



Music Row Community Meeting

January 11, 2016

Draft Recommendations

Meeting Purpose

- Understand Planning's Recommendations based on Music Row Stakeholders Input
- Review Timeline for additional study
- Review potential final products – e.g. reports, zoning actions, policy actions

Agenda

- **Process Overview**
 - What we've accomplished thus far
- **Review Findings**
 - Are we on the right path?
- **Review Recommendations**
 - Draft Goals and Recommendations for Music Row
- **Discuss Tools for Historic Preservation**
- **Discuss Next Steps**
 - Market and Tourism Study by the National Trust for Historic Preservation

Process Overview

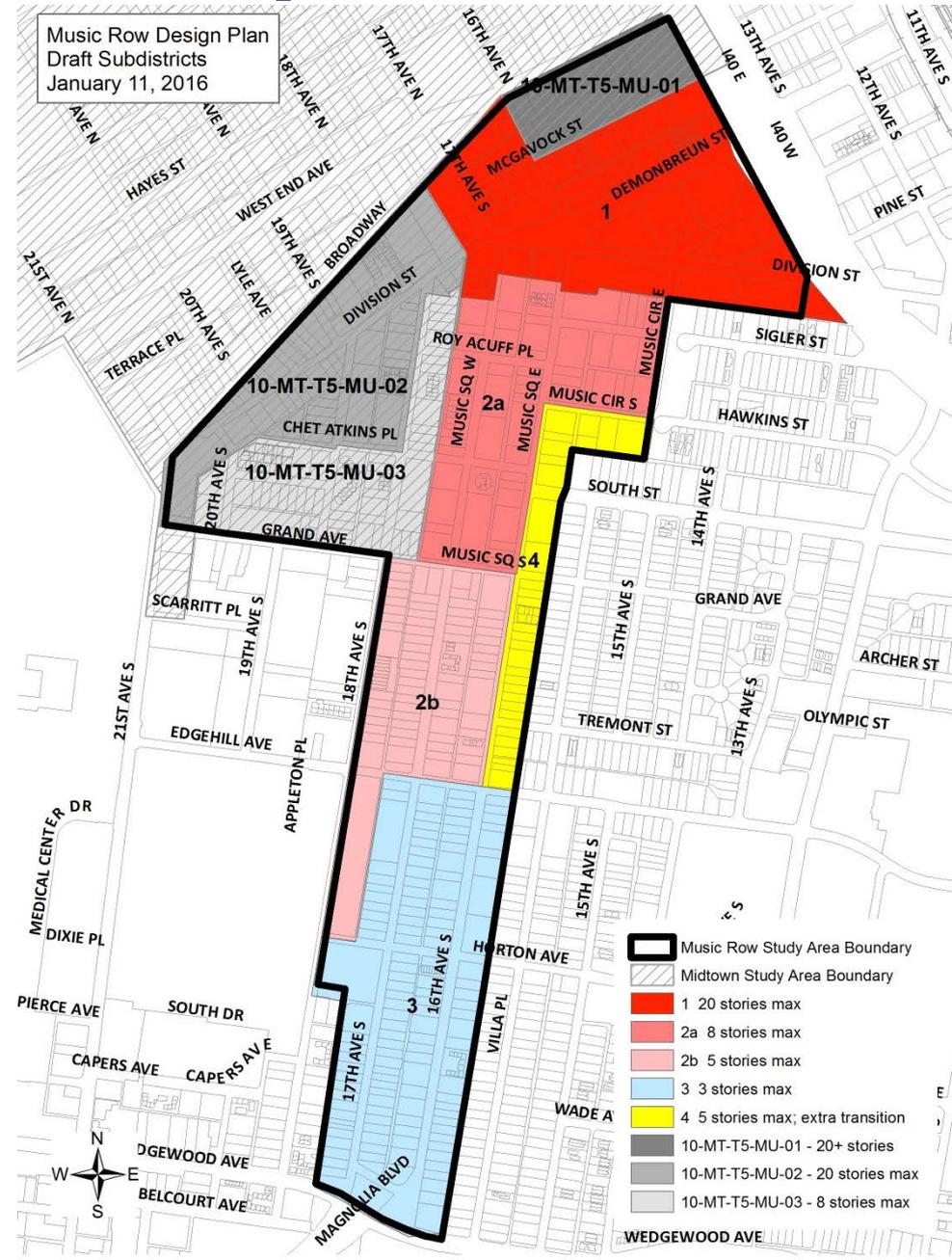
- Meeting 1: Visioning
- Meeting 2: Prioritizing Goals
- Meeting 3: Refining
- Meeting 4: Direction and Policy Goals



Review of Findings From Meeting #3

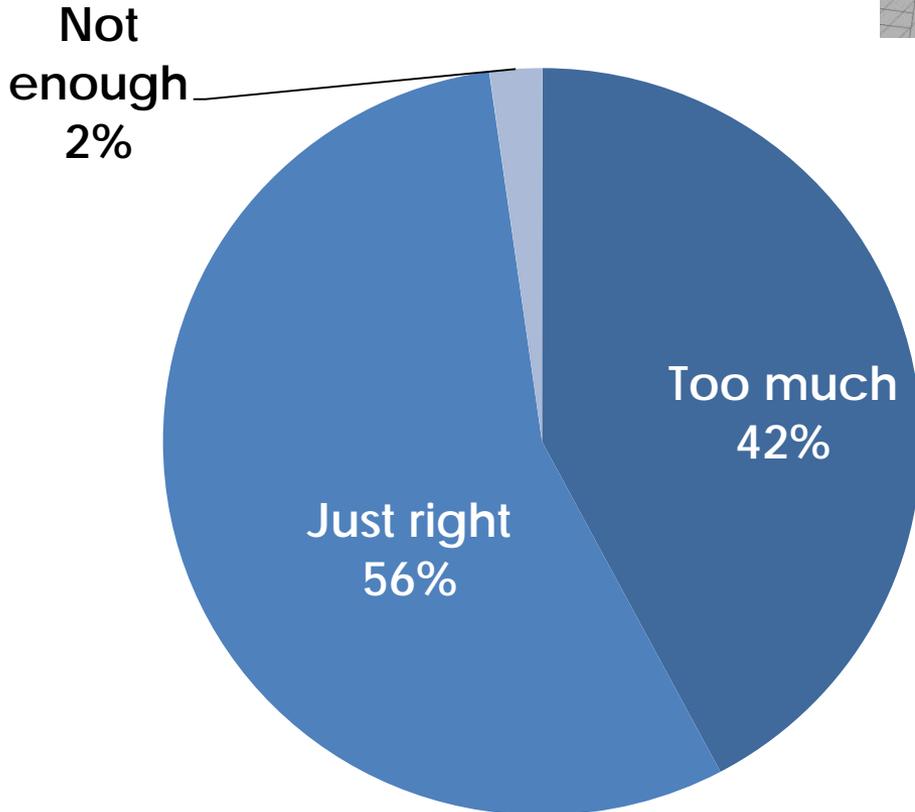
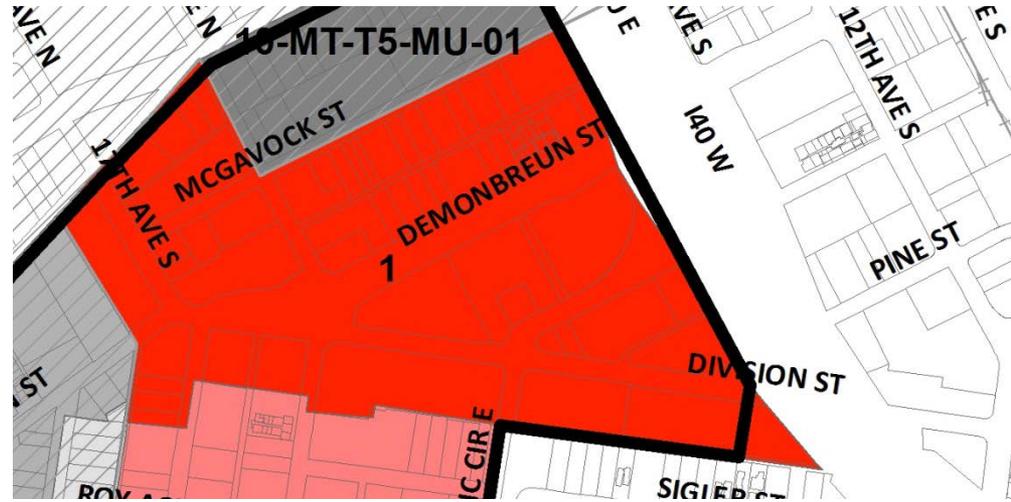
Meeting 3: Refining Survey

