Music Row Cultural Industry District Summit

October 6, 2016
Summit Hosts

• Music Row Neighborhood Association
• Metro Planning Department
• Metro Historical Commission
• National Trust for Historic Preservation
Thanks to partners and sponsors
Introductions
Goals of Today’s Meeting

• Discuss program options
• Determine feasibility and plan steps toward implementation
Ground Rules for Participation

- Respectfully present your point of view.
- Respectfully listen to others’ points of view.
- Keep comments brief to allow time for everyone to share ideas or observations.
- Remember we are here because we all care about Music Row’s legacy and its future.
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2015</td>
<td>Music Row designated a National Treasure by the National Trust for Historic Preservation</td>
</tr>
<tr>
<td>February 2015</td>
<td>Planning Commission places pause in rezoning properties pending further study</td>
</tr>
<tr>
<td>April 2015</td>
<td>National Trust begins documenting history of Music Row</td>
</tr>
<tr>
<td>October 2015</td>
<td>National Trust releases draft report of findings</td>
</tr>
<tr>
<td>October 2015</td>
<td>Planning Department begins Music Row Detailed Design Plan process</td>
</tr>
<tr>
<td>October 2015-</td>
<td>Planning Department holds five public meetings for planning</td>
</tr>
<tr>
<td>June 2016</td>
<td>Metro Planning releases draft Music Row Detailed Design Plan and proposed Music Row Code</td>
</tr>
<tr>
<td>January – April 2016</td>
<td>National Trust and Randall Gross Development research and prepare recommendations</td>
</tr>
</tbody>
</table>
Guiding Principles for Music Row Planning

1. Preserve Music Row’s character.
2. Reuse of existing buildings.
3. Manage tourism.
4. Encourage creativity and collaboration.
5. Preserve and enhance the streetscape.
Research and Recommendations

A New Vision for Music Row: Recommendations and Strategies to create a Music Row Cultural Industry District
Nashville, Tennessee

May 2016
APA Observes the Creative Economy Can:

• improve a community's competitive edge
• create a foundation for defining a sense of place
• attract new and visiting populations
• integrate community and business leaders visions
• contribute to the development of a skilled workforce
Four Key Attributes of Music Row
1. Music Row Is A Community

- Formation of MIC and MRNA
- Hundreds attended rallies, announcements, public meetings, participated in surveys and oral history project
2. Music Row’s Built Environment Is Crucial to its Culture

- Old and new buildings mixed together create a unique landscape
- Neighborhood setting - proximity promotes creativity
3. Music Row Has Over 200 Music-Related Businesses

- recording studios
- music publishing/media
- union halls
- record label/association headquarters
- professional services offices
- broadcast radio stations
- housing facilities
There is no other place like Music Row — anywhere.

Chamber study recognizes:

…the completely unique role of Music Row as the core geographic locale in Nashville where the modern music industry was born….

…Few cultural districts have so significantly developed in a unique geographic zone and so vitally shaped a worldwide trend.

“Nashville Music Industry: Impact, Contribution and Cluster Analysis,”
Music City Music Council, Nashville Chamber of Commerce
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.
Why the Old Places of Music Row Matter
Why Old Places Matter --

Why Do Old Places Matter? An Introduction

Posted on: November 15th, 2013 by Tom Mayes | 11 Comments

The Eternal City—what better place to find answers to the question: Why do old places matter? Tom Mayes, a 2013 Rome Prize winner in Historic Preservation from the American Academy, is in Rome these days and is contributing a series of posts about his experiences and research. Join us for his periodic essays and add your thoughts to the discussion.

People like old places. They like to live in places like Ghent, in Norfolk, Va., and Logan Circle in Washington, D.C. They like to live in old houses—in white farmhouses in Vermont, brick mansions in Virginia, and in Arts and Crafts bungalows in Los Angeles. People like to visit old cities for vacation. They like Santa Fe, Provincetown, Mendocino, and Saugatuck. They like Rome, New York, Paris, and Kyoto. They like Brooklyn and Charleston and thousands of towns and cities and countrysides across America and throughout the world.

