

# Music Row Survey #2 Results

## Abbreviations:

BID - Business Improvement District

MDHA = Metro Development and Housing Agency

CIB = Capital Improvements Budget (Metro)

MIC = Music Industry Coalition

CMHoF = Country Music Hall of Fame

MR = Music Row

MCMC = Music City Music Council

MRNA = Music Row Neighborhood Association

Preservation		
Action	Percent	Suggested Partners
Preserve old homes and studios	17.87%	Property owners, Metro Historic Commission
Find ways to better utilize existing buildings	14.01%	Property and business owners
Preserve music businesses	14.01%	Property Owners, MIC, MCMC
Preserve all National Register Eligible (NRE) buildings	13.53%	Property owners
Community support and engagement in preservation efforts	13.53%	MIC, MRNA, Metro Historic Commission, Council, Mayor's Office of Neighborhoods
Preserve the character of Music Row (if buildings are demolished, they are commemorated by signage or some other asset)	12.56%	Community, CVB, BID, CMHoF, Planning
Preserve single family homes	7.25%	Property owners, Planning
Do not allow any more development in the area	2.90%	Not possible because of existing zoning, which permits growth to some extent.
Large record label buildings	2.90%	Planning (policies that support space for large buildings), Chamber of Commerce, MIC, Council
Music Row was a golden age that is over.	1.45%	No comment
Growth		
Action	Percent	Suggested Partners
Maintain the neighborhood character	25.85%	All stakeholders
Encourage rehab/renovation of existing buildings	24.88%	Planning, Council (incentive scenario/ Transfer of Development Rights (TDR)), Historic Nashville, Inc.
Consider building heights with new growth	18.54%	Planning
More careful consideration of infrastructure before more growth is allowed.	14.15%	Planning, Public Works, Council
Focus growth to the northern edge of the area	3.41%	Community plan and zoning support this today.
No restrictions on growth	3.41%	Not possible because of existing zoning, which restricts growth to some extent.
Focus growth to areas outside the study area	2.93%	This is possible to the extent existing zoning allows. Any changes need to balance the needs and desires of MR with those of surrounding areas.
Growth should be commercial only - no more residential	1.95%	Planning, Council, Property Owners. Difficult to regulate based on market pressures and existing zoning.
Focus growth on the periphery of the study area	1.95%	Planning, Council, Property Owners. Difficult to regulate based on market pressures.
Large record label buildings	1.95%	Planning, Council, Property Owners.
Do not allow any more development in the area	0.98%	Not possible because of existing zoning, which permits growth to some extent.

Tourism		
Action	Percent	Suggested Partners
Signage/wayfinding	16.91%	Convention and Visitors Bureau, Chamber of Commerce, Planning (design guidelines), BID, Public Works, MRNA, MIC
Promotion of Music Row as a destination	15.94%	Chamber of Commerce, MIC, Convention and Visitors Bureau, CMHoF, CMA, MCMC, Gaylord, etc.
Sidewalk markers/markers commemorating	13.04%	Chamber of Commerce, Planning (design guidelines), BID, Public Works, MRNA, MIC
Public art	13.04%	Chamber of Commerce, Planning (design guidelines), BID, Public Works, MRNA, MIC, Metro Arts Commission
More live music venues	12.56%	Music industry, MIC, BID, MRNA
Studio tours	7.73%	Music industry, MIC, BID, MRNA
Museums	6.28%	Music industry, MIC, BID, MRNA
Bring back the walk of fame	5.80%	May be unlikely but options could be explored by a partnership of stakeholders - music industry, CMHoF, MIC, MRNA, CVB.
Website	3.38%	Music industry, MIC, BID, MRNA
More tours	2.90%	Music industry, MIC, BID, MRNA
Do not encourage more tourists to visit the area	2.42%	May not be possible, but specific areas within Music Row could be set aside to accommodate some level of tourism. Requires partnership with MIC, music industry, MRNA, CVB, State of Tennessee, and tourism industry.

