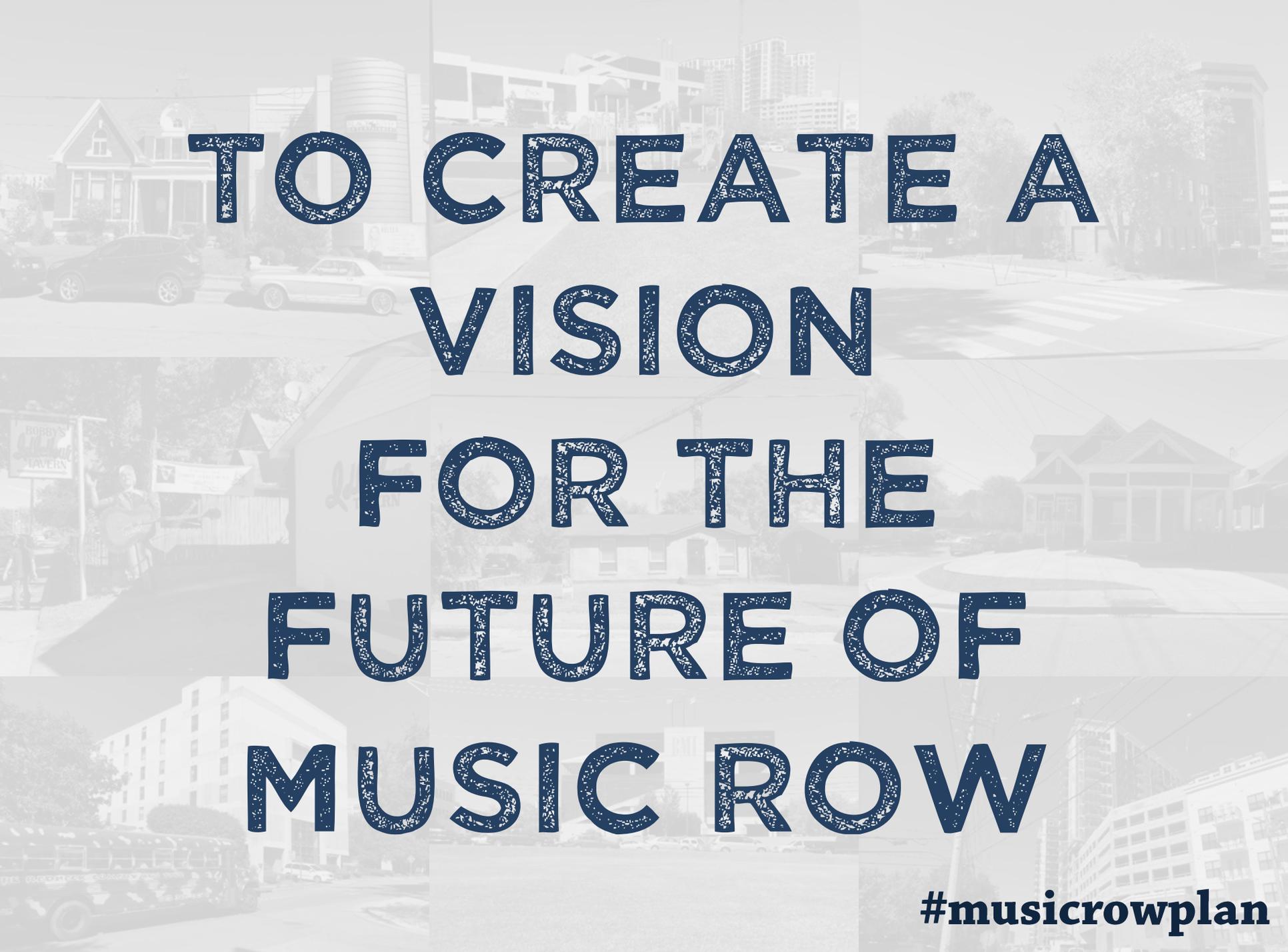


MUSIC ROW DESIGN PLAN

Kickoff Meeting

Monday, October 26, 2015
Midtown Hills Police Precinct
1443 12th Avenue South

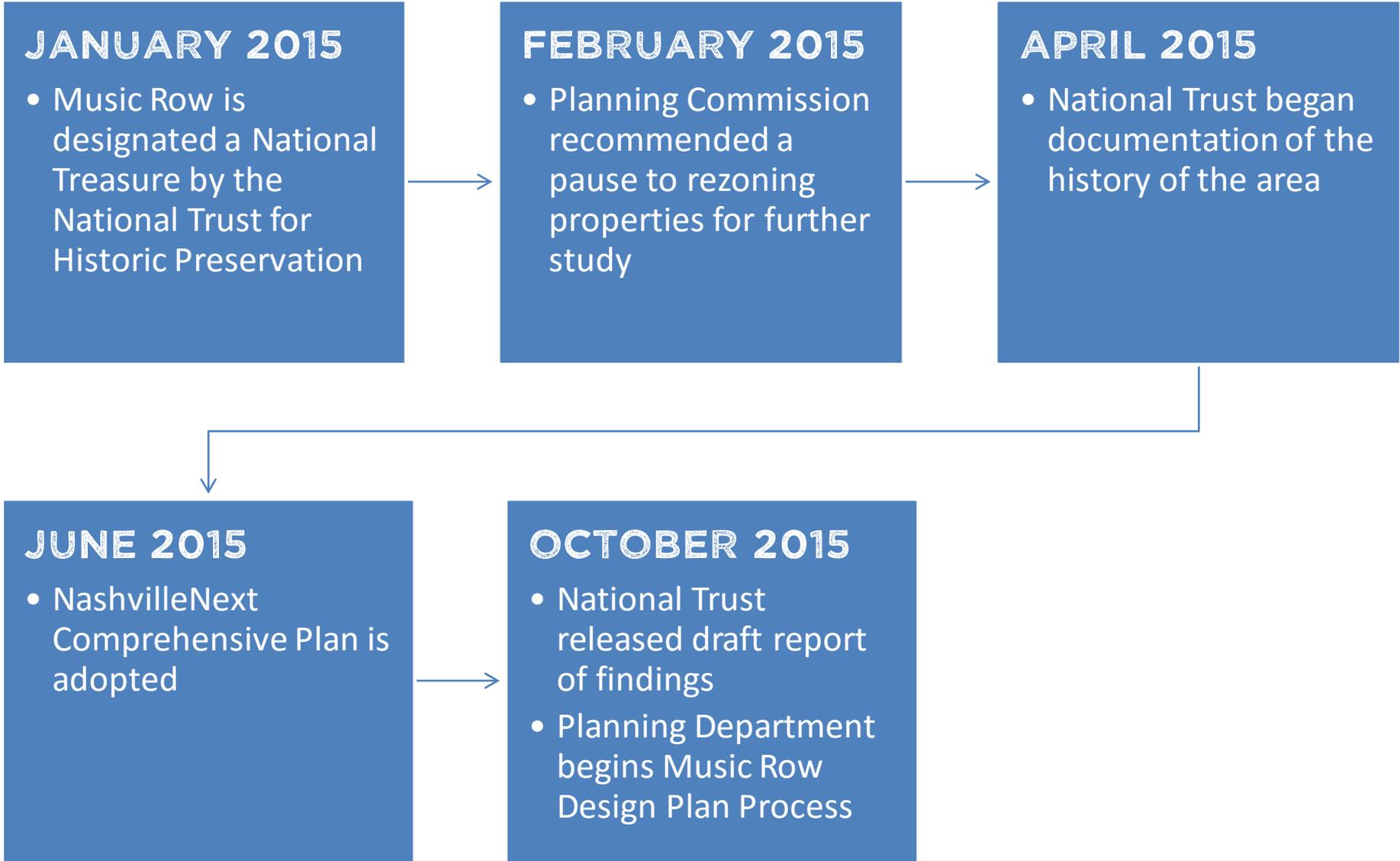
#musicrowplan



**TO CREATE A
VISION
FOR THE
FUTURE OF
MUSIC ROW**

#musicrowplan

HOW WE GOT HERE





Improving quality of life and creating sustainable communities.

PLANNING IN NASHVILLE

#musicrowplan

NASHVILLENEXT

Created by Nashvillians

Guides how and where we grow

Built on community vision:

- Opportunity for all
- Expanding Accessibility
- Strong Neighborhoods
- Improved Education
- Healthy, resilient environment
- Be Nashville



