



MICD Nashville Case Study North Nashville

NASHVILLE ECONOMIC REGION SNAPSHOT

- 95.2 Cost of Living Index (100 = US Average)
- 930,000+ Labor Force
- 1.8 Million Population; 1.9% Annual Growth
- \$45,759 Per Capita Income
- 4.2 Unemployment Rate (December 2015)



ECONOMIC DRIVERS

Health Care

- 250,000 jobs / \$38.8B Economic Impact

Music & Entertainment

- 60,000 jobs / \$9.8B Economic Impact

Manufacturing

- 70,700 jobs / \$9.5B Economic Impact

Tourism & Hospitality

- 55,000 jobs / \$5.7B Economic Impact



#1 America's Friendliest City
2015: *Travel + Leisure*

#1 Best Cities for Women-
owned Businesses
2016: *WalletHub.com*

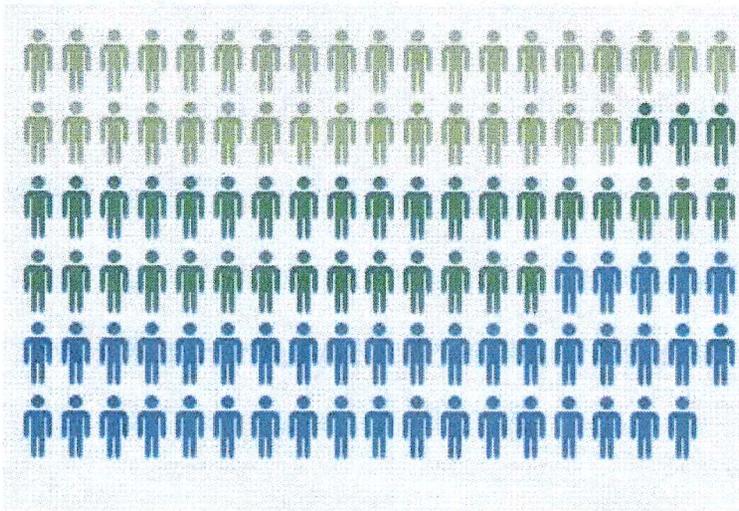
Top 10 Cities for Growth and
Prosperity
2016 *Brookings Institution*

#5 Best Cities for Recent Tech
Grads
2016: *DataFox*

#4 Best Big Cities for Jobs 2016
F2016: *Forbes*

POPULATION GROWTH

- 1.9% Annual Growth Rate
- + 31,000 New Residents Per Year
- 85 new people per day on average



