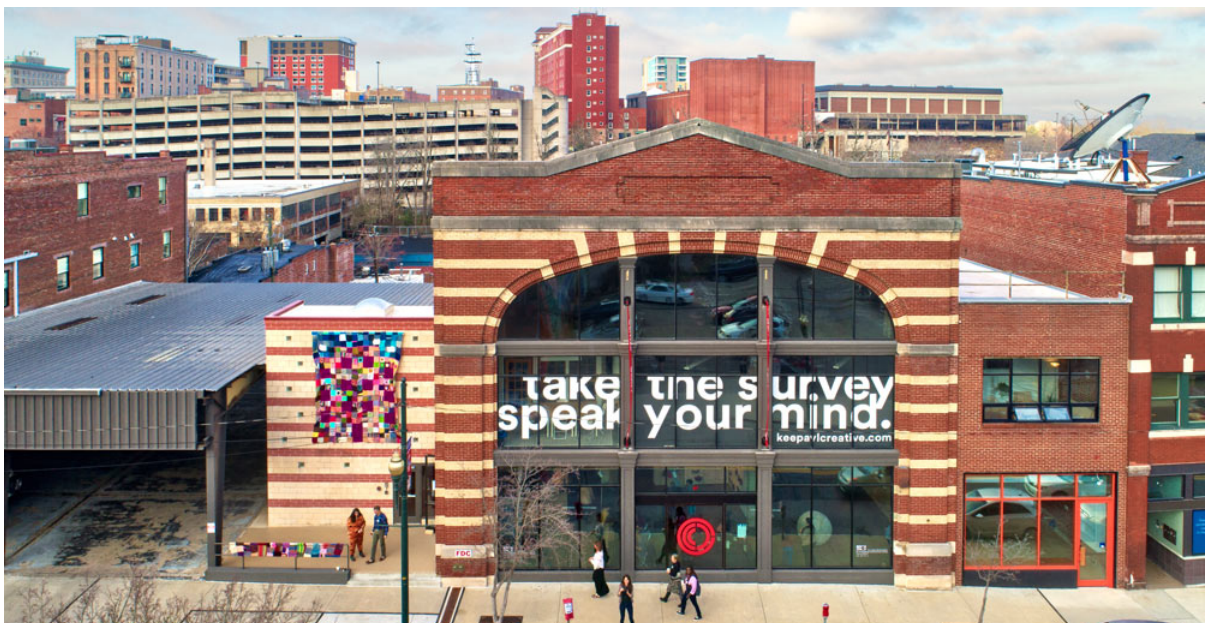


artspace



ARTS MARKET STUDY REPORT OF FINDINGS



**A REPORT ON THE SURVEYS OF SPACE NEEDS AND PREFERENCES
FOR
INDIVIDUAL ARTISTS & ORGANIZATIONS/BUSINESSES**

Prepared For:



**THE CENTER
FOR CRAFT
CREATIVITY
& DESIGN**

Asheville, North Carolina // May 2018

PARTNERS

ACKNOWLEDGEMENTS:

Artspace would like to thank Executive Director, Stephanie Moore and Assistant Director, Mike Marcus with the Center for Craft for the opportunity to inform possible new affordable creative space initiative(s) in Asheville. The Arts Market Study process and resulting data would not be possible without the participation of funders and Asheville community stakeholders and partners. A big thank you is also extended to the following community and civic leaders, and public and private entities who played a critical role in the successful implementation of this study.

FUNDING AND SUPPORT BY:



THE CENTER
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Cover photo: Yarn bomb installation by Grace Casey-Gouin of Echoview Fiber Mill and Stephanie Mergelsberg of Show and Tell Pop Up.

Source: Mountain Xpress, courtesy of the Center for Craft

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INTRODUCTION

Artspace was contracted by the Center for Craft in partnership with the Asheville Area Chamber of Commerce, to determine if there is sufficient demand to support the development of new affordable space for the creative community and if so, what types of space(s) and amenities are most preferred. The quantitative Arts Market Study (AMS) follows the Preliminary Feasibility Study (PFS) conducted in March 2017. The focus of this study is on affordable artist housing and creative work space needs of individual artists and organizations/businesses, while the PFS involved a general assessment of the potential to develop affordable, self-sustaining new space. The PFS included a two-day site visit by Artspace staff, Wendy Holmes, Senior Vice President Consulting and Strategic Partnerships, and Teri Deaver, Vice President Consulting and Strategic Partnerships. Artspace conducted a series of focus groups and community meetings in Asheville and wrote an in-depth report of preliminary findings. The PFS is a general assessment of six key areas Artspace considers essential to successful community-led development. Those include: **project concept** for a potential new arts facility; the **arts market** demand for new space; **local leadership** support; funding and **financing** opportunities; assessment of **potential sites**; and, how an arts-centric project could **align with broader community goals**.

The Arts Market Study goes a step further and involves testing assumptions from the Preliminary Feasibility Study and visit, which centered on presumed demand for an **80-unit affordable artist housing, mixed-use project**. The purpose of the study is to first determine if there is enough demand and interest by the creative sector to warrant new space as projected, second, to inform the conceptualization and design of that space, and third energize the community around advancing the creation of that space. The Arts Market Study process includes: two in-depth data collection surveys deployed online; this report of findings; and, the Technical Report Addendum that contains the data and analytics.



THE SURVEYS

After the Preliminary Feasibility Study visit, Artspace worked with the Center for Craft to develop two surveys that would assess the interest in new, affordable space in Asheville and related space preferences of the local and regional creative sector. Both online surveys were open for eight weeks January 25th, 2018-March 26th, 2018. The **Survey of Artists and Creative Individuals** allowed respondents to articulate their need for housing and work space, and their preferences for space design features, shared building amenities, and types of shared spaces and/or specialized equipment. Respondents were asked to provide descriptive information including their arts and creative activities, current living and working arrangements, household income and other demographics. Lastly, the survey asked the artists how much one can consider paying for new affordable artist housing and private workspace. For brevity, this survey will be referred to as the **“individual survey”** in this report.

The **Survey of Arts, Creative, and Cultural Organizations and Businesses** allowed creative sector leaders to articulate their need for long-term, exclusive space and their preferences for space design features, shared amenities, lease terms, and policies. The survey also asked groups that were looking for short-term or occasional spaces their preferences and needs. Through the survey results, Artspace is able to inform the Asheville stakeholders about the makeup of interested organizations/businesses, including their type of activities, creative fields, what they can consider paying for new space, staff size, budget, current space situation and future plans. For brevity, this survey is referred to as the “**organization survey**” in this report.

The Arts Market Study for Asheville quantified the demand for a variety of types of spaces for individual artists/creatives and arts, creative and cultural organizations and businesses. The surveys focused on specific questions about respondents’ interest in:

FOR INDIVIDUALS:



1. Relocating to affordable housing specifically designed for artists, creative individuals, and their families (i.e. live/work, micro-housing, work/live space), referred to as “**affordable artist housing**”;



2. Renting private studio or creative work space on an ongoing basis, referred to a “**private studio**” throughout this report;



3. Shared creative space and/or specialized equipment that can be accessed on a short-term or occasional basis through a paid membership or alternative rental arrangement. Referred to as “**shared creative space**” in this report.



4. Shared performing arts spaces and/or specialized equipment geared to performing artists. Access can be on a short-term or occasional basis through a paid membership or alternative rental arrangement. Referred to as “**shared performing arts space**” in this report.

FOR ORGANIZATIONS:

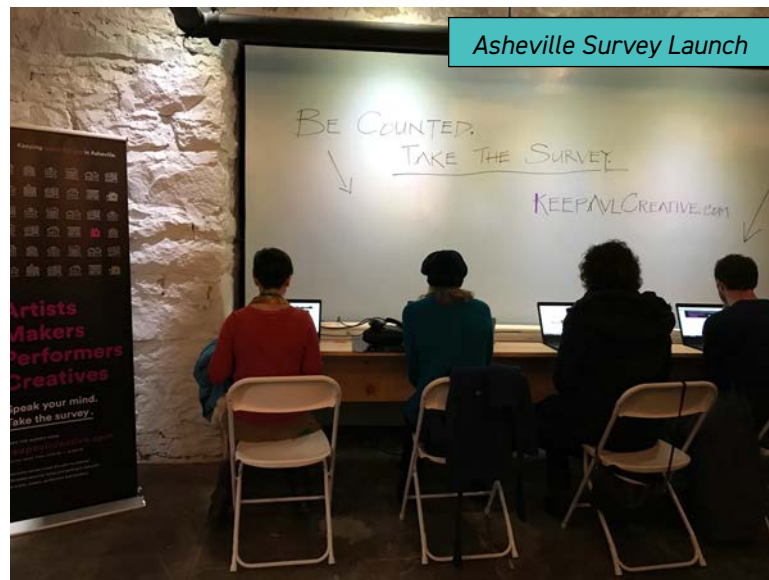
1. Leasing space for exclusive use on a **long-term basis**,
2. Renting performance, production, exhibit, office or other types of space on a **short-term or occasional basis**.

INTENDED AUDIENCE

The results of these surveys will help **real estate developers and property owners** interested in creative space and artist housing, determine if Asheville is the right market for new space investment. Further, the information contained in this report can be used to advance space planning, financial modeling, and early concept design work.

Advocates of the local arts community and creative economy can use this information to communicate the space needs, cultural asset gaps, and related space-based challenges as described by the creative sector respondents. The data can be translated into a compelling narrative about the who, what, and why behind any future, new space effort.

The design guidelines and location preferences starting on page 32, are included to benefit **all developers** looking to make space for artists, creatives, and arts/cultural organizations and creative businesses. The Technical Report should be reviewed by those embarking on new space initiatives as it contains data critical to fully understanding the market's needs and preferences for new space.



SURVEY METHODOLOGY

In order to reach the greatest number of individuals and organizations, Artspace relies on the expertise of local partners to help promote and spread awareness about the study and related surveys. The Arts Market Survey in Asheville launched at a public event on January 25th, 2018 at the Center for Craft. Artspace was represented by Teri Deaver, Vice President, Consulting and Strategic Partnerships and Aneesha Marwah, Manager, Consulting and Strategic Partnerships. Between the launch and the Creative Mornings Breakfast on January 26th, nearly 300 people heard about the survey in-person.

