

## REAL COMMUNITY ENGAGEMENT ON THE EAST BANK

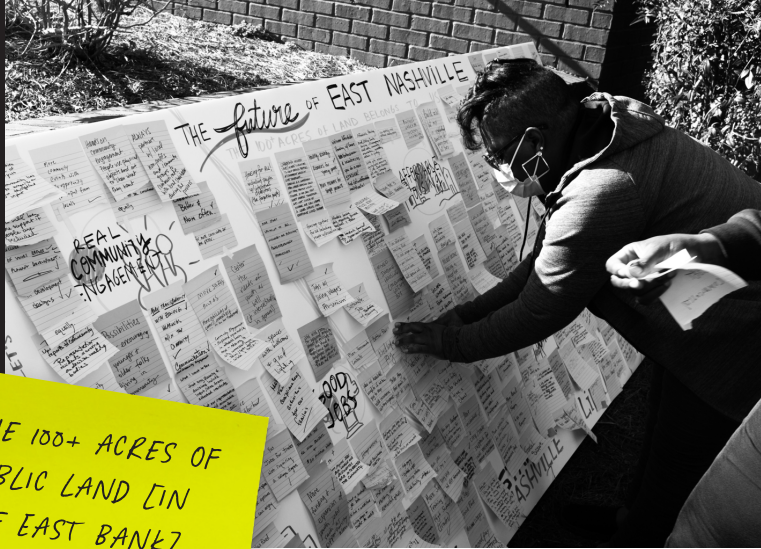
What Nashville residents think of the proposed developments on the East Bank, the Titans Stadium, and the city's "Imagine East Bank" process

In 2021, the Metro Nashville Planning Department kicked off "Imagine East Bank," a study to examine the future development of the East Bank, the area right off the Cumberland that **includes 100+ acres of publicly-owned land**. Metro and their contracted design firm hosted some "public workshops" to discuss the plan, but we went to those meetings, and in many cases, the *primary attendees were developers and professionals*, and attendance was overwhelmingly white.

**We saw the need to step in and set an example of what real community engagement on the East Bank looks like.**

On the big board, we received more than 300 submissions, and we received more than 100 in-depth surveys.





THE 100+ ACRES OF  
PUBLIC LAND [IN  
THE EAST BANK]  
SHOULD SERVE THE  
INTEREST OF THE  
PUBLIC.

On Feb. 27, we hosted “The Future of East Nashville: Fish Fry & Facts,” where we invited local residents for food, fellowship, and the opportunity to share their vision for their community. **More than 200 Nashvillians attended.**

We solicited feedback from them in two ways: a **vision board**, which was arranged by a local artist, and a more in-depth **survey**. All were centered around five topics: Affordable Housing, Small Business, Inclusive Cultural Spaces, Good Jobs, and Real Community Engagement.

# MAJORITY OF RESIDENTS WANT AFFORDABLE HOUSING

**92%**

of residents we spoke with said they want to see “a walkable neighborhood with affordable housing and independent businesses.”

**84%**

of residents we spoke with answered that unequivocally, affordable housing should be a priority in the development of any public land.

## WHAT PEOPLE ARE SAYING

“We need housing where only one job is required to pay either a mortgage or rent.”

“WELCOME AFFORDABLE HOUSING WITH THE SAME ENTHUSIASM AND INCENTIVES AS YOU DO A NEW STADIUM!”

“CREATE MIXED INCOME HOUSING TO HELP BRING PEOPLE OF DIFFERENT WALKS OF LIFE TOGETHER.”

# PEOPLE WANT TO SEE QUALITY JOBS THAT PRIORITIZE LOCALS ON THE EAST BANK.

In our survey, **only 6% were completely sure that new developments are providing good jobs for local workers**, with another 27% responding “somewhat.”

People said the East Bank could be a home for a mix of office, tech, infrastructure, and service jobs, and a great source of construction jobs—but they want to see **these jobs benefit locals first.**

## WHAT PEOPLE ARE SAYING

“Major companies could hire actual residents and not transferred employees.”

“We want diverse constructions and suppliers, as well as public contracts with minority contractors.”

“[We want] Union pay scale so a family can afford housing and food on one job.”



## RESIDENTS WANT DIVERSE, INCLUSIVE SPACES!

Q: WHAT KIND OF CULTURAL SPACES WOULD YOU BRING TO THE EAST BANK?



PARKS/GREEN SPACES (86%)



ART/MUSIC SPACES (70%)



RESTAURANTS/VENUES (51%)

# RESIDENTS WANT LOCAL BUSINESSES, NOT MEGA CORPORATIONS.

On this topic, a **LARGE** majority of folks were united on one issue: "No chain stores!"



**People want small, local businesses—period.** There's also a need to provide incubation for minority-owned businesses.

"[WE WANT] OPPORTUNITIES FOR BIPOC-OWNED BUSINESSES" AND "RENT BREAKS FOR LOCALLY OWNED BUSINESSES"

"I WANT A SAFE SPACE WITH DINING, GREEN SPACE, AND ENTERTAINMENT THAT IS INCLUSIVE TO ALL."

Only **53%** of residents believe Nashville's newest developments provide cultural spaces for all residents. We also saw submissions that asked for a safe space for children and teens, and "cultural spaces that are affordable and welcoming to all."

# EVERYONE WANTS MORE REAL COMMUNITY ENGAGEMENT.

The Imagine East Bank process has not reached the people it needs to.

If Metro wants THE PEOPLE on board with stadium improvements and East Bank development, it MUST include worker protections, affordable housing, and small businesses!

## 72%

of those who attended our event or answered our survey did NOT attend an Imagine East Bank meeting or submit a survey through that process.

## 89%

said they did NOT support using public dollars to fund a new stadium.

Once we included community benefits, only 13% said they still wouldn't support it.

## CONCLUSIONS

Nashville residents are not opposed to the East Bank development happening, they just want to see it benefit the current community. The East Bank could be a massive, mega-corporate eyesore that benefits tourists more than residents, OR it could be a thriving, welcoming community that provides good jobs to locals, affordable housing, and opportunities for success benefiting Black and Brown Nashvillians.

The power is in our hands to set a new standard for how a city can care for its people, and it's up to us to hold government and corporate developers accountable.



Want to take action? Here's what you can do:

- **Call and email the Metro Council.** Tell them you don't want new development without a Community Benefits Agreement.
- **Tell your friends.** The more people who understand the community's vision for the East Bank, the better chance we have to see the outcomes we want.
- **Volunteer with Stand Up Nashville!** We will need support over the coming months to educate and organize the community to ensure we have the people power to push for benefits for us all.

## OUR MISSION

To mobilize and empower our communities to stand up and take action. Together we will create lasting change for the racial and economic good of all people in our city.

## OUR VISION

To make Nashville an inspiring voice of the nation as the best city to live, work and grow; a true reflection of its citizens and a model of justice and equality.

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