

# REED DISTRICT

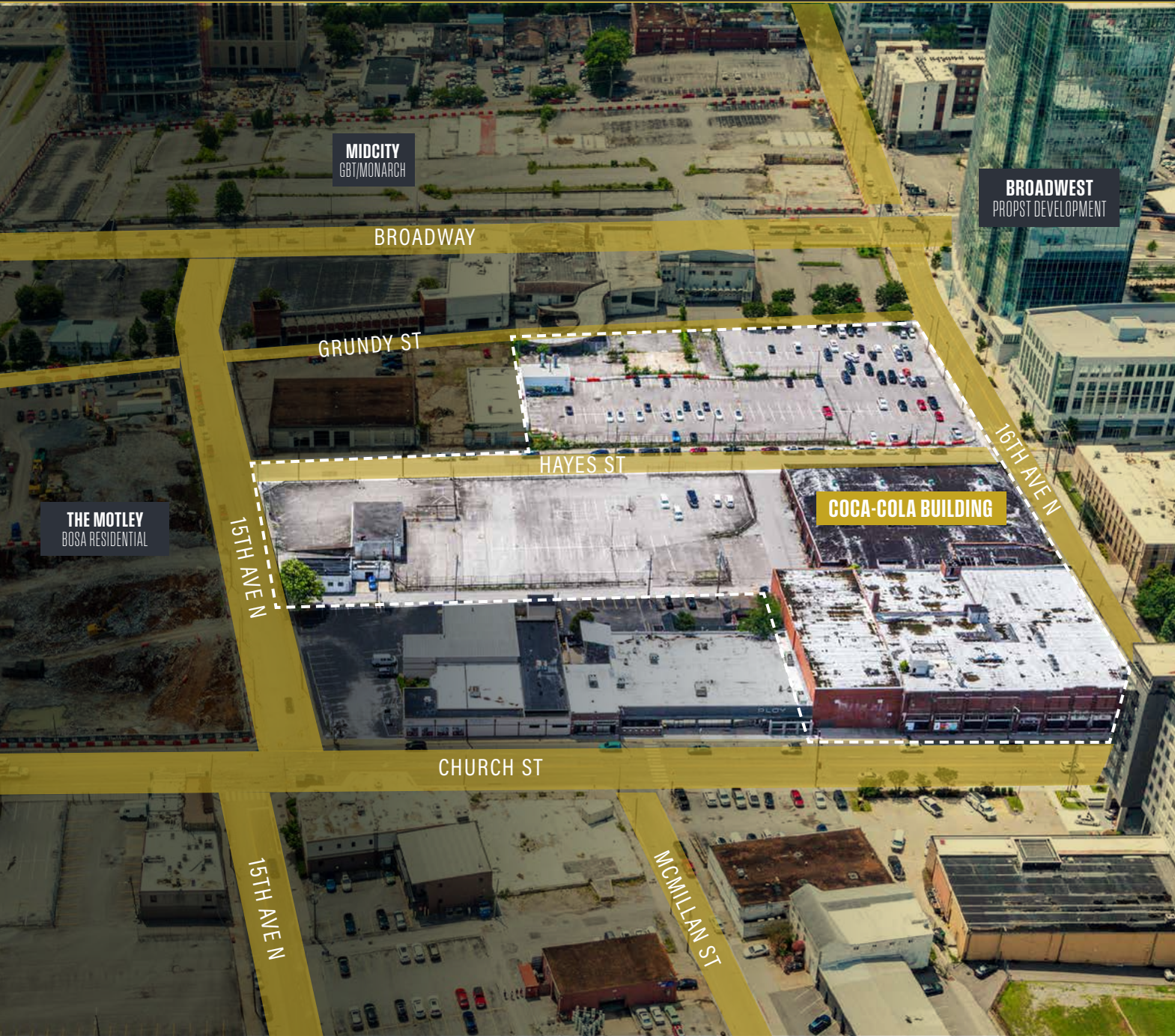
5.3 ACRE  
DEVELOPMENT  
OPPORTUNITY  
IN MIDTOWN  
NASHVILLE, TN



# REED DISTRICT

Stream is proud to offer the opportunity to purchase one of Nashville's most prominent gateway sites - Phase 1 of The Reed District. Located between Vanderbilt University and Nashville's Gulch District, this area has experienced in excess of \$20 billion dollars of development in the past decade. As site scarcity begins to take hold across the core of Nashville, The Reed District is unmatched.





