

ULI Rose Center *presents*
Lessons from the Rose Fellowship:
the politics of large-scale land use development

**Place Making through Infill and Corridor Redevelopment
Nashville, TN**

Rick Bernhardt, FAICP, CNU-A
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Metropolitan Nashville-Davidson County Planning Department



Daniel Rose Center for Public Leadership in Land Use

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- **Welcome**
 - ULI Rose Center
 - Who we are/what we do
 - Webinar instructions
 - Webinar
 - Rose Fellowship introduction
 - Nashville, TN

ULI Rose Center

Mission:

“ . . . to encourage and support excellence in land use decision making. By providing public officials with *access to information, best practices, peer networks* and other resources, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies.”



Daniel Rose
Chairman, Rose
Associates;
ULI Foundation
Governor

ULI Rose Center

How this webinar works:

- Webinar audio information:
 - **Dial-in #: 866.404.3683**
 - **Conference code: 1496305939**
- All callers are muted during the presentation
 - To prevent any audio disruption, please mute your individual line by pressing *6. You can un-mute your line by pressing #6.
- To ask a question-
 - During the presentation, type your question into the *Question* or *Chat* box, the moderator will review and present your questions to the panelists.
 - There will be time for questions at the end of the presentation.

Give us your Feedback!

- **Email us** – rosecenter@uli.org
- Complete our survey via Survey Monkey

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- twitter : [@ULIRoseCenter](https://twitter.com/ULIRoseCenter)
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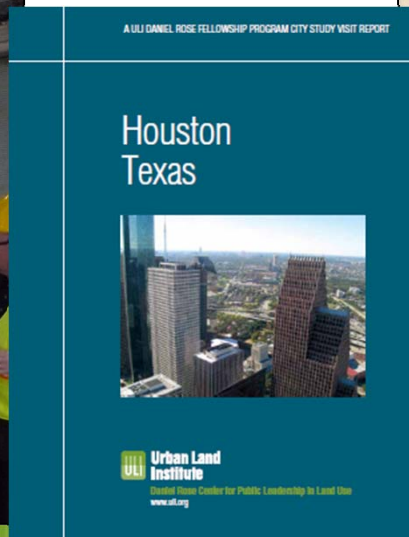
Daniel Rose Fellowship

- Four cities selected for yearlong program of professional development, leadership training, assistance with a local land use challenge
- Mayor selects 3 fellows and team coordinator
- Participating cities to date: Charlotte, Detroit, Houston, Kansas City, Minneapolis, Nashville, Oakland, Philadelphia, Phoenix, Providence, Sacramento and Tampa



City Study Visits

- Based on ULI Advisory Services Program
- Assembles experts to study land use challenge
- Provides city's fellowship team with framework and ideas to start addressing their challenge



City of Nashville

Place Making through Infill and Corridor Redevelopment



Urban Land
Institute

Daniel Rose Center for Public Leadership in Land Use

Lessons from the Rose Fellowship

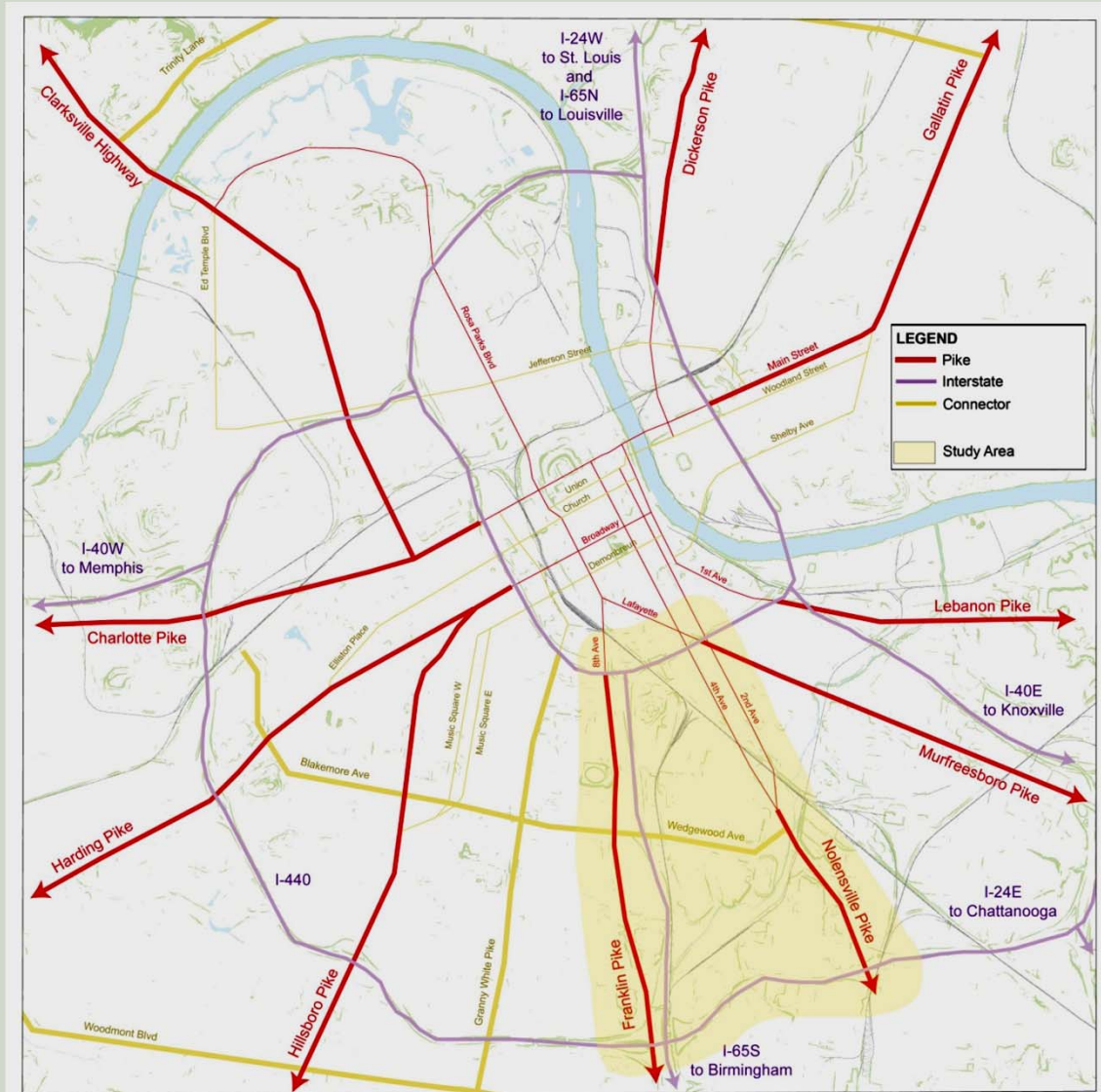
Rick Bernhardt, FAICP, CNU-A
Jennifer Carlat, AICP

*Nashville-Davidson County:
Place-making through Infill and Corridor Development*
June 26, 2012



