

City of Peachtree Corners Arts & Culture Master Plan

JUNE 2017

SIZEMORE GROUP

in association with

NOELL CONSULTING GROUP &
JUDY BARBER STUDIO



CITY OF
**Peachtree
CORNERS**
Innovative & Remarkable





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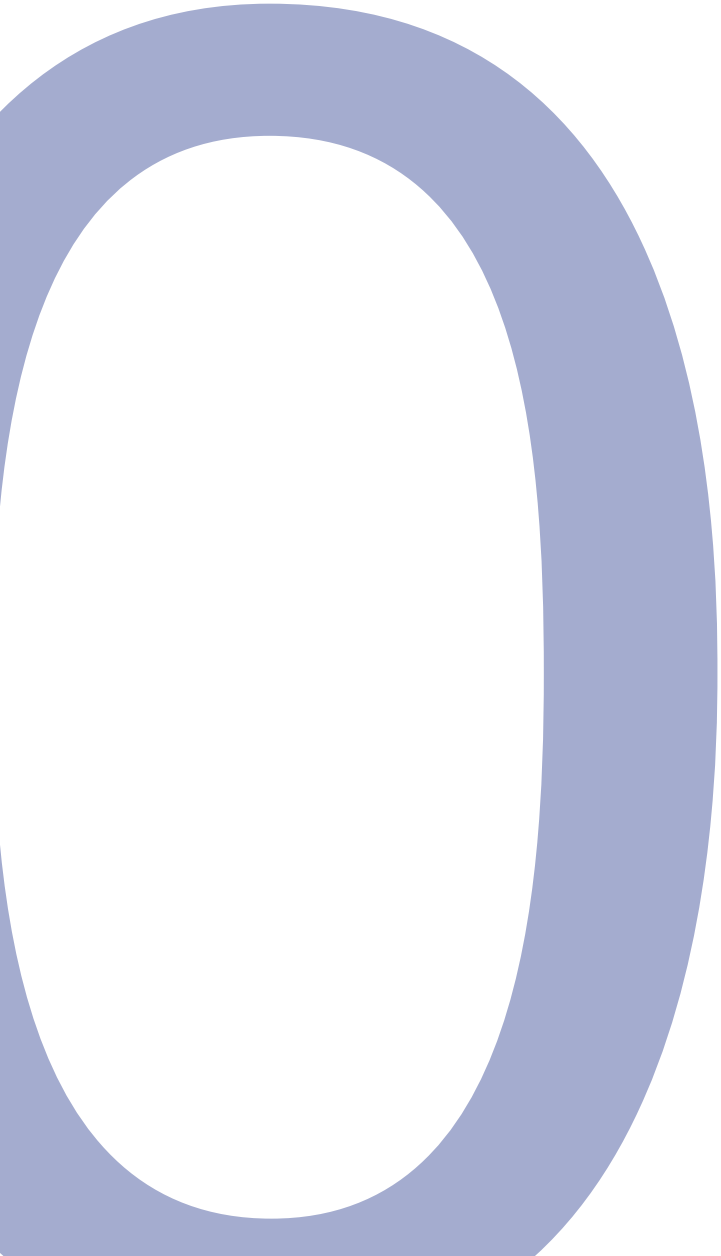
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CITY OF PEACHTREE CORNERS

Arts & Culture Master Plan



Arts & Culture

The City of Peachtree Corners developed this Master Plan to create a community image, focusing on cultivating the future growth of Arts and Culture within the community.



Introduction

The City of Peachtree Corners hired Sizemore Group to develop an Arts & Culture Master Plan for the city. The purpose of this plan is to provide an identity and character for the City of Peachtree Corners. This effort aims to enhance the quality of life for Peachtree Corners by providing Arts & Culture experiences that are meaningful and relevant to residents and visitors alike.



Why Are Arts & Culture Important to our Community?

Social science researchers have found that exposure to and participation in Arts & Culture generates substantial public benefits*. Key benefits include:

- Improved Sense of Community
- Community Identity / Branding
- Improved Education
- Economic Development Growth
- Improved Physical & Mental Health.

Sense of Community

Arts & Culture promote opportunities for social interaction among community members. Through common interests and shared experiences community bonds and identity are reinforced, leading to a sense of connection and investment in one's community.

Local arts groups help to empower communities to organize for collective action. By providing additional ways for residents to engage, the community benefits from the varying skill sets of members coming from varying professional backgrounds. This helps to mobilize the public to improve civic life and promote diversity.

“As the world becomes more complex, our future leaders need to draw from an imaginative perspective to find the best solutions.”

*- Margie Asef,
Greater Atlanta Christian School*

Community Identity & Branding

Arts & Culture have the ability to create a sense of identity for a community. Public art, festivals, performances, and creative place-making help develop a sense of personality that is relatable to a vast and diverse audience.

Education

The incorporation of the arts into education can have a profound impact on student performance. Studies have shown that school-aged children who participated in the arts saw:

- Improved test scores;
- Improved self-efficacy;
- Improved learning skills.

Investment in Arts & Culture is an investment in Community Health

Economic Development

Arts & Culture have been proven to enhance economic development within a community. Direct economic benefits include employment, increased tax revenues due to increased property values, and local spending. The residual benefit of Arts & Culture within a community occur through the relocation/investment from outside individuals and firms into the community wishing to associate themselves with the local cultural/arts identity, increasing local jobs growth and associated tax revenues.

Physical & Mental Health

Arts & Culture have the ability to improve physical and mental health. Physical health is improved through physical involvement in the arts, such as dance, and increased walkability encouraged through public art installments*. Mental health can be impacted through the act of creating art which helps to relieve stress. According to the 2013 Legislative issue brief, the following benefits have been documented for those who have hands-on experience in creative activities such as dance, music, and theater**:

1. Reduced reports of pain and anxiety;
2. Increased self-esteem and reductions in stress;
3. Reduced lengths of Hospital stays;
4. Decreased need for multiple medical visits;
5. Reduced healthcare related infections;
6. Decreased need for sedatives during medical procedures;
7. Reduced levels of depression and improvements in quality of life.

The Process

Two factors were used in determining the goals for this process:

- Community Vision;
- The Market Analysis.

Where the Community Vision and Market Analysis overlap, they provide a focus and direction for the Master Plan development.

Community Vision

An extensive public involvement process was undertaken to involve community stakeholders in this study. Through this effort, an articulated

and community supported vision for Arts & Culture in the City of Peachtree Corners was identified. The engagement process involved meetings with the Arts Council, a public workshop, stakeholder interviews, and an online community survey. This collaborative effort was an integral part of gaining support and consensus for this plan.

Market Analysis

The consultant team developed a Market Analysis focused on identifying and understanding opportunities for arts in the community as well as where arts investment is most viable.

“The Arts are important to a community developing a personality, adds dimension.”

*- Ify Williams,
Hudgens Center*

Creating A Peachtree Corners Identity

Peachtree Corners, “Innovative & Remarkable.”

This city tag line has helped to create an identity for this community, one that strives to test new innovative ideas and to be the best at what it does, to be remarkable. Innovative & Remarkable can be seen in Technology Park and with the opening of Prototype Prime. The Master Plan aspires to recommend Arts & Culture that can enhance this identity; Arts & Culture that are Innovative & Remarkable.

Arts & Culture In Peachtree Corners

Existing Arts & Culture events and venues in and/or near the City of Peachtree Corners are listed on the following page.





Events

Peachtree Corners Festival

Friday Night Concert

Wesleyan Artist Market

Arbor Day Event

Holiday Parade

Light Up the Corners Run

R. Alexander Fine Art Gallery Openings &
Events

Duluth Fall Festival

Johns Creek Arts Festival

Norcross Community Market

Norcross Art Splash

Public Art Centers

Pickneyville Community Center

Hudgens Center

Art Galleries

R. Alexander Fine Art Gallery

Theater Venues

Wesleyan Theater

Norcross High School Theater

Duluth High School Theater

Greater Atlanta Christian Academy Theater

Infinite Energy Center

Technology Incubator

Prototype Prime

CITY OF PEACHTREE CORNERS

Arts & Culture Master Plan



Arts & Culture

The engagement process involved Arts Council meetings, a public input session, stakeholder interviews, and an online community survey. This collaborative effort was an integral part of gaining the support of various community stakeholders.



Vision Process

The public involvement process included a variety of outreach tools including: Key stakeholder interviews, a public workshop, an online community survey, and Arts Council meetings. The focus on multiple means of collection and distribution of information, allowed for public input to be incorporated directly into the technical process in a meaningful way at various stages of the master planning process.



Bringing people together through shared experiences

Community Participation

Public involvement is a key component of the Arts & Culture Master Plan process. This step was critical for understanding the Vision, Goals, and Needs of the Peachtree Corners community.

The general public was engaged at four different opportunities:

- Community Meeting I: Goal Setting Session
- The Peachtree Corners Arts Council : City Council Appointed Community Representatives
- Stakeholder Interviews
- Community Survey

Community Meeting I

On March 6, 2017, the community was invited to an open house input session at Corner Bakery. During the session the community was asked to share their ideas for Arts & Culture in Peachtree Corners. The results of this meeting influenced the recommendations found within this report.



What is your *VISION*?

Arts Council

The Peachtree Corners Arts Council is a body comprised of City Council appointed community representatives. This group is charged with pursuing projects within the community which improve the Arts & Cultural offerings of the city. The genesis of this Arts & Culture Master Plan and selection of the consultant team was chosen through this body.

The purpose of this Council is to enhance quality of life by bringing the community together through shared experiences. Three important benefits of this body are:

1. Giving the arts community a voice
2. Supporting local artists and arts programming
3. Facilitating arts activities and events

The Arts Council was engaged at five meetings:

- Meeting 1; Nov. 16, 2016: Kick-Off & Goal Setting
- Meeting 2; Jan. 24, 2017: Survey Review & Priority Focus
- Meeting 3; March 2, 2017: Community Meeting Preparation
- Meeting 4; March 29, 2017: Decision Making Workshop
- Meeting 5; April 17: Recommendation Review & Funding Strategies

In addition to these meetings, the Arts Council and consultants toured the Buford Community Center as a case study of a successful local, city operated theatre/community center.



Balancing organizational needs with the available resources

Stakeholder Interviews

Key Stakeholders, including Arts & Culture leaders in the community, were interviewed to best understand needs and concerns in regards to the arts in the City of Peachtree Corners. Interviews were conducted from January 2017 to March 2017. A total of 18 stakeholders were interviewed and are listed below:

- Peachtree Corners Festival (Debbie Mason)
- R. Alexander Gallery (Rhonda DiMatteo and Michelle Walton)
- Wesleyan School (Meg Foster)
- Norcross Community Market (Connie Weathers)
- Gwinnett Symphony (Pam Cook)
- Capital City Opera (Michael Nutter)
- Objet d'Art (Sheri Snyder)
- Peachtree Corners Planning Commission (Alan Kaplan)
- Hudgens Center for the Arts (Ify Williams)
- Norcross Public Arts Commission (Bob Grossman & Cindy Flynn)
- Art Splash (Cindy Flynn)
- Greater Atlanta Christian School (Margie Asef)
- ArtWorks Gwinnett (Amy Bray)
- Norcross High School (Lee Newman)
- Aurora Theatre (Anthony Rodriguez)
- Peachtree Corners Mayor (Mike Mason)
- Buford Community Center (Todd Cleveland)
- Prototype Prime (Zoe Fox)

The following is a summary of key topics/themes that were most commonly heard during interviews:

- I. This area lacks walkable destinations for the arts (i.e. galleries, sculpture, public art, etc.).

2. Uses should complement and draw from surrounding communities.
3. Branding should be unique to Peachtree Corners.
4. The city should work with local arts supporters for funding.
5. This area lacks venues for music, theater, and meeting/gathering.

One of the greatest opportunities that resulted from these interviews is the potential for partnerships. With a variety of needs and resources among the stakeholders, connecting these groups can greatly influence the speed of establishing an arts community and implementing recommendations. The following page provides an understanding of organizational needs and resources to be used as a tool for the arts community to develop necessary partnerships.

	Organization	Needs	Resources
	City of Peachtree Corners	<ul style="list-style-type: none"> • Artists/Performers for proposed theater • Artists/Performers for festivals or pop-ups • Artists for public art • Performance space (prior to proposed City Performing Arts Center) 	<ul style="list-style-type: none"> • Town Green • Proposed Performing Arts Center
Schools	Wesleyan School Private College Prep School, Peachtree Corners	<ul style="list-style-type: none"> • Connect with Peachtree Corners Community 	<ul style="list-style-type: none"> • Annual Artist Market (100 professional and student artists) • (2) Theaters - available mostly in the summer • Student Performers • Gallery Space
	Norcross High School Gwinnett County Public School, Norcross	<ul style="list-style-type: none"> • Opportunities for Art Teachers to Perform/Show • Performance venues that can serve food/drinks • Outdoor performance venues 	<ul style="list-style-type: none"> • Opportunities for Art Teachers to Perform/Show Art • Theater - available mostly in the summer • Student Performers
	Duluth High School Gwinnett County Public School, Duluth	<ul style="list-style-type: none"> • Opportunities for students to perform 	<ul style="list-style-type: none"> • Theater - available mostly in the summer • Student Performers
	Greater Atlanta Christian Private College Prep School, Norcross	<ul style="list-style-type: none"> • Connect with Peachtree Corners Community 	<ul style="list-style-type: none"> • (2) Theaters - available mostly in the summer • Student Performers
Resources	ArtWorks Gwinnett County Arts Organization		<ul style="list-style-type: none"> • Assist in making connections among artists, organizations, communities and businesses to implement this master plan.
	Norcross Public Arts Commission City of Norcross Appointed Arts Board		<ul style="list-style-type: none"> • Provide advice on Arts Council/Board formation, public art project implementation, and funding strategies
	Explore Gwinnett Gwinnett Convention and Visitors Bureau marketing branch		<ul style="list-style-type: none"> • Marketing of events, festivals and arts initiatives
Facilities	Hudgens Center Non-profit art and learning center, Duluth	<ul style="list-style-type: none"> • More office space • Storage 	<ul style="list-style-type: none"> • Art classes • Space for Art Shows • Rental space for events
	Infinite Energy Center Large Event Center, Duluth	<ul style="list-style-type: none"> • More office space • Storage 	<ul style="list-style-type: none"> • Space for Art Shows • Rental space for events

	Organization	Needs	Resources
Facilities	R. Alexander Fine Art Fine Art Gallery, Peachtree Corners	<ul style="list-style-type: none"> • Marketing to community of upcoming events/shows 	<ul style="list-style-type: none"> • Rental space for community events • Host events, such as Art and Cocktails in the Garden • Host art lectures • Host gallery openings
	Pinckneyville Community Recreation Center Gwinnett County Recreation and Art Center, Berkeley Lake	<ul style="list-style-type: none"> • Marketing to community 	<ul style="list-style-type: none"> • Art classes • Community meeting space
	Aurora Theatre Gwinnett's Only Professional Theatre, Lawrenceville		<ul style="list-style-type: none"> • Advice and guidance on theater operations • Guidance on City/Theater partnerships
	Buford Community Center Event and Live Performance Venue, Buford		<ul style="list-style-type: none"> • Advice and guidance on theater and banquet operations • Guidance on City/Theater partnerships
	Prototype Prime Technology Incubator, Peachtree Corners		<ul style="list-style-type: none"> • Space for technology-based arts creation and events • Guidance on technology partners in the arts
Professional Artists/Performance Groups Partners	Objet d'Art Mobile Art Classes and Parties	<ul style="list-style-type: none"> • Rental space for classes and parties • Marketing 	<ul style="list-style-type: none"> • Art Camps • Art Parties • Art Classes
	Capitol City Opera Opera Company performing throughout Metro Atlanta	<ul style="list-style-type: none"> • Venue for performance (Opera House) • Rehearsal Space • Draw younger audience 	<ul style="list-style-type: none"> • Opera performances at different scales (large theater concerts, restaurant performances, mobile opera-in-a-box)
	Gwinnett Symphony Adult and Youth Orchestras performing throughout Gwinnett	<ul style="list-style-type: none"> • Venue for performance • Rehearsal Space • Draw younger audience 	<ul style="list-style-type: none"> • Varying sizes of orchestras for large concerts, to smaller intimate events. • Youth Orchestra
	Shakespeare Tavern Shakespeare Playhouse in Atlanta		<ul style="list-style-type: none"> • Student education programs • Traveling shows • Shakespeare in the Park potential partner
	Dashboard Atlanta based arts organization linking artists/performances to public or under-utilized space		<ul style="list-style-type: none"> • Provide arts programming to enliven public and private space (Town Center, Tech Park) • Connect community to artists

Community Survey

Surveys are an important method of information-gathering, generating data that is essential for developing an understanding of the community and its needs. As such, a Community Survey was designed to gather input regarding the vision for this study. The survey was made available online from December 26, 2016 through March 20, 2017.

