



THE GULCH



MarketStreet
ENTERPRISES







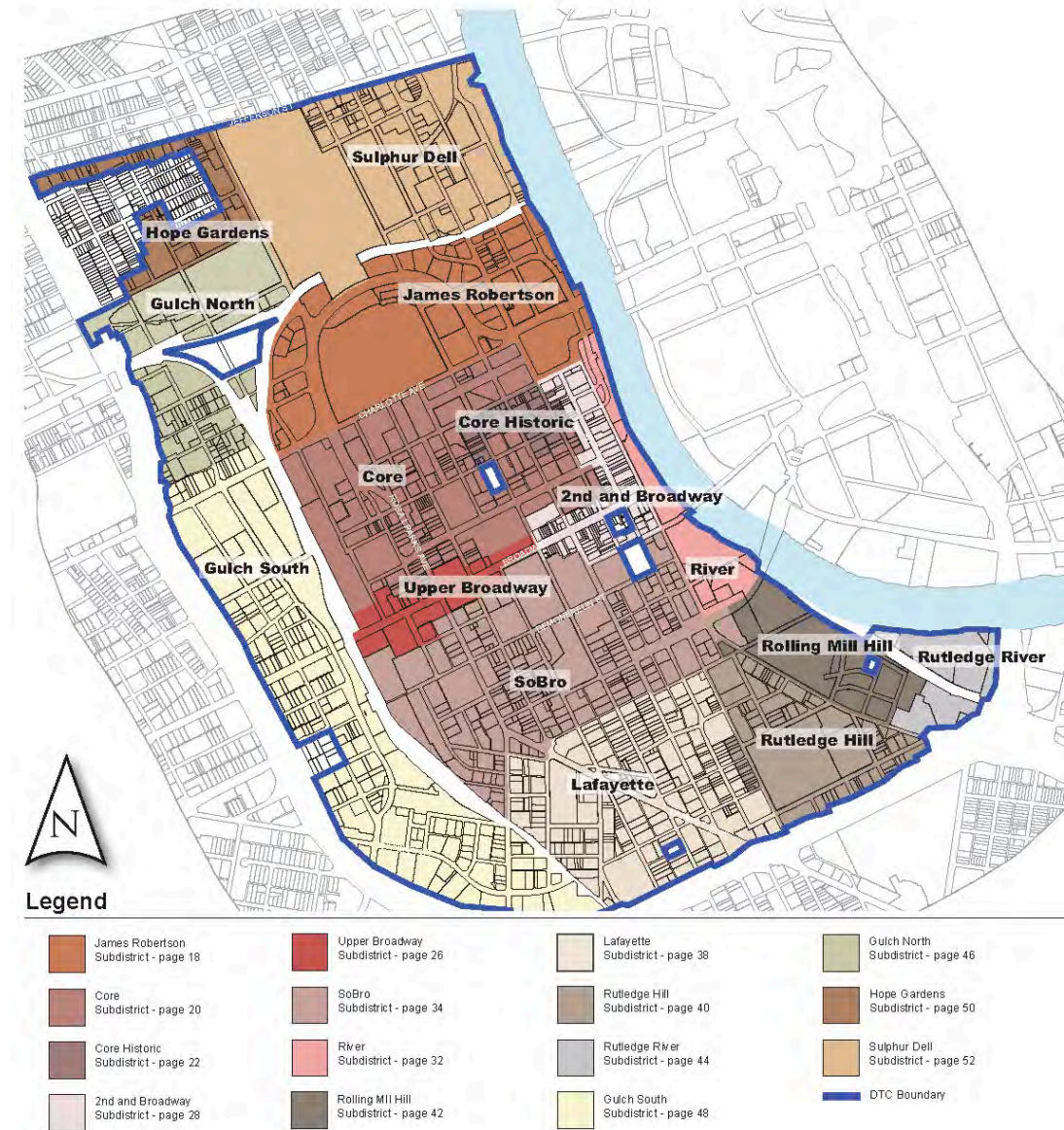
REDEVELOPMENT DISTRICT

- “Arts Center” District, one of now 10 redevelopment districts
- Enacted in 1998
- Covers portions of Music Row, The Gulch, SoBro areas
- Encourages private investment for projects in blighted areas
- Established the availability of Tax Increment Financing for projects
- MDHA Design Review Committee for project approvals
- Identified permitted/prohibited uses in district (e.g. adult entertainment)