The Center for Craft hired JB Media to manage the digital media campaign and HNYCMB Creative for the related visual asset materials. In Asheville, the surveys notifications were disseminated through the following means:



- Distributed a media kit to local arts and cultural organizations to run simultaneous outreach campaigns. The media kit included: web, social media, e-news, graphics, sample verbiage, press releases, Artspace FAQs, and background materials.
- The Center for Craft and its partners engaged the following organizations and business to conduct outreach for the survey:
 - A-B Tech
 - Allegra Asheville
 - American Myth Center
 - Asheville Area Arts Council
 - Asheville Area Chamber of Commerce
 - Asheville Art Museum
 - Asheville Bookworks
 - Asheville Community Theatre
 - Asheville Design Center
 - Asheville FM
 - Asheville Independent Restaurant Association
 - Asheville Music Professionals
 - Asheville Songwriters Association
 - Asheville Symphony
 - Arts for Life
 - Blue Spiral 1
 - Blue Ridge Public Radio
 - Buchi Kombucha
 - Buncombe County Tourism Development Authority
 - Campaign for Southern Equality
 - Center for Participatory Change
 - City of Asheville
 - CreativeMornings Asheville
 - Curve Studios
 - Date My City
 - Different Strokes! Performing Arts Collective
 - Eagle Market Streets Development Corporation
 - Echoview Fiber Mill
 - East Fork Pottery
 - Green Opportunities
 - Habitat for Humanity
 - HNYCMB Creative
 - Hood Huggers
 - Horse & Hero
 - LEAF Streets & Schools
 - Lenoir-Rhyne University
 - Montford Park Players
 - Mountain BizWorks
 - MountainTrue
 - Mountain Housing Opportunities
 - NC Glass Center
 - NC Stage
 - Penland School of Craft
 - River Arts District Artists
 - River Arts District Business Association
 - Show & Tell Pop Up Shop
 - Sound Mind Creative
 - Southern Highland Craft Guild
 - The Big Crafty
 - UNC Asheville
 - US Bartenders Guild - Asheville Chapter
 - Warren Wilson College

- Printed materials were generously provided by Allegra Asheville. 750 posters were printed and distributed, 7,500 rack cards were printed and distributed to arts, cultural, creative, and civic organizations and business. 8 free standing vertical banners were placed in various community hubs.
- A full social media campaign was conducted through Facebook ads, Facebook events, and Instagram outreach.
- Two press releases (January 19th and February 28th) were sent to numerous publications. Coverage or mentions were done at the beginning of the survey and/or half way through by the following: Mountain Xpress, Asheville Made, Laurel of Asheville, Blue Ridge Public Radio, and Asheville FM, AVL Today, WLOS TV, the Urban News.
- Additional marketing came through unique public displays like the yarn-bombing and signage that went on the Center for Craft’s headquarters (seen in cover photo).



Weekly survey assistance was provided to the Center for Craft by Artspace to help with their outreach efforts, particularly with an eye to encouraging diversity and inclusiveness of all community members and art forms. The surveys were open for eight weeks via the Survey Gizmo online platform and closed on March 26, 2018. During that timeframe, there were **1,265** respondents to the individual survey and **170** respondents to the organization survey.

Individual survey respondents indicated that they heard about the survey through the following means:

- Social media outlet - 586 (46%),
- Email invitation - 302 (24%),
- Friend/colleague/acquaintance - 248 (20%),
- Flyer/poster/post card handout - 149 (12%),
- From an event they attended - 128 (10%)

**Respondents may have selected multiple options*

The majority of represented **organizations** heard about the survey from:

- Email invitation - 80 (33%),
- Social media outlet - 54 (22%),
- Friend/colleague/acquaintance - 54 (22%),
- From an event they attended - 27 (11%),
- A public meeting - 18, (7%),
- Flyer/poster/post card handout - 17, (7%)

**Respondents may have selected multiple options*



The survey respondents are a sample of convenience. While believed to be grossly representative of the target population (artists and other creative individuals living in/around Asheville and local arts, cultural and creative organizations and businesses), generalization of the findings to these broader populations cannot be conducted. Because of the non-random nature of the sample, the data reported includes only descriptive statistics. The responses included in this report are all completed survey entries barring any apparent erroneous responses which were removed. Due to the nature of data collection, the analysts at Artspace are not able to eliminate the entire possibility of duplicate responses to the survey of individual artists/creatives, given the bounds of confidentiality.

In the circumstance of more than one representative of an organization or business submitting a response to the organization survey, the completed surveys were reviewed for evidence of distinct space needs and surveys were included in the analysis only if a clear distinction could be made. The bias for selecting only one survey to represent an organization or business with singular space needs went to the respondent with the most likely knowledge of the organization, a decision made after reviewing the organizational position held by the respondent and response quality. Data that is not statistically relevant due to low response numbers are mostly omitted from this report. Small group differences or percentages should be interpreted carefully. Statistical analysis of the Survey Gizmo collected data was conducted via the SPSS platform. Artspace has conducted over 90 Arts Market Surveys across the country reaching more than 37,000 artists. Most of the 43 affordable artist housing projects that Artspace owns have been informed by the findings of an Arts Market Survey using the same methodology used in Asheville. It is this successful application of the survey methodology along with the experience and lessons learned from surveying artists and creatives around the country that plays heavily into the market considerations, assumptions, and recommendations in this report.



ONGOING OUTREACH

Responses to the individual survey are considered representative of a need or preference. Interested respondents may not be the same individuals who eventually rent space in a future project. Artspace recommends that those planning new space stay in touch with the **1011 (78%) individual** and **148 (87%) organization** respondents who requested further information and updates on this project. Ongoing outreach is recommended to keep a diversity of artists engaged in any evolving conversation and future project(s). The confidential contact information was provided to the Center for Craft by Artspace in a separate attachment.

KEY FINDINGS & RECOMMENDATIONS

The primary focus of this report is on the **1,085 (86%)** of the total **1,265 individual survey respondents** who indicated an interest in at least one type of space and the **132 (78%)** of the total **170 organizations** who expressed interest in space rental in a multi-use arts facility in Asheville.

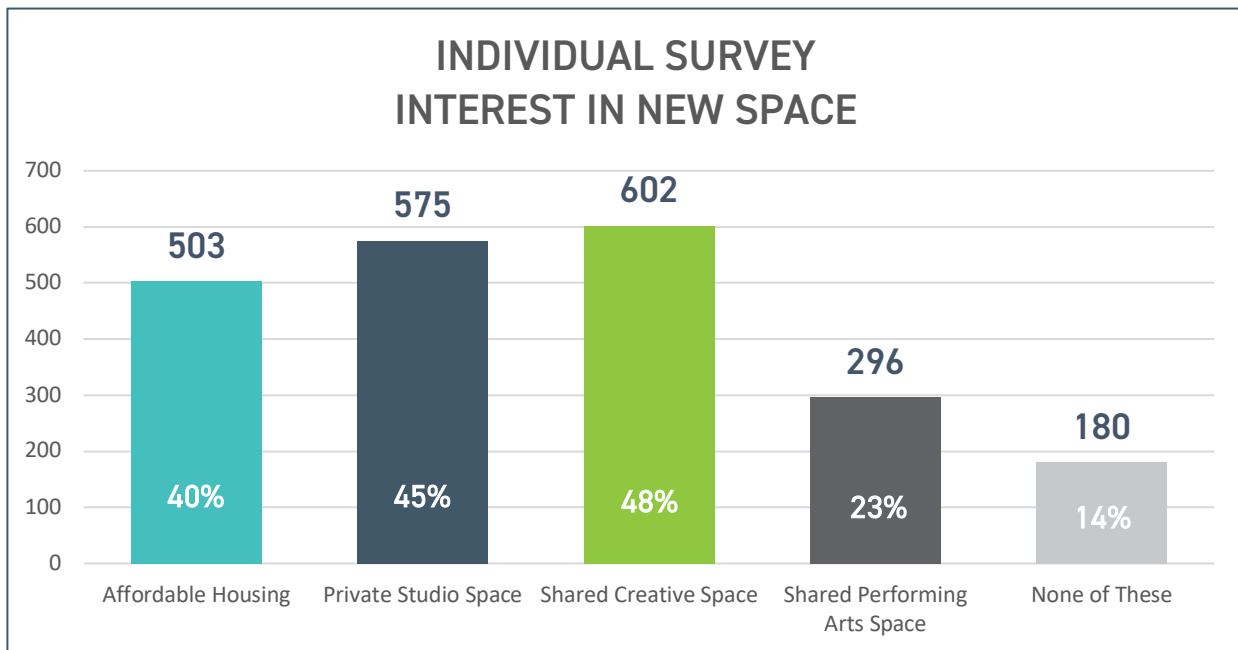
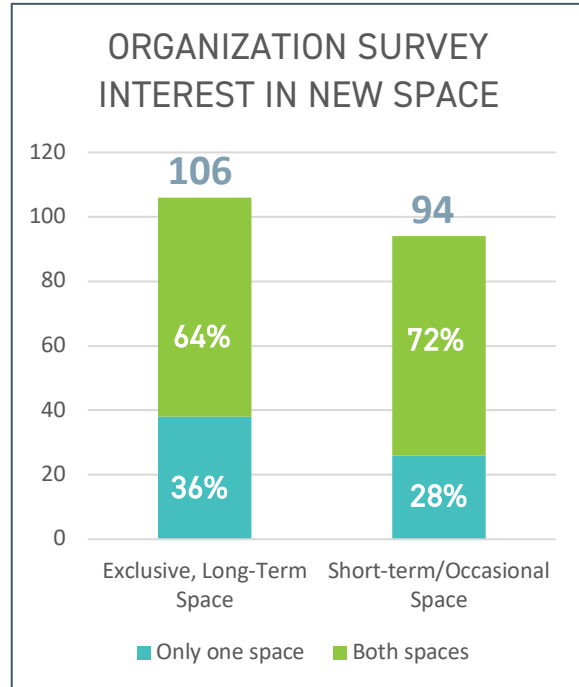
Following is a breakdown of the types of spaces in which respondents to both surveys expressed interest. **The data suggests a sizable need for new space where Asheville's creative sector can live, work and conduct business.**



1265 TOTAL INDIVIDUAL RESPONSES



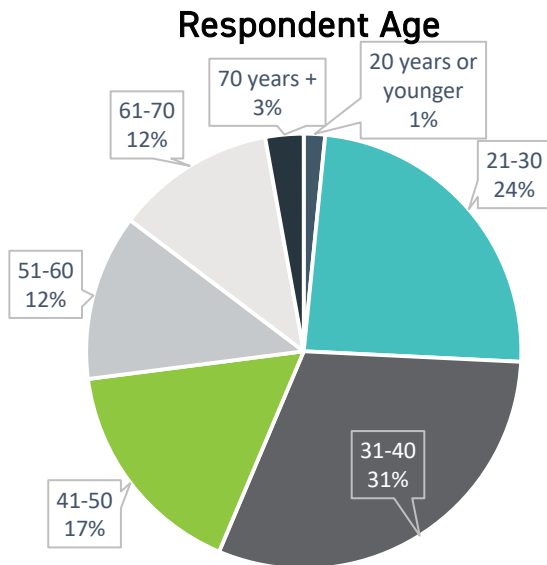
170 TOTAL ORGANIZATION RESPONSES



Note: Respondents to both surveys could select multiple options

RESPONDENT OVERVIEW

To provide context about who participated in the survey, below is a demographic breakdown of all **1,265 individual** respondents.

