



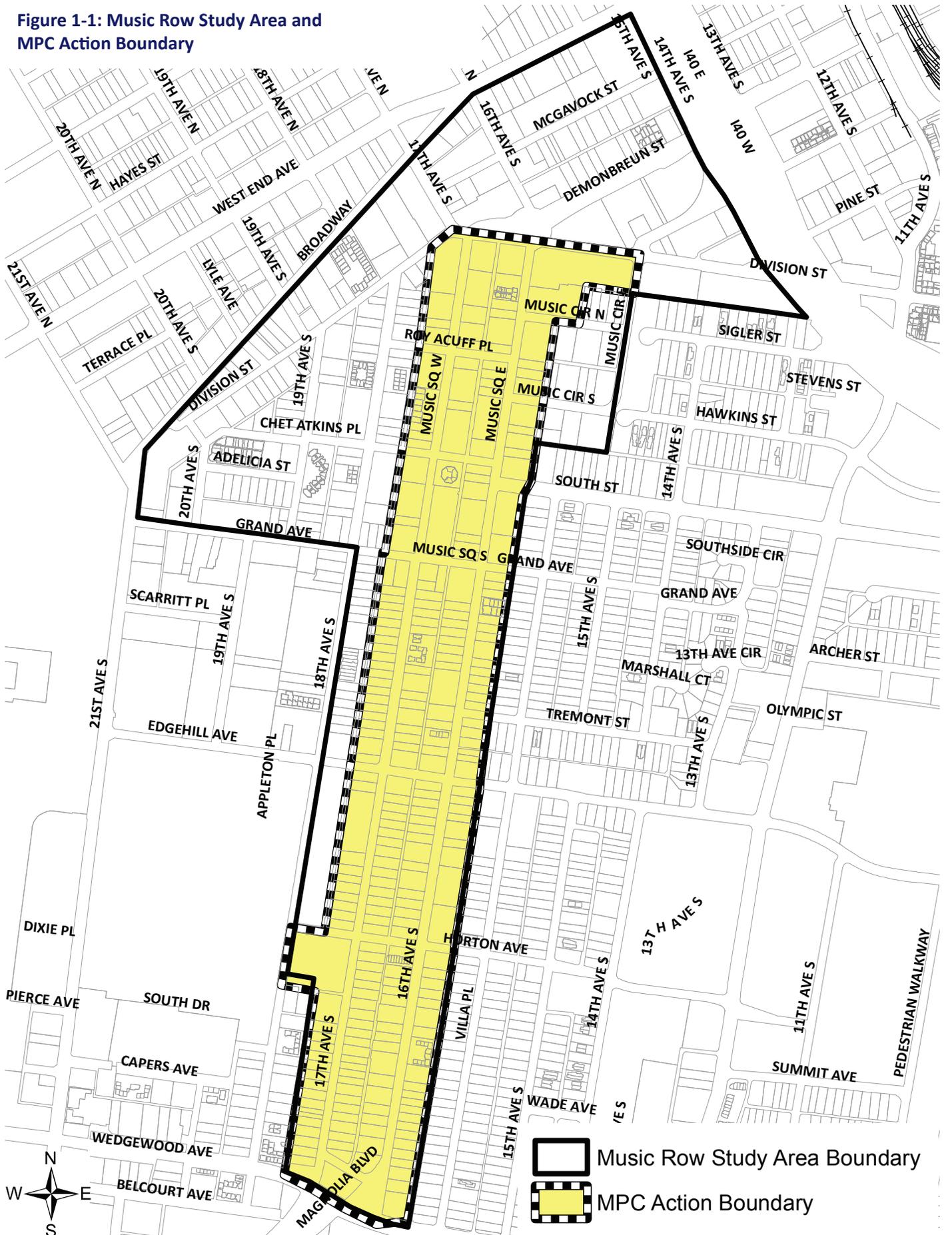
MUSIC ROW DETAILED PLAN DRAFT RECOMMENDATIONS



CONTENTS

Introduction	5	Preliminary Draft Policy Recommendations	22
Process	7	Community Character Policies and the Planning Process.....	22
Meeting Schedule and Topics of Discussion	7	Current Community Character Policies.....	22
Stakeholder Meeting: Music Row Neighborhood Association: Friday, October 16, 2015	8	Recommended Community Character Policies	24
Kickoff Meeting: Monday October 26, 2015.....	9	Change part of the existing District Office Concentration policy to Transition policy:	24
Meeting #2: Finding Focus: Tuesday November 10, 2015.....	11	Draft Special Policy Areas	26
Meeting #3: Refining Ideas: Wednesday December 2, 2015	14	Timeline	28
Focus Group Meeting With Belmont University Students: Monday December 7, 2015	16		
Meeting #4: Preliminary Recommendations: Monday January 11, 2016.....	17		
Preliminary Music Row Detailed Plan Process Findings - Draft Goals.....	20		

Figure 1-1: Music Row Study Area and MPC Action Boundary



Introduction

In October 2015, Planning Staff began working with Music Row community stakeholders to create a plan to guide the future of the Music Row neighborhood. These stakeholders have included participants from the Music Row Neighborhood Association (MRNA); the Music Row Coalition (MIC); Edgehill Neighbors, in particular the Organized Neighbors of Edgehill and Edgehill Village Neighborhood Association; Vanderbilt University; Belmont University; and many other people who live, work, and play in the neighborhood. Planning Staff has hosted four community meetings to date and has conducted a number of stakeholder meetings. The National Trust for Historic Preservation has also hosted meetings, to learn about and document the history of the area and prepare a document that will enable individual

property owners to list their property on the National Register of Historic Places, if the property is deemed eligible and if they desire. The Planning Department and the National Trust for Historic Preservation are working together to develop a action plan to guide future development on Music Row.

This document is a summary of work completed to date. It describes the preliminary recommendations of the Planning Staff, and provides a draft timeline for the next steps in the process of developing the Music Row Detailed Plan. When all steps are complete, it is possible this document could be significantly modified.





In February 2015, the Metropolitan Nashville Planning Commission voted unanimously to defer or disapprove any rezoning requests on Music Row, to provide time for Planning Staff to study the area and develop a detailed plan in partnership with the community. Like other inner ring neighborhoods in Nashville, the Music Row Neighborhood is facing redevelopment pressures that can dramatically change the appearance and function of the area. Many Nashvillians feel that the character of Music Row as a unique business district has long been an integral part of the history, identity and branding of Nashville as Music City. The Planning Commission recommended that the planning process begin after the completion of NashvilleNext (June 2015), to be finished within 12-18 months.

One month prior to the decision by the Metro Planning Commission, the National Trust for Historic Preservation named Music Row as a National Treasure, initiating further study of Music Row’s historical assets. The website www.musicrowstories.com was launched, outlining the goals of the National Trust’s role in documenting important sites in the area for possible listing in the National Register of Historic Places. In April 2015, the National Trust staff and consultants began working on property documentation, drafting the historic narrative, and collecting oral histories on Music Row. The final report will be submitted to the Tennessee Historical Commission by the end of 2015, then to the Tennessee State Review Board in June 2016.

