

Greater East Nashville

Market Overview

Greater East Nashville sits across the Cumberland River from Nashville's downtown business district. The suburban community has attracted the attention of the creative class with a culturally diverse mix of newcomers moving to the area year after year. Many are attracted to the neighborhood's eclectic and artsy vibe, attractive early-20th-century Victorian-style homes, and its culinary flare, which put East Nashville on the map. Locals enjoy the area's walkability by frequently visiting the many coffee shops, vintage stores, craft cocktail joints, and dive bars spread throughout the neighborhood.

The Cumberland River borders most of East Nashville with a semicircle design on the south, southwest, and east. Interstate-65 and Interstate-24 are the western boundary, while the main thoroughfare, Briley Parkway, is the northern border. The suburban area is primarily residential, with businesses lining the main boulevards. It comprises several historically significant neighborhoods, including East End, Lockeland Springs, Historic Edgefield, and Five Points. Listed on the National Register of Historic Places in Davidson County, Tennessee, the Edgefield village was once Nashville's most exclusive suburb until the Great Fire of 1916, which burned most of the neighborhood's estates. A few architectural treasures are still present along Russell, Fatherland, and Woodland streets.

Some of the best eateries and one of the country's most recognized arts festivals, Tomato Art Fest, voted "Best Festival" consecutively from 2007–2022 in Nashville Scene Reader's Poll, call the Five Points neighborhood home. Located in the heart of East Nashville, the area was named Five Points due to the five-point intersection of Woodland Street, Clearview Avenue, and 11th Street. The neighborhood is a biker's or walker's paradise as several trendy restaurants and retail such as Five Points Pizza, Margot Café & Bar, and Five Points Alley Shops offering Defunct Books, Raven & Whale Gallery, and Goodbye Girls are located at the intersection.

East Nashville is known for attracting the entrepreneurial spirit. The community offers an array of locally owned popular dining hot spots throughout the suburban area, including Joyland, The Pharmacy, Butcher & Bee, I Dream of Weenie, Redheaded Stranger, Rosepepper Cantina, and Tailgate Brewery. Trendy retail boutiques include High-Class Hillbilly, Dandy Babes, and Wonders on Woodland Antiques & Vintage. Artistic and creative murals also attract attention, gaining high recognition from locals and tourists alike. Some of the most famous murals on the East Bank include "Nashville Strong" on Woodland Street, "Donut Distillery Mural" on Gallatin Avenue, and "Dolly Parton Mural" on Forrest Avenue.

Shelby Bottoms Greenway is situated between East Nashville's southeast neighborhoods and the Cumberland River. The Greenway comprises 960 acres stretching from Shelby Park to the Cornelia Fort Airpark, formerly a privately owned, public-use airport five miles northeast of Nashville's central business district. The Greenway attracts those of all ages with its five miles of paved ADA-accessible trail and five miles of primitive trails, plus open fields and forests.

Nissan Stadium, situated between the Cumberland River and Interstate-24 to the west of East Nashville's Historic Edgefield neighborhood, is Nashville's most extensive entertainment venue. The stadium is a multi-purpose facility owned and operated by the Metropolitan Government of Nashville and Davidson County. Nissan Stadium is home to the NFL football team Tennessee Titans and hosts a wide variety of events including concerts, extreme sports, monster jams, and CMA Fest. The development of a new 1.75 million square feet, enclosed, translucent rooftop stadium is officially under construction and is expected to open in 2027. The new stadium is being built adjacent to the current stadium, which will be torn down after the completion of the new stadium. It will feature a 60,000-seat capability, plus exterior terraces and porches with panoramic city views.

Demographics (2023)

Total Population – 63,827
Total Daytime Population – 47,780
Households – 28,016
Average Household Income - \$114,756
Average Home Value - \$463,624
Bachelor's Degree or Higher – 49.9%

Economic Drivers

Retail:
Businesses – 506
Employers – 4,166

Restaurants:
Businesses – 179
Employees – 1,726

Accolades

#1 U.S. Market to Watch – Urban Land Institute & PricewaterhouseCooper, 2024, 2023, & 2022
#2 Highest GDP Growth Rate in the US from 2021-2022 – Nashville Area Chamber of Commerce (Dec 2023)
#3 The South's Best Cities 2024 – Southern Living (March 2024)
#6 Top-performing cities in the nation according to the latest Best-Performing Cities Index from The Milken Institute
#1 among large cities in U.S. for pandemic recovery in 2023 – Yahoo Finance, 2023
#1 best large city (300,000-plus residents) housing market in the U.S. – WalletHub, 2023

Transportation

- 516 daily flights servicing ±18.4M passengers annually
- CSX has two major rail yards, 3 terminals, and a division headquarters in Nashville
- Located on the Cumberland River with easy access to the Ohio and Mississippi Rivers
- Two major transit systems – WeGo and Music City Star

Worth Noting

3 Major Interstates converge in Nashville
12M people live within a 3-hour drive
75% of the U.S. market is within a 2-hour flight
2-Day trucking distance via major thoroughfares

Sources

Nashville Guru; Wikipedia; Tomato Art Fest; Nashville.gov