2011 2012 2020

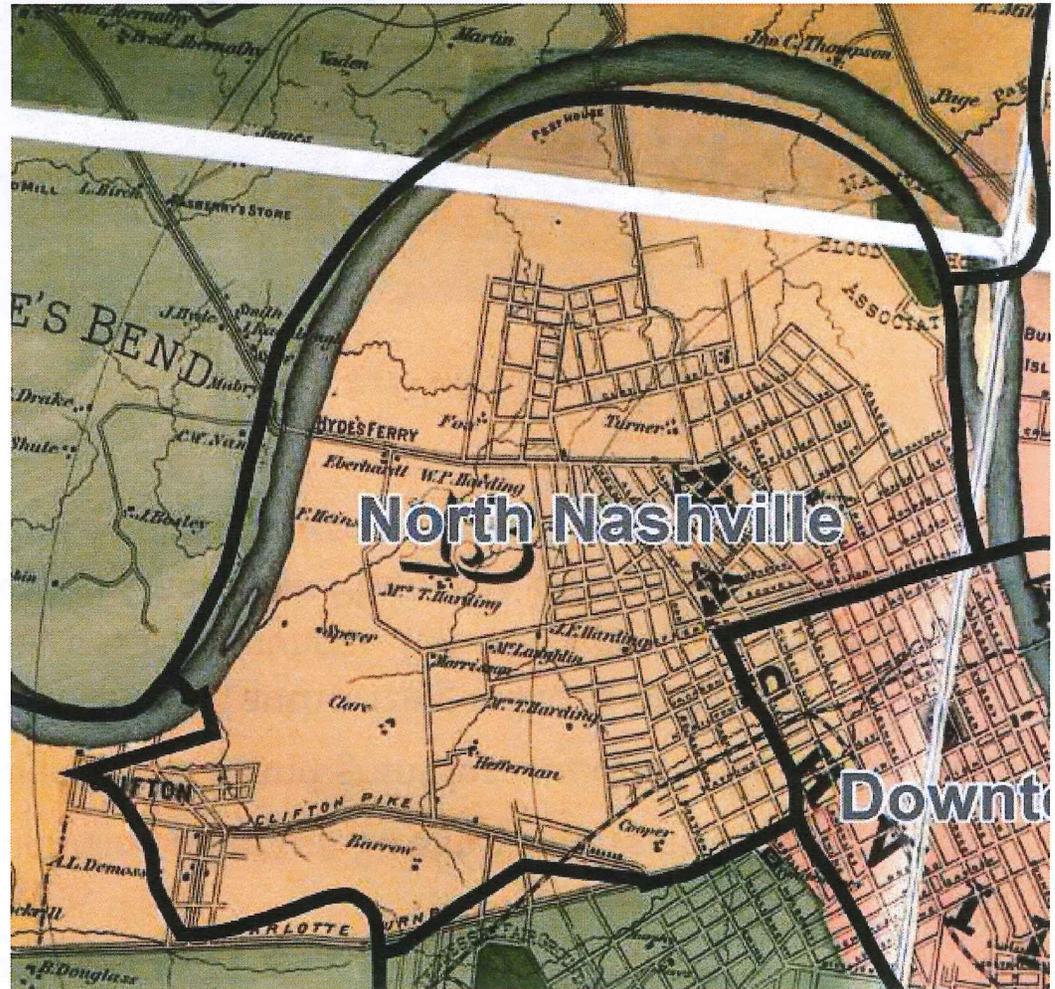
LIVABILITY

Quality of Place

- Highest concentration of the music industry in U.S - a national hub for the creative class
- Live music any night of the week with world class music venues
- Cultural diversity – one in six Nashvillians is foreign-born
- An “arts participation” rate nearly five times the national average

North Nashville: History

- ▶ 1800s: Settlement area for German immigrants, industrial meatpackers, and those fleeing the city center looking for more affordable housing
- ▶ German immigrants primarily settled in what today is known as Germantown, while many freed African American slaves settled near what is now known as Jefferson Street.
- ▶ 1866 Fisk University was founded, a historically black university and the oldest college in Nashville
- ▶ 1876 Meherry Medical admitted its first 11 students



1871 Map

North Nashville: History

- ▶ 1900-1950s: Thriving community including Jefferson Street business district.
- ▶ 1912: Tennessee State University Founded as a land grant institution (500+ acres)
- ▶ 1940s: Congress passed a national housing act, authorizing millions of federal dollars for public housing projects across the country. Two early projects were in North Nashville: One for whites, called Cheatham Place. The other, for blacks, was built adjacent to Fisk University. called Andrew Jackson Courts.



Brown's Dinner Club and Hotel, Jefferson Street, c. mid-1950s.

North Nashville: History

▶ 1950s-1960s

North Nashville was the center of the city's Civil Rights Movement.



Matthew Walker, from left, Peggy Alexander, Diane Nash and Stanley Hemphill, eat lunch at the previously segregated counter of the Post House Restaurant in the Greyhound bus terminal in Nashville, Tenn. on May 16, 1960. This marked the first time since the start of the sit-in that blacks have been served at previously all-white counters in Nashville. (Photo: Gerald Holly, *The Tennessean*)