In October 2015, Planning staff kicked off the detailed plan community engagement process. A few weeks prior to this, the National Trust released a draft of their findings, which served as background information for the process. The final meeting of the first phase of community engagement was held January 11, 2016. For more information on the community meeting schedule and process, please see the "Process" on page 7 of this document.

In November 2015, the National Trust for Historic Preservation contracted with Randall Gross of Randall Gross/Development Economics to conduct a real estate market study of Music Row and a study of the music industry. The study is slated to be completed in March 2016. When this study is completed, its findings will be incorporated into the Music Row Detailed Plan and a concluding community meeting will be held before the plan is presented to the Planning Commission.

Process

Metro Planning Staff hosted four community meetings with Music Row Stakeholders – people who work, live, or visit the Music Row Area – in late October 2015 through early January 2016. Notices of the meetings were mailed to over 2600 residents and property owners in the neighborhood and surrounding area. Planning Staff also used social media, email newsletters and postings on the Metro Planning Department’s webpage to promote the meeting schedule, as well as opportunities for participation outside of the meeting schedule in the form of online surveys. All meetings were held at the Midtown Hills Police Precinct.



Meeting Schedule and Topics of Discussion

Meeting #1: Kickoff – Monday October 26, 2015

Overview of the planning process and visioning session. Participants shared their thoughts on the future character of Music Row with Planning staff and provided an understanding of how interactions within the neighborhood.

Meeting #2: Finding Focus – Tuesday November 10, 2015

Participants were invited to prioritize ideas related to the preservation of buildings and uses, impacts of tourism on the neighborhood, important issues related to transportation to and around the neighborhood, and opportunities for government support and incentives.

Meeting #3: Refining Ideas – Wednesday December 2, 2015

Survey Results and Ideas for preservation, building form, and community partnerships.

Meeting #4: Preliminary Recommendations – Monday January 11, 2016

Planning Staff presented preliminary recommendations for a design plan for the neighborhood and a timeline for refining the recommendations.



Stakeholder Meeting: Music Row Neighborhood Association: Friday, October 16, 2015

Planning Staff and Metro Councilmembers Sledge, O'Connell, and Syracuse attended a regularly scheduled meeting of the Music Row Neighborhood Association. The meeting was held at Ocean Way Studios on Music Row, 1200 17th Avenue South. The meeting was a chance for staff to give an overview of the community planning process, the tentative meeting schedule and to hear concerns from those present.

A number of residents in attendance expressed concern about the process and how feedback would be collected, especially with regard to the loudest voices getting the most attention. Planning staff explained the community engagement process and resources available to ensure that all voices could be heard.

Transit on Music Row: Traffic and parking are concerns expressed by several attendees at the meeting. One participant asked for clarity on the process of determining roadway capacity (Which departments are involved? What are the metrics used?). Attendees were informed about nMotion, the Metro Transit Authority's strategic planning update process, and were encouraged to participate in the community engagement process. Encouraging multimodal options in Music Row was discussed; an example of this would be a shuttle shared by Belmont students and residents and employees along Music Row.

Planning staff asked participants directly involved in the music industry about the process of making music on Music Row, which led to a discussion about the larger corporate offices moving away. One reason expressed is because existing buildings do not fit their needs. A counter discussion was made that Music Row should be seen as an incubator for the music industry through partnerships encouraging related creative industries (video, audio, fashion) into the Music Row fabric.

The future of tourism on Music Row was also discussed. Owners of music-related businesses expressed concern with tourism becoming too prominent on Music Row and interfering with the music industry business operations. The idea of expanding the Edgehill Village neighborhood center concept further east along Edgehill Avenue was suggested as a way to provide services such as restaurants, shops and entertainment to serve tourists.

Kickoff Meeting – Monday October 26, 2015

Planning Staff provided an overview of the planning process in Nashville, a summary of the NashvilleNext Comprehensive Plan and its impact on the Music Row neighborhood, and an overview of past planning efforts for Music Row. After the presentation, planning staff facilitated a visioning session to gather thoughts on the future character of Music Row and better understand how participants interact with the neighborhood.

Fifty people attended the meeting, and 150 people completed the follow up online survey.

After the initial presentation, participants were divided into groups and invited to visit a series of five stations, four of which were facilitated by planning staff who were ready to hear about the participants' experiences on Music Row. The fifth station was hosted by Carolyn Brackett and Robbie Jones, who were working on the research for the National Trust for Historic Preservation.

- » Station 1: What is your relationship with Music Row?
- » Station 2: How do you get to Music Row? When you get here, how do you get around?
- » Station 3: Recognizing there will be some change in the Music Row area, where should growth happen?
- » Station 4: What types of Businesses, activities and housing would you like to see on Music Row?
- » Station 5: The National Trust for Historic Preservation has designated Music Row as a “national treasure,” a “place of national historical and cultural significance that faces a threatened or uncertain future.” What does that mean to you?

Responses from the community meeting and online survey can be found in the appendix.



Meeting #2: Finding Focus – Tuesday November 10, 2015

Participants were invited to prioritize ideas related to preservation of buildings/uses, key ideas on how tourism impacts the neighborhood, important issues related to transportation to and around the neighborhood, and the most important topics for government support and incentives. Participants were asked to select their top three choices from each of the following categories:

- » Preservation – what is most important to preserve?
- » Growth – how should growth in the area occur? What factors should be considered?
- » Tourism – what role should tourism play in the future of Music Row?
- » Neighborhood Needs – what is needed in the area to make Music Row even better?
- » Transportation – How can we improve the ability to get around Music Row?
- » Government Support – tools the government can use to aid the neighborhood for both residents and businesses
- » Private Support – work that can be completed by the private sector or with neighborhood collaboration

Planning Staff also presented an analysis of development potential based on current conditions in the Music Row area. The analysis focused on identifying which parcels are most likely and/or desirable to develop based on their current size, zoning, and historic or current connection to the music industry. Parcels in the study area were organized based on the following:

- » Development potential based on parcel size and current zoning
- » Historic significance to the music industry according to the draft findings from the National Trust for Historic Preservation
- » Current use as a music related business

Based on this analysis, parcels were divided into seven tiers as shown on the "Current Conditions Analysis" on page 12.

