MARKET INTELLIGENCE REPORT

REVIEW 2025

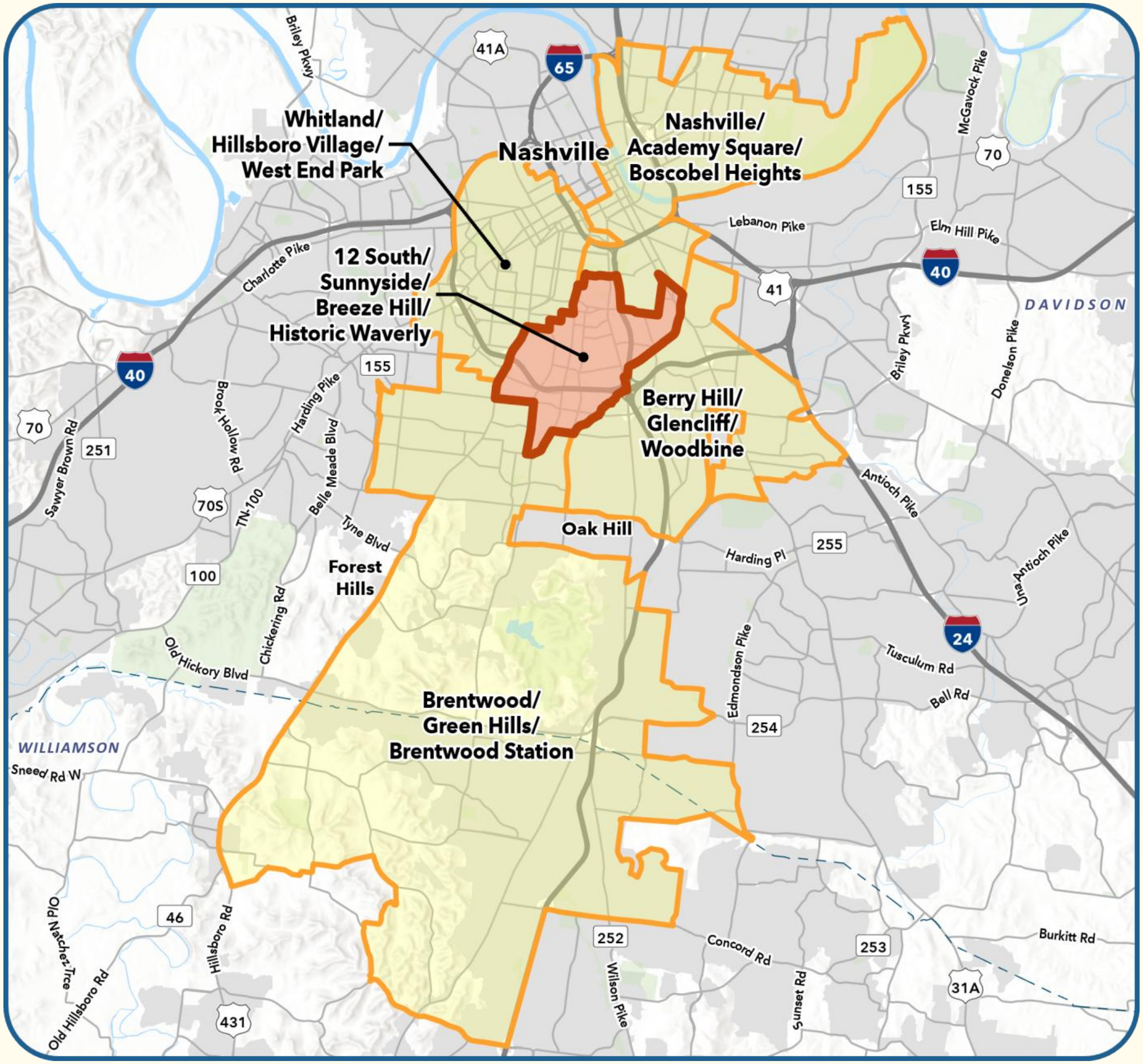
12 South/Sunnyside/Breeze Hill/Historic Waverly

TSCG®

- POPULATION
- INCOME & EDUCATION*
- EMPLOYMENT & BUSINESS*
- RESIDENTIAL DEVELOPMENT*
- CONSUMER SEGMENTATION*
- RETAIL ACTIVITY & DEVELOPMENT*
- PUBLIC SAFETY*

