



Arts and Culture

K.Arts and Culture

Arts and culture are an integral part of a city's enduring spirit and vitality. This is demonstrated in Raleigh's thriving art galleries, entertainment venues, and cultural events. Raleigh's commitment to arts and culture is essential to the health, well-being, and vitality of the City. In an era of competition for resources, residents, businesses, and tourists, it provides the defining competitive edge that attracts the 'creative class.' It enriches the daily lives of all its residents by providing a deeper understanding, tolerance, and respect for diverse communities. Providing the opportunity to experience and cultivate an appreciation for arts and culture among new audiences is a City aspiration. This will help secure Raleigh's reputation as the region's premier center for arts and culture, and can help preserve Raleigh's heritage and define its legacy.

In 2007, the City of Raleigh Arts Commission (CORAC), and leaders from the Raleigh arts and business community came together to form a 30th Anniversary Committee to inspire the continued growth and appreciation of the arts in Raleigh. The result was the Action Blueprint for Raleigh Arts. The Blueprint outlines numerous strategies to increase participation, funding and marketing of the arts. As part of the effort to refocus community perceptions, 46 cultural organizations, including the Raleigh Symphony, Artsposure, PineCone, NC Master Chorale, and others that the Arts Commission funds through grant applications/awards, came together to create the 'Declaration of Raleigh Arts' stating that the Arts in Raleigh will "Entertain, Educate, Enrich, Embolden, Elevate, Enlighten, Enliven, Engage, Enhance, Energize and help Envision our community!"

This Arts and Culture Element provides a consolidated framework to support and integrate the visual, performing and literary arts in Raleigh. Its recommendations address some of the primary issues that the City needs to focus on, including:

- An Arts Commission that is tasked with implementing a comprehensive public art program, but has minimal funds allocated for public art;
- A planning process for public and private projects that does not incorporate public art as an integral part of the process;
- Lack of any formal designation or program for arts districts, and only one informally-known arts district clustered around Moore Square in downtown;
- Need for incentives that would encourage artists to select Raleigh as their preferred location in the area; and
- Lack of coordination among the numerous venues and cultural facilities that are located far apart.

A thriving arts and cultural scene in Raleigh will help the City to realize its vision theme of Economic Prosperity and Equity. Between 1998 and 2006, employment in the arts/entertainment and accommodations/food services sector increased by 3.7 percent, making it the second fastest growing industry in Raleigh. Creating opportunities for local artists by promoting art in public places and hosting cultural events such as film festivals, music and dance festivals, and restaurant weeks will further strengthen this industry and increase Raleigh's economic stability. Additionally, increasing opportunities for art in public spaces will bring an awareness and appreciation for the arts in the daily lives of all of Raleigh's residents, regardless of race, ethnicity, or income boundaries.





The impact of the arts on Raleigh’s economy is significant. In 2006, the United Arts Council of Raleigh and Wake County, the Greater Raleigh Chamber of Commerce, and the Greater Raleigh Convention and Visitors Bureau in conjunction with Americans for the Arts, sponsored an economic impact study of Wake County’s non-profit arts and culture organizations and their audiences. The study found that in 2005, Wake County’s non-profit arts and culture industry generated over \$100 million in local economic activity from direct spending by the industry and event-related spending by their audiences. The non-profit arts and culture industry also employed almost 4,000 full-time employees in 2005, making it the 10th largest employer in the county, up from being the 20th largest employer in 2000. The majority of the county’s arts organizations are located in Raleigh.



Improving Raleigh’s arts and cultural resources will help the City to achieve the vision theme, Growing Successful Neighborhoods and Communities. Non-profit organizations like Artspace have already played a significant role in revitalizing downtown Raleigh by convincing art organizations and artists to bring exhibitions and educational programs to the community. By bringing visitors to the Moore Square Arts District, Artspace has spurred a cultural resurgence, with numerous other museums and arts venues locating in downtown Raleigh.

The City of Raleigh boasts of an impressive repertoire of museums and events venues, such as the African American Cultural Complex, Alltel Pavilion at Walnut Creek, Artspace, Progress Energy Center for the Performing Arts, Marbles Kids’ Museum, and the Raleigh Museum of Natural Sciences, to name a few. (To see a detailed listing of Raleigh’s existing cultural assets and entertainment venues, refer to the Community Facilities chapter of the City of Raleigh *Community Inventory Report*.)

