



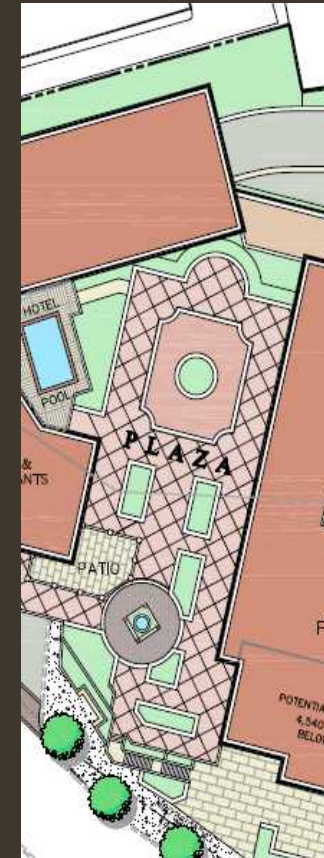
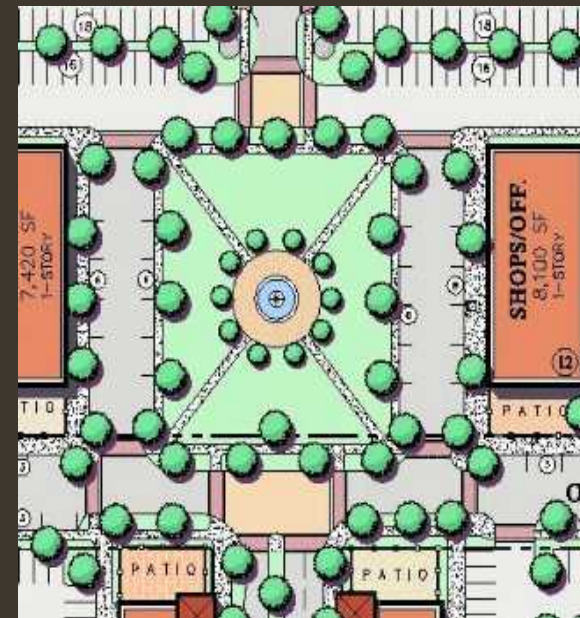
Concept Review :
Johns Creek Center for Arts & Culture:
Presented by : Art and Culture Board – City of Johns Creek



Agenda

- Introduction: Jacqueline Tracy
- Fall 2014: Arts and Culture Board (ACB) appointed with seven community members
- Spring 2015: ACB completed assessment of arts and culture needs. Recommended four short term and four long term important objectives
- Spring 2016: After visiting & consulting with most arts and culture representatives in Johns Creek and reviewing numerous options and studies, the ACB is putting forth this recommendation
- Concept & Costs Review: Kamini Anand
- Q & A

Special thanks to Robertson Loia Roof Architects & Engineers for providing us a conceptual rendering



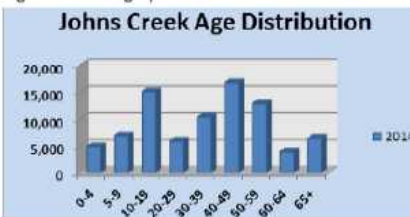
Where Are We Now?

Figure 9: Median Income.



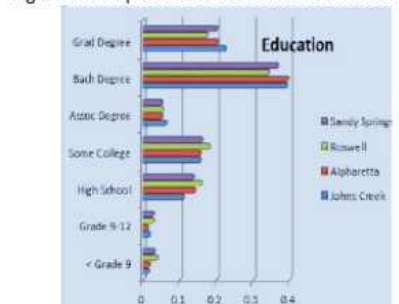
Source: U.S. Census, American Community Survey, 2015;

Figure 4: Demographics.



Source: U.S. Census, American Community Survey, 2015; Strategic Planning Group, Inc.

Figure 8: Comparative Educational Attainment.



