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United States Department of the Interior
National Park Service

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

New Submission Amended Submission

A. Name of Multiple Property Listing

Historic Music Industry Resources, Nashville, Davidson County, Tennessee

B. Associated Historic Contexts

Historic Resources on Music Row, 1954-1989

C. Form Prepared by

Name/Title: Robbie D. Jones and Carolyn Brackett - See continuation sheet C-3

Organization: _____ Date: September 16, 2016

Street & Number: _____ Telephone: _____

City: _____ State: _____ Zip Code: _____

D. Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this documentation form meets the National Register documentation standards for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (See continuation sheet for additional comments.)

Claudette Spm
Signature of certifying official/Title

9/16/16
Date

Deputy State Historic Preservation Officer, Tennessee Historical Commission
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Jord Dahl
Signature of the Keeper

11-1-2016
Date of Action

National Park Service
State or Federal agency and bureau

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Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Addendum

219-227

- A) Nashville's Music Industry Resources Listed in the NRHP
- B) Nashville's Music Industry Resources Documented by HABS, 2012
- C) Nashville's Music Row, Resources Recommended NRHP-Eligible
- D) Nashville's Music Row, Neighborhood Landmarks
- E) Document Acronyms
- F) Nashville's Music Row, MPDF Boundary Map and NRHP Resources

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

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Davidson County, TN

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EXECUTIVE SUMMARY

This National Register of Historic Places (NRHP) Multiple Property Documentation Form (MPDF) provides a historic context for the “Historic Resources on Music Row, 1954-1989” in Nashville, Tennessee. This MPDF contains a comprehensive historic context, which establishes the local, state, and national significance of the Music Row neighborhood. The historic context provides a chronological time frame of the development of Nashville’s music industry throughout its history. This historic context also documents the built environment from 1954-1989 within the geographical boundaries of the approximately 209-acre Music Row neighborhood.

Researched and written by Carolyn Brackett, the historic context was based on a thorough review of scores of resources, including primary and secondary research. The context relied on dozens of recorded and non-recorded interviews and oral histories, as well as extensive partner engagement. Brackett’s research provided an unprecedented focus on the history of Music Row, a neighborhood that had never been comprehensively documented before. Her research also sheds new light on the history of the music industry in Nashville in general and its influence on the development of the Music Row neighborhood in particular.

The development of eight property types was based on an intensive and comprehensive survey of nearly 400 resources on Music Row, and was completed by Robbie Jones. This survey and historic research resulted in the recommendation of 55 historic resources that should be looked at more closely for listing in the NRHP. These resources are the best remaining examples of their various property types on Music Row. Historic information and exterior integrity indicate that the properties are eligible, but additional documentation is needed for the final analysis to ensure that the properties meet the registration requirements. In order to create comparative context, Jones completed research of music industry centers throughout the U.S., as well as reconnaissance documentation of music industry resources throughout Nashville. This research resulted in the creation of several databases containing volumes of comparative data that assisted in the creation of the eight property types and NRHP eligibility recommendations. The resulting body of information was critical to establishing the registration requirements.

The historic context and property types were vetted and reviewed by several historians and experts throughout Nashville and Tennessee who are knowledgeable of the state’s music industry and music-related resources. A draft MPDF was also made available to the public and to community leaders for review and comment. Several professionals who work on Music Row were also

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consulted. Brackett and Jones incorporated all appropriate comments, suggestions, and edits into the final version of this MPDF.

Graphics were created by Reina Murray and Rebecca Bice, GIS Analysts with the NTHP at their headquarters in Washington, DC, and David Diener with New South in Stone Mountain, Georgia.

As documented in this MPDF, Music Row's significance in transforming the nation's culture from the mid-twentieth century to the present has been noted by many historians and researchers as in this declaration from a recent study of Nashville's music industry:

The completely unique role of Music Row as the core geographic locale in Nashville where the modern music industry was born suggests significant attention. Daily, the heart of music in America and the world is impacted by decisions made by Nashville leaders. Much of that industry began and remains in a unique district that changed the face of American music, as well as bringing authentic regional music to a popular mass audience. Few cultural districts have so significantly developed in a unique geographic zone and so vitally shaped a worldwide cultural trend.¹

¹ Harper, Garrett and Chris Cotton. "Nashville Music Industry: Impact, Contribution and Cluster Analysis." Report published by the Music City Music Council and Nashville Chamber of Commerce, 2013: 59.

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Introduction, Methodology, and Organization

*Down on Music Row
Down on Music Row
If you want to be a star
That's where you've got to go*

“Down on Music Row,” lyrics by Dolly Parton, from the album *My Tennessee Mountain Home*, recorded on Music Row at RCA Studio B, 1972

The National Register of Historic Places (NRHP) Multiple Property Documentation Form (MPDF), entitled “Historic Music Industry Resources, Nashville, Davidson County, Tennessee” provides a historic context for the “Historic Resources on Music Row, 1954-1989” in Nashville, Tennessee. This historic context establishes the local, state, and national significance of the Music Row neighborhood and provides a chronological time frame within the larger context of the development of Nashville’s music industry throughout its history. This historic context also documents the built environment established from 1954-1989 and situated within the geographical boundaries of the approximately 209-acre Music Row neighborhood. The MPDF cover document establishes the overall citywide framework for creating additional historic contexts in the future, for example the “Historic Music Industry Resources of East Nashville” or the “Historic Music Industry Resources of Madison.”

Although the primary focus of the MPDF context is Music Row, it is essential to examine the sweeping arc of events that define Nashville’s connection to music throughout its history. Therefore, the historic context begins with an overview of Nashville’s early interest in music, follows the development of the city’s music industry through the nineteenth century and into the first half of the twentieth century, continuing the story to the mid-1950s and the beginnings of Music Row. The historic context examines the external forces that affected Music Row, including the actions of the Nashville city government, as well as cultural changes that affected the musical tastes of Americans and the role of Music Row in both responding to and influencing musical tastes through the modern period. The MPDF context also documents the historical evolution of the built environment of the residential neighborhood that would become known as Music Row.

The MPDF establishes eight (8) individual property types for Nashville’s music industry historic resources, as well as their significance at the local, state, and national levels. The property types were developed as the result of a comprehensive survey of nearly 400 properties located on Music Row and over 100 additional properties located elsewhere in Nashville, completed in 2015 by the

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National Trust for Historic Preservation (NTHP) and its consultant New South Associates. Based on this survey, the MPDF provides an inventory of 58 NRHP resources on Music Row, including three that are previously National Register-listed and 55 that are recommended as National Register-eligible. The research and documentation created as a result of this project for Music Row illustrates that these eight property types are applicable to future historic contexts for music industry resources located in other Nashville neighborhoods.

The period of significance for the historic music industry resources on Music Row is 1954-1989. This multiple property nomination justifies listing of historic resources on Music Row under the following criteria: Criterion A for historical significance in the areas of Performing Arts, Commerce, and Communications; Criterion C for architectural significance; and some under Criteria Consideration G for properties that have achieved significance within the past 50 years. If warranted, future historic contexts for other Nashville neighborhoods have the ability to establish different periods of significance. Properties may be significant at the local, state, or national levels.

Although many properties would likely qualify under Criterion B for their association with historically significant people, a decision was made by the NTHP and TN-SHPO to disregard this criterion due to time constraints and the depth of research that would be required for justification. Because a Multiple Property Submission (MPS) is a flexible document that can be updated at any time, Criterion B can be added in a future amendment.

Three properties on Music Row have been previously listed in the NRHP, including two music recording studios - RCA Victor Studio A and RCA Studio B - and the Little Sisters of the Poor Home for the Aged, which at one time housed the headquarters for BMG/Sony Records, as well as other music industry businesses.

This MPDF recommend 55 individual properties located within the Music Row boundaries are recommended eligible for listing in the NRHP. These individual properties were reviewed by the staff of the TN-SHPO and by the Tennessee State Review Board as part of their approval of this MPDF. The surveyed resources that were recommended NRHP eligible were fully documented with updated TN-SHPO survey forms, photographs, and historic research; the survey forms contain architectural descriptions, aerial photos, and historic summaries. This survey documentation is on file at the TN-SHPO. As part of this MPDF submission, the House of David Recording Studio

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Complex located on Music Row at 1203-1205 16th Avenue South (DV.00343-00345) was nominated for listing in the NRHP.²

METHODOLOGY

The historic context researched and written by Carolyn Brackett used multiple resources including:

- Primary and secondary research - Research included primary resources available online and at the Metro Nashville Archives, Nashville Public Library, and Tennessee State Library and Archives, as well as numerous secondary resources. Examples include: *Nashville Banner*, newspaper articles on Music Row's growth, music production and government intervention from 1964-1998; *Billboard*, articles on Music Row growth and music production from 1960s-1980s; *Tennessee Encyclopedia of History and Culture*, topical music entries; Historic American Buildings Surveys including, Lower Broadway and Bradleys' Quonset Hut; and NRHP nominations including, RCA Studio A, RCA Studio B, Grand Ole Opry, and Ryman Auditorium. (A complete list of research sources is found in the Bibliography.)
- Recorded oral history interviews - Brackett coordinated an oral history project that resulted in 35 interviews with important leaders, employees, historians, and others involved in the music industry from the beginning of Music Row in 1954 to the present. Many of these interviews contributed information for this MPDF that would not have been found through archival research. For example, an interview with one-time Music Row booking agent Barbara Martin Stephens provided details of the occupants of 728 16th Ave. South, one of the first houses converted to an office building in 1962 and created a picture of the first years of growth in the early 1960s. An interview with Jerry Bradley, son of Owen Bradley and head of RCA in the 1970s, captured the stories of creating the pivotal 1976 record *Wanted: The Outlaws* with Waylon Jennings, Willie Nelson, Jessi Colter and Tompall Glaser. (Oral history interviews are noted in footnotes and in the Bibliography.)
- Topical expert interviews - Brackett also conducted numerous non-recorded interviews with local music industry leaders (past and present) that contributed information for the MPDF. For example: An interview with Bill Ivey, former CEO of the Country Music Hall of Fame and Museum (CMHFM), provides insights to the Music Row visioning process in the 1990s

² It should be noted that the Little Sisters of the Poor Home for the Aged was not listed in the NRHP for its music industry significance, although at the time of the listing in 1985 the building was being renovated for use as the Sony/BMG headquarters using federal historic preservation tax credits.

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following the decision to relocate the CMHFM downtown. (Interviews are noted in footnotes and in the Bibliography.)

- Partner engagement - Brackett coordinated the research project with numerous local partners including members and representatives from the Music Industry Coalition (Mike Kopp, Pat McMakin, John Brittle, Sharon Corbitt-House, John Dotson, Katy McWhirter, Stacey Levine), Music Row Neighborhood Association (Garth Shaw, Eddie Robba, Terry Bell, Glenn Rieuf), Metro Historical Commission (Tim Walker, Robin Zeigler, Scarlett Miles), Historic Nashville, Inc. (Brian Tibbs), Belmont University (Emily Bowers), Metro Planning Department (Doug Sloan, Stephanie McCullough, Kathryn Withers, Cindy Wood), Middle Tennessee State University (Carroll Van West), and volunteer researchers and assistants (K.C. Martin, Connie Gee). These partnerships provided substantial resources for information and fact checking to ensure accuracy in this MPDF.

Additionally, Brackett analyzed the findings from this research project and identified four key observations about Music Row that provided a foundation for planning for Music Row's future:

1. Music Row retains a resilient and enduring sense of community.
2. The built environment provides a tight-knit neighborhood and campus-like atmosphere with a strong sense of place, which is crucial to Music Row's culture.
3. Music Row has over 400 surveyed buildings containing 200 music-related businesses serving as the epicenter of the music industry in Nashville, in Tennessee, and in the U.S.
4. Music Row is unique in its history, built environment, and culture; there is truly no other place like Music Row in the U.S.

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ORGANIZATION

The MPDF contains an extensive Statement of Historic Context in Section E (pages 11-166) followed by the Associated Property Types in Section F (pages 167-207), Geographical Data (pages 208-209), a Summary of Identification and Evaluation Methods (pages 210-212), major Bibliographical References (pages 213-220), and Addendum (pages 221-229). The Statement of Historic Context for “Historic Resources on Music Row, 1954-1989” is organized with the following major headings and subheadings.

Introduction to Music Row	12-15
Nashville Before Music Row Nashville – Always a Music City	16-21
First Steps Toward Nashville’s Music Industry Nashville Creates New Sounds from Old-Time Music New Music Businesses and Stars Emerge Music Recording and Record Labels Come to Nashville Nashville Becomes Music City, U.S.A.	22-29
The Neighborhood Before Music Row	30-33
The Start of Music Row, 1954-1964 The Bradley Brothers Open a Studio More Music Businesses Move to the Neighborhood The Early 1960s – Record Row Takes Shape A Turning Point: RCA Victor Studio A Birth of the Nashville Sound Getting Organized: The Country Music Association and Country Music Foundation	34-64
Evolution of Music Row, 1965-1989 The 1960s and 1970s – New Sounds, New Songs, New Singers The Boulevard: Urban Renewal on Music Row Beyond the Boulevard: Planning for Music Row in the 1970s Music Row’s Starts and Stops in the 1970s Notable Unbuilt Projects on Music Row Music Row Gets a Swimming Pool	65-132

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Three PROs on Music Row
Growth and Changing – 1980s into the 1990s
The Year 1989 Marks the End of an Era

Modern Music Row, 1989-2016 **133-164**
Contemporary Christian Music Becomes a Major Force
Tradition and Transition: the 1990s into the Twenty-First Century
Still Music City: Planning for the Future of Music Row

Associated Property Types **165-206**

The Associated Property Types information in Section F contains documentation for eight individual Property Types, including Descriptions, Significance Statements, and Registration Requirements as well as a List of Resources recommended as eligible for listing in the NRHP.

Geographical Data **207-208**

This section contains the MPDF boundary description and a map.

Summary of Identification and Evaluation Methods **209-211**

This section elaborates on the identification and evaluation methods of the historic research, documentation, and survey of historic resources.

Major Bibliographic References **212-219**

Addendum **220-228**

The Addendum contains a master list of Nashville's 19 music industry resources previously listed in the NRHP and nine music industry resources that have been previously documented by the Historic American Buildings Survey (HABS). The Addendum also contains a list of the 58 music industry NRHP resources on Music Row (3 NRHP-list and 55 NRHP-eligible), organized by Associated Property Types, and a map showing their locations within the Music Row MPDF boundaries. There is also a list of acronyms used.

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Statement of Historic Context:

Historic Resources on Music Row, 1954-1989

INTRODUCTION TO MUSIC ROW

Summary: This historic context introduces the reader to Music Row and explains its significance to national and international culture since its founding in 1954. The section also details the involvement of Nashville government at periods throughout Music Row's history and contains information about the neighborhood prior to 1954 that sets the stage for its evolution into Music Row.

Music Row is the centerpiece of Nashville's international reputation as "Music City." Out of this neighborhood of modest renovated homes, large purpose-built recording studios, and modern office buildings has emerged an unmatched canon of music recordings in country music and a wide variety of musical styles including Classical, Country Rock, Pop Country, Cowboy/Western, Honky-Tonk, Jazz, Rock, Rockabilly, Bluegrass, Western Swing, Outlaw Country, Contemporary, Christian, Christian Country, Gospel, Rock 'n Roll, Blues, R&B, and Pop.

Music historian Michael Kosser states:

Music Row has given America much of its favorite music over the past fifty (50) years. The Nashville recordings of Elvis Presley, Jim Reeves, Brenda Lee, the Everly Brothers, Patsy Cline, Marty Robbins, Johnny Horton, Johnny Cash, Roy Orbison, Floyd Cramer, Boots Randolph, Roger Miller, Bob Dylan, Joan Baez, Tammy Wynette, Crystal Gayle, Kenny Rogers, Waylon Jennings, Willie Nelson, Dan Fogelberg, Jimmy Buffet, Neil Young, Garth Brooks, Big and Rich and so many others have transcended genre and become a part of the mainstream American music catalog. Six [seven] decades after the beginning of the Nashville recording industry and five [six] decades after Owen and Harold Bradley built their studio on 16th Avenue South, Music Row survives. In fact, it thrives. There is nothing like it in the world.³

Since 1954, Music Row has been the center of much of the country's music industry, with songwriters, musicians, artists, publishers, performance rights, and promotional organizations housed in renovated late nineteenth- and early twentieth-century residences, large purpose-built

³ Kosser, Michael. *How Nashville Became Music City USA: 50 Years of Music Row*. Milwaukee: Hal Leonard Corporation, 2006: 347.

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recording studios, and modern office buildings. At various times, major music businesses with a presence on Music Row have included: RCA Victor; Columbia, Warner Brothers; Sony Music Publishing; American Society of Composers, Authors and Publishers (ASCAP); Society of European Stage Authors and Composers (SESAC), Gaylord Entertainment; MCA Records; United Artists; Broadcast Music, Inc. (BMI); and Mercury Records.

Nashville's Music Row is a unique neighborhood exhibiting a concentration of music industry businesses, unlike any other in the U.S. Other American cities – such as New York, Los Angeles, Detroit, Atlanta, Chicago, Houston, Memphis, Muscle Shoals – have been centers for music recording (past and present), yet none exhibited a concentrated music industry-based culture and community similar to Music Row. In clear contrast, the music industry-based businesses that still remain in operation in other cities are dispersed or located in suburban and industrial areas.

Specifically, only Nashville's Music Row:

- Developed over time as a music industry-based business community located in what had been a residential neighborhood;
- Developed as a “one-stop-shop” with every business that supports the music industry located in or near a single neighborhood, including recording studios, record labels, publishing houses, performance rights organizations, artist support organizations - such as the Country Music Association (CMA), Nashville Songwriters Association International (NSAI), and Nashville Musicians Association (NMA)- offices for publicists, artist management, legal services, musical instrument repair shops, record pressing plants, radio broadcast stations, and housing for songwriters and musicians;
- Houses the offices of the nation's three Performance Rights Organizations (PROs) – SESAC, BMI and ASCAP;
- Has consistently produced music in every genre including Country, Classical, Country Rock, Pop Country, Cowboy/Western, Honky-Tonk, Jazz, Rockabilly, Western Swing, Outlaw Country, Contemporary Christian, Christian Country, Gospel, Rock 'n Roll, Blues, R&B, Bluegrass, and Pop;
- Is the location where many seminal songs with new sounds and perspectives that changed the world of music and American culture were written, published, recorded, broadcast, and marketed. Significant examples include Elvis Presley's 1960 No. 1 song, “Are You

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Lonesome Tonight”; Bob Dylan’s 1966 album *Blonde on Blonde*; Tammy Wynette’s 14 No. 1 hit songs between 1968 and 1976 including “D-I-V-O-R-C-E” and “Stand By Your Man”; the 1976 album *The Outlaws* with Waylon Jennings and Willie Nelson; and Billy Ray Cyrus’s 1992 single “Achy Breaky Heart”; and

- Is the place from which new musical terms and genres emerged that became part of the language of American culture including Music City, U.S.A., the Nashville Sound, Countrypolitan, Contemporary Christian, Garthmania, and Bro-Country.

The importance of Music Row as a unique cultural center and its significant contributions to Nashville’s economy has garnered the attention of elected officials, city leaders, and planners throughout its existence, including a local planning process initiated in 2015.

The intersection of city government planning, local politics, and Music Row as a business district resulted in periodic planning phases. These planning phases reflected the planning ethos of the country at large at specific times and had a direct impact on the area as a business and cultural district. Like so many urban neighborhoods around the country, the evolution of Nashville’s Music Row was often a controversial tug-of-war between various factions attempting to influence the outcome.

The first of these urban planning episodes occurred after World War II and would directly impact the ability of the neighborhood to transition into the music industry district that would become Music Row. As city leaders passed the city’s first zoning regulations, the decision to allow residential areas – such as 16th and 17th Avenues – to be zoned for commercial development was the change that allowed Owen and Harold Bradley to buy an existing residential house in 1954 for renovation into a commercial music and film recording studio. Other music industry businesses soon followed.

An even larger impact of urban planning was anticipated throughout the 1960s as Music Row was the focus of a major urban renewal project, dubbed “The Boulevard Plan.” This ambitious plan intended to demolish most of the buildings on 16th Avenue South, to construct a multi-lane boulevard for vehicular traffic, and build modern new office buildings along the route. Although some music industry leaders supported the idea, the Boulevard Plan was met with fierce resistance by residents and it was ultimately defeated.

The 1970s brought plans for a pedestrian mall, a popular urban renewal project for cities throughout the country at that time. Although neither of these plans were fully realized, the residual effects are still evident today, as illustrated in *Map 1 Section G*, including: initial developments such

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as a small public park at Music Row's entrance; changing 16th and 17th avenues from two-way to one-way; renaming parts of the streets "Music Square," and construction of a new street called "Music Circle"; and another small public park separating Music Row from the adjoining Edgehill area, a predominately African-American neighborhood.

Nashville's Music Row also reflects the city's emphasis on tourism starting with the opening of the Country Music Hall of Fame and Museum (CMHFM) in 1967. Within a few years, Demonbreun Street, which connects Music Row with downtown, was lined with souvenir shops, motels, and attractions for tourists coming to visit the CMHFM.

The decision by city and music industry leaders in the 1990s to relocate the CMHFM to downtown Nashville brought another round of planning to create a new vision for Music Row, which would no longer have a major tourist destination or tourists to support the adjacent souvenir shops and motels.

Soon after the CMHFM moved downtown in 2001, Music Row became the focus of intense redevelopment with new high-rise apartments, luxury hotels, and condominium towers. These redevelopment projects led to the demolition of numerous historic resources, a trend which has intensified in recent years.

Between 2013 and 2015, some 35 buildings were demolished for redevelopment projects. The proposed demolition of RCA Victor Studio A in 2014 led to an international outcry in opposition and ultimately to its preservation and listing in the NRHP on July 21, 2015. Even with these demolitions, nearly 400 resources were documented during the Music Row survey in 2015.

Although the neighborhood has experienced considerable redevelopment in recent years, Music Row retains its historic sense of place and distinctive character, based primarily on the resilient and spirited community of music industry businesses that support Nashville's economy.

For that reason, in January 2015 the National Trust for Historic Preservation (NTHP) designated Music Row a "National Treasure," which focused attention on the preservation of Music Row and led to creation of this MPDF as a partnership project of the NTHP and the Music Industry Coalition (MIC), a local nonprofit that organized in 2015 in reaction to the proposed demolition of RCA Victor Studio A. The MIC consists primarily of music industry leaders located on Music Row.

In February 2015, Music Row once again became the subject of study and planning as the Metro (Nashville) Planning Department worked with partner organizations, including the NTHP, Metro

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(Nashville) Historical Commission, MIC, and Music Row Neighborhood Association, to begin development of a new urban design plan in 2015. This MPDF document provides the foundation for the local planning process to develop a new Music Row Design Plan that will honor the legacy of Music Row's remarkable history and provide guidance for future sustainable development.

Properties documented in this MPDF may be of local, state, or national historical significance. The eight individual property types described in this MPDF identify three previously NRHP-listed properties and an additional 55 individual properties that may be eligible for listing in the NRHP under Criterion A for historical significance in the areas of Performing Arts, Commerce, and Communications; Criterion C for architectural significance; and for which Criteria Consideration G for properties that have achieved significance within the past 50 years may also apply.

NASHVILLE BEFORE MUSIC ROW

Summary: This section traces the interest of Nashville residents in music from its earliest days in the nineteenth century to the early twentieth century with a progression of musical outlets including education, performance venues, clubs, traveling musicians, publishing, and the first radio broadcast station in the city.

Nashville – Always a Music City

From its early days as a fledgling town publishing its first music book in 1824, to its twenty-first-century role as the center of a multi-million-dollar songwriting, recording, publishing, and record manufacturing industry, there has always been music in Nashville. With this 200-plus-year musical history, it is fitting that Nashville is known worldwide as Music City. The following summary of Nashville's music history from the late eighteenth century to the mid-twentieth century reflects the foundation upon which Music Row would later grow.

As in many other places in the South in the eighteenth and nineteenth centuries, the first music in the settlement of Nashville was the sound of stringed instruments and singing in churches and private homes. In the nineteenth century as Nashville transitioned from a frontier settlement to an established community, music became a central part of the town's culture. In addition to the earliest arrivals of Irish, Scotch-Irish, and English settlers, another wave of Europeans in the 1830s and 1840s would greatly influence Nashville's interest in music:

[M]usicians from Germany, Italy, France and other European countries settled in Nashville, providing European classical musical leadership through private instruction

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as well as through the emerging academies where they found employment. Immigrants established the first schools of music, music retail stores and professional concert programs in Nashville. It was the Germans more than any other group that made the strongest, permanent impact on music in 19th century Nashville.⁴

The Masonic Hall was among at least 10 performance venues constructed in the nineteenth century. A description of a performance printed in the *Daily Republican* in 1838 described entering a large room where a hundred people were seated:

The benches were nicely arranged in rows, and the walls plentifully decorated with hog lard candles, emitting a 'dim and religious light' and a delicious fragrance resembling the odor of fried bacon. At the extreme end was the orchestra, just large enough to accommodate Mueller and his piano...Mueller played a very pleasing and extremely difficult solo on the violin, but the audience kept up a running fire of conversation during the whole concert.⁵

Local interest in music expressed itself throughout the nineteenth century with an increasing number of performances by traveling musicians and singers, the formation of musical societies, music education programs in local schools and private studios, publishers and printers producing sheet music, and retail stores selling musical instruments.

Concerts by traveling performers were regularly announced in local newspapers throughout the nineteenth century. Popular entertainment included classical concerts, sacred music, folk tunes, popular contemporary songs like "Yankee Doodle" and "The Star Spangled Banner," brass bands, opera, original works by local composers, and blackface minstrelsy.

In 1851, the era's most popular singer Jenny Lind (1820-1887), the "Swedish Nightingale," performed two concerts at Nashville's Adelphi Theater for an audience who had paid as much as \$200 each for a ticket. Lind's concert included "The Last Rose of Summer" and "Home Sweet Home."⁶

Nashville's well-to-do residents embraced music, forming musical societies, which presented performances and encouraged music appreciation. The earliest documented musical society was formed in 1821. Others included the Musical Fund Society, formed in 1837 to provide a regular

⁴ Sharp, Tim. *Nashville Music Before Country*. Charleston, SC: Arcadia Publishing, 2008: 51.

⁵ Sharp, 2008: 35.

⁶ Ibid: 40, 41.

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schedule of musical entertainment; the Union Harmonic Society, formed in 1844 for the purpose of “more effectually uniting the musical talent into an association”; the Nashville Philharmonic Society, formed in 1852 and reported to include Nashville’s best musicians; and a women’s Wednesday Morning Musicale, formed in 1892 to sponsor concerts and recitals.⁷

Religious publishing also made a significant contribution to Nashville’s musical growth. Although religious publishers were located in Nashville by the 1830s, the decision in 1854 by the Methodist Episcopal Church South to establish the Southern Methodist Publishing House in Nashville was a major economic boost for the city.⁸

By 1860, students at the Nashville Female Academy could enroll in private classes for musical instruments and singing. The Ward Seminary for Young Ladies opened in 1865 and offered an extensive music program at its Ward Conservatory of Music which advertised:

[S]uperior advantages for study of music in all its branches. Instruction is given in piano, organ, violin, mandolin, guitar, banjo, zither, cornet, flute, cello, harp, voice culture, sight singing, chorus singing, harmony, theory and musical history.⁹

As the importance of music education grew, so did the places where students could study. These included Vanderbilt University, founded in 1873, which had a Glee Club and a Mandolin Club in the 1880s and 1890s, and the Nashville Conservatory of Music which opened in 1892. By 1900 there were 60 music teachers in Nashville teaching privately or in an educational institution.¹⁰

In the 1870s, a different kind of music from Nashville reached audiences throughout the United States. The Fisk Jubilee Singers, formed to raise funds for Fisk University, a college founded after the Civil War to educate African Americans, performed traditional spirituals to increasingly appreciative audiences, eventually touring Great Britain and Europe and performing for Queen Victoria in 1873. Funds raised by the Fisk Jubilee Singers during the European tour were used to

⁷ Thayer, Gwynn. “Rose Music Collection Exhibit Opens at the Tennessee State Library and Archives, Nashville, Tennessee,” Tennessee State Library and Archives, Website, undated, Retrieved June 2, 2015, www.tn.gov/tsla/exhibits/rose/exhibit_rose.htm; Sharp, 2008: 36, 38, 63, 85, 119.

⁸ Sharp, 2008: 94.

⁹ Ibid: 87.

¹⁰ Ibid: 91.

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build Jubilee Hall (NR 12/9/1971; NHL 12/2/1974), which opened in 1876 as the first permanent building on the Fisk campus.¹¹

Music also became a business enterprise for people like John B. West who operated his retail store, the Music Room, on Market Street (now Second Avenue) in the 1830s and 1840s. His constant advertisements in local newspapers included musical instruments for sale such as “one Patent Piano-Forte of superior tone and workmanship.”¹²

Music publisher Jesse French started the Jesse French Piano and Organ Company in 1875 in Nashville, with branches in Memphis, Little Rock, St. Louis, Dallas, Birmingham, and Montgomery. The success of his company, which employed 75 people by 1887, led French to start manufacturing his own pianos, partnering with the Starr Piano Company in Richmond, Indiana.¹³ To further his own business, French was involved with the publication of key Mississippi Valley ragtime composers. The French-Starr Piano Building (Fifth Avenue Historic District, NR 12/5/1983), where pianos were sold and music lessons given, still stands on Fifth Avenue North in downtown Nashville.¹⁴

By the late nineteenth century, the rage for ragtime music became centered in Nashville. So many compositions were created that historians today refer to the “Nashville style” of early ragtime.¹⁵

Nashville’s best-known performance venue, the Ryman Auditorium (NR 5/6/1971; NHL 6/25/2001), opened downtown in 1892 as the Union Gospel Tabernacle. Built by riverboat captain Thomas Ryman (1843-1904) to host revivalist Samuel Porter Jones (1847-1906), the building was renamed the Ryman Auditorium after the captain’s death. The Ryman Auditorium earned a reputation as the “Carnegie Hall of the South” for its wide-ranging and sophisticated programming, spearheaded by general manager Lula Naff (1875-1960). The greats of the age, including pianist Ignacy Jan Paderewski, Italian operatic singer Enrico Caruso, and conductor John Philip Sousa performed at the Ryman, which also staged operas and old-time music shows. Over the next few decades, the Ryman became the city’s primary venue for hosting performances ranging from John Philip

¹¹ Mitchell, Reavis L., Jr. "Jubilee Singers of Fisk University." *Tennessee Encyclopedia of History and Culture*, 2010, Retrieved June 15, 2015, <http://www.tennesseeencyclopedia.net/entry.php?rec=727>.

¹² Sharp, 2008: 55.

¹³ Thayer, “Rose Music Collection,” 2015.

¹⁴ Hopkin, Rachel. “Historic American Buildings Survey: Jesse French Piano & Organ Company Building (Starr Piano Company Building), HABS No. TN-263.” National Park Service, 2012.

¹⁵ Wolfe, Charles K. “Music.” *Tennessee Encyclopedia of History & Culture*, 2011, Retrieved June 2, 2015: <http://www.tennesseeencyclopedia.net/entry.php?rec=956>.

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Sousa's band, to Bob Hope, Doris Day, and other entertainers. The Ryman would gain its greatest fame as the home of the WSM's Grand Ole Opry radio show from 1943 to 1974.¹⁶

Nashville was undoubtedly swept up in the piano craze from around 1890 to the late 1920s. Nationally, piano sales reached 232,000 in 1890 and peaked at 364,000 in 1909 before plummeting to 121,000 in 1929 with the onset of the Great Depression. In Nashville, businesses such as piano and music dealer L.C. Tiller Piano Company, founded in 1917, thrived.¹⁷

By the late nineteenth century, at least five publishers and three printers in Nashville produced sheet music, representing all types of music from marches to waltzes to hymns and other religious songs. By the early twentieth century, music aficionados were listening to radio broadcasts, including Life and Casualty Insurance which started radio broadcasts in the 1920s, and recorded music in their homes – a novelty that would have a tremendous impact on Nashville in only a few decades. Although Thomas Edison invented a cylinder phonograph in 1877, it was Emile Berliner's invention of the Gramophone and phonograph record in 1880 that made mass production of records possible. Ensuing legal battles among many companies over invention and production rights finally resulted in the formation in 1901 of the Eldridge Johnson's Victor Talking Machine Company. By 1917, sales soared to more than 500,000 Victrolas sold across the country.¹⁸

The Victor Talking Machine Company's field unit, directed by talent scout Ralph Peer (1892-1960), arrived in Nashville in the fall of 1928 and made the first commercial music recordings in the city. Peer had pioneered field recording in 1923 and brought music that had previously been local or regional to a national audience. While in Nashville, Peer recorded about 70 songs by "hillbilly" and gospel performers. Hillbilly music was the original term used to describe old-time music of the rural Appalachian South that would evolve into country music. The first song recorded by Peer in Nashville was "Watermelon Hanging on the Vine" by the Binkley Brothers. DeFord Bailey (1899-

¹⁶ Miele, Frank J.J. et al. "Ryman Auditorium, Nashville, Davidson County, Tennessee." National Historic Landmark Nomination, 2000. National Park Service, U.S. Department of Interior, Washington, D.C.; Sharp, 2008: 121.

¹⁷ Roy E. Howard and Mariana Murguia de Ferrer. "Marketing History of the Piano." Website, Undated, Retrieved June 2, 2015: www.cantos.org/Piano/History/marketing.html.

¹⁸ Mortal Journey. "The Victrola Craze of the 1900s and 1910s: Invention of the Gramophone." Website, 2011, Retrieved June 2, 2015: www.mortaljourney.com/2011/04/all-trends/victor-victrola-phonograph.

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1982), the Opry's first African-American performer, recorded "Ice Water Blues" and "Davidson County Blues."¹⁹

In 1902, with music firmly established in the city's culture, Nashville became the second city in the country to organize a musicians' union. The Nashville Association of Musicians, Local No. 257 of the American Federation of Musicians, was chartered in December 1902. This musician's union opened a modern new Union Hall (DV.26120) in 1955 at 1806 Division Street near Music Row. (In 2015, the association continues to operate as Nashville Musicians Association, AFM Local 257, with offices on Music Row.)²¹

Nashville's first million-dollar hotel, the elegant Hermitage Hotel (NR 7/24/1975), opened downtown in 1910. A major attraction was the Francis Craig Orchestra, a "Big Band" which entertained guests from 1929 to 1945. Craig's orchestra was the first to broadcast over WSM radio and enjoyed phenomenal success with a 12-year show that was aired over the entire NBC radio network. In 1949, Craig introduced newcomer Dinah Shore (1916-1994), who entertained the hotel audience with a new song entitled "Near You."²²

In 1922, WDDA became Nashville's first radio station when 16-year old John "Jack" DeWitt, Jr., a high school student, installed a 20-watt transmitter at Ward-Belmont School (now Belmont University). The station's location was an interesting coincidence, given its proximity adjacent to the area that would one day become Music Row. After a year of broadcasting, the college discontinued the radio station due to operating costs.²⁴

¹⁹ Hawkins, Martin. *A Shot in the Dark: Making Records in Nashville, 1945-1955*. Nashville: Vanderbilt University Press, 2006: 14.

²¹ Sharp, 2008: 121.

²² "The Hermitage Hotel: Hotel History." The Hermitage Hotel, Website, 2015, Retrieved June 2, 2015: http://www.thehermitagehotel.com/article/hotel_history; Rachel Hopkin, "Hermitage Hotel," National Park Service, HABS No. TN-271, 2012.

²⁴ "Nashville Broadcasting History: Nashville's Early Radio Stations." Nashville Broadcasting History, Website, Undated, Retrieved June 5, 2015: <http://www.nashvillebroadcastinghistory.com/id1.html>.

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FIRST STEPS TOWARD NASHVILLE'S MUSIC INDUSTRY

Summary: This section documents many “firsts” in Nashville’s music history including the establishment of Nashville as the center of country music with the broadcast of the Grand Ole Opry, the emergence of the first music stars such as Roy Acuff and Ernest Tubb, the first record stores and record labels, and the culmination of this growth – the declaration that Nashville was Music City U.S.A.

Nashville Creates New Sounds from Old-Time Music

During the early decades of the twentieth century, residents embraced upscale music from Italian operatic tenor Enrico Caruso (1873-1921) to the introduction of Big Band music to the soaring sounds of the city’s own symphony. At the same time, another genre of music was emerging that was to have a much larger long-term impact on Nashville’s economy and identity – country music.

According to Dr. Charles Wolfe (1943-2006), country music scholar:

Though the term ‘country music’ did not come into general use until the late 1940s, the commercialization of Anglo-American folk music had been underway since the early 1920s. During that decade the traditional singing, fiddling, and banjo playing that had been endemic throughout the South gained access to the new mass media such as radio, the phonograph record, and mass-produced songbooks. The result was a new commercial art form, as well as a new class of professional and semiprofessional entertainers, one that was in many ways centered in Tennessee. Called variously “old time music,” “old Southern tunes,” “hill country tunes,” “native American melodies,” and “hillbilly music,” this new hybrid music was as much folk as it was commercial.²⁵

As radio and records gained popularity, enterprising entrepreneurs began recording and broadcasting fiddlers and singers of traditional rural music. Although the first “radio barn dance” was broadcast from Dallas, Texas, in 1923, it was WSM radio in downtown Nashville that reached a national audience with its “WSM Barn Dance,” which began in 1925 and was assigned a clear channel across the country in 1928.²⁶

²⁵ Wolfe, “Music,” 2011, Retrieved June 3, 2015.

²⁶ Miele, 2000: 1.

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NBC's national radio distribution of the Opry established Nashville as a leader in country music. This success spurred growth in Nashville's entertainment industry, attracting musicians, producers, publishers, and others to the city. The type of music expanded as well, with performers like Roy Acuff (1903-1992) beginning to offer their own original music beyond the traditional old-time music from the Opry's early days.²⁷

Roy Acuff became the first star of the Opry in the early 1940s and is often referred to as the "King of Country Music." Acuff struck gold on the Opry with a February 1938 rendition of "The Great Speckled Bird" which he had recorded in 1936. Acuff's "Wabash Cannonball," also recorded in 1936, would become his signature song. Acuff capitalized on his success throughout the 1940s as a headliner on the *Prince Albert Show*, the half hour of the Opry that aired on the NBC radio network, selling songbooks, giving concerts and appearing in films and, in 1942, forming Nashville's first country music publishing company, Acuff-Rose Publications, with songwriter Fred Rose (1898-1954).²⁸

Acuff later recalled how he bought time on WSM radio to sell his songbooks for 25 cents:

That was on a Saturday night. By Wednesday it scared WSM so bad they hired six girls to come out and get my mail and open it and take the quarters out. It was ten thousand letters the first week, and quarters. That's how I accumulated enough money to start the music publishing business. When I invested \$25,000 in Acuff-Rose Publications that was a whole lot of money back then for a young man to have. But I didn't think I'd lose it. I wasn't afraid. I had faith in the songs.²⁹

The popularity of the radio broadcast show, named the "Grand Ole Opry," created the need for a place to host the live show in front of an audience. The Grand Ole Opry radio broadcast moved to several locations, before settling downtown at the Ryman Auditorium, the place it would call home from 1943-1974.³²

²⁷ Dempsey, Brian. "Music Row, Nashville." *Tennessee Encyclopedia of History and Culture*, 2010, Retrieved June 3, 2015: www.tennesseeencyclopedia.net/entry.php?rec=1634.

²⁸ Kingsbury, Paul, ed. *The Encyclopedia of Country Music*. Nashville: Country Music Hall of Fame and Museum, 1998: 5-6 and 548.

²⁹ Oermann, Robert K. *A Century of Country: An Illustrated History of Country Music*. New York: TV Books, LLC, 1999: 128.

³² Miele, 2000: n.p.

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New Music Businesses and Stars Emerge

The growing interest in country music during these years led to the formation of Nashville's first country music publishing company and the first all-country music store. Acuff-Rose Publications, founded by Roy Acuff and Fred Rose in 1942, enjoyed immediate success with hits by various artists. In 1948 the company signed its most significant songwriter and artist, Hank Williams (1923-1953):

On April 12, 1948, Hank Williams signed his first exclusive contract with Acuff-Rose Publications. This date is a memorable one in the annals of American music for it gives a historical perspective to the close association between Williams, the untutored country boy with a fantastically rich vein of talent, and Fred Rose, the peerless professional songwriter and co-founder, with Roy Acuff, of Acuff-Rose Publications. In the opinion of many, the Williams-Rose association produced the richest vein of country material; and discerning students of the songwriting field have always felt that the association was particularly fortunate in that it enabled Williams to have at his disposal the knowledge of one of the greatest song doctors in the music business.³³

Hank Williams joined the Grand Ole Opry in 1949 and went on to have major country hits, including "Your Cheatin' Heart" and "Cold, Cold Heart" that were also successes by such pop artists as Tony Bennett. Also building on his success as a Grand Ole Opry star was Ernest Tubb (1914-1984). Opening the first all-country music store in 1947, the Ernest Tubb Record Shop in downtown Nashville, Tubb began a radio broadcast show "The Midnight Jamboree" that became an institution. Broadcast after the Grand Ole Opry show, the jamboree gave young singers a showcase for their talents. The Ernest Tubb Record Shop (Broadway Historic District, NR 7/18/1980) has operated from its current location at 417 Broadway since 1951.³⁴

Music Recording and Record Labels Come to Nashville

For all of the popularity of live music performance and radio broadcasting, it was not until after World War II that recording became a part of Nashville's music equation. Once music recording

³³ "Country Music Hall of Fame Dramatic Associations," reprinted from "World of Country Music," *Billboard Magazine*, April 3, 1971.

³⁴ Kingsbury, 1998: 547; Hopkin, Rachel. "Ernest Tubb Record Shop." National Park Service, HABS No. TN-264, 2012.

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started, however, the industry quickly became a busy enterprise as independent labels issued more than 1,500 records between 1946 and 1955:

Depending on your definition, some 35 percent of these were folk, hillbilly, or western music – country music, as it was becoming known. About 25 percent were popular, dance-band, or jazz music. Another 25 percent were gospel music, and around 15 percent were blues or R&B.³⁵

Eddy Arnold (1918-2008) is credited with singing in Nashville's first recorded session at WSM radio station's studio. Arnold had been a member of Pee Wee King's Golden West Cowboys before striking out on his own in 1943 and performing on WSM and the Opry and agreeing to record on RCA Victor.³⁶

Although Eddy Arnold made the first music recordings in a radio station studio, according to music historian Don Cusic:

The real beginning of Nashville recording studios came in 1946, when three WSM engineers, Aaron Shelton, George Reynolds and Carl Jenkins, launched Castle Recording Studio. Castle initially used the WSM studios before setting up a studio at Tulane Hotel in 1947....Decca's Paul Cohen became the first A&R man [artist and repertoire or talent scout] to record regularly in Nashville. He recorded Ernest Tubb and Red Foley in August 1947. The same year, the Nashville studio had its first 'million seller' when the Francis Craig Orchestra recorded "Near You" at the Ryman Auditorium. The song became the theme song of Milton Berle's 'Texaco Theater' show. In addition to Castle Studios, the Brown Brothers Transcription Service and Thomas Productions also did recording sessions.³⁷

Record label executives saw the opportunity presented by the city that now offered everything needed for music industry success – a growing roster of popular artists, songwriters, musicians, and a music recording studio. Mercury, Capitol, RCA Victor Records, Columbia, and Decca opened offices in Nashville. From 1946 to 1956 the Castle Recording Studio, located downtown in

³⁵ Hawkins, 2006: ix.

³⁶ Ibid: 16.

³⁷ Cusic, Don. "Nashville Recording Industry," *Tennessee Encyclopedia of History and Culture*, 2011, Retrieved June 3, 2015: www.tennesseeencyclopedia.net/entry.php?rec=1113.

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the former dining room of the Tulane Hotel (demolished 1956), recorded for all of the major labels except RCA.³⁸

Additionally, in the early 1950s, other music recording studios and labels were forming. Known as “indies,” these start-up businesses were independent of the major record labels and most operated for a decade or less. The *Nashville City Directory* listings in the early 1950s included Reavis Recording Studio, Eagle Recording Company, Republic Recording Company, and Theater Recording Company. By the late 1950s, listings had increased to include American Music Development Syndicate, Fidelity Recordings, Globe Recording Studio, Greenhouse Recording Studio, and Nashboro Record Company.

The first record label in Nashville was a homegrown enterprise started by former WSM radio announcer and promotion agent Jim Bulleit (1908-1988) with business partner C.V. Hitchcock, owner of Hermitage Music & Novelty Company, which sold jukeboxes and records at 421-423 Broadway (Broadway Historic District, NR 7/18/1980). On April 25, 1946, The Bullet Recording and Transcription Company incorporated:

...to carry on the business of manufacturing or causing phonograph records and transcriptions to be manufactured and to distribute the same, to acquire other similar businesses, to enter into contracts, to borrow money, and to do everything necessary for the purposes of the corporation provided that it is not forbidden by the laws of the State of Tennessee.³⁹

The first recording sessions for Bullet Records were made in 1945 at WSM’s Studio B (demolished), but the company’s first minor hit would come in 1946. The release of “Wave to Me My Lady” by Brad Brady and His Tennesseans featured “Zeb’s Mountain Boogie” on the flip side. (Brad Brady was actually Owen Bradley.)

By the summer of 1946, a *Billboard* magazine advertisement declared, “Bullet records more Grand Ole Opry stars than any other company in America” and advised “Mr. Distributor Get on the Bullet Bandwagon.”⁴⁰

For almost a decade, in addition to making country music records by Chet Atkins, Minnie Pearl, Pee Wee King, and others, the label also produced songs from a wide range of musical genres

³⁸ Kingsbury, 1998: 88.

³⁹ Hawkins, 2006: 29.

⁴⁰ *Billboard* Magazine, advertisement for Bullet Records, June 29, 1946: 40.

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including gospel, rhythm and blues (R&B), and pop. Bullet Record's biggest success came in 1947 when "Near You," by the Francis Craig Orchestra, sold more than two million copies.⁴¹

Gospel music became an important part of the company's offerings with records by white and black gospel singers. Bullet's white gospel series included popular singers like the Goodman Family, the Speer Family, the Rangers, and others.

In 1946, The Fairfield Four became the first African-American gospel group to record on the Bullet label. The group had formed in the 1920s at Nashville's Fairfield Baptist Church and by the 1940s had gained national stature, performing on the WSIX and WLAC radio stations. Among the songs recorded for the Bullet label were "Don't You Want to Join that Number," in 1946 and "Standing in the Safety Zone" in 1947 before the group moved to Dot Records in 1950.⁴²

In the 1950s, the number of music publisher listings expanded with the *Nashville City Directory* listing such companies as ABCO Music Company (DV.00003), Hand Music Enterprises, Hi Lo Music Inc. Silver Star Music Publishing Company, Tree Publishing, Silver Star Music Publishing Company, Tanner Music Inc., Recording Publishing Company, and Milene Music, Melody Trails, Inc. and Acuff-Rose Publication.⁴³

Between 1945 and 1955, music industry businesses including recording studios, record labels, radio broadcast stations, and music retail stores were located primarily downtown. Although some businesses moved to new locations in this period, downtown Nashville was the center of the music industry with only a few music businesses located in the area that would become Music Row or in outlying areas such as Dot Records location in Gallatin, about 30 miles northeast of Nashville.⁴⁴

During these years, two of the most important people in the history of country music – and of Music Row – headed the country divisions of major labels: Owen Bradley (1915-1998) at Decca and Chet Atkins (1924-2001) at RCA Victor Records.

Multi-talented Owen Bradley began working at WSM radio in 1935 and made a name for himself in Nashville when he started a dance band, The Owen Bradley Orchestra, in 1940. By 1947, Bradley's talents had been noticed by Paul Cohen (1908-1970), head of the country division of Decca Records, who hired Bradley as a producer. In 1958, Bradley opened Decca Records'

⁴¹ Hawkins, 2006: summary.

⁴² Ibid: 46-47.

⁴³ *Nashville City Directory*, 1950-1960. On file at TSLA and ancestry.com.

⁴⁴ Hawkins, 2006: 245.

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Nashville office and became its vice president. He would continue in this position for almost 20 years, through the mid-1960s merger of Decca and MCA records. During these years, Bradley produced a “who’s who” of country music including Loretta Lynn (b.1932), Conway Twitty (1933-1993), Kitty Wells (1919-2012), Brenda Lee (b.1944), and Patsy Cline (1932-1963).⁴⁵

Starting as a fiddle and guitar player in the early 1940s, Chet Atkins made the rounds at radio stations in Knoxville, Cincinnati, Raleigh, and Chicago before coming to Nashville to record his first solo record “Guitar Blues” for the local Bullet label. After signing with RCA Victor as a singer and guitarist in 1947, Atkins returned to WNOX radio in Knoxville to become lead guitarist for the Carter Sisters, a job that would bring him to Nashville in 1950 when the singers joined the Opry. Atkins was on the “A-Team” of musicians for several years. In 1957, Atkins was named manager of RCA’s new Nashville studio and eventually became vice president of the record label.⁴⁶

Nashville Becomes Music City U.S.A.

In 1950, a spontaneous remark by WSM announcer David Cobb (1912-1988) – declaring Nashville to be “Music City U.S.A.” – is credited with giving the city its enduring nickname. Cobb later described what happened as he introduced “The Red Foley Show” to radio listeners:

One morning, for no good reason, I changed my introduction a bit. I don’t know where it came from: ‘From Music City USA, Nashville, Tennessee, the National Broadcasting Company brings you ‘The Red Foley Show’!⁴⁷

Country music historian Craig Havighurst explains that Cobb wasn’t just referring to the new country music industry. He was thinking about all that Nashville had to offer in the way of music:

When announcer David Cobb ad-libbed the slogan on the air in 1950, he wasn’t talking about country music per se or the country music business, because there scarcely was such a thing in Nashville at the time. Instead, from his fifth-floor perch at this Southern radio powerhouse, Cobb surveyed a remarkable music scene. It was diverse, sophisticated and commercially viable – undeveloped, perhaps, but rich in local talent and nationally relevant at the same time. To be sure, country music was enjoying its first great nationwide heyday, with an astonishing cast of legends at work,

⁴⁵ Kingsbury, 1998: 50.

⁴⁶ Ibid: 20.

⁴⁷ Havighurst, Craig. *Air Castle of the South: WSM and the Making of Music City*. Urbana: University of Illinois Press, 2007: 156.

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including Hank Williams at the top of his game. And a new, jazz-influenced offshoot of country that would become known as bluegrass was in full blaze. But Cobb would also have told you about WSM maestro Francis Craig, whose 'Near You' had been the top pop record of 1947, or Pee Wee King, a Polish American Grand Ole Opry star from Milwaukee, whose song 'Tennessee Waltz' would soon become a smash for pop singer Patti Page.⁴⁸

The name caught on quickly. In the summer of 1950, Dick Stratton and the Nite Owls released a song called "Music City U.S.A." on the Dixie Jamboree label, founded that year as a subsidiary of the Tennessee Label located in downtown Nashville. Stratton was a singer who also played bass, fiddle and guitar, leading the house band on the radio barn dance "Hayloft Jamboree." Stratton, along with singers and co-writers Bill Beasley and Ray Anderson, declared Nashville as Music City U.S.A. with lyrics including:

*Everybody gather 'round and listen to me
While I tell you about a city down in Tennessee...*

*They come from near and they come from far
To hear an old bass fiddle and a steel guitar
They play hillbilly music every day
Down in Music City U.S.A.*

*You can hear them on your radio, wherever you are,
Everybody jumping to the solid beat, of a guitar pickin' out an eight to the bar.*

*If you're living in some distant town,
Brother, pack your bags and come right on down
They used to call it Nashville
But I'm here to say that now
We call it Music City U.S.A.*

A terse review in *Billboard* judged the song as a "danceable side but lyrically limited to Nashville patriots."⁴⁹

⁴⁸ Havighurst, 2007: xiv.

⁴⁹ Dick Stratton and Nite Owls. "Music City U.S.A." Website, 2009, Retrieved August 12, 2015: <https://3chordsaday.wordpress.com/2009/12/19/music-city-usa-dick-stratton-and-the-nite-owls/>.

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The name also caught on with local music industry businesses. In 1955, the *Nashville City Directory* listed the Music City Songcrafters on 4th Avenue North. By 1958, this organization, listed at 1011 16th Avenue South (DV.26127), became an early resident of the neighborhood that was to become Music Row.⁵⁰

THE NEIGHBORHOOD BEFORE MUSIC ROW

Summary: This section describes the geographic area that would one day become Music Row, beginning with ownership of the land by a leading nineteenth-century Nashville family, development of the land into a fashionable streetcar suburb in the late nineteenth century and the post-World War II decision by city planners to allow commercial enterprises in the residential neighborhood that set the stage for transition to a music industry district.