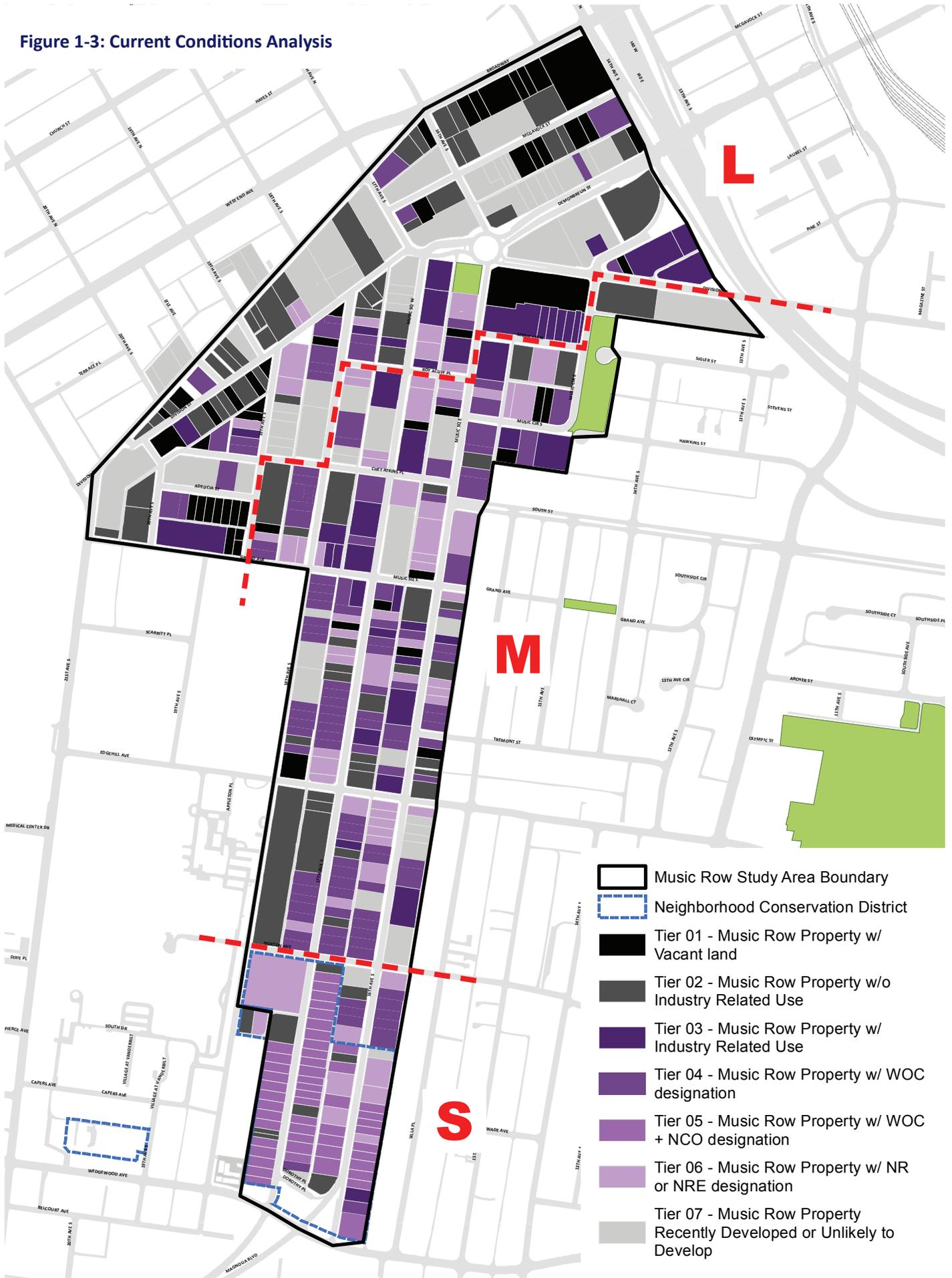
- » Black parcels = Non-music industry related use
- » Purple parcels = Music industry related OR historic significance (based on the National Trust's study).

Where:

- » Tier 1 = Most likely to redevelop
- » Tier 7= Least likely to redevelop



Figure 1-3: Current Conditions Analysis



Meeting #3: Refining Ideas – Wednesday December 2, 2015

Top Ideas identified from Survey at Meeting 2

Preservation

1. Preserve old homes & studios
2. Find better ways to utilize existing buildings
3. Preserve music businesses

Growth

1. Maintain the neighborhood character
2. Encourage rehab/renovation of existing buildings
3. Consider building heights with new growth

Neighborhood Needs

1. Affordable creative space
2. Grocery store
3. Parks/greenspace

Transportation

1. Shuttle/trolley circuit for Music Row
2. More frequent public transit
3. Less street obstruction with construction

Tourism

1. Signage/wayfinding
2. Promotion of Music Row as a destination
3. Sidewalks markers/Markers commemorating historic events/places/people

Government Support

1. Incentives for preservation
2. Identify incentives for keeping music businesses in the area
3. Infrastructure improvements (streets, alleys, water/sewer, etc.)

Private Support

1. Renovation of existing buildings
2. Neighborhood/business association
3. Identify a common mission

The Planning staff presentation included:

- » Survey results from the previous meeting (can be found in the appendix)
- » Ideas for preservation, building form, and community partnerships. These included a list of the top items from each category, based on votes by the community at the meeting and participants in the online survey. The top three items from each category are listed to the left.
- » Draft Special Policy Areas map based on the survey results, discussions at previous Music Row community meetings, and the Development Feasibility Analysis from the November 10 meeting. The draft Special Policy Areas are four development zones based on different maximum building heights (page 15).
- » The idea of using a Transfer of Development Rights (TDR) program as a potential preservation incentive (note: there was little support for that option at the meeting)
- » Information about opportunities and challenges for ensuring quality urban design as Music Row continues to develop. Planning staff discussed the streetscape, parking, active first floor uses, and appropriate building scale. Due to the size of parcels in the area, redevelopment at a higher density can be difficult due to parking requirements.

After presenting this information, planning staff distributed a survey asking the following questions:

- » Do the images of recent development fit the character and context they are in? Should more be allowed?
- » Do you agree with the boundaries of the suggested development zones?
- » What characteristics should define the scales of development (i.e. number of floors, height, setbacks, etc.)?
- » What other issues need to be addressed in deciding where to support different scales of development and how to define each scale (ex: creating transitions to adjacent smaller scale areas, infrastructure issues, etc.)?

Figure 1-5: Development Zones Analysis and example images



Large scale development images



Medium scale development images



Small scale development images





MIKE CURB COLLEGE of
ENTERTAINMENT & MUSIC BUSINESS

BELMONT
UNIVERSITY

The Future of Music Row

The future of Music Row has been the topic of discussion between the planning department and the community this fall, as a response to concerns about the area losing its character and historic buildings.

WHAT DOES MUSIC ROW MEAN TO YOU?

Staff members of the Metro Planning Department will be on campus to discuss their process and get recommendations with Belmont students and staff.



@ 10 AM

Johnson, Small Theater

***Academic Lecture Convo Credit**

Focus Group Meeting With Belmont University Students: Monday December 7, 2015

Planning Staff held a special meeting with Belmont's Mike Curb College of Entertainment and Music Business students on December 7, 2015. The students provided feedback on the character of Music Row and its relevancy to the music industry and to Nashville. The students' responses indicated that plans for Music Row should protect the integrity of Music Row as a business district by:

- » Minimizing retail uses
- » Creating a more organized tourism network for Music Row (e.g. history app, walking tours, more historical markers), and
- » Bringing more creativity and collaboration back to Music Row (e.g. local coffee shops, performance spaces/venues, outdoor performance venues)

Meeting #4: Preliminary Recommendations – Monday January 11, 2016

Planning staff met approximately 50 community members for the final meeting of this phase of the Music Row Detailed Plan study.

