDHA's *Market Analysis of Downtown/SoBro*.

As a general consideration, the team's market analysis has been based upon publicly announced development projects in the study area and should be considered conservative in both scope and timing. Future build-to-suit office projects and mixed-use development projects in the study area may increase both the potential supportable number and phasing of residential units, as well as potential square footage of office and retail development in the area. The hotel/lodging projections were based upon a comparative analysis of comparable/competing convention centers in other cities and the number of hotel rooms within walking distance and designed to provide sufficient room-block booking capacities to attract major conventions.

The team's market study is summarized in the figure below. The full market study can be found in the Appendix.

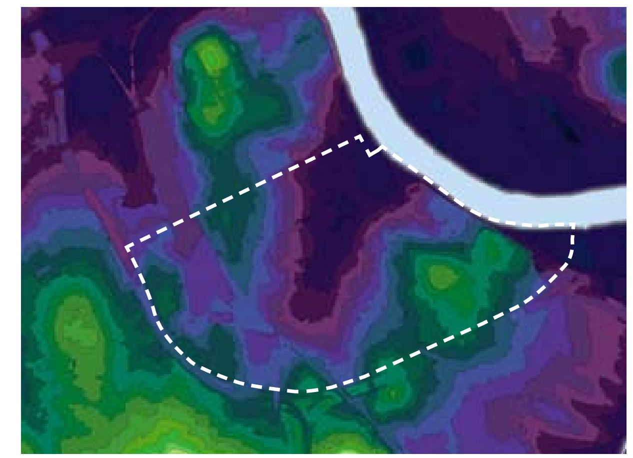
Preliminary 10-Year Development Program Summary

Use	Projected 10-Year Absorption
Residential	2,200 to 4,100 Units
Hotel/Lodging	Approx. 3,400 new downtown hotel rooms
Office	250,000 to 550,000 square feet
Retail	300,000 to 400,000 square feet

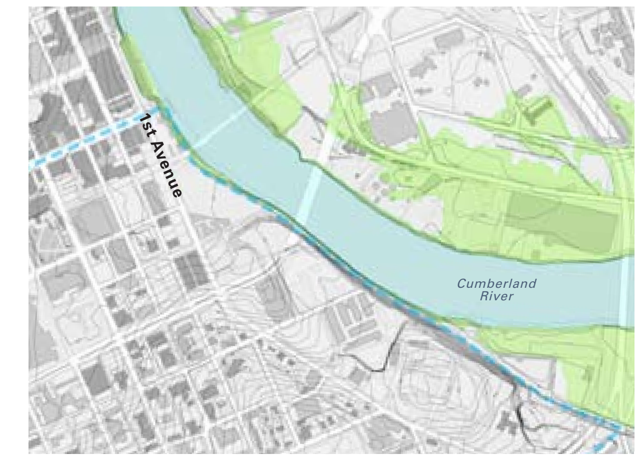
FLOOD MITIGATION PLAN

History

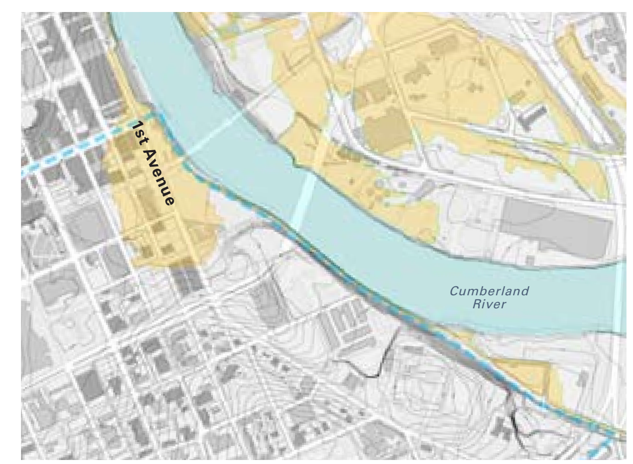
In May 2010, the Nashville area was hit with a significant amount of rainfall. More than 17 inches of rain was recorded within a 36-hour period. This was more rain than had ever been recorded in the 140 years of record keeping. The resultant was widespread flooding from the Cumberland River and most of the local tributaries. The flood, determined to be greater than a 1,000-year flood, caused over $2 billion in damages to properties and businesses. The downtown area that boarders the Cumberland River experienced its share of flooding and damage. The Cumberland River has a 100-year flood elevation of 416.0 at the downstream edge of the Shelby Street Bridge. During the May 2010 flood, the water rose to an elevation of 419.4 (3.4 feet above the 100-year flood elevation). Surprisingly enough, there are two other floods that rose to higher elevations than the 2010 flood. In 1927, the river elevation rose to 423.7 and in 1937 the river rose to 421.4. Both of these elevations were during a time prior to the construction of the Percy Priest Dam, which provides some flood control.



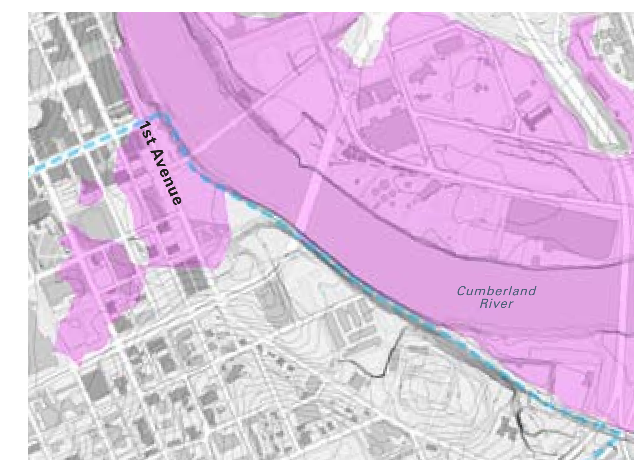
TOPOGRAPHY X-RAY



FEMA 100-YEAR FLOODPLAIN X-RAY



FEMA 500-YEAR FLOODPLAIN X-RAY



2010 FLOOD EVENT X-RAY

The study area includes approximately 413 acres. Based on information published by the Federal Emergency Management Agency (FEMA), there is less than 1 acre of land labeled as 100-year floodplain within the study area. Nonetheless, a significant amount of property and businesses were damaged during the 2010 flood. Metro Nashville has had a floodplain ordinance in effect since 1978. In the 30-plus years since the establishment of that ordinance, the Metro Nashville government has continued to amend the ordinance to provide additional protection to its citizens and their property. The current ordinance has added requirements beyond those dictated by FEMA, such that now, Nashville's ordinance provides protection above that of most of its peer cities.

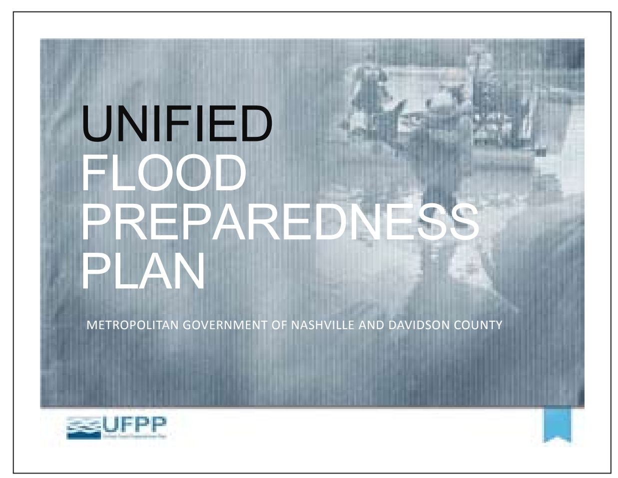
FLOODPLAIN AND IMPACTED BUILDINGS The 2010 flood impacted not only historically and culturally significant buildings, but also impacted sites on which there has been considerable recent investment including the site of the MCC, the Omni Hotel, the Pinnacle, the Schermerhorn Center, and the Encore.

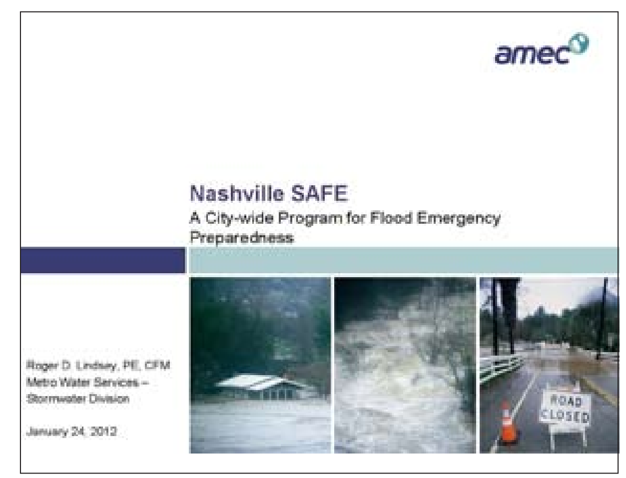
Contemporary Planning Efforts

In the aftermath of the 2010 flood, Mayor Karl Dean created a special team to identify and evaluate flood damage reduction measures on the Cumberland River and its five major tributaries through a collaborative effort with stakeholders at the local, state, and federal levels. The team, coordinated by Metro Water Services and guided by an advisory committee, was charged with developing a list of possible flood mitigation projects, and the criteria and metrics for evaluating and prioritizing those projects. As part of the report, the team has identified several potential "damage centers" along the Cumberland River and the main tributaries. One of the damage centers in the report includes portions of the study area. The report will likely identify relevant infrastructure and flood damage assessments, as well as, possible structural controls for flooding from the adjacent Cumberland River. The final report — *Unified Flood Preparedness Plan (UFPP)* — should be published in early 2013.

Early in the UFPP process, it was determined that flood warning and preparedness was critical to public safety and flood damage reduction. Therefore, an interactive mapping site was designed to provide timely information relating to natural or man-made emergencies in Nashville/Davidson County. The final product is NERVE (Nashville Emergency Response Viewing Engine). As an emergency arises, this site will provide information about road closures, evacuation areas or routes, shelters and relief centers. Citizens can use this site to see what is happening around them or to find a path to their destination, which avoids closed roads or other obstructions. This system is activated when the Nashville Emergency Operations Centers is activated.

This UFPP team has also created a very powerful computer model that they call Nashville SAFE (Situational Awareness of Flood Event). The model uses real time information from stream gages located along the major streams and rivers. They couple that information with weather predictions from the National Weather Service and with flood model information from FEMA to create multiple "what if" scenarios. This powerful model will allow the SAFE team to anticipate or predict if flooding might occur with much greater accuracy.





Additional Mitigation Measures and Guidelines

Developing in the flood prone areas of the study area will, at a minimum, be performed in accordance with Metro's current flood plain ordinance. As a result of the 2010 flood, the mayor and the Metro Council passed legislation (BL2010-794) amending the floodplain regulations to strengthen the requirements of development in floodplains and establishing the creation of a new volume V to the Stormwater Management Ordinance requiring Low Impact Development (LID).

Development or redevelopment of buildings and facilities in the flood-prone areas (from the river to Fifth Avenue and from Church Street to Molloy Street) should be done with the anticipation that floods could occur. The current regulations require commercial development to have the floor elevation 1 foot above the flood elevation and residential development to have the floor elevation 4 feet above the flood elevation. At this time, the reviewing agencies can require little more than what the legislation dictates. The team agrees that these requirements are adequate. However the development of structures below ground must anticipate flood and ground water entering below grade space. Development should be limited to parking structures. The developer should include in their design, a warning system that will allow vehicle owners adequate notice to move their vehicle to higher ground. All electrical and mechanical equipment should be placed above the flood elevation. Developers may be allowed the alternative of water-proofing the space if they can provide adequate design to insure the water-proofing.

The team recommends that four main mitigation options be studied further:

» flood wall

» ground-floor flood strategies/design

» additional pervious surfaces/open space

» stormwater incentives

FLOOD WALL

As part of this plan, the team has considered the possibility of creating structural controls to keep the flood water of the adjacent river out of the downtown district. The challenge with this option is creating a structure to hold back the flood water while providing a way to evacuate the stormwater on the "dry" side of the structure. Some consideration has been given to the creation of a flood wall along the edge of the river. This wall would likely be a combination of permanent walls, removable walls, earthen levees, and flood gates. The wall would likely extend along the east side of First Avenue from Church Street to KVB. The wall would need to have a top elevation of approximately 421.0. In order to evacuate the stormwater from the west side of the wall, a large stormwater pump would be required to be installed on the storm system that drains most of the downtown area, as well as, backflow preventers. Much more analysis would need to be preformed to determine if this option is feasible. The fact that water from the river travels through joints in the bedrock and allows the river water to migrate to any area that is connected by these joints is one critical item that must be explored further.

FEMA REQUIREMENTS

» Commercial: 1 foot above 100 year

» Residential: 4 feet above 100 year

» Occupied space below must be "floodproofed"

» Mechanical must be above 100 year

» Existing buildings must comply when renovated

» Only parking may go below floodplain

UNIFIED FLOOD PREPAREDNESS PLAN

» Parallel flood mitigation efforts — S.A.F.E & N.E.R.V.E

» Flood protection to 500-year floodplain

» Removable walls

» Permanent walls

» Earthen levee and flood gates

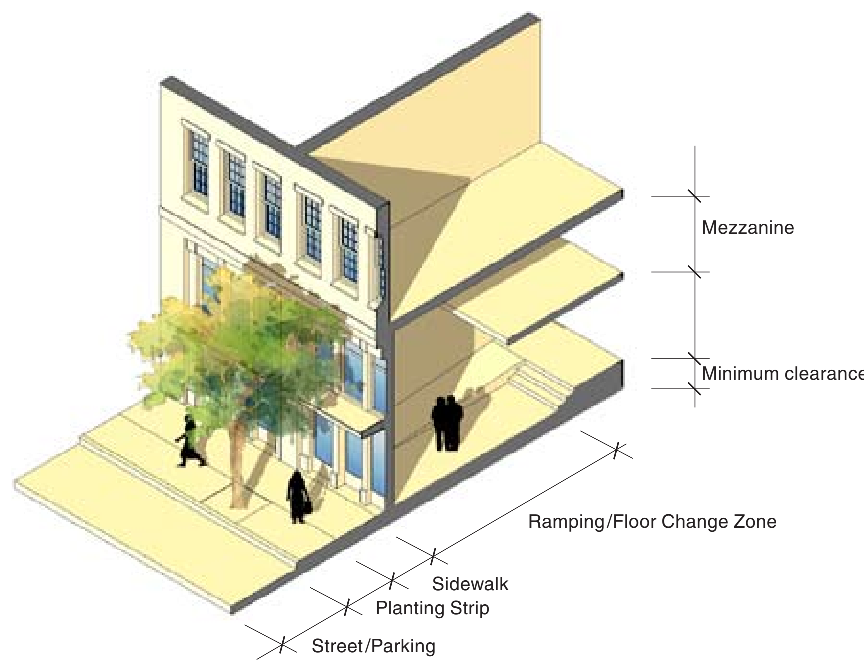
» Large stormwater pumps

FLOOD-PRONE AREA

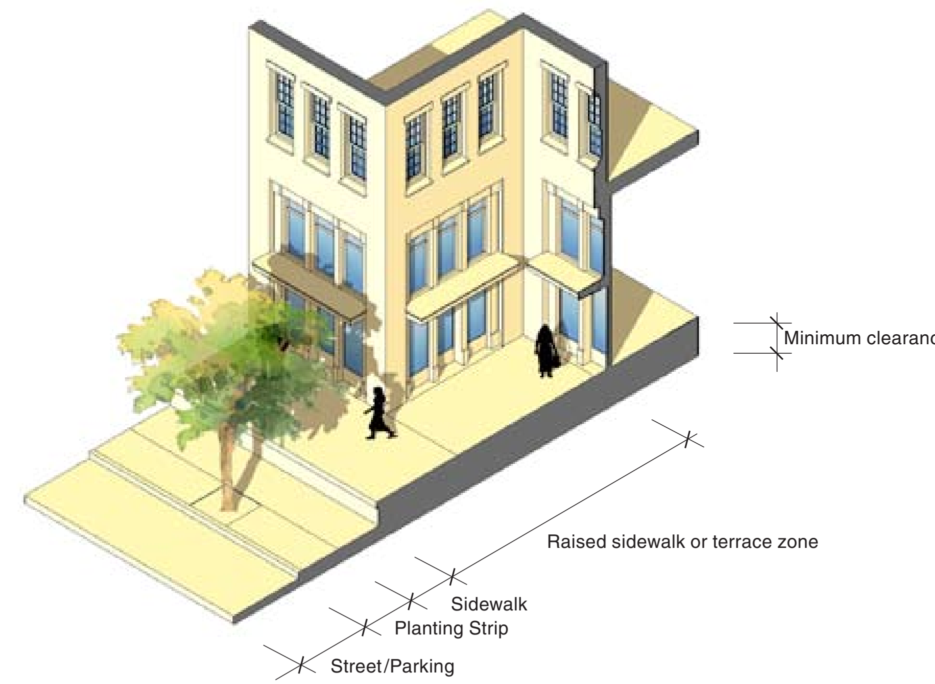
POTENTIAL FLOOD WALL

GROUND-FLOOR FLOOD STRATEGIES / DESIGN

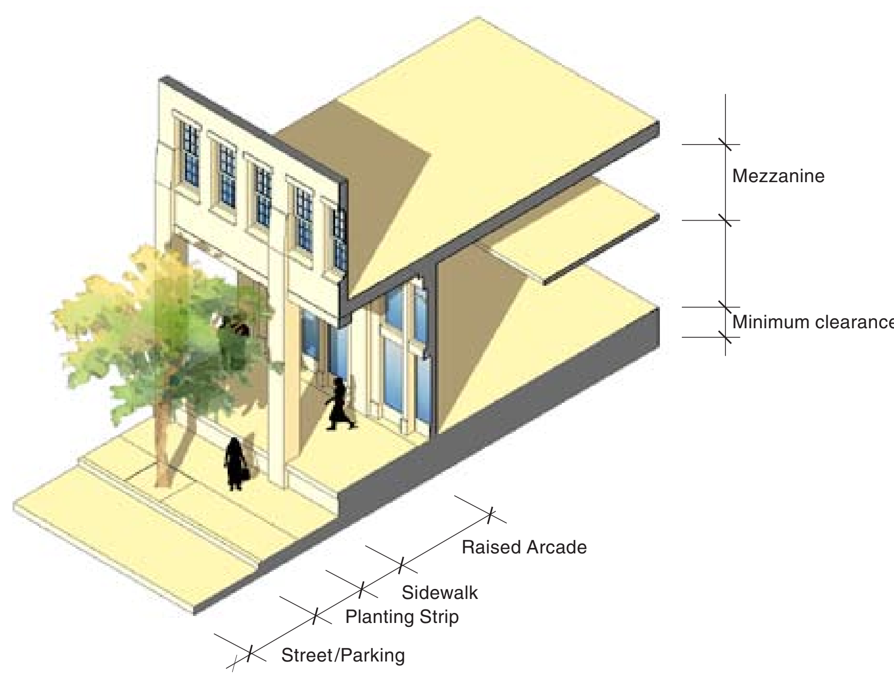
It is important to note that the flood-prone area is adjacent to the Second Avenue and Broadway retail core. There is a strong desire on the part of the City and stakeholders to extend this district (The District) south. The team met with impacted building and land owners to discuss options for accessing elevated occupied space. In the worst case scenario the finished commercial floor elevation needs to be approximately two feet above the sidewalk. Consensus was reached around three options (illustrated on the right). Option one is to take up the grade within the footprint of the building. This option works well for existing buildings, but also allows developers to maximize the square footage of new structures. Option two is to create an elevated sidewalk, similar to a loading dock, adjacent to the public sidewalk. This option is preferred where space permits. Option three is to take up grade in a loggia parallel to the sidewalk. This option trades ground floor viability for upper story square footage and is most appropriate for residential lobby applications. In general, ground floor residential uses should be avoided due to the more stringent elevation requirement.



OPTION ONE Ramp within footprint of building



OPTION TWO Elevated sidewalk ("loading dock") or terrace



OPTION THREE Arcade

ADDITIONAL MEASURES

- Oversize sump pumps
- Require controllers to be above floodplain
- Study elevated sidewalk on First Avenue
- Include mezzanines above ground-level floors to move commercial goods in high-water events

ADDITIONAL PERVIOUS SURFACES/OPEN SPACE

There is little existing public park space within the study area that is not associated with major institutions. The open space and trail x-ray does however show nascent connections to larger city-wide and regional open space systems, specifically along the Cumberland River, through The Gulch, along KVB, and across the Music City Bikeway Bridge.

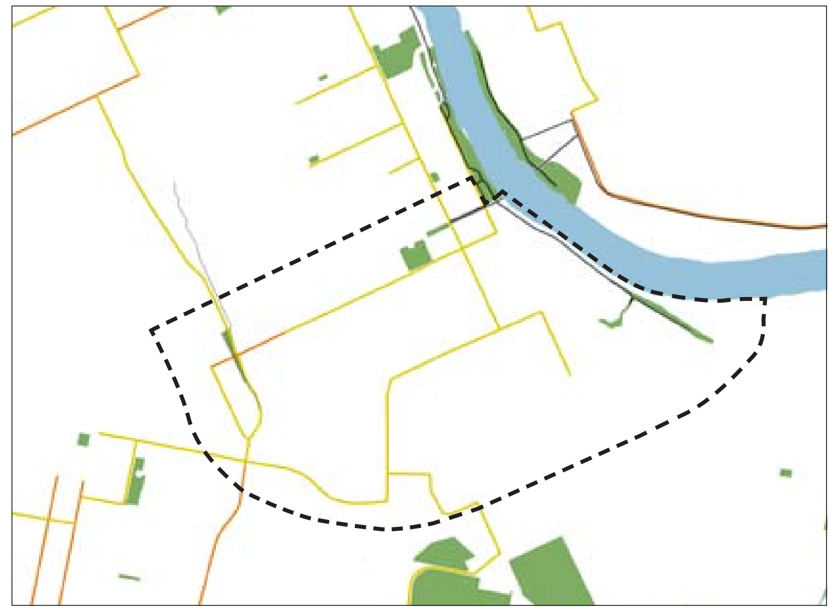
There is an abundance of surface parking lots in the study area. This has resulted in both piecemeal parking management, as well as, a high degree of impermeable surfaces, which contributes to the flooding problems in the area.

Stormwater mitigation in the study area can be greatly improved by reducing impermeable surfaces, incentivising green roofs, increasing tree cover, and creating new public space with permeable surfaces.

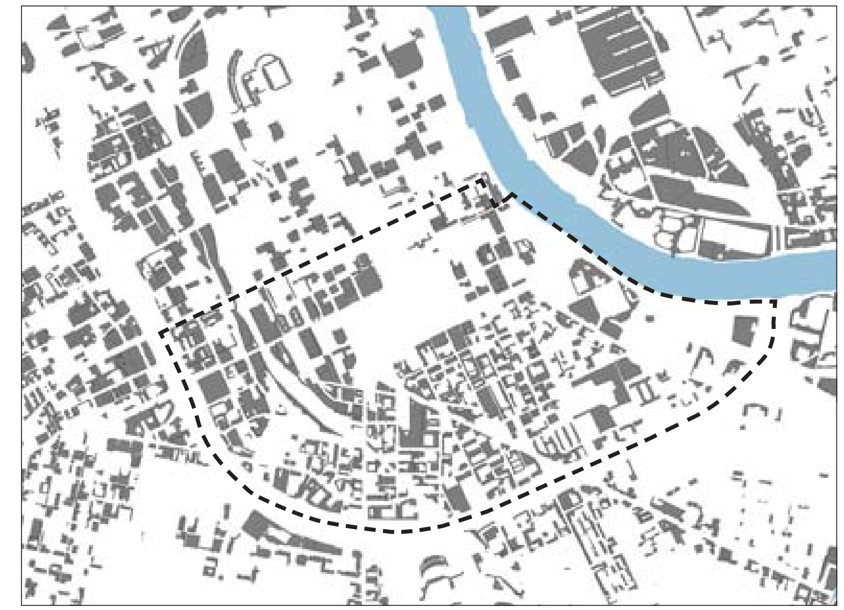
STORMWATER INCENTIVES

In addition to incorporating pervious surfaces and open spaces into new community infrastructure, a number of incentives may be put in place to minimize development's impact with details of any program being developed and implemented by Metro Water Services:

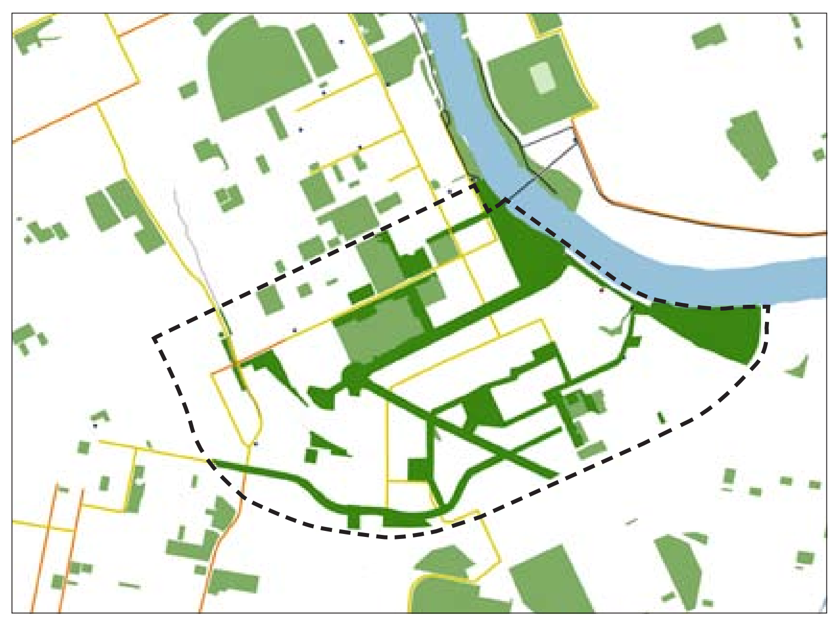
- Green Roof: If the green roof requirement is met (consistent with the same requirements of the new green roof credit program) then the stormwater quality requirements may be reduced from 80% to 50% (same 50% requirement as currently required in CSS).
- SoBro Stormwater district: This incentive allows the use of stormwater quality improvements provided on public land to offset the stormwater quality requirements on adjoining/nearby private development by a maximum of 30% reduction from the current 80% requirement to 50% (based on the improvements that can be made) through the selling of stormwater quality credits. The value of the stormwater credit would account for stormwater reduction provided and for associated maintenance for those improvements.



