

Arts & Culture

Creating Our Communities



Who we are...

Deanna Murphy: Sizemore Group

Planner/Architect

Tactical Urbanism Expert

David Burt: Village Green Consulting and Development

Executive Director, Hapeville Arts Alliance

Economic Development Expert

Marian Liou: WeLoveBuHi

Non-Profit Founder

Community Development

Why are Arts & Culture Important?

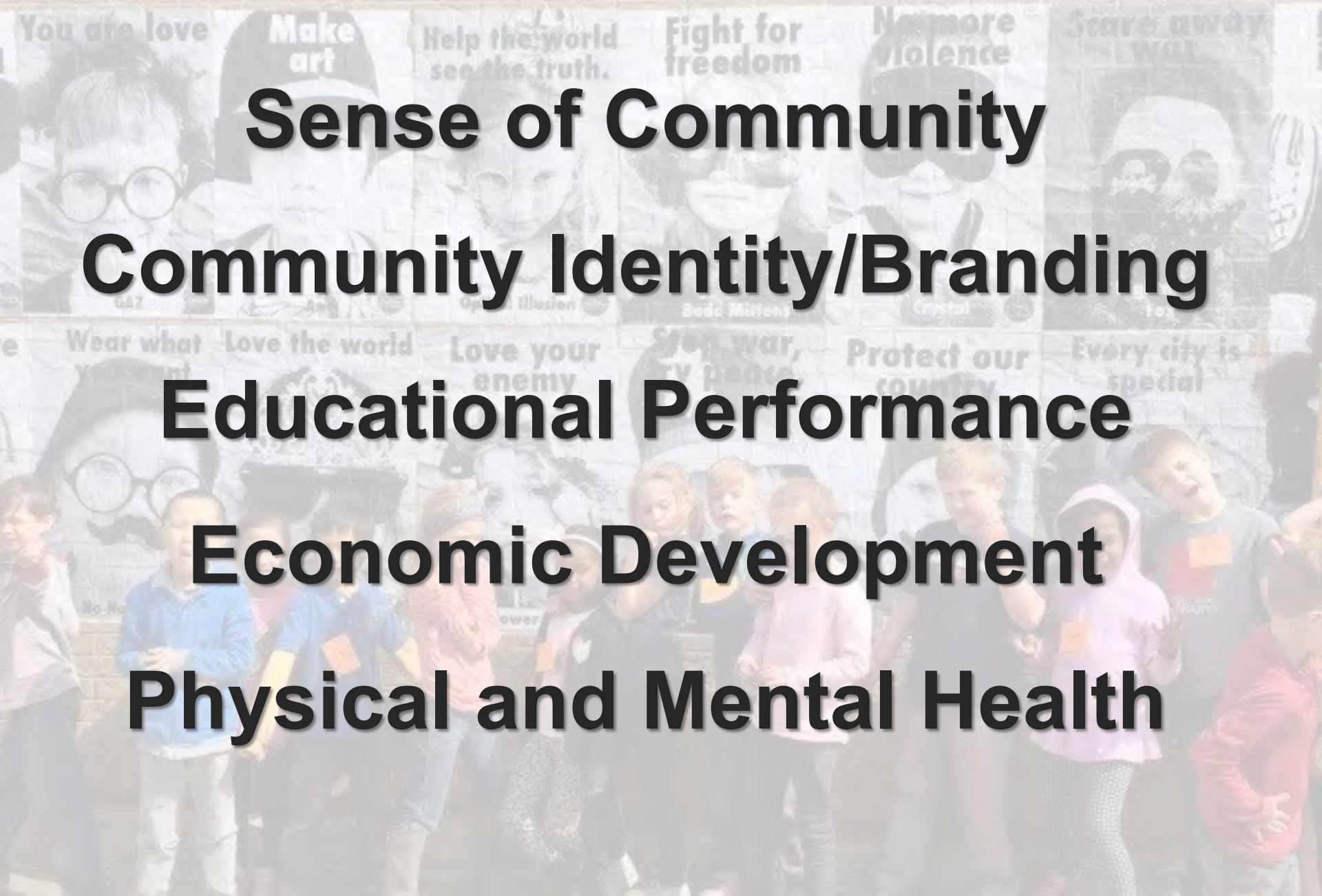