Growth & Preservation Concept Map

Centers

- First Tier
- Second Tier
- Third Tier

Green network

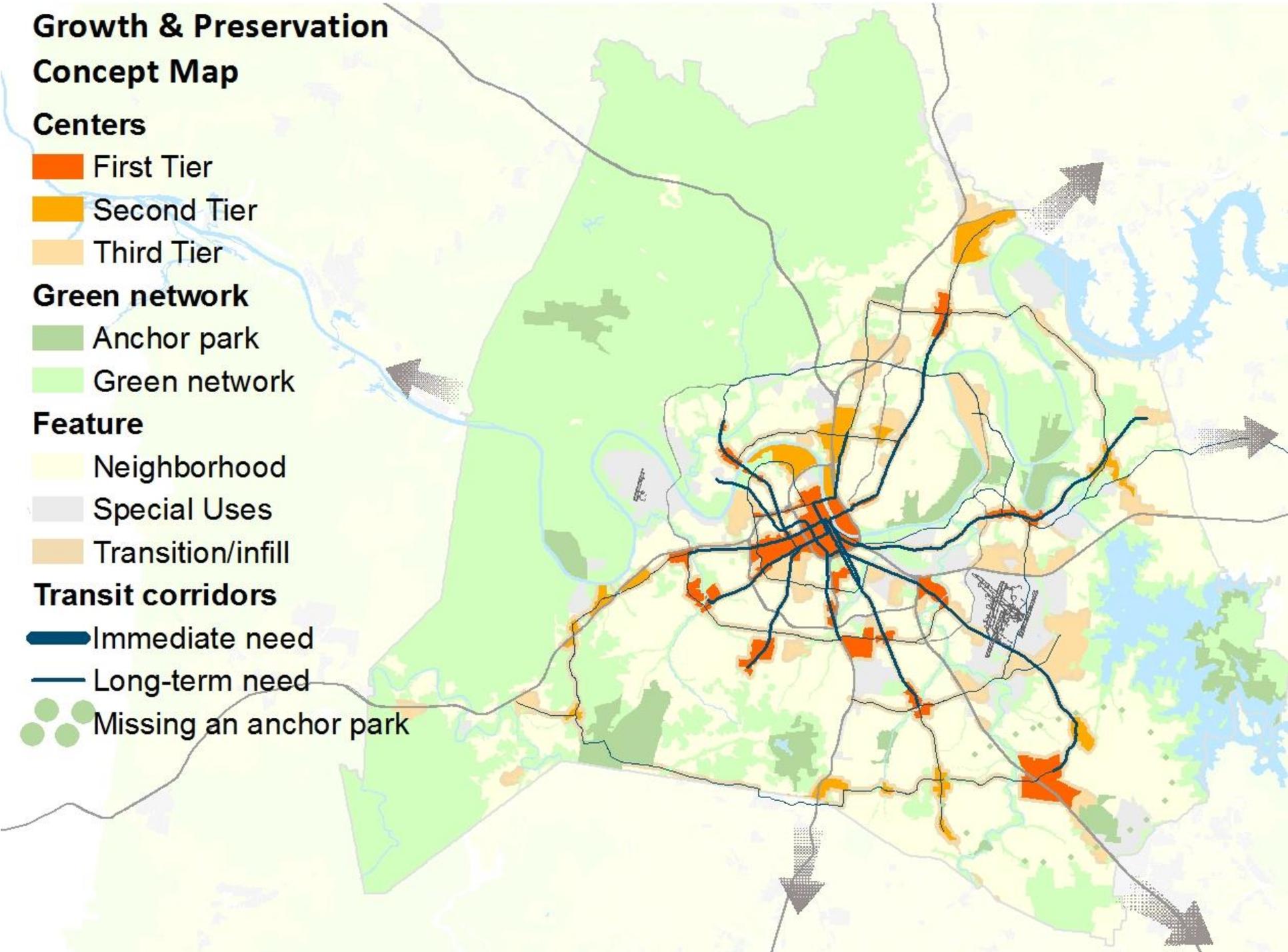
- Anchor park
- Green network

Feature

- Neighborhood
- Special Uses
- Transition/infill

Transit corridors

- Immediate need
- Long-term need