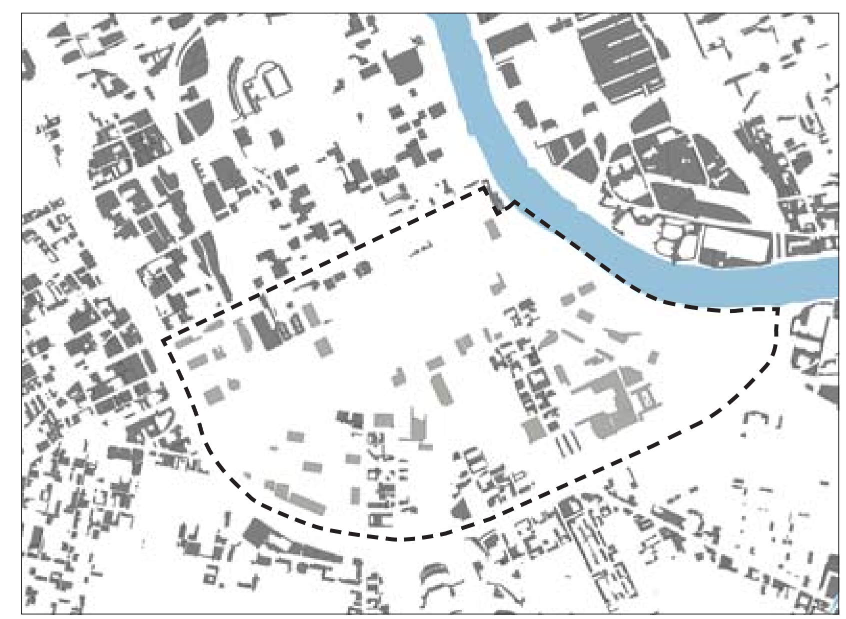
EXISTING PARKS AND OPEN SPACE



EXISTING SURFACE PARKING



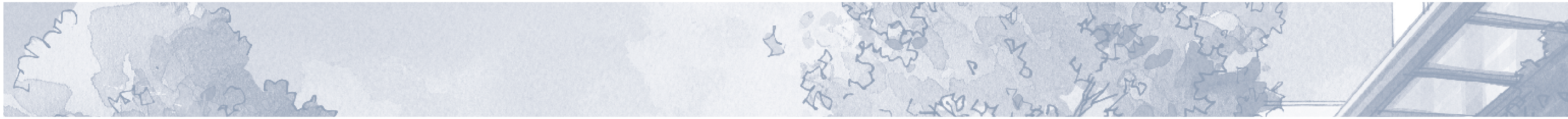
PROPOSED PARKS, OPEN SPACE, AND COMPLETE STREET NETWORK



PROPOSED PARKING CONCEPT (SURFACE AND STRUCTURE)

AREA-WIDE MITIGATION MEASURES

- Encourage Complete Streets that maximize infiltration and minimize off-site runoff
- Convert the "sheet of glass into a sponge" by reducing impervious surface, while increasing green roofs/open space
- Make a goal of planting 200 to 350 street trees per year within study area to help productively mitigate stormwater, reduce the heat island effect, and improve walkability
- Incorporate green roofs into development
- Create a Stormwater District



STRATEGIC INITIATIVES

Overview

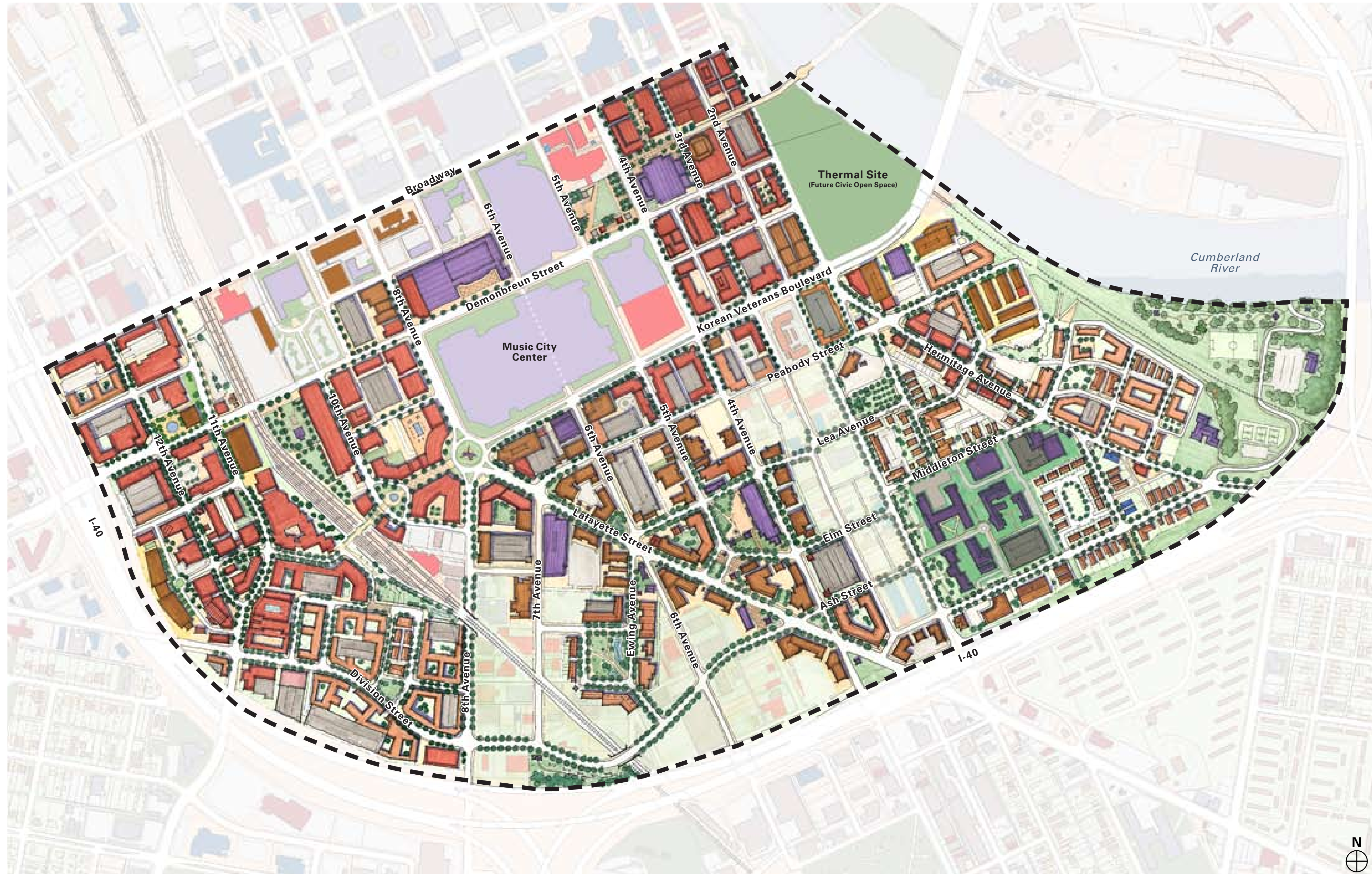
THE SBSMP STITCHES together a number of existing developments and assets within a street framework that can infill incrementally over time. The plan builds on the pattern of pikes (historical roads) and rectilinear streets and on the success of adjacent commercial cores along Broadway and in The Gulch. Targeted public infrastructure improvements and the potential for enhanced transit service will help to evolve the neighborhoods in the study area as ideal places for continued infill, development complementary to MCC, and for new connections between neighborhoods that do not currently exist. Implementation of the plan will rely upon smart investments in public infrastructure and policy directives that will provide positive signals for the private sector to infill with development as market conditions allow.

DEVELOPMENT BLOCKS
MIXED-USE RETAIL FRONTAGE
PUBLIC PARKS & OPEN SPACE
CIVIC AND COMMUNITY
WATER
STUDY AREA BOUNDARY

BLOCK AND STREET FRAMEWORK PLAN

PLANNING PRINCIPLES

- » Create a strategy of best practices for protection and mitigation in the floodplain and a set of measures to treat and reduce runoff from adjacent sub-watersheds
- » Create a complete system of open spaces that integrates green streets, trails and cycle lanes, and a spectrum of city-, neighborhood-, and block-scale parks
- » Simplify and enhance the street network to create a system of pikes, Complete Streets, and neighborhood streets
- » Provide neighborhood-specific recommendations to help enhance the specific characteristics of each of the neighborhoods in the study area
- » Build on existing momentum around MCC and The Gulch and extend these opportunities into adjacent areas that have not seen redevelopment yet with appropriate development typologies
- » Make recommendations for the study area's neighborhoods that can improve urban systems, including potential transit connections and parking strategies



STRATEGIC MASTER PLAN

MIXED-USE AND RETAIL
OFFICE AND COMMERCIAL
RESIDENTIAL
CIVIC AND COMMUNITY
PUBLIC PARKS AND OPEN SPACE
WATER
PARKING GARAGES
STUDY AREA BOUNDARY

Streets

As is the case in most American cities, all roads eventually lead to downtown. Growth of the City has forced the downtown Nashville street grid to accommodate ever-increasing traffic volumes. The introduction of one-way streets and additional driving and turn lanes are some of the tools that engineers have used to bolster the capacity of the local network, often at the expense of pedestrians. The result south of Broadway is an area characterized by pockets of pedestrian-friendly street life separated by relatively high-speed arterials.

New approaches to calming traffic suggest that the interests of motorists, cyclists, and pedestrians can be balanced. In 2010, Mayor Dean issued a progressive executive order prioritizing Complete Streets. Complete Streets refer to right-of-ways designed to enable safe, attractive, and comfortable access and travel for all users, including pedestrians, cyclists, motorists, and transit users of all ages and abilities. Many also incorporate stormwater management and treatment. KVB is the perfect local example of a Complete Street.

Another current strategy is to put pedestrian-unfriendly streets on a "road diet". This approach calls for better organizing traffic within the existing curb lines to be in context with the urban setting. Specific techniques include converting one-way streets to two-way streets, reducing the number of travel lanes, introducing a center turn lane and on-street cycle tracks, simplifying intersections, and adding on-street parking. All of these strategies, plus fixing broken connections, have been considered for the study area. One thing is clear, for revitalization efforts to prosper in urban settings traffic must behave.

Following are initiatives targeted at reducing pedestrian/vehicle conflicts and enhancing the pedestrian environment. Commissioning a comprehensive downtown traffic and parking study is a consistent recommendation related to all priorities.

Priorities

» Connect Division Street
» Implement Complete Streets
» Eliminate fragments
» Convert one-way streets to two-way streets
» Encourage pedestrian enhancements

PROPOSED STREET NETWORK

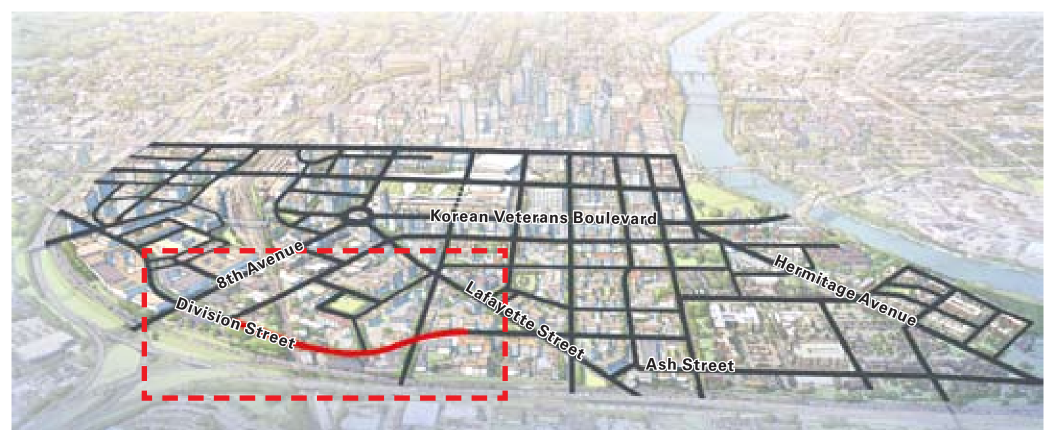
CONNECT DIVISION STREET

Pikes radiate from the KVB roundabout as the principle-organizing element south of Broadway. In general, this pattern creates a well-connected network that relates to the local topography. The one exception is where the CSX railroad bisects the study area, limiting connections between The Gulch and adjacent neighborhoods to the east. Connecting Division Street, which today dead-ends at the tracks, has been a consistent reference in previous plans and studies. The team agrees and supports this recommendation in the interest of improving east-west links.

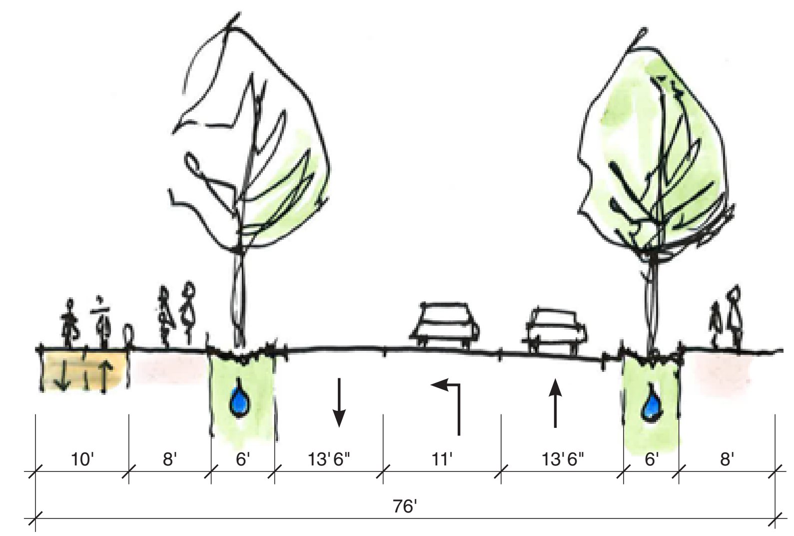
During the planning process, multiple options for connecting Division Street were explored. The preferred alternative involves bending the existing street south before bridging over the CSX right-of-way and curving the new segment north to Ash Street. Benefits of this alignment include creating a grade-separated crossing, maximum clearance over the railroad, better traffic distribution, and creating new opportunities for infill development. The new segment would link Music Row, Midtown, and The Gulch to the Lafayette neighborhood, the Richard H. Fulton Campus & Howard Office Building, and Rolling Mill Hill. It could also potentially eliminate the need for the existing at-grade crossing at Fogg Street.

The existing cross-section of Division Street has four 12-foot travel lanes, five-foot sidewalks, and a left turn lane at major intersections. The proposed cross-section would be more pedestrian- and bike-friendly, consisting of three lanes (two 12-foot travel lanes and a center turn lane), stormwater bio-retention planting buffers, eight-foot sidewalks, and a two-way separated cycle track along the southern edge (see illustration at right). Traffic calming measures, including roadway geometry, should be incorporated to discourage speeding.

The proposed alignment crosses three existing industrial properties, necessitating right-of-way acquisition. A detailed environmental study will be required to evaluate impacts and select the precise alignment for the crossing.



DIVISION STREET REALIGNMENT DIAGRAM — ZOOMED AREA BELOW | DIVISION STREET REALIGNMENT | EXISTING STREET NETWORK



PROPOSED DIVISION STREET EXTENSION SECTION

EXISTING DIVISION STREET AND SURROUNDING AREA

PROPOSED DIVISION STREET CONNECTION AND SURROUNDING AREA — PROPOSED CONNECTION

IMPLEMENT COMPLETE STREETS

As was mentioned previously, Mayor Dean issued an executive order in 2010 prioritizing Complete Streets. This plan supports that initiative and proposes approximately 12,550 linear feet of new Complete Streets and 5,000 linear feet of new trails/cycle tracks.

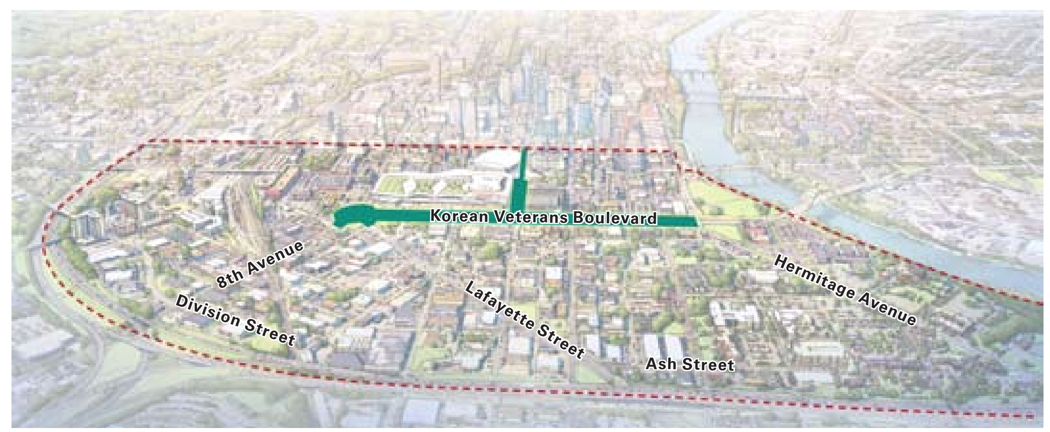
The team recommends that the City build on the KVB success to create a connected network of great streets by transforming additional key connections into Complete Streets. These streets include Lafayette, Division/Ash, and sections of Ewing, Lea, Elm and Middleton. When complete, this network will stitch together the parks, people, and neighborhoods in the study area.

Lafayette Street is at the top of street hierarchy. The traffic volumes on Lafayette are such that it can be converted from five to three lanes with a center turn lane and separated bike lanes. The strategy is to convert underutilized outside travel lanes to parking lanes. This should have a negligible impact on traffic flow. Benefits will include reduction in the number of lanes that pedestrians must cross, a more organized traffic pattern, and new on-street convenience parking. The addition of dedicated cycle tracks will connect the roundabout to the southern gateway to downtown. The conceptual section for Lafayette Street is illustrated at the right.

Local streets, such as Middleton and Lea, incorporate similar features within a more limited right-of-way, featuring on-street cycle tracks and narrower urban park strips and sidewalks.

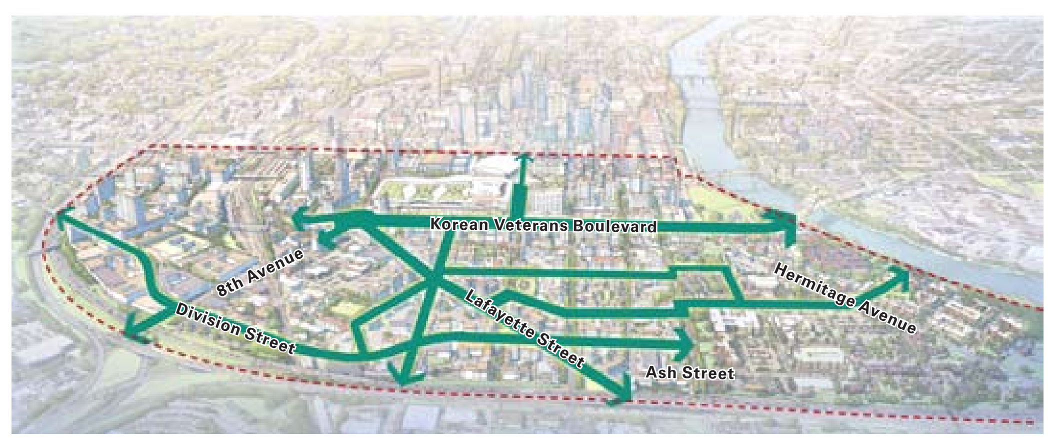
Complete Streets are encouraged to include Best Management Practices (BMPs) such as pervious pavements, bioswales, and vegetation to reduce or eliminate stormwater runoff from impervious surfaces by allowing it to infiltrate into the ground. Streets that incorporate BMPs are referred to as Green Streets. Green Streets are particularly important in the study area as runoff enhances flood events.

The rule of thumb is that a three-lane urban arterial can carry the amount of existing traffic on Lafayette Street (13,000 ADT). However, the design would still have to accommodate turning movements and address the peak-hour traffic. A three-lane cross-section would be a major change from the current cross-section and would require modeling and a traffic study to confirm that it would perform as envisioned. Since the roundabout requires two entering/exiting lanes to operate satisfactorily, it may be necessary to look at a five-lane cross-section in the short term and then perform a more detailed traffic study to determine the potential of the outside lanes becoming on-street parking or a BRT line in the future as the area continues to redevelop.



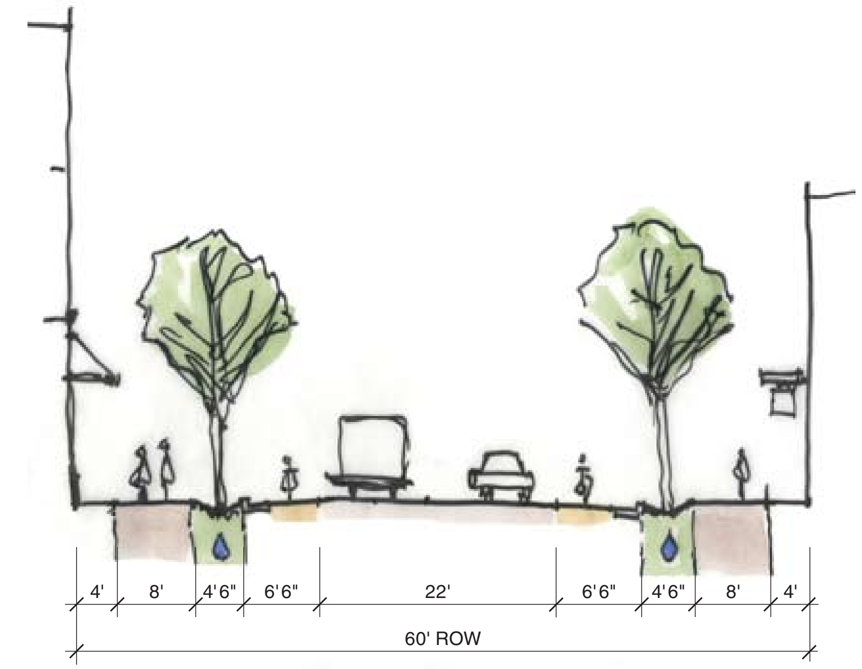
EXISTING COMPLETE STREET NETWORK

COMPLETE STREET NETWORK

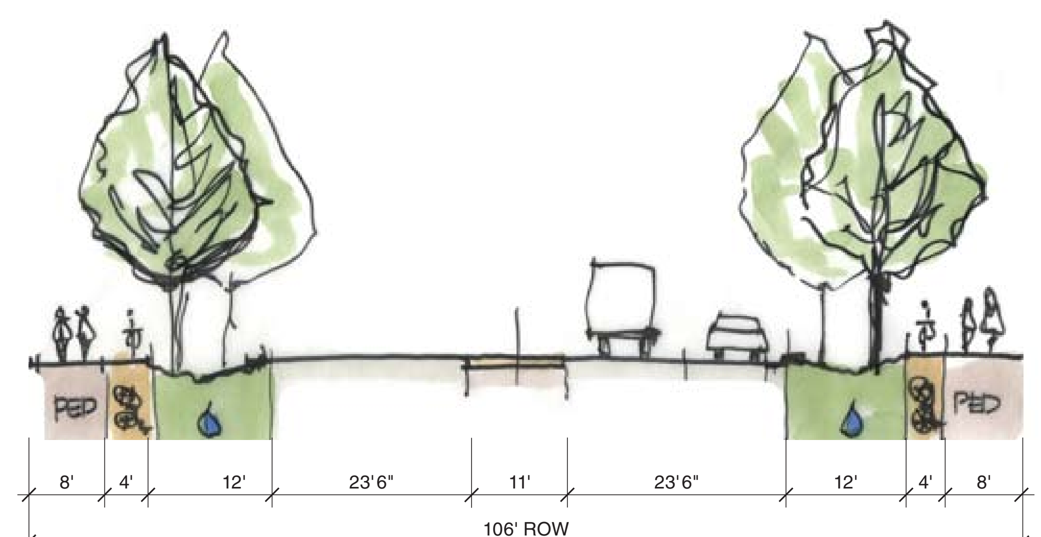


PROPOSED COMPLETE STREET NETWORK

COMPLETE STREET NETWORK



EAST/WEST CONNECTOR COMPLETE STREET SECTION



LAFAYETTE COMPLETE STREET SECTION

ELIMINATE FRAGMENTS

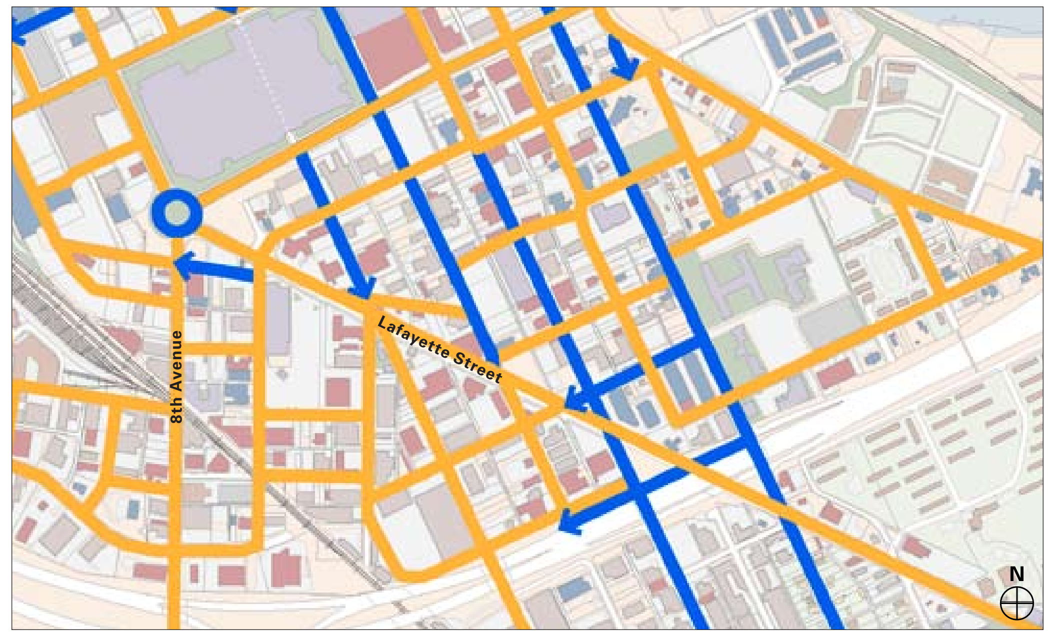
Associated with implementing a Complete Streets strategy is the elimination of surplus street fragments. These are generally clustered along Lafayette Street and in the Lafayette neighborhood. The payback will be improving circulation, creating viable development parcels, and simplifying intersections. Proposed subtractions and additions are documented on this page.

CONVERT ONE-WAY TO TWO-WAY STREETS

One-way couplets, such as the one formed by Second and Fourth Avenues, were introduced as a way to more efficiently move vehicles. Since their introduction, couplets have proven to hurt rather than help downtown uses and users. Unintended consequences include reduced retail viability, additional vehicle miles traveled, and increased high-speed, cut-through traffic. One-way streets also tend to be pedestrian-unfriendly. All of these outcomes can be seen south of Broadway.

The team recommends that the City consider converting most one-way streets in the study area to two-way. These streets include Fifth Avenue, Sixth Avenue, and the north section of Second Avenue. When similar conversions have been implemented in comparably sized downtowns they have helped stimulate revitalization. Measurable benefits have included increasing the number of viable retail sites, reducing the speed of traffic, and improving pedestrian connections. An added benefit is the reduction in the production of carbon.

The conversion of one-way streets in Nashville will, at a minimum, require a traffic study, lane restriping, and traffic signal reorientation and timing. Specifically, the potential of converting the north section of Second Avenue will require a larger traffic modeling and analysis effort that encompasses the entire downtown area. This change will also require review and approval of the Metro Traffic and Parking Commission. Adjacent property owners, many of whom participated in the planning process, should also be consulted to fully vet the potential impact on building and parking operations. Converting Fifth and Sixth Avenues will likewise be analyzed in Metro's Trans CADD model along with a detailed traffic study to demonstrate satisfactory operations. Street reconstruction is not required, as curbs and gutters will remain in place along all targeted streets.



EXISTING 1-WAY STREET NETWORK

1-WAY STREET | 2-WAY STREET

STREET NETWORK SUBTRACTIONS

PROPOSED STREET REMOVAL | EXISTING STREET

PROPOSED 1-WAY STREET NETWORK

1-WAY STREET | 2-WAY STREET

STREET NETWORK ADDITIONS

PROPOSED STREET ADDITION | EXISTING STREET

ENCOURAGE PEDESTRIAN ENHANCEMENTS

The recommendations discussed previously will all enhance the pedestrian experience in downtown. In conjunction with these proposed changes to traffic patterns, many citizens and stakeholders asked that additional pedestrian enhancements be considered as part of the revitalization effort.

Suggestions included:

» adding countdown timers at signals where missing

» considering curb bulb-outs where feasible to crosswalks

» updating street furniture and pedestrian-scale street lights

» adding street trees and landscaping everywhere

» creating more shared space, like Fifth Avenue between MCC and the Omni

» upgrading pedestrian facilities on the eastern most block of KVB (to connect to East Nashville)

The new KVB is one example that people pointed to of a pedestrian-friendly street with nice landscaping. Obviously, the City's budget constraints and priorities make implementing pedestrian enhancements challenging. For that reason, the team recommends that proposed enhancements be approached incrementally, possibly in association with each new development project.

The upgrading of infrastructure should be executed artfully and, where appropriate, incorporate a manageable public art program. Particular attention should be placed on doing so at the entry points to downtown and at the Interstate 40 interchange. Leftover underpass spaces should be considered for active uses such as skate parks, markets, or similar functions.

PRIORITIES

» Connect Division Street

» Implement Complete Streets

» Eliminate fragments

» Convert one-way streets to two-way streets

» Encourage pedestrian enhancements

Parks and Open Space

The study area is largely devoid of parks and open space, the only exceptions are a portion of the West Riverfront Park, the Shelby Street Bridge, and Hall of Fame Park. Citizens are acutely aware of this and list the creation of new parks, open space, and trails as a top priority.

In response, the strategy calls for the study area to be overlaid with an interconnected network of green spaces. This proposed framework features a hierarchy of spaces designed to accommodate a wide range of uses and users. Each place will be characterized by a unique set of amenities that will help define a one-of-a-kind sense of place. Parks, plazas, and trails will be connected via the proposed Complete Streets network.

