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
call for artists for the DECATUR BOX PROJECT
Arts Impact on Community

Economic Development
Issues
What’s Next?
Lessons Learned
We Love BuHi
greetings from
BUFFORD
HIGHWAY
we❤️buhi
Dia de los Muertos

The dead are not welcome among the living who are not loved by those who are among the living.
Pueden encender sus más y pícaro, pero no en corazón y en mente.

*TRANS LATINX POWER*
Peachtree Corners Arts Master Plan

CONTEXT
Peachtree Corners Arts Master Plan

ISSUES:

Community Survey
Stakeholder Meetings
Community Meeting
Arts Council
Market Analysis
# Peachtree Corners Arts Master Plan

**ISSUES:**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Needs</th>
<th>Resources</th>
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| R. Alexander Fine Art  
Fine Art Gallery, Peachtree Corners | • Marketing to community of upcoming events/shows                      | • Rental space for community events                                       |
| Pinckneyville Community Recreation Center  
Gwinnett County Recreation and Art Center, Berkeley Lake | • Marketing to community                                               | • Host events, such as Art and Cocktails in the Garden                    |
| Aurora Theatre  
Gwinnett's Only Professional Theatre, Lawrenceville |                                                                         | • Host art lectures                                                       |
| Buford Community Center  
Event and Live Performance Venue, Buford |                                                                         | • Host gallery openings                                                   |
| Prototype Prime  
Technology Incubator, Peachtree Corners |                                                                         |                                                                          |
| Objet d'Art  
Mobile Art Classes and Parties | • Rental space for classes and parties  
• Marketing                                                                 | • Art Camps                                                               |
| Capitol City Opera  
Opera Company performing throughout Metro Atlanta | • Venue for performance (Opera House)  
• Rehearsal Space  
• Draw younger audience                                             | • Art Parties                                                             |
| Gwinnett Symphony  
Adult and Youth Orchestras performing throughout Gwinnett | • Venue for performance  
• Rehearsal Space  
• Draw younger audience                                            | • Art Classes                                                             |
| Shakespeare Tavern  
Shakespeare Playhouse in Atlanta |                                                                         | • Opera performances at different scales (large theater concerts, restaurant performances, mobile opera-in-a-box) |
| Dashboard  
Atlanta based arts organization linking artists/performances to public or under-utilized space |                                                                         | • Varying sizes of orchestras for large concerts, to smaller intimate events.  
• Youth Orchestra                                                      |
| Professional Artists/Performance Groups Partners |                                                                         | • Student education programs  
• Traveling shows  
• Shakespeare in the Park potential partner                           |
|                                                                       |                                                                         | • 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
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ARTS & CULTURE STRATEGIES:

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

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

Venues with capacity of 100-199
Venues with capacity of 200-499

- Duluth the Red Clay Theatre/Red Clay Music Foundry, primarily a music facility
- Morris & Rae Frank, Jewish Community Center
- Lack of Product
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
Cultural Events and Festivals: Tech Festival
Peachtree Corners Arts Master Plan

Cultural Events and Festivals: Temporary Performances
Public Art: Functional Art
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Public Art: Wayfinding
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Public Art: Wayfinding
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Arts Programming: Art Shows in Vacant Spaces
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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
Arts & Culture
Creating Our Communities

1. Hapeville — Small-town Revitalization
2. BuHi — Connecting the Community
3. Peachtree Corners — Community Identity
Thank you!