Sense of Community

Community Identity/Branding

Educational Performance

Economic Development

Physical and Mental Health



Arts Impact on Community



Sense of Community

Arts Impact on Community

*call for
artists*

for the DECATUR
BOX PROJECT



Community Identity

Arts Impact on Community



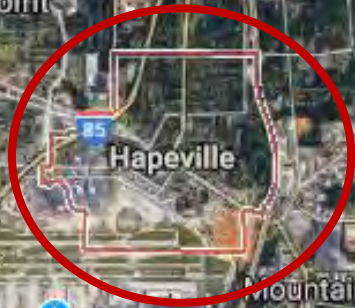
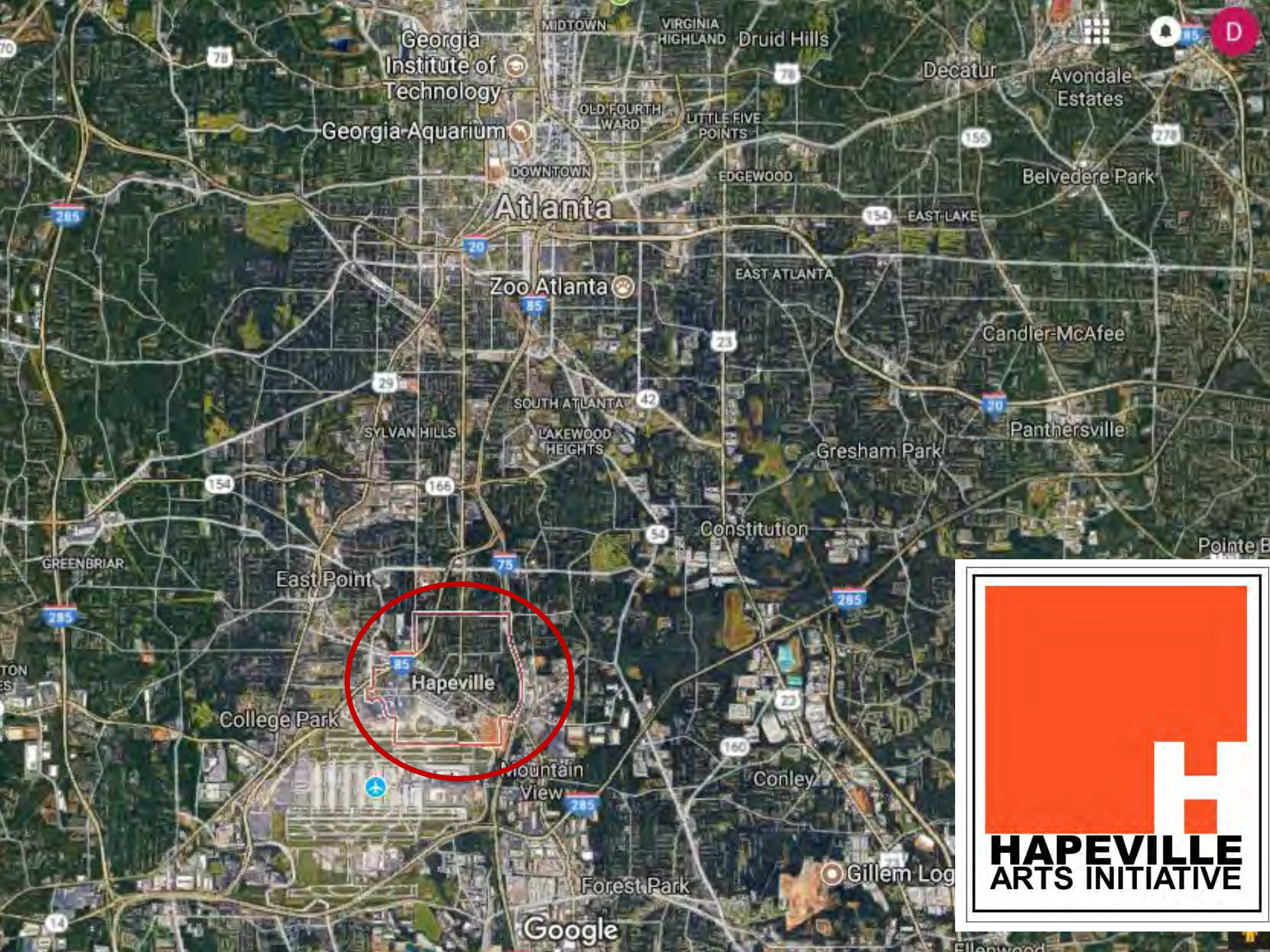
Economic Development