- 35 online, 10 in person
- Survey Focused on
 - building heights
 - development characteristics
 - other issues to guide development
- Common comments/concerns were regarding traffic and parking



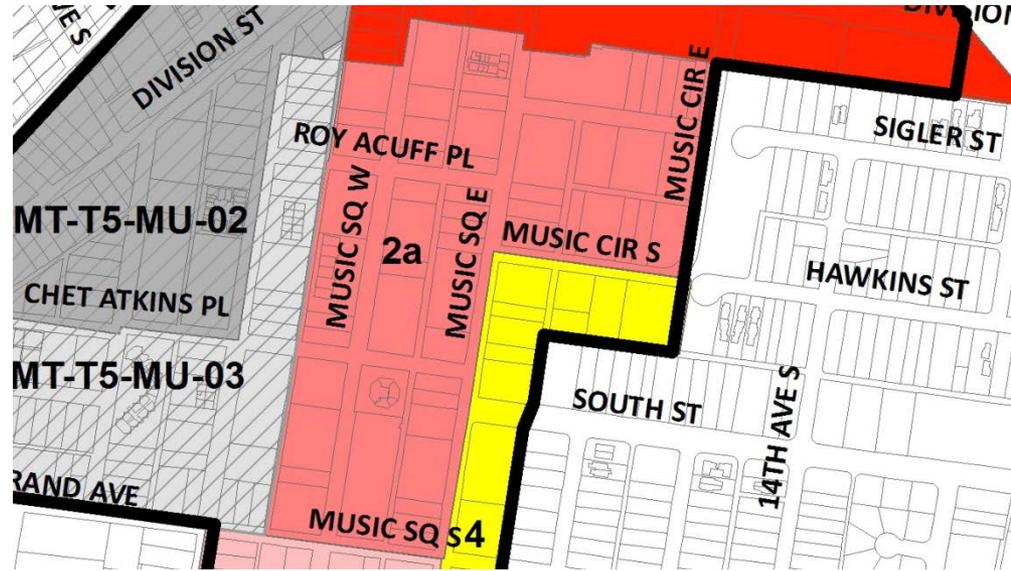
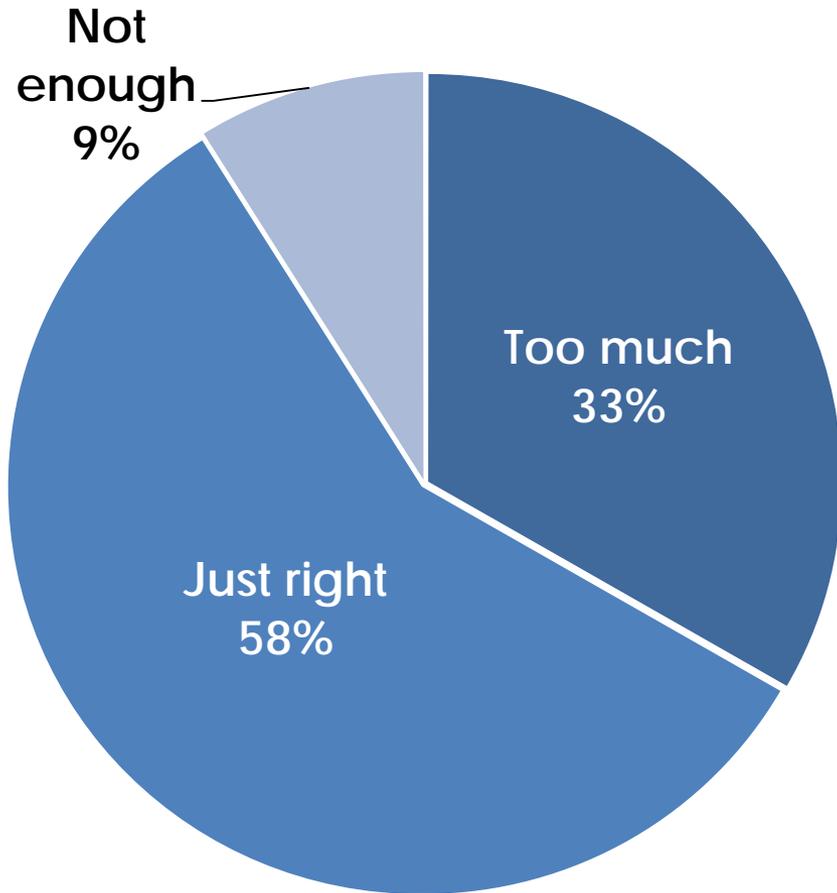
Area 1