They like ancient troglodyte hotels (Matera, Italy), and Greek Revival houses (Athens, Ga.). They like adobe houses in New Mexico, farmhouses in Ohio, and townhouses in Philadelphia.

Why? Why do people like old places? And why do old places matter to people? Do old places make people’s lives better, and if so, how?

This series of essays will explore the reasons that old places are good for people. It begins with what I consider the main reason—that old places are important for people to define who they are through memory, continuity, and identity—that “sense of orientation” referred to in With Heritage So Rich.
“Why do Old Places Matter?”
Community, Economics, and Creativity
Community
Welcome to Pure Michigan

What's Happening

- Experience Dutch Tradition at Tulip Time Festival, May 7 - 14, 2016.
- An interview with The Voice of Pure Michigan, Tim Allen.
- Check out Detroit's Comeback Story.
- Find Michigan's Best: Restaurants, Spring Gil.
Birkdale Village provides a complete one-stop shopping experience in an inviting atmosphere on a main street setting. It has the perfect combination of retail, office and residential units. The center has two main entrances, over 60 retail shops, 10 restaurants, service providers, a 16 screen theater and a one-of-a-kind interactive fountain. It offers an excellent merchant mix that includes national tenants such as: Dick's Sporting Goods, Total Wine & More, Victoria's Secret, Barnes & Noble, Bath & Body Works, among others.
Economics
Heritage Tourism
Attracting talent and investment
Business incubation
ECONOMIC VITALITY

How the arts and culture sector catalyzes economic vitality

as “creative economy,” “creative class,” and
Creativity
Creative Many Michigan

Our mission -- to develop creative people, creative places and the creative economy for a competitive Michigan through research, advocacy, professional practice, funding and communications.

We are passionate in our commitment to advance the arts, culture and creative industries as essential contributing forces in our state's economy, the vitality of our communities, the education of our children, and the prosperity of Michigan’s people. We advance this agenda together with you -- Michigan's Creative Many -- artists, arts and cultural groups, arts educators, designers and creative practitioners, entrepreneurs and businesses -- to ensure that Michigan's creative economy is strategically positioned for growth and prosperity into the future.

Advocacy

Creative Many works to advance and promote supportive policies and diversified, sustainable public/private funding to cultivate the creative economy — arts, culture, arts education and the creative and design industries — in Michigan. To accomplish these goals, Creative Many conducts and shares research, organizes and leads advocates, creates and promotes strategic partnerships, and works to inform elected officials, business and community leaders on the benefits of the creative economy.
Music Row Investment Trust
Support a variety of activities and programs to help Music Row’s music-related businesses stay competitive and to maintain the character of the district.
Community land trusts as a model

- Currently in every region of the country
- Designed to maintain & expand affordable housing stock
- Non-profit, community-based trust designed to own land & lease it to those who live in buildings built on that land

National Trust for Historic Preservation
Community Land Trusts (CLTs) are non-profit organizations that treat land as a public good.

The CLT owns the land and works to ensure it is used in ways that benefit the community.

Buildings are owned and used by organizations, businesses, and individuals.
New Columbia Community Land Trust, Inc.

- Washington, DC

- Community-based, land acquisition group
- Helps tenants exercise “first-right-to-purchase” when landlords put multi-family building up for sale
- Assists with financial packaging, construction monitoring, financing & closeout
Burlington Community Land Trust

- Burlington, VT

- City government support
- Affordability protections apply to current & future residents
- Mix includes 500 units of housing, including single-family homes, housing cooperatives, condominiums, and rental options

Burlington CLT
- Land is owned by the NGO, a community-controlled nonprofit corporation.
- Housing is owned by individuals.
- Permanent controls over the current use and future price of the house:
  - To preserve affordability
  - To promote sound maintenance
  - To prevent foreclosures
North Camden Land Trust