Planning Staff:

- » Process Overview – Recap of the topics covered in previous meetings: *visioning, prioritizing goals, refining, and draft recommendations/next steps*. The third survey revealed that most participants are most concerned with traffic and parking as a result to changes on Music Row.
- » Review Findings – Is the detailed plan process on the right path? A majority of respondents feel the heights for each of the subdistricts are on the right path.
- » Review Recommendations – Discuss the Draft Goals and Recommendations for Music Row (see the following section)
- » Introduction of potential changes to the Major and Collector Street Plan (MCSP) to facilitate the goals of Music Row. Staff presented a draft recommendation of street classifications and a list of improvements to make walking and biking in the area easier.

National Trust for Historic Preservation Staff:

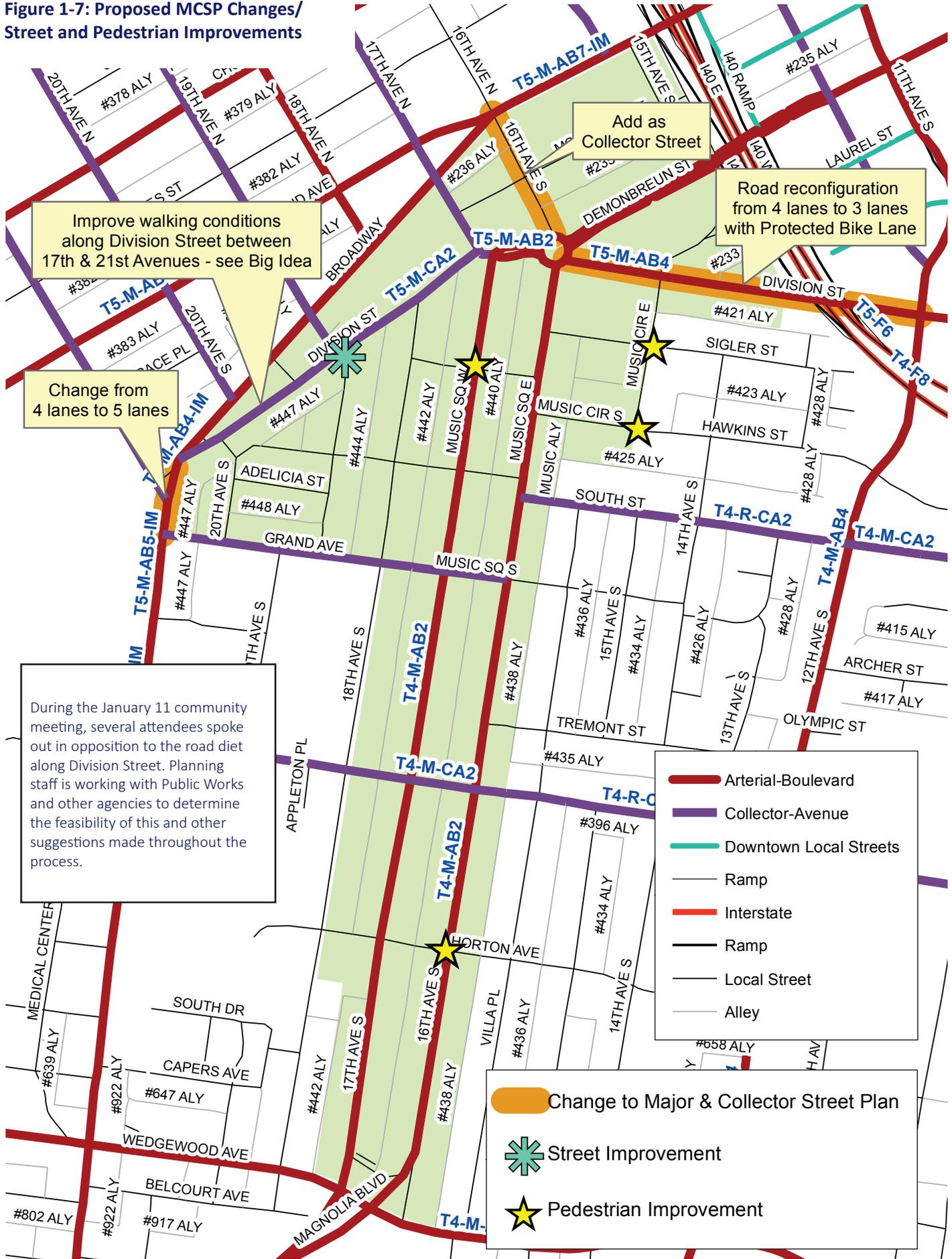
- » Music Row research findings
- » Timeline for Multiple Properties Determination Form - updates on the status of the document preparation for submission to the State Historical Commission
- » Work with Randall Gross / Development Economics – study to include:
 - » Real Estate Market Study
 - » Music Industry Study
 - » Preservation Tools and Incentives
 - » Tourism Development

Following the National Trust’s presentation, Planning Staff reviewed the timeline for the remainder of the Music Row Design Plan process:

- » February 15, 2016 – Draft Tourism Recommendations from National Trust for Historic Preservation
- » March 31, 2016 – Final recommendations report presented to the National Trust for Historic Preservation and local partners; discussion of next steps
- » May 2016 – presentation of draft Detailed Plan for Music Row
- » July 2016 - present Music Row Detailed Plan to Planning Commission



