



909 Division Mixed-Use Development

Proposed Mixed-Use Development embraces LEED® certified community in Nashville, TN

LG Development and NORR are proposing a new mixed-use development in The Gulch, located along Interstate 40 south of downtown Nashville, TN at 909 Division Street. The Gulch is a dynamic mixed-use LEED® certified community with a strong focus on connectivity, walkability and public transportation. The vibrant and chic urban development and redevelopment is a high-growth area for residential, office, retail, restaurant, entertainment venues and hospitality.

The design envisions a hip complex that is purposeful to how the building functions in the sustainable community, and how users function within the building. The proposed development will feature a 16-story amenity-rich residential and office tower that sits on top of a podium deck comprised of loft style offices, retail space, screened parking, and an internal ride share. A total of 343 residential units and 254,800 square-feet of office space is planned. The current zoning is within the Gulch South Subdistrict having a base height of 10 stories and a maximum height of 16 stories achieved through the Bonus Height Program (BHP). Active use screening the parking deck, an abundance of previous surfaces, and the LEED® ND certification will be required as part of the BHP requirements.

The exterior design reveals varied facade elements with undulations and setbacks that respond to the various functions of the building. Multi-level landscape decks will flow from various amenity spaces for the office occupants, including lounges, fitness studios, conference centers and other co-working areas. For residents, rooftop amenities will cater to their vibe with multiple grilling and outdoor kitchen spaces surrounding the pool deck offering spectacular views of downtown Nashville. Indoor rooftop amenity spaces embrace trend-setting lounges, game areas, podcast suites, coworking areas and private fitness suites. The development is aligned to a real post-Millennial generational shift as Gen Z enters the workforce; looking to stay connected in a sustainable and communal environment, 909 Division will be a genuine live-work development. Employing evidence-based strategies spanning design and operations, this purpose-built development will create a resilient and healthy environment.

CLIENT	LG Development
PORTFOLIO	Residential
CATEGORY	Repositioning
SIZE	1,015,720 SF (94,363 SM)
LOCATION	Nashville, TN, US
DATE	Spring 2023
SERVICES	Architecture

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Residential

At NORR, our residential architecture portfolio spans decades and project types. We provide design, master planning and landscape architectural services to create sustainable multi-family communities across Canada, the US and UK. From urban centers to luxury residential apartment complexes, townhomes and rental housing, our residential experts work to design built environments with long-term value.

Designs For Life

Our design team applies market strategy, demographic research and competitive analysis to develop a holistic view of the project's target market. We assess the lifestyle desires of the end user and the business goals of the client to create communities that will attract and retain residents for years to come. As the demand for rental housing increases for millennials and empty nesters, we respond to our clients' changing marketplace with designs that feature multiple unit layouts, comprehensive amenity spaces, mixed-use elements and interconnections to the community that command top rental rates.

Fit With the Community

Our residential design portfolio includes both high density and low density projects. The lower density multi-family projects are designed with careful regard for the surrounding community. Because they're often adjacent to single family homes or located in exclusive urban settings, attention to streetscape and landscape architecture is essential. We're adept at designing spaces that include the elements that specifically increase marketability and long-term sustainability and value—no matter the project size, scope or density.

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