• North Camden, NJ

• Neighborhood board acquires, raises funds, and renovates vacant & abandoned properties

• 68 existing structures converted to 103 single homes & apartments

• Includes building new homes as part of the limited equity cooperative
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. Projects could include:

• Preservation demonstration projects
• Easements, Local Landmarks, National Register listings
• Cultural Legacy Fund for music businesses
Phoenix Demonstration Pilot Program (Phoenix, AZ)

- Encourages rehab & reuse of significant historic commercial, multi-family or institutional buildings
- Pays up to 50% of eligible rehab costs
- Owners execute conservation easement
Historic Preservation Investment Fund (Riverside, CA)

- $650K earmarked by city for bricks and mortar grants
- Lower property taxes for residential & commercial properties in exchange for historic rehab contract with the city
- 1-to-1 match
San Francisco Legacy Business Registry & Historic Preservation Fund

- Open to buildings > 30 years old
- Owners must agree to maintain historic name & craft of their business
- $3M grant fund established; $500 per employee grant to owners & $4.50 per square foot grant to owners who extend 10-year leases to legacy business tenants
Music Row Code

A potential tool for implementing the Music Row Detailed Design Plan:

- Assist in preservation of NR/NRE structures and provide more oversight to redevelopment.
- Review process would apply to new construction, additions, rehabs and/or demolition.
Prior to submitting drawings or an application, an applicant should contact the Planning Department to determine if the property is National Register (NR)/ National Register Eligible (NRE) and to be directed on which process to follow.


[Diagram showing the process]

*Note: Any NR/NRE building shall be documented per MHC prior to demo. If demolition of an NR/NRE property occurs prior to concept plan approval the applicant must wait one year from the demo date before beginning the review process.
Possible representation on DRC

- Metro Historical Commission appointee
- MRNA
- Historic Nashville, Inc.
- MDHA (non voting)
- Music industry
- Vanderbilt University
- Belmont University
- Music City Music Council

- Edgehill Neighborhood
- South Music Row property owner (overlay district)
- Metro Council
- Planning Commission appointee
- Others?
Neighborhood Character & Cultural Districts

• **Conservation districts** are zones created by neighborhoods to identify what the community values & wants to save

• Restrictions apply generally only if an owner seeks to demolish an existing building, construct a new building, move a building, or add to a building if it increases height or habitable space

• **Cultural districts** recognize the cultural heritage of neighborhoods, including historic structures, but also focus on incentivizing existing culture and use

• They tend to be incentive-based, as opposed to traditional forms of historic preservation regulation, but also provide a new, additional tool.
Neighborhood Conservation District

• Raleigh, NC

• Focuses on what the neighborhood values in existing environment, such as key exterior & landscape features, lot size, setbacks, height

• Less restrictive regulation reduces conflicts between new construction & existing development

• Encourages compatible infill
Cultural Districts Program

• State of Texas

• Special zones that foster economic development and revitalization of communities with distinctive identities

• Preservation tax credits for structural & façade improvements and encouragement for artist live/work spaces

• Promoted as heritage tourism
Developing Financial Incentives

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

- PILOTS
- Local sales tax waivers
- Federal rehab tax credits
- Potential – state rehab tax credits
Baltimore Arts & Entertainment Districts

- Artists who create work within the district receive certain income tax breaks
- Developers who renovate or build spaces for artists’ use can be exempt from paying certain property taxes on value of renovations for up to 10 years
- Arts enterprises that locate here are exempt from Admissions & Amusement tax
Cultural Products Districts

• New Orleans, LA

• Goal is to contribute to the economic livelihoods of citizens who live in historic areas and cultural hubs

• Renovations of older revenue-generating buildings eligible for state historic tax credits, income credits, and corporate franchise credits

• Sales of original visual art exempt from local & state sales tax