Community Survey Results

The following is a summary of the Community Survey results in English. Full survey results, including the Spanish version of the survey, can be found in the Appendix.

757 Responses
755 English
2 Spanish

Who Responded:

70% Live in Peachtree Corners
2% Work in Peachtree Corners
24% Live and Work in Peachtree Corners
2% Neither Live nor Work in Peachtree Corners
2% Other

The following pages provide examples of Community Survey results in word clouds and charts. A word cloud compiles survey responses and shows most commonly heard responses as the largest and least commonly as the smallest.



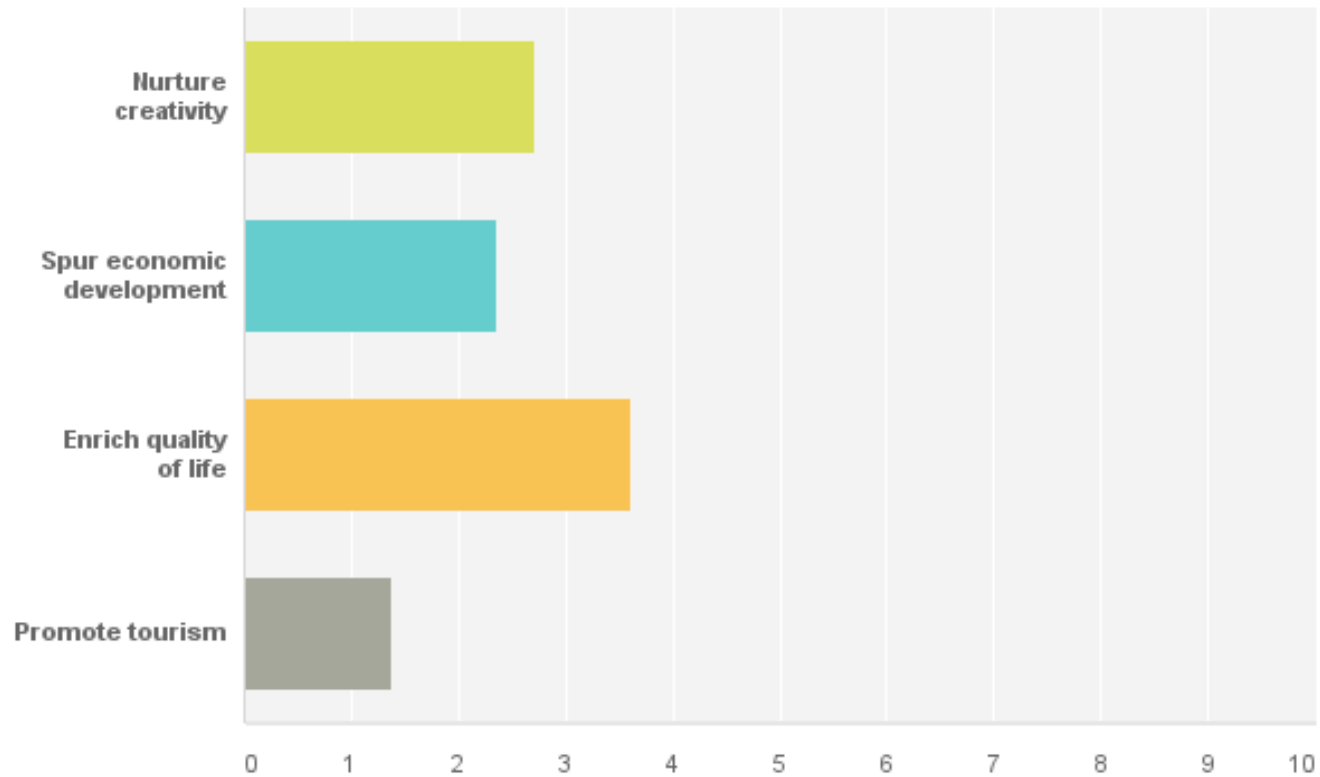
*What makes
Peachtree Corners unique?*

Place Quick Access Good Schools Growth Atlanta
Suburban Forum Low Location Government
River Play Family Oriented Quiet
Community Options Parks Clean
Trees Traffic Shopping Suburb
Peachtree Corners Grocery Stores Small Town
Green Space

*How would you describe Arts & Culture
in Peachtree Corners ?*

Little Live Performances **Think** Presence **Venues** Fair **Music**
Somewhat **Peachtree Corners** Productions
Limited Offer **Lacking** Not Familiar
Arts Potential **Non-existent** Johns Creek
Existent Idea **Not Aware** Forum **Minimal**
Movie Theater **High School Concerts**

The purpose of Arts & Culture should be to:



*I would like to see
new public art pieces at:*

PTC Functional Pieces Peachtree Parkway Public Places
Holcomb Bridge Theater Trails Nice
Performance Tax Dollars Art Display
Town Center New Walking Forum
Traffic Park New Development Murals Location
New City Center Interested Downtown
Businesses City Hall Community

What is missing in terms of Arts & Culture in Peachtree Corners ?

Location Not Aware Identity Public Awareness Concerts
Presence Galleries Offer Events Live Theatre
Culture Opportunities Theater
Live Music Art Point Venue New City
Performing Organization Artist Survey Place
Common Sense Markets Space

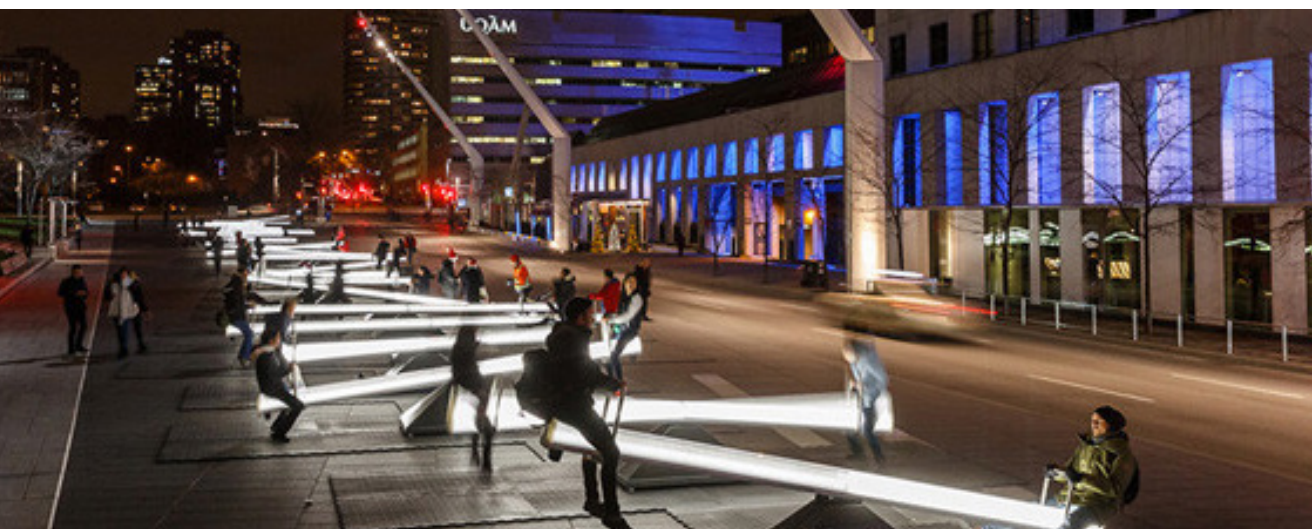
CITY OF PEACHTREE CORNERS

Arts & Culture Master Plan



ARTS & CULTURE

“In creative place-making, partners from public, private, nonprofit and community sectors strategically shape the physical and social character of a neighborhood around arts and cultural activities.” – Ann Markusen



Market Analysis

Noell Consulting Group (NCG) was retained as part of the Sizemore Group consulting team to conduct a market analysis to make sure recommendations within the Peachtree Corners Arts & Culture Master Plan are feasible. Specifically, NCG was tasked with identifying and understanding the potential opportunities for arts in the community as well as where arts investment is most viable and likely to succeed. The following is a summary of those findings, with the full report located in the Appendix.

This section provides discussion and analysis on the following market related topics:

- *Regional and State Context*
- *Peachtree Corners Demographics*
- *Economic Impact of the Arts*
- *Arts Strategy Analysis*
 - *Creative Place-making*
 - *Functional Art*
 - *Improving Walkability*
 - *Performing Arts Center*
 - *Movie Studios/Production*
- *Performing Arts Center Site Analysis*



GEOGRAPHY	LAND AREA		POPULATION		ANNUAL GROWTH		ANNUAL % GROWTH		CAPTURE OF REGION		
	SQ MILES	% MSA	2015	% of MSA	2000-10	2010-15	2000-10	2010-15	2000-10	2010-15	LAND / CAPTURE RATIO
Cherokee County	422	4.8%	235,900	4.1%	7,244	4,311	4.2%	1.9%	7.1%	5.1%	1.05
Clayton County	142	1.6%	273,955	4.8%	2,291	2,906	0.9%	1.1%	2.2%	3.4%	2.11
Cobb County	339	3.9%	741,334	13.0%	8,033	10,651	1.2%	1.5%	7.8%	12.6%	3.22
DeKalb County	268	3.1%	734,871	12.9%	2,603	8,596	0.4%	1.2%	2.5%	10.1%	3.30
Douglas County	200	2.3%	140,733	2.5%	4,023	1,666	3.7%	1.2%	3.9%	2.0%	0.86
Fayette County	194	2.2%	110,714	1.9%	1,530	829	1.6%	0.8%	1.5%	1.0%	0.44
Fulton County	527	6.0%	1,010,562	17.7%	10,458	17,996	1.2%	1.9%	10.2%	21.2%	3.51
Gwinnett County	413	4.7%	854,845	15.0%	17,874	17,531	2.7%	2.2%	17.5%	20.7%	4.36
Peachtree Corners	17	0.2%	40,978	0.7%	-	569	-	1.5%	-	0.7%	3.44
Henry County	322	3.7%	217,739	3.8%	8,458	2,763	5.5%	1.3%	8.3%	3.3%	0.88
Rockdale County	130	1.5%	88,856	1.6%	1,510	728	2.0%	0.8%	1.5%	0.9%	0.58
10-County ARC Core	2,974	34.1%	4,450,487	77.9%	67,837	68,547	1.8%	1.6%	66.3%	80.8%	2.37
Exurban Counties	5,739	65.9%	1,260,308	22.1%	34,492	16,266	3.5%	1.3%	33.7%	19.2%	0.29
MSA Total	8,713	100.0%	5,710,795	100.0%	102,329	84,813	2.2%	1.6%	100.0%	100.0%	1.00

Regional and State Context

Regional Context

In the last economic cycle, growth in Metro Atlanta was focused primarily on exurban counties. This growth has now shifted to more infill locations, including established, suburban locations such as Peachtree Corners (Figure 3a). In the last five years, the Atlanta Regional Commission’s (ARC’s) 10-County Core Area has seen its share of growth increase from 66% of all metro growth to nearly 81%. This increase creates significant growth potential for the City of Peachtree Corners. Creating a strong arts community and using arts to “Place Make” can be keys to this strategy.

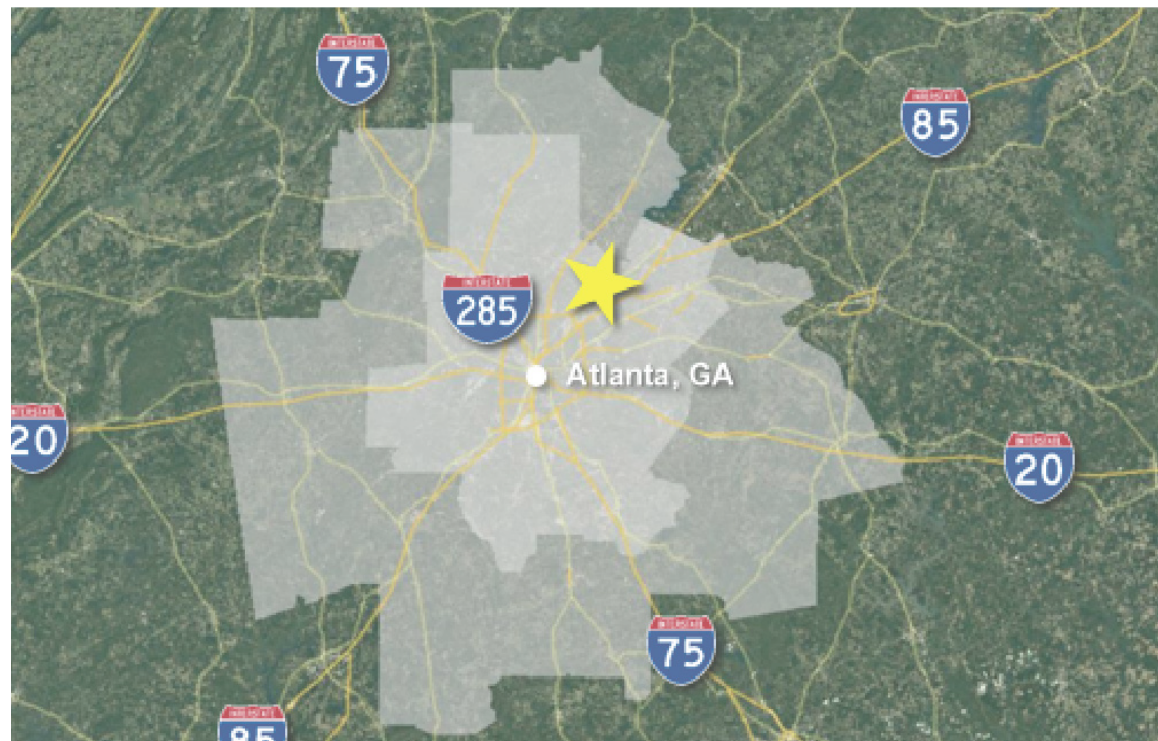


Figure 3a: Regional Growth Context Images

Peachtree Corners Festival



Source: www.peachtreecornersfestival.com

Georgia ranks in the bottom 3rd of arts funding, nationally

Georgia Context

State funding per capita for the arts has drastically decreased while state averages, nationally, have seen a slight uptick, although still below pre recession funding levels. As of 2012, the largest source of revenue for the arts was individual giving; the share of contributed income (gifts and grants) has gone to larger organizations, with 1% of arts organizations, budgets with over \$10 million, receiving 50% of all individual giving. These trends place more responsibility on local governments in supporting the arts.