Arts Impact on Community





HAPEVILLE
ARTS INITIATIVE



Google



MUSIC

603

Issues



the HAPEVILLE
arts
ALLIANCE



norton ARTS center











ACADEMY THEATRE





HAPEVILLE
ARTS INITIATIVE





artspace

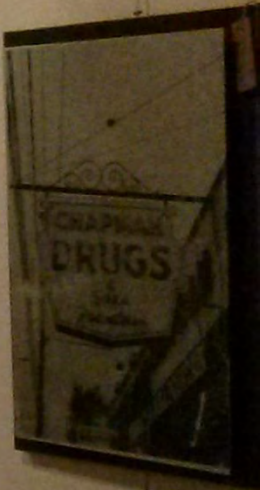














Photo by David Batterman



Photo by David Batterman

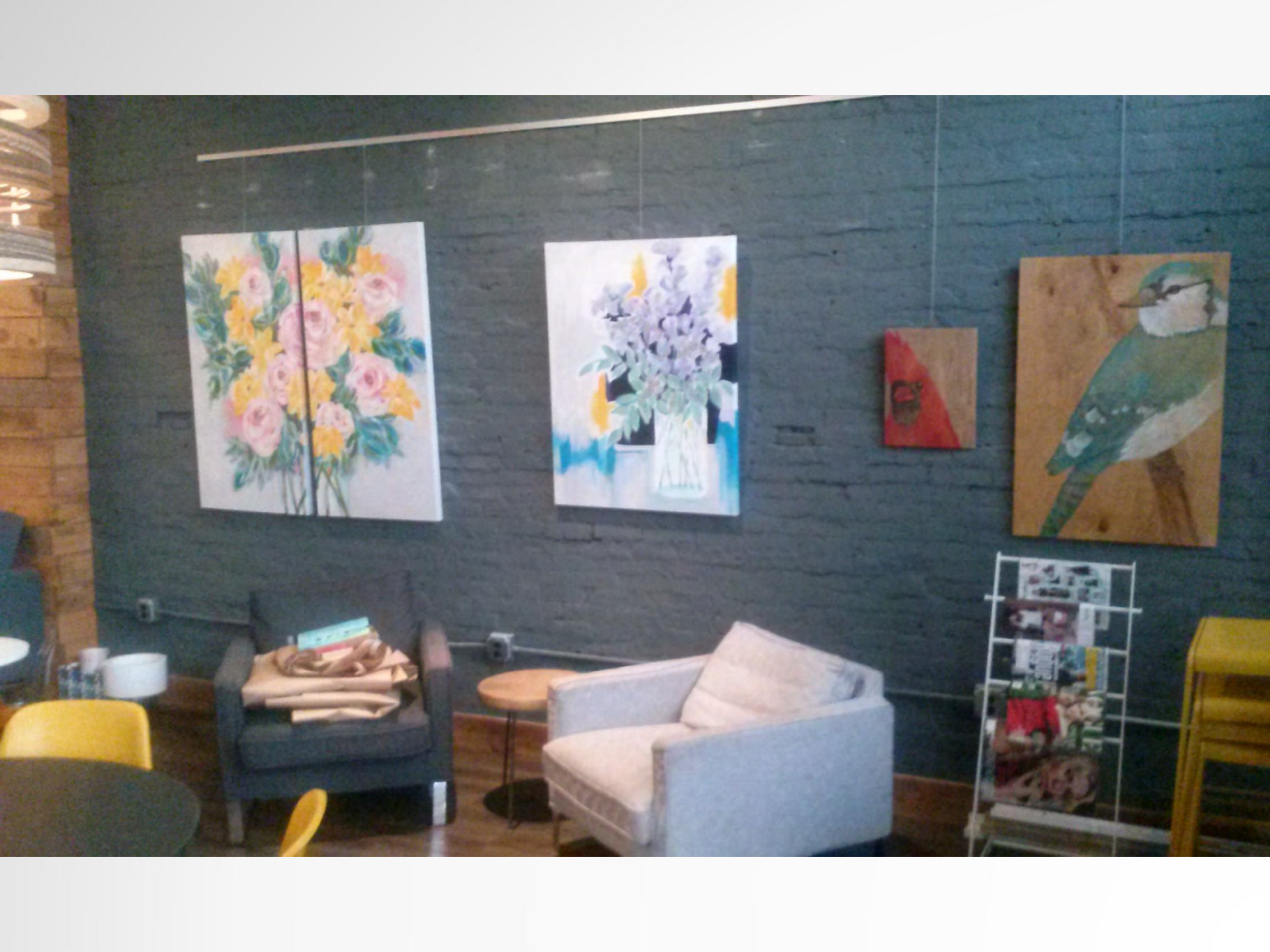


Photo by David Batterman



Photo by David Batterman













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THE GREAT ATLANTIC & PACIFIC TEA CO.











Melissa Prosser
photography







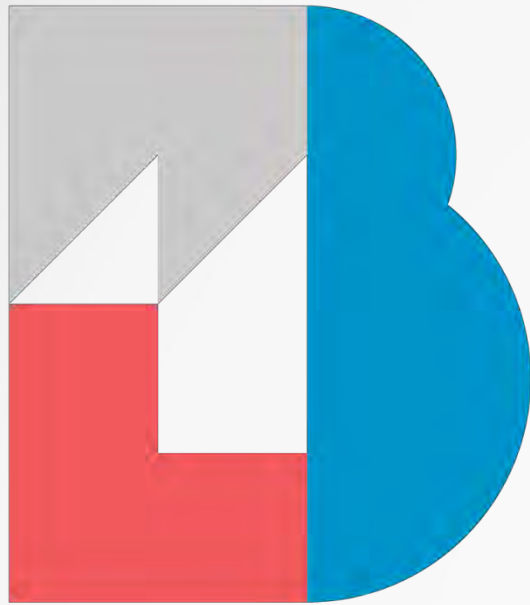


What's Next?