- Up to 20 stories
- Current location of most large scale buildings



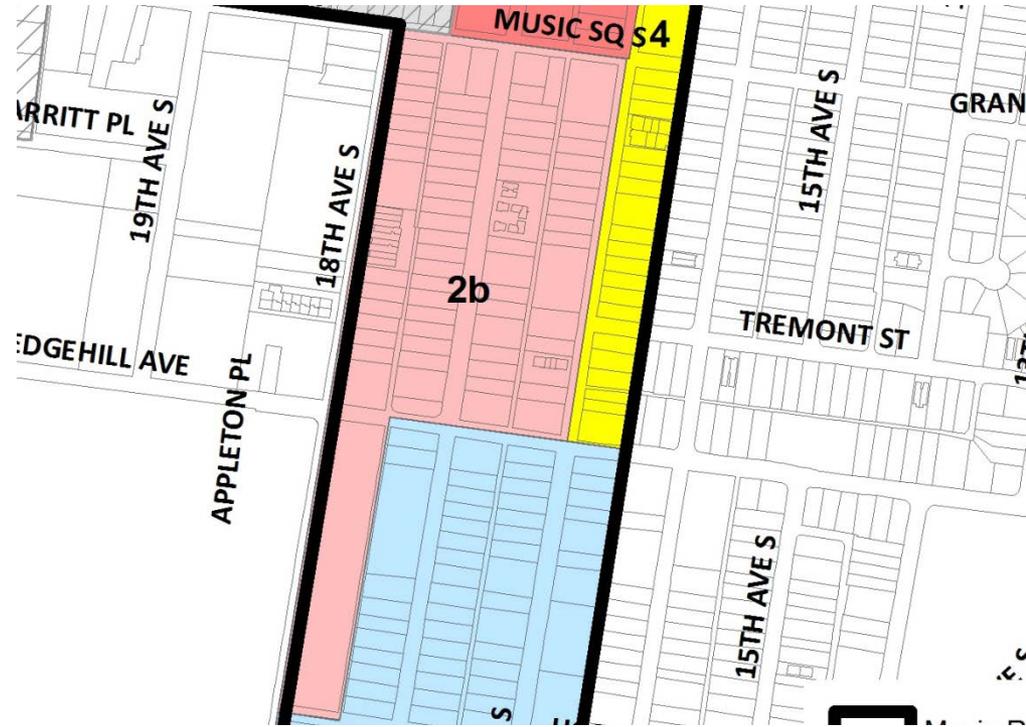
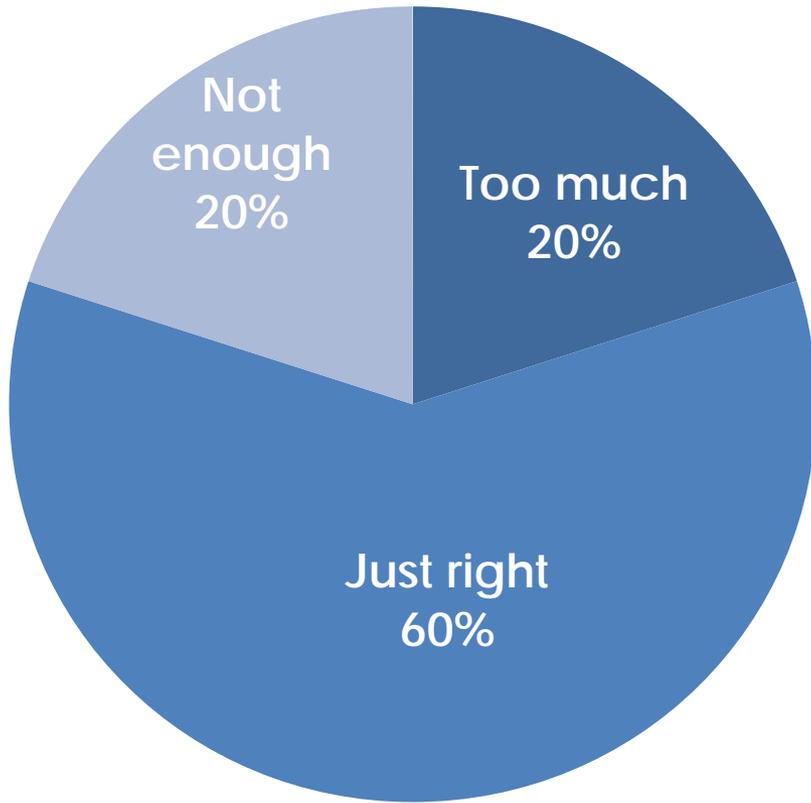
Area 2a