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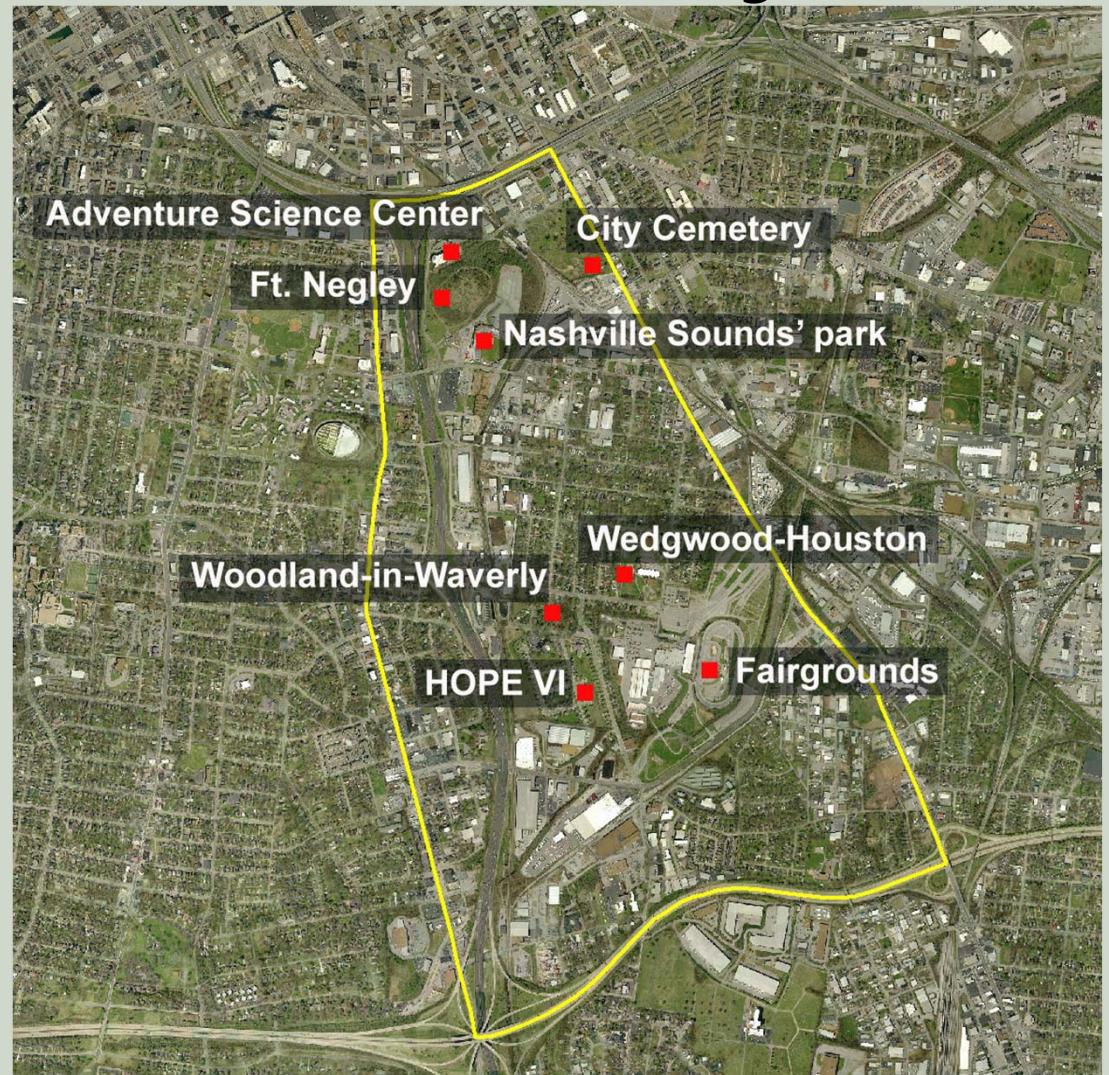
Nashville's corridors