*In Development

NEARBY TSCG MARKETS MAP



MARKET AREA

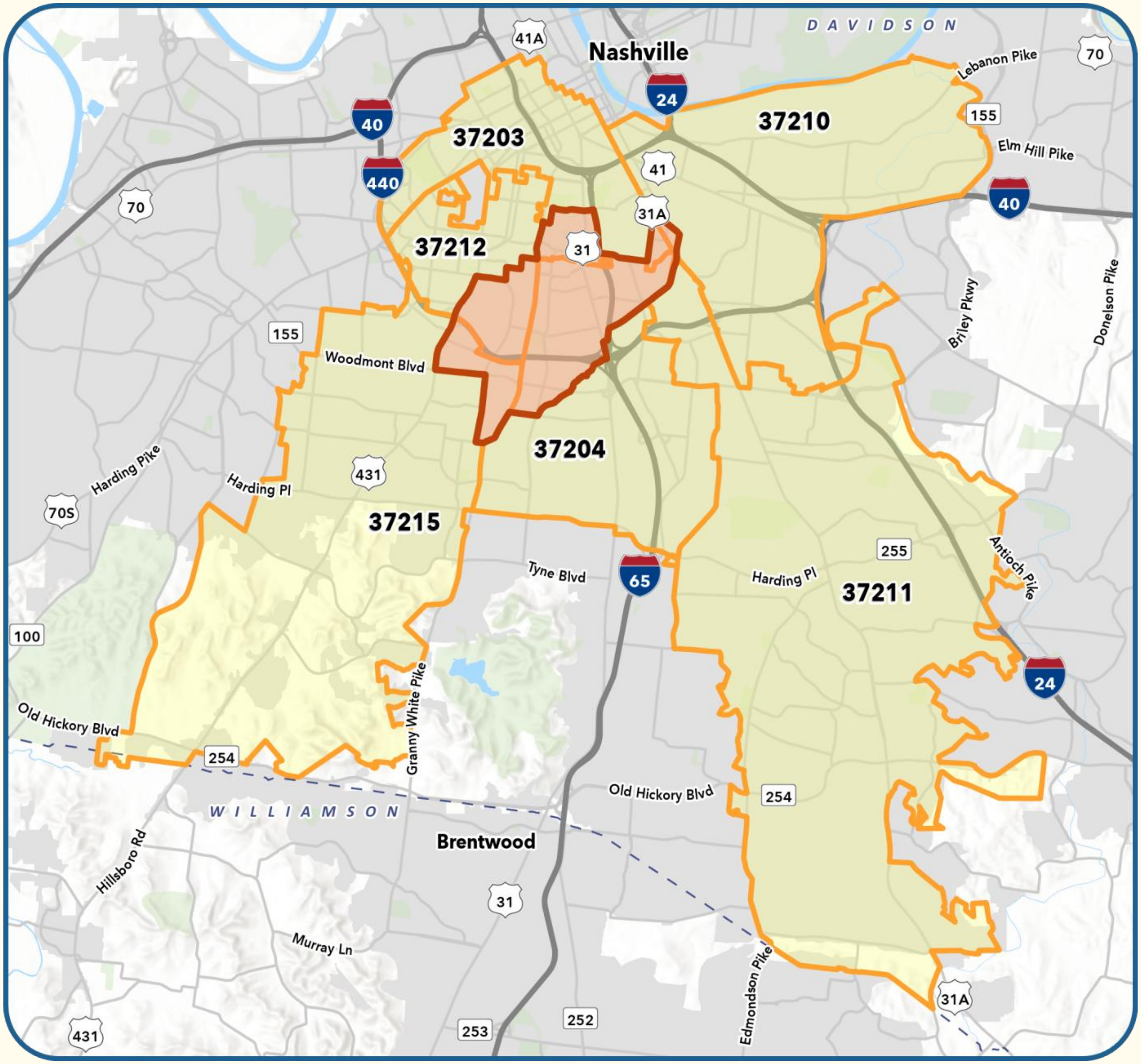
FEATURED TSCG MARKET

NEARBY TSCG MARKETS

FEATURED MARKET AREA SIZE

3.97 SQMI

ZIPCODE MAP

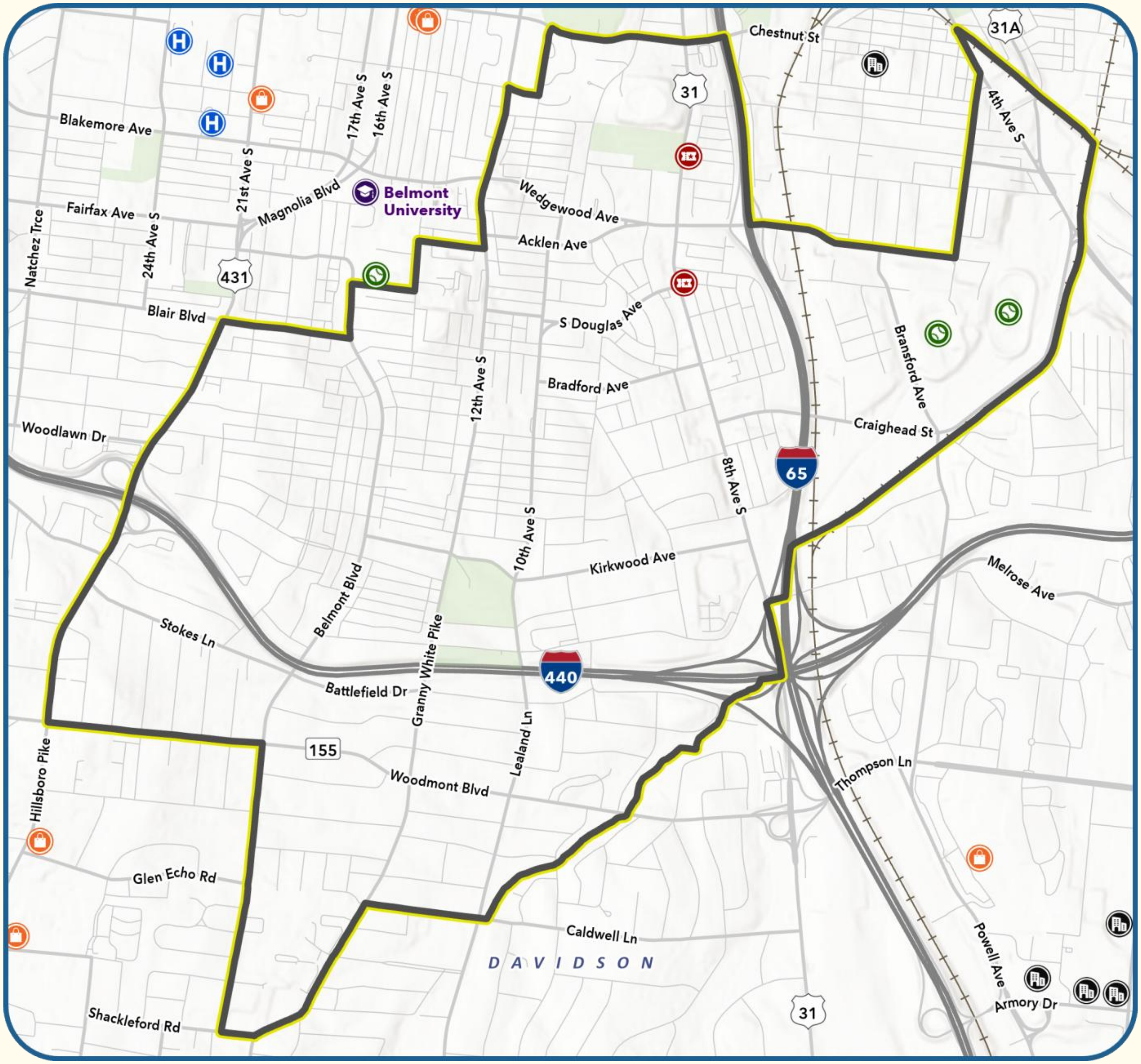


MARKET AREA

- FEATURED TSCG MARKET
- NEARBY ZIPCODES

Disclaimer: The retail market areas in this report are defined using a proprietary method and do not reflect official city or neighborhood boundaries. Market names are based on the most populated areas within each market but refer only to the boundaries shown in the overview map. All analyses apply exclusively to these defined retail market areas.