- Missing an anchor park



PARTS OF NASHVILLENEXT

Volume I:	Vision, Trends and Strategy
Volume II:	Elements
Volume III:	Communities
Volume IV:	Actions
Volume V:	Access Nashville 2040

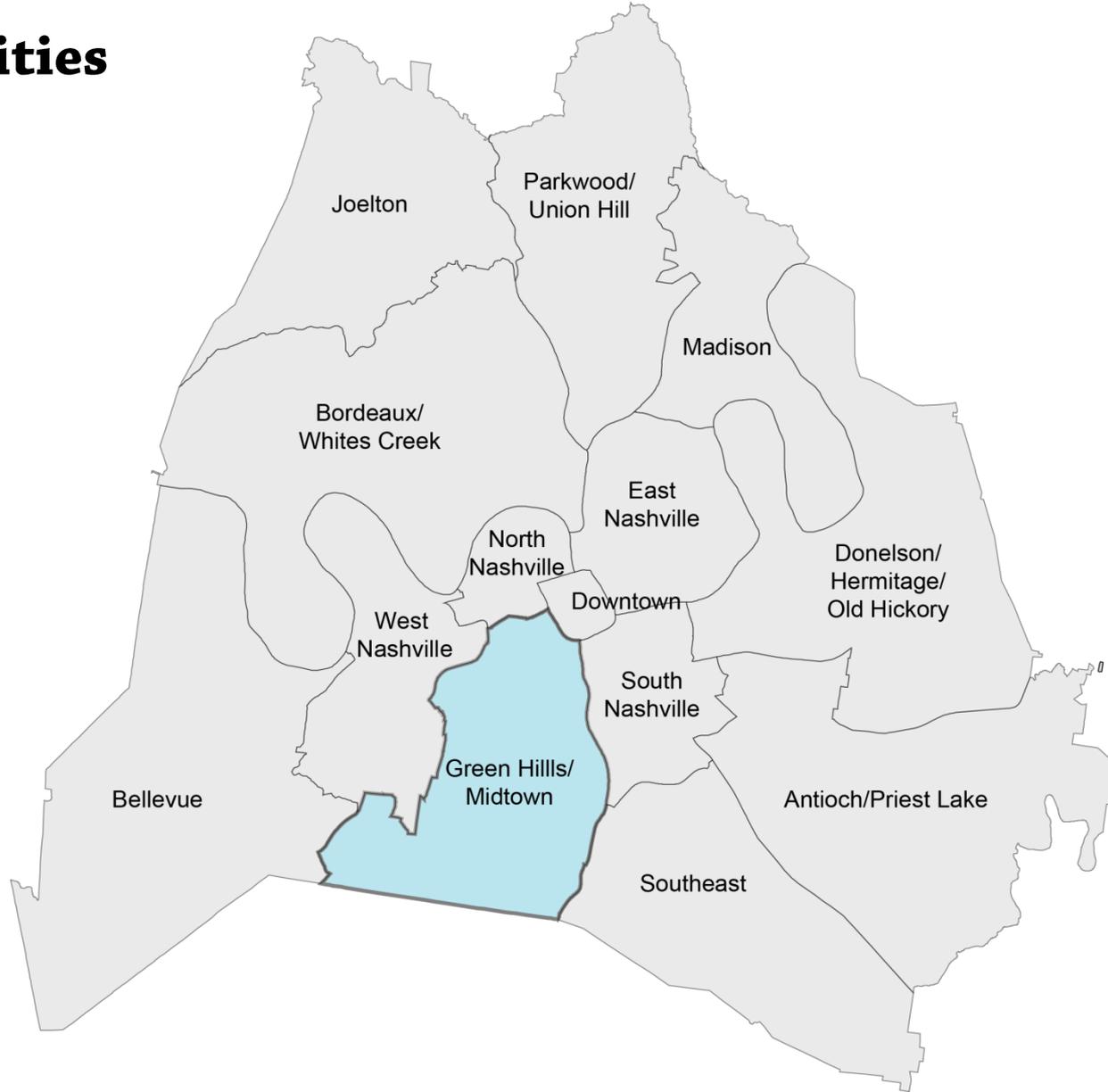
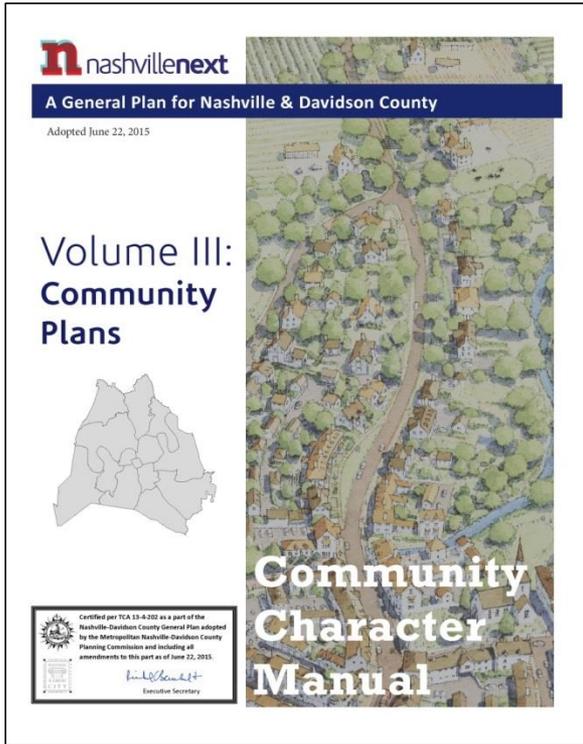


