

**RACETRACK EXPANSION
NEIGHBORHOOD SURVEY**

INTRO



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
- In May and June, respondents were found via in-person canvassing and 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.

METHODS

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?



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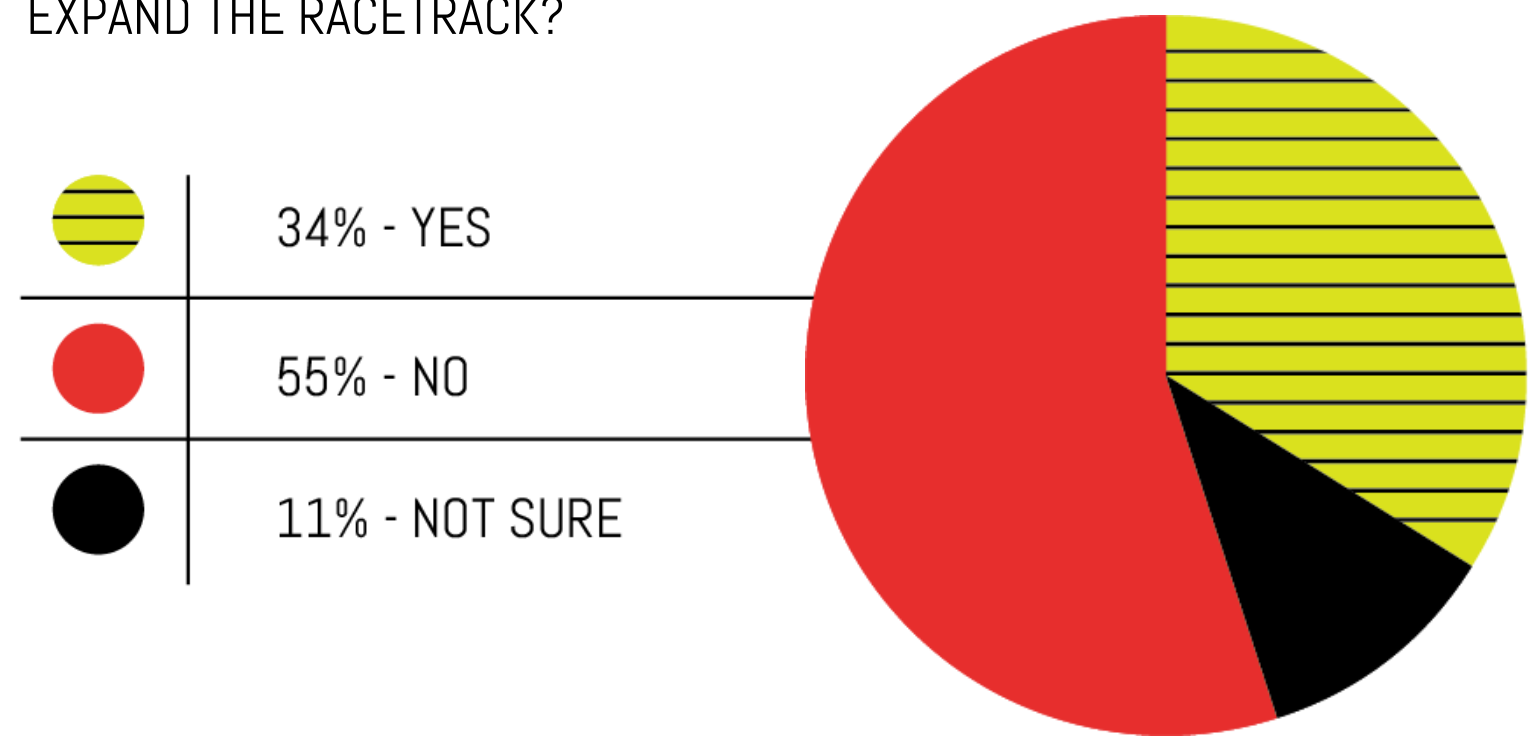
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TOPLINE:

Majority of Residents Surveyed Do NOT Approve of the Racetrack Expansion As Is

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



55%

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

74% OF ALL RESIDENTS

surveyed reported having “concerns”
about the development

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

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

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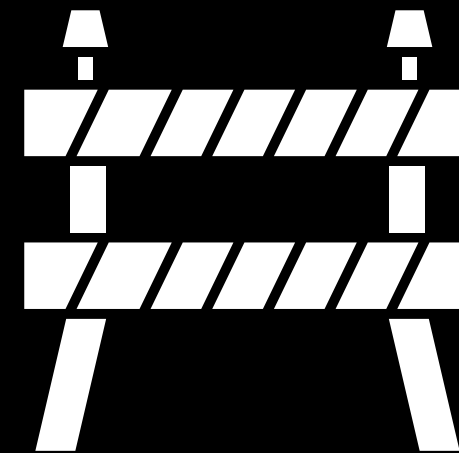
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TOP CONCERNS



#1. Noise



#2. Traffic



“

“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.”

An aerial photograph of a residential area. In the upper center, a car is parked on a paved surface. Below it, a building is under construction, featuring a complex network of wooden scaffolding and a thatched roof. The background shows more of the neighborhood with similar buildings. A red rectangular box is overlaid on the lower half of the image, containing a quote. In the top right corner, there are several parallel yellow lines that curve downwards and to the left.

“

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

to Click

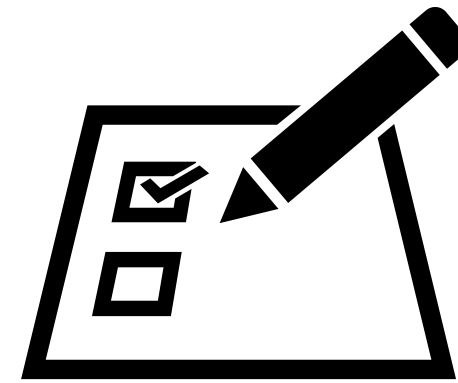
OTHER CONCERNS



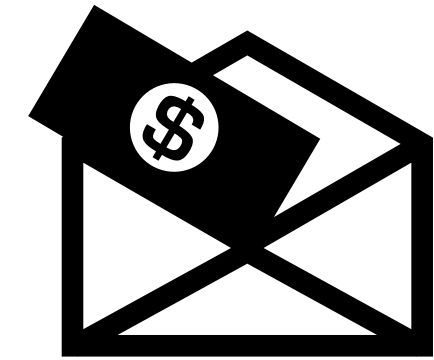
Gentrification



Cost to the City



**Lack of
Community Input**



**Impact on
Property Values**

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

TAKEAWAYS

Key Takeaway #1

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

Key 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.

“Not convinced about the ‘state of the art’ sound barrier technology. I don't think there is anything that can materially stifle the sound of a NASCAR.”

“Show me how they're going to fit even 5,000 cars into the parking area. People are going to park on the nearby roads and cause big traffic jams.”

CONCLUSIONS

It's clear the process is not popular.

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

Some 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.

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