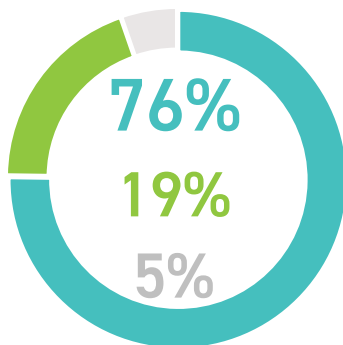
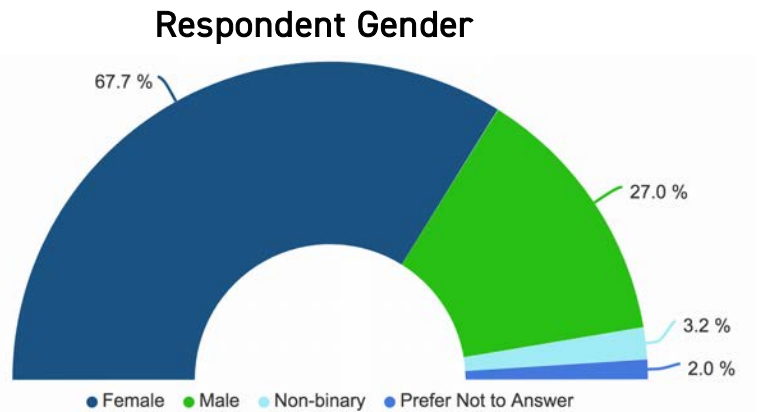


TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting and Drawing - 27%
2. Crafts/Fine Crafts - 21%
3. Music - 17%
4. Writing/Literary Arts - 17%
5. Photography - 15%
6. Mixed Media - 15%

Respondent Race and Ethnicity

White/Caucasian	1,119	88%
Multiracial/Multiethnic	58	5%
Black/African American	26	2%
Something Else	27	2%
Hispanic/Latino	23	2%
Native American/American Indian/Alaskan	6	0%
Asian/Pacific Islander	6	0%
Total	1,265	100%



Respondent Location

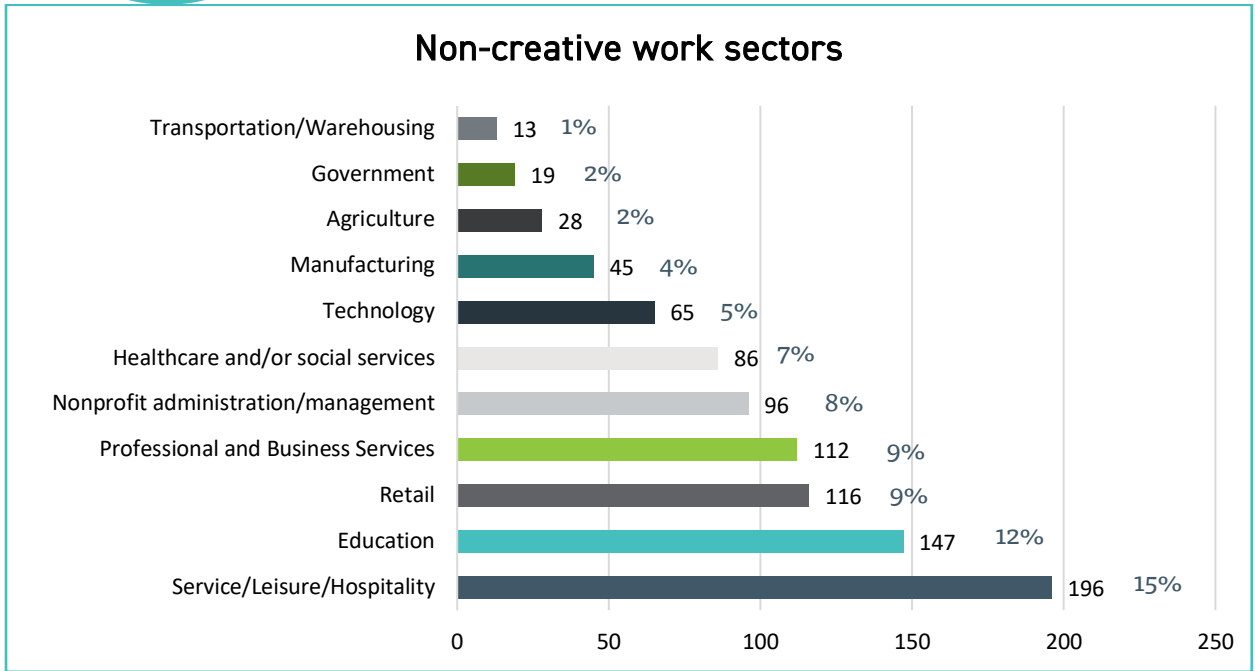
* A CURRENT RESIDENT OF ASHEVILLE OR BUNCOMBE COUNTY

* A PAST RESIDENT OF ASHEVILLE OR BUNCOMBE COUNTY

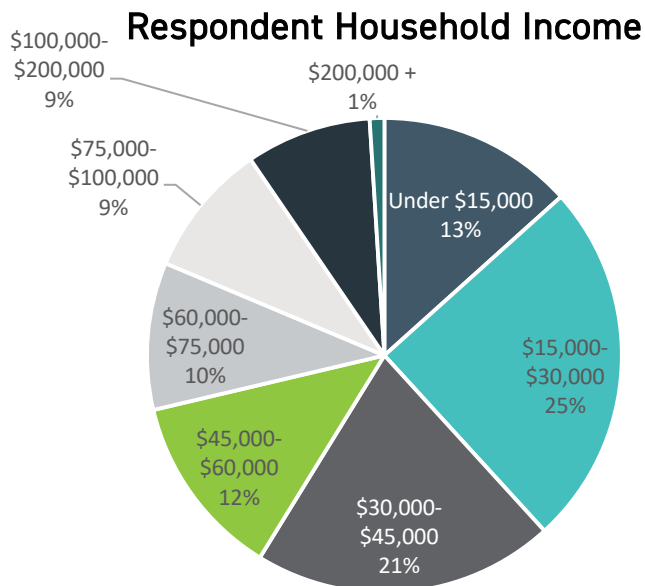
* NEVER BEEN A RESIDENT OF EITHER ASHEVILLE OR BUNCOMBE COUNTY

869
(69%)

OF ALL INDIVIDUAL ARTIST
RESPONDENTS INDICATED ANOTHER
OCCUPATION IN A NON-CREATIVE
LINE OF WORK



Note: Respondents could select multiple options, if applicable



\$44,946 - CITY OF ASHEVILLE
MEDIAN HOUSEHOLD INCOME
(U.S. CENSUS 2016)

RECOMMENDATIONS

The Arts Market Study revealed a strong demand for a variety of spaces serving Asheville's creative community. New affordable artist housing, private studios, shared creative spaces, and shared performing arts spaces for individuals are all supported by the study. In particular, **the market strongly supports the 80 - unit artist housing concept being tested.**

Based on the results on the Arts Market Study discussed in this report. Artspace recommends advancing a mixed-use facility with both residential and commercial space. The data supports the following creative space types and amounts in Asheville:

- **Up to 168 units of affordable artist housing**
 - Predominantly in the live/work artist housing style
- **Up to 81 new affordable private studio/creative work-only spaces** in addition to affordable artist housing.
 - Rents for private studio space *up to* \$300/month with a priority on spaces between \$51-\$250/month as this will serve 52% of the interested artists and in particular those in need of more affordable space.
 - A variety of sizes of private studio/creative work-only spaces, especially units that are 500 sq. feet or less as this will serve 74% of interested artists. Specifically targeting most of the spaces to the 57% of artists who need 350 sq. feet or less, will help achieve self-sustaining space within a low-rent model.
- **Shared creative space with specialized equipment in or separate from a mixed-use facility**
 - Of the shared creative space, some can be dedicated to performing arts
- **Moderate amount of space for organizations in a multi-use facility**, with additional spaces encouraged to be offered in multiple developments in the city.

In an Artspace project, commercial space is made available through long-term leases at affordable rates to organizations and businesses that complement project's vision. To maintain a financially feasible project, commercial space is typically less than 20% of an overall building. Artspace bases its recommendations for commercial space on this model (regardless of who may be the developer) and considers the capacity of interested organizations to commit to new space when determining the strength of the market. Artspace leasing strategies also include offering space to interested organizations that can address shared space needs identified in the Arts Market Study and to those with community serving or engagement programs. Local entrepreneurs, nonprofits and/or creative businesses that currently address or want to address the shared-space needs identified in this study should review Section IV of the Technical Report.

The following key observations are offered based on the data that follows in this report:

- Affordable Artist Housing will primarily support local Asheville and Buncombe County artists
- Affordable Artist Housing will also serve local workforce households. The top non-creative work engaged in by interested artists is "service/leisure/hospitality", followed by "education" and "retail".
- A majority of artists interested in new space have considered leaving Asheville. The opportunity of new space may help to retain members of the local creative sector.

- The River Arts District is the most preferred location for artist housing, studio/works space and long-term space for arts organizations and creative businesses. This is in alignment with the top preferred site from the Preliminary Feasibility Study.
- While nonprofits will be served by new creative space, for-profit creative businesses would be the primary beneficiary. Investment in a multi-use project would help to support the small business community.
- There is a need for temporary/short-term housing for visiting artists in a new facility. The feasibility of including this housing type should be explored with potential community partner operators and future funders.

Artspace's recommendations are based on 30+ years of experience in the field of affordable art facility development. There are factors besides market demand that will influence a future project concept and feasibility of new space including: funding opportunities and funder priorities; civic leader priorities; available sites; and new complementary developments that offer desired space.

Survey respondents could select multiple types of spaces that they would be interested in renting or relocating to and duplication of interest is possible. For example, an artist may want both affordable housing and private studio space, however that artist may or may not intend to rent both at the same time. Artspace's overall recommendations are conservative to take into account the possible impact of overlapping space interests.



INDIVIDUAL SURVEY INTEREST IN:

AFFORDABLE ARTIST HOUSING

The information on the following pages is solely about the 503 individuals interested in affordable artist housing.