VOLUME II: ELEMENTS



VOLUME III: COMMUNITIES

Volume III: Communities



POLICY FROM COMMUNITY PLANS GUIDES:

- Zone change requests and subdivisions,
- Recommendations to the Board of Zoning Appeals
- Investment decisions
- Capital Improvements Budget (streets, sidewalks, schools, libraries, etc.)

POLICY VS. ZONING – WHAT'S THE DIFFERENCE?

Community Plans & Community

Character Manual = Guidance

Zoning = Legislation

VOLUME IV: ACTIONS

Music Row Design Study

Affordable Housing



Sidewalks Plan Update

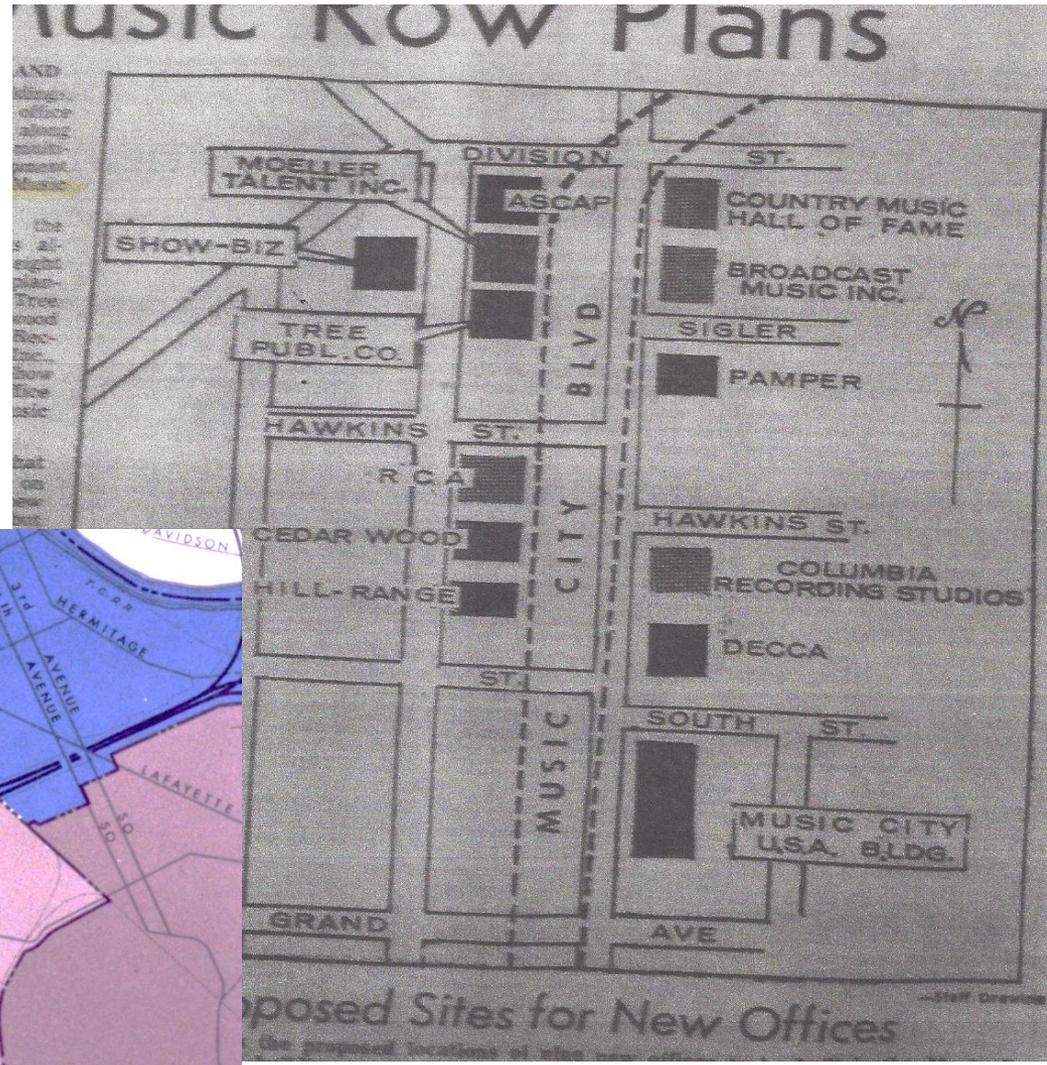
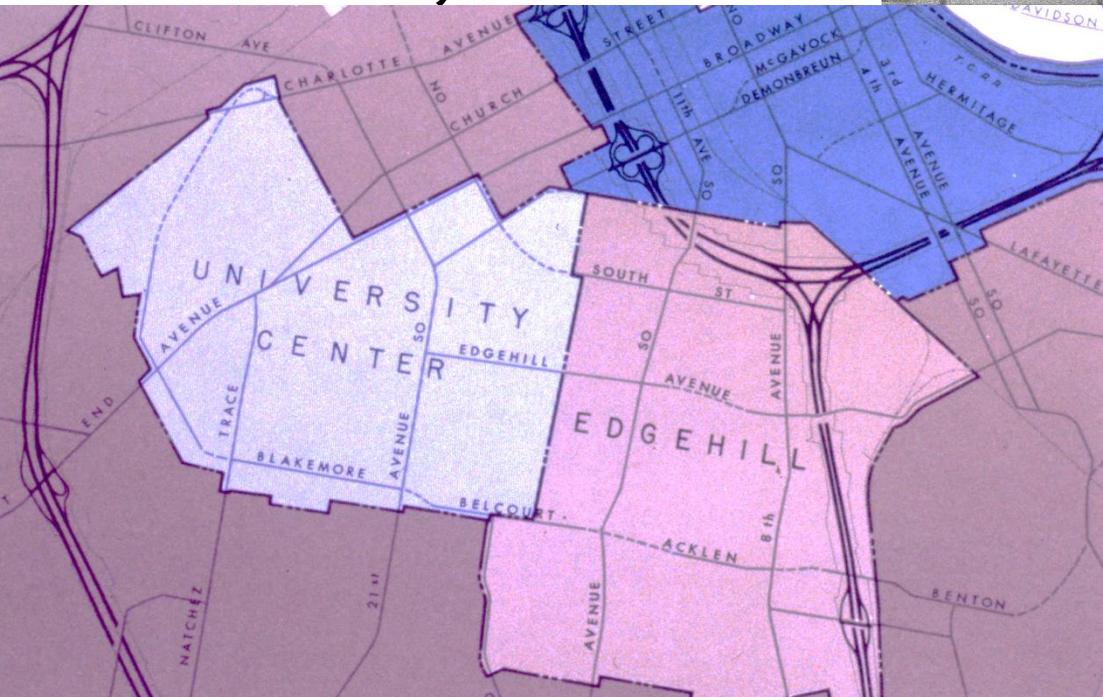
MUSIC ROW & PLANNING