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The study area

Between downtown and first-ring suburbs



Corridors in the study area

4th Ave.
South/
Nolensville
Pike



Corridors in the study area

8th Ave. South/
Franklin Pike



Opportunities: existing and proposed development

Music City Center

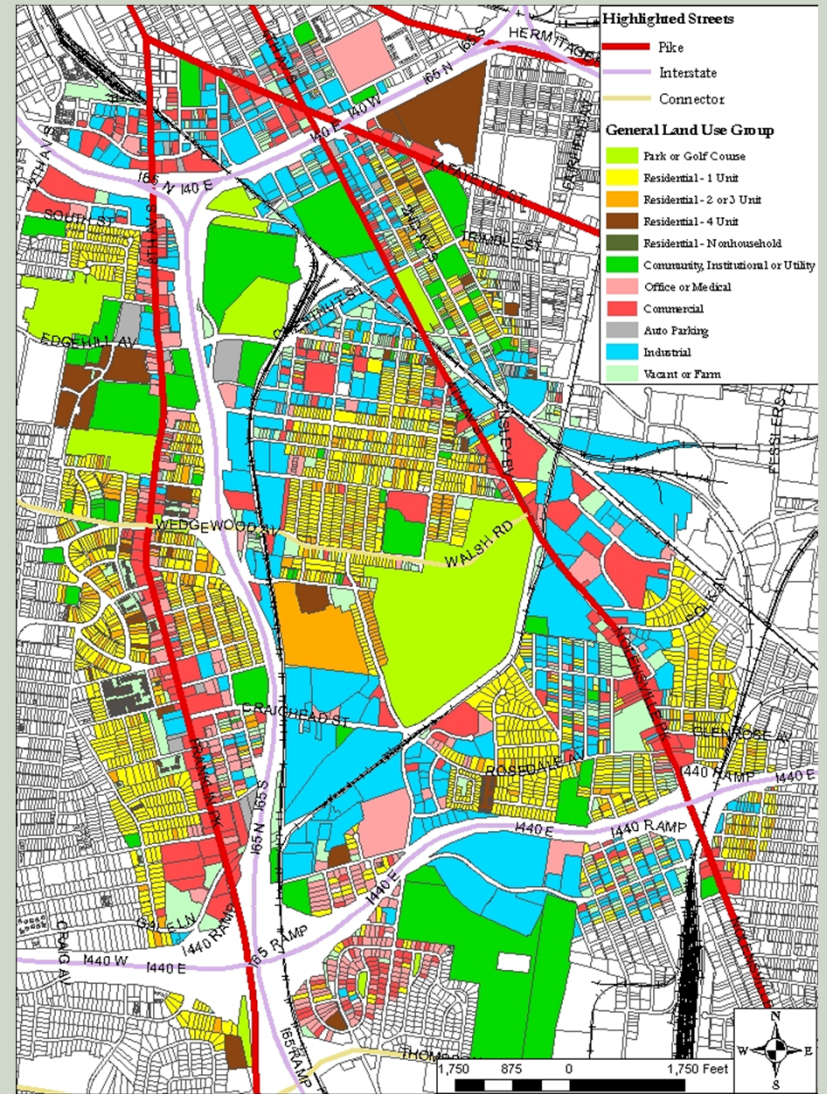


100 Oaks

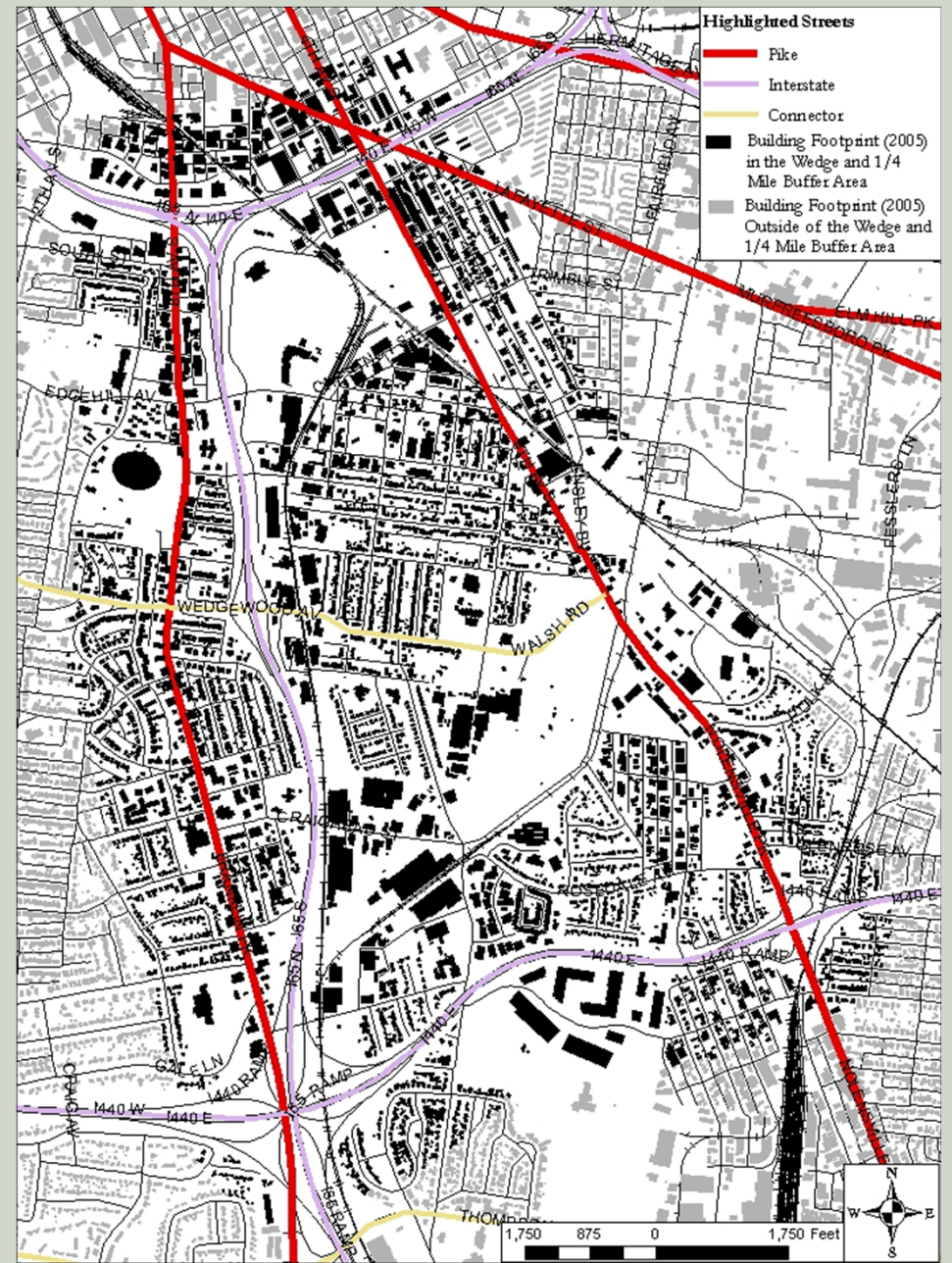


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Challenges: Fragmented land use



Challenges:
Lot size and
ownership



Basic questions:

Do market, financing, and cultural trends point toward **compact, mixed-use development?**



Basic questions:

What are the specific obstacles to appropriate development in the study area?



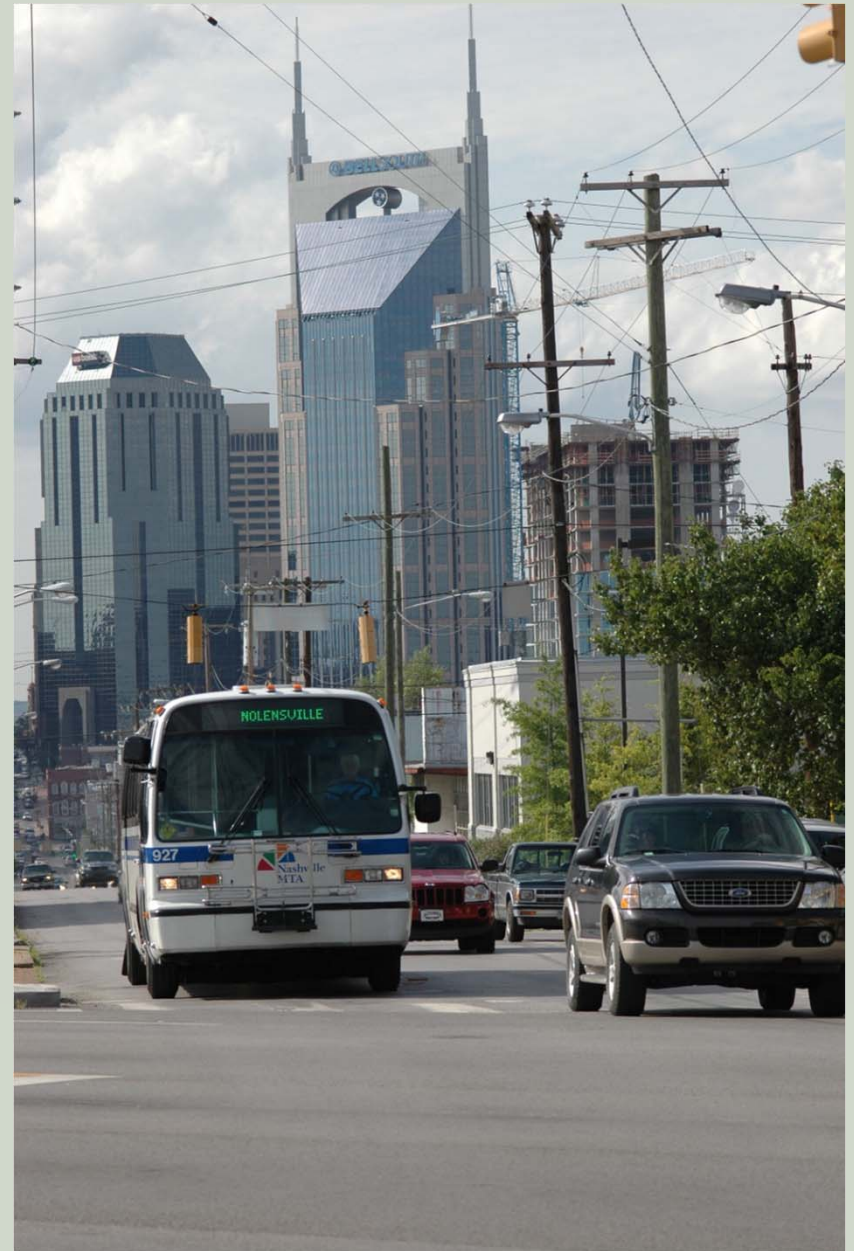
Basic questions:

Which **stakeholders** should be tasked with what **specific actions** to improve the investment environment along those corridors?



Tools & strategies
needed to:

