

Radical renewal



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Vanderbilt University Medical Center has signed a long-term lease for more than half the space of the 850,000-square-foot 100 Oaks Mall.

\$64M Vandy investment spells healthy 100 Oaks future

BY LINDA BRYANT
NASHVILLE BUSINESS JOURNAL

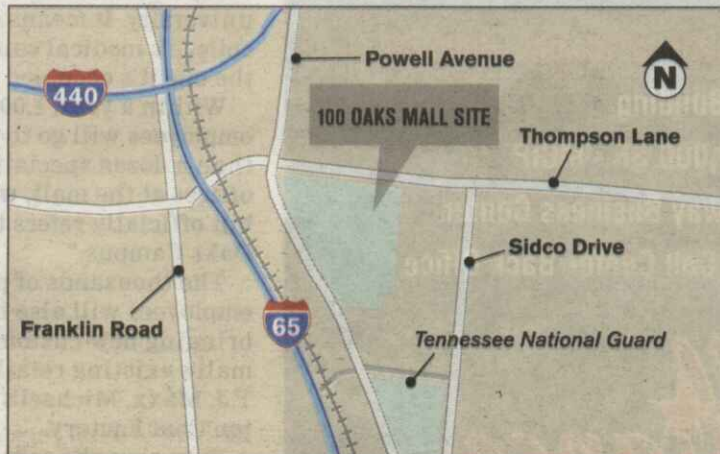
Vanderbilt
moves
clinics and
medical
offices
into aging
shopping
mall

When 100 Oaks Mall debuted in 1962 it was the first major destination shopping mall in Nashville.

Forty-five years later it was a poster child for the plight of dying malls across America.

Now the mall is undergoing a radical retooling that could make it a poster child again, but for something different — rebirth.

Last year Vanderbilt University Medical Center signed a long-term lease for more than half the space of the 850,000-square-foot mall, much of which was vacant except for a line of retail stores that still



operate from outside storefronts.

Vanderbilt's \$64 million-plus build-out on the property is on the fast track.

The project's first clinic, Pediatric Rehabilitation

Services, opened in February and serves about 100 patients a day. More than 25,000 patient visits are expected yearly at the clinic.

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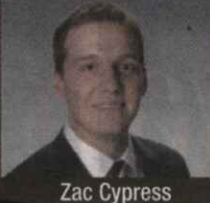
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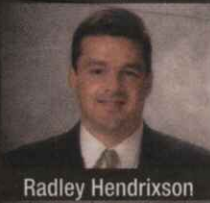
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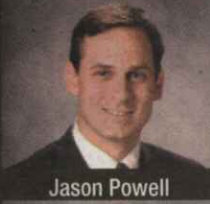
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Vanderbilt has been adding medical space at an average of 300,000 square feet a year and finding new space has become a challenge.

MALL | Property values in surrounding area on the rise

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Thousands more are coming. The children's clinic is one of more than a dozen specialized medical centers and offices set to open at the mall within a year.

"I believe this will be totally transformative for this entire area," says District 16 Metro Councilwoman Anna Page. "Things are already starting to take shape. We have some energized people here now because of it."

Needs-specific clinics under construction include outpatient imaging offices for women and children, a genetics lab and a weight loss center.

They also include obstetrics and gynecology services, a dermatology clinic, a heart and vascular institute, a multiple sclerosis clinic and a medical infusion center where patients can receive chemotherapy treatments.

Vanderbilt officials say the project is a pioneering step for the university. It means extending the college's medical campus beyond the one it's occupied since 1873.

Within a year, 1,000 Vanderbilt employees will go to work in more than a dozen specialized clinics and offices at the mall, which Vanderbilt officially refers to as its "100 Oaks Campus."

The thousands of patients and employees will also be a factor in bringing new customers to the mall's existing retail which include T.J. Maxx, Michael's and Burlington Coat Factory.

Page says she sees a two-prong resurgence in the 100 Oaks rebirth.

One is a new district forming along themes of health care and outpatient clinics.

The other is a thriving mixed-use neighborhood that includes retail, restaurants and housing renewal in

surrounding neighborhoods.

District 16 is one of the few Nashville areas where there's a mix of industrial properties for adaptive reuse or redevelopment.

"Property values are already going up," Page says. "I've just finished our first rezoning for a medical office on Thompson Lane."

Many of the neighborhoods off connector roads such as Thompson Lane and Nolensville Road are middle- and working-class areas dotted with affordable homes that are still appreciating.

The driving time to Vanderbilt or downtown is 10 minutes.

The idea for moving a big chunk of Vanderbilt medical services to the mall was the brainchild of Dr. C. Pinson Wright, chief medical officer at Vanderbilt-Ingram Cancer Center and associate vice chancellor for clinical affairs.

Vanderbilt has been adding medical space at an average of 300,000 square feet a year and Wright says finding space to expand has become a challenge.

"This is going to solve a lot of problems," Wright says. "It's a huge experiment, but we really think of it as just the beginning of things."

The project is so massive that Vanderbilt will add a separate police precinct with 20 officers at 100 Oaks.

Deep involvement in the neighborhood gives the university a chance to be true to its mission, says Wright, a liver-transplant surgeon.

"Vanderbilt wants to make an impact on society," he says.

"We've got to take it [services and education] out to the people, and we see this as an opportunity to do that."

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