- 2a: up to 8 stories



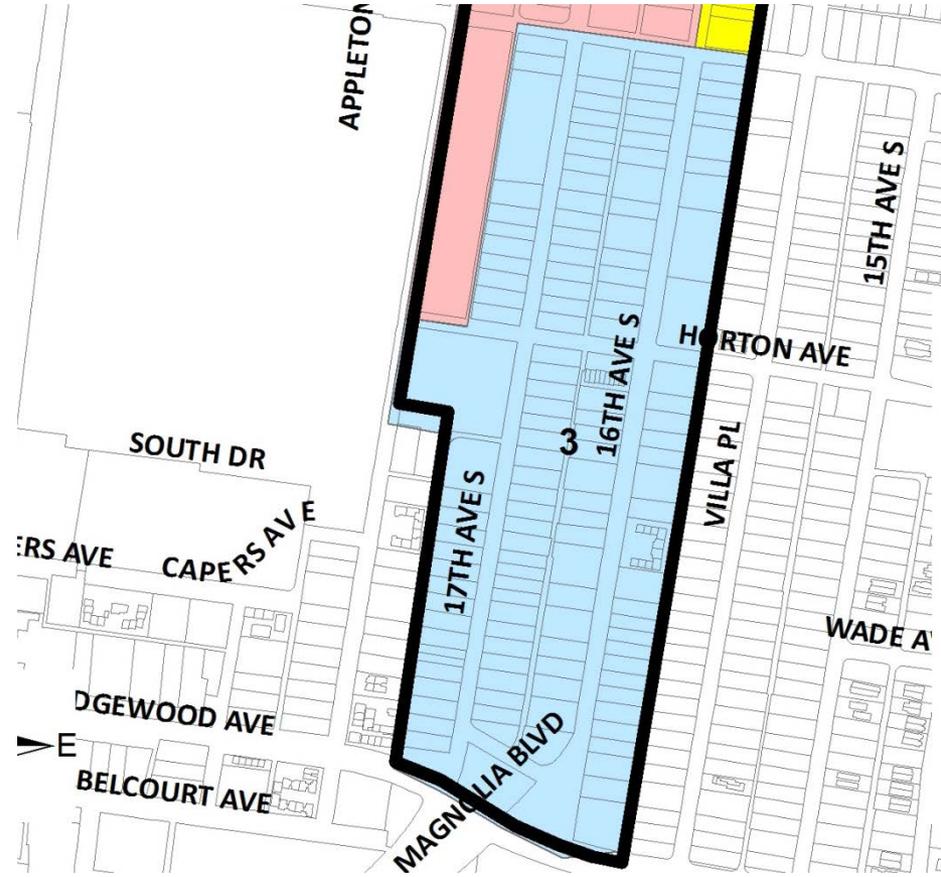
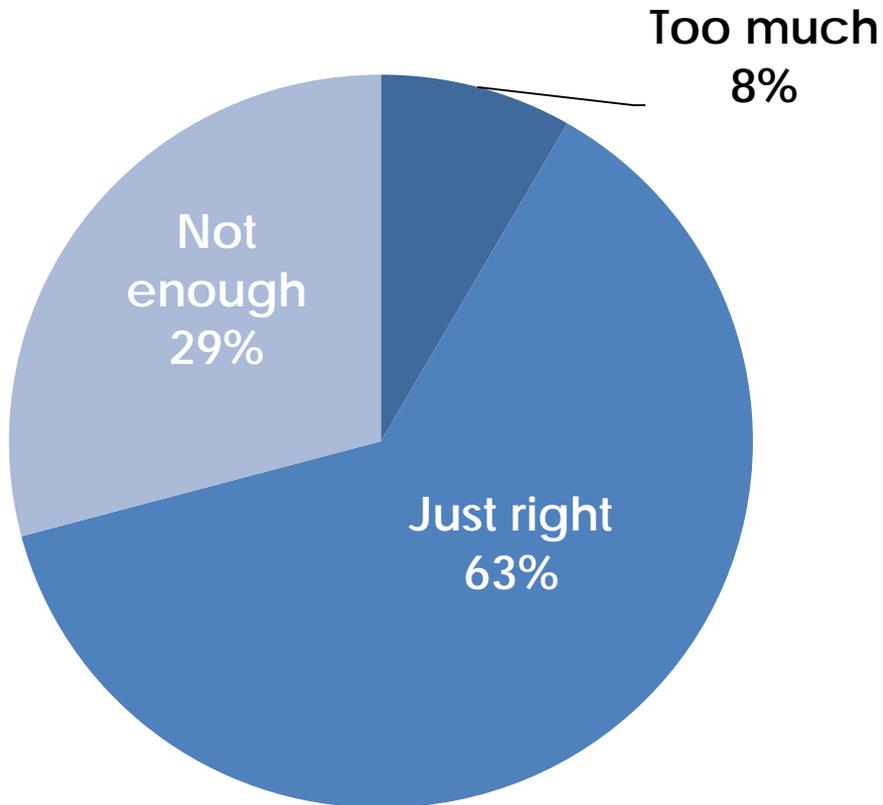
Area 2b

- 2b: up to 5 stories



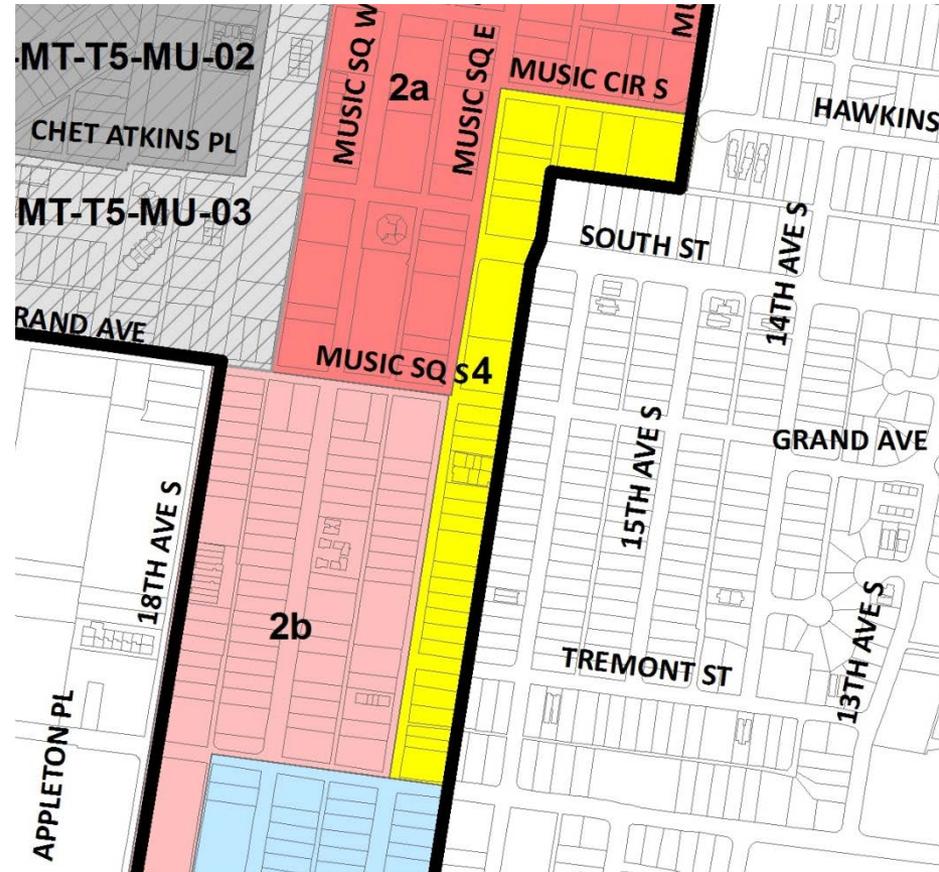
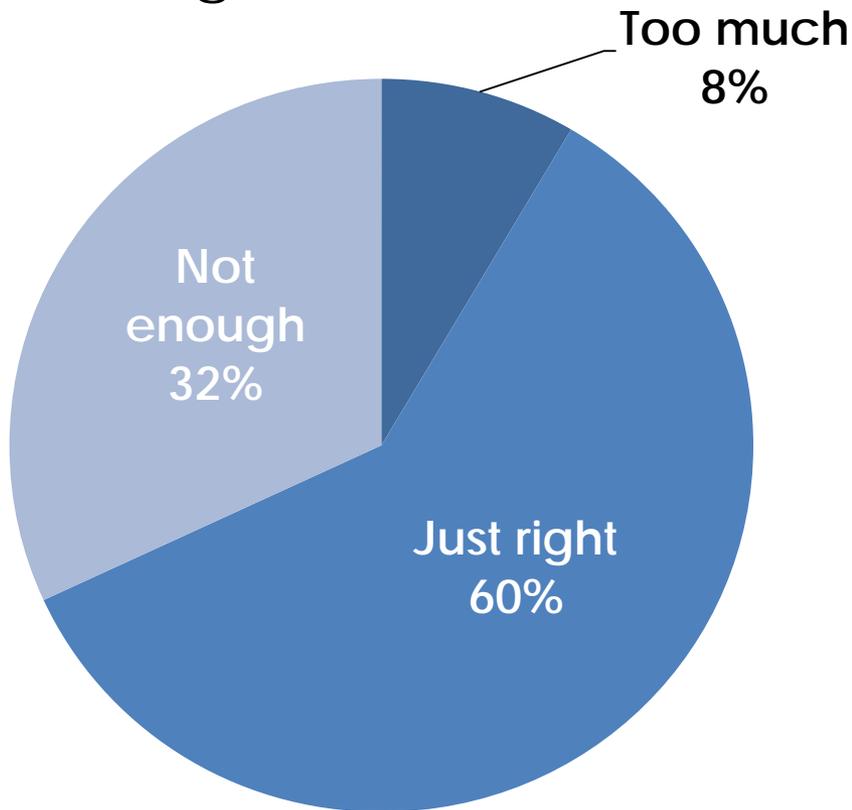
Area 3