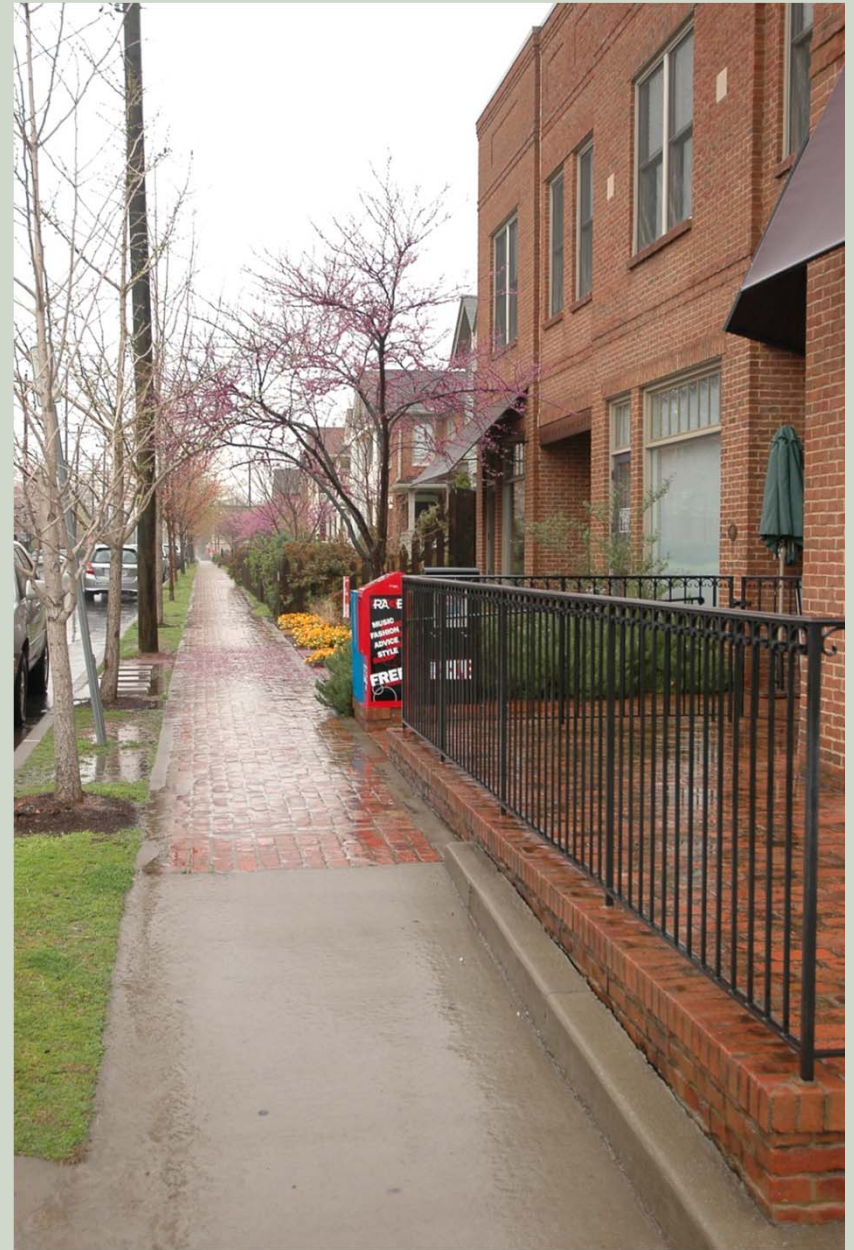
**Provide complete
transportation
options** with
choices for
pedestrians, cyclists,
transit users, and
vehicles



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Tools & strategies
needed to:

Encourage infill
to use existing
infrastructure
and maximize
transit
opportunities



Tools & strategies
needed to:

**Support
surrounding
neighborhoods**
with housing and
services in a
pedestrian-friendly
environment

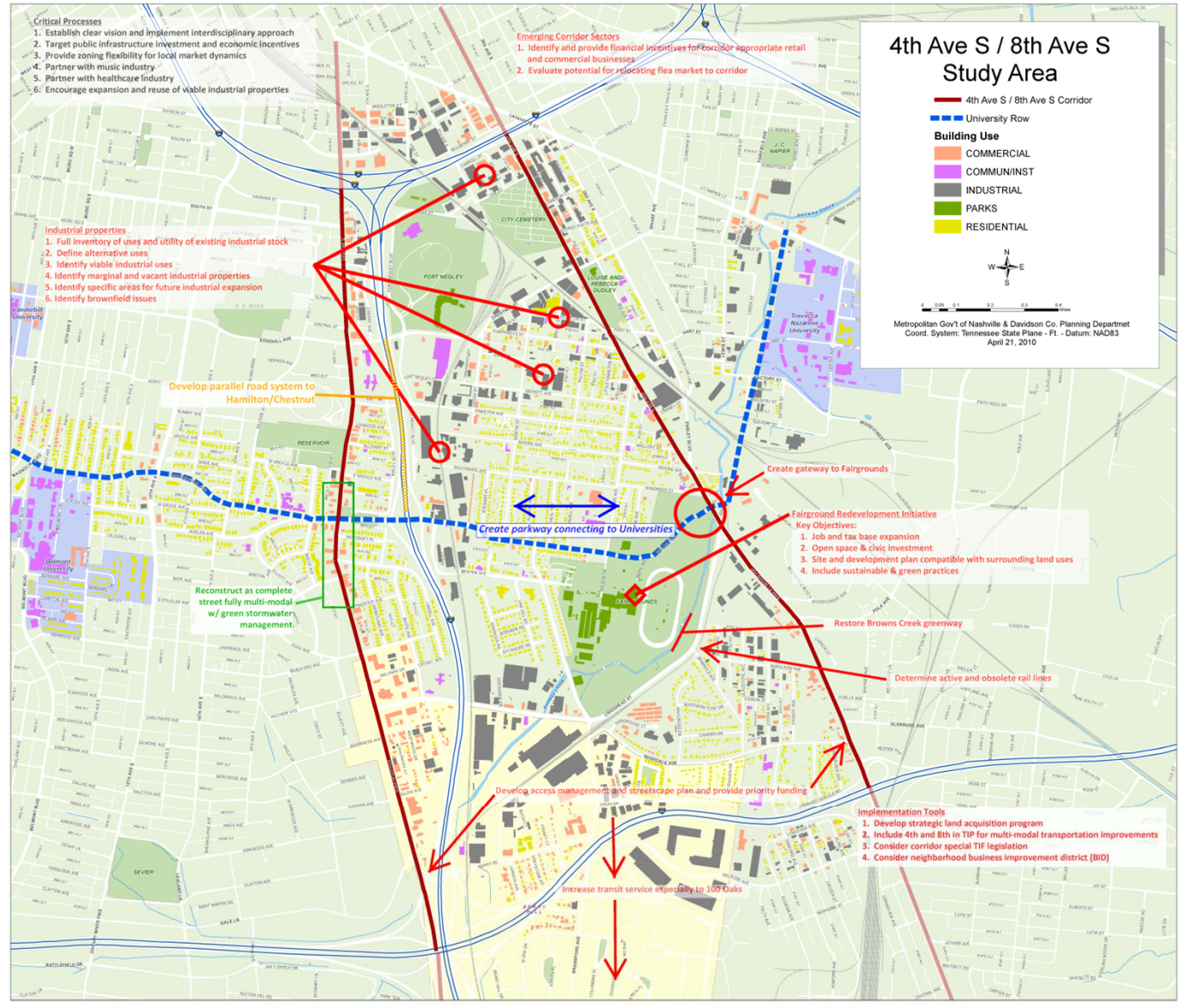


Tools & strategies
needed that are:

**Feasible and
doable** given the
existing and
evolving
economic
realities

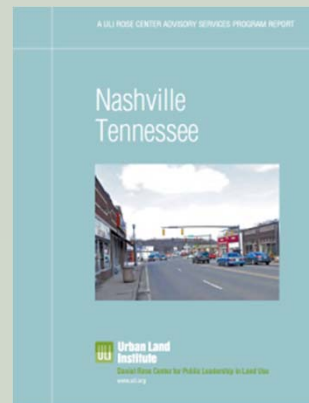


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Rose Fellowship Findings – guiding principles:

Be proactive;
focus on
placemaking



Be proactive; focus on placemaking

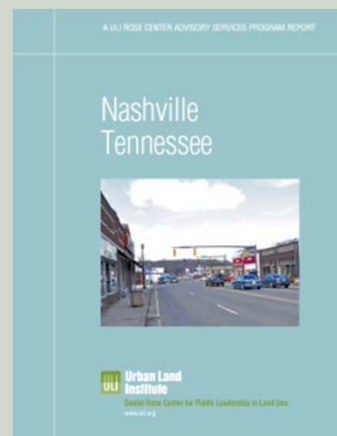
Action -
Fairgrounds
Park and
Browns Creek
Restoration

\$2M for
initial
development



Rose Fellowship Findings – guiding principles:

Provide
incentives for
stakeholders;
**support
catalytic
projects**



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Provide incentives for stakeholders