OVERVIEW MAP



LEGEND

- NATURE
- MILITARY BASE
- URBAN AREA
- TSCG MARKET BOUNDARY

TRAFFIC DRIVERS

- MUSIC VENUES & THEATRES
- STADIUMS & ARENAS
- SHOPPING CENTERS
- COLLEGES & UNIVERSITIES
- HOSPITALS
- WORKPLACES

THE FACTS

22053
2024 Total Population

5560.3
2024 Population Density

0.62
2020-2024 Population Growth Rate

2.07
2024-2029 Population Growth Rate

9120
2024 Total Household

2.11
2024 Average Household Size

30.3
2024 Median Age

49.1
2024 Diversity Index

54.93
2024 Female Population (%)

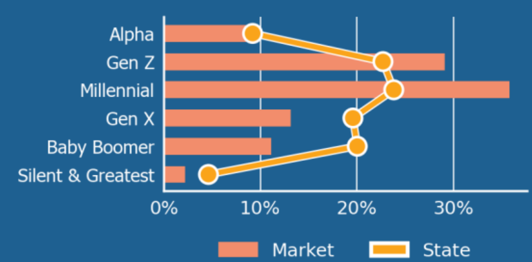
45.07
2024 Male Population (%)

The 12 South, Sunnyside, Breeze Hill, and Historic Waverly retail market in Tennessee presents a nuanced demographic landscape, characterized by a total population of approximately 22,209 and an average density of 659 people per square mile. This figure is notably lower than the Nashville-Davidson-Murfreesboro-Franklin area, which boasts a population density of 3,980. The market contains around 9,120 households, with an average household size of 2.11, slightly below the regional average of 2.22, indicating a trend toward smaller family units in the area.

Geographically, the market is anchored by major roads such as 8th Ave S and Wedgewood Ave, with concentrations of residents near significant landmarks like Belmont University and GEODIS Park. The population growth rates between 2020 and 2024 exhibit considerable variation, with notable increases near entertainment venues, such as The Basement, which saw a growth rate of 5.25%. Conversely, areas near Belmont experienced negative growth, underscoring the impact of commercial hubs on demographic shifts. Projections from 2024 to 2029 suggest continued growth in regions surrounding venues, especially near Fairgrounds Speedway, while peripheral areas around Woodmont Blvd and Granny White Pike may face stagnation or declines.

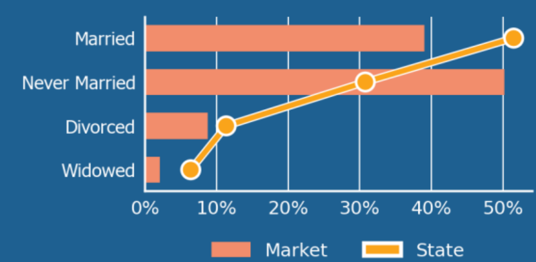
Demographically, the market reveals a young population, especially near Belmont University, where the median age is just 21.8 years. The gender balance reflects a higher female presence, with concentrations of 60.96% near the university. Racial and ethnic diversity is prominently observed near GEODIS Park, where the diversity index reaches 66.9. In contrast, areas such as Belmont University show lower diversity, indicating varied lifestyle and cultural influences across the market. Overall, these demographic patterns highlight a vibrant, youthful community shaped by educational institutions and entertainment venues, while also revealing distinct areas of population decline that may affect local retail strategies.

Generation – Market vs. State Comparison



The market displays a diverse median age distribution. North of Acklen Avenue, near Belmont University, the median age is 21.8, reflecting a youthful demographic. South along 21st Ave S., it rises to 36.5 near Woodlawn Drive, while areas around Kirkwood Avenue show low 30s. Near Wedgewood Avenue, the median age is 28, indicating a younger crowd influenced by nearby entertainment venues.

Marital – Market vs. State Comparison



The market reveals distinct demographics, with a married population peak of 69.35% near Hillsboro Pike and I-440, while lower values of 18.1% to 24.03% appear around Belmont University. Conversely, the never married population reaches 77.67% in educational areas, suggesting lifestyle influences that can guide retail strategies regionally.