When Owen and Harold Bradley purchased a house on 16th Avenue for use as a recording studio, they found a neighborhood in transition. The neighborhood, however, encapsulated much of Nashville's history from the land's original ownership by one of Nashville's leading families to its development as a fashionable streetcar suburb in the late nineteenth century and the new opportunity it offered for commercial development in the mid-twentieth century.

The lane was first owned by Judge Oliver Bliss Hayes (1783-1858). In 1827, Judge Hayes purchased a Federal-style house called Rokeby on a 50.5-acre parcel located at 1908 Grand Avenue and continued to add more land including the open fields that would one day become Music Row. (The house was razed in the mid-twentieth century and is now the site of The Upper Room in the United Methodist Center.)

Records indicate that in 1849, Adelia Hayes Franklin Acklen (1817-1887), a daughter of Judge Hayes purchased property including a 65.5-acre tract and began construction of Belmont Mansion (NR 5/6/1971). Constructed in a grand Italianate style, the Belmont estate became a show place and the center of Nashville society for more than three decades.⁵¹

Upon Judge Hayes' death in 1858, he left his land to three of his children. In his will, Hayes explained that because Adelia was already a woman of "ample means" it was her wish that her share of the estate be bequeathed to her siblings. In the years after the Civil War, Adelia would buy various parcels to aid her siblings as they encountered financial difficulty. In 1871, the

⁵⁰ *Nashville City Directory*, 1955 and 1958. On file at TSLA and ancestry.com.

⁵¹ Wardin, Albert W., Jr. *Belmont Mansion: The Home of Joseph and Adelia Acklen*. Nashville: Belmont Mansion Association, 2005: 6-8.

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property began to be sold and subdivided, and over the next 30 years homes were built, creating what became a fashionable streetcar suburb west of downtown.⁵²

The timing of these land sales was fortunate as Nashville's population and prosperity were increasing rapidly. Nashville's population almost tripled from 1880, when there were 43,350 residents, to 1920 when the city's population had grown to 118,342.⁵³

The population had begun moving to the west of downtown, and the establishment of Vanderbilt University in 1873 made the surrounding area the city's fastest growing residential area. The opening of Belmont College in 1890 on the former estate of Adelia Acklen increased the area's prestige for upper class residents. By 1913, Belmont College had merged with Ward Seminary for Young Ladies to become Ward-Belmont College, a school for young women from affluent families. The school was renamed Belmont College in 1951 and Belmont University in 1991.⁵⁴

At the northern end of the neighborhood, the houses were "opulent two and three-story Victorian mansions, set back from the street, each enclosed inside wrought (cast) iron fences." In 1911, a tent revival took place on grounds next to a gravel road that would one day become Music Row. By 1915, members of the brotherhood of the Churches of Christ built a chapel to house the Belmont Avenue Church of Christ. (Several decades later, the church became the non-denominational Belmont Church.)⁵⁶

The arrival in Nashville of an electric-powered public transit system in 1889 made expansion of neighborhoods outside the downtown core possible. Historian Don Doyle noted, "The major thrust of suburban expansion in the electric trolley car era was to the west." The Belmont Street Railway served by modern electric streetcars officially incorporated in February 1895, and the city granted rights-of-way soon thereafter. This electrified streetcar route connected Division Street with Broad Street and downtown Nashville along Belmont Street. Serving Vanderbilt University and Belmont College, the Belmont Street Railway quickly became one of the most heavily used routes.⁵⁸

⁵² Brown, Mark. Interview with Carolyn Brackett, Nashville, May 20, 2015.

⁵³ U.S. Population Census, Davidson County, Tennessee, 1880-1920. On file at TSLA and ancestry.com.

⁵⁴ Brown, 2015.

⁵⁶ Kingsbury, 1998: 385; "Belmont Church: Our History." Website, 2015, Retrieved June 8, 2015: www.belmont.org/who-we-are/our-history/.

⁵⁸ Doyle, Don Harrison. *Nashville in the New South: 1880-1930*. Knoxville: University of Tennessee Press, 1985: 89; *The Southwestern Reporter*, Volume 63, June 17-July 21, 1901:522-523.

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A 1904 city ordinance changed the names of streets running north and south and lying west of the Cumberland River to numbered Avenues. Thus, Belmont became 16th Avenue South and Addison became 17th Avenue South. The transition to new street names evidently took several years. The 1908 *Atlas of the City of Nashville* still shows the streets listed as Addison and Belmont. Other original street names and their current names include: Corrine Street (20th Avenue South); Laura Street (19th Avenue South) and Lamar Street (18th Avenue South).⁵⁹

The earliest known photograph of 16th Avenue South, taken circa 1906, captures these descriptions: large elegant homes line the street, a horse and carriage waits in front of one house, electric power lines are strung overhead and streetcar rails run down the middle of the street (*Figure 1*).



Figure 1. Photograph of 16th Avenue South, looking south from Edgehill Avenue towards Belmont College, circa 1906. Source: Tennessee State Library and Archives.

⁵⁹ Metro Historic Zoning Commission. "South Music Row Neighborhood Conservation Zoning, Adopted January 1997; *Atlas of the City of Nashville*, 1908.

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In the 1920s, Nashville's population continued to grow; by 1930 there were 153,866 residents. This growth, and the increased use of automobiles making it easier to get around town, spurred continual construction including more residential homes in the southern portion of 16th and 17th Avenues. Home styles, while not as grand as those at the other end of the neighborhood, included American Foursquare, Craftsman, Bungalow, and Tudor Revival.⁶⁰

Although there was still some construction in the area in the 1930s, such as a new city-owned Fire Hall Engine No. 7 (DV.00086, *Figure 2*) the arrival of the Great Depression brought a halt to Nashville's sustained growth. The onset of World War II once again energized the city's economy, and in the years that followed, the city's development processes changed dramatically. As with many cities across the country, government became a central player in determining how Nashville would develop. The neighborhood that would become Music Row would be directly impacted by the government's involvement in city planning.



Figure 2. Designed by local architect Christian Asmus, Fire Hall Engine Company No. 7 (DV.00086) was completed in 1930 on 17th Avenue South. Source: Metro Archives.

⁶⁰ Metro Historic Zoning Commission, "South Music Row," 1997. On file at Metro Historical Commission.

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After World War II, the newly-formed Nashville Planning Commission determined that neighborhoods nearest the downtown business district and the city's industrial areas would be zoned to allow commercial and industrial development, perhaps foreshadowing the city's enthusiastic embrace of urban renewal in the 1960s.⁶¹

This decision, coupled with the sudden demand for housing after the end of the war, prompted the growth of suburban neighborhoods further from the city center and the subsequent decline of previously fashionable neighborhoods like the area that would become Music Row.

THE START OF MUSIC ROW, 1954-1964

Summary: This section documents the birth and growth of Music Row with the arrival of the Bradley brothers and the quick arrival of others including major record labels, publishers, support associations, musicians, songwriters and artists. The section traces the national recognition of the area, known in the early days as Record Row, and the emergence of the Nashville Sound.

The Bradley Brothers Open a Studio

By the mid-1950s, with residents moving further from downtown and city zoning policies allowing commercial development in once primarily residential neighborhoods, 16th and 17th avenues had the key qualities Owen and Harold Bradley were looking for - property located close to downtown that was not expensive.

What the Bradleys found was a neighborhood in transition with young college students living along the western edges and African-American families living along the eastern edges in the adjacent Edgehill neighborhood. In the center, large houses were being converted into furnished rental apartments and rooming houses, such as the Mary McAdo Boarding House at 705 16th Avenue South (demolished) and the Marie Dalton Boarding House (DV.00077) at 919 16th Avenue South/65 Music Square East. Division and Demonbreun streets along the northern edge were being converted into commercial corridors. The area at the southern end continued to be occupied primarily by white middle-class families. The neighborhood included service stations, bakeries, shops, diners, and several corner grocery and drug stores, as well as offices for engineers, architects, contractors, and insurance companies. The once fashionable neighborhood was now

⁶¹ Kreyling, Christine. "Nashville Past and Present," Urban Design, Policy Brief, Nashville Civic Design Center, n.d.: 15 and Christine Kreyling, *The Plan of Nashville: Avenues to a Great City*. Nashville: Vanderbilt University Press, 2005.

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more diverse, blue-collar, and eclectic. The housing was a little more rundown and rough-around-the-edges, a neighborhood many would characterize as on the decline.⁶²

There had been at least one earlier attempt at music publishing in the neighborhood. In 1953, Mrs. A. Lettie Sweeney, a former restaurant cook, opened Belmont Records in her home located at 1110 16th Avenue South (demolished in 1964 for a service station). The short-lived company only issued three records:

One [record] pairs the white gospel Victory Quartet with Lonnie Hooberry narrating 'The Christ Child's Story.' The other two records both feature Jesse Harrison's forgettable pop-country recording of 'Someone New,' backed on one disc by Bill Cooper, and on the other disc by 'The Smoke House,' recorded by Liza Lee, who sometimes billed herself as 'Nashville's only woman undertaker.'⁶³

This early effort notwithstanding, it is with the Bradley brothers that the story of what would become known as Music Row begins. As previously discussed, Owen Bradley made a name for himself in the 1940s with his orchestra and his work as a record producer for Decca's country music division. Harold Bradley acted on his older brother Owen's suggestion that he learn to play guitar – a decision that eventually led to his recognition as the "Dean of Nashville Session Guitarists." By 1943, he was playing lead guitar for Ernest Tubb's Texas Troubadours. After his service in World War II, Harold Bradley played on his first recording session in Chicago, Pee Wee King's "Golden West Cowboys." Back in Nashville, he quickly found himself in demand in studio recording sessions, playing on songs such as Red Foley's 1950 hit "Chattanooga Shoe Shine Boy."⁶⁴

Since the early 1950s, the Bradley brothers had operated Bradleys' Film Studio, first near downtown and then in Hillsboro Village, a neighborhood adjacent to Vanderbilt and Belmont Universities. In 1954, in an effort to keep Decca Records from moving its country music headquarters to Dallas, Texas, the Bradleys paid \$7,500 for a two-story residence located at 804 16th Avenue South (no longer extant). Located next to The Belmont apartment building, they renovated the Victorian-era residence into a music recording studio (*Figure 3*), the first of dozens of similar renovations on Music Row that continue to the present day.

⁶² Kingsbury, 1998: 387.

⁶³ Hawkins, 2006: 203.

⁶⁴ Kingsbury, 1998: 49.

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Figure 3. The Bradleys' Film and Recording Studio, late 1950s, showing the original Victorian-era house at 804 16th Avenue South, the Quonset hut rear addition, and The Belmont apartment building to the left. *Photograph by Harold Bradley.*

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Harold Bradley recalled this time in an interview with music historian Michael Kosser:

They (Owen and the real estate agent) drove down 16th (Avenue) here, and then they drove on out behind Belmont College, and Owen said ‘Let’s go back to the other section back there.’ The house had a couple of nice columns out front, which we got rid of....The house had a long concrete front porch. When you walked in there was an office on the right. To the left, at the end of the office, was a door. You went in that door and made an immediate right, then down the steps into the basement. Owen had knocked out most of the middle floor, so that the basement studio was a small studio, but it had a high ceiling. When we were recording, when you added the basic rhythm section – Boots Randolph and the Anita Kerr Singers or the Jordanaires – you didn’t have the isolation, and the music would start bleeding in the singer’s mic.⁶⁶

For another \$7,500 the Bradley brothers bought a Quonset hut kit in 1955 and had the prefabricated structure assembled beside the house to create a 78-foot by 35-foot metal wing and outfitted it for an expanded operation (*Figure 4*). The original intention was to use the Quonset hut for video production since television was coming into its own. Some filming did occur in the space, but the demand for the audio recording studio space resulted in renovations to the Quonset hut to make it suitable for music recording. Combination film and music recording studios such as this were common in Hollywood, California, the center of the American movie industry.⁶⁷

Opening in 1955 as Music City Recordings, the modest recording complex’s name was soon changed to “Bradleys’ Film and Recording Studio.” The recording business boomed for the Bradleys with hits like Patsy Cline’s “Crazy” and “I Fall to Pieces,” Brenda Lee’s “I’m Sorry,” Bobby Vinton’s “Blue Velvet,” Marty Robbins’ “El Paso,” and Johnny Horton’s “Battle of New Orleans.”⁶⁸

⁶⁶ Kosser, Michael. *How Nashville Became Music City USA: 50 Years of Music Row*. Milwaukee, WI: Hal Leonard Corporation, 2006: 11.

⁶⁷ Hopkin, Rachel. “Quonset Hut.” National Park Service, HABS No. TN-268, 2012.

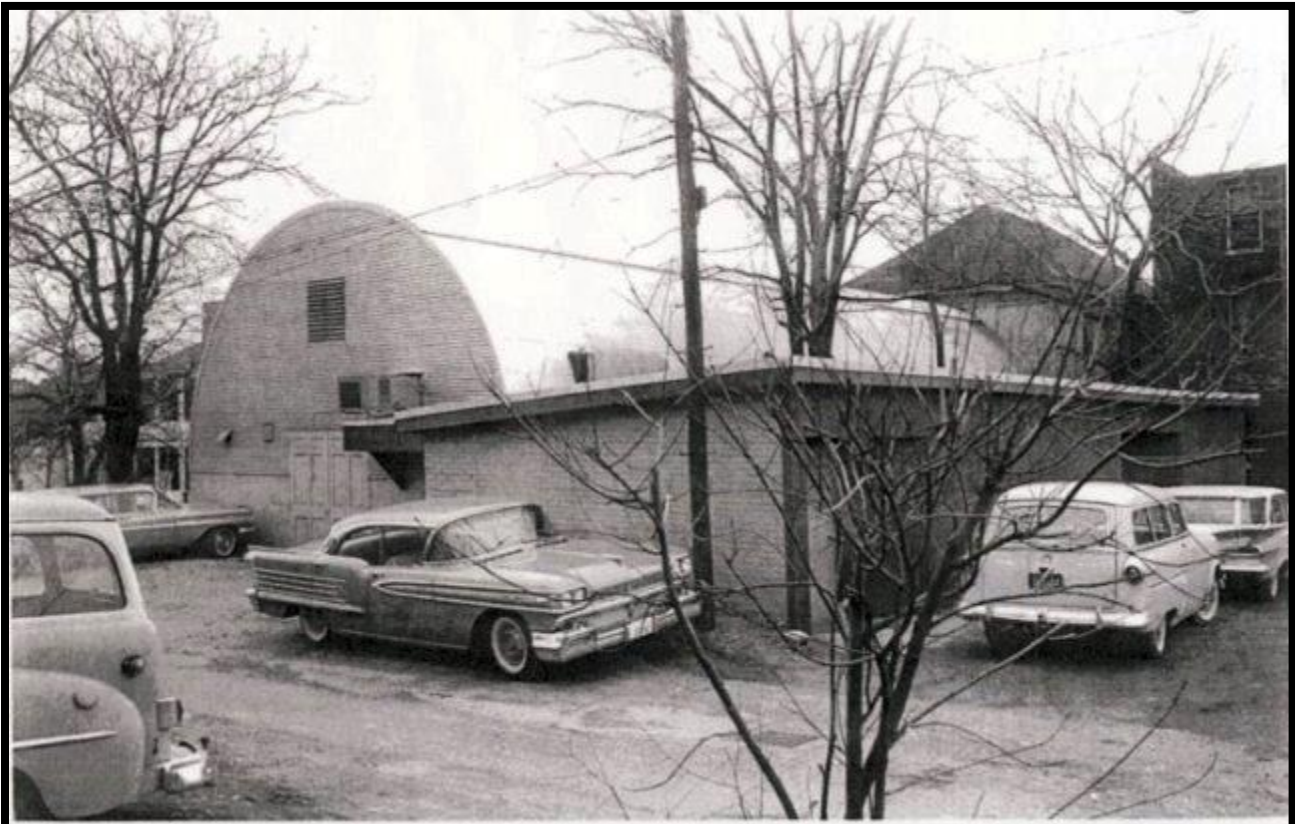
⁶⁸ Kingsbury, 1998: 51.

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**Figure 4. The Bradleys' Film and Recording Studio, late 1950s, on 16th Avenue South showing the original Quonset hut rear addition, which still stands (DV.26123).
*Courtesy: Kent Blanton and Mike Webb.***

By the early 1960s, some 700 sessions were recorded at the Bradleys' studio each year and other music businesses were finding their way to the district. In 1962, Columbia Records bought the Bradleys' recording studio and continued to use it until 1982. Columbia Records demolished the original house in 1965 and expanded the Quonset hut with a three-story wing housing a new studio and offices (DV.26123). The new studio was called Columbia Records Studio A and the Quonset

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hut studio was called Columbia Records Studio B. Later, the Quonset hut recording studio became better known as the “Bradleys’ Quonset Hut.”⁷⁰

More Music Businesses Move to the Neighborhood

In 1955, the Nashville Association of Musicians (NAM), Local 257 of the American Federation of Musicians, constructed a new union hall on Division Street (DV.26120), a few blocks from the Bradleys’ Quonset hut studio. NAM had expanded tremendously in the early 1950s, when African-American musicians were first accepted as members under the leadership of bass player George Cooper. In fact, NAM had integrated in 1950, years before other institutions in Nashville. By 1960, the modern union hall on Division Street was serving more than 700 members.⁷¹

From 1955 to 1957, RCA Records operated out of a renovated studio at 1525 McGavock Street, known as Trafco Studio (*Figure 5*). Trafco and RCA rented the recording studio space from the United Methodist Television, Radio & Film Commission. Artists recording at the studio (demolished 1/8/2006) during these years included Eddy Arnold (1918-2008), Jim Reeves (1923-1964), Hank Snow (1914-1999), and Chet Atkins (1924-2001) who recorded his first hit, “Mr. Sandman,” in 1955. Elvis Presley recorded several songs here, including “Heartbreak Hotel” in January 1956, which would become his first gold record.⁷²

Unhappy with the acoustics at the make-shift recording studio, in 1957, RCA Records took a long-term lease on a new masonry studio constructed by local entrepreneur Dan Maddox on the corner of 17th Avenue South and Hawkins Street (later renamed Roy Acuff Place), less than a block away from the Bradleys’ Quonset Hut. Later known as RCA Studio B (NR 7/10/2012), this building (DV.26100) was the first modern purpose-built music recording studio in Nashville (*Figure 6*).⁷³

⁷⁰ Ibid: 385.

⁷¹ Hawkins, 2006: 4.

⁷² Roy, James V. and Scotty Moore. “RCA Victor – 1525 McGavock St.” Website, 2014, Retrieved December 14, 2015: http://www.scottymoore.net/studio_mcgavock.html.

⁷³ Robison, Julie, Tara Mitchell Mielnik, and John Rumble. “RCA Studio B.” National Park Service, National Register of Historic Places Nomination, 2011; Hopkin, Rachel. “RCA Studio B (RCA Victor Studio).” National Park Service, HABS No. TN-269.

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Figure 5. From 1955-1957, RCA Records rented a make-shift studio within this building on McGavock Street, circa 1980; demolished 2006. *Photo by Helmut Radermacher.*

Historical records confirm the pivotal role this studio, headed by Chet Atkins, played in enlarging Nashville's music recording industry:

Between 1957 and 1977, RCA Studio B hosted approximately 35,000 recording sessions embracing locally based and visiting artists in many musical genres: country, bluegrass, country-pop, rockabilly, rock 'n roll, pop, jazz and gospel. Here, top-flight recording artists, studio musicians and background singers, producers, arrangers and engineers created more than a thousand hits. Performers included RCA acts such as Don Gibson, the Browns, Elvis Presley, Al Hirt, Dolly Parton and Waylon Jennings, as well as artists on other labels, such as Roy Orbison

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(Monument), the Everly Brothers (Cadence, Warner Bros.), and Connie Francis (MGM).⁷⁵



Figure 6. RCA Studio B (DV.26100), circa 1962, built in 1957 at the corner of 17th Avenue South and Hawkins Street (now Roy Acuff Place). Source: *Country Music Hall of Fame and Museum*.

The National success of brothers Phil Everly (1939-2014) and Don Everly (b. 1937) in the late 1950s blurred the lines between country and pop music – a success that could largely be attributed to songwriters Felice Bryant (1925-2003), born Matilda Genevieve Scaduto, and her husband Boudleaux Bryant (1920-1987).

The Bryants, Nashville's first full-time professional songwriters, devoted their talents to writing and pitching their songs to a wide array of artists. Boudleaux Bryant was a classically trained violinist,

⁷⁵ Ibid.

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and Felice Bryant had written poetry from her youth. This blend of musical and lyrical talent proved to be an enduring combination. Their son, Dane Bryant, explains:

They were the perfect team. They wrote the words and the music. It fell out normally about the same time. And that's what they did for fun. That's what made my momma happy. And I asked my father one time, 'How would you divide this?' He said, 'Well I don't know, maybe think about your Mom as the idea man. And I come up and polish it. And Mom even made comments that Dad could polish a song and make it where everything worked and it was finished.'⁷⁶

In 1948, as so often happens in the music business, the Bryants made a music industry connection through a friend-of-a-friend. Their friend, recording artist Rome Johnson (1916-1993), made a call to Fred Rose in Nashville and pitched the Bryants' song "Country Boy." Rose had Opry star Little Jimmy Dickens (1920-2015) cut the song which became a hit, and more importantly, established a connection to Rose. In 1949, the Bryants began writing for Acuff-Rose Publishing, and Boudleaux became a song plugger for Tannen Music.⁷⁷

In 1950, the Bryants moved from Georgia to Nashville. They initially lived at the Rainbow Inn Trailer Park on Dickerson Pike, where many of their songs were written. Although Boudleaux quickly became friends with artists on the Grand Ole Opry which led to recording session work and the pair also recorded several songs themselves, the Bryants decided to concentrate on songwriting and:

[W]ithin a few years they were known all over the world as writers and had become Nashville's first professional songwriters – the first writers in town who made a living as full-time writers, writing songs for other people to record, rather than as writer-performers.⁷⁸

Within the next few years, Jimmy Dickens cut six of the Bryants' songs and Carl Smith (1927-2010) cut five songs including "Hey, Joe," a No. 1 country hit that was also the Bryants first crossover hit when it was recorded by Frankie Laine (1913-2007). Other country successes were Eddy Arnold's (1918-2008) "How's the World Treating You," "Christmas Can't Be Far Away," "I've Been Thinking,"

⁷⁶ Bryant, Dane. Interview with Carolyn Brackett, Nashville, June 27, 2015.

⁷⁷ Wilson, Lee, et al. *All I Have to Do Is Dream: The Boudleaux and Felice Bryant Story*. Gatlinburg, TN: House of Bryant Publications, 2011: 43-44.

⁷⁸ Wilson, 2011: 57.

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and "The Richest Man in the World." Boudleaux also wrote with Chet Atkins with Atkins recording instrumentals including "Fig Leaf Rag," "Downhill Drag," and "Country Gentleman."

After Fred Rose's untimely death in 1954, the Bryants began working with his son, Wesley Rose (1918-1990), signing an exclusive publishing agreement with Acuff-Rose. It was here they encountered the teenage duo, the Everly Brothers. Phil and Don Everly had been struggling to become a success, and even with help from Chet Atkins they had not scored any hits and were ready to give up. At Acuff-Rose, the Everlys were given Felice and Boudleaux's song "Bye Bye Love" which they recorded on March 1, 1957. Within weeks, the song was a smash country hit, scoring No. 1 on *Billboard's* country singles chart and also crossing over as a top pop hit.⁷⁹

The success started an enduring relationship; in all, the Everly Brothers would record 28 of the Bryants' songs at RCA Studio B including the classics "Wake Up, Little Susie," "Bye Bye Love," "All I Have to Do Is Dream," "Bird Dog," "Devoted to You," "Take a Message to Mary," and "Sleepless Nights."

The Bryants would continue to reign as Nashville's top professional songwriters for several decades, with some 900 songs recorded by dozens of artists as diverse as Roy Orbison, Lynn Anderson, Tony Orlando, Elvis Presley, Linda Ronstadt, Chet Atkins, Dottie West, Charley Pride, The Judds, and many others. "Rocky Top," a song written by the Bryants in a Gatlinburg hotel room in 1967 and performed by numerous artists, would become forever affiliated with the University of Tennessee's athletic teams after it was played during halftime of a football game between Tennessee and the University of Alabama in 1972. "Rocky Top" was named one of Tennessee's official state songs in 1982.⁸⁰

These early successes began to attract more business to the Music Row area, and by 1961 music businesses included Bradleys' Film and Recording Studio, Cedarwood Publishing Company, Tower Music, Atlas Artists Bureau (booking), and RCA's offices at Studio B. Jerry Bradley, the son of Owen Bradley who would go on to a stellar music industry career of his own including running RCA Studio A in the 1970s, recalls those early years when recording centered around three studios:

Everybody would work at the Quonset Hut, and then they'd leave and go to a session at Studio B. Then after that they might come back here. Then later on there came

⁷⁹ Ibid: 71-76.

⁸⁰ Ibid: summary.

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Monument downtown [a studio owned by Fred Foster]. There were about five or six guys, the rhythm section that people wanted, and so if RCA was working, this one [the Quonset Hut] would be dead. This was early on because you had no musicians. Then there came the development of a team, the second group of musicians and so that they both were working sometimes. To fill the studios there just wasn't enough musicians that were good enough to fill the bill. Because once you played with the A team, I'll call them, the B team was the B team. But soon after the B team started getting a few hits. People got confidence in the B team.⁸¹

Cedarwood Publishing Company was started in 1953 by Jim Denny (1911-1963), Grand Ole Opry artist services manager, and Webb Pierce (1921-1991), a popular country artist. After being told by Grand Ole Opry management to discontinue his outside business, Denny quit and formed his own artists' bureau in addition to Cedarwood Publishing. The combination was a success with many artists recording songs published by Cedarwood including Webb Pierce, Kitty Wells and Hank Snow. The company's move to 815 16th Avenue South/35 Music Square East (DV.00069, demolished June 2014) across from the Quonset Hut was another step in the development of Music Row.⁸²

In 1962, Decca Records joined the music-business mix by building a new Nashville office at 803 16th Avenue South/27 Music Square East (DV.26103). The two-story Mid-Century Modern style building was located between two large Victorian-era houses on land that had previously been a garden space for the homes.⁸³

Established in New York City in 1934, Decca executives (and brothers) Jack (1901-1949) and Dave (1904-1976) Kapp showcased many country artists in the early days of recording music for their "hillbilly" division – later changed to "country music division." Artists included the Carter family, Ernest Tubb, and Red Foley (1920-1968). By the 1940s, Paul Cohen was in charge and later added recording artists including Bill Monroe (1911-1996), Webb Pierce (1921-1991), and Brenda Lee (b.1944). In 1958, Cohen turned over the job to Owen Bradley and the Bradleys' studio became Decca's Nashville office. In June of 1962, Music Corporation of American (MCA) purchased the majority of Decca's stock and Decca became a division of MCA in 1966.⁸⁴

⁸¹ Bradley, Jerry. Interview with Carolyn Brackett, Nashville, November 16, 2015.

⁸² Kingsbury, 1998: 88.

⁸³ Bradley, 2015.

⁸⁴ Kingsbury, 1998: 140.

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Billboard Music Week reported the 1962 opening of Decca's Nashville office in its August 18 edition, identifying the modern new building in the picture caption as "Decca Records' sleek and shiny new permanent headquarters in Nashville" (*Figure 7*). The article noted that the occasion was "sparked by elaborate opening day ceremonies," and goes on to state:

In charge of Decca's new offices here is A&R chief Owen Bradley, assisted by Harry Silverstein who oversees Decca promotion for the area. The same building now houses branch offices of Decca's two publishing firms, Northern and Champion Music....Many of the firm's earliest country names are still active today and still selling lots of records. They include Ernest Tubb, Kitty Wells, Red Foley, Webb Pierce, Bill Monroe and Jimmy Davis. Newer artists who have made a name on the Decca label include the Wilburn Brothers, Goldie Hill, Bobby Helms, Roy Drusky, Jimmy Martin, Grady Martin, Bob Beckham, Loretta Lynn and Connie Hall. A number of Decca's top talents only record in Nashville. Burl Ives, Brenda Lee and Patsy Cline all cut their recent string of hits in this city.⁸⁵

Also in 1962, the Gra-Mar Talent Agency opened across from Decca in an American Foursquare-style residence at 728 16th Avenue South/26 Music Square East (DV.00028). The agency was run by Billy Grammer, a regular performer on the Grand Ole Opry show, and Barbara Martin (later Stephens) who was married to Jimmy Martin, known as the King of Bluegrass. Barbara Martin was the only female executive on Music Row in those days. By the time the office opened, Martin had been in the talent booking business for a number of years and had operated her own agency for a time. Martin began by booking her husband, Jimmy Martin, when he performed at the Louisiana Hayride in the late 1950s. Learning the business from mentors in Louisiana and West Virginia, Martin was a well-respected booking agent by the time the Martins arrived in Nashville. She recalls:

There were a lot of songwriters out there but they were not people who booked talent or managed talent. I was the only female. The other female that booked her husband was Louise Scruggs (wife of banjo player Earl Scruggs) but Louise worked from home. I was the only woman on 16th. Billy [Grammer] was going to get the talent for the agency and I was going to do the booking and so we decided to form an agency and we rented space there. The favorites who advised me a lot were Owen Bradley and Harry Silverstein from Decca. He [Owen] was always encouraging me,

⁸⁵ *Billboard Music Week*, "Decca Opens Nashville Office," August 18, 1962.

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because I was the only woman. Owen was, even though he was an icon, he was just a down-to-earth individual. Never failed to stop and talk to you.⁸⁶



**Figure 7. Decca Records (DV.26103), circa 1965, on 16th Avenue South.
Source: Michael Ochs Archives/Getty Images.**

In the 1960s, other offices in the house (DV.00028) included long-time country radio and recording artists, as well as Gold Standard Records and the office of *Billboard* magazine (Figure 8). Happy Wilson's office was located in the same building across the hall from Gra-Mar Talent Agency. Wilson had performed on radio stations in Alabama since the 1930s, founding his group the Golden River Boys and recording for Decca in 1949 and for Metro-Goldwyn-Mayer (MGM) in 1950 in downtown Nashville's Castle Records at the Tulane Hotel. Wilson's wife, Marion Worth, was a singer who had success with songs including "Are You Willing Willie" which was on the flip side of Wilson's "This Heart of Mine" in 1959 and "That's My Kind of Love" which led to appearances on

⁸⁶ Stephens, Barbara Martin. Interview with Carolyn Brackett, Nashville, June 27, 2015.

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WSM-AM's "Friday Night Frolic" and a deal with Columbia Records. Worth would become a popular artist on the Grand Ole Opry in the late 1960s and Wilson would run Nashville's Capitol Records office for a brief period.

Also located in the renovated house at 728 16th Avenue South (DV.00028) was Zeke Clements, known as the "Dixie Yodeler." Starting out at the National Barn Dance in Chicago in 1928, Clements became a member of the Bronco Busters, becoming members of the Grand Ole Opry in the 1930s. In addition to appearing in several Western movies, Clements had a unique musical credit to his name – in 1937 he was the voice of Bashful, the yodeling dwarf in Walt Disney's movie "Snow White and the Seven Dwarfs." Clements scored his first country hit in 1939 with "Smoke on the Water." Barbara Martin recalled those days on Music Row as a community that was built around the music industry. "It was a special time because you knew you would see Loretta Lynn, you would see Brenda Lee, you would see everyone on 16th Avenue at some time during a week."⁸⁷

Two other modern office buildings also quickly filled with music industry businesses. The Buddy Lee Building was constructed in 1962 at 812 16th Avenue South/38 Music Square East (DV.26124). Early tenants were Audrey Williams Enterprises, Bob Neal Agency, Screen Gems-Columbia Music, Al Gallico Music and Epic Records.⁸⁸ The building at 806 16th Avenue South/34 Music Square East (DV.26123) housed SESAC in 1964 and the Capitol Records offices in 1965.

Another significant move to Music Row was Tree International Publishing in 1964. The company got its start in 1951 when media executive Lou Cowan offered to back Jack Stapp, an executive with WSM radio and the Grand Ole Opry, in a music publishing business. The company had a slow start until 1954, when Stapp hired 21-year-old Buddy Killen (1932-2006) for \$35 a week. Beginning his career as a bass player in northern Alabama, Killen made his way to Nashville after graduating from high school in 1950. After a short stint on radio in Wheeling, West Virginia, Killen came back to Nashville where Stapp hired him to sign songs and songwriters and to pitch songs to artists for Tree International Publishing.⁸⁹

⁸⁷ Ibid.

⁸⁸ Mike Curb purchased the building in 2015.

⁸⁹ Kingsbury, 1998: 282; Kosser, Michael. *Sony/ATV Tree: Fifty Years of Inspiration*. Nashville, 2012.

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Figure 8. "Welcome to Music City, U.S.A." Sign in Front of Billboard Magazine's Nashville Branch Office (DV.00028) on Music Row. Source: Billboard magazine, April 7, 1963.

Killen energetically began to canvas the city for songs. Within a few months, Tree International Publishing had its first cut with "By the Law of My Heart" by fiddle player and singer Benny Martin (1928-2001). A short time later, Tree had its first No. 1 hit with "Yonder Comes a Sucker" by Jim Reeves (1923-1964). The year 1955 proved to be a turning point both for Tree Publishing and Killen. While playing at a club in Daytona Beach, Florida, Killen saw Mae Boren Axton, a music business friend. Axton gave him a song she and Tommy Durden had written for Elvis Presley (1935-1977).⁹⁰ In January 1956, Elvis cut "Heartbreak Hotel" at RCA's studio on McGavock Street. What followed was extraordinary – not only did the song make Elvis a major star, it also put the fledgling Tree International Publishing on the map. Presley would eventually record more than 230 sides in the new RCA Studio B on 17th Avenue.⁹¹

⁹⁰ Kossler, 2006: 33-34.

⁹¹ Robinson, et al, 2012: n.p.

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More successes followed for Tree International Publishing with artists like Roger Miller (1936-1992) who wrote “Half a Mind,” recorded by Ernest Tubb, “Invitation to the Blues,” for Ray Price (1926-2013), and “When Two Worlds Collide” by Jim Reeves (1923-1964). Bill Anderson (b. 1937) was another artist who wanted to be a singer and songwriter. Killen agreed to a joint deal to allow Anderson to record at Decca and to share publishing between the two companies. The deal paid off with numerous hits including “That’s What It’s Like to Be Lonesome,” and “Mama Sang a Song.”

By 1964, several events had occurred that would shape Tree International Publishing’s future – Stapp had redirected his energies to managing a radio station leaving Killen in charge of Tree, the company had its first million dollar year in 1963, and in 1964, Tree International Publishing’s offices were moved to a renovated two-story American Foursquare-type house at 905 16th Avenue South/51 Music Square East (DV.00073); this house had been previously occupied by Tower Music and Cigma Music from 1960-1962.⁹²

The Early 1960s – Record Row Takes Shape

By 1964, 16th and 17th avenues had begun to fill with music industry businesses, and the area had become known as “Record Row.” Businesses included: RCA, Columbia, Decca, Capitol, and ABC-Paramount record labels; Cedarwood, Hill & Range, Tree, Al Gallico, Moss-Rose, and New Keys music publishers; Wilhem and Hubert Long talent agencies; and BMI and SESAC, performing rights organizations.⁹³

In 1965, Columbia Records undertook construction of a \$500,000 three-story addition to the Bradleys’ Quonset Hut recording studio complex, which it had purchased for \$300,000 three years prior. The addition contained offices and another commercial music recording studio. The new studio was known as Columbia Records Studio A and the Quonset hut was called Columbia Records Studio B, although most knew it simply as the “Quonset Hut.” The sales agreement included a non-compete stipulation that the Bradleys would not open another recording studio for two years and that they would not operate a studio in Davidson County. After two years elapsed, in 1966, Owen Bradley purchased a barn on a farm in Mt. Juliet, Tennessee, about 20 miles east of Nashville in Wilson County. Here he established Bradley’s Barn, a recording studio in a repurposed barn run by his son Jerry, while Owen Bradley continued as head of Decca in the

⁹² Kosser, 2012: 12.

⁹³ Kingsbury, 1998: 387.

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offices on Nashville's Music Row. (A fire destroyed Bradley's Barn in 1980, but a replica studio was rebuilt at the site.)⁹⁴

Columbia Records was a well-established company by the time it arrived on Music Row. Columbia had been in business since 1889 when the company began selling phonograph players and records. By 1945, Columbia's roster included artists such as Gene Autry and Roy Acuff, and by the early 1950s, its list of artists had grown to include Marty Robbins, Little Jimmy Dickens, and Flatt & Scruggs, among others. A November 5, 1964, article in *The Nashville Banner* captures the enthusiasm for the growth of Nashville's nascent Record Row:

A fiscally strong new frontier in Music City's consistent progress is a sector aptly, and unofficially, known as Record Row. It is an approximately four blocks square...functional base for people who produce and provide the Nashville Sound and on whose doors knock the great, the near-great and the would-be-great of the free world's music industry.⁹⁵

The article goes on to describe the success of Record Row:

Record Row didn't bloom overnight. It grew gradually but healthfully for six years, and then within the past 18 months sprinted into prestige status. Presently it is the address of about 75 firms affiliated with or actually involved in the business of recording, writing, promoting or selling music and the booking of talent. The 75 firms – the figure is an estimate because it is being constantly increased – include ultramodern studios, branch offices of major recording companies and successful talent agencies.⁹⁶

The 1964 *Nashville Banner* article also credits the music business with making the area a "real estate bonanza," stating that "Property has doubled, and in many instances tripled, in value; also price. 'What the music people did for that almost rundown neighborhood is as sensational as some of the tunes they produced,' observed a veteran Nashville real estate broker."⁹⁷

⁹⁴ Bradley, Jerry. Interview with Carolyn Brackett, Nashville, November 16, 2015.

⁹⁵ "Record Row," *Nashville Banner*, November 5, 1964.

⁹⁶ Ibid.

⁹⁷ Ibid.

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Finally, the 1964 article observes that music industry businesses on Record Row were now located near each other: “The juxtaposition prompted a visitor to remark amusingly, ‘It sure would be difficult to keep a secret around here.’”⁹⁸

A Turning Point: RCA Victor Studio A

By the early 1960s, RCA’s Nashville studio head Chet Atkins realized the need for a bigger space than the original recording studio. In 1964, Atkins constructed a new state-of-art commercial recording studio next door. Known as RCA Victor Studio A (NR 7/21/2015), this was the first building constructed on Music Row to function as a large mixed-use music industry facility, containing a commercial purpose-built recording studio and offices for music businesses. The original 1957 studio was renamed RCA Studio B to differentiate from the new RCA Victor Studio A. The NRHP nomination for RCA Victor Studio A states:

“Atkins wanted the ability to add more sound, more instruments to his sessions...Atkins wanted a studio on par with all of the other major RCA facilities across the world, specifically the new studios planned for Hollywood, California and Rome, Italy.”⁹⁹

Atkins got his wish. After the fanfare of groundbreaking ceremonies featuring local elected officials and RCA recording artists, construction began in July 1964 on a three-story Mid-Century Modern style building on 17th Avenue South (30 Music Square West) that would include a cavernous commercial music recording studio and offices (DV.26101). *Billboard* reported on the state-of-the-art design of the studio: “The latest electronic equipment, including RCA Victor’s Dynagroove process, will be incorporated into the new operation.”¹⁰⁰

The recording studio was everything Atkins hoped. The large space could accommodate full orchestras and the studio’s outstanding acoustics and sound systems set it apart from other music recording studios (*Figures 9 and 10*). The building’s office spaces filled quickly with music industry businesses including ASCAP and others taking up residence. Use of the commercial studio began by the end of 1964, and in early 1965, artists as diverse as Perry Como and Eddy Arnold recorded in the new space before a gala opening was held on March 29, 1965.

⁹⁸ Ibid.

⁹⁹ West, Carroll Van. “RCA Victor Studios Building.” National Park Service, National Register of Historic Places Nomination, 2015.

¹⁰⁰ “Ground Breakers,” *Billboard* magazine, August 29, 1964: 32.

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Figure 9. RCA Victor Studio A, circa 1965. Source: Michael Ochs Archives/Getty Images.

In the years that followed, RCA Victor Studio A recorded a stellar list of artists from all musical genres including Perry Como, Ann-Margaret, Nancy Sinatra, Porter Wagoner, Dottie West, Floyd Cramer and Eddy Arnold. Chet Atkins, whose 1959 album *Mister Guitar* had become his moniker, even found time to make more than a dozen records during the 1960s including both solo records and others made with fellow guitarists like Hank Snow, Jerry Reed, Merle Travis and Les Paul.¹⁰¹

The emergence of country music's first African-American star, Charley Pride (b.1938), can also be credited to Chet Atkins and RCA Victor Studio A. Born to sharecroppers in Mississippi in 1938, Pride grew up listening to the blues and gospel, but was also drawn to country music when he listened to the Grand Ole Opry. Although he taught himself to play guitar by the age of 16 his

¹⁰¹ West, "RCA Victor Studios Building," 2015.

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talents as a baseball player were also becoming evident. After playing for a number of professional teams in the 1950s, he gave up his goal of becoming a major league player.¹⁰²



Figure 10. RCA Studio A, Interior, circa 1965. Source: Michael Ochs Archives/Getty Images.

By the early 1960s, Charley Pride's singing talents emerged as he began performing in nightclubs and honky-tonks. In 1963, he directed his ambition to becoming a country music singer and made his way to Nashville. Arriving at Cedarwood Publishing, Pride met Jack Johnson, who coincidentally was looking for an African-American country singer. For the next two years, Johnson, with additional help from producer Jack Clement, struggled to help Pride in the racially

¹⁰² West, "RCA Victor Studios Building," 2015.

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charged era that resisted the idea of an African-American country singer. The Official Charley Pride website recounts the turning point:

But finally in 1966, Chet Atkins decided to trust his ears and signed Charley to RCA Records. Atkins took Charley under his wing, nurtured his talent and oversaw a shrewd promotional campaign that successfully navigated the racial challenges of mid-1960s America. Although Charley's first couple of singles failed to jump-start his career, 'Just Between You and Me' caught fire in 1967, breaking into the Top-10 country chart and garnering Charley his first Grammy nomination. What happened next is country music history. Charley Pride quickly became country music's first African-American superstar.¹⁰³

The opening of RCA Victor Studio A was quickly followed by a major announcement by Hill and Range Music Inc. – the \$400,000 purchase of 10 pieces of property, almost an entire block, on 16th Avenue South.¹⁰⁴ Founded in New York in 1945, Hill and Range executives – (and brothers) – Jean and Julian Aberbach were drawn to the opportunities in hillbilly/country music. The music publishing venture had many successes with artists including Ernest Tubb, Red Foley, Eddy Arnold, and Johnny Cash.

It was in 1955 that Hill and Range had their biggest success – signing Elvis Presley. With RCA Records owning Presley's recording contract, Hill and Range controlled the singer's publishing. The result was that for almost 20 years, Presley only recorded music licensed to Hill and Range, making the music publishers a major player in the music business. The announcement of Hill and Range's property acquisition was recounted by *The Nashville Banner's* Television-Radio Editor Red O'Donnell in an October 1, 1965 column:

It is said to be the largest land-for-money transaction yet on Nashville's so-called Record Row which has been a bullish market place for such type of trading in the past several years. The buyers plan to erect an office building on a portion of the property and retain the remainder for investment purposes. Negotiations for house numbers [16th Avenue] 715, 809, 811, 813, 815 and 819 [there is no 817] have been finalized and contracts for purchases of houses numbered 801, 803, 805 and 821, effective next January 10, have been signed with substantial earnest money posted. The firm now has a branch office in a building at 801 16th Avenue S. 'We have

¹⁰³ "Charley Pride Biography." Website, undated, Retrieved June 9, 2015: www.charleypride.com/about/biography.

¹⁰⁴ O'Donnell, Red, "Record Row Land Acquired," *Nashville Banner*, October 1, 1965.

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definite plans, though not yet on paper, for construction of a six-figure [moneywise] office building here,' explained [Jean] Aberbach.¹⁰⁵

Birth of the Nashville Sound

In the 1940s, as the music coming from Nashville became a commercial product it began to be called "country music" with music businesses such as Decca changing their "hillbilly" music division to "country" or "country and western."

Although "hillbilly music" described the folk music that emerged from the white rural South in the early twentieth century, after World War II, the musical style began to change to appeal to a larger and more urban audience. Notes accompanying the *Recorded Anthology of American Music*, produced by New World Records, explain "Country music after 1945 is not the pure folk art of earlier decades. The war years had scattered the audience for southern music throughout the urban North, and this, combined with the stylistic evolution of country performance, helped propel country music into the modern era of popular music. After World War II, the diversity of style was enhanced by electric instruments, pop style vocalists, increased musical sophistication and a new urban audience."¹⁰⁶

Despite the recognition that Nashville's music was transitioning, the biggest changes were yet to come in what came to be called the "Nashville Sound." This transformation of musical style ushered in what has been called the Golden Era of recording in Nashville. The Nashville Sound emerged for two primary reasons: competition from the rising market for rock 'n roll that caused a dip in country sales and the opportunity to convey a unique ambiance and character that came with recording in Nashville.

The smoothly blended background vocals that helped define the Nashville Sound could be credited primarily to two groups – the Anita Kerr Singers and the Jordanaires. Although both groups had already achieved success by the mid-1950s, and each would go on to succeed in the music business for decades, their contributions to the creation of the Nashville Sound give them a unique place in the history of country music.

Arriving in Nashville in 1949, Anita Kerr (b. 1927) formed a five-person vocal group. The 1950s were busy - recording with Red Foley, Eddy Arnold and Ernest Tubb, appearing on Jim Reeves'

¹⁰⁵ Ibid.

¹⁰⁶ Recorded Anthology of American Music, Inc., Liner Notes; 1976; New World Records.

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weekly WSM radio show and winning Arthur Godfrey's TV talent show. In 1951, the group signed with Decca as studio backup singers, but in the mid-50s the group had switched to RCA, teaming up with Chet Atkins in the company's country division. By the early 1960s, the Anita Kerr Singers were singing backup on an estimated one-third of records in Nashville's studios in addition to issuing their own records. They appeared on records by Jim Reeves, Roy Orbison, Floyd Cramer, Dottie West, Hank Snow, Eddy Arnold, and dozens of others. In 1975, ASCAP presented an award to Anita Kerr: "a lady of class and a first class musician for her significant contributions to the birth of the Nashville Sound."¹⁰⁷

The Jordanaires had formed as a gospel quartet in the 1940s and came to Nashville in 1949 to back up Red Foley. By the early 1950s – with a few changes in the group's makeup – they signed with Capitol and began singing background for country artists and performing on the Grand Ole Opry. One of the group's most successful connections was with Elvis Presley. The group provided their signature sound to Presley's records from the mid-1950s to the early 1970s, singing on hits such as "Don't Be Cruel," "Are You Lonesome Tonight" and "It's Now or Never."¹⁰⁸

Throughout the 1960s, the Jordanaires worked on as many as four sessions each day. "Recordings they made with Ferlin Husky ("Gone"), Jim Reeves ("Four Walls") and Patsy Cline ("Crazy") best exemplified the smooth, pop-influenced side of Nashville's multi-faceted recording scene." Among the group's many awards was induction into the Country Music Hall of Fame in 2001.¹⁰⁹

Borrowing elements from pop music, the Nashville Sound replaced the fiddle and banjo instruments of honky-tonk music with string sections, crooning lead singers and background vocals. Chet Atkins at RCA Studios A and B and Owen Bradley at Decca are credited as the architects of the Nashville Sound in the late 1950s.¹¹⁰

The term "Nashville Sound" was first used in 1958 in an article in *Music Reporter*. A 1960 *Time* article on Jim Reeves also referred to the Nashville Sound, although the article was describing the magic of recording in Nashville, rather than a particular style of music. Nevertheless, the term began to be picked up by the media to describe the new type of music coming from Nashville.

¹⁰⁷ Silva, Robert. "The Nashville Sound Explained." Country Music, Website, undated, Retrieved June 9, 2015: <http://countrymusic.about.com/od/history/a/The-Nashville-Sound.htm>.

¹⁰⁸ Rumble, John. "Jordanaires." Country Music Hall of Fame and Museum, Website, undated, Retrieved July 9, 2015: <http://countrymusichalloffame.org/Inductees/InducteeDetail/the-jordanaires>.

¹⁰⁹ Ibid.

¹¹⁰ Kingsbury, 1998: 371-372.

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A small group of studio musicians, known as the Nashville A-Team, played on a multitude of hits. The team included drummer Buddy Harman, guitarists Ray Edenton, Grady Martin, Hank Garland and Harold Bradley; bassists Bob Moore and Henry Strzelecki; pianists Floyd Cramer and Hargus Robbins; and steel guitarist Pete Drake. Backup vocals were provided by the Anita Kerr Singers and the Jordanaires.¹¹¹

The Nashville Sound continued to dominate Nashville's recording through the 1960s. Among the artists' hits with this musical style are Patsy Cline's "Crazy," Eddy Arnold's "Make the World Go Away," Jim Reeves' "He'll Have to Go," Chet Atkins' "Sandman," Ray Price's "For the Good Times," and Ferlin Husky's "Gone."¹¹²

A description of how recording sessions happened is described in a 1960 article in *Time* magazine that is summarized in *The Encyclopedia of Country Music*:

Nashville sidemen did not employ formally written arrangements, but developed on-the-spot 'head' arrangements in the course of a recording session – often using their own simplified Nashville Number System to jot down chord progressions. This informal approach to arranging executed by a crack team of players who worked together every day, combined with the talented artistic leadership of a handful of producers, provided background instrumentation of remarkable quality and consistency to thousands of country recordings, ranging from a rock 'n roll stylistic approach to straight country to country-pop.¹¹³

Another sound credited with originating in Nashville in 1960 was the fuzz tone which became a mainstay of rock 'n roll music. Varying accounts exist of how the fuzz tone was created but audio engineer Glen Snoddy explained that it was actually an accident. While recording Marty Robbin's song "Don't Worry" at the Bradleys' Quonset Hut, the recording equipment malfunctioned:

¹¹¹ Erlewine, Michael, et al, eds. *All Music Guide to Country: The Experts' Guide to the Best Country Recordings*. San Francisco, CA: Miller Freeman Books, 1997.

¹¹² Kingsbury, 1998: 371-372.

¹¹³ "Nashville Number System." Website, undated, Retrieved June 9, 2015:
http://en.wikipedia.org/wiki/Nashville_number_system.

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“I’m pretty sure what happened was the primary transformer opened up causing session player Grady Martin’s guitar sound to go from clean to bludgeoning.”¹¹⁴

As “Don’t Worry” became a No. 1 country hit and a No. 3 pop hit, the story goes that artists recording at the Quonset Hut studio wanted the fuzz tone be part of their records too. Snoddy, seeking a way to make the sound on purpose, invented a guitar pedal, which controlled the change of sound from clean to distorted. The device was a foot pedal switch which attached between the guitar and amplifier and included foot-controlled volume controls. The invention, known as the Maestro Fuzz-Tone FZ-1, was put on the market with ads such as this one from describing the benefits of the Fuzz-Tone:

[as] guttural, mellow, raucous, tender, raw....You can create a sensational new sound effect never before played on the guitar with Maestro Fuzz-Tone. It’s the ‘Fuzz’ effect, and it’s sweeping the country. More top professionals are embracing Fuzz-Tone every day. Already Les Paul and Mary Ford (Columbia) and Grady Martin (Decca) have cut records and albums featuring Fuzz-Tone.¹¹⁵

With the use of the Fuzz-Tone by the Rolling Stones on 1965’s “I Can’t Get No Satisfaction,” the device became a standard piece of equipment for electric guitarists (*Figure 11*).

The Nashville Number System was developed by Neal Matthews Jr., a member of the Jordanaires, in the late 1950s as a simplified system for the singing group. It was further developed by session musician Charlie McCoy. The system created a flexible method for musicians who did not read music by numbering the music charts.

¹¹⁴ Cooper, Peter. “Peter Cooper on Music: How a happy accident revolutionized guitar sound.” Website, August 4, 2013, Retrieved August 10, 2015: <http://blogs.tennessean.com/tunein/2013/08/04/peter-cooper-on-music-how-a-happy-accident-revolutionized-guitar-sound/>.

¹¹⁵ Fuzz-Tone by Maestro, Advertisement, 1962.