Action –

Corridor Infrastructure
Improvement Grants
(program under
construction)

- For private sector projects of a certain value
- Metro will provide grant for off-site infrastructure improvements – streetscape, sidewalks

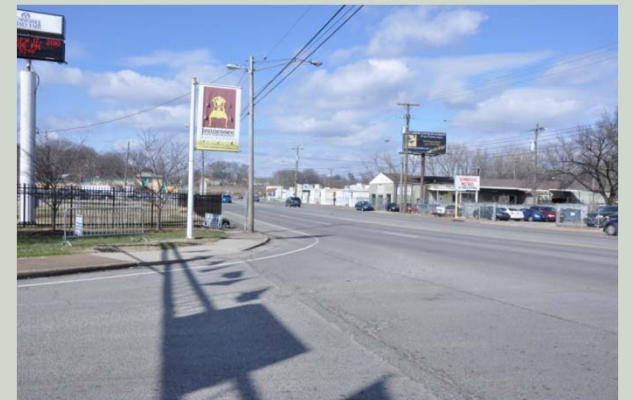


Support catalytic projects

Action –

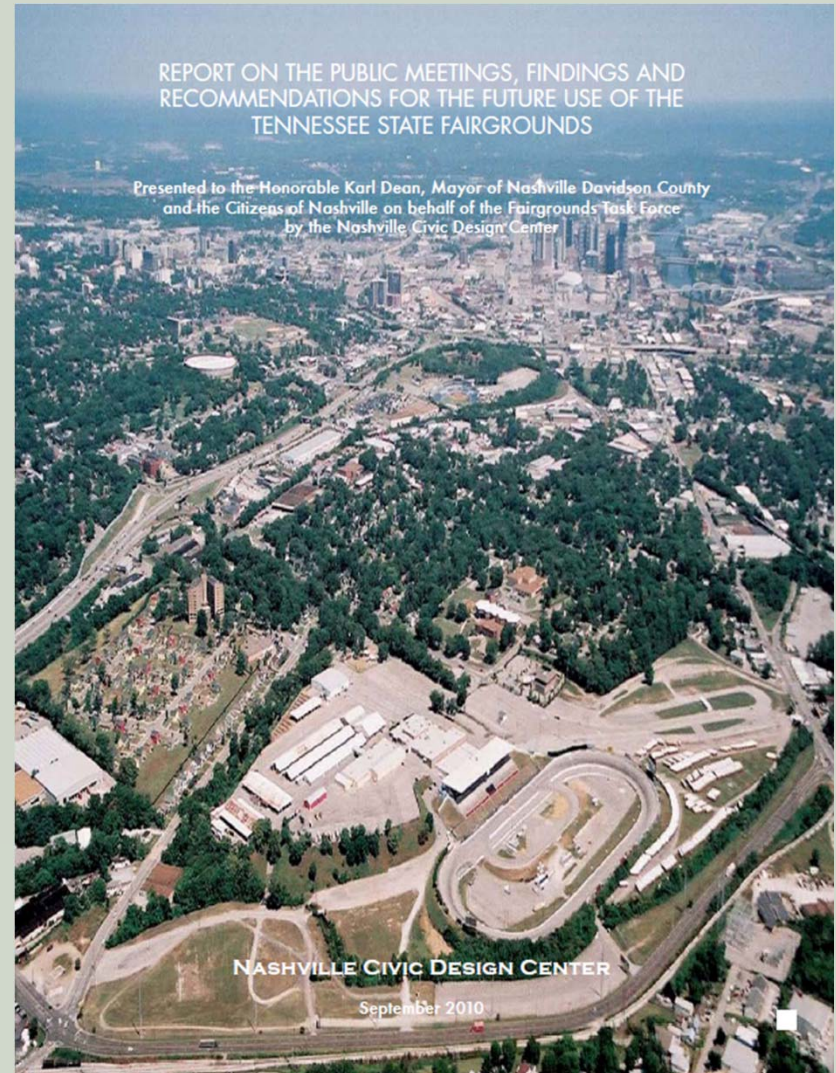
Fairgrounds redevelopment

- Job & tax base expansion
- Open space & civic investment
- Site/development plans compatible with nearby land uses
- Include sustainable/green practices to reduce environmental impact



Fairgrounds Task Force

Report issued
Sept. 2010



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Fairgrounds Supporters



Flea Market
Expo Center
Speedways



Fairgrounds Master Plan - Underway

Two part –

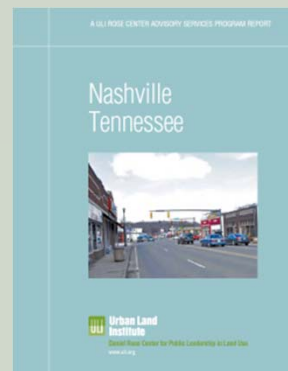
- a. Best practices for fairgrounds
- b. Based on those findings, master plan for the fairgrounds

FAIRGROUNDS PARK



Rose Fellowship Findings – guiding principles:

Anticipate
evolution
of the
corridors;
**improve
connectivity**

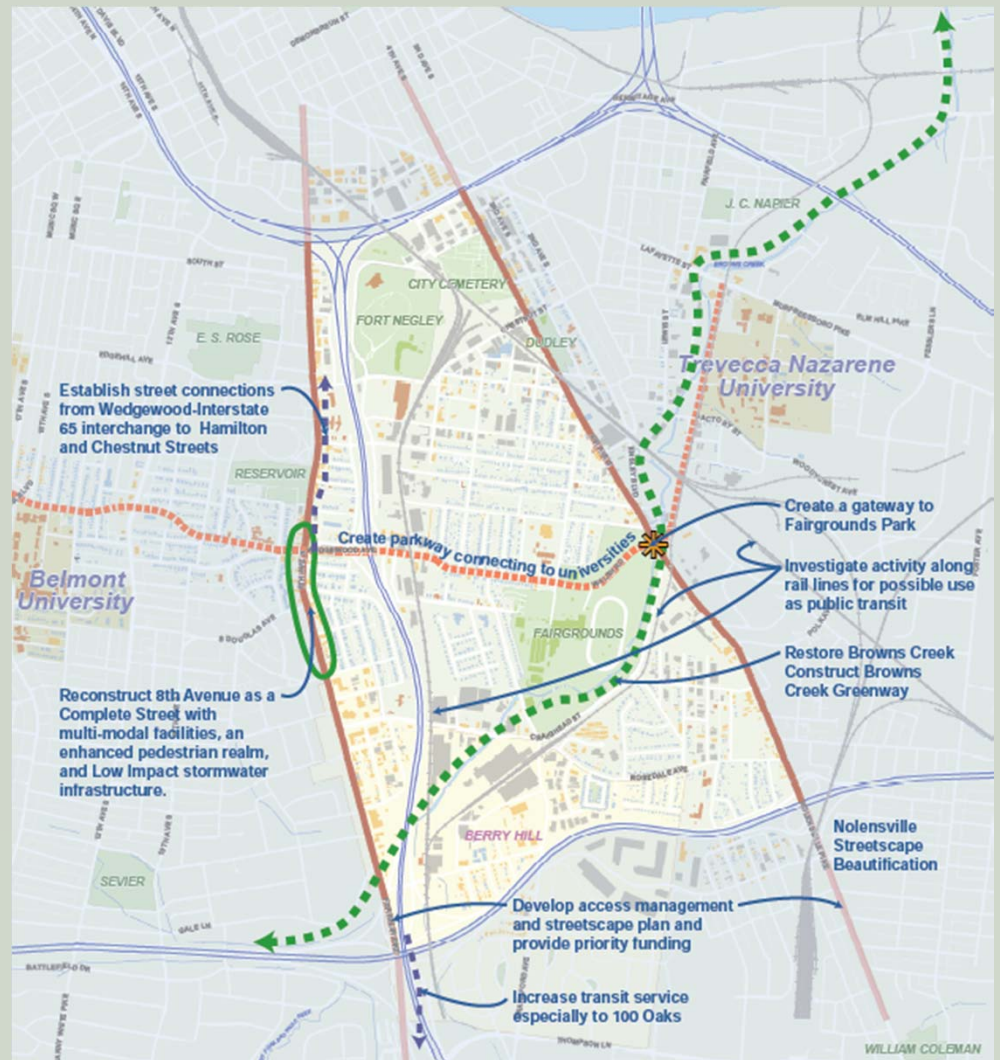


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Improve connectivity

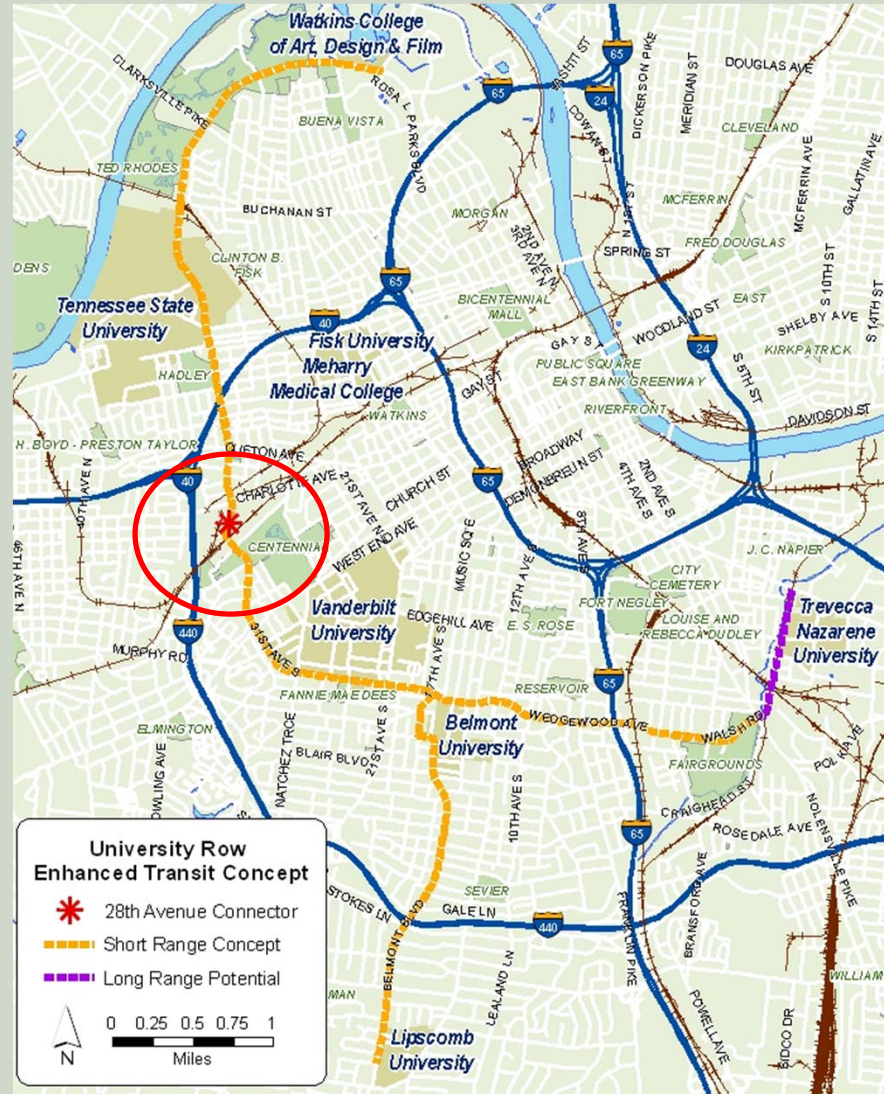
Action – University Row

Connecting
diverse
communities

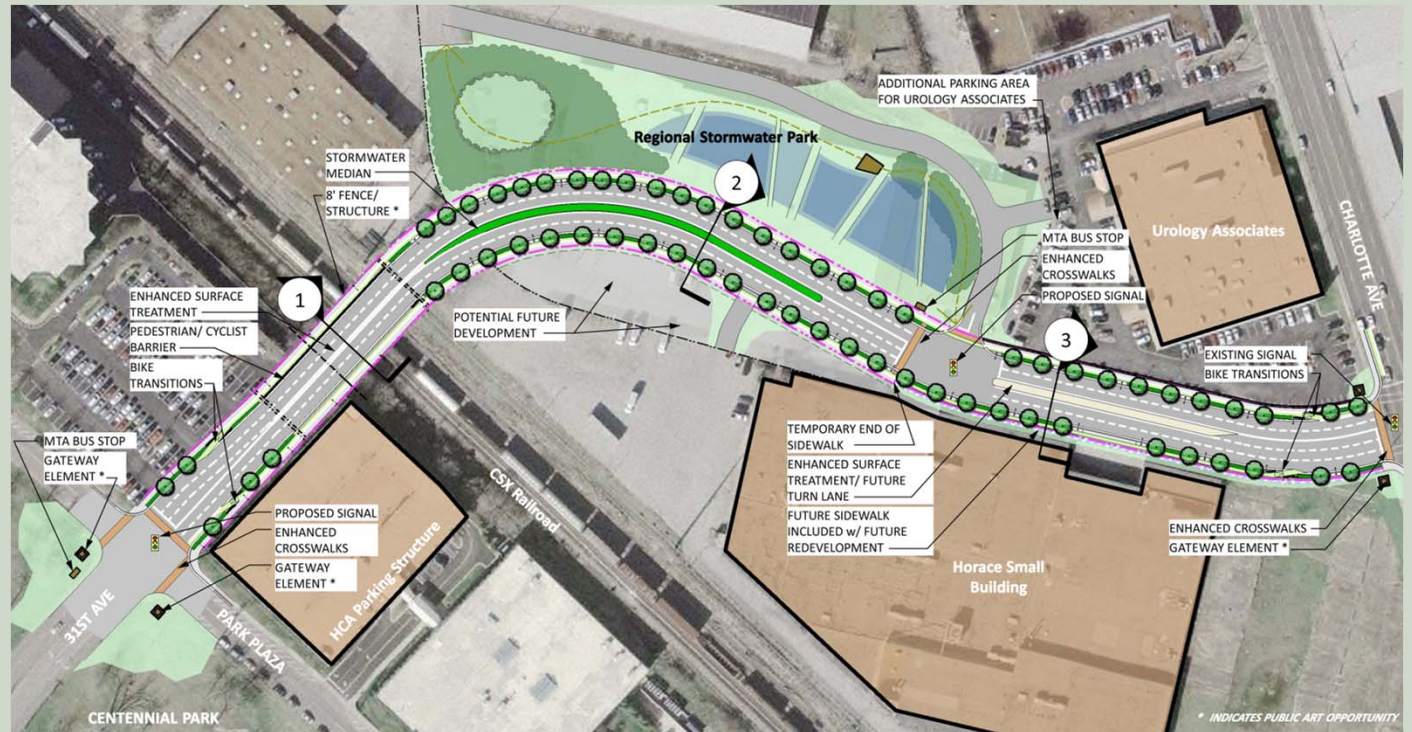


University Row

Connecting
diverse
communities



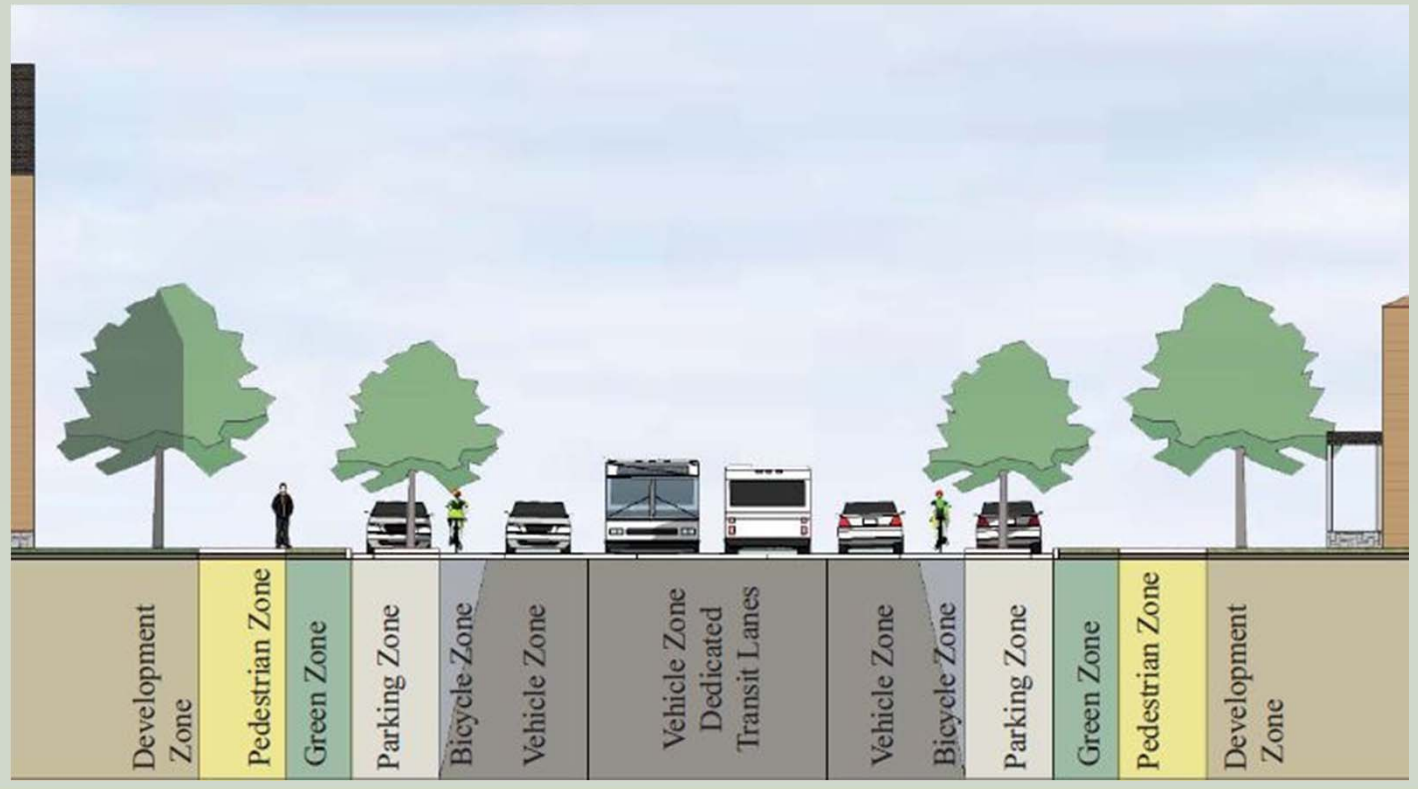
University Row - 28th Avenue Connector



Final approval by Metro Council on 10/7/10
\$18M allocated for initial construction
Land acquisition currently underway

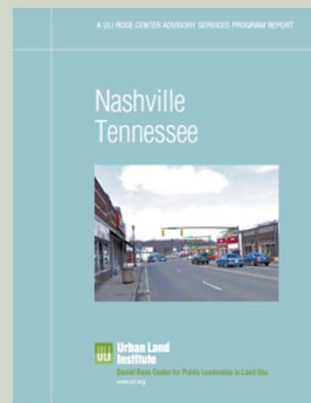
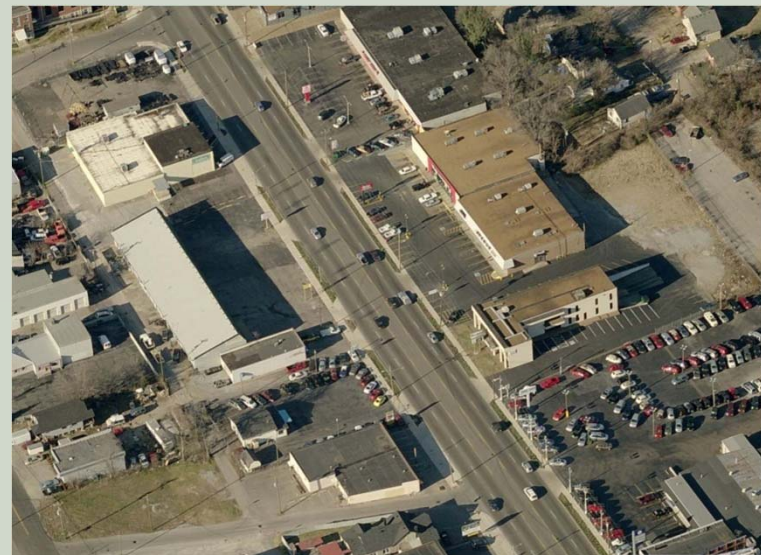
Improve connectivity

**Action – Complete Streets Executive Order
Signed October 6, 2010**



Rose Fellowship Findings – guiding principles:

Provide flexible zoning;
encourage higher density;
concentrate on nodes



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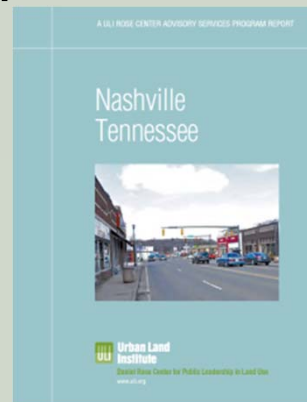