This approach builds upon a number of previous plans: *Open Space Master Plan*, *Downtown Community Plan*, and *Parks and Greenways Master Plan*. South of Broadway sits in the midst of several larger open space assets, including the Fort Negley Park and Nashville City Cemetery immediately to the south, the State Capital and related Bicentennial Mall on the north edge of downtown, and the Cumberland River and related park/dedicated land to the east. The *Open Space Master Plan* recommended a downtown strategy to add a series of small parks and improve connectivity to form a complete green "loop" within and around downtown.

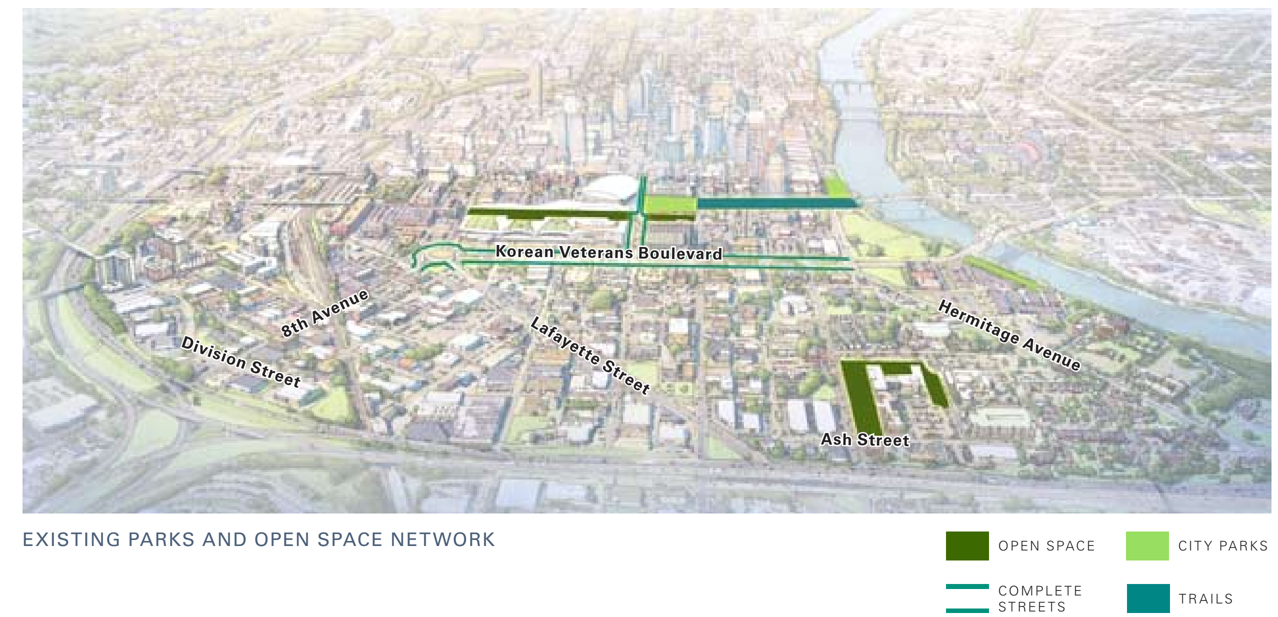
It is important to note that an essential component of sustainable urban open space is the incorporation of CPTED (crime prevention through environmental design) principles. At a minimum, landscaping must be pruned to permit unobstructed views and adjacent buildings should incorporate eyes on the street to promote built-in safety and security.

Sustainability will also be promoted through the incorporation of native low-water-use landscaping and recycled paving materials.

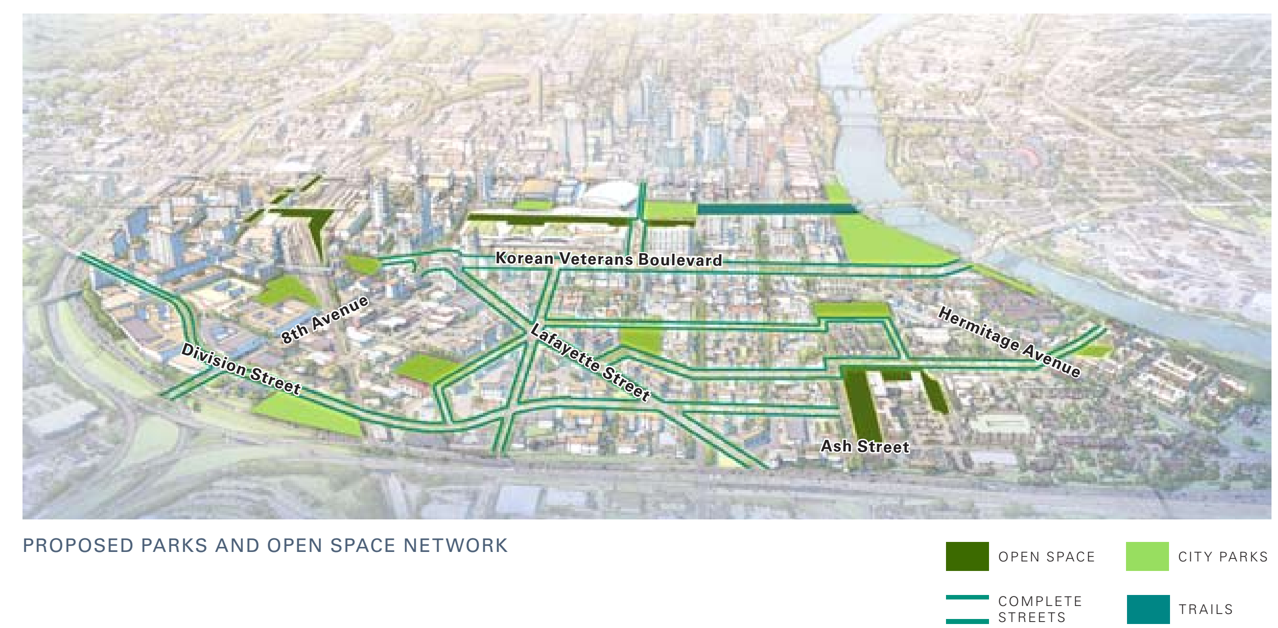
The following pages provide a detailed explanation of each key element of the proposed network of green space.

Priorities

- Expand the network
- Repurpose the Thermal site
- Connect the SoBro neighborhood to The Gulch
- Benchmark metrics
- Support programming



EXISTING PARKS AND OPEN SPACE NETWORK



PROPOSED PARKS AND OPEN SPACE NETWORK

EXPAND THE NETWORK

As a part of the SBSMP, several major parks along the river were recommended to support regional park functions, including repurposing the Thermal site as civic open space and transforming the Bottoms into an amenity. A number of neighborhood parks are also proposed within a ¼-mile walk of existing or planned residential areas to provide for the social and recreational needs, thereby providing for a linked network or "string of pearls" through the downtown neighborhoods.

The neighborhood park network includes one major park renovation and nine additional neighborhood parks ranging in size from ¾ acres to 2.75 acres.

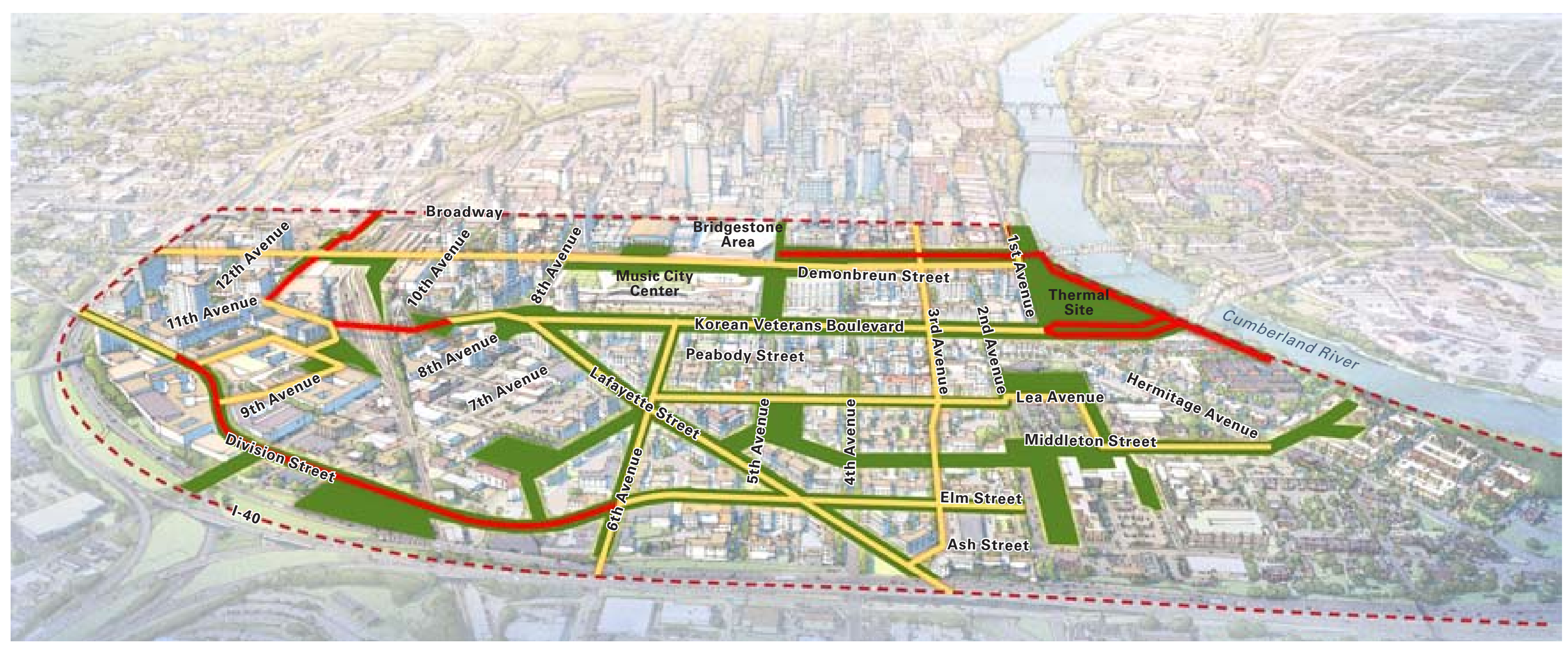
Hall of Fame Park now serves as the front door to major cultural icons including the Bridgestone Arena, MCC, Schermerhorn Symphony Center, and the Country Music Hall of Fame. At the time of the building of the park, MCC and Schermerhorn were not even imagined. As a result, the team recommends a park renovation that provides for uses more consistent with the surrounding institutions and ones that might incorporate more seating, gathering and performing areas, cultural draws, and outdoor dining. Prominent and consistent activity programming should be a priority for this park.

Recommendations for The Gulch include adding a greenway connector across the railroad and an active park space for recreation courts and gardens on top of the existing LandPort and promenade along Demonbreun (see also Connecting the SoBro Neighborhoods to The Gulch). A small children's play area and dog park area also recommended for the south area of The Gulch, providing for a smaller green "loop" for downtown residents.

While Lafayette Street is reimagined as a new Complete/Green Street with separated bike lanes and wide pedestrian promenades, in the area around Lafayette the team proposes a skyline park on the south loop along the proposed Division Street connection as well as two primary neighborhood parks. One park located on Fifth Avenue South, extends the Avenue of the Arts and might include an arts related theme i.e. artist demonstration, temporary exhibits. This site is immediately adjacent to the existing and popular Rocketown, which offers a ready anchor for the area. Lafayette Street could feature a series of small parklets or gateways into the district as the road sections are realigned to provide safer more defined crossings. Sixth Avenue South serves as an important link between MCC and Fort Negley Park, Adventure Science Center, and Nashville City Cemetery.

The Bottoms at Rolling Mill Hill could provide an additional 19.5 acres of parkland that could accommodate regionally-utilized sports fields and neighborhood play areas. This larger regional park should also be programmed to accommodate fitness, social, and pet needs of area residents.

In addition to the larger regional parks along the river, the eastern portion of the study area includes a reallocation of green space at the Fulton Campus to include an active children's play component, which works with the neighboring Nashville Children's Theater, as well as serving the immediate neighborhood on already existing Metro property. The Captain Ryman park site is well located within the Rutledge Hill district, is in close proximity to Rolling Mill Hill, and might provide opportunities for community gardens and views toward downtown. A small park within Rolling Mill Hill provides a small neighborhood-focused park while augmenting the Rolling Mill Hill riverfront promenade and greenway.



PROPOSED PARK AND TRAIL NETWORK

EXISTING TRAIL NETWORK | PROPOSED TRAIL NETWORK | PARK OR OPEN SPACE

REPURPOSE THE THERMAL SITE

A high-priority recommendation is repurposing the currently unused Thermal site as civic open space. This site, at the riverfront and KVB, will add 12 acres to the existing 6.5-acre Riverfront Park. The Thermal site will act as a regional draw, but must be designed and programmed to generate everyday activities from residents and visitors alike. This park site should reinforce a strong greenway link that exists to the south to Rolling Mill Hill, to the east at Shelby Street Bridge, and to the north toward Bicentennial Mall. This site also ties to a recommended extension of KVB as a Green/Complete Street and its wide streetscape promenade. Connecting to the Thermal site is the area under the Shelby Street Bridge, which may be reimagined as a market area and promenade for ground-level pedestrian access to the Shelby Street Bridge and Hall of Fame Park.

THERMAL SITE TODAY

REGIONAL PARKS AND TRAIL PRECEDENTS

CONNECT THE SOBRO NEIGHBORHOOD TO THE GULCH

During the planning process, a strong community desire was expressed to better connect the SoBro neighborhood to The Gulch. Access is limited to the existing Demonbreun Street and Eighth Avenue connections, which are challenging for pedestrians and bicycles. As discussed previously, the Division Street extension will provide better connectivity in the southern part of the study area. A new connection from the KVB and roundabout to The Gulch is also recommended to provide more direct access to and from The Gulch from the new MCC, the CBD, The District, and SoBro.

During the planning process, preliminary analyses determined that a new vehicle and transit bridge across the CSX railroad tracks is impractical due to required clearances, ramps, and recent developments. The plan recommends a pedestrian and bicycle bridge south of Cummins Station connecting to Tenth Avenue South and Pine Street and a new street and/or pedestrian-way connection from Tenth Avenue to the roundabout. The specific alignment and approaches should be further explored in order to minimize impacts on property owners and developments while creating a convenient, accessible, and enjoyable experience for pedestrians and bicyclists. The bridge should be considered more than a practical connector. It is an opportunity to provide a place, an experience, and a node along a connected greenway system including, the Gulch Greenway, KVB, and a widened Demonbreun Viaduct promenade through SoBro and beyond.

Demonbreun Street Viaduct connects SoBro to The Gulch and M Street for vehicles and bicycles, but provides minimal sidewalk access for pedestrians. To further enhance connectivity to/from The Gulch and M Street, a widened Demonbreun Viaduct could be explored as a further enhancement to pedestrian connectivity and the greenway system. Incorporating the Clement Land Port with additional pedestrian, park, and recreational facilities could further enhance the network and potentially connect to the proposed pedestrian/bike bridge to the south creating a Gulch urban greenway loop.


PROPOSED PEDESTRIAN CONNECTION TO THE GULCH


PEDESTRIAN BRIDGE PRECEDENT


CSX RAIL YARD


CONCEPT PLAN VIEW

BENCHMARK METRICS

The team reviewed the Trust for Public Land's (TPL) *2012 City Park Facts* report for comparative data related to acres of parkland per 1,000 residents by City. While Nashville/Davidson County falls in the TPL category of "Population Density: Lpw" due to its city/county government, for the purposes of comparing the downtown core of Nashville to other cities, the team reviewed median calculations listed under "Population Density: Intermediate High" to determine minimum target acreages for open space within the study area. The median acreage per 1,000 residents for cities listed under "Population Density: Intermediate High" was 8.1.

Nashville's current resident population in downtown Nashville is 6,320 residents projected at the end of 2012. By 2022, the population is projected to rise to 9,850 residents. Approximately one half of those residents, or 4,925, do or will live within the study area. Based on the TPL median data available, we targeted a minimum 39 acres of open space/parkland.

The current public open space provided within the study area is less than 10 acres. This area of the city has been considered severely underserved. The proposed public open space provided within this plan is approximately 48.75 acres of park and open space.

SUPPORT PROGRAMMING

Activated urban parks require ongoing programming to be successful. Programming for downtown parks has not been a high priority in the past. Recently, additional programming focus at Nashville Public Square and Cumberland Park has provided more consistent and well-received offerings. The prominence of a number of the parks within the study area with a regional draw (Hall of Fame Park, Fifth Avenue South, and Thermal site) could greatly benefit the city as a whole through cultural tourism. In many cities, the parks department, convention and visitor's bureau, and the downtown partnership jointly manage programming for downtown public parks. The team recommends a strategy that involves these three entities.

Further south of the district, the programming should shift away from strictly an entertainment focus to a neighborhood-oriented strategy that complements residential and day-to-day livelihoods. Additional research should be done on the most successful structures for managing this type of park.

Conceptual Park and Trail Goals

Park Number	Park Name	Area (acre)
1	Gulch Triangle Park	1.00
2	Gulch Small Neighborhood Park	1.00
3	Landport/Promenade	3.00
4	Skyline Park	2.00
5	Bridge Connector Park	0.75
6	LoLa Park	2.00
7	Avenue of the Arts Park	2.75
8	Ryman Park	1.50
9	Fulton Campus Park	2.50
10	Rolling Mill Hill Park	0.75
11	Thermal Site Park	12.00
12	Rolling Mill Hill Bottoms Park Access	19.50
13	First Baptist Park	0.75
Park Total		**48.75**
Trail/Street Number	**Trail/Street Name**	**Length (feet)**
14	Division Street Connector–Cycle Tracks	2,800
15	Gulch Greenway (planned)	1,600
16	Gulch Bridge Connector	600
Greenway Total		**5,000**
17	Major Complete Street (KVB/Lafayette)	4,850
18	Minor Complete Street	7,700
Complete Street Total		**12,550**

PROPOSED PARK AND TRAIL NETWORK PLAN

PRIORITIES

- Expand the network
- Repurpose the Thermal site
- Connect the SoBro neighborhood to The Gulch
- Benchmark metrics
- Support programming

Public Art

The Nashville Civic Design Center has made several recommendations for the location of public art in its Public Art Location Study and Typology Recommendations (pictured to the right). In addition to these locations, additional focus should be placed on the terminus of Broadway, the terminus of Demonbreun, the new park at the south end of Fifth Avenue, the corner of Hermitage Avenue and Middleton Street (a space was reserved as part of Ryman Lofts), the riverfront promenade along Rolling Mill Hill and as part of the Thermal site redevelopment.

Art may also be integral to infrastructure projects at the interstate gateways to downtown. It should be fully integrated into public projects (such as streetscapes, furnishings, bridges, bridge enhancements, parks, and others).

Transit

As depicted in the image to the right, the study area is well-served by a variety of transit, including bus routes operated by the Nashville Metropolitan Transit Authority (MTA), the Regional Transit Authority (RTA), and Greyhound, as well as, the Music City Star commuter rail station near Riverfront Park. However, there is always room for improvement.

Priorities

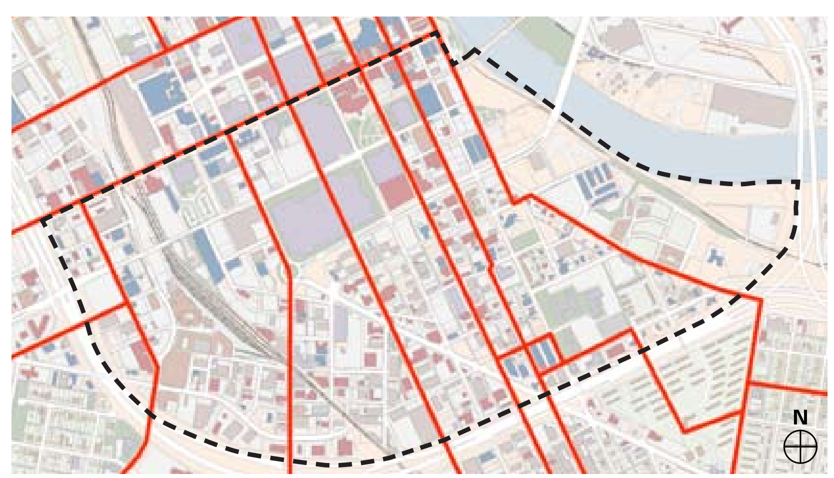
- Expand the Circuits
  - Reroute Green
  - Lengthen Purple
  - Consider Hotel
- Develop real-time bus tracking system
- Integrate bike centers

Bus Routes

MTA operates numerous bus routes along the major corridors that serve the study area and connect to Music City Central, which is located in the downtown area on Charlotte Avenue between Fourth and Fifth Avenues. MTA, in coordination with RTA, also operates several commuter and express bus routes that pass through the study area and Greyhound has recently opened a new terminal at the corner of Lafayette Street and Fifth Avenue.

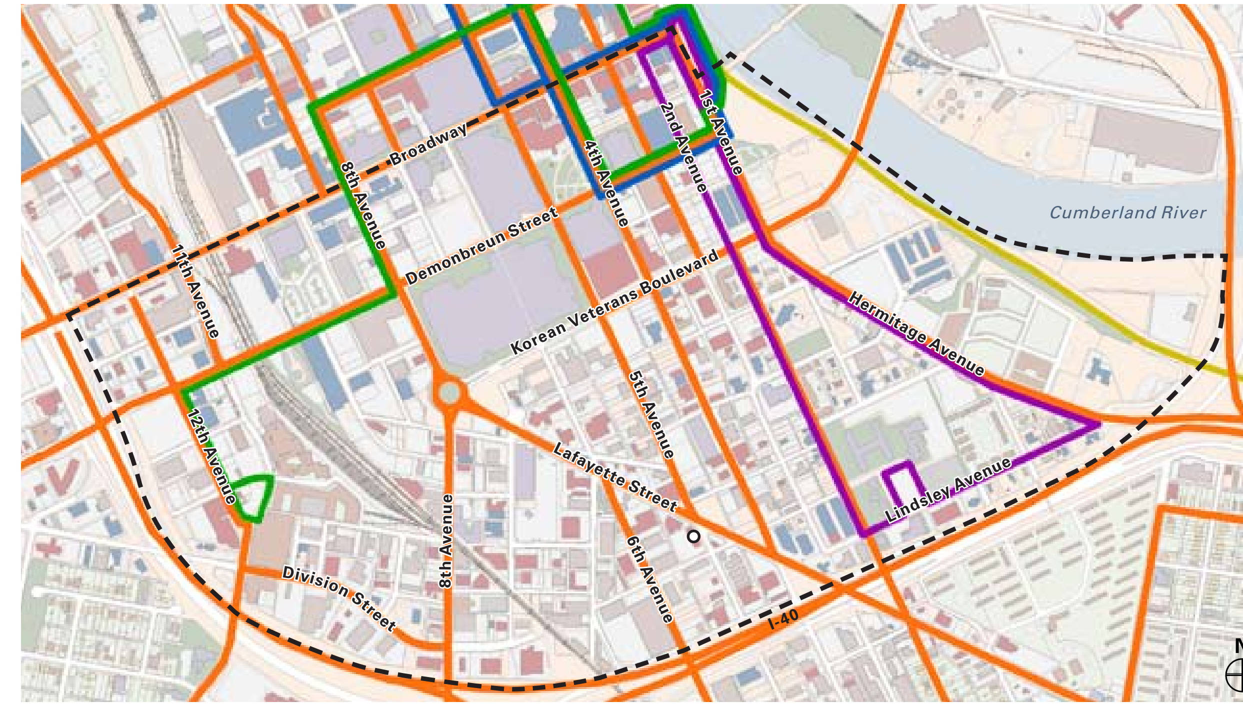
In addition to their regular bus routes, MTA operates the Music City Circuit, a free bus service in and around the downtown area. As depicted in the map to the right, the Green and Purple Circuits serve portions of the study area, while the blue circuit connects downtown with the Farmers Market to the north.

As part of this plan, changes to the Music City Circuit were explored to serve MCC and improve circulation throughout the study area. Once MCC opens, it is recommended that the route for the Green Circuit be shifted back to Demonbreun Street (it was moved to Broadway to avoid construction) and extended further into The Gulch. Another recommendation is to lengthen the Purple Circuit to the west, along Fifth Avenue, to provide an improved connection to the Avenue of the Arts. The creation of a "Hotel Circuit" through the addition of a new route or the expansion of an existing route to connect the numerous hotels downtown and potentially along the West End corridor with MCC is recommended. MTA is currently exploring changes/updates to Music City Circuit routes to better serve the convention center when it opens in 2013. Consideration of a real-time bus tracking system is also strongly encouraged as a part of this effort.



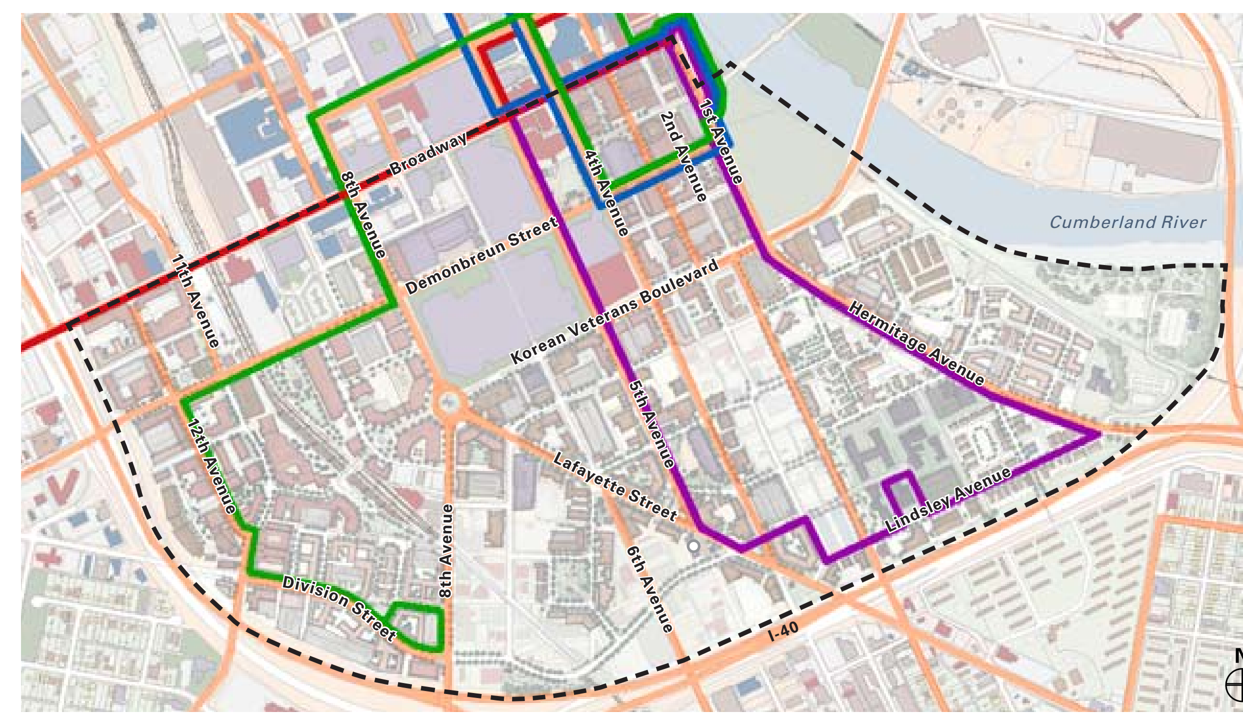
HISTORIC TROLLEY LINES

TROLLEY ROUTE



EXISTING TRANSIT NETWORK

MUSIC CITY STAR · MTA BUS ROUTE · PURPLE CIRCUIT · GREEN CIRCUIT · BLUE CIRCUIT · GREYHOUND BUS STATION



PROPOSED TRANSIT NETWORK

PROPOSED BRT ALIGNMENT · GREEN CIRCUIT RE-ALIGNMENT · PURPLE CIRCUIT RE-ALIGNMENT

Music City Star

The Music City Star commuter rail serves the eastern suburbs of Nashville via a station near Riverfront Park. In addition to weekday morning/afternoon commuter trips, trains are operated for Titans games and other special events (i.e. Fourth of July) in downtown and the Riverfront Station serves each of the Music City Circuit routes and other MTA buses.