This places a greater burden on creating arts programs that can be more self-funding through:

- Ticket Sales
- Tuition
- Alcohol Sales
- Other Services

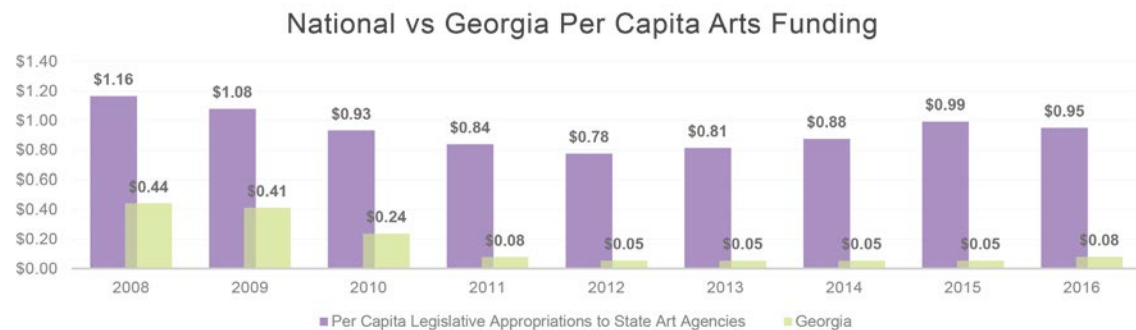


Figure 3b: Georgia per Capita Arts Funding Comparison



High Education and Income Levels are likely to support the arts

Demographics

Education

Education levels, in Peachtree Corners corresponds highly to support for the arts, with over 82% of Atlanta's arts participants having a four-year degree or higher. Relative to the Atlanta Metro, at 37%, and Gwinnett County, at 35%, the City of Peachtree Corners has a high share, 54%, of its residents having educational levels of a four-year degree or higher.

Age

Millennials have shown a high proclivity to support the arts and show up large in Atlanta's art scene, comprising nearly 40% of all art patronage. Overall, Peachtree Corners, 30.9%, is in line with Gwinnett County, 31%, and the Metro Area, 31%, in terms of percentage of Millennial population, though many living within Peachtree Corners may not have the incomes found elsewhere in the Metro.

Income

With 40.8% of Peachtree Corners' household incomes in ranges of \$80,000 or above, it outperforms both the Metro Area (35.1%) and Gwinnett County (36.6%), overall, and is believed to be well-suited for the arts, as the arts draw support more heavily from affluent households.

Millennials as an Opportunity

An Americans for the Arts survey found that 52% of Millennials consider the arts important to their relocation decisions; this is higher than the three previous generations. Additionally, 70% of Millennials participate in the arts. Arts & Culture should be used as an approach to capture Millennials in the market.

Potential Issues

According to studies by Pew Research Center and Demand Institute, Millennials increasingly drive growth, investment, and real estate development not only for residential but for office, as well. The I-85 Corridor from Norcross to Duluth consistently lost Millennials over the past decade and beyond. This is believed to be because of the following:

- Lack of Housing Affordability
- Lack of Walkability
- Lack of Cultural Issues/Diversity

Drawing these audiences back to the City of Peachtree Corners will be a significant market challenge, but will have a profound impact on the demand for Arts & Culture activities.

Economic Impact

Arts can have a significantly positive economic impact on the community. The activities of the Arts & Culture sector and economic vitality can improve a community's competitive edge within the market. Creatively acknowledging and marketing community assets can attract a strong workforce and successful firms, as well as help sustain a positive quality of life.



“Consider the multiplier effect, incorporate art into parks, trails, and civic spaces to increase community impact.”

- Artworks Gwinnett

Economic Impact of the Arts

Economic development is enhanced by concentrating creativity through both physical density and human capital. By locating firms, artists, and cultural facilities together, a multiplier effect can result. Arts & Culture activities can draw crowds from within and around the community, increasing and enhancing resident participation.

The chart at right illustrates the economic impact that the arts might have; for every \$100,000 Arts & Culture generate*:

- \$37,000 in revenue per resident
- \$2,452 in revenue to the local government
- \$2,123 in revenue to the state government
- Supports 1.6 full-time jobs

Direct Economic Activity	Organization Expenditures	Audience Expenditures	Total Direct Industry Expenditures
Total Industry Expenditures	\$168,113,885	+ \$131,869,187	= \$299,983,072

Direct Economic Impact of Expenditures	Impact of Organization Expenditures	Impact of Audience Expenditures	Direct Economic Impact
FTE Jobs Supported	1,726	+ 3,026	= 4,752
Household Income Paid to Residents	\$65,384,000	+ \$45,465,000	= \$110,849,000
Revenue Generated to Local Gov't	\$1,132,000	+ \$6,224,000	= \$7,356,000
Revenue Generated to State Gov't	\$1,362,000	+ \$5,006,000	= \$6,368,000

Economic Impact per \$100,000 of Direct Spending	Impact of Organization Expenditures	Impact of Audience Expenditures	Direct Economic Impact
FTE Jobs Supported	1.03	2.29	1.58
Household Income Paid to Residents	\$38,893	\$34,552	\$36,952
Revenue Generated to Local Gov't	\$673	\$4,720	\$2,452
Revenue Generated to State Gov't	\$810	\$3,796	\$2,123

Source: *Arts in Health - Americans for the Arts. Arts & Economic Prosperity IV, 2015

Art Strategy Analysis

Many cities are turning to the arts to establish cultural and physical identity, making the market somewhat more crowded. The purpose of this study is to develop an Arts & Culture Master Plan that responds to the unique needs and demand of the existing market within the City of Peachtree Corners. The analysis in this section responds to the need for strategies to create additional Arts & Cultural spaces and opportunities, while complementing existing uses. Strategies include:

1. *Creative Place-making*
2. *Functional Art*
3. *Improving Walkability*
4. *Performing Arts Market Analysis*
5. *Movie Studios/Production*





Figure 3d: Old Fourth Ward Park

1. Creative Place-making

Creative place-making describes an array of strategies and processes designed to improve the quality of life through Arts & Culture. This approach is flexible and combines community goals, cultural identity, and economic development. Elements such as Functional Art, Arts/Movie Districts, and Performing Arts Centers are seen as strategies of place-making.

The ultimate goal of these strategies is to improve the quality of life and standards of living by enhancing the environment with cultural expression. It's possible that the goals of creative place-making could arise naturally, but to ensure desired results occur, stakeholders with a shared vision are needed to guide market activity and address unintended consequences as they arise.

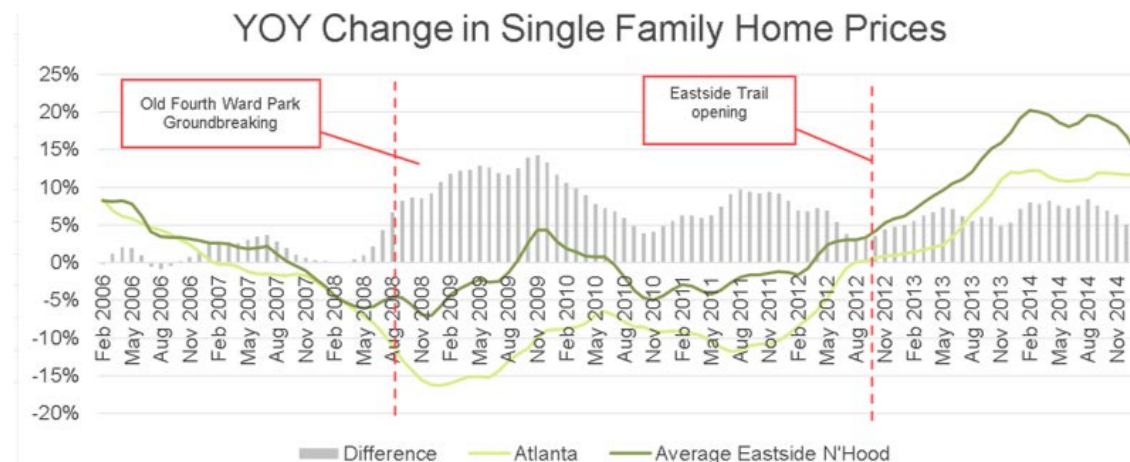


Figure 3e: Housing Changes in Relation to Creative Place-making with Functional Art

2. Functional Art

Functional Art refers to aesthetic objects that serve everyday purposes. Art can be anything from furniture and lighting, to crosswalks and signage. Areas such as Historic Fourth Ward Park and the Atlanta BeltLine have embraced and promoted the idea that art should be functional. These public investments have uses as water retention and recreation, respectively, while incorporating art. Neighborhoods surrounding these developments saw a difference of 7.1% in year over year change in single family home prices from 2008-2015 above and beyond the City of Atlanta as a whole (Refer to Figures 3d & 3e).

Refer to the recommendation section for place-making strategies, including a Performance Arts Center and Functional Art.

According to the National Consortium for Creative Place-making, creative place-making is classified as programming that:

- Meets social and human needs of stakeholders;
- Works to improve the standard of living for all members of the community;
- Works to build and sustain environments in which the arts can flourish;
- Focuses on activating the creative potential within the community;
- Is place-based, rather than space-based.

It is believed that in creating the Arts & Culture identity for the City of Peachtree Corners, place-making strategies should be employed.

Pedestrian oriented development increases social & economic activity

3. Improving Walkability

Walkable environments are key to economic competitiveness and creating healthy communities, all while increasing property tax value per acre.

Increasingly, Millennials and seniors are looking for walkable environments, with studies showing 80% of 18- to 34-year olds want to live in walkable neighborhoods and per AARP surveys roughly 60% of those over 50 want to live within one mile of daily goods and services.

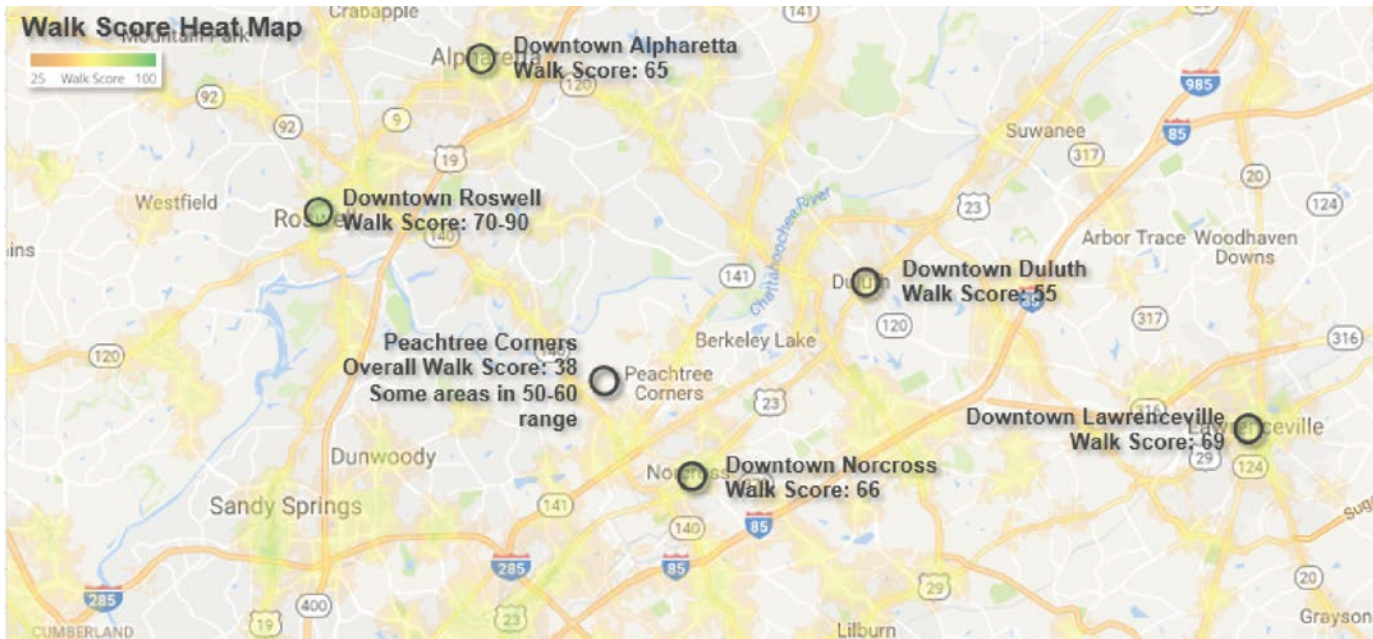
Figure 3f, on the following page, shows the walkability premium found within 14 cities, sorted by the premium percentage found in home prices for one-point increase in Walk Score. These premiums not only show the demand for walkable environments within the Atlanta metro, but show that the City of Alpharetta can increase taxable land value of new and

existing communities by encouraging developments composed of a mix of uses that create walkability.

Furthermore, Christopher Leinberger of George Washington University, completed a study of WalkUPs (Walkable Urban Places; Figure 3f) throughout the nation, including Atlanta, and discovered that office, retail, and rental housing achieved 30%, 144%, and 12% premiums respectively over their drivable suburban counterparts.

The Atlanta Metropolitan Region has the highest premiums for walkable places of any metro area in the United States. For every one point increase in Walk Score, Atlanta sees home value premiums of nearly 1% to 1.7%. Based on this, improving walkability and including strong Arts & Culture investments will generate economic benefits to the

City of Peachtree Corners and attract new residents and businesses to the community.



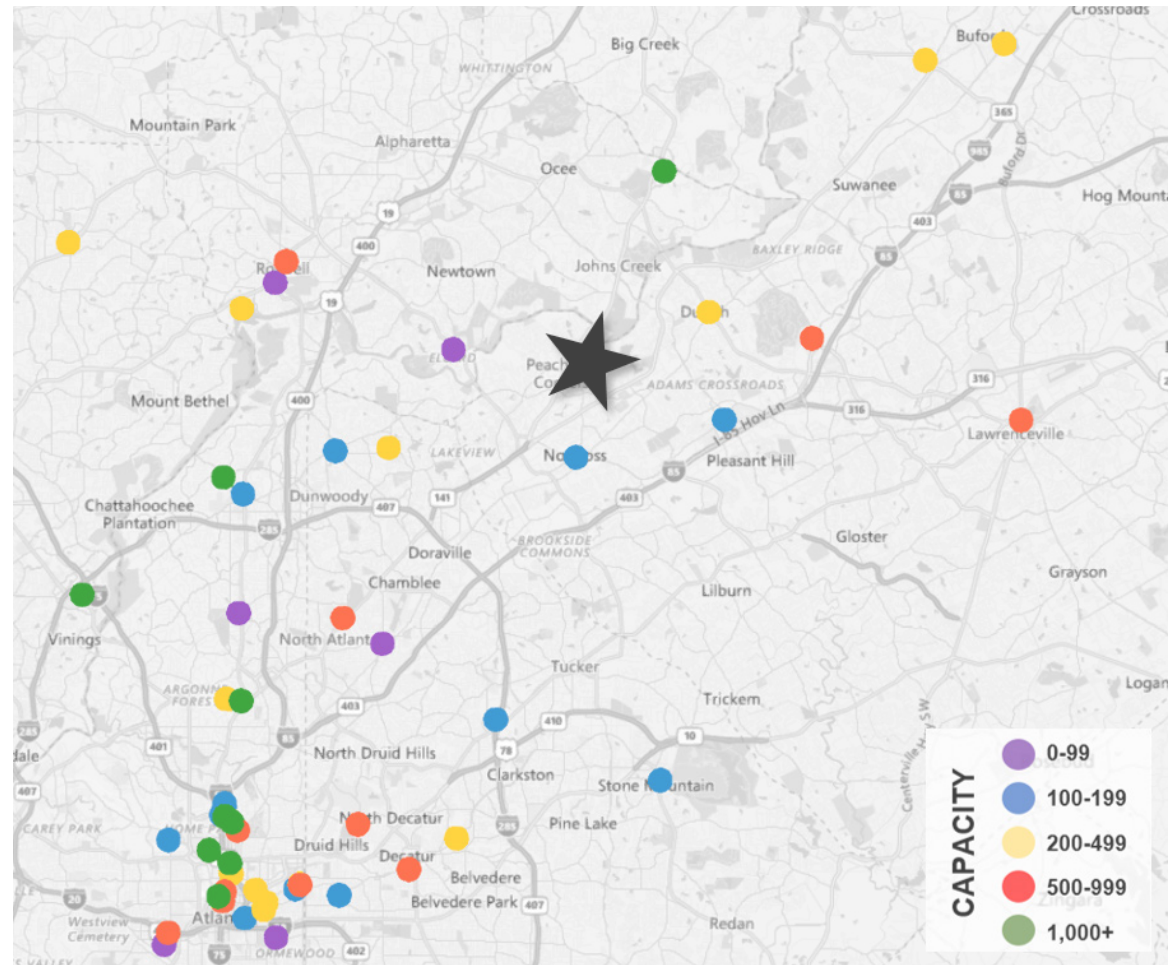
The Walkability Premium in 14 Cities: Home Price Increase For One-Point Increase in Walk Score

Metro Area	Median Sale Price	Premium (\$)	Premium (%)	Luxury Market (Top 5%)	Premium (\$)	Premium (%)
Atlanta	\$168,000	\$2,838	1.69%	\$580,000	\$5,424	0.94%
Washington DC	\$360,000	\$4,386	1.22%	\$930,000	\$7,245	0.78%
Boston	\$325,000	\$3,927	1.21%	\$985,000	\$7,385	0.75%
Chicago	\$222,000	\$2,437	1.11%	\$680,000	\$5,581	0.82%
Seattle	\$375,000	\$3,603	0.96%	\$1,000,000	\$5,119	0.51%
Denver	\$285,000	\$2,410	0.85%	\$685,000	\$5,230	0.76%
Los Angeles	\$475,000	\$3,948	0.83%	\$1,800,000	\$8,225	0.46%
San Diego	\$449,000	\$2,205	0.49%	\$1,299,000	\$6,511	0.50%
Portland	\$275,000	\$1,210	0.44%	\$630,000	\$1,944	0.31%
San Francisco	\$950,000	\$3,943	0.42%	\$3,000,000	\$8,077	0.27%
Oakland	\$523,000	\$1,735	0.33%	\$1,365,000	\$4,384	0.32%
Baltimore	\$229,900	\$652	0.28%	\$631,690	\$1,757	0.28%
Phoenix	\$204,900	\$217	0.11%	\$585,000	\$277	0.05%
Orange County	\$580,000	\$114	0.02%	\$1,728,000	(\$451)	-0.03%

Figure 3f: The Need for Walkability

Performing Arts Center Market competition

Existing Performance Venues and Locations



4. Performing Arts Market Analysis

Throughout this master plan process, the creation of a performing arts center became a reoccurring theme, by residents and area arts organizations, in improving arts & culture for the City of Peachtree Corners. Because of this, Noell Consultant Group (NCG) has analyzed the feasibility of this place-making strategy.