Lessons Learned



We
Love
BuHi



CALIDAD Latina
INSURANCE
WINDOW TINTING
VIP LUẬT SƯ LAW OFFICE
ALAN HANDBAG

SPACE FOR LEASE
70-451-0318

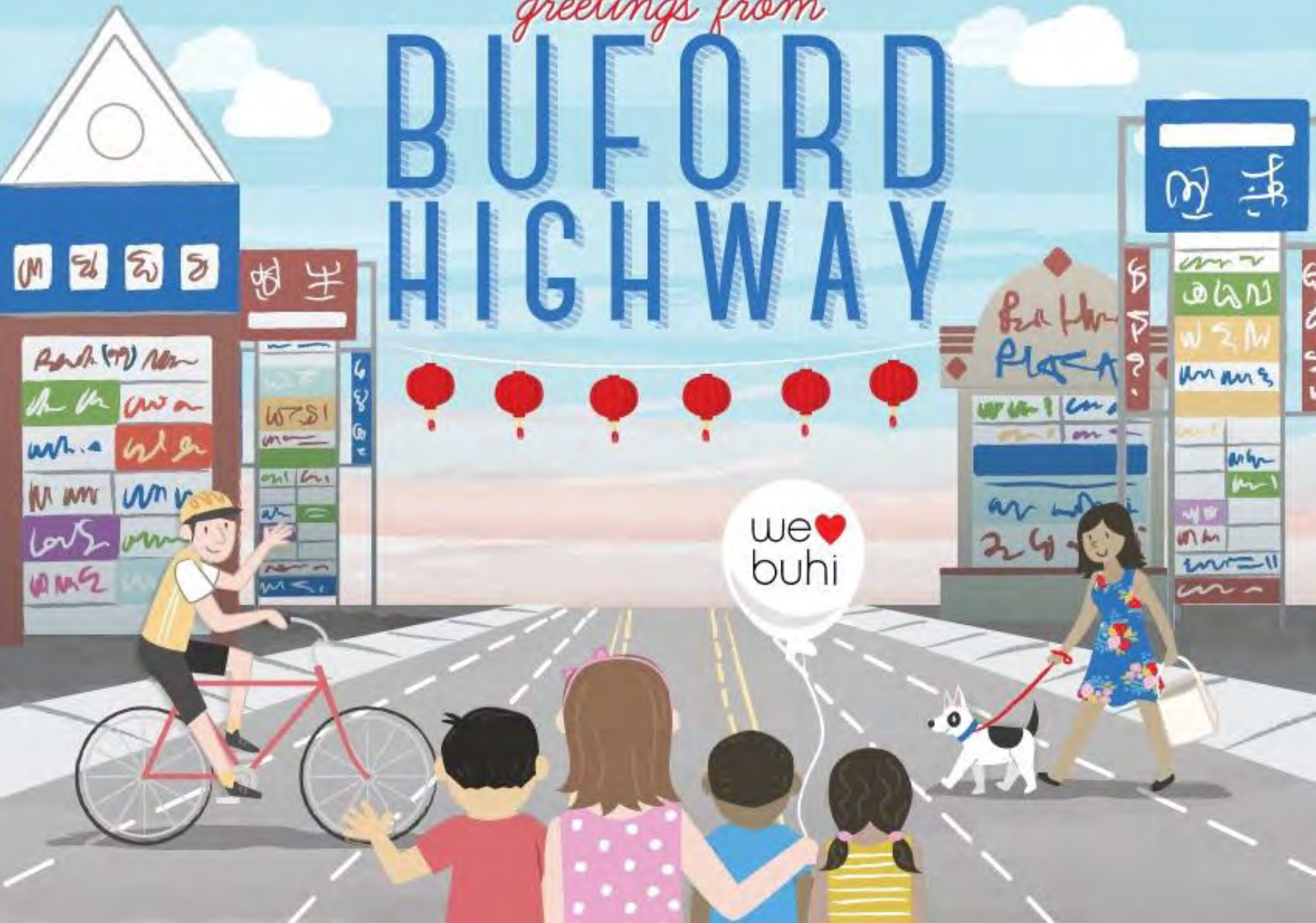
COLISION
INSURANCE
BY CALITY

INSTANT CAR TITLE LOANS
PAWN
0% INTEREST



greetings from

BUFORD HIGHWAY



we ❤️
bui

Buford Highway

BIKES
AND
BITES

SATURDAY, APRIL 2ND
8:30 AM - NOON
WELOVEBUHI.COM



ARTWORK BY SYLVIA DRAWS - WWW.SYLVIA DRAWS.COM





CULTURE CENTER OF TAIPEI ECONOMIC AND CULTURAL OFFICE IN ATLANTA

亞特蘭大華僑文教服務中心



39 BUFORD HWY



we
buhi

+

marta
ARMY

39

FREE AND ONLINE
WEDNESDAY, APRIL 27

DETAILS AT
WELOVEBUHI.COM
MARTAARMY.ORG







Diá de los Muertos

The Altars are used to welcome ancestors' spirits into the home with the foods they loved and things that remind you of them. It is a common practice to visit an ancestor's grave to clean it and to offer flowers and candles.

This altar is for *[Name]*



NORTHWOODS P.L.A.Z.A.

THE ORIENTAL MART

Little Szechuan

CHISME MEXICAN RESTAURANT

Dung Video Tommy's Hair Salon

Thuy Nga Chiropractor

Herbs Haung

Corte ATL W

boutique

LUPE'S BOUTIQUE

NO

NO

NO

NO

NO





BUFORD

**LIVING WALLS
WE LOVE BUHI**

HIGHWAY

CONFERENCE

THE BUHI WALK



Precision Tune Auto Care



jawa 2017
x snow



Pueden
encadenar mis
manos y pies,
pero no mi
corazón y mi
mente.