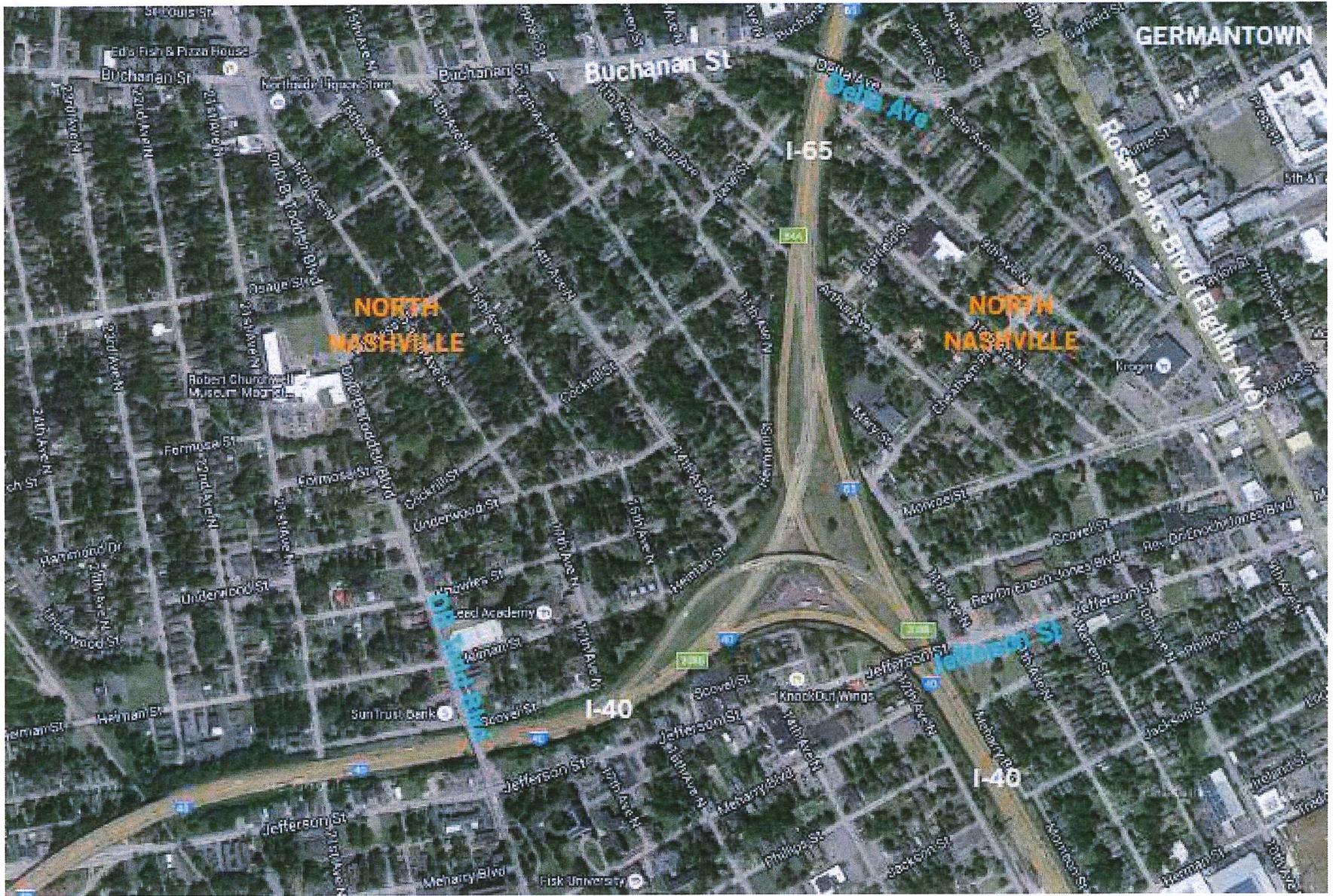


North Nashville: History

- ▶ 1960's-1970's
- ▶ The construction of I-40 (1968) displaced many North Nashvillians and isolated neighborhoods and business areas.
- ▶ Desegregation: As opportunities for housing and jobs were created outside of North Nashville, the outward migration hurt businesses and further depressed housing



