



Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

REGIONAL CONFERENCE

Urban Revitalization Through the Arts and P3 Partnerships



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life



Artspace Gastonia Lofts

ABOUT ARTSPACE

- > Established in 1979
- > Recognized national leader in arts facility development
- > 38 completed projects in 14 states
- > 3 projects under construction in Loveland, CO, Michigan City, IN, Hamilton, OH
- > 13 projects in predevelopment, including Gastonia, Chicago, El Paso, Honolulu and Mesa
- > Nearly 1,700 affordable live/work units serving more than 3,000 artists and their families
- > More than 1.5 million sf of space for creative businesses, nonprofit arts organizations and entrepreneurs

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COMMUNITY FOUNDATION GASTON COUNTY

your foundation your future

Our Mission: the Community Foundation is the leading steward of philanthropic giving by connecting donors with community needs to enhance the lives of present and future generations.

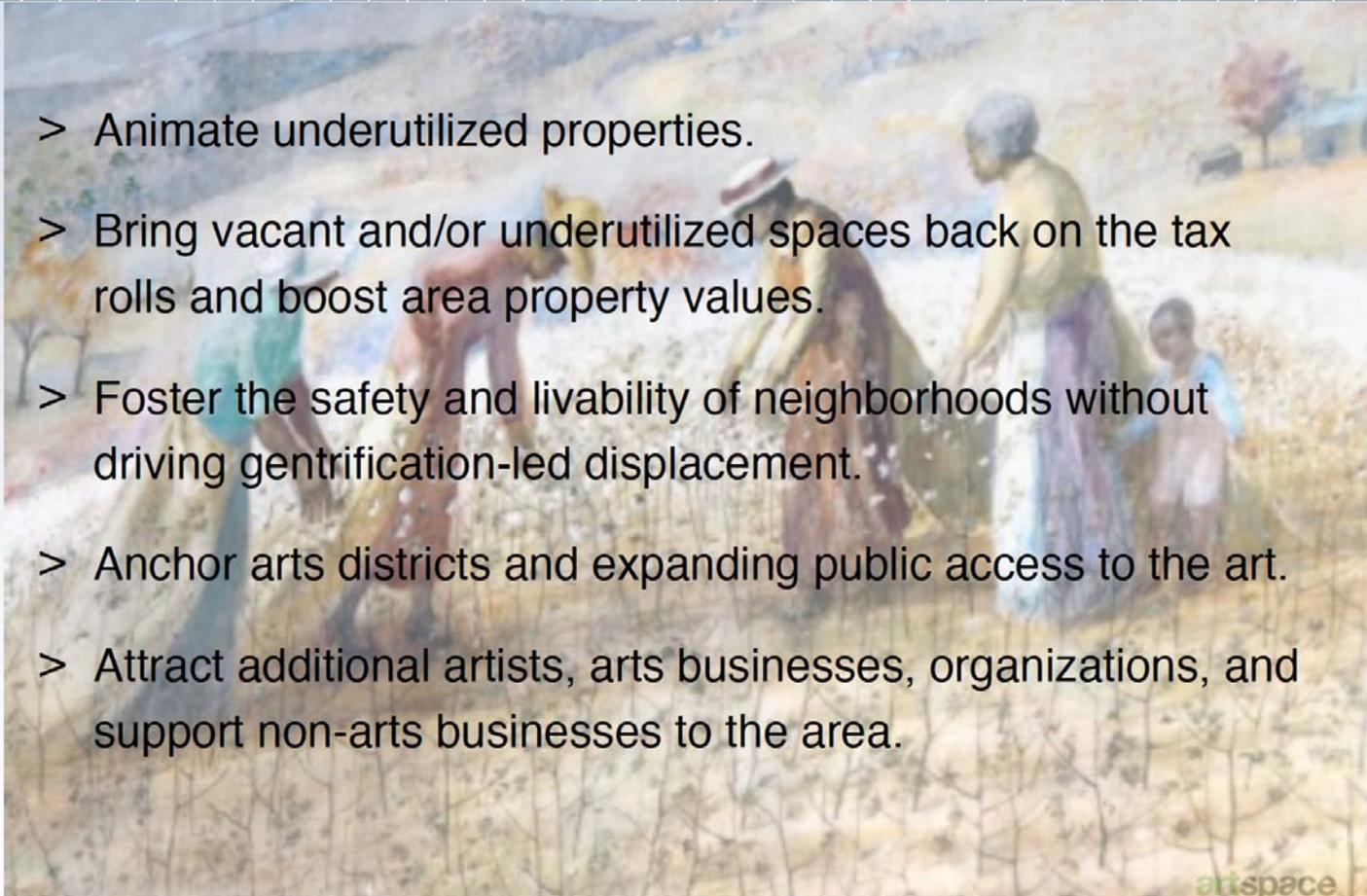