**Figure 1-7: Proposed MCSP Changes/
Street and Pedestrian Improvements**

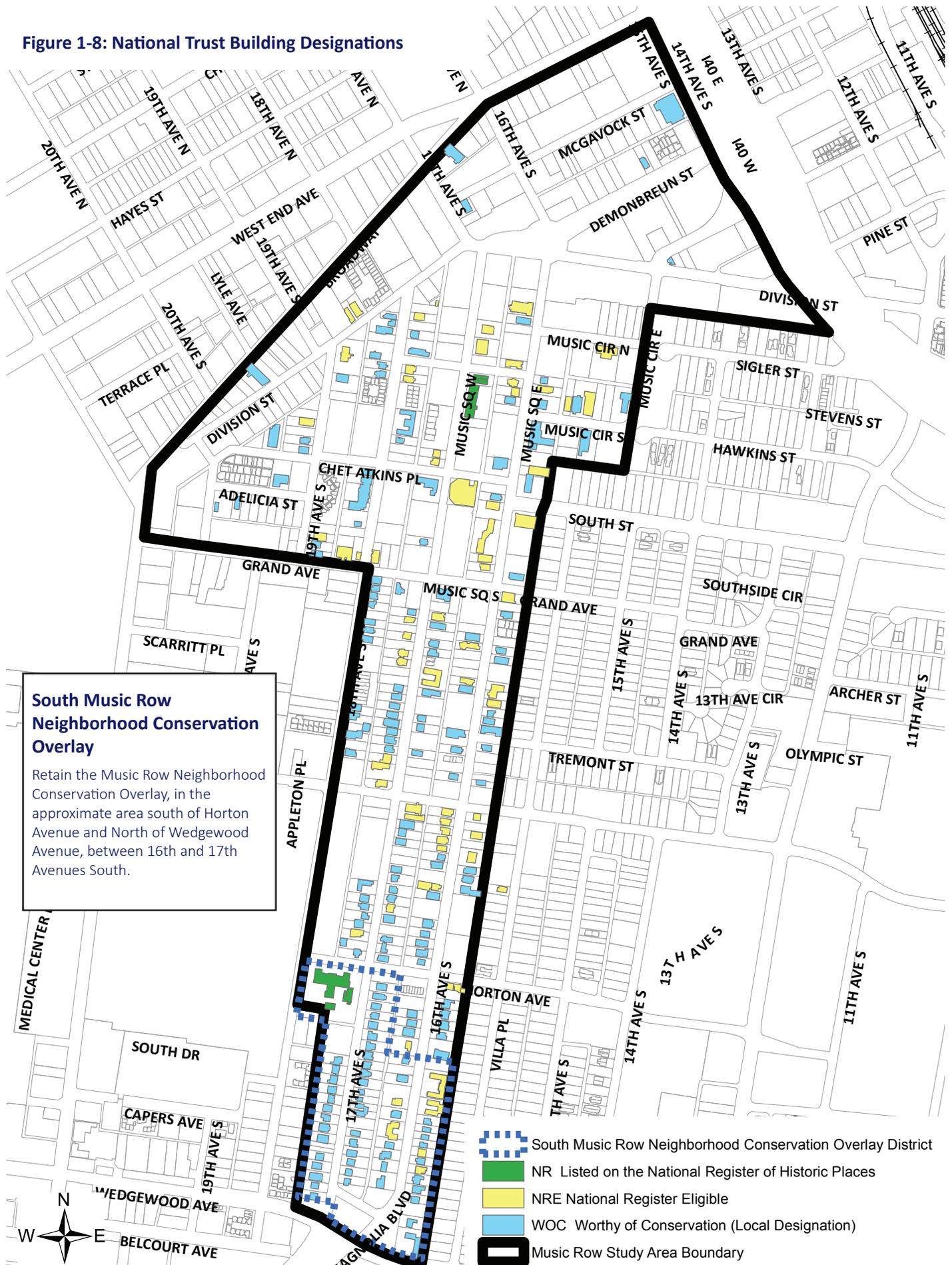


Music Row Detailed Plan Study Findings – Draft Goals

Planning Staff compiled results from the surveys and stakeholder meetings. Overall, the findings are that stakeholders wish to balance new development with preserving the character of the Music Row neighborhood. This desire is reflected in the following goals that staff drafted, based on community feedback and the analysis of current conditions and future trends:

1. Preserve Music Row’s character. Music Row is a district where the business of music production & publication occurs, and there’s nothing like it anywhere else in the country.
2. Reuse of existing buildings should support the Music Row community while maintaining neighborhood character. New development will play a major part in helping that happen (see page 21 for a map of properties identified by the National Trust for Historic Preservation and the Metro Historic Commission as significant to the history of Music Row).
3. Manage tourism. Music Row should be an entertaining and educational place for tourists to visit, but tourist traffic can’t be allowed to interfere with the work that goes on there. A visitors’ center, signage, historical markers, and mobile applications are some possible ways for tourists to learn about the history and culture of Music Row without disrupting business and creative activities.
4. Encourage creativity and collaboration within the music community by providing incentives for affordable and unique creative and performance spaces along Music Row.
5. Preserve and enhance the streetscape. Music Row’s compact and walkable nature have been an essential part of the business and creative process – new development should respect that and continue to provide a pleasant, pedestrian-oriented environment.

Figure 1-8: National Trust Building Designations



Music Row Detailed Plan Study – Draft Policy Recommendations

Community Character Policies and the Planning Process

The Community Character Manual (CCM) and 14 Community Plans provide detailed policy guidance for the built environment. These design principles include access, building form and site design, connectivity, landscaping, lighting, parking, and signage.

These planning documents adopted by the Metropolitan Planning Commission that describe the role each community plays in realizing the overall vision of the County – what residential, commercial, office and open space each community will house for the County.

The Community Plans are policy documents. Unlike zoning, they are not regulatory, however they can be used as the basis for regulations, such as the Subdivision Regulations. The Community Plans are used to guide Metro Planning Staff recommendations to the Metro Planning Commission and Metro Council when future zoning decisions are made.

Current Community Character Policies

T5 Center Mixed Use Neighborhood

T5 Center Mixed Use Neighborhood (T5 MU) policy is intended to preserve, enhance, and create high-intensity urban mixed use neighborhoods with a development pattern that contains a diverse mix of residential and non-residential land uses. T5 MU areas are intended to be among the most intense areas in Davidson County. T5 MU areas include some of Nashville’s major employment centers such as Midtown that represent several sectors of the economy including health care, finance, retail, the music industry, and lodging. T5 MU areas also include locations that are planned to evolve to a similar form and function.

The T5 MU policy in the Music Row Study Area is divided into two areas. The first is the part of the Music Row Study Area that overlaps part of the Midtown Study Area. The Midtown Study was adopted by the Planning Commission on March 22, 2012 following an extensive community participation process. The Midtown Study divides the Midtown area into several Special Policy Areas (outlined in red) that provide detailed urban design guidance about matters such as building heights, sidewalks, streetscaping, and appropriate placement of surface and structured parking. The Midtown Study Special Policy Areas that overlap the Music Row Study Area are numbered *10-MT-T5-MU-01*, *10-MT-T5-MU-02*, and *10-MT-T5-MU-03*. Each of these Special Policy Areas supports a different maximum building height. Soon after the Midtown Study was adopted, the Planning Department worked with Midtown property owners and the area’s District Councilmembers to rezone most of Midtown to better implement the Special Policies.