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***guttural, mellow,
raucous, tender, raw***

***you can create a sensational new sound effect
never before played on the guitar with***

Maestro

Fuzz-Tone

...the "fuzz" effect

The Maestro Fuzz-Tone, an exciting new accessory which fits any guitar amplifier, creates a sensational new sound effect never before played on a guitar.

It's the "Fuzz" effect, and it's sweeping the country. Top professionals are using it in recording work... guitarists everywhere have added the "Fuzz"—the newest and probably the most startling sound for guitars since the electric guitar was invented.

A built-in foot pedal switch attaches between your guitar and amplifier with a handy jack, and makes this unusual effect easy to achieve...with just a touch of a toe. This compact unit has volume and attack controls. It is completely

transistorized and has a self-contained power supply.

More top professionals are embracing Fuzz-Tone every day. Already Les Paul and Mary Ford (Columbia) and Grady Martin (Decca) have cut records and albums featuring Fuzz-Tone. Les Paul says, "The 'Fuzz' is an amazing new sound for the guitar. Every guitar player should try it."

Yes, be sure to see, hear, and try the Maestro Fuzz-Tone. A product of the Gibson Electronics Division of Gibson, Inc., Kalamazoo, Michigan.

Fuzz-Tone by Maestro

Figure 11. Advertisement, 1962. Source: *Vintage Guitar Magazine*, December 2013.

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Getting Organized: The Country Music Association and Country Music Foundation

In the 1950s, at the same time country music was making tremendous gains with artists charting a multitude of hits and attracting more fans, industry executives found themselves facing a daunting competitor – rock ‘n roll.

Just as country music blended earlier music forms, so did rock ‘n roll by merging characteristics of blues, jazz, gospel, country, and other genres into a new, energetic sound. Rock ‘n roll got a boost into popular culture in 1956 when Elvis Presley had No. 1 hits on the pop charts with “Heartbreak Hotel,” (which also hit No. 1 on the country charts), “Don’t Be Cruel,” “Hound Dog,” “Love Me Tender,” and “I Want You, I Need You, I Love You,” starting a string of hits that would continue into the next decade. The fact that Presley was signed to RCA Victor and recorded in Nashville was an interesting coincidence. Despite the interest RCA Victor had in pushing country music, the company had recently paid \$35,000 to purchase Presley’s contract from Sun Studio (NR 7/31/2003; NHL 7/31/2003), operated by rock pioneer Sam Phillips in Memphis, Tennessee.¹¹⁶

During this period, competition between country and rock ‘n roll music genres was especially fierce, in part because rock ‘n roll attracted a young audience. In his book *The Fifties*, historian and author David Halberstam explains:

A new young generation of Americans was breaking away from the habits of its parents and defining itself by its music. There was nothing the parents could do. This new generation was armed with both money and the inexpensive new appliances with which to listen to it.” Halberstam goes on to note that a *Scholastic* magazine survey in 1956 showed there were 13 million teenagers in the country with a total income of \$7 billion a year. The average teenager had an income of \$10.55 a week (giving them plenty of disposable income to buy inexpensive records).¹¹⁷

An early effort to organize the country music industry was the formation of the Country Music Disc Jockeys Association in 1953. This group came out of a 1952 festival hosted in Nashville by WSM for Disc Jockeys, or “DJs,” who came to enjoy the Grand Ole Opry. By the next year, the event had grown to include receptions given by record companies and music publishers and the first country music awards given by BMI. The Country Music Disc Jockeys Association continued for the next few years when it disbanded due to lack of funds.

¹¹⁶ Robison, et al, “RCA Studio B,” 2012.

¹¹⁷ Halberstam, David. *The Fifties*. New York: Random House, 1993: 473.

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Recognizing a void in country music promotion, a group of industry leaders attending the National Association of Recording Merchandisers in Miami decided to form an association. The Country Music Association (CMA) was born in Nashville in 1958 with the goal of creating a bigger commercial market and gaining recognition for country music as an important musical genre. CMA's intention was to bring together everyone involved in the country music industry including artists, songwriters, disc jockeys, recording executives, publishers and promoters to accomplish these goals. In August of 1958, *Billboard* reported on the new organization:

The Caretaker Committee of the newly organized Country Music Association held its first regular meeting here, Friday (14), and appointed Wesley Rose, of Acuff-Rose Publications, as temporary president and chairman of the committee. W.D. Kilpatrick, bossman of the 'Grand Ole Opry,' was appointed temporary treasurer, and Hubert Long, personal manager for Faron Young and Ferlin Husky, was named secretary and publicity director. Don Pierce, Chet Atkins, Jim Denny, Ken Nelson, Connie B. Gay and Cracker Jim Brooker were appointed a committee to draft a set of bylaws for the new association, with the aid of chairman Rose.

The purpose of the CMA, it was explained, is to further promote and publicize country music and to do everything to 'maintain its individuality.' Every effort will be made by the association to add more country music to the programming of radio and TV stations throughout the country, and to act as a governing body for country music as a whole.¹¹⁸

Over the next decade, CMA met its goals and more, but not without a bumpy start in downtown Nashville. Music historian Michael Kosser documented the memories of CMA's first attorney, Dick Frank, of how CMA started:

The first several years were rough. Hubert Long was a successful publisher, manager and booker here. (Long worked for both Decca and RCA Victor Records during his years in Nashville.) He volunteered a small cubicle in the old Exchange Building on lower Church Street. He lent us a typewriter and a light bulb and a cubicle, and that was the first CMA office.¹¹⁹

¹¹⁸ "Name Officers of C&W Group." *Billboard* magazine, August 1958.

¹¹⁹ Kosser, 2006: 52.

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Broadcaster Harry Stone was hired as the first CMA director, but it was the secretary who would put the organization on the map. In a 2012 interview with the *Nashville City Paper*, Jo Walker-Meador recalled how she started work at CMA:

Basketball was my life in the little town where I grew up. But I got sidetracked and never did teach or coach. I ended up in the music business, but it wasn't by any design. I just needed a job. I started as a Gal Friday. I set up the office, did the administrative work, correspondence, memberships. There were several applications for executive director, all of them men. Harry Stone actually got the job at the suggestion of Ernest Tubb, but he only stayed 10 months because there just wasn't enough money to pay both of us. And since I was making lots less, they kept me. Plus I could type, and Harry couldn't.¹²⁰

Walker-Meador credits Minnie Pearl with her appointment as executive director of CMA. The appointment came in 1961 after four years of Walker-Meador running the organization without the title of executive director. Walker-Meador, who served in this position for the next 30 years, built CMA into a strong organization that continues today as an organizer, advocate, promoter and supporter of the country music industry.

The 1960s proved to be especially productive for the CMA which succeeded in increasing radio airplay and creating visibility for country music with a new hall of fame and museum and an annual awards show. In the early 1960s, CMA relocated its offices from downtown to Music Row in a two-story Victorian-era house at 801 16th Avenue/25 Music Square East (DV.00065), adjacent to the Bradleys' Quonset Hut, Decca Records, and RCA Studio B and RCA Victor Studio A.

The first challenge that Walker-Meador and the CMA board tackled was radio airplay. A CMA survey in 1961 found there were only 81 radio stations in the entire nation that played country music full-time. This effort demonstrated the marketing savvy that was to be the hallmark of all of CMA's efforts. With demographic research and sales kits in hand, CMA representatives solicited broadcasters and advertisers and made the case that there was a large audience just waiting to hear country music. The strategy worked and by 1969 there were more than 600 country music radio stations.

¹²⁰ West, Kay. "The Women Who Ruled the Row." *Nashville City Paper*, January 22, 2012.

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At the same time this effort was underway, work began to increase the profile of country music artists with the creation of the Country Music Hall of Fame in 1961 and opening the CMHFM on Music Row in 1967.

The first people elected to the Country Music Hall of Fame in 1961 were Jimmie Rodgers, Hank Williams and Fred Rose. In the next few years inductees included Roy Acuff, Tex Ritter, Ernest Tubb, Eddy Arnold, Uncle Dave Macon, Jim Denny and George May. Plaques honoring the inductees were displayed at the Tennessee State Museum until 1967 when the CMHFM opened.¹²¹

In the interim, the Country Music Foundation (CMF) was chartered by the CMA in 1964 as a nonprofit with the mission of preserving and teaching the evolving history of country music. The two organizations would share staff until they separated to operate independently in 1971. In the next few years, the CMF developed a number of programs including creating a library which would grow to hold more than 175,000 recordings, 8,000 books, 450 periodicals, 150,000 photographs, and thousands of songbooks, films, business documents, and other materials. By the 1970s, CMF offered educational programs to area schools, managed an oral history project to gather stories from the country music industry, published books and the *Journal of Country Music*, and began reissuing historic music recordings.¹²²

A major project undertaken by the CMA and the Country Music Foundation was to build the Country Music Hall of Fame. An innovative fundraising strategy was spearheaded by music publisher Roy Horton. Even though he was based in New York, Horton had a long association with country music and was involved in the formation of CMA and CMF. Horton helped raise funds for the new hall of fame and museum by creating a multi-artist album that was one of the first to be marketed on television.¹²³

The vice president of BMI, Frances Preston (1929-2012) served on the CMA board and was instrumental in making the museum a reality. A 1971 article in *Billboard* recounted Preston's work:

¹²¹ "Hall of Fame Inductees List," Country Music Hall of Fame and Museum, Website, undated, Retrieved July 15, 2015, <http://countrymusichalloffame.org/Inductees>.

¹²² Rumble, John W. "Country Music Foundation," *Tennessee Encyclopedia of History & Culture*, 2010, Retrieved June 10, 2015: <http://tennesseeencyclopedia.net/entry.php?rec=320>.

¹²³ Horton, Roy. "Hall of Fame Inductees." Retrieved June 10, 2015: <http://countrymusichalloffame.org/Inductees/InducteeDetail/roy-horton>.

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[T]he Hall of Fame and Museum sits on the old Tony Rose Park in Nashville, fittingly at the head of Music Row. And, as in the most great plans, there was a woman behind it. The woman was Frances Preston, vice president of BMI and a charming individual who has served the Country Music Association in some capacity since its inception. A dedicated individual, she was one of the initial spearheads for the construction of this mecca. The original building committee for the Hall of Fame was chaired by Mrs. Preston and included Bill Denny of Cedarwood Publishing, Hal Cook of *Billboard* and attorney Dick Frank. This group was appointed in November 1963. Mrs. Preston and Denny...began to negotiate for land. Three sites were originally considered, but Mayor Beverly Briley, after considerable involvement of the legal department and the council, agreed to turn over the park area on the corner of 16th and Division where the Hall of Fame now stands.¹²⁴

A gala celebration was held on April 1, 1967, for the grand opening of the CMHFM, a Mid-Century Modern style building featuring an iconic barn-shaped roof. Mayor Beverly Briley made remarks and celebrities including Minnie Pearl, Hank Williams Jr. and Eddy Arnold were present. Newspapers as far away as Phoenix, Arizona, picked up the Associated Press article about the event with the inaccurate headline "Lavish 'Barn' Dedicated to Dixie Opry" and an article which stated "The country music industry last night dedicated its new home – a \$500,000 'barn' on Nashville's Music Row which houses the soul and history of musical Americana."¹²⁵

A year later, a publication about the CMA provided details on the new facility:

Symbolic of the rich heritage of rural America, the building expresses the strong influence of the growth and culture of our nation through country music. Serving an average of 1,400 visitors a week during the summer months, the Hall of Fame and Museum, by the end of the year, had seen some 70,000 devoted fans.¹²⁶

The article goes on to describe what awaited visitors to the museum – an introductory film on the growth of the country music industry, plaques honoring Hall of Fame inductees and exhibits demonstrating recording sessions, and artifacts from the "famous and near famous" who have been part of the world of country music. The description concludes with the optimistic prediction of

¹²⁴ "The Hall of Fame Sight and Sound." *Billboard* magazine, April 3, 1971.

¹²⁵ "Lavish 'Barn' Dedicated to Dixie Opry." Associated Press, April 1, 1967.

¹²⁶ Stimeling, Travis D. *The Country Music Reader*. New York: Oxford University Press, 2014.

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100,000 visitors in the coming year. (The CMHFM was razed in December 2001 and replaced with a new facility.)¹²⁷

Capping off an extremely busy decade, the CMA held its first CMA Awards program in 1967 at the newly-built Municipal Auditorium in downtown Nashville. In 1968, the awards show was taped and televised as part of the NBC *Kraft Music Hall* series. The CMA Awards program has been broadcast from Nashville every year since 1968, with the exception of 2005 in New York City.

Continuing to build recognition and support for country music, CMA turned its attention directly to the fans with the first International Country Music Fan Fair. From April 12-15, 1972, country music fans gathered at the downtown Municipal Auditorium to hear their favorites including Loretta Lynn, Roy Acuff, Lynn Anderson, Tom T. Hall, Dolly Parton, Minnie Pearl, Ernest Tubb, Marty Robbins, and others. An added bonus for fans – besides attending concerts – was the opportunity to actually meet their favorite country artists. Fans were happy to stand in line, sometimes for hours, to get an autograph and a picture.

The formula of performance and personal contact worked and by 1973 attendance was growing. By 1982, the event was held at the Tennessee State Fairgrounds, located south of downtown Nashville, and was attended by some 24,000 fans. As attendance grew, artists began hosting fan club events which helped increase ticket sales. RCA Victor Studio A head Jerry Bradley chaired the event for three decades and explains why the event is a success: "I'll tell you why it worked. It worked because the artists wanted to do it."¹²⁸

EVOLUTION OF MUSIC ROW, 1965-1989

Summary: The following section provides a detailed look at the evolution of Music Row from 1965 to 1989. These were years of explosive growth that put Music Row on the national and international forefront with new businesses bringing new musical genres to Music Row. During these years, government once again became active with extensive development plans in each decade.

Nashville's Music Row entered a period of rapid change and growth from 1965-1989 as more music industry businesses relocated to or opened new facilities in the neighborhood. Recording studios and publishing houses along with support businesses began to proliferate on Music Row.

¹²⁷ Ibid.

¹²⁸ Bradley, Jerry. Interview with Carolyn Brackett, Nashville, November 16, 2015.

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During this time period, the boundaries of the music business district expanded from 16th and 17th Avenues into adjacent blocks along 18th and 19th Avenues, from Division Street at the north to Edgehill Avenue at the south.

The 1960s into the 1970s – New Sounds, New Songs, New Singers

The era from the mid-1960s through the 1970s was an exciting, complex, and sometimes chaotic time on Nashville's Music Row. Music developed on multiple fronts through the:

- continued popularity of what had come to be considered traditional country music by long-time artists;
- arrival of new artists who also embraced a traditional sound;
- blending of country sounds with pop music;
- recognition of songwriting as a fulltime profession;
- emergence of new songs and music that were difficult – if not impossible – to define as a single musical genre; and
- expansion or opening of new studios, publishing and other music-related businesses including major companies and independent offices.

Driving this upsurge of music was the ever-expanding number of businesses on Music Row and the continued success of established businesses. Although the Nashville Association of Musicians (NAM), a local chapter of the national association, had been in existence since 1902 and located on Division Street near Music Row since 1955, in 1967 the music industry's songwriters decided to form their own association. The idea came from three songwriters, Eddie Miller ("Please Release Me, Let Me Go"), Buddy Mize ("You Keep Me Hangin' On"), and Bill Brock ("I'll Just Have a Cup of Coffee, Then I'll Go") who wanted songwriting to have recognition and respect as a profession.¹²⁹

The idea soon became the Nashville Songwriters Association (now Nashville Songwriters Association International or NSAI) which counted 42 of the city's 80 songwriters as founding members including Kris Kristofferson, Marijohn Wilkin, and Felice and Boudleaux Bryant.

Another founding member was Lorene Mann (1937-2013) who wrote some of the biggest hits in the 1960s, including writing for Kitty Wells, and also sang as a duet partner with Justin Tubb and

¹²⁹"History of NSAI," Nashville Songwriters Association International, Website, undated, Retrieved June 25, 2015, <https://www.nashvillesongwriters.com/history-nsai>.

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Archie Campbell. Mann agreed to be the new association's secretary, but her legacy was creating the motto that clearly communicated what NSAI was all about: "It All Begins with a Song."¹³⁰

The first executive director of NSAI was Maggie Cavender (1918-1996) whose leadership from 1967-1989 would create a strong and successful association. Cavender was already engaged in the music industry, starting in 1964 with a job in copyright administration at Pamper Music. In 1967, she was involved in coordinating the first Country Music Association (CMA) awards. The new association's first goal was to include songwriters' names on records, a task that was accomplished with a few years. To increase visibility, the first songwriters' awards event was held in 1967. As the organization grew, so did the reach of its mission including helping aspiring songwriters and composers to succeed in the music industry.

RCA continued to be a dominant presence with Chet Atkins at the helm as both the head of RCA in Nashville and as one of the company's recording stars. RCA Victor Studio A had become the centerpiece of what was now being referred to as Music Row. *Billboard* magazine acknowledged the impetus RCA had given for growth with the opening in 1965 of RCA Victor Studio A: "After that, it was a story of mushrooming, or lava-spreading."¹³¹

RCA Studio B continued to be active with the number of sessions hitting 5,500 by 1968. This was also the year when RCA promoted Chet Atkins to vice president. The Bradleys' Quonset Hut studio stayed active throughout the 1960s and 1970s, first under the ownership of the Bradley brothers and after its purchase by Columbia Records in 1962 and expansion in 1965. Lou Bradley, an engineer at the Bradleys' Quonset Hut from 1969 to 1982, credits Owen and Harold Bradley with creating a state-of-the-art recording studio at the request of Paul Cohen who ran Decca's country division. Cohen was recording in Nashville, Los Angeles, and New York. He offered to give the Bradleys all of Decca's business if they would create a modern, up-to-date studio. Lou Bradley relates what happened:

He (Cohen) made all of them (the Bradleys and music producers in other cities) the offer at the same time – if you'll build a first class studio you'll get all my business. Well, the other two guys were kind of greedy and they were trying to figure out how they could ace Paul out and get the production side of it too. And Owen and Harold

¹³⁰ Ibid.

¹³¹ "Nashville's Music Row." *Billboard* magazine, October 28, 1967.

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Bradley - they just wanted his business so they did it. And it took off. I mean that's when Music Row really took off -when they converted the Quonset Hut.¹³²

Owen Bradley continued to work at the Quonset Hut studio, most notably producing Brenda Lee for her very productive years of 1958 to 1968. Born Brenda Mae Tarpley, the singer would become the biggest female pop artist of her generation before becoming a successful country singer. Lee's singing talent was evident at an early age and by age five she was singing on local radio and television stations in the Atlanta area. In 1956, Lee was a regular on Red Foley's television show "Ozark Jubilee," which quickly led to a contract with Decca Records.

Lee's first major hit "Sweet Nothin's" was produced by Bradley at the Quonset Hut in 1959, starting a string of hits into the 1960s including "I'm Sorry," "I Want to Be Wanted," "Fool #1," and "Rockin' Around the Christmas Tree." Lee recalled her work with Owen Bradley:

What Owen tried to do was find the best material that he could for me, and then I sang it the way I sang, and then, you know, the record company did what they wanted to, but we never went in with the forethought 'Oh, let's make this country or let's make this *this* or let's make this *that*' which really was great because it didn't hinder our decisions on songs, we were pretty free to choose whatever we wanted to.¹³³

Columbia's purchase of the Bradleys' Quonset Hut studio in 1962 brought significant changes to the facility. In 1965, Columbia demolished the Victorian-era house that had been the Bradleys' music recording studio after 1954 and, in its place, constructed a \$500,000 three-story wing containing offices and a new music recording studio that became known as Columbia Records Studio A. The Quonset Hut then became known as Columbia Records Studio B. Located at 806 16th Avenue South/34 Music Square East, the studio complex was known as Capitol Studios (DV.26123).

"There's no telling how many hits were cut in that room," engineer Lou Bradley noted. Country artists who recorded in the Bradleys' Quonset Hut included Tammy Wynette, George Jones, Charlie Rich, Johnny Paycheck, Merle Haggard, Lynn Anderson, Tanya Tucker. Several notable pop artists including REO Speedwagon, Bob Dylan, The Beach Boys, Paul Simon and Art

¹³² Bradley, Lou. Interview with Katy McWhirter, Nashville, May 29, 2015.

¹³³ Kosser, 2006: 17.

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Garfunkel, Bobby Vinton, Connie Francis, Patti Page, Anita Bryant, and Dave Loggins also recorded in the Quonset Hut.

During the 1960s and 1970s, Columbia's country music division was run at different times by exceedingly talented producers and artist and repertoire representatives, (known as A&R reps they are responsible for scouting new talent and overseeing artist development), including Don Law, Bob Johnston, Billy Sherrill, and Ron Bledsoe. Each would leave an imprint on the industry.

Don Law (1902-1982) had been in the music business since the 1930s. After World War II, he was put in charge of Columbia's eastern country division and immediately had hits with Little Jimmy Dickens and Lefty Frizzell. By 1956, Law headed up all of Columbia's country division and had settled in Nashville. In the early 1960s, Law was instrumental in establishing Nashville's country-pop crossover markets with Marty Robbin's "El Paso," Johnny Horton's "The Battle of New Orleans," Jimmy Dean's "Big Bad John," and others. This success contributed to Columbia's decision in 1962 to purchase the Bradleys' Quonset Hut studio and open a permanent office on Nashville's Music Row.

Bob Johnston (1932-2015) made a big impact on Nashville's music industry when he took over Columbia and produced Patti Page's first top 10 hit in 10 years, "Hush Hush Sweet Charlotte," in 1965. Another decision that resulted in tremendous success was approval of Johnny Cash's live recordings, "Live at Folsom Prison" and "Live at San Quentin." Johnston also produced Bob Dylan's records in the mid-to-late 1960s.

Ron Bledsoe came to Columbia in 1971 from Liberty/United Artists and in 1972 he was named vice president of the Nashville office, as well as overseeing the company's activities in Memphis, Muscle Shoals, and Atlanta. Bledsoe's tenure at Columbia was notable for co-producing several albums for David Allan Coe with Billy Sherrill. Coe had come to Nashville to join the music industry in the late 1960s after years of incarceration and achieved success as a songwriter (penning Tanya Tucker's No. 1 hit "Would You Lay with Me in a Field of Stone" in 1973). Bledsoe produced two albums for Coe – both issued in 1974 – *The Mysterious Rhinestone Cowboy* and *The Mysterious Rhinestone Cowboy Rides Again*. In 1976, Bledsoe co-produced the album *Willie, Waylon and Me* with Coe and Waylon Jennings.

Tree International Publishing thrived during these years after moving its offices to a renovated American Foursquare-type house at 905 16th Avenue South/51 Music Square East (DV.00073) on Music Row in 1964. Tree Publishing had a huge success with "Green Green Grass of Home,"

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written by company songwriter Curly Putnam, when it became a country hit by Porter Wagoner in 1965 and a worldwide hit when it was recorded by Tom Jones in 1966.¹³⁴

In 1965, unable to find a record label to produce African-American R&B singer Joe Tex, Buddy Killen and Jack Stapp founded their own label, Dial Records, as a division of Tree Publishing. The decision would result in a number of hits in the coming years for Tex including "Hold What You Got," "I Gotcha," and "Skinny Legs and All." Along with Tree Publishing, Dial Records was also located in the renovated house at 905 16th Avenue South/51 Music Square East (DV.00073).

A third turning point for Tree International Publishing came in 1974. Donna Hilley (1940-2012) was hired as administrative assistant to Jack Stapp. Stapp had just become chief executive officer and board chairman while Buddy Killen became president and chief operating officer. The decision to hire Hilley was one that would have great consequences for the company in the years to come as Hilley would eventually head the company and become proficient in buying song catalogs from other companies. Her purchase of Buck Owens catalog in the 1980s, which contained many hits by Merle Haggard, initiated a period of rapid growth for the company. Additionally, Hilley created a welcoming atmosphere at Tree International Publishing for songwriters, producers, and artists who came looking for songs to record.

Joining the established businesses on Music Row were lots of newcomers. Many had gotten their start in other cities and come to Nashville to be a part of the growing music industry. Monument Records and Combine Publishing were two companies started in 1958 by Fred Foster (b. 1931) that would leave an indelible mark on Nashville's music history. In 1960, Foster moved his companies from Baltimore to Tennessee, settling his record company office in Hendersonville, a suburb north of Nashville and his recording studio at 319 7th Avenue in downtown Nashville.

In 1968, Foster would move his Monument Records studio to Music Row, locating in a building at 114 17th Avenue, previously Addison Avenue. A modest church building, constructed in circa 1897 and enlarged by 1903, had been the home of Addison Avenue Cumberland Presbyterian Church. The congregation had relocated and sold the property in 1951, and the building became a VFW post until purchased by Foster.

At the same time, Foster moved Combine Publishing from Hendersonville to Music Row, locating in a renovated circa 1900 house at 815 16th Avenue South/35 Music Square East (DV.00069)

¹³⁴ Kosser, 2012: 13-14.

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(demolished in June 2014). Foster's companies saw great success as a number of eclectic artists were signed. Monument Records had already scored its first big hit with Roy Orbison's "Only the Lonely" in 1960. The song kicked off a chain of hits for Orbison over the next few years including "Running Scared," "Crying," and "Pretty Woman." Foster signed numerous artists who produced top hits including Boots Randolph's "Yakety Sax," Dolly Parton who released her first solo album, *Hello I'm Dolly* in 1967, Jeannie Seely who recorded four albums between 1966 and 1968 and Ray Stevens, whose *Gitarzan* was a hit in 1969.¹³⁵

Monument would continue to operate until 1975. In the years to come, the former church building was occupied by a number of recording studios including Studio One, owned by Tommy Strong and Mort Thomasson (1976-1977), Young'un Sound Studio, owned by guitarist Chip Young (1977-1989), Masterlink, owned by Al Jolsen Jr. (1990-2010) and Southern Ground, owned by Zak Brown (2012 to present).¹³⁶

Throughout the 1960s and 1970s, artists from all genres came to Monument or one of its successor studios to record, including Elvis Presley, Kris Kristofferson, Reba McEntire, The Statler Brothers, Willie Nelson, Delbert McClinton, Johnny Cash, the Allman Brothers Band, and many others. Two decisions contributed to the success of Foster's Combine Publishing Company - hiring Bob Beckham (1927-2013) in 1964 to run Combine, and signing Kris Kristofferson. Within a few years, Kristofferson became a top songwriter with "Me and Bobby McGee" recorded by Roger Miller, "For the Good Times" which hit No. 1 and also earned Ray Price's recording of the song a Grammy in 1970, and "Sunday Morning Coming Down" which hit No. 1 for Johnny Cash that same year. ("Me and Bobby McGee" was also recorded by Janis Joplin in 1969, becoming her signature song.) Kristofferson would also record his first three albums at the Monument recording studio.¹³⁷ By the 1970s, Kristofferson would be part of The Outlaws, along with Waylon Jennings and Willie Nelson, a group of singers who resisted the music industry's structure.

Beckham built Combine into a powerhouse over two decades, earning a reputation as someone who loved and respected songwriting and who created a setting where songwriters could flourish. The results were obvious as historian Michael Kosser noted:

In the 60s and 70s and beyond, Combine Music kept a small staff of writers that turned out a large list of hit songs, writers like Tony Joe White ["Polk Salad Annie,"

¹³⁵ Kingsbury, 1998: 355

¹³⁶ Rieuf, Glenn. Interview with Carolyn Brackett, Nashville, October 26, 2015.

¹³⁷ Kingsbury, 1998:106

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“Rainy Night in Georgia”), Kris [Kristofferson], Larry Gatlin [“Broken Lady,” “All the Gold in California,” and a bunch more], Dennis Linde [“Burning Love,” “Goodbye Earl,” and many others], Johnny MacRae [“I’d Love to Lay You Down” and more], Bob Morrison [“Lookin’ for Love” and lots more], John Scott Sherrill [“Wild and Blue” and more], and Bob DiPiero [“American Made” and other huge hits].¹³⁸

Throughout the 1970s, other music businesses came and went on Music Row. They included Atlantic Records’ Nashville office, which operated from 1972 to 1974, representing Willie Nelson and a few other artists. Atlantic reopened in a renovated circa 1888 Queen Anne-style house at 1812 Broadway (DV.24629) near Music Row for a short time from 1985 to 1988 following the success of artist Billy Joe Royal. Since its founding in 1942, Capitol Records had been successful in promoting West Coast country artists like Tex Ritter, Buck Owens, and Merle Haggard. By the 1960s, the company had become more focused but it was in 1989 that the company had its greatest success – signing Garth Brooks.

In 1969, Norbert Putnam and David Briggs opened their state-of-the-art Quadraphonic Sound Studio (DV.00032-00034) in two renovated houses at 1800-1802 Grand Avenue. The pair got their start at Florence Alabama Music Enterprises (FAME) Studio in Muscle Shoals, Alabama, in the early 1960s when pianist Briggs and bass player Putnam were part of the first Muscle Shoals Rhythm Section playing on hits such as “Steal Away” by Jimmy Hughes and “Hold What You Got” by Joe Tex.¹³⁹

Capitalizing on their success, Putnam and Briggs relocated to Nashville in 1964 to play sessions for RCA, and they would find even greater success as producers, studio owners, musicians, and music publishers. The musicians would count as a highlight of their careers the opportunity to play backup for Elvis Presley in concerts and recordings.¹⁴⁰

By the time the Quadraphonic or “Quad” recording studio opened in 1969, Putnam and Briggs were well known in the music industry and quickly attracted pop artists to record at the studio, including Dan Fogelberg, Joan Baez, Neil Young, and Jimmy Buffet. Putnam and Briggs specifically chose to focus on pop and rock artists instead of country artists, due to the higher rate of return on studio rental fees they had experienced. The studio scored a major success in 1971 when Kris Kristofferson chose Quad to produce Joan Baez’s million-selling album *Blessed Are* which included

¹³⁸ Kossler, 2006: 177.

¹³⁹ Brackett, Carolyn. “Roots of American Music Trail,” 2014. Unpublished Manuscript.

¹⁴⁰ Ibid.

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the hit “The Night They Drove Old Dixie Down.” Also in 1971, Neil Young recorded *Harvest* which became the best-selling album in the United States in 1972 and yielded the hits “Old Man” and “Heart of Gold.”¹⁴¹

In the 1970s, Quad was also the site of the recordings of some of the first African-American pop and rock stars on Music Row, including the Jackson Five with a young Michael Jackson (1958-2009) and the Pointer Sisters. In 1974, the Pointer Sisters recorded their song “Fairytale” at Quad and became the first all-black group to perform on the Grand Ole Opry; they recorded a second album at Quad in 1975. In 1974, the Pointer Sisters won a Grammy for “Best Country Vocal Performance by a Duo or Group” for “Fairytale.” After performing in Nashville in 1969 and 1970, Grand Funk Railroad recorded their “Phoenix” album in 1972 at Sound Shop Studio (demolished January 2015) at 1307 Division Street near Music Row with the mastering completed at Quad.

Not everyone was pleased with Music Row’s embrace of pop music. In a 1977 newspaper interview, Wesley Rose, president of Acuff-Rose Publishing, said he was concerned about Music Row’s future if the focus shifted away from country music:

Apparently there are discontented people who don’t like the idea of Nashville being the country music leader. Personally, I’m very happy with it. We have a few people in this town, who, because of a lack of understanding of country music, decided recently they want this town called ‘pop city’ instead of ‘country music city.’ They don’t realize there are 20 pop cities in the nation and there’s only one country music city. And this is it.

Rose went on to say that the problems on Music Row will straighten out as soon as “the discontented people learn not to muddy up the water and get back to cutting country songs.”¹⁴²

Rose’s sentiments notwithstanding, country music continued to be the mainstay of the industry as new singers and sounds were also being recorded and promoted. The result was a remarkable tapestry of music coming from Music Row’s studios, publishing and promotional offices, and other music-related businesses.

¹⁴¹ Briggs, David. Interview with Robbie Jones, Nashville, December 9, 2015.

¹⁴² “Wesley Rose Says ‘Pop City’ Outlook Hurts Music Row.” *Nashville Banner*, August 1977.

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During these years established country stars continued to appeal to large audiences. Ernest Tubb earned a gold record for *Walking the Floor Over You* in 1965 and hosted a television show from Nashville from 1965 to 1968. Chet Atkins, in addition to heading up RCA's Nashville Studios A and B, produced a number of solo albums and albums with other artists including Merle Travis and Les Paul. Atkins would win the Country Music Association's Instrumentalist of the Year award nine times between 1967 and 1988.¹⁴³

The 1960s also saw the emergence of two singers who would become superstars – Loretta Lynn and Dolly Parton. Lynn's singing career would always focus on country music, while Parton would start with country music and eventually succeed with pop and folk music as well as a wide array of business interests.

Loretta Lynn (b. 1932) came to Nashville in 1960 and appeared on the Grand Ole Opry after having her first hit, the self-promoted "I'm a Honky Tonk Girl." After signing with Decca Records, Lynn began having hits that continued through the 1960s and into the 1970s, which were initially recorded at the Bradleys' Quonset Hut, but primarily recorded at Owen Bradley's Barn studio in Mt. Juliet. Lynn's songs had a traditional country sound but she introduced a realism that appealed to audiences. Major hits included "You Ain't Woman Enough," and "Don't Come Home A Drinkin'." In 1970, Lynn recorded the autobiographical "Coal Miner's Daughter" which became one of her biggest hits and her signature song. The 1970s saw Lynn team up with country singer Conway Twitty for a number of successful duets including "Louisiana Woman, Mississippi Man." The pair won the Country Music Association's Vocal Duo of the Year Award four times from 1972 to 1975. Lynn and her husband Mooney first lived in Nashville's Madison neighborhood in the early 1960s in a rented Ranch house before purchasing a rural farm with a Neoclassical-style farmhouse outside Nashville in Hurricane Mills, now a popular tourist attraction (NR 12/13/1999).¹⁴⁴

The legendary career of Dolly Parton (b.1942) includes the dream of being discovered on Music Row which she recounts in the song "Down on Music Row" in her 1973 album *My Tennessee Home*. Parton's well known story includes coming to Nashville in 1964 after graduating from high school in Sevierville, Tennessee, and after some initial success, landing on the "Porter Wagoner Show" as Wagoner's duet partner in 1967. Parton recorded with RCA and had her first country No. 1 hit, "Joshua," in 1971 followed by three No. 1 songs in 1974 "Jolene," "Love is Like a Butterfly," and "I Will Always Love You." After being voted CMA Female Vocalist of the Year in 1975 and

¹⁴³ Birk, Carl S. *Unfurrowed Ground: The Innovators of Country Music*. Infinity Publishing, 2005.

¹⁴⁴ Jones, Robbie D. "Hurricane Mills Rural Historic District/Loretta Lynn's Ranch," Humphreys County, Tennessee. National Park Service, National Register of Historic Places Inventory Form, 1999.

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1976, Parton (b.1946) began directing her career toward Hollywood and expanding her career to include pop music and acting as well as ownership of the Dollywood theme park in Pigeon Forge, Tennessee. In 1996, Parton sold her Nashville office, but maintains her residence in the Nashville suburb of Brentwood. However, Parton was not finished with country music. In 2001 and 2002, Parton and producer Steve Buckingham received Grammys for Parton's return to her roots albums *The Grass is Blue* and *Little Sparrow*, which were recorded in Nashville.¹⁴⁵

Another transplant from the Muscle Shoals, Alabama, area who would have a major impact on the careers of many Nashville artists was Billy Sherrill (1936-2015). Starting as one of the founders of FAME Studio, by 1961 Sherrill had sold his share of the business to co-founder Rick Hall and made his way to Nashville. One of Sherrill's earliest connections was powerful music publisher Al Gallico (1920-2008). Gallico had started his career in New York, coming to Nashville in 1961 to launch the Painted Desert Music Division of Shapiro, Bernstein and Company. Within two years, Gallico struck out on his own, starting Al Gallico Music. One of the first songwriters he hired was Billy Sherrill who scored hit after hit with songs like David Houston's "Almost Persuaded," and Tammy Wynette's "Stand By Your Man."¹⁴⁶

Al Gallico would go on to have one of the most influential careers in country music publishing and discovering and managing acts like Donna Fargo and Joe Stampley. In 1973, Gallico and Sherrill co-founded Algee Music. In 1986, Columbia acquired both Gallico Music Publishing and Algee.¹⁴⁷

Throughout the 1960s and 1970s, Sherrill shaped the careers of some of the biggest names in country music – Tammy Wynette, George Jones, and Charlie Rich. In 1964, Sherrill was hired as the head of A&R for Epic Records, a Columbia subsidiary, and in 1966 Tammy Wynette (1942-1998) showed up in his office for an appointment for Sherrill to listen to a tape of her singing.¹⁴⁸

After an initially bumpy first meeting, with Sherrill making Wynette wait on him all afternoon, Sherrill impulsively decided to let her record "Apartment #9" the next day. That was the start of a recording partnership that led to 14 *Billboard* No. 1 hits recorded at the Quonset Hut between 1968 and 1976 including "D-I-V-O-R-C-E" and "Stand By Your Man."¹⁴⁹

¹⁴⁵ Buckingham, Steve. Interview with Carolyn Brackett, Nashville,, May 29, 2015.

¹⁴⁶ Kingsbury, 1998: 482

¹⁴⁷ Ankeny, Jason. "Artist Biography: Al Gallico." Allmusic, Website, n.d., Retrieved June 19, 2015: www.allmusic.com/artist/al-gallico-mn0001800065/biography.

¹⁴⁸ Kosser, 2006: 141-142

¹⁴⁹ Ibid: 141-142

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The addition of George Jones, already an established country music star on Epic's roster in 1969 led to even more hits. In addition to Jones's solo hits including "Love You Could Never Be Better," and "The Door," Jones and Wynette became country's most popular duo with hits like "We're Gonna Hold On" and "Golden Ring." Billy Sherrill's management of Charlie Rich's rise to fame is recounted in *The Encyclopedia of Country Music*:

In the case of Charlie Rich, Sherrill took a journeyman white R&B singer and virtually reinvented him as a '70s-style country pop easy-listening crooner. The result was massive crossover hits such as 'Behind Closed Doors,' 'The Most Beautiful Girl in the World,' (which Sherrill co-wrote) and 'A Very Special Love Song (another of his co-compositions).¹⁵⁰

Sherrill is credited by music historians with a strong influence on what came to be called "Countryopolitan" music. Considered an outgrowth of the earlier Nashville Sound, Countryopolitan appealed to a wider audience than traditional country. The primary characteristic of Countryopolitan was blending traditional country sounds with the addition of string arrangements of violins, violas and cellos and occasionally a background choir.¹⁵¹

Also arriving in Nashville in the 1960s with his own unique style was Ray Stevens who would become known as the Comedy King of Music City for his humorous novelty songs. The success of Stevens' first pop hit in 1961, "Jeremiah Peabody's Poly Unsaturated Quick Dissolving Fast Acting Pleasant Tasting Green and Purple Pills," resulted in a job with Mercury Records. In addition to working as a musician, singer and arranger, Stevens recorded several pop comedy hits including "Ahab the Arab," "Harry the Hairy Ape," and "Santa Claus is Watching You" before moving to Monument Records as a producer.

In 1969, Stevens returned to the charts with "Gitarzan." In a turn of musical style, Stevens also recorded Kris Kristofferson's "Sunday Morning Coming Down." Stevens' signed with Barnaby Records, located in a renovated Bungalow at 1009 17th Avenue South (DV.00127), and continued to chart hits into the 1970s with "Everything is Beautiful," his first No. 1 hit on the pop charts which won him a Grammy for Male Vocalist of the Year. Other hits included "The Streak," reflecting a brief fad in 1974. Stevens won another Grammy in 1975 for "Misty." After a brief time at Warner Brothers, Stevens moved to RCA Records in 1979 where he would have a major hit with "Shriners'

¹⁵⁰ Kingsbury, 1998: 482.

¹⁵¹ "Nashville Sound – Countryopolitan," Allmusic, Website, undated, Retrieved June 30, 2015, <http://www.allmusic.com/subgenre/nashville-sound-countryopolitan-ma0000002739>.

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Convention.” In 1984, Stevens moved again, this time to MCA Records where he continued to produce hits like “The Mississippi Squirrel Revival” and “It’s Me Again Margaret.”¹⁵²

By 1985, Stevens had established himself in Music Row’s business community with his own recording and publishing company, Ray Stevens Group. Stevens maintained a prominent presence with a modern complex on 17th Avenue South that grew from a renovated Victorian-era house at 1707 Grand Avenue (extant). Stevens’ success would continue in the coming decades with more albums featuring his unique style of comedy pop and country songs, as well as gospel and patriotic songs.

Nashville took another interesting musical turn when Bob Dylan recorded three albums on Music Row, thanks to the influence of Johnny Cash (1932-2003). Cash was an established country music star, having joined the Grand Ole Opry in 1956 and enjoying a string of hits including “Ring of Fire” in 1963. With encouragement from his record label (Columbia), Cash began to branch out to other musical styles including gospel, cowboy songs, and folk songs. In 1964, this path brought him to the Newport Folk Festival in Rhode Island where he and Dylan met.¹⁵³

Dylan was an established singer-songwriter who had tapped into the social protest and advocacy movement of the 1960s with songs such as “Blowin’ in the Wind” and “A Hard Rain’s a-Gonna Fall” on his 1963 album *The Freewheeling Bob Dylan*.

The pair’s ensuing friendship resulted in Dylan’s decision to record at Nashville’s Columbia Studio (DV.26123) on Music Row with producer Bob Johnston. Although Nashville had recorded pop and rock music previously, the artists, including the Everly Brothers, Elvis Presley, Roy Orbison, and Brenda Lee, had strong country music ties.¹⁵⁴

In 1966, Dylan’s first album recorded on Music Row, *Blonde on Blonde*, featured top studio musicians who were referred to as the “Nashville Cats.” The album yielded three hit songs: “I Want You,” “Just Like a Woman,” and “Rainy Day Women.” Dylan would make two more albums on Music Row, *John Wesley Harding* in 1967 and the country music-style *Nashville Skyline* in 1968 which featured a duet, “Girl from the North Country” with Cash. In 1969, Dylan appeared on Cash’s television variety show, *The Johnny Cash Show*, where the pair sang several songs.

¹⁵² “About Ray Stevens.” Ray Stevens, Website, undated, Retrieved July 27, 2015: <http://www.raystevens.com/about>.

¹⁵³ Banister, C. Eric. *Johnny Cash FAQ: All That’s Left to Know About the Man in Black*. Hal Leonard Corporation, 2014.

¹⁵⁴ Kingsbury, 1998: 157.

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Dylan's decision to record in Nashville opened the door for recording by folk artists including Doc Watson, Joan Baez, Gordon Lightfoot, and Neil Young and for rock artists including Leon Russell and Linda Ronstadt.¹⁵⁵

With all of the changes on Music Row in the 1960s, the industry faced one more upheaval in the 1970s that perhaps caught its leadership by surprise – the trail blazed by Kris Kristofferson, Waylon Jennings, and Willie Nelson that earned them (as well as other artists) the name “The Outlaws.” This group of artists would appeal to a young audience, just as the country music industry had desired since rock ‘n roll emerged in the 1950s. The Outlaw Movement, however, may have brought more changes than the industry was ready for, with artists resembling rock musicians with long hair and blue jeans and rock-style concerts.

In reality, many considered Johnny Cash to be the original “outlaw.” By the late 1960s, his albums recorded live at Folsom Prison and San Quentin in California had set his music apart from other country singers. On his television show, broadcast from the Ryman Auditorium, Cash welcomed a wide variety of singers including Linda Ronstadt, Neil Diamond, Roy Clark, Gordon Lightfoot, The Monkees, and Merle Haggard. Author Michael Streissguth describes Cash's unique place on Music Row and how it paved the way for the later “outlaws”:

Cash's producers let Cash be Cash, which meant throwing away the studio clock, leaving his backing band the Tennessee Three alone, however calcified its boom-chicka-boom rhythm had become, and standing by without complaint while Cash ploddingly chose songs and worked out arrangements – A&R tasks that elsewhere on Music Row would have been completed days before the session. When Waylon Jennings demanded and got such freedoms from RCA-Nashville in the early 1970s, many proclaimed he was the first. In truth, as with so many things in that town, Cash – the godfather of Nashville's outlaw movement – had gotten there first.¹⁵⁶

Although a number of singers would be considered part of the Outlaw Movement, the three who were its foundation were Kris Kristofferson (b. 1936), Waylon Jennings (1937-2002), and Willie Nelson (b. 1933). Each had come to Nashville to be a part of the music industry and found themselves frustrated with the rigid structure of making records, disdaining the popularity of country-pop songs and longing to make a new kind of music.

¹⁵⁵ Mazor, Barry. “Dylan, Cash and the Nashville Cats: A New Music City Review.” *The Wall Street Journal*, April 14, 2015.

¹⁵⁶ Streissguth, Michael. *Outlaw: Waylon, Willie, Kris and the Renegades of Nashville*. New York: HarperCollins, 2013: 49-50.

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Arriving in Nashville in 1965, Kristofferson's first stop was at Buckhorn Music, owned by Marijohn Wilkin (1920-2006). A former teacher, Wilkin started writing songs in the 1950s and toured with Red Foley. She came to Nashville in 1958 and played piano in a bar before landing a job as a songwriter at Cedarwood Publishing where she wrote a number of hit songs including "The Long Black Veil," which was a hit for Lefty Frizell in 1959. Wilkin also recorded for Columbia Records and Dot Records, and would write her most famous song, "One Day at a Time," in 1973 with help from Kristofferson.¹⁵⁷

Kristofferson, at the time a captain in the U.S. Army, connected with Wilkin who was related to his platoon leader. Wilkin soon introduced him to influential producer and songwriter Cowboy Jack Clement who showed him around town. With that introduction, Kristofferson soon moved to Nashville to seek his fortune in music. After a few attempts at writing songs for Buckhorn, Kristofferson found his way in 1969 to Combine Publishing, as a songwriter, and Monument Records, as a singer.

When Kristofferson arrived in Nashville, he met Willie Nelson, who had already written country-pop hits including "Crazy," "Hello Walls," and "Funny How Time Slips Away." By 1964, Nelson had recorded at Monument and then moved over to RCA where he stayed for seven years, putting out unsuccessful records that rebelled against the Nashville Sound.

Also soon to arrive in Nashville was Waylon Jennings who had just landed a contract with RCA and by March of 1965 was recording with Chet Atkins. As music historian Michael Streissguth explains, Atkins thought Jennings would appeal to a folk-pop audience at college campuses and in urban centers:

Chet was known for keeping a tight handle on the studio reins, choosing the session musicians and the songs, but on these sessions, he eased up. He let Waylon's band, the Waylors – bassist Paul Foster, guitarist Jerry Gropp and drummer Richie Albright – dominate the instrumentation, and inexplicably gave Waylon the freedom to include five of his own songs, including 'That's a Chance I'll Have to Take,' his first number-one country record.¹⁵⁸

Despite their success in songwriting and recording, within the next few years they each resisted what they perceived as a lack of artistic freedom. In 1970, Nelson moved back to Texas where he

¹⁵⁷ Kingsbury, 1998: 587.

¹⁵⁸ Streissguth, 2013: 20.

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found more freedom in Austin's music scene, although he continued to record in Nashville at David Briggs' House of David recording studio at 1205 16th Avenue South (DV.00343) on Music Row. Jennings stayed on and continued to resist the status quo, even presenting an alternative stage show at the 1973 Disc Jockey Convention with Willie Nelson. In 1975, Jennings was awarded CMA's Male Vocalist of the Year.¹⁵⁹

The name "Outlaw" was also attributed to other singers and songwriters at various times including Rodney Crowell, Kinky Friedman, Guy Clark, Chris Gantry, and Tompall Glaser. Nashville publicist Hazel Smith is credited with coining the term. In 1973, Smith was contacted by a disc jockey in North Carolina about promoting a Waylon-Tompall concert and asked how to describe their music. Smith recalls:

I reached under my desk and pulled out 'Webster's Collegiate Dictionary' and started looking up words, like *mustang*. That wasn't it. I decided to look up the word *outlaw*. I don't know why I did it. ...the very last line said these words 'Living on the outside of the written law.' And I thought to myself, 'You can't say how a song is supposed to be written, nor can you say how a singer is supposed to sing a song.'¹⁶⁰

The turning point for the Outlaws as part of Nashville's music industry was the 1976 album *Wanted: The Outlaws* produced by RCA and featuring Jennings, Nelson, Jessi Colter (Jennings' wife), and Tompall Glaser. Jerry Bradley was head of RCA Studio A and decided to put all of the singers on one record. After informing Waylon Jennings' business manager of his intentions, he received the response "How are you going to do that?" Bradley then called RCA's business manager to confirm:

Jessi's cut here. Willie's cut here and we've got Waylon. Do I have to have anybody's permission to put them out? He called me back in about 30 minutes and says you got the right to put them out. You don't need anybody's permission. He called me back about three days later and said would you put Tompall (Glaser) on there. And I said well life's a two-way street, I reckon so. If he wants to put him in there I'll put him in there.¹⁶¹

¹⁵⁹ Briggs, David. Interview with Robbie Jones, Nashville, December 9, 2015.

¹⁶⁰ Streissguth, 2013: 153.

¹⁶¹ Bradley, Jerry. Interview with Carolyn Brackett, Nashville, November 16, 2015.

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The record was the first in country music history to be certified platinum. Songs on the album became classics including “Good Hearted Woman,” a Jennings-Nelson duet and Jennings’ “Luckenbach, Texas.” In 1978, the duo won a Grammy for “Mamas Don’t Let Your Babies Grow Up to be Cowboys” written by Ed Bruce.

Music Row was also cast into the national spotlight with the 1975 movie *Nashville*, a critically-acclaimed satirical musical drama directed by Robert Altman (1925-2006). Filmed on location in Nashville with an ensemble cast, the movie follows 24 fictional characters involved in Nashville’s music industry, culminating with a dramatic political rally, musical concert, and assassination attempt at The Parthenon in Centennial Park. Based loosely on real-life recording artists such as Loretta Lynn, Hank Snow, Roy Acuff, Porter Wagoner, Charley Pride, Kris Kristofferson, and Lynn Anderson, the film was box office success and was nominated for several Oscar and Golden Globe awards, including Best Picture. The movie won an Oscar and Golden Globe for Best Original Song, recorded live at Nashville’s Exit/In nightclub. Several respected Nashville session musicians took part in the music recording and in the film itself, including violinist Vassar Clements (1928-2005) and guitarist Harold Bradley. For the most part, country music fans and Nashville residents despised the film, however, perceiving it as mean-spirited and ridiculing the city and its country music industry.

The Boulevard: Urban Renewal on Music Row

After World War II, Nashville’s elected officials and city leaders began contemplating ways to transform areas of the city that were considered blighted. As urban renewal became the rage in the 1960s, planning expanded into many areas of the city including Music Row where “The Boulevard Plan” was announced. Discussions about the controversial plan stretched over most of the 1960s with local media closely following the proposed plan and reporting its eventual defeat. Nashville was among the first cities in the country to embrace the idea of urban renewal. Urban renewal, intended as a land redevelopment program, encompassed a complicated array of strategies to accomplish its aims. Actions included eminent domain to allow the government to take property, including private homes and businesses, demolition to clear properties for new uses, and constructing new roads, public housing, and recreational parks. Many urban renewal projects focused on clearing not only slums but historic neighborhoods and commercial districts for new, “modern” buildings.

The first targeted area in Nashville was the north side of the State Capitol, a 97-acre tract covered with run-down housing that lacked electricity and running water. With Congress’s passage of the Housing Act in 1949, local governments had the power of eminent domain, which the Nashville

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Housing Authority (NHA) and State of Tennessee used to implement the Capitol Hill Redevelopment Plan, the nation's first federally-funded urban renewal project. This project led to construction of Nashville's Municipal Auditorium from 1959-1962, a \$5 million indoor sports and concert venue with seating for 9,700 people.¹⁶²

In the coming decade, Nashville undertook additional urban renewal projects in East Nashville's Edgefield neighborhood, around Vanderbilt University, and in the African-American Edgehill neighborhood adjacent to Music Row. Edgehill had already begun to see changes in the 1950s, with many of the neighborhood's prominent families – both black and white - moving away as Music Row experienced commercial development.