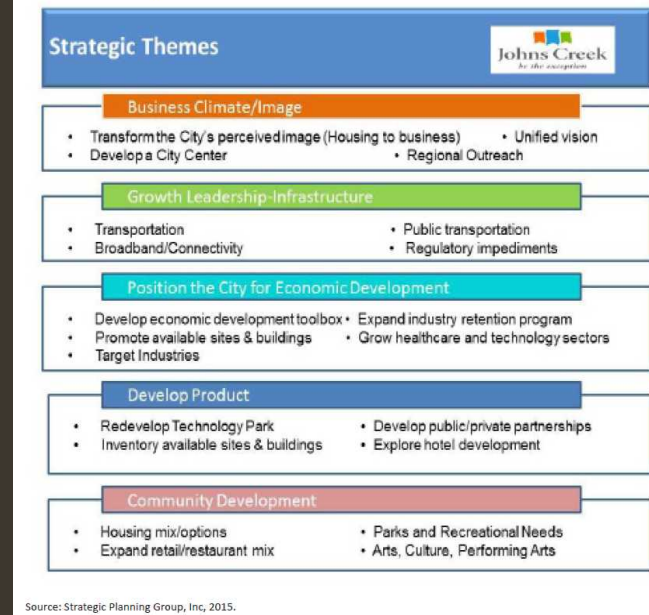
Source: U.S. Census, American Community Survey, 2015; Strategic Planning Group, Inc.

WHY ECONOMIC DEVELOPMENT?

To achieve economic prosperity, the city needs new investments, increased public/private partnerships and increased high paying job creation. It also needs to maintain and protect the assets that have resulted in its reputation as one of Atlanta's premier communities (i.e. municipal services/facilities, quality education and high income households).

- Demographics supports Art & Cultural activities
 - Educated population
 - Highest Median Income
 - Families & Active Adults
- Arts & Culture center aligned with the strategic plan
 - Boost city brand
 - Incentive for new investments
 - Support Local businesses & Corporate events – Product launches, Galas, Large meetings & townhalls
- Adjacent Fulton County cities (Roswell/Alpharetta, Milton) do not have such a center, potential to gain their business
 - Gwinnett has a center and Sandy Springs is completing one

Figure 52: Strategic Themes.



Source: Strategic Planning Group, Inc, 2015.

Figure 31: Reasons for Johns Creek Strategic Economic Development Plan.

- Increasing and sustaining the City tax base**
 - Property Taxes - 36%
 - Sales Taxes - 36%
 - Franchise Fees - 9%
- Increasing private and corporate investments**
- Increasing opportunities for public and private partnerships (3Ps)**
- Job creation in appropriate business/industry sectors**
- Maximizing sustainable economic growth and viability of the City of Johns Creek**

Source: Strategic Planning Group, Inc., 2015.

Art and Culture scene in the City of Johns Creek

- Rich in arts and cultural organizations, we are a vibrant & diverse community
- Home of Johns Creek Symphony Orchestra, Chopin Society, Johns Creek Art Center, North Atlanta Dance Academy, Planet U Performing Arts, Aparna's Dance Academy, to name just a few.
 - The JCSO is a fully paid, professional symphonic orchestra.
- Thriving small businesses that take their productions and investments to our neighbors
 - Each major production is an expenditure of \$15 K to \$25 K
 - Johns Creek families spend upwards of \$300 on recital weekends
 - We are allowing for the money to go to our neighbors in Gwinnett, Roswell and other communities
- Holiday performances, summer concerts, recitals held in venues like Ferst Center for the Arts, Roswell Cultural Center, Infinite Energy Performing Arts Center, Churches and Schools