Provide flexibility in zoning

Action – Adaptive Residential Development



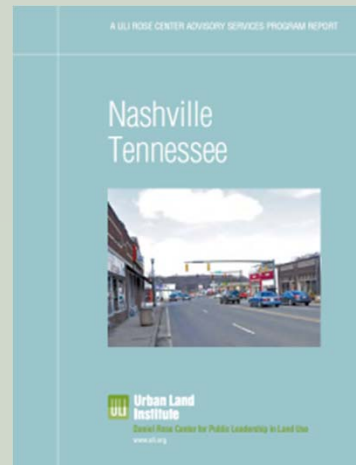
Rose Fellowship Recommended Actions

“Concentrated action” will be necessary –
improving market conditions are not enough to carry redevelopment forward



Rose Fellowship Recommended Actions

Encourage
reinvestment by
**targeting public
improvements:**
infrastructure and
public access



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Concentrated action; Targeted public improvements

Action – Nolensville Road market study

NOLENSVILLE ROAD

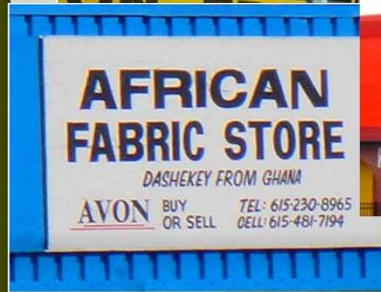
Market Analysis

Randall Gross / Development Economics



Baseline Assessment
Presentation to Metro
Planning Commission

Corridor market study



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Corridor market study

Define market and trade areas



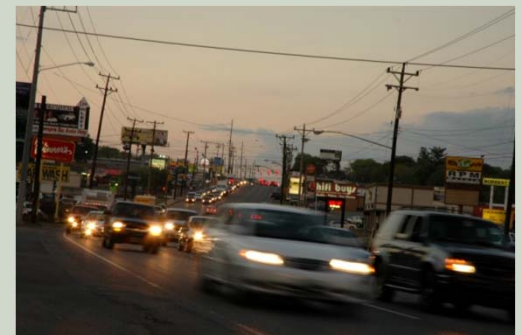
Complete demographic and economic projections