503
(40%)

OF THE 1,265
RESPONDENTS ARE
INTERESTED IN
AFFORDABLE ARTIST
HOUSING

144
(29%)

ARE ONLY INTERESTED IN
AFFORDABLE ARTIST
HOUSING AND NO OTHER
SPACE



HOUSEHOLD COMPOSITION

- One-person - 156 (31%)
- Two-person - 191 (38%)
- Three-person - 90 (18%)
- Four or more - 66 (14%)
- Children under 18 - 97 (19%)

54%
46%

HOUSEHOLD INCOME (FOR THOSE
INTERESTED IN AFFORDABLE HOUSING)

- 272 HOUSEHOLDS EARN 60% OR LESS OF AREA MEDIAN INCOME (54%)
- 231 HOUSEHOLDS EARN MORE THAN 60% OF AREA MEDIAN INCOME (46%)

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting and Drawing - 28%
2. Music - 23%
3. Crafts/Fine crafts - 20%
4. Writing/Literary Arts - 19%
5. Photography - 16%
6. Mixed Media - 15%

65% OF INTERESTED ARTISTS
ARE 21-40 YEARS OLD

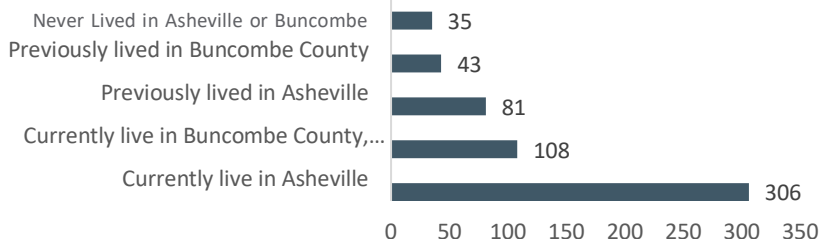
TOP NON-CREATIVE SECTORS

- Service/Leisure/Hospitality - 102 (20%)
- Education - 68 (16%)
- Retail - 46 (9%)
- Nonprofit Admin - 41 (8%)

MOST REQUESTED BUILDING AMENITIES

- Building Wi-Fi (67%)
- General use studio/flex space (44%)
- Community Garden (43%)
- Gallery/Exhibition space (39%)
- Sustainable Design (34%)

RESPONDENT LOCATION





WHAT IS AFFORDABLE ARTIST HOUSING?

Artspace defines **affordable artist housing** as residential space where artists are able to live and create in the same space. Artspace’s affordable artist housing units meet standard residential codes and are somewhat larger (150 to 200 square feet) than a typical dwelling unit. The units include artist-friendly design features such as durable surfaces, large windows, high ceilings, and wide doorways. Other variations of this type of space include Work/Live Space, in which land use regulations allow primarily commercial/industrial uses with a small percentage of living space; and, Housing-Only space that comes with access to shared creative spaces located in the same or an adjacent building.

FINANCING FOR AFFORDABILITY

To keep affordable artist housing attainable, the Artspace financing model combines public and private funding to ensure long-term, self-sustaining, affordable housing. A primary funding tool is the Federal Low-Income Housing Tax Credit (LIHTC) program which drives private equity investment to capitalize projects. Two types of allocations a 4% credit and 9% credit differ in that the 4% credit drives less private equity and results in a larger funding gap. The 4% program imposes fewer constraints on the project concept and if the project meets threshold criteria, is a non-competitive funding source. The 4% program offers less opportunity for deep rental subsidy and aligns with Arts Markets that can sustain higher rents and large multi-family developments. As of this writing, a 4% LIHTC strategy is the most feasible approach in North Carolina.

The U.S Department of Housing and Urban Development (HUD) imposes annual household income limits and sets maximum rents in projects awarded tax credits from either program. These rent limits are accompanied by a HUD-determined “utility allowance” that further lowers base rents in order to keep overall housing costs affordable for low-income households. These limits change annually. The 2017 HUD published maximum household income for those earning 60% or less of the Area Median Income (AMI) and corresponding rents for Buncombe County are stated in the following table. Rents are expressed by month and incomes are annual.

HUD Income and Rent Limits for LIHTC Projects, Buncombe County

Household Size	Income Max (60% AMI)	Bedrooms	Max Rent (60% AMI)
1	\$25,800	Efficiency	\$645
2	\$29,460	1-bedroom	\$690
3	\$33,120	2-bedroom	\$828
4	\$36,780	3-bedroom	\$957

Source: Novogradac; Novoco.com

272 (54%) of artists interested in affordable artist housing in Asheville would income qualify per HUD guidelines. The percentage of interested income qualifying artist households, is consistent with similar surveys conducted in other cities across the nation. A LIHTC funding approach is supported by the market.

RENTAL AFFORDABILITY

To qualify to live in artist housing individuals do not need to derive the majority of their income from their art or creative pursuit. In fact, in Asheville, 309 (62%) of those interested in affordable artist housing earn less than 25% of their income from their art/creative work. Many artists balance their creative work with other non-creative type jobs to earn a living. From the self-reported income data in the survey, 54% would qualify for affordable housing based on their household incomes being 60% of AMI or lower. A step further, Artspace asked artists what they would consider paying for affordable housing. This is to understand how developers should model their rent structure, how many households consider the 2017 HUD maximum rental guidelines shown above to be affordable, and how many would qualify for that rent based on their household size.

If using affordable housing resources like LIHTC, there are restrictions on household size relative to the number of bedrooms in a unit. For example, a one-person household may not be allowed to rent a three-bedroom unit. The rental rates set by HUD vary according to bedroom count and household income.

Affordability to Asheville Artists							
Max monthly rent	Household Size					Total	
	One	Two	Three	Four	Five or more	#	%
\$400	14	7	9	6	3	39	8%
\$500 - \$600	61	57	36	9	5	168	33%
\$700 - \$800	51	50	14	7	2	124	25%
\$900-\$1,000	23	40	13	8	5	89	18%
\$1,100 - \$1,200	4	22	11	7	4	48	10%
\$1,300 - \$1,500	2	10	5	0	3	20	4%
Over \$1,500	1	5	2	1	6	15	3%
Total	156	191	90	38	28	503	100%
Total for 60% of AMI Rents (shaded area)	117	127	31	16	13	304	60%

**Shaded area represents what respondents would consider paying relative to 2017 rent guidelines*

304 (60%) of respondents indicated the rents they would consider paying for housing are in line with 2017 HUD guidelines for affordable housing rental limits in Buncombe County.

RECOMMENDATIONS FOR AFFORDABLE ARTIST HOUSING

Artspace recommends building up to **168 affordable artist housing** units in Asheville, with an emphasis on a live/work designed project. This is a conservative estimate using 3:1 redundancy which accounts for the many factors that influence the overall indicated market need as well as Artspace's national experience as a developer of live/work housing. The factors that can influence market demand include:

- The number of interested artists who would income qualify at or below 60% of AMI
- Interested households in which more than one artist responded to the survey

- Interested artists who are currently full-time students, and whose household incomes/compositions are likely to change post-graduation
- Respondent preference for renting versus owning
- Current location (82% live in Buncombe County or the City of Asheville)
- Project location (assumed to be in an area of higher preference)

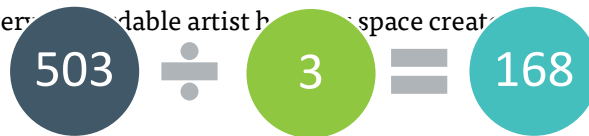
Development and design decisions may impact marketability and the effect of any adverse decisions are not considered in this calculation. New space should be leased affordably and preferred shared spaces and features (as identified in this study) accommodated to the extent feasible.

If new artist housing is created outside of the top three preferred locations (listed below), the total count of new space should be lowered accordingly.

See table below for how some of these factors calculate into total market demand in Asheville.

3:1 REDUNDANCY

Given the variety of factors that influence demand, Artspace uses the triple redundancy method to account for the factors mentioned above. The threshold for market strength of an affordable artist housing financed project requires a *minimum 3:1 redundancy*, meaning at least 3 interested artists should be identified for every affordable artist housing space created.



Asheville - Affordable Artist Housing Demand	
Factor	Count
Total Interested Artists	503
Income Qualify - 60% AMI	272
Households with more than 1 interested Responder	75
Minimum Potential Duplicates (75/2)	37
Current Full-Time Students	38
Interest in Renting	470
Interest in living in River Arts District	413
Interest in living in West Asheville	384
Interest in living in North Asheville	355
Currently live in Asheville/Buncombe County	414
Estimated Market Demand for a LIHTC project	*168 units

**Market demand is only one consideration when developing a project concept. A development team may choose to increase or decrease a final unit count after a review of all project feasibility factors, including financing method and the related LIHTC Qualified Allocation Plan, if applicable.*

PROJECT TYPE

All respondents interested in affordable artist housing were asked their preference for type of affordable housing and preference to rent or own. Those options included:

- **Live/Work**, defined as studio/workspace that is integrated with residentially zoned living space
- **Micro-housing**, small living space with access to shared creative work spaces, and
- **Work/Live**, space that is primarily commercial/industrial with minimal living space.

Housing Type Preference			Own/Rent Preference		
Live/Work	469	93%	Renting	470	93%
Micro-housing	296	59%	Owning (traditional model)	348	69%
Work/Live	210	42%	Owning (shared equity model)	292	58%

**Respondents may have selected multiple answers to both questions*

The live/work model was the most favored type of affordable housing, with 93% of respondents interested in that option. **A new artist housing project should primarily offer live/work style spaces.** However, there still is market demand for micro-housing and work/live housing if a developer is interested in pursuing those options. If pursued, the total housing count should be lowered in accordance with the lower demand for micro-housing or work/live designed space.

Renting is the most preferred option, which enables federal housing funding sources to be utilized. For those respondents that indicated owning would be an option, 77% indicated the maximum amount to purchase housing would be \$200,000, while over half could only afford between \$100,000 and \$150,000. For sale options would deliver a model in which artist could develop owner-equity in Asheville. Identifying funding sources and tools that could support the low purchase price would be critical. For-sale options could be a stand-alone development or possibly incorporated into a single facility or housing initiative.

UNIT MIX

The number of bedrooms required by artists interested in affordable artist housing space in Asheville, trends toward one- and two-bedroom units. Using the triple redundancy method, the suggested unit breakdown to begin concept planning is provided in the table below.

Suggested Unit Mix			
Number of Bedrooms Required	Count	Percentage	# of Units
Efficiency/Studio Units	48	10%	16
One-Bedrooms	178	35%	60
Two-Bedrooms	207	41%	69
Three-Bedrooms	57	11%	19
4+ Bedrooms	13	3%	4
Totals	503	100%	168

When determining the unit mix in a project concept the market study findings are important, but there are other factors to consider including: what the site/building can accommodate; funder priorities; HUD requirements for maximum household size per bedroom count; the operating budget/project pro-forma.

The survey did not ask for preferred housing square footage, but space needs can be estimated (for planning purposes) by ensuring that the workspace size preferences of those interested in studio/work space can be accommodated in the live/work unit. 251 of those interested in private studio space are also interested in housing. Alternatively, live/work space can be modeled after Artspace's live/work housing units which are generally about 150-200 SF larger than traditional affordable housing and have flexible floor plans to accommodate for work space. Average Artspace unit size ranges are listed below:

- **Average efficiency/studio:** 700 sq. ft. – 800 sq. ft.
- **Average 1BR:** 800 sq. ft. – 1000 sq. ft.
- **Average 2BR:** 1100 sq. ft. – 1200 sq. ft.
- **Average 3BR:** 1400 sq. ft. – 1600 sq. ft.

