



National Trust *for*  
Historic Preservation



# ***“A New Vision For Music Row: Recommendations Report***

June 27, 2016

# Challenges and Opportunities

- Increased demolition and redevelopment
- Challenges for small music businesses
- Transition in the music industry
- Lack of preservation incentives
- Building on brand recognition
- Identifying existing and new resources for small businesses, creatives and preservation

# Four key points guide recommendations

1. Music Row is a community.
2. Music Row's built environment is crucial to its culture.
3. Music Row has over 200 music-related businesses.
4. Music Row is unique in its history, built environment and culture.



# Music Row Cultural Industry District

*The Music Row Cultural Industry District is a unique music industry cluster that is the foundation of Nashville's internationally known Music City brand. Within the Music Row Cultural Industry District, music industry stakeholders partner to design new plans that honor Music Row's historical legacy, elevate awareness of the industry's impact on Nashville's economy, and plan for a future that encourages preservation of the area's character and continues to nurture and support the music industry.*

# Purpose

Create a toolbox of programs, incentives and resources to build a sustainable future for Music Row and develop an organizational structure to manage operations through a wide network of partners.





Brand Music Row to emphasize its unique role in national and international music production and cultural influence.

# Create a Music Row Investment Trust

Support acquisition, rehabilitation, expansion and redevelopment to help music-related businesses stay competitive.



# Establish a Music Row Historic and Cultural Preservation Fund

Public-private funding for projects that preserve the area's character and encourage music businesses to stay on Music Row. Examples:

- Preservation demonstration projects
- Easements, Local Landmarks, National Register listings
- Cultural Legacy Fund

# Incentives Package



Use existing incentives and create new incentives to encourage retention, growth and development on Music Row.

Examples:

- PILOTS
- Local sales tax waivers
- Low interest loan programs
- Federal rehab tax credits
- Program and project grants

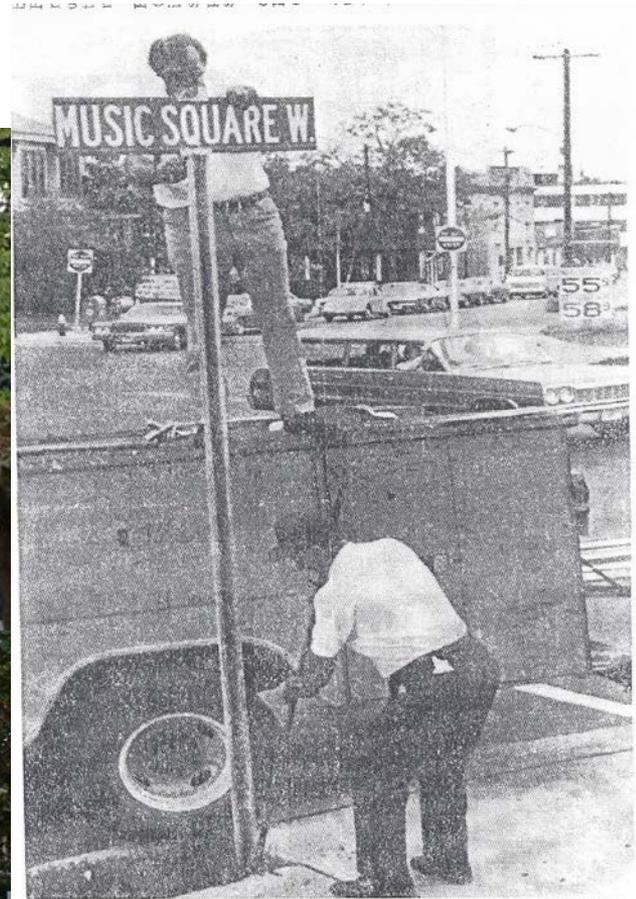
# Economic development programs

- Tourism – studio tours, tour app, signage, events
- Technology – R&D for innovation and development
- Recruitment – new music businesses
- Education – music and business operations



# Physical Environment

- Signage
- Gateways
- Alleyways
- Parking
- Traffic
- Public art



*Neil* **Sign Of Controversy**

As of Monday afternoon, Music Row is no longer "Music Row." Now it's called "Music Square." Changing one of the street signs at the intersection of Division Street and 17th Avenue South are Metro Traffic and Parking Commission employees J.D. Hall (top) and Arnold Paul.

# Organization and Management

- Structure - existing or new nonprofit
- Staffing
- Partner organizations and agencies
- Funding sources
- Financial management
- Programs
- Evaluation





## Next Steps

- Music Row Cultural Industry District designation
- Continue working on projects underway – studio tours, walking tour app
- Hold work sessions with partners to develop strategic plan
- Develop timeline for implementation

# Musicrowstories.com



## Music Row Stories A HISTORICAL RESEARCH PROJECT



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