East-West Connector

MTA is currently undertaking a preliminary design and environmental evaluation of a BRT corridor that would connect east and west Nashville along the Broadway and West End corridor at the northern edge of the study area. Stations are proposed along Broadway at Twelfth Avenue, Eighth Avenue, and Fifth Avenue and would provide service to the study area, including access from hotels located along the West End corridor to the MCC and other downtown and SoBro attractions.

Bike Share

Nashville B-cycle is an innovative new bike-share initiative, managed by NDP, offering 190 durable urban bicycles to rent for short trips at 20 automated kiosks in the city.

Bike Centers

A bike center is a structure designed for use as a bicycle parking facility. Such a facility can be simple or complex, but the common purpose is that they provide secure bicycle parking. These centers can offer additional facilities such as repairs, and customer facilities such as showers or lockers. In support of the growing popularity of bikes downtown, the team suggests that bike centers be considered at strategic locations throughout the City. One prime location is under the Shelby Street Bridge.

A new police station precinct is being planned for eventual construction as a liner building on the new Nashville Electric Service (NES) substation (facing KVB). This could also serve as a hub for bicycle-related needs and uses in the future.

Car Sharing

WeCar, a membership based car sharing program sponsored by the NDP and managed by Enterprise, is a transportation alternative offering nine cars in the Nashville/downtown market. The program features affordable hourly rates which include gas and basic liability coverage.

NEW GREYHOUND BUS STATION ON LAFAYETTE STREET

NASHVILLE B-CYCLE

MUSIC CITY STAR RIVERFRONT STATION AND CIRCUIT BUSSES

FUTURE POLICE PRECINCT

PRIORITIES

- Expand the Circuits
  - Reroute Green
  - Lengthen Purple
  - Consider Hotel
- Develop real-time bus tracking system
- Integrate bike centers

Parking

Parking demand in urban centers is a constantly moving target. It typically increases with new development, low gas prices, affordable parking rates, more efficient use of space, and high office occupancy and decreases with high gas prices, rate increases, falling office occupancy, and increased bike and transit use. Every city has a unique approach. Some require no downtown parking, such as Portland, while others mandate high parking ratios. Ultimately the market determines demand. In Nashville, the NDP hosts a downtown parking website — parkitdowntown.com — that gives the public access to the full array of downtown resources from on-street convenience spaces to permit only lots. Complaints about current parking availability were limited. The citizens most voiced concern is that available spaces keep pace with future demand, especially given that may surface lots are also prime development sites.

Following are two initiatives associated with meeting evolving needs. As noted previously, commissioning a comprehensive downtown traffic and parking study is a consistent recommendation related to all priorities.

Priorities

» Reduce surface parking/increase reserve

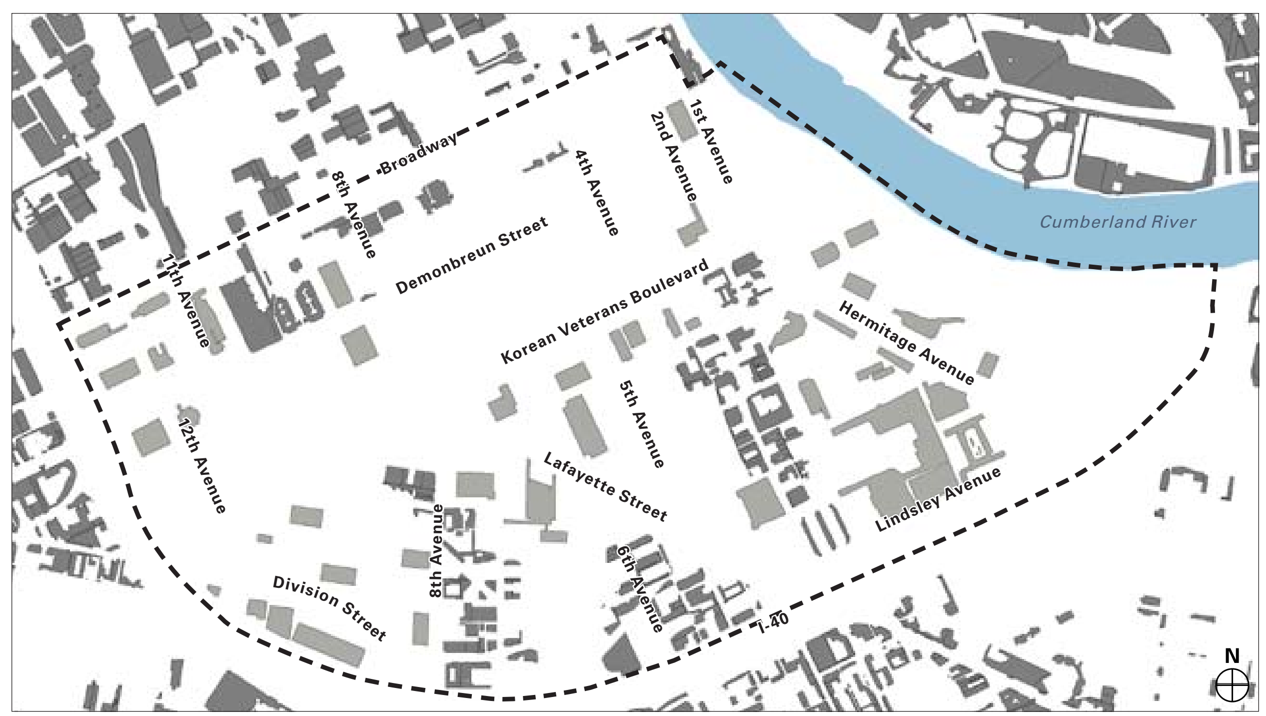
» Explore creation of Parking Authority or similar structure

REDUCE SURFACE PARKING/INCREASE RESERVOIR

Surface lots currently occur on virtually every block south of Broadway. Stormwater runoff associated with these lots is one the factors that enhances flood events in the SoBro neighborhood. They are also for the most part pedestrian-unfriendly. However, they remain a critical part of the current downtown parking options.

EXISTING SURFACE PARKING

EXISTING PARKING



PARKING STRATEGY (SURFACE AND STRUCTURE)

PROPOSED PARKING

EXISTING PARKING

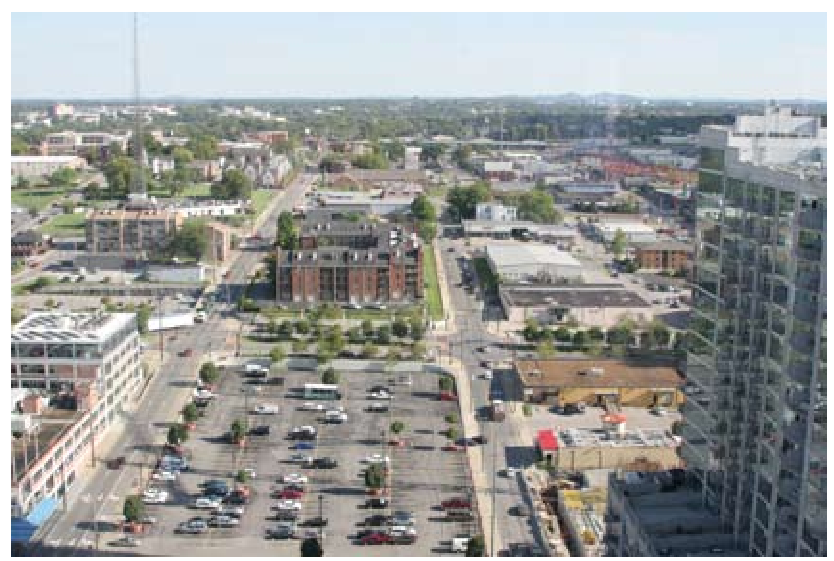
MCC and the Pinnacle Tower mark a paradigm shift for downtown Nashville in that both buildings implemented green roofs to reduce runoff and diminish the heat island effect by covering new structured parking spaces. These garages have the added benefit of being multipurpose — designed to serve both onsite and offsite users. Many of the new hotels also incorporate underground spaces.

The strategy moving forward is to reduce surface lots while increasing the overall parking reserve. Multipurpose structured parking should continue to be encouraged in all new developments when feasible and opportunities for on-street spaces should be incorporated wherever possible. New public garages, as discussed below, will also be required to meet future demand. When surface lots are necessary they should treat and infiltrate stormwater onsite. Special attention must be paid to buffering these lots with pedestrian-friendly landscaping and street furniture in support of a vibrant and attractive street scene.

EXPLORE CREATION OF PARKING AUTHORITY OR SIMILAR STRUCTURE

Available parking is critical to economic growth. It should be the City's intent that supply and demand are in balance. Consistent with MDHA's *Market Analysis of Downtown/SoBro*, it is the recommendation of the team's market consultant that Nashville explore the creation of a parking authority or similar structure to help fund new garages. Parking authorities typically construct, own, and/or operate public parking facilities. New garages will be required south of Broadway in the future and this is a strategy that other cities have used successfully for bonding purposes.

SURFACE PARKING BETWEEN FIRST AND SECOND AVENUES



SURFACE PARKING BETWEEN SECOND AND THIRD AVENUES AT KVB

KEY RECOMMENDATION

- Reduce surface parking/ increase reserve
- Explore creation of Parking Authority or similar structure

MCC Expansion Options

Historically, most new convention center facilities experience growth pressures within the first ten years of operation. Expansions typically fall into two programmatic categories — exhibition centers or conference centers. Exhibition centers are connected to the main facility and function as a direct extension. Conference centers are free standing and complementary, with the option to include a full service hotel. Working with TVS Design — the MCC architects — the team incorporated expansion options for the convention center into the overall SoBro growth strategy in anticipation of this possibility. The market will ultimately determine which typology, if any, is appropriate for Nashville.

The team, along with TVS and the MCC project management team, identified five feasible expansion options for the MCC. The exact site will be identified based on availability/feasibility in the future. These alternatives are described below and illustrated at right:

Option I: Additional Meeting Space Within the Existing Footprint

The most cost effective option is to expand within the footprint of the existing building. Although the compactness/efficiency of the existing facility will not accommodate a major expansion, TVS determined that space is available for limited meeting room expansion.

Option II: Exhibition Center or Conference Center West

A large privately-owned redevelopment site exists to the west of MCC, across Eighth Avenue. The owner is actively marketing this approximately 12-acre site for redevelopment. TVS determined that either an exhibition center or conference center would work at this location. An advantage for the exhibition center option here is the proximity to the main MCC Exhibit Hall. Disadvantages include a required skyway over Eighth Avenue and lengthening of MCC to 4 city blocks. Being west of the main entrances challenges the conference center option.

Option III: Exhibition Center or Conference Center South

A series of parcels are prime candidates for redevelopment south of MCC, between Fifth and Sixth Avenues. This approximately 4- to 9-acre area is privately owned. TVS determined that an Exhibition Center will work on 9-acres or a conference center on 4 acres at this location. Similar to Option II, the requirement for a truck bridge over KVB is a major exhibition center disadvantage. The area is also on the opposite side of MCC from the main pedestrian circulation space.

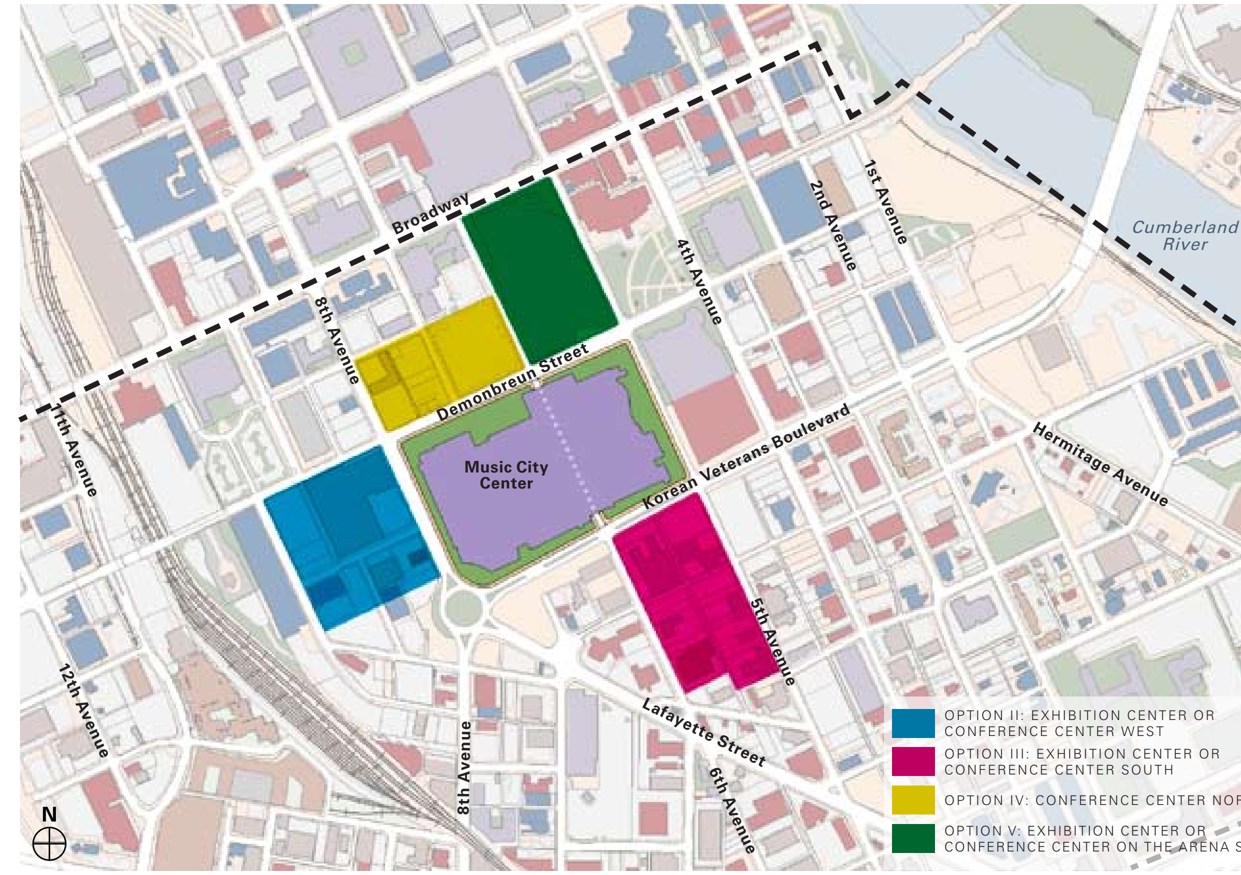
Option IV: Conference Center North

First Baptist Church is interested in subdividing their property north of MCC to create an approximately 6-acre redevelopment site. TVS determined that only a conference center would work at this location. A site advantage is that it is directly across from the MCC main entrance and could incorporate a complementary pedestrian plaza.

Option V: Exhibition Center or Conference Center on the Arena Site

Arenas in the United States typically have a fifteen to thirty year life span. Although trends are hard to predict, the Bridgestone Arena is currently within this window. Event requirements almost always dictate that a new arena be constructed before the existing facility is decommissioned precluding rebuilding onsite. This plan does not recommend moving the Bridgestone Arena. However, if this site is available at the time of MCC expansion it has the advantage of being City-owned and connected to MCC by a service tunnel under Demonbreun Street. Either an exhibition center or conference center will work on this site.

Given that MCC is still under construction the future expansion need is speculative. The market will ultimately determine which typology, if any, is appropriate for Nashville. Further evaluation of these alternatives will be required if and when the need arises, as some options are likely to be encumbered with new development.



CONVENTION CENTER EXPANSION OPTIONS

Image courtesy of CCA

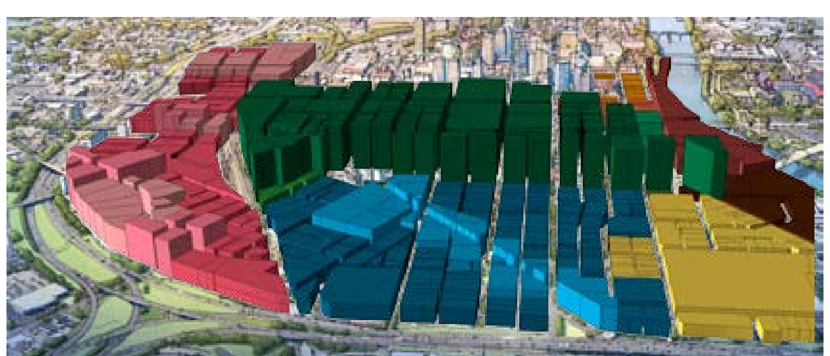
Image courtesy of CCA

MCC RENDERINGS

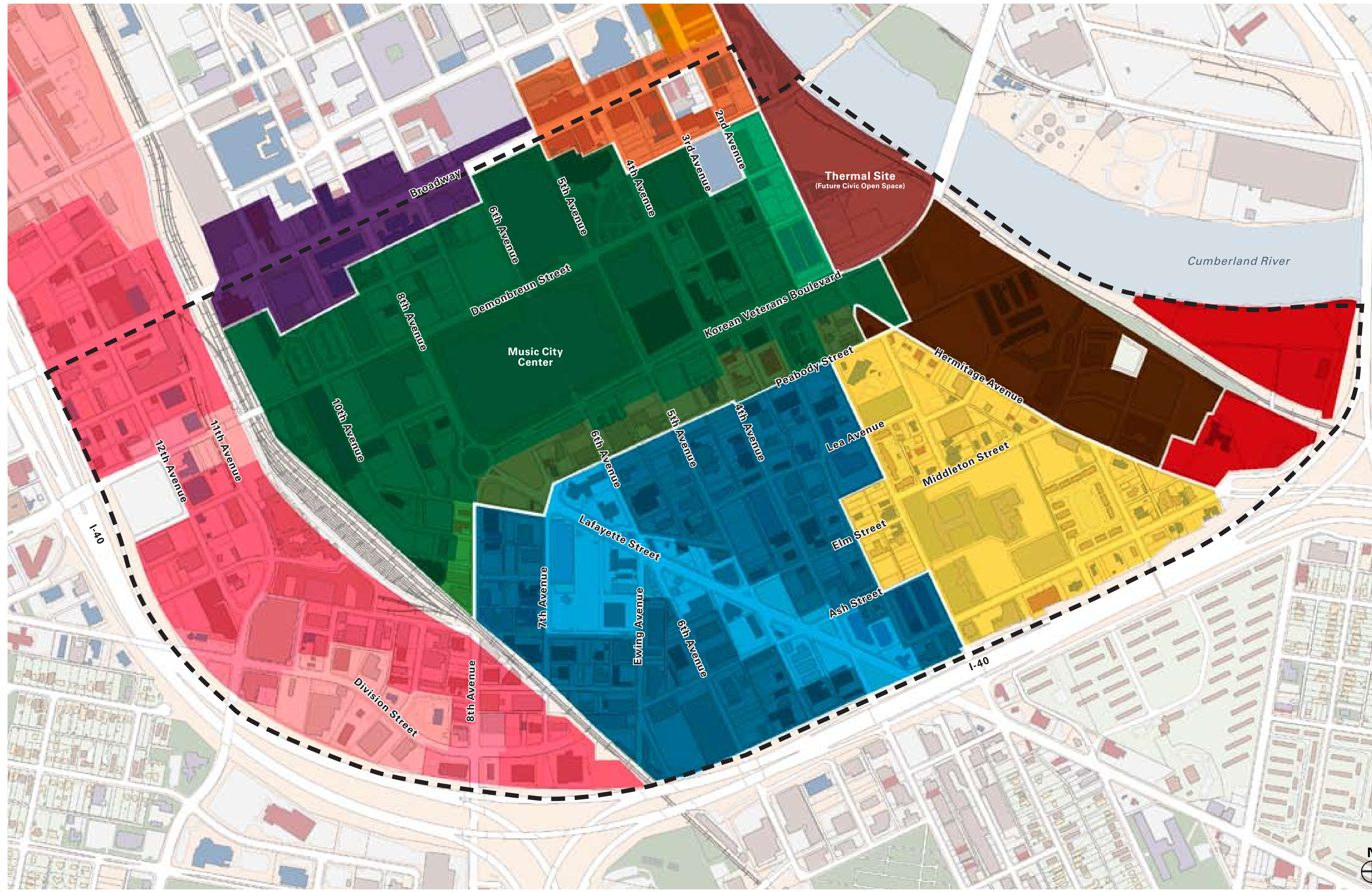
Regulations

KVB and a new roundabout are envisioned as a high density, mixed-use urban boulevard. KVB's prominence as the main east/west connection and gateway, its relationship to the new MCC, Omni Hotel, Country Music Hall of Fame, and the Cumberland River, and its Complete Street design call for high-quality development that optimizes the area's potential, creates significant value as a desirable address, and catalyzes development surrounding it, especially to the south in the Lafayette neighborhood.

In 2005, MDHA developed the *Gateway Boulevard Design Guidelines* (Guidelines) for KVB, which was subsequently adopted as an *Urban Design Overlay* (UDO), a zoning overlay that provides more specific guidelines than conventional base zoning. In 2010, Metro Council approved the new *Downtown Code* (DTC), a rezoning of the entire downtown including the study area. As part of this planning process, the team reviewed the DTC and the Guidelines relative to the vision for the SoBro neighborhood, the KVB, and the roundabout. The following are our observations and recommendations for modifying the Guidelines/UDO and DTC to ensure the vision of a high-quality, high-density, mixed-use, pedestrian-friendly boulevard is carried out. Each of these recommendations should be carefully and thoroughly evaluated by MDHA, the Planning Department, Public Works, and other Metro Agencies to verify their validity and appropriateness.



PERMITTED HEIGHTS PER DOWNTOWN CODE



DOWNTOWN CODE ZONING DISTRICTS

UPPER BROADWAY SUBDISTRICT
LAFAYETTE SUBDISTRICT
SECOND AND BROADWAY SUBDISTRICT
RUTLEDGE HILL SUBDISTRICT
RIVER SUBDISTRICT
ROLLING MILL HILL SUBDISTRICT
SOBRO SUBDISTRICT
RUTLEDGE RIVER SUBDISTRICT
GULCH SOUTH SUBDISTRICT
STUDY AREA BOUNDARY

1 **Enforcement** — The Guidelines/UDO should be strictly enforced. Variation and flexibility is important for the Design Review Committee to consider so as far as each project and design strives to fulfill, to the greatest extent possible, the intent of the UDO. Development goals, physical constraints and budgetary limits often lend themselves to alternate approaches to design. However, in order to ensure KVB, the roundabout and the surrounding areas optimize their potential, it is paramount that the Guidelines/UDO and their intent are strictly enforced.

2 **Consistency and Clarity** — The Guidelines/UDO and the DTC should be thoroughly reviewed for consistency and updated. Clarity should be provided as to the standards that apply from both.

3 **Name** — For clarity of use and due to the adoption of the UDO and the change of the street name, the Guidelines should be renamed the *Korean Veterans Boulevard Urban Design Overlay*.

4 **Boundary** — For consistency, the Guidelines/UDO should be updated to reflect the adopted UDO boundary, which includes all properties along KVB from First Avenue to Eighth Avenue. In addition, to ensure a similar quality of development at the roundabout, the Guidelines/UDO boundary should be expanded to include all properties fronting and near the roundabout. Specific guidelines for the roundabout should be considered including potential additional height minimums, curved facades and additional sidewalk width. Currently, the Guidelines/UDO falls within and is regulated by both the Capitol Mall and Rutledge Hill Redevelopment Districts. Expansion of the Guidelines/UDO to include all properties on the roundabout will require enforcement of the guidelines in the Arts Center Redevelopment District as well.

5 **Build-to Line** — A varying build-to line of 0-10 feet should be allowed along the boulevard for additional sidewalk width, outdoor dining, etc. Additionally, the roundabout has been constructed with 10-foot sidewalks. As development occurs, an additional 4 to 10 feet of sidewalk should be required to be provided. On the west side of the roundabout, there is additional unbuilt right-of-way. The team recommends that this area be built as hardscape between the building facade and the sidewalk to preclude a "dead zone".

6 **Minimum Height** — Currently, the DTC and the Guidelines/UDO each require a minimum of 3 stories. The SBSMP envisions taller buildings (8 to 12 stories +) along KVB and taller buildings around the roundabout creating a critical mass and suitable massing for the space. A required minimum of 5 stories should be considered along the Boulevard and additional stories may be considered around the roundabout. No change to the existing step-back height in the Downtown Code is recommended.

7 **Ground Floor Active Uses** — Both the Guidelines/UDO and the DTC require "built-out usable space"/"active uses" on the ground level. This should be strictly enforced to assure an activated, pedestrian oriented streetscape. The Guidelines/UDO should reference the DTC's definition of "active use" as "…a habitable space occupied by retail, office, residential, institutional or recreational uses, specifically excluding parking and mechanical uses." The Guidelines should also prohibit hotel guest rooms as an approved "active use" on the ground floor of KVB and the roundabout. The team recommends that a new term be added and defined in the Guidelines/UDO and the DTC. "Interactive use" — an activity use that fosters a high level of interaction between the building and the public, such as retail, restaurant or lobby space. Interactive uses shall be required on KVB and the roundabout while active uses are appropriate for the side streets.

8 **Exterior Corridors** — Exterior corridors often found on low-rise motels and residential buildings should be prohibited in the Guidelines/UDO.

9 **Surface Parking** — In order to promote high-density, mixed-use development and pedestrian-oriented design, surface parking lots should be prohibited on properties with frontage on the Boulevard. Additionally, MDHA should consider modifying the Land Use Plans for each applicable Redevelopment District to prohibit surface parking in areas regulated by the Guidelines/UDO. The intent is to prevent low-density development and surface parking as a primary use along the Boulevard. Adaptive reuse of existing buildings and their associated parking lots as an interim use — prior to redevelopment — may be considered a modification. Likewise, small supplemental parking areas for valet or short-term parking internal to the block and not fronting primary or secondary streets may be considered a modification. If allowed, these modifications should be subject to the screening requirements currently included in the Guidelines/UDO and DTC.

10 **Downtown Code Incentives** — Feedback received during the planning process indicated that the DTC Bonus Height incentives are not being utilized. Generous by-right height allowances, the demand and cost of parking, and the challenges of land assembly required to maximize the development and parking create challenges to warrant additional height through the bonus program. Other types of incentives should be considered in addition to, or in lieu of, height incentives including, reduced stormwater fees, regional/district stormwater treatment, electrical and utility service assistance to name a few.

NEIGHBORHOOD PLANS

Overview

THE SOUTH OF BROADWAY area is currently composed of a series of neighborhoods, some of which overlap north of the study area. Among these are The Gulch, Rutledge Hill, Rolling Mill Hill, SoBro, and Lafayette. Currently, they are loosely connected, interrupted by underutilized land and railroad tracks, and in some cases suffering from a lack of amenities that would attract the broader population to enjoy the area. The SBSMP seeks to create a shared sense of purpose by encouraging a mix of complementary uses, improving connections, and building on the area's rich history, character, and identity.

As can be seen in the diagrams, the plan builds on the idea of independent yet linked neighborhoods, each having its own defined character and purpose. These areas are knit together by a framework of pedestrian, bike, and vehicular connections.