To continue to provide the quality of life and entertainment opportunities desired by Raleigh’s diverse population, the City is investing in the construction of additional cultural facilities and venues. To this end, the Raleigh Convention Center opened in downtown Raleigh in September 2008, and the Raleigh Contemporary Art Museum will also soon be moving to its new and consolidated facility in downtown Raleigh’s Warehouse District. Additionally, incorporating artists’ studios and live-work units in these neighborhoods will help the City to achieve its goal of Expanding Housing Choices for its residents.

There are a number of other up-and-coming areas that could become hubs for performing arts, such as on the City’s western side where the RBC Center and North Carolina Fairgrounds are located. Creating arts/entertainment districts in neighborhoods with a large anchoring venue or a group of smaller complementary arts or entertainment facilities could generate spin-off activities, such as guided city tours, restaurants, and gift shops. This will help bring about revitalization and an enhanced sense of place and identity to these areas.

Policies and actions in the Arts and Culture Element appear in the next section. To track the efficiency of the City’s policies, numbers that relate to the City’s six vision themes are used throughout the policy section as follows:

1. Economic Prosperity and Equity
2. Expanding Housing Choices
3. Managing Our Growth
4. Coordinating Land Use and Transportation

- 5. Greenprint Raleigh
- 6. Growing Successful Neighborhoods and Communities



K.1 Public Art

The City of Raleigh Arts Commission (CORAC) developed an arts advocacy plan in 2007 to encourage Raleigh residents to participate in the arts, give to the arts, and advocate for the arts. Public art is an excellent way to create a diverse audience for the arts. Raleigh has the opportunity to foster the arts by integrating public art into the City’s landscape.

The City of Raleigh recently adopted an interim Percent for Arts Program to fund public art. The program allocates one-half of one percent of direct construction costs of selected projects for the creation, installation, and maintenance of permanent works of public art. Private developers are not required to provide public art, but there is a public art density bonus provision for residential projects in the Downtown Overlay District. A formally adopted document, ‘Public Art Policy and Approval Process,’ is used by CORAC to review public art in Raleigh. It is not codified, and the process is inefficient and needs to be further examined and enhanced.

Public art should be incorporated into both public and private developments. The plans for Fayetteville Street and City Plaza explicitly contemplated that public art would be a part of these downtown projects. The City Plaza design reserves areas for future art installations. As the City develops its

network of green streets, it should also explore innovative ideas for incorporating art in the public realm by creating art walks and cultural heritage trails along certain routes.

Policy AC 1.1

Public Art and Neighborhood Identity

Encourage the use of public art to create a neighborhood identity. (6)

Policy AC 1.2

Public Art in Public Spaces and Public Projects

Install public art in City, county, and state-owned public and community facilities, City parks, and the greenway system, and incorporate public art into the planning stages of publicly-funded projects and projects on City-owned land. (1, 6)

Policy AC 1.3

Art and Facades

Support the temporary re-use of vacant and/or underutilized building facades for art exhibitions and murals. (1, 6)

Action AC 1.1

Comprehensive Art Program

Empower the Arts Commission to implement a comprehensive art program.



Action AC 1.2

Public Art Master Plan

Develop a public art master plan that reflects a coordinated vision to bring privately-funded art to the public realm. The plan should highlight significant places in the City and include an inventory of possible future sites for public art.

Action AC 1.3

Reserved

Action AC 1.4

Public Art Funding

Explore innovative public and private funding opportunities for public art.

Action AC 1.5

Reserved

Action AC 1.6

Public Art Installations

Install and maintain public art on Fayetteville Street, City Plaza, at other downtown locations, and in City parks and greenways.

K.2 Art and Entertainment Districts

The Moore Square Arts District is currently Raleigh’s only prominent arts district. It is not formally designated, but its image is shaped by the presence of several art galleries, anchored by Artspace. Glenwood Avenue and the Warehouse District are two other areas that are up-and-coming arts districts due to the clustering of numerous galleries. Beyond downtown Raleigh, there are some art galleries in the North Hills Mall area, which is being promoted as the Midtown Entertainment District.

There are no incentives such as property tax credits for artists and arts establishments that locate in these arts districts. The City of Raleigh Arts Commission, however, has worked with arts organizations to help purchase buildings downtown, including Artspace and Burning Coals Theater. It also helps to fund the First Friday Gallery Walk, an organized arts outreach effort in the Moore Square Arts District.