Many cities are turning to arts to establish cultural and physical identity, making the market somewhat more crowded; Figure 3g illustrates the competition an additional Arts Center would face. Venues of note are:

- Aurora Theatre now adding a 500 seat venue
- Sandy Springs adding 1,000 seat venue
- Johns Creek considering development of a 1,000 seat venues as well, which also fills a large, highly affluent hole to the north

Figure 3g: Performance Arts Center Competition

	Nationally	Per Theater	US Residents per Metric	Applied to 25-Minute Drive	Plus Support from "Outside Market"
			318,900,000	998,285	40%
					50%
No. of Theaters	1,750		182,229	5.5	10.0
No. of Performances	210,000	120.0	1,518.6		1,399
No. of Attendees	29,500,000	16,857.1	10.8	92,347	167,903
Attendees : Performance		140.5			
No. of Productions	23,000	13.1	13,865.2	72.0	
Workforce					
Artistic	93,000	53.1	3,429.0		
Admin	15,000	8.6	21,260.0		
Production	31,000	17.7	10,287.1		
Total	139,000	79.4	2,294.2	435	

Figure 3h: Performance Arts Center Market Sizing

Market Sizing

NCG utilized key survey data from the Theatre Communications Group and Arts & Economic Prosperity IV to size the potential market for performing arts seats in a 25-minute drive-shed from the intersection of Peachtree Corners Circle & Peachtree Parkway. By utilizing national metrics to determine a national theater per resident multiplier and applying this to the drive-shed area, it is believed that the area, on it's own, can support around five to six venues (Figure 3h).

Additionally, attendees from beyond the drive-shed boundary, who would support a theater, were identified, adding 75,550 annual visitors. This number was determined based on interviews and data collection with area theaters who stated that 40-50% of their attendees come from outside of the area. This resulted in a total support for more than 10 venues with a total attendee base of 167,903.

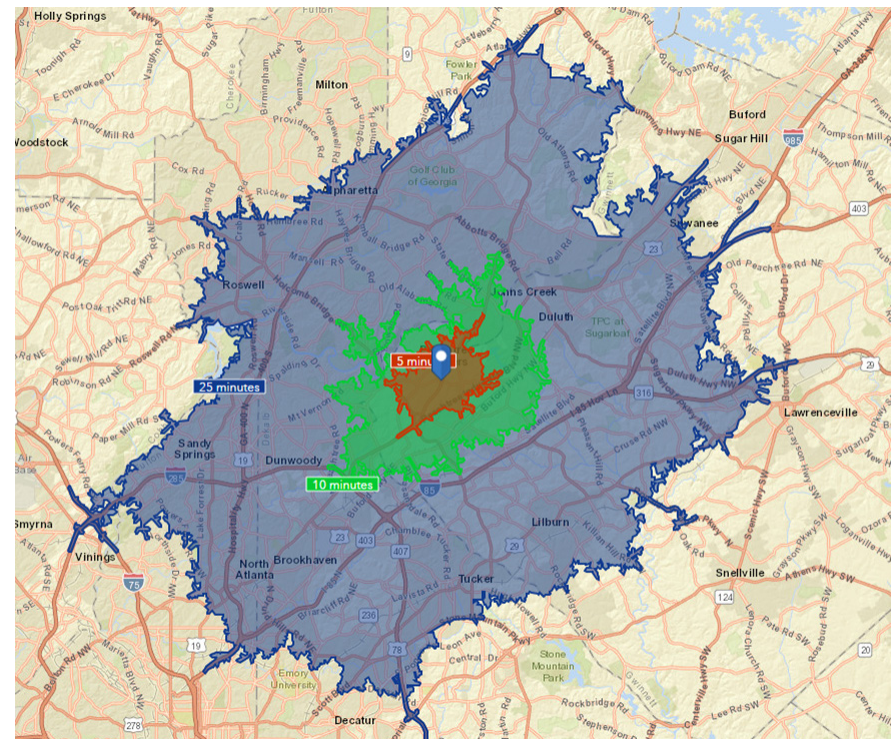


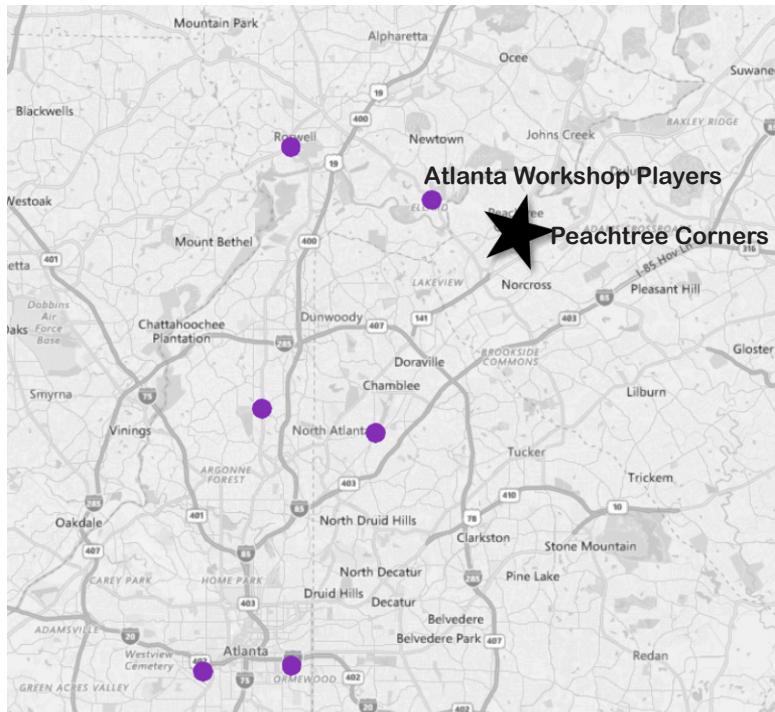
Figure 3i: 25-mile Drive Shed

	US Residents per Metric	Applied to 25-Minute Drive	Plus Support from "Outside Market"		
	318,900,000	998,285	40%	from Aurora Theater	
			50%	Reported from other interviews	
No. of Theaters	182,229	5.5	10.0		
No. of Performances	1,518.6		1,399	67%	Potential Capacity per Event
No. of Attendees	10.8	92,347	167,903	250,602	Potential Seating Capacity
Attendees : Performance				2,088	Potential Supportable Seats
No. of Productions	13,865.2	72.0			
Workforce					
Artistic	3,429.0			Seats	Local Venues
Admin	21,260.0			600	Roswell Cultural Arts Center
Production	10,287.1			50	Red Door Playhouse
Total	2,294.2	435		50	Atlanta Workshop Players
				253	Zaban-Blank (MJCCA)
				125	Spruill Center for the Arts
				120	Act3 Productions
				1,000	Sandy Springs PAC
				65	Basement Theater
				511	Conant PAC
				70	Dorsey Theater
				150	Norcross Cultural Arts Center
				100	New Dawn Theater
				260	Red Clay Theater
				708	Infinite Energy Center
				4,062	Total Seats
				-1,974	Net Supportable in 2016
				Seats	Planned Venues
				1,000	Johns Creek PAC
				450	Infinite Energy Center Expansion
				5,512	Total Future Seats
				-3,424	Net Supportable

Quantitative Market Demand

To understand the number of supportable seats, based on a 167,903 attendee population, NCG took a 67% potential seating capacity (obtained from national theater surveys) and applied this to the 167,903 supporters, resulting in a total seating capacity of 250,602. Using the national metric of an average of 120 performances per theater, this number is further divided to provide the predicted number of seats supportable in the drive-shed of 2,088. With a total of 4,062 seats currently in the drive-shed market and an additional 1,450 planned, the quantitative market demand is currently saturated, based on national metrics.

Venues with Capacity of 0-99



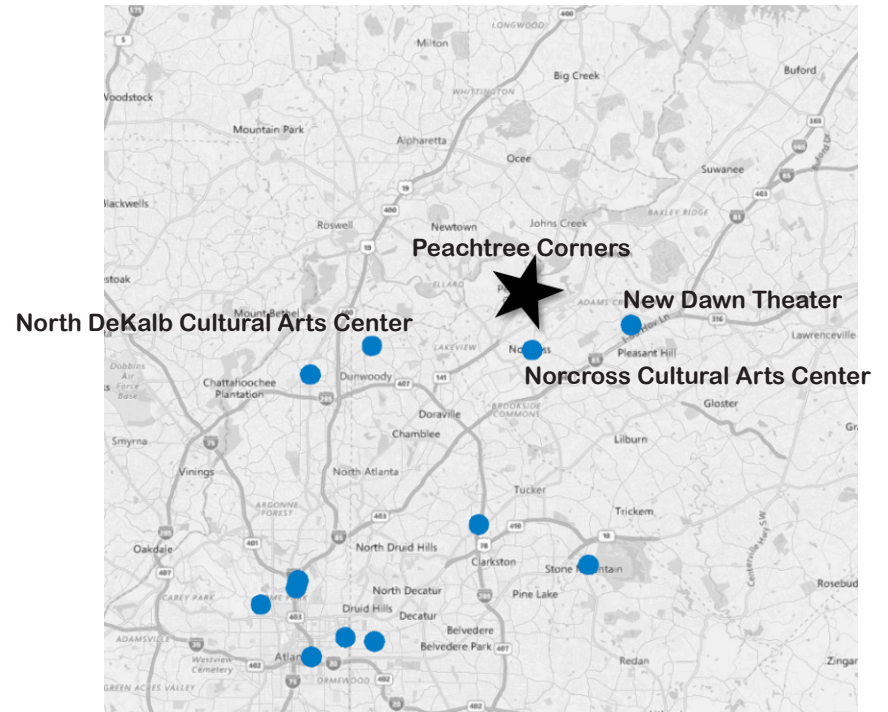
Qualitative Market Demand

While a quantitative market analysis indicates the theater market is saturated, a more thorough understanding of the quality and size of theaters in the area, tell a different story. NCG identified area performing arts center by size and function and determined that there is a gap in the 100-499 seat theater that Peachtree Corners could fill. Following is an analysis of theater by size and quality.

0-99 Seat Theater

The map above shows small performing arts venues with capacities of 0-99 located near Peachtree Corners. These venues are typically small black box theaters, many serving as training facilities for those in the acting/theater industry. While the under 100 seat theater is limited in the Atlanta market, larger facilities will offer more flexibility and will better serve the Peachtree Corners market.

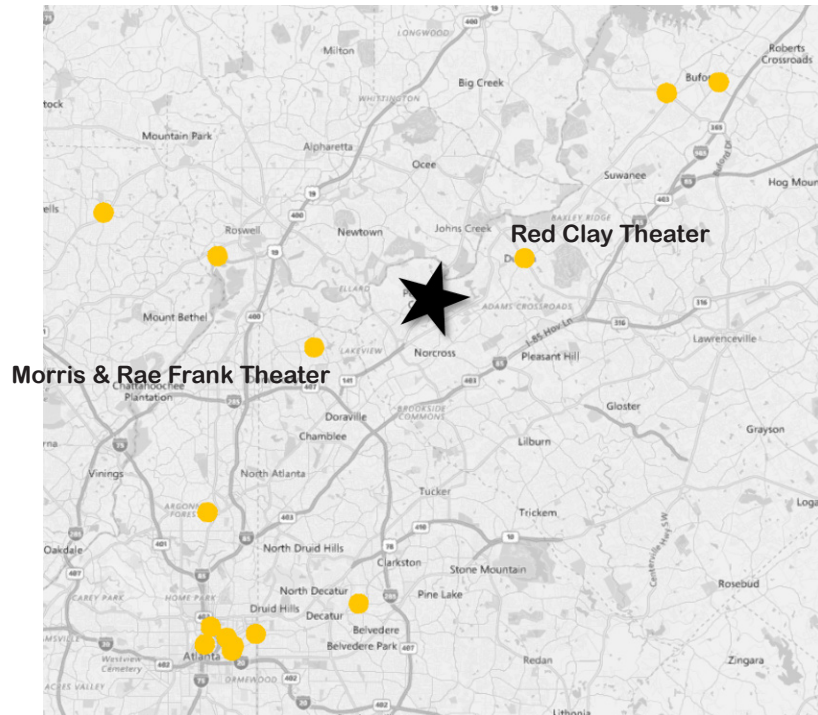
Venues with Capacity of 100-199



100-199 Seat Theater

The map above shows small performing arts venues with capacities of 100-199 located near Peachtree Corners. There is a strong concentration of local community theaters with in-house theater companies, in this category, with the Norcross Cultural Arts Center, New Dawn Theater, and the North DeKalb Cultural Arts Center falling within this range. These theaters are generally older facilities with more community based programming. Considering the lack of product found north of Peachtree Corners, a facility of this size could serve the local community and nearby residents north of the subject area seeking arts & entertainment.