1954: Planning and zoning allowed for business and residential to exist side by side



MUSIC ROW & PLANNING

Planning became transportation focused in the **1960s** with Urban Renewal and the Interstate System



MUSIC ROW & PLANNING

Cool to New Music Mall Pitch

TENNESSEAN
Row's
DEC 15 1970
Nash

Rah-Rah Spirit Fades

By ROBERT KOLLAR

Music industry leaders showed little interest yesterday in a meeting called by the Nashville Area Chamber of Commerce to announce plans for an extensive mall complex aimed at revitalizing Music Row.

Only about a dozen of the 50 persons who received invitations attended a morning briefing held at the Third Na-

dent in charge of Decca Records' Nashville office.

"We have just lost interest in the endless meetings that seem to accomplish nothing," he added.

Bradley said he never received an invitation to the meeting.

James A. Webb Jr., chairman of the chamber's Music City Development Committee, presided over the meeting during which Music Row leaders

would be in three clusters — the area across from the Country Music Hall of Fame which would become the point of public entry into the mall area; the heart of the present area including existing facilities of RCA, Decca, Cedarwood, Capitol and Columbia records; and the south end which would be developed as a service area with offices, studios, restaurants, and retail stores.

chairman of the committee told the few representatives present, "Our music industry is one of Nashville's most valuable assets, and one of the most immediate goals of the Nashville Plus program is to help develop a physical plan for Music City."

HE emphasized, however, that the plan presented yesterday "is only a beginning. We want to get some feedback