By 1960, 16th Avenue South had become a distinct racial dividing line on Music Row with the Edgehill neighborhood to the east containing 90 percent black residents and the neighborhood to the west containing 95 percent white residents. In the summer of 1961, this racial divide became the site of protests during the Civil Rights Movement. The H.G. Hill corner grocery store at 1000 16th Avenue South (DV.00094) served both black and white customers, but its in-store staff members were all white. The local branch of the Student Non-violent Coordinating Committee led protests for three weeks at five H.G. Hill grocery stores, including this one, due to the local chain's discriminatory hiring practices. The protest at this location resulted in violent opposition by white youth and several arrests by the Nashville police force, although the charges were later dropped.¹⁶³

In 1961, the idea of urban renewal came directly to Music Row when the NHA began reporting on the University Center Urban Renewal Area. (The NHA was renamed the Metro Development and Housing Authority, or MDHA, when Metro government consolidated in 1962, but the local media continued to refer to the agency as the NHA for several more years.) The NHA's reports over the next few years as plans continued to evolve for the University Center Urban Renewal Area showed the streets that made up Music Row as an obvious choice for redirecting traffic from 21st Avenue South adjacent to Vanderbilt University. This led to the urban renewal project known as "The Boulevard Plan."

The idea was quickly embraced by city government and music industry leaders; but the actual project never came to fruition, leaving the Music Row area in the odd position of announcing music industry building projects and making plans while remaining in a state of limbo for almost 10 years.

¹⁶² Kreyling, "Nashville Past and Present": 18.

¹⁶³ Hill, Jeremy. *Country Comes to Town: The Music Industry and the Transformation of Nashville*. Amherst and Boston: University of Massachusetts Press, 2016: 49, 60.

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The Boulevard Plan would have completely altered the area's appearance by demolishing buildings east of the alley parallel to 16th and 17th Avenues. This would have created space for a six-lane boulevard from 21st Avenue South, west of Hillsboro Village at Vanderbilt University, to Demonbreun Street at the north end of Music Row. Once the boulevard was completed, new modern high-rise buildings were to be constructed for music businesses.

The plan's announcement sparked a flurry of speculative land purchases and \$13 million in construction projects announced by the media. Throughout the 1960s, newspaper headlines announced construction projects: "New Columbia Studio Started," "Record Row Land Acquired," "Atkins, Bradley Buy Music Row Corner Lot for New Building," "Decca Plans Big Studio Here," "Recording Studio, Office Complex to be Built for Mercury-Smash Records," "Aurora Publishers Inc. Makes Land Purchase," "Offices, Motel Planned as Music City Tower," "Spring Construction Set on Music Row."

An October 1968 article in *The Nashville Banner* titled "9 New Buildings Slated in Music Row Plans" included a staff drawing showing the location of "Music City Boulevard" and the location of proposed sites for new offices. The article summarized the plans:

At least nine new buildings, including a 14-story office building, are planned along Music Row as part of a multi-million dollar redevelopment geared to the proposed Music City Boulevard. Construction on one, the new ASCAP offices, has already begun while the eight others are still in the planning stage. Others are Tree Publishing Co., Cedarwood Publishing Co., Decca Records, Moeller Talent Inc., Hill-Range Enterprises, Show-Biz Inc., the multi-story office building and Pamper Music Inc.¹⁶⁴

It was also learned that still other music firms on Music Row are discussing new locations and buildings but none of this is definite...The 14-story office building, to be known as the Music City U.S.A. Office Building, will be built by a group headed by Eddy Arnold and Charles Mosley of Arnold Co. In addition, Mercury Records and Glasar Publications are among those considering new buildings.¹⁶⁵

The article goes on to note:

New construction on Music Row has not progressed too quickly up to now because there has been some doubt whether Music City Boulevard would be built. However,

¹⁶⁴ "9 New Buildings Slated in Music Row Plans," *Nashville Banner*, October 16, 1968.

¹⁶⁵ Ibid.

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firms on the row have now been convinced the thoroughfare will be built and have started making plans around it.¹⁶⁶

After providing details on many of the building plans (*Figure 12*), the article concludes:

When the road is to be built remains indefinite, but preliminary plans call for it to be tree-lined with a wide median where statues and markers could be placed... 'What we want is a road that will identify Music City and make it the Showplace of the South,' said Farris Deep, executive director of the Metro Planning Commission... The plan is for the boulevard and the new offices in Music City to radically change the appearance and atmosphere of Nashville's famed Music Row area.¹⁶⁷

Not everyone, however, was in favor of this ambitious plan including James Hamilton, Metro Councilperson for the Music Row area, and some of the area's residents. Hamilton, who lived in the neighborhood in the antebellum Pilcher-Hamilton House (DV.00061, demolished 4/15/2014), objected and a neighborhood group formed to oppose the plan.¹⁶⁸

For the next few years, those for and against the plan voiced their desires – including those who just wanted the issue to be decided. Petitions circulated in the fall of 1970 showed ninety percent of those surveyed on Music Row supported the boulevard – the reason given most often was that the music industry had been promised a boulevard and therefore deserved it.¹⁶⁹

¹⁶⁶ Ibid.

¹⁶⁷ Ibid.

¹⁶⁸ Kreyling, Christine. "Reading the Row: Sing Me Back Home." *Nashville Scene*, September 12, 1996.

¹⁶⁹ "Petitions Show High Boulevard Support," *Nashville Banner*, September 27, 1970.

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Figure 12. Houses along 17th Avenue South were demolished in preparation of the Music City Boulevard urban renewal project. Source: Nashville Banner, December 21, 1970.

The long delay in making a decision frustrated many residents along Music Row's streets, especially those who had delayed upgrades and maintenance to their property because they thought it would be taken by eminent domain as part of the project's property acquisitions. Others had already initiated demolition of private residences in preparation of the urban renewal project (Figure 13).

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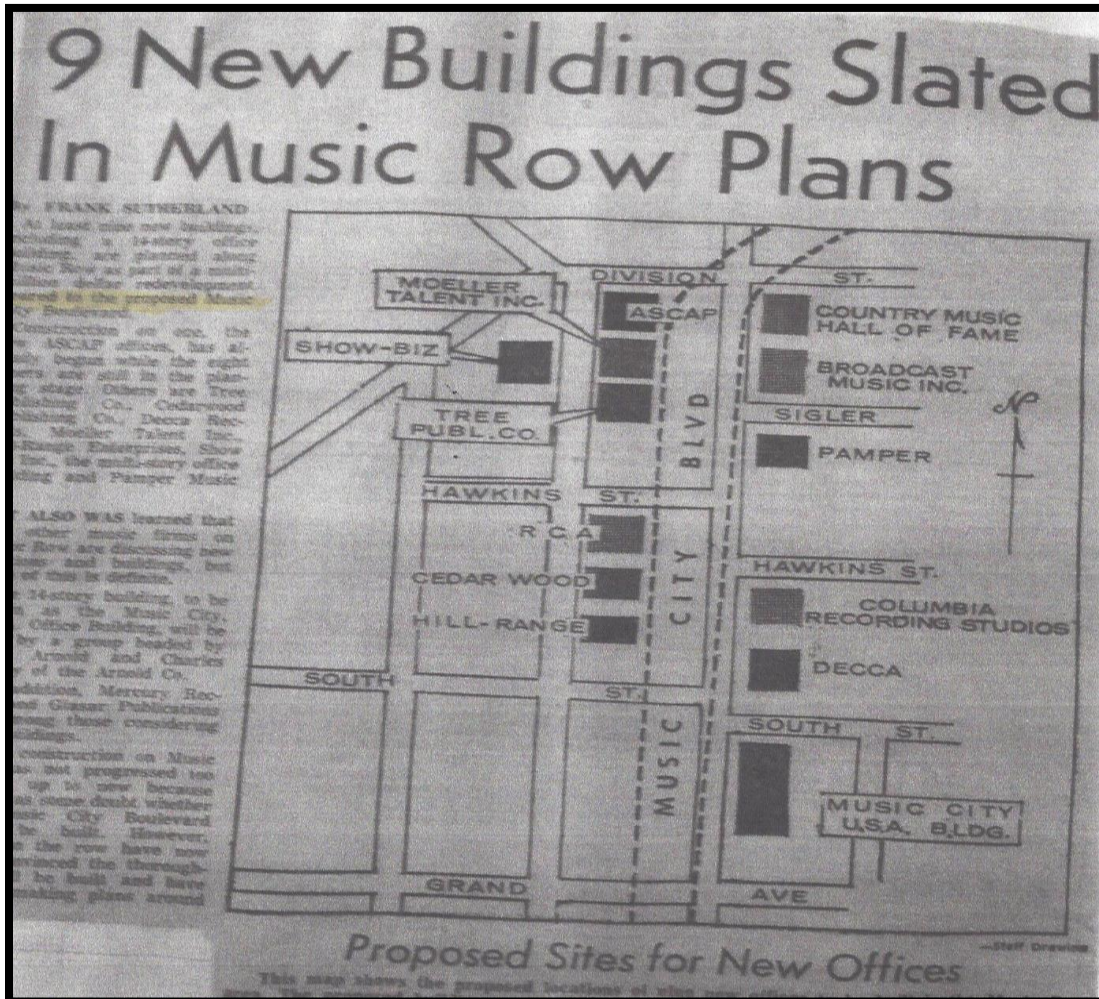


Figure 13. The Music Row Boulevard Urban Renewal Plan would have demolished several buildings along 16th and 17th avenues and constructed a new six-lane roadway.
Source: Nashville Banner, October 16, 1968.

Mildred Lee Whitsett (1901-1989), who by 1970 had lived in a large two-story American Foursquare-type house at 1200 16th Avenue South (DV.00442) for 48 years, told a reporter "I'm pretty upset about it because the uncertainty has existed about 10 years. It's time to make a decision." The writer also reported that Mrs. Charles H. Adair, whose Tudor Revival-style house located at 1613 16th Avenue South (DV.00391) would be taken, had filed a lawsuit seeking to halt

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the University Center Urban Renewal Project – not because she didn't want to lose her house but because she did not trust that she would be given a fair price for it: "I don't feel that it is fair for the people caught in the middle to have to bear the brunt of the burden of progress. The burden ought to be spread community-wide."¹⁷⁰

In the fall of 1970, Mayor Beverly Briley announced that there was not enough money available to build the boulevard and that it would not be constructed during his term of office. At the same time, pressure increased from the music industry to proceed with the project. A coalition of music industry executives organized to provide "factual" information to Metro (Nashville) Council, city officials, and the federal government that would result in a decision to build the new roadway.¹⁷¹

Among the reasons put forth by those who supported the Boulevard Plan were the need to handle heavy traffic, the opportunity to upgrade sewer and utility systems and – perhaps most important – the increase in property taxes that would be collected by the city.¹⁷²

Amazingly, after years of talk and speculation, there was no written plan for the boulevard. In October of 1970, the Metro Council decided to address this by supporting a proposal for a federally-funded study of the Music Row area and the proposed project. By this time, Metro Councilperson James Hamilton had presented a proposal to make 16th and 17th avenues into one-way streets as an alternative to the boulevard.¹⁷³

Even the 5th District U.S. Congressman Richard Fulton of Nashville got involved, sending telegrams to every Metro Council member offering to do "everything in my power" to obtain federal funds for a Music Row study.¹⁷⁴

But the federal study was not to be, leading to headlines charging that the project had become a "Boulevard of Broken Dreams." After Metro Government's expenditures of more than \$2 million in property acquisition in anticipation of the boulevard's construction, the proposed plan came to an abrupt end on November 5, 1970. At a called session, the Metro Council tabled a resolution to seek a \$222,000 federal planning grant and instead voted 25 to 12 to approve a resolution calling

¹⁷⁰ "Petitions Show High Boulevard Support." *Nashville Banner*, September 27, 1970.

¹⁷¹ "Music Row Boulevard Gets Push." *Nashville Banner*, September 29, 1970.

¹⁷² Ibid.

¹⁷³ "Council to Eye Boulevard Study." *Nashville Banner*, October 17, 1970.

¹⁷⁴ "Fulton Vows Music Row Fund Effort." *Nashville Banner*, October 16, 1970.

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for one-way streets instead of the six-lane boulevard. On November 6, 1970, the local newspaper announced "Urban Renewal is Out for Music City Section."¹⁷⁵

The new plan called for transforming 16th and 17th Avenues into one-way streets with three, 12-foot lanes for each street and adding new curbs, gutters, five-foot sidewalks and a five-foot grass strip with landscaping. Additionally, a "Music City Square" or plaza was proposed near the Country Music Hall of Fame and Museum "to encourage pedestrian movement from the museum at Division through the area." The plaza included two recreational parks (later named for Tony Rose and Owen Bradley) and the rerouting of Hawkins, Sigler, and Laurel streets to connect to I-40 in downtown Nashville. The rerouted street was renamed Music Circle.¹⁷⁶

Reaction from the music industry was swift to what one newspaper headline termed the "Boulevard Bust." Among the first plans cancelled were those for a 21-story Music City Tower and 14-story Music City Office Building. Reports noted that the construction costs for the two buildings would have been \$9.5 million and would have generated \$170,000 a year in property taxes. Additional construction projects were canceled by Boots Randolph, Chet Atkins, Floyd Cramer, Xavier Cossé, and Hill & Range Music Publishing, which had spent more than \$1 million in land purchases on Music Row.¹⁷⁷

The year ended with speculation about the future of the music industry in Nashville. A newspaper article summed up the feeling:

Just a year ago there were high hopes that Nashville's \$100 million-plus music industry would boom even more in the 1970s than it had during the past 10 years. There was talk the day might not be far off when the music industry would become Nashville's number one industry or employer. However, as the first year of the '70s comes to a close, there is uncertainty over the music industry's future here. Other cities, especially Atlanta and Memphis, are making a strong bid to lure at least a portion, if not all, of the industry away from this city.¹⁷⁸

Beyond the Boulevard: Planning for Music Row in the 1970s

¹⁷⁵ "Urban Renewal is 'Out' for Music City Section." *Nashville Banner*, November 6, 1970.

¹⁷⁶ Ibid.

¹⁷⁷ "Two Major Music Blvd. Projects Off." *Nashville Banner*, November 1970.

¹⁷⁸ "Wrong Way on 1-Way Street." *Nashville Banner*, December 20, 1970.

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With the Boulevard Plan cancelled, Music Row and Metro Nashville government entered the 1970s with an uncertain relationship. The city's commitment included converting 16th and 17th Avenues into one-way streets, creating Music City Square, and forming a neighborhood association to develop plans for Music Row's future.

Plans for the creation of one-way streets began to move forward. The project, using \$1.3 million in local and state funding, was awarded to W.L. Hailey Construction, a Nashville company. The contract included "grading, drainage and paving of a section of 16th Avenue South and 17th Avenue South," beginning near Belcourt Avenue and extending a distance of nearly one mile to Division Street. The contract also included "construction of a complete storm sewer system and concrete curbs, gutters and sidewalks, the adjustment of various utility lines and landscaping of the area."¹⁷⁹

By September 1971, construction was underway; however, the vision for Music City Square was not moving forward. The Nashville Chamber of Commerce's "Nashville Plus" committee commissioned the local architectural firm of Yearwood and Johnson, operated by Randall Yearwood and Ed Johnson, to create a plan for the proposed Music City Square. The architectural firm had previously presented their plan at a December 1970 meeting with three areas targeted for development. A public entry point would be developed across from the Country Music Hall of Fame and Museum. A pedestrian mall would be created in the area's center where RCA, Decca, Cedarwood, Capitol, and Columbia were located. At the south end would be another pedestrian plaza to provide the setting for new offices, recording studios, restaurants, retail stores, and a high-rise hotel.¹⁸⁰

With only a few of the 250 invited music industry leaders attending, the proposed plan for the Music City Square was not well received. "Cool to New Music Mall Pitch: Row's Rah-Rah Spirit Fades" proclaimed an article in the *Tennessean*:

'All we have had is a trail of broken promises that leads from city hall to the Chamber of Commerce,' said Owen Bradley, vice president in charge of Decca Records Nashville office. 'We have just lost interest in the endless meetings that seem to accomplish nothing.' Bradley said no one came around while the study was being

¹⁷⁹ *Nashville Banner*, July 1971.

¹⁸⁰ "Proposed Mall Clusters," *Nashville Banner*, December 16, 1970.

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made to ask him his opinions or feelings. 'I heard they (the chamber and architects) were making a study, but no one contacted me.'¹⁸¹

The next few years saw continual starts and stops in city planning for Music Row. By 1972, a new Neighborhood Redevelopment Program was in the works and met with varied responses. *The Tennessean* editorialized that "Music Row Still Needs City Help" and described the area as "currently more like a war-torn disaster area."¹⁸²

The \$950,000 federally-funded program was intended to have three parts: purchase the right-of-way for a connection between Demonbreun Street and 16th and 17th Avenues; purchase land across from the Country Music Hall of Fame and Museum to create a public park that would function as a neighborhood entrance, and create a Project Area Committee to work with the city's housing authority on additional plan development. Following what had become a pattern in city planning for Music Row's future, this effort also got off to a controversial start.

In order to qualify for federal funding from the U.S. Department of Housing and Urban Development (HUD), a minimum of 20 percent of the buildings were required to be designated as "structurally deficient." Reports that an initial survey by the NHA found more than 90 percent of the area's buildings were deficient sparked outrage and fear among property owners that their buildings would be condemned by the Metro Codes Department.¹⁸³

The NHA survey found that out of 452 buildings on Music Row, 409 had deficiencies, which had a long list of definitions including "overcrowding or improper location of structures on the land; excessive dwelling unit density; conversions to incompatible types of uses, such as rooming houses among family dwellings; obsolete building types such as large residences or other buildings which through lack of use or maintenance have a blighting influence; detrimental land uses or conditions, such as incompatible uses, or adverse influence from noise, smoke or fumes; unsafe, congested, poorly designed or otherwise deficient streets; inadequate public utilities or community facilities contributing to unsatisfactory living conditions or economic decline." The report went on to list each street address and its classification as "standard," "requires minor repairs," "requires major repairs," and "substandard."¹⁸⁴

¹⁸¹ "Row's Rah-Rah Spirit Fades." *The Tennessean*, December 15, 1970.

¹⁸² "Music Row Still Needs City Help." *The Tennessean*, March 21, 1972.

¹⁸³ "90% of Music Row Building Deficient, NHA Survey Shows." *Nashville Banner*, March 17, 1972.

¹⁸⁴ Ibid.

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After the Metro Council's rejection of the federally-funded proposal, including opposition from Councilperson James Hamilton who voiced concerns about eminent domain, the NHA regrouped and created a new Music Row Neighborhood Development Plan. The plan was simplified to omit "any suggestion of urban renewal" and did not include the city's ability to take any residential property by eminent domain. With these changes, Metro Council approved the plan which ultimately received \$950,000 in HUD funding.¹⁸⁵

In the coming months, the NHA took action to create an inclusive planning process. In May 1972, NHA opened an information office at 730 16th Avenue South to provide information to residents and property owners in the two weeks leading up to a public hearing. By June, NHA had appointed a steering committee to develop guidelines for the Music Row Project Area Committee. NHA Director Jack Herrington had positive words for these steps forward:

It is important that activities associated with the planning and execution of the program reflect consideration of the views of the owners and tenants of the property in the area. With the cooperation, participation and support of people with interests in the area, NHA can take the actions necessary to re-establish this as one of the most attractive and desirable areas of the community.¹⁸⁶

The next few years saw a continual overlapping of projects underway, government plans still in development, loss of funds to continue work, and the announcement of new construction projects on Music Row from private businesses. Before starting to implement the first year's plans, federal funding cutbacks meant a second year of work would not be funded. Nevertheless, work moved forward on the first year's plans.

One city planning project that was completed by 1975 was a small public park, called Music Square Park (later renamed Owen Bradley Park), at the intersection of Division Street, Demonbreun Street, and 16th Avenue South. Constructed at a cost of \$675,769 as part of a federal grant, the park included a concrete walk, benches, landscaping, and a water fountain area with night-time lighting. Music Square Park replaced the 1950s Double Eagle service station.¹⁸⁷

With the completion of 16th and 17th avenues as one-way streets in 1975, city planners changed the street names to Music Square. New signs were installed in September of that year identifying the streets as Music Square East and Music Square West. The street names remained 16th and 17th Avenues south of Edgehill Avenue. The renaming of Music Row to Music Square never gained traction and was only applied to street addresses for Music Row businesses.

¹⁸⁵ "NHA Approves Revised Plan for 'Music Row'" *Nashville Banner*, April 13, 1972.

¹⁸⁶ "NHA Names Unit to Develop Rules for Music Row PAC." *Nashville Banner*, June 21, 1972.

¹⁸⁷ "Park Proves \$675,769 Metro Decoration," *Nashville Banner*, August 1974.

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While these projects were getting underway, the newly-organized Music Row Project Area Committee decided that a socio-economic study was needed to better understand current conditions and to identify needs for Music Row's future.¹⁸⁸

In April 1974, the resulting study was the release of a federally-funded, 151-page report, "Music Row Neighborhood Development Programs, Nashville, Tennessee. Summary of Existing Conditions; Socio-economic and Attitudinal Survey; Physical Environmental Plan," developed by Carter & Burgess, Inc., an engineering and planning company based in Fort Worth, Texas.¹⁸⁹

The report included three parts: 1) a summary and analysis of existing conditions; 2) socio-economic and attitudinal survey and recommendations for an "economically sound, functional and feasible general socio-economic and physical plan for the NDP [Neighborhood Development Program] area"; and 3) a physical environmental plan.

The report presents an interesting look at the Music Row area in the early 1970s. It begins by describing the area as 0.26 square miles or 165.10 acres with 90 percent developed and the rest in vacant land. The largest land use was for residential properties with almost half in what was defined as medium density (2-4 families), mostly large residences that had been converted into apartments or boarding houses to accommodate university students and "persons affiliated with the music industry." The report noted that 86 percent of residential housing was rental.¹⁹⁰

About one quarter of the area's land was in commercial use, mostly in business offices, medical facilities, and music recording studios at the north end of the district. The southeastern portion was noted as the only area that had retained its identity as a residential neighborhood.

Other occupants included church facilities, college-owned property (purchased by the George Peabody College for Teachers and Scarritt Bennett in anticipation of expansion), the Country Music Hall of Fame and Museum, Metro Fire Hall Engine No. 7 (DV.00086), a special education services center, and the public park, which was under construction at the time of the report.

Unlike the NHA's earlier survey, this report found that out of 466 buildings, only 85 were considered deficient. Nonetheless, the report addressed the neighborhood's blight as having three

¹⁸⁸ "NHA Approves Revised Plan for 'Music Row'" *Nashville Banner*, April 13, 1972.

¹⁸⁹ Carter & Burgess Inc., Engineers. "Music Row Neighborhood Development Programs, Nashville, Tennessee. Summary of Existing Conditions; Socio-Economic and Attitudinal Survey; Physical Environmental Plan." Report prepared for Metropolitan Development and Housing Agency, April 1974: n.p.

¹⁹⁰ Ibid.

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causes: the age of the neighborhood (73 percent of houses were constructed before 1940), the area's transitional nature, and the trend toward suburbanization.

The report gave recommendations for addressing the area's appearance including "Project Pride," a campaign to clean up the neighborhood, rehabilitate buildings, repair sidewalks, and make other improvements. Other recommendations addressed meeting the needs of a widely varied population that included students, musicians starting out in the music industry, business executives, older residents, families, and children.¹⁹¹

Music Row's Starts and Stops in the 1970s

Despite years of planning, federal funding ran out in the 1970s, bringing an end to grandiose plans such as the Boulevard or Music City Square. The 1970s proved to be a mixed bag for Music Row and the music industry with new construction projects, businesses opening and recording announced at the same time that other reports appeared of businesses closing and big projects being scrapped.

Even with all of the questions about how Music Row's built environment would be developed – or not developed – by the 1970s it nevertheless had become firmly established as the place to be for struggling artists who wanted to make a name for themselves in the music industry. John Hiatt, who would become an esteemed songwriter with songs recorded by Bonnie Raitt ("Thing Called Love"), Eric Clapton ("Riding with the King"), Rosanne Cash ("The Way We Make a Broken Heart"), and countless others, recalled his arrival in Nashville in the 1970s when he was trying to get his break:

I spent about two weeks trying to get a publishing deal with this terrible tape I'd made with my buddy who had a couple of two-track tape recorders. Finally I wound up at Tree Publishing....I waited until the last day, until my money was gone...to go to Tree. Larry Henley, who co-wrote "Wind Beneath My Wings," sat me down and I sang a couple of songs. He called Buddy Killen down and I sang a couple more for Buddy. They said 'what are you looking for?' I said '25 bucks a week.' They said 'ok.' I got a room in a boarding house on Music Row, where about five other songwriters lived. I was paying 11 bucks a week for a room with a bare spring bed, a hot plate and a bare light bulb. All up and down Music Row you'd have a house full of songwriters next to a publishing company. Half the house would be songwriters, and half would

¹⁹¹ Ibid.

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be working class, blue collar, regular people or down-and-out-folks. We were all mixed together, that was the beauty of it.¹⁹²

A new arrival in 1970 was Nashville Audio Recorders (*Figure 14*). The independent recording studio, located in a cement block building at 1307 Division Street near Music Row, would become famous as the Sound Shop Studio (demolished January 2015). The studio was established by Danny Davis, a trumpet player who had founded the Nashville Brass while at RCA and maintained strong music industry connections on Music Row. In 1971, Davis sold the studio to Buddy Killen (Tree Publishing), producer Bob Montgomery, singer-songwriter Bobby Goldsboro, and Kelso Herston who had started a commercial jingle company.¹⁹³

¹⁹² Skates, Sarah. "Exclusive: The Fantastic World of John Hiatt." Music Row, Website, October 28, 2014, Retrieved March 27, 2015: www.musicrow.com/2014/10/exclusive-the-fantastic-world-of-john-hiatt.

¹⁹³ Fox, Randy. "We Cut a Lot of Hits: The Sound Shop Story." *The East Nashvillian*, July/August 2015.

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**Figure 14. Sound Shop Studios on Division Street, undated. Demolished January 2015.
Source: Coy Taylor.**

In the next few years, the Sound Shop Studio stayed very busy with recordings of country, pop, rock, R&B as well as commercial jingles. The highlight of the early years came in the summer of 1974 when former Beatle Paul McCartney and his wife Linda strolled in to watch a recording session. It wasn't quite as spontaneous as it appeared. Buddy Killen had helped McCartney and members of his band (Wings) find a place to stay while on vacation in the area. Killen took the opportunity to invite McCartney to see the Sound Shop Studio resulting in the singer's decision to record in the studio. Songs recorded included "Junior's Farm" and "Sally G."¹⁹⁴

¹⁹⁴ Ibid.

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Sound Shop Studio engineer Billy Sherrill (not the Nashville producer) recalled that a number of prominent Nashville musicians played on some of the sessions with Chet Atkins making the greatest impression with his use of the Nashville Number System:

Paul played them the song on the guitar once, and Chet started making out a numbers chart. Paul asked him if he wanted to hear it again, but Chet said he had it and kept writing. Paul wanted to know what he was doing, and Chet started explaining the Nashville number system. Paul was just shocked. He had never seen anything like that before, and it freaked him out, which I thought was very cool.¹⁹⁵

In 1977, a major announcement shook Music Row – RCA was closing Studios A and B because an agreement could not be reached with the National Association of Broadcast Employees and Technicians (NABET).¹⁹⁶

Since 1972, RCA's Nashville enterprises had been headed by Jerry Bradley (b. 1940). Bradley was joined in 1973 by Joe Galante, who was transferred from New York to become the administration manager in Nashville. Although the men had come into the music industry from different directions - Bradley, as the son of Owen Bradley, and Galante, as a budget analyst who worked his way into management - they quickly established a rapport that brought success for RCA. In 1974, Bradley was promoted and *Billboard* took note:

¹⁹⁵ Ibid.

¹⁹⁶ West, "RCA Victor Studios Building," 2015.

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The promotion of Jerry Bradley to vice president for Nashville's operations of RCA creates a family dynasty situation unprecedented here. Bradley and his father, Owen Bradley, now have jurisdiction over (and produce some) of the top names in the country music field.¹⁹⁷

Jerry Bradley would soon make his own imprint on Nashville's music industry as he guided the production of *Wanted: The Outlaws* with Waylon Jennings, Willie Nelson, Jessi Colter and Tompall Glaser. Released in 1976, the album skyrocketed to success, creating a new style of country music and reaching new audiences.

RCA Studio B also continued to be active, hosting artists from other labels like Dot Records artist Donna Fargo who scored a No. 1 country/No. 11 pop chart hit in 1972 with her song "Happiest Girl in the Whole U.S.A."¹⁹⁸

It wasn't enough to stop the announcement on January 10, 1977, that the two studios were closing. In addition to the union dispute, industry watchers pointed to additional reasons for the closing including artists demanding control over their work and the increase in independent studios.¹⁹⁹

Events took a surprising turn two months later when Owen Bradley, who already owned the RCA office building along with his brother Harold Bradley and Chet Atkins, announced he was going to buy RCA Studio A and reopen it as Music City Music Hall.

This announcement was followed in 1978 with another announcement – RCA would re-invest in Nashville, making Joe Galente director of marketing over the label's country music, pop and country-pop albums which would be recorded at Music City Music Hall.²⁰⁰

Although RCA Victor Studio A continued as an operating commercial recording studio, the future would be different for RCA Studio B. With the studio's closing in 1977, building owner Dan Maddox agreed to allow the Country Music Hall of Fame and Museum to use the studio for educational music programs and to open the building for public tours. In 1993, the Maddox Family Foundation donated RCA Studio B to the Country Music Foundation, which now owns and operates the museum. In 2002, the Mike Curb Family Foundation purchased the recording studio and leased it back to the museum in perpetuity for \$1 a year; the building was listed in the NRHP in 2012.²⁰¹

¹⁹⁷ "The Bradleys: Owen and Jerry Compete for Chartbusters." *Billboard* magazine, September 7, 1974.

¹⁹⁸ Robison, et al, "RCA Studio B," 2012.

¹⁹⁹ West, "RCA Victor Studios Building," 2015.

²⁰⁰ Ibid.

²⁰¹ Robison, et al, "RCA Studio B," 2012.

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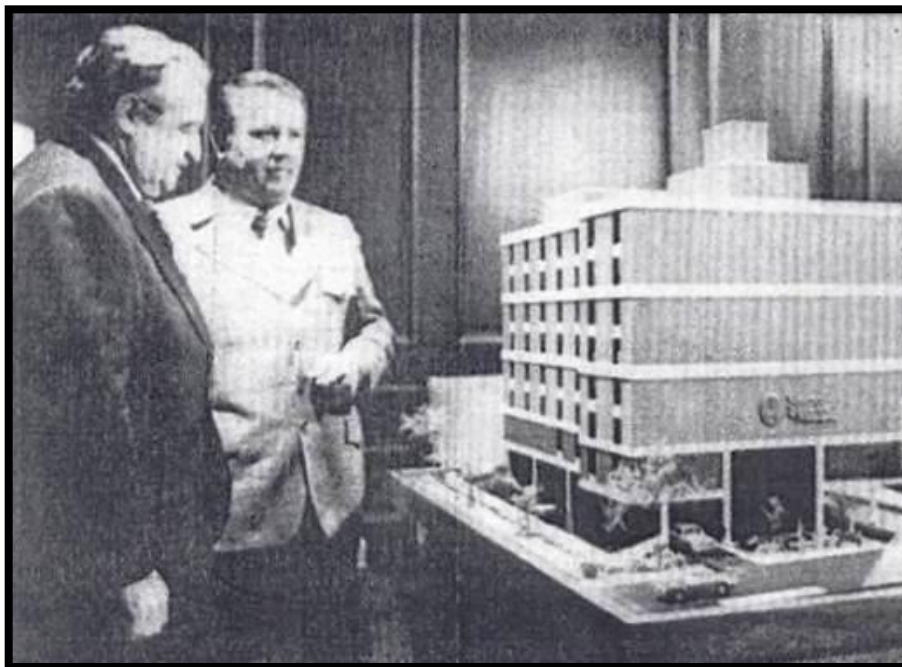
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Throughout the 1970s, Music Row's place as the center of Nashville's music industry was evident in the continual announcements of construction projects – some coming to fruition and others never becoming a reality.

In 1972 came the announcement of the first hotel to be constructed on Music Row, slated for completion in 1973 (*Figure 15*). Jack Spence, president of Spence Motel, Inc., unveiled plans for Spence Manor Motor Hotel at 711 16th Avenue South/11 Music Square E (DV.26108). The \$1 million, nine-story "executive type" hotel, designed by the Nashville architectural firm Clemmons & Gingles, would include 50 "super-deluxe" units. The luxury suites would rent for \$30 to \$40 a day. In announcing the project, Spence explained, "We intend for this hotel to be designed for the discriminating guest who expects superior service and décor equal to his own home." (The hotel was converted into condominiums in 1986.)²⁰²



**Figure 15. Model of Spence Manor Motor Hotel (DV.26108) on 16th Avenue South.
Source: Nashville Banner, November 2, 1972.**

²⁰² "Music Row Hotel Plans Revealed." *Nashville Banner*, November 2, 1972.

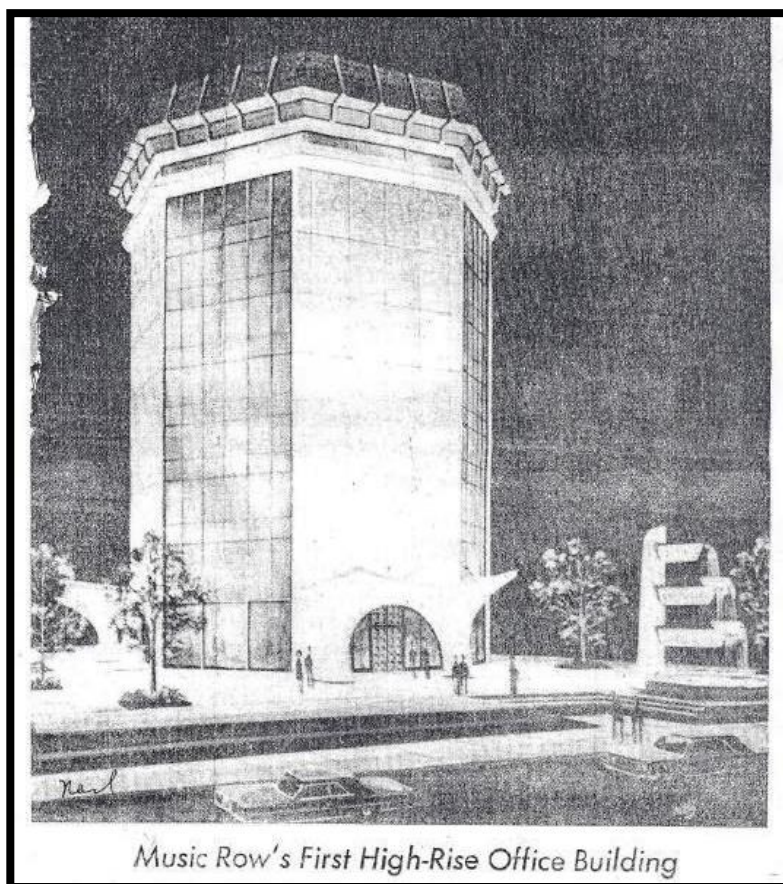
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In 1973, "Music Row's First High Rise Office Building" was announced for construction on 17th Avenue South. A rendering shows a \$2.5 million nine-story building of bronze glass and granite. The modern building, designed by Nashville architect Howard Phillip Howland, was owned by two partners, Gordon Stoker and Neal Matthews of the Jordanaires. United Artists was the first tenant, and the building became known as United Artists Tower (DV.26121). Located at 50 Music Square West, the design of the iconic octagon-shaped building was apparently inspired by the circular 13-story Capitol Records Tower, completed in 1956 in Hollywood, California (*Figure 16*).²⁰³



**Figure 16. Architectural rendering for the nine-story United Artists Tower (DV.26121).
Source: Nashville Banner, October 25, 1973.**

²⁰³ "Music Row's First High-Rise Office Building." *Nashville Banner*, 1973.

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In its heyday the United Artists Tower was filled with offices, music recording studios, the monthly magazine *Music City News*, and the WRQQ radio broadcast studio. Music publisher and studio owner Jerry Michael recalled operating Suite 900, his state-of-the-art, 24-track recording studio, on the top floor from 1977 to 1990. The studio became a gathering place for top name artists and had clientele from all major record labels and national advertising campaigns. Warner Brothers became a steady customer, booking 2,500 hours a year to record demos for songs written by the company's 60-plus writers. Michael recalls those days: "In less than a few months (after setting up the studio), it was on the cover of *Mix Magazine* and then *ProSound Calendar*."²⁰⁴

Artists who recorded at the Suite 900 studio included Emmylou Harris, the Impressions, the Chilites, and a young undiscovered Garth Brooks. Michael recalled: "Garth was singing a demo for someone else before he made it. I remember walking out of my office and I heard this guy singing, and I thought 'that guy can sing!'" (In August 2015, the building was purchased by a group of local developers who plan to convert the building into a hotel.)²⁰⁵

Also in 1973, a \$3 million project was announced for a six-story office building and a four-story garage at 49 Music Square West on the corner of 17th Avenue South and South Street. The building was to have 65,000 square feet of space, including two music recording studios, a mastering studio, a "full gourmet" restaurant, a penthouse, and suites for lease. One of the backers was Joe Johnson, owner of Four Star Records. (The building previously housed the offices of Great American Country, GAC-TV, and currently houses the offices of RFD-TV.)²⁰⁶

In 1978, the music magazine and publishing firm *Billboard* Publications, Inc. bought four lots on Music Row from the MDHA for \$3.5 million. Headquartered in New York, *Billboard's* Nashville branch office had been located just off Music Row in the Whitehall Building at 1701 West End Avenue (now Metropolitan Bank) since 1962. The announcement of the land purchase called for construction of a \$900,000 building at 1511 Laurel Street (10 Music Circle East) to house *Billboard's* Nashville operations including WLAC-AM and WKQB-FM radio broadcasting stations. The building was to include shops, offices, a public cafeteria, a 1,000-seat auditorium and a 300-seat private restaurant and club. The design was also intended to allow visitors in the lobby to see the radio stations on the air.²⁰⁷

²⁰⁴ Michael, Jerry. Interview with Carolyn Brackett, Nashville, May 29, 2015.

²⁰⁵ Ibid.

²⁰⁶ Photograph Caption, *Nashville Banner*, October 25, 1973.

²⁰⁷ "Billboard Buys Music Row Lots to Build Center." *Nashville Banner*, April 10, 1978.

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Music Row also proved to be a place where music outside of the standard country and pop music production realm could succeed. Perhaps no one better exemplified that in the 1970s than Kelso Herston. Herston began his music career in 1956, starting Tune Records and Publishing with two friends in Florence, Alabama. Moving to Nashville a few years later, Herston became a successful session player, and he quickly moved into publishing and production, which led to being named vice president of United Artists Nashville office. By the mid-1960s, Herston had moved to Capitol Records. He also became the music director for the TV show "Hee Haw." Although Herston's work in the country music industry gave him the chance to work with such legends as Merle Haggard, Buck Owens, George Jones, and The Oak Ridge Boys, in 1971 Herston took his talents on a different path, starting a commercial jingle company, Kelso Herston Enterprises. Herston would become the top supplier of radio and television commercials for many years and received more than 50 Diamond and Clio awards.²⁰⁸

Locating his office and music recording studio in a renovated two-story house built circa 1905 at 1202 16th Avenue South (DV.00444, demolished July 2015), over the next few decades Herston created more than 6,000 jingles which were recorded in Music Row studios. Many of the jingles are an instantly recognizable part of America's popular culture: *Kawasaki lets the good times roll...*, *It's gonna be a Sealy Posturepedic morning...Kellogg's will help you say, it's gonna be a great day...What's good enough for other folks ain't good enough for me and my RC.*²⁰⁹

A 1979 newspaper report about businesses on Music Row counted 270 music publishers, 120 record production agencies, 80 record manufacturing companies, 80 booking agencies, 10 music organizations and unions, 20 radio commercial and jingle companies, 20 album cover photographers, two radio broadcast stations, several music-oriented newspapers and magazines, and the Country Music Hall of Fame and Museum.²¹⁰

Even with all this growth, rumors of a decline in the music industry surfaced in the late 1970s, especially in relation to closing RCA Victor Studio A and RCA Studio B. Following the publication of several *Tennessean* and *Nashville Banner* articles in the summer of 1977, industry executives fought back, insisting they were misquoted and that the music industry "may be having its best year yet." BMI's CEO Frances Preston disagreed with reports that recent staff cuts and the closing of a publishing office were evidence of an industry in decline:

Changes don't reflect a decline in business. They reflect a gain, not a loss. It's unfortunate they didn't get the facts. Our own company has signed 500 new writers

²⁰⁸ "Kelso Herston: Alabama Music Hall of Fame Nominee." Alabama Music Hall of Fame, Website, undated, Retrieved June 22, 2015: www.alamhof.org/inductees/timeline/1997/kelso-herston.

²⁰⁹ Brackett, Carolyn. "Roots of American Music Trail," 2014. Unpublished Manuscript.

²¹⁰ "Neighbors Call the Row Home." *Nashville Banner*, October 7, 1979.

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since the first of the year, and Nashville still has 90 percent of the activity on the country charts.²¹¹

Tree International Publishing's CEO Jack Stapp echoed Preston's statements: "Business is greater than it's ever been – it's unbelievable. From a publishing standpoint, it's increasing all the time."²¹² Ed Shea, ASCAP's regional director, declared: "ASCAP has had its best year ever. Country music has never been so successful, and Nashville has never been more respected. Nashville's future is permanent."²¹³

By 1978, the Nashville Talent Directors Association (NTDA) was downplaying reported music industry concerns that country music performers were hiring companies based in Los Angeles, New York, and even Tulsa, to handle their booking and management. Big-name artists identified as using out-of-town management firms included Dolly Parton, Crystal Gale, The Oak Ridge Boys, Larry Gatlin, Mel Tillis, and Don Williams.²¹⁴

While insisting, "It's no alarming thing really," talent agent Dick Blake acknowledged the NTDA had "gotten together a few times to try to figure out why those folks on the East and West Coasts can do a better job in some areas that we can. As far as sales go, we excel in Nashville, but as far as promotion or publicity, we're weak. Television is a big thing now, and we need to learn more about how to work with it. We're not running scared at all. And in fact Nashville agencies still control the majority of the talent in country music. But Nashville is the hub of the business and we don't like to see artists leaving."²¹⁵

Notable Unbuilt Projects on Music Row

By the 1970s a number of enterprising individuals and organizations sought to capitalize on Music Row's name recognition with their own projects. For almost a decade, announcements were made about everything from a museum to an entertainment complex to a memorial garden in honor of Elvis Presley. For various reasons such as lack of funding, although these projects gained local media attention, none came to fruition. A sampling includes:

- **Country Music Picture Museum** – In April of 1972, a corporation named The Story of Country Music Inc. formed in Delaware with the intention of building a \$300,000 museum devoted to "telling the story of country music." Planned for construction one block from the

²¹¹ "Despite Reports, Music Row May Have Its Top Year." *Nashville Banner*, August 4, 1977.

²¹² Ibid.

²¹³ Ibid.

²¹⁴ "TV, Modern Day Management Techniques May Lure Stars." *Tennessean*, August 31, 1978.

²¹⁵ Ibid.

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Country Music Hall of Fame and Museum, an artist's drawing depicts a two-story building reflecting the architectural style of the Ryman Auditorium. Planners projected 75,000 visitors in the first year for what was to be "basically a photo museum which will graphically and dramatically depict the story of country music from its commercial beginnings in the 1920s to the present day." Other features would include dioramas and murals. The museum would charge the same rates as the Country Music Hall of Fame - \$1.25 for adults and 50 cents for children. (No comments were sought from the Country Music Hall of Fame and Museum about the proposed museum in local newspaper articles.)²¹⁶

- **Gospel Hall of Fame** – A \$1.5 million Gospel Music Hall of Fame to be located at Demonbreun and Division streets was announced in January 1976 with a target opening date in the fall of 1977. The new building was to have 19,000 square feet of space over three stories and was to house a museum as well as the offices of the Gospel Music Association which had been founded in 1964.²¹⁷
- **215-Foot-High Guitar-Shaped Building** – In 1976, a local developer planned to construct a 215-foot-high guitar-shaped building across the street from the Country Music Hall of Fame and Museum. The building would have a glass-enclosed elevator running to the top of the building along the guitar's strings. The building would include office space, restaurants, a museum and tourist shops and an observation tower at the top.²¹⁸
- **Elvis Presley Memorial Park** – In May 1978, less than a year after the death of Elvis Presley, the Elvis Presley Memorial Fund was formed to raise funds for a \$250,000 park memorializing the singer. "It won't be anything gaudy, you can count on that. It will be a place for meditation," said Steve Goldstein, leader of the effort. An artist rendering showed a design with a fountain surrounded by walkways, benches, and landscaping.²¹⁹
- **Music Row Design Plan** – In 1982, a local architect presented a plan to "dress up" Music Row. Kevin Tucker contributed an architect's rendering to create an area that would be an "oasis to tourists." The design, estimated to cost \$225,000, would include landscaping, street lights, and a tourist information booth in Music Square Park.²²⁰

²¹⁶ "New Corporation Plans \$300,000 Country Music Picture Museum," *The Tennessean*, April 6, 1972; "\$500,000 Museum Set for Music Row," *Nashville Banner*, April 5, 1972.

²¹⁷ "Music Row to Get Gospel Hall of Fame," *Nashville Banner*, January 15, 1976.

²¹⁸ "Music Row May Get 215-Foot-High Guitar Shaped Building," *Nashville Banner*, 1976.

²¹⁹ "Elvis Presley Memorial Park Set on Music Row," *Nashville Banner*, May 5, 1978.

²²⁰ "Music Row Plans Unveiled," *Nashville Banner*, December 7, 1982.

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Music Row Gets a Swimming Pool

In the 1950s, Webb Pierce (1921-1991) was a popular honky-tonk and rockabilly singer and guitarist with hits including “In the Jailhouse Now,” “Slowly,” “Love, Love, Love,” and “Wondering.” A native of Louisiana known for his flashy suits and lavish lifestyle, he continued touring and stayed in the spotlight by appearing in several movies.

Pierce’s announcement in 1977 that he was going to construct an 81-foot long guitar-shaped swimming pool as a Music Row tourist attraction sparked one of the fiercest fights – and a flurry of national media coverage – that the area had experienced.

Pierce’s first attempt at creating a tourist attraction was to construct a \$40,000 guitar-shaped swimming pool in the early 1970s at his home at 801 Curtiswood Lane near the Governor’s Mansion in Nashville’s wealthy Oak Hill neighborhood, known as “Hillbilly Hollywood” due to the large number of country music celebrities who lived there. By the mid-1970s, the pool attracted tour buses and a reported 3,000 visitors each week – and the complaints of his neighbors including singer Ray Stevens who filed suit and won a ruling that Pierce could not turn his home in the upscale residential neighborhood into a tourist attraction. Pierce had planned to build a concrete bus off-ramp in front of his home, but a court order stopped all tour buses in 1976.²²¹

Undeterred, in December 1977, Pierce announced plans to build a replica guitar-shaped pool on 16th Avenue South near the Country Music Hall of Fame and Museum on Music Row at a cost of \$1 million. A large sign on the site proclaimed “Open Spring ’78, The Webb Pierce Hall of Fame for Country Music Fans.” Pierce’s intention was to charge a \$2 per person admission fee to the attraction and offer to add visitors’ names to a poolside scroll for an additional \$10.00. Pierce planned to be on hand when the pool was open to meet visitors and sign autographs.²²²

The plan drew fire from Nashville’s Music Row businesses including Fred Foster, owner of Monument Records, who declared “We’re creative people out here, not carnival people.” Joe Talbot, then CMA president, added: “That pool, if it’s built, will look about like Tootsie’s Orchid Lounge sitting in the middle of Belle Meade Boulevard.”²²³

Those comments caused Pierce to file a \$6 million lawsuit against Foster and Talbot for “libelous” statements. Other Music Row business people defended Pierce’s right to build the pool. Producer

²²¹ “Appeal Filed By Opponents of Pierce Pool,” *Nashville Banner*, December 10, 1977.

²²² “Guitar Pool Sounds Music Row Discord,” *Nashville Banner*, December 1977.

²²³ *Ibid.*

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Billy Sherrill commented “On the way to work this morning, it still looked like the good ole U.S.A. to me. I didn’t see the Kremlin. This isn’t Russia yet. Free enterprise should prevail.”²²⁴

An appeal by music industry executives to revoke Pierce’s construction permit failed, and in May 1978 grand opening ceremonies were held for the Webb Pierce Swimming Pool (DV.26109) with Governor Ray Blanton and country music star Roy Acuff in attendance (*Figure 17*).



Figure 17. Webb Pierce poses with Vickie Vanderpool in his custom 1962 Pontiac convertible at the Webb Pierce Swimming Pool (DV.26109). Source: Tennessean, 1978.

²²⁴ “Pierce’s Pool Idea Has Its Defenders,” *Nashville Banner*, December 1977.

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The pool's success didn't last long. By early 1979, the bank that had financed the project had foreclosed on Pierce and his business partner William Donoho, for defaulting on a \$90,000 payment. The pool was auctioned and Donoho purchased it for \$150,000. Pierce and Donoho filed lawsuits against each other and had plenty to say about the other one to the media. "I didn't know when I went into business with him (Donoho) that he was an ex-convict," Pierce charged.²²⁵

Donoho had the last word in a March 9, 1979, interview: "If he says one more thing about me in public. I'm liable to smack him in the nose." When asked whether he planned to change the name of the attraction, he said "Hell yes, I'll change it. I wouldn't name a dog after Webb Pierce." The pool was later acquired by the adjacent Spence Manor Motor Hotel located at 11 Music Square East (later condominiums).²²⁶

Three PROs on Music Row

Performing rights organizations (PROs) such as Broadcast Music, Inc. (BMI), the American Society of Composers, Authors and Publishers (ASCAP), and SESAC (originally the Society of European Stage Authors and Composers, changed to SESAC in 1940) contributed greatly to Nashville's music industry and culture. Although none of these three PROs originally formed for the purpose of representing country music artists, publishers and songwriters, each entity would become a strong presence on Music Row representing country, gospel, and other music genres.

PROs operate through a complex system to protect copyrights through licensing, monitoring, and collecting fees from users. This compensation system is described as:

[T]here are instances in which artists are rewarded for their works. Such rewards create incentives to produce new creations. In an effort to provide such incentives, the artistic world created royalties. Royalties enable composers and other copyright owners to receive a fee or a percentage of the revenues when a licensed work is presented to the public through a performance or transmission. Licensing agreements became available to broadcasting organizations and to others who are interested in obtaining performance rights, the right to perform publicly a copyrighted work. Thus, a symbiotic relationship was created between the artist and the consumer, and licensing organizations served as the vehicle for this exchange. Performing rights organizations provide a less expensive and more efficient way for

²²⁵ Donoho Buys Pierce's Pool for \$150,000," *Nashville Banner*, March 9, 1979.

²²⁶ Ibid.

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writers and publishers to locate and license music users. Without such organizations, music users would have difficulty keeping track of the thousands of copyright owners and negotiating individual licenses to authorize the performance of each copyrighted work.²²⁷

In Nashville, the PROs would also expand to play a significant role in nurturing careers by promoting artists and songwriters to publishers and record labels. Although ASCAP was the first PRO to be formed nationally in 1914, BMI was the first to arrive in Nashville in 1958. BMI was founded in 1939 by a group of radio industry leaders at the annual convention of the National Association of Broadcasters in Chicago and opened offices in New York City in 1940. BMI formed in response to a dispute between radio broadcasters and ASCAP over increased licensing fees.

BMI's leadership decided on an open door policy, inviting artists from all musical genres to join the membership organization. The formula yielded quick success with 660 of the country's 800 radio stations signing with BMI by the end of 1940 and expanding to license other music venues such as hotels and nightclubs by 1941. The open door policy also led to an early connection with country music as BMI's official history records:

1942 - BMI's early interest in country music, a genre that heretofore had been ignored or denigrated as 'hillbilly' music leads it to sign landmark agreements with Acuff-Rose Publications, headquartered in Nashville, and Hill and Range Songs, headquartered in New York.

1944 – BMI continues to play a proactive role in country music ascendance into the public arena, while *Billboard* magazine starts to trace the presence of the genre on jukeboxes.²²⁸

By the 1950s, country music was a firmly established genre for BMI, leading to the organization's first annual Country Awards in 1953. The event was the first time Nashville's country artists had been honored with an awards program by any organization. BMI's business strategies not only focused on licensing and collecting royalties, they encouraged the development of new music:

²²⁷ Roberts, Diane. "History and Development of Music Performance Rights," College Music Symposium, The College Music Society, Website, October 31, 1995; Retrieved July 15, 2015; http://symposium.music.org/index.php?option=com_k2&view=item&id=3285:history-and-development-of-music-performance-rights&Itemid=146.

²²⁸ "BMI Timeline Through History: 75 Years of Creative Progress," Broadcast Music, Inc., Website, undated, Retrieved March 27, 2015: www.bmi.com/about/75_years.