- Up to 3 Stories
- Historic Neighborhood Conservation Overlay will remain.

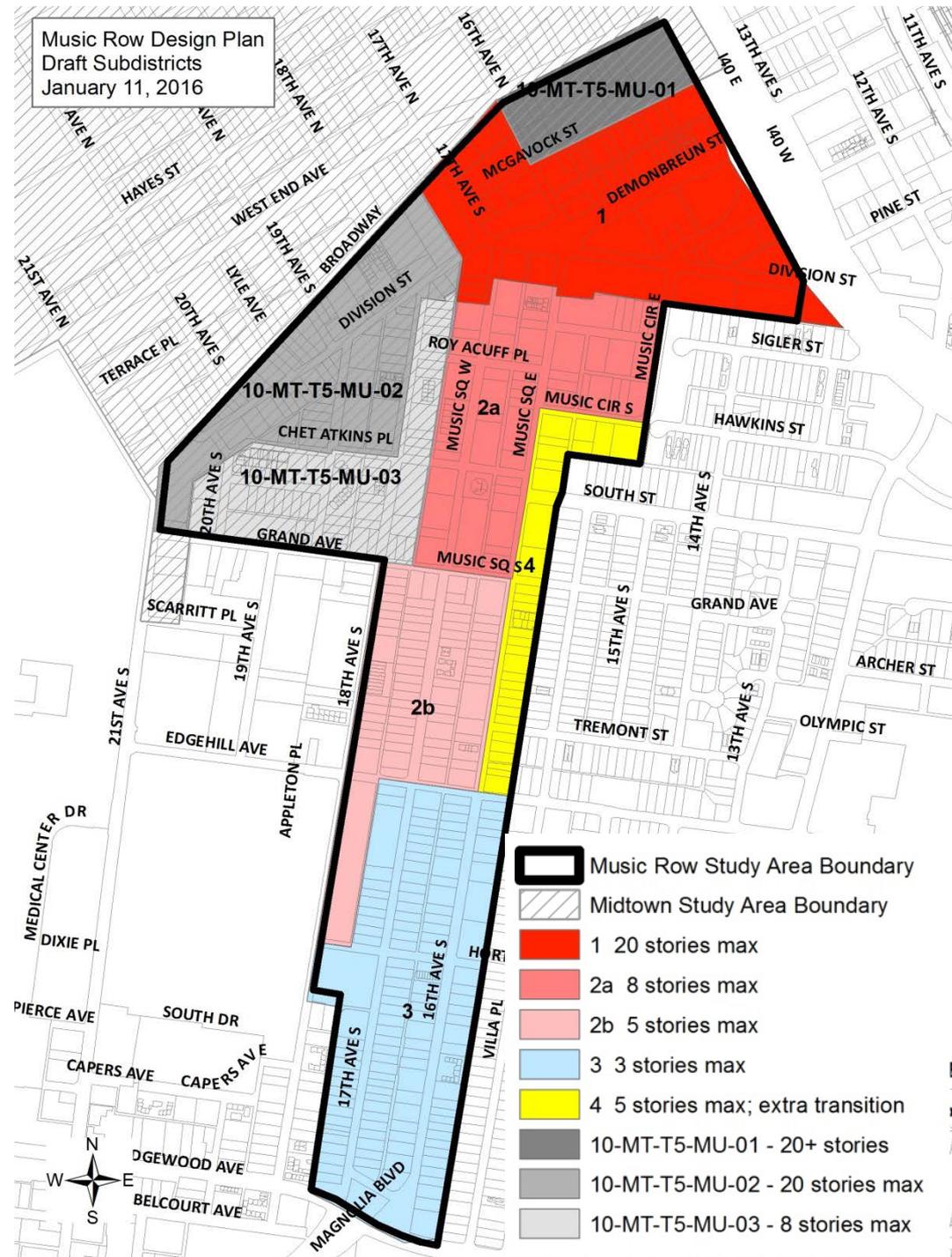


Area 4

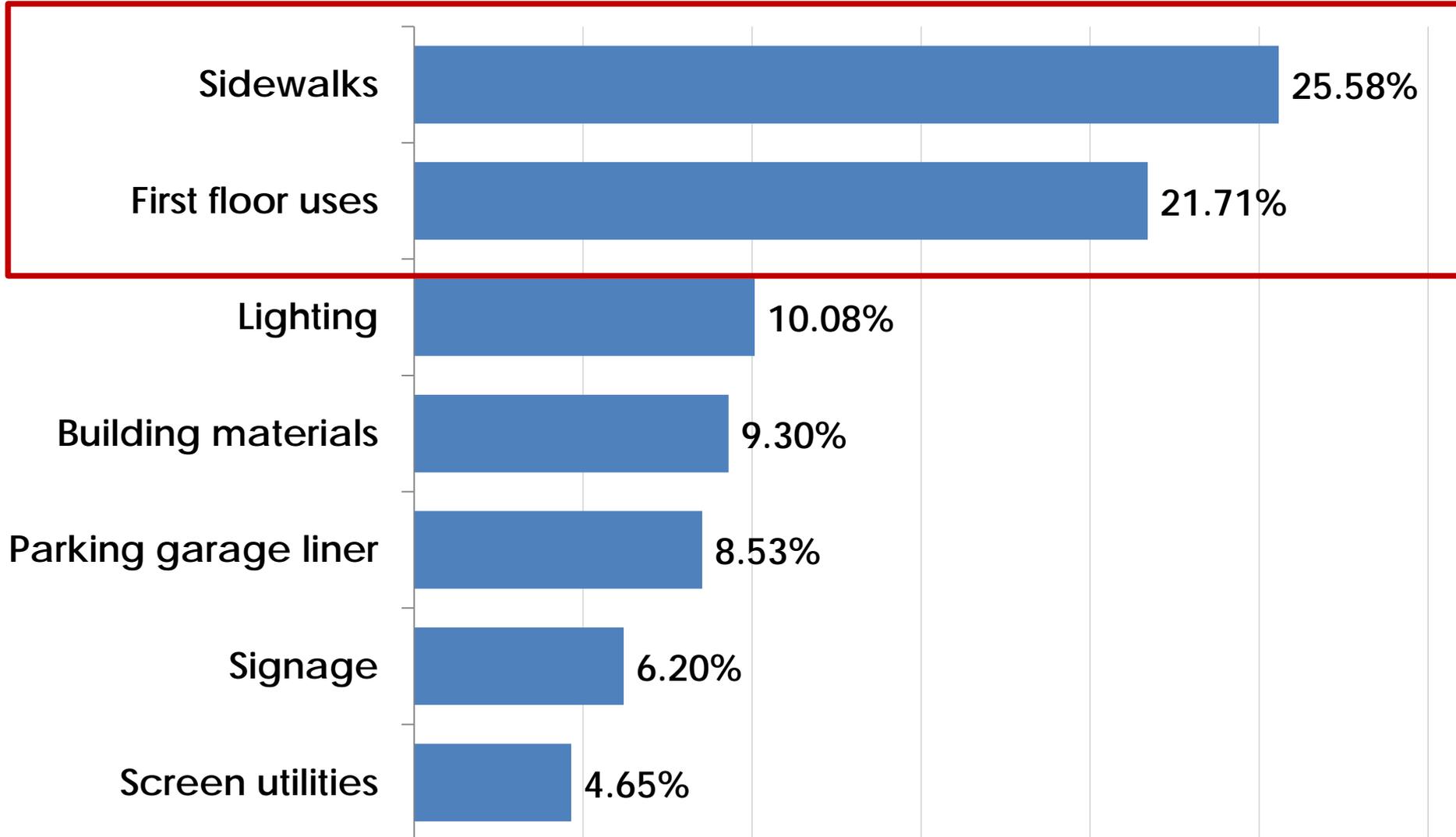
- Up to 4 Stories
- Sensitive transition into the Edgehill Neighborhood
- Would require change in zoning.



- Gray and hatched areas will keep the special policies put in place during the Midtown Study, updated in 2014.
- Proposed heights in each subdistrict relate to the base policies in each area.



Building Design and Streetscape



Draft Policy Goals for Music Row

Based on Survey and Stakeholder Meetings

1. Preserve Music Row's Character.
