



FOR IMMEDIATE RELEASE

## **Residential, mixed-use development in Nashville sells out phase one in three days.**

CLEVELAND (April 18, 2006) – Three days was all it took for Bristol Development Group and Marketstreet Equities to sell out the first phase of ICON in the Gulch located in Nashville, Tennessee and designed by **ka** architecture.

Public sales began on April 12<sup>th</sup> and by April 14<sup>th</sup> the condominiums in the tower portion of the project were sold out. As the architects for the \$100 million, 424-unit mixed-use, 22-story residential and retail tower, **ka** credits the successful sales to Bristol's trusted brand, the high demand in Nashville for this type of product and the notable design of this development.

"Bristol has rightfully earned a reputation for developing affordable upscale, urban projects in the Nashville area and they're answering a demand from residents seeking city living," said Rob Weeks, project manager at **ka**. "Realtors and consumers have taken notice of the fast-paced selling cycle of other Bristol properties including Bristol West End and The Bristol on Broadway, both of which have very few units left to sell. These sales solidify the high-quality developments that Bristol and its team produce," he adds.

Moore Design Group, the interior architect for the ICON's lobby, was also responsible for the design of the model interiors and the sales center. Bristol Development Group is preparing for phase two of their sales program, which will include the mid-rise portion of the project.

### **About ka architecture**

**ka** is a national, award-winning design firm that provides architecture, planning, landscape architecture, environmental graphics, and interior design services to commercial developers and corporate clients. For more than 45 years, the firm has brought a holistic, client-centric focus to projects in the built environment, resulting in enduring architecture. To learn more, visit [www.kainc.com](http://www.kainc.com).

### **About Bristol Development Group**

Bristol Development Group teams specialize in building, marketing and managing urban communities that provide residents with an amenity-rich lifestyle. Established in 1999, Bristol, [www.bristoldevelopment.com](http://www.bristoldevelopment.com), is a growing company comprised of highly innovative and select multi-family development and management professionals. Bristol has been lead developer in 18 projects covering five states, providing 4.3 million square feet of residential development in the southeast, attributing to over a half billion dollars in value.

### **About Marketstreet Equities, Co.**

Founded in 2000, Marketstreet Equities, Co. is a privately held, multifaceted investment firm based in Nashville. The company's focus on the development and revitalization of Nashville's urban environment has led to the renaissance of The Gulch. Marketstreet has assembled over 30 acres of land and has developed 150,000 square feet of commercial office space, numerous residential units and over 500,000 square feet of retail and restaurant space. Marketstreet Equities is a partnership of Steve Turner, his son Jay Turner and Joe Barker. The company oversees the development, construction, marketing and leasing of The Gulch.

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**About Moore Design Group**

Moore Design Group has a national reputation for creating spectacular interior spaces, especially in urban settings throughout the South and Southwest. The firm's many awards include a National Association of Homebuilders' "Pillars of the Industry Award," recognizing excellence in multifamily design, three "DesignOvation" and a Legacy of Design Award from the American Society of Interior Designers.

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