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From the Nashville Business Journal:

<https://www.bizjournals.com/nashville/news/2021/05/12/ca-south-jefferson-street-mixed-use.html>

CA South plans 'affordable' mixed-use project in North Nashville

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Two development firms plan to bring North Nashville more workforce housing.

CA South, led by [Meg Epstein](#), and The Bradley Development Group, led by Jared Bradley, plan to build 23 apartment units and 2,400 square feet of retail at 1300 Jefferson St., a CA South blog post said. Key to their pitch is affordability, which renters and buyers are seeing less of as Nashville expands.

The site falls within a federally designated Opportunity Zone, which lets developers reap tax benefits for building there. Bradley, who says he's also on the development team for the newly announced Ritz-Carlton, told Nashville Business Journal that he likes to focus on what a community needs, not just how to make it more glamorous, when taking on new projects.

As construction costs and land values skyrocket, developers are having more trouble building affordable housing for teachers, new



DAVIDSON COUNTY PROPERTY ASSESSOR

The existing building at 1300 Jefferson St., where CA South and The Bradley Development Group plan to build a mixed-use project.

graduates and other types of workers, Bradley said in an interview. One solution, he said, is developing what he calls “smart units,” which have lower monthly rents. These are typically smaller than other apartments, but have layouts that allow them to function like a larger unit.

In recent years, conversations have sparked around how to revitalize North Nashville without gentrifying it. Jefferson Street, one of the most prominent historically Black corridors in Music City, sits near Fisk University, Meharry Medical College and more. Bradley said his and Epstein's 23-unit project will feature retailers and restaurants that Jefferson Street residents, including college students, can actually use.

An entity affiliated with CA South spent \$800,000 on the 0.33-acre project site last year, according to Metro records.

Drew Hutchinson

Reporter

Nashville Business Journal