RETAINING AND ATTRACTING THE CREATIVE SECTOR

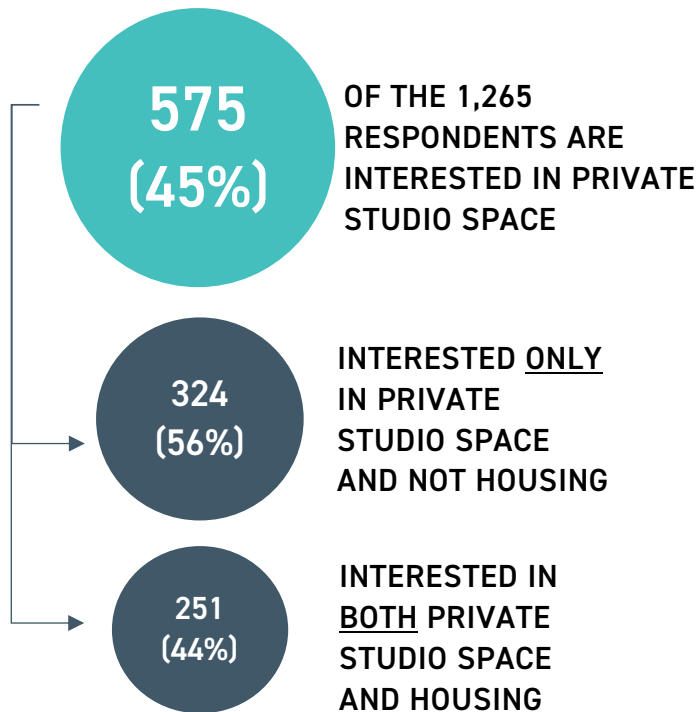
Of the 503 respondents who indicated that they would relocate to an affordable artists' affordable artist housing community, if available, **424 (84%)** responded that they have considered leaving Asheville. The availability of new space would help to retain these interested artists. Data collected through the survey supports the creation of new housing and demonstrates that affordable artist housing would both retain artists in Asheville and encourage artists living in Buncombe County (outside of Asheville) to locate in the city.



INDIVIDUAL SURVEY INTEREST IN:

PRIVATE STUDIO SPACE

The information on the following pages is solely about the 575 individuals interested in private studio space.



123 (21%) CURRENTLY RENT/OWN STUDIO SPACE on an ongoing basis

CURRENT PAYMENT FOR PRIVATE STUDIOS

- 23 pay \$1-\$200/mo.
- 39 pay \$201 - \$400/mo.
- 24 pay more than \$1000/mo.

PRIMARY STUDIO/WORK SPACE IS WITHIN THE HOME: 279 (49%)

DO NOT HAVE DEDICATED STUDIO/WORK SPACE: **260 (45%)**

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting and Drawing - **29%**
2. Music - **19%**
3. Crafts/Fine crafts - **19%**
4. Mixed Media - **16%**
5. Photography - **15%**
6. Fiber/Textile Arts - **14%**

MOST REQUESTED BUILDING AMENITIES

- Building Wi-Fi (77%)
- Gallery/Exhibition space (49%)
- Utility sink with trap (40%)
- Additional storage (31%)
- Sustainable design (30%)

MOST REQUESTED FEATURES

- Natural light (82%)
- Internet access (69%)
- Storefront/Direct street access (34%)
- High Ceilings (over 10 ft) (34%)
- Soundproofing (29%)
- Special Ventilation (28%)

MOST REQUESTED PRIVATE STUDIO SIZE*

57% (328) would be served by **350 sq. ft. or less**

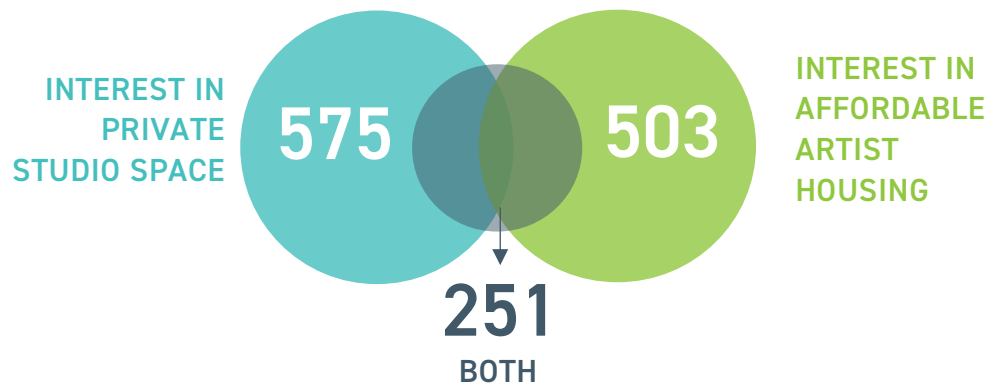
**A variety of sizes are needed*

WHAT IS PRIVATE STUDIO SPACE?



Private studio space and creative work space is specifically designed for the creation or practice of art in all its forms (performing, visual, functional, literary, etc.). Private studio space is rented under an annual lease agreement by a single renter who may or may not choose to share space with other artists. From a lessor's perspective, it is commercial or industrial space that is adaptable to the needs of the artist/creative.

When calculating the demand for private studio space, Artspace uses the total number of individual respondents interested in private studio and not affordable artist housing too, **324 respondents**. When considering the preferences of those interested in private studio space, it considers the full interest group, **575 respondents**. The assumption is that if an artist has an affordable artist housing unit (i.e. live/work), then an additional separate private studio space is less likely to be needed, but that the reported preferences represent the full subset of artists who may rent the new space.



RECOMMENDATIONS FOR PRIVATE STUDIO SPACE

Artspace recommends creating **up to 81 private studio spaces, if affordable artist housing is also built, or up to 144 spaces if it is not**. This is a conservative estimate based on a 4:1 redundancy model. There are more variables that affect total market demand for private studio spaces versus affordable housing units, most importantly necessity, therefore Artspace relies on the 4:1 model for this type of space. These variables include:

- Artists may choose a more cost-effective option, such as:
 - Sharing a studio space with other interested artists
 - Using less space than they initially indicated
 - Renting short-term spaces
- Amenity specific preferences
- Location of project/new space
- Income fluctuation leading to shorter tenancy than housing

Respondents to the survey also indicated significant interest in shared short-term studio spaces. 182 expressed interest in Studio space (general-purpose, for occasional private use) and 175 in Studio space

(general-purpose, multiple user). **If short-term space is created to meet this occasional and shared-use demand, then the number of spaces created for long-term Private Studio/Creative work space should be reduced accordingly, and vice-versa.** For example, there are 55 individual artists who want both long-term Private Studio/Creative work space AND shared, occasional use private studio space, but not housing. There are 51 individual artists who want both long-term Private Studio/Creative work space AND shared multiple user general-purpose studio space, but not housing.

The value of this recommendation relies on a diverse selection of private studio space options that reflect the sizes, rental costs, amenities, and features preferred by interested artists/creatives.

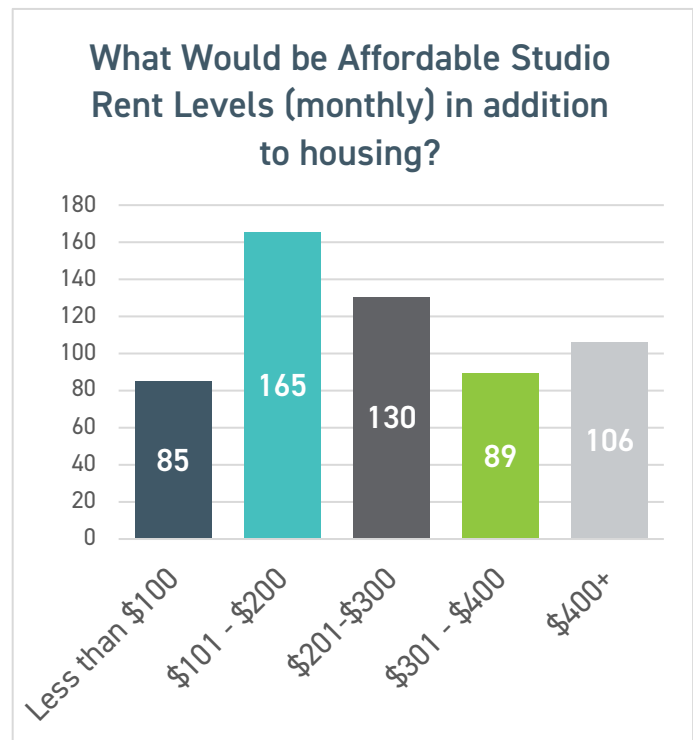
In either case, Artspace recommends introducing new studio space in phases. Private studio space rental, like commercial space, is subject to greater market fluctuations than housing.



SQUARE FOOTAGE & RENTAL RATES

Understanding what artists can afford and how much space they need is critical to the marketability and self-sustainability of new space. The following two charts provide a summary of this information.

Desired Square Footage		
Minimum Square Footage	Count	%
Under 200 sq. feet	100	17%
200 - 350 sq. feet	228	40%
351 - 500 sq. feet	99	17%
501 - 650 sq. feet	58	10%
651 - 800 sq. feet	25	4%
801 - 1,000 sq. feet	26	5%
1,001 - 1,500 sq. feet	9	2%
More than 2,000 sq. feet	4	1%



Based on the data and the summary statistics, a draft program plan for a private studio space development could consider:

- Studio spaces of varying sizes. For example:
 - 25 under 200 square feet**
 - 82 200-500 square feet**
- Rental agreements that do not exceed **\$300 per month**, gross rent regardless of space size. With many targeted lower. For example, at least 25% renting at \$150 or less.

Incorporating some larger spaces and more expensive spaces is also supported by the market findings, but what artists will consider paying for space on a square footage basis may not be commensurate. Therefore, Artspace recommends pre-leasing, collecting letters of interest, and/or developing a waiting list for planned private studios larger than 500 square feet.



**INDIVIDUAL SURVEY INTEREST IN:
SHARED CREATIVE SPACE AND
SHARED PERFORMING ARTS SPACE**



**602
(48%)**

OF THE 1,265
RESPONDENTS ARE
INTERESTED IN SHARED
CREATIVE SPACE

**TOP ARTS, CULTURAL, CREATIVE
INDUSTRY INVOLVEMENT**

1. Painting and Drawing - **26%**
2. Crafts/Fine crafts - **22%**
3. Writing/Literary Arts - **18%**
4. Photography - **17%**
5. Music - **17%**

**MOST REQUESTED TYPE OF SPACES/SPECIALIZED
EQUIPMENT***

- Gallery/Exhibition Space - 222 (37%)
- Studio Space (general purpose, for occasional private use) - 182 (30%)
- Studio Space (general purpose, multiple user) - 175 (29%)
- Classroom/Teaching Space - 151 (25%)

**Respondents could choose up to five options. These are accessible on a short-term basis or paid membership*

**296
(23%)**

OF THE 1,265
RESPONDENTS ARE
INTERESTED IN ACCESS
TO SHARED PERFORMING
ARTS SPACE

**TOP ARTS, CULTURAL, CREATIVE
INDUSTRY INVOLVEMENT**

1. Music - **41%**
2. Performance Art - **30%**
3. Theater Arts - **27%**
4. Writing/Literary Arts - **24%**

**MOST REQUESTED TYPE OF
SHARED PERFORMING ARTS
SPACE/EQUIPMENT***

- Rehearsal Space - 132 (45%)
- Theater/Performance (Black box/flexible) - 110 (37%)
- Music Recording Studio - 105 (35%)
- Sound Booth - 92 (31%)
- Theater/Performance (formal seating/permanent stage) - 92 (31%)
- Sound Proof practice room - 90 (30%)

**Respondents could choose up to five options. These are accessible on a short-term basis or paid membership*

WHAT IS SHARED CREATIVE SPACE?