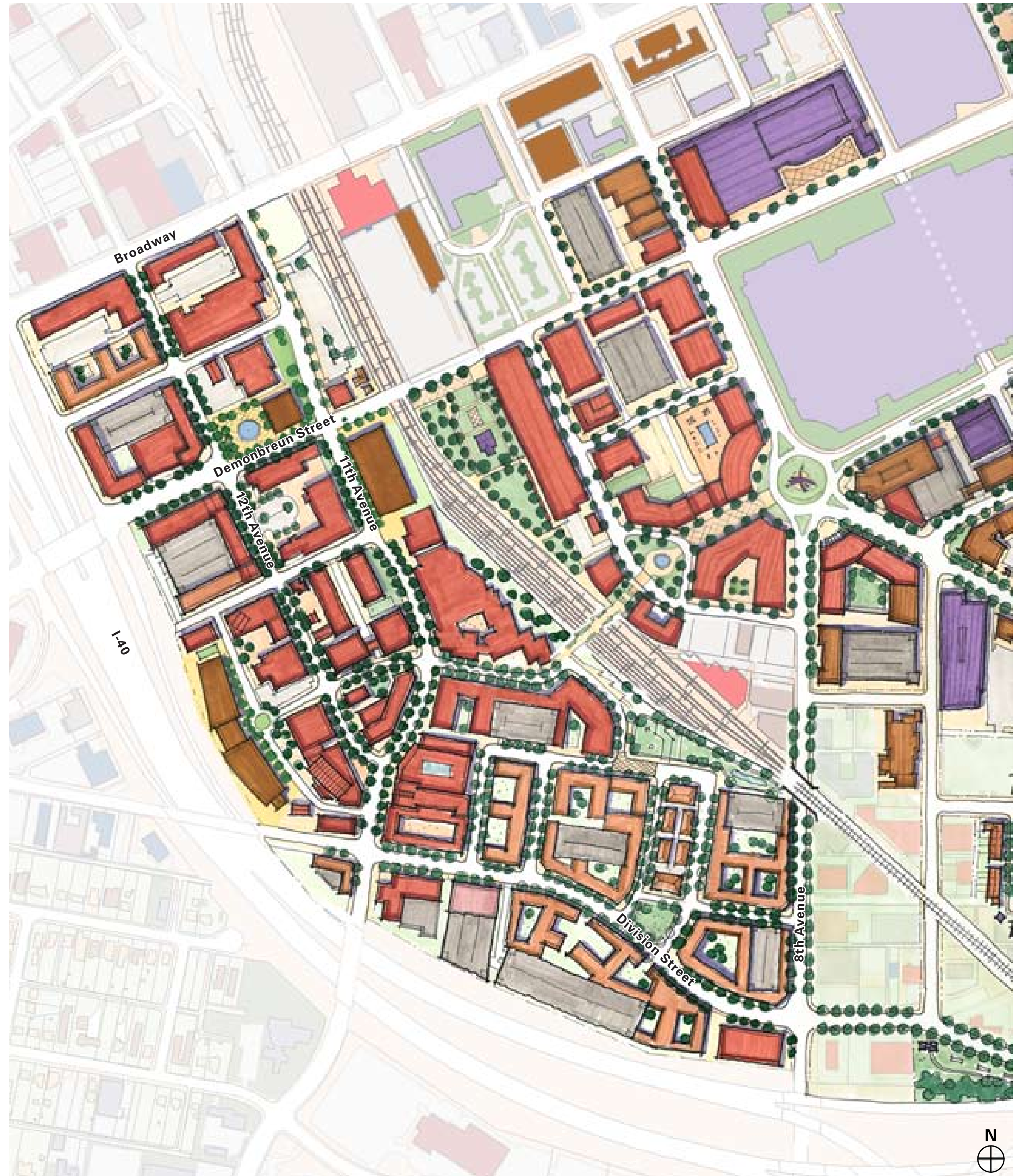
NEIGHBORHOOD AREAS PLAN

The Gulch

Over the last decade, The Gulch has emerged as Nashville's largest downtown mixed-use neighborhood with over 1,000 new residential units, retail shops, restaurants, and entertainment venues, including the M Street area between Broadway and Demonbreun. *The Gulch Redevelopment Master Plan* and the *Downtown Code* will continue to guide the successful transformation of this once blighted industrial area into a thriving mixed-use neighborhood.

As the neighborhood grows, a number of opportunities exist to further enhance the success of The Gulch. As The Gulch has cycled through its initial demographic makeup, specific needs of a diverse community have become apparent including the desire for open space. Neighborhood parks should be encouraged to provide recreation and leisure opportunities for residents and patrons. Specifically, the triangular shaped parcel between the tracks, Pine Street, and Gleaves Street could provide the opportunity for a playpark for children and a small dog park for resident canines.

THE GULCH LOCATOR MAP



THE GULCH ILLUSTRATIVE PLAN

The plan supports the ongoing efforts to implement The Gulch Greenway paralleling the railroad tracks and Eleventh Avenue and Industrial Boulevard. In addition, a new pedestrian and bike bridge across the railroad tracks would provide The Gulch residents more direct access to adjacent neighborhoods, and would give convention attendees, tourists, and SoBro office workers more convenient access to The Gulch. Likewise, enhanced pedestrian access along the Demonbreun Viaduct via a widened pedestrian promenade and potential use of the Clement Land Port will better connect The Gulch and M Street to The Frist, Cummins Station, MCC, and other SoBro attractions. Together, these connections could form a Gulch greenway loop, connect to the riverfront along KVB and tie into the overall Nashville greenway network.

Division Street currently terminates at the CSX railroad tracks at the east end of The Gulch. The plan recommends extending Division Street over the tracks near the interstate connecting the Lafayette and Rutledge Hill neighborhoods to The Gulch. This connection will provide additional access to The Gulch from the east for automobiles, transit, bikes, and pedestrians.

Students from The University of Tennessee and the Nashville Civic Design Center recently studied capping I-40 along the west side of The Gulch. Connecting midtown to downtown with a land bridge/open space amenity could enhance development opportunity and value, would mitigate the division created by the interstate loop, and would create attractive gateways from the west into downtown. This plan supports enhancing linkages to the west from The Gulch with concepts such as this and recommends further study of this idea and other potential means of connection.

PRIORITIES

- » Expand the Parks and Open Space Network
- » Connect the SoBro neighborhood to The Gulch

Rutledge Hill and Rolling Mill Hill

Historically, Rutledge Hill was one of Nashville's great urban neighborhoods. With a peppering of historic homes remaining (many of which have been converted to commercial uses) Rutledge Hill maintains a character and scale that should be preserved and enhanced. This is a familiar destination for many, as it is home to the Nashville Children's Theater and the recently renovated Historic Howard School/Richard Fulton Campus, a main hub of Metro Nashville's city agencies. Continued adaptive reuse of existing structures and strategic infill of parking lots should support and enhance the neighborhood's established character.

Rolling Mill Hill is emerging as one of Nashville's most successful redevelopment areas and is a prime location for residential and office uses. The recently renovated Trolley Barns, and near complete Ryman Lofts (artist lofts) along with other mixed-income apartments, are attracting the creative class to downtown with riverfront access and skyline views. Guided by the Rolling Mill Hill Master Plan the neighborhood is on track to complete its transformation into a thriving mixed-use community.

RUTLEDGE HILL AND ROLLING MILL HILL LOCATOR MAP

RUTLEDGE HILL AND ROLLING MILL HILL ILLUSTRATIVE PLAN


RUTLEDGE HILL


ROLLING MILL HILL

The Strategic Master Plan identifies several recommendations to enhance and continue the revitalization of Rutledge Hill and Rolling Mill Hill. While the Fulton campus provides some public open space, there is a need for public parks to serve the emerging residential community. At Rolling Mill Hill, a neighborhood park is planned as part of the next phase of development. Several vacant parcels offer an opportunity to incorporate a sizable open space that should reinforce access and connectivity to the Thermal site, should it be repurposed as a civic open space in the future.

Other recommendations for public parks include Captain Ryman Gardens at the lot on Lea Avenue and Second Avenue South, a parklet at the terminus of Academy Place (see Nashville Civic Design Center's Moving Tennessee Forward) and as the downtown residential community reaches a critical mass, the bottoms located below Rolling Mill Hill and the Music City Star line present an opportunity for active sport and recreation facilities with riverfront access.

Reinforcing important connections through Rutledge Hill/ Rolling Mill Hill will enhance development opportunities and create a more unified community. Specifically, Middleton Street is the main east/west spine through the neighborhood connecting Second Avenue to the Riverfront at Rolling Mill Hill. Enhanced streetscapes and parking lot infill along Middleton will further emphasize this connection. Hermitage Avenue is envisioned as a pedestrian-friendly, mixed-use street and the primary neighborhood commercial spine. Efforts should continue to enhance the pedestrian experience on Hermitage with streetscape and intersection improvements, adaptive reuse for neighborhood retail and restaurants and selective infill with active ground floor uses.

PRIORITIES

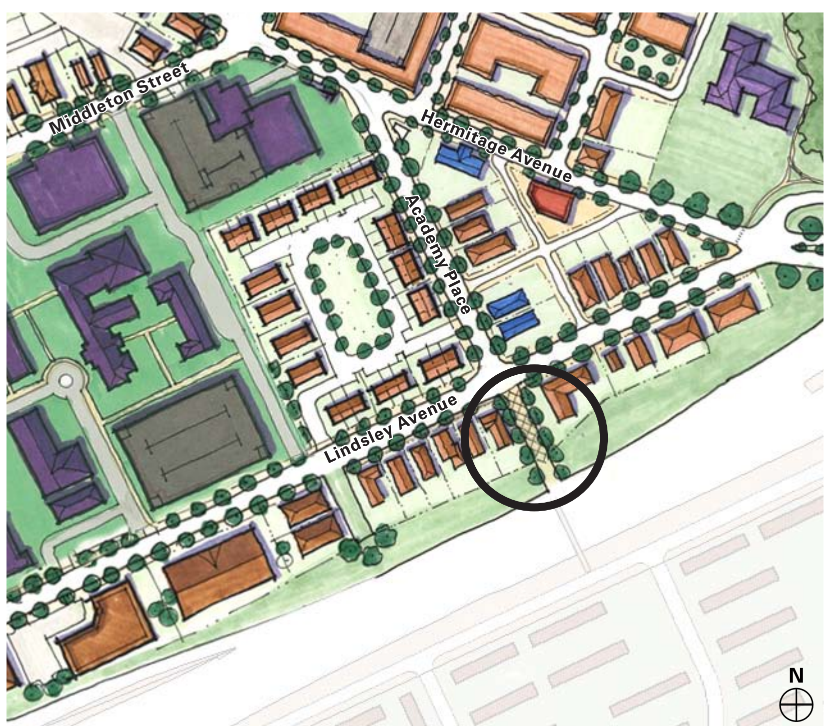
- » Expand the Parks and Open Space Network
- » Implement Complete Streets

ACADEMY PLACE PEDESTRIAN BRIDGE

The existing pedestrian bridge that crosses Interstate 40 at Academy Place should be enhanced based upon the Nashville Civic Design Center's *Moving Tennessee Forward* plan to create a safe, attractive connection to and from neighborhoods to the south. This will:

- connect the Rutledge Hill and Rolling Mill Hill neighborhoods across the interstate to neighboring communities
- create a gateway into the neighborhoods from the south

EXISTING CONDITIONS OF ACADEMY PLACE



ACADEMY PLACE PEDESTRIAN BRIDGE LOCATOR MAP

VIEW OF THE PROPOSED ACADEMY PLACE PEDESTRIAN BRIDGE

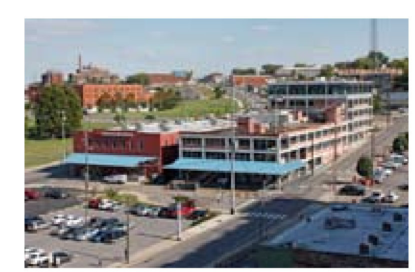
SoBro

For the purposes of this discussion, SoBro is defined as not only the SoBro neighborhood, but also portions of the Lower Broadway, Second and Broadway, and River neighborhoods. This area is currently seeing more investment than any other part of City. MCC is the latest addition to an impressive list of institution that include the Frist Center, Bridgestone Arena, Country Music Hall of Fame, Schermerhorn Symphony Center, and First Baptist Church. Three Class A towers, the Pinnacle, Encore, and Omni, complement these destinations and suggest the mixed-use future of this area. Asurion's new headquarters, located in a renovated warehouse, is another marquee use. Food and beverage uses in and around The District are an attraction unto themselves.

SoBro was the hardest hit downtown neighborhood in the 2010 flood. New development will include flood mitigation measures to provide some insurance that commerce will bridge future flood events — and there will be new development! SoBro has hit a tipping point were virtually every remaining property is in play. Nevertheless, this area still faces challenges with regard to open space, connectivity, mix, and street level activity. The proposed priorities draw on ideas form Nashville citizens and the team. The plan

SOBRO LOCATOR MAP

AERIAL VIEW OF MASTER PLAN FOR SOBRO



builds on the rich assets that are already in place while introducing facilities and uses that will encourage a unique 24-hour-a-day place.

Revered by the public, the institutions and The District are seen as some of the best places in downtown Nashville. Improvements will therefore focus on the areas in and around these amenities. The plan proposes repurposing the Thermal site and building a new pedestrian/bike bridge as bookends to improve connections to the Cumberland River and The Gulch respectively. Detailed recommendations for both of these initiatives can be found in the Parks and Open Space subsection of this report.

The plan also proposes to extend The District south to KVB. This area is receiving intense scrutiny form developers as the build out of MCC and Rolling Mill Hill create a hole in the donut effect. Retail is the preferred use for ground-floor spaces along Second, Third, and possibly First Avenues plus portions of Molloy and Demonbreum Streets. Upper floors should include a mix of office, residential, and hospitality uses. Special consideration must be given to circulation and parking as queuing along KVB already spills into this area. A master developer agreement may be an option to help ensure coordinated planning.

Another key priority is to activate the southwest corner of the Bridgestone Arena with a restaurant or similar venue. The arena was the first major investment south of Broadway, designed before Fifth Avenue and Demonbreum Street became a 100% corner. The southwest corner of the arena is currently occupied by a practice facility that presents a blank wall to the street. Animating this space would go a long way towards reinvigorating street life.

Related to the Arena initiative is the recommendation to extend the Avenue of the Arts designation south from Broadway to Lafayette Street. The vision call for an arts related address characterized by a wide mix of arts, civic, cultural, and retail uses in an eclectic mix of existing and new buildings. A park is suggested as the south terminus in association with Rocketown (see Avenue of the Arts view).

Rounding out priorities for SoBro is the strategy for infill along new streets. KVB and the roundabout create a beautiful urban boulevard that requires a certain scale and quality of development to hold the space. Adjacent infill should be high quality, high-density, mixed-use (not just hotels), and pedestrian-friendly at a minimum five-story scale (with the exception of the proposed police station). Towers at the roundabout would be consistent with the importance of this key point (see KVB view). A discussion of exiting and proposed guidelines can be found in the Regulations section of this report.

PRIORITIES

- Repurposing the Thermal site
- Connecting the SoBro neighborhood to The Gulch
- Extend The District south
- Encouraging high-density infill along KVB and the roundabout
- Activate the southwest corner of Bridgestone Arena
- Extend Avenue of the Arts south

VIEW OF KVB WITH FUTURE DEVELOPMENT (LOOKING WEST)

Lafayette

The Lafayette neighborhood is an anomaly in downtown Nashville, characterized by light industrial uses, opportunity sites, a concentration of homeless men, surface parking lots, and significant blight. It is only in recent years that the neighborhood has suffered prolonged decline. Historically, Lafayette was a different place. Car dealerships once lined Lafayette Street as the mainstay of a vibrant commercial district. Churches and other historic buildings still dot the area. Even today scattered bright spots remain such as Rocketown, The Mercy Lounge, and Third Man Records. With economic growth advancing at a blistering pace in every direction the time for Lafayette to reverse course seems near.

For this to happen some significant challenges will need to be overcome. A big hurdle is that underground utilities must be run from the new NES substation on KVB to development sites at the developer's expense or that underground utilities must be coordinated in a larger plan between city agencies. This is cost prohibitive for sites that are blocks away. Another constraint is that lots are smaller than in other areas of downtown, often necessitating site assembly for redevelopment. Lafayette is also the only neighborhood south of Broadway that falls outside the various redevelopment areas, limiting available redevelopment tools. The most talked about issue is that the combination of the Rescue Mission and Room at the Inn create an uncomfortable concentration of homeless men on the streets. Many people believe that the neighborhood has no chance for success unless the Rescue Mission moves. At least one stakeholder believes that the Mission's "five-acre parcel is a game changer". It is a fact that market forces are driving up adjacent land values and may influence the future decisions. However, as a private non-profit, the Mission has the ultimate say in matters related to location.

The strategy going forward is to build on strengths while eliminating weaknesses. This will permit market forces to act in the neighborhood as barriers are removed and demand grows. Revitalization is likely to be slow and incremental given the challenges. This may favor small investors that are priced out of other parts of downtown. The modest scale mandated in the DTC could also favor urban pioneers.

The plan includes connecting Division Street, transforming Lafayette into a Complete Street, eliminating surplus street fragments, expanding the parks network, and extending Avenue of the Arts south, all of which are intended to improve the local quality of life. Detailed recommendations for these initiatives can be found in the Streets, Parks and Open Space, and SoBro subsections of this report.

LAFAYETTE LOCATOR MAP

AERIAL VIEW OF MASTER PLAN FOR LAFAYETTE

Historic buildings, such as the churches and Cannery Row, should be preserved to help ground new infill development to the City's past. As for the balance of the neighborhood it is somewhat of a blank slate. The plan calls for focusing efforts on Division and Lafayette Streets and then working out into the core. Retail is the preferred use for ground-floor spaces along Lafayette Street. Upper floors could include a mix of office or residential uses.

Core areas are ideal for an informal eclectic mix of residential, live/work and office uses. A school or cultural venue would also be an appropriate use and could help serve the expanding downtown residential population. Some industrial uses should remain in proximity to Interstate 40.

The team also recommends exploring the pros and cons of making Lafayette a part of an adjacent redevelopment area or an independent redevelopment area. This may be of value if it meets the prerequisites and new tools could be made available that would accelerate the pace of positive change.

The City should also open a dialog with the Rescue Mission on the homeless issue. The Mission not only provides meals and beds, but support and treatment for those struggling with homelessness, addiction, and other problems. There may be a mutually beneficial alternative to the current warehouse facility.

PRIORITIES

- Connect Division Street
- Implement Complete Streets
- Eliminate fragments
- Expand the Parks and Open Space Network
- Extend Avenue of the Arts south
- Weigh the benefits of redevelopment area status

VIEW OF LAFAYETTE STREET AS A COMPLETE STREET (LOOKING NORTH)

VIEW OF AVENUE OF THE ARTS (FIFTH AVENUE LOOKING NORTH)

VIEW OF NEW LAFAYETTE PARK (LOOKING NORTH)

NEXT STEPS

Summary of Initiatives

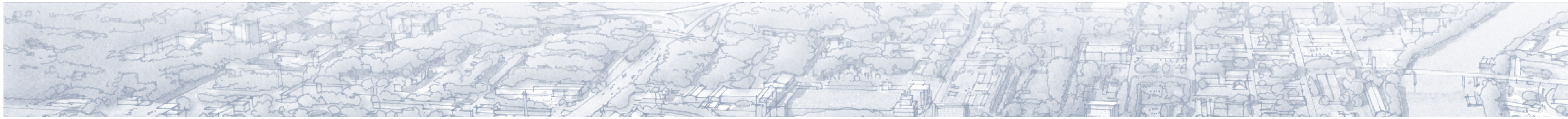
THE CCA AND NDP OWN the SBSMP and are responsible for distribution. However, the document is designed to be broken apart in a way that allows its recommendations to be adopted as amendments to other regulating documents, such as the *Gateway Boulevard Design Guidelines*, *Major and Collector Street Plan*, and *DTC*. This strategy is meant to vest recommendations where they will provide maximum leverage. Key recommendations may also be implemented directly by the City.

Summary of Policy and Planning Recommendations

Policy Recommendations*		
Recommendation	Neighborhood(s)	Page Number(s)
Commission a comprehensive downtown traffic and parking study	All	6
Refine MDHA's redevelopment districts design guidelines, the *Downtown Code*, and the *Major and Collector Street Plan*	All	6
Explore creation of a parking authority or similar structure	All	6
Incentivize on-site stormwater management and the creation of open space	All	6
Street Recommendations		
Connect Division Street*	Gulch and Lafayette	26, 46
Implement Complete Streets*	All	27
Eliminate fragments along Lafayette Street	Lafayette	28
Convert one-way streets to two-way streets	All	28
Encourage pedestrian enhancements	All	29
Parks and Open Space Recommendations		
Expand the open space network	All	31
Repurpose the Thermal site*	River	32
Connect the SoBro neighborhood to The Gulch*	SoBro, Gulch	33
Benchmark metrics	All	34
Support programming	All	34

Transit Recommendations		
Recommendation	Neighborhood(s)	Page Number(s)
Reroute the Green Circuit	SoBro, Gulch, Broadway	36
Lengthen the Purple Circuit	SoBro, Rolling Mill Hill, Rutledge Hill, River	36
Consider creating a Hotel Circuit	SoBro	36
Develop real-time bus tracking system	All	36
Integrate bike centers	All	37
Parking Recommendations		
Reduce surface parking / Increase parking reserve	All	38,9
Neighborhood Recommendations		
Extend The District south	SoBro	50,1
Encouraging high-density infill along KVB and the roundabout	SoBro	50,1
Activate the southwest corner of Bridgestone Arena	SoBro	50,1
Extend Avenue of the Arts south*	SoBro, Lafayette	50,1
Weigh the benefits of redevelopment area status	Lafayette	53,4

*High-priority recommendation



APPENDIX

The Eisen Group Market Analysis

South of Broadway Master Plan

The Master Plan for the study area South of Broadway includes already established/emerging residential and mixed-use neighborhoods (The Gulch and Rolling Mill Hill) as well as destination/anchor uses that attract and sustain traffic throughout the year.

Established destinations include:
• The new 1.2M SF Music City Center opening in April 2013
•Bridgestone Arena
•Schermerhorn Symphony Center
•The Country Music Hall of Fame
•The Frist Center for the Arts
•The Broadway/Second Avenue entertainment district

Who are the SoBro Markets?

•MCC visitors and conference attendees
•Downtown and area hotel guests
•Event/sports/ entertainment visitors
•Downtown Residents
•Downtown Office workers
•Area Students
•Nashville Tourists
•Niche industries

MCC Visitors and Conference Attendees

Projected annual attendance expected to be MCC visitors and conference attendees:

- 2012: Est. 375,000
- 2017: Est. 516,000
- 2022: Est. 547,000

Projected total convention visitor non-room spending:

- 2012: Est. $ 58.1M
- 2017: Est. $ 86.6M
- 2022: Est. $106.6M

MCC Conference and Visitor Impacts

- Increased MCC Meetings, conferences and Conventions
- Flood Mitigation Improvements
- Broadway/Second Avenue Entertainment District (local/visitor)
- Country Music Hall of Fame, CMA Awards Festival (local/visitor)
- Schermerhorn Center
- Frist Center (local/visitor)
- The Gulch dining, clubs (local/visitor)
- Bridgestone Arena/Predators
- LP Field/Titans Football
- Ryman Auditorium (local/visitor)
- TPAC (nearby DT location; local/visitor)

Hotel Inventories in Comparable/ Competitive Cities

Summary Table – Comparable/Competing Convention Centers and Hotels

	Location	Convention Center Gross SF	Number of Proximate Hotels	Number of Proximate Hotel Rooms	Proximate Rooms per 1,000 SF of Convention Center Space	Notes
1	Downtown Nashville	1,200,000	12	3,027	**2.33**	*W/in .5 mile of MCC; adding 1,055 rooms*
2	Nashville Mid-Town/West End	see above	13	2,620	**2.02**	*Located 1.2 to 2.8 miles from DT Nashville*
3	San Diego	1,107,000	43	14,352	**12.96**	*Adding 480K sf + 500 new rooms*
4	Austin	900,000	21	5,830	**6.48**	*Adding 2,200 more rooms, conference center*
5	San Antonio	1,300,000	39	10,853	**8.35**	*Proposed 100K addition to Conv Ctr East*
6	Columbus OH	1,700,000	13	4,000	**2.35**	
7	Atlanta	3,900,000	32	9,483	**2.43**	
8	Indianapolis	1,200,000	23	6,605	**5.50**	
9	Philadelphia	1,000,000	30	9,672	**9.67**	*PA Conv Ctr expanded by 230K SF in 2011*
10	Salt Lake City	675,000	28	7,191	**10.65**	
11	Denver	2,200,000	24	8,337	**3.79**	
12	Kansas City	1,300,000	11 (6+5)	3,696	**2.84**	*Hotels split between DT KC and Crown Ctr*

Source: The Eisen Group

Downtown Hotel Market and MCC

Downtown Nashville Hotel Market:

Walkable/Proximate Downtown
•Current DT Inventory: 3,027 rooms
•Omni & Hyatt Place: +1,055 rooms
Midtown/West End: 2,620 ooms
•Future Total ***6,702 rooms***

•Current DT Avg. Occupancy: **83%**
•Overall Nashville Avg Occup: **73%**
•Potential Gulch Hotel: *+ 450 rooms*
•Potential Intercontinental (Midtown): *325 rms*
•Future demand/avg. occupancy levels will depend on how/whether Midtown/West End rooms are considered part of primary inventory located (1.2-2.8 miles away)
•MCC visitors expected to prefer locations closer to the Convention Center; **Note:** *Smith Travel Research (STR) includes Midtown/West End rooms in overall inventory; TEG does not consider these rooms 'proximate'*

Downtown Office Market

Downtown Office Market	Square Feet
Total Nashville Area Office Inventory	34,658,614
Downtown Office Inventory	7,393,893
DT as Percentage of Total Market	21%
Vacant Downtown Office SF	1,449,203
Downtown Vacancy Rate	19.60%
Average Vacancy -- Entire Market	9.50%
Average WDT Office Asking Rent	$19.18
Average Asking Rent -- Entire Market	$19.86
Asking Rent Range Across Market	$14.93 to $24.26

Pinnacle at Symphony Place	Class A, LEED Gold
Total Square Footage	520,000
Average Floor Plate	23,000
Asking Rent Range	$23.50 to $35.00

Largest Regional Office Concentration is Downtown

- *Downtown:* *7.4 M SF*
- *Cool Springs:* *6.4 M SF*
- *West End:* *5.0 M SF*
- *Brentwood:* *5.0 M SF*

•Approx. 48,000 downtown workers
•Predominant Class B to A- space
•Large State and Government presence, likely shrinking category
•More office proposed (The Gulch, West End); annual DT absorption projected at 56,500 SF/year to 2022
•Pinnacle setting new standards in Green offerings, achieved rents
•DT vacant office space (1.44m SF) available for rehab or conversion
•Most DT Core, Government office space is 'up the hill' from SoBro (*except Pinnacle*); good walk scores

Downtown Resident Market

•Total downtown core Nashville housing market:
•*End 2012:* 6,389 residents
4,359 households
•*Projected:* 10,634 residents
(2017) 7,089 households
•The Gulch and Rolling Mill Hill have introduced urban living to new resident sub-markets (DT Workers, Young Professional, Empty-Nester groups); Downtown is HOT
•Demand outpacing supply

Downtown Residential Dvt. Market

- Rental Residential Market at 98% to 100% occupancy, little in dvt. pipeline
- Three rental projects under construction for 2014 delivery
- Limited supply vs. demand has pushed up pricing for rentals (5.5-10% for studios, 13.5% for one BR; 4-8% for two BR
- Condo pricing increased 12%; top pricing at ICON (Jan '12) of $467 and $498 psf
- Planned residential includes:

  12th & Laurel (The Gulch) – 312 Rental units
  RMH Rental Project -- 100 Rental units
  SoBro Tower-- 342 Rental units
- Estimated DT Demand:

  Additional 1,300 units by 2017
  Additional 1,500 units 2017-2022

Total new DT units: 3,000 by 2022

Attractions and Events Market

	Downtown Nashville Attractions Estimated Annual Attendance	
	Venue	*Annual Attendance*
1	Tennessee State Museum	90,000
2	Frist Center for the Visual Arts	234,000
3	Country Music Hall of Fame	450,000
4	Adventure Science Center (nearby)	313,000
5	Ryman Auditorium (Performances)	150,000
6	Ryman Auditorium (Tours)	135,000
7	Schermerhorn Symphony Center	142,000
8	Tennessee Performing Arts Center	390,000
9	Nashville Children's Theater	82,000
10	Bridgestone Arena	1,200,000
11	Nashville Municipal Auditorium	220,000
12	Country Music Festival (2012)	71,000
13	TN Titans - LP Stadium home games (2011)	553,144
	Subtotal: 2011 estimated attractions attendance	***4,030,144***
13	Music City Center (2017 projected)	516,000
	Total annual convention and attractions	**4,546,144**
	Average per day	12,455

Source: MDHA Downtown Market Study; Development Economics: Titans 2012 Media Guide; TEG

Revenues generated from attractions and events include:

- Food & Beverage Sales
- Hotel Room nights (Est. 1.3 million per year and increasing)
- Parking revenues
- Gas and auto services
- Retail sales

Nashville Student Market

Nashville's MSA has over ***100,000*** students in almost 50 two and four year higher education institutions

- ***MTSU***: 30,000 students
- ***Vanderbilt***: 12,700 students, 45% graduate/ professional schools
- ***TSU:*** 9,100 students (both campuses)
- ***Belmont:*** 6,000 students

Primarily consumers of DT events, retail, entertainment, dining, sports, concerts; some housing

Retail Market

Current DT Retail Supply: **1.3M SF**
Estimated 2012 Demand: **1.8M SF**
Estimated 2017 Demand: **2.1M SF**
Est. Net New SF (DT): ***780,000 SF***

Retail includes:

- Specialty Stores
- Food & Beverage
- Consumer Services
- Personal Services
- Entertainment (commercial)

Downtown Retail Recruitment Program in place at NDPartnership

Space/rent/critical mass all affect how much supportable, and where

Market/Development Opportunities

- Significant pent-up residential demand across downtown area, planned projects in SoBro, elsewhere
- Pricing an issue for affordable housing
- Integration of social services provides benefits and challenges
- Study area is large, disjointed; flood mitigation is critical
- Office market will likely be specialized, multi-tenanted
- Retail and attractions should be focused on key streets, blocks and connections to greater area

Market/Development Opportunities

- Niche/"Nashville-specific" land use opportunities (whiskey, fashion, music production/post production facilities, culture/arts, tourism…)
- Residential markets include both GenX and Gen Y, and retirees/empty nesters from suburban neighborhoods
- Transportation, walkability, connectivity between complementary uses will extend, fill-in the SoBro 'Urban Neighborhood'
- Retail focus should include local/regional stores as well as selected national tenants; critical mass and contiguous street level stores will strengthen market

SoBro Market/Planning Issues

- What land uses are most compatible with MCC?
- How can connectivity across SoBro be improved, linking Music Row, The Gulch, Rutledge Hill, Rolling Mill Hill, the Downtown Core and other areas?
- What should be the priority retail streets and blocks
- Where and how many hotels are supportable?
- How will future MCC expansion affect the SoBro development program?
- Significant future redevelopment along Lafayette Street possible, but requires designated as Redevelopment Area and major infrastructure investment completed
- Other questions/issues determined during the September 2012 SoBro Workshop

Randall Gross / Development Economics
Market Analysis Summary

Full report available at:
http://www.nashville-mdha.org/downloads/downtown.pdf

Program Summary

This section summarizes the market findings for all uses in terms of the supportable program within the Downtown study area through 2017, with some additional information on the potential program for selected uses through 2022. Furthermore, a summary of key opportunities specifically within the SoBro area is provided based on the findings from the market analysis. The study area includes Downtown, SoBro, The Gulch, and other areas within the Loop formed by Interstate 65.

