

Nashville Civic Design Center

www.civildesigncenter.org

Summary of compiled survey results given by the Nashville Civic Design Center on Tuesday, the 30th of May, 2006, at 12:00PM at the Central Library. A result of 44 surveys.

From a location or design standpoint, what is the best convention center with hotel that you have ever experienced, or could imagine, and why?

Specific examples of Convention Centers that were mentioned:

San Diego, CA (8)
Atlanta, GA (4)
Philadelphia, PA (3)
Pittsburgh, PA (3)
Indianapolis, IN (3)
Orlando, FL (Gaylord Palm) (3)
Seattle, WA (2)
Washington, D.C. (2)
Calgary, Alberta (2)
Phoenix, AR (2)
San Francisco, CA
Nashville, TN (Opryland)
Austin, TX
Portland, OR
Kansas City, MO
Las Vegas, NV (Venetian)
Las Vegas, NV
New York City, NY (Javits Center)
Chicago, IL - McCormick Place
Long Beach, CA
Tampa, FL
Atlantic City, NJ

- The Convention Center should be in close proximity to existing retail, restaurants, entertainment, hotels, and other attractions. (47)
- The Convention Center should be integrated into the city so as to promote the economy and the culture of Nashville. (41)
 - The center should be surrounded by development that will draw conventioners to the city.

- The center should enliven and activate the surrounding streets.
 - The center should incorporate mixed uses such as housing.
 - The center should consider its impact on the neighborhood in which it is located. The center has the potential for a positive impact on a blighted area.
 - The center should be well-oriented to the street so as to fit into the neighborhood.
 - The center should interact with the city, and should not be separate from it.
 - The sidewalks surrounding the building should be alive and bustling with activity.
 - The center should incorporate existing retail.
 - The center should bring growth to the surrounding areas.

- The Convention Center should maintain the current street grid. (28)

- The Convention Center should have an interior that incorporates the following elements: (26)
 - Functionality; flexible space; inviting and light-filled; well laid-out; spacious; state-of-the-art technology; adaptability; plants and courtyards

- The Convention Center should have an exterior design that incorporates the following: (20)
 - fit/blend with the architecture of the surrounding neighborhood.
 - seem natural in its surroundings.
 - avoid the use of large blank walls facing the street and a box-like appearance.
 - innovative and unique, but not too crazy.
 - There is no convergent opinion on what the building should look like. Some respondents want an iconic, modern design. Others want a traditional classic look. Yet another faction likes the idea of hiding the building behind a faux, antique façade (as in Calgary).

- The Convention Center should be a LEED-certified, green building. (18)

- The Convention Center should have a coherent traffic and parking system. (14)
 - Enough parking for the center and make up for any parking that is removed due to construction.
 - avoid congesting the traffic on the surrounding roads.
 - located in a travel-friendly locale that is easy to access using all forms of transportation: rail, interstate, and city street.
 - parking should be underground or hidden.

- The Convention Center should be supported by good public transit, (possibly light rail) that enables conventioners to be able to travel around the city and to the airport. (14)
- The Convention Center should be located in a spot conducive to possible future expansion; this addition should be considered in the design process. (12)
- The Convention Center should be a community gathering place not only catering just to conventioners. (8)
- The Convention Center should encourage new growth, and not hinder expected growth. (6)
- The Convention Center should seek to create a brand for itself. (8)
 - The center should seek to market itself and to use the city as a draw.
 - Opinions ranged on whether the new center should or should not use Music City as a possible theme.

Additional Considerations:

- There should be no damage to historical structures.
- The city should take care to make sure that the area surrounding the center is safe.
- The Convention Center should have a “Wow!” factor.
- The planners of the center should look to the success of other convention centers, and receive input from conventioners and locals.
- There should be an analysis of the costs and benefits of alternative uses for the proposed site on Demonbreun.
- The decision should be made in a timely fashion.
- The city should continue to look at alternative sites other than Demonbreun.
- The city should try to use local talent in the design process, perhaps having a design competition.
- The center should be integrated vertically to minimize the footprint of the building.
- The planners should remember to build a center that will allow the city to compete for 70% of the convention business.
- The Plan of Nashville should be considered in designing the Convention Center.
- The building should be one that can be sold, from a marketing standpoint, to outsiders.