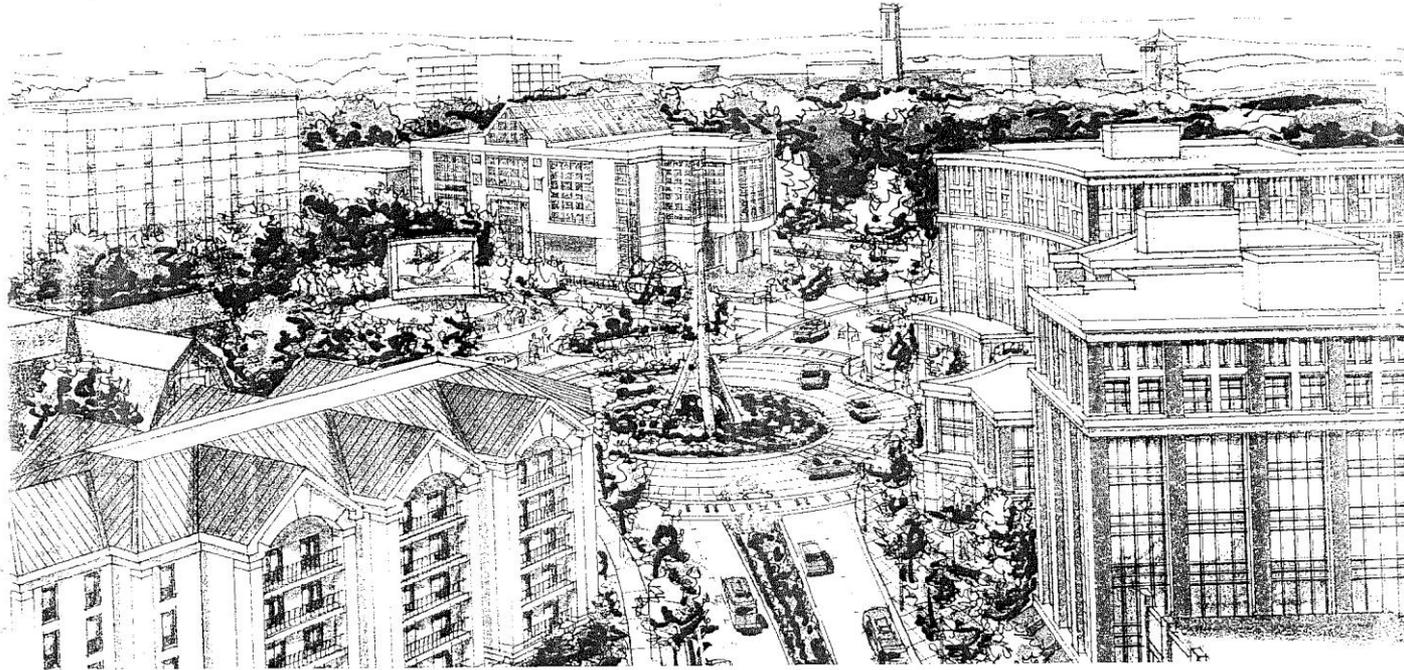
1970s –
Changes in
Urban Renewal
Plans leaves
Music Row's
future in the air



MUSIC ROW & PLANNING

1990s –
Demonbreun
Street uses
changed;
Roundabout
is built

MUSIC ROW PLANNING & DESIGN STUDY



Prepared for:
Metropolitan Development
& Housing Agency

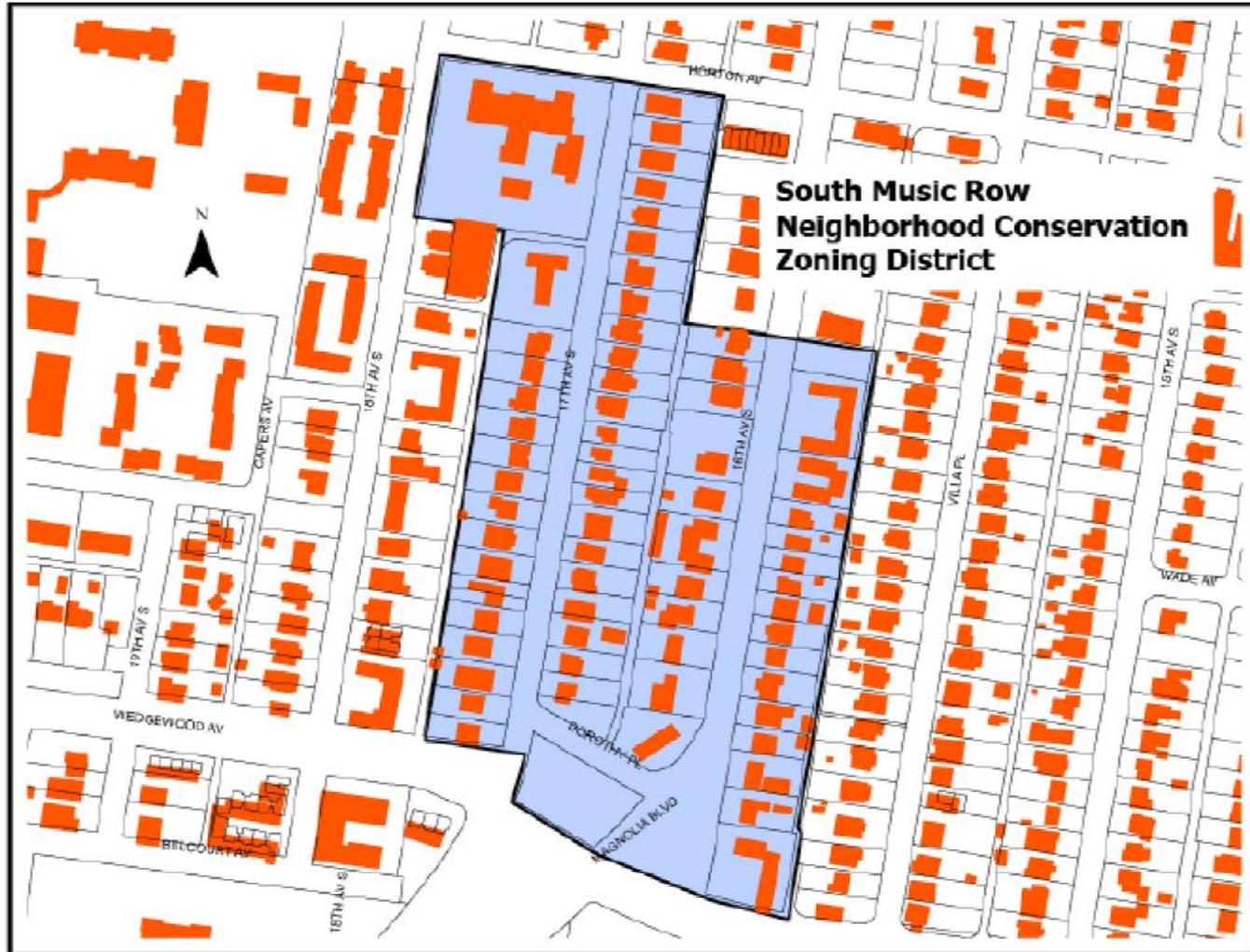
Nashville, Tennessee

1997

Prepared by:
Community Planning & Research, Inc.
Clarion Associates
Hodgson & Douglas
RPM Associates
Littlejohn Engineering Associates