▶ Pedestrian bridge near Hadley Park- North Nashville



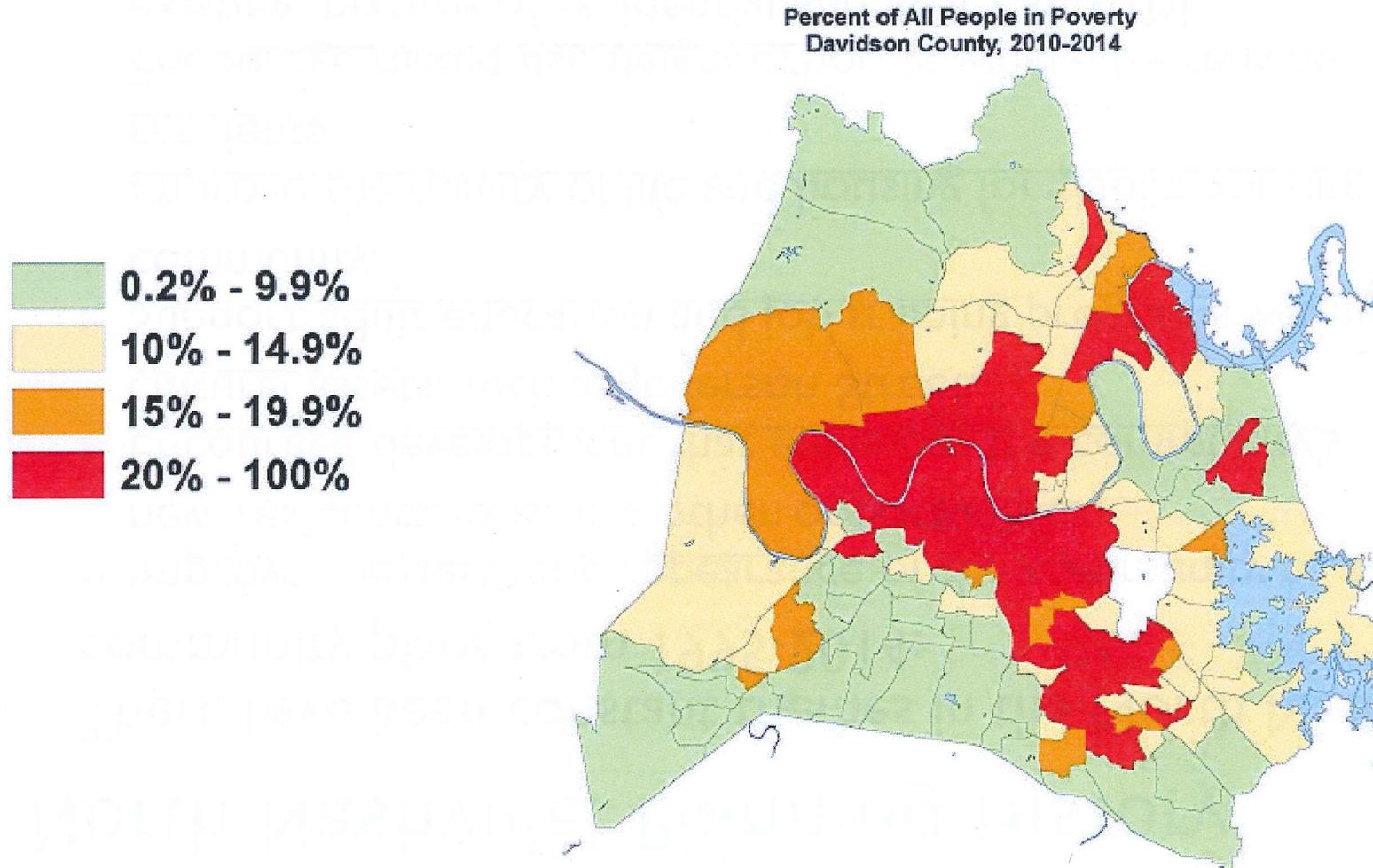
~~Interstate trisected North Nashville~~—fragmenting the community and commerce

North Nashville: Demographics (2008-2012)

	Davidson County		North Nashville	
▶ Population	629,113		23,739	3.8%
▶ Black or African American	173,730	27.7%	19,906	87.4%
▶ Single Parent Families	26,291	18.4%	1,931	46.7%
▶ Housing Units	284,328		10,450	3.7%
▶ Owner Occupied	141,805	49.9%	2,171	20.8%
▶ Renter Occupied	114,082	40.1%	6,649	63.6%
▶ Public Transportation	6,588	2.1%	710	9.0%
▶ Income Per Capita	\$28,513		\$14,175	
▶ 9-12 grade, no diploma	38,664	9.2%	2,053	16.8%
▶ High School Graduate	103,024	24.5%	3,981	32.6%
▶ Bachelor's Degree	92,765	22.1%	1,202	9.8%
▶ Employed	317,719	91.2%	8,610	80.9%
▶ Unemployed	30,143	8.7%	2,021	19.0%