*TRANS LATINX POWER

Mural
by
TATYANA
FAZILIZADEH



SANITHNA



Peachtree Corners Arts & Culture Master Plan



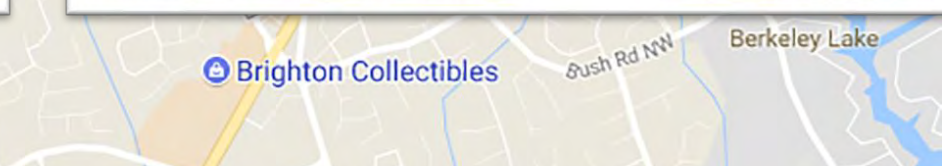
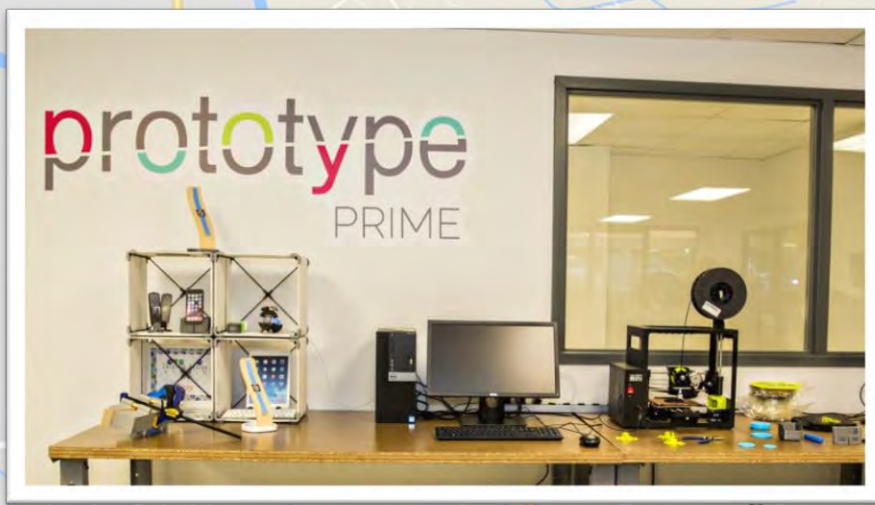
Peachtree Corners Arts Master Plan

CONTEXT



Peachtree Corners Arts Master Plan

CONTEXT



e Rd

City of Pe

ed Creek Rd NW

Peachtree Corners Arts Master Plan

ISSUES:



***Community Survey
Stakeholder Meetings
Community Meeting
Arts Council
Market Analysis***

Peachtree Corners Arts Master Plan

ISSUES:

	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

Peachtree Corners Arts Master Plan

ISSUES: WHAT IS MISSING?



Why are Arts & Culture Important?

Attract Millennials

- **I-85 Corridor from Norcross to Duluth consistently lost Millennials over the past decade**
- **52% of Millennials: Art is Important to relocation decisions**
 - **70% of Millennials: participate in the arts**

Millennials are looking for

- **Affordable Housing**
 - **Walkability**
 - **Culture**

Peachtree Corners Arts Master Plan

ARTS & CULTURE STRATEGIES:

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

Peachtree Corners Arts Master Plan

Performing Arts Center

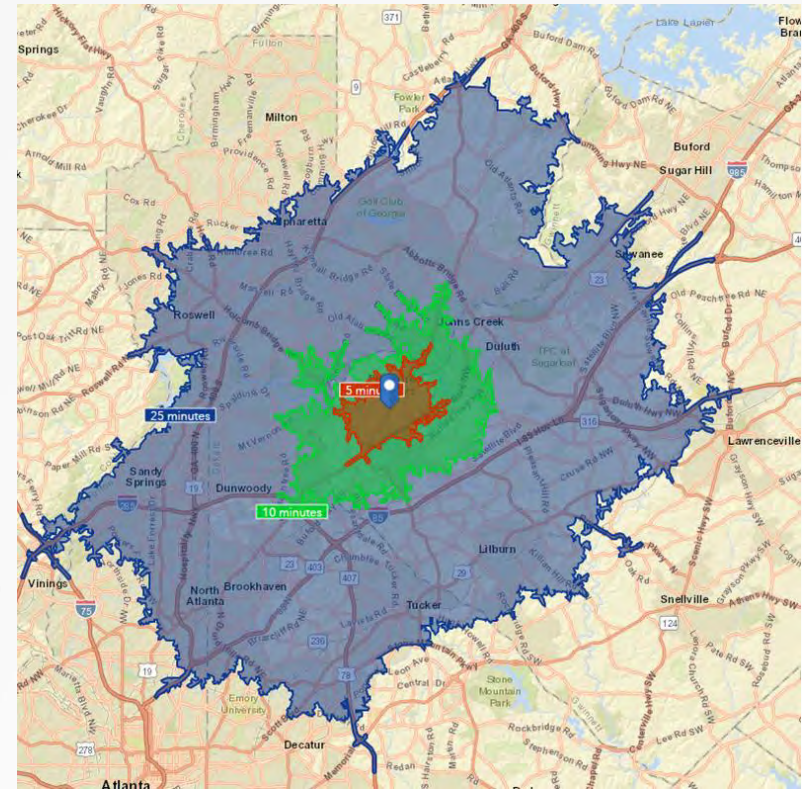


Peachtree Corners Arts Master Plan

Performing Arts Center

Looking at a 25 Minute Drive Radius: 14 venues exist

- Roswell Cultural Arts Center (600 seats)
- Red Door Playhouse (50 seats)
- Atlanta Workshop Players (50 seats)
- Zaban-Blank (253 seats)
- Spruill Center for the Arts (125 seats)
- Act3 Productions (120 seats)
- Sandy Springs PAC (1,000 seats)
- Basement Theater (65 seats)
- Conant PAC (511 seats)
- Dorsey Theater (70 seats)
- Norcross Cultural Arts Center (150 seats)
- NewDawn Theater (100 seats)
- Red Clay Theater (260 seats)
- Infinite Energy Center (708 seats)