DOWNTOWN CODE

- Enacted in January 2010
- Modeled on Form-Based Code
- Flexible entitlements for variety of uses available by-right
- Focus on ground-floor space, streetscape, public realm
- Collaboration between Public and Private-Sector participants
- Bonus Height Program available in exchange for public benefits



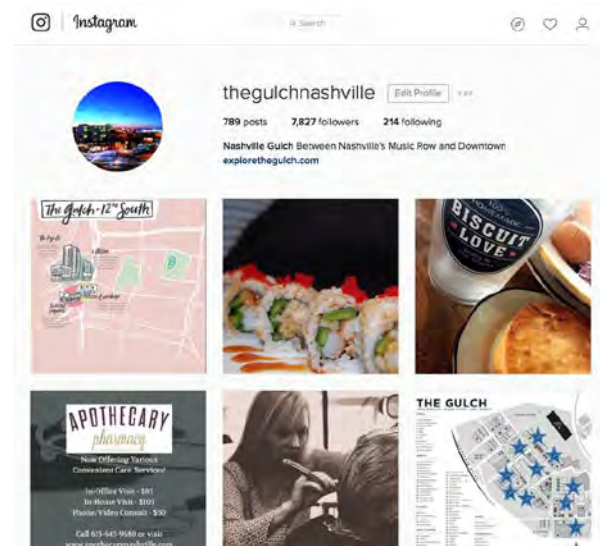
GULCH INFRASTRUCTURE

- Executed in 2004-2005
- Initial public investment in Gulch by City of Nashville
- Private investment followed
- Initiatives:
 - Realignment of 11th Avenue South
 - New Gulch streetscape standards
 - Undergrounding electrical service
 - Storm sewer enhancements
 - Parallel street parking throughout
 - Traffic signalization improvements
 - Sidewalks, trees, benches
 - Rebuilding of Demonbreun viaduct (by TDOT)
- Public investment continues today



GBID DISTRICT

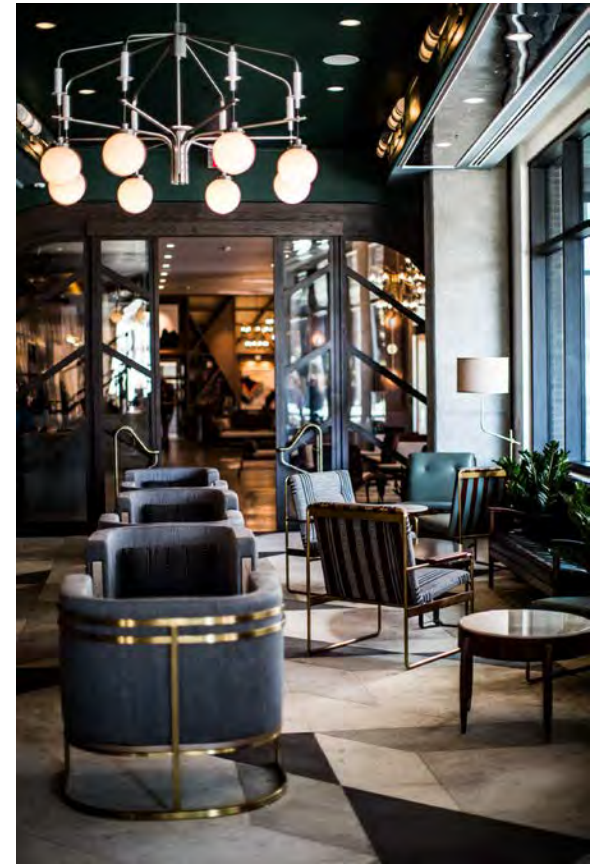
- Established in 2006
- Covers entirety of Gulch, approx. 60 acres
- Commercial & residential property owners
- Administered by Nashville Downtown Partnership
- Special property assessment
.0018%
- Clean & Safe Program
30,085 lbs of trash removed in 2016
- Neighborhood beautification
- Social media (Instagram, Facebook & Twitter)



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