Shared Creative Space is space and specialized equipment that may be available for short-term, private rentals (e.g. hourly, daily, weekly, monthly) or accessible to multiple users at the same time through a membership or other rental arrangement. The spaces and associated programming are typically offered to artists through an organization that has leased long-term space from the property owner for that purpose. *Collaborative* shared spaces may include for example: co-working or makerspaces designed for specific uses such as ceramics, 3D printing, culinary arts, or woodworking. *Private short-term rentals* may include for example: storage, conference rooms, general use studio, or a screening room. The intent is to offer artists access to space and/or equipment that is too expensive or impractical for individual artists to lease or own outright. Shared creative space can exist in the context of a new multi-use facility, as a stand-alone venture, or as an extension of existing programming.

With 602 individual respondents expressing interest, there is strong market demand for shared creative spaces. While about one-third of these individuals also expressed an interest in affordable artist housing (238 respondents), it is anticipated that the demand for most shared spaces will remain constant even if new complementary spaces such as artist housing or private studios are created. The exception is the overlapping interest in shared, general - purpose Studio space for “occasional private use” and/or “multiple user space”.

RECOMMENDATIONS FOR SHARED CREATIVE SPACE

Artspace recommends including shared creative spaces in any new multi-use space initiative resulting from this study as well as identifying other opportunities in Asheville to introduce new shared space models.

A multi-use facility with housing and/or private studios as core space types would be enhanced by including Gallery/Exhibition space as well as shared general - purpose studios that are flexible for either private or multiple users to access on a short-term basis. Any interested developer would need to understand what potential users would consider paying for the short-term studio spaces to arrive at operating projections and a sustainable business model.

If an arts organization or creative business wants to address the shared creative space needs identified in this study, Artspace recommends focusing on just one or a few of the more specific needs documented. Providing limited types of appropriate spaces is more valuable than a variety of mediocre spaces. For example, classroom/teaching space, a computer center with design software, a photography studio, ceramics/clay studio and office equipment would be of interest to at least 20% of respondents.

OTHER REQUESTED SPACES

While the priority should be to address the “most preferred” spaces noted on page 22 there are other spaces and equipment that have been identified as desirable. There is ample opportunity to create new programs or expand those that exist in order to fill other space needs of the creative sector. A full list of space types of interest to respondents can be found in the Technical Report Section IV.

WHAT IS SHARED PERFORMING ARTS SPACE?



Shared Performing Arts Space accommodates the needs of those in the performing arts or other complementary industries. Like shared creative space, the space and specialized equipment may be available for short-term, private rentals (e.g. hourly, daily, weekly, monthly) or accessible to multiple users at the same time through a membership or other rental arrangement. The spaces and associated programming are typically offered by an organization or business that leases commercial space from the property owner. *Collaborative* shared spaces may include for example: costume, prop and set design shops or storage for the same. *Private short-term rentals* may include for example: rehearsal or performance space; or sound proof practice or recording studio space. Performing arts space is expensive for artists due in part to the volume of space and the technical equipment required (i.e. sprung dance floors, soundboards). Shared performing arts space can exist in the context of a new multi-use facility, as a stand-alone venture, or as an extension of existing programming.

RECOMMENDATIONS FOR SHARED PERFORMING ARTS SPACE

While the interest in shared performing arts space (296 respondents) is less than that for shared creative spaces overall (602 respondents), the interest relative to the size of performing arts community is still significant. For this reason, this study considers shared performing arts space and the shared creative space needs independently.

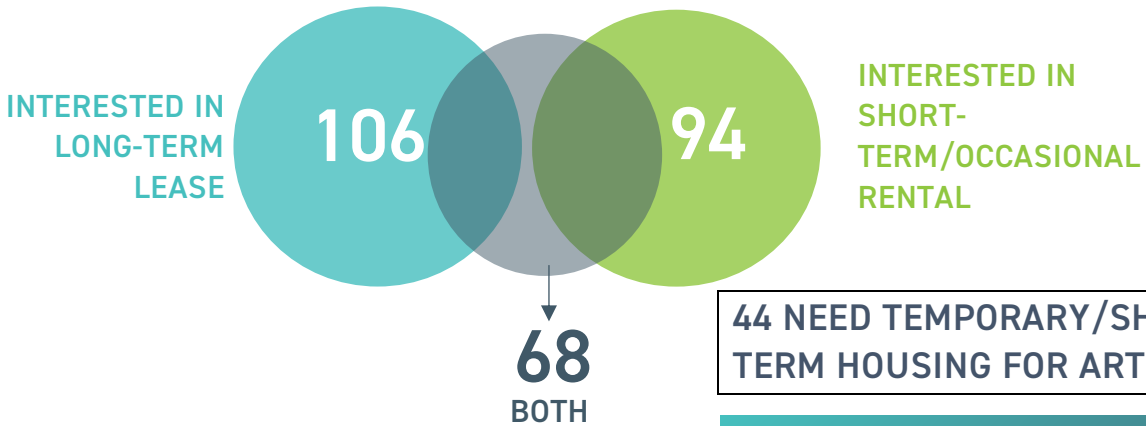
The nature of performing arts spaces are that they are often costly to build and operate while generated income is seldom enough to offset the expense. Users also tend to require the spaces at similar times (evenings and weekends for example) making scheduling difficult and in return creating an inefficient economic model. The more flexible the space and suitable to multiple users the more self-sustaining the spaces become. Introducing complementary, income generating programs and spaces can also help create more successful models.

The developer of a multi-use project concept should consider including flexible space that can be used for rehearsal space as well as small performances, as this would address the two most preferred spaces of the interested respondents. Incorporating soundproof spaces (for practice and recording) should also be a priority consideration. Any program operator interested in offering performing arts space in the context of a multi-use facility or as a stand-alone venture, should review Section IV of the Technical Report as part of the planning process.

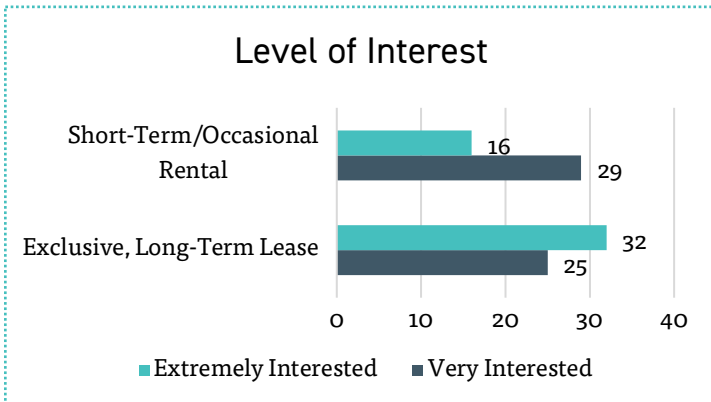


ORGANIZATIONS & BUSINESS SURVEY INTEREST

OF THE 170 ORGANIZATIONS THAT RESPONDED:



44 NEED TEMPORARY/SHORT-TERM HOUSING FOR ARTISTS



TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

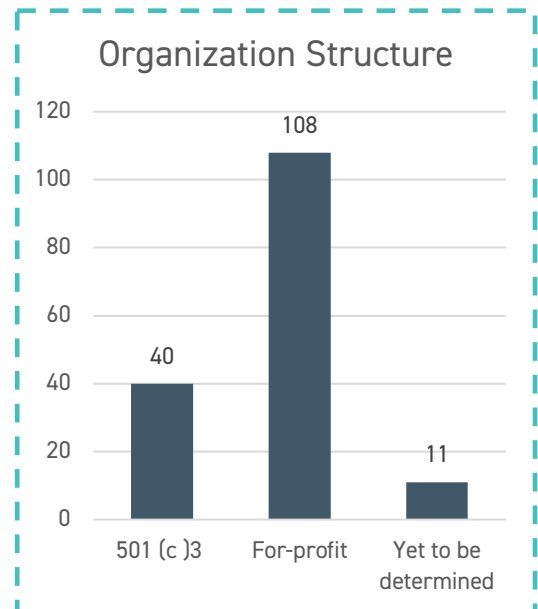
- Arts Education/Instruction
- Design
- Festivals/Events
- Art Gallery/Exhibition Space/Curatorial
- Music

74 (70%) OF THE 106 ORGANIZATIONS INTERESTED IN A LONG-TERM LEASE CURRENTLY OWN OR LEASE SPACE

32 (30%) DO NOT HAVE DESIGNATED SPACE

59 (63%) OF THE 94 ORGANIZATIONS INTERESTED IN A SHORT-TERM LEASE CURRENTLY OWN OR LEASE SPACE

35 (37%) DO NOT HAVE DESIGNATED SPACE



ORGANIZATION/BUSINESS SPACE



Arts and cultural organizations and creative businesses were asked a series of questions about their long-term and short-term space needs and preferences and whether they would be interested in space in a new multi-use facility. The resulting data provided in the Technical Report Section V, offers a general overview of the types of spaces required and preferences for that space (rental rates, square footage, lease terms, amenities, etc.) as well as descriptive information related to capacity of interested groups to take on new space.

Unlike the data from the individual survey, the generalized data from the Organizations and Businesses Survey cannot be used to calculate the maximum amount of space to create, because the variables are too great. The survey's primary purpose is to identify specialized space needs, and preferences related to long and short-term rental space including shared space types and building features and amenities. This information can be used to inform initial program, design and project location planning of a multi-use project. Developers of new space or operators of shared spaces that will address needs identified in this study are encouraged to follow up with individual organizations and businesses to discuss particulars of new space opportunities. These one-on-one conversations are key to next steps toward designing and leasing non-residential creative space.

Due to the 68 organizations interested in both type of spaces, there may be overlap in interest for space.

LONG-TERM SPACE CONSIDERATIONS

When beginning a site search or concept planning and pro-forma development, consideration can be given to the types of space features, amenities, cost, and sizes required by organizations interested in exclusive-use long-term (1- year or longer) space. The tables below describe what the 106 organizations indicated in the survey for **long-term space**. All results are shown by number of interested organizations.