Total Existing Seats: 4,062

Planned Seats: 1,450

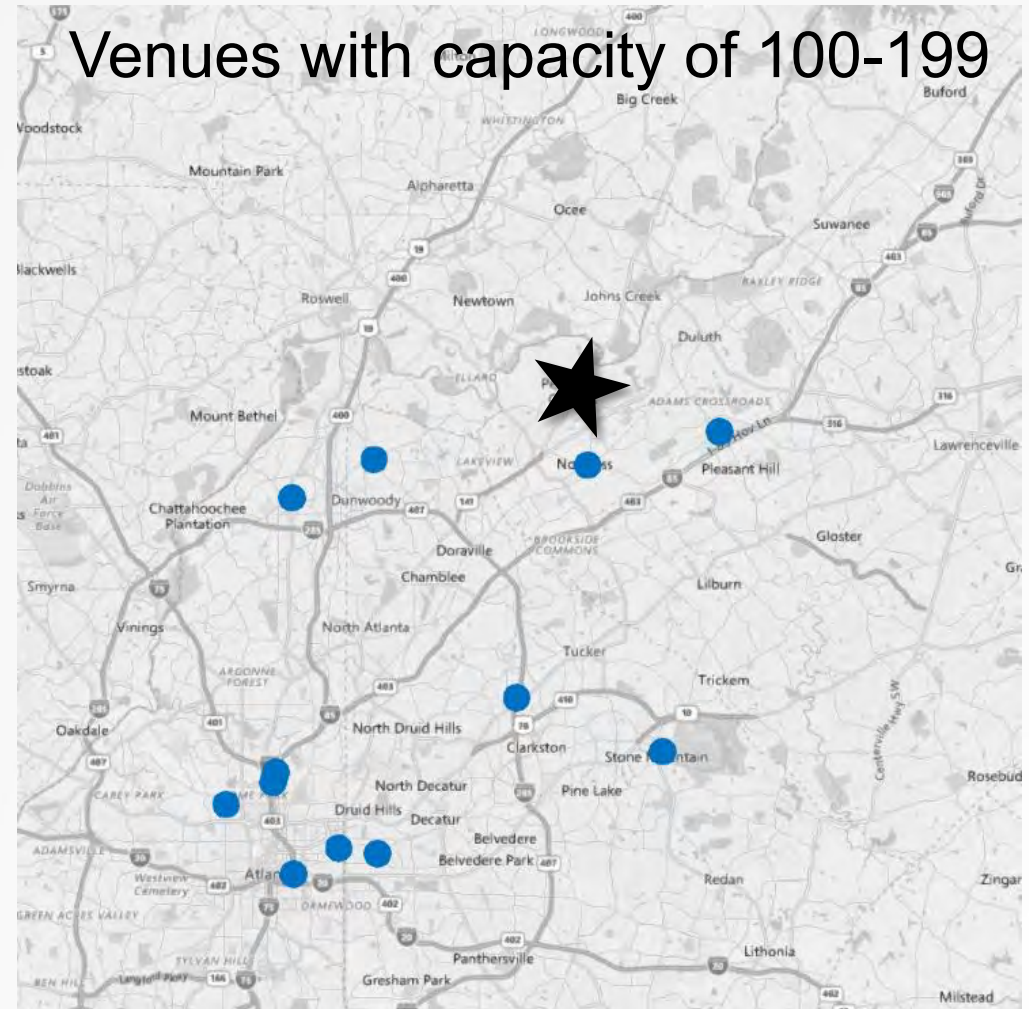
Infinite Energy Center: 450

Johns Creek PAC: 1,000

Peachtree Corners Arts Master Plan

Performing Arts Center

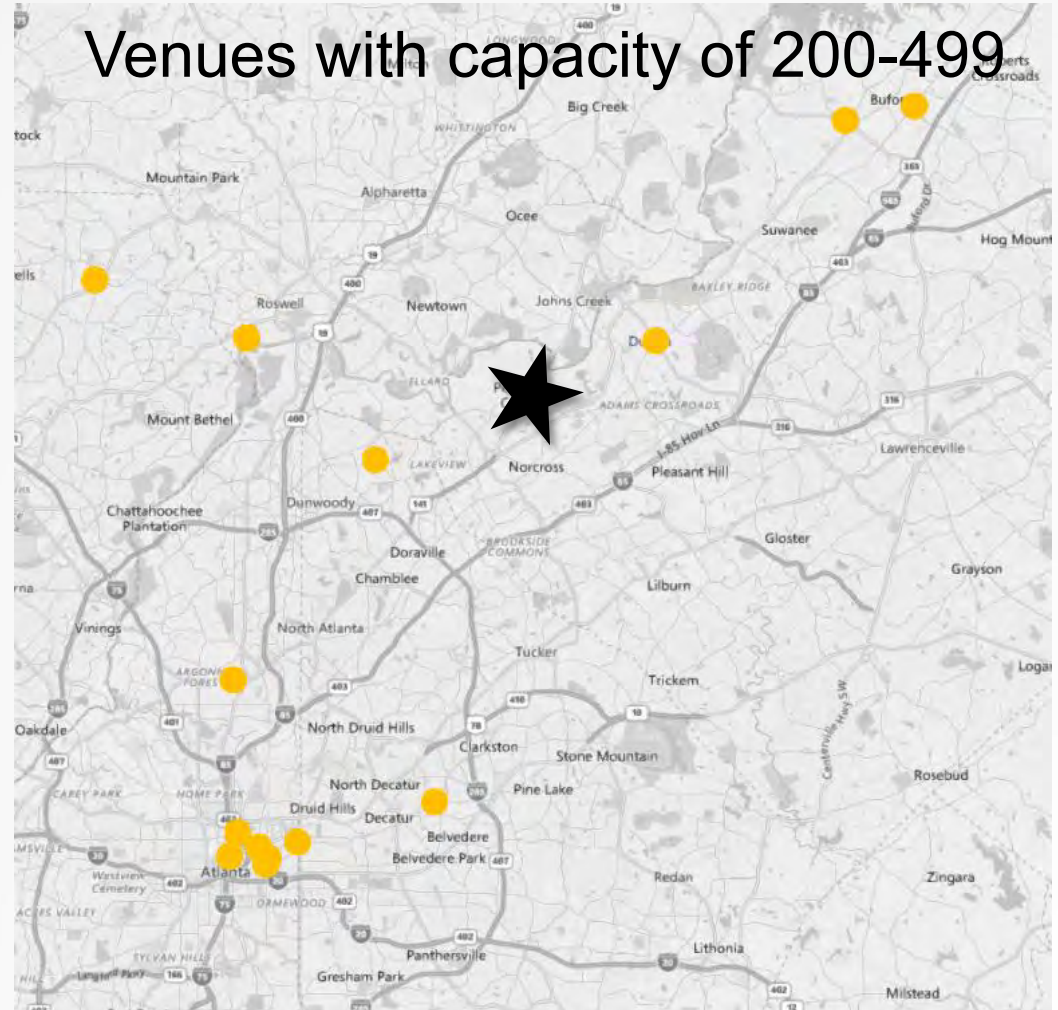
- Norcross Cultural Arts Center
- North DeKalb Cultural Arts Center