Forecast demand by use

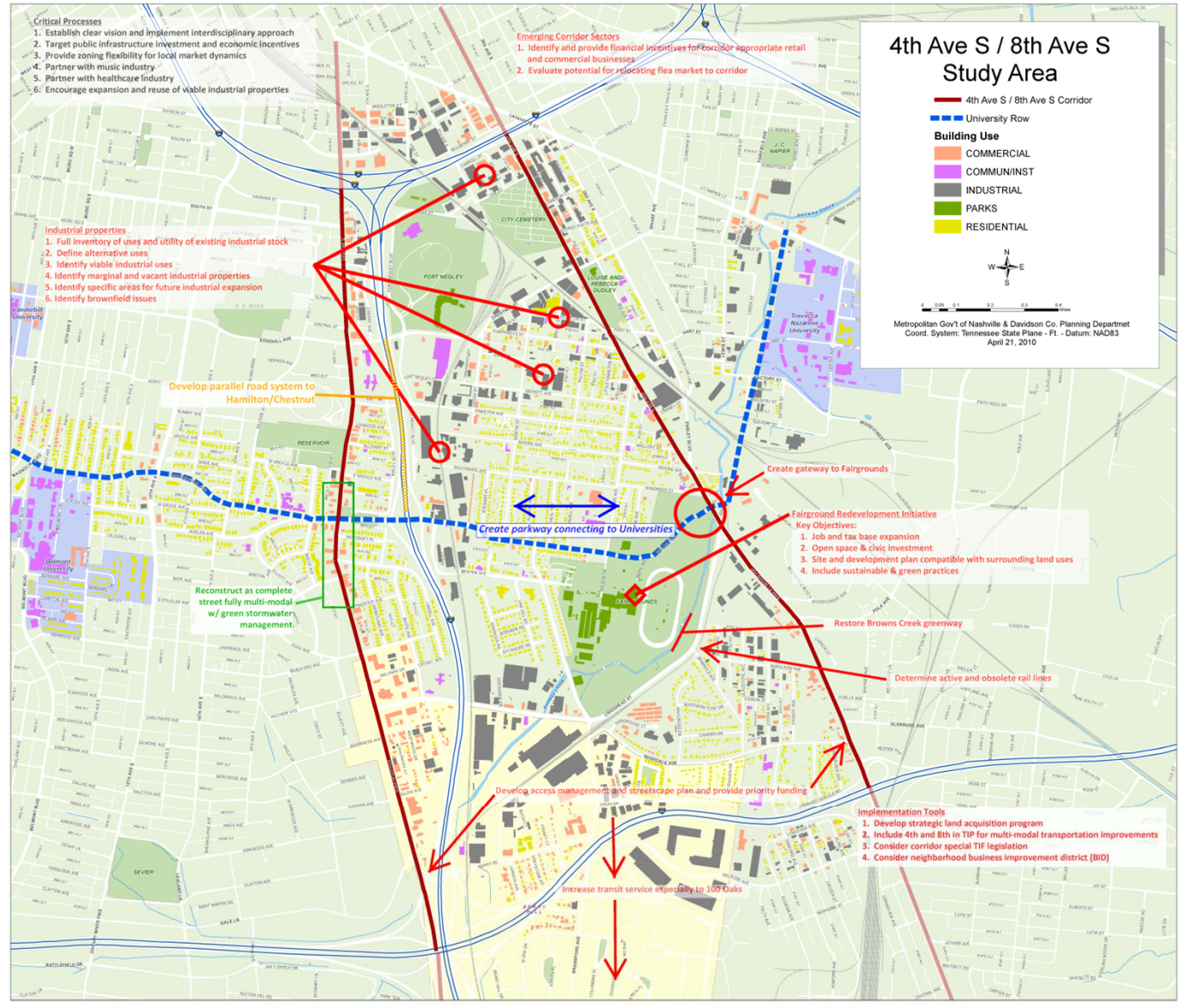


Examine competitive framework

Forecast market potentials



Define recommended mix



Obstacles/Challenges – FLOOD!

May 2010: “1000-year” rainfall and flood



Stakeholder Engagement

Key Players and Opponents

Fairgrounds

Developers/Businesses

Wild card - Neighborhoods

Involving local private stakeholders

Chamber group on development



Differing Interests



Property
Owners and
Business

Neighbors



Lessons Learned

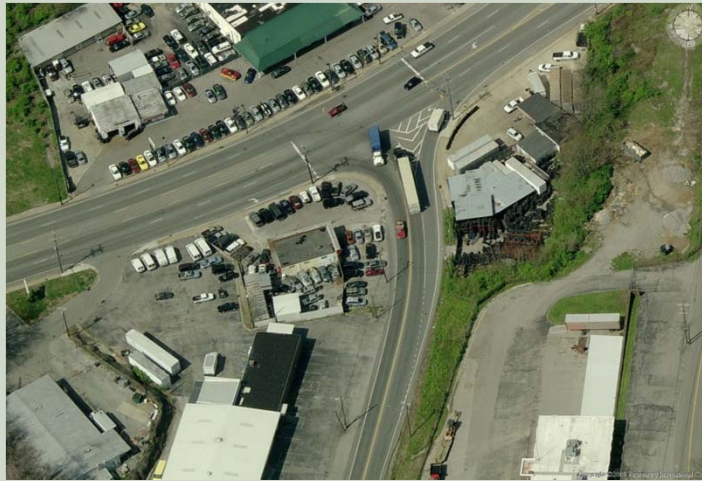
Challenge of Redeveloping Cultural Icon

Challenge of site consolidation remains

Challenge of selling the idea of corridor redevelopment to the community – huge topic for upcoming General Plan Update

Challenge of working across multiple departments/ jurisdictions – Public Works, Utilities, Economic Development, Planning

Getting from here...



to there



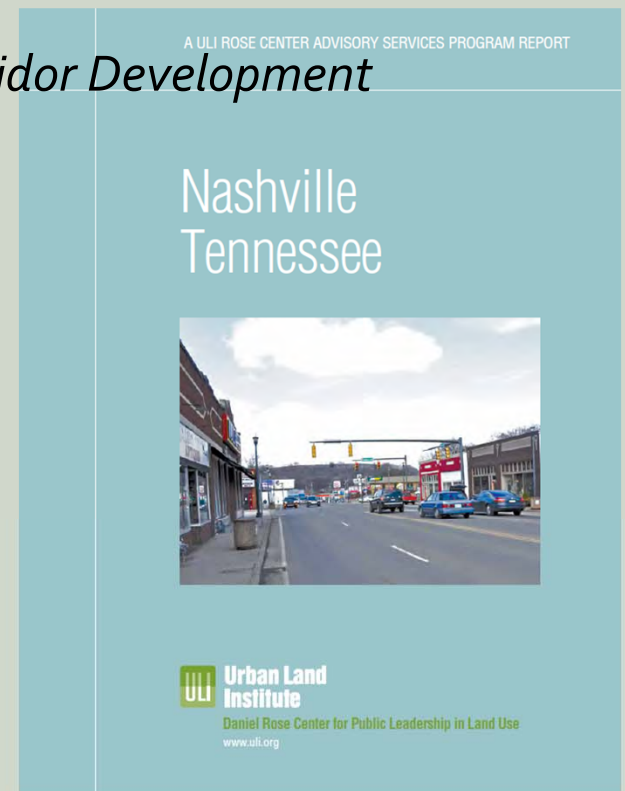
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