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The organization considered only current airplay on both network and non-network radio programs, monitoring airplay of recordings as well as live shows. BMI also financed new publishing ventures by giving advances of up to \$250 per recorded song. Because many new publishing companies were affiliated with new, independent record labels, this seed money had a dual effect in fostering nascent enterprises. By the 1950s, the organization was giving advances on future earnings to writers as well as to publishers, who often gave their own advances to songwriters.²²⁹

With numerous artists joining BMI, including Elvis Presley, Dolly Parton, and the Everly Brothers who were recording hits in Nashville, BMI opened a Nashville office in 1958 with Frances Williams Preston at the helm. The decision to open a Nashville office – and to hire Preston – would have far reaching impacts on Nashville’s music industry for decades to come. Preston’s entrance into the world of music began in the 1950s with a summer job as a mailroom messenger at National Life and Accident Insurance Co., owner of WSM radio. From there she moved to being the radio station’s receptionist.

That got me involved in everything. I helped out with the public relations department, at cocktail parties, meetings and things. I helped everybody with everything and got to know everybody in town,” Preston recalled.²³⁰

The job led to Preston’s meeting BMI’s senior vice president Bob Burton who asked her to open the BMI Southern Regional Office in Nashville in 1958. After running the office from her parents’ home and then from an office in the L&C Tower downtown, Preston convinced BMI’s New York-based board of directors to construct an office building on Music Row at 710 16th Avenue South/10 Music Square East.

Construction of the BMI office building started in 1963, and when the building was completed in 1964, Preston moved into her new office with a new title – vice president, making her “reportedly, the first woman corporate executive in Tennessee, and the first full-time performing rights organization representative in the South.”²³¹

²²⁹ Robison, et al. “RCA Studio B,” 2012.

²³⁰ “The Women Who Ruled the Row,” *The City Paper*, January 12, 2012.

²³¹ “Remembering Francis W. Preston,” Website, Retrieved July 16, 2015: www.bmi.com/special/frances_preston.com.

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In 1973, the growing organization announced a modern \$500,000 expansion designed by Nashville architect Earl Swensson that would triple the size of its offices when completed in 1974 (*Figure 18*): “The new space, which involves a move into surrounding properties and even the transplanting of massive trees, will contain executive offices, a conference room seating 50 persons, and film projection facilities.” The current BMI offices on Music Row were noted as “the first of the modern dignified buildings to be erected here.”²³²

BMI would undergo a third expansion in the mid-1990s, enlarging the offices with a \$13.8 million six-story Brutalist-style concrete and glass addition containing offices and a parking garage (Brutalist originates from the French *béton brut* meaning “raw concrete”), also designed by Nashville architect Earl Swensson.

In the years to come, BMI would have a profound impact on Nashville’s music industry in many ways including increasing the organization’s membership, instituting an awards program for songwriters, protecting songwriters’ rights, mentoring up-and-coming artists and songwriters, licensing for digital media, and creating one of the music industry’s first websites in 1994.



²³² “BMI to Triple Size of Nashville Office,” *Billboard*, June 9, 1973.

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Figure 18. BMI opened a Mid-Century Modern-style office building on Music Row in 1973.

Source: *Metro Nashville Archives.*

Many in the music industry credit Preston as their mentor including Jody Williams who would work at BMI three different times during his career. In 2015, Williams became BMI's vice president of writer/publisher relations, the same job held by Frances Preston when he first talked with her in 1976. Williams first found himself in Preston's office when he was a young college student, asking her advice about opening a record store. Preston advised against it but offered him a job at BMI:

Back in those days BMI was a satellite office from the New York headquarters. And Francis was the queen of the music industry in Nashville and she could do whatever she needed to do to get things done. There wasn't an HR department down the hall. If she had a gut feeling she could do it. She'd call up New York and say I did it and they'd say - good for you. You're doing such a great job.²³³

ASCAP was the next to build modern offices on Music Row in 1968. ASCAP was founded in New York City in 1914 to protect copyrighted musical compositions used in public performances. The growth of radio in the 1920s added a new layer of responsibility as ASCAP began collecting license fees from broadcasters. Among the first songwriters in country music to join ASCAP were Gene Autry, Fred Rose, and the "King of Western Swing" Bob Wills.

With the growth of country music, ASCAP established a Nashville branch office on Music Row in 1965 in the RCA Victor Studio A building and held its first country music awards program. Within a few years plans were under way for a new building on Music Row. *Billboard* announced the upcoming groundbreaking in October 1968:

The massive building will replace three existing structures at 17th and Division at the head of Music Row. It will face both 17th and the soon to be constructed Music City Boulevard which in turn will replace 16th Avenue. Construction will be done by W.B. Cambron who also was the contractor for the Country Music Hall of Fame and Museum and for the BMI building. Both the land and the building are owned by Chet Atkins and Owen Bradley and will be leased to ASCAP on a long-term basis.²³⁴

The Nashville Banner also reported on the plan:

²³³ Williams, Jody. Interview with Carolyn Brackett, Nashville, May 29, 2015.

²³⁴ "Groundbreaking Ceremonies Set for New ASCAP Complex," *Billboard*, October 12, 1968.

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Two Nashville musician-businessmen have bought the southeast corner properties in the Music Row Area at 17th Avenue and Division Street. Chet Atkins, internationally-known guitarist and who heads up RCA music operations here, and Owen Bradley, Decca Records local representative and a well-known bandleader, were the buyers. Bradley said plans have already been completed to construct a 'modern, glass and brass' 5,000 square foot building on the property. On completion it will be leased to the Nashville operations for the American Society of Authors and Publishers (ASCAP), a music-related business which deals mainly in copyrights. Adding the cost of the construction of the building to the purchase price of the existing tract, total investment would approximate \$250,000.²³⁵

The publication followed up after the groundbreaking:

Ground was broken here Monday (14) for the first ASCAP building. 'Heretofore we've always had branches in someone else's building,' said Stanley Adams, ASCAP president. 'Now we have our first real structure.'...The one-story facility will have 14 rooms, including a dining and galley area and a complete press room.²³⁶

Although ASCAP had an early foothold in the city through the efforts of Fred Rose, it had faded from the country music scene appreciably before Adams revitalized it in recent years. He has said it is his aim to cover half the charts with ASCAP country songs within a few years.²³⁷

The original Mid-Century Modern-style building (*Figure 19*) was completed in 1969 and was replaced in 1992 by a larger building designed by Nashville architect Tom Bulla. The Nashville office was managed by Ed Shea until 1980 when Connie Bradley became ASCAP's southern regional director.

Throughout the 1960s and 1970s, ASCAP increased its presence in the country music industry as noted in a 1979 *Billboard* article:

The record breaking growth which began in Nashville's Southern offices in the late '60s has again produced an unprecedented success as reflected by the society's 18 No. 1 country songs on the trade charts this year," commented ASCAP southern regional executive director Ed Shea. "Our total involvement in Nashville as the pivot,

²³⁵ "Atkins, Bradley Buy Music Row Corner Lot for New Building," *Nashville Banner*, August 16, 1968.

²³⁶ Ibid.

²³⁷ "Ground Broken for 1st ASCAP Building," *Billboard*, October 26, 1968.

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and the surrounding territories in the past decade has mushroomed to the point where 1979 has been our greatest year ever.²³⁸

As Frances Preston had, Connie Bradley got her start as a receptionist at a local TV station before moving on to secretarial jobs at RCA and Dot Records. In 1976, Bradley began working as a membership representative at ASCAP leading to her appointment in 1980 as southern regional director over a 20-state area, a position she would continue for the next 30 years.

In 1975, the ASCAP Foundation was formed to create programs for music education and talent development. Over the years the foundation has created two dozen scholarships, provided financial support to music education programs for schools and summer camps, sponsored songwriter workshops, and developed numerous awards for composers and songwriters.



Figure 19. The Mid-Century Modern-style ASCAP office building opened in 1969 on 17th Avenue South on Music Row. Demolished in 1992. Source: Metro Nashville Archives.

²³⁸ Hyland, Mike. "Cooperative Competition Boosts Country Music," *Billboard*, October 13, 1979.

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Also opening an office in Nashville in the 1960s was SESAC. Unlike BMI and ASCAP, SESAC did not have an open membership – members must be approved to join. The performing rights organization was formed in 1930 in New York as the Society of European Stage Authors and Composers and became known simply as SESAC in 1940. The original name reflected the PRO's original purpose of supporting European stage authors and composers in obtaining American performance royalties. By the 1960s, SESAC had shifted its focus to other musical genres while still focusing exclusively on publishing.

In 1964, SESAC opened an office at the building housing Capitol Studios (DV.26123) at 806 16th Avenue South. In January 1965, *Billboard* featured "The Story of SESAC – Its Beginning, Its Hopes," which recounted the PRO's history and current activities. The article explained the Station Relations Department included a department head and eight traveling "field men who handle sales, licensing and public relations" who visit every station at least once a year. The new Nashville office was also noted:

SESAC found its long activity in the gospel and religious music fields a natural entrée to the country music area. Last January (1964) the company opened an office in Nashville, which is manned by Mercury recording artist Roy Drusky and two other staffers.²³⁹

Roy Drusky (1930-2004), a member of the Grand Ole Opry, had become a country artist in the 1950s and had been on several labels before signing with Mercury and would continue to have hits through the 1970s. It was Drusky's assistant, Lloyd Green (b. 1937), who would help SESAC achieve one of its first big hits.²⁴⁰

In the early 1960s, Green, a steel guitar player who would go on to play on hundreds of Nashville recording sessions, was a struggling musician who could not afford to renew his Musicians' Union card and was selling shoes for a living. Green had met Drusky when he played back up for him on the Opry, and Drusky offered him a job as his assistant in the new SESAC office building (*Figure 20*), which opened in 1970 at 11 Music Circle South (DV.26105). The new job yielded several benefits including getting Green back into playing, scoring a major hit record for SESAC, and working with a new artist named Lynn Anderson. Green recalled that time:

²³⁹ "The Story of SESAC – Its Beginning, Its Hopes," *Billboard*, January 16, 1965.

²⁴⁰ *Ibid.*

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Figure 20. SESAC opened a modern-style office building in 1970 at 11 Music Circle South (DV.26105) on Music Row. Source: Metro Nashville Archives.

(SESAC) was a good move because I assumed all the responsibilities. Roy didn't spend much time in the office. I did all the front work. Our offices were right in the middle of Music Row, and the first week I was there, Slim Williamson, who owned Chart Records, hired me for a demo and a master session. That became my first (studio) account.²⁴¹

²⁴¹ Kienzle, Rich. "Lloyd Green: From the A Team to Americana," *Vintage Guitar Magazine*, Website, September 2008, Retrieved July 17, 2015: <http://www.vintageguitar.com/3683/lloyd-green/>.

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The session resulted in SESAC's first hit - a novelty recitation called "Looking for More in '64," by country comedian Jim Nesbitt which featured the memorable words "Some's got oil and some's got none, And I can't buy me a Cinnamon Bun; I'm out plowin' and my feet are sore, And I'm lookin' for more in '64."²⁴²

The 1970s saw two changes that would significantly affect SESAC's development. They began to sign songwriters and increased their focus on the PROs Christian music roster which led early involvement in what became known as Contemporary Christian music.

In 1985, SESAC moved its international headquarters from New York City to Nashville, building new, larger offices at 55 Music Square East (DV.26106), with a later expansion to add office space in the nearby Mercury Records building at 66 Music Square West. Leading the move to the modern new headquarters at Nashville was Dianne Petty (d. 2007) who had joined SESAC in 1979 as senior vice president of the creative department, a position she would hold until 1995. (In July 2015, the office building at 66 Music Square West was demolished and construction was initiated on a \$20 million, five-story, 96,000-square-foot office building on Music Square East, designed by Tuck Hinton Architects of Nashville. SESAC will occupy about one-third of the space once completed in spring 2016. The Country Music Association also announced its offices would move to this location in spring 2016.)

The location of all three performing rights organizations in Nashville led to what *Billboard* called a "hot race to woo writers" in a 1981 front-page article:

Responding to this city's accelerating musical activity the local offices of ASCAP, BMI and SESAC are sharpening the competition for bankable writers and publishers. All the organizations say they have had increases in membership. Among the inducements held out to writers are quick and liberal advances, variable length contracts, personalized career guidance, assistance in gaining record deals and various appeals to vanity.²⁴³

At the same time the three PROs competed, there was also overlap as Dianne Petty explained using singer K.T. Oslin as an example. With help from SESAC, Oslin was signed to Elektra Records. Oslin would later sign with RCA and go on to have several hits including the Grammy-

²⁴² Nesbitt, Jim. "Looking For More in '64," Song Lyrics. Website, undated, Retrieved July 17, 2015, <http://www.top40db.net/lyrics/?SongID=64756>.

²⁴³ "Shootout in Nashville: Rights Groups in Hot Race to Woo Writers," *Billboard*, June 20, 1981.

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winning “’80s Ladies” in 1987. In 1981, Petty was working to get a record deal for Oslin (called Kay T. at the time):

We have a writer on the charts now (1981) – Kay T. Oslin. I got on the street and shopped the project – played it for 11 people in two days. Now if you notice Kay’s song, it’s BMI. My point of view is that if the writer is with SESAC and happens to be an artist, we’re not going to tie his wrists. We want the best songs for our artists. We’ll get our share on album cuts and B sides. And we’ll eventually get our share of singles.²⁴⁴

Growing and Changing – 1980s into the 1990s

Everything changed in the music industry in the 1980s and 1990s from the technology used both to make and to listen to music, to the kinds of music that were popular, to the places where customers bought records. The result was a bumpy ride through these years as reports veered from announcing the decline of country music to declaring that the industry was holding steady or even reaching new heights of success.

The soundtrack to the 1980 movie “Urban Cowboy” featured several *Billboard* No. 1 hits on the country and pop charts and is credited with starting a pop-country music craze that continued for several years. During these years, pop-country style artists including Kenny Rogers, Eddie Rabbitt, Anne Murray, and others had hits on both country and pop charts.

In 1980, an all-women slate of artists was at the top of the *Billboard* music chart for country singles the week of April 19 for the first time: “It’s Like We Never Said Goodbye” by Crystal Gale; “A Lesson in Leavin’” by Dottie West; “Are You On the Road to Lovin’ Me Again” by Debby Boone; “Beneath Still Waters” by Emmylou Harris; and “Two Story House” by Tammy Wynette (with George Jones).²⁴⁵

At the top of the list of successful artists was Barbara Mandrell (b. 1948) who had 17 Top Ten hits between 1978 and 1984 and was awarded CMA’s Female Vocalist of the Year in 1979 and again in 1981 and Entertainer of the Year in 1980 and 1981. Born in Houston, Mandrell’s musical talent had appeared as a child and by the time she was a teenager she played many instruments including steel guitar, saxophone, banjo, and accordion. Within a few years she had performed in

²⁴⁴ Ibid.

²⁴⁵ *Billboard Music Charts*, April 19, 1980.

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a Las Vegas nightclub and toured with Red Foley, Tex Ritter, Patsy Cline, and Johnny Cash. Making her way to Nashville with the intention of becoming a country singer, Mandrell signed with Columbia Records in 1969. A few hits followed including "Tonight My Baby's Coming Home" and "After Closing Time."

Mandrell's path to superstar status continued with a move to ABC/Dot Records in 1975. Working with producer Tom Collins, she recorded hits including "Married but Not to Each Other," and her first No. 1 hit, "Sleeping Single in a Double Bed" in 1978 followed by "If Loving You Is Wrong I Don't Want to Be Right" in 1979. In 1981, Mandrell continued her string of hits including "I Was Country When Country Wasn't Cool" in 1981, a commentary on the resurgent popularity of country music which would become her signature song.

Mandrell's success continued through the 1980s with multiple awards from the Country Music Association, American Music Awards, Grammy Awards, People's Choice Awards and others. Capitalizing on her popularity, she starred in a television variety show, "Barbara Mandrell and the Mandrell Sisters" with her sisters Louise and Irlene, from 1980 to 1982. In 1984, she opened a museum, Barbara Mandrell Country (no longer extant), on Demonbreun Street, then a tourist district across from the Country Music Hall of Fame and Museum.

The musical group dominating the era was Alabama, with members Randy Owen, Teddy Gentry, and Jeff Cook, scoring 27 No. 1 hits, seven platinum albums and multiple awards including becoming the first group awarded the Country Music Association's Entertainer of the Year in 1982. Originally formed in 1973 with the name Wildcountry (changing the name to Alabama in 1977) the group played at clubs throughout the South, recorded at small record labels and had a few hit records. A live performance caught the attention of Shelia Shipley, RCA's promotion department secretary, which led to the group signing with RCA in 1980. The group's first single, "Tennessee River," went to No. 1 followed by a continual string of pop and country hits throughout the 1980s including "Feels So Right," "Love in the First Degree," "The Closer You Get," "Mountain Music" and "Song of the South."²⁴⁶

²⁴⁶ West, "RCA Victor Studios Building," 2015.

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RCA's director of marketing Joe Galante explained the promotional strategy:

We used a pop model to market Alabama. We did it like it had never been done in country music. We did a total, all-out blitz, from city to city, booking them into rock clubs and inviting radio, broadcast and media, not just country, but pop and rock.²⁴⁷

The 1980s also proved to be good years for some of country music's traditional artists, thanks to the work of Rick Blackburn (1942-2012). After stints in Chicago, New York, and Los Angeles, Blackburn came to Nashville in 1974 to manage Monument Records. In 1976, he moved to CBS Records' Nashville division as vice president of marketing, moving up to vice president and general manager by 1980. While at CBS, Blackburn worked with many big-name artists including Tammy Wynette, Johnny Cash, Merle Haggard, Bobby Bare, Roseanne Cash, Ricky Skaggs, Ricky Van Shelton, and Larry Gatlin, moving the label from fourth to first place in country music market share. Blackburn also focused on finding new acts – disparaging “sound-alikes”:

You wouldn't believe how many tapes get pitched to me today because 'this guy sounds just like Ricky Skaggs' or 'this singer is gonna be the next Roseanne Cash.' Why would I be interested in that when we've already got the originals on our label?²⁴⁸

Blackburn's most controversial decision at CBS came in 1986 when he decided to drop Johnny Cash from CBS's Columbia label where he had been a recording artist since 1960. Cash had not had a solo Top 10 hit since 1981's “The Baron.” Blackburn was quoted in newspapers across the country: “This is the hardest decision I've ever had to make in my life.” (Cash would soon sign with Mercury Records where he made several albums in an acclaimed career comeback.)²⁴⁹

Blackburn would head up Atlantic Records in 1989 where he continued furthering the careers of artists like Tracy Lawrence, John Michael Montgomery, Neal McCoy, and Confederate Railroad. Capitalizing on country music's popularity, Music Row also became a tourist destination in the 1980s. Just as fans had once gone to the radio broadcasting stations downtown to hear their favorite music in person, they were now finding their way to Nashville and to Music Row to experience country music up close in museums, gift shops, and stores – and hopefully to catch a

²⁴⁷ West, Kay. “They Barked, He Bit Back,” *Nashville Scene*, November 6, 2003; West, Carroll Van. “RCA Victor Studios Building,” 2015.

²⁴⁸ Kirby, Kip. “Label Executives Are Cautious: More Conservative Signing Policy Eyed for 1983,” *Billboard*, January 15, 1983.

²⁴⁹ Ibid.

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glimpse of their favorite artists. In 1980, the Country Music Hall of Fame and Museum reported paid visitation of 485,000 people, making it Nashville's third biggest attraction behind Opryland Theme Park and the Grand Ole Opry (*Figure 21*).²⁵⁰



Figure 21. Historic Postcard of the Country Music Hall of Fame and Museum, which operated on Music Row from 1967-2000. Demolished December 27, 2001.

²⁵⁰ "Tourist Industry Along Music Row Flourishes in 'Hottest Part of Town,'" *The Tennessean*, June 14, 1981.

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With this success others soon followed, creating a Music Row tourism destination on Demonbreun Street in what local media dubbed the “Hottest Part of Town.” Among the first tourist attractions was the Country Music Wax Museum (*Figure 22*). Opening in 1971, the museum featured life-size replicas of Hank Williams, George Jones, Dolly Parton, Minnie Pearl, Johnny Cash, Conway Twitty, and Barbara Mandrell. These country stars and others donated original costumes and instruments; some were even involved in designing their statues. Other museums and attractions followed including the Elvis-a-Rama, Hank Williams Jr. Museum and the Car Collectors Hall of Fame. At the “Barbara Mandrell Country” museum, visitors could pay \$19.95 to record a song by singing along with a recorded country music band.²⁵¹



Figure 22. In the 1970s and 1980s, tourists flocked to souvenir shops and museums along Demonbreun Street near the “entrance” to Music Row. *Photo by Hank DeVito.*
Source: Tennessee State Museum.

²⁵¹ Hillinger, Charles. “Museums of Performers Are Popular: Country Goes To Town In Nashville,” *Los Angeles Times*, September 2, 1986.

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Even Minnie Pearl got into the act, opening a museum in a yellow Queen Anne-style house in 1984. Pearl was often on hand to greet her fans: "Friends ask me why I spend so much time at the museum. When I see the expressions on the faces of my fans when they see me close up, and I speak to them, and their faces light up, it makes it all worthwhile."²⁵²

A short-lived venture was an attraction dubbed Country Crossroads. In 1981, the MDHA agreed to sell a triangular-shaped lot at Division and Demonbreun (previously the planned location for the Gospel Music Hall of Fame) for an 18,000-20,000-square-foot animated theater featuring five theaters named the Rocky Top Review, Hillbilly Holler, Coonskin Corner, Rockabilly Ridge, and Gospel Junction. The attraction opened and closed in about a year, and the site was purchased and redeveloped for the Barbara Mandrell Country Museum.²⁵³

Tourists could also browse and purchase souvenirs in the "Wild Wild West Shirt Shop," "Loretta Lynn's Western Wear" store, and "Willie Nelson & Family General Store." Log Cabin Souvenirs offered T-shirts, Goo-Goo Cluster candy (\$1.49 for a six-pack), and camera film. Record stores included "Conway's Twitty Bird Record Shop" and "Ernest Tubb's Records" store. Film could be developed at Barbara Mandrell's One-Hour Photo.

If your business is related to the tourist industry, this is the hottest part of town, said Bob Pearsall, a broker with the Tennessee Real Estate Co. The area was especially attractive to tour groups. They bring the people to you, put them out and say 'Spend your money. We'll pick you up in an hour.' That's a hard situation to beat.²⁵⁴

By the 1980s, Fan Fair (as CMA Music Fest was then called) provided an ever-growing annual influx of tourists each June for the country music extravaganza. They came to meet and be entertained by their favorite country music artists including Conway Twitty, Dottie West, Barbara Mandrell, Charley Pride, Randy Travis, Keith Whitley, George Strait, and others. In 1982, Fan Fair was moved from the downtown Municipal Auditorium to the Tennessee State Fairgrounds south of downtown Nashville. In 1985, the event attracted 20,000 people. *Billboard* described the event:

There is no other institution in the world of entertainment quite like the annual Fan Fair. It is a time when most of the country stars come off the road and out of the recording studios to spend a week mingling with their most devoted fans. Fans are

²⁵² Ibid.

²⁵³ "City to Sell Music Row Land for Tourist Complex," *Nashville Banner*, November 11, 1981.

²⁵⁴ "Tourist Industry Along Music Row Flourishes in 'Hottest Part of Town,'" *The Tennessean*, June 14, 1981.

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treated to more than 30 hours of stage shows by the biggest-selling and most revered acts in country music. Between shows the fans wander among the 300 or so display booths set up by fan clubs, radio stations, trade associations, book stores, magazines, record stores, clothing manufacturers and dozens of other groups with an interest in country music.²⁵⁵

The success of Alabama and other artists in the early 1980s made country music a bright spot in the music industry. A 1982 report showed an overall music industry peak in 1978 at \$4 billion gross had dropped to \$3.6 billion in 1981. By 1982, *Rolling Stone* was reporting further declines in sales by as much as 50 percent from the previous year. At the same time, other reports said that Nashville's segment of the music industry was holding its own such as this one from the *Nashville Banner*.

Country music is definitely one of the most positive areas that most labels have going for them," says Lynn Shults, who heads the Capitol-Liberty-EMI operation in Nashville. "You look at the numbers that are generated by acts that have grown from their country roots and are now working in the mainstream pop marketplace and you'll see Nashville is stronger than it has ever been – especially in this tight economy."²⁵⁶

By the mid-1980s that story was changing (*Figure 23*). With the decline in popularity of pop-country and country music stars from the 1960s and 1970s beginning to exit the stage, a 1985 *New York Times* headline declared "Nashville Sound: Country Music in Decline" with an article that gave troubling details:

Recent sales pictures paint a grim picture. Stars who were selling a half a million to more than a million copies per album in the late 1970s are lucky to be selling half that today. Having a No. 1 country single used to mean around 350,000 records; now a country No. 1 sells an average of 100,000.²⁵⁷

²⁵⁵ "Fan Fair: Festival of Musical Joy," *Billboard*, November 23, 1985.

²⁵⁶ "Record Industry Meets in Light of Bad Economy," *Nashville Banner*, October 8, 1982.

²⁵⁷ Palmer, Robert. "Nashville Sound: Country Music in Decline," *New York Times*, September 17, 1985.

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Figure 23. Tourist businesses and gift shops with barn-shaped roofs lined Demonbreun Street, 1983. Photo by Larry McCormack, Tennessean.

The article went on to describe a doubtful future for country music as young audiences preferred rock 'n roll, even including a quote from Tammy Wynette, "If this trend continues, there won't be any more country stars because there won't be any money in it."²⁵⁸

But Nashville's music industry wasn't about to let country music die. Determined to keep and continue building its audiences, Music Row responded by promoting artists in what became known as the "New Traditionalist" movement (also referred to as Neo-Traditional music).

The same *New York Times* article that declared country music was in decline went on to note that the current (mid-1980s) fascination with the old West and frontier America was benefiting new traditionalist artists like Ricky Skaggs and George Strait, "who are going back to the roots of

²⁵⁸ Ibid.

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country music for inspiration, and making simple, soulful records without the strings and vocal choruses and other commercial clutter so typical of today's Nashville Sound."²⁵⁹

Ricky Skaggs spent the 1970s establishing himself as one of the best artists in bluegrass, and by the 1980s he was prepared to enter the mainstream of country music. Skaggs got his start in the music world at the age of six when the Father of Bluegrass Bill Monroe invited him to perform at one of his concerts. By the time he was a teenager, Skaggs had become proficient at fiddle and guitar and he and fellow performer Keith Whitley formed the East Kentucky Mountain Boys. That led to playing with Carter and Ralph Stanley and recording an album.²⁶⁰

The 1970s found Ricky Skaggs starting his own group, Boone Creek, recording more albums and playing with Emmylou Harris's band. Skaggs entrance into the country music world came in 1981 with the Epic Records release of *Waitin' for the Sun to Shine* which produced four chart singles and two No. 1 songs, "Crying My Heart Out Over You," and "I Don't Care." In 1982, Skaggs won CMA's Horizon Award and Best Male Vocalist Award and he was inducted into the Grand Ole Opry. Follow up albums over the next few years were also successful including *Don't Cheat in Our Hometown* and *Country Boy*. *Live from London* in 1985 netted Skaggs the CMA Entertainer of the Year Award and his second Grammy for Best Country Instrumental. In the years to come Skaggs would win a total of 14 Grammys and would be a leading advocate of traditional country music.²⁶¹

George Strait attracted fans during these years with a string of platinum and gold albums in his own brand of the new traditionalist style which combined western swing, honky-tonk and country. Although raised in Texas, Strait didn't discover country music until the 1970s. While stationed with the U.S. Army in Hawaii, Strait joined an Army base country band where he learned the songs of Merle Haggard, Hank Williams, and George Jones. By 1981, Strait had made his way to Nashville where he recorded his first album *Strait Country*. Six of the ten songs on the album were recorded at RCA Studio A (then called Music City Music Hall) on Music Row and in 1982 Strait returned to record his second album *Strait from the Heart* at the studio.²⁶²

Other New Traditionalist artists arriving on the scene in these years included Randy Travis, Dwight Yoakam, Ricky Van Shelton, Holly Dunn, Kathy Mattea, Keith Whitley, and Reba McEntire. As the 1980s progressed more artists claimed the New Traditionalist mantel including Alan Jackson, Vince Gill, Clint Black, Mary Chapin Carpenter, Lorrie Morgan, Travis Tritt, and The Judds.

²⁵⁹ Ibid.

²⁶⁰ Kingsbury, 1998: 486.

²⁶¹ Ibid.

²⁶² Kingsbury, 1998: 152; West, "RCA Victor Studios Building," 2015.

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An epicenter of these changes was RCA's Nashville offices. In 1982, with the departure of Jerry Bradley, Joe Galente became head of the Nashville office. Galente's first action sent shock waves through the music industry as he decided not to review contracts with long-time RCA country artists, including Hank Snow, Jerry Reed, Charley Pride, and Waylon Jennings. Galente explained: "You can like all the music you want, but if they are not selling records, they are not adding value to the company."²⁶³

Galente's next steps redeemed him the eyes of the industry as he signed The Judds, Vince Gill, K.T. Oslin, and Clint Black, New Traditionalist artists who attracted new fans and reinvigorated country music.

Also arriving in Nashville during these years was Jimmy Bowen (b. 1937), a West Coast producer who had produced Frank Sinatra, Sammy Davis Jr., and Dean Martin. Bowen would shake up Nashville's music industry in more ways than one – producing hits for many artists, increasing budgets for record production, widening Nashville's focus beyond country music and advocating for the use of new digital technology recording and producing music on CDs instead of record albums. Bowen collected supporters and detractors along the way. Jimmy Bowen's approach was vastly different from the friendly, community-oriented music business he found in 1977:

In order for Nashville to grow, the studios had to be in competition with each other, so that they would have to bring in all the new technology and get in on the cutting edge of the technical side of the business. Nashville had all the things necessary to pull this thing off. And it had a half-a-dozen people there that I had known for 15, 20 years that I thought were bright, intelligent people that I believed would participate and help make changes.²⁶⁴

Bowen would eventually head up eight labels at different times – MGM, MCA, Elektra/Asylum, Warner Brothers, Universal, Capitol (Bowen changed the name to Liberty) and Patriot Records, leaving his imprint on each one. A management strategy that bewildered others in Nashville's music industry was Bowen's decision to fire nearly everyone when he took over a label. Bowen explained: "I never took over a company that I didn't know everybody in it and have a pretty good

²⁶³ West, "RCA Victor Studios Building," 2015.

²⁶⁴ Kosser, 2006: 212.

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dossier on them. So when you take over you can make the change quickly and get on with the music. It's kind of like taking over a moving train."²⁶⁵

Whatever Music Row insiders thought of Bowen's management style, there was no denying that he got results. For almost 20 years Bowen produced hits for artists including Conway Twitty, George Strait, Reba McEntire, Crystal Gale, and Waylon Jennings. By the time he left Nashville in 1995, Bowen had produced almost 200 Top Ten singles including 67 which hit No. 1 and 45 Top Ten albums including 10 which went to No. 1.

While heading up MCA, one of Bowen's biggest successes was helping take Reba McEntire (b. 1955) from popular artist to superstar. McEntire had some success in the 1970s and early 80s at Mercury Records, but in 1984, she signed with MCA Records where she discussed her future with Bowen who told her: "I said, one, you have to want it more than anything in your life because your competition does. Two, you have to control all aspects of your career."²⁶⁶

Reba McEntire took the advice to heart, and working with Bowen had the biggest hits of her career. In 1984, she released *My Kind of Country* which included the No. 1 hits "How Blue" and "Somebody Should Leave" and netted her the CMA Female Vocalist of the Year award (which she would win for the next three years).

Bowen was also instrumental in McEntire's next recording of *Whoever's in New England* which he assured her was not "too pop," declaring after the recording session "This is gonna be the biggest thing you've ever done." He was right - McEntire's scored her first gold album (eventually going platinum) and two No. 1 singles including the title cut and "Little Rock."²⁶⁷

One of Bowen's most publicized altercations was with Garth Brooks (b.1962), who arrived on the Nashville music scene from Oklahoma in the mid-1980s and quickly made a name for himself. When Bowen took the lead at Capitol Records (changing the name of the Nashville division to Liberty) the artist roster included rising star Brooks who was already in production for his first album. Although Bowen saw Brooks' superstar potential, the two strong personalities collided and Bowen ended up leaving the label (also due to Bowen's cancer diagnosis at the same time). Bowen's 1997 autobiography *Rough Mix* begins by recounting Brooks' declaration that he would not record any more albums as long as Bowen was there: "After she read the book my wife said

²⁶⁵ Hurst, Jack. "Jimmy Bowen Retraces His Steps Across Nashville's Toes," *Chicago Tribune*, August 11, 1997.

²⁶⁶ Rumble, John. "Producer Playback: An Interview with Jimmy Bowen," Country Music Hall of Fame, Website, April 12, 2014, Retrieved July 28, 2015, <http://countrymusichalloffame.org/newsandupdates/posts/producer-playback-an-interview-with-jimmy-bowen>.

²⁶⁷ Ibid.

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'You can't get on Garth much for always wanting a new deal – that's what you did.' I said – keep that to yourself."²⁶⁸

In an interesting contrast to the *New York Times* article which stated that country music was in decline, another 1985 article, this time in *Billboard*, declared that Nashville was a boom town.

It appeared that the *New York Times* article was in error – country music wasn't in decline in the 1980s and 1990s. It was in a tremendous transition. Even with the changes in technology and the growing popularity of the new traditionalist artists, some of country music's legends continued to have hits:

George Jones, one of the longest-running acts of the time, recorded several successful singles, including the critically acclaimed "He Stopped Loving Her Today." Conway Twitty continued to have a series of No. 1 hits with 1986's "Desperado Love," becoming his 40th chart topper on the *Billboard* Hot Country Singles chart, a record that stood for nearly 20 years. The movie 'Coal Miner's Daughter' profiled the life of Loretta Lynn (with Sissy Spacek in the lead role), while Willie Nelson also had a series of acting credits. Others who had been around for a while and continued to have great success were Eddy Arnold, Johnny Cash, Merle Haggard, Ray Price, Hank Williams Jr. and Tammy Wynette.²⁶⁹

Adding to the standard artists' fare of producing albums, performing in concerts and getting radio airplay, the 1980s saw the introduction of a completely new promotional venue – music videos. The first music video cable channel was Music Television (MTV), which launched in August 1981 from its studios in New York City. The selection of music videos was guided by television personalities called video jockeys or VJs.²⁷⁰

On March 5, 1983, Country Music Television (CMTV, later changed to CMT) went on the air as a 24-hour-a-day country music video cable channel. Founded by Glenn Daniels, CMT broadcast from its studio in Hendersonville, a Nashville suburb. The first video shown, Faron Young's 1971 hit "It's Four in the Morning," was just the start of broadcasting more than 5,000 video clips Daniels had stockpiled, soon to be supplemented with an ever-increasing number of new videos made by

²⁶⁸ Hurst, 1997.

²⁶⁹ "Neotraditional country music," Website, undated, Retrieved June 29, 2015;

https://en.wikipedia.org/wiki/Neotraditional_country.

²⁷⁰ "This Day in History," History Channel, A&E Television Networks, Website undated, Retrieved July 17, 2015, <http://www.history.com/this-day-in-history/mtv-launches>.

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1980s and 1990s country music artists. Nashville and the surrounding Middle Tennessee region became a center for the production of country music videos.²⁷¹

Two days later, on March 7, 1983, The Nashville Network, (TNN) also went on the air. TNN was owned by WSM and broadcast from Opryland Theme Park in Nashville's Donelson suburb with a variety of talk shows, games shows, and lifestyle shows centered around country music. The new era was reported by *Variety*:

MTV, cable's round-the-clock rock video network, has a new country cousin. The new video music service will essentially compete for the same audience and advertisers as The Nashville Network which launched its 18-hour-per-day country programming on March 7.²⁷²

With the arrival of the 1990s, country music spread even further, reaching such massive new audiences that the genre was sometimes referred to as "arena" music or "stadium" music because the artists could fill these large venues for their concerts. Leading the way in this era of growth were Garth Brooks, Shania Twain, and Billy Ray Cyrus.

Garth Brooks arrived from Oklahoma on the scene "seemingly out of nowhere with record-shattering hits...The Garth Brooks explosion was like nothing in country or almost anyplace else. Garth's second album began selling and selling and selling and selling...ultimately sales stood at 17 million copies."²⁷³

After a failed trip to Nashville in 1985, Brooks returned in 1987 and was fortunate to connect with music industry veteran Bob Doyle. Doyle had been on Music Row since 1976, working at Warner Brothers and then at ASCAP before starting his own publishing business. Doyle teamed up with local public relations executive Pam Lewis and the team set out to make a breakthrough for Brooks. Doyle recalled those days:

We were pretty well universally rejected. I guess there were maybe six labels in town. We did get a second meeting at Warners. We did get a second meeting at

²⁷¹ Daniels, Glenn Dean. "Big Daddy CMT & Me," Website, 2014, Retrieved July 17, 2015, <http://www.cmtcountry.com>.

²⁷² "Round-the-Clock MRV Vid Network Has New Country Cousin in CMTV Service," *Variety Daily*, April 28, 1983.

²⁷³ Kosser, 2006: 259.

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Capitol, but it was sort of another situation that really resulted in the signing at Capitol.²⁷⁴

A performance at the Bluebird Café got the attention of Capitol where president Jim Foglesong signed the new singer. In June 1982, Amy Kurland had opened the Bluebird Café as a gourmet restaurant and 90-seat performance venue in a strip shopping center in Nashville's fashionable Green Hills suburb. (In 1983, Kathy Mattea landed a record deal, after playing the Bluebird for a few months. Others soon had similar success.) Garth Brooks' self-titled first album did well (overseen by Capitol's new president Jimmy Bowen), but it was the release of the single "The Dance" that caused sales to spike in early 1990. The hit song "Friends on Low Places" on Brooks' second album, *No Fences*, released that summer, established the artist as a record-breaking phenomenon. Brooks' third album, *Ropin' the Wind*, was the first country album to debut at No. 1 on the pop charts.

Brooks' decision to stage his concerts in 15,000-20,000 seat arenas proved his superstar status in what was referred to as "Garthmania." The formula worked as Brooks broke records throughout the 1990s – 60 million sales with six albums and sell-out crowds at his concerts, highlighted by a 1997 performance at New York's Central Park before a live audience of 250,000. Along the way Brooks won two Grammys, 22 Academy of Country Music Awards, 12 American Music Awards, three ASCAP awards, 17 Billboard Music Awards, two Blockbuster Entertainment Awards and nine Country Music Association awards, among others.

Bob Doyle attributes much of Brooks' success to the artist's understanding of the business side of the music industry:

If you're gonna be in this business you'd better understand how the media works, you'd better understand how radio works, you'd better understand how the touring business works, and how promoters control their markets. Garth was very conscious of why are we doing this or what is the reason for that – he took nothing for granted. He tried to think it all through.²⁷⁵

Emerging around the same time were two soon-to-be superstars, both signed to Mercury Records – Shania Twain and Billy Ray Cyrus. Juanita Copeland was the receptionist at Mercury Records in the early 1990s (moving up quickly into A&R and publicity). Copeland recalled those days:

²⁷⁴ Kossler, 2006: 261.

²⁷⁵ Ibid: 262.

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Mercury Records was on the corner of Chet Atkins and 18th. We were in this little tiny house. The second week I was there they brought this beautiful lady down from Canada, sat her down – she was waiting to meet her producer. And she and I struck up a friendship. She was introduced to me as Eileen. So we became friends and she would sing in the bathroom behind the reception area. She would practice her vocals. Her name was Shania.

That same week, this man comes barreling in the front door, and he's bouncing around the lobby and I'm thinking 'This is the most hyper human I've ever met in my life.' And he's air boxing. And he walks up to my desk and goes 'Who are you?' And I said 'Well my name's Juanita.' And he goes 'Oh you're the new receptionist.' And I said 'yes sir.' And he said 'I'm Billy Ray, nice to meet you.'

So in that short span of time, we had signed Shania Twain and Billy Ray Cyrus.²⁷⁶

It was a fortunate place for both singers to land under the guidance of A&R head Harold Shedd, who had produced the superstar group Alabama and signed K.T. Oslin while he was at RCA. In addition to Cyrus and Twain, while at Mercury Shedd would sign the Kentucky Headhunters, Kathy Mattea, Toby Keith, and Sammy Kershaw.²⁷⁷

Billy Ray Cyrus's (b. 1961) first success came with his 1992 release "Some Gave All" which hit both pop and country charts and was the first debut album to enter at No. 1 on *Billboard's* country chart, eventually selling more than 20 million copies. The first single, "Achy Breaky Heart" became a national sensation. Juanita Copeland recalls:

Nobody in town thought it was gonna be a hit. Well holy cow! None of us were prepared for the rocket ride that was Billy Ray Cyrus's 'Achy Breaky Heart.' We went from having 11 employees to 33 employees what seemed like overnight. At Fan Fair that year, in '92, we had paparazzi hanging in the trees outside of the vice president of business affairs house, which is where our party was, hoping to get pictures. Nashville had never seen anything like that.²⁷⁸

As Cyrus released more albums, he continued to have hits throughout the 1990s including "Could've Been Me," "She's Not Cryin' Anymore," "In the Heart of a Woman," "Somebody New" and

²⁷⁶ Copeland, Juanita. Interview with Carolyn Brackett, Nashville, May 30, 2015.

²⁷⁷ Ibid.

²⁷⁸ Ibid.

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“It’s All The Same to Me.” Cyrus received numerous awards during these years from the Country Music Association, *Billboard*, Country Music Television, *People* magazine, and others. Cyrus left Mercury and signed with Monument Records in 1999.

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Shania Twain's (b. 1965) "rocket ride" would come a few years after Cyrus when her 1995 album *The Woman in Me* became the top-selling album by a female country music artist, selling more than 8 million copies. In the years leading up to that success, Twain's eventual stardom was not as clear. Copeland recalls the release of Twain's first, self-titled record in 1993:

She was starting out in a male-dominated world, and they didn't let her write the songs on her first record. They gave her one song that she co-wrote with someone that she was allowed to put on the record because it just wasn't done back then. Loretta Lynn was about the only person I think that got to call the shots with writing her own stuff. She had an international fan base but her record just didn't sell very well here" and Shania was on the list to be dropped.²⁷⁹

Unknown to anyone at Mercury, Twain's music videos had caught the eye of Mutt Lange (legendary producer of rock acts such as AC/DC, Def Leppard, Bryan Adams and Scorpion) who came to Fan Fair in 1993 to meet her. By the end of the year the couple had married and began work on Twain's next album. *The Woman in Me*, which featured ten songs written by Twain and began her own successful "rocket ride." Singles included "Whose Bed Have Your Boots Been Under," "Any Man of Mine," "I'm Outta Here," and "No One Needs to Know." Twain followed up in 1997 with the album *Come On Over* which included the pop crossover hit "You're Still the One." Twain's songs and accompanying music videos were unlike anything ever produced in Nashville, raising eyebrows due to the pop-style and emphasis on the singer's sensuality. Numerous awards came from the Academy of Country Music, *Billboard*, BMI, Country Music Television, and many others.

The Year 1989 Marks the End of an Era

The success of the music industry's transition sparked Music Row's largest expansion starting in the late 1980s which continued for the next decade, reflecting new directions in the industry and reinforcement of country music's place in American culture. An article in *The Encyclopedia of Country Music* details this dizzying period growth:

...In November 1989 Opryland Music Group, now the owner of the Acuff-Rose catalogue, set up shop in a brand new brick edifice on Music Square West, bringing Hank Williams' catalogue of songs to a Music Row address for the first time.

²⁷⁹ Ibid.

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...In 1990 BMG erected a four-story complex on Music Circle North to house its growing family of labels and publishing operation.

...In 1992 Mercury took over major offices on Music Square West, while Sony, the new owner of the Columbia and Epic labels, renovated and enlarged the venerable Columbia building (the site where it all began).

...In 1994 MCA and Warner Bros. each opened huge new offices on Music Square East.

...Meanwhile, publishing giants Warner-Chappell and EMI Music bought up the Welk Music catalogue and enlarged that building down the street.

...ASCAP's next-door neighbor Sony/ATV/Tree Music, also rebuilt in the '90s after Tree International, the city's largest publisher, was acquired in 1989 by Sony.

...Curb Records also relocated from California to Music Row.²⁸⁰

The sale of Tree International Publishing in 1989 was felt by many long-timers on Music Row to mark the end of an era. With revenues increasing each year, owner Buddy Killen decided the time had come to sell the company. In 1989 the company was acquired by Sony for \$30 million. Killen asked executive vice president Donna Hilley to handle the sale. In 1994 Hilley became president and CEO of the company, a position she would hold until her retirement in 2005. The company merged with Associated Television (ATV) in 1996, becoming Sony/ATV. Even with its acquisition by Sony, the company retained the same characteristics:

Only old-timers on Music Row recall many of the great old publishing entities swept away in the acquisition frenzy of the 80s and 90s. But the Tree story would flow in a different direction. The Sony organization took a look at the tidy Tree operation and decided that Jack, Buddy, Joyce and Donna had built an organization so strong and productive that in addition to their country duties, the Nashville office would administer the catalogs of their American pop writers.²⁸¹

²⁸⁰ Kingsbury, 1998: 388.

²⁸¹ Kosser, 2012: 27.

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As the company grew, the need for more space led to the renovation of offices at 8 Music Square West in 1993, and in 1994, the old Fire Hall Engine Co. 7 (DV.00086), built by the city in 1930, next door was purchased for use by songwriters. The company continued to grow throughout the 1990s with many country artists recording Tree songs, many of which were used in film and TV productions.²⁸²

Donna Hilley became a major player in country music, sometimes being referred to as the “pulse” of the country music industry. During her tenure, Hilley expanded the company’s holdings with the acquisitions of Acuff-Rose, Maypop, Little Big Town, and the catalogs of Conway Twitty, Buck Owens, and Merle Haggard.

Even with all of the growth and corporate buy-outs, people who worked on Music Row during these years recall the strong sense of community that had developed (*Figure 24*). Working in close proximity meant seeing music industry colleagues regularly as they walked to meetings, gathered in restaurants or even sat on the front porch playing guitar and creating new music. Pat McMakin, director of studio operations at Ocean Way Recording Studios at 1200-1202 17th Avenue South (DV.00438-440), has worked his entire 30+-year career on Music Row including time at Audio Media, Sound Shop, Quad Studios, Tree Publishing’s studio, and Sony. McMakin recalls those years:

It was just such a community. There were no security guards anywhere. I could walk into a major label without an appointment. They had somebody at the front desk, but most of the publishing companies were so friendly that you'd get to know the person at the front desk. And if you needed something, the studios, we all had that unspoken rule - you help your neighbors out.²⁸³

²⁸² Ibid.

²⁸³ McMakin, Pat. Interview with Carolyn Brackett, Nashville, July 10, 2015.

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Figure 24. Postcard of Music Row, circa 1990. *Source: Historic Nashville, Inc. Postcard Collection.*

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MODERN MUSIC ROW, 1989-2016

Summary: This section brings the history of Music Row to the present by: documenting the music industry district's increasing importance in cultivating superstar artists; becoming a major contributor to Nashville's economy through music production and tourism; and serving as the focal point for another phase of visioning and planning for the future of the music industry district.

With the closing in 1989 of Nashville's last major independent music publisher, the culture of Nashville's Music Row changed as did the built environment. Recording studios became digitized. New suburban corporate-style office buildings replaced old houses that had been renovated into publishing houses and music industry support businesses. Musical genres continued to evolve, but at a quicker pace as Nashville grew into a major American metropolitan city. The new buildings on Music Row reflected Nashville's changing stature as a "big small town" into an international tourist destination boasting headquarters for Fortune 500 corporations and a diversified economy. The following section documents the dramatic change of the landscape of Music Row in the modern period after 1989.

Contemporary Christian Music Becomes a Major Force

The roots of country music reach deep into the sounds and words of religious – or gospel – music. In the early twentieth century, churches and outdoor camp meetings provided venues for singing hymns and ballads. A century before country music began to take shape as an art and entertainment form, religious music was important enough that in 1824 the first published music in Nashville was called "Western Harmony," a hymnbook with instructions for singing. It was published by Allen D. Carden and Samuel J. Rogers and printed by Carey A. Harris on the press of his newspaper, the *Nashville Republican*, in downtown Nashville.²⁸⁴

As Nashville's recording industry took shape in the 1940s and 1950s, gospel music was an important element of the recording mix. Bullet Records issued Nashville's first gospel records after World War II, forming label series for white and black gospel groups. Between 1946 and 1952, Bullet issued more than 60 white gospel records with artists including Wally Fowler and His Oak Ridge Quartet, the Goodman Family, and the Speer Family. On the label's black gospel series,

²⁸⁴ Metro Historical Commission. "Western Harmony," Historic Marker, Website, undated, Retrieved January 1, 2015; <http://www.nashville.gov/Historical-Commission/Services/Historical-Markers.aspx>.

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Bullet released records by the Fairfield Four, the Ebenezer A.M.E. Church Gospel Choir, the Famous Jubilee Singers, and St. Mary's Choir.²⁸⁵

As country music became an industry in the twentieth century, many country artists recorded gospel songs or songs that reflected a gospel influence. Southern Gospel music emerged in the 1930s and 40s with artists like J.D. Sumner and James Blackwood leading the way. All of these influences were reflected by various artists in the decades to come. At the height of his rock 'n roll success, Elvis Presley recorded several gospel albums including *Peace in the Valley* in 1957, *His Hand in Mine* in 1960, *How Great Thou Art* in 1967 and *He Touched Me* in 1972. The Oak Ridge Boys began as a gospel quartet in the 1940s in Oak Ridge, Tennessee. By the 1970s, the group's new singers transitioned into country music, while still singing songs that reflected their gospel heritage. In 1971, Merle Haggard released a gospel album, *Land of Many Churches*, with live performances of traditional gospel hymns.

The continual intertwining of country and gospel music led to the emergence of new sub-genres of country music, first known as Christian Country and later referred to as Positive Country. In 1988, the Gospel Music Association created a category in its Dove Awards for Country Album of the Year and added a Country Song of the Year category the following year.

In 1990, Gene Higgins founded the Inspirational Country Music Association with offices on Music Row (first called Christian Country Music Association) to promote Christian Country Music on television and radio. An annual awards show began in 1993. Throughout the years, country artists have received awards for their Christian Country or Positive Country songs including Ricky Skaggs, 1993 Musician of the Year; Vince Gill, 1995 Musician of the Year and Video of the Year ("Go Rest High on that Mountain"), Randy Travis, 2003 Mainstream Artist of the Year and Song of the Year ("Three Wooden Crosses") and Lady Antebellum, Mainstream Inspirational Country Song ("Compass").²⁸⁶

By the early 2000s, the term Positive Country was coming into use. Described as "not-hardly gospel, yet spiritually-laced country music...it's music that's uplifting and delivers hope and optimism." Country artists recording in this sub-genre have included LeAnn Rimes ("On the Side of Angels"), Reba McEntire ("What If"), and Wynonna Judd ("Live with Jesus").²⁸⁷

Even with connections between country and gospel music, it was a different set of circumstances that would lead to the creation of what become known as Contemporary Christian music. Starting

²⁸⁵ Hawkins, 2006: 254-258.

²⁸⁶ Wix, Kimmy. "Positive Country," Website, July 8, 2003, Retrieved November 17, 2015: www.cmt.com/news/14736581/positive-country.

²⁸⁷ Ibid.

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in the 1960s, churches across the country were attempting to attract young people who had drifted away in the cultural upheavals of the decade. One way to do this was with music. Singing folk songs – “Kum Bayah,” “Michael Row the Boat Ashore,” “We Are One in the Spirit,” and others accompanied by guitars became a standard feature of church youth camps.

In the late 1960s, a separate strand of hippie culture emerged – called the Jesus Movement and the reference to followers as “Jesus People.” (A more derogatory term was “Jesus Freaks.”) Music was an integral part of the Jesus Movement with many singers and bands emerging and the formation of Marantha Music in California, the first record label for the movement’s singers.

In Nashville, the Jesus Movement centered – by coincidence – on Music Row. Although the movement could be found in pockets across the country, it was on Nashville’s Music Row that a new musical genre would be born which would become known as Contemporary Christian music. Brian Mason, who hosted a long-running Sunday morning Contemporary Christian music radio program in Nashville, noted that it was Belmont Church that became “the Contemporary Christian music church face for this area.”²⁸⁸

By the early 1970s, as Nashville residents moved to the suburbs and took their church congregational memberships with them, Belmont Avenue Church of Christ (DV.00204), a Neoclassical Revival-style church built in 1915 at 16th Avenue South (the church is now the non-denominational Belmont Church), had only about 75 members. In 1971, former missionary Don Finto began preaching at Belmont. The church began to grow, adding hundreds of members including many young artists who would later achieve fame in the world of contemporary Christian music – Amy Grant, Brown Bannister, Annie and Steve Chapman, Chris Christian, Steve Chapman, Michael W. Smith, Bruce Carroll, Michael Card, Rich Mullins, Buddy Greene, and others.