# PROPERTY HIGHLIGHTS

5.3  
ACRES

DOWNTOWN  
NASHVILLE

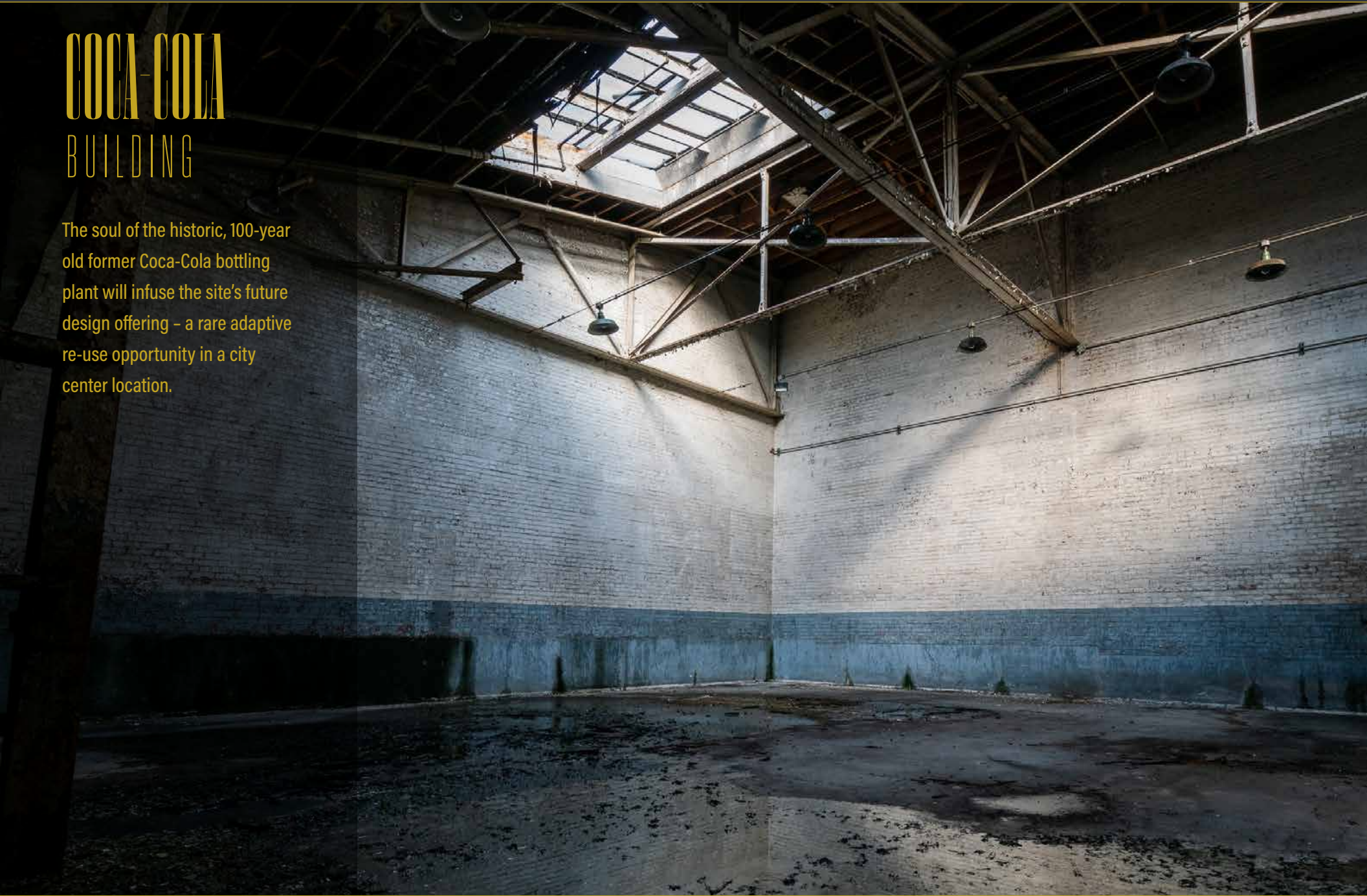
CORE FRAME  
NO SPECIFIC PLAN  
REQUIRED

30 TO 35 STORIES  
HEIGHTS APPROVED  
VIA BZA

100,000 SF  
ADAPTIVE RE-USE COCA-COLA  
BUILDING WITH DOUBLE  
BARRELLED ROOF

# COCA-COLA BUILDING

The soul of the historic, 100-year old former Coca-Cola bottling plant will infuse the site's future design offering - a rare adaptive re-use opportunity in a city center location.





# POTENTIAL DEVELOPMENT VISION

The site offers a unique and highly differentiated development opportunity to create an urban oasis with human scale retail and creative office buildings, pedestrian alleys and green space.

# IDEAL LOCATION

A major corridor connecting  
Midtown to Downtown and I-40.