MUSIC ROW & PLANNING

1997 – South Music Row Neighborhood Conservation Zoning District



MUSIC ROW & PLANNING

2000s – market pressures for more intense development

NBJ's Crane Watch

SPONSORED BY
CUSHMAN & WAKEFIELD **GIARRATANA**

All Projects | \$100M+ | Multifamily | Hotels | Mixed-use | Office | Other

1 Capitol View
2 Midtown development
3 Regent Midtown
4 North End
5 convention center site
6 Aertson Midtown

Nashville
LP Field
Vanderbilt University
Trevecca Nazarene University
Belmont University

POWERED BY
esri
Esri, HERE, DeLorme, NGA, USGS

MUSIC ROW & PLANNING

2015 – NashvilleNext, National Trust Study, Music Row Design Plan!

A screenshot of a webpage article. The top left corner has social media icons for Facebook, Twitter, and LinkedIn, followed by the National Trust for Historic Preservation logo and the tagline 'Save the past. Enrich the future.' The article title is 'Telling Music Row's Story'. The main text reads: 'To honor the legacy of Nashville's Music Row—and to shape plans for the future—the National Trust for Historic Preservation and the Music Industry Coalition (MIC) have undertaken definitive, in-depth research to document Music Row's history.' Below this, a second paragraph begins: 'This project was spurred by the spate of recent demolitions along Music Row and the outpouring of support for saving RCA Studio A, which made clear that the public, preservationists and the music industry share a'. To the right of the text is a photograph of a street scene in Nashville, showing a bronze statue of a man in a cap, a silver SUV, and a building under construction with a crane in the background.

f t in National Trust for Historic Preservation Save the past. Enrich the future.

Telling Music Row's Story

To honor the legacy of Nashville's Music Row—and to shape plans for the future—the National Trust for Historic Preservation and the Music Industry Coalition (MIC) have undertaken definitive, in-depth research to document Music Row's history.

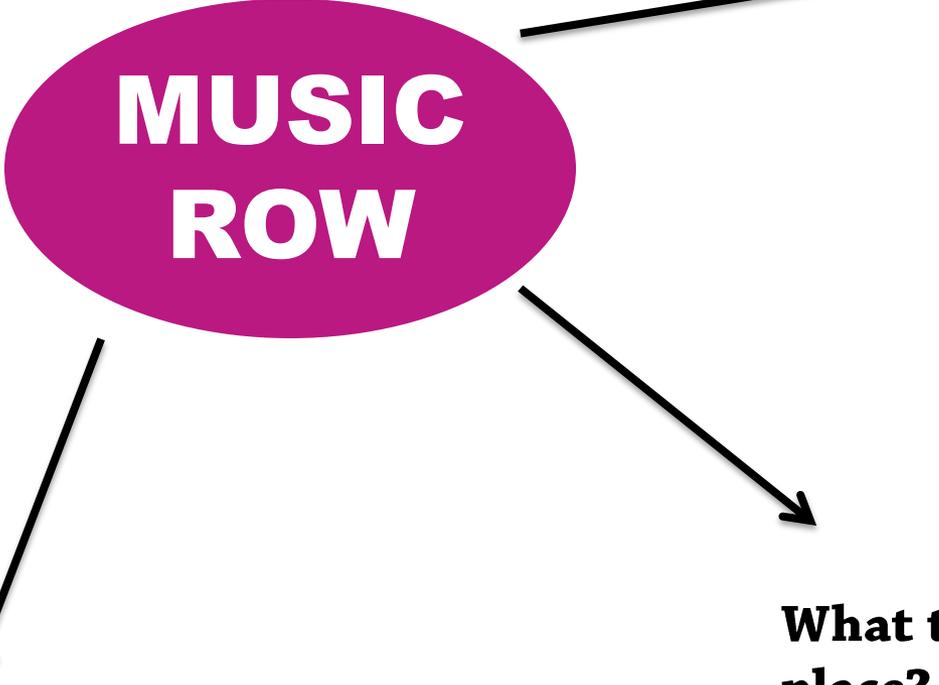
This project was spurred by the spate of recent demolitions along Music Row and the outpouring of support for saving RCA Studio A, which made clear that the public, preservationists and the music industry share a



**TONIGHT'S ACTIVITY:
GIVE US YOUR IDEAS
AND OBSERVATIONS!**

#musicrowplan

WHAT IS YOUR RELATIONSHIP WITH MUSIC ROW?