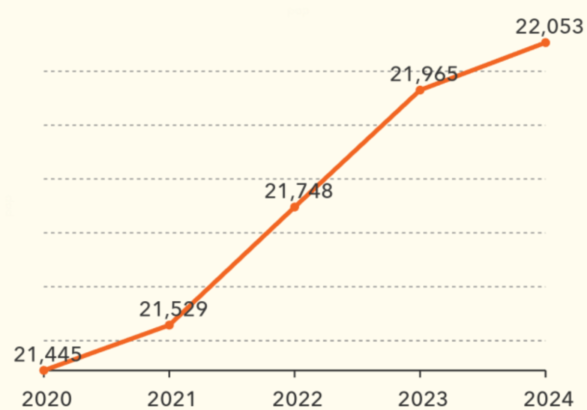
TOTAL POPULATION

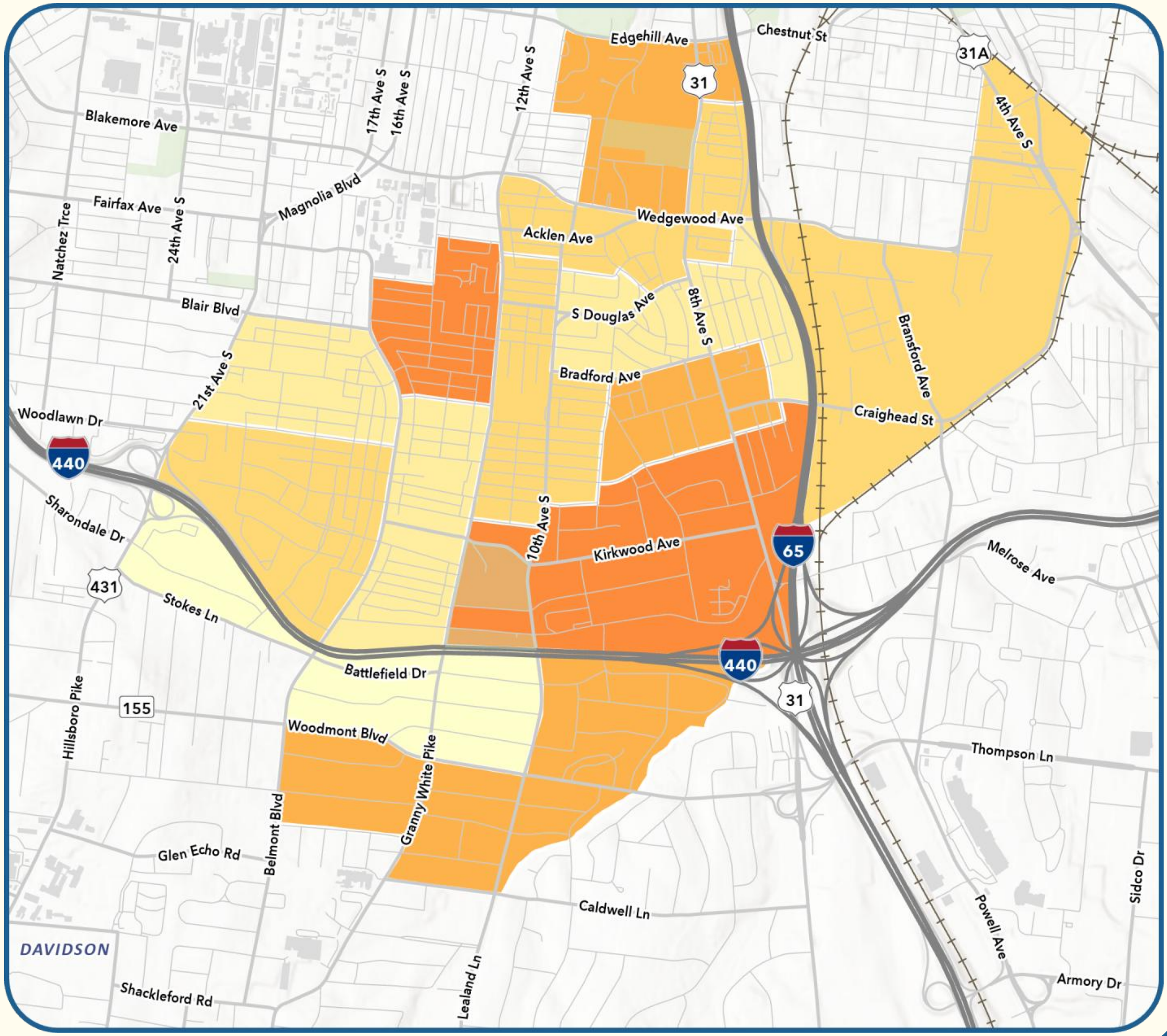
Within the market, the population distribution shows significant variation. The highest concentrations are near Kirkwood Ave and 10th Ave S, with values reaching 2,332 and 1,922 respectively. Areas around Belmont University and near The Basement on 8th Ave S have moderate populations of 2,387 and 1,713. In contrast, the lowest values are found near Woodmont Blvd and Stokes Ln, with populations of 741 and 684. This diverse distribution highlights denser residential areas near central roads and lower values towards the periphery, particularly along I-440 and Woodmont Blvd.

2024 TOTAL POPULATION

- 0 – 820
- 820 - 1170
- 1170 – 1529
- 1529 – 1928
- 1928 – 2409
- 2409 – 3179
- 3179 – 4982
- 4982 – 13990

TOTAL POPULATION CHANGE (2020-24)