Soon Belmont opened the Koinonia Christian Bookstore and Coffee House at 1000-1002 16th Avenue South in a renovated two-story commercial building that had once housed the Gilmore Pharmacy and H.G. Hill Grocery Store (DV.00094). Saturday night concerts drew big crowds to hear music that artist Steve Chapman described as: “Biblically based, but our melodies bore the mark of the secular music of the times. We had no idea that we were helping pioneer what became known as Contemporary Christian music. Koinonia was a gift from heaven. It was a training ground for us.”²⁸⁹

²⁸⁸ Morley, Steve. “The Crossroads of Contemporary Christian Music,” *Entertainment Magazine*, May 7, 2014.

²⁸⁹ Ibid.

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Steve and Annie Chapman began what would become a 40-year Christian music and ministry career with their arrival on Music Row in the early 1970s. Steve Chapman recalled his arrival in Nashville in January 1974 which led to regular performances at Koinonia, a recording contract and a music career, first with a band and then with his wife, Annie:

While I was going down Music Row, heading north on 16th Avenue, there was a sign on a building that said Koinonia. So I pulled over and parked and walked in the coffee house. A guy named Bob Hughey and his wife Peggy threw their arms out, looked past the hippie I was, living in a car, and said welcome to Koinonia. And he said, have a seat, I'll get you some cider. And there was a guitar leaning up against the wall. And I took it and started playing. He said oh you're a songwriter. I said yes. He said, well sing me something. I sang him "One Lane Road Ahead" a song I'd written. He said come back Saturday night and play some more music for us.²⁹⁰

Koinonia also provided a training ground for Amy Grant who would become Contemporary Christian music's biggest star within a few years: "Koinonia was definitely what made me want to start writing songs. That was my first experience of music and community."²⁹¹

Taking contemporary Christian music to a larger audience was to be primarily the work of one company – Word Entertainment. Founded by Jarrell McCracken in Waco, Texas, in 1951 as Word Records, the company built a roster of artists that included the Mike Curb Congregation, Tennessee Ernie Ford, and George Beverly Shea. By 1963, the company had also added a publishing division. In addition to buying music catalogs, over the next two decades the company also began establishing new labels for traditional Christian music and Southern gospel and serving as the distributor for numerous labels including (at various times) Reunion Records, Maranatha Music, Light Records, Paragon Records, and others.²⁹²

In 1972, while still based in Texas, Word Records became part of the Jesus Movement with the start of Myrrh Records with Billy Ray Hearn (who would later start Sparrow Records and EMI Christian Music) at the helm. "After being so involved in the youth musicals of Kurt (Kaiser) and

²⁹⁰ Chapman, Steve and Annie. Interview with Stacey Levine, Nashville, June 27, 2015.

²⁹¹ Morley, 2014.

²⁹² Price, Deborah Evans. *Word: The Story. Celebrating Sixty Decades of Hits*. Nashville: Word Music, a division of Word Music Group, LLC, 2011.

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Ralph (Carmichael) I began getting tapes and phone calls from a lot of 'Jesus People' that wanted an outlet for their music," Hearn said.²⁹³

One of the artists who found her way to Myrrh Records was Nashville-based Amy Grant (b. 1960). Grant's self-titled debut album was released in 1978, but it was her 1982 album *Age to Age* that was the real turning point. The album made Grant a star, becoming the first album by a solo Christian artist to go platinum, and created a new, larger audience for what was now called Contemporary Christian music. Within a few years, Word reached a deal with A&M Records for promotion and distribution which resulted in Grant's 1985 *Unguarded* becoming the first Christian album to achieve crossover success in the pop market. Grant's longtime manager, Dan Harrell, summed it up:

When you look back on it that really launched the Contemporary Christian industry into a different realm because the secular music industry began to look at the numbers and say 'Something is going on. Something is happening here. We may not buy into the philosophy,' but the economics caught their attention. That was really a turning point for Christian music.²⁹⁴

Throughout the 1980s, Word continued to break new ground promoting the careers of artists including Sandy Patty, the Bill Gaither Trio, Petra, Newsong, and continuing to establish new labels for various artists. Although still operating as Word, the company had sold to the American Broadcasting Company (ABC) in 1974 which then merged with Capital Cities, Inc. in the mid-1980s. The 1990s brought big changes for Word. In 1992, Thomas Nelson Publishers, Inc. bought Word and moved the company to Music Row in Nashville. In 1996, the company's record labels were sold to Gaylord Entertainment.²⁹⁵

Throughout the 1990s and into the twenty-first century, Word introduced new artists including Jaci Velasquez, Point of Grace, Francesca Battistelli, Susan Riley, Sidewalk Prophets, BarlowGirl, and others. Other enterprises included establishing a children's division, Everland Entertainment which created the immensely popular VeggieTales. Word artists have consistently won many awards at the Gospel Music Association's annual Dove Awards and at the National Academy of Recording Arts and Science's Grammy Awards.²⁹⁶

²⁹³ Ibid.

²⁹⁴ Ibid.

²⁹⁵ Ibid.

²⁹⁶ Ibid.

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Other major changes came for the company in the early twenty-first century. In 2001, Warner Music Group announced its acquisition of Word Entertainment from Gaylord. The sale was structured with help from Mike Curb, Word Entertainment Chairman, with Curb Records included in the deal. Curb explains:

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We put the transaction together very quickly and Warner/Curb became the highest bidder. When you look at the Word Entertainment Building there and it says 'a Warner/Curb Company' underneath it, that's the story of how it became a Warner/Curb company.²⁹⁷

The deal also brought Curb's connection with Word Entertainment full circle. In the 1960s, a teenage Curb had gone to the company's Texas office to play a song for Jarrell McCracken. A few years later, the connection led to Curb's group, the Mike Curb Congregation, landing a weekly performance on *The Glen Campbell Goodtime Hour* TV show and release of the group's debut album by Word.²⁹⁸

Modern Era Tradition and Transition: The 1990s into the Twenty-First Century

After the pivotal changes that occurred at the end of the period of significance in 1989, Music Row grappled with the changing times in the music industry and in the sweeping growth in Nashville's economy which would have a direct impact on the area's cultural landscape. If earlier decades were characterized as complex and chaotic, they seemed to set the stage for the whirlwind of events from the late 1990s to present-day. During these years record labels and other music businesses closed, sold or merged, a new collection of superstar artists appeared, the Internet created new access to music and new challenges in getting payment for artists, musicians and songwriters, long-time Music Row leaders exited the stage, and Nashville's booming economic development put unrelenting pressure on Music Row's built environment.

The result was an industry that considered its outlook on two fronts: what is the future of the music business and what will Music Row's built environment look like in the years to come? These two considerations were inescapably linked by the question – if the music industry shrinks and businesses close or move away, will the area still be Music Row?

During the 1990s, plans were already formulating for one change – the departure of the Country Music Hall of Fame and Museum for a new, larger building in downtown Nashville, which was experiencing a rebirth as a tourist destination. Since the museum opened on Music Row in 1967, steady growth in attendance, collections, and programs meant more space was needed than the 40,000 square feet in the original facility.

²⁹⁷ Ibid.

²⁹⁸ Ibid.

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Bill Ivey, director of the Country Music Foundation and the Country Music Hall of Fame and Museum from 1971 to 1998, recalled how the idea of moving downtown came about: “Phil Bredesen was the mayor. In 1994, he was getting ready to pitch the arena (an all-purpose entertainment venue which was completed in 1996) and asked me if the Country Music Hall of Fame would think of moving to the arena into a 75,000 square foot space.”²⁹⁹

As planning progressed, the decision was made to construct a separate building for the Country Music Hall of Fame and Museum near the new arena. On May 17, 2001, the new 137,000-square-foot facility, designed by Tuck Hinton Architects of Nashville, opened downtown with a projected annual visitation of 550,000. By 2014, the hall of fame and museum was the centerpiece of a revitalized downtown area. A 210,000-square-foot expansion was completed, and the attraction shattered all attendance projections with more than 970,000 visitors that year. While the move was clearly a successful one, it brought more changes to Music Row.³⁰⁰

As early as 1996, music industry executives and the MDHA were considering a future without the attraction on Music Row. A Music Row Visioning Committee formed, made up of industry leaders including Ed Benson, executive director of the Country Music Association; Bill Hudson, public relations executive; Bill Denny, president of Nashville Gas and a Music Row property owner; Bill Ivey, director of the Country Music Hall of Fame and Museum, and Steve Gibson, a musician and producer. MDHA followed with a study that included plans for what would become the Music Row traffic roundabout.³⁰¹

The Music Row Visioning Committee took a dim view of the nearby tourist shops on Demonbreun Street – and the tourists they attracted - and welcomed the idea of those businesses leaving the area. Committee member Ed Benson explained that Music Row: “is a community of creative excellence, not a storefront industry. We appreciate the fans, and it’s natural that they want to see where the music is made. But we don’t want tourists visiting the office buildings. We don’t have the facilities to handle them.”³⁰²

The committee – and many supporters of that point of view – got their wish even before the Country Music Hall of Fame and Museum relocated. In contrast to declarations that the area was the “hottest part of town” for tourism only a few years previously, a December 1999 issue of

²⁹⁹ Ivey, Bill. Interview with Carolyn Brackett, Nashville, May 4, 2015.

³⁰⁰ Rau, Nate. “Country Music Hall of Fame Shatters Revenue, Attendance Record,” *The Tennessean*, February 15, 2015.

³⁰¹ Kreyling, Christine. “Reading the Row: Sing Me Back Home,” 1996.

³⁰² Ibid.

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Billboard lamented that the changes on Music Row started with the closing of Opryland Theme Park in 1998 and the continued with the decline of tourism:

There has never been much for tourists to actually see on Music Row, other than a cluster of slightly shabby businesses that grew at the top of the Row, across Demonbreun from the Country Music Hall of Fame. Now that the hall itself is moving up to dee-luxe headquarters downtown, those little businesses are going fast. It's a little ghost town now, with the only businesses not boarded up or about to close being a photo shop and an Ernest Tubb Record Shop. Gone are the wax museum, the cars-of-the-stars museum, the cafes where the aspiring singers who just hit town with their guitar cases drank coffee all day and waited to be discovered, the foot-long hot dog joint, and the trashy souvenir shops where you could buy a vial of Elvis' sweat. That sort of carnival atmosphere is no longer desired in the music business.³⁰³

The demise of the Country Music Wax Museum drew the attention of a *New York Times* reporter who came to Nashville in 1998 to find out what happened to the wax figures when the museum closed. His article began with the question "Where do wax figures go when they die?" The reporter noted that when the museum opened in 1971 – and for the next 25 years – it was a major attraction as tourists came to see life-size wax replicas of more than 60 country artists including Hank Williams, George Jones, Dolly Parton, Minnie Pearl, Barbara Mandrell, and George Strait, all dressed in original costumes. The article attributes several factors to the museum's closing and the end of the area as a tourist destination:

With Opryland closing, tourism slumping, the Hall of Fame moving downtown and tour buses rerouting to the more package-tour friendly Branson, Mo., the death knell for the neighborhood rang in 1997 when a city-sponsored study determined that a business district would be more useful.³⁰⁴

With all of these changes under way, the Music Row Visioning Committee looked toward the twenty-first century, envisioned the continuation of the music industry on Music Row, and expected "mid-rise buildings to continue to cluster on the northern end of 16th and 17th Avenues, gradually replacing the old houses that remain there."³⁰⁵

³⁰³ Flippo, Chet. "Music Row Map Redrawn – Minus the Authenticity," *Billboard*, December 4, 1999.

³⁰⁴ Strauss, Neil. "Unearthing the New Nashville's Wax Castoffs," *New York Times*, November 21, 1999.

³⁰⁵ Kreyling, 1996: n.p.

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Indeed these changes were already happening. On September 4, 1996, 1,000 guests gathered at 40 Music Square West for the opening of the Modernist-style Starstruck Studios. The recording and broadcast facility built and owned by country music artist Reba McEntire and husband/manager Narvel Blackstock required demolition in 1994 of three circa 1920 homes, including the circa 1960 Back'ere recording studio which had been located in a renovated house known as the Tuneville Building.

Additional construction in the 1990s included a new building for ASCAP, completed in 1992, with an exterior of precast concrete and reflective glass. The new \$2.5 million building replaced the original 1968 Mid-Century Modern-style office building at 2 Music Square West. Architect Tom Bulla explained the design: "ASCAP is based in New York, and there was a real New York influence. It may be a branch, but it's still on a grand scale."³⁰⁶

The intention to construct impressive buildings continued with the new Warner/Reprise offices completed in 1994. The 40,000-square-foot building was designed to be comfortable and casual and featured brick, limestone, wood, steel, and glass in its design.

The late 1990s also saw the announcement by MDHA of plans for a traffic circle with a music-themed statue at the center, an outcome of the 1996 visioning and study development process. The roundabout is a circular roadway at the center of Demonbreun, Division, 16th and Music Square East designed to support a continual flow of traffic and to serve as a gateway to Music Row. Jim Douglas, landscape architect with Hodgson & Douglas, explained the plan:

The project involved the design and production of construction drawings for Nashville's first roundabout. The \$3 million roundabout and adjacent Music Row Park created a long needed 'sense of place' and established a center point of focus for Music Row.³⁰⁷

The roundabout was renamed "Buddy Killen Circle" in 2007 in honor of the long-time Tree publisher who died in 2006. On the west side of the roundabout is a small park constructed in 1975. Originally named Music Square Park, the park was rededicated as Owen Bradley Park in 1997. A life-size bronze statue of Owen Bradley seated at a piano, created by artist Gary Ernest Smith, was placed in the park. The statue captures Bradley's musical style, with one hand on the

³⁰⁶ Kreyling, 1996: n.p.

³⁰⁷ Logsdon, Alva D. "Streetscape Delivers Landmark Appeal to Famous City," Landscapes Communications, Inc., Website 2015, Retrieved August 27, 2015: <http://landscapeonline.com/research/article/6890>.

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keyboard and the other arm raised to give direction to the artist and musicians. A dedication ceremony attended by celebrities included Brenda Lee who had recorded her first records under Bradley's direction in the 1950s. Speaking at the ceremony, Lee emphasized Bradley's importance to the music industry:

Owen didn't only father the dream, he stayed with it throughout his life, like a wise parent, a gentle mentor, a constant in a changing industry. He helped give it direction, wisdom, energy and creativity until Nashville could proudly stand on its own as a recognized leader in the wonderful art of creating music that would be ultimately heard around the world.³⁰⁸

At the center of the roundabout is *Musica*, a 40-foot tall bronze sculpture which was unveiled in 2003. Created by Nashville sculptor Alan LeQuire, the statue features nine male and female figures, each 14 to 15-feet tall. Five of the figures emerge from the base and four appear to float above the others. At the top, a female figure holds a tambourine with outstretched arms. LeQuire explained his intentions with the sculpture:

Dance is the physical expression of music and the piece is intended to convey that feeling to the viewer in a composition which is simple, exuberant and celebratory. The theme of the sculpture is music, because of the historical and economic significance of the site. This is the heart of Music Row, the area and the artistic activity for which Nashville is best known. The sculpture conveys the importance of music to Nashville, past, present and future, and represents all forms of music without reference to any one form or style. Just as I wanted all different kinds of music included, not just country, I always wanted it to be a reflection of our culture the way it is...this is a multicultural city with an amazing number of ethnicities.³⁰⁹

In the years following the roundabout's opening in 2001, large-scale offices and apartment buildings were constructed on one side of the roundabout and down the adjacent Demonbreun

³⁰⁸ Gray, Michael. "Music Row Pays Tribute to Owen Bradley: Sculpture Honors Late Record Producer," Website, June 20, 2003, Retrieved August 27, 2015: <http://www.cmt.news.com/news/1473004/music-row-pays-tribute-to-owen-bradley>.

³⁰⁹ LeQuire, Alan. "LeQuire: In Depth, Musica," Website, 2015, Retrieved August 27, 2015: <http://www.alanlequire.com/MusicalInDepth.php>.

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Street. In 2014, a nonprofit group formed to raise funds to install fountains and colored lighting surrounding the *Musica* sculpture.³¹⁰

In the 1990s, change was also under way at the south end of the streets near Belmont University as music businesses expanded into the modest but handsome early twentieth-century houses. This area, running along 16th and 17th Avenues from Wedgewood to Horton, was the last part of the residential neighborhood to develop in the early twentieth century:

In fact the blocks were largely undeveloped as late as 1908 with only seven buildings shown on a fire insurance map of that year. During the period of development, fine examples of American Foursquare, Craftsman, Bungalow and Tudor Revival houses were constructed. A wide range of building materials and detail are exhibited among the houses of any of these given styles.³¹¹

This expansion created two challenges: 1) addressing the fact that these blocks were zoned residential, not commercial, and 2) the realization that having music businesses move into these homes could lead to physical changes through demolition, building alteration, or the construction of larger buildings.

Stewart Clifton, Metro Councilperson for a district that included this part of Music Row (1987-99), was aware of the concern of neighborhood associations in the surrounding areas of Belmont and Hillsboro-West End, who feared entire neighborhoods could be leveled due to construction of the new I-440 bypass. There was also concern that the effect could extend to the still-residential parts of 16th and 17th Avenues which could see high density commercial development that would overwhelm the neighborhoods.³¹²

Clifton had previously considered proposing a historic zoning overlay for this residential part of Music Row but the idea was opposed by property owners who wanted to sell their properties. A few years later, Clifton proposed a conservation overlay, but again found 100 percent of the property owners opposed, resulting in Clifton's shelving the idea.³¹³

By 1997, circumstances had changed as residential properties were beginning to be occupied by small music-related businesses. At some point, one of the businesses put a sign in front of their

³¹⁰ Music Industry Coalition. Board Meeting Report, September 26, 2015.

³¹¹ Metro Historic Zoning Commission. "South Music Row Neighborhood Conservation Zoning," Adopted January 1997.

³¹² Clifton, Stewart. Interview with Carolyn Brackett, Nashville,, August 11, 2015.

³¹³ Ibid.

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building which alerted the city's codes department. As Clifton recalled "Somebody got caught. Now they were sitting on a property they couldn't use because it was still residentially zoned."³¹⁴

Before long, Clifton got a call from the leader of the conservation overlay opposition group proposing that the problem be addressed in a different way. The result was Clifton's sponsorship in Metro Council of a plan to link the zoning change from residential to business offices with a conservation overlay. Clifton explained:

The owners realized they could get more out of their property that way. All of the people living there bought into it. It sailed through the Council. It was not a project of Music Row merchants, but it was a realization that not all of Music Row has to be high intensity development. There should be a place for small-scale music businesses. The people who lived there moved out and got money out of their property.³¹⁵

In January 1997, the South Music Row Conservation Zoning Overlay was approved by the Metro Council for a small section of the Music Row neighborhood along 16th and 17th Avenues between Wedgewood and Horton Avenues. Containing approximately 70 parcels, the overlay is managed by the Metro Historic Zoning Commission. The guidelines call for the review of exterior work on buildings including new construction, additions, demolition, and relocation to preserve the neighborhood's historic character.³¹⁶

While planning and changes were underway for Music Row's built environment, the music industry's wheels continued to turn, producing a wide variety of country music by new and established artists. Listeners had their choice of traditional, pop-country, and the newly labeled "Bro-Country" songs.

In 1999, Dolly Parton decided it was time to return to her musical roots. Steve Buckingham, Parton's producer and senior vice president of A&R at Sony Music, recalled that two records were made despite the skepticism of Sony CEO Tommy Mattola:

(Dolly) came in one day, and said I want to make a country record, and I won't name names, but the big-wigs say that I can't do it without having a producer. I said well, if I can't trust Dolly Parton to make a country record...And she said will you help me?

³¹⁴ Ibid.

³¹⁵ Ibid.

³¹⁶ South Music Row, 1997.

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And I said, yes but I don't need credit and I don't need points - royalty points. As it turns out, she gave me co-production, and she also paid me the production points out of her own pocket. And that was it. We were off to the races. The first album went platinum.³¹⁷

The Grass is Blue, a bluegrass album, was released in the fall of 1999 featuring songs written by Parton as well as bluegrass standards. *Little Sparrow*, a folk/bluegrass album followed in 2001 and included Appalachian folk, bluegrass, and country songs. Both albums received Grammy Awards.

Leading the way for pop-country superstardom was teen-age artist Taylor Swift (b. 1989). Swift was interested in music by the age of nine and was soon focused on pop-country, particularly Shania Twain's songs and musical style. Making her first trip to Nashville from Pennsylvania at the age of 11, Swift's demos were rejected by Music Row's record labels. Swift continued to work toward her goal, and when she was 14 her family moved to the Nashville suburb of Hendersonville. Swift began making music industry connections including writing with songwriter Liz Rose, who was working for the newly formed Jody Williams Music Publishing. Williams recalled those days:

I signed a writer named Liz Rose who was just a really talented songwriter. She was a publisher helping songwriters make their songs better but not really doing the writing, and I encouraged her to write. She'd bring these people I'd never heard of in the office and write songs with them. One of them was Taylor Swift. For a couple of years, once a week here comes Taylor Swift. Her mother or her father would drop her off to write with Liz. And Liz kept just really kept believing in Taylor. And I said, well you know she's just a kid. Unless she gets a record deal, who is going to record these songs? And Liz kept encouraging me to just leave her alone and let her keep doing it. And I did. And then the next thing you know, Taylor gets signed to Big Machine Records. They record all these songs that she and Liz wrote on her first album and some on her second album. And then my publishing company had all this value all of a sudden because Taylor blew up.³¹⁸

Big Machine Records was started by Scott Borchetta in 2005. The previous year while still working for Universal Music Group, Borchetta had received a package from 14-year-old Taylor Swift. Borchetta was impressed with the "very smartly put together package." Noting that "country is

³¹⁷ Buckingham, Steve. Interview with Carolyn Brackett, May 29, 2015.

³¹⁸ Williams, Jody. Interview with Carolyn Brackett, May 29, 2015.

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pretty much a young adult format, not a teen format,” Borchetta still decided “If these songs on the CD really were written by her, and she really is all of this, I can’t wait to meet her.”³¹⁹

Borchetta told Swift he could introduce her to executives at Universal. He also informed her he was starting his own label and that if she waited a year she could sign with him. Swift opted to wait, and when Big Machine Records officially started in 2005, Swift was Borchetta’s first artist. Swift’s first self-titled album was released in 2006 to wide acclaim for the album’s pop-country lyrics and music. Five singles from the album charted on *Billboard Hot Country Songs* including No. 1 hits with “Our Song” and “Should’ve Said No.”

Relentless touring, including opening for George Strait, Rascal Flats, Kenny Chesney, Brad Paisley, and Tim McGraw and Faith Hill’s tour, continued to increase Swift’s fan base. Subsequent albums including *Fearless* in 2008, *Speak Now* in 2010 and *Red* in 2012 featured songs written by Swift and co-written with other songwriters and were promoted through the now solo headline concerts. In 2014 Swift released her fifth album *1989* which she described as her first official pop album. As sales totaled more than 40 million albums and 130 million single downloads, Swift’s awards multiplied including seven Grammys, 16 American Music Awards, 11 Country Music Association awards, eight Academy of Country Music Awards, and 22 Billboard Music Awards in addition to awards from the Nashville Songwriters Association and the Songwriters Hall of Fame.

Also emerging in the 2010s was a new style of country music coined “bro-country” by a *New York Magazine* reporter discussing the song “Cruise” by the duo Florida Georgia Line (which became the best-selling digital country song ever, selling over 7 million copies):

It’s a song about ‘falling in love in the sweet heart of summer’ – lyrics about swilling Southern Comfort and ogling girls in bikinis before circling back around, in the chorus, to, well, itself: ‘Baby you a song/You make me wanna roll my windows down and cruise.’ In short, “Cruise” is bro-country: music by and of the tatted, gym-toned, party-hearty young American white dude. It’s a movement that has been gathering steam for several years now, and we may look back at “Cruise” as a turning point, the moment when the balance of power tipped from the older generation of male country starts to the bros.³²⁰

³¹⁹ Borchetta, Scott. “How Scott Borchetta Discovered Taylor Swift,” Website, undated, Retrieved August 6, 2015: www.inc.com/devin-rogerino/how-scott-borchetta-discovered-taylor-swift.html.

³²⁰ Rosen, Jody. “Jody Rosen on the Rise of Bro Country,” *New York Magazine*, August 19, 2013.

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The reporter went on to identify other singers he believed fit in the “bro-country” category by singing about partying, drinking, trucks, and attractive young women. Singers named by the reporter included: Luke Bryan, Jason Aldean, and Jack Owen.

In 2013, Luke Bryan had a *Billboard* No. 1 hit with “Spring Break – Here to Party,” followed by the best-selling album *Crash My Party*. Jason Aldean’s albums were also best sellers including 2010’s *My Kinda Party*, and 2012’s *Night Train*, which were both certified double platinum and four others certified platinum. Jake Owen scored his first No. 1 hit in 2011 with the title track to his album *Barefoot Blue Jean Night* followed by more hits from that album, and a No. 1 hit “Beachin” from his fourth album *Days of Gold* in 2014.

Reaction to bro-country’s airplay dominance included a rare display of criticism by country music artists for their fellow artists. Complaints came from best-selling singer Carrie Underwood who declared to *Billboard* “There seem to be so many male singers out there who can be viewed as similar and there seems to be plenty of room for all of them,” while female country artists had more difficulty getting airplay.³²¹

While the debate continued over bro-country, in 2015 another discussion arose, dubbed the “Lettuce and Tomato Controversy.” The controversy erupted when a radio station consultant being interviewed by *Country Aircheck Weekly* stated: “If you want to make ratings in country radio, take the females out. The reason mainstream country radio generates more quarter hours from female listeners at the rate of 70% to 75% is women like male artists. Trust me I play great female records, and we’ve got some right now. They’re just not the lettuce in our salad. The lettuce is Luke Bryan and Blake Shelton, Keith Urban and artists like that. The tomatoes of our salad are the females.”³²²

Reaction from female country artists was swift and severe. Martina McBride took on what one media outlet termed as the role of “Tomato in Chief” – leading the response to the consultant’s statements. McBride, who has sold more than 14 million albums, received 14 Grammy nominations and received the Country Music Association’s Female Vocalist of the Year award four times, started by saying: “Wow...just wow” on social media, continuing “to me country music is

³²¹ Horsey, David. “Are bro-mantic songs taking over country music?” *Los Angeles Times*, March 12, 2014.

³²² Keel, Beverly. “Sexist ‘tomato’ barb launches country radio food fight,” *Tennessean*, May 29, 2015.

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about relating. Someone relating to what you are really going through on a day to day basis in your life. Did you girls (core female listeners) know you were being assessed in this way?”³²³

McBride also took the opportunity to raise money for her “Team Martina” charity by creating and selling two t-shirts – a red “tomato” t-shirt for women and a “tomato lover” t-shirt for men supporters of country’s female artists.

Two female country artists emerging in these years to claim superstar status were Carrie Underwood and Miranda Lambert. Harkening back to singer Anita Kerr’s 1956 win of Arthur Godfrey’s TV talent show, in 2005 Carrie Underwood became the season’s winner of TV show “American Idol” which included a recording contract. Success quickly followed when “Inside Your Heaven” debuted at No. 1 on *Billboard’s Hot 100*. Her debut album *Some Hearts* yielded country and crossover hits with “Jesus, Take the Wheel,” and “Before He Cheats” and becoming the best-selling solo female debut album in country music history.

Over the next decade, Underwood continued the string of blockbuster hits yielding multiple awards with albums including *Carnival Ride* in 2007 which produced the hits “So Small,” “All-American Girl” and “Last Name”; her third album *Play On* a top-selling 2009 release featuring “Cowboy Casanova” and “Temporary Home”; a fourth album *Blown Away* in 2012 yielded hits with the title track as well as “Good Girl” and “Two Black Cadillacs.”

Also getting a music career boost on TV was singer-songwriter Miranda Lambert who was a finalist in the 2003 season of “Nashville Star,” which led to a record deal with Epic Records and later with Columbia. Lambert first came to Nashville from Texas at the suggestion of entertainment attorney Rod Phelps and encouragement from Bob Doyle, manager of Garth Brooks. *Kerosene*, the singer’s first album in 2004, included 11 songs written by Lambert and debuted at No. 1 on *Billboard’s Top Country Albums* chart and produced four hit singles including the title track.

Lambert’s success continued with future albums and singles including 2007’s *Crazy Ex-Girlfriend*, with the single “Gunpowder & Lead,” 2009’s album *Revolution* with singles “White Liar,” her first top five hit; and *Four the Record* in 2011, recorded for Lambert’s new label at RCA Nashville, which produced the five singles “Baggage Claim,” “Over You,” “Fastest Girl in Town,” “Mama’s Broken Heart,” and “All Kinds of Kinds.” In 2014, Lambert released her fifth album *Platinum*, which included “Somethin’ Bad,” a duet with Carrie Underwood. Throughout the decade Lambert won numerous awards including the Academy of Country Music’s Top New Female Vocalist, Music

³²³ Ibid.

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Row Song of the Year Award for “The House that Built Me,” Country Music Association Female Vocalist of the Year.

In 2014, the legendary *Rolling Stone* magazine responded to the booming country music business by opening an office on Music Row’s at 1510 16th Avenue South (DV.00464) and creating a website to cover the industry. *Rolling Stone Country* joined media outlets already covering country music including *Country Weekly* magazine, Taste of Country’s website *The Boot*, and Music Row Enterprises’ *Music Row* magazine and website.

The popularity of country music was also evident in its share of the radio market. By 2014 there were about 2,100 country radio stations with a steadily increasing audience. The *2014 Nielsen Music Report* found that radio is the “top method of music discovery” with country radio ranking second in audio formats (pop contemporary ranked No. 1) with significant growth in the 18-34 age market.³²⁴

In 2015, the majority of the radio market was controlled by three companies – Cumulus Media, CBS Radio, and iHeartMedia (formerly Clear Channel). “If those three chains don’t play your records, you won’t have a hit. It used to be one owner could only own seven radio stations. Now you’ve got three companies owning most of the radio stations,” Curb Records head Mike Curb (b.1944) said in an interview with *Rolling Stone*.³²⁵

Mike Curb was speaking from the vantage point of 50 years of experience in the music industry. Curb’s independently owned music business took up residence on Music Row in the early 1990s, and the company’s owner would have a far reaching impact not only on the music industry but on the built environment of Music Row.

In 1964, Mike Curb, a songwriter, singer and musician, founded Sidewalk Records in Los Angeles, changing the name to Curb Records a few years later. The company’s early years saw success with Curb’s own musical group, the Mike Curb Congregation, which had hits including “Put Your Hand in the Hand.” Taking a detour into country music, Curb also co-wrote “All for the Love of Sunshine,” which became a No. 1 hit for Hank Williams Jr. in 1970.

My relationship with Music Row started then,” Curb said. “What I learned by working with Hank Williams Jr. on Music Row was that all those records that I had loved by

³²⁴ “2014 Nielsen Music Report,” Website, 2014, Retrieved July 30, 2015, <http://www.nielsen.com/us/en/press-room/2015/2014-nielsen-music-report.html>.

³²⁵ Gold, Adam. “Why Country Radio Still Matters,” *Rolling Stone*, February 24, 2015.

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Don Gibson, Floyd Cramer, Jim Reeves, Johnny Horton, Marty Robbins, those were not accidents. They were made by the greatest musicians that ever lived, and the greatest producers and the greatest artists in the greatest studios.³²⁶

In 1969, Curb Records merged with MGM Records and Mike Curb became president. MGM Curb had hits in the next few years with The Osmonds, Sammy Davis Jr., and other pop artists. In 1974, MGM was sold, and Curb Records continued as its own company, building successes with other labels. While still based in Los Angeles, Curb worked with numerous pop and country artists, scoring multitudes of hits with artists and groups ranging from Lou Rawls to Roy Orbison, Exile, the Righteous Brothers, the Bellamy Brothers, Lyle Lovett, the Four Seasons, and many others.

In 1992, Curb decided to move the company's headquarters from Los Angeles to Nashville's Music Row. Curb's first purchases were four buildings on Music Square East including the former Cedarwood building and the former Roy Orbison building. The buildings were converted into Curb's home office with a recording studio and space for songwriters to work. In the years to come, Curb would leave a strong imprint on the music industry scoring more than 400 No. 1 records and 1,500 Top 10 records with country artists including Tim McGraw, LeAnn Rimes, The Judds, Lee Brice, and the Gospel Music Association's four-time winner as Female Vocalist of the Year Natalie Grant. In 2001, Curb Records was named *Billboard's* Country Label of the Year.

By 2014, a *Tennessean* article described the company as "an outlier: a still successful independent swimming against a current of major label mergers and music industry consolidation."³²⁷

Curb also began looking around Music Row and seeing buildings that needed to be saved. Curb took action, eventually saving music-related buildings through his Curb Family Foundation, including RCA Studio B, the Bradleys' Quonset Hut recording studio, and the 1962 Buddy Lee Building at 38 Music Square East (DV.26124).

Even though RCA Studio B continued to be an active studio in the 1970s, in 1977, it had closed due to disputes with the engineers' union. Building owner Dan Maddox allowed the Country Music Hall of Fame and Museum to open the studio for tours, and in 1993 the Maddox Family Foundation donated the building to the Country Music Foundation. In 2002, the Curb Family Foundation purchased the studio and leased it back to the museum for \$1 a year. The donation also allowed students at Belmont University's Mike Curb School of Music and Entertainment Business to use

³²⁶ Kossler, 2006: 314.

³²⁷ Rau, Nate. "Mike Curb put his own spin on music business," *The Tennessean*, March 8, 2014.

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Studio B for students to learn the history of the recording industry. In 2012, the Metro Historical Commission prepared a NRHP nomination for the building, making it the first music recording studio in Nashville to be NRHP-listed.³²⁸

With the success of RCA Studio B, Curb turned his attention to the place where Music Row started in 1954 – Owen and Harold Bradleys’ Quonset Hut. After purchasing the studio in 1962, Columbia Records Columbia demolished the adjacent Victorian-era home that had been part of the Bradleys’ studio complex and built a new studio which became Columbia Studio A in 1965. The Quonset Hut became known as Columbia Studio B. In 1982, after 17 years of hosting hundreds of pop and country artists, the studios were closed and converted for office space. In 2007, Curb purchased the building. Even though the Quonset Hut building had been encased inside a larger modern structure, the studio itself was restored with help from the engineers and others who had worked there in its heyday. In 2009, the studios were reopened to serve as a teaching facility for students at Belmont University’s Mike Curb College for Entertainment and Music Business.

Another building purchase by Curb was Ocean Way Recording Studios which had operated on Music Row since 1996. Located on the corner of Edgehill and 17th avenues in a stone Gothic Revival-style church (DV.00440) that had been built from 1910-1911, the building had been purchased in 1994, renovated and opened as Ocean Way/Nashville in 1996 by entrepreneur Gary Belz and Los Angeles studio veteran Allen Sides.

In October 2001, Belmont University acquired Ocean Way Recording Studios, by now considered one of the best in the city, with a grant given by Curb who explained the purchase: “We were going to build more studios...and we made a decision that we would take part of the grant that I gave to Belmont and use that to buy Ocean Way, which Belmont operates as a commercial enterprise. But in the down time, you have that for students to learn.”³²⁹

The recording sessions and camaraderie at Ocean Way reflected the “vibe” often referred to by people who work on Music Row. Sharon Corbitt-House, who managed Ocean Way for a decade, recalls it as a “magical” time working with an endless array of artists including Willie Nelson, Lee Ann Womack, Bob Seger, Brooks and Dunn, Sheryl Crow, and even pop artist Christina Aguilera and “feeling like I’d found my place was when I started managing Ocean Way Studios on

³²⁸ “Curb Records: From L.A. to Nashville, The Revitalization of Music Row,” December 2014, Curb Records.

³²⁹ Kosser, 2006: 313.

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Music Row at the end of '98, beginning of '99...because I was in this creative place where people came to me every day and created music.”³³⁰

By the mid-2010s, as buildings including old houses, commercial stores, and, churches continued to be adaptively reused for music businesses, some offices moved away from Music Row to downtown, the Berry Hill neighborhood, or to the nearby town of Franklin. “Music industry shifting away from Music Row,” declared a *Tennessean* headline in 2013. The article reported:

The reasons for the decentralization of that campus are as varied as the businesses themselves, which included major labels such as Universal Music Group, which left Music Square East for downtown five years ago to cut costs and improve communication among its employees, who had been split between two buildings on Music Row.³³¹

The article continued, quoting Bart Herbison, executive director of the Nashville Songwriters Association International: “The big difference on Music Row (now) is that there are dentists’ offices, condominiums, lawyers’ offices – nothing related to the music industry. Virtually every building on these streets was related to the music business, and that’s not the case anymore.”³³²

In 2014, Sony Music Nashville (including three country music labels – Arista Nashville, Columbia Nashville and RCA Nashville - and Christian label Provident Music Group) announced the company’s headquarters were moving away from Music Row into a new \$97 million office building in the nearby downtown area known as the Gulch. Sony/ATV Music Publishing had already sold their Music Row administrative office building to BBR Music Group and moved to another location downtown the previous year, while the company’s creative team remained on Music Row.

As some music businesses moved away, SESAC emphasized the company’s commitment to Music Row by starting construction on a new five-story \$20 million office headquarters in 2014. The PRO had previously occupied two buildings. The Modernist-style office building at 66 Music Square West was demolished in 2015 along with five adjacent historic houses including a home that had been owned by gospel singers Ben and Brock Speer (DV.00078), a house that had been converted to a recording studio (DV.00076), a house that had been owned by the Gospel Music

³³⁰ Corbitt-House, Sharon. Interview with Kay McWhirter, May 30, 2015.

³³¹ White, Jaquetta. “Nashville Music Industry Shifting Away from Music Row,” *The Tennessean* and *USA Today*, March 18, 2013.

³³² Ibid.

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Quartet Company (DV.00074), and two houses once owned and occupied by the Wilburn Brothers (DV.00070 and DV.00072). A six-story apartment building is planned for the site (*Figure 25*).



Figure 25. Demolition of five historic houses adjacent to SESAC on Music Row in March 2015 for redevelopment into a luxury apartment building. Photo by Victoria Lazarus.

SESAC's new multi-story office building at 35 Music Square East was built from 2015-2016. In September 2015, the CMA announced it would move into SESAC's new office building in 2016 in order to consolidate its operations in one location. CMA's longtime headquarters at 1 Music Circle South was purchased by the developer of the new SESAC building. Future plans were not officially announced, although the developers of the new SESAC building indicated they intended

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to build a similar structure on the lot which would require demolition of the modern CMA building. Constructing the new SESAC on Music Square East required demolition of a circa 1900 brick house that had previously been home to Combine Music Group (DV.00202) and a circa 1900 brick house that had been occupied at one time by Raleigh Music and Mercury Records.

Approximately 35 historic music-related buildings were demolished between 2013 and 2016 as large-scale apartment buildings, parking lots, and luxury hotels were planned or constructed.³³³ Others are expected to be demolished in the near future for redevelopment projects previously approved by city planners. Among the historic buildings demolished were:

- **Studio 19** (DV.26122), 821 19th Avenue South – Alan Jackson, Garth Brooks, Dolly Parton, Allison Kraus and Ringo Starr are among the artists who recorded in the 1964 purpose-built music recording studio;
- **Sound Shop Studio**, 1307 Division Street – 1970-2015 – Artists recording at the studio included Paul McCartney, Joe Tex, Lee Greenwood, T.G. Sheppard, Brooks and Dunn, Grand Funk Railroad, as well as commercial jingles;
- **Fireside Recording Studios** (DV.00018), 813 18th Avenue South – circa 1950 house renovated into recording studio in 1972 by Porter Wagoner and Dolly Parton;
- **Pete Drake Studio** (DV.00020), 815 18th Avenue South – circa 1900 house renovated into a recording studio in 1970 for Drake, session musician and producer of “Ernest Tubb: The Legend and the Legacy” and “The Stars of the Grand Ole Opry” series;
- **Hummingbird Productions** (DV.00059), 7 Music Square West – circa 1910 house renovated into advertising music company in 1976 (office relocated);
- **Vibe 56 Studio** (DV.00076), 56 Music Square West – 1912 house renovated into recording studio;
- **Pilcher-Hamilton House** (DV.00061), 1 Music Square West – Built in the 1870s, home of Metro Councilperson James Hamilton who represented the Music Row district in the 1960s and 1970s;

³³³ As documented by New South Associates for this project.

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- **Kelso Herston Enterprises** (DV.00444), 1202 16th Avenue South – circa 1905 house renovated in 1970 by Herston who was the No. 1 producer of commercial jingles for 30 years; also the home of 16th Edge Studios;
- **Top Tracks Recording Studio** (DV.24613), 113 17th Avenue South – circa 1915 apartments renovated into recording studio and other music-related businesses;
- **Marty Stuart Tours** (DV.24609), 119 17th Avenue South – circa 1902 house converted by Marty Stuart into a music-related business;
- **Encore Entertainment/Southern Ground Artists** (DV.24607), 121 17th Avenue South – circa 1890 house converted into music-related businesses;
- **AEG Live - Messina Group/Lyric Street Records/Tracking Room 2** (DV.00031), 824 18th Avenue South – circa 1900 house renovated into music-related businesses;
- **LeVan's Guitars Repair** (DV.00611), 115 17th Avenue South – circa 1920 apartments converted into music-related businesses; and
- **Studio 20** (DV.00042), 832 19th Avenue South – circa 1910 house converted into studio.

In the midst of multiple demolitions and new construction, one building slated for demolition in 2014 saw its fortunes reversed – RCA Victor Studio A. Opened in 1965, it was the first building constructed in the Music Row area as a combination recording studio and as offices for music businesses. For almost five decades, a continual parade of superstars and up-and-coming artists recorded in its studio and the offices were occupied by music industry businesses and leaders. In addition to being the center of RCA's Nashville operations, at various times throughout the years office occupants included Kelso Herston, head of A&R for United Artists, the new Nashville ASCAP office and Chart Records which had signed Lynn Anderson.

In 2002, the legendary music recording studio had been leased by Ben Folds, a multi-platinum selling artist/singer/songwriter. In addition to recording his own albums in the studio, Folds rented the studio which he named Grand Victor Sound out to other artists including Tony Bennett, Kacey Musgraves, Kelli Pickler, William Shatner, and Jamey Johnson and others who were drawn to the studio because of its historic significance.

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In June of 2014, plans for the building's sale were announced. The purchaser planned to demolish the building and construct a six-story luxury apartment building and restaurant on the site. The announcement stunned the music industry and led to national media attention, including an article in the *New York Times*, "As Music Row Shifts to Condo Row, Nashville Cries in Its Beer." In the article, Folds explained the "special formula" that makes the music industry in Nashville so different from New York or Los Angeles. "You can walk out of one door and into the next, and borrow a guitar, or write a song, or get a record deal, or find a touring musician," Folds said. "It's unlike anything else in the country."³³⁴

Sharon Corbitt-House, co-manager of Ben Folds and vice president of studio operations at RCA Victor Studio A recalled her reaction:

I had my reasons for wanting to fight it. I grew up listening to records that were made in that room. For me it was like that room is a symbol of everything wonderful that we had created on Music Row. When I'm wearing the hat of audio preservationist, I had very selfish reasons because I felt that there were six of those rooms that were built in the world by RCA based around (acoustical engineer) John Volkman's polycylindrical (diffuser) walls...that design. There are not any more of them. That was it. This was the last one.³³⁵

Ben Folds asked for support to save the building by writing an open letter to the City of Nashville and included a long list of artists who recorded in the studio over its 50-year history. The letter was published on social media and went "viral"; it was also picked up by practically all local news media outlets, including *The Tennessean*, and initiated a citywide discussion about the future of Music Row. In his letter, Folds asked the developer to "stand in the silence between the grand walls of RCA Studio A and feel the history and echoes of the Nashville that changed the world." Folds shared his connection to the studio:

"I had no idea of the legacy of this great studio until I became a tenant 12 years ago. The other three RCA studios of the same dimensions – built in LA, Chicago and New York – have long since been shut down. I can't tell you how many engineers, producers and musicians have walked into

³³⁴ Faussett, Richard. "As Music Row Shifts to Condo Row, Nashville Cries in Its Beer," *New York Times*, September 27, 2014; Rau, Nate. "Demolition papers filed for Studio A building," *The Tennessean*, September 17, 2014.

³³⁵ Corbitt-House, Sharon. Interview with Katy McWhirter, Nashville, May 30, 2015.

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this space to share their stories of the great classic recorded music made here that put Nashville on the map.”³³⁶

The next three months of trying to save RCA Studio A were described by songwriter and producer Trey Bruce as “white knuckles, straight downhill with no brakes.”³³⁷

Out of the efforts to find a way to save the building, the nonprofit Music Industry Coalition was quickly formed to provide a voice for the music industry, followed shortly by the formation of a “Save Studio A” consortium to focus solely on the issue.

The importance of RCA Studio A to the music industry was evident when 400 people came to a Monday morning rally on June 30, 2014. By that time developer Tim Reynolds had issued a statement “If we consummate the sale, we intend to preserve and incorporate the studio into our overall design.” The crowd at the rally thought they were celebrating the studio being saved, only to find out shortly that the developer’s plans to purchase and demolish the building were still moving forward.³³⁸

Multi-platinum country artist Keith Urban weighed in with an editorial urging that RCA Studio A and all of Music Row be preserved:

“Music Row is where the past, present and future meet and that’s a vital part of keeping balance. You can feel it as you drive along 16th and 17th Avenues and see so many original buildings, including RCA’s Studios A and B; the house where Warner Brothers first opened their doors; Quad Studios, where Neil Young recorded *Harvest*; and Hillbilly Central, where Waylon Jennings and the boys transformed the status quo by revolutionizing the way artists could take creative control...Not to mention the countless publishing houses where classic songs were and are written, pitched and demoed.”³³⁹

Historic Nashville, Inc., a local preservation advocacy nonprofit, announced its 2014 Nashville Nine list of the city’s most threatened historic places in September 2014 at RCA Studio A with Mike Wolfe, a popular television personality (“American Pickers”) and preservationist, serving as spokesperson. With RCA Studio A at the top of the

³³⁶ Rau, Nate. “Ben Folds makes passionate pitch to save RCA Studio A,” *The Tennessean*, June 24, 2014.

³³⁷ Bruce, Trey. Interview with Carolyn Brackett, Nashville, May 29, 2015.

³³⁸ Gold, Adam. “Nashville Developer Says He Will Not Demolish RCA Studio A,” *Nashville Scene*, June 27, 2014.

³³⁹ Urban, Keith. “Keep Music Row’s past for the future,” *The Tennessean*, Op-ed, August 1, 2014.

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endangered list, the event was attended by nearly 300 people and received national publicity.³⁴⁰

Songwriter and producer Trey Bruce took the lead in starting the “Save Studio A” campaign and was amazed as the issue drew support not only from the music industry but from Nashville residents and even the international community. As local and national media followed the situation, the weeks brought a continual flow of contradictory announcements – the studio was saved/not saved; the building was structurally unsound/only required minimal upgrades; the developer was not going to close the sale after all/the sale closed; the developer was offering the building for resale/architectural drawings of the new apartment building were released.

Events culminated dramatically on September 30, 2014, the final date set by the developer for offers to buy the building. Bruce recalled the day:

September 30 at 5:00 p.m. was the deadline. An arbitrary deadline set by the developer that if the building is not sold, the building's coming down in December. So at 3:00, I get a call from my buddy who is sitting in the developer's lawyer's office. He says ‘Trey, they’ve got no buyers. The only ones that came up they ran them off. They don't want a buyer. This guy wants to tear this building down, and he's not looking for friends.’ And I said what do we do? We've got two hours. He said ‘I'm going to throw the longest Hail Mary ever.’ And I said Aubrey if I thought you were going to spend 50 bucks I would've never called you. Because we've been best friends forever, and you just don't borrow money or do anything like that with a friend. But he'd already been spending money. He threw up a website, hired some historians. In that 90 days we collected the most concise group of literature and facts on that building that existed anywhere. At the end of that 90 days, not only was the building temporarily saved for a minute but there was a data piece on it that you could look up. It was just amazing. I think we changed the city forever.³⁴¹

The buyer was Aubrey Preston, a local businessman, preservationist, philanthropist, and music lover, who had been working behind the scenes with the “Save Studio A” campaign throughout the summer. Preston agreed to the \$5.6 million price and closed the sale in December 2014. Preston shared his reasons for buying the building with a reporter:

³⁴⁰ Gonzalez, Tony. “Nashville Nine List of Most Endangered Buildings Announced,” *The Tennessean*, September 23, 2014.

³⁴¹ Bruce, 2015.

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The more I watched (the situation) the more concerned I started to become. I think it would be a real catastrophe to the city to lose one of its icons to the wrecking ball. From my understanding of music history and the Nashville economy and what we tell everybody about our town all over the world...I just felt it was impossible for this building to be torn down.³⁴²

Preston was soon joined by two business partners, music industry executive Mike Curb, who had previously saved other Music Row buildings, and health care executive Chuck Elcan. The three formed Studio A Preservation Partners LLC to complete the building's purchase and to plan for its future. In 2015, in addition to continuing to record music in the studio, plans were under way for repairs and upgrades to the building. By 2015, the building was once again filled with music-related businesses and in October a celebration of the building's 50th anniversary drew more than 1,500 people to tour the historic studio. Preston also commissioned Dr. Carroll Van West, director of the Middle Tennessee State University (MTSU) Center for Historic Preservation in nearby Murfreesboro, to prepare a National Register of Historic Places nomination for the building. Designation of RCA Studio A to the National Register of Historic Places in July 2015 drew national media coverage and highlighted the building's historic significance as Preston noted:

"We've come a long way in 10 months especially considering where this thing was headed. Before this designation, [30 Music Square W.] was just a building with some old stories behind it. I have to think Chet [Atkins] and Owen [Bradley] would be smiling," Preston muses, expressing satisfaction that the 50-year-old building—which he describes as a still-standing Brill Building of Music Row, purpose-built by Atkins and Bradley—is still a creative hub where cottage-industry musicians can record and network."³⁴³

Capping off more than a year of attention for RCA Studio A/Grand Victor Sound was Chris Stapleton's sweep of the 2015 Country Music Association Awards. Stapleton had been in Nashville for more than a decade, penning No. 1 singles for artists including Luke Bryan, Kenny Chesney, Darius Rucker, George Strait and Josh Turner and penning numerous songs for others artists, as well as recording and touring with his own band, the SteelDrivers.

³⁴² Boyer, E.J. "Inside Aubrey Preston's '11th hour' deal for Studio A," *Nashville Business Journal*, October 7, 2014.

³⁴³ Gold, Adam. "Studio A Added to the National Register of Historic Places, Plans Open House," *Nashville Scene*, July 31, 2015.

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But it was Stapleton's emergence as a solo artist with his first solo album *Traveller* that propelled him to stardom. At the 2015 Country Music Association Awards, Stapleton won "Best Male Vocalist," "New Artist of the Year" and "Album of the Year" for *Traveller* which hit No. 1 on *Billboard's 200* charts. At the 2016 Grammy Awards, Stapleton won "Best Country Album" for the album *Traveller* and "Best Solo Performance" for the single "Traveller."

Stapleton's artistic style is characterized as echoing the Outlaw singers of the 1970s including Waylon Jennings. The connection is strengthened because Stapleton's album was recorded at RCA Studio A where Jennings recorded. Stapleton described the experience of recording at the legendary studio in 2014 when plans were underway to demolish the building:

"At the time they were making plans to tear it down, so I saw we should probably go do it just to say we recorded there. We thought at the time that we might be one of the last records that ever got made there. I had never stepped foot in the room until the first day I recorded there. There's something in the walls there. You can feel things. Every song that was played in there was affected by the fact that we were in there. In this case for me personally, I think the location elevated what we were doing."³⁴⁴

Adding a sense of continuity to the story, in January 2016 Ben Folds announced that he was turning RCA Victor Studio A over to Dave Cobb, a local record producer. Cobb, who began leasing the space on April 1, was the producer for Chris Stapleton's *Traveller* album as well as albums for other top artists including Jason Isbell and Sturgill Simpson.