The logo for Musik21, featuring the text "Musik21" in a bold, sans-serif font.The logo for the Johns Creek Symphony Orchestra, featuring a red treble clef icon and the text "JohnsCreek SymphonyOrchestra" in a serif font.The logo for North Atlanta Dance Academy, featuring the text "NORTH ATLANTA DANCE ACADEMY" in a serif font.The logo for Johns Creek Arts Center, featuring the text "JOHNS CREEK Arts Center" in a stylized font with a colorful globe icon.The logo for Planet U Performing Arts, featuring a stylized eye icon and the text "Planet U Performing Arts" in a bold, sans-serif font.The logo for Bharathakala Naatya Academy, featuring a stylized figure icon and the text "bharathakala NAATYA ACADEMY" in a serif font.The logo for the Chopin Society of Atlanta, featuring a circular portrait of Frédéric Chopin and the text "CHOPIN SOCIETY OF ATLANTA 2000" in a serif font.The logo for Aparna's Dance Academy, featuring a stylized figure icon and the text "Aparna's DANCE ACADEMY" in a serif font.

Review Process & Community Input

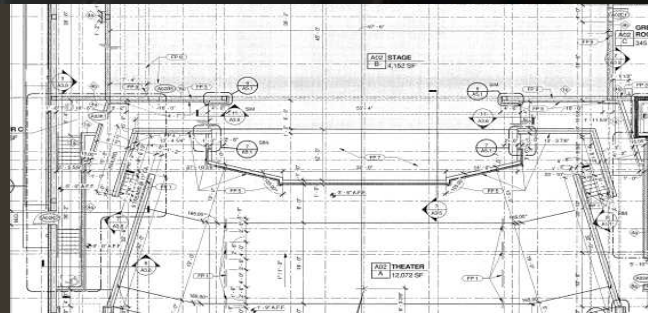
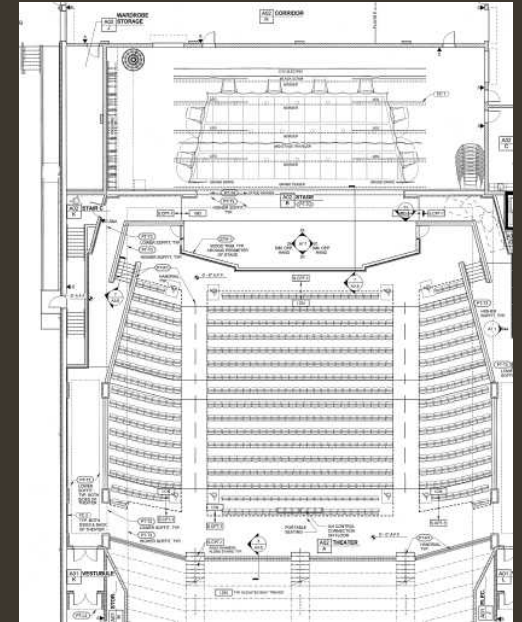


- Meetings held with numerous Johns Creek performing arts and visual arts organizations
- Needs of business community taken into account
- Studied Arts and Cultural centers in metro Atlanta and in comparable cities across USA
- Took into account recently passed Johns Creek Strategic Plan to make sure recommendation is a fit
- Stage requirements, number of seats and other suggestions collected from various sources over 1.5 years
- Data was collected and organized for a preliminary concept
- Existing facilities at Schools & Churches fell short of specific requirements

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A concept in development...

Conceptual study with the various components in the preliminary programming. With a site in mind, this study will be taken to the next level.





Johns Creek Arts and Culture Center

- Integral components, each critical to the success of each other and the project as a whole
 - Performing Arts Auditorium with seating for 1,000+ at approx. 60,000 GSF
 - Banquet/Convention Hall with occupancy for 1,000+ people comprising 45,000 GSF
 - Visual Arts Pavilion with approx. 12,000 GSF of artistic display space
 - Outdoor common area green-space space featuring a water feature, sculpture garden, amphitheater and special events space; a space that connects the first three components and invites all to enter and participate
 - Parking – Surface / Deck Parking to support facility
- Potential to integrate into larger City Center or other Commercial Master Plans

* Eventual site will determine overall footprint of facility

A. Performing Arts Center

Full Performing Arts Facility (1000 Seats):