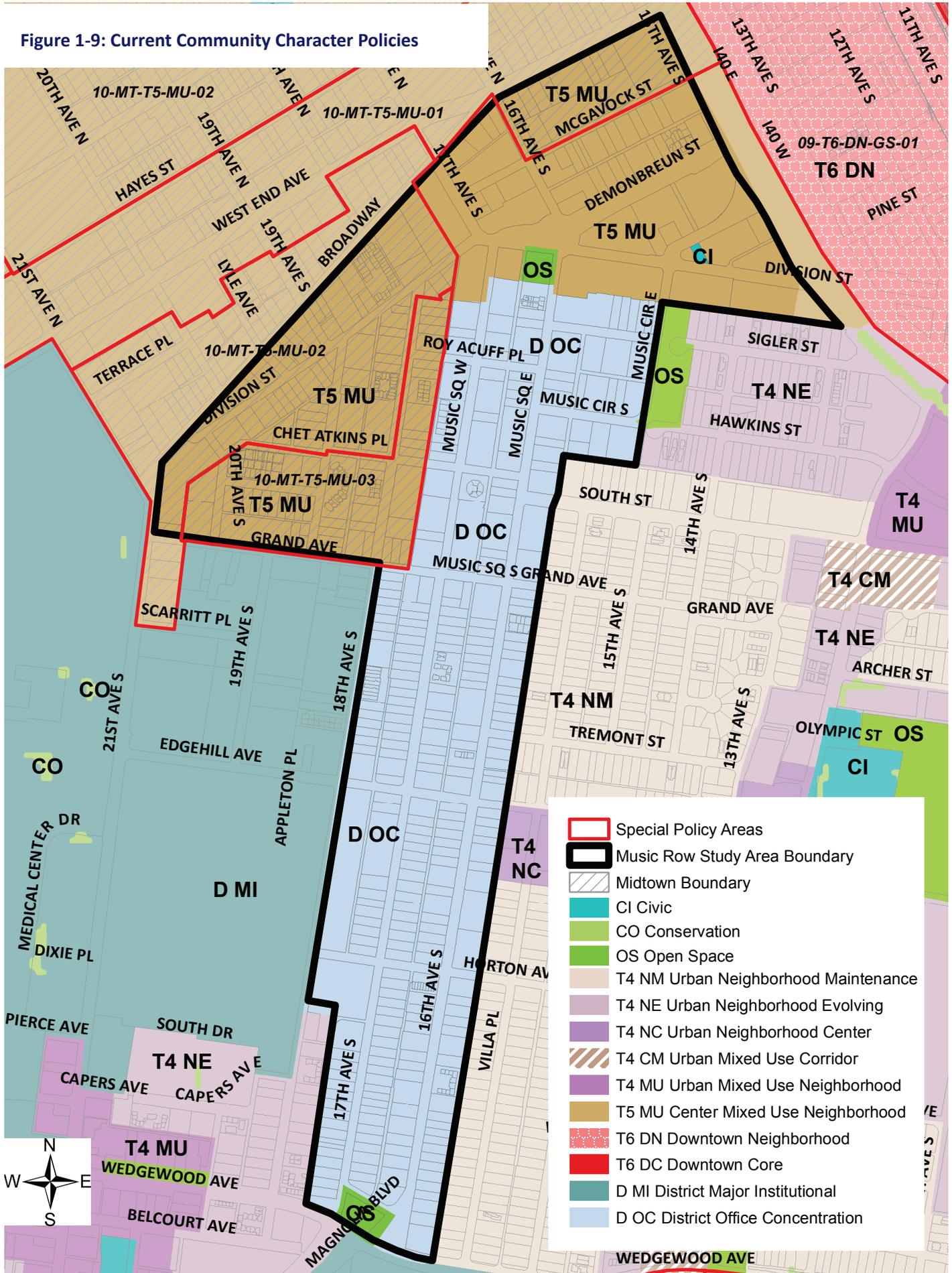
Those areas that remain are labeled Area 1 on the recommended Community Character Policy map, on page 25.

District Office Concentration

D Office Concentration (D OC) is intended to preserve, enhance, and create Districts where office use is predominant and where opportunities for the addition of complementary uses are present. The development and redevelopment of such Districts occurs in a manner that is complementary of the varying character of surrounding communities.

D OC policy is currently applied within the study area to properties south of Division Street, from Sigler Street to Wedgewood Avenue, and east of Music Square West, from Music Square West to the alley between Villa Place and 16th Avenue South.

Figure 1-9: Current Community Character Policies



Civic

Civic (CI) policy is intended to serve two purposes. The primary intent of CI is to preserve and enhance publicly owned civic properties so that they can continue to serve public purposes over time, even if the specific purpose changes. This recognizes that locating sites for new public facilities will become more difficult as available sites become scarcer and more costly. The secondary intent of CI is to guide rezoning of sites for which it is ultimately determined that conveying the property in question to the private sector is in the best interest of the public.

Open Space

Open Space (OS) policy is intended to preserve and enhance existing open space in the T2 Rural, T3 Suburban, T4 Urban, T5 Center, and T6 Downtown Transect areas. OS policy includes public parks and may also include private land held in conservation easements by land trusts and private groups or individuals.

Recommended Community Character Policies

In addition to the existing CCM policies the study recommends changing a portion of the District Office Concentration Policy to Transition Policy, as shown on the "Recommended Community Character Policies" on page 25.

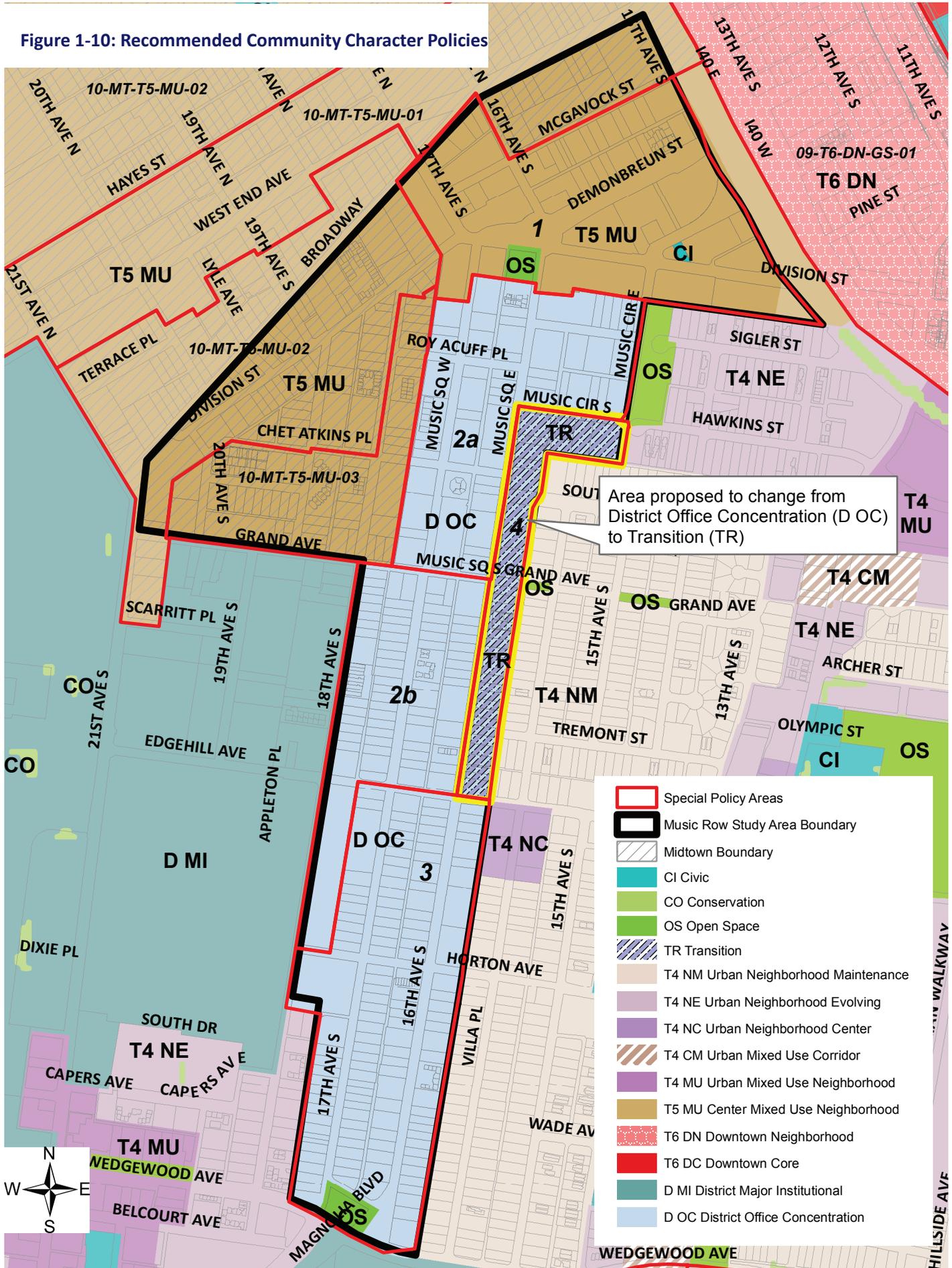
Proposed Policy Change: District Office Concentration policy to Transition policy