Still Music City: Planning for the Future of Music Row

In 2013, Nashville had reached new heights of recognition as Music City (having dropped "U.S.A." from its moniker a few years prior) and had added a new name, courtesy of the *New York Times*: "It City" which explained:

...the music industry is the bedrock of Nashville's economy. In the past two decades, country music has grown into a national darling. The city has attracted musicians and producers whose work moves beyond the twang and heartache.³⁴⁵

³⁴⁴ "Q&A: Chris Stapleton Brings Outsider Influences to Nashville," Website, April 28, 2015, Retrieved November 17, 2015: <http://radio.com/2015/04/28/chris-stapleton-interview-traveller-songs-rca-studio-a/>.

³⁴⁵ Severson, Kim. "Nashville's Latest Hit Could Be the City Itself," *New York Times*, January 8, 2013.

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The importance of the annual \$6 billion music industry to Nashville's economy was clearly in focus in a 2013 study commissioned by the Music City Music Council, part of the Nashville Chamber of Commerce. The study began by declaring:

Nashville is both the commercial center and the showcase of musical talent, performance and delivery. No other U.S. city is so linked to music production and performance as an identity, and no one has as broad a base of genres involved at so many industry levels.³⁴⁶

The study identified a number of music industry "clusters" – songwriting, publishing, performance rights, intellectual property, broadcasting, video, film, touring, and merchandising – and found that Nashville exceeded other cities with music industry clusters. Nashville was found to have 7.8 music industry clusters per 1,000 working age population compared to Los Angeles at 2.8 per 1,000, Austin at 2.6 per 1,000, and New York at 2.0 per 1,000. The study observed:

Nashville's range of talent, whether creative, technical or managerial, is far broader and deeper than the typical city's industry. This is one of the salient points in understanding Nashville as a music industry center: Few cities in the world have such a high concentration of the full range of people in a total industry cluster. Examination of the abundance of talent illustrates that there are exceptionally high numbers of people in Nashville involved in the music industry compared to any other city.³⁴⁷

The study credited Music Row for much of the city's success: "The completely unique role of Music Row as the core geographic locale in Nashville where the modern music industry was born suggests significant attention. Few cultural districts have so significantly developed in a unique geographic zone and so vitally shaped a worldwide cultural trend."³⁴⁸

The impact to Nashville as Music City is seen in a number of ways. A *New York Times* article in 2013 attributed some of the increased interest to the popular ABC television show "Nashville."

³⁴⁶ Harper, Garrett and Chris Cotton. "Nashville Music Industry: Impact, Contribution and Cluster Analysis," Music City Music Council, Nashville Chamber of Commerce, 2013: 3.

³⁴⁷ Harper and Cotton, 2013: 9.

³⁴⁸ Ibid: 9, 59.

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With location filming of Nashville's sites and a storyline centered on the country music industry, the show is credited with attracting increased visitation to the city.³⁴⁹

Nashville's tourism industry generates \$5 billion annually, focusing promotion on the city's reputation for music. Tourists are invited to hear music live at the Ryman Auditorium or in any of the multitude of venues in the revitalization of the downtown area known as Lower Broadway, as well as other areas of the city, including a riverside amphitheater that opened in 2015. Many of the visitors to the downtown Country Music Hall of Fame and Museum also purchase an extra admission ticket and are brought to RCA Studio B for a tour.

Country music demonstrated continued popularity as attendance at CMA Music Fest (renamed from its earlier name Fan Fair) continued to increase. In 2001, the event moved from the fairgrounds back to downtown Nashville. In 2015, CMA reported record-setting daily attendance of 87,680 fans, up 9.6 percent from 2014. Almost half of the attendees were there for the first time. With concerts over four nights, fans were treated to all sub-genres of country music with performances by artists including Luke Bryan, Jason Aldean, Lady Antebellum, Alan Jackson, the Oak Ridge Boys, Eric Church, Keith Urban, Brad Paisley, and Carrie Underwood.³⁵⁰

In addition, other music genres have continued to gain a strong foothold in Nashville. Pop, rock, and punk stars such as The Black Keys, Kings of Leon, Kid Rock, Paramore, The Kills, and Jack White now live and record in Nashville. Jack White's Third Man Records has paid homage to Nashville's country roots by producing award-winning albums with Loretta Lynn and Wanda Jackson, covering Dolly Parton's "Jolene," and publishing a tribute album to Hank Williams. Nashville's mainstream hip-hop standouts include Young Buck and Starlito. In recent years several rock superstars have come to Nashville to record country-themed albums, including Steven Tyler of Aerosmith, Brett Michaels of Poison, and Don Henley of the Eagles.

On Music Row, the demolition threat to RCA Studio A in 2014 triggered discussions about the future sustainability of Music Row as the centerpiece of Nashville's music industry. The area is under tremendous pressure for redevelopment, with at least 35 music-related buildings demolished in the past two years to make way for new construction. The continuous demolition of historic music industry resources on Music Row underscores the fragility of these resources during the most intense period of redevelopment in Nashville's history.

³⁴⁹ Severson, 2013.

³⁵⁰ "CMA Music Festival Sets Attendance Record," CMA World, Retrieved June 27, 2015, <http://www.cmaworld.com/news/2015/06/2015-cma-music-festival-sets-attendance-record-with-87680-fans/>.

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In January 2015, the National Trust for Historic Preservation (NTHP) designated Music Row as a “National Treasure,” characterized as a highly-significant yet threatened historic place, one of many throughout the country where the National Trust is committed to working with local partners to ensure their future. Music Row was selected because of its central importance to Nashville’s identity as Music City and the strong desire of local residents and music industry leaders to preserve it as a cornerstone of America’s cultural and music heritage. In September 2015, Historic Nashville included the Music Row neighborhood on its annual “Nashville Nine” list of the city’s most endangered historic places; the group had included RCA Studio A on its 2014 Nashville Nine list prior to its purchase by Aubrey Preston.

Despite the changing music industry and development pressures, Music Row continues to be a center for music makers and promoters (*Figure 26*). In 2015, an intensive inventory developed as part of this MPDF documented more than 200 music-related businesses within the Music Row boundaries. The comprehensive inventory included 49 recording studios, 4 radio broadcast stations, 7 union halls and professional association, 11 performance venues and gathering places, 21 music industry housing, 36 professional and media services, 85 music publishing, and 14 multi-purpose buildings.

In February 2015, the Metro Planning Commission (MPC) directed the Metro Planning Department (MPD) staff to prepare a new design plan for Music Row that recognizes its iconic nature and supports preservation while allowing growth. Partners including the NTHP, the Music Industry Coalition, Music Row Neighborhood Association (formed in the spring of 2015), Metro Historical Commission, MPD, and Historic Nashville are working document Music Row’s history and to plan for its future. Based on a series of public meetings and surveys that gathered input from residents, property owners, businesses, and other stakeholders, the MPD created a draft Music Row Design Plan in February 2016 that made recommendations related to new development policies, construction zones, building heights and step backs, street and pedestrian improvements, parking, landscaping, lighting, and so forth. Additionally, the NTHP is working with partners to develop plans for preservation strategies and incentives, the sustainability of the music industry on Music Row, and for incorporating non-intrusive tourism experiences into a comprehensive strategic plan. Informed by the results of this MPDF and its recommendations, these Music Row planning documents are scheduled to be finalized in the fall of 2016.³⁵¹

³⁵¹ Metro Planning Department. “Music Row Community Meetings,” Website, undated. Retrieved, February 15, 2016. <https://www.nashville.gov/Planning-Department/Music-Row-Community-Meetings.aspx>.

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**Figure 26. A 2015 aerial view of the epicenter of Music Row showing music industry businesses along 16th Avenue South (top), Roy Acuff Place (left), and 17th Avenue South (bottom), including historic recording studios, publishing houses, professional associations, a radio broadcast studio, housing, support services, and gathering places.
*Photo by Rick Smith.***

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F. Associated Property Types

The MPDF for Historic Music Industry Resources, Nashville, Davidson County, Tennessee, includes associated property types based on documentation and research for the historic context, "Historic Resources on Music Row, 1954-1989." This list of property types has been prepared to respond to the highest priority for nomination. Research for this document revealed that the vast majority of Nashville's extant music industry resources are located in the Music Row neighborhood. Furthermore, this research and comparative context indicated that extant music industry resources located in areas outside Music Row are very similar, both historically and architecturally. Therefore, the property types identified in this MPDF are applicable for music industry resources located throughout Nashville and Davidson County, Tennessee. Eight (8) property types associated with this historic context have been identified:

- 1) Music Recording Studios;
- 2) Radio Broadcast Studios;
- 3) Music Union Halls and Professional Associations;
- 4) Music Performance Venues and Gathering Places;
- 5) Music Industry Housing;
- 6) Music Professional and Media Services;
- 7) Music Publishing Houses; and
- 8) Music Multi-Purpose Facilities.

Historic Districts were not defined as a property type due to the distribution of the surveyed resources documented within the Music Row boundaries. Based on the scattered nature of the historic resources within the boundaries, there was not a distinct and well-defined historic district located on Music Row. Within the boundaries, however, small clusters of potentially NRHP-eligible resources can be evaluated on an individual basis as music industry-related historic districts. Based on the results of this documentation, examples of clusters containing significant music industry resources were located at the intersections of Music Square East/Music Square East and Roy Acuff Place/Music Circle South; Grand Avenue and 18th Avenue South; and Edgehill Avenue

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and 16th Avenue South/17th Avenue South. The individual evaluation of these clusters as potential historic districts could be pursued as part of future NRHP nominations.

The eight property types are described in depth below. See Addendum sections for a master inventory of NRHP recommendations by property type, an inventory of NRHP-listed properties, and a list of properties documented by the Historic American Buildings Survey (HABS).

1) Music Recording Studios

A. Property Type Description

A music recording studio is a facility for sound recording and mixing with spaces specially designed for optimum acoustic properties. The majority of recording studios documented were commercial businesses, meaning the owners charge fees for their use and pay taxes on income from fees collected. Very few recording studios were private, meaning they are for personal use only. Recording studios were used to record musicians, singers, voice-over artists for advertisements (historically called “jingles” in Nashville), or dialogue replacement in film, television, or animation, or to record accompanying musical soundtracks. The typical recording studio featured a studio, or “live room,” where instrumentalists and vocalists perform; a control room where sound engineers and sometimes a producer(s) operated either professional audio mixing consoles and/or digital computers with specialized software, which manipulate and route the sound for analogue or digital recording. Sometimes a studio offered a small “isolation booth” to accommodate loud instruments such as drums or electric guitar, as well as demo studios, songwriting spaces, offices, and support spaces for amplifiers, tracking equipment, lounges, kitchens, and equipment storage. Large commercial recording studios sometimes featured specially-built echo chambers, some of which were trapezoidal in shape.³⁵²

Music recording studios were carefully designed for sound acoustics in order to create a set of spaces with the desired acoustical properties required for recording sound with precision and accuracy. In order to achieve the desired acoustical properties, studios spaces featured sound baffling that absorbs or diffuses sound, often called “live” and “dead” walls or floors or ceilings. Soundproofing included raising or lowering ceilings, covering floors with hardwood, installing baffles, enclosing windows or covering them with multiple layers of glass or heavy drapes, and lining doors with lead or other materials. Studio equipment commonly included a mixing console, multitrack recorder, microphones, reference monitors and loudspeakers, keyboard, acoustic drum

³⁵² Morton, Dave. “The History of Sound Recording,” Retrieved December 16, 2015: <http://www.recording-history.org/>.

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kit, digital audio workstation, music workstation, an “On Air” or “Recording” light, and outboard effects such as compressors, reverbs, or equalizers. Over time many recording studios developed “trademark” sonic sounds, which made them easily identifiable by audio professionals and desirable by artists and record producers.³⁵³

Music recording studios that operated on Music Row since 1954 can be divided into two subtypes based on their physical and associative characteristics. Subtype I includes older buildings that were repurposed for use as music recording studios between 1954 and 1989. The repurposed buildings were primarily private residences, but could also include churches, apartments, and commercial stores. Subtype II includes purpose-built buildings that were originally designed by professional audio engineers and/or architects to be used as music recording studios.

Recording studios proliferated with the advancement of music recording technology. The development of analog magnetic tape recording in the 1940s, which replaced acetate recording machines, led to recording studios being built in smaller markets such as Nashville. Traditionally, studios were concentrated in large cities such as New York and Los Angeles. In the 1950s, however, recording equipment was difficult to find and consoles had to be custom built, usually by adapting radio boards. Demand led to the development of equipment producing companies such as Ampex, Scully, and MCI. By the mid-1960s, four-track analog recorders were available, eight tracks by the late 1960s, and 16 tracks in 1970. High-fidelity headphones became common in the 1960s as well. Powerful multi-track recorders with 24, 32, and 48 tracks appeared and were made available in the 1970s. By the 1980s, digital recorders were invented, quickly replacing analog recorders and spreading to Nashville by 1986. Today, many studios use a combination of technologies, such as 24-track analog recorders with digital two-track.³⁵⁴

Completed in the summer of 2015, the intensive survey of Music Row documented 49 extant music recording studios that operated from within the 1954-1989 period of significance. The majority were examples of Subtype I repurposed music recording studios. Almost all were examples of commercial recording studios, meaning the owners and/or operators charged a fee-for-service for using the studios to record music.

³⁵³ Ibid.

³⁵⁴ McNutt, Randy. *Too Hot to Handle: An Illustrated Encyclopedia of American Recording Studios of the Twentieth Century*. Hamilton, OH: HHP Books, 2001: 14-15.

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Subtype I: Repurposed Music Recording Studios

The majority, approximately 75 percent, of music recording studios were repurposed private residences that were altered during the 1954-1989 period of significance with additions, renovations, and restructured floor plans to accommodate the new use as a studio for recording music. Most were common examples of American Foursquares, Craftsman-style Bungalows, or Queen Anne-style dwellings constructed in the early twentieth century with brick walls, limestone foundations, and large porches. Interior spaces featured architectural and structural changes to control sound, such as baffling on walls and ceilings, enclosed windows, triple-pane windows, lead doors, glass doors, removed staircases, lowered ceilings, fabric finishes, masonry walls, and vibration-proof floating floors. Constructed primarily in the early twentieth century, repurposed buildings were also enlarged with wings containing control rooms, recording studios, and offices. These wings were primarily constructed of concrete block in order to better control sound. One studio wing was a metal Quonset hut assembled from a prefabricated kit. The interior spaces included offices, control rooms, tracking rooms, recording studios, lounges, kitchens, bathrooms, and storage. Some studios featured living and sleeping quarters such as bedrooms and suites as well as outdoor porches, decks, and patios.

The setting for repurposed studios tended to be domestic, featuring driveways leading to disguised off-street parking, heavily wooded lawns, well-maintained landscaping, and limited signage. From the street, many repurposed studios closely resembled private residences. Exceptions included the repurposed NAM Union Hall at 1806 Division Street (DV.26120) and Addison Avenue Cumberland Presbyterian Church at 114 17th Avenue South. Repurposed buildings from the 1954-1989 period of significance consistently exhibited simple concrete block wings or additions that signified their adapted use as music recording studios.

Subtype II: Purpose-Built Music Recording Studios

Approximately 25 percent of the music recording studios were purpose-built during the 1954-1989 period of significance and designed by professional audio engineers and architects from the ground up to be commercial music recording studios. Constructed from the 1950s through the 1970s, these studios were generally examples of utilitarian buildings with modest elements of Mid-Century Modern styling. Most were constructed of inexpensive and readily available materials such as concrete block, wood, brick, stone, and asphalt. The interior spaces included offices, control rooms, tracking rooms, recording studios, lounges, kitchens, bathrooms, and storage. The scale of purpose-built studios was typically larger than repurposed studios with rooms large enough to hold an orchestra.

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The setting for purpose-built studios tended to be more commercial with asphalt parking lots, open lawns with few trees, and larger signage attached to the facades. From the street, purpose-built studios more closely resembled commercial or industrial buildings.

B. Significance

Music recording studios of both subtypes may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts and Commerce, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved exceptional significance within the past 50 years. Music Recording Studios of both subtypes may have significance at the local, state, or national levels.

Criterion A: Performing Arts and Commerce

Music recording studios may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as the place where songwriters, singers, musicians, engineers, and producers created Nashville's music. A music recording studio may also be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as the place where commercial music was recorded with a fee-for-service charged by the owner and/or operator. Often studios will have both Performing Arts and Commerce areas of significance.

As documented in the Historic Context, all of the elements of Nashville's successful music industry converge in Music Row's music recording studios. Whether in an old repurposed house or a modern building, it is in these commercial recording studios that the talents of music industry professionals combined to create and record the many styles of music for which Nashville is known nationally and internationally. Prior to the establishment of Music Row, music recording in Nashville occurred in makeshift spaces such as the downtown Tulane Hotel's dining room or the radio broadcast studio of the WSM radio station. These temporary music recording spaces were not designed with acoustical standards or permanent recording equipment expected of professional commercial music recording studios.

The first music industry business on what would become Music Row was a commercial music recording studio established by brothers Owen and Harold Bradley in 1954 in a repurposed residence. As the business quickly grew, the Bradley brothers enclosed the building's original front porch and expanded the studio in 1955 with a large rear wing consisting of a prefabricated metal Quonset hut that had been retrofitted for use as a recording studio. This popular commercial music recording studio set a pattern for other studios to follow. The pattern centered on the conversion of

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a modest private residence into a commercial music recording studio, which was then enlarged with additional support facilities to meet the needs of record labels whose artists recorded there. From these modest commercial recording studios, the Music Row neighborhood quickly transformed into the epicenter of Nashville's music industry, attracting other music industry businesses including publishers, publicists, and record labels.

Criterion C: Architecture

Music Recording Studios may be eligible for listing in the NRHP under Criterion C in the area of Architecture for the design and engineering significance of a repurposed or new recording studio that exhibits architectural features required for the recording of music. Recording studios of both subtypes may be eligible under this criterion as good representative examples of their types, period, or method of construction.

Music recording studios were typically modest buildings that were oriented to the interior spaces. Repurposed older buildings were retrofitted to provide soundproof rooms for playing, recording, and mixing music. Repurposed buildings were primarily examples of residential architecture, including Craftsman-style Bungalows, American Foursquares, Neoclassical Revival and Queen Anne-style residences. At least one repurposed recording studio was an example of Mid-Century Modern architecture from the mid-1950s. Interior spaces were significant for their audio engineering features, such as sound baffling techniques, vibration-proof hardwood floors, interior finishes, and unique technical details such as triple-paned glass windows, lead doors, and tilted glare-proof glass viewing windows in the control rooms. Some of the buildings could have been originally designed by a professional architect or designer, but mostly they were examples of dwellings built by general contractors using store-bought or generic spec plans. Examples of custom, high-style, architect-designed buildings were rarely documented.

Purpose-built music recording studios were modest examples of Mid-Century Modern commercial architecture, featuring sound-reflective masonry walls with stone or brick veneers, minimal fenestration, flat roofs, and long, low rectangular forms that created efficient floor plans for sound-proof and vibration free studio spaces. These studios typically featured stylistic interior lobbies, offices, and private lounges for use by employees and artists. Purpose-built studios were typically designed by professional audio engineers and constructed by local general contractors. Licensed architects were rarely involved with the design of the studios.

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Criteria Consideration G

Music recording studios, both Subtypes I and II, may meet Criteria Consideration G for the exceptional impact the resources had on the development and spread of music during the late twentieth century. The studios represent the development of and changes in the music industry, including technology, commerce, tastes, genres, and production styles. Generally, from 1954 and extending into the 1980s, these resources were the place where Nashville's music began, resulting in the spread of country, pop, and other music genres to the region, state, and country. The music recording studios reflect the rise of Nashville between the 1950s and the 1980s to become the epicenter, along with New York City and Los Angeles, of the American music industry. Recording studios can also be exceptionally significant due to their association with the copious number of artists, musicians, singers, songwriters, engineers, and producers who have had extraordinary impacts on music from within their studio spaces. The influence of these resources may be local or regional, but will often be state or national. Few, if any, music recording studios of either type will have exceptional significance under Criterion C for architectural or engineering significance.

C. Registration Requirements

The majority, approximately 75 percent, of music recording studios on Music Row were repurposed older buildings, primarily private residences. There were also a limited number of purpose-built recording studios designed by professional architects and audio engineers. To be eligible, a music recording studio on Music Row must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built studio constructed between 1954 and 1989.

The extant music recording studios will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Architectural styles for repurposed buildings vary, including examples of modest Craftsman-style Bungalows, substantial American Foursquares, and elaborate Queen Anne-style dwellings. Although interior spaces evolve over time with advances in technology and recording styles, the interiors should retain sufficient recording spaces, such as control rooms and tracking rooms, and studio sound equipment to maintain integrity from the 1954-1989 period of significance. Although studio equipment will likely have been updated and modernized over time, the recording studios should look, feel, and operate in the same manner as from the period of significance.

To qualify for registration, music recording studios should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The studios should retain good architectural integrity. Exterior materials should be

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original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the studios' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses, wooded lawns, and landscaped yards. Nevertheless, music recording studios nominated solely under Criterion A for historical significance in the Performing Arts and Commerce do not have to possess as high a degree of integrity as those studios which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following studios appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation. The list also includes two properties previously listed in the NRHP. The list includes:

Subtype I: Repurposed Music Recording Studios

- Omni Sound Studios, 1806 Division Street (DV.26120)
Built in 1955 as music union hall, has served as studio since 1978
- Quadrafonic Sound Studios, 1802-1804 Grand Avenue (DV.00032-00034)
Built as two dwellings circa 1900-1910; has served as studio since 1969
- House of David Recording Studio, 1205 16th Avenue South (DV.00343)
Built as dwelling in 1913; has served as studio since 1976
- Sixteenth Avenue Sound Studios, 1217 16th Avenue South (DV.00353)
Built as dwelling circa 1908; has served as studio since 1978
- Jack's Tracks Recording Studio, 1308 16th Avenue South (DV.00456)
Built as dwelling in 1929; has served as studio since 1971

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- LSI Recording Studio/Filmworkers Movie & TV Studio, 1006 17th Avenue South (DV.00152)
Built as dwelling circa 1920; has served as studio since 1977
- Glaser Brothers Sound Studio, 916 19th Avenue South (DV.00029)
Built as dwelling circa 1920; has served as studio from 1968-1988

Subtype II: Purpose-Built Music Recording Studios

- Sound Stage Studios/Mercury, 10 Music Circle South (DV.26102)
Purpose-built as studio in 1970
- RCA Studio A, 30 Music Square West (DV.26101), NR 7/21/201
Purpose-built as studio in 1965
- RCA Studio B, 1611 Roy Acuff Place (DV.26100), NR 7/10/2012
Purpose-built as studio in 1957

2) Radio Broadcast Studios

A. Property Type Description

Radio broadcast studios were similar to music recording studios, especially in the case of production studios which are not normally used on-air. Commercial radio broadcast studios were facilities for production and transmission of AM or FM radio broadcasts, featuring live rooms, control rooms, accessory equipment, and support services. Housed in radio stations, commercial radio broadcast studios use one-way, wireless technology to reach wide audiences. Broadcast studios used many of the same principles such as sound isolation, with adaptations more suitable for the live on-air nature of their use. Equipment commonly found in a broadcast studio included a telephone hybrid for putting telephone calls on the air, an audio codec for receiving remote broadcasts, a dead air alarm for detecting unexpected silence, and broadcast delay for dropping out sounds such as coughs or unintended profanity.

In the U.S., radio broadcast stations are licensed by the Federal Communications Commission (FCC) and also must have an Emergency Alert System decoder. Other technological features included digital computers for playing ads, jingles, sound bites, sounds effects, traffic and weather

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reports, and full broadcast automation. Radio broadcast studios also featured digital mixing consoles, remote access Ethernet, satellite dishes for sending and receiving shows, and for webcasting or podcasting. Talk shows were run by a producer or assistant in the control room who handled tasks such as screening calls and entering caller's names into a queue.

Radio broadcast stations were typically small in scale and mobile, in that the equipment could be transferred from one building to another. The studios often shared spaces in large commercial buildings with other music industry businesses such as publishing houses, music recording studios, or offices. Often, multiple radio stations shared facilities in the same building. Nashville's first radio broadcast stations were located in penthouses of downtown hotels, office buildings, and churches.³⁵⁵

Purpose-built radio broadcast stations were modest commercial or industrial appearing buildings constructed of inexpensive sound-reflective materials such as concrete block. Satellite dishes and broadcast antennae were often mounted to the roofs. Sometimes, large-scale radio transmission antennae were constructed in remote rural locations for better reception and less interference. For example, the 810-foot tall transmission tower for Nashville's famous WSM radio station, which broadcasted the Grand Ole Opry, is located in nearby Williamson County; the diamond-shaped 1932 tower is now one of the oldest operating broadcast towers in the country (NR 3/15/2011).

Completed in the summer of 2015, the intensive survey of Music Row documented four extant radio broadcast studios from within the 1954-1989 period of significance.

B. Significance

Radio broadcast studios may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts, Commerce, and Communications, under Criterion C in Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Radio Broadcast Studios may have significance at the local, state, or national levels.

Criterion A: Performing Arts, Commerce, and Communications

Radio broadcasting studios may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as the place where songwriters, singers, musicians, and engineers produced Nashville's music. Radio broadcasting studios may also be eligible for listing

³⁵⁵ Dorman, Lee. *Nashville Broadcasting*. Charleston, SC: Arcadia Publishing, 2014; "Nashville Broadcasting History," Retrieved December 17, 2015: www.nashvillebroadcastinghistory.com.

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in the NRHP under Criterion A in the area of Commerce as the location of commercial businesses that supported the music industry, particularly through the sale of on-air marketing advertisements. Radio broadcasting studios may also be eligible for listing in the NRHP under Criterion A in the area of Communications as the place where Nashville's music was transmitted and communicated to local, state, and national audiences.

Reaching a national audience with music performed in Nashville enabled growth of the music industry throughout the 1920s, 1930s and 1940s. This growth positioned the city as the hub of country music and created some of the genre's first superstar singers. NBC's national distribution of WSM's Grand Ole Opry built this audience and attracted singers, musicians, publishers, and producers to the city.

By the late 1950s, many music industry professionals established offices in the neighborhood that would become known as Music Row. The Country Music Association also recognized the critical importance of radio broadcasting studios in the 1960s when they led a national campaign that increased the number of country music radio stations across the country from 81 to more than 600. This growth greatly increased the accessibility of country music and widened its audience nationally. Among the first radio broadcast stations to locate on Music Row was WNAH 1360 AM, which opened a broadcast studio on 16th Avenue South in 1978. WSIX opened a broadcast studio on Music Row in 1987, and WLAC did the same in the following year.

Criterion C: Architecture

Radio broadcast studios may be eligible for listing in the NRHP under Criterion C in the area of Architecture for the design and engineering significance of a radio broadcast studio that exhibits architectural features required for the production and transmission of music. Radio broadcast studios may be eligible under this criterion as good representative examples of their types, period, or method of construction. These resources were typically modest buildings that were oriented to the interior spaces. Purpose-built buildings provided soundproof rooms for playing music, talk shows, and news reports. Interior spaces were significant for their audio engineering features, such as sound baffling techniques, vibration-proof hardwood floors, and interior finishes. Purpose-built studios were typically designed by professional audio engineers and constructed by local general contractors. Licensed architects were rarely involved with the design of the studios.

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Criteria Consideration G

Radio broadcast studios may meet Criteria Consideration G for the exceptional impact the resources had on the production and spread of music during the late twentieth century. The studios represent the development of, and changes in, the music industry, including technology, commerce, tastes, genres, and production styles. Radio broadcast studios can be exceptionally significant due to their association with the manner in which music was communicated with audiences, which evolved considerably during the period of significance. Generally, from 1954 and extending into the 1980s, these resources were the place where Nashville's music was transmitted, resulting in the spread of country, pop, and other music genres to the region, state, and country. Radio broadcast studios reflect the rise of Nashville between the 1950s and the 1980s to become the epicenter, along with New York City and Los Angeles, of the American music industry. Due to their central role in communicating music to listeners and consumers, Nashville's radio broadcast studios were fundamental and essential components of the city's modern music industry. The influence of these resources may be local or regional, but will often be state or national. Few, if any, radio broadcast studios will have exceptional significance under Criterion C for architectural or engineering significance.

C. Registration Requirements

Radio broadcast studios on Music Row were located in nondescript repurposed buildings and modern multi-purpose music-related office buildings. To be eligible, a radio broadcast studio on Music Row must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built studio constructed between 1954 and 1989. The extant radio broadcast studios will also meet registration requirements where they possess a high degree of integrity of design, floor plans, workmanship, and materials. Although interior spaces evolve over time with advances in technology and broadcasting styles, the interiors should retain sufficient broadcasting spaces and studio sound equipment to maintain integrity from the 1954-1989 period of significance. Although studio equipment will likely have been updated and modernized over time, the radio broadcast studios should look, feel, and operate in the same manner as from the period of significance.

To qualify for registration, the radio broadcast studios should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The studios should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss

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of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the studios' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses, antennae, and landscaped yards. Nevertheless, radio broadcast studios nominated solely under Criterion A for historical significance in Performing Arts, Commerce, and Communications do not have to possess as high a degree of integrity of those studios which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following property appears to retain sufficient integrity to meet NRHP eligibility and is worthy of preservation.. The list includes:

- WNAH 1360 AM, 44 Music Square East (DV.26104)
Built in 1966; has served as studio since 1978

3) Music Union Halls and Professional Associations

A. Property Type Description

As documented in the Historic Context, the Music Row neighborhood is home to several union halls and professional associations that serve the music industry. This resource type features union halls for major performing rights organizations, including Broadcast Music, Inc. (BMI), the American Society of Composers, Authors and Publishers (ASCAP), and the Society of European Stage Authors and Composers (SESAC). These organizations represented country music artists, publishers, and songwriters. This resource type also features professional associations, including the Country Music Association (CMA), Nashville Association of Musicians (NAM), and the Nashville Songwriters Association International (NSAI).

The buildings housing union halls and professional associations were primarily purpose-built containing offices, conference rooms, executive suites, cafeterias, media/press rooms, and film projection facilities. Many organizations initially operated out of leased offices on Music Row before undertaking construction of permanent facilities and headquarters. The purpose-built

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facilities constructed during the period of significance of 1954-1989 were for the most part, good examples of Mid-Century Modern style architecture, designed by local professional architects.

These resources tended to be larger in scale with multiple stories. Constructed of materials such as concrete, steel, and glass with modern construction technology, the facilities were reminiscent of corporate office complexes located in suburban office parks. The properties included large trees and professional landscaping. The architectural design of the facilities represented the music industry's desire to project a modern and sophisticated image, contrary to the hillbilly image often portrayed in the national media.

NAM constructed its union hall on Division Street in 1955 as a modest example of Mid-Century Modern architecture. In 1963-1964, BMI opened a single-story Mid-Century Modern-style branch office on 16th Avenue South. ASCAP followed in 1968-1969 with its own sprawling Mid-Century Modern complex on 16th Avenue South, described by Owen Bradley as "modern, glass and brass." Both were designed and built by W.B. Cambron of Nashville. BMI undertook large expansions and renovations from 1973-1974 and 1994-1995; both expansions were designed by local modernist architect Earl Swensson. Located at the prominent north end of Music Row, the current six-story BMI building is a Brutalist-style iconic landmark in Nashville.

ASCAP replaced its 1960s union hall in 1992 with a multi-story corporate-style branch office building featured precast concrete, reflective glass, and marble interiors. The 1992 union hall was designed by local architect Tom Bulla. SESAC opened a modern two-story union hall (DV.26105) on Music Circle in 1970. SESAC relocated in 1985 to a modern two-story union hall (DV.26106), when the headquarters in New York City was relocated to Music Row. In 2016, SESAC relocated to a new multi-story building on Music Square East, at the heart of Music Row.

In 1970, the Country Music Association was housed in a two-story headquarters (DV.26107) on Music Circle. This rectangular building is dominated by a glass façade. The CMA relocated to its current corporate-style brick and glass headquarters on Music Circle in the 1990s. The NMA relocated to its current nondescript, modern brick union hall on Music Circle in 1976.

Completed in the summer of 2015, the intensive survey of Music Row documented seven extant union halls and professional associations from within the 1954-1989 period of significance.

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B. Significance

Buildings housing music union halls and professional associations during the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts and Commerce, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Music Union Halls and Professional Associations can have significance at the local, state, or national levels.

Criterion A: Performing Arts and Commerce

Music union halls and professional associations may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as places providing support for professionals working in Nashville's music industry. A music union hall or professional association may also be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as places that represented the financial interests of artists, musicians, and record labels in support of Nashville's music industry.

The establishment of music union halls and professional associations on Music Row signaled recognition of the music industry's professionalization during the period of significance and that Music Row had become the epicenter of the music industry. As music transitioned from a small-scale occupation for a limited number of artists, primarily focused on live performances and radio shows, to a large-scale recording industry, professional associations emerged to represent the interests of the artists, musicians, and record labels.

First to arrive in the neighborhood in 1955 was the Nashville Association of Musicians, Local 257. In 1967, the Nashville Songwriters Association formed, coining what would become the theme for Music Row: "It All Begins with a Song."

As the music industry continued to grow, the nation's three Performing Rights Organizations all arrived on Music Row. In addition to ensuring that artists and songwriters received royalties for their work, the PROs played a pivotal role in the growth of the music industry by nurturing and promoting artists and songwriters to publishers and record labels. BMI, which had been representing country music artists since the early 1940s, was the first to arrive in Nashville in 1958 with a branch office on Music Row constructed in 1963-1964. SESAC was the next to open a branch office on Music Row in 1964. As SESAC's role in the country music and Contemporary Christian music industry grew, the association moved its national headquarters from New York to

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Nashville in 1985. ASCAP also established its Music Row presence in 1965, with construction of the association's branch office, completed in 1968.

The formation of the Country Music Association in 1958 further signaled the growing importance of country music as a viable industry. Relocating its offices from downtown to Music Row in the early 1960s, CMA would have an unparalleled impact on country music in the next decade, increasing the number of country music radio stations across the country from 81 to more than 600, beginning an awards programs, starting an annual country music "Fan Fair" and constructing the Country Music Hall of Fame and Museum.

Criterion C: Architecture

Buildings housing union halls and professional organizations may be eligible for listing in the NRHP under Criterion C in the area of Architecture for the design and engineering significance of this property type, which supported music industry professionals. Union halls and professional organizations may be eligible under this criterion as good representative examples of their type, period, or method of construction. Union halls and professional organizations operating on Music Row during the period of significance of 1954-1989 were primarily nondescript examples of Mid-Century Modern style corporate architecture, more commonly found in suburban office parks. The buildings were constructed with common materials, such as concrete, brick, glass, and steel. The interior spaces such as the lobbies and executive suites typically featured more expensive materials such as marble veneers and cantilevered metal staircases. The buildings were intended to project a modern, up-to-date, and sophisticated image for Nashville's music industry.

Criteria Consideration G

Union halls and professional associations may meet Criteria Consideration G for the exceptional impact the resources had on the development and spread of music during the late twentieth century. The buildings represent the development of and changes in the music industry, including technology, commerce, tastes, genres, and production styles. Union halls and professional associations can be exceptionally significant due to their central role in supporting music industry professionals. Generally, from 1954 and extending into the 1980s, these resources were the places where organizations met that supported the music industry. The influence of these resources may be local or regional, but will often be state or national. Few, if any, union halls and professional associations will have exceptional significance under Criterion C for architectural or engineering significance.

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C. Registration Requirements

Union halls and professional associations on Music Row are located in Modern purpose-built office buildings. To be eligible, a union hall or professional association on Music Row must have operated between 1954 and 1989 in a purpose-built building constructed between 1954 and 1989. The extant union halls and professional associations will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Although operational equipment will likely have been updated and modernized over time, the buildings should look, feel, and operate in the same manner as from the period of significance.

To qualify for registration, the union halls and professional associations should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The buildings should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the buildings' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses and landscaped yards. Nevertheless, union halls and professional associations nominated solely under Criterion A for historical significance in Performing Arts and Commerce do not have to possess as high a degree of integrity of those union halls and professional associations which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following properties appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation. The list includes:

- SESAC Headquarters, 55 Music Square East (DV.26106)
Purpose-built as union hall in 1984-1985
- CMA/SAE Institute of Technology, 7 Music Circle North (DV.26107)
Purpose-built as union hall in 1970

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4) Music Performance Venues and Gathering Places

A. Property Type Description

As documented in the Historic Context, the Music Row neighborhood features several buildings that served as important music performance venues and gathering places during the 1954-1989 period of significance. These facilities are located in repurposed buildings, including private residences and a corner market containing a neighborhood grocery store and pharmacy. This property type featured a variety of gathering places, including restaurants, bars, coffeehouses, retail shops, record stores, bookstores, fellowship halls, corner markets, and public parks.

Typically, music performance venues and gathering places were located in repurposed buildings, such as private residences or stores. Most of these were modest examples of Victorian-era houses or early twentieth-century stores. One of the most notable gathering places was the Tally Ho Tavern/Country Corner Bar located in a Queen Anne-style house at 901 16th Avenue South just a block from the Bradleys' Quonset Hut and RCA Victor Studios. In the 1960s and 1970s, this bar was frequented by a who's who of country music artists, including Kris Kristofferson, Willie Nelson, Waylon Jennings, and Roger Miller. When the bar was destroyed by a fire in 1978, the music industry community held a mock funeral to mark its passing.

Another important gathering place that no longer stands was Sue Brewer's Boar's Nest at 911 18th Avenue South. Owned by Sue Dell Brewer (1933-1981), this private residence was a popular late-night hangout in the 1960s and 1970s for local songwriters.

In 1964, Wally's Professional Club opened in a large Victorian-era house at 810 16th Avenue South/40 Music Square East (DV.00092). Located on the same block as Bradleys' Quonset Hut and diagonally across from the Tally Ho Tavern, Wally's Professional Club was operated by Dottie Lou Swann (b.1939) as a bar and pool hall. (Dottie was the daughter of Radio Dot and Smokey Swann, noted vocal harmony radio performers in the 1940s.) Frequented by recording artists, musicians, and songwriters such as Johnny Cash, Jack Clement, and Chris Gantry, Wally's Professional Club was a popular gathering place on Music Row in the 1960s and 1970s.

In the 1970s, the Belmont Christian Church converted the circa 1920 H.G. Hill Grocery Store and Gilmore Pharmacy into the Koinonia Christian bookstore and coffeehouse (DV.00094), where many singer songwriters played, including Amy Grant, Annie and Steve Chapman, and Michael W. Smith. Very few gathering places were purpose-built, besides large-scale performance venues such as downtown civic auditoriums.

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Completed in the summer of 2015, the intensive survey of Music Row documented 11 extant music performance venues and gathering places from within the 1954-1989 period of significance.

B. Significance

Buildings housing music performance venues and gathering places during the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts and Commerce, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Music Performance Venues and Gathering Places can have significance at the local, state, or national levels.

Criterion A: Performing Arts and Commerce

Performance venues and gathering places may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as places where singers and musicians created music and performed to local audiences. Performance venues and gathering places may also be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as places that provided support for professionals working in Nashville's music industry.

Gathering places were pivotal in the development of Nashville's music industry. In these places, artists performed at live music venues, wrote songs at coffeehouses, read music literature at a bookstore, or purchased records at a record shop. Music executives negotiated major publishing deals over lunch or drinks at restaurants and bars. Aspiring songwriters and singers practiced their craft at local fellowship halls, public parks, bars, and retail shops.

Interviews with music industry stakeholders throughout the research phase repeatedly confirmed the sense of community that pervaded Music Row. The benefits of being in small geographic area populated with gathering places meant that everyone from executives to artists, songwriters, and musicians were constantly engaging with each other and planning new music ventures.

Criterion C: Architecture

Buildings housing music performance venues and gathering places on Music Row during the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion C in the area of Architecture for the design and engineering significance of this property type, which supported music industry professionals. Performance venues and gathering places may be eligible under this criterion as good representative examples of their types, period, or method of construction.

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Performance venues and gathering places on Music Row were primarily repurposed residences or commercial buildings. These buildings included Victorian-era residences and early twentieth-century corner markets. These places were generally nondescript and were altered during the conversion to new uses such as restaurants, bars, and coffeehouses. Like other repurposed buildings on Music Row, these buildings most typically featured common building materials such as brick, wood, and stone. They were examples of common architectural styles that have been altered during the period of significance for new uses that supported Nashville's music industry.

Criteria Consideration G

Performance venues and gathering places may meet Criteria Consideration G for the exceptional impact the resources had on the creation and spread of music during the late twentieth century. The buildings represent the development of and changes in the music industry, including technology, commerce, tastes, genres, and production styles. Performance venues and gathering places can be exceptionally significant due to their central role in the creation of music for listeners and consumers. Music performance venues and gathering places reflect the rise of Nashville between the 1950s and the 1980s to become the epicenter, along with New York City and Los Angeles, of the American music industry. These resources can also be exceptionally significant due to their association with the copious number of artists, musicians, singers, songwriters, engineers, and producers who have had extraordinary impacts on music from within their performance spaces. These resources were fundamental and essential components of the city's modern music industry. The influence of these resources may be local or regional, but will often be state or national. Few, if any, performance venues and gathering places will have exceptional significance under Criterion C for architectural or engineering significance.

C. Registration Requirements

Music performance venues and gathering places on Music Row were located primarily in older repurposed buildings, as well as a handful of purpose-built buildings. To be eligible, a music performance venue or gathering place must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built building constructed between 1954 and 1989. The extant music performance venues and gathering places will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Although operational equipment will likely have been updated and modernized over time, the buildings should look, feel, and operate in the same manner as from the period of significance.

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To qualify for registration, the music performance venues and gathering places should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The buildings should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the buildings' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses and landscaped yards. Nevertheless, music performance venues and gathering places nominated solely under Criterion A for historical significance in Performing Arts and Commerce do not have to possess as high a degree of integrity of those music performance venues and gathering places which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following properties appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation.. This list includes:

- Figilio's on the Row, 26 Music Square East (DV.00028)
Built as dwelling circa 1906; served music industry businesses since 1960 and as a bar/restaurant from 1980-2010
- Koinonia Christian Bookstore & Coffeehouse, 1000-1002 16th Avenue South (DV.00094)
Built as H.G. Hill grocery in 1927, site of Civil Rights protest in 1961; served as performance venue from 1977-1999

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5) Music Industry Housing

A. Property Type Description

Buildings containing music industry housing during the 1954-1989 period of significance were documented in a variety of configurations, including single-family residences, apartments, boarding houses, and songwriters' houses. These buildings were primarily purpose-built housing, with some older single-family residences having been converted into boarding houses or dormitory-style songwriters' houses. For the most part, music industry housing is similar to typical housing from the period with exceptions related specifically to the music industry such as spaces designed for songwriting or recording music. Housing also exhibited architectural elements designed specifically for people who worked in the music industry such as musical score-shaped porch railing, a guitar-shaped swimming pool, and personal music recording studios in basements and detached garages.

These buildings varied in scale, from single-story single-family residences to multi-story apartments and hotels. The buildings were primarily constructed of common construction materials such as brick, stone, wood, concrete, and glass. The architectural styles varied with examples of Folk Victorian, American Foursquare, Colonial Revival, Craftsman-style Bungalows, Tudor Revival, Minimal Traditional, and Mid-Century Modern. Settings were primarily domestic with wooded lawns, professional landscaping, private driveways leading to hidden parking, and minimal signage.

Music industry housing proliferated on Music Row in order to serve entry-level professionals working in nearby publishing houses, recording studios, and other music-related businesses, as well as songwriters and aspiring musicians, artists, and singers who lived in low-cost boarding houses and apartments. Publishing houses often purchased adjacent residences and converted them into dormitory-style songwriters' housing. Living within walking distance of their places of work provided a sense of community and creative camaraderie for many in the music industry.

The vast majority of high-paid record label executives and successful recording artists preferred to live in private residences and estates away from Music Row in older urban neighborhoods such as East Nashville and Inglewood, as well as Nashville's suburbs such as upscale Oak Hill, which was known in the 1970s as "Hillbilly Hollywood" due to the large number of wealthy celebrities living there. From the 1950s through the 1970s, the middle-class suburb of Madison became a popular neighborhood for a large number of music industry professionals. Several moved to lakeside

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estates and rural farms in outlying suburbs of Hendersonville, Mt. Juliet, and Brentwood. Living away from Music Row provided a level of discretion and privacy for popular celebrities.

Completed in the summer of 2015, the intensive survey of Music Row documented 21 extant buildings containing music industry housing from within the 1954-1989 period of significance. The majority of these buildings were multi-unit apartments, boarding houses, and songwriters' houses.

B. Significance

Buildings containing music industry housing during the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts and Commerce, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Buildings containing music Industry Housing can have significance at the local, state, or national levels. The majority of resources within the music industry housing property type will meet eligibility requirements under Criteria A and C and will not be eligible under Criteria Consideration G.

Criterion A: Performing Arts and Commerce

Music industry housing may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as places providing housing for professionals working in Nashville's music industry. Music industry housing may also be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as places providing support for professional working in Nashville's music industry, including serving as an integral component of a publishing house or record label complex.

Music industry housing on Music Row served two important purposes: providing low cost housing and forming a creative community. Many of the music industry's most noted songwriters, musicians, and artists arrived in Nashville with dreams of a career in the music industry, but little money and few resources. During the period of significance, a rented apartment or furnished room in a boarding house on Music Row was affordable. For example, songwriter and artist John Hiatt's first deal with Tree Publishing was for \$25 a week salary, out of which he paid \$11 a week for a furnished room in a boarding house with a mattress and a hot plate.

The creative community that emerged from Music Row's housing also served to spark inspiration for these talented songwriters, musicians, and artists who worked together writing songs and

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holding impromptu jam sessions. This community also provided a support group and encouraged each other's dreams of a successful career in the music industry.

Criterion C: Architecture

Buildings containing music industry housing from the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion C in the area of Architecture for the design and engineering significance of this property type, which supported music industry professionals. Music industry housing may be eligible under this criterion as good representative examples of their types, period, or method of construction. Music industry housing exhibited a variety of architectural styles and forms, including private single-family and multi-family residences, apartments, boarding houses, and songwriters' housing. The architectural styles varied with examples of Folk Victorian, American Foursquare, Colonial Revival, Craftsman-style Bungalows, Tudor Revival, Minimal Traditional, and Mid-Century Modern. Music industry housing was similar to typical housing from the period with exceptions related specifically to the music industry such as spaces designed for songwriting or recording music.

A good example is the Nealon Apartments (DV.00063) at 23 Music Square East, a 15-unit three-story brick apartment building constructed around 1926. The Nealon was located adjacent to several leading music businesses such as Bradleys' Quonset Hut, RCA Victor Studios, Decca Records, and Billboard magazine. The Nealon Apartment building was noted on a 1970 Billboard map of Music Row landmarks, undoubtedly due to its proximity to the epicenter of Nashville's burgeoning music industry. Another good example is the 1929 Lincoln Court Apartment building (DV.00140) located at 1018 17th Avenue South, which was home to music industry leaders such as Jerry Bradley and Don Schlitz. Housing also exhibited architectural elements designed specifically for people who worked in the music industry such as musical score-shaped metal porch railing added to the circa 1922 Edgehill Apartments (DV.00448) at 1208 16th Avenue South.

A good example of a Victorian-era house that was converted into a boarding house is located at 919 16th Avenue South / 65 Music Square East (DV.00077). This large circa 1900 brick home was known as the Marie Dalton Boarding House in the late 1950s and early 1960s. The boarding house was operated by Ella Marie Dalton (1917-1985) and occupied by her husband William R. Dalton (1911-1989), a repair serviceman with the White Appliance and Heating Company. Pop and rock recording artist Roy Orbison purchased the house prior to his death in 1988.

The Spence Manor Motor Hotel (DV.26108), constructed in 1974-1975 on 16th Avenue South, was a rare example of Mid-Century Modern style Brutalist architecture; this hotel was converted into

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private condominiums in 1986. In 1979, the hotel acquired the adjacent Webb Pierce Swimming Pool (DV.26109), a unique 81-foot long guitar-shaped swimming pool constructed by Webb Pierce from 1977-1978; the hotel and pool have since been located on the same legal parcel. The Spence Manor facility was an upscale luxury hotel that catered specifically to the music industry professionals, singers, and recording artists who sought privacy and luxurious accommodations. Elvis Presley was a frequent guest in a penthouse suite before his death in 1977.

Criteria Consideration G

Although rare, music industry housing may meet Criteria Consideration G for the exceptional impact the resources had on the creation and spread of music during the late twentieth century. Music industry housing can be exceptionally significant due to their central role in the creative process of songwriting and publishing. The buildings represent changes in the music industry, including technology, commerce, tastes, genres, and production styles. Music industry housing reflects the rise of Nashville between the 1950s and the 1980s to becoming the epicenter, along with New York City and Los Angeles, of the American music industry. Music industry housing can also be exceptionally significant due to their association with the copious number of musicians, singers, songwriters, engineers, and producers that have had extraordinary impacts on music from within their spaces. Music industry housing may have exceptional significance at the local, state, or national level. Few, if any, resources in this property type will have exceptional significance under Criterion C for architectural or engineering significance.

C. Registration Requirements

Buildings containing music industry housing on Music Row were located in repurposed older buildings and modern purpose-built buildings. To be eligible, music industry housing on Music Row must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built building constructed between 1954 and 1989. The extant buildings containing music industry housing will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Although operational equipment will likely have been updated and modernized over time, the buildings should look, feel, and operate in the same manner as from the period of significance.

To qualify for registration, the music industry housing should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The buildings should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be

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acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the buildings' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses, wooded lawns, and landscaped yards. Nevertheless, music industry housing nominated solely under Criterion A for historical significance in Performing Arts and Commerce do not have to possess as high a degree of integrity of those buildings containing music industry housing which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following properties appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation. This list includes:

- Spence Manor & Webb Pierce Swimming Pool, 11 Music Square East (DV.26108-26109)
Built as hotel in 1974 and adjacent swimming pool 1978; properties merged 1979
- Nealon Apartments, 23 Music Square East (DV.00063)
Built as apartments in 1926
- Marie Dalton Boarding House/Roy Orbison Building, 65 Music Square East (DV.00077)
Built as a dwelling in 1906; served as boarding house from 1958-1963
- Edgehill Apartments, 1208 16th Avenue South (DV.00448)
Built as apartment building in 1922
- Little Sixteen Condos, 1520 16th Avenue South (DV.26111)
Built as apartment building in 1950
- Cumberland Courts Apartments, 1600 16th Avenue South (DV.26112)
Built as apartment building in 1958

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- Lincoln-Harding House, 1605 16th Avenue South (DV.00387)
Built as apartment building in 1926
 - Mansfield Apartments, 1017-1019 17th Avenue South (DV.00121 and DV.00123)
Built as two adjacent apartment buildings circa 1925
 - Lincoln Court Apartments, 1018 17th Avenue South (DV.00140)
Built as apartment building circa 1920

6) Music Professional and Media Services

A. Property Type Description

As documented in the Historic Context, the Music Row neighborhood is home to many professional and media services that served the music industry. This resource type featured various business types that supported and were focused on the music industry, including attorneys, accounts, travel agents, magazines, talent agencies, advertising agencies, musical instrument repair shops, artist management agencies, vocal and instrument training, tour managers, and graphic designers. Some broad-based businesses on Music Row, such as attorneys and accountants, may have had a variety of clients, but their core focus was based on the music and entertainment industry.

The buildings housing professional and media services were primarily repurposed older buildings that originally served as private residences. These buildings were typical examples of housing types found on Music Row, including Folk Victorian, Queen Anne, Neoclassical Revival, Colonial Revival, American Foursquare, and Craftsman-style Bungalows. There were a few examples of purpose-built buildings that most closely resembled corporate-style suburban office buildings.

A good example of a repurposed building is the Cheatham Palermo & Garrett Law Firm, located at 821 17th Avenue South/43 Music Square West (DV.00051), across the street from RCA Studio A and United Artists Tower. This circa 1910 brick American Foursquare house was a private residence and boarding house until 1969 when acquired by Hill & Range, based in New York City. Over the next several years, Hill & Range operated a branch office here and leased the rest of the building to music industry businesses such as Fiddle & Bow. Located on Music Row since the early 1970s, law firm partner Rose Palermo has been known as the “attorney to the stars” due to her representation of many music industry icons.

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The Whitehardt law firm is located next door to Cheatham Palermo & Garrett in a similar brick American Foursquare located at 823 17th Avenue South/45 Music Square West (DV.00049). This building was also purchased by Hill & Range in 1969 and leased to music industry businesses such as the Skylite Talent Agency in 1972. At one time, recording artist Jerry Reed operated a personal recording studio in the basement.

Completed in the summer of 2015, the intensive survey of Music Row documented 36 extant buildings housing professional and media services from within the 1954-1989 period of significance.