- ❑ Large Stage - 4,370 SF (47'x 93')
- ❑ Proscenium – 28' x 48'
- ❑ Large Fly Loft – 70'
- ❑ Orchestra Pit
- ❑ Theatre Seating
- ❑ Flexible Acoustic House
- ❑ Dock area for loading / unloading sets
- ❑ Dressing rooms & Wing space for artists

Option B – Facility with 2000 Seats :

- For graduations
- Attracting Broadway type shows
- National level artists

* Nearest Gwinnett facility has 700 seats



Facility Usage Scenarios

- Symphony, Ballet
- Corporate Galas & business events
- Concerts – Local music & dance recitals
- Rented by neighboring cities like Forsyth, Alpharetta, Suwanee)
- Film festivals
- Town Hall meetings
- Talk Shows
- Graduation Ceremonies
- Talk shows
- Graduations

B. Banquet / Convention Hall

Banquet Facility of approximately 45,000 GSF

- ❑ Flexible space of about 15,000 sq. ft.
- ❑ Movable Partitions
- ❑ Commercial kitchen
- ❑ Dock area
- ❑ Lobby and Reception
- ❑ Restrooms

Option B – Facility with 15,000 sq. ft. of flex space



Facility Usage Scenarios

- Corporate galas
- Product Launches – Alcon / EBIX
- Golfing events
- Pre and post show parties after attending shows at the PAC
- Wedding Receptions
- Confirmations & Bar Mitzvahs
- Rooftop Garden

C. Visual Arts Pavilion

Future home of Johns Creek Arts Center



Space	Square Feet
Exhibition Hall	2000
Gallery	800
Classrooms	2400
Storage	300
Storage	800
Storage	300
Staff kitchen	90
Gift shop	600
Offices	750
Ceramics Studio	3000
Lobby/Reception	600
Loading dock	600
Restrooms	500
Total Interior Footage	12740
Sculpture Garden	1200
Kiln shed	250
Total Exterior Footage	1450

About Johns Creek Arts Center

- Annual number of students ... 1,448
- Summer camp students ...1,294
- Number of classes & workshops...162
- JCAC offers afterschool art enrichment programs in 8 local elementary schools
- JCAC offers art classes at 7 assisted living facilities
- Asset to our community

Common Area & Gathering Space

" Having a Visual Arts and Performing Arts venue together provides an exceptional space for our community and we feel it will provide an unique experience for the residents "



- Be part of the commercial corridor
- Boost local businesses and economy
- Easy access to neighboring cities (600 companies in Alpharetta)
- Can be integrated with development in alignment with the strategic economic plan – Hotels, Corporate Clients
- Traffic – weekend and weeknights



Costs and Funding

Hard Cost (" Brick and Mortar ")

- Site work
- Building Shell
- Structural / Mechanical / Electrical / Plumbing
- Interior Fit-up

Variables

- Site & Subsurface (Commercial corridor/Access to neighboring cities)
- Parking
- Complexity of Land Improvements
- Phasing ; Level of Design and Finish; FFE; Escalation; Contingency

Soft Costs

- Architect / Engineers / Civil Engineer / Landscape Architect fees
- AV/Technology Equip / Security Equipment
- Specialty Consultants
- Finishes & Furnishings



Costs

- Planning and Building
- Ongoing maintenance and operations

Funding

- Critical to Success
- Philanthropy / Naming rights
- 1 % city impact fee on new construction for Arts and Culture

Call to Action

- Every city needs a heartbeat. The recommended Arts and Cultural Center could be that heartbeat for Johns Creek
- We have an opportunity, and we need to act before neighboring cities do
- We need to reverse the economic shed of dollars in Arts related spending and the secondary dollars that accompany it
- The arts and culture organizations in JC make this city exceptional and they deserve a home
- This center will serve as a catalyst for investment, and our businesses will reap the benefits
- Next Step: Council & Mayor to provide inputs, and consider providing a site to take this proposal further