- Lack of Product – Especially to the north



Peachtree Corners Arts Master Plan

Performing Arts Center

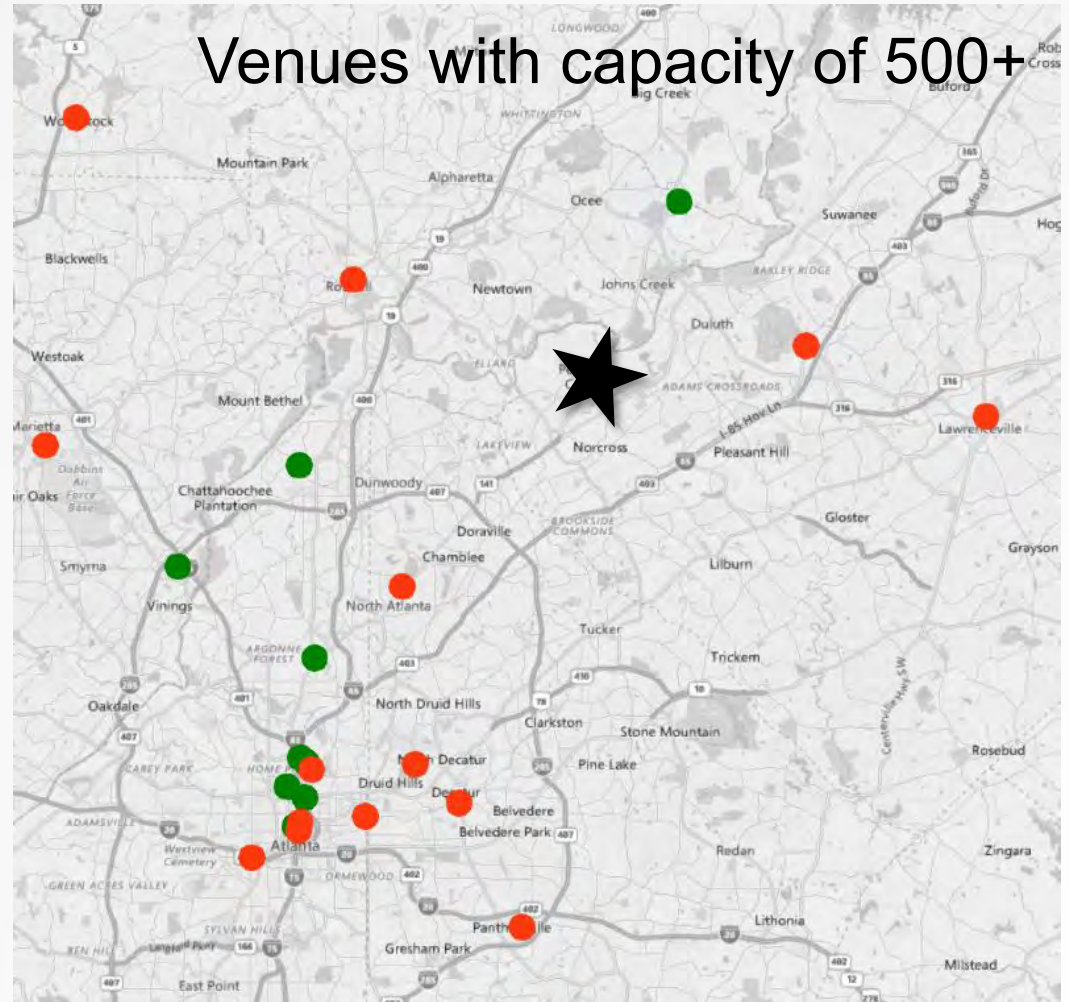
- Duluth the Red Clay Theatre/Red Clay Music Foundry, primarily a music facility
- Morris & Rae Frank, Jewish Community Center
- Lack of Product



