

**Richmond and Petersburg, VA
Artists and Creative Individuals
and
Arts, Creative and Cultural Organizations
and Businesses
Space Needs and Preferences**

Report of Findings

**Richmond and Petersburg, VA
January 2015**

Prepared by

Artspace Projects and Swan Research and Consulting

artspace

Swan
RESEARCH & CONSULTING

for



Funding and Support for the market research report provided by

The City of Richmond

The Cameron Foundation

The City of Petersburg

Interpretation and Recommendations Summary

Richmond and Petersburg, VA

Prepared by:



**Based on the Technical Report of Artists' and Creative Individuals' and Arts,
Creative and Cultural Organizations and Businesses
Space Needs and Preferences
prepared by**

Swan

RESEARCH & CONSULTING

The space needs and preferences surveys made available to individual artists, arts/cultural organizations and creative businesses in Richmond, Petersburg and the surrounding region uncovered a need for affordable live/work and other creative spaces in Richmond and/or Petersburg, VA. All of the supporting and detailed information is provided in the Technical Report. Recommendations based on findings are explored in the summary below. These documents together offer the Cities of Richmond and Petersburg and The Cameron Foundation ample information to embark on the development of new, affordable spaces for the creative community in both cities.

SURVEY OF INDIVIDUAL ARTISTS

DEMAND FOR AFFORDABLE LIVE/WORK AND STUDIO/WORK SPACE

The Technical Report states that 737 individuals completed the Survey of Artists' and Creative Individuals' Space Needs and Preferences of which 260 are interested in relocating to an affordable artists' live/work community in the cities of Petersburg and/or Richmond. Of these interested artists, 105 expressed interest in Petersburg and 201 in Richmond, with 46 of these interested in both (see Figure 1 of the Technical Report). In our experience, the threshold for

market strength insists on a threefold redundancy, meaning that we recommend identifying at least three interested artists or respondents, for each live/work space created. This formula takes into account that not every individual interested today will decide to relocate at the time the project is complete, not every household will qualify for subsidized affordable housing and that in some cases, there may be multiple respondents from a single household, when ultimately that household may choose to remain intact upon relocation.

Because this survey asked about interest in two communities rather than one, and because some artists are interested in both, we will consider demand first based on interest expressed for only one location or the other. Should only one city move forward with new space or should the number of spaces planned/created fall below the maximum recommendation for either city, the additional 46 responses could be considered to build a case for additional space in either or possibly both communities. We recommend that officials or developers involved in creating space based on the findings of this study coordinate with one another to avoid over saturation of affordable live/work space.

Additionally, a development team for a project may set the final unit count higher or lower than the formula derived maximum, outlined below, in order to ensure a feasible and appropriately sized project. Factors that contribute to the final unit counts include such things as funding source availability and related funder restrictions/priorities, site location and size, local community and leader preferences, income eligibility of artist households, changes in the local market including the development of alternative new creative spaces, and student status (see the sections on Housing Affordability and Student Status below for more information regarding the potential impact of student status on a future project).

The 3:1 formula supports up to 52 new, affordable live/work units in **Richmond**.

The 3:1 formula supports up to 20 new, affordable live/work units in **Petersburg**.

An additional 15 units in total for one city, or divided between both could be considered based on the 46 respondents who expressed interest in both Richmond and Petersburg.

When calculating the demand for **ongoing studio or creative work space rental**, we use the number of artists interested only in ongoing studio or creative work space and not those who also express interest in live/work space. One Hundred Seventy Two (172) artist respondents are interested only in an ongoing studio or creative workspace option in Richmond and/or Petersburg.

Should new creative live/work projects offering the maximum number of live/work units come on line in both Richmond and Petersburg, we recommend creating no more than 57 units of ongoing studio or work-only spaces in the region. We arrive at this using a 3:1 redundancy methodology (172/3). However, since the interest in Richmond is not equivalent to that of Petersburg and there are eleven artists who are interested in both communities, we also want to look at the market for each individual city. Using the data found in Figure 6 of the Technical Report we arrive at the following recommended maximums:

37 studio/creative work spaces in Richmond

16 studio/creative work spaces in Petersburg

This is again, based on our 3:1 formula. The maximum number of units recommended for each city by type of space, are shown in the following table.

Location of Interest	# of Units	
	Live/Work Space	Ongoing Studio Space*
Richmond	52	37
Petersburg	20	16
Both Richmond and Petersburg	15	4
Total	87	57

**Based on number of artists interested only in live/work space.*

The final count for any type of space in either community would ultimately be at the development teams’ discretion. Market demand at this level is only one factor in what is a complex real estate development puzzle. More information about factors that influence the final number and types of spaces can be found below.

LIVE/WORK AND STUDIO/WORK SPACE: NEIGHBORHOODS OF INTEREST

Tables 1 and 2 of the Technical Report provide details about which geographic areas are of most interest to respondents who are interested in relocating to a live/work community in either or both Petersburg and Richmond. Tables 28 and 29 do the same for those interested in ongoing studio space in either or both cities.

While an artist faced with only one choice may choose to relocate to a live/work space in a neighborhood she or he did not select in the survey, we highly recommend that the search for a building or site begin with the neighborhoods that appeal to the greatest number of respondents. In the case of Petersburg, this would be Downtown/Historic Old Towne and in the case of Richmond this would be Broad Street/Arts & Cultural District. If a feasible site cannot be secured in a top priority location then the search should broaden to include other areas of interest to artists in the order of preference.

For those interested in ongoing studio space, the top preferred neighborhoods are the same. Should Petersburg and/or Richmond pursue multi-use arts facilities that provide both live/work and work-only space, this finding will work in favor of finding a location that will appeal to the greatest number of residents and tenants.

STUDIO/WORK SPACE: AFFORDABILITY AND SIZE

In determining how much space can be supported in either Richmond or Petersburg, it is important to base the recommendation on the level of interest shown by respondents for each city. When looking at responses that will influence design of live/work or studios spaces (amenities, features, number of bedrooms etc.) we assume that the close proximity of the two communities, and the overlapping geographic interests will result in similar preference data making it unnecessary to break down the data further by city of interest. When looking at

affordability and rental structure we consider the city of interest. With this in mind, most of the remaining observations and recommendations are based on the responses of all artists interested in a particular type of space, without regard to their city(s) of interest. When this is not the case, it is indicated.

Table 36 describes the artists' requirements for ongoing studio/creative work space square footage which can be compared to what artists are able to pay for that space (Table 39) if rented separately from housing. Fifty-five percent (55%) of the artists need small or modestly sized spaces of up to 350 square feet (22% of those need less than 200sf) and it is clear that affordability is important to these artists, as many (57%) could only pay up to \$200 a month for their space (not relative to size) and 23% could only pay up to \$100 a month. Even while these are very low rents, some artists do describe an ability to pay higher rents, enabling a developer of new studio space to include a variety of size and cost options. In general, artists interested in Richmond can, on average, afford to pay more in rent than those interested in Petersburg.

Table 34 shows that some of the artists interested in new studio space are currently renting space outside of their homes. It is possible that their current spaces are not meeting their needs, that they are attracted to the concept of a new multi-use arts facility, or that they need more affordable space. Given that some of the artists who currently rent space outside of their homes are paying higher amounts than artists say they can pay for new space, the need for new space to be affordable as compared to the current marketplace is underscored. For instance while 75% of artists say they can pay \$300 or less a month for new space, only 61% of the artists currently renting space are paying \$300 or less.

Setting aside for the moment the creation of studio-only space, many of these artists who are also interested in relocation would find their creative work needs well satisfied by a live/work project in the model of an Artspace project. Artspace provides at least 150 square feet more space in its live/work units than a traditional apartment typically offers, and supplements this with flexible floor plans and high ceilings to accommodate a variety of art forms and creative work. Many of the artists interested in live/work space will find this sufficient for their studio/work needs in terms of both size of space and certainly cost.

If studio spaces are created and rented separately from housing, a mix of small and mid-sized spaces would be marketable, but the emphasis should be on spaces that are 350 square feet or less (this size will serve 55% of all the interested artists).

If spaces larger than 350 square feet or more expensive than \$300 per month are built and put up for rent, we recommend pre-leasing these spaces, whether leased to individual artists or artists who intend to share space. With 19% of artists needing between 351 and 650 square feet and 12% needing more than 800 square feet (see Table 36), there is a small market for these larger spaces, but artists may or may not be able to pay commensurately on a per square foot cost basis, so we recommend caution. Note that if artists choose to share larger studios, this would allow for the creation of more large units at higher rental rates, but would reduce the overall number of spaces needed. Another option to leasing individual spaces to artists would be to master lease to an organization or collective that will in turn provide space to artists. Generally speaking, smaller, cheaper spaces that match artist amenity/design preferences and offer access to shared amenities/spaces are recommended as the priority over larger more expensive spaces. It would be reasonable to consider up to 14,250* square feet of studio/work-only space in addition to

live/work space, built into mixed-use project concept(s) for the region in total. This would accommodate up to 57 studios at 250sf each or other configuration of sizes and rents. In estimating maximum square footage by city, we include those interested only in Richmond or only in Petersburg to calculate total square footage for each city. Using this approach we recommend:

Up to 4,000sf of new studio-only space in Petersburg (16 units at 250 sq. feet)

Up to 9,250sf for new studio-only space in Richmond (37 units at 250 sq. feet)

*Note: up to an additional 1,000 square feet of total studio space, marketable to artists interested in either community, could be built in either city or split between the two.

Financial feasibility of this concept would be tested in a predevelopment scope of work and the studio count, sizes and rental rates refined at that time.

PREFERRED STUDIO/WORK SPACE FEATURES, SHARED WORK SPACES AND AMENITIES

The Technical Report gives a full synopsis of the types of spaces and amenities (Table 38) and features (Table 37) preferred by artists interested in ongoing studio/creative space rental (whether also interested in living space or not). And Tables 14 and 15 of the Technical Report provide information about types of features and shared spaces and amenities preferred by those interested in live/work space. Table 42 provides similar information for those interested in occasional studio space rental. In order for new space to be marketable to these individual artists who may relocate, rent ongoing studio/work space or occasional studio space in a new facility, the top ranking feature and amenity preferences should be accommodated within the design and program.