2. New development should support the Music Row community.
3. Manage tourism.
4. Encourage creativity and collaboration.
5. Preserve and enhance the streetscape.



Policy Recommendations

Recommended CCM Policy

Keep

- T5 Center Mixed Use Neighborhood
- District Office Concentration
- Civic & Open Space

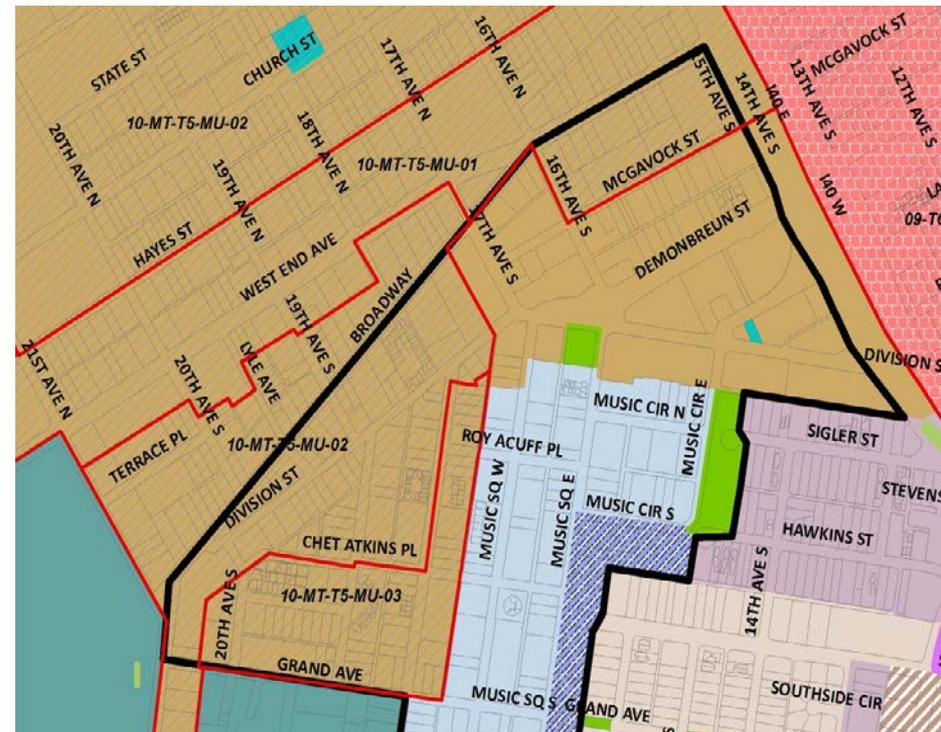
Change

- A portion of District Office Concentration to Transition

T5 Center Mixed Use Neighborhood

- Intended to preserve, enhance, and create high-intensity urban mixed use neighborhoods.
- Diverse mix of residential and non-residential uses
- Among the most intense development areas in the County