Venues with Capacity of 200-499

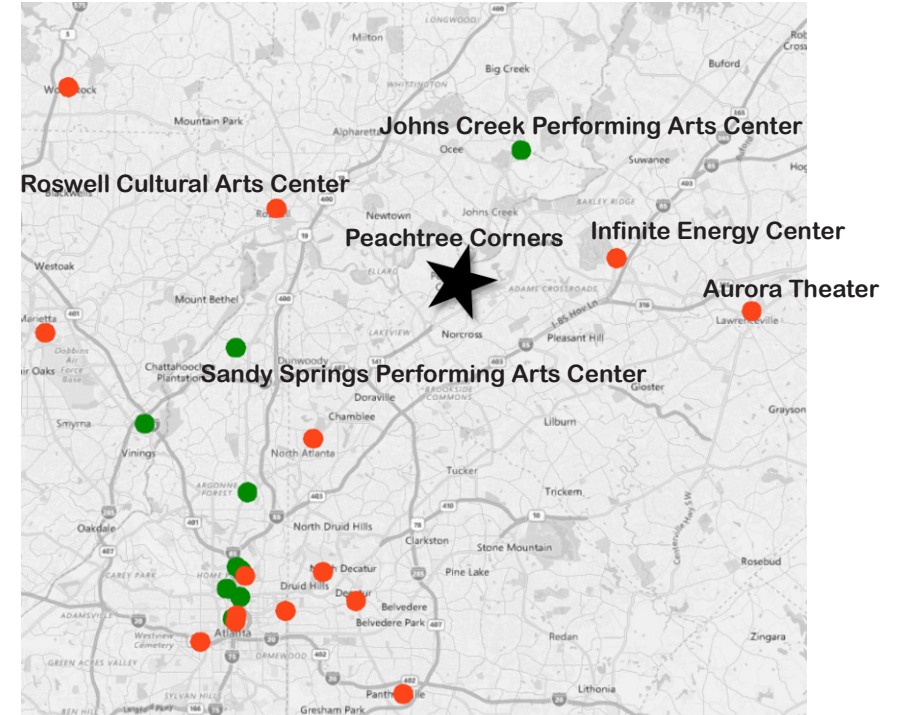


Qualitative Market Demand

200-499 Seat Theater

The map above shows performing arts venues with capacities of 200-499 located near Peachtree Corners. There is a distinct lack of facilities in this size range near Peachtree Corners. In Duluth the Red Clay Theatre/Red Clay Music Foundry is primarily a music facility. The Morris & Rae Frank Theatre to the southeast of the subject area is part of the local Jewish Community Center and focuses on more community-based offerings. Due to limited venues and the focus of the only two nearby venues, there is a gap in this size theater in the community that could also tap into nearby communities as well.

Venues with Capacity of 500+



500+ Seat Theater

The map above shows performing arts venues with capacities of 500-999 (red) and 1,000 or more (green) located near Peachtree Corners. These facilities are primarily regional draws and located in urban cores drawing on tourists, strong brand recognition, and robust business communities. The nearby Infinite Energy Center to the east serves as the regional facility with other facilities to the west serving in similar capacities. Due to the proximity of these large nearby facilities, the new Sandy Springs Performing Arts Center, the planned Johns Creek Performing Arts Center, this market is highly competitive and it is recommended that the Peachtree Corners community does not pursue a theater of this size.

Performing Arts Center market opportunity: 200-500 seat theater

Performing Arts Center Recommendations

A Peachtree Corners Performing Arts Center was the most supported art type by the community. Interviews with area art organizations, who are looking for performance space, also showed high support for a local venue in the 150-500 seat range. This input, along with the market gap analysis, indicates strong support for a 200-500 seat theater. Theaters of this size are lacking in the area, are aging, and/or do not function solely as a theater.

There are many variables that will impact the viability of a performing arts center in Peachtree

Corners. Consideration of the quality of space and performances will greatly impact the success of a theater. It is recommended that the City pursue a feasibility study, similar to a business plan, to determine the financial impacts of a City operated Performing Arts Center. The study should include programming of functional space, programming of performance and artist type, administration needs, and marketing strategies. Funding strategies should also be considered, including City funding mechanisms and potential philanthropists.

To set this theater apart and make it truly “Innovative and Remarkable”, consider the following:

- Site Selection: Walkability to dining and retail will make this a true cultural destination.

- A high quality facility will draw high quality performances.
- A high technology venue will attract innovative performances and can accommodate technology based conferences/lectures.
- Focused and creative programming will draw a consistent audience base and create a marketable brand.
- Consider starting with a small black box theater and outdoor theater performances to test community support and build momentum/excitement.

Georgia ranks 3rd in the nation in movie production

5. Movie Studios/Production

During the 2016 fiscal year, feature film and television productions generated an economic impact of more than \$7 billion for the state of Georgia. According to Governor Nathan Deal, “Georgia’s film industry provides a significant impact on our state’s economy, employing thousands of Georgians while developing infrastructure and boosting small business.”*

Georgian cities such as Senoia (Riverwood Studios) and Fayetteville (Pinewood Studios) have successfully established full service film and entertainment complexes, spurring growth within surrounding markets; this is not the norm within this industry, with very little direct benefit generated.

Additionally, the Cities of Norcross and Doraville are pursuing this market with three studio endeavors; Third Rail Studios in Doraville, Atlanta Filmworks

in Doraville, and Atlanta Media Campus & Studios (OFS) in Norcross (See Figure 3j). This further saturation of industry adds to an already tough competition from established studio complexes.

Movie studios and production companies are driven by the types of space offered. Movie studios require an absolute height minimum of 24 feet and prefer 40 foot clearances, and the column spacing required is a minimum of 50 feet; essentially warehouse spaces. Because the price of building these spaces is cheap many studios are building their own, but require cheap land. These studios generate very little direct benefit to the surrounding markets. Hiring for security and specialized labor and catering are often brought in from outside markets. Many times attracting these studios with State tax breaks, with commitments lasting as long as the benefits last.

Cities that have been able to capture larger market benefits have done so by creating complementary services such housing and educational partnerships with local universities.

Due to the lack of direct economic benefit, and the reliance on state tax incentives, movie studios should not be considered as a high priority. However, studio support spaces, services and amenities would provide Peachtree Corners with a tie-in to this rapidly growing Georgia industry.

Source: Georgia.org. Film Industry Generates More than \$7 Billion for Georgia’s Economy, 2016

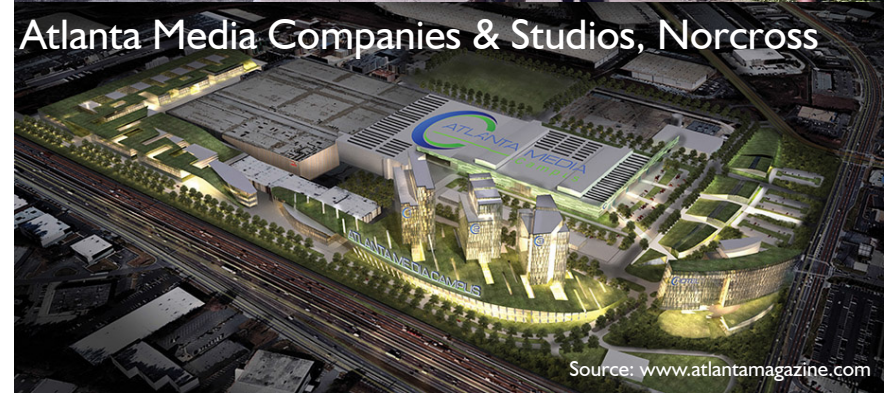


Figure 3j: Movie Studios/production Examples

Site Analysis

Future market demand anticipates county-wide support of a 223 seat theater by 2026. Site considerations are addressed in this section.



Potential Performing Arts Center locations

Potential Locations

Initial Arts Council and consulting efforts have identified five potential locations for a Performance Arts Center venue in Peachtree Corners.

1. Former Fiserv Offices
2. Spalding Woods Village Shopping Center
3. Town Center/Forum Area West
4. Town Center/Forum Area East
5. Technology Park

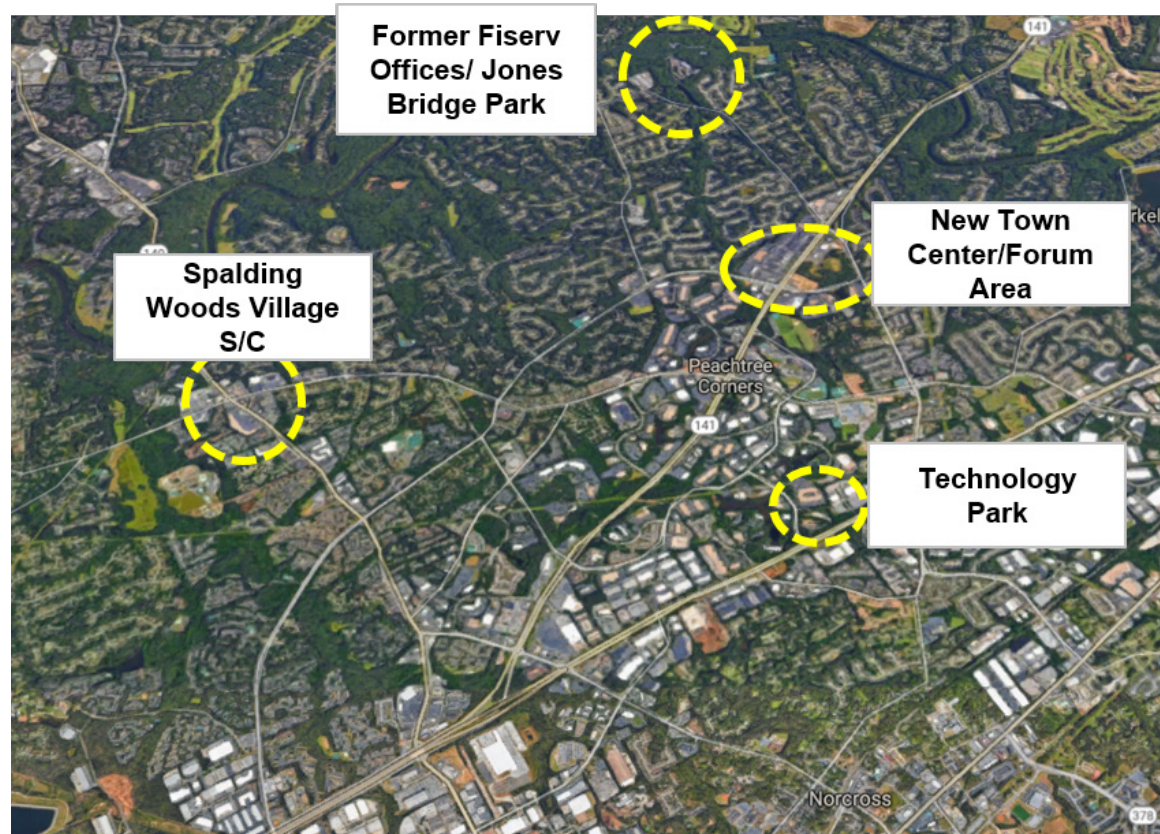


Figure 3k: Potential Performing Arts Center Locations

Former Fiserv Office Property

A large, +/- 96-acre, property with abandoned office buildings and frontage along the Chattahoochee River

Key Strengths

- A large site with room to build.
- Strong natural features, making it unique to Metro Atlanta.
- Arts venue could be a catalyst for redevelopment.
- Better for an amphitheater/outdoor venue.

Key Challenges

- Zoned for office use.
- No dining or shopping inside or near the site.
- Not a walkable location without new development and does not further other City goals -- limited spin-off development potential, outside of site.

Recommendations

- A great natural asset in the Chattahoochee River, but may be too challenging to acquire (cost and size of lot).
- No spin-off potential, outside of the site.
- This area yields potential as an amphitheater site, but not ideal for a Performing Arts Center.



Figure 3I: Views of the former Fiserv campus

Spalding Woods Village Shopping Center

An under-performing 77,000 square foot retail center at Spalding Drive and Holcomb Bridge Roads. This property has high vacancy rates and totals 7.85 acres.



Figure 3m: Views of the Spalding Village Shopping Center

Key Strengths

- Adjacent to existing retail and dining opportunities.
- Good traffic volumes, for visibility.
- Potential redevelopment site.

Key Challenges

- Cost: Shopping center sold in 2016 for \$6.8 million.
- High Vacancy Rates: Vacancies are spread throughout the center and bigger box stores are stable.
- No lodging nearby.
- Site is not as visible as would be preferred for performing arts venue.
- Shopping center structure is not ideal for renovation in a Performing Arts Center - too many columns and low roofs.

Recommendations

- May be too expensive to acquire and too challenging for development/redevelopment making this site less than ideal for a Performing Arts Center.

Town Center/Forum Area West

A 6.8 acre vacant tract that runs from Peachtree Parkway to Peachtree Corners Circle and runs along a creek/river.

Key Strengths

- High visibility area with great traffic volumes.
- A more walkable location.
- Large dining, entertainment, and shopping base already built-in.

Key Challenges

- Floodplain issues.
- Potential need for excess acres from adjacent sites.
- Would likely require greater infrastructure spending to "tame" Peachtree Parkway and Peachtree Corners Circle.

Recommendations

- Examine floodplain boundaries and determine size of usable land to determine suitability.
- Consider safe pedestrian access across Peachtree Parkway and Peachtree Corners Circle.



Figure 3n: Aerial view (West), concept drawing of the Town Center, and image of The Forum

Town Center/Forum Area West

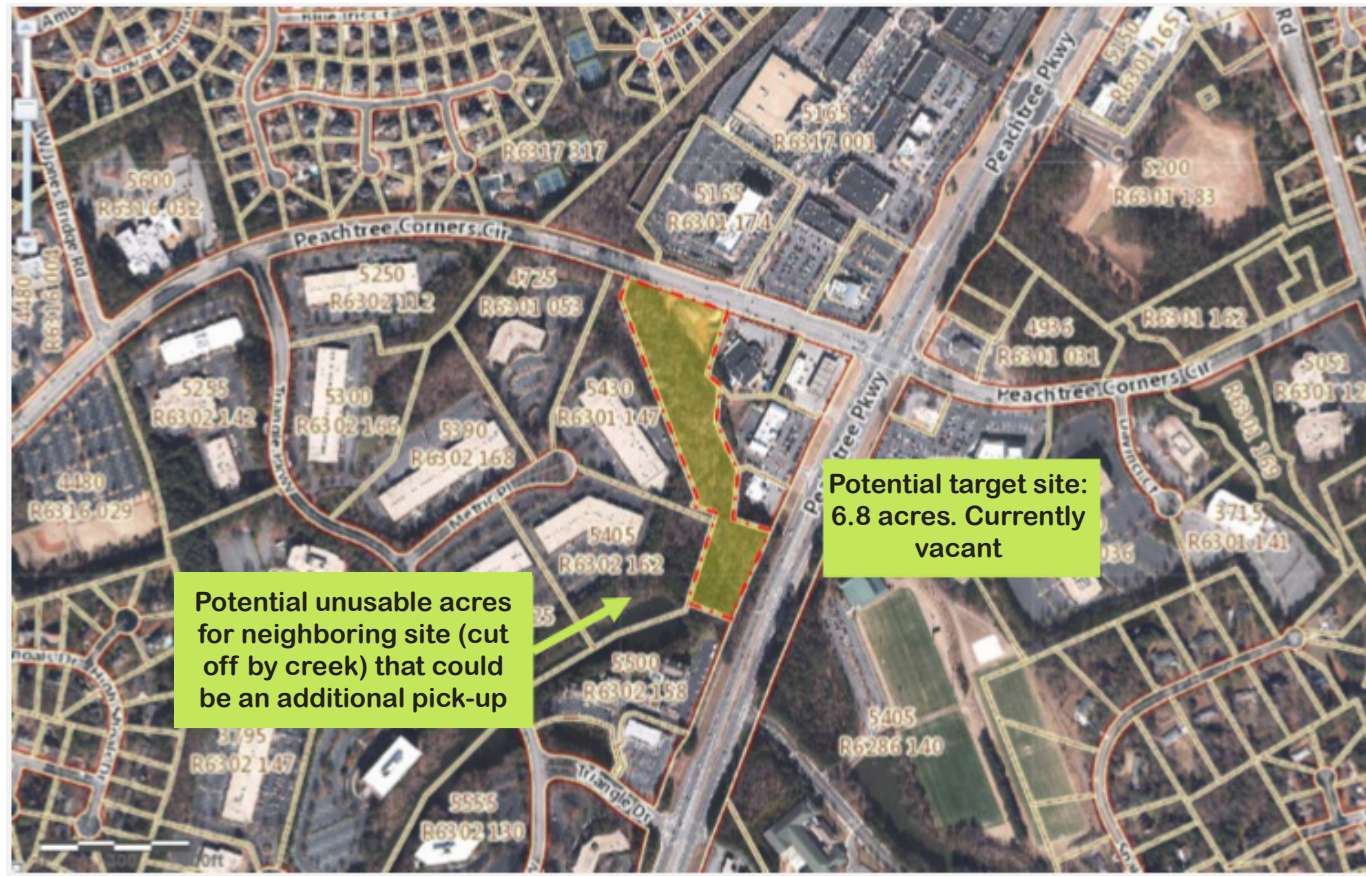


Figure 30: Enlarged aerial view of the Town Center/Forum Area West

Town Center/Forum Area East

An under-performing office building sitting on 6.9 acres on Peachtree Corners Circle.