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HOW ART SPACES BENEFIT COMMUNITIES

- > Animate underutilized properties.
- > Bring vacant and/or underutilized spaces back on the tax rolls and boost area property values.
- > Foster the safety and livability of neighborhoods without driving gentrification-led displacement.
- > Anchor arts districts and expanding public access to the art.
- > Attract additional artists, arts businesses, organizations, and support non-arts businesses to the area.



WHY GASTONIA? WHY NOW?

- > Attracting and retaining young people
- > Revitalizing downtown
- > Maintaining a competitive edge in the region
- > Economic development



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ART IN GASTONIA



“Origins” // John Biggers

- > Center of textile industry in the late 19th century
- > Home of John Biggers, internationally recognized muralist
- > Growing arts activity downtown



Butler Studio

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GASTONIA ARTS MARKET SURVEY



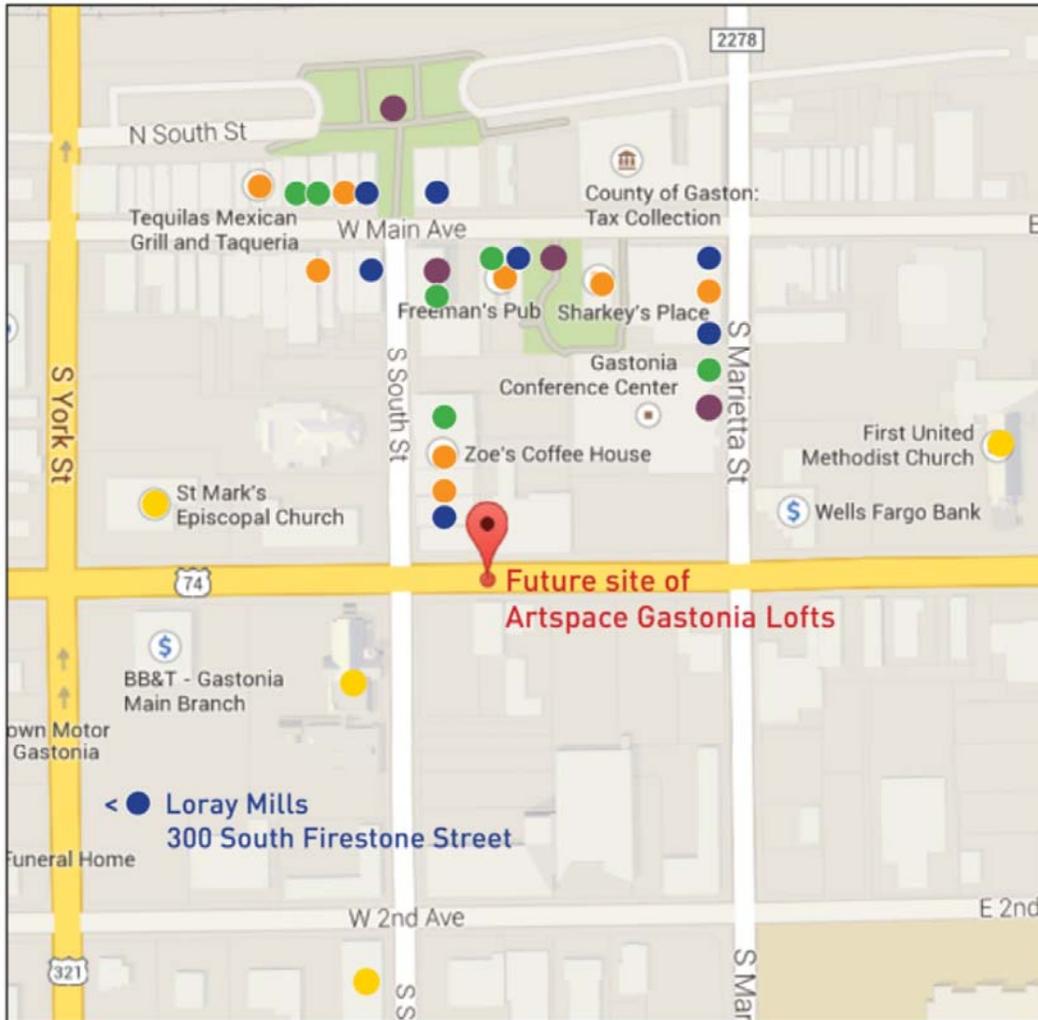
Who took the survey?

> 568 artists

What are artists' space needs?

- > 149 want live/work space (supports up to 49 units)
- > 191 want studios (supports a minimum of 29 spaces)
- > 177 want occasional rental space (gallery, classrooms, retail, etc.)

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Cultural Assets in Downtown Gastonia

Arts-Oriented
Businesses

Art Activity Site

Restaurant/
Cafe/Pub

Place of Worship

Gathering Place

 Future site of
Artspace Gastonia
Lofts

FUNDING PARTNERS

- > **Community Foundation of Gaston County**
- > **City of Gastonia**
- > **David Belk Cannon Foundation**
- > **Pamela Kimbrell Warlick**
- > **Robinson Family Foundation**
- > **The Glenn Foundation**

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BONUS: CAROMONT HEALTH PARTNERSHIP

CaroMont Health has signed a letter of interest to operate a wellness clinic on the ground floor of the Artspace Gastonia project.

CaroMont Health:

- > Nationally recognized leader and valued partner in promoting individual health and vibrant communities
- > 3,800 employees, including a medical staff of 452
- > 43 primary and specialty physician offices
- > Offshoot of Old Gastonia City Hospital, which opened in 1908

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PROGRAM PLAN

- > Mixed Use Development
- > 177 W Franklin Blvd
- > Residential
 - 40 live/work units
 - 36,500 sq ft
- > Community Space
 - 1,950 sq ft
- > Commercial space
 - 4,000 sq ft
- > CaroMont Health's wellness clinic will be anchor tenant



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REVITALIZATION + A STABLE HOME FOR THE ARTS



Northern and Tilsner Warehouses // St. Paul, Minnesota
52 and 66 live/work units in two historic warehouses
(opened 1990, 1993)

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CASE STUDY OF ECONOMIC IMPACT

CATALYTIC IMPACT OF TWO MIXED USE ARTIST HOUSING PROJECTS IN DOWNTOWN ST PAUL



- 1980s: No glimmer of sports stadium

Today: New Ballpark for St. Paul Saints: \$63 million in construction costs

\$10 million in annual economic impact

- 1980s: No artists and arts activity

Today: 50,000 annual visitors to semi-annual art crawls with average spending of \$20/person or \$1 million

- 1990: Artists only residents downtown

Today: More than 8,100 residential units downtown -- 30% increase in last decade

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CASE STUDY OF ECONOMIC IMPACT

CATALYTIC IMPACT OF TWO MIXED USE ARTIST HOUSING PROJECTS IN DOWNTOWN ST PAUL



- 1980: Area had no name or identity

Today: Lowertown is a designated historic district with arts district status pending. Fastest growing neighborhood.

- 1991: St. Paul Farmer's Market built across the street from the artist buildings

Today: Brings 20,000 visitors downtown April-November every weekend

- Closest bus line 5 blocks away

Today: Light Rail to immediate neighborhood

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Session Take-Aways



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Section Header

Comments and Questions?