SHARED SPACES AND AMENITIES

When cost and space availability limits the number and type of shared spaces a project can feasibly include, it is advisable to target those spaces that will serve the most. To determine this we look across respondent subsets to view overlapping preferences. For instance, artists interested in live/work, ongoing studio and occasional studio space all prefer a general-purpose studio space, gallery/exhibition space and a business center, leading us to recommend their inclusion in a future mixed-use project in either or both Richmond and Petersburg. Additionally, classroom/teaching space was important to those interested in studio-only and occasional studio rentals. Teaching space is relatively simple to include and could be leased for a fee to cover operational costs and should also be considered in a mixed-use (not live/work-only) project.

When determining the shared-space program for a project that would also include non-residential space for arts, creative and cultural organizations and businesses, the overlapping shared space needs of those interested businesses and organizations should also be considered. Information about the shared-use preferences of those organizations and businesses that expressed an interest in relocating to Petersburg and those interested in relocating to Richmond can be found in Tables 47 and 53 respectively. Information about organizations and businesses interested in

short-term or occasional space in a new facility in Petersburg and Richmond can be found in Tables 56 and 58 respectively.

If a multi-use facility in Petersburg were to include space for organizations and businesses, the following shared spaces should additionally be considered: a conference/meeting room, event space, theater/performance space (formal seating/permanent stage) and multi-use rehearsal space. Classroom/teaching space was also of interest to these organizations and businesses giving further support for inclusion. It is advisable to study the feasibility of event space more closely in a predevelopment scope of work. Event space may mean different things to different users and could be an attractive addition for non-arts organizations in the community as well as being an income generating space. A project development team might seek out event planners and conduct an assessment of available event space in the community to determine feasibility and refine planning. Creating a formal theatre space in a new project would also require an additional feasibility study. Theater/performance space is seldom self-supporting and often requires ongoing subsidy. Better understanding the needs and capacity of the interested organizations (seating size, amenities, what they can pay, their proposed use schedule, if they can make a long-term commitment as a resident company, etc.) and assessing the costs to build and operate are next steps in evaluating whether the inclusion of a theater space is feasible. This feasibility work can begin by reviewing the Organization spreadsheet provided separately from the report.

If a multi-use facility in Richmond were to include space for organizations and businesses, the following shared spaces should be additionally considered: an event space, a conference/meeting room, administrative space and theater/performance space (formal seating/permanent stage). Classroom/teaching space and a business center were also of interest to these organizations and businesses giving further support for inclusion. As noted above with Petersburg, if event space is to be included, we recommend further feasibility research.

The above, shared space recommendations are not exhaustive and only highlight the spaces that appeal to the most users across sectors and so are clearly worth serious consideration. There are a number of interesting and important shared spaces that are not among the most frequently chosen across sectors or that may appeal to slightly fewer than 30% of any given subset, but would still appeal to many residents, renters and/or businesses and organizations. Some of these types of spaces would be easy to incorporate and efficient to operate, others more complex requiring greater funding, operational oversight or even a third-party operator. For instance co-working space was of interest to some individual artists and could possibly serve the needs of organizations that state an interest in shared administrative space. This is the type of use that could be explored in more detail during predevelopment. We recommend that a development team working in either Richmond or Petersburg spend time reviewing the detailed Tables in the Technical Report.

WORKSPACE FEATURES

The most popular preferred workspace features among artists interested in live/work and those interested in ongoing studio/work space are listed in Tables 14 and 37 of the Technical Report. There is significant overlap in preferences for space features between both the live/work and studio rental interested artist subsets. Most of the work space features that appeal to both subsets are relatively simple to incorporate into a project, and will be what sets the facility apart as designed for the unique needs of artists and their families, rather than the general population. These include: natural light, Internet access (wired for high-speed Internet/Ethernet jack), high

ceilings (over 10 feet), additional storage and soundproofing. We recognize that soundproofing entire individual live/work and studio spaces can be prohibitively expensive, however sound attenuating design measures that reduce the transfer of noise between units where in one an artist may require silence to concentrate and in the other the artist practices vocal scales, can be of great help. Selective space soundproofing may also improve the experience of residents and renters. For instance large closets within units or studios could be soundproofed to accommodate music practice or audition recording, and soundproofing could be incorporated into shared spaces for rehearsals and larger music group practice. Given the prevalence of music as an art form among the interested artists (Tables 4, 31 and 41), the desire for soundproofing is not surprising.

LIVE/WORK UNIT COMPOSITION

Not surprisingly, the number of bedrooms required by households interested in live/work space trend toward one- and two-bedroom units (see Table 17 of the Technical Report). This is in keeping with what we often see nationally as well as with this particular respondent group's reported household compositions (84% without children residing at home, Table 25). There are 33 households with three or more members that require an efficiency or one-bedroom unit only. While some of these responders may have children that can double up, it is reasonable to assume that this high number is related primarily to the 66 full-time students who are interested in relocating (see Table 9 of the Technical Report). Likely roommate situations are reflected in these numbers. These households may be more apt to change composition over time.

When making a final decision about the composition of units in a project (and it's implications on feasibility), consideration will be given to things beyond just the market study findings including: funding priorities/scoring criteria for funding sources (including the Low Income Housing Tax Credit), student status of interested artists, operating budget assumptions, and what the site or existing building can accommodate. When calculating unit composition based on the results of the market study only (a good place to start), and for the region generally, a three-fold redundancy method can be employed (see Table 17 of the Technical Report). This approach results in a maximum of 10 efficiency/studio units, 33 one-bedroom units, 29 two-bedroom units, and 12 three-bedroom units. Note that this ratio may be challenging if the affordable housing funders set competitive scoring preferences for family housing (scoring projects with larger bedroom sizes more favorably). This potential factor will be considered during the predevelopment phase and concept refinement. The breakdown of unit sizes relative to the total number of units in a project developed in Richmond and a project developed in Petersburg should follow a similar ratio of efficiencies, one, two and three bedroom units.

HOUSING AFFORDABILITY AND STUDENT STATUS

As may be seen in Table 11, 56% or 59 of the respondents interested in Petersburg reside in households that would currently qualify for housing units set aside for those at or below 60% of area median income (AMI). In Richmond (Table 12), 51% or 103 interested artist households currently qualify. Because not all interested households qualify for affordable housing, we employ the 3:1 redundancy approach when determining the maximum number of live/work spaces to create using affordable housing subsidy sources. The data in Tables 11 and 12 will not change our initial recommendation for the maximum number of units to build.

It is however, important to point out that 25% or 66 of the interested artists are currently full time students (see Table 9). This breaks down as 32 artists who are interested in Petersburg and 50 artists who are interested in Richmond. Households comprised entirely of full time students (with few exceptions), do not qualify for affordable housing per federal compliance guidelines. We do presume that many of the artists will no longer be full time students at the time of project completion, and that the interest does represent a potential ongoing pool of young newly graduated artists for future vacancies. Further, Table 10 demonstrates that the large majority of interested artists, who are also full-time students will be inclined to remain in the area for a live/work opportunity after graduation. All of which is positive. We do not need to adjust our recommended maximum number of units to accommodate the large number of student respondents. However, it is likely that upon graduation some of these artists will see an increase in their incomes in addition to a change in household composition. Increases in income could result in fewer artists ultimately income qualifying at the lowest incomes targets (30% of AMI), or not qualifying at all, and thus impacting the financial proforma for the project and funding strategy. And as noted earlier, changes in household composition could impact the overall number of interested artist households or the unit mix. For example, if a current household of four student artists each took the survey, and each indicated interest, and the household stays intact after graduation, we would need just one live/work space to meet their needs, rather than four. Or if the household changed composition, the number of bedrooms required for each new household would change, perhaps from four bedrooms to two or even one. While we can't plan for every possible scenario and do not feel that the lack of information detrimentally impacts the market strength, it may be prudent for the development team to consider these factors when determining the final unit count and affordability targets. Reducing the overall unit count and/or including fewer of the very low rent targets may be in order.

The 2014 HUD published unit rental rates for Richmond, VA HUD metro FMR Area (applicable to both Richmond and Petersburg) for those qualifying between 30% of AMI and 60% of AMI have one-bedrooms renting as low as \$410 and as high as \$821 per month, two-bedrooms ranging between \$492 and \$985 per month, and three-bedrooms ranging between \$568 and \$1137. There are just a few artists who indicate they would not be able to afford even the lowest maximum rents in the bedroom sizes they prefer, but the majority of artists will find these rents fall within the range of what they can pay. Some, who state an ability to pay more than the highest allowable rents under HUD, would find these rents very affordable, however it is likely that some of these artists are among those whose household incomes would put them out of contention for subsidized housing all together. (see Tables 21 and 22 of the report)

Rental rates set by HUD are maximum limits, and the actual rents charged may be less. Additionally, affordable housing projects offer an allowance for utility costs that further reduce the actual rent paid. When considering that live/work space with shared amenities will offer great flexibility and a positive cost benefit for those who might otherwise be doubly burdened by studio and housing payments, the proposed projects will well serve many of these artists.

SURVEY OF ORGANIZATIONS AND BUSINESSES

The Technical Report provides some generalized information about the space needs and preferences of arts and cultural organizations and creative businesses interested in space in a new multi-use arts facility in Richmond and/or Petersburg. The generalized data from the Technical Report considered below, paints a broad picture of the interested organizations/businesses and can be used to conceptualize a multi-use facility development. One-on-one follow-up conversations with interested parties, is the next important step to finalizing the project design and the proforma.

DEMAND FOR SPACE AND RESPONDENT CAPACITY

The data demonstrates a need for and interest in space serving the arts, cultural and creative communities that would support a small commercial component within a project built in Petersburg and a moderate commercial component within a project built in Richmond. The report states that 24 organizations and businesses are interested in relocation/expansion/launching a new enterprise in a multi-use arts facility in Petersburg while 43 are interested in Richmond, with some expressing interest in both cities, see Figure 8 of the Technical report. Additionally there are organizations and businesses that would not take on sole responsibility for space, but would be interested in sharing space with other users.