**MUSIC
ROW**

**How do you spend
time on Music
Row?**

**What relationships
would you like to
create for the future
of Music Row?**

**What ties you to this
place?
How can these ties be
strengthened?**

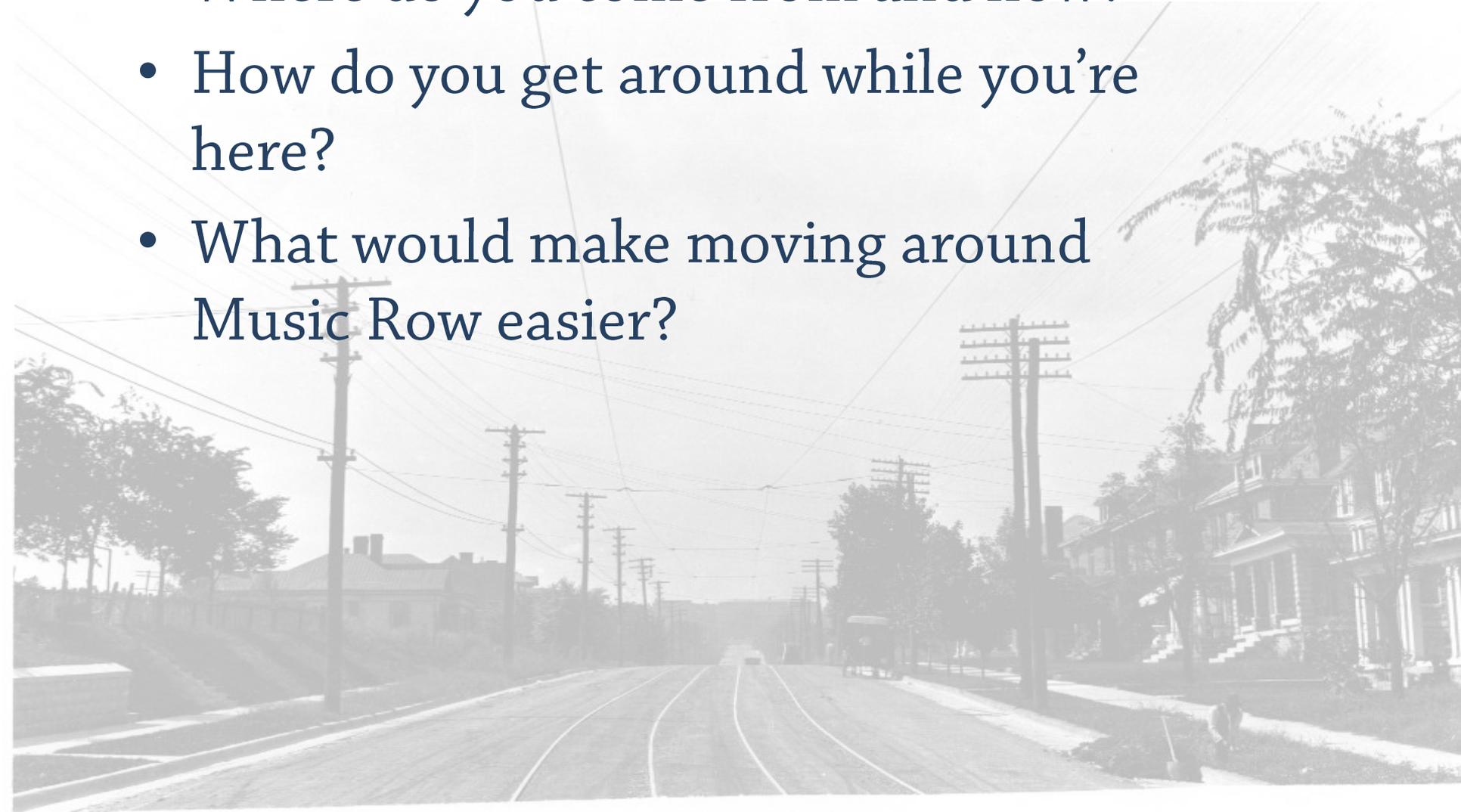
THE HISTORY OF MUSIC ROW

- What does it mean to you to have Music Row designated as a national treasure by the National Trust?
- Are there buildings/locations that were missed during the survey?
- Find out more about the meanings of historic designations



NAVIGATING THE ROW

- Where do you come from and how?
- How do you get around while you're here?
- What would make moving around Music Row easier?

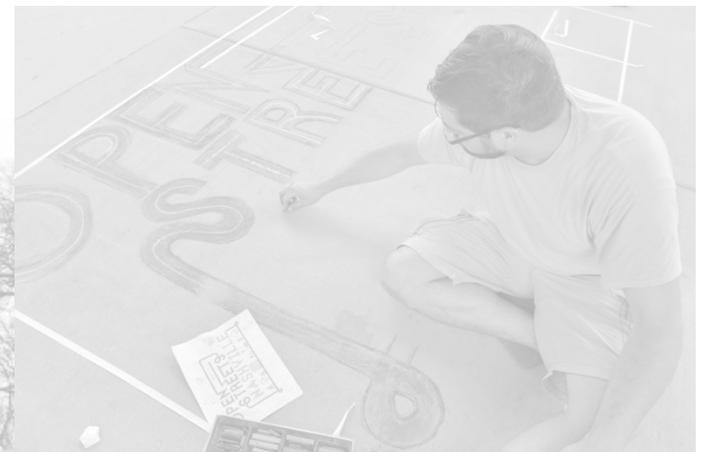


GROWTH & PRESERVATION

- Are there places on Music Row where the character *must* be maintained? Why?
- Where do you think growth should occur in Music Row? How?
- What infrastructure improvements are needed?

WHAT'S MISSING?

- What types of businesses, activities, housing types, open spaces, etc. would you like to see in the area?
- What do you think would make Music Row a stronger community?
- What can be done to strengthen the identity of Music Row?





**LET'S GET
STARTED!**

#musicrowplan



NEXT STEPS

November 10: Prioritizing Goals

December 2: Refining

January 11: Draft Plan

#musicrowplan