Transition (TR) policy is intended to preserve, enhance, and create areas that can serve as transitions between higher intensity uses or major thoroughfares and lower density residential neighborhoods while providing opportunities for small scale offices and/or residential development. Housing in TR areas can include a mix of types and is especially appropriate for “missing middle” housing types with small to medium-sized footprints.

The part of the existing D OC policy area that is recommended to change to Transition Policy is south of Music Circle South, to Edgehill Avenue and properties with frontage on 16th Avenue North.

Music Row Stakeholders should utilize existing preservation tools provided by the National Trust for Historic Preservation and the Metro Historical Commission to encourage preservation of historically significant structures along Music Row. The study underway by the National Trust for Preservation and Randall Gross/Development Economics may reveal additional tools to encourage preservation of historically significant structures, in addition to financial incentives to encourage the preservation and the cultivation of music related businesses and spaces along Music Row.

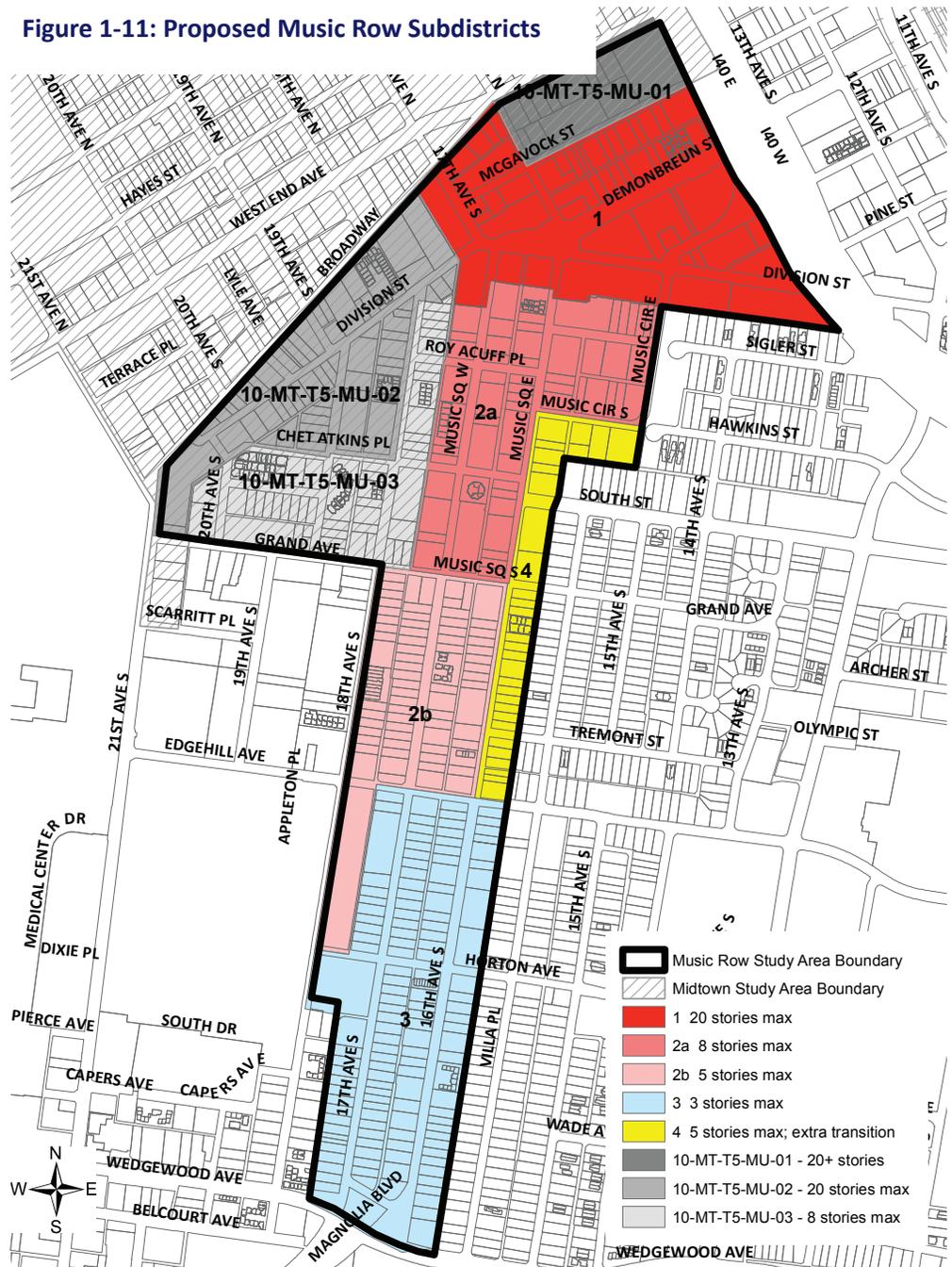
Figure 1-10: Recommended Community Character Policies



Draft Special Policy Areas

To address the goals of growth and preservation along Music Row, additional density and intensity is appropriate in strategic locations, in order to preserve what is considered the heart of Music Row. The proposed draft Special Policy Areas acknowledge the diversity of development along Music Row, but also identify areas appropriate for additional density and intensity. The identification of the need for Special Policy Areas is based on the three key factors: the existing development pattern; the existing building types; and/or the future potential. Additional design standards will be established for each Special Policy Area when the draft Music Row Design Plan is completed for community review later in the study

Figure 1-11: Proposed Music Row Subdistricts



Building Heights and Step Backs

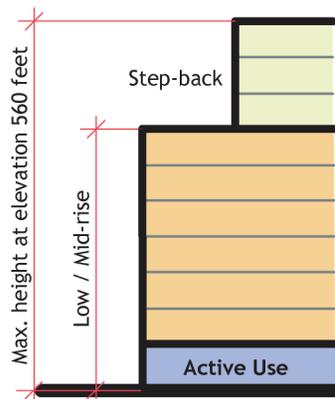
Supported building heights are calibrated to create appropriate intensity and density, and transitions between different Special Policy Areas of Music Row. Taller buildings are more appropriate near the Demonbreun roundabout, the interstate and the Gulch (Areas 1 and 2a). In these areas, building step backs are recommended to help maintain a pedestrian friendly streetscape and minimize a tunneling affect along the street.