B. Significance

Buildings housing professional and media services during the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts, Commerce, and Communications, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Music Professional and Media Services may have significance at the local, state, or national levels. The majority of resources within this property type will meet eligibility requirements under Criteria A and C and will not be eligible under Criteria Consideration G.

Criterion A: Performing Arts, Commerce, and Communications

Buildings housing music professional and media services may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as places providing creative support for professionals working in Nashville's music industry. These resources may be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as places providing commercial businesses that supported Nashville's music industry. Music professional and media services may also be eligible for listing in the NRHP under Criterion A in the area of communications from 1954-1989 for their role in marketing, promoting, and publishing artists and professionals working in the music industry.

The growth of the music industry on Music Row created two factors which drew professional and media services to the area. First was the overall professionalization of the music industry in the 1960s and beyond. As music became a thriving commercial business, record labels and publishers needed the services of other professionals ranging from publicists to attorneys to artist managers. These new professions – or specializations within a profession (such as law) – developed in response to the changing music industry. Second was the proximity of music-related

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businesses within the compact geographic area of Music Row. The easy accessibility to record label offices, studios, and publishers made this a desirable area for support businesses to also locate. During the period of significance, the availability of affordable office space in repurposed houses made it possible for a multitude of support services to locate here.

Criterion C: Architecture

Buildings housing professional and media services from the 1954-1989 period of significance may be eligible for listing in the NRHP under Criterion C in the area of Architecture for the design and engineering significance of this property type, which supported music industry professionals. Music professional and media services may be eligible under this criterion as good representative examples of their types, period, or method of construction. Buildings housing music professional and media services were primarily repurposed residences along with a handful of purpose-built office buildings. These buildings included Victorian-era residences and mid-twentieth century offices. These places were generally nondescript and were altered during the conversion to new uses such as law firms, travel agencies, and musical instrument repair shops. Like other repurposed buildings on Music Row, these buildings most typically featured common building materials such as brick, wood, and stone. They were examples of common architectural styles that have been altered during the period of significance for new uses that supported Nashville's music industry.

Criteria Consideration G

Although rare, buildings housing music professional and media services may meet Criteria Consideration G for the exceptional impact the resources had on the creation and spread of music during the late twentieth century. Buildings housing music professional and media services can be exceptionally significant due to their central role in the creative process of songwriting and publishing. The buildings represent changes in the music industry, including technology, commerce, tastes, genres, and production styles. These resources reflect the rise of Nashville between the 1950s and the 1980s to becoming the epicenter, along with New York City and Los Angeles, of the American music industry. Music professional and media services can also be exceptionally significant due to their association with the copious number of musicians, singers, songwriters, engineers, and producers that have had extraordinary impacts on music from within their spaces. Buildings housing music professional and media services may have exceptional significance at the local, state, or national level. Few, if any, resources in this property type will have exceptional significance under Criterion C for architectural or engineering significance.

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C. Registration Requirements

Professional and media services on Music Row were located in repurposed older buildings and modern purpose-built buildings. To be eligible, buildings housing professional and media services on Music Row must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built building constructed between 1954 and 1989. The extant buildings containing professional and media services will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Although operational equipment will likely have been updated and modernized over time, the buildings should look, feel, and operate in the same manner as from the period of significance.

To qualify for registration, the buildings housing professional and media services should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The buildings should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the buildings' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses, wooded lawns, and landscaped yards. Nevertheless, buildings housing professional and media services nominated solely under Criterion A for historic significance for Performing Arts and Commerce do not have to possess as high a degree of integrity of those buildings which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following properties appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation. This list includes:

- Country Music Showdown/Dick James Music, 63 Music Square East (DV.00075)
Built as dwelling in 1908; has housed music industry businesses since 1986
- Cheatham Palermo & Garrett Law, 43 Music Square West (DV.00051)
Built as dwelling in 1909; has housed music industry businesses since 1969

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- Whitehardt Attorney/Skylite Talent Agency, 45 Music Square West (DV.00049)
Built as dwelling in 1909; has housed music industry businesses since 1969
 - Music City Tattoo/Bruce Agency Building, 1022 16th Avenue South (DV.00110)
Built as dwelling circa 1920; has housed music industry businesses since 1978
 - Classic Ax Instrument Repair Shop, 1024 16th Avenue South (DV.00112)
Built as dwelling circa 1915; has housed music industry businesses since 1982
 - Terry & Gore Attorneys, 1200 16th Avenue South (DV.00442)
Built as dwelling circa 1905; has housed music industry businesses since 1974

7) Music Publishing Houses

A. Property Type Description

As documented in the Historic Context, the Music Row neighborhood was home to a large number of publishing houses that serve as a cornerstone of the music industry. This resource type is unique in that the building not only provides work spaces, but typically also represents the company's brand. Therefore, the building itself was a form of marketing. While primarily serving as office and meeting spaces, some publishing houses on Music Row also featured studios for recording demo tapes and for songwriters to work.

Larger publishing houses on Music Row were often iconic and recognizable. Smaller publishing houses feature stylistic elements that identified their occupants. For example, recording artist Waylon Jennings installed a stylized "W" on the side of his repurposed publishing house at 1117 17th Avenue South (DV.00099). CBS Songs opened a publishing house in 1973 in a stately Queen Anne-style residence located at 1013 16th Avenue South (DV.00085) that was once owned by a member of the U.S. House of Representatives.

In the late 1950s and early 1960s, Decca and Fender constructed modern purpose-built publishing houses for their record labels on Music Row. These small two-story buildings were examples of Mid-Century Modern style architecture with glass and metal facades, two-story entrance lobbies, cantilevered metal staircases, and marble veneers. After opening in 1962, the Decca Records publishing house at 803 16th Avenue South/27 Music Square East (DV.26103) was described by

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the media as being “sleek and shiny.” The building reflected Decca’s branding as a modern, forward-thinking, and cutting edge publishing house.

Completed in the summer of 2015, the intensive survey of Music Row documented 85 extant publishing houses from within the 1954-1989 period of significance.

Subtype I: Repurposed Publishing Houses

The majority of publishing houses were repurposed private residences that were altered during the 1954-1989 period of significance with additions, renovations, and restructured floor plans in order to accommodate the new use as publishing house. Most were common examples of American Foursquares, Craftsman-style Bungalows, or Queen Anne-style dwellings constructed in the early twentieth century with brick walls, limestone foundations, and large porches. Interior spaces featured architectural and structural changes to accommodate offices and support services, such as steel vaults for storing the masters for music recordings. The interior spaces included entrance lobbies, offices, conference rooms, and support services. Some publishing houses featured studios for demos, recording, and songwriters. The setting for repurposed publishing houses tended to be more domestic, featuring driveways leading to disguised off-street parking, heavily wooded lawns, well-maintained landscaping, and limited signage. From the street, many repurposed studios closely resembled private residences.

Subtype II: Purpose-Built Publishing Houses

A few music publishing houses were purpose-built and designed during the 1954-1989 period of significance by professional architects from the ground up to be offices and headquarters for publishing houses. Constructed from the 1950s through the 1970s, these publishing houses were generally examples of utilitarian buildings with modest elements of Mid-Century Modern-styling. Most buildings were constructed of inexpensive and readily available materials such as concrete block, wood, brick, stone, and asphalt. The interior spaces included entrance lobbies, offices, executive suites, conference rooms, and support services, as well as occasional studios for demos, recording, and songwriting. The scale of purpose-built publishing houses was typically larger than repurposed publishing houses. The setting for purpose-built publishing houses tended to be more commercial with asphalt parking lots, open lawns with few trees, and larger signage attached to the facades. From the street, purpose-built publishing houses more closely resembled commercial buildings or corporate offices.

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B. Significance

Publishing houses of both subtypes may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts and Commerce, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Music Publishing Houses may have significance at the local, state, or national levels.

Criterion A: Performing Arts and Commerce

Music Publishing Houses may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as places providing workspaces and support for songwriters and professionals working in the creation, promotion, and selling of music in Nashville. These resources may also be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as places providing commercial businesses that supported Nashville's music industry.

The success of the Grand Ole Opry in the 1930s led to the formation of Nashville's first country music publishing company, Acuff-Rose Publishing, in 1942. Founded by Opry star Roy Acuff and songwriter Fred Rose, the company quickly established Nashville as the center of country music publishing. Other country artists and promoters realized the potential of music publishing and by the 1950s more companies were forming, including Tree International Publishing in 1951 and Cedarwood Publishing in 1953. These locally established companies opened their offices on Music Row. Both would become legends in the world of music publishing representing artists ranging from Kitty Wells to Elvis Presley to many others. In addition to "homegrown" publishing companies, major labels such as Decca and Fender arrived on Music Row in the late 1950s and early 1960s with modern purpose-built offices for the publishing arm of their business. Over the 60-plus years of Music Row's history, music publishing has continued to be a primary component of Nashville's music industry.

Criterion C: Architecture

Publishing houses that operated on Music Row during the 1954-1989 period of significance may be eligible under Criterion C for the design and engineering significance of a repurposed or new publishing house that exhibits architectural features required for the publishing and creation of music. Publishing houses of both subtypes may be eligible under this criterion as good representative examples of their types, period, or method of construction. Publishing houses were primarily repurposed residences buildings along with a handful of purpose-built office buildings.

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These buildings included Victorian-era residences and Mid-Century Modern-style offices. These places were generally nondescript and were altered during the conversion to new use as publishing offices. Like other repurposed buildings on Music Row, these buildings most typically featured common building materials such as brick, wood, and stone. They are examples of common architectural styles that have been altered during the period of significance for new uses that supported Nashville's music industry.

Criteria Consideration G

Music publishing houses may meet Criteria Consideration G for the exceptional impact the resources had on the development and spread of music during the late twentieth century. Music publishing houses can be exceptionally significant due to their central role in the creative process of creating, promoting, and selling commercial music. The buildings represent changes in the music industry, including technology, commerce, tastes, genres, and production styles. These resources reflect the rise of Nashville between the 1950s and the 1980s to becoming the epicenter, along with New York City and Los Angeles, of the American music industry. Nashville's music publishing houses were the critical economic foundation for the music industry. Music publishing houses can also be exceptionally significant due to their association with the copious number of musicians, singers, songwriters, engineers, and producers that have had extraordinary impacts on music from within their spaces. Buildings housing publishing houses may have exceptional significance at the local, state, or national level. Few, if any, resources in this property type will have exceptional significance under Criterion C for architectural or engineering significance.

C. Registration Requirements

The majority of publishing houses on Music Row were repurposed older buildings, primarily private residences. There were also a limited number of purpose-built publishing houses designed by professional architects. To be eligible, a publishing house on Music Row must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built studio constructed between 1954 and 1989. The extant publishing houses will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Architectural styles for repurposed buildings vary, including examples of modest Craftsman-style Bungalows, substantial American Foursquares, and elaborate Queen Anne-style dwellings. . Although operational equipment will likely have been updated and modernized over time, the publishing houses should look, feel, and operate in the same manner as from the period of significance.

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To qualify for registration, the publishing houses should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The buildings should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the buildings' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music industry businesses, wooded lawns, and landscaped yards. Nevertheless, publishing houses nominated solely under Criterion A for historical significance in Performing Arts and Commerce do not have to possess as high a degree of integrity of those buildings which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following properties appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation. The list also includes one property previously listed in the NRHP. The list includes:

Subtype I: Repurposed Music Publishing Houses

- Little Shop of Morgansongs/Tammy Wynette Building, 1800 Grand Avenue (DV.00030)
Built as dwelling circa 1909; has housed music industry businesses since circa 1975
- CBS Songs Building/Landmark Community Bank, 1013 16th Avenue South (DV.00085)
Built as dwelling circa 1895; housed music industry businesses from 1973-1996
- Screen Gems Music/House of David, 1207 16th Avenue South (DV.00345)
Built as dwelling 1909; has housed music industry businesses since 1972
- Lorimar Publishing/Oak Ridge Boys Building, 1209 16th Avenue South (DV.00347)
Built as dwelling circa 1915; has housed music industry businesses since 1984

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- Sheet Publishing House, 1501 16th Avenue South (DV.00375)
Built as dwelling circa 1907; housed music industry businesses 1980-1984
 - Don Light Talent/Chet Atkins Office, 1013 17th Avenue South (DV.00125)
Built as dwelling circa 1905; has housed music industry businesses since 1981
 - House of David Publishing Offices, 1203 16th Avenue South (DV.00341)
Built as dwelling circa 1920; has housed music industry businesses since 1987
 - Picalic Publishing, 1204 16th Avenue South (DV.00446)
Built as dwelling in 1909; has housed music industry businesses since 1977
 - Boots Randolph Enterprises/DreamWorks, 1516 16th Avenue South (DV.00466)
Built as dwelling in 1918; has housed music industry businesses since 1970
 - Elizabeth Travis Management/Randy Travis Building, 1610 16th Avenue South (DV.00476)
Built as dwelling circa 1920; has housed music industry businesses since 1981
 - House of Gold, 1614 16th Avenue South (DV.00480)
Built as dwelling circa 1935; housed music industry businesses 1974-1982
 - Major Bob Music, 1109 17th Avenue South (DV.00103)
Built as dwelling circa 1920; has housed music industry businesses since 1984
 - Waylon Jennings Music, 1117 17th Avenue South (DV.00099)
Built as dwelling circa 1909; housed music industry businesses 1975-2003
 - Wrensong Publishing, 1229 17th Avenue South (DV.00327)
Built as dwelling in 1925; has housed music industry businesses since 1985
 - Maypop/Peer Publishing, 702 18th Avenue South (DV.00007)
Built as dwelling circa 1900; has housed music industry businesses since 1986
 - Banner Music & Bison Creek Records, 800 18th Avenue South (DV.00013)
Built as dwelling in 1911; has housed music related businesses since 1968

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- Sony/BMG (Little Sisters of the Poor Home for the Aged), 1400 18th Avenue South (DV.00354); NR 7/25/1985

Built as nursing home in 1916; has housed music related businesses since 1999

Subtype II: Purpose-Built Music Publishing Houses

- Decca Records, 27 Music Square East (DV.26103)
Purposed-built in 1962
- MCA Records, 54-60 Music Square East (DV.26125)
Purpose-built in 1984

8) Music Multi-Purpose Facilities

A. Property Type Description

Multi-purpose facilities on Music Row housed multiple property types during the period of significance. Over time, the focus of the music industry businesses in these buildings evolved, making it difficult to attribute them to a primary property type. Most of the multi-purpose buildings are repurposed older buildings, primarily private residences. Some facilities, however, were purpose-built for multiple uses related to the music industry. Many of these buildings housed both publishing houses and commercial recording studios. Some also house radio broadcast studios, radio stations, media services, professional associations, or songwriters' housing. A few were used for manufacturing musical instruments and one featured a record pressing plant.

A typical example of a repurposed multi-purpose facility on Music Row is former Charley Pride Building at 801 16th Avenue South/25 Music Square East (DV.00065). Constructed in 1899, this two-story Queen Anne-style building was a private residence for Phillip A. Shelton, a county clerk, and his family until purchased by Owen and Harold Bradley in 1962. The Bradley brothers converted the house into leased offices for music industry businesses such as the Wil-Helm marketing agency, PI-GEM music publishers, Sure Fire Music, Glaser Publications, Forrest Hill Music, Vanadore Music, Southern Music Publishing, and the Country Music Association. Known as the Wilburn Building in the late 1960s and 1970s, country recording artist Charley Pride purchased the building in 1982 and continued to operate his publishing company from here for many years. Located at the epicenter of Music Row, surrounding by legendary recording studios and record labels, this 116-year old building housed scores of music industry-related businesses

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until 2012, when it was repurposed into an optical center. It is also one of the oldest buildings surveyed during the inventory of Music Row.

One of the best examples of a purpose-built multi-purpose facility is the United Artists Tower at 50 Music Square West (DV.26121). This nine-story, octagon-shaped building was the first high-rise office tower on Music Row when it was constructed from 1974-1975. The \$2.5 million building was constructed of bronze glass, concrete, and granite. Original owners Gordon Stoker and Neal Matthews of the Jordanares, commissioned local architect Howard Phillip Howland to design the Mid-Century Modern-style building, apparently inspired by the 13-story circular Capitol Records Tower completed in 1956 in Hollywood, California. During the period of significance, the tower housed publishing offices, the monthly magazine *Music City News*, two commercial music recording studios, and a radio broadcast studio. Although the exterior was altered in a 2005-2006 renovation, the unique building maintains iconic status on Music Row.

Nashville was also a center for the manufacturing of musical instruments and sound equipment as well as vinyl record pressing plants. The majority of manufacturing plants and record pressing plants were located in industrial areas outside of the downtown core, particularly in south Nashville. There were a few examples, however, of small-scale manufacturing operations located downtown and on Music Row. Examples on Music Row included the Sound Office, a circa 1910 American Foursquare-type house located at 707 18th Avenue South (DV.00004), which housed a vinyl record pressing plant in its basement from 1975-1979. Next door, D.O.G. Percussion operated in a very similar house located at 705 18th Avenue South (DV.00002). Operated in the 1970s and 1980s by Deborah O. Gallant and her husband Ralph Gallant (aka Larry Londin) (1943-1992), a noted drummer and session musician who toured with recording artists such as Elvis Presley and Journey, D.O.G. Percussion manufactured and repaired drums and tambourines used by recording artists such as Kenny Rogers. Known as Nashville's first professional dedicated drum shop, D.O.G. Percussion also sold high-end drum sets as well as hosted percussion clinics, workshops, and mentoring sessions. Although operational equipment will likely have been updated and modernized over time, the buildings should look, feel, and operate in the same manner as from the period of significance.

The majority of multi-purpose facilities were repurposed private residences that were altered with additions, renovations, and restructured floor plans in order to accommodate the new uses. Interior spaces featured architectural and structural changes to accommodate offices, meeting spaces, and support services. The interior spaces included entrance lobbies, offices, conference rooms, and support services, as well as studios for demos, recording, songwriters, or radio broadcasts. The setting for repurposed multi-purpose facilities tended to be more domestic,

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featuring driveways leading to disguised off-street parking, heavily wooded lawns, well-maintained landscaping, and limited signage. From the street, many repurposed multi-purpose facilities closely resembled private residences.

A few multi-purpose facilities were purpose-built and designed by professional architects from the ground up to share various music industry-related uses. Constructed mainly in the 1970s, these multi-purpose facilities were generally examples of utilitarian buildings with modest elements of Mid-Century Modern styling. Most were constructed of inexpensive and readily available materials such as concrete block, wood, brick, stone, and asphalt. The interior spaces included entrance lobbies, offices, executive suites, conference rooms, and support services, as well as occasional studios for demos, recording, songwriting, and radio broadcasts. The scale of purpose-built multi-purpose facilities was typically larger than repurposed buildings. The setting for purpose-built multi-purpose facilities tended to be more commercial with asphalt parking lots or underground parking garages, open lawns with few trees, and larger signage attached to the facades. From the street, purpose-built multi-purpose facilities more closely resembled commercial buildings or corporate offices.

Completed in the summer of 2015, the intensive survey of Music Row documented 14 extant multi-purpose facilities from within the 1954-1989 period of significance.

B. Significance

Multi-purpose facilities may be eligible for listing in the NRHP under Criterion A in the areas of Performing Arts and Commerce, under Criterion C in the area of Architecture, and Criteria Consideration G for properties that have achieved significance within the past 50 years. Music Multi-Purpose Facilities may have significance at the local, state, or national levels.

Criterion A: Performing Arts and Commerce

Music multi-purpose facilities may be eligible for listing in the NRHP under Criterion A in the area of Performing Arts from 1954-1989 as places providing workspaces and support for songwriters and professionals working in Nashville's music industry. These resources may also be eligible for listing in the NRHP under Criterion A in the area of Commerce from 1954-1989 as places providing commercial businesses that supported Nashville's music industry.

By the time Music Row began to be established in the late 1950s and early 1960s, the music industry was populated with multi-talented executives and entrepreneurs who directed their talents

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wherever there was an opportunity for success and for profit. This led to tremendous overlap among music businesses, which often hired songwriters and musicians, cultivated artists, recorded, published and broadcast new music, and promoted new record albums. Within a few years, Music Row reflected this multi-disciplined approach with a number of buildings housing multiple businesses that dealt with the music industry in many areas or in a single building (such as United Artist Tower) that housed a variety of music-related businesses under one roof.

Criterion C: Architecture

Multi-purpose facilities on Music Row during the 1954-1989 period of significance may be eligible under Criterion C for the design and engineering significance of a multi-purpose facility, which exhibits architectural features required for the publishing and creation of music. Multi-purpose facilities may be eligible under this criterion as good representative examples of their types, period, or method of construction. Multi-purpose facilities were primarily repurposed residences buildings along with a handful of purpose-built office buildings. These buildings included Victorian-era residences and Mid-Century Modern-style offices. These places were generally nondescript and were altered during the conversion to new use as multi-purpose facilities. Like other repurposed buildings on Music Row, these buildings typically featured common building materials such as brick, wood, and stone. They were examples of common architectural styles that have been altered during the 1954-1989 period of significance for new uses that supported Nashville's music industry.

Purpose-built multi-purpose facilities were modest examples of Mid-Century Modern commercial architecture, featuring masonry walls with stone or brick veneers, minimal fenestration, flat roofs, and long, low rectangular forms that created efficient floor plans for sound-proof and vibration free studio spaces. These facilities sometimes featured stylistic interior lobbies, offices, and private lounges for use by employees and guest. Purpose-built multi-purpose facilities were typically designed by professional architects and constructed by local general contractors.

Criteria Consideration G

Multi-purpose facilities may meet Criteria Consideration G for the exceptional impact the resources had on the development and spread of music during the late twentieth century. Music multi-purpose facilities can be exceptionally significant due to their central role in the creative process of creating, promoting, and selling commercial music for consumers and listeners. The buildings represent changes in the music industry, including technology, commerce, tastes, genres, and production styles. These resources reflect the rise of Nashville between the 1950s and the 1980s

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to becoming the epicenter, along with New York City and Los Angeles, of the American music industry. Music multi-purpose facilities were fundamental and essential components of the city's modern music industry. Multi-purpose facilities can also be exceptionally significant due to their association with the copious number of musicians, singers, songwriters, engineers, and producers that have had extraordinary impacts on music from within their spaces. Buildings housing multi-purpose facilities may have exceptional significance at the local, state, or national level. Few, if any, resources in this property type will have exceptional significance under Criterion C for architectural or engineering significance.

C. Registration Requirements

The majority of multi-purpose facilities on Music Row were repurposed older buildings, primarily private residences. There are also a limited number of purpose-built facilities designed by professional architects. To be eligible, a multi-purpose facility on Music Row must have operated between 1954 and 1989 in either an older repurposed building or a purpose-built facility constructed between 1954 and 1989. The extant multi-purpose facilities will also meet registration requirements where they possess a high integrity of design, floor plans, workmanship, and materials. Architectural styles for repurposed buildings vary, including examples of modest Craftsman-style Bungalows, substantial American Foursquares, and elaborate Queen Anne-style dwellings. Although operational equipment will likely have been updated and modernized over time, the multi-purpose facilities should look and feel and operate in the same manner as from the period of significance.

To qualify for registration, the multi-purpose facilities should retain their original location in an urban setting and the design, floor plans, workmanship, and materials that evoke their period of significance. The buildings should retain good architectural integrity. Exterior materials should be original or replaced in kind. Modern asbestos shingles, aluminum, and vinyl finishes may be acceptable provided most of the other character-defining features remain intact. Usually fenestration should be intact and contain original windows or windows similar to the original. A loss of original fenestration might be mitigated by a remarkable degree of integrity of other aspects of the building, particularly its interior. Remembering that changes to the buildings may have occurred in the less than 50-year time frame, the modern materials may be appropriate and reflect the 1954-1989 period of significance.

The integrity of the buildings' association and feeling is greatly enhanced by the integrity of their setting, which may include adjacent music-related businesses, wooded lawns, and landscaped yards. Nevertheless, multi-purpose facilities nominated solely under Criterion A for historical

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significance in Performing Arts and Commerce do not have to possess as high a degree of integrity of those buildings which are nominated under Criterion C for architecture.

Based on the survey of Music Row and consultation with the TN-SHPO, the following properties appear to retain sufficient integrity to meet NRHP eligibility and are worthy of preservation. The list includes:

- Warner Brothers Records/Florence Crittenton Home, 1815 Division Street (DV.00039)
Built as infirmary circa 1929; has housed music industry businesses since 1982
- Little Shop of Morgansongs Writers House, 1710 Grand Avenue (DV.00021)
Built as dwelling circa 1896; has housed music related businesses since 1979
- Music City Optical/Charley Pride Building, 25 Music Square East (DV.00065)
Built as dwelling in 1899; housed music industry businesses from 1962-2012
- Gayle Entertainment/Tree Publishing/Dial Records, 51 Music Square East (DV.00073)
Built as dwelling in 1908; has housed music industry businesses since 1960
- Evergreen Records, 1021 16th Avenue South (DV.00089)
Built as dwelling in 1910; has housed music industry businesses since 1983
- Ingram Lebron Music, 1201 16th Avenue South (DV.00339)
Built as dwelling circa 1900; has housed music industry businesses since 1980
- Grey House Studio/Barnaby Records, 1009 17th Avenue South (DV.00127)
Built as dwelling circa 1925; has housed music industry businesses since 1970
- Major Bob Music/American Recording Studio, 1111 17th Avenue South (DV.00101)
Built as dwelling in 1899, has housed music industry businesses since 1973

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Geographical Data

The Music Row study area is approximately 209 acres in size, including all rights-of-way, and is located approximately 1 mile southwest of downtown Nashville. The Music Row study area is generally bounded by the following roads: Broadway and I-40 on the north; Division Street, Music Circle, and 16th Avenue South on the east; Wedgewood Avenue on the south; and Grand Avenue and 18th Avenue South on the west. Music Row is flanked by the Midtown neighborhood to the north, the Gulch neighborhood to the northeast, the Edgehill neighborhood to the east, Belmont University to the south, and Vanderbilt University and Scarritt-Bennett Center to the west. The Music Row study area is approximately 1.3 miles in length and approximately 0.4-mile in width. (*Map 1*).

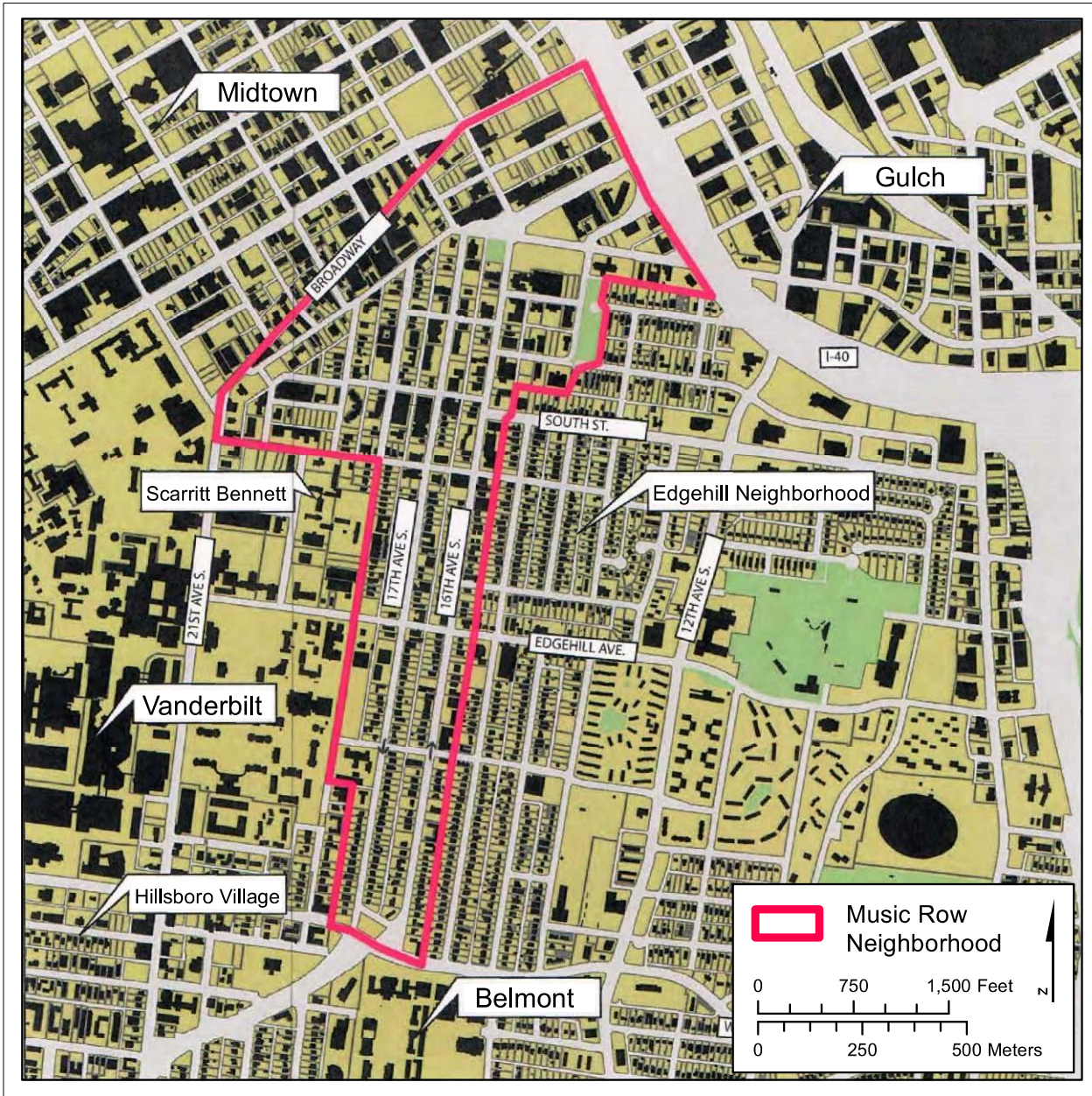
The geographical boundaries contain the area the city's planning department designated as Music Row for planning purposes and was therefore the area chosen by the National Trust for Historic Preservation (NTHP) for the National Treasure designation. In addition, these geographical boundaries were defined for contractual purposes between the NTHP and New South Associates.

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Map 1: Music Row Neighborhood Boundary. Source: Metro Planning Department.

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Summary of Identification and Evaluation Methods

This MPDF was prepared by evaluating previous surveys and undertaking extensive original research, interviews, documentation, and a comprehensive survey of 389 properties. The neighborhood was originally surveyed by the Metro Historical Commission (MHC) and Tennessee State Historic Preservation Office (TN-SHPO) in the early 1980s. That survey focused primarily on residential and repurposed buildings constructed prior to 1940, many of which have been demolished in recent years. Historic Nashville, Inc. (HNI) also provided documentation of Music Row landmarks completed in recent years as part of their preservation advocacy programs.

The MHC and the TN-SHPO documented two individual buildings with NRHP nominations completed in 1985 and 2012. Dr. Carroll Van West at the Center for Historic Preservation at Middle Tennessee State University (MTSU) documented an additional building on Music Row with an NRHP nomination in 2015. Authored by Dr. Carroll Van West, the MHC and the University of Tennessee Press published a citywide architectural survey in 2015 that included several buildings on Music Row.

With financial assistance and support from MHC and HNI, the National Park Service documented several music-related landmarks on Music Row and throughout Nashville through the Historic American Buildings Survey (HABS) program from 2011-2012.

The historic context researched and written by Carolyn Brackett was based on extensive primary research available online and at the Metro Nashville Archives, Nashville Public Library, and Tennessee State Library and Archives as well as numerous secondary resources. Brackett also recruited volunteers and coordinated an oral history project that resulted in 35 interviews with important leaders, employees, historians, and others involved in the music industry. Brackett's transcriptions of these interviews were vitally important to the creation of this historic context. Brackett also conducted numerous non-recorded interviews with local music industry leaders (past and present).

Brackett coordinated the research project with numerous local partners including members and representatives from the Music Industry Coalition (Mike Kopp, Pat McMakin, John Brittle, Sharon Corbitt-House, John Dotson, Katy McWhirter, Stacey Levine), Music Row Neighborhood Association (Garth Shaw, Eddie Robba, Terry Bell, Glenn Rieuf), Metro Historical Commission (Tim Walker, Robin Zeigler, Scarlett Miles), Historic Nashville, Inc. (Brian Tibbs), Belmont University (Emily Bowers), Metro Planning Department (Doug Sloan, Stephanie McCullough,

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Kathryn Withers, Cindy Wood), Middle Tennessee State University (Carroll Van West), and volunteer researchers and assistants (K.C. Martin, Connie Gee). These partnerships provided substantial resources for information and fact checking to insure accuracy in this MPDF.

Additionally, Brackett analyzed the findings from this research project and identified four key observations about Music Row that will contribute to future planning: 1) Music Row is still a community; 2) The built environment – a neighborhood or campus-like landscape - is crucial to Music Row's culture; 3) Music Row still had over 200 music-related businesses; and 4) It is unique in its history, built environment, and culture.

Brackett shared the preliminary results of her research for the historic context at several public meetings in Nashville, with the media, with local government agencies, and online where she sought public input in October and November 2015. The historic context in this document was revised to reflect additional information provided by local historians and music industry experts during the public comment period.

The intensive survey of 389 properties on Music Row completed by Robbie D. Jones in the spring and summer of 2015 used property and deed records compiled by community volunteers, neighborhood groups, and university students at MTSU and Belmont University. The Music Industry Coalition (MIC) provided additional information about the music industry businesses on Music Row. Archival research assistance was provided by local volunteer K.C. Martin. Interviews were also completed with individual property owners and occupants during the survey. The survey created an inventory database of every property on Music Row that was either built prior to 1965 or housed a music industry business prior to the 1990s. The analysis of the surveyed properties in conjunction with the historic context research resulted in the creation of the eight property types identified in this document and the study list of resources that were recommended eligible for listing in the NRHP.

Jones also undertook research of music-related and similar historic resources at locations throughout the nation in order to determine if there were any common patterns, similarities, or dissimilarities at the national level. This work resulted in creation of a database for similar historic resources in Los Angeles, Hollywood, Burbank, and Bakersfield, California; Detroit, Michigan; Houston, Tyler, and Dallas, Texas; Memphis, Tennessee; Muscle Shoals, Alabama; Macon and Atlanta, Georgia; Chicago, Illinois; Cincinnati, Ohio; New Orleans, Louisiana; and New York City, New York. The research determined that very few resources of this type have been professionally evaluated for NRHP-eligibility or formally listed in the NRHP. An exception is Hollywood,

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California, where a comprehensive multiple property assessment of cultural resources was completed by Chattel Architecture, Planning, and Preservation in 2010; this document proved particularly useful for context.

Randy McNutt's *Too Hot to Handle: An Illustrated Encyclopedia of American Recording Studios of the Twentieth Century*, published by HHP in Hamilton, Ohio, in 2010, was an especially useful reference for the historic music recording studios in the U.S. This resource included brief histories of most of the significant historic music recording studios on Music Row.

In the summer of 2015, Jones led staff representing the MHC and TN-SHPO on a walking and driving tour of the surveyed buildings, seeking their input and feedback about NRHP eligibility requirements and topics related to the period of significance, boundaries, areas of significance, and evaluating historic integrity. Jones and Brackett held subsequent conversations with staff at the MHC and TN-SHPO during preparation of this MPDF. Brackett and Jones shared the preliminary results of the survey at public meetings in Nashville, with the media, and with local government agencies. Additionally, Jones shared the study's findings with professional colleagues at the Southeast Chapter of the Society of Architectural Historians (SESAH) annual meeting held in October 2015 in San Antonio, Texas.

The research and documentation completed by Brackett and Jones throughout the creation of this MPDF also uncovered information about historic music-related resources that were significant to the Music Row historic context, but which were located outside the Music Row boundaries. Jones maintained a database for these properties, which were individually evaluated for NRHP eligibility and listed separately in the section on Property Types.

This MPDF was reviewed by local preservationists and music industry professionals prior to its submittal to the 13-member Tennessee State Review Board, which includes prominent historians, architects, preservationists, and architectural historians.

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(A) Nashville's Music Industry Resources Listed in the NRHP

DOWNTOWN

Linebaugh's Restaurant, 405 Broadway, Broadway Historic District, 7/18/1980
Hermitage Music/Ace Music Co., 416A Broadway, Broadway Historic District, 7/18/1980
Sho-Bud Steel Guitar Co./Robert's Western World, 416B Broadway, Broadway HD, 7/18/1980
Ernest Tubb Record Shop, 417 Broadway, Broadway Historic District, 7/18/1980
Fidelity Recordings Studio, 420A Broadway, Broadway Historic District, 7/18/1980
Hermitage Music/Bullet Records, 421-423 Broadway, Broadway Historic District, 7/18/1980
Tootsie's Orchid Lounge, 422 Broadway, Broadway Historic District, 7/18/1980
Jesse French Piano and Organ Building, 240 5th Avenue North, 12/5/1983
Ryman Auditorium, 116 5th Avenue North, 5/6/1971 (NHL, 6/25/2001)
Hermitage Hotel, 231 6th Avenue North, 7/24/1975
Central Records, 517 Union Avenue/Arcade, Nashville Arcade, 5/22/1973
Nashville Bank & Trust/WSIX AM-FM Radio, Nashville Financial Historic District, 3/20/2002
Southern Turf Building, 222 4th Avenue North, Printers Alley Historic District, 8/26/1982
Third National Bank/WLAC Radio, Printers Alley Historic District, 8/26/1982
Bennie-Dillion Building/Nashville Association of Musicians, 702 Church Street, 8/16/1984

DONELSON

Grand Ole Opry House, 2804 Opryland Drive, 1/27/2015

MUSIC ROW

RCA Victor Studio A, 30 Music Square West, 7/21/2015
RCA Victor Studio B, 1611 Roy Acuff Place, 7/10/2012
Little Sisters of the Poor Home for the Aged/Sony BMG, 1400 18th Avenue South, 7/25/1985

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(B) Nashville's Music Industry Resources Documented by HABS, 2012

DOWNTOWN

Jesse French Piano and Organ Building, 240 5th Avenue North, HABS No. TN-263, 2013
Ernest Tubb Record Shop, 417 Broadway, HABS No. TN-264, 2013
Tootsie's Orchid Lounge, 422 Broadway, HABS No. TN-265, 2013
Sho-Bud Steel Guitar Co./Robert's Western World, 416B Broadway, HABS No. TN-266, 2013
Southern Turf Building, 222 4th Avenue North, HABS No. TN-270, 2013
Hermitage Hotel, 231 6th Avenue North, HABS No. TN-271, 2013

SOUTH NASHVILLE

United Record Pressing Plant, 453 Chestnut Street, HABS No. TN-267, 2013

MUSIC ROW

Quonset Hut, 34 Music Square East, HABS No. TN-268, 2013
RCA Victor Studio B, 1611 Roy Acuff Place, HABS No. TN-269, 2013

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(C) Nashville's Music Row, Resources Recommended NRHP-Eligible

Music Recording Studios (8)

Omni Sound Studios, 1806 Division Street (DV.26120)
Quadrafonic Sound Studios, 1802-1804 Grand Avenue (DV.00032-00034)
House of David Recording Studio, 1205 16th Avenue South (DV.00343)
Sixteenth Avenue Sound Studios, 1217 16th Avenue South (DV.00353)
Jack's Tracks Recording Studio/Allentown Studio, 1308 16th Avenue South (DV.00456)
LSI Recording Studio/Filmworkers Movie & TV Studio, 1006 17th Avenue South (DV.00152)
Glaser Brothers Sound Studio/Compass Records, 916 19th Avenue South (DV.00029)
Sound Stage Studios/Mercury, 10 Music Circle South (DV.26102)

Radio Broadcasting Studios (1)

WNAH 1360 AM, 44 Music Square East (DV.26104)

Music Union Halls and Professional Associations (2)

SESAC Headquarters, 55 Music Square East (DV.26106)
CMA/SAE Institute of Technology, 7 Music Circle North (DV.26107)

Music Performance Venues and Gathering Places (2)

Figilio's on the Row, 26 Music Square East (DV.00028)
Koinonia Christian Bookstore & Coffeeshouse, 1000-1002 16th Avenue South (DV.00094)

Music Industry Housing (10)

Spence Manor & Webb Pierce Swimming Pool, 11 Music Square East (DV.26108-26109)
Nealton Apartments, 23 Music Square East (DV.00063)
Marie Dalton Boarding House/Roy Orbison Building, 65 Music Square East (DV.00077)
Edgehill Apartments, 1208 16th Avenue South (DV.00448)
Little Sixteen Condos, 1520 16th Avenue South (DV.26111)
Cumberland Courts Apartments, 1600 16th Avenue South (DV.26112)
Lincoln-Harding House, 1605 16th Avenue South (DV.00387)
Mansfield Apartments, 1017 17th Avenue South (DV.00123)

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Lincoln Court Apartments, 1018 17th Avenue South (DV.00140)
Mansfield Apartments, 1019 17th Avenue South (DV.00121)

Music Professional and Media Services (6)

Country Music Showdown/Dick James Music, 63 Music Square East (DV.00075)
Cheatham Palermo & Garrett Law, 43 Music Square West (DV.00051)
Whitehardt Attorney/Skylite Talent Agency, 45 Music Square West (DV.00049)
Music City Tattoo/Bruce Agency Building, 1022 16th Avenue South (DV.00110)
Classic Ax Instrument Repair Shop, 1024 16th Avenue South (DV.00112)
Terry & Gore Attorneys, 1200 16th Avenue South (DV.00442)

Music Publishing Houses (18)

Little Shop of Morgansongs/Tammy Wynette Building, 1800 Grand Avenue (DV.00030)
CBS Songs Building/Landmark Community Bank, 1013 16th Avenue South (DV.00085)
Screen Gems Music/House of David, 1207 16th Avenue South (DV.00345)
Lorimar Publishing/Oak Ridge Boys Building, 1209 16th Avenue South (DV.00347)
Sheet Publishing House, 1501 16th Avenue South (DV.00375)
Don Light Talent/Chet Atkins Office, 1013 17th Avenue South (DV.00125)
House of David Publishing Offices, 1203 16th Avenue South (DV.00341)
Picalic Publishing, 1204 16th Avenue South (DV.00446)
Boots Randolph Entertainment/DreamWorks, 1516 16th Avenue South (DV.00466)
Elizabeth Travis Management/Randy Travis Building, 1610 16th Avenue South (DV.00476)
House of Gold, 1614 16th Avenue South (DV.00480)
Major Bob Music, 1109 17th Avenue South (DV.00103)
Waylon Jennings Music, 1117 17th Avenue South (DV.00099)
Wrensong Publishing, 1229 17th Avenue South (DV.00327)
Maypop/Peer Publishing, 702 18th Avenue South (DV.00007)
Banner Music & Bison Creek Records, 800 18th Avenue South (DV.00013)
Decca Records, 27 Music Square East (DV.26103)
MCA Records, 54-60 Music Square East (DV.26125)

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Music Multi-Purpose Buildings (8)

Warner Brothers Records/Florence Crittenton Home, 1815 Division Street (DV.00039)
Little Shop of Morgansongs Writers House, 1710 Grand Avenue (DV.00021)
Music City Optical/Charley Pride Building, 25 Music Square East (DV.00065)
Gayle Entertainment/Tree Publishing/Dial Records, 51 Music Square East (DV.00073)
Evergreen Records, 1021 16th Avenue South (DV.00089)
Ingram Lebron Music, 1201 16th Avenue South (DV.00339)
Grey House Studio/Barnaby Records, 1009 17th Avenue South (DV.00127)
Major Bob Music/American Recording Studio, 1111 17th Avenue South (DV.00101)

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(D) Nashville's Music Row, Neighborhood Landmarks

Research for this project documented several neighborhood landmarks that were significant for their architecture, history, or association with important people. These landmarks, however, did not meet the criteria for the eight property types identified in this MPDF. The landmarks include, but are not limited to; churches, civic buildings and structures, healthcare facilities, commercial stores, and private dwellings. The neighborhood landmarks on Music Row have been well-preserved, and the majority of the buildings maintain their original uses. A few, however, were repurposed in more recent years for a music industry-related use.

Many of the neighborhood landmarks were private residences that are not affiliated with the music industry during the period of significance of 1954-1989. These include a circa 1908 Queen Anne-style brick residence located at 1158 Hawkins Street/14 Music Circle South (DV.00179), which was the home of Dr. Joseph L.B. Forrester, a nationally prominent African-American ophthalmologist at Nashville's Meharry Medical College.

The circa 1925 Craftsman-style residence located at 1222 17th Avenue South (DV.00422) was the home of locally prominent architect Christian Albert Asmus (1865-1954), a German immigrant who designed over 500 buildings in town between 1892 and 1945. Educated at the University of Leipzig, many of his buildings are listed in the NRHP. In 1930, Asmus was commissioned by the city to design Fire Hall Engine No. 7 on 17th Avenue South/16 Music Square West (DV.00086). This Tudor Revival-style civic building was converted by Tree/Sony into a songwriters' studio in 1991. Asmus also designed the Little Sisters of the Poor Home for the Aged (DV.00345, NR 7/25/1985) in 1916 at 1400 18th Avenue South, which was renovated for use as Sony/BMG headquarters in 1989. Asmus lived in this residence from circa 1925 until his death in 1954.

The modest circa 1935 Craftsman-style Bungalow at 1215 Villa Place (DV.00457) was the home of Don Q. Pullen in the 1940s. Pullen was a notable local African-American bandleader and music teacher.

One of the most prominent neighborhood landmarks is the Church of the Advent Episcopal (DV.000440) and adjacent Simmons Memorial Hall (DV.00438), located at 1200-1202 17th Avenue South. The Gothic Revival-style stone church was completed from 1910-1911 and designed by local architect Robert Sharp. The adjacent two-story stone memorial hall was completed around 1915 and was the childhood home of noted author and playwright Tennessee Williams (1911-1983). A circa 1909 Colonial Revival-style residence located across the street at 1117 17th Avenue South (DV.00099) was used as the Rectory from

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1930-1954 for Dr. Prentice Andrew Hugh (1881-1963). The church complex was renovated in the 1970s for use by the YMCA Urban Village offices and the Tennessee Performing Arts Foundation. In the 1980s, it was used as the Tony Alamo Church and Music Square Church. In 1995, the two buildings were connected and repurposed into the Nashville branch of the California-based Ocean Way Recording Studios. In recent years, the Ocean Way Recording Studios were acquired by Belmont University.

Preliminary documentation indicates some of these neighborhood landmarks may be eligible for listing in the NRHP under Criterion A in the areas of Community Planning and Development and Social History and under Criterion C in the area of Architecture. Some may also be eligible under Criterion B for association with significant people important in the past.

Although further study is recommended, the TN-SHPO and Tennessee State Review Board concurred that these buildings may be eligible for listing in the NRHP. Survey documentation is on file at the TN-SHPO. These landmarks include:

- Yellow House/Murray Nash Associates, 1707B Division Street (DV.00003)
- Goodloe-Forrester House, 14 Music Circle South (DV.00179)
- Nashville Fire Hall Engine No. 7 (Tree/Sony Songwriter's Studio), 16 Music Square West (DV.00086)
- Don Q. Pullen House, 1215 Villa Place (DV.00457)
- Dismas House, 1511 16th Avenue South (DV.00383)
- Church of the Advent Episcopal (Ocean Way Recording Studios), 1200 17th Avenue South (DV.00440)
- Simmons Memorial Hall (Ocean Way Recording Studios), 1202 17th Avenue South (DV.00438)
- Samuel L. Smith House, 1218 17th Avenue South (DV.00426)
- Christian Asmus House, 1222 17th Avenue South (DV.00422)
- Alamo Studio/Fun House Studios, 802 18th Avenue South (DV.00015)

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(D) Document Acronyms

A&R	Artist and Repertoire
ASCAP	American Society of Composers, Authors and Publishers
ATV	Associated Television
BMI	Broadcast Music, Inc.
CMA	Country Music Association
CMHFM	Country Music Hall of Fame and Museum
CMF	Country Music Foundation
CMT	Country Music Television
HABS	Historic American Buildings Survey
HUD	U.S. Department of Housing and Urban Development
MDHA	Metro Development and Housing Authority
MHC	Metro Historical Commission
MPC	Metro Planning Commission
MPD	Metro Planning Department
MIC	Music Industry Coalition
MTSU	Middle Tennessee State University
MRNA	Music Row Neighborhood Association
MTV	Music Television
NAM	Nashville Association of Musicians
NTDA	Nashville Talent Directors Association
NHA	Nashville Housing Authority
NSAI	Nashville Songwriters Association International
NTHP	National Trust for Historic Preservation
PRO	Performing Rights Organization
SESAC	Society of European Stage Authors and Composers (historically)
THC	Tennessee Historical Commission
TNN	The Nashville Network
TN-SHPO	Tennessee State Historic Preservation Office

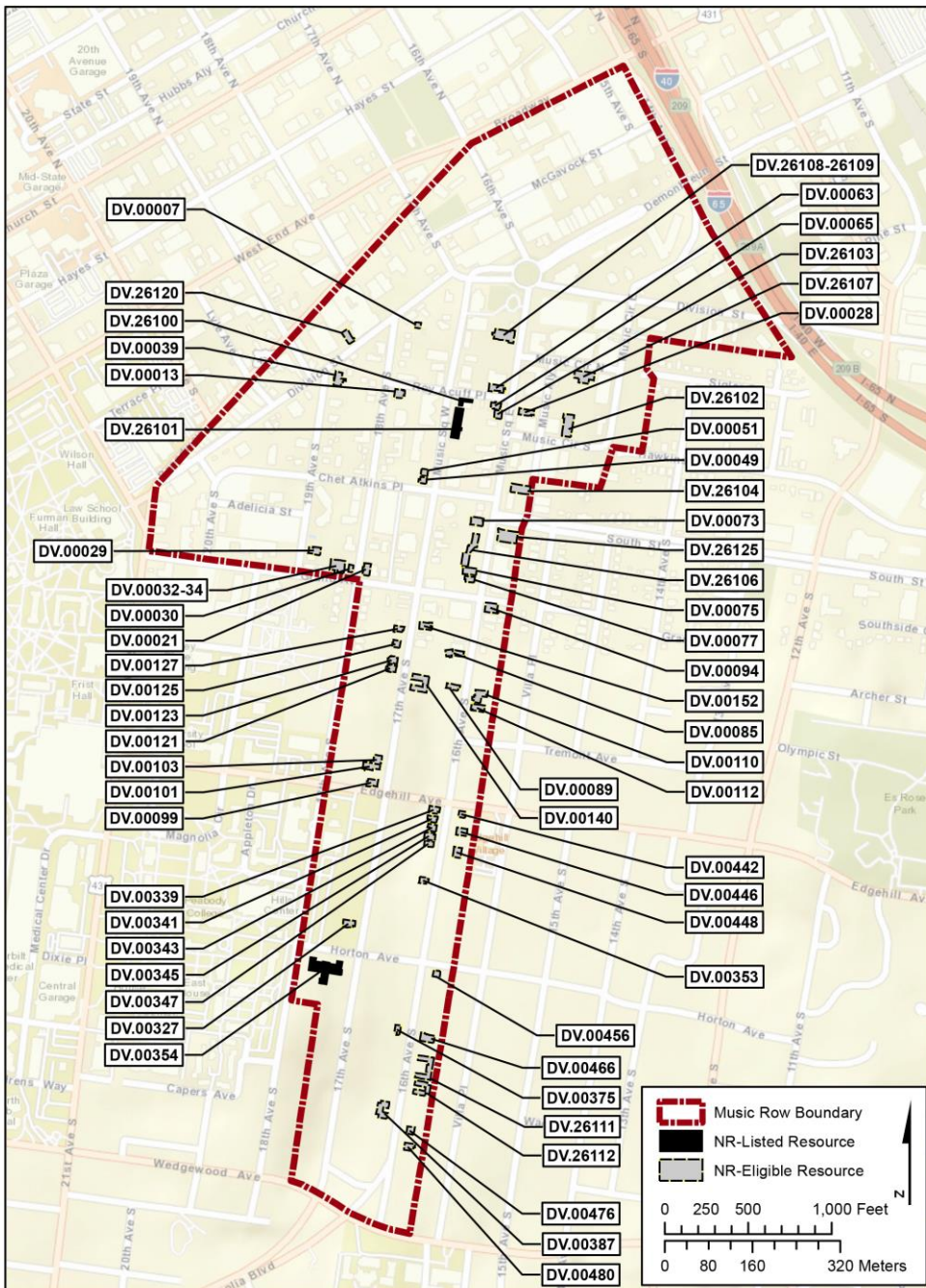
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(E) Nashville's Music Row, MPDF Study Area Map and NRHP Resources



Source: ESRI Resource Data