Land Use	Market Potential 2017	2022	Unit	Key Opportunities SoBro (2012-2017)
Office Space	294,000-445,000*	217,000-300,000*	SF	Information & Media, Prof/Tech Services, Management Services
Housing	3,535	4,500 *(Target)*	DU	Attached SF: 500 DU Lofts/Mixed-Use: 500 DU Condo: 400 DU MF Rental Apts: 1,480 DU
Retail & Entertainment	530,000 (416,500 Recommended)	200,000	SF	240,000 SF Retail 170,000 SF Dining/Ent.
Hotel	4,330 (Gross)	150	Keys	Full-Service (400 keys) Net 0 if planned are built
Industrial	N/A	N/A		"Artisanal" Industry Specialty/food Mfg, Bakeries, catering, Showrooms, repair svcs, Transport services
Audience Support	N/A	N/A		Musical theatre venue, Mid-sized music venues, Ethnic/Intl cultural venues, Cinemas

**Caveats for capturing office potential relate to the availability of sufficient parking and pro-active recruitment of businesses to the Nashville MSA and from within the region into Downtown.*

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There is significant market potential and various opportunities for development among all land uses in the Downtown area within the next five years. Much of this potential can be captured in SoBro, which constitutes the largest under-developed neighborhood within the study area. However, The Gulch has more sites prepared and has momentum especially for housing development, to capture significant demand within the short term. SoBro is more likely to capture hotels, dining and entertainment uses in the short term after Music City Center opens in 2013. Other Downtown-area neighborhoods also offer near-term development potential for a variety of uses.

Office Space

Overall, there is potential for about 294,000 square feet of office space in the Downtown area by 2017, so long as certain prerequisites are met regarding the provision of sufficient parking, amenities, as well as pro-active recruitment of businesses. A more aggressive recruitment effort could yield larger floor-plate corporate tenants. A diverse and exciting SoBro environment will have particular appeal for the "creative class" industries including emerging information technology services and media/entertainment tenants, as well as for management, professional services, arts non-profit, and other technical service firms.

Housing

There is also potential for about 3,540 housing units in the study area by 2017. Although there is potential for about 650 single-family detached units, it is unlikely that such housing could be accommodated within SoBro unless incentives were provided to developers to underwrite land costs there. Demand for detached housing is more likely to be satisfied in surrounding neighborhoods within the Inner Loop such as Salemtown or Buena Vista. Even then, such housing would be of a relatively high-density, such as "zero-lot" line development. Affordability is an important consideration for housing geared to Downtown workers and many of the other target niche groups that form the market for inner-city housing.

SoBro is more likely to capture a share of the lofts, mixed-use buildings, condominium high-rises, or rental apartment buildings for which there is a market in the Downtown area. SoBro is also best situated to accommodate high-density attached single-family housing (e.g., townhouses, row houses, "stacked" townhouses, or "brownstones") that can be built in mixed-use blocks near the southern reaches of the Inner Loop. There is demand for nearly 2,900 of these units, a significant share of which can be accommodated in SoBro. As noted earlier, The Gulch is more likely to capture near-term demand for some of these units because there are more "ready" development sites available and a

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residential neighborhood has already been established that is more supportive of housing.

Retail & Entertainment

There is overall demand for about 530,000 square feet of retail, dining and entertainment use within the study area by 2017. SoBro could capture a substantial share of this demand, particularly in dining and entertainment potential generated in large measure by Music City Center traffic and tourism growth. An overall mix of 411,000 square feet has been recommended including 239,000 square feet in retail goods and services and 172,000 square feet in dining and entertainment, particularly well-suited to SoBro. . There is significant unmet potential for capturing regional demand for retail in the Downtown area, but shopping "districts" must be established that help agglomerate sufficient retail to generate destination demand. There is also growing potential for destination-oriented cinemas, which can benefit from a regional destination market as well as tourists, both of which can be drawn to special events (e.g., premiers) and amenities.

Hotels

There is sufficient demand to support about 4,300 additional hotel rooms throughout the Downtown area. The Music City Center, coupled with growing business and tourism activity, will generate substantial demand that must be met within the next five to seven years. There are about 13 hotels under construction, planned or proposed in the Downtown area alone. Should all of these hotels be constructed, there will be an over-supply of rooms within the next five years, despite growing demand. Further, the large number of limited-service properties proposed will not help Music City Center in recruiting the larger conventions, which need blocks of rooms in smaller numbers of properties.

Industrial Space

While a full market analysis was not conducted for industrial uses, an opportunities assessment did identify the key industries and types of businesses which could be attracted to Downtown and SoBro. Downtown remains an important location for industrial businesses, especially regional suppliers who prefer a central location with access to the entire metropolitan area. While manufacturing has declined nationally and locally, there will be growing opportunities for niche manufacturing businesses, particularly in the food sector, within the Downtown area. SoBro is particularly well suited for consumer-oriented production companies such as bakeries that supply catering services to Downtown businesses or niche food and beverage producers like whiskey distilleries, candy producers, and other specialty or craft production businesses that can attract a retail component. There is the excellent example of Hatch

Show Print, which still produces show posters but also attracts visitors to its retail shop on Broadway.

Audience Support Venues

Downtown Nashville is rich with audience venues, ranging from sports stadia to several of the nation's top-ranked live performance venues. There are additional opportunities for mid-sized live musical-theatre and other music venues, cinemas, specialty museums, and ethnic or other cultural venues. Nashville's cultural and entertainment nexus has reached a crossroads where the city could increase its long-term competitiveness for national and international conventions and tourism, while adding value to its existing offering.

Summary

Downtown Nashville and surrounding neighborhoods are likely to capture significant growth in market demand for all types of development, including office, residential, retail, hotel, industrial, and audience support venues. National trends are favoring a return to downtown and safe, urban neighborhoods that offer a diverse mix of housing, jobs, shopping and entertainment. Culture and entertainment help bring people downtown, and a sense of community keeps them there to live, work, shop, and play.

Nashville, in particular, can take advantage of this trend because of its unique and authentic identity as a cultural capital. The city benefits from national and international exposure well beyond its size, in recruiting the "creative class" of young workers that will be necessary to feed growth in our technology-driven economy. Growing Nashville's creative sectors helps the city attract corporate offices and high-tech start-ups. A healthy, attractive downtown is key to attracting this class of young workers to the city and the region; and the dynamic has shifted in terms of the environment that supports these jobs, with more of a focus on mixed-use, walk-able neighborhoods.

The best and brightest opportunities exist for Downtown Nashville to capture this growth if the appropriate environment is established. That environment includes a combination of reasonable land prices, supportive public and private transportation networks, available parking, an attractive physical environment that celebrates the unique history and marketing "identity" of Downtown-area districts; and safe and walk-able neighborhoods that offer housing, retail and other amenities attractive and affordable to target markets. Recommendations for marketing, development, financing, and management to achieve this environment are being provided as part of a Strategic Planning document subsequent to this Market Analysis.

Midge McCauley Downtown Retail Recruitment Strategy

2012 Downtown Nashville Trade Area Analysis

downtown works

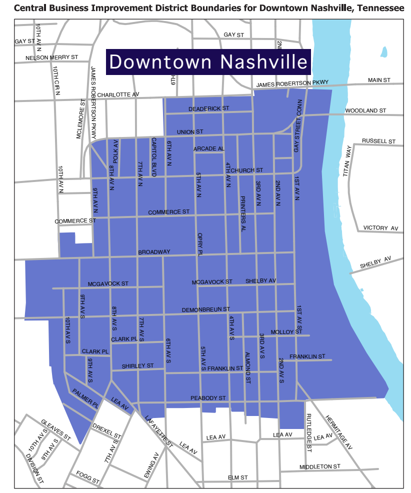
INTRODUCTION

Throughout the U.S., people are eager for urban experiences—they wish to shop and dine in authentic places that are distinct from more conventional, often contrived and sterile, options available in suburban areas. Though they will not wholly abandon other offerings, many area consumers will shift a number of their shopping and dining trips to a downtown setting if it provides a compelling and unique mix of shops and restaurants. As it draws in people from the larger trade area, an urban place simultaneously serves its immediate residents, workers and visitors.

This report defines and analyzes the population comprising Downtown Nashville's trade area. It serves as an update to a study conducted in 2007 by ERA's Downtown Works division.

The report includes the following:

Central Business Improvement District Boundaries for Downtown Nashville, Tennessee

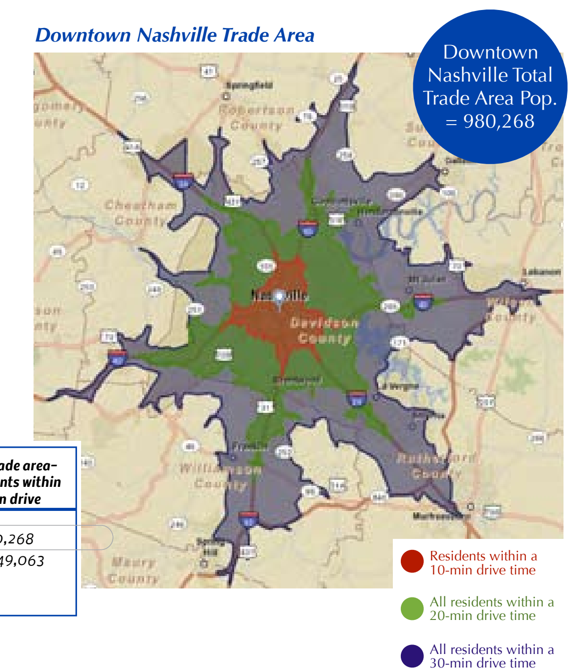


1. Downtown Nashville Trade Area

The map at right shows the total trade area for Downtown Nashville. In total the trade area's population today is 980,268; it is comprised of those living within a reasonable distance of downtown and includes groups of residents inclined to patronize trendy, upscale shops and restaurants in an urban setting. The red-shaded portion indicates residents within a 10-minute drive, the green indicates all residents within a 20-minute drive, and the blue includes all residents within a 30-minute drive of Downtown Nashville.

By 2016 the population is expected to increase by 68,795 people, or just over 7%. Areas with growing populations are of interest to independent and national retailers. While they still like to see strong co-tenancies and sales numbers, the growing population is a data point they'll consider when making location decisions.

Downtown Nashville Trade Area



Population

	Residents within 10-min drive	All residents within 20-min drive	TOTAL trade area–all residents within 30-min drive
2011	170,847	553,946	980,268
2016 Forecast	177,641	581,577	1,049,063
2011-2016 Increase	4%	5%	7%

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

Trade Area Age Distribution

	2011	2016 *forecast*
Age 20-24	7.3%	7.0%
Age 25-34	16.0%	16.2%
Age 35-44	14.2%	13.7%
Age 45-54	14.4%	13.2%

Today, more than a third (37%) of all trade area residents are between the ages of 20 and 44.

Trade Area Average Household Income

2011	$68,803
2016 Forecast	$77,051
2011-2016 Increase	12%

Trade Area Households by Income

	2011	2016 *forecast*
$50-$74.9k	19.6%	23.4%
$75-$99.9k	12.2%	14.3%
$100-$149.9k	11.0%	11.9%
$150-$199.9k	4.0%	4.6%
$200k +	4.0%	4.3%

Today, nearly a third of all households in the trade area annually earn $75,000 and up.

Key trade area statistics:

- The total trade area population is increasing—growth of 7%, or 68,795 people, is forecast for 2016.
- Trade area residents are youthful—today, 37% are between the ages of 20 and 44.
- 14.4% of trade area residents are between the ages of 45 and 54, peak earning years.
- Today, nearly a third of all trade area households annually earn $75,000 and up.
- Nearly 20% of trade area residents annually earn between $50,000 and $75,000. While not top earners, many of these people fall into groups that spend nearly all their discretionary income on themselves. *(more on this in the section on psychographics)*

Nashville's downtown **workers** and **visitors** to the city are additional patrons for downtown shopping, dining and entertainment.

- Today, downtown Nashville's worker population numbers more than 47,000.
- In 2011, 11.2 million people visited Nashville.

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

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3. Psychographics & Target Market

Demographic statistics cross-tabulated with data on lifestyles, attitudes and behaviors lead to **psychographic** profiles of a population that consider:

- Occupation and education level
- Preferred activities and spending habits
- Stage of life

For this analysis, we have defined our target market psychographically using ESRI's Lifestyle Tapestry Segmentation. As shown at right, Downtown Nashville's eight psychographic target market groups make up 27.3% of trade area households; their members are inclined to shop and dine in an urban setting if the right product—a critical mass of distinct, quality operators—is offered. Many are already coming for entertainment and cultural activities, but they aren't shopping there because, while the choices are getting better, there does not yet exist a sufficient number of shops downtown. While all members of the target market are within a thirty-minute drive of downtown, a good deal live within 10- and 20-minute drive times.

Overall, the target market consumers are young, well-educated and active. The younger groups—Young & Restless, Metropolitans and Metro Renters—are in the early stages of their careers; they are mobile and most are far removed from their peak earning years. But they are unencumbered by debt and spend nearly all their disposable income on themselves.

In Style residents live in the suburbs, but gravitate to the urban lifestyle. More than half of this group is married, but only 1/3 have children. They are prosperous and spend their money on electronics, home furnishings, and stylish fashions—this also applies to Suburban Splendor. With the right mix of stores, these groups are excellent candidates for downtown customers.

Connoisseurs are the best yet—they love to shop and buy the best of everything. The new Lucchese Boot Co. store is perfect for this group—top quality from a well-known label.

Descriptions of each of the eight groups that comprise Downtown Nashville's target market are included on the following pages.

Downtown Nashville Target Market
(as percent of all trade area households)

	Downtown Nashville	U.S.
Young & Restless	6.9%	1.4%
In Style	4.4%	2.5%
Enterprising Professionals	3.8%	1.7%
Metropolitans	3.6%	1.2%
Suburban Splendor	3.2%	1.7%
Metro Renters	1.9%	1.4%
Prosperous Empty Nesters	1.8%	1.8%
Connoisseurs	1.7%	1.3%

target market =

27% of trade area households

(vs. 13% in U.S.)

Source: ESRI Business Solutions; 2010 US Census; Downtown Works

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Downtown Nashville—Target Market Groups

Young and Restless 6.9%
- Change is constant for this group who lead busy lives
- The median age is 28.6
- Diverse and highly educated, very interested in their careers
- Renters with few children
- Incomes are not high but much of it is disposable
- Tech savvy; they go online for most everything
- Enjoy bars and nightlife

In Style 4.4%
- Affluent, well educated suburbanites who gravitate to urban experiences
- Make frequent trips to downtown to access cool restaurants and shops, visit museums or go to concerts
- Candidates for downtown lofts/condos when kids leave the nest
- Are into fitness
- Are label-conscious and respond to trends

Enterprising Professionals 3.8%
- Young, educated professionals; move frequently to climb the ladder
- Enjoy growing consumer clout
- 46% of this group lives in the South
- They eat out at Chili's and Cheesecake Factory
- They shop for groceries at Publix and Albertsons

Metropolitans 3.6%
- Live in older city neighborhoods
- More than 75% over the age of 25 have attended college
- Median age is 37.6; just 40% are married
- Live in single family homes and in multi-unit buildings
- Active, urbane lifestyle; practice yoga
- Up on women's fashion
- Prefer Apple products

Suburban Splendor 3.2%
- Is the second wealthiest ESRI Tapestry segment
- Have four-car garages and lots of "toys"
- Vacation in the world's elegant resorts
- Have kitchens stocked with every latest top of the line gadget but dine out all the time
- Attend symphony, opera and the theater; sit in the best seats at sporting events

Metro Renters 1.9%
- Young, educated singles starting their careers
- Highly-educated; 1 in 4 holds graduate degrees
- Need to be where the action is and are avid shoppers/diners
- Spend most their discretionary income on themselves
- Home products are not a priority, though they will buy furniture from stores such as CB2 or Pier One Imports
- Work out regularly and are active in sports
- Own electronics, laptops; seldom watch TV

Prosperous Empty Nesters 1.8%
- Somewhat older
- Are second in affluence to Top Rung
- Neighborhoods are usually slow growing, established, affluent areas in densely populated city centers
- Eat out several times/week (occasionally entertain at home)
- Have the latest in gadgetry and like labels
- Buy the latest sports apparel to look good

Connoisseurs 1.7%
- The third wealthiest Tapestry segment; couples in 40s and 50s
- Are well-paid and well-educated; hold professional and executive roles
- Empty nest years are approaching
- Are always well-dressed; have beautifully decorated homes
- Quality and customer service are priorities
- Frequent golf courses, tennis courts, and health spas

4. Assessment

There are sufficient numbers within the target market groups to support additional retail in downtown. What is missing is the critical mass to draw these potential consumers in large numbers. It is important for this target market to feel as though Nashville is their city and that downtown is not just for tourists. While Broadway and the 2nd Avenue Entertainment District should continue to cater to the tourism industry, other parts of the downtown should concentrate on attracting the downtown workforce along with the target market groups. Downtown still has the largest concentration of office space in the market and it is walkable. This is an authentic urban core, not an imitation of one—capitalize on its authenticity and centrality.

The psychographics* of the target market should weigh heavily on the merchandise mix and tenant decisions made by landlords. Shops and restaurants that appeal to the target markets will also draw in other "follower" trade area consumers, albeit less frequently.

Developments Since 2007 Retail Study
- Residential space that was under construction in the Gulch (1175 units) and SoBro (333 units) has been completed and is now fully occupied; a number of additional units are today under construction
- Many restaurants and lifestyle retailers have opened in the Gulch, including Urban Outfitters, The Turnip Truck, Bar Louie, and Lucchese Boot Co.
- North of Broadway, Goorin Bros. Hats, Metropolitan Wines, Puckett's Gro, and Modern Trousseau have opened
- New convention center soon to open; adding 1055 new hotel rooms currently under construction with many more planned
- 5th Ave. has significant new streetscape improvements underway between Church and Union; it will continue to grow into a fabulous Avenue of the Arts
- SoBro commercial development has occurred, though there is scant retail due to a lack of contiguous street-facing storefronts; commercial uses are mostly nighttime activities

Challenges
- There continues to be a lack of critical mass of retail, although the Gulch is beginning to amass one
- Non-investment by owners of the Arcade—it could be a great connection between 5th & 4th, but not until major renovation and re-leasing occur; additionally, the properties along 4th and Union must be redeveloped
- Brokers who do not understand the importance of carefully developing the merchandise mix—they will lease to any warm body, tying up space and slowing the development of a vibrant downtown shopping and dining culture
- The emphasis on tourism—downtowns cannot be sustainable unless they are developed for those who call a city home
- Though the downtown residential population doubled in the last five years, it's still very small

**One psychographic group, College Towns, is found in fairly large numbers within a ten-minute drive time. For the most part this group spends their dollars on coffee, pizza and beer, and they would be good customers of the honky-tonks. While they will shop at stores like urban outfitters, college students do the bulk of their shopping within their hometowns.*

5. Recommendations

- Design is critical! Attention must be paid to ensuring developers create buildings with space that works for retail at the ground level
- Both North and South of Broadway, operations should be concentrated on the numbered streets, in particular along 5th and 2nd
  - *North of Broadway* the focus today should be on 5th followed by 4th—these have the potential to be the strong retail streets within downtown, although are currently hampered by the condition of the Arcade.
  - *North of Broadway* the effort should be focused on finding retailers and restaurants that appeal to the trade area population and to those who work in downtown, as well as include neighborhood-serving retail. The mix cited in the 2007 retail report is still appropriate—it includes uses such as art galleries, cafes, arts and crafts supplies, and gifts, as well as unique, eclectic restaurants that appeal to an urban-inclined population. The same is true for the Gulch, which has already made good headway in this direction.
  - *South of Broadway* and in the *2nd Avenue* entertainment district the uses should have a greater visitor orientation
  - Bars, which are not compatible with residential, should be largely confined to *Broadway* and along *2nd south of Broadway* to *Shelby* and north as far as *Commerce*
  - For both *2nd and 5th avenues*, as more development occurs, retail could eventually extend further south to Korean Veterans Boulevard and beyond
- 1st avenue, which faces the river, will provide an opportunity for dining venues as area buildings are redeveloped (it will not be a shopping street given that it is one-sided, but it's water orientation makes it great for dining—Savannah, GA, offers a great example)
- Where possible, retail all along 3rd avenue and along 4th south of Broadway should be planned in new or redeveloped buildings
- The covered window bays of the AT&T building along 2nd Avenue could have graphics (perhaps done by Hatch) to present a better facade to the street
- As SoBro progresses, developers should be required to have retail spaces at ground level along the numbered streets—this is especially critical between Union and Molloy Streets. As development occurs to the south consider extending this requirement beyond Molloy especially along 5th Avenue—it would be ideal to lengthen the Avenue of the Arts as far as possible through downtown
- When the old convention center is redeveloped it will be a huge opportunity to continue the streetwall; whatever is constructed should be open to the street with ground level retail space creating viable connectivity with 5th, Broadway and Commerce
- The proposed hotel zone south of the new convention center makes sense as a buffer to future residential
- If big box retail were to locate in downtown Nashville, the proper place for it would be on Lafayette (it's a wide street, not conducive to smaller shops/boutique retail) and along Charlotte where larger sites can be assembled
- Continue the recruitment effort—get in front of the great operators from surrounding cities in the South to share Nashville's story; revisit them quarterly

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Supporting Documents

Demographic and Income Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

Summary	2010	2011	2016
Population	169,282	170,847	177,641
Households	69,283	70,111	73,479
Families	32,631	32,947	33,743
Average Household Size	2.20	2.20	2.19
Owner Occupied Housing Units	28,575	28,234	29,757
Renter Occupied Housing Units	40,708	41,878	43,722
Median Age	30.2	30.3	30.7
Trends: 2011 - 2016 Annual Rate	**Area**	**State**	**National**
Population	0.78%	0.86%	0.67%
Households	0.94%	0.88%	0.71%
Families	0.48%	0.69%	0.57%
Owner HHs	1.06%	1.03%	0.91%
Median Household Income	3.05%	3.52%	2.75%

	2011		2016	
Households by Income	Number	Percent	Number	Percent
<$15,000	17,096	24.4%	17,554	23.9%
$15,000 - $24,999	11,241	16.0%	9,183	12.5%
$25,000 - $34,999	10,326	14.7%	9,223	12.6%
$35,000 - $49,999	10,912	15.6%	10,948	14.9%
$50,000 - $74,999	9,795	14.0%	13,211	18.0%
$75,000 - $99,999	4,817	6.9%	6,421	8.7%
$100,000 - $149,999	3,397	4.8%	4,096	5.6%
$150,000 - $199,999	1,109	1.6%	1,282	1.7%
$200,000+	1,417	2.0%	1,560	2.1%
Median Household Income	$30,773		$35,767	
Average Household Income	$45,801		$51,333	
Per Capita Income	$21,487		$23,906	

	2010		2011		2016	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,827	7.0%	11,752	6.9%	12,336	6.9%
5 - 9	9,393	5.5%	9,444	5.5%	9,734	5.5%
10 - 14	8,233	4.9%	8,301	4.9%	8,659	4.9%
15 - 19	13,975	8.3%	14,016	8.2%	13,802	7.8%
20 - 24	21,881	12.9%	22,166	13.0%	22,342	12.6%
25 - 34	32,613	19.3%	33,107	19.4%	35,166	19.8%
35 - 44	20,505	12.1%	20,574	12.0%	20,621	11.6%
45 - 54	20,837	12.3%	20,860	12.2%	19,893	11.2%
55 - 64	15,639	9.2%	15,977	9.4%	17,792	10.0%
65 - 74	7,515	4.4%	7,758	4.5%	9,853	5.5%
75 - 84	4,730	2.8%	4,749	2.8%	5,043	2.8%
85+	2,134	1.3%	2,146	1.3%	2,402	1.4%
	2010		**2011**		**2016**	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	86,278	51.0%	87,000	50.9%	87,458	49.2%
Black Alone	66,390	39.2%	66,877	39.1%	69,818	39.3%
American Indian Alone	619	0.4%	619	0.4%	716	0.4%
Asian Alone	4,337	2.6%	4,375	2.6%	4,847	2.7%
Pacific Islander Alone	109	0.1%	108	0.1%	119	0.1%
Some Other Race Alone	7,489	4.4%	7,762	4.5%	10,068	5.7%
Two or More Races	4,060	2.4%	4,106	2.4%	4,616	2.6%
Hispanic Origin (Any Race)	14,161	8.4%	14,723	8.6%	18,765	10.6%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

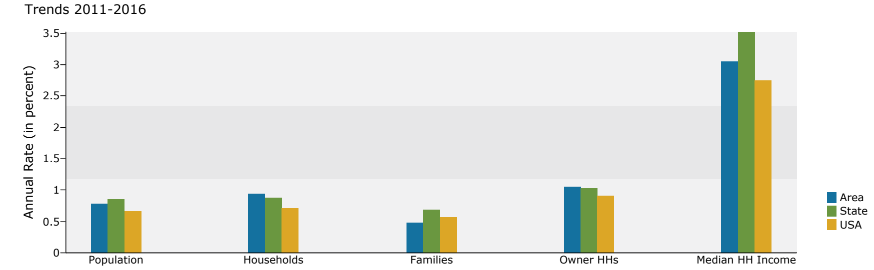
November 26, 2012

Demographic and Income Profile

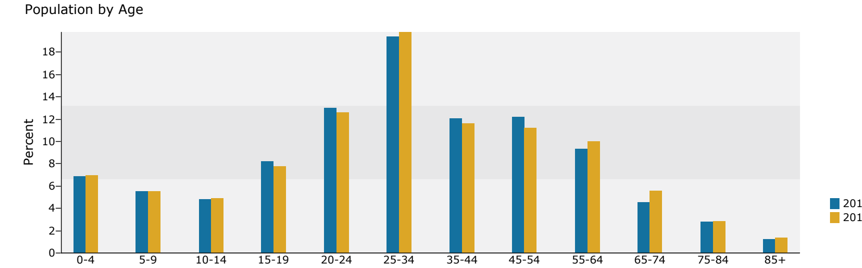
Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