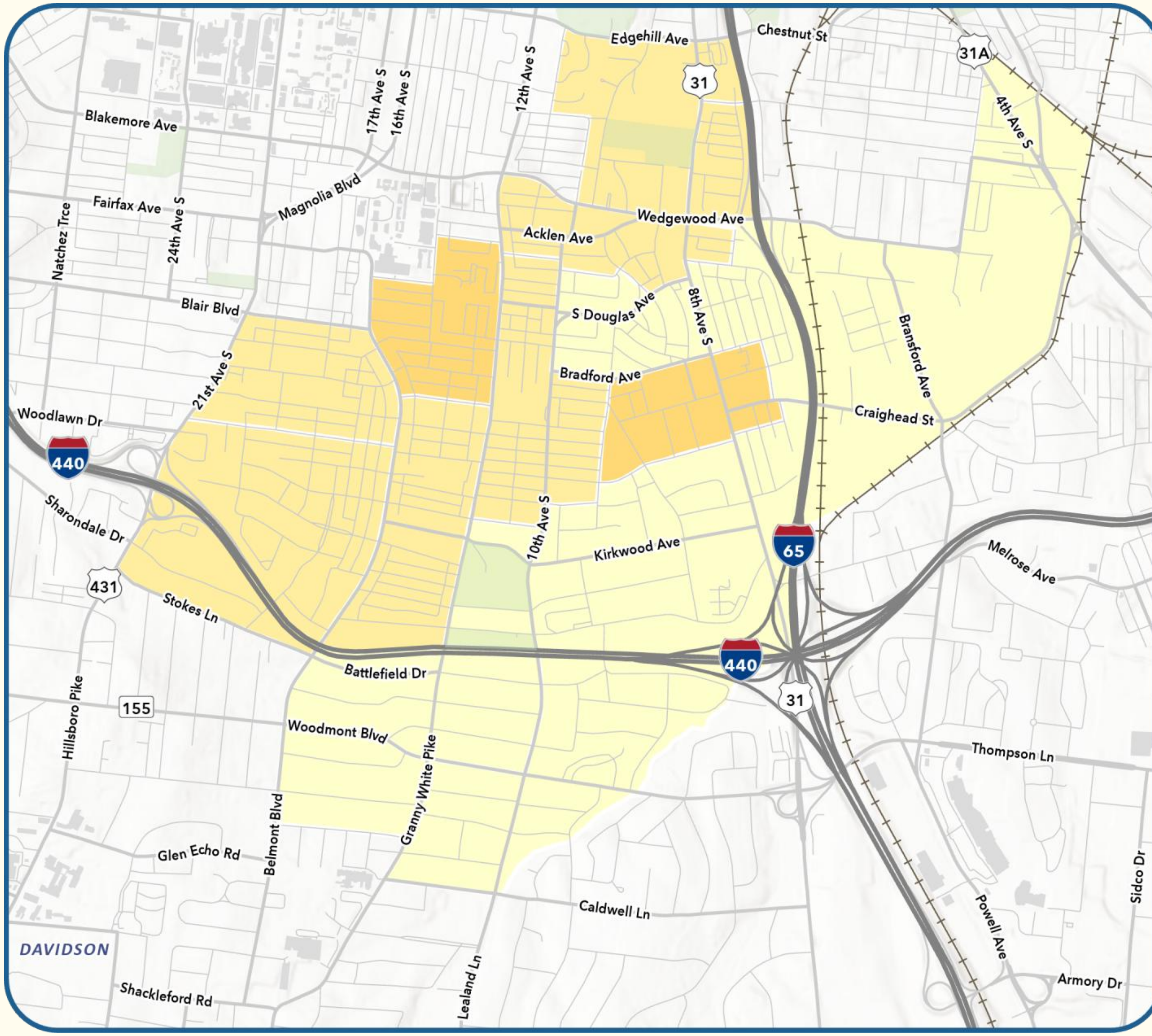
Source: TSCG Intelligence

POPULATION DENSITY

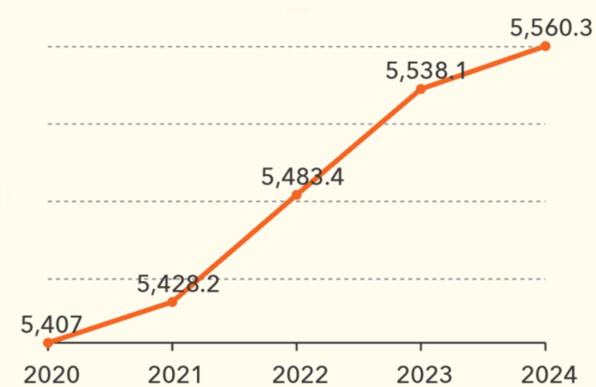
In the market area, population concentration varies significantly. High values are observed near Belmont University, reaching 16,789.5. Nearby, along 8th Ave S and Bradford Ave, the figures also remain elevated at 14,695. The area around The Basement on 8th Ave S shows a moderate concentration of 8,271.6. In contrast, the region near Fairgrounds Speedway Nashville, including Craighead St, reports lower values, such as 2,077.3. The southern section near Granny White Pike and I-440 also presents lower concentrations, with figures like 3,588.2. These variations illustrate diverse residential patterns, potentially impacting retail and real estate opportunities.

2024 POPULATION DENSITY

- 0 – 4,551.2
- 4,551.2 - 10,792.1
- 10,792.1 – 19,637.7
- 19,637.7 – 33,907.2
- 33,907.2 – 57,219.3
- 57,219.3 – 97,822.3
- 97,822.3 – 164,896.3
- 164,896.3 – 312,193.5



POPULATION DENSITY CHANGE (2020-24)