Key Strengths

- Potentially walkable to new Town Center project.
- Good traffic volumes and large site.
- Adjacent lake creates scenic/outdoor arts potential.

Key Challenges

- Abuts residential land along Medlock Bridge.
- Buyout of office not cheap.

Recommendations

- Investigate potential opportunity for purchase pending opportunities with Forum Area West.



Figure 3p: Aerial view (East), concept drawing of the Town Center, and image of The Forum

Technology Park

Aging suburban campus park with some buildings transitioning from conventional offices spaces to other uses.

Site ranges from 1 to 5+ acres with a key vacant building at Peachtree Industrial and Technology Parkway (in circle).



Figure 3r: Views of Technology Park

Key Strengths

- Potentially highly visible properties.
- Opportunities to tie into existing trail system.
- Little conflict with surrounding uses.
- Highly central and visible location.
- Close to City buildings/investments.
- Increased opportunity for collaboration between arts and technology.

Key Challenges

- Office buildings not well-suited for a Performing Arts Center.
- Park is not under one ownership, but many
- Likely to require structured parking and high land costs (\$4 million or more).

Recommendations

- Arts Center could work on the right property for the right cost.
- Also consider non-residential, artist lofts for working artist.

Technology Park



Vacancy, Rents, & Recent Sales

The Technology Park area has experienced some vacancies and flattened lease rates.

Technology Park is not under one ownership so acquiring property in this area might require additional time and money to be done on a parcel-by-parcel basis.

Recent sales of office buildings provided insight into potential area pricing (Figure 3s). Prices range from \$44.97 - \$185.42 per square foot, with an average price of \$102.11 per square foot. These prices are below comparable office parks, such as the I-85/Duluth office area and Johns Creek.

Recent Sales				
	Sale Date	Address	Sale Price	Price / SF
1	1/3/2017	107 Technology Parkway	\$2,864,981	\$66.95
2	12/20/2016	40 Technology Parkway South	\$2,500,000	\$68.98
3	9/19/2016	275 Scientific Drive	\$9,275,000	\$178.13
4	9/19/2016	5448 Spadling Drive	\$2,225,000	\$185.42
5	8/2/2016	35 Technology Parkway South	\$11,300,000	\$44.97
6	7/7/2016	135 Technology Parkway	\$1,155,000	\$68.21
Average:			\$4,886,664	\$102.11
Peachtree Corners Overall				\$109.65
I-85/Duluth				\$117.05
Johns Creek				\$177.11

Figure 3s: Technology Park Aerial & Recent Sales Table

CITY OF PEACHTREE CORNERS

Arts & Culture Master Plan



ARTS & CULTURE

The City of Peachtree Corners aspires to define itself as a place where the arts thrive & creative industries are cultivated.

This Master Plan supports this aspiration by providing strategic direction for the creation and sustainability of Arts & Culture in this City.

Recommendations

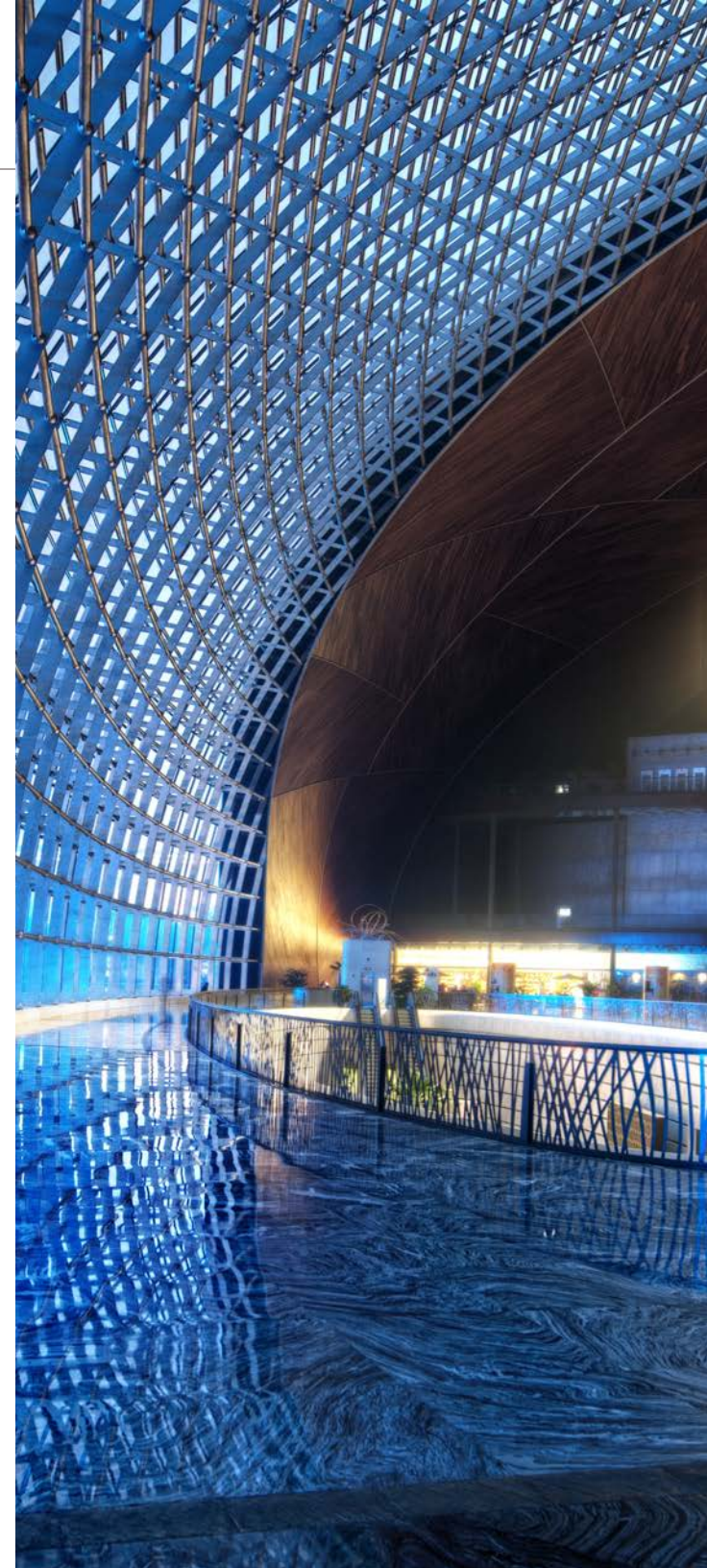


Recommendations

Key recommendations are presented on the following pages. These recommendations are a result of community input and market understanding to provide the most suitable recommendations for the City of Peachtree Corners. Additionally, each recommendation is vetted for compliance with the city slogan, “Innovative & Remarkable” to make sure it helps to build the city’s branding and identity. Through this effort the city and the Arts Council will have greater direction to begin planning for improved quality of life, using Arts & Culture to promote experiences that are meaningful and relevant to residents and visitors, alike. The following recommendations are presented in ranking order with the most suitable options being presented first. Key recommendations include:

- 1. Performing Arts Center*
- 2. Cultural Events & Festivals*
- 3. Public Art*
- 4. Arts Programming*

Each recommendation includes options for implementation. Options are also prioritized, based on what is most feasible for the City of Peachtree Corners at this time.



Recommendation I: Performing Arts Center

I. Performing Arts Center

The desire for a Performing Arts Center was the most commonly heard request from community and Arts Council input. A Performing Arts Center provides a venue for residents and visitors to enjoy an array of professional performances from theater to dance. Performing Arts Centers can also accommodate community performers in need of space to share their art at a local level. A good Performing Arts Center can also benefit a community as a place-making strategy - branding an identity of Arts & Culture in Peachtree Corners. Per the market analysis, demand for a Performing Arts Center is anticipated to grow over the next 5 years, as population increases. Peachtree Corners is recommended to begin the process of programming and site selection near term to capture this demand.

In this section, several alternatives are presented for a Performing Arts Center that would best suit the City of Peachtree Corners community.

These alternatives include, in prioritized order:

- **Option A:** Build a Theater/Performing Arts Center that is operated by the city.
- **Option B:** Build a Theater/Performing Arts Center with a Resident Repertory Company.
- **Option C:** Build a Local “Community Center” that is operated by the city.
- **Option D:** Develop a Visual Arts Center and Studios.
- **Option E:** Investigate the possibility of developing a Performing Arts Theater within the CineBistro.

“Art is key to developing a City’s personality, it adds dimension and life.”

- Hudgens Center

Performing Arts Center

Option A:

Build a City-Operated Performing Arts Center

A city-operated theater facility relies on city control of programming, operations, and maintenance. This option is advisable prior to finding a successful resident company to take over this responsibility. The city will be responsible for scheduling shows with professional companies, as well as, community use. It is recommended that the city join a state-wide booking consortium, such as Georgia Presenters. As this facility is operated by the city, the opportunity to include other community uses is encouraged, such as community meeting space and/or ballrooms/banquet rooms for community rental.

Operation

Operation and maintenance would be the sole responsibility of the city. It is recommended that the city assign 2-3 staff to operate and program the theater.

Case Study

The Buford Community Center is located in Buford, Georgia. The community center is owned and operated by the city. The center has 3 full-time staff members, a director, event manager, and theater manager. The community center includes a 274 seat theater, banquet rooms, meeting rooms, offices, and an outdoor amphitheater. The city's general funds covered new building construction

costs, as well as two-thirds of the annual operation and maintenance fees. The remaining one-third of operation and maintenance is covered through the center's revenue - rentals of the banquet rooms and theater, along with ticket sales.

Venue

The venue is recommended to include:

- 150 - 400 seat theater
- 50 - 100 seat black box theater
- Rehearsal space
- Meeting Rooms
- Event Space (banquet rooms).

Sylvia Beard Theatre at the Buford Community Center



Location Criteria

Site Analysis, as discussed in the Market Analysis section led to the recommendation of two potential sites:

- A. Town Center
- B. Technology Park

Walkable access to restaurant/retail destinations will complement the theater and enhance economic growth at the selected site.

Location A: Town Center

The Town Center area is desirable for a theater as it already has access to restaurants/retail for patrons to visit before and after a show. The development of a theater, here, would have great opportunity for spin-off development to provide complimentary uses.

Location B: Technology Park

While Technology Park does not have the desired restaurant/retail, it could attract more spin-off development. Additionally, a location in Technology Park would allow the theater to partner with technology companies and Prototype Prime, leading to the potential for innovative performances.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- City Bonds such as SPLOST funds
- Dedicated funding from hotel/motel taxes.

- 1% of development fee for the arts.

- “Fundraising”

Remarkable & Innovation

To make this Performing Arts Center innovative and remarkable, it is recommended to build a state-of-the-art, high tech theater. For example, providing innovative projection technology and lighting.

Performing Arts Center

Option B:

Build a Theater/Performing Arts Center operated by a Resident Repertory Company

A Performing Arts Center operated by a resident repertory company provides a venue for the resident company to perform, throughout the year, as well as rent to professional productions. This would provide year-round professional theater/dance/music to the community.

Operation

Operation and maintenance eventually would be the responsibility of the resident company. To attract a resident company, the city is encouraged to provide incentives, such as the land and/or building free of charge.

Case Study

Aurora Theatre resides in Lawrenceville, Georgia. The City of Lawrenceville provided the theater to Aurora for free. The Aurora Theatre Company held a capital campaign to raise funds for renovation of the theater space. They operate and maintain the theater. Aurora's success has grown and they are in the process of building an additional 500 seat theater.

Venue

The venue is recommended to include:

- 150 - 500 seat theater
- 50 - 100 seat black box theater
- Rehearsal space

Aurora Theatre



Location Criteria

Similar to Option A Site Analysis, as discussed in the Market Analysis section led the recommendation of two potential sites:

- A. Town Center
- B. Technology Park

Walkable access to restaurant/retail destinations will complement the theater and enhance economic growth at the selected site.

Location A: Town Center

The Town Center area is desirable for a theater as it already has access to restaurants/retail for patrons to visit before and after a show. The development of a theater, here, would have great opportunity for spin-off development to provide complimentary uses.

Location B: Technology Park

While Technology Park does not have the desired restaurant/retail, it could attract more spin-off development. Additionally, a location in Technology Park would allow the theater to partner with technology companies and Prototype Prime, leading to the potential for innovative performances.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- City to provide the building and/or land as an incentive to attract resident theater company.
- Resident Company to fund all operations.

- Form a partnership with the Resident Company to fund the cost of a new building or renovation.

Remarkable & Innovation

To make this Performing Arts Center innovative and remarkable, it is recommended to build a state-of-the-art, high tech theater. For example, providing innovative projection technology and lighting.

Performing Arts Center

Option C:

*Build a City-operated
“Community Center” (with
arts incorporated)*

This third option is more focused on multi-use community spaces, as opposed to a professional theater space - as described in Options A & B. The theater component, in this case, would be within a multi-purpose room that includes a stage. The room would be open, with no fixed seating, to be used for multiple functions, from a dance studio to community meetings to a wedding to bringing in seats for a local theater production. Additional multi-function rooms for art classes, computer classes, and community meetings would provide much needed space for local artists, senior programming, and meetings.

Operation

Operation and maintenance would be the responsibility of the city. Co-programming could occur with the County so an operation partnership should be explored.

Case Study

Southwest Fulton Performing Arts Center includes a 200 seat theater in a multipurpose room (chairs not fixed), instructional classrooms, and a dance studio. This facility is operated and maintained by Fulton County. Six staff members manage operations and programming full time.

Venue

The venue is recommended to include:

- A theater in a multi-purpose room, which could be rented for events - community meetings, weddings, birthdays.
- Community Meeting Rooms
- Classrooms



Location Criteria

Similar to Options A & B Site Analysis, as discussed in the Market Analysis section led the recommendation of two potential sites:

- A. Town Center
- B. Technology Park

Walkable access to restaurant/retail destinations will complement the theater and enhance economic growth at the selected site.

Location A: Town Center

The Town Center area is desirable for a theater as it already has access to restaurants/retail for patrons to visit before and after a show. The development of a theater, here, would have great opportunity for spin-off development to provide complementary uses.

Location B: Technology Park

While Technology Park does not have the desired restaurant/retail, it could attract more spin-off development. Additionally, a location in Technology Park would allow the theater to partner with technology companies and Prototype Prime, leading to the potential for innovative performances.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Private developer funds may be possible if built as an amenity/anchor for new development.
- Parks Department funding

- YMCA Partnership
- SPLOST funds

Remarkable & Innovation

To make this Performing Arts Center innovative and remarkable, it is recommended to build a state-of-the-art, high tech theater. For example, providing innovative projection technology. Consider integration with Prototype Prime in terms of Technology-based training courses held in classroom space.

Performing Arts Center

Option D:

Build a Visual Arts Center and Studios

This art center differs from previous options in that it does not incorporate a theater stage. Instead the visual arts center provides studios and classrooms for art production and training. Artists may rent studio space for personal use, while classroom spaces are utilized for visual arts courses.

Operation

The facility is proposed to be operated and maintained by the city. Consider operation partnership with Gwinnett County as well.

Case Study

First City Art Center is a visual arts center in Pensacola, Florida. The center is a “Hatchery” for many forms of art creation, including glass, pottery, music, and visual arts. The center offers working artists private and shared studio space for rent, as well as classroom rentals for classes, workshops, and art parties. Ceramic and glass-blowing studios are also available for rent. The center houses any workshops and events to engage the community. First City Art Center is a non-profit organization,

supported by membership fees, donations, and sponsorships. One full-time staff person along with art instructors operate the center.

Venue

The venue is recommended to include:

- Private and shared artist studios.
- Classroom space

Pickneyville Park Community Recreation Center



Location Criteria

Walkability to restaurants and retail are not as important for this art center, as it is for a theater - where patrons are looking for places to go before and after a show. More important to this facility is access to nature as arts programming and classes can be enhanced through access to the outdoors. Two locations have been recommended:

- A. Technology Park
- B. Fiserv Site

Location A: Technology Park

Technology Park is known for its access to trees and ponds, making it an ideal site to connect arts and nature. With the addition of the new trail, nature access is enhanced. Also, a location in Technology Park allows for collaboration between a visual arts center and Prototype Prime - encouraging arts and technology growth.