Looking first at a potential commercial component to a new facility in Petersburg, the focus should be primarily to cater to start-up businesses and small nonprofits, or larger nonprofits with unique additional or support space needs rather than mid-size or large, anchor tenants that would relocate their entire business to the project. In spite of the encouraging capacity indicators noted in the report (longevity of organizations and size of operating budgets, see Page 43 of the Technical Report), in looking at specific responses (not included in this report) it is clear that among the interested organizations there are some that would choose to own, not rent space; others that have very minimal space needs (500sf or less); others that have limited funds for ongoing rental payments; and those that are not yet sure how much space they need. From an early planning perspective a project should focus on previously identified shared-use spaces (theatre, event, rehearsal, classrooms, etc.) and an incubator setting that provides small spaces with low rents for emerging businesses and organizations (including co-working space). More traditional rentals of at least \$.50-\$1.00 per square foot and with leases greater than 1-year would not likely exceed 3,000sf total. Before moving forward with design and financial modeling we recommend reaching out to the interested organizations and businesses to gauge interest in a condo arrangement (for those that would like to purchase space), as well as to identify those organizations that would be willing to enter into a pre-lease agreement for space that is 1,000sf or larger. It is important also, to keep in mind that some of the interested respondents expressed interest in both cities, but ultimately we assume, only take on space in one location or another so serious planning should not occur without having a one-on-one conversation with the potential tenant/partner.

The organizations and businesses interested in relocating, expanding or opening a new business in a project in Richmond follow a similar profile as those interested in Petersburg. While many have longevity (15 have been in existence for more than 10 years), budgets for most are small and there is an emphasis on shared use spaces and unique space needs such as storage, and individual

artist studios. Given that individual artist studios is the most often selected sole-use space need (see Table 52), it is likely that many of the organizations are sole-proprietor creative businesses that require space in which to create and sell their work or products. While we do not track respondents between surveys, there may be some overlap between the studio space needs stated in the individual survey and those in the organization/business survey that should be considered during the planning phase. As noted above, we highly recommend that the data in this report and the supplemental materials be used for preliminary planning purposes and that interested organizations and businesses be contacted directly prior to finalizing architectural plans or the financial model. Based on survey responses we recommend that the project in Richmond (like Petersburg) focus on an incubator model with shared and support spaces as the foundation. A Richmond project could likely sustain up to 6,000sf of leasable space at terms beginning with 1-year leases and rents ranging between \$.50 and \$1.00 per square foot on the low end. This could include some “anchor” tenants leasing 2-3,000 square feet of space and a number of small businesses in the 200-500 square foot range. As noted above prelease agreements for larger spaces is recommended as is giving consideration to the number of businesses and organizations that expressed interest in both communities.

SPECIAL PROGRAMS

In order to make the project as attractive as possible to future commercial tenants, consideration should be given to the findings in Tables 48 and 54 of the Technical Report, “Special Programs and Features Desired for Relocation”. While some priority programs such as Internet and 24-hours access are likely to be incorporated into the project as standard amenities, other programs may require more programmatic planning, funding or be a consideration for site selection. For instance leasable onsite or adjacent parking is particularly important to organizations/businesses interested in Richmond and should be considered in the site selection process. Security measures (onsite personnel or cameras) would require ongoing and/or upfront operational funding that will need to be planned for. Incorporating these and other preferred programs and offering unique spaces and amenities not found elsewhere in the community, and at affordable rates, will well serve the arts and culture and creative business communities of both Richmond and Petersburg.

OTHER CONSIDERATIONS AND THOUGHTS

- Table 20 of the Technical Report reveals how providing robust Internet service would enhance artist resident creative work and support educational opportunities. The development team should explore options with funders and providers to bring enhanced technology to the project.
- 271 respondents to the artist survey are interested in volunteering to help with a project in Richmond and 238 are interested in helping with a project in Petersburg. To the extent that respondents provided contact information for this purpose, they should be contacted during the predevelopment phase and engaged in the process.

- Many of the artist residents would use alternative modes of transportation (Table 19) but on site parking will remain imperative (Table 18). As noted above, onsite parking is also very important to the interested organizations and businesses – particularly those interested in Richmond.
- Based on the ages reported by these interested artists (Table 6) the projects are well positioned to have multi-generational residents.

CONCLUSION

The Arts Market Study revealed and described the need for a variety of spaces serving individual artists and arts organizations and creative businesses in both Richmond and Petersburg, VA. While a project in Petersburg would be small and the financial feasibility of using Low Income Housing Tax Credits to fund the housing would need to be tested, if successful would clearly appeal to artists seeking new, affordable space. The market would clearly support a moderately sized live/work, mixed-use project in Richmond. We encourage both communities to continue to explore moving forward with the project and to continue to work together to ensure synergistic models that do not compete but rather enhance each other's presence while supporting the region's artists, creative businesses and arts organizations.

Survey of Artists' and Creative Individuals' Space Needs and Preferences

Survey of Arts, Creative, and Cultural Organizations and Businesses

Technical Report

RICHMOND/PETERSBURG, VA
January 2015

Prepared by Swan Research and Consulting for —

artspace



**THE CAMERON
FOUNDATION**

Funding and support provided by —

The City of Richmond

The Cameron Foundation

The City of Petersburg

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Introduction

The City of Petersburg, the City of Richmond, and the Cameron Foundation partnered with Artspace Projects, the nation’s leading non-profit real estate developer for the arts, to assess the space needs of artists and creatively involved individuals, as well as arts and cultural organizations, and creative businesses located in Richmond, Petersburg and the surrounding area. This assessment will provide data that will assist in the development and design of affordable spaces where artists of all disciplines and the creative community can live, work, rehearse, and create, and where arts, cultural and creative organizations and businesses can thrive in the cities of Petersburg and Richmond, VA.

The data from this assessment was collected using two surveys; a survey of artists and creative individuals and a survey of arts, creative, and cultural organizations and businesses located in and around Petersburg and Richmond. Individuals and organizations representing a wide range of arts, creative and cultural industries were invited to participate. Specific information regarding the methodology used is provided in Appendix A.

As envisioned, potential new arts facilities may provide:

- Affordable, well-designed spaces where artists, creatives and others working in the arts, cultural and creative industries can live, work and conduct their arts pursuits.
- Studio and working spaces for artists and creatives in the area.
- Administrative, event, educational, exhibit and other spaces and resources for local arts, creative and cultural organizations and businesses.
- Commercial spaces for creative and arts-friendly businesses.

Artspace Projects, Inc. and Swan Research and Consulting designed the surveys with the following objectives:

- *Assess* the demand for creative spaces in various areas of Petersburg and Richmond; in particular, unique spaces where artists and individuals involved in the arts, cultural and creative industries can live and work or rent studio or other creative space on an ongoing or occasional basis, and where arts and cultural organizations and creative businesses may share functional spaces and resources.
- *Articulate* specific design elements and building features that artists and creative individuals prefer or require, and the types of spaces and amenities desired by arts, educational, creative, and cultural organizations and businesses.
- *Describe* the survey respondents, including the arts, cultural and creative industries in which they are engaged, their current arrangements, and their ability to pay for new space.

This report summarizes the data obtained from those who completed the surveys, with a focus on those who indicated an interest in affordable live/work space, studio and other creative space, in a potential new, multi-use arts facility in one or both cities.

Executive Summary

The results of the Survey of Artists’ and Creative Individuals’ Space Needs & Preferences and the Survey of Arts, Creative, and Cultural Organizations & Businesses reflect a need for spaces of various types in the cities of Petersburg and/or Richmond including:

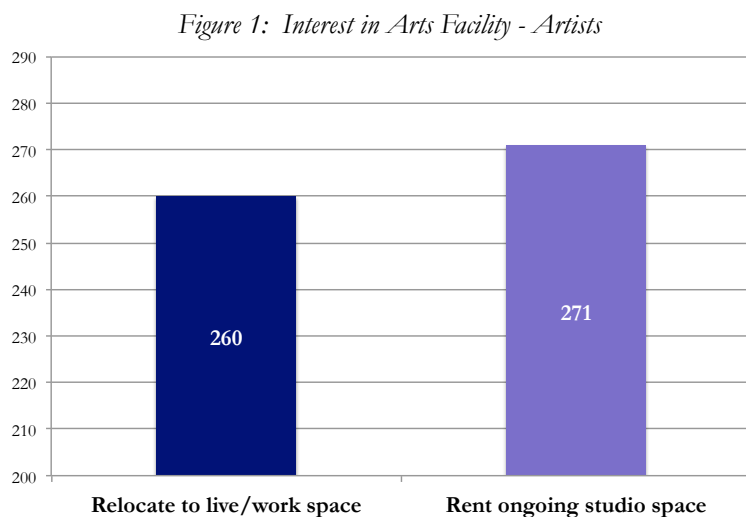
- Residences for artists and creative individuals (referred to as “artists” throughout this report) and their families, specially designed to provide both live and work space;
- Studio and creative work spaces for artists to rent on an ongoing or occasional basis;
- Permanent spaces for arts and cultural organizations and creative and arts-friendly businesses;
- Educational, event, and other types of spaces for organizations and businesses to rent on a short-term or occasional basis.

Seven hundred thirty-seven (737) respondents completed the Survey of Artists’ and Creative Individuals’ Space Needs and Preferences. Representatives of 105 organizations and businesses completed the Survey of Arts, Creative, and Cultural Organizations & Businesses.

Survey of Artists’ and Creative Individuals’ Space Needs and Preferences

Two-hundred sixty (260) of the artist survey respondents (35%) expressed interest in **relocating to an affordable artists’ live/work community** in the cities of Petersburg and/or Richmond (Figure 1). 105 artists are interested in the city of Petersburg and 201 in the city of Richmond (46 artists were interested in both communities).

Demand is also evident in the response of 271 artists (37% of the respondents) who expressed an interest in **renting studio or creative work space** (referred to as “studio space” throughout this report), specifically designed for artists and creative individuals, **on an ongoing basis**. 88 of these respondents would be interested in renting space in Petersburg, and 201 would be interested in space in Richmond (19 are interested in both communities).



221 (30%) of the survey respondents reported that they would be interested in renting studio or work space *on an occasional basis* in the cities of Petersburg and/or Richmond.

The large majority of respondents who expressed interest in Petersburg identified the Downtown/Historic Old Towne area as desirable for both live/work space (86%) and ongoing studio rental (92%). The Battersea/Virginia State University area was selected by 43% of respondents who expressed interest in Petersburg for relocation and 42% for ongoing studio rental.