Entertainment venues in Raleigh are scattered around the City. However, the Progress Energy Center for the Performing Arts has four theatres located within its building space. It could be considered as an entertainment complex and anchor for a larger entertainment district that extends up Fayetteville Street to the Raleigh Convention Center and over to Moore Square and Artspace.

Creating arts and entertainment districts in areas where a number of visual or performing arts venues are located will revitalize and activate under-utilized areas and encourage artists to locate their studios in the area. Arts districts can also attract private and public sector development and housing investments to a neighborhood. Collaboration interdepartmentally and with the county and state is another capacity-building tool the City can use to formalize the designation and funding of arts and entertainment districts. This can go a long way toward promoting the arts in Raleigh.

Policy AC 2.1

Arts Districts Promotion and Designation

Promote and sustain arts districts. Encourage the designation of existing clusters of arts establishments as Arts Districts. (1, 3, 6)

Policy AC 2.2

Leveraging Funds for Arts

Coordinate with the county and state to formally adopt and designate Arts and Entertainment Districts to leverage revitalization funds for the arts. (1, 3, 6)

Action AC 2.1

Arts Overlay Zones

Consider amending the City’s Zoning Code to create Arts/Entertainment Overlay Districts. (See Text Box: Arts/Entertainment Overlay Districts.)

Action AC 2.2

Cultural Enterprise Zones

Designate Cultural Enterprise Zones to provide tax incentives and subsidies that attract cultural organizations and private investors to culturally viable areas of the City. (See Text Box: Cultural Enterprise Zones.)

Action AC 2.3

Arts in RFPs

Include an arts component in development Requests for Proposals for City-owned sites, especially Sites 2 and 3 at the intersection of Fayetteville and South streets in downtown.

Action AC 2.4

Moore Square, Glenwood and Warehouse Arts Districts

Work with arts groups and artists active in the following areas to formalize and designate the following as Arts and Entertainment Districts:

- Moore Square Arts District
- Glenwood Avenue Arts District
- Warehouse Arts District.

Arts/Entertainment Overlay Districts

Arts/Entertainment Overlay Districts are mixed-use areas where a high concentration of arts and cultural facilities serve as an anchor of attraction supplemented by restaurants and retail uses. They are overlay zones in the Zoning Code and are used to encourage a scale of development, a mixture of building uses, and other attributes that foster the arts and facilitate pedestrian and vehicular movement. Arts/Entertainment Overlay Districts also require that a designated percentage of the ground level area of the buildings be occupied by arts and related uses, such as art centers, art galleries, art schools, artists’ housing and studios, art supply stores, book stores, museums, and theaters.

Developers are allowed bonus densities if they meet the requirements of the overlay district. Other requirements pertaining to design,



appearance, signs, size, landscaping, and other such requirements may also be imposed to protect neighboring property and to achieve the purposes of the overlay district.

Policy AC 3.2

New Cultural Arts Venues

Develop a range of new cultural arts venues to meet increasing demands from new and existing residents. (1, 3, 6)

Cultural Enterprise Zones

Cultural Enterprise Zones are areas within the City where commercial and non-profit arts and cultural organizations have clustered. The combination of office space, rehearsal and performance space, retail boutiques and galleries, and studio and living spaces for individual artists can trigger the revitalization and economic resurgence of the neighborhood. Tax incentives and subsidies are used to attract cultural organizations and private investors to such areas.

Policy AC 3.3

Non-Traditional Venues

Encourage performances and events in non-traditional settings such as galleries and clubs in addition to traditional venues such as museums and concert halls. (1, 6)

Policy AC 3.4

Cultural Partnerships

Partner with area agencies, groups, and institutions (including colleges and universities) to broaden the cultural facilities and programs available to the public. (1, 6)

K.3 Arts and Cultural Venues

Although Raleigh’s collection of museums, art galleries, theaters, and other performance venues is impressive, there is a lack of performing arts venues for theater and other performance groups. In response to its growing population, Raleigh must continue to evaluate and expand its cultural venues to cater to the increasing entertainment needs of its residents.

Policy AC 3.1

Supporting the Arts

Support and maintain existing cultural facilities, programs, and events. (1, 3, 6)

Policy AC 3.5

Encouraging Arts Clusters

Encourage connections between and among venues to locate proximate to one another in identifiable clusters or districts and in proximity to complementary uses such as coffee shops, dining and drinking establishments, and retail. (6)

Policy AC 3.6

Acquisition of Performance Sites

Continue to explore opportunities to acquire sites for use by the arts. (1, 3)



Policy AC 3.9

Live-Work Space

Encourage flex/live-work spaces and promote live-work units in affordable housing developments to provide housing options to artists and others who could benefit from such units. (1, 2, 6)

Action AC 3.1

Underwriting Arts Costs

Include appropriate revenue-producing and fund raising activities in community cultural centers to help underwrite the costs of operation.