LONG-TERM SPACE NEEDS	
FEATURES	
Abundant Natural Light	61
Public Assembly Adaptable	51
High Ceilings (over 10 feet)	44
Storefront Location	43
AMENITIES	
Shared WI-FI	78
High Speed Internet Access	76
24-Hour Access	69
Common Area Restrooms	65
Onsite Leasable Parking	56
Communal Area	51

LONG-TERM SPACE NEEDS	
SQUARE FOOTAGE	
Less than 200 SF	7
200-500 SF	11
500-1000 SF	25
1,000-2,000 SF	20
2,000 SF +	30
MONTHLY RENT	
Under \$500	30
\$500- \$1,000	29
\$1,000-\$1,500	14
\$1,500 - \$2,000	8
\$2,000 +	19
Cannot Afford Space	6

Spaces with varying sizes, built as a shell or improved space meeting a groups' specific needs, is supported if rents and build out costs are kept very affordable and preferred features and amenities incorporated.

Understanding an organization's or business's capacity to take on new space is critical. For example, 32% (34) of the interested groups would rely on the owner to build out or finance build-out of space, while 40% (42) do not know how they would pay for the space build out they require. The full table of organization/business responses is provided to the Center for Craft and should be used to advance these type of space development and leasing conversations with prospective tenants.

SHORT-TERM SPACE CONSIDERATIONS

Of the 170 organizations that took the survey, 94 are interested in renting on a short-term or occasional basis. This type of rental could be hourly, daily, weekly, monthly or a membership access set up. Over 45% of those organizations are either very interested or extremely interested in some kind of short-term space.

The Technical Report further breaks down the amount of square footage organizations would require for: Classroom/Teaching space, Conference/Meeting Room, and Event Space. Developers of new space are encouraged to reference that Data in the Technical Report, Section V, H.

- MOST PREFERRED SPACE for Short-term/Occasional Rental**
- Event space – 46
 - Classrooms/Teaching/Demonstration Space – 35
 - Conference/Meeting Room – 33
 - Gallery/Exhibition space – 31
 - Retail Space – 25
 - Theater/Performance (formal seating/stage) – 24
 - Theater/Performance (black box/flexible) – 24
- *Respondents could select all spaces they require*

PERFORMING ARTS SPACE CONSIDERATIONS

With the notable interest in Theater/Performance space among those who are interested in “Short Term/Occasional” rentals and those who would like a long-term lease or a space adaptable for “Theater/Performing” uses, it is important to understand why groups may not be using cultural facilities currently available in Asheville. This information can be used to optimally design new space(s) and/or it may be used to inform changes to current spaces to make them more usable and marketable. Twenty-three (23) organizations have shared that the performing arts facilities and venues in Asheville do not suit their needs. The top 4 reasons given were that the space was “too expensive”, a lack of “parking access”, not a preferred “location”, or the “design/type of venue”.

Of the organizations interested in performing arts space on a long-term (23 organizations) or short-term basis (30 organizations) the majority of both groups would be accommodated by a Theater/Performing arts space with up to 250 seats, that will be most flexible and serve most of the interested organizations.

The individual artist survey echoed that 132 artists were interested in shared performing arts spaces including: rehearsal space, and 110 are interested in Theater/Performance space that is flexible (black box), and 92 in Theater/Performance space that is more formal with permanent seating on a shared basis. While these numbers are not cumulative (individual artists may have selected flexible and formal theater space and organizations may have indicated an interest in exclusive space that can be adapted for performances/theatre space and a short-term or occasional theatre rental, the interest in performing arts space is compelling.

RECOMMENDATIONS FOR ORGANIZATION SPACES

This Arts Market Study assesses the demand for long-term, commercial space in a multi-use facility through consideration of 6 criteria. This helps pinpoint which organizations may be best poised to take on new space and can be useful for project planning purposes and for initiating conversations with possible tenants. The criteria considered includes: an organization’s years in operation, if it has an annual budget over \$250,000, whether there is a history of renting space, its enthusiasm for new space, if at least 500 square feet of exclusive space is needed, and whether they can support at least \$500 per month in rent. Artspace assumes that those with lower interest and less funds or experience in renting space will also be less likely to pursue new commercial space. The list of those who fit these criteria and their contact information is provided to the Center for Craft in a separate attachment. New space should NOT be limited to those who meet all 6 criteria. The project concept, funding, location and so on will inform how much and what type of space(s) can be included. This is merely an exercise to begin conceptualizing traditional commercial space made available to creative businesses and organizations on a long-term rental basis.

Asheville – Organization Considerations for Long-Term Interest	
Criteria	Number of Organizations
Interest in Long-Term Space	106
6 years + in operation	57
Budgets over \$250,000	26
History of space rental	74
Level of interest (very or extremely interested)	57
Would consider paying at least \$500/month in rent	56
Amount of Space Required (500 SF +)	88
Organizations that fit all criteria	11

While there is demand for new long-term space, the table above indicates that commercial space for organizations and businesses should make up a small percentage of an overall mixed-use project with **the primary focus being on affordable artist housing AND private studios and/or shared creative spaces for individuals.**

Some short-term rental space for organizations and businesses should also be incorporated into a mixed-use project. Of particular focus for further feasibility testing should be those most preferred spaces that also appeal to individual artists as they will be the most used. For example: Gallery/Exhibition space, Retail Space, Theater/Performance space (black box and/or formal theater arrangement), and Classrooms/Teaching/Demonstration space. The next critical step for a feasibility assessment for more complex spaces (like performance space) would include identifying an operator.

DESIGNING ARTIST SPACES

Concept planning for new space involves more than just overall demand for housing, private studio, commercial and shared creative spaces. Location, rental costs, shared amenities, size and design features all impact marketability of new spaces. Regional market conditions, funding strategy, available operators of shared spaces and project budget limitations should also all be considered. The Asheville Arts Market Study data as well as Artspace's 30 + years designing projects informs the following design best practices to developers of creative space.

DESIGN FEATURES AND AMENITIES

GENERAL GUIDELINES

If spaces and buildings are well designed to incorporate features and amenities that artists prefer, then the artists are better served, and spaces are more leasable. In the design phase, developers should be mindful of the environment preferences of specific types of art, (e.g., lighting, flooring, heating/cooling, ventilation noise, ceiling height, etc.) All artist spaces need safe and secure storage, the ability to easily load and unload projects, materials, and equipment. This means wide hallways (6-foot minimum) and oversized doorways and elevators with 3500 pounds capacity, and perhaps including loading zones, and space for package pick-ups. Certain art materials can be toxic, that adds a level of consideration for trash disposal and utility sink drains. The flooring in all spaces should be highly durable and low-maintenance (e.g., stained/polished concrete, sealed/epoxy coated concrete, ceramic or porcelain tile, or linoleum or wood products, but no carpet.)

AFFORDABLE ARTIST HOUSING

Overall an affordable artist housing unit should be designed to maximize flexible space. This infers that kitchens should be open, galley, straight, or "L" shaped layouts with no "islands" and the sink is recommended to be a single, extra deep basin, stainless steel preferred, with no garbage disposal. Ceilings should be a 10-foot minimum to ensure open space. Windows should be large and operable for natural light and fresh air. Communal laundry rooms are a cost-effective approach if supported by the market and funders.

COMMUNITY GALLERY & ENTRY LOBBY

When designing also consider that artists should have space for collaboration and community development. Affordable artist housing space in its general conception provides the opportunity to collaborate and help one another, but all artist spaces should have a space intended to enable collaboration and inspire a sense of community. Commercial and communal space public restrooms should be inclusively designed as at least two gender neutral restrooms and include a diaper changing station in at least one unit.

Artists also enjoy sharing their art, a space with adequate lighting can provide an opportunity for both the public to enjoy art and artists to present and sell/perform their work. For gallery spaces, there should be floor outlets approximately every 12 feet. Walls should include a ¼ inch layer of plywood behind the gypsum board to aid in hanging artwork; there should be a minimum of 3 feet height of plywood installed, at 40 inches from the floor, up to 76 inches (and if cost and time allowed, add a foot on each side to

accommodate even larger artwork). Walls should be neutral colored and suitable for displaying artwork. Best case scenario there are two types of lighting in these rooms. First is the general overhead lighting and the second is the directional track lighting for the art work. These track lights need to be installed so as to light work at 45 degrees from the spot where art is traditionally hung. There also needs to be separate light switches for both sets of lights and a hanging system incorporated

PERFORMING ARTS SPACE

When designing for the needs of performing artists, consideration should be given to sprung flooring for dancers, high ceilings and space that is unencumbered by posts/pillars to accommodate movement. Soundproofing closets or offering shared soundproof spaces for practice or music/voice recording would typically be a welcome amenity and supported by the Asheville Arts Market Study data.

OTHER FEATURES

Property management office should be located on the first floor near the main entrance. The exterior of the building should have low maintenance finishes. Consider providing artist designed bike racks for visitors and bike storage for residents.

Artspace has a plethora of resources on designing artist spaces and can consult with developers looking to create space for artists.

ASHEVILLE SPECIFIC DESIGN FEATURES AND AMENITIES

LOCATION

The artists interested in space in Asheville were asked their location preferences. This information is useful when exploring sites. To the extent feasible, preferred locations should influence site exploration and selection. Many factors drive site selection (cost, funder preference, zoning, environmental conditions, etc.) so it is important to note, that if new space is created in a less preferred location that artists may remain interested. Organizations however, may be less inclined to move to a location that would negatively impact their operations. The table below indicates by percentage which neighborhoods are most preferred by artists interested in housing and private studio space, and which are most preferred by organizations interested in long-term space and offers a ranking for each. “1” is the most preferred and “7” the least preferred *overall*. Respondents selected all neighborhoods they would consider.