The large majority of respondents who expressed interest in Richmond identified the Broad Street/Arts & Cultural District area as desirable for both live/work space (85%) and ongoing studio rental (82%). The Manchester Area/Hull Street Corridor was selected by 52% of respondents who expressed interest in Richmond for live/work space and for ongoing studio rental and the Northside along Chamberlayne Avenue area was of interest to 36% of those interested in Richmond for live/work space as well as for ongoing studio rental.

Artists Interested in Relocation to Live/Work Space:

- ◆ Of the 260 artists interested in relocation to either of the cities, 53% currently reside in Richmond, while 22% currently live in Petersburg.
- ◆ The most common arts, cultural and creative industries of the artists interested in relocation to live/work space are painting/drawing, music, writing/literary arts, and photography.
- ◆ The majority (62%) of the interested artists are female. 45% are 30 years of age or younger while 32% are between the ages of 31 and 50.
- ◆ 60% are White/Caucasian and approximately one-quarter (26%) are Black/African American. 10% describe themselves as multiracial/multiethnic.
- ◆ 60% have at least a Bachelor's degree, and 21% have obtained a post-graduate degree. 28% have completed some college course work or obtained a 2-year degree.
- ◆ 31% of the artists interested in relocation to Petersburg and one quarter of those interested in relocation to Richmond are currently full-time students.
- ◆ 56% of the artists interested in relocating to Petersburg and approximately half of those interested in relocating to Richmond report annual household incomes that fall at or below 60% of the area median income for household size. Approximately one-third of the artists interested in Petersburg (35%) and approximately one-quarter of those interested in Richmond (24%) have annual household incomes of \$20,000 or less.

- ◆ The interested artists identified Internet access, natural light, soundproofing, additional storage, and high ceilings as the most important design features for their studio or creative work space. Their top choices with respect to the types of space and amenities they would consider sharing with other artists in the live/work community are general-purpose studio space, gallery/exhibition space, and a business center.
- ◆ 62% of the artists interested in the city of Petersburg, and 56% of those interested in the city of Richmond could afford \$800 or less per month for combined live/work space, while 30% of those interested in both cities could pay \$900 to \$1,200 per month.

Artists Interested in Ongoing Studio Space Rental:

- ◆ Of the 271 artists interested in ongoing studio or creative work space rental, 60% currently reside in Richmond, while 17% currently live in Petersburg.
- ◆ The most common arts, cultural and creative industries of the artists interested in renting studio space on an ongoing basis are painting/drawing, photography, arts education/instruction and music.
- ◆ 52% of the interested artists currently do not have space they use specifically for their art or creative work. Nearly half (49%) use space within their home for their art or creative work, while one-third do not have the space they need for their art or creative activities. 21% rent or own studio space outside their home on an ongoing basis.
- ◆ The interested artists identified Internet access, natural light, high ceilings, additional storage and soundproofing as the most important design features for their studio or creative work space. Their top choices with respect to the types of space and amenities they would consider sharing with other artists are general-purpose studio space, gallery/exhibition space, classrooms/teaching space, a business center, storage, and a paint room.
- ◆ Three-quarters of the artists interested in renting studio or creative work space on an ongoing basis could afford \$300 or less per month for that space (paid in addition to costs for housing). Ten percent (10%) could pay over \$500 monthly.

Artists Interested in Occasional Studio Space Rental:

- ◆ Of the 221 artists interested in occasional studio or creative work space rental, 48% currently reside in Richmond, while 20% currently live in Petersburg.
- ◆ The most common arts, cultural and creative industries of those interested in occasional studio space rental are music, photography, painting/drawing, and writing/literary arts.
- ◆ The artists interested in renting studio or creative work space on an occasional basis identified general-purpose studio space, classrooms/teaching space, a business center, and gallery/exhibition space as the most important types of shared work spaces and amenities for occasional studio or creative space rental.

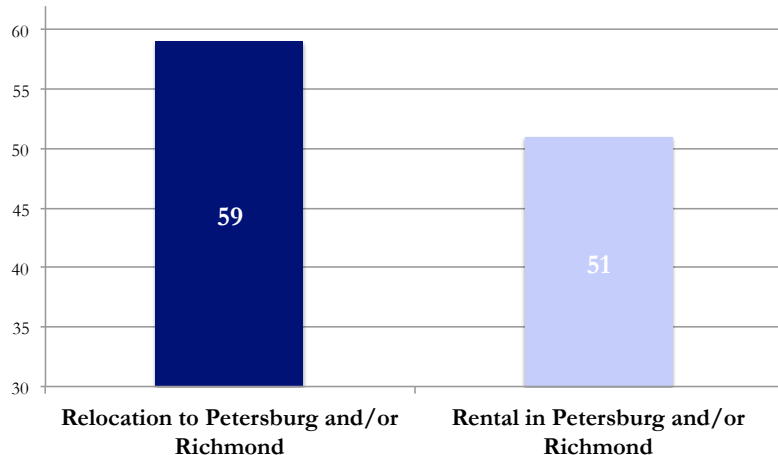
Survey of Arts, Creative, and Cultural Organizations and Businesses

A multi-use arts facility would also be attractive to a variety of arts, creative, and cultural organizations and businesses. 70 of the 105 organization and business representatives who responded to the Survey of Arts, Creative, and Cultural Organizations and Businesses indicated an interest in utilizing *some type of space* in a new, multi-use arts facility in Richmond and/or Petersburg (These organizations and businesses will be referred to as “the interested organizations” throughout this report).

59 organizations and businesses would be interested in relocating to, expanding into, or launching a new enterprise in a new, multi-use arts facility in the cities of Petersburg and/or Richmond (Figure 2). 24 of these organizations would be interested in a new, multi-use arts facility in the city of Petersburg, while 43 would be interested in the city of Richmond (8 organizations are interested in both cities).

In addition, 51 organizations and businesses would be interested in renting space on a short-term or occasional basis in the cities of Petersburg and/or Richmond. 20 would be interested in the city of Petersburg, while 37 would be interested in the city of Richmond (6 indicate interest in both cities).

Figure 2: Interest in Arts Facility - Organizations & Businesses



- Of the 24 organizations and businesses *interested in relocation in Petersburg*, 20 are interested in the Downtown/Historic Old Towne area and six are interested in the Battersea/Virginia State University area.
- Of the 43 organizations and businesses *interested in relocation in Richmond*, 34 are interested in the Broad Street/Arts & Cultural District, and 26 would find the Manchester Area/Hull Street Corridor a desirable area.
- 8 of those interested in relocation in the city of Petersburg are for-profit businesses, 8 are 501(c)(3) or other nonprofit organizations, and 5 have not yet determined their business structure. 19 of those interested in Richmond are 501(c)(3) or other nonprofit organizations, 16 are for-profit businesses, and 5 have not yet determined their business structure.
- 11 of the organizations and businesses interested in relocation to Petersburg are creative businesses, 6 are primarily arts and cultural organizations, and 4 are not an arts organization, creative business or arts-related organization. 18 of the organizations and businesses interested in the city of Richmond are primarily arts and cultural organizations, 14 are creative businesses, and 9 are arts-related organizations and businesses.

Summary of Survey Results – Artist Space Needs and Preferences

The 737 respondents who completed the Survey of Artists’ and Creative Individuals’ Space Needs and Preferences were asked six key questions:

- ◆ **Would you relocate to an affordable artists’ live/work community specifically designed for artists, creative individuals and their families if available in the cities of Richmond and/or Petersburg, VA?**
 - *If yes, would you be interested in relocating to the City of Petersburg, the City of Richmond, or both?*

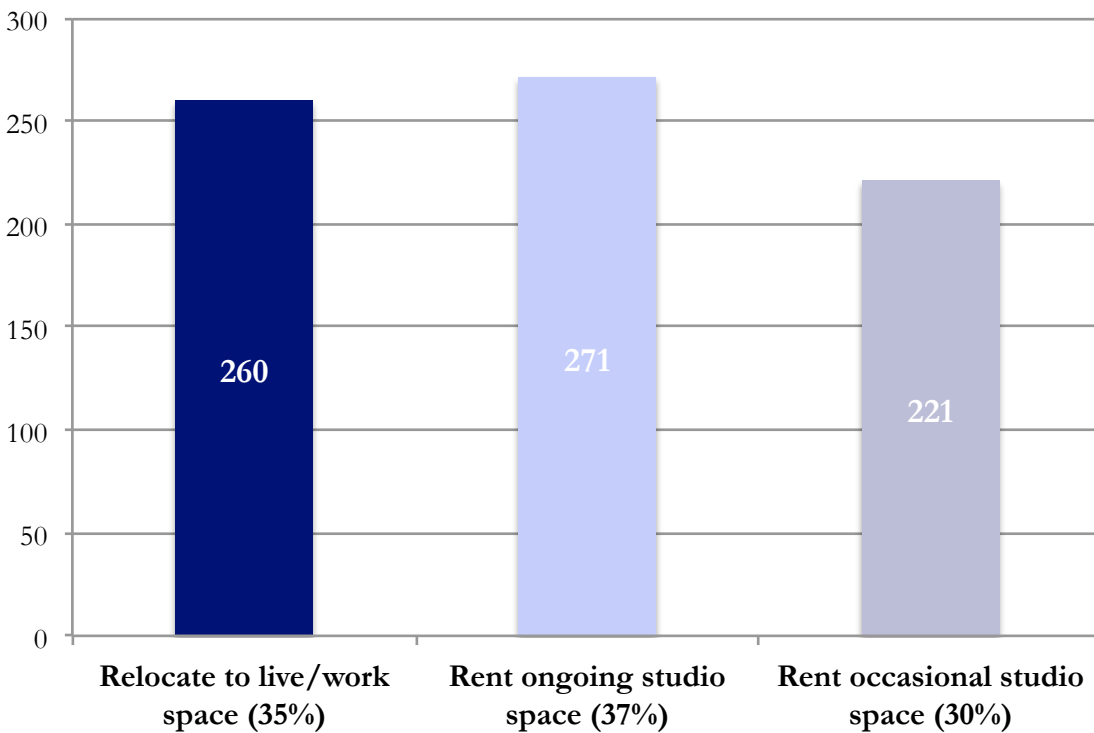
- ◆ **Would you rent studio or creative work space, specifically designed for artists and creative individuals, on an ongoing basis if available in the cities of Richmond and/or Petersburg, VA?**
 - *If yes, would you be interested in renting studio or creative work space on an ongoing basis in the City of Petersburg, the City of Richmond, or both?*

- ◆ **Would you rent studio or creative work space on an occasional basis if available in the cities of Richmond and/or Petersburg, VA?**
 - *If yes, would you be interested in renting space on an occasional basis in the City of Petersburg, the City of Richmond, or both?*

The data in this section of the report show the space needs and preferences, current living and work space arrangements, and descriptive information for the groups of artists and creative individuals who responded affirmatively to the primary (broader) questions regarding interest in new space in the cities of Richmond and/or Petersburg. For some variables, data is also provided for the more specific follow-up questions involving specific city of interest. (Note: There is overlap among these groups – that is, a respondent could indicate interest in one, two or all three types of space, and could be interested in both cities.).