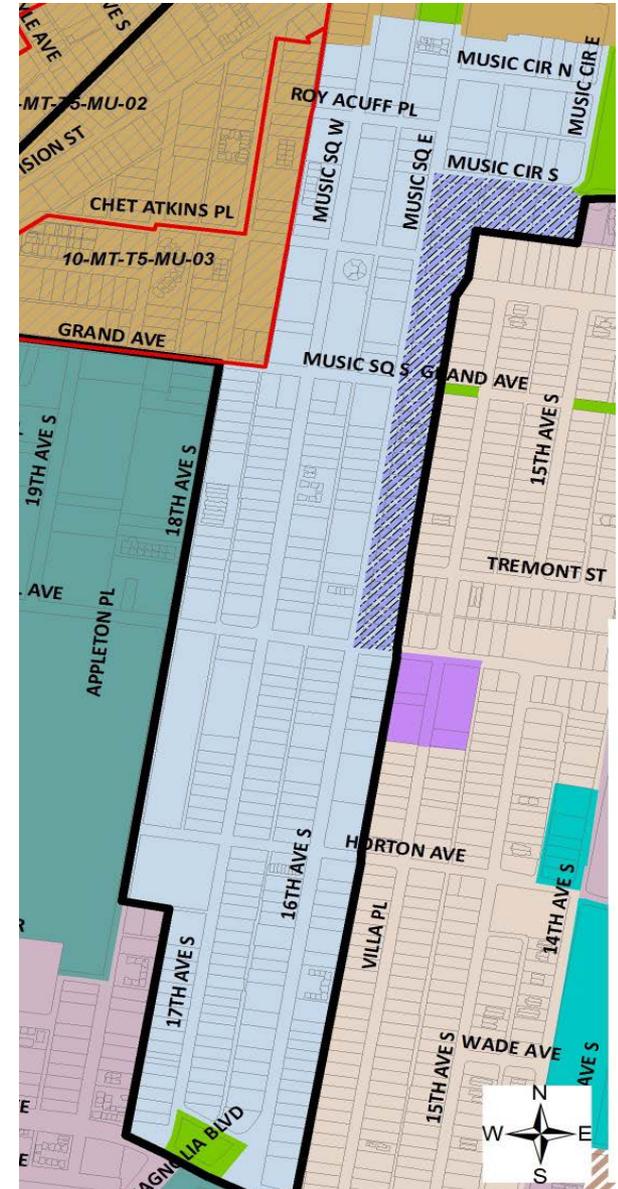
- Major employment centers, such as Midtown



 T5 MU Center Mixed Use Neighborhood

District Office Concentration

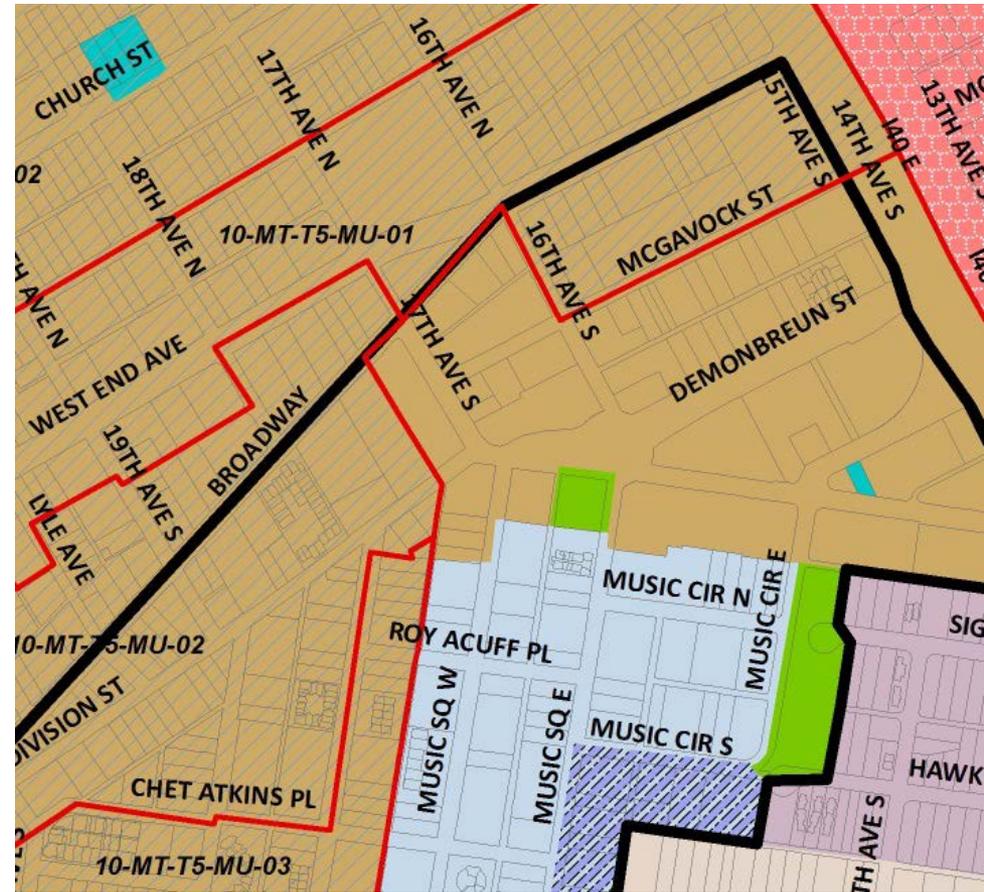
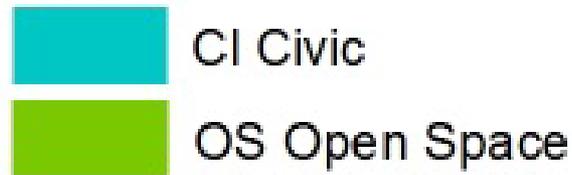
- Preserve, enhance, and create districts where office use is predominant.
- Include areas of where opportunities for complementary uses can be added.
- Development occurs in a manner complementary to the varying character of surrounding communities.



 D OC District Office Concentration

Civic & Open Space

- To preserve and enhance publically owned properties and open space.
- Character and design depends on context
- Example uses include libraries (civic) and amphitheater (open space)