Peachtree Corners Arts Master Plan

Performing Arts Center

- Primarily regional draws
- Located in urban cores drawing on tourists, strong brand recognition, and business communities.
- Infinite Energy Center
- Sandy Springs PAC
- Planned Johns Creek PAC,
- Market highly competitive



Peachtree Corners Arts Master Plan

Performing Arts Center



Peachtree Corners Arts Master Plan

Cultural Events and Festivals: Tech Festival



Peachtree Corners Arts Master Plan

Cultural Events and Festivals: Temporary Performances



Peachtree Corners Arts Master Plan

Public Art: Functional Art



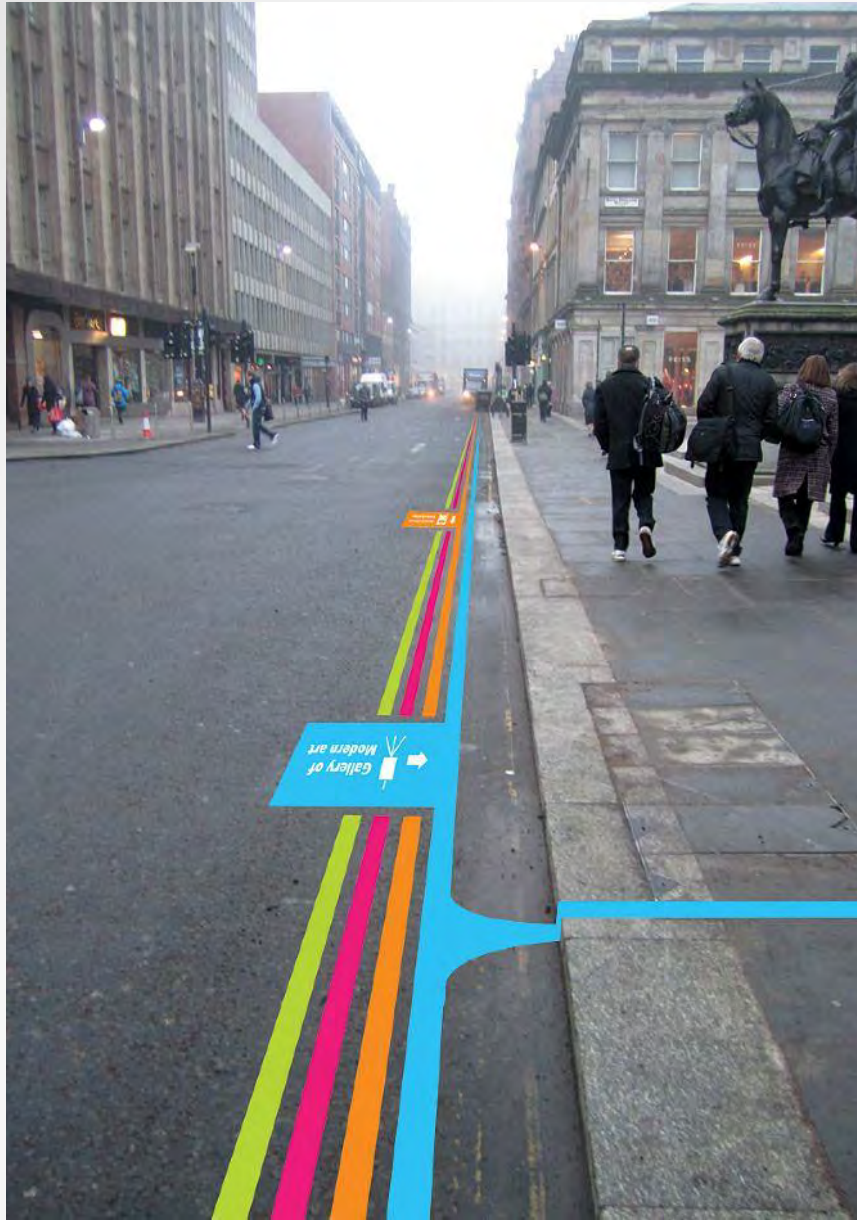
Peachtree Corners Arts Master Plan

Public Art: Wayfinding



Peachtree Corners Arts Master Plan

Public Art: Wayfinding



Peachtree Corners Arts Master Plan

Arts Programming: Art Shows in Vacant Spaces



Peachtree Corners Arts Master Plan

Arts Programming: Artist in Residency



Peachtree Corners Arts Master Plan

ARTS & CULTURE STRATEGIES: Next Steps

1. Performing Arts Center

- **Develop a Business Plan**
- **Fundraising**

2. Temporary Performances

3. Pop-Up Art Shows

4. Develop Functional Art

A large crowd of people is gathered for an outdoor community event, likely a farmers market or festival. The scene is filled with people of various ages and ethnicities walking, talking, and browsing. In the background, there are white tents, trees, and a multi-story brick building. The entire image is overlaid with a semi-transparent grey box containing text.

Arts & Culture

Creating Our Communities

1. Hapeville – Small-town Revitalization

2. BuHi – Connecting the Community

3. Peachtree Corners – Community Identity

Thank you!