The largest number of respondents (37%) indicated interest in renting studio or creative work space on an ongoing basis in Richmond and/or Petersburg, while 35% are interested in relocating to an artists' live/work community (Figure 3). Thirty percent (30%) percent are interested in renting studio or creative work space on an occasional basis in the cities of Richmond and/or Petersburg.

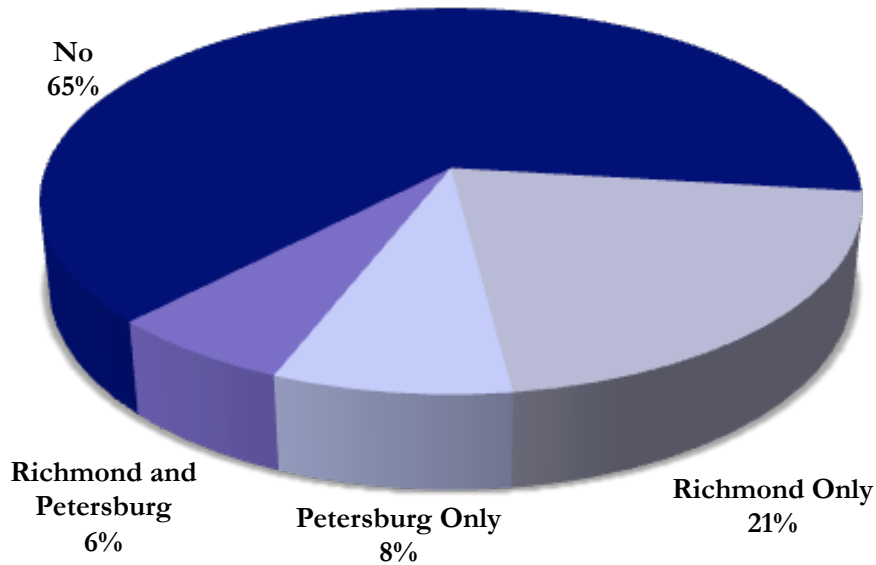
Figure 3: Interest in all Types of Space



RELOCATION TO A LIVE/WORK COMMUNITY: INTERESTED ARTISTS

Two hundred sixty (260) of the survey respondents (35%) expressed an interest in relocating to the proposed live/work community in the cities of Richmond and/or Petersburg (Figure 4). Of those respondents, 105 (14%) would be interested in relocating to space in Petersburg, and 201 (27%) would be interested in space in Richmond. Forty-six (46; 6%) expressed interest in both communities.

Figure 4: Would you relocate to an affordable artists' live/work community in Richmond and/or Petersburg, VA?



Survey respondents who expressed an interest in Petersburg were asked to identify specific areas of interest for relocation (Table 1). The Downtown Petersburg/Historic Old Towne area was desirable to the large majority (86%), while 43% expressed interest in the Battersea/Virginia State University area.

Table 1: Petersburg Areas of Interest for Relocation

Petersburg Locations*	(105)	
	#	%
Downtown/Historic Old Towne	90	85.7
Battersea/Virginia State University area	45	42.9
Squirrel Level Rd./New Millennium Studios area	33	31.4
Other	4	3.8

*Respondents may have selected more than one area

Survey respondents who expressed an interest in Richmond were also asked to identify specific areas of interest for relocation (Table 2). The Broad Street/Arts & Cultural District appealed to 85%, and the Manchester Area/Hull Street Corridor to approximately half (52%) of the respondents interested in Richmond.

Table 2: Richmond Areas of Interest for Relocation

Richmond Locations*	(201)	
	#	%
Broad Street/Arts & Cultural District	170	84.6
Manchester Area/Hull Street Corridor	104	51.7
Northside along Chamberlayne Avenue	73	36.3
Jefferson Davis Highway/Oak Grove Community	29	14.4
Scott's Addition	11	5.5
Church Hill	7	3.5
Fan District	7	3.5
Museum District	5	2.5
Other, please specify	24	11.9

**Respondents may have selected more than one area*

Approximately half of the interested artists (53%) currently reside in Richmond, while 22% currently reside in Petersburg (Table 3). (Detailed current residence data is provided in Appendix B).

Table 3: Current Residence

Ever Lived in Richmond or Petersburg*	"yes" responses	
	#	%
I currently live in Richmond	138	53.1
I currently live in Petersburg	57	21.9
Yes, I have lived in Richmond, but do not live there currently	39	15.0
Yes, I have lived in Petersburg, but do not live there currently	17	6.5
No	29	11.2

**Respondents may have selected more than one option*

The artists interested in relocation participate in a wide range of arts, cultural and creative industries (Table 4). The most common are painting/drawing, music, writing/literary arts, and photography.

Table 4: Arts, Cultural and Creative Industries

Arts, Cultural and Creative Industries *	“yes” responses	
	#	%
Painting/Drawing	71	27.3
Music (vocal/instrumental/recording/composition)	52	20.0
Writing/Literary arts	49	18.8
Photography	48	18.5
Theater arts (acting, directing, production, etc.)	41	15.8
Graphic arts/design	40	15.4
Arts education/instruction	31	11.9
Art gallery/Exhibition space/Curatorial	29	11.2
Digital arts (computer/multimedia/new media, etc.)	27	10.4
Mixed media	26	10.0
Crafts/Fine crafts	23	8.8
Film/Video/Television/Digital/Web-based entertainment production	22	8.5
Performance art	21	8.1
Jewelry design/fabrication	18	6.9
Arts administration/Arts advocacy	17	6.5
Dance/Choreography	16	6.2
Sculpture	16	6.2
Book arts/illustration	13	5.0
Culinary arts	13	5.0

**Respondents may have selected multiple industries; table includes options selected by at least 5% of interested artists.*

The majority (62%) of the interested artists are female (Table 5).

Table 5: Gender

Gender	“yes” responses	
	#	%
Male	95	36.5
Female	160	61.5
Transgender/Transsexual/Genderqueer	3	1.2
Something else	0	0.0
Prefer not to answer	2	0.8
Total	260	100.0

Many (45%) of the interested artists are 30 years of age or younger (Table 6). Thirty-two percent (32%) are between the ages of 31 and 50.

Table 6: Age

Age	“yes” responses	
	#	%
20 years and younger	26	10.0
21 – 30 years	92	35.4
31 – 40 years	44	16.9
41 – 50 years	40	15.4
51 – 60 years	35	13.5
61 – 70 years	17	6.5
Over 70 years	6	2.3
Total	260	100.0

Sixty percent (60%) of the interested artists are White/Caucasian and approximately one-quarter (26%) are Black/African American (Table 7). Ten percent (10%) describe themselves as multiracial/multiethnic.

Table 7: Ethnicity

Ethnicity	“yes” responses	
	#	%
Native American/American Indian	0	0.0
Black/African American	67	25.8
Hispanic/Latino	4	1.5
Asian/Pacific Islander	4	1.5
White/Caucasian	156	60.0
Multiracial/Multiethnic	25	9.6
Something else	3	1.2
Not answered	1	0.4
Total	260	100.0

Sixty percent (60%) have at least a Bachelor’s degree, and 21% have obtained a post-graduate degree (Table 8). Twenty-eight percent (28%) of the interested artists have completed some college course work or obtained a 2-year degree.

Table 8: Education

Highest Level of Education	“yes” responses	
	#	%
Some high school course work	3	1.2
High School/GED	30	11.5
Some college course work or 2-year degree	72	27.7
Bachelor's degree	78	30.0
Some post-graduate work	23	8.8
Post-graduate degree	54	20.8
Total	260	100.0

Thirty-one percent (31%) of the artists interested in relocation to Petersburg and one quarter of those interested in relocation to Richmond are currently full-time students (Table 9).

Table 9: Student Status

Full-time Student?	All “yes” responses		Petersburg (105)		Richmond (201)	
	#	%	#	%	#	%
Yes	66	25.4	32	30.5	50	24.9
No	194	74.6	73	69.5	151	75.1
Total	260	100.0	105	100.0	201	100.0

Those who identified themselves as full-time students were asked if the opportunity to relocate to an affordable artists’ live/work community would influence whether they remain in the Petersburg/Richmond area after graduation. The large majority indicated that it would (Table 10).

Table 10: Influence Remaining in Richmond/Petersburg Area

After Graduation: Opportunity would Influence Remaining in Area	All “yes” responses (66)		Petersburg (32)		Richmond (50)	
	#	%	#	%	#	%
Yes	58	87.9	28	87.5	45	90.0
No	8	12.1	4	12.5	5	10.0
Total	66	100.0	32	100.0	50	100.0

Tables 11 and 12 contain information regarding the annual household incomes by household size of the artists interested in relocating to the cities of Petersburg and Richmond, respectively. The shaded areas in these tables denote the number of interested artists who fall at or below sixty percent of the median income for the Richmond, VA HUD Metro FMR Area which contains both Richmond and Petersburg.

Fifty-six percent (56%) of the artists interested in relocating to Petersburg report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY2014: Richmond, VA Metro FMR area). Approximately one-third (35%) of the interested artists have household incomes of \$20,000 or less per year. Fourteen percent (14%) have annual household incomes greater than \$60,000.