Location B: Fiserv Site

Access to the Chattahoochee River and natural tree canopies makes this site ideal for a visual arts center. Consider this center as part of a private redevelopment strategy, as this community use could be an anchor for successful redevelopment.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Private developer funds may be possible if built as an amenity for new development.
- Parks Department funding
- SPLOST funds

Remarkable & Innovation

Incorporate technology into arts courses. A location near Prototype Prime could help spur innovative technology driven arts.

Performing Arts Center

Option E:

Retrofit a CineBistro theater into a Performing Arts Theater

Option E recommends that one of the theater spaces within the new Town Center CineBistro be built to accommodate movies, as well as the performing arts, theater, dance, and music. This recommendation is listed last as it is the most challenging. The performing arts stage will require back of house functions - dressing rooms, storage, etc. - as well as orchestra pit and ample stage depth. Scheduling may also create a challenge as performance times will likely conflict with movie showing times - weekend evenings.

Operation

CineBistro will operate and own the facility. The City will assist with programming for theater performances.

Case Study

Unknown

Venue

Retrofit a movie theater within CineBistro. Theater to accommodate movies and performing arts. Back of the house functions, such as dressing rooms and storage, will be necessary.

Location

Within the CineBistro in the new town center.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Hotel/motel taxes to supplement additional design/build costs.
- 1% development fee for the arts.
- SPLOST funds

Remarkable & Innovation

This option would be one of a kind, as this is not a common model - making it innovative and remarkable.

CineBistro Experience



Recommendation 2: Cultural Festivals/ Events

Cultural Festivals/Events

Cultural festivals and events are often employed within a city to help shape city identity and image, provide social opportunities for residents, and help stimulate the local economy.* Events and festivals provide a connection to place that transforms physical space into a cultural anchor within the community. To install this sense of place, Peachtree Corners is encouraged to pursue unique and innovative festivals/events that can create identify and attract visitors.

As a part of this second recommendation, several alternatives are presented for festivals and events that would best suit the city.

The alternatives, in priority recommendation order, include:

- **Option A:** Arts/Technology Innovation Festival
- **Option B:** Music Festival
- **Option C1:** Shakespeare in the Park
- **Option C2:** Theater Festivals
- **Option C3:** Film Festival
- **Option C4:** Temporary Performances
- **Option D:** Local Arts Festivals

“Cultural Festivals and Events represent a way of selling a city ‘as a product’, by attracting tourists, as well as, industries and investments.”

- Y. Liu

Peachtree Corners Festival



Source: www.peachtreecornersfestival.com

Cultural Festivals/Events

Option A:

Arts/Technology Innovation Festival

An Arts/Technology Innovation Festival showcases the intersection of arts, technology, and science with technology-based art installations/exhibitions. Types of exhibits may include a sculpture that lights up or plays music when you touch it or a digital art piece that changes color in response to movement. A weekend long festival can attract local and regional visitors to Peachtree Corners. This festival is listed first in the cultural/festival events recommendations because it brings a unique festival type, one that does not exist in this region, to the community while highlighting the technology-driven identity of Peachtree Corners on a creative platform.

Operation

The City of Peachtree Corners is encouraged to partner with a festival production company. Prototype Prime should be included to help connect local artists to technology experts. The city and Prototype Prime could form a selection committee to identify artists. Artworks Gwinnett can assist with marketing.

Case Study

Ingenuity Festival is held annually in Cleveland, Ohio. Their mission is to ignite the creative space where the arts, science, and technology intersect. The first Ingenuity Fest drew more than 30,000 people. A 2009 report, found that this festival had a regional economic impact of \$4.5 million.



Location Criteria

Indoor and outdoor spaces within walking distance of each other. A connection to nature could add a unique touch, possible locations include:

- A. Technology Park
- B. Jones Bridge Park or the Former Fiserv Site

Location A: Technology Park

Technology Park is a natural site for the Arts Innovation Festival as the event focuses on the connection between art and technology. Additionally, this site has ample indoor and outdoor space and a strong connection to nature.

Location B: Jones Bridge Park or Fiserv Site

Jones Bridge Park or the former Fiserv Site provide unique settings for this festival with access to nature and the Chattahoochee River.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Event ticket sales
- City to utilize liquor license to sell alcohol at event and make back money invested.
- City to provide or find land that can be provided at no cost.

- 1% development fee to the arts.
- Hotel/motel taxes

Remarkable & Innovation

This type of festival is not showcased in the region, making it a unique pursuit, unique to Georgia. Innovation inherently abounds at an Arts/Tech Innovation Festival, as work is showcased that pushes the boundaries of technology and science.

Cultural Festivals/Events

Option B:

Peachtree Corners Music Festival

In researching existing area events, no known large music festivals were observed in Peachtree Corners or neighboring communities. This recommendation encourages the city to build from the success of the Friday Night Concert, during the Peachtree Corners Festival, to implement a 2 - 3 day music festival to draws regionally.

Operation

It is recommended to hire a music festival production company, who would operate the event. The city can work with this company to include regional artists. Prototype Prime is encouraged to be involved to bring innovative technology ideas to the festival. Artworks Gwinnett can assist with marketing.

Case Study

Shaky Knees is an annual 3-day music festival that takes place in Atlanta, Georgia. Shaky Knees draws over 30,000 attendees over the 3-day period. National acts draw attendees regionally.

Venue

Large outdoor space, remote from neighborhoods.

Location Criteria

A location on the river would create a unique experience for festival goers. Potential locations include:

- A. Jones Bridge Park or the former Fiserv site
- B. Technology Park

Atlanta Jazz Festival



Location A: Jones Bridge Park or the Former Fiserv Site

Jones Bridge Park and the former Fiserv site provide a unique setting on the river. Locations closer to the river provide less interference with residential neighborhoods.

Location B: Technology Park

Technology Park's ponds and tree canopy can also provide a unique, natural environment for a music festival. Technology Park is segregated from most residential neighborhoods, diminishing noise concerns.

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Event ticket sales.
- City to utilize liquor license to sell alcohol at events and make back money invested.
- City to provide or find land that can be provided at no cost.
- 1% development fee to the arts
- Hotel/motel taxes.

Remarkable & Innovation

To make this music festival Innovative & Remarkable work closely with technology companies and Prototype Prime to develop apps and games associated with the festival. Additionally, a music festival that promotes performance based musicians could show how performance arts and music intersect.

Cultural Festivals/Events

Option C I:

Shakespeare in the Park

Shakespeare in the Park is a term used for outdoor festivals that feature only works written by William Shakespeare. With a strong interest in theater and writing in Peachtree Corners, a Shakespeare in the Park event may be a natural fit. Consider hosting a Shakespeare week - invite a Shakespeare Company to provide educational opportunities at local schools during the week, followed by weekend performances by the Company in park space in the city.

Operation

The educational component and performance would be produced by a Shakespeare Company. Partnership with the city and schools will be key, as the city can provide performance locations and the schools can provide the educational platform. Artworks Gwinnett can assist with marketing.

Case Study

Atlanta Shakespeare Tavern, located in downtown Atlanta, Georgia, provides education workshops and has the capability to travel for performances.

Venue

An outdoor amphitheater is ideal, but performances could be accomplished in a park setting.



Location

Potential locations include:

- A. A site with a view of the Chattahoochee River: Jones Bridge Park or former Fiserv site
- B. Technology Park, along the trail.
- C. Town Center Green/Amphitheater

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Event ticket sales.
- City to utilize liquor license to sell alcohol at events and make back money invested.
- “Friendraising”
- 1% development fee to the arts
- Hotel/motel taxes.

Remarkable & Innovation

This event could be remarkable based on its setting. Views of the Chattahoochee River would make for a unique setting. As Shakespeare in the Park is not commonly done in the region, it would be a new and innovative event.

Cultural Festivals/Events

Option C2:

Theater Festival

A Theater Festival brings multiple theater production within an area, at multiple venues for a 3-day weekend or on entire summer. This type of festival may include training for aspiring young theater students and/or a theater artist-in-residence - who are tasked with developing a production over the summer, to be revealed to the public at the end of their program.

Operation

Consider using a production company to run the event with close partnership with the city and local schools. Artworks Gwinnett can assist with marketing.

Case Study

Chautauqua Theater Company is located in Chautauqua, New York and conducts an 8-week summer program. Training and education for emerging artists follow this timeline, while several professional plays are performed.

Venue

Indoor theater venues along with outdoor amphitheater spaces.

Indoor Theater Festival



Location

Consider the use of existing community theaters and the future Performing Arts Center. Use of school theaters will need to be closely coordinated with school programming - making summer months ideal. Potential locations include:

- A. Wesleyan Theater
- B. Norcross High School Theater
- C. Duluth High School Theater
- D. Greater Atlanta Christian Theater
- E. Future Performing Arts Center
- F. Town Center Amphitheater

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Event ticket sales.
- City to utilize liquor license to sell alcohol at events and make back money invested.
- “Fundraising”
- Hotel/motel taxes.

Remarkable & Innovation

As a new festival type in the Atlanta area, this festival will be innovative. Attract remarkable productions to make this a desired event.

Cultural Festivals/Events

Option C3:

Film Festival/Movie Premiere

Consider the use of CineBistro for a local film festival and/or as a location for locally filmed, movie premieres. Additionally, consider utilizing CineBistro for Met live streaming shows. The Metropolitan Opera live streams performances several times a year, in select theaters around the country.

Operation

CineBistro will operate in close partnership with the city. Consider the development of a film festival committee to assist in logistics, marketing, and film selection. Artworks Gwinnett can assist with marketing.

Case Study

The Savannah Film Festival is an eight day festival hosted by the Savannah College of Art and Design. Over 50,000 people attend the festival annually. In addition to film screenings, the festival incorporates workshops, panels, and lectures.

Venue & Location

CineBistro in the new town center. As a Performing Arts Center is built, consider use of this facility as well.

Film Festivals/Movie Premieres



Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- CineBistro to sponsor.
- Hotel/motel taxes.
- Private sponsors.
- “Fundraising.”
- 1% development fee to the arts.

Remarkable & Innovation

The selection of films will be important, to draw remarkable and unique screenings.

Cultural Festivals/Events

Option C4:

Temporary Performances

To enliven public space within the City of Peachtree Corners, temporary outdoor performances are recommended. Performances may include dance, music, live painting, among others. Performances are a short-term or one time event.

Temporary performances are encouraged in active public spaces, such as the new Town Green. Types of performances could include a site specific dance, a local garage band, or an artist creating a painting in front of an audience.

Operation

City to coordinate with existing performance groups both locally and regionally. The city should work with local property owners and/or provide public space for performances. Artworks Gwinnett can assist with marketing.

Case Study

gloATL is an Atlanta based dance group who performs site specific and inspired dance performances, throughout the region.

Venue & Location

Outdoor, public and visible locations are encouraged. These types of events can draw people to an area they might not otherwise frequent, so this can be used as a tool to draw people to a new development, such as Town Center or the new trail in Technology Park. Access to nature and a beautiful, natural backdrop may inspire performances, as well.

Potential locations include:

- A. On the Town Green Amphitheater.
- B. In Technology Park along the new trail.
- C. Jones Bridge Park.
- D. The Forum



Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Hotel/motel tax.
- Private sponsors.
- 1% development fee to the arts.
- “Fundraising.”

Remarkable & Innovation

Draw innovative performers to Peachtree Corners.
Consider unique and naturally beautiful locations.

Cultural Festivals/Events

Option D:

Local Arts Festivals

A Local Arts Festival brings together professional and craft artists to sell their work during a 2-3 day festival. Associated activities, such as music and craft stations, are usually included as well. This recommendation is listed as a low priority as several art festivals exist in and near Peachtree Corners - saturating the market demand. Wesleyan School hosts an annual Artist Market; Norcross, Johns Creek, Dunwoody, Sandy Springs, Suwanee, and Alpharetta all host arts festivals organized by Art Splash.

While the traditional art and craft festival market is saturated, the city is encouraged to pursue unique arts-based events, such as those listed previously - an Arts/Technology Innovation Festival, a Music Festival, etc. Arts based events could also include an evening Farmers' Market, focused on the culinary arts, with live entertainment on the Town Green; a lantern festival on a Tech Park pond; or an Art in the

Park event on the Town Green - where artists are invited to create art during the day while attendees watch or join in, accompanied by live music and entertainment.

Operation

Consider an outside production company such as Art Splash, who runs several area art festivals.

Case Study

Wesleyan Artist Market is held at the Wesleyan School in Peachtree Corners, annually. The school curates which artists are invited. 95 artist booths sell fine art, with a portion of all sales going towards supporting arts education at Wesleyan School. The event is free to the public.

Venue

Outdoor area, large enough to hold 50+ booth/tents with nearby access to parking.

Arts Festivals



Location Criteria

Large flat open space with access to parking. Due to the size and flexible nature of these festivals, location can vary based on the programmatic elements.

Potential locations include:

- A. Norcross High School
- B. Jones Bridge Park
- C. Town Center
- D. Technology Park

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- Event ticket sales.
- Private sponsors.
- 1% development fee to the arts.
- Hotel/motel tax.

Remarkable & Innovation

As the area has so many art festivals already, it may be difficult to stand out. If this festival type is pursued, it would need to be one of the best.

Recommendation 3: Public Art

Public Art

Public Art can be described as any planned exhibit of work, using any media that is created with the intention of being staged in public spaces. Public art has the ability to express community values, enhance environment, and transform landscape permanently or as temporary installations.

Public art can also be used in place-making to create landmarks, provide a sense of physical orientation, and signal arrival at an important location.

A public art program can be a part of the Arts Council's responsibility. An artist/art selection criteria and process will be key to the implementation.

Four public art forms are recommended in this section based on community feedback. They are ranked below, with Option A being the most desired type of public arts:

- **Option A:** Functional Art
- **Option B:** Interactive Art
- **Option C:** Sculptural Art
- **Option D:** Mural Art

“Public art is a part of our public history, part of our evolving culture and our collective memory. It reflects and reveals our society and adds meaning to our cities. As artists respond to our times, they reflect their inner vision to the outside world, and they create a chronicle of our public experience.”
- Penny Balkin Bach



Public Art

Option A:

Functional Art



Functional Art refers to aesthetic objects that serve a utilitarian purpose, such as artistic benches, street lights, bike racks, crosswalks, and gateways. Functional art was the most preferred type of public art by the Peachtree Corners Community.

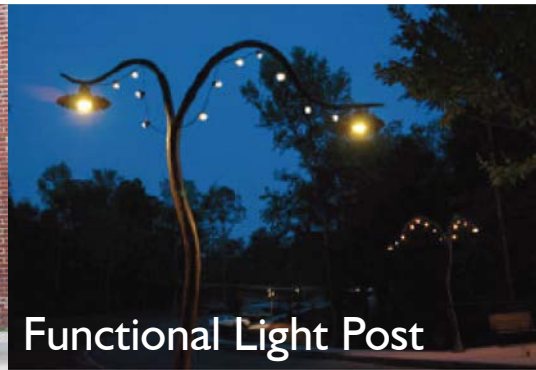
Functional art can provide place-making and branding for the city. Installing the same uniquely designed street light or bench throughout the city, at major entrances and along major corridors, instantly showcase to visitors that they have arrived in a new place - Peachtree Corners. Gateway art at key entrances into the city can also provide this sense of arrival and welcome visitors and residents alike into a new community.

Operation

Functional Art should be a City led capital project to update street furniture and lighting. New private developments can partner with the city to help fund and install chosen designs. A selection committee, the Arts Council should be enabled to commission artists for design work.

Case Study

Serenbe in Chattahoochee Hills, Georgia has emphasized art in public infrastructure, such as street lights and benches, creating a true identity for the community.



