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## Gourmet flatbread restaurant heads to Gulch

Urban Flats will serve whole-wheat alternative to pizza at Icon location

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Nashville's first Urban Flats Flatbread Co. is headed to the 22-story Icon project at 12th Avenue South and Division Street.

The Orlando based restaurant is known for offering a healthier alternative to pizza with its whole-wheat gourmet flatbreads baked in a stone hearth oven.

"Urban Flats offers a contemporary and eclectic menu and a good place for either lunch or dinner," said Jay Turner of MarketStreet Enterprises, which is developing the Icon along with Bristol Development Group.

"Everything about it fits into the concept we have for the Gulch. As we have people moving in the Gulch we wanted to offer places for lunch and dinner."

The Gulch location, which is expected to open by the end of the year, will feature live music and an extensive wine bar. Valet and self-parking within the Icon garage will be available.

## Urban Outfitters will move in earlier

Earlier this year, Urban Outfitters announced plans to lease the space occupied by City Hall. The trendy boutique chain that sells men's and women's clothing will open next March, earlier than originally expected, Turner said. The store will be the largest retail tenant to set up shop in the urban district.

The Gulch continues to expand and is taking shape as investors have expected. Residents have begun moving into the Icon urban condos, and nearby Velocity and Terrazzo are still under construction. Additional retail is also in the works, many of which will be new to the Nashville area.

"The last piece of the puzzle is people living there," Turner said. "Once residents start moving into the Icon, we will see a lot more people walking around the street and in the area during the day. You will see a dramatic change in the next several months."

Turner said The Gulch has seen some effects of the sluggish economy, much like the rest of the country.

"In a time like this, location is a great selling point," he said. "We will be moving people in, but it will take a little longer than anticipated. We saw this coming, and we were prepared and in a good position to handle it."