Table 11: Petersburg - Income by Household Size*

Annual Household Income	Household Size					Total
	1	2	3	4	5 or more	
Under \$10,000	6	8	2	3	1	20
\$10,000 - \$15,000	7	4	0	1	1	13
\$15,001 - \$20,000	0	2	1	0	1	4
\$20,001 - \$25,000	1	3	1	2	0	7
\$25,001 - \$30,000	2	1	2	1	0	6
\$30,001 - \$35,000	2	2	1	0	0	5
\$35,001 - \$40,000	1	4	1	1	2	9
\$40,001 - \$45,000	3	2	1	0	0	6
\$45,001 - \$50,000	1	0	1	0	2	4
\$50,001 - \$55,000	0	3	0	0	0	3
\$55,001 - \$60,000	1	2	1	0	0	4
\$60,001 - \$65,000	1	1	0	0	0	2
\$65,001 - \$75,000	1	0	0	1	0	2
\$75,001 - \$85,000	0	2	0	0	1	3
\$85,001 - \$100,000	0	3	1	0	0	4
Over \$100,000	0	1	1	1	1	4
Prefer Not to Answer	1	7	1	0	0	9
Total	27	45	14	10	9	105

*Shaded area denotes incomes at or below 60% of the regional median income. The FY2014 median income for a household of 4 is \$72,900

Approximately half (51%) of the artists interested in relocating to Richmond report annual household incomes that fall at or below 60% of the area median income for household size (HUD FY2014: Richmond, VA Metro FMR area). Approximately one-quarter (24%) of the interested artists have household incomes of \$20,000 or less per year. Seventeen percent (17%) have annual household incomes greater than \$60,000.

Table 12: Richmond - Income by Household Size *

Annual Household Income	Household Size					Total
	1	2	3	4	5 or more	
Under \$10,000	2	8	3	6	1	20
\$10,000 - \$15,000	6	7	0	2	0	15
\$15,001 - \$20,000	6	4	3	1	0	14
\$20,001 - \$25,000	10	13	1	4	1	29
\$25,001 - \$30,000	3	9	1	1	0	14
\$30,001 - \$35,000	4	4	2	0	1	11
\$35,001 - \$40,000	3	8	3	1	0	15
\$40,001 - \$45,000	4	2	2	0	0	8
\$45,001 - \$50,000	2	2	6	2	0	12
\$50,001 - \$55,000	4	4	2	1	0	11
\$55,001 - \$60,000	2	5	1	1	1	10
\$60,001 - \$65,000	2	2	2	1	0	7
\$65,001 - \$75,000	1	0	0	1	2	4
\$75,001 - \$85,000	1	2	2	0	1	6
\$85,001 - \$100,000	1	5	1	1	0	8
Over \$100,000	1	6	0	2	1	10
Prefer Not to Answer	2	5	0	0	0	7
Total	54	86	29	24	8	201

*Shaded area denotes incomes at or below 60% of the regional median income. The FY2014 median income for a household of 4 is \$72,900

Many of the interested artists (58%) currently earn less than ten percent of their income from their art or creative work (Table 13). Eighteen percent (18%) earn more than half of their income from their art or creative work.

Table 13: Percentage of Income from Art or Creative Work

% of Income from Art/Creative Work	"yes" responses	
	#	%
Less than 10%	150	57.7
10% - 25%	43	16.5
26% - 50%	21	8.1
51% - 75%	10	3.8
76% - 100%	36	13.8
Total	260	*99.9

*Does not equal 100.0% due to rounding

Relocation to a Live/Work Community: Needs and Preferences for Live and Work Space

The data provided in this section summarizes the interested artists' responses to questions regarding their preferences and needs for *new* live/work space.

The interested artists were asked to select, from a list provided, the four design features that are most important for their studio or creative work space. The features selected most often include Internet access, natural light, soundproofing, additional storage, and high ceilings (Table 14).

Table 14: Preferred Workspace Features

Important Features*	"yes" responses	
	#	%
Internet access (wired for high-speed Internet/Ethernet jack)	191	73.5
Natural light	165	63.5
Soundproofing	93	35.8
Additional storage	84	32.3
High ceilings (over 10 feet)	81	31.2
Storefront/Direct street access for retail sales	46	17.7
Oversized doors/Freight elevator	45	17.3
Special ventilation	44	16.9
Plumbing/Special plumbing	28	10.8
Special electrical wiring	28	10.8
High-load bearing floors	13	5.0
Wheelchair accessibility	13	5.0
Loading dock	12	4.6
Sprung floors	8	3.1
Floor drains	8	3.1
Other	18	6.9
None of these are important	1	0.4

**Respondents may have selected multiple features*

The interested artists were also asked to identify their top three choices with respect to the types of space and amenities they would consider sharing with other artists in the live/work community (Table 15). The most preferred spaces and amenities, desired by over 30% of the interested respondents, include general-purpose studio space, gallery/exhibition space, and a business center.

Table 15: Preferred Shared Spaces and Amenities in a Live/Work Facility

Type of Space/Amenities*	“yes” responses	
	#	%
General purpose studio space	100	38.5
Gallery/Exhibition space	88	33.8
Business center (including copier, fax machine, postage meter, etc.)	81	31.2
Classrooms/Teaching space	62	23.8
Storage (closet/locker)	53	20.4
Co-working space (shared office for freelancers, start-ups, etc.)	48	18.5
Outdoor work area	48	18.5
Paint room	44	16.9
Rehearsal space (theater, performance art, etc.)	39	15.0
Recording studio	38	14.6
Film/Video screening room	37	14.2
Theater/Performance space (black box, flexible space)	37	14.2
Conference room	35	13.5
Kitchen (prep and/or demonstration)	35	13.5
Dance studio/rehearsal space	34	13.1
Retail space	34	13.1
Printmaking facilities	31	11.9
Traditional or digital dark room	31	11.9
Ceramics studio/Kiln	30	11.5
Sound proof practice rooms	30	11.5
Theater/Performance space (formal seating/permanent stage)	30	11.5
Woodworking shop	29	11.2
Collection or archival storage space	26	10.0
Rehearsal space (music practice room)	25	9.6
Writing/Literary Arts	18	6.9
Metalworking/Metalsmithing studio	16	6.2
Scene/Prop/Costume shop	16	6.2
Makerspace/Hackerspace/Fabrication space	15	5.8
Fine metals/Jewelry making studio	14	5.4
Glass hot shop	8	3.1
Other	18	6.9

**Respondents may have selected multiple types of space/amenities*

When asked about their preferences regarding ownership or rental arrangements, 87% of the interested artists indicated they would accept a traditional rental arrangement, and 88% indicated they would be interested in renting space with the option to buy it later (Table 16). Sixty four percent (64%) would be interested in owning a condominium.

Table 16: Live/Work Ownership and Rental Arrangements

Rental/Ownership Arrangements*	“yes” responses	
	#	%
Renting your space with option to buy	228	87.7
Renting your space	225	86.5
Owning a condominium	166	63.8

**Respondents may have selected multiple arrangements*

The majority of the interested artists (72%) would require one or two-bedroom units and 17% require 3 bedrooms or more (Table 17).

Table 17: Bedrooms Needed x Household Size

# of Bedrooms Required	-----Size of Household-----				Total	
	One	Two	Three	4 or more	#	%
None (Studio/Efficiency)	15	5	5	5	30	11.5
One	39	36	12	11	98	37.7
Two	16	54	10	8	88	33.8
Three	2	11	10	14	37	14.2
Four or more	1	1	0	5	7	2.7
Total	73	107	37	43	260	*99.9

**Does not equal 100.0% due to rounding*

The majority of the interested artists (92%) require at least one parking space adjacent to their residence (Table 18). Forty-six percent (46%) of the interested artists need two or more spaces for parking.

Table 18: Parking Spaces

Number of Parking Spaces Needed	“yes” responses”	
	#	%
None	22	8.5
One	119	45.8
Two	103	39.6
Three or more	16	6.2
Total	260	*100.1

**Does not equal 100.0% due to rounding*

The artists were asked about their interest in a variety of transportation options, assuming service and support could be provided (Table 19). Seventy-four percent (74%) of the interested artists would use public transportation and 40% would carpool.

Table 19: Alternative Transportation

Transportation Options*	“yes” responses	
	#	%
Public transportation systems (e.g., bus, light rail, etc.)	192	73.8
Carpooling	105	40.4
Bike sharing	86	33.1
Car sharing	78	30.0
None of the above	42	16.2

**Respondents may have selected multiple transportation options.*

The interested artists were also asked for which of their online activities they access the Internet on a regular basis (Table 20). Most use the Internet for personal communication (92%), for their creative business work (78%), for entertainment (75%), or for accessing education (74%). Fifty five percent (55%) use the Internet for other business-related work.

Table 20: Most Common Online Activities

Online Activities*	“yes” responses	
	#	%
Personal communication (non-work related email, social networking, IM, Skype, etc.)	239	91.9
Creative business work (managing an Etsy account, file sharing/cloud storage, uploading original content, managing a website, audition submissions, etc.)	203	78.1
Entertainment (streaming or downloading content)	196	75.4
Accessing education (taking online classes, researching, streaming seminars/talks/how-to videos, etc.)	192	73.8
Other business work (accessing shared server, file sharing, communication, etc.)	142	54.6
Gaming	50	19.2
Delivering education (teaching online classes or web-based seminars, etc.)	34	13.1
Other	10	3.8
None - I don't participate in online activities on a regular basis	2	0.8

**Respondents may have selected multiple online activities*

Table 21 contains information regarding the maximum amount that artists interested in the city of Petersburg could pay monthly in combined housing and work space costs by size of space needed (number of bedrooms required). Most (62%) could afford \$800 or less per month for combined live/work space, and 29% could pay \$900 to \$1,200 per month.

Table 21: Affordable Housing and Work Space Costs - Petersburg

Combined Live/Work Space Maximum Monthly Amount (excluding utilities)	-----Number of Bedrooms Needed-----					Total	
	None (Studio/ Efficiency)	One	Two	Three	4 or more	#	%
\$400	3	6	2	1	1	13	12.4
\$500 - \$600	5	8	11	4	0	28	26.7
\$700 - \$800	4	4	11	4	1	24	22.9
\$900 - \$1,000	3	3	11	5	0	22	21.0
\$1,100 - \$1,200	0	1	4	3	0	8	7.6
\$1,300 - \$1,500	0	2	0	2	0	4	3.8
Over \$1,500	0	0	3	2	1	6	5.7
Total	15	24	42	21	3	105	*100.1

**Does not equal 100.0% due to rounding.*

Table 22 contains information regarding the maximum amount that artists interested in the city of Richmond could pay monthly in combined housing and work space costs by size of space needed (number of bedrooms required). Over half (56%) could afford \$800 or less per month for combined live/work space, and 30% could pay \$900 to \$1,200 per month.