UNIT: Persons/Sqmi

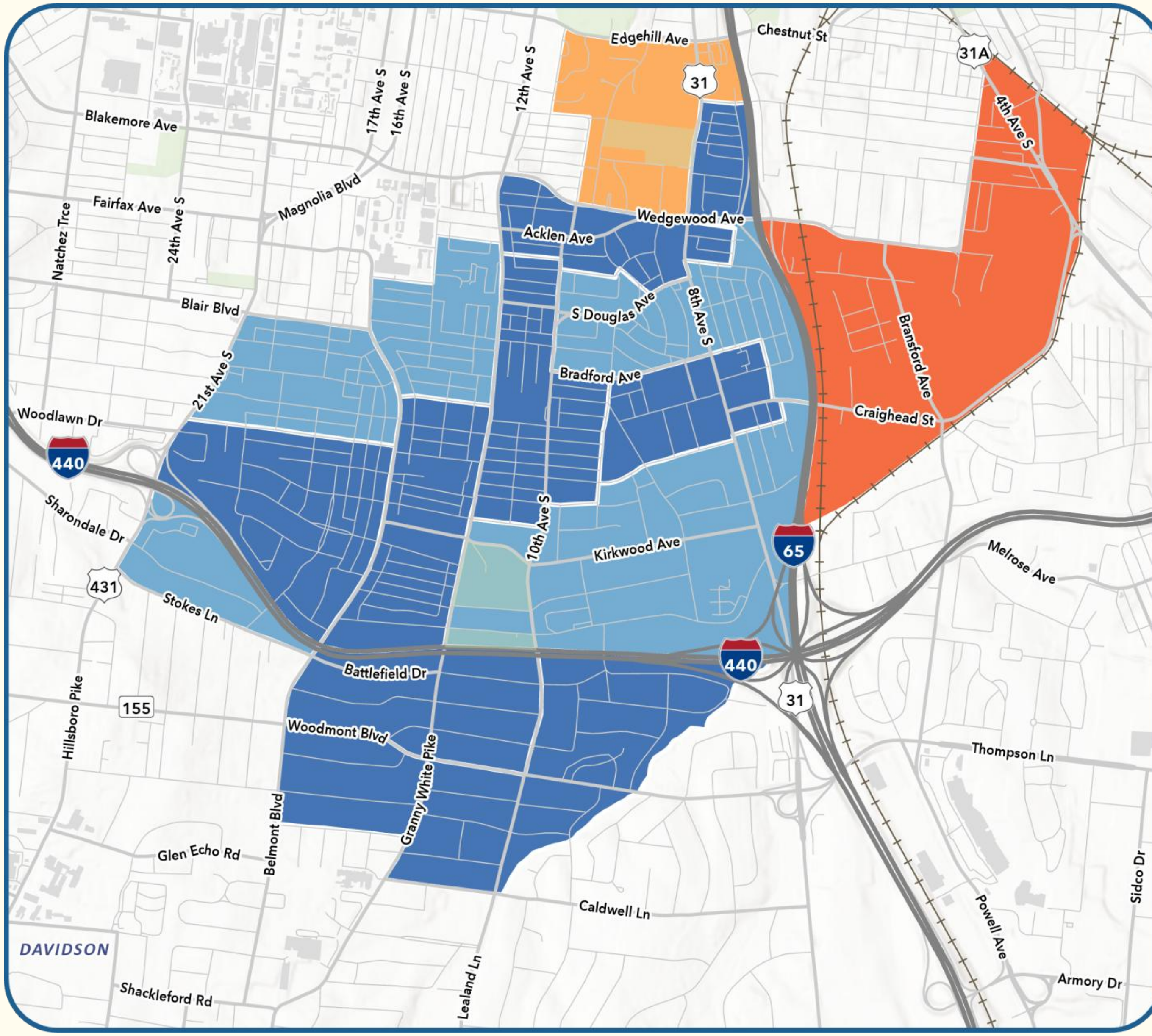
Source: TSCG Intelligence

POPULATION FORECAST

In the market, future population growth varies significantly. The highest concentration is near the Fairgrounds Speedway Nashville, with growth rates reaching 17.28. Nearby, the area around The Basement also shows notable growth at 9.83. Conversely, the southern sections near Woodmont Boulevard and Granny White Pike exhibit negative growth values, with rates as low as -1.08. Central areas around Belmont University have moderate negative growth, hovering around -0.13 to -0.55. This distribution indicates a trend where growth is concentrated closer to major venues and decreases as one moves southward, suggesting potential retail opportunities near high-growth areas.

2024-2029 GROWTH RATE POPULATION

- - 1.63 - -0.16
- -0.16 – 0.41
- 0.41 – 1.33
- 1.33 – 2.87
- 2.87 – 5.67
- 5.67 – 10.75
- 10.75 – 20.98
- 20.98 – 33.63



