


RACETRACK EXPANSION NEIGHBORHOOD SURVEY

SHIFTING POWER
TO THE PEOPLE





In March 2021, Metro Nashville and Bristol Motor Speedway entered into a letter of intent to revamp the Nashville Fairgrounds Speedway and see NASCAR racing return to the track, located just south of the heart of the city in a residential neighborhood. The letter gave all parties until July 31 to finalize a deal.

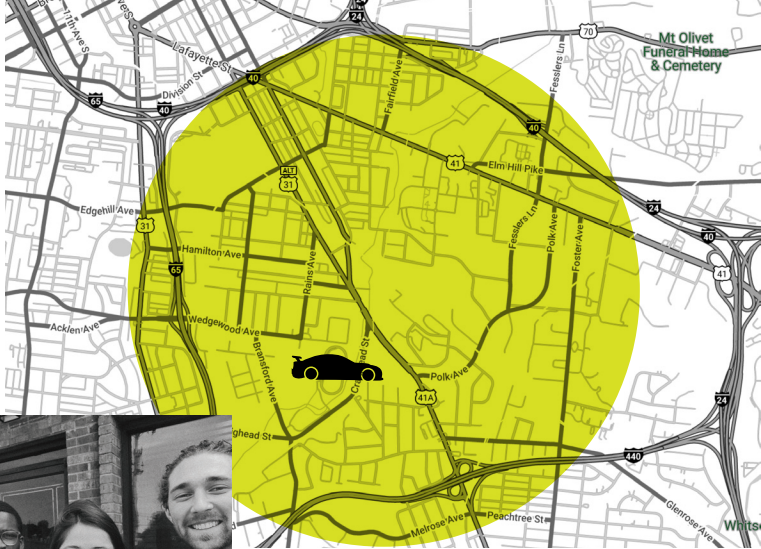
We surveyed more than 500 residents to find out their hopes and concerns for the development.

During the months of May and June, respondents were found via in-person canvassing as well as online.

What do the neighbors of the Nashville Fairgrounds Speedway really think about the proposed racetrack expansion?

Nobody could answer that simple question, so Stand Up Nashville took things into our own hands.





We knocked **over 1,000 doors** in Vinehill, Bransford Avenue, Wedgewood Houston, Chestnut Hill, Rosedale/Hurtwood Heights, Woodland in Waverly, and Woodycrest.

All online respondents were filtered by location—only those from the area were counted in our results.

**READY TO
FIND OUT
WHAT WE
LEARNED?**

TOPLINE:

MAJORITY OF RESIDENTS SURVEYED DO **NOT** APPROVE OF THE RACETRACK EXPANSION

55%

of residents we spoke with do not support the plan, as it is currently proposed.



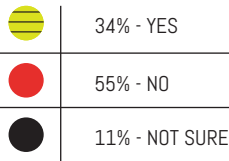
WHAT PEOPLE ARE SAYING

The following quotes were taken directly from respondents to our survey.

"It is the wrong place for a racetrack. City leaders should put the residents before money and cars."

"Current roads and traffic management can not handle the new demands. The city needs to start work on roads now. And they haven't done a thing."

Q1: DO YOU SUPPORT THE CURRENT PLAN TO EXPAND THE RACETRACK?



"It's going to move a lot of people out of the neighborhood."

74% OF RESIDENTS SURVEYED REPORTED HAVING “CONCERNS” ABOUT THE DEVELOPMENT

An overwhelming majority of residents—even those that approve of the overall concept of track improvements—cited concerns with the proposed plan.

Q2: DO YOU HAVE ANY CONCERNS ABOUT THE IMPACT OF DEVELOPMENT?

TOP CONCERNS



NOISE



TRAFFIC



OTHER CONCERNS



GENTRIFICATION



COST TO THE CITY



LACK OF
COMMUNITY INPUT



IMPACT ON
PROPERTY VALUE

WHAT PEOPLE ARE SAYING

“We cannot even watch TV some Saturdays because the cars are so loud, even in the privacy of our own home.”

“It was concerning that the people in charge of erecting the walls to help absorb the noise didn’t seem to have a fully formed plan.”

HARM MITIGATION

A majority of residents we spoke with just don't want to see this development—there's no getting around that.



But we did ask: what measures could be taken to mitigate the harm it will cause to the community?

Here's what we learned.

Q3: WHAT BENEFITS WOULD YOU LIKE TO SEE?

Bubble size indicates frequency of ideas/outcomes



TAKEAWAY #1:

The most repeated suggestion was **better community engagement**. Residents surveyed wanted **more time** to allow for input on the proposal.

TAKEAWAY #2:

It's important to note that these measures were seen as **ADDITIONAL** needs, beyond the current proposed plan. Many said that efforts proposed by Bristol Motor Speedway to blunt the noise were not strong enough.

CONCLUSIONS

Among the residents we surveyed, many - but not all - were opposed to the track expansion.

Some said that they could be in support of it, if only enough community feedback could be taken into account.

But it's clear that the current process is not popular, and many residents believe it will lead to a reduced quality of life.

Stand Up Nashville's most important mission is making sure that communities are at the center of decision-making. The residents we talked to near the Fairgrounds just want to be heard in the process.

It takes time to talk to neighbors—it took us two months to complete this survey. But it was time well spent. No business or government should silence the voices of a community.

SUN put in the work to amplify their hopes and concerns. Now it's time for everyone to listen.





OUR MISSION

To mobilize and empower our communities to stand up and take action. Together we will create lasting change for the racial and economic good of all people in our city.

OUR VISION

To make Nashville an inspiring voice of the nation as the best city to live, work and grow; a true reflection of its citizens and a model of justice and equality.

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