Locations

Consider locations where visible branding is important. Key areas to consider include:

- A. New Town Center
- B. Major Corridors and Gateways
- C. Technology Park
- D. Along the new trail
- E. In City Parks
- F. At the Forum

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- SPLOST funds.
- “Fundraising.”
- Arts Grants
- Tax allocation District (TAD)
- A 1% Development fee for the Arts

Remarkable & Innovation

Consider technology in the design of functional art, such as solar lighting and interactive technology - a bench that lights up when someone sits on it. Encourage remarkable design.

Public Art

Option B:

Interactive Art



Interactive Art involves the spectator in a way that allows the art to achieve a designed purpose. Examples include sculptural playground equipment and public art installations that respond to the movement or touch of the audience. This was the second most liked public art type by the community.

Interactive art installations can help to define an identity and sense of place for a community, providing memorable and unique experiences that are linked to a specific place. Interactive art could be incorporated into the Town Center or along the new trail to draw residents and visitors to create memories in these new Peachtree Corners' public spaces.

Operation

Interactive Art should be a City led initiative with Arts Council support. The Arts Council can select artists and designs and assist with implementation.

Case Study

The Montreal bus stop swings light up and play music as people swing. The swings are located next to a bus stop to allow riders a seat and artistic fun.



Locations

Consider public locations where people walk and/or pause at, such as:

- Town Center
- Trails
- Parks
- Bus Stops
- The Forum
- The future Performing Arts Center

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- SPLOST funds
- “Fundraising.”
- Arts Grants
- A 1% Development fee for the Arts

Remarkable & Innovation

Incorporate technology into interactive art to create a unique experience.

Public Art

Option C:

Sculptural Art

Sculptural Art is 3-Dimensional (3-D) art. This art can be created through carving, modeling forms through adding material, or by 3-D printing. Sculptural art was selected as the third most desired type of public art.

Sculptural art can also be used to create landmarks throughout the community to establish unifying features, help create identity, and anchor unique spaces.

Sculptural art can serve as focal points at important intersections, gateways at City entrances, and markers at key locations. They can provide unique identifications for places and they can also innovate specific themes in various locations.

Operation

Sculptural Art can be a product of a City initiative, if within public space, or installed by a private developer, on private property. Regardless, an art selection committee, such as the Arts Council, is recommended to guide the style and type of art.

Case Study

The City of Norcross Arts Commission is working on implementing two sculptural pieces, one in Lillian Webb Park and the other at the Eastern Continental Divide. The Commission held public meetings to ensure community support of the selected design. City Council then provided final approval to move forward with implementation. 1% of Parks Department fee dedicated to the arts helped fund these new sculptures.

Sculptural Art



Locations

Consider highly visible locations where a sculpture could enhance community identity. Sites to consider include:

- A. Town Center
- B. Gateways into the city
- C. Along the new trail
- D. The future Performing Arts Center
- E. At heavily traveled intersections

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- SPLOST funds
- “Fundraising.”
- Arts Grants.
- Private Development.
- A 1% Development fee for the arts.

Remarkable & Innovation

Select art and artists that produce innovative arts and designs.

Public Art

Option D:

Mural Art

A Mural is a piece of artwork that has been painted or applied directly on a wall, ceiling, or other permanent surface; they are often incorporated with architectural elements to create a coordinated image. Murals were the fourth most liked public art type, but still received interest and should be considered under the right circumstances - such as to enliven a large blank building wall in Technology Park.

Murals are also a place-making and wayfinding strategy, as discussed with previous public art options. Murals can provide wayfinding signage, denote a place (such as a business) or announce you have entered a new community.

Mural art can provide a visual sense of identity and branding for a community as viewers relate the image to the physical place.

Operation

Similar to other public art types, murals can be a City led initiative or by a private land owner. The Arts Council is encouraged to provide selection of artist and art work.

Case Study

Living walls, an Atlanta based non-profit, has facilitated over 100 public murals throughout Metro Atlanta. Living walls connects public art to development, establishing Atlanta as a destination for Arts & Culture.



Mural Art

Locations

Consider locations where blank walls create an eye sore and where murals can enliven the surrounding space. Locations to consider include:

- Technology Park
- Schools
- New City Center (Parking Deck, CineBistro)
- The future Performing Arts Center

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- SPLOST funds
- “Fundraising.”
- Arts Grants
- Private Development
- A 1% Development fee for the Arts

Remarkable & Innovation

Select art and artists that produce innovative arts and designs that align with the emerging identity of Peachtree Corners.

Recommendation 4: Arts Programming

*Arts programming
is at the core of
all Arts & Culture
organizations.*

Arts Programming

Arts programming can complement the larger art initiatives within the Peachtree Corners community, such as a Performing Arts Center and festivals. Arts programming has the ability to draw arts patrons and working artists into the community, enhancing creative energy and impacting economic development as visitors look for food, drinks, and places to stay.

Two key arts programming initiatives are recommended for Peachtree Corners and are further described on the following pages:

- Option A: Artist Shows In Vacant Spaces
- Option B: Artist In Residence Programs

Arts Programming



Arts Programming

Option A:

Artists Shows in Vacant Spaces

Hosting art pop-up shows in vacant or under-utilized spaces can have a profound economic impact. Shows can draw large crowds to relatively unknown spaces, showcasing the uniqueness and potential of the space. This has resulted in many communities in lease or purchase and redevelopment of spaces that would otherwise go unnoticed.

Operation

The city should partner with an organization who can produce and curate the show. The city can help identify areas that are good candidates for a pop-up show to draw attention to their potential.

Case Study

Dashboard, an Atlanta based organization, has curated multiple art shows in unnoticed and underutilized spaces. Over 90% of these shows have resulted in redevelopment of the space into a greater active use.



Locations

Consider locations that are under-performing. An art show could reveal it's potential. Locations to consider include:

- A. Vacancies in Technology Park
- B. Vacancies along Holcomb Bridge Road
- C. Strip Shopping Centers with High Vacancies

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- "Fundraising."
- Arts Grants.
- 1% development fee for the arts.

Remarkable & Innovation

Allow the Arts to be innovative and push boundaries. Select art and artists that produce innovative arts and designs that align with the emerging identity of Peachtree Corners.

Arts Programming

Option B:

Artists in Residence Programs

Artist in residence programs are established to invite talented individuals to create art over a dedicated time period, with an environment away from typical obligations. This allows for reflection, research, creation, and presentation of innovative ideas. Artists may also teach art courses/workshops while they are in town strengthening their ties to the community.

Operation

An Artist in Residence program can be sponsored by the city. The city is encouraged to partner with a residency program expert to best understand logistics and artists' needs. Prototype Prime should be involved to enhance art and technology collaborations.

Case Study

Hambidge Center for the Arts hosts a residency program that empowers talented individuals to explore, develop, and express their creative voices. Situated on 600 acres in the mountains of North Georgia, Hambidge is a sanctuary of time and place. Hambidge provides 2-week to 2-month long residencies for 9 artists at a time.



Elisabeth Higgins-O'Connor

Locations

Locations should be inspiring to artists. A place that removes them from normal day-to-day chaos and provides a place of refuge and creativity. Potential Peachtree Corners locations to consider include:

- A. The former Fiserv site
- B. Technology Park in conjunction with Prototype Prime

Funding

Potential funding sources are listed as follows. Refer to the funding strategies section for more information.

- “Fundraising.”
- Private Sponsors.
- Arts Grants.
- 1% development fee for the arts.

Remarkable & Innovation

An Artist in Residence Program could collaborate with Prototype Prime users and facilities to develop innovative results.

Recommendations Summary

Key Recommendations

Key recommendations, as discussed previously, include:

1. Performing Arts Center
2. Festivals and Events
3. Public Art
4. Arts Programming

Prioritized options were provided within the previous sections. Following is a discussion on how recommendations should be implemented:

I. Performing Arts Theater

It is recommended that the city pursue Option A: City-operated 150 - 500 seat theater, with a 50 -100 seat black box theater, and adjoining community meeting space. Begin with a business plan/feasibility study to identify programming and funding strategies.

The city should consider building the 50 - 100 seat black box theater first to test the market demand for performing arts locally. As this smaller space proves successful, pursue the build out of a full 150 - 500 seat theater.

Simultaneously, the city is encouraged to research and begin pursuit of a resident repertory theater company to take over operations and maintenance of the theater.

If possible, this theater company should show investment through capital fundraising for the theater improvement/building. It is important that a chosen theater company have successfully proven they can operate the theater - programming and financially.

Recommendations Summary

2. Festivals and Events

While multiple festival and events can be pursued, the city and Arts Council are encouraged to prioritize events/festivals that are unique to the area and enforce the city motto, “Innovative & Remarkable.” Key festivals/events that meet these requirements include:

Option A: The Arts/Technology Innovation Festival

This festival has great potential to showcase the confluence of arts & technology, building on Peachtree Corners’ growing technology identity.

Option B: Music Festival

Peachtree Corners has found success in music through the Friday Night Concert, during the Peachtree Corners Festival. The city is encouraged to build from this success and develop a music festival. This festival can be made Innovative & Remarkable by working with local tech companies to develop apps/games associated with the festival. Locating the festival in Technology Park or along the river will create a natural and beautiful setting - unique to music festivals.

Option C2: Theater Festival

A theater festival could be a unique opportunity for Peachtree Corners as this type of festival is not found commonly in the region. Utilizing area school theater stages and associated classrooms can lead to associated theater training/teaching opportunities.

Option C4: Temporary Performances

Temporary performances bring a sense of life and vibrancy to public space. The city is encouraged to coordinate performances in key public spaces, such as the Town Center, the trail, and Technology Park.

3. Public Art

Option A: Functional Art

Functional art was the most supported public art option, by the community. Functional art is a creative way to build community identity and branding. It is recommended that the city focus functional art projects on current/underway developments such as the new Town Center and the new trail. Consider functional art such as creative street lights, benches, and bike racks.

4. Arts Programming

Option A: Art Shows in Vacant Spaces

This programming opportunity can quickly draw attention to arts initiatives in Peachtree Corners. The city is encouraged to partner with established arts groups, such as Dashboard, to implement art shows. Focus locations in spaces needing attention and a fresh look such as vacancies at Technology Park.

CITY OF PEACHTREE CORNERS

Arts & Culture Master Plan



Arts & Culture



Funding Strategies

Funding Strategies

A clear vision for the arts is key to attracting and raising funds. The following pages provide insight on potential funding opportunities. To help implement this vision.



Funding Strategies for the City of Peachtree Corners



1. Municipal Funding



2. Private Funding



3. Non-profit Funding



4. Public Non-Profit Partnerships

Municipal Funding Sources

The Municipal Advantage

There are certain funding opportunities that are available only to local governments. Having access to these funding sources can generate substantial capital to build facilities and fund art programs.

An early step towards funding this vision should be a thorough exploration of the municipal funding options available; these options include:

- Dedicate a percentage of Capital Projects towards arts initiatives. All City Capital Projects will be required to allocate 1% to the arts.
- Volunteer a percentage of private development projects towards the arts. New developments can choose to provide 1% of construction cost to the arts.
- Tax Allocation District (TAD) - in key redevelopment areas consider implementing a TAD, to encourage redevelopment. A portion of TAD investment dollars can be used for the arts - such as functional street art.
- As many of the arts initiatives discussed can promote tourism and attract visitors to stay in Peachtree Corners' hotels, consider Hotel/Motel taxes for implementation.
- Consider use of SPLOST funds for public art projects - such as a theater and functional art.
- Environmental mitigation funds could be utilized to enhance the arts.
- The Atlanta Regional Commission (ARC) has potential arts programming and funds/grants
- The Georgia Department of Community Affairs (DCA) has potential arts funding/grants.
- The Gwinnett County Chamber of Commerce may have funding available to promote the arts.
- Create Local Cultural Council (LCC) that has the authority and tax status to raise money, but functions as a branch of city government; all funds are kept in a municipal account.

Private Funding Sources

Private Funding: “FriendRaising” Campaigns

The second funding opportunity for the City of Peachtree Corners to work towards is private funding from citizens who live in the city and will be the primary beneficiary of these programs; a “FriendRaising” campaign. It is recommended that city leadership hire Alexander Haas, one of Atlanta’s premier professional fundraising organizations, to help identify local philanthropists and potential donors for this campaign. Alexander Haas specializes in Capital Campaigns, and could advise the city in approaching a future fundraising campaign to raise money for a new Performing Arts Center. These campaigns can take a few months to a few years, making now the perfect time to begin planning.

Explore Non-profit Options

Non-profit Funding

The Arts Council should consider becoming a 501(c)(3). As a 501(c)(3) organization, the Arts Council will be able to write grants, receive donations from individuals, local, state, and national government, as well as from foundations that fund art & culture. These donations would be tax-free, but would take time to establish; beginning early is advised.

The consultant team has located 65 foundations within the City of Peachtree Corners zip-code. While not all of these organizations are interested in funding the arts, many might be interested in funding arts and innovation. See appendix for full list.

Existing Grant Funders that a 501(c)(3) organization can pursue include:

- The Georgia Council for the Arts
- The National Endowment for the Arts
- The Georgia Council for the Humanities

Public Non-Profit Partnerships

Public Non-profit Partnerships between arts non-profit & city governments

There are certain funds available specifically for partnerships between 501(c)(3) organizations and governmental agencies. They are as follows:

- Art Place Grants (NEA): funded planning grants for collaborations between cities or counties and arts organizations. NEA grants have, at their core, the intention to fund artists and the cultural assets they bring to communities.
- Our Town Grants: these grants are specifically directed towards community development and the arts. These grants can be significant and help to support innovative collaborations between art organizations and city governments.
- The US Department of Housing and Urban Development (HUD) offers Community Development and the Arts grants.
- Crowd Sourced Funding: a relatively new idea in the world of funding innovative ideas. Peachtree Corners should consider starting a funding campaign once the concept and ideas are complete and well-illustrated.
- Visuals and Architectural renderings of the vision to be funded will help funders understand the vision and garner support.

CITY OF PEACHTREE CORNERS

Arts & Culture Master Plan



Arts & Culture



Priority Next Steps

Priority Next Steps

While many recommendations made within this Master Plan will not happen immediately, 5-10 years, portions of this plan might be implemented much sooner, within 1-2 years. As a part of the City of Peachtree Corners Arts & Culture Master Plan, priority next steps are listed here for implementation.



First Year Priority Next Steps

Priority Next Steps

The following are priority next steps to achieve the vision found within the Master Plan. 1 year, most immediate priorities, and 5 year next steps are listed below.

First Year Priorities

- Develop a Business Plan/Feasibility Study for the Performing Arts Center, including:
 - Identify funding strategies, including city funding and philanthropists opportunities. Work with Alexander Haas Consultants to identify local philanthropists and foundations who will support the arts.
 - Program the Performing Arts Center. Work with a consultant to determine the Performing Arts Center program for performances, artists, space, marketing, and administration.
- Work with a consultant to create a fundraising image of the Performing Arts Center
 - This can be presented in “Friendraising” Campaigns.
- Arts Council to pursue 501(c)(3) non-profit status.
- Formalize the Arts Council.
 - Board Selection - Consider board members from philanthropists and foundations identified by Alexander Haas.
- Begin fundraising and “FriendRaising”.
- Develop Artist Selection Process.
- Coordinate Temporary Performances in highly visible public spaces, such as the Town Center or the trail.
- Pursue pop-up Art Shows.
 - Within Vacant Spaces, such as in Technology Park.
 - Within the Town Center to draw people to this new development.
 - Along the trails to increase use and excitement.
 - Work with organizations, including:
 - Dashboard
 - WonderRoot
 - SCAD

One to Five Year Priority Next Steps

One to Five Year Priorities

- Design and Develop Functional Art -including benches, street lights, and crosswalks. Ideal locations include:
 - Town Center
 - Trails
 - Tech Park
- Build the Performing Arts Center.
- Develop larger Festival(s) - such as the Arts & Technology Innovative Festival.
- Identify locations where public art can enhance community identity, provide wayfinding, and/or act as a gateway into the community. This may include sculptural art, interactive art, murals, and functional art.
- Attract creatives to the community.
 - Provide professional artist studio space.
 - Consider Artists-in-Residency programs.

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