

ARTS PARK ON GAINES



Please note: Images do not represent an actual design, but are conceptual graphics only for purposes of assessing feasibility.

Urban Entertainment & Development Anchor

The Cultural District envisioned in the Cultural Plan and the Community Redevelopment Plan will now have an anchor: The Arts Park on Gaines, a **90,000 square foot arts incubator facility**.

On site:

A **5,000 square foot open assembly space** will be used for regularly scheduled theatre, concerts, and film events. Unlike a fixed theatre, a flexible space can be configured in various ways, with seating in chairs, at tables, or on risers. The flat floor makes it ideal for banquets, trade shows, and meetings as well.

More than 20,000 square feet of **multi-purpose rooms** can be filled in the daytime by the school district's expanded performing arts magnet programming and after school arts opportunities for students of all ages. Local dance, theatre, and music companies will keep the space full on nights and weekends. Viewing areas will allow members of the public to watch the performing artists at work without disturbing them, turning the rehearsal spaces into tourist attractions. **Classroom and workshop spaces** will be regularly scheduled to provide hands on, lifelong learning opportunities to the public in the performing, literary and visual arts.

A warm, comfortable, lively **Coffeehouse** will serve the public both for daytime meals and in the evening. It will also serve as a community gathering area for visual, literary and performing artists to share ideas with others as well as simply relax between rehearsals, classes, or projects. The facility will be home to informal public performances and readings.

Workforce housing can be a component of the project fronting Gaines Street. Here condominiums with price tags affordable to those in the creative industries and young professionals at the beginning of their careers can be added to the existing condominiums and neighborhood housing in the All Saints area.

This facility will serve as a small business incubator, with **shared office space**, a **business center**, and a **computer lab** to provide access to business support and a common address for many of Tallahassee's emerging arts and cultural organizations. It will also be home to the **Council on Culture and Arts**, who will maximize the occupancy and usage of the facility. This central location will provide more efficient access to COCA's community services and programs, and a central gathering space for the creation of partnerships and collaborations with the community.

A **professional scene shop** will provide local performing arts groups the means to build sets, props, and costumes as well as generate revenue for the facility by building sets and props for industrial and commercial events. Partnerships with TCC, FAMU and FSU's programs in scenic art, technical design, master crafts, and architecture are also likely. Like rehearsal space, the scene shop has the potential to become a significant tourist attraction, where members of the public can view the magic of theatre design happening before their eyes.

Shops and restaurants, including a potential urban supermarket, will cater to artists and audiences as well as residents and visitors interested in participating in Tallahassee's thriving arts scene. Potential art-related retail shops include a professional photography studio, art gallery/gift shop, art supply store, book store, or dance clothier.

"There is no question that the arts center, along with the downtown streetscape improvements it spurred, has changed the character of downtown Mesa Arizona...[it] has seen a changing mix in business, with many newer retail and business tenants moving in."

—Dennis Kavanaugh, former Mesa city council member

Engine for Gaines Street Development

Mirroring the success of other projects like Roanoke, Virginia's urban design award winning Center in the Square or Minnesota's Shubert Performing Arts and Education Center, Tallahassee's Arts Park on Gaines **fills a need for citizens** from all areas of Tallahassee/Leon County **and for visitors** to the Capital area.

The construction of this new **90,000 square foot arts incubator facility** will pave the way for new and existing retailers, restaurant owners, creative industries, and residential developers to **make Gaines Street the number one destination for 18-hour activity** on foot, bike, or motor vehicle.

Local performing arts groups, big and small, will build their repertoire here in preparation for performance on stages throughout the city. But the Arts Park on Gaines will also provide **a venue for national and regional conferences** and workshops, providing professional development for area artists, a higher profile to the Capital Area and an increase to the medium-size convention business.

The regular participants using the Arts Park facility is estimated to be more than **150,000 people per year**, and that's before audience and tourists. It will provide visitors a glimpse into the creation of performing arts while also providing artists a nurturing environment in which to create.

"The advantage of cultural districts is that they can boost the local economy by attracting tourists, while at the same time enhancing the quality of life for local residents."

—National League of Cities



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Private/Public Partnerships

Railroad Square Art Park recognizes the power of additional cultural facilities in the district. Representatives are helping identify ways the two properties can work in tandem to provide the destinations envisioned by our community and its visitors.

The Council on Culture and Arts has existing relationships with cultural organizations, individual artists, and other stake holders. COCA will be both tenant and the manager of the new facility.

Education partners such as the local school district, universities, and community college may consider use of Arts Park as satellite space during school hours, as an internship placement facility, or to showcase their work to the public.

Discussions are already under way with the nearby **FSU Master Craftsman Program** to identify joint ventures and make internships available for students to work on the Arts Park interior and facade.

A local architectural firm has already contributed many hours and innovative ideas during the planning phase. The firm brings experience in cultural facility design with successful projects around the country.

The Boys' Choir of Tallahassee, planning a permanent home in Arts Park, broadens potential funding sources to include social service and juvenile justice agencies, as well as high profile philanthropists across the nation.

"Millville was not dead, but it was on life support. Cultural events proved to be the key that turned Millville around."

–Mayor James F. Quinn



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Getting it Built

The Arts Park on Gaines would access a **wide variety of funding sources** to raise the roof and keep operations strong. Sources would include private gifts, foundation and corporate grants related to the arts, juvenile justice, and small business incubators, affordable housing incentives, state and federal grants, revenue earned from rentals and events, and others. Funding could be sought from the Tallahassee Community Redevelopment Association (CRA) to assist with auxiliary features in the cultural district including much needed parking, facade design, and pedestrian access.

"Artists don't just need affordable housing but actually create real estate value."

–NYC Housing Commissioner
Shaun Donovan

Discussions are underway with **Artspace Projects**, a non-profit developer headquartered in Minnesota, who may be available to manage the project at every stage from initial development and financial planning, to architectural design, to capital funding. Artspace has an impressive success rates with projects of this kind, and representatives will be visiting Tallahassee to meet with project stakeholders on November 2, 2006. Meetings are being scheduled with local government leaders, potential funders, and users of this exciting new development.



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