

# THE GULCH

A LEED® for Neighborhood Development Certified Plan

## THE UNITED STATES GREEN BUILDING COUNCIL

(USGBC) oversees the certification for green buildings under the Leadership in Energy and Environmental Design (LEED®) program. LEED is the most widely recognized green certification program in the world. Individual building projects may apply to the USGBC for certification and are scored based on energy efficiency, green building design and performance criteria. Until recently, the LEED program was only available for individual buildings. However, the USGBC recognized that energy efficiency and environmentally sustainable solutions reach far beyond the building envelope, and in fact extend to entire neighborhoods where people live, work and play.

In 2007, the USGBC began a pilot certification program for large-scale developments called LEED for Neighborhood Development (LEED ND). LEED for Neighborhood Development is a certification program developed by USGBC in collaboration with the Congress for New Urbanism (CNU) and the Natural Resources Defense Council (NRDC). Through the efforts of the USGBC, CNU and NRDC, the LEED ND certification program integrates the principles of smart growth, new urbanism and green building into the first national system for neighborhood design. LEED ND certification identifies projects as pioneering examples of sustainable design, and such projects demonstrate leadership in transforming the development industry.

MarketStreet Enterprises spearheaded the initiative to pursue LEED ND certification for The Gulch with LEED facilitator Looney Ricks Kiss as soon as the pilot program was launched. Of 239 projects in the United States, The Gulch was one of only four projects in Tennessee to be accepted. After an 18 month effort, MarketStreet received official confirmation that the Gulch achieved LEED ND certification at the Silver level in January 2009. With this certification, The Gulch has earned recognition for excellence in the built environment and a place among the finest developments incorporating the principles of smart growth, urbanism and green design.

The Gulch is the tenth project in the United States to be awarded the LEED ND distinction and the thirteenth LEED ND project in the world. This elite group of projects includes the Olympic Village in Beijing, China. As a Silver certified plan, The Gulch is the fourth project in the world with that designation. As the first LEED ND certified plan in the Southern US, The Gulch has become a model for sustainable community design in the region.

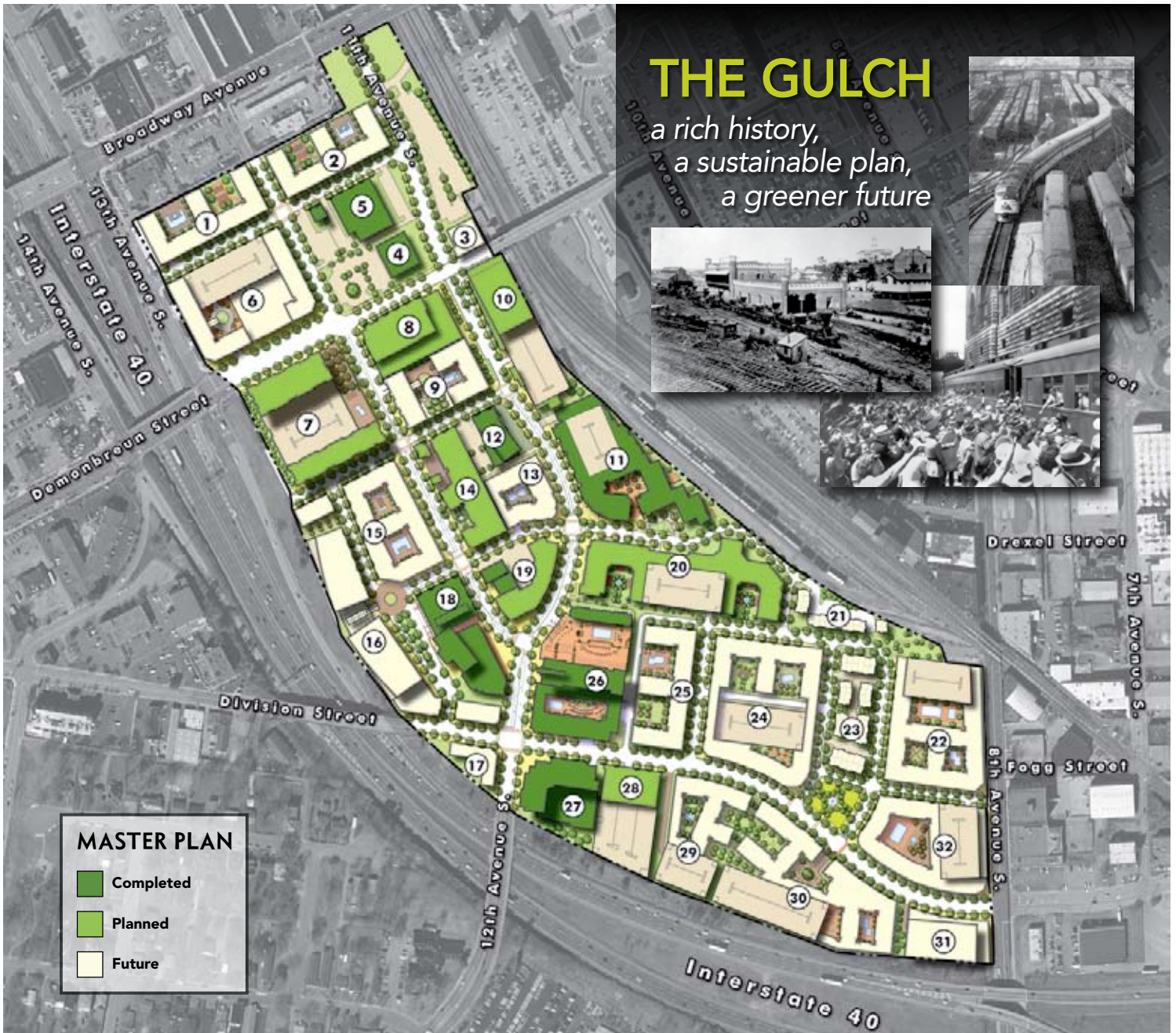
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## Gulch Green Facts:

- 1,123 daily bus rides available in Gulch within a quarter mile walk
- 6,124 area jobs located within a half mile walk of Gulch
- On-street parking is available on 73% of new streets in Gulch
- 58% of businesses & residents are within a quarter mile of bike & walking paths
- 13 diverse uses & amenities (post office, gym, church) within a half mile walk
- 82% of old Javanco/Farber buildings reused to create mixed-use projects
- Music City Star commuter rail shuttle has 37 daily stops at five Gulch locations
- Using efficient L.E.D. traffic signals saves 90% in energy costs vs. old signals





**A TRUE MODEL FOR SMART GROWTH**, urbanism and sustainable design, The Gulch will serve as a model for the region and will distinguish Nashville as a leader in sustainable energy and environmental initiatives. LEED ND projects can achieve various levels of achievement in four categories: Smart Location & Linkage, Neighborhood Pattern & Design, Green Construction & Technology and Innovation in Design.

### Smart Location & Linkage

The Gulch is located within excellent proximity to the downtown central business district, public transportation, rail lines and to Demonbreun Street, a prominent gateway into downtown. Located at the convergence of all major rail lines to and from Nashville, The Gulch is the most logical location for a major downtown transportation hub for commuter rail, light rail and bus transit. With over 1,100 daily bus rides available within a quarter mile walking distance, The Gulch earned an 'Exemplary' credit for Reduced Automobile Dependence.

### Neighborhood Pattern & Design

The Gulch's compact, mixed-use development pattern along with tree-lined streets with storefronts, on-street parking and sidewalks contributed to the Neighborhood Pattern and Design credits earned. The Gulch offers a diversity of uses, housing types and public spaces throughout the neighborhood, which are connected by a network of walkable streets, serving residents and businesses alike. Community outreach and involvement efforts through the Gulch Business Improvement District promote the numerous amenities inherent to The Gulch.

### Green Construction & Technology

New LEED Certified buildings, adaptive reuse of existing buildings and preservation of historic structures all earned points for The Gulch in the Green Construction and Technology category. Building projects in The Gulch minimize site disturbance and promote environmental awareness in design and construction methods, erosion and sediment control, pollution prevention and adaptive reuse of existing buildings. The Gulch promotes energy efficient infrastructure and comprehensive waste management solutions for residents and businesses.

### Innovation in Design

The Gulch received an "Innovation Credit" for Enhanced Multi-modal Transit-oriented development, encouraging the use of public transit by developing high density mixed-use buildings that support a healthy network of public transit. A credit was also earned for the number of jobs that have been created and planned for the Gulch community, with over 6,000 jobs located within a quarter mile walking distance of the center of the Gulch.

## ADDITIONAL RESOURCES

- The Gulch, MarketStreet Enterprises  
[www.nashvillegulch.com](http://www.nashvillegulch.com)
- Mayor's Green Ribbon Committee  
[www.nashville.gov/mayor/green\\_ribbon/index.asp](http://www.nashville.gov/mayor/green_ribbon/index.asp)
- United States Green Building Council  
[www.usgbc.org](http://www.usgbc.org)
- LEED® for Neighborhood Development  
[www.usgbc.org/DisplayPage.aspx?CMSPageID=148](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=148)

## ↓ ABOUT MARKETSTREET ENTERPRISES

The Gulch is being developed by MarketStreet Enterprises in conjunction with selected developers, architects and urban planners to create Nashville's premier urban mixed-use redevelopment district. MarketStreet is composed of principals Jay Turner and Joe Barker with a strong staff to assist them. Mr. Turner serves as the Managing Director with Mr. Barker acting as Chairman of the Executive Committee. Missy Phillips and Dirk Melton fill the roles of Chief Financial Officer and Development Director, respectively. Strong working relationships with third party contractors and developers have proven to be successful in developing the Gulch.

MarketStreet's vision for The Gulch is for the neighborhood to become a model for smart growth, urbanism and sustainable design for the City of Nashville and in the region, working to align the firm's efforts closely with city agencies and Mayor Karl Dean's environmental initiatives. The Mayor's Green Ribbon Committee on Environmental Sustainability was created to assure that Nashville continues to be a livable city with clean air, clean water, open spaces, transportation infrastructure and an energy use profile necessary to provide a prosperous community for current and future generations. The Green Ribbon Committee seeks to enable Nashville to become a leader in environmental quality and livability in the United States, a goal shared by MarketStreet through the continuing development of The Gulch.

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