Policy AC 3.7

Public-Private Partnerships

Use public-private partnerships to create additional cultural centers in Raleigh. (1, 3)

Action AC 3.2

Venue Inventory

Maintain an inventory of existing cultural venues and identify sites for future venues.

Policy AC 3.8

Universal Access

Ensure that all facilities and venues are universally accessible. (1)

Action AC 3.3

Reserved



K.4 Economic Development Through the Arts

A flourishing arts and entertainment industry in Raleigh impacts much more than the employment of artists and generation of arts- and culture-based tourism revenue. Improving the quality of life through the arts attracts more knowledge workers to Raleigh. This, in turn, encourages creative industries to locate in the City.

See also Element D: 'Economic Development' for additional policies and actions.

Policy AC 4.1

Arts Training

Encourage partnerships with local universities to offer vocational training opportunities in arts/entertainment, such as graphic and web design, arts management, stage design, and lighting. (1, 6)

Policy AC 4.2

Private Support for the Arts

Encourage partnerships with the private sector and organizations to encourage monetary and non-monetary support for the arts. (1, 3, 6)

Policy AC 4.3

Partnership for Arts Development

Promote partnerships among arts organizations, educational institutions, and charitable foundations to enhance programming, funding, and facility development. (1, 3)

Action AC 4.1

Attracting Artists

Use tools such as incentives, start-up loans, and art incubators to encourage artists to locate in the City.

Action AC 4.2

Arts and Music Partnership

Develop a City-funded program of innovative public-private partnerships to support arts and music in Raleigh.

Action AC 4.3

Cultural Directory

Publish a Cultural Directory listing programs, services, and funding available from the City government and other public agencies.

Action AC 4.4

Cultural Tours

Work with the Convention and Visitors Bureau, Chamber of Commerce, and Downtown Raleigh Alliance to promote tour programs that increase awareness of the arts, culture, and architecture.

Action AC 4.5

Action Blueprint for Raleigh Arts

Implement the recommendations outlined in the Action Blueprint for Raleigh Arts to connect, communicate, and celebrate the arts.

Policy AC 5.1

Festivals and Arts Events

Promote and market events that support and encourage cultural tourism. Partner with art galleries, independent theaters, local universities and colleges, and the private sector in hosting and organizing annual festivals and arts events to establish a cultural identity for Raleigh. (1, 5, 6)

K.5 Artistic and Cultural Identity

The ultimate reward for Raleigh in promoting arts and culture is to enhance its positive reputation for events and festivals. As the capital of North Carolina, Raleigh is already uniquely positioned to showcase the state's history and culture. In addition, annual art shows, film festivals, and concert events held around the same time every year can become a tourism generator of regional, national, and international renown. The African American Cultural Complex produces an annual outdoor performance of the drama "Amistad Saga: Reflections" in the last two weeks of July every year. The North Carolina State Fair is also held annually at the NC State Fairgrounds. Other events also enhance Raleigh's cultural identity and must be aggressively promoted. These include Artsposure, a spring downtown arts festival; Raleigh First Night, the City's New Year's celebration; and the plays by the theater company Hot Summer Nights at the Kennedy, performed at the Progress Energy Center for the Performing Arts during the summer months every year.

Local universities and their students play a notable role in contributing to Raleigh's cultural identity. North Carolina State University has a very strong arts department and is active in theater, arts and crafts, and music. A number of other colleges such as Wake Technical Community College, St. Augustine's College, and Peace College offer courses in graphic design, visual arts, theater and film, and music.

Policy AC 5.2

Engaging the Arts Community in Planning

Engage the arts community in local planning to understand how the City can support their activities and help them to expand and grow. (6)

Policy AC 5.3

Cultural Districts

Promote the creation of Cultural Districts and/or Heritage Trails to highlight the rich cultural identity of Raleigh. (1, 6)

Action AC 5.1

South Park and Olde East Cultural Districts

Implement the planned Cultural Districts for South Park and Olde East Raleigh.



Action AC 5.2

Cultural Heritage Office

Consider establishment of a new cultural heritage office tasked with managing City cultural assets and programs by coordinating departments with responsibilities for historic resources.