Mid-rise buildings (typically 8 of stories) then begin to transition from the more intense areas to the lesser intense ‘center’ of Music Row (Areas 2b and 3). Buildings that transition in height and scale are appropriate along the edge between Music Row and the neighborhood of Edgehill (Area 4).

- » Area 1 – Up to 20 stories with step backs*
- » Area 2a – Up to 8 stories with step backs
- » Area 2b – Up to 5 stories
- » Area 3 – Up to 3 stories
- » Area 4 – Up to 5 stories with design guidance for transition to Edgehill Neighborhood

*Staff is studying existing conditions on Music Row to determine appropriate step backs in each area. Step backs within each area will be context-sensitive.

Example of a step back on a building, from the Downtown Community Plan. A step back is when upper floors are not flush with the facade of the building, but are placed further back for a predetermined distance.



Build-to and Streetscape

Build-to lines and streetscape standards help to ensure a more pedestrian friendly streetscape. Build-to lines ensure the appropriate placement of buildings along the street. In an urban setting such as Music Row, buildings are placed closer to the street within shallow setbacks, and active ground floor uses (e.g. retail, restaurant space) produce a more engaging experience for pedestrians. Streetscape standards typically guide appropriate sidewalk widths, standards for frontage zones (e.g. outdoor dining, patio spaces), planting strips, on-street parking, and street trees.

Parking and Access

Above ground parking garages may be inevitable due to the size and depth of lots along Music Row. Therefore the Special Policies will require garage liners to place active retail, residential or office uses to screen parking structure from the street, and minimums with regard to square footage or depth of active first floor land uses.

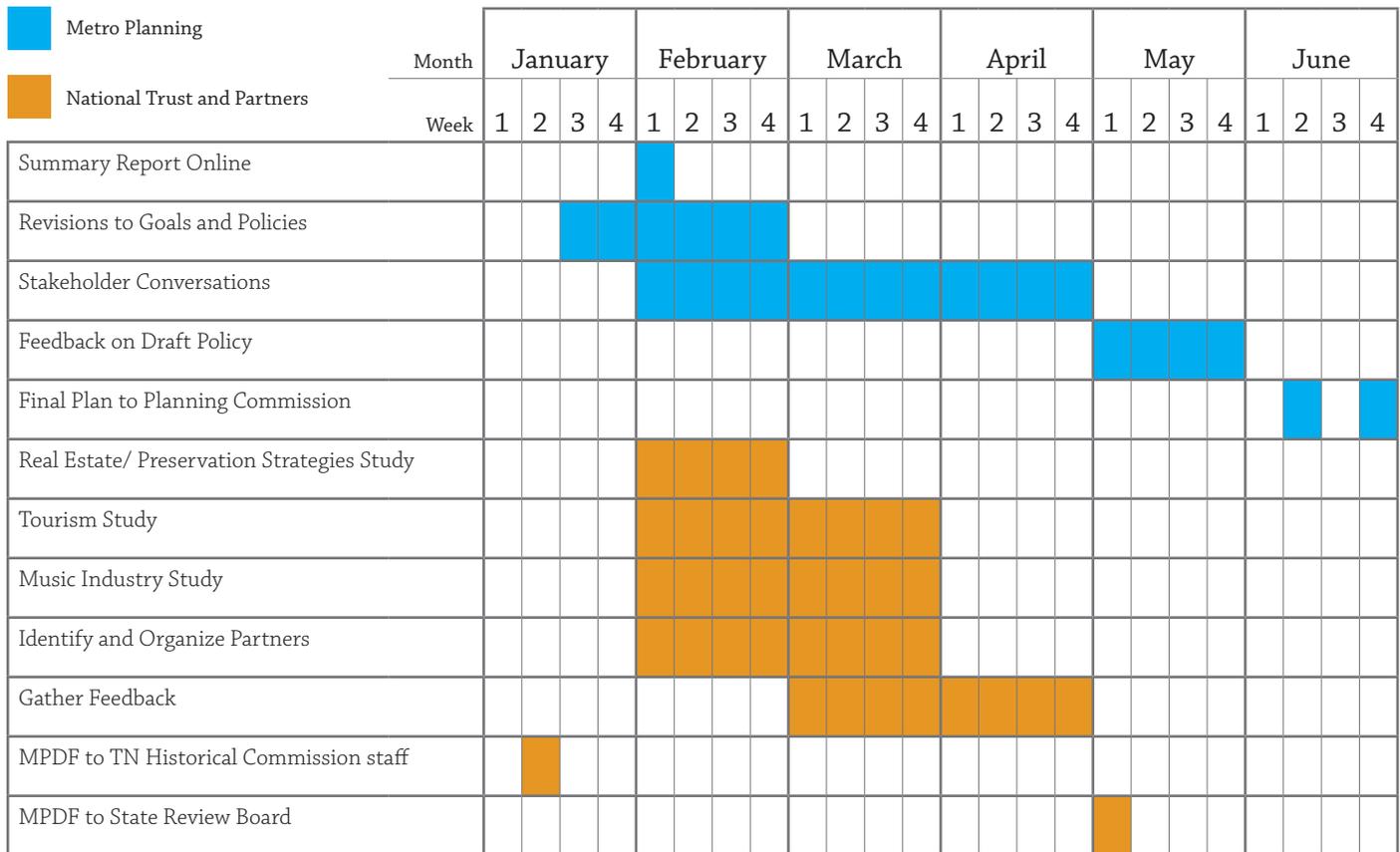
Access to development and parking areas should be from alleys or less prominent streets to minimize pedestrian and vehicular conflict points within the study area.

Lighting and Landscaping

Lighting and landscaping, standards would encourage a pedestrian friendly environment. Unified pedestrian scaled lighting standards are appropriate for Music Row as a business district. Landscaping should also be characteristic of an urban area with elements such as street trees and more formal landscaping.

Figure 1-12: Proposed timeline for Music Row Detailed Plan and work of the National Trust for Historic Preservation

Timeline



APPENDIX