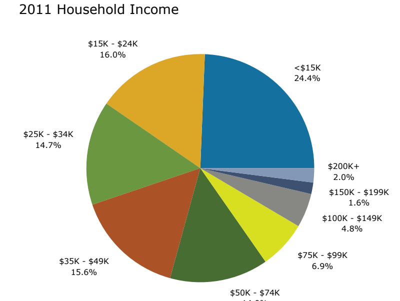
Trends 2011-2016



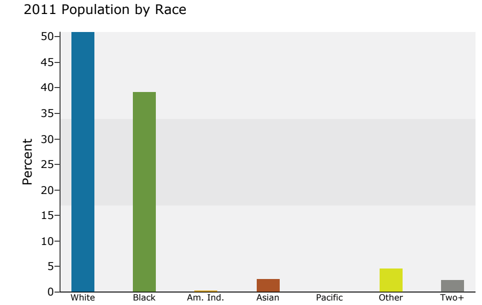
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 8.6%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

November 26, 2012

Demographic and Income Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

Summary	2010	2011	2016
Population	547,538	553,946	581,557
Households	228,856	231,733	243,443
Families	124,608	126,220	130,768
Average Household Size	2.29	2.29	2.29
Owner Occupied Housing Units	120,235	119,877	127,238
Renter Occupied Housing Units	108,621	111,856	116,204
Median Age	33.8	33.8	34.2
Trends: 2011 - 2016 Annual Rate	**Area**	**State**	**National**
Population	0.98%	0.86%	0.67%
Households	0.99%	0.88%	0.71%
Families	0.71%	0.69%	0.57%
Owner HHs	1.20%	1.03%	0.91%
Median Household Income	3.61%	3.52%	2.75%

	2011		2016	
Households by Income	Number	Percent	Number	Percent
<$15,000	35,476	15.3%	35,306	14.5%
$15,000 - $24,999	28,855	12.5%	22,794	9.4%
$25,000 - $34,999	30,393	13.1%	26,038	10.7%
$35,000 - $49,999	38,114	16.4%	36,858	15.1%
$50,000 - $74,999	43,028	18.6%	55,820	22.9%
$75,000 - $99,999	23,503	10.1%	29,964	12.3%
$100,000 - $149,999	18,459	8.0%	21,061	8.7%
$150,000 - $199,999	6,301	2.7%	7,215	3.0%
$200,000+	7,599	3.3%	8,381	3.4%
Median Household Income	$42,044		$50,198	
Average Household Income	$59,762		$66,737	
Per Capita Income	$26,167		$29,071	

	2010		2011		2016	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	38,593	7.0%	38,461	6.9%	40,624	7.0%
5 - 9	32,490	5.9%	32,750	5.9%	34,030	5.9%
10 - 14	29,517	5.4%	29,826	5.4%	31,381	5.4%
15 - 19	35,214	6.4%	35,393	6.4%	34,772	6.0%
20 - 24	50,269	9.2%	50,958	9.2%	51,353	8.8%
25 - 34	98,750	18.0%	100,215	18.1%	106,838	18.4%
35 - 44	72,692	13.3%	73,103	13.2%	73,769	12.7%
45 - 54	73,185	13.4%	73,512	13.3%	70,532	12.1%
55 - 64	57,606	10.5%	59,033	10.7%	66,171	11.4%
65 - 74	30,772	5.6%	31,947	5.8%	40,817	7.0%
75 - 84	19,818	3.6%	20,031	3.6%	21,458	3.7%
85+	8,631	1.6%	8,718	1.6%	9,811	1.7%
	2010		**2011**		**2016**	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	335,489	61.3%	339,042	61.2%	345,170	59.4%
Black Alone	152,565	27.9%	153,592	27.7%	160,997	27.7%
American Indian Alone	1,895	0.3%	1,914	0.3%	2,252	0.4%
Asian Alone	15,934	2.9%	16,001	2.9%	17,596	3.0%
Pacific Islander Alone	369	0.1%	367	0.1%	406	0.1%
Some Other Race Alone	27,871	5.1%	29,417	5.3%	39,544	6.8%
Two or More Races	13,415	2.5%	13,613	2.5%	15,592	2.7%
Hispanic Origin (Any Race)	54,957	10.0%	58,021	10.5%	75,639	13.0%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

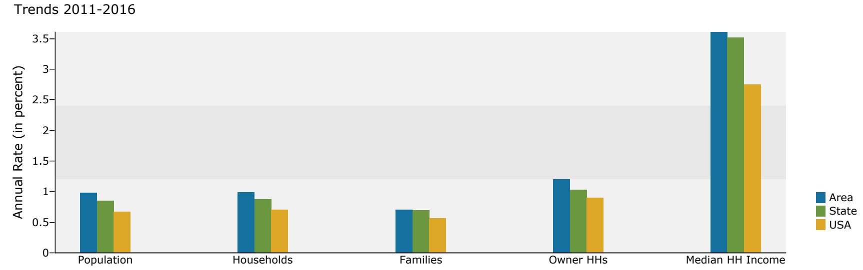
November 26, 2012

Demographic and Income Profile

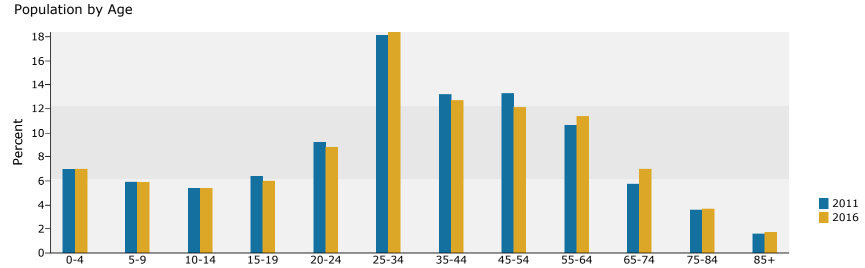
Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

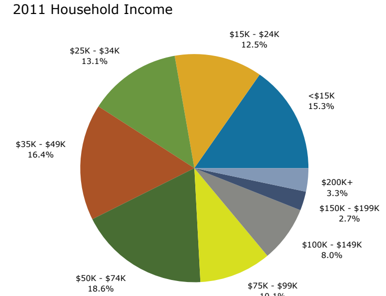
Trends 2011-2016



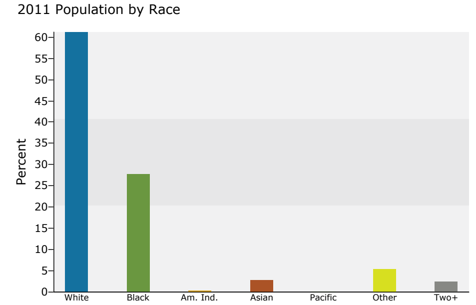
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 10.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

November 26, 2012

Demographic and Income Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

Summary	2010	2011	2016
Population	963,955	980,268	1,049,063
Households	384,413	391,016	418,411
Families	239,337	243,766	258,948
Average Household Size	2.44	2.44	2.44
Owner Occupied Housing Units	240,699	242,516	262,986
Renter Occupied Housing Units	143,713	148,500	155,425
Median Age	35.2	35.3	35.6

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.37%	0.86%	0.67%
Households	1.36%	0.88%	0.71%
Families	1.22%	0.69%	0.57%
Owner HHs	1.63%	1.03%	0.91%
Median Household Income	2.22%	3.52%	2.75%

	2011		2016	
Households by Income	Number	Percent	Number	Percent
<$15,000	47,423	12.1%	46,976	11.2%
$15,000 - $24,999	40,666	10.4%	31,949	7.6%
$25,000 - $34,999	44,317	11.3%	37,659	9.0%
$35,000 - $49,999	59,942	15.3%	57,515	13.7%
$50,000 - $74,999	76,600	19.6%	97,712	23.4%
$75,000 - $99,999	47,702	12.2%	59,794	14.3%
$100,000 - $149,999	43,070	11.0%	49,850	11.9%
$150,000 - $199,999	15,635	4.0%	19,080	4.6%
$200,000+	15,657	4.0%	17,871	4.3%
Median Household Income	$50,671		$56,552	
Average Household Income	$68,803		$77,051	
Per Capita Income	$28,188		$31,438	

	2010		2011		2016	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	67,452	7.0%	67,624	6.9%	72,946	7.0%
5 - 9	63,522	6.6%	64,409	6.6%	68,524	6.5%
10 - 14	60,875	6.3%	61,863	6.3%	66,647	6.4%
15 - 19	62,716	6.5%	63,393	6.5%	63,438	6.0%
20 - 24	70,532	7.3%	71,796	7.3%	73,326	7.0%
25 - 34	153,961	16.0%	156,971	16.0%	170,202	16.2%
35 - 44	137,896	14.3%	139,440	14.2%	143,598	13.7%
45 - 54	139,646	14.5%	140,969	14.4%	138,009	13.2%
55 - 64	106,578	11.1%	109,807	11.2%	125,642	12.0%
65 - 74	56,344	5.8%	58,836	6.0%	76,727	7.3%
75 - 84	31,666	3.3%	32,184	3.3%	35,165	3.4%
85+	12,769	1.3%	12,978	1.3%	14,838	1.4%

	2010		2011		2016	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	676,738	70.2%	688,233	70.2%	721,787	68.8%
Black Alone	195,834	20.3%	197,604	20.2%	210,617	20.1%
American Indian Alone	3,148	0.3%	3,192	0.3%	3,770	0.4%
Asian Alone	27,938	2.9%	28,241	2.9%	32,044	3.1%
Pacific Islander Alone	563	0.1%	561	0.1%	646	0.1%
Some Other Race Alone	37,977	3.9%	40,237	4.1%	54,368	5.2%
Two or More Races	21,757	2.3%	22,201	2.3%	25,831	2.5%
Hispanic Origin (Any Race)	77,737	8.1%	82,416	8.4%	108,332	10.3%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

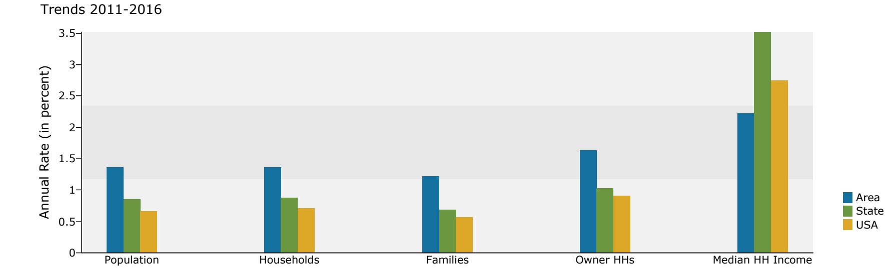
November 26, 2012

Demographic and Income Profile

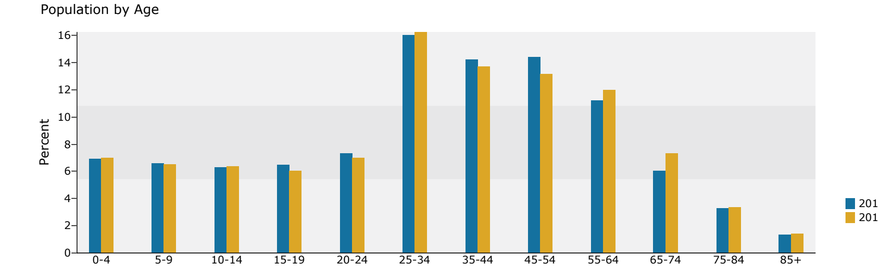
Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

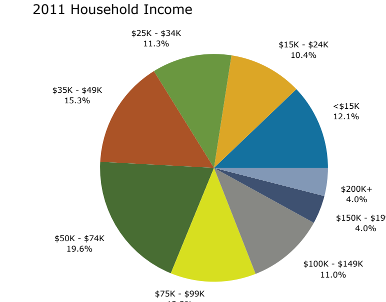
Trends 2011-2016



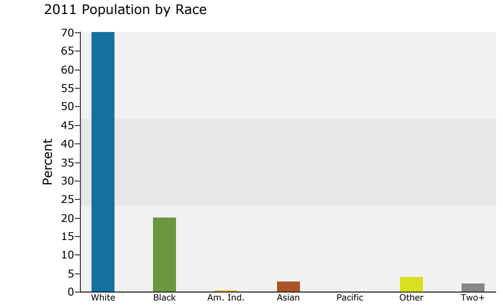
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 8.4%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

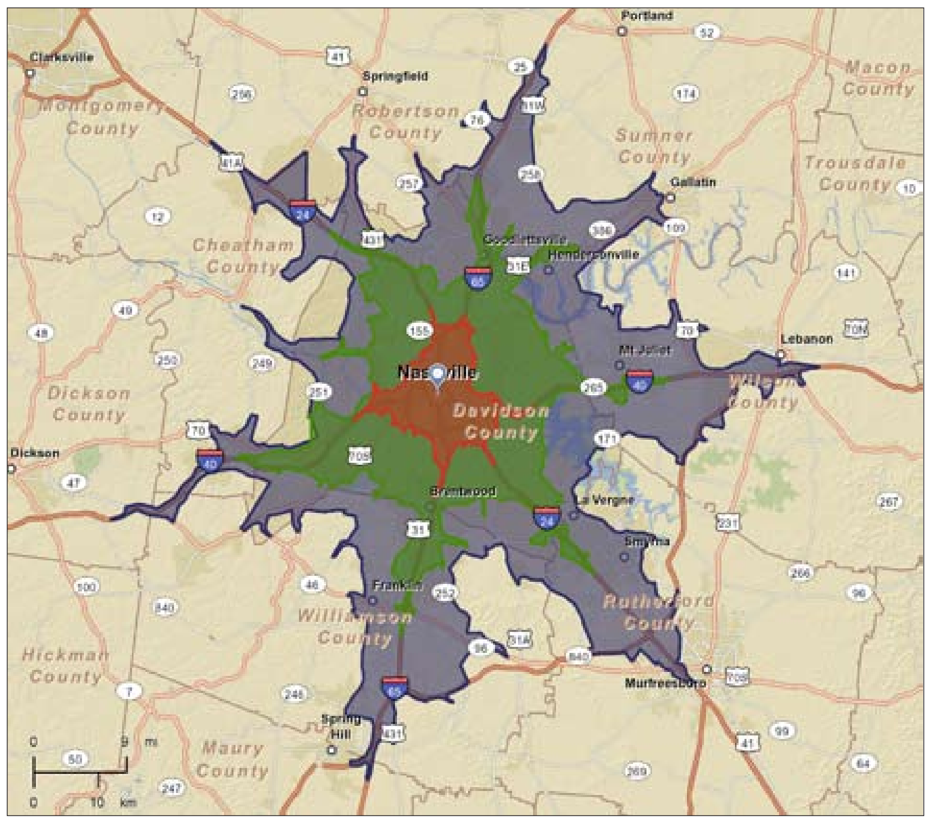
November 26, 2012

esri

Site Map

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drivetime: 10, 20, 30 Minutes

Latitude: 36.16048
Longitude: -86.77842



November 26, 2012

esri

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

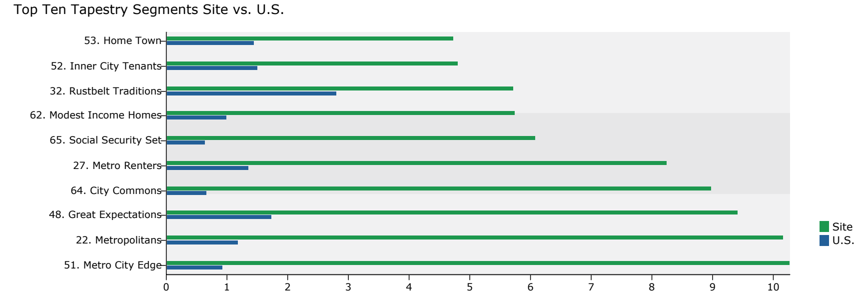
Latitude: 36.16048
Longitude: -86.77842

Top Twenty Tapestry Segments

Tapestry descriptions can be found here

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	51. Metro City Edge	10.3%	10.3%	0.9%	0.9%	1098
2	22. Metropolitans	10.2%	20.4%	1.2%	2.1%	857
3	48. Great Expectations	9.4%	29.9%	1.7%	3.9%	542
4	64. City Commons	9.0%	38.8%	0.7%	4.5%	1328
5	27. Metro Renters	8.2%	47.1%	1.4%	5.9%	604
	Subtotal	**47.1%**		**5.9%**		
6	65. Social Security Set	6.1%	53.2%	0.6%	6.6%	938
7	62. Modest Income Homes	5.7%	58.9%	1.0%	7.6%	573
8	32. Rustbelt Traditions	5.7%	64.6%	2.8%	10.4%	204
9	52. Inner City Tenants	4.8%	69.5%	1.5%	11.9%	318
10	53. Home Town	4.7%	74.2%	1.4%	13.3%	326
	Subtotal	**27.1%**		**7.4%**		
11	36. Old and Newcomers	3.5%	77.7%	1.9%	15.3%	180
12	39. Young and Restless	3.1%	80.8%	1.4%	16.7%	219
13	55. College Towns	2.6%	83.4%	0.8%	17.5%	323
14	08. Laptops and Lattes	2.4%	85.8%	1.0%	18.5%	236
15	41. Crossroads	1.5%	87.4%	1.5%	20.0%	102
	Subtotal	**13.2%**		**6.7%**		
16	34. Family Foundations	1.5%	88.9%	0.8%	20.9%	181
17	57. Simple Living	1.5%	90.3%	1.4%	22.3%	104
18	33. Midlife Junction	1.4%	91.8%	2.5%	24.8%	57
19	28. Aspiring Young Families	1.4%	93.2%	2.4%	27.1%	60
20	38. Industrious Urban Fringe	1.3%	94.4%	1.5%	28.6%	82
	Subtotal	**7.1%**		**8.6%**		
	Total	**94.4%**		**28.6%**		**330**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

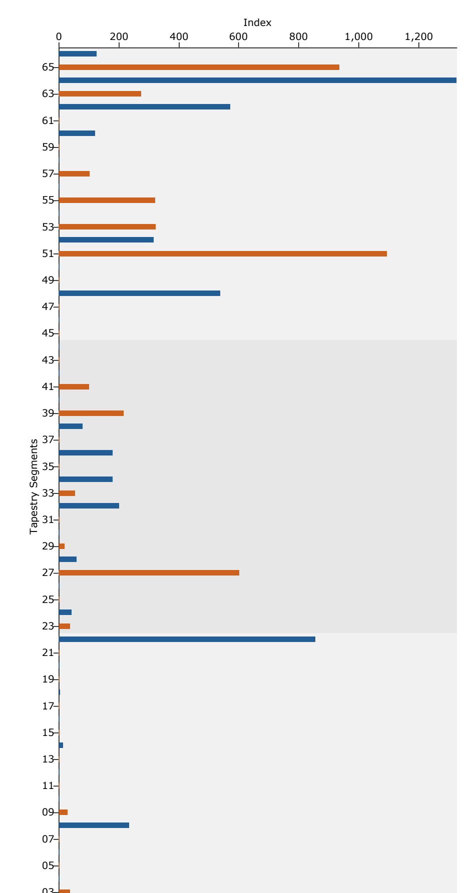
esri

Tapestry Segmentation Area Profile

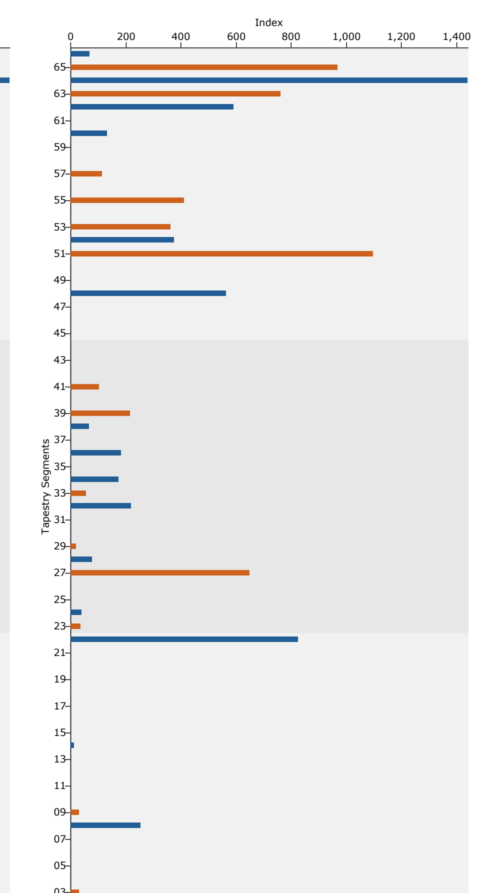
Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,145	100.0%		180,244	100.0%	
L1. High Society	**427**	**0.6%**	**5**	**937**	**0.5%**	**4**
01 Top Rung	42	0.1%	8	108	0.1%	8
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	385	0.5%	38	829	0.5%	33
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	**390**	**0.5%**	**4**	944	0.5%	4
09 Urban Chic	301	0.4%	31	751	0.4%	34
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	89	0.1%	4	193	0.1%	4
L3. Metropolis	**19,151**	**26.2%**	**499**	**45,940**	**25.5%**	**487**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	7,436	10.2%	857	14,789	8.2%	828
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	7,513	10.3%	1098	20,344	11.3%	1101
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	4,202	5.7%	573	10,807	6.0%	593
L4. Solo Acts	**12,921**	**17.7%**	**260**	**23,621**	**13.1%**	**257**
08 Laptops and Lattes	1,757	2.4%	236	3,345	1.9%	256
23 Trendsetters	284	0.4%	37	611	0.3%	38
27 Metro Renters	6,032	8.2%	604	10,337	5.7%	651
36 Old and Newcomers	2,565	3.5%	180	5,043	2.8%	185
39 Young and Restless	2,283	3.1%	219	4,285	2.4%	219
L5. Senior Styles	**6,026**	**8.2%**	**67**	**11,827**	**6.6%**	**64**
14 Prosperous Empty Nesters	189	0.3%	14	440	0.2%	15
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	315	0.4%	21	721	0.4%	22
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	1,068	1.5%	104	2,391	1.3%	115
65 Social Security Set	4,454	6.1%	938	8,275	4.6%	970
L6. Scholars & Patriots	**2,810**	**3.8%**	**264**	**14,816**	**8.2%**	**457**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	1,905	2.6%	323	5,600	3.1%	413
63 Dorms to Diplomas	905	1.2%	276	9,216	5.1%	765

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,145	100.0%		180,244	100.0%	
L7. High Hopes	**7,919**	**10.8%**	**264**	**18,972**	**10.5%**	**276**
28 Aspiring Young Families	1,028	1.4%	60	3,227	1.8%	79
48 Great Expectations	6,891	9.4%	542	15,745	8.7%	564
L8. Global Roots	5,205	7.1%	87	**14,378**	**8.0%**	**82**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	915	1.3%	82	2,505	1.4%	70
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	3,516	4.8%	318	9,690	5.4%	378
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	774	1.1%	122	2,183	1.2%	134
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**6,568**	**9.0%**	**114**	**19,010**	**10.5%**	**114**
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	6,568	9.0%	1328	19,010	10.5%	1442
L10. Traditional Living	**7,135**	**9.8%**	**112**	**17,578**	**9.8%**	**118**
24 Main Street, USA	792	1.1%	42	1,824	1.0%	40
32 Rustbelt Traditions	4,190	5.7%	204	10,572	5.9%	221
33 Midlife Junction	1,038	1.4%	57	2,328	1.3%	59
34 Family Foundations	1,115	1.5%	181	2,854	1.6%	176
L11. Factories & Farms	**3,459**	**4.7%**	**50**	**9,048**	**5.0%**	**54**
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	3,459	4.7%	326	9,048	5.0%	363
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**1,132**	**1.5%**	**17**	**2,991**	**1.7%**	**18**
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,132	1.5%	102	2,991	1.7%	104
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	2	0.0%	127	182	0.1%	71

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
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November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,145	100.0%		180,244	100.0%	
U1. Principal Urban Centers I	**8,073**	**11.0%**	**141**	**14,293**	**7.9%**	**103**
08 Laptops and Lattes	1,757	2.4%	236	3,345	1.9%	256
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	284	0.4%	37	611	0.3%	38
27 Metro Renters	6,032	8.2%	604	10,337	5.7%	651
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**11,022**	**15.1%**	**319**	**27,285**	**15.1%**	**272**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	6,568	9.0%	1328	19,010	10.5%	1442
65 Social Security Set	4,454	6.1%	938	8,275	4.6%	970
U3. Metro Cities I	**8,164**	**11.2%**	**99**	**16,477**	**9.1%**	**80**
01 Top Rung	42	0.1%	8	108	0.1%	8
03 Connoisseurs	385	0.5%	38	829	0.5%	33
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	301	0.4%	31	751	0.4%	34
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	7,436	10.2%	857	14,789	8.2%	828
U4. Metro Cities II	**12,186**	**16.7%**	**154**	**36,498**	**20.2%**	**205**
28 Aspiring Young Families	1,028	1.4%	60	3,227	1.8%	79
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	1,115	1.5%	181	2,854	1.6%	176
36 Old and Newcomers	2,565	3.5%	180	5,043	2.8%	185
39 Young and Restless	2,283	3.1%	219	4,285	2.4%	219
52 Inner City Tenants	3,516	4.8%	318	9,690	5.4%	378
60 City Dimensions	774	1.1%	122	2,183	1.2%	134
63 Dorms to Diplomas	905	1.2%	276	9,216	5.1%	765
U5. Urban Outskirts I	**12,788**	**17.5%**	**160**	**30,646**	**17.0%**	**149**
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	792	1.1%	42	1,824	1.0%	40
32 Rustbelt Traditions	4,190	5.7%	204	10,572	5.9%	221
38 Industrious Urban Fringe	915	1.3%	82	2,505	1.4%	70
48 Great Expectations	6,891	9.4%	542	15,745	8.7%	564

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

esri — Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 10 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	73,145	100.0%		180,244	100.0%	
U6. Urban Outskirts II	**14,688**	**20.1%**	**392**	**39,142**	**21.7%**	**413**
51 Metro City Edge	7,513	10.3%	1098	20,344	11.3%	1101
55 College Towns	1,905	2.6%	323	5,600	3.1%	413
57 Simple Living	1,068	1.5%	104	2,391	1.3%	115
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	4,202	5.7%	573	10,807	6.0%	0
U7. Suburban Periphery I	**189**	**0.3%**	**2**	**440**	**0.2%**	**1**
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	189	0.3%	14	440	0.2%	15
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**4,901**	**6.7%**	**70**	**12,290**	**6.8%**	**76**
18 Cozy and Comfortable	89	0.1%	4	193	0.1%	4
29 Rustbelt Retirees	315	0.4%	21	721	0.4%	22
33 Midlife Junction	1,038	1.4%	57	2,328	1.3%	59
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	3,459	4.7%	326	9,048	5.0%	363
U9. Small Towns	**1,132**	**1.5%**	**32**	**2,991**	**1.7%**	**37**
41 Crossroads	1,132	1.5%	102	2,991	1.7%	104
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	2	0.0%	127	182	0.1%	71

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

esri — Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

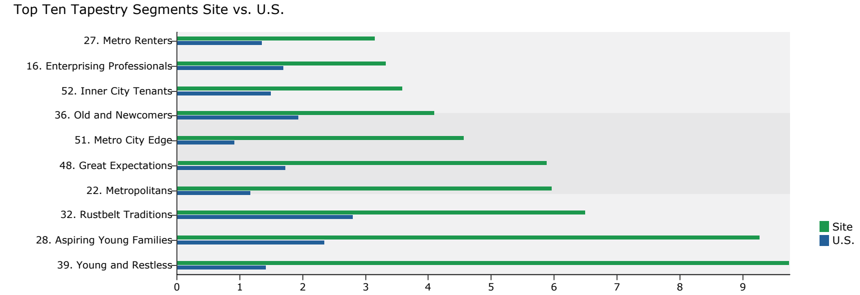
Latitude: 36.16048
Longitude: -86.77842

Top Twenty Tapestry Segments

Tapestry descriptions can be found here

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	39. Young and Restless	9.8%	9.8%	1.4%	1.4%	686
2	28. Aspiring Young Families	9.3%	19.0%	2.4%	3.8%	394
3	32. Rustbelt Traditions	6.5%	25.5%	2.8%	6.6%	231
4	22. Metropolitans	6.0%	31.5%	1.2%	7.8%	504
5	48. Great Expectations	5.9%	37.4%	1.7%	9.5%	339
	Subtotal	**37.4%**		**9.5%**		
6	51. Metro City Edge	4.6%	42.0%	0.9%	10.5%	489
7	36. Old and Newcomers	4.1%	46.1%	1.9%	12.4%	211
8	52. Inner City Tenants	3.6%	49.7%	1.5%	13.9%	238
9	16. Enterprising Professionals	3.3%	53.0%	1.7%	15.6%	196
10	27. Metro Renters	3.2%	56.2%	1.4%	17.0%	232
	Subtotal	**18.8%**		**7.5%**		
11	29. Rustbelt Retirees	3.0%	59.2%	2.1%	19.0%	146
12	30. Retirement Communities	2.9%	62.1%	1.5%	20.5%	201
13	33. Midlife Junction	2.9%	65.0%	2.5%	23.0%	117
14	13. In Style	2.9%	67.9%	2.5%	25.5%	115
15	64. City Commons	2.8%	70.7%	0.7%	26.1%	419
	Subtotal	**14.6%**		**9.2%**		
16	18. Cozy and Comfortable	2.8%	73.5%	2.8%	28.9%	99
17	03. Connoisseurs	2.6%	76.1%	1.4%	30.3%	188
18	14. Prosperous Empty Nesters	2.4%	78.5%	1.8%	32.2%	131
19	65. Social Security Set	2.2%	80.8%	0.6%	32.8%	343
20	57. Simple Living	2.1%	82.9%	1.4%	34.2%	151
	Subtotal	**12.1%**		**8.1%**		
	Total	**82.9%**		**34.2%**		**242**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