Transition

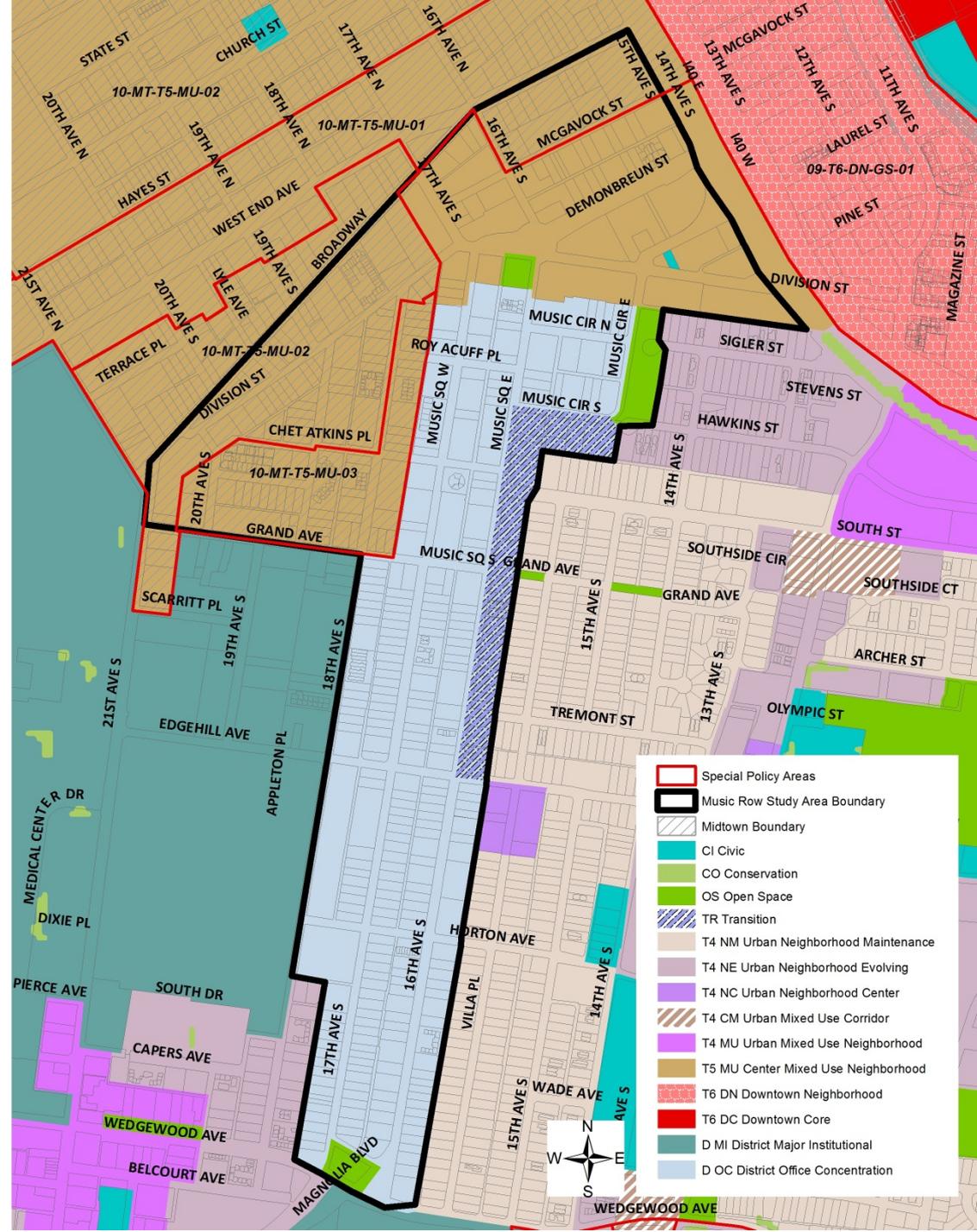
- To preserve, enhance, and create areas that serve as transition between more and less intense development.
- Land uses include small scale office, and moderate residential development.



TR Transition

Recommended Special Policies

- Special Policies provide more specific guidance for an area or property.
- Special Policies are being considered to guide the pedestrian environment
 - Active first floor uses
 - Streetscape elements





Update from the National Trust for Historic Preservation

4 Key Findings from Music Row Research



1. Music Row has always been and still is a community.
2. This place matters.
3. This area is still Music Row – the center of the music industry.
4. Music Row is the only place of its kind in the United States.

Music Row is a National Treasure



Music Row Survey: Top Responses

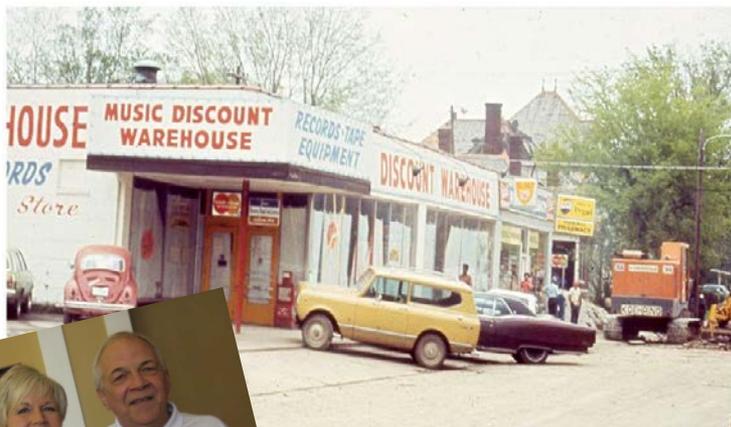
- Maintain neighborhood character
- Encourage rehab/renovation of existing buildings
- Incentives for preservation
- Incentives for music businesses
- Preserve old homes and studios
- Find way to better utilize existing buildings
- Preserve music businesses



The Story of Music Row

National Register of Historic Places

Multiple Property Documentation Form (MPDF)



Timeline for MPDF



- Presented findings in public meeting Oct. 7, 2015
- Posted for review and comment until Nov. 6, 2015
- Submit document to:
 - Tennessee Historical Commission staff - Jan. 11, 2016
 - State Review Board – May 2016
 - National Park Service – June 2016

www.musicrowstories.com



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



Next Steps: Real Estate Market

- Assess indicators for real estate market
- Prepare summary describing the type and scale of development that may occur over time
- Identify approaches that can help guide sustainable physical development



Next Steps: Music Industry

- Assess key indicators for music industry on Music Row
- Prepare summary describing issues and opportunities for Music Row's continued primary role in the music industry



RCA NASHVILLE

ARTIST: DOLLY PARTON COMPANY: R.C.A.

PRODUCER: BOB FERGUSON STUDIO: A ENGINEER: J.P. & R.S.

CW44-1126 JOLENE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
BASS	PIANO	DRUM	KICK	RHY	FIDDLE	JIMMY STEEL	VOCAL				CONG	KIRBY'S		DOLLY	DOLLY
											GO	GOIT		HARM	ORG
														END	END

COMPS?

CW44-1127 BUBBLING OVER (note osc used at 14)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
RAY	PIANO	DRUM	KICK	RHY	BASS	JIMMY STEEL	VOCAL	GROUP	PIANO	KIRBY'S	CONG	STEEL	JIMMY		
KIRBY'S								GO	GO	GOIT					



Next Steps: Preservation Tools & Incentives



Documentation
Designation



Education
Awareness
Advocacy



Regulation
Programs
Incentives



Next Steps: Tourism Development

Explore opportunities for “low impact” tourism:

- Studio tours
- Smart phone tour
- Signage/collateral materials
- Walking tours
- Events



Next Steps: Organization, Management & Partners

- Music Row Neighborhood Association
- Music Industry Coalition
- Metro Planning Department
- Metro Historical Commission
- Historic Nashville, Inc.
- Nashville Convention and Visitors Corp.
- National Trust for Historic Preservation

Timeline

 Metro Planning

 National Trust and Partners

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Summary Report Online																								
Revisions to Goals and Policies																								
Continued Stakeholder Conversations																								
Feedback on Draft Policy																								
Final Plan to Planning Commission																								
Real Estate/ Preservation Strategies																								
Tourism Study																								
Music Industry																								
Organization and Partners																								
Gather Feedback																								
MPDF to TN Historical Commission staff																								
MPDF to State Review Board																								