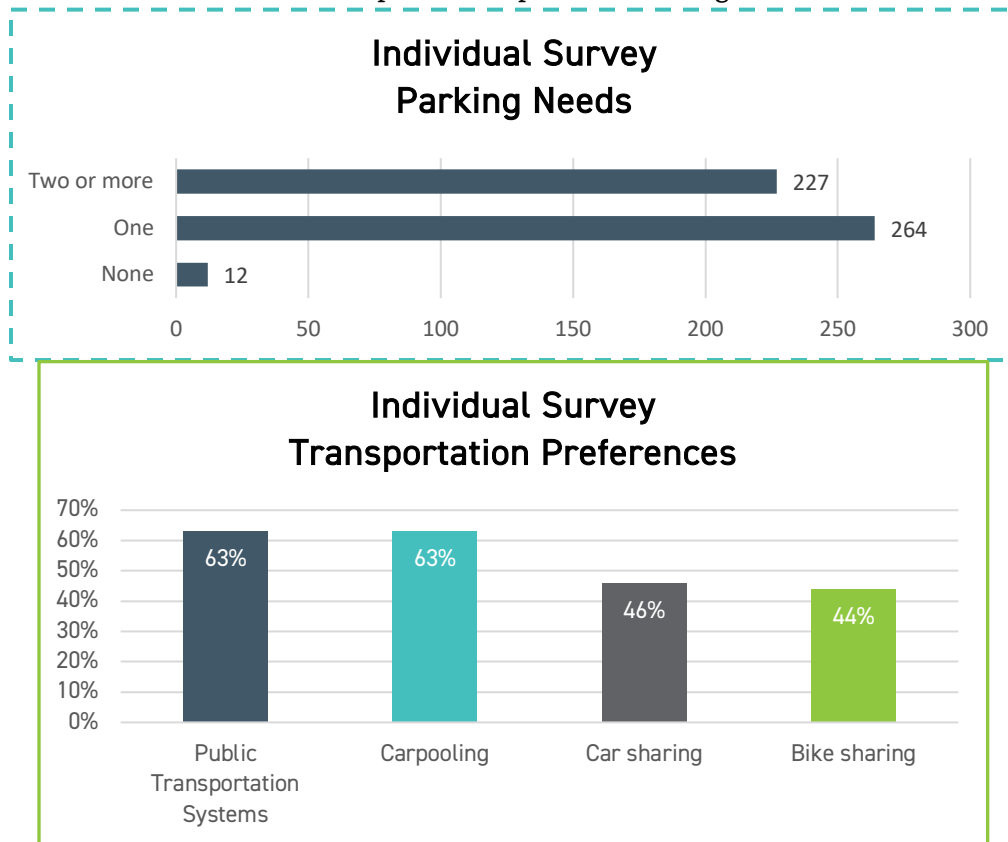
Neighborhood	Affordable Housing	Private Studios	Organizations (long-term space)	RANK
Total Respondents	503	575	106	
River Arts District	82%	87%	80%	1
West Asheville	76%	69%	56%	4
North Asheville (UNC Asheville)	71%	58%	39%	5
Downtown	67%	70%	75%	2
South Slope District	65%	70%	75%	3
East Asheville	41%	37%	25%	6
South Asheville	32%	25%	19%	7
Other	6%	5%	10%	N/A

In Asheville, individuals and organizations are most interested in locating to the **River Arts District**. This was by far the preference for every type of space and aligns with the preferred location identified in the Artspace Preliminary Feasibility Study. Based on market preference Downtown, the South Slope District, and West Asheville are also good options for any future mixed-use project while **West Asheville and North Asheville (UNC Asheville) would be good options for a primarily residential project.**

If creating a project or introducing new space in a neighborhood that is NOT among the most preferred location (overall or for any particular sub-group), the overall number of housing or private studio/creative spaces or commercial space may be reduced by the development team accordingly. A robust outreach campaign that engages the creative sector in the location decision making process is recommended if a site is selected or new space is developed in a lesser preferred location.

TRANSPORTATION AND PARKING

Many of the individuals interested in affordable artist housing stated they would use alternative modes of transportation if available, in effect reducing their reliance on driving. And while being near public transportation is recommended, the interest level is not strong enough to plan a multi-modal project without parking options. In fact, the large majority (94%) need one to two parking spaces for their household, while at most 63% would use public transportation on a regular basis.



On the organization survey, the option for on-site, leasable parking was noted as the fifth most-preferred amenity with 56 (53%) organizations indicating it as one of their top priorities. **Any future project should offer parking options that address the needs of residents, those who rent private studio space, and the commercial tenant(s).** Depending on the commercial tenant and location, parking needs can vary.

DESIGN CONSIDERATIONS

BUILDING-WIDE AMENITIES

Artspace’s general guidelines (above) along with information provided by the survey respondents about their preferred amenities, shared space types and building features should be considerations during program and concept development of any new space initiative or mixed-use creative space building. Those spaces and amenities that are preferred by more than one sub-group deserve particular attention as they will serve the greatest number. When funding is limited it is important to make thoughtful decisions about how money is used to benefit the most.

The table below shows the overlapping interest in amenities and short-term spaces among several subgroups of individuals and organization survey respondents. Artspace recommends prioritizing spaces that are of interest to multiple subgroups, can serve multiple uses and/or are the least expensive and complicated to create and operate. Full lists of preferred spaces and amenities are in the Technical Report and should be reviewed by developers of new space. Spaces/Amenities preferred by at least 25% of interested individual or organization respondents are identified below. Careful consideration should be given to the upfront and operational costs and complexity of incorporating the types of spaces listed in under “costly spaces.” *Not all space types and amenities were an option for each subgroup to select.

Building Amenity	Affordable Artist Housing	Private Studio	Shared Creative Space	Organization (Short-Term or Long-Term Lease)
<i>Easy to Incorporate</i>				
Building Wi-Fi	X	X		X
Gallery/Exhibition Space	X	X	X	X
Classroom/ Teaching Space		X	X	X
General purpose studio	X		X	
Additional Storage	X	X		
Utility Sink/Traps	X	X		
Conference Room				X
Rehearsal Space			X	
Community Garden	X			
Sustainable Design	X	X		X
Outdoor Area	X	X		
Communal Area for networking		X		X
Retail Space				X
<i>Costly Spaces</i>				
Event Space				X
Theater/Performance Space (black box/flex)			X	X
Theater/Performance Space (formal)			X	X
Dance studio/rehearsal space (with sprung floor)			X	
Business Center	X	X		
Sound proof spaces			X	

The spaces and amenities that are preferred by at least three interested subgroups include: **building Wi-Fi, gallery/exhibition space, classroom/teaching space**. At a minimum, these amenities should be designed into a mixed-use project.

Theater/Performance space, event space and a recording studio are examples of spaces that are most likely to be developed and/or operated by a third-party nonprofit or business rather than the building owner or operator of a mixed-use facility, unless the developer is also the programming entity.

UNIT FEATURES

The top features requested by Asheville individuals interested in affordable artist housing and private studios and Asheville organizations interested in long-term space follow:

Natural light – Abundant natural light was the top feature listed for individuals and organizations. Any new development should offer natural light to its future tenants.

Internet access – high speed, high bandwidth internet for large files/graphics is needed to support the interested individuals and organizations work activities. Artists interested in affordable artist housing and private studio space selected internet access as their second most preferred feature. Development plan(s) and budget(s) for new space should consider how best to provide the needed technology support to the residents and tenants.

High ceilings: Ceilings that are 10 feet or higher will serve those individuals and organizations who require it in their private studio, affordable artist housing or long-term rental spaces. Lower ceilings will impede creative work.

Storefront/Direct Street Access: A site and project design should maximize ground floor access for those who want greater visibility and public access to their private studios, their artist housing and/or commercial spaces. Not only is this a preferred feature of many, it is a configuration common in Asheville. 123 (42%) of individual responding artists who currently have live/work and/or studio space that they rent outside of their home, use their space as a commercial storefront. Design and development consideration must be given to how and why the space will be more easily accessed. The answer to those questions will impact how the space is funded, lease terms, design, parking, and management protocols.

Soundproofing and Soundproof spaces: This is a preferred feature of those interested in affordable artist housing, studio space and shared performing arts space. While it may be cost prohibitive to soundproof an entire housing unit, consideration could be given to sound attenuating design that limits noise between units. Alternatively, offer soundproof spaces for residents to share in the facility and that could be rented by non-residents.

Washer/Dryer hook-ups in unit: While a project may include shared laundry facilities, interested artists have a preference for in-unit washer/dryer access. If offering this feature, consideration should be given to the impact on building water usage.

*Building-wide amenities and unit features considered for new space, should not be limited to the “most preferred”. There are other selections that would still benefit many and may be easy and affordable to include. Artspace recommends that developers of new space review the Technical Report lists to see which of the features/amenities/programs align well with their particular project, space, building or site.

CONCLUDING REMARKS

FURTHER SURVEY PARTICIPANT ENGAGEMENT

Respondents indicated a strong interest in receiving updates about the project and in volunteering to advance the concept. Contact information for those who requested more information on several different topics is provided separately from this report to the Center for Craft. It can take several years to realize new space and keeping interested parties engaged is important. Periodic and important project updates to those **1011 (78%) individual** and **148 (87%) organization** respondents who requested further information is recommended.

These interest groups could also be contacted to test project concept and business plan assumptions as they evolve, including fees or membership rates that can be charged for new shared creative spaces and specialized equipment. In addition, the interest by 44 organizations in temporary/short-term housing should be explored with those who requested to be contacted. Early program planning including identifying funding and an operating partner is critical to successfully implementing this concept.

It is assumed that individual survey respondents, while broadly representative of the market, may not be the same individuals and groups that ultimately relocate to housing or rent new space. For this reason, Artspace recommends that an outreach strategy be developed to engage new artists and groups who may not have participated in this survey. This will help ensure the longer-term relevance of these findings and support a successful project lease up.

DIVERSITY AND INCLUSIVITY

One measure of success of a future project is how inclusive it is and to what extent its residents and tenants reflect the diversity quotient of Asheville. We use this approach because US Census data is both available and widely used as a comparative tool. It will also be the measurement tool the public sector and affordable housing funders will use to evaluate a successfully diverse project. They will look at whether residents in a future project reflect the diversity quotient of the local community, of which artists are a subset. It would also be useful to compare the diversity quotient of the creative sector to understand whether survey respondents reflect their own subset. In Artspace's anecdotal experience, the creative sector is typically more diverse than the community at large, raising the bar for achieving inclusivity. At the time of this study, that data was not available. In spite of best efforts, surveys of this nature are limited in their ability to engage everyone and in return are not truly reflective of the diversity of a region in regard to age, gender, race, income, and ethnicity.

2% of total respondents identified as Black/African American, while according to the US Census, Asheville has a 12% Black/African American population. 68% of individual respondents were women, when in reality, women make up 53% of the population in Asheville. Attention should be paid to engaging diverse populations as well as men during future outreach.

In order for a future project to be truly relevant and reflective of the community, Artspace highly recommends that ongoing outreach and the make-up of leadership teams be directed toward achieving that goal. It should be noted that a slightly higher percentage of multiracial/black/African American

respondents were interested in housing compared to the overall survey responses. Any outreach on housing should target diverse citizens.

NEXT STEPS

There is robust market demand for up to 168 housing units for artists in Asheville, well beyond the 80-unit demand this Arts Market Study set out to test. Artspace recommends using this information to advance the development of new creative spaces in phases and in particular a multi-use, creative facility in Asheville. **An initial affordable artist housing project concept should begin with 80 units of housing, and a mixture of private studios alongside shared creative and space for organizations.** In predevelopment this concept can be further refined in the context of financial modeling/pro-forma development, site due diligence and selection, project partner priorities, and philanthropic/gap funding capacity. If the stakeholders in Asheville wish to continue the path to a project developed by Artspace, the next steps are to engage in conversation with the development team, led by Heidi Zimmer, and secure funding for predevelopment.

The Technical Report that follows provides an in-depth breakdown of survey responses and can help drive concept planning regardless of who leads a new space development effort. The data can be shared as evidence of the immense need for new space and the impact that new space will have on the Asheville community and its creative sector.