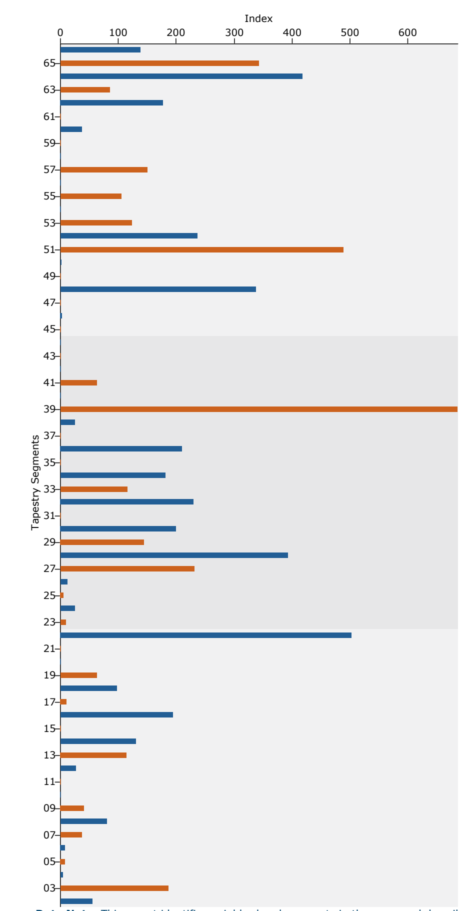
November 26, 2012

esri — Tapestry Segmentation Area Profile

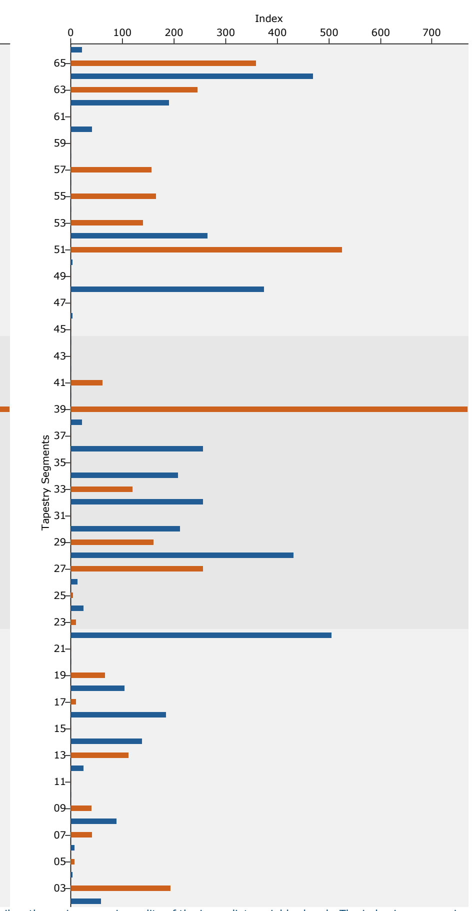
Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	234,229	100.0%		556,677	100.0%	
L1. High Society	**14,219**	**6.1%**	**48**	**37,807**	**6.8%**	**48**
01 Top Rung	2,462	1.1%	153	6,816	1.2%	160
02 Suburban Splendor	2,274	1.0%	56	6,823	1.2%	61
03 Connoisseurs	6,112	2.6%	188	15,137	2.7%	194
04 Boomburbs	283	0.1%	5	643	0.1%	4
05 Wealthy Seaboard Suburbs	291	0.1%	9	780	0.1%	9
06 Sophisticated Squires	573	0.2%	9	1,580	0.3%	9
07 Exurbanites	2,224	0.9%	38	6,028	1.1%	42
L2. Upscale Avenues	**23,248**	**9.9%**	**72**	51,229	9.2%	67
09 Urban Chic	1,290	0.6%	42	2,806	0.5%	41
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	6,723	2.9%	115	14,488	2.6%	113
16 Enterprising Professionals	7,802	3.3%	196	15,164	2.7%	185
17 Green Acres	910	0.4%	12	2,296	0.4%	12
18 Cozy and Comfortable	6,523	2.8%	99	16,475	3.0%	106
L3. Metropolis	**28,913**	**12.3%**	**235**	**68,842**	**12.4%**	**236**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	13,991	6.0%	504	27,932	5.0%	507
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	10,720	4.6%	489	30,103	5.4%	527
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	4,202	1.8%	179	10,807	1.9%	192
L4. Solo Acts	**42,082**	**18.0%**	**264**	**85,090**	**15.3%**	**300**
08 Laptops and Lattes	1,927	0.8%	81	3,645	0.7%	90
23 Trendsetters	284	0.1%	11	611	0.1%	12
27 Metro Renters	7,410	3.2%	232	12,594	2.3%	257
36 Old and Newcomers	9,615	4.1%	211	21,623	3.9%	257
39 Young and Restless	22,846	9.8%	686	46,617	8.4%	770
L5. Senior Styles	**29,884**	**12.8%**	**104**	**63,022**	**11.3%**	**110**
14 Prosperous Empty Nesters	5,607	2.4%	131	13,034	2.3%	140
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	7,088	3.0%	146	16,742	3.0%	162
30 Retirement Communities	6,850	2.9%	201	13,152	2.4%	213
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	159	0.1%	3	371	0.1%	4
57 Simple Living	4,960	2.1%	151	10,213	1.8%	158
65 Social Security Set	5,220	2.2%	343	9,510	1.7%	361
L6. Scholars & Patriots	**2,909**	**1.2%**	**85**	**16,215**	**2.9%**	**162**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	2,004	0.9%	106	6,999	1.3%	167
63 Dorms to Diplomas	905	0.4%	86	9,216	1.7%	248

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	234,229	100.0%		556,677	100.0%	
L7. High Hopes	**35,543**	**15.2%**	**371**	**87,046**	**15.6%**	**409**
28 Aspiring Young Families	21,736	9.3%	394	54,662	9.8%	433
48 Great Expectations	13,807	5.9%	339	32,384	5.8%	376
L8. Global Roots	10,116	4.3%	53	**25,834**	**4.6%**	**48**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	915	0.4%	26	2,505	0.4%	23
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	8,427	3.6%	238	21,146	3.8%	267
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	774	0.3%	38	2,183	0.4%	43
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**11,782**	**5.0%**	**64**	**33,087**	**5.9%**	**64**
12 Up and Coming Families	2,181	0.9%	27	5,588	1.0%	26
19 Milk and Cookies	2,961	1.3%	64	8,316	1.5%	68
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	6,640	2.8%	419	19,183	3.4%	471
L10. Traditional Living	**27,208**	**11.6%**	**133**	**67,199**	**12.1%**	**146**
24 Main Street, USA	1,577	0.7%	26	3,696	0.7%	27
32 Rustbelt Traditions	15,251	6.5%	231	38,248	6.9%	258
33 Midlife Junction	6,800	2.9%	117	14,792	2.7%	121
34 Family Foundations	3,580	1.5%	182	10,463	1.9%	209
L11. Factories & Farms	**4,618**	**2.0%**	**21**	**11,868**	**2.1%**	**23**
25 Salt of the Earth	396	0.2%	6	951	0.2%	6
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	4,222	1.8%	124	10,917	2.0%	142
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**3,700**	**1.6%**	**17**	**9,248**	**1.7%**	**18**
26 Midland Crowd	1,158	0.5%	13	2,949	0.5%	14
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,289	1.0%	64	5,637	1.0%	63
46 Rooted Rural	253	0.1%	4	662	0.1%	5
66 Unclassified	7	0.0%	139	190	0.0%	24

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November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	234,229	100.0%		556,677	100.0%	
U1. Principal Urban Centers I	**9,621**	**4.1%**	**52**	**16,850**	**3.0%**	**39**
08 Laptops and Lattes	1,927	0.8%	81	3,645	0.7%	90
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	284	0.1%	11	611	0.1%	12
27 Metro Renters	7,410	3.2%	232	12,594	2.3%	257
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**11,860**	**5.1%**	**107**	**28,693**	**5.2%**	**93**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	6,640	2.8%	419	19,183	3.4%	471
65 Social Security Set	5,220	2.2%	343	9,510	1.7%	361
U3. Metro Cities I	**34,909**	**14.9%**	**132**	**76,951**	**13.8%**	**121**
01 Top Rung	2,462	1.1%	153	6,816	1.2%	160
03 Connoisseurs	6,112	2.6%	188	15,137	2.7%	194
05 Wealthy Seaboard Suburbs	291	0.1%	9	780	0.1%	9
09 Urban Chic	1,290	0.6%	42	2,806	0.5%	41
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	7,802	3.3%	196	15,164	2.7%	185
19 Milk and Cookies	2,961	1.3%	64	8,316	1.5%	68
22 Metropolitans	13,991	6.0%	504	27,932	5.0%	507
U4. Metro Cities II	**74,733**	**31.9%**	**294**	**179,062**	**32.2%**	**326**
28 Aspiring Young Families	21,736	9.3%	394	54,662	9.8%	433
30 Retirement Communities	6,850	2.9%	201	13,152	2.4%	213
34 Family Foundations	3,580	1.5%	182	10,463	1.9%	209
36 Old and Newcomers	9,615	4.1%	211	21,623	3.9%	257
39 Young and Restless	22,846	9.8%	686	46,617	8.4%	770
52 Inner City Tenants	8,427	3.6%	238	21,146	3.8%	267
60 City Dimensions	774	0.3%	38	2,183	0.4%	43
63 Dorms to Diplomas	905	0.4%	86	9,216	1.7%	248
U5. Urban Outskirts I	**31,833**	**13.6%**	**124**	**77,476**	**13.9%**	**122**
04 Boomburbs	283	0.1%	5	643	0.1%	4
24 Main Street, USA	1,577	0.7%	26	3,696	0.7%	27
32 Rustbelt Traditions	15,251	6.5%	231	38,248	6.9%	258
38 Industrious Urban Fringe	915	0.4%	26	2,505	0.4%	23
48 Great Expectations	13,807	5.9%	339	32,384	5.8%	376

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 20 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	234,229	100.0%		556,677	100.0%	
U6. Urban Outskirts II	**21,886**	**9.3%**	**182**	**58,122**	**10.4%**	**198**
51 Metro City Edge	10,720	4.6%	489	30,103	5.4%	527
55 College Towns	2,004	0.9%	106	6,999	1.3%	167
57 Simple Living	4,960	2.1%	151	10,213	1.8%	158
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	4,202	1.8%	179	10,807	1.9%	0
U7. Suburban Periphery I	**19,582**	**8.4%**	**53**	**47,541**	**8.5%**	**52**
02 Suburban Splendor	2,274	1.0%	56	6,823	1.2%	61
06 Sophisticated Squires	573	0.2%	9	1,580	0.3%	9
07 Exurbanites	2,224	0.9%	38	6,028	1.1%	42
12 Up and Coming Families	2,181	0.9%	27	5,588	1.0%	26
13 In Style	6,723	2.9%	115	14,488	2.6%	113
14 Prosperous Empty Nesters	5,607	2.4%	131	13,034	2.3%	140
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**24,633**	**10.5%**	**109**	**58,926**	**10.6%**	**118**
18 Cozy and Comfortable	6,523	2.8%	99	16,475	3.0%	106
29 Rustbelt Retirees	7,088	3.0%	146	16,742	3.0%	162
33 Midlife Junction	6,800	2.9%	117	14,792	2.7%	121
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	4,222	1.8%	124	10,917	2.0%	142
U9. Small Towns	**2,448**	**1.0%**	**22**	**6,008**	**1.1%**	**24**
41 Crossroads	2,289	1.0%	64	5,637	1.0%	63
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	159	0.1%	3	371	0.1%	4
U10. Rural I	**2,464**	**1.1%**	**9**	**6,196**	**1.1%**	**10**
17 Green Acres	910	0.4%	12	2,296	0.4%	12
25 Salt of the Earth	396	0.2%	6	951	0.2%	6
26 Midland Crowd	1,158	0.5%	13	2,949	0.5%	14
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**253**	**0.1%**	**1**	**662**	**0.1%**	**2**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	253	0.1%	4	662	0.1%	5
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	7	0.0%	139	190	0.0%	24

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Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

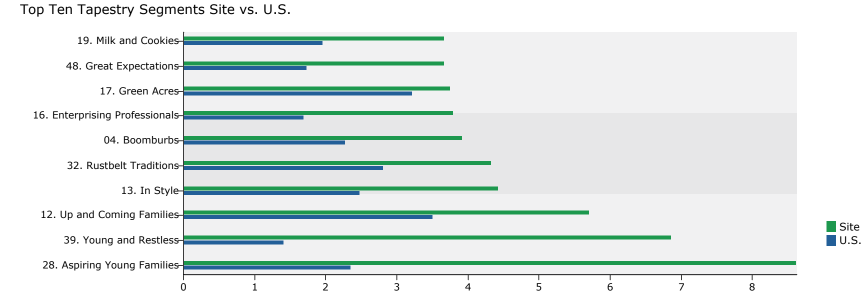
Latitude: 36.16048
Longitude: -86.77842

Top Twenty Tapestry Segments

Tapestry descriptions can be found here

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	**Tapestry Segment**	**Percent**	**Percent**	**Percent**	**Percent**	**Index**
1	28. Aspiring Young Families	8.6%	8.6%	2.4%	2.4%	366
2	39. Young and Restless	6.9%	15.5%	1.4%	3.8%	483
3	12. Up and Coming Families	5.7%	21.2%	3.5%	7.3%	163
4	13. In Style	4.4%	25.6%	2.5%	9.8%	178
5	32. Rustbelt Traditions	4.3%	30.0%	2.8%	12.6%	154
	Subtotal	**30.0%**		**12.6%**		
6	04. Boomburbs	3.9%	33.9%	2.3%	14.9%	172
7	16. Enterprising Professionals	3.8%	37.7%	1.7%	16.6%	223
8	17. Green Acres	3.8%	41.5%	3.2%	19.8%	117
9	48. Great Expectations	3.7%	45.1%	1.7%	21.5%	212
10	19. Milk and Cookies	3.7%	48.8%	2.0%	23.5%	187
	Subtotal	**18.8%**		**10.9%**		
11	22. Metropolitans	3.6%	52.4%	1.2%	24.7%	303
12	26. Midland Crowd	3.2%	55.6%	3.8%	28.5%	85
13	02. Suburban Splendor	3.2%	58.8%	1.7%	30.2%	182
14	33. Midlife Junction	3.1%	61.9%	2.5%	32.7%	124
15	07. Exurbanites	3.0%	64.8%	2.5%	35.2%	118
	Subtotal	**16.0%**		**11.7%**		
16	18. Cozy and Comfortable	2.9%	67.7%	2.8%	38.0%	102
17	51. Metro City Edge	2.8%	70.5%	0.9%	39.0%	295
18	36. Old and Newcomers	2.5%	73.0%	1.9%	40.9%	130
19	06. Sophisticated Squires	2.5%	75.5%	2.7%	43.7%	90
20	52. Inner City Tenants	2.2%	77.6%	1.5%	45.2%	143
	Subtotal	**12.8%**		**9.9%**		
	Total	**77.6%**		**45.2%**		**172**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

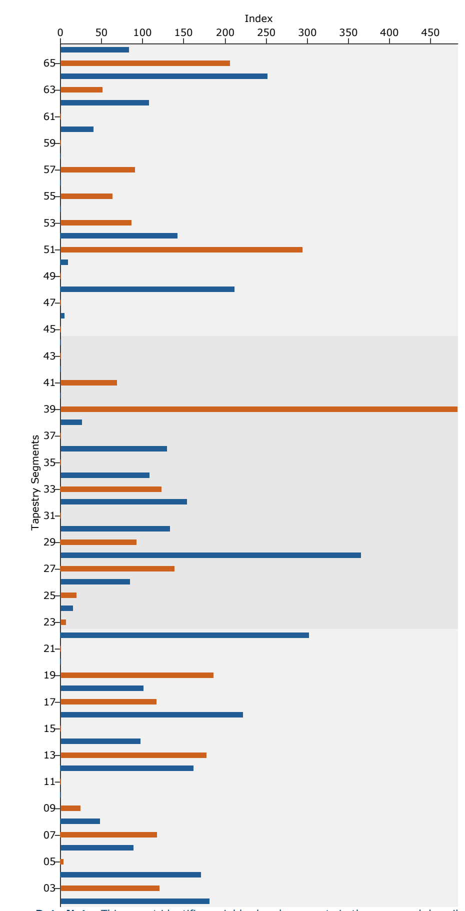
November 26, 2012

Tapestry Segmentation Area Profile

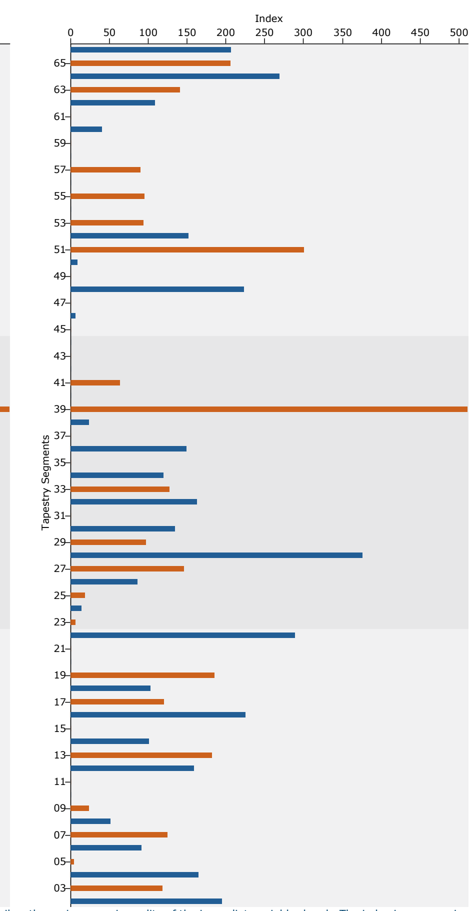
Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Indexes by Households



Tapestry Indexes by Population



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November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	389,010	100.0%		972,117	100.0%	
L1. High Society	**58,314**	**15.0%**	**118**	**164,791**	**17.0%**	**121**
01 Top Rung	2,763	0.7%	103	7,711	0.8%	104
02 Suburban Splendor	12,382	3.2%	182	38,159	3.9%	196
03 Connoisseurs	6,505	1.7%	121	16,217	1.7%	119
04 Boomburbs	15,293	3.9%	172	42,753	4.4%	165
05 Wealthy Seaboard Suburbs	291	0.1%	5	780	0.1%	5
06 Sophisticated Squires	9,571	2.5%	90	27,770	2.9%	92
07 Exurbanites	11,509	3.0%	118	31,401	3.2%	125
L2. Upscale Avenues	**59,086**	**15.2%**	**110**	143,974	14.8%	108
09 Urban Chic	1,290	0.3%	25	2,806	0.3%	24
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	17,246	4.4%	178	40,966	4.2%	183
16 Enterprising Professionals	14,769	3.8%	223	32,453	3.3%	226
17 Green Acres	14,599	3.8%	117	39,391	4.1%	121
18 Cozy and Comfortable	11,182	2.9%	102	28,358	2.9%	104
L3. Metropolis	**28,915**	**7.4%**	**142**	**68,847**	**7.1%**	**135**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	13,993	3.6%	303	27,937	2.9%	290
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	10,720	2.8%	295	30,103	3.1%	302
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	4,202	1.1%	108	10,807	1.1%	110
L4. Solo Acts	**46,153**	**11.9%**	**174**	**92,985**	**9.6%**	**188**
08 Laptops and Lattes	1,927	0.5%	49	3,645	0.4%	52
23 Trendsetters	284	0.1%	7	611	0.1%	7
27 Metro Renters	7,410	1.9%	139	12,594	1.3%	147
36 Old and Newcomers	9,819	2.5%	130	22,049	2.3%	150
39 Young and Restless	26,713	6.9%	483	54,086	5.6%	512
L5. Senior Styles	**33,079**	**8.5%**	**69**	**70,481**	**7.3%**	**70**
14 Prosperous Empty Nesters	7,011	1.8%	98	16,641	1.7%	102
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	7,471	1.9%	93	17,763	1.8%	98
30 Retirement Communities	7,594	2.0%	134	14,518	1.5%	135
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	801	0.2%	10	1,796	0.2%	10
57 Simple Living	4,982	1.3%	91	10,253	1.1%	91
65 Social Security Set	5,220	1.3%	207	9,510	1.0%	207
L6. Scholars & Patriots	**2,909**	**0.7%**	**51**	**16,215**	**1.7%**	**93**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	2,004	0.5%	64	6,999	0.7%	96
63 Dorms to Diplomas	905	0.2%	52	9,216	0.9%	142

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Source: Esri

November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	389,010	100.0%		972,117	100.0%	
L7. High Hopes	**47,848**	**12.3%**	**300**	**116,850**	**12.0%**	**315**
28 Aspiring Young Families	33,551	8.6%	366	83,094	8.5%	377
48 Great Expectations	14,297	3.7%	212	33,756	3.5%	224
L8. Global Roots	11,408	2.9%	36	**29,409**	**3.0%**	**31**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,611	0.4%	27	4,621	0.5%	24
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	8,427	2.2%	143	21,146	2.2%	153
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,370	0.4%	41	3,642	0.4%	41
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**43,137**	**11.1%**	**140**	**119,156**	**12.3%**	**132**
12 Up and Coming Families	22,211	5.7%	163	60,523	6.2%	160
19 Milk and Cookies	14,286	3.7%	187	39,450	4.1%	186
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	6,640	1.7%	252	19,183	2.0%	270
L10. Traditional Living	**33,971**	**8.7%**	**100**	**83,598**	**8.6%**	**104**
24 Main Street, USA	1,577	0.4%	16	3,696	0.4%	15
32 Rustbelt Traditions	16,862	4.3%	154	42,146	4.3%	163
33 Midlife Junction	11,952	3.1%	124	27,293	2.8%	128
34 Family Foundations	3,580	0.9%	109	10,463	1.1%	120
L11. Factories & Farms	**7,003**	**1.8%**	**19**	**18,153**	**1.9%**	**20**
25 Salt of the Earth	2,092	0.5%	20	5,366	0.6%	20
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	4,911	1.3%	87	12,787	1.3%	95
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**17,180**	**4.4%**	**47**	**44,767**	**4.6%**	**50**
26 Midland Crowd	12,566	3.2%	85	33,237	3.4%	87
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	4,067	1.0%	69	10,055	1.0%	65
46 Rooted Rural	547	0.1%	6	1,475	0.2%	7
66 Unclassified	7	0.0%	84	2,891	0.3%	208

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November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	389,010	100.0%		972,117	100.0%	
U1. Principal Urban Centers I	**9,621**	**2.5%**	**32**	**16,850**	**1.7%**	**23**
08 Laptops and Lattes	1,927	0.5%	49	3,645	0.4%	52
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	284	0.1%	7	611	0.1%	7
27 Metro Renters	7,410	1.9%	139	12,594	1.3%	147
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**11,860**	**3.0%**	**65**	**28,693**	**3.0%**	**53**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	6,640	1.7%	252	19,183	2.0%	270
65 Social Security Set	5,220	1.3%	207	9,510	1.0%	207
U3. Metro Cities I	**53,897**	**13.9%**	**122**	**127,354**	**13.1%**	**115**
01 Top Rung	2,763	0.7%	103	7,711	0.8%	104
03 Connoisseurs	6,505	1.7%	121	16,217	1.7%	119
05 Wealthy Seaboard Suburbs	291	0.1%	5	780	0.1%	5
09 Urban Chic	1,290	0.3%	25	2,806	0.3%	24
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	14,769	3.8%	223	32,453	3.3%	226
19 Milk and Cookies	14,286	3.7%	187	39,450	4.1%	186
22 Metropolitans	13,993	3.6%	303	27,937	2.9%	290
U4. Metro Cities II	**91,959**	**23.6%**	**218**	**218,214**	**22.4%**	**227**
28 Aspiring Young Families	33,551	8.6%	366	83,094	8.5%	377
30 Retirement Communities	7,594	2.0%	134	14,518	1.5%	135
34 Family Foundations	3,580	0.9%	109	10,463	1.1%	120
36 Old and Newcomers	9,819	2.5%	130	22,049	2.3%	150
39 Young and Restless	26,713	6.9%	483	54,086	5.6%	512
52 Inner City Tenants	8,427	2.2%	143	21,146	2.2%	153
60 City Dimensions	1,370	0.4%	41	3,642	0.4%	41
63 Dorms to Diplomas	905	0.2%	52	9,216	0.9%	142
U5. Urban Outskirts I	**49,640**	**12.8%**	**117**	**126,972**	**13.1%**	**115**
04 Boomburbs	15,293	3.9%	172	42,753	4.4%	165
24 Main Street, USA	1,577	0.4%	16	3,696	0.4%	15
32 Rustbelt Traditions	16,862	4.3%	154	42,146	4.3%	163
38 Industrious Urban Fringe	1,611	0.4%	27	4,621	0.5%	24
48 Great Expectations	14,297	3.7%	212	33,756	3.5%	224

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November 26, 2012

Tapestry Segmentation Area Profile

Downtown Nashville
Broadway & 5th Ave S, Nashville, TN, 37203
Drive Time: 30 minutes

Latitude: 36.16048
Longitude: -86.77842

Tapestry Urbanization Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	389,010	100.0%		972,117	100.0%	
U6. Urban Outskirts II	**21,908**	**5.6%**	**110**	**58,162**	**6.0%**	**114**
51 Metro City Edge	10,720	2.8%	295	30,103	3.1%	302
55 College Towns	2,004	0.5%	64	6,999	0.7%	96
57 Simple Living	4,982	1.3%	91	10,253	1.1%	91
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	4,202	1.1%	108	10,807	1.1%	0
U7. Suburban Periphery I	**79,930**	**20.5%**	**130**	**215,460**	**22.2%**	**136**
02 Suburban Splendor	12,382	3.2%	182	38,159	3.9%	196
06 Sophisticated Squires	9,571	2.5%	90	27,770	2.9%	92
07 Exurbanites	11,509	3.0%	118	31,401	3.2%	125
12 Up and Coming Families	22,211	5.7%	163	60,523	6.2%	160
13 In Style	17,246	4.4%	178	40,966	4.2%	183
14 Prosperous Empty Nesters	7,011	1.8%	98	16,641	1.7%	102
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**35,516**	**9.1%**	**95**	**86,201**	**8.9%**	**99**
18 Cozy and Comfortable	11,182	2.9%	102	28,358	2.9%	104
29 Rustbelt Retirees	7,471	1.9%	93	17,763	1.8%	98
33 Midlife Junction	11,952	3.1%	124	27,293	2.8%	128
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	4,911	1.3%	87	12,787	1.3%	95
U9. Small Towns	**4,868**	**1.3%**	**26**	**11,851**	**1.2%**	**27**
41 Crossroads	4,067	1.0%	69	10,055	1.0%	65
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	801	0.2%	10	1,796	0.2%	10
U10. Rural I	**29,257**	**7.5%**	**66**	**77,994**	**8.0%**	**70**
17 Green Acres	14,599	3.8%	117	39,391	4.1%	121
25 Salt of the Earth	2,092	0.5%	20	5,366	0.6%	20
26 Midland Crowd	12,566	3.2%	85	33,237	3.4%	87
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**547**	**0.1%**	**2**	**1,475**	**0.2%**	**2**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	547	0.1%	6	1,475	0.2%	7
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	7	0.0%	84	2,891	0.3%	208

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November 26, 2012

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