



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Karl F. Dean
Mayor

OFFICE OF THE MAYOR
METROPOLITAN COURTHOUSE
NASHVILLE, TENNESSEE 37201

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Contact: Bonna Johnson
(615) 862-6461 direct
(615) 389-3405 cell
bonna.johnson@nashville.gov

Mayor Unveils Plans for Avenue of the Arts *Streetscape Project Creates Nashville's First Central Visual Arts District*

NASHVILLE, Tenn. – Mayor Karl Dean with Metro Public Works and the Metro Arts Commission today announced plans for the Avenue of the Arts, a new streetscape project on Fifth Avenue between Church Street and Union Street.

The street redesign will create a distinguishable visual arts district for Nashville that will host high-profile events, draw more people to the area and ultimately attract more retail tenants. The project is expected to finish in late summer, 2013, and will be Nashville's first central visual arts district.

The one-block Avenue of the Arts will include a new overhead lighting canopy, improved sidewalks, places for outdoor dining and platforms for outdoor art. This section of Fifth Avenue includes 19 art galleries, including in The Arcade, and is the nucleus of the monthly First Saturday Art Crawl.

The street will improve connectivity between the activity on Broadway and other cultural institutions, such as TPAC and the Tennessee State Museum. Nashville has more than 36,000 creative workers and increasingly is attracting more visual artists and designers of all types. The development of Avenue of the Arts supports the continued diversification of Nashville's creative community.

“Although Nashville has a worldwide reputation for music, there is an abundance of talented, creative people here contributing to the visual arts,” Dean said. “This block is already one of the most important creative districts in the city. Creating an Avenue of the Arts will make dining outdoors and strolling the art galleries an even more vibrant and enjoyable experience.”

Three landscaped sidewalk extensions will provide ample room for green space, tree plantings and small gatherings. One of the curb extension areas at Fifth and Church will provide opportunities for outdoor dining. Another at the entrance to The Arcade will feature a piece of public art that commemorates Nashville's role in the Civil Rights movement and will be in proximity to some of the sites of the lunch counter sit-ins in 1960.

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The overhead lighting canopy will include eight light curtains hung from 30-foot light poles. It will extend the entire width of the roadway and run the entire length of the block. All lights will be LED energy efficient. Additionally, individual street parking meters will be removed from the block, and a solar-powered parking pay station will be installed.

Green components like the open space, energy efficient lighting and solar-powered pay station support Mayor Dean's ongoing commitment to sustainability and making Nashville one of the greenest cities in the country.

During today's program, Mayor Dean helped lead a gallery walk along Fifth Avenue that featured gallery tours and giveaways of free passes to the Frist Center for the Visual Arts.

Today's announcement is part of Artober Nashville, the city's month-long arts and cultural celebration. As part of the event, Fifth Third Bank hosted *Fifth Third Friday* activities today, including the Nashville in Harmony chorus, Puckett's Trolley food truck, prize giveaways and free coffee cupcakes from the Frothy Monkey and The Cupcake Collection. Hatch Show Print will be on-site hand crafting commemorate Artober posters.

About Artober Nashville

Artober Nashville was created in 2011 to inform and inspire Nashvillians to enjoy and participate in the arts and culture during October, designated as National Arts & Humanities Month by the National Endowment for the Arts and Americans for the Arts. Artober is a collaborative campaign that includes more than 130 arts and cultural organizations and businesses through the Nashville area.

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