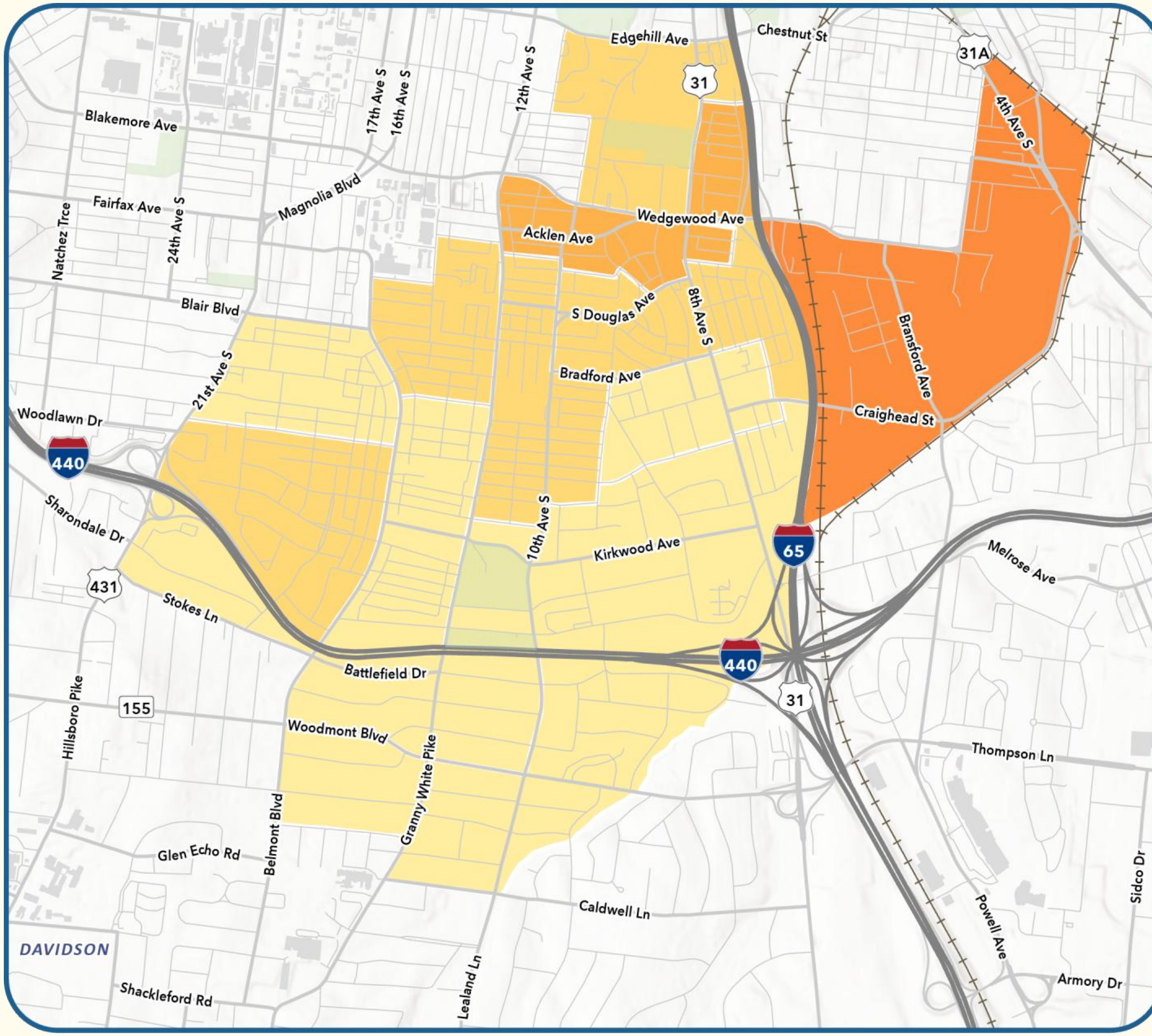
Source: TSCG Intelligence

POPULATION DIVERSITY

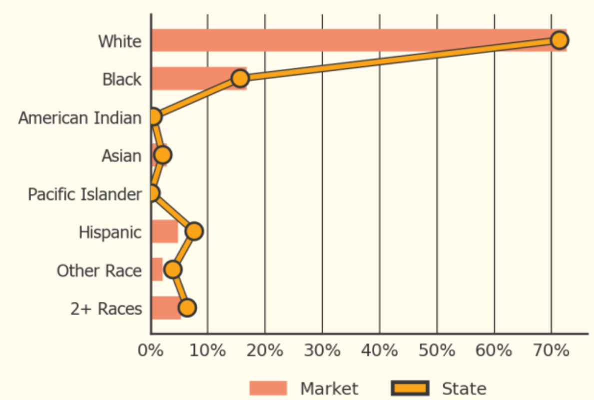
Within the market, racial and ethnic diversity values range significantly. The highest diversity is observed near GEODIS Park, with a value of 66.9. In contrast, areas around Belmont University, such as near The Basement, show lower diversity with figures like 42.8 and 53.3. Other regions, including those around Woodmont Boulevard and Battlefield Drive, exhibit moderate diversity values, ranging from 29.2 to 34.8. The diversity distribution suggests a concentration of higher values near major venues, while areas further west demonstrate reduced diversity. This pattern may influence retail strategies targeting diverse demographics.

2024 DIVERSITY INDEX

- 0 – 17.7
- 17.7 – 41.3
- 41.3 – 52.5
- 52.5 – 61.5
- 61.5 – 69.1
- 69.1 – 76.1
- 76.1 – 82.8
- 82.8 – 91



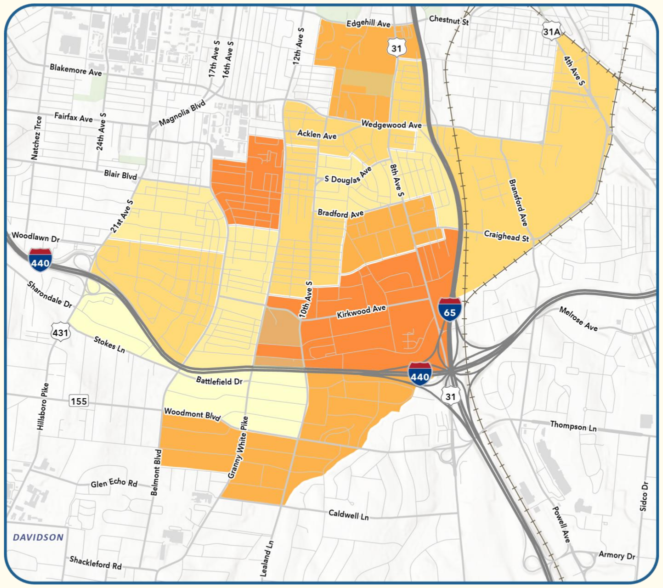
DIVERSITY INDEX TREND (2020-24)