Table 22: Affordable Housing and Work Space Costs - Richmond

Combined Live/Work Space Maximum Monthly Amount (excluding utilities)	-----Number of Bedrooms Needed-----					Total	
	None (Studio/ Efficiency)	One	Two	Three	4 or more	#	%
\$400	1	8	4	0	0	13	6.5
\$500 - \$600	8	30	14	5	0	57	28.4
\$700 - \$800	6	21	12	4	0	43	21.4
\$900 - \$1,000	3	14	13	3	0	33	16.4
\$1,100 - \$1,200	1	9	13	4	1	28	13.9
\$1,300 - \$1,500	2	6	4	2	2	16	8.0
Over \$1,500	0	0	6	4	1	11	5.5
Total	21	88	66	22	4	201	*100.1

**Does not equal 100.0% due to rounding.*

Relocation to a Live/Work Community: Current Studio/Work Space

When asked about their current studio or work space, two-thirds of the interested artists (66%) indicated that they currently do not have space they use specifically for their art or creative work (Table 23).

Table 23: Current Studio/Creative Work Space

Have space used only for art or creative work?	“yes” responses	
	#	%
Yes	89	34.2
No	171	65.8
Total	260	100.0

The artists were asked about their current studio or creative work space arrangement (Table 24). Approximately half (51%) of the interested artists use space within their home for their art or creative work. Many (41%) indicated they do not have the space they need for their art or creative work.

Table 24: Current Studio or Creative Work Space Arrangement

Work Space Arrangements*	“yes” responses	
	#	%
I have space within my home that I use for my art or creative work	132	50.8
I don’t have the space I need for my art or creative work	106	40.8
My work space is provided free of charge	45	17.3
I rent or own studio or other creative work space outside my home on an ongoing basis	24	9.2
I rent or own studio or other creative work space outside my home on an occasional or as needed basis	8	3.1
My work does not require designated space	9	3.5

**Respondents may have selected multiple options*

Relocation to a Live/Work Community: Current Living Arrangements

The artists were asked to respond to questions regarding their current living arrangements.

Thirty two percent (32%) of the interested artists do not live with other adults (Table 25). The large majority (84%) do not have children residing with them in their home.

Table 25: Current Household Composition

Number of Adults	“yes” responses	
	#	%
One - I am the only adult	82	31.5
Two	123	47.3
Three or more	55	21.2
Number of Children (under 18)	#	%
None	218	83.8
One	22	8.5
Two	14	5.4
Three or more	6	2.3
Total	260	100.0

Approximately half (52%) of the interested artists currently rent or lease their living space (Table 26). One-quarter (25%) do not rent/lease or own the space in which they live (may live with others, reside at a college or university, etc.).

Table 26: Current Home Rental/Lease vs. Ownership

Rent/Lease vs. Own	“yes” responses	
	#	%
Rent/Lease	135	51.9
Own	59	22.7
Do not rent/lease or own	66	25.4
Total	260	100.0

Of the interested artists who currently rent/lease or own their living space, 53% pay \$800 or less per month for their housing. Twenty-three percent (23%) pay \$801 - \$1,200 per month, and 4% do not pay anything for their housing (Table 27).

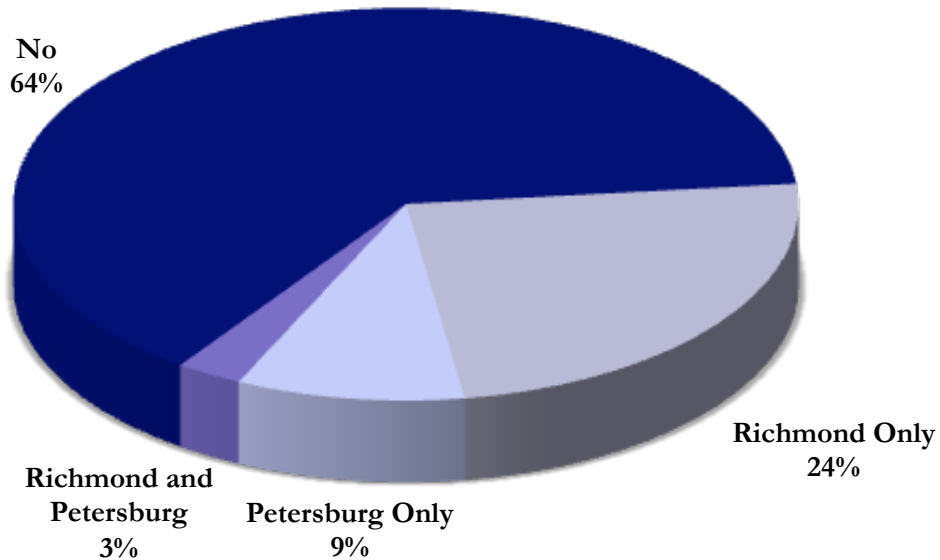
Table 27: Current Housing Costs

Monthly Housing Costs (excluding utilities)	“yes” responses (194)	
	#	%
\$0	8	4.1
\$1 - \$400	13	6.7
\$401 - \$600	45	23.2
\$601 - \$800	45	23.2
\$801 - \$1,000	26	13.4
\$1,001 - \$1,200	19	9.8
\$1,201 - \$1,500	25	12.9
\$1,501 - \$2,000	10	5.2
Over \$2,000	3	1.5
Total	194	100.0

ONGOING STUDIO AND CREATIVE WORK SPACE RENTAL

Two hundred seventy-one survey respondents (37%) indicated an interest in renting studio or creative work space, specifically designed for artists and creative individuals, on an ongoing basis in the cities of Petersburg and/or Richmond (Figure 5). Of these respondents, 88 (12%) would be interested in renting space on an ongoing basis in Petersburg, and 201 (27%) would be interested in space in Richmond. Three percent (3%) expressed interest in both communities.

Figure 5: Would you rent studio or creative work space on an ongoing basis in Richmond and/or Petersburg?



Survey respondents who expressed an interest in ongoing studio space in Petersburg were asked to identify specific locations of interest (Table 28) The Downtown Petersburg/Historic Old Towne area was desirable to the large majority (92%), and 42% were interested in the Battersea/Virginia State University area.

Table 28: Petersburg Areas of Interest for Ongoing Studio Rental

Petersburg Locations*	“yes” responses	
	#	%
Downtown/Historic Old Towne	81	92.0
Battersea/Virginia State University area	37	42.0
Squirrel Level Rd./New Millennium Studios area	20	22.7
Other	2	2.3

**Respondents may have selected more than one area*

Survey respondents who expressed interest in ongoing studio space in Richmond were also asked to identify specific locations of interest (Table 29) The Broad Street/Arts & Cultural District was desirable to 82% of the interested respondents.

Table 29: Richmond Areas of Interest for Ongoing Studio Rental

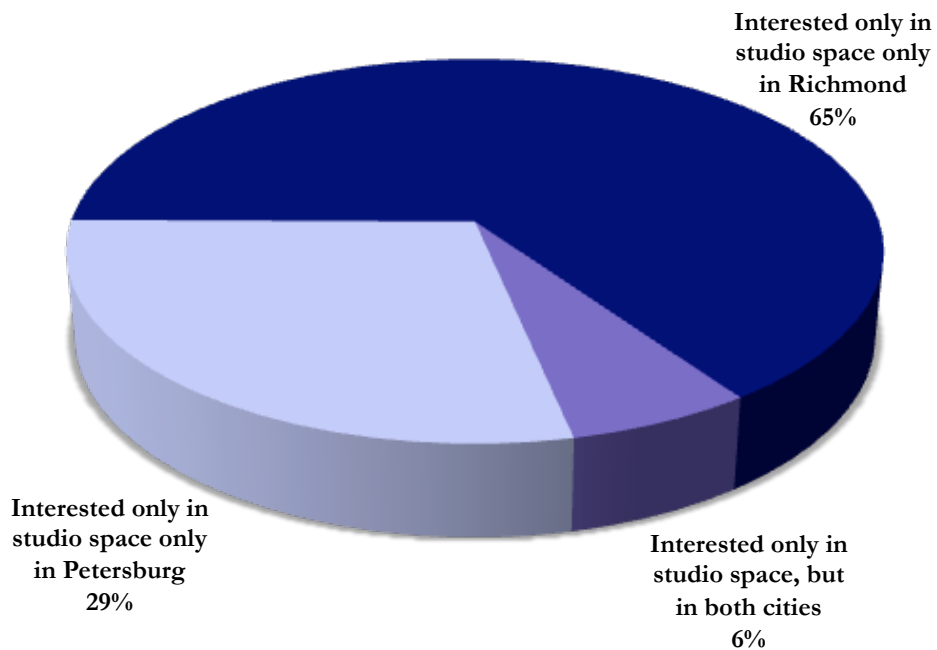
Richmond Locations*	“yes” responses	
	#	%
Broad Street/Arts & Cultural District	164	81.6
Manchester Area/Hull Street Corridor	105	52.2
Northside along Chamberlayne Avenue	72	35.8
Jefferson Davis Highway/Oak Grove Community	25	12.4
Scott’s Addition	24	11.9
Fan District	10	5.0
Church Hill	8	4.0
Museum District	6	3.0
Other	35	17.4

**Respondents may have selected more than one area*

One hundred seventy-two (172) of the artists interested in ongoing studio or creative work space rental were *only* interested in renting studio or creative work space, while 99 were interested in *both* studio or creative work space rental and potential live/work space. (As noted previously, for the 99 artists interested in both relocation and rental, it is reasonable to assume they would choose *either* studio rental *or* live/work space, but not both.)

As shown in Figure 6, of the 172 artists interested only in ongoing studio or creative space rental, 49 (29%) were only interested in Petersburg. One hundred-twelve 112 (65%) would be interested only in the city of Richmond, and 11 (6%) would be interested in either Petersburg or Richmond.