Source: NashvilleNext North Nashville Community Plan

North Nashville: 41.8% poverty rate



Source: 2015 Community Needs Evaluation:
Metro Nashville Social Services

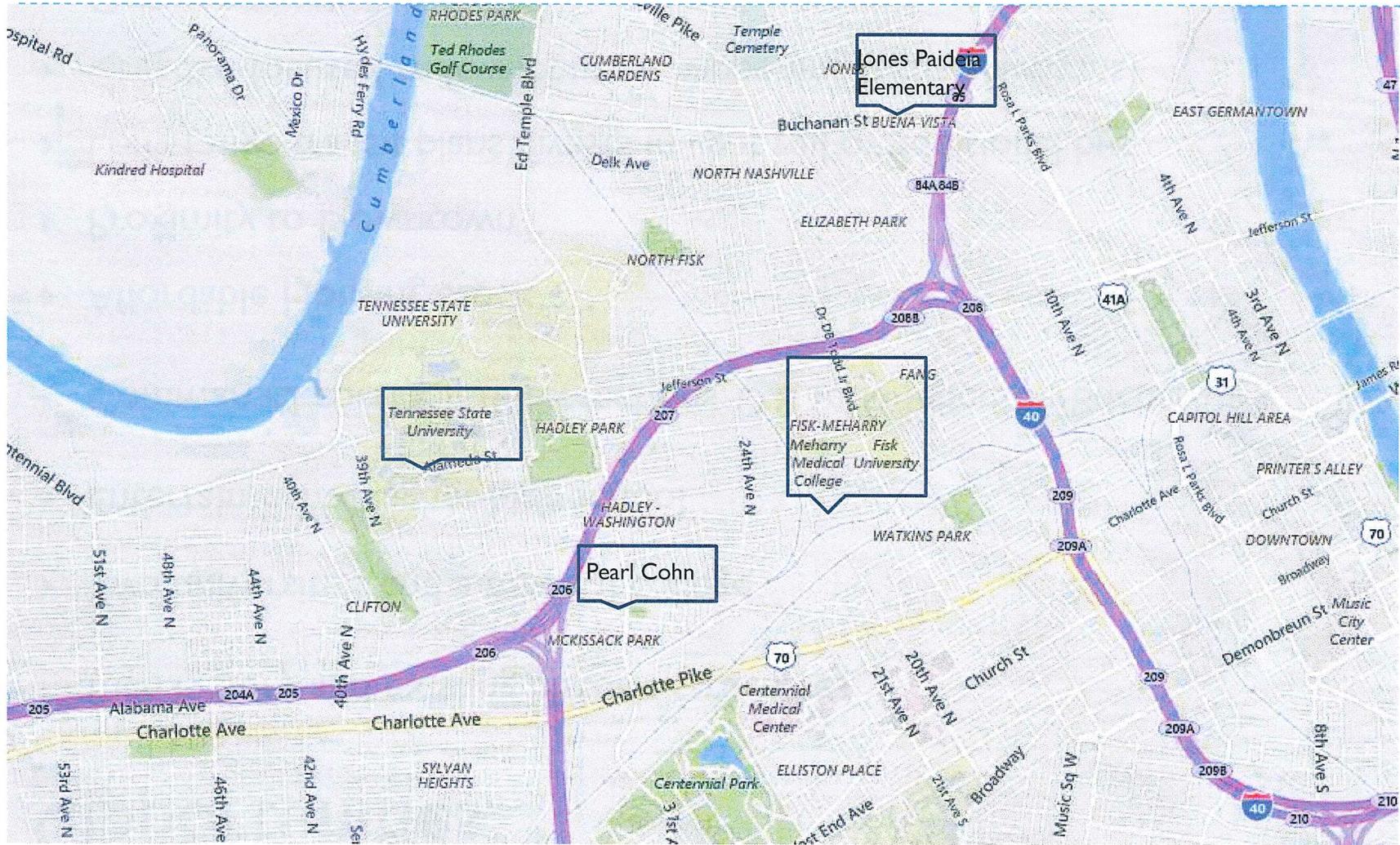
North Nashville: Planning History

- ▶ There have been constant themes in the North Nashville community plans from 1995-2014:
 - ▶ Improve the aesthetic appearance of the community to attract new residents, jobs, and other opportunities.
 - ▶ Encourage development that enhances the community's cultural assets, such as Jefferson Street.
 - ▶ Support adult education and job training programs within the community.
 - ▶ Improve the quality of life and housing for public housing residents.
 - ▶ Encourage mixed use neighborhoods, where there is an existing mixture of residential and light industrial.
 - ▶ Enhance transportation options

Opportunities:

- ▶ Rich history and existing historic structures
- ▶ Two universities and a medical college
- ▶ Entertainment Magnet high school
- ▶ Commercial corridors/Intersections: D.B Todd/Jefferson/Buchanan
- ▶ Affordable Housing Stock
- ▶ Proximity to Downtown
- ▶ Long range transit plans invests in light rail or additional bus
- ▶ Creative-focused redevelopment happening (artists/artisans)
- ▶ Community plan and zoning in place for investment

Educational Assets in North Nashville



Challenges:

- ▶ Private investment 'skirting' the area- going to Germantown, Charlotte Ave., the Nations. What can we do to target business development along the corridors and housing investment without triggering a negative reaction (gentrification)?
- ▶ The trisection of the community by the interstate is still a factor (feeling of dislocation and actual physical separation). Do we try to physically reconnect the area or change our planning to create separate plans?
- ▶ Universities and businesses are not cooperatively invested. TSU, Fisk have 'inward looking campuses'. How do we encourage business to university partnerships and more open design?
- ▶ Poverty and lack of job and educational opportunities is a real issue, as is youth violence. What creative investment can be made to foster workforce job growth and a path to high school and college graduation?
- ▶ Fear of further losing the African American history of the area. What can we do to embrace the rich history and make major development investment?