## DRIVE TIMES

**4 MIN**

DOWNTOWN

**2 MIN**

THE GULCH

**5 MIN**

VANDERBILT

**3 MIN**

MUSIC ROW



# SURROUNDING DEVELOPMENTS



MAP NUMBER	DEVELOPMENT	ADDRESS	ASSET TYPE	PROJECT DETAILS	HEIGHT	DEVELOPER	STATUS
1	The Motley	1401 Church St	Mixed-Use	1,194 Units, 250 Keys, 75,000 Sf Retail/Office	3 Towers; 26, 32 & 40 Stories	Bosa Residential	Phase 1 Under Construction
2	Albion Music Row	1517 McGavock St	Mixed-Use	832 Units	2 Towers; 20 & 29 Stories	Albion Residential	Tower 1 Under Construction
3	MidCity Nashville	1501 Broadway	Mixed-Use	1.3M SF Office, 1,602 Units, 350 Keys, 123,000 SF Retail	7 Towers; 20-35 Stories	GBT, Monarch & Alternative Capital	Proposed
4	Vocé	1719 Hayes St	Mixed-Use	190 Condos, 120 Keys, 60,000 SF Office	25 Stories	Vastland	Under Construction
5	19th & Church	1901 Church St	Mixed-Use	311 Units, 182 Keys, 5,750 SF Retail	2 Buildings; 28 & 12 Stories	Greystar & North Point Hospitality	Proposed
6	The Gupton	1615 State St	Multi-Family	304 Units	14 Stories	Chartwell Residential	Proposed
7	Hilton Tempo	110 20th Ave N	Hotel	161 Keys	12 Stories	Vision Hospitality Group	Under Construction
8	Broadwest	1600 West End Ave	Mixed-Use	196 Condos, 42,000 SF Retail, 520,000 SF Office, 237 Keys	3 Buildings; 4, 21 & 34 Stories	Propst Development	Complete

# ZONING AND MASSING

The site's zoning is "Core Frame", which provides a 5.0 FAR with all uses approved and no specific plan required. The unified plat created to consolidate the parcels enables distribution of the 5.0 FAR density across the entire assemblage entitling the site for 1,154,340 SF within the following height limits:

<b>Parcel A1 - A3</b>	<b>30 stories</b>
<b>Parcel B1</b>	<b>35 stories</b>

Additional FAR and height is available if required.

Significantly, so long as parking is integrated within the tower structure and clad with substantially similar material, it is NOT necessary to put parking below-grade.





# INFRASTRUCTURE DISTRICT

New Tennessee legislation now enables the creation of an infrastructure district to fund right-of-way and utility infrastructure improvements.

Metropolitan Davidson County approval is required to establish an infrastructure district, and this is voluntary tax over and above ad valorem taxes. If approved, Metro Nashville issues the bonds.

# NASHVILLE MARKET OVERVIEW

**#1** HOTTEST  
JOB MARKET

*The Wall Street Journal, 2023*

By investing in Nashville you gain exposure to ULI's **top-rated investment market**, which is being driven by new-to-market companies.

**#3** ECONOMIC  
STRENGTH

*POLICOM  
Economic Strength  
Ranking, 2024*

**42.4%**  
GDP GROWTH  
2012-2022

**#3** BEST CITY  
TO LAUNCH  
A CAREER

*Bankrate, 2023*

**2.9%**  
UNEMPLOYMENT  
2024

*Source: Nashville Chamber of Commerce*

## NASHVILLE'S CONTINUED GROWTH

**86**

NET NEW  
PEOPLE PER DAY  
2022-2023

**65%**

OF COLLEGE GRADS  
REMAIN IN NASHVILLE  
MSA TO WORK

**30.65%**

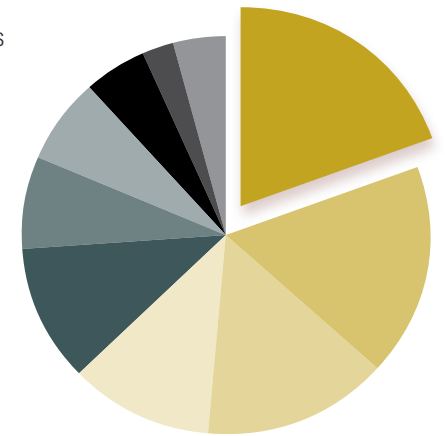
JOB GROWTH  
2013-2021

**21.13%**

POPULATION GROWTH  
2013-2023

## NASHVILLE BOASTS A HEALTHY & DIVERSE ECONOMY

- 21%** Trade, Transportation, and Utilities
- 18%** Professional and Business Services
- 16%** Education and Health Services
- 12%** Leisure and Hospitality
- 12%** Government
- 9%** Manufacturing
- 8%** Financial Activities
- 6%** Mining, Logging, & Construction
- 4%** Information
- 5%** Other Services





# REED DISTRICT

FOR MORE INFORMATION, CONTACT:

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