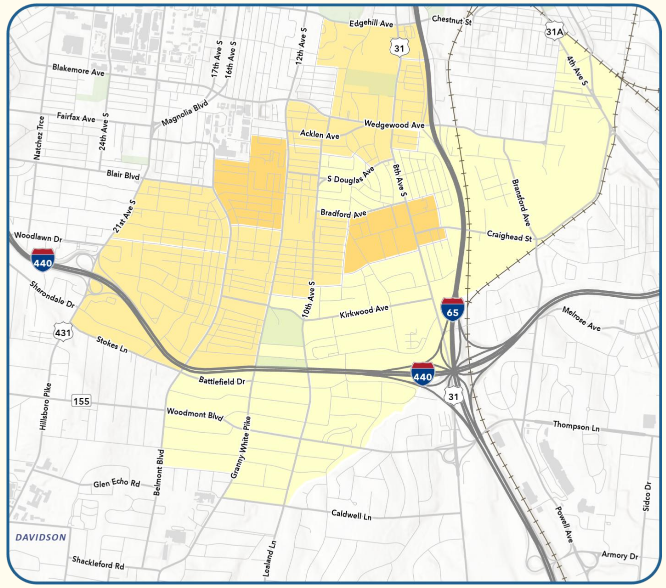
Source: TSCG Intelligence

POPULATION COMPARISON

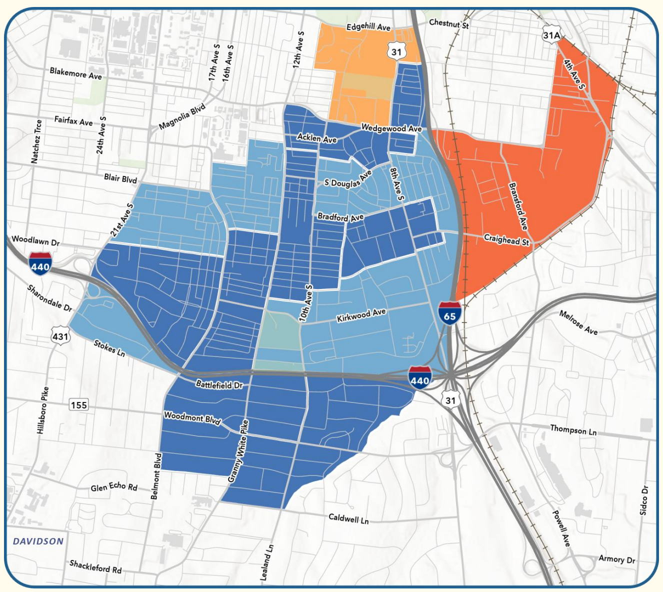
TOTAL POPULATION



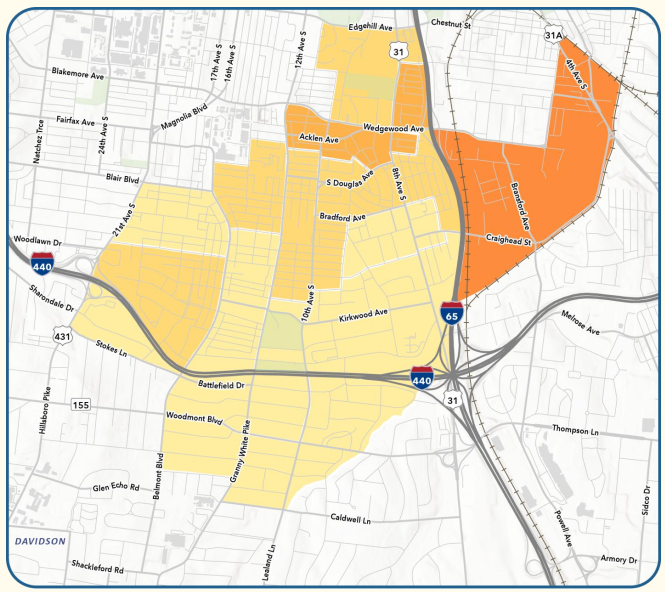
POPULATION DENSITY



POPULATION FORECAST



POPULATION DIVERSITY



Source: TSCG Intelligence

The 12 South/Sunnyside/Breeze Hill/Historic Waverly retail market in Tennessee displays a total population of approximately 22,209, translating to a density of about 3.97 individuals per acre. This concentration is notably higher than the regional average of 659.0 individuals per square mile within the Nashville-Davidson-Murfreesboro-Franklin metropolitan area. Looking ahead, population growth projections from 2024 to 2029 indicate a robust upward trend, particularly near key venues like Belmont University and The Basement on 8th Ave S, which are expected to experience growth rates of 9.83 and 17.28, respectively. Areas farther south, near Granny White Pike, may see stagnation or declines, with growth rates falling below zero.

Demographically, the area exhibits a diverse racial composition, with the highest diversity index recorded at GEODIS Park, scoring 66.9. This contrasts with lower diversity indices of 42.8 and 53.3 in neighborhoods around Belmont University. Such demographic characteristics underscore the necessity for retailers to adapt their strategies to cater to the varying cultural backgrounds and preferences of the local populace. Geographically, the market is framed by significant landmarks, including I-440 and Woodmont Boulevard, which delineate regions of varying population density and growth potential. Ultimately, the demographic and geographic landscape of the 12 South/Sunnyside/Breeze Hill/Historic Waverly market presents both opportunities and challenges for retail and economic development.

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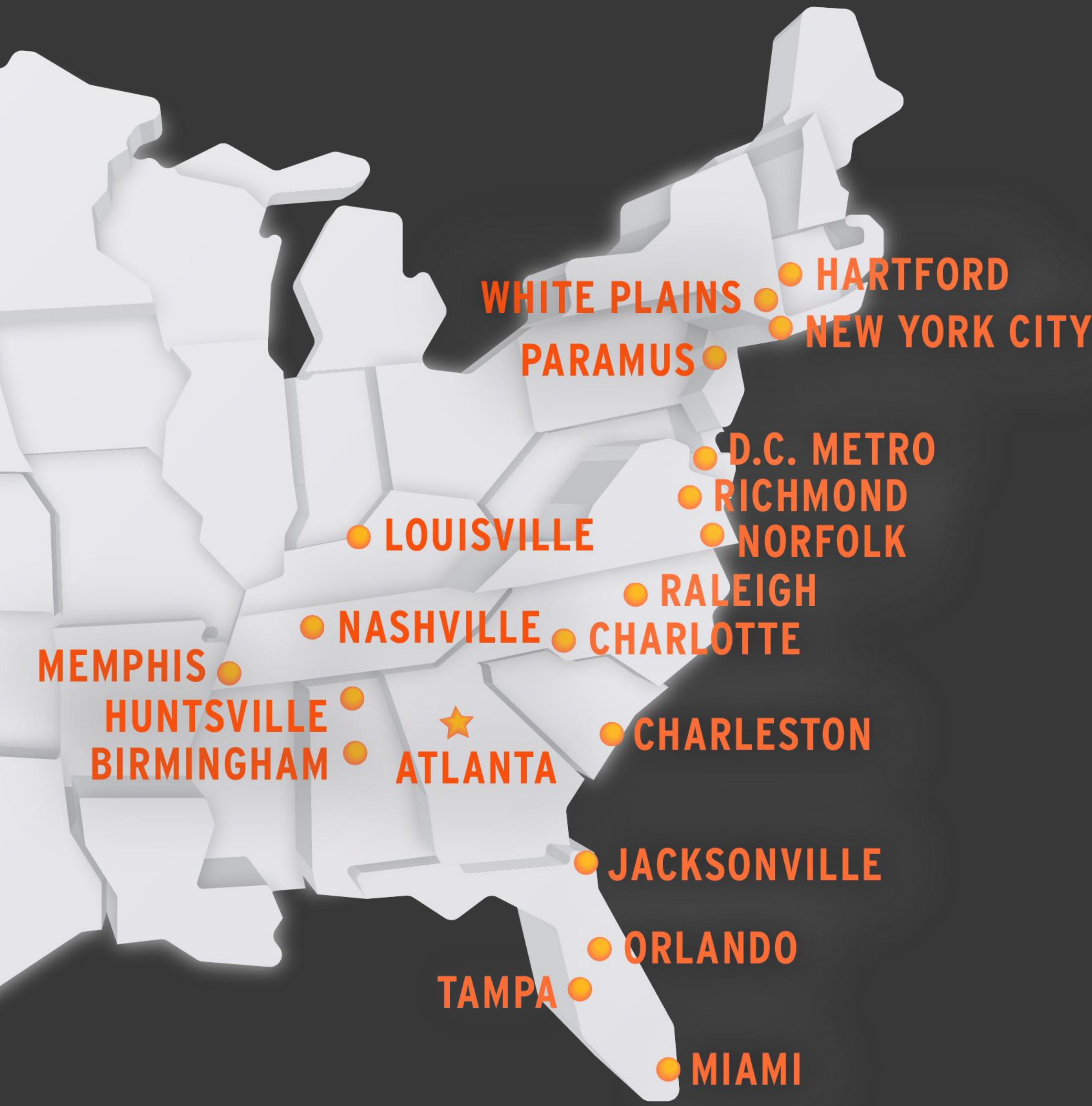

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