Figure 6: Interest only in studio/work space by city



The following tables provide information for all artists who indicated an interest in renting studio or creative work space on an ongoing basis (271) as well as for the subset of artists interested *only* in ongoing studio or creative work space rental (172). The data for those artists interested only in studio or creative work space rental are highlighted in these tables.

The majority (60%) of the artists interested in renting studio or creative work space on an ongoing basis currently reside in the city of Richmond while 17% currently reside in Petersburg (Table 30). (Detailed current residence data is provided in Appendix B).

Table 30: Current Residence

Ever Lived in Richmond or Petersburg?*	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
I currently live in Richmond	103	59.9	163	60.1
I currently live in Petersburg	27	15.7	46	17.0
Yes, I have lived in Richmond, but do not live there currently	22	12.8	35	12.9
Yes, I have lived in Petersburg, but do not live there currently	11	6.4	12	4.4
No	14	8.1	26	9.6

*Respondents may have selected more than one option

The most common arts, cultural and creative industries of those interested in renting ongoing studio or creative work space are painting/drawing, photography, arts education/instruction, music, crafts/fine crafts, art gallery/exhibition space/curatorial, and writing/literary arts (Table 31).

Table 31: Arts, Cultural and Creative Industries

Arts, Cultural and Creative Industries*	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
Painting/Drawing	48	27.9	77	28.4
Photography	29	16.9	48	17.7
Arts education/instruction	33	19.2	46	17.0
Music (vocal/instrumental/recording/composition)	26	15.1	43	15.9
Crafts/Fine crafts	27	15.7	38	14.0
Art gallery/Exhibition space/Curatorial	23	13.4	35	12.9
Writing/Literary arts	16	9.3	35	12.9
Mixed media	20	11.6	32	11.8
Graphic arts/design	18	10.5	30	11.1
Digital arts (computer/multimedia/new media, etc.)	15	8.7	27	10.0
Theater arts (acting, directing, production, etc.)	16	9.3	27	10.0
Performance art	8	4.7	21	7.7
Arts administration/Arts advocacy	10	5.8	20	7.4
Film/Video/Television/Digital/Web-based entertainment production	9	5.2	19	7.0
Dance/Choreography	10	5.8	15	5.5
Jewelry design/fabrication	8	4.7	15	5.5
Sculpture	9	5.2	15	5.5
Installation art	7	4.1	14	5.2
Printmaking	12	7.0	14	5.2

*Respondents may have selected multiple industries; table includes options selected by at least 5% of interested artists.

Ongoing Studio & Creative Work Space Rental: Current Space Arrangements

Approximately half (52%) of the interested artists currently do not have space they use specifically for their art or creative work (Table 32).

Table 32: Current Studio/Creative Work Space

Have space used only for art/creative work?	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
Yes	100	58.1	140	51.7
No	72	41.9	131	48.3
Total	172	100.0	271	100.0

Nearly half (49%) use space within their home for their art or creative work, while 33% report they do not have the space they need for their art or creative activities (Table 33). Twenty one percent (21%) rent or own studio space outside their home on an ongoing basis.

Table 33: Current Studio/Creative Work Space Arrangement

Studio/Creative Work Space Arrangements	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
I have space within my home I use for my art or creative work	85	49.4	133	49.1
I don’t have the space I need for my art or creative work	49	28.5	88	32.5
I rent or own studio or other creative work space outside my home on an ongoing basis	40	23.3	56	20.7
My work space is provided free of charge	15	8.7	29	10.7
I rent or own studio or other creative work space outside my home on an occasional or as needed basis	12	7.0	15	5.5
My work does not require designated space	1	0.6	3	1.1

**Respondent may have selected multiple options*

The interested artists *who indicated that they rent or own studio or creative work space outside their home* were asked what they pay for that space. Approximately one-third (34%) pay \$151 - \$300 per month for their space, while 18% pay more than \$500 monthly for their studio space (Table 34).

Table 34: Current Studio/Creative Work Space Cost

Monthly Studio/Creative Work Space Cost	Studio Only (40)		All Interested in Studio Space (56)	
	“yes” responses		“yes” responses	
	#	%	#	%
\$0	3	7.5	4	7.1
\$1 - \$50	4	10.0	4	7.1
\$51 - \$100	7	17.5	7	12.5
\$101 - \$150	2	5.0	4	7.1
\$151 - \$200	6	15.0	8	14.3
\$201 - \$300	7	17.5	11	19.6
\$301 - \$400	4	10.0	5	8.9
\$401 - \$500	2	5.0	3	5.4
More than \$500	5	12.5	10	17.9
Total	40	100.0	56	*99.9

**Does not equal 100.0% due to rounding*

The interested artists *who indicated that they rent or own studio or creative work space outside their home* were also asked where that space is located (Table 35). Seventy-three percent (73%) currently rent or own studio or creative work space in Richmond and 18% currently rent or own studio or creative work space in Petersburg.

Table 35: Location of Ongoing Studio or Creative Work Space Outside Home

Location of Rented/Owned Work Space	Studio Only (40)		All Interested in Studio Space (56)	
	“yes” responses		“yes” responses	
	#	%	#	%
Petersburg	7	17.5	10	17.9
Richmond	29	72.5	41	73.2
Somewhere else	4	10.0	5	8.9
Total	40	100.0	56	100.0

Ongoing Studio and Creative Work Space Rental: Needs and Preferences

Approximately two-thirds (68%) of the artists interested in renting studio or creative work space on an ongoing basis need studio/work spaces of 500 square feet or less, while 15% want larger spaces greater than 650 square feet (Table 36).

Table 36: Space Requirements for Ongoing Studio/Creative Work Space

Minimum Square Footage	Studio Only “yes” responses		All Interested in Studio Space “yes” responses	
	#	%	#	%
None (my work requires no studio space)	2	1.2	5	1.8
Under 200 sq. feet	44	25.6	60	22.1
200 - 350 sq. feet	59	34.3	89	32.8
351 - 500 sq. feet	18	10.5	34	12.5
501 - 650 sq. feet	12	7.0	18	6.6
651 - 800 sq. feet	6	3.5	9	3.3
801 - 1,000 sq. feet	8	4.7	16	5.9
1,001 - 1,500 sq. feet	4	2.3	7	2.6
1,501 - 2,000 sq. feet	3	1.7	6	2.2
More than 2,000 sq. feet	3	1.7	3	1.1
Don't know	11	6.4	21	7.7
None (work requires no ongoing space)	2	1.2	3	1.1
Total	172	*100.1	271	*99.7

**Does not equal 100.0% due to rounding*

The interested artists were asked to identify the four features most desirable to them in a new studio or creative work space. The most popular were Internet access, natural light, high ceilings, additional storage, and soundproofing (Table 37).

Table 37: Preferred Studio/Creative Work Space Features

Important Features*	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
Internet access (wired for high-speed Internet/Ethernet jack)	111	64.5	181	66.8
Natural light	105	61.0	172	63.5
High ceilings (over 10 feet)	53	30.8	86	31.7
Additional storage	48	27.9	81	29.9
Soundproofing	44	25.6	72	26.6
Special ventilation	33	19.2	49	18.1
Storefront/Direct street access for retail sales	30	17.4	49	18.1
Oversized doors/Freight elevator	16	9.3	45	16.6
Plumbing/Special plumbing	28	16.3	38	14.0
Loading dock	20	11.6	28	10.3
Wheelchair accessibility	15	8.7	21	7.7
Special electrical wiring	12	7.0	18	6.6
Sprung floors	9	5.2	12	4.4
Floor drains	6	3.5	11	4.1
High-load bearing floors	3	1.7	7	2.6
Other	11	6.4	17	6.3
None of these are important	4	2.3	4	1.5

**Respondents may have selected multiple features*

The interested artists were also asked to identify the three types of space or amenities they would be most interested in sharing (Table 38). The most preferred types of space and amenities were general-purpose studio space, gallery/exhibition space, classrooms/teaching space, a business center,, storage, and a paint room.

Table 38: Preferred Shared Spaces and Amenities for Ongoing Studio/Creative Space Rental

Type of Space/Amenities*	Studio Only		All Interested in Studio Space	
	“yes” responses		“yes” responses	
	#	%	#	%
General purpose studio space	67	39.0	112	41.3
Gallery/Exhibition space	60	34.9	95	35.1
Classrooms/Teaching space	41	23.8	63	23.2
Business center (including copier, fax machine, postage meter, etc.)	30	17.4	60	22.1
Storage (closet/locker)	31	18.0	59	21.8
Paint room	35	20.3	54	19.9
Co-working space (shared office for freelancers, start-ups, etc.)	25	14.5	42	15.5
Woodworking shop	24	14.0	40	14.8
Printmaking facilities	25	14.5	39	14.4
Ceramics studio/Kiln	23	13.4	36	13.3
Retail space	20	11.6	36	13.3
Kitchen (prep and/or demonstration)	19	11.0	35	12.9
Outdoor work area	18	10.5	35	12.9
Rehearsal space (theater, performance art, etc.)	17	9.9	34	12.5
Conference room	18	10.5	33	12.2
Rehearsal space (music practice room)	20	11.6	33	12.2
Theater/Performance space (black box, flexible space)	18	10.5	32	11.8
Traditional or digital dark room	16	9.3	32	11.8
Recording studio	19	11.0	30	11.1
Film/Video screening room	16	9.3	29	10.7
Sound proof practice rooms	17	9.9	28	10.3
Dance studio/rehearsal space	16	9.3	26	9.6
Collection or archival storage space	10	5.8	24	8.9
Makerspace/Hackerspace/Fabrication space	8	4.7	20	7.4
Theater/Performance space (formal seating/permanent stage)	14	8.1	20	7.4
Scene/Prop/Costume shop	10	5.8	19	7.0
Metalworking/Metalsmithing studio	6	3.5	18	6.6
Writing/Literary Arts	14	8.1	18	6.6
Fine metals/Jewelry making studio	10	5.8	17	6.3
Glass hot shop	5	2.9	12	4.4
Other	14	8.1	18	6.6
None of the above	2	1.2	2	0.7

*Respondents may have selected multiple types of space/amenities

Three-quarters (75%) of the artists interested in renting studio or creative work space on an ongoing basis could afford \$300 or less per month for that space (paid in addition to costs for housing). Ten percent (10%) could pay over \$500 monthly (Table 39).

Table 39: Affordable Studio/Creative Work Space Costs