Neighborhood Needs		
Action	Percent	Suggested Partners
Affordable creative space	15.51%	The Housing Fund (Make A Mark Program), Belmont, Vanderbilt, MIC, (other universities that want to move into the area), TDR incentive
Grocery store	14.29%	Market forces - grocery store operators won't be interested unless more people live in or near the area. Note: a grocery store is planned as part of the Demonbreun Hill development near the roundabout.
Parks/greenspace	11.02%	Tradeoff of priorities: requires demolition of buildings to create greenspace of any significant size.
More retail and dining options	10.61%	Market forces, business and property owners. Retail and restaurants need enough population to support their businesses.
Music performance spaces	10.20%	Music industry and market (see above)
More neighborhood-friendly businesses	9.39%	See retail and dining above
Small local businesses	8.16%	See above
Artist spaces	8.16%	The Housing Fund (Make A Mark Program), Belmont, Vanderbilt, MIC, (other universities that want to move into the area), TDR incentive

<b>Neighborhood Needs continued</b>		
<b>Action</b>	<b>Percent</b>	<b>Suggested Partners</b>
Affordable housing	7.35%	Planning, Council, MDHA, The Housing Fund, Mayor, affordable housing providers
Community gathering spaces	5.30%	Depends on type of gathering space: public or private, indoor or outdoor, etc. If public outdoor space, Metro Parks; if private business and property owners.

<b>Transportation</b>		
<b>Action</b>	<b>percent</b>	<b>Suggested Partners</b>
Shuttle/trolley/circuit for Music Row	19.52%	MTA, Vanderbilt, Belmont, MIC, BID, large employers, tourism industry.
More frequent public transit	15.24%	MTA, Vanderbilt, Belmont, MIC, BID, large employers, tourism industry.
Less street obstruction with construction	12.38%	Public Works
Increased connectivity with bike lanes	11.90%	Access Nashville 2040, Public Works, Council, CIB
More transportation options	11.43%	MTA, Vanderbilt, Belmont, MIC, BID, large employers, tourism industry, Access Nashville 2040, Public Works, Council, CIB
Improve traffic signal timing for better traffic flow	7.62%	Public Works
Repave streets/alleyways	6.67%	Public Works
Open more lanes for traffic/less on street parking	5.24%	Planning, Public Works
Get rid of one way streets	3.81%	Planning, Public Works
Education on using the Roundabout	3.81%	Media, Public Works, Transit Now Nashville
Better enforced speed limit	2.38%	Metro Police

<b>Government support</b>		
<b>Action</b>	<b>Percent</b>	<b>Suggested Partners</b>
Incentives for preservation	22.17%	Planning, Council, National Trust for Historic Preservation, Historic Nashville
Identify incentives for keeping music businesses on the row	18.87%	MCMC, MIC, MRNA, Planning
Infrastructure improvements (streets, alleys, sidewalks)	14.62%	Public Works, Planning, Council, CIB
Development restrictions/policies	8.49%	Planning, Council
Encourage communication between the government, developers and the public	7.55%	Planning, MRNA, MIC, community at large, Council
More public guided input on projects	5.66%	Planning, community at large, Neighborhoods Resource Center, Council
Codes enforcement	5.19%	Codes, Mayor, Council (may need more funds in the Operating Budget for for additional Codes staff).
Improve safety/police patrols	4.72%	Planning (design guidelines), police, Neighborhood Watch
Better connection to tourism for the whole city	4.72%	CVB, music industry, MCMC, MIC
Job development in the entertainment industry	4.25%	Chamber of Commerce, MCMC, MIC
More communication with/between property owners	3.77%	MIC, MRNA, Planning, Council

<b>Private support</b>		
<b>Action</b>	<b>Percent</b>	<b>Suggested Partners</b>
Renovation of existing buildings	15.94%	Property and business owners; grants and loans may be available for properties listed in the National Register of Historic Places
Neighborhood/ business association	15.46%	MIC and MRNA
Identify a common mission	14.01%	Community with assistance of Planning
Branding/identity	12.08%	CVB, music industry, MIC, MCMC, MRNA.
Private funding to support preservation	10.63%	BID, foundations
Writers' rooms/rehearsal space for rent	7.25%	Property and business owners
Business Improvement District	6.76%	Business and property owners, MIC, MRNA
Hosting all types of music on the Row	6.76%	Music industry, MIC
More music venues	6.28%	Music industry
More networking events	4.35%	Music industry, MIC, MRNA, Chamber of Commerce
Music businesses only	0.48%	Very difficult because of existing and potential future zoning options, challenges of defining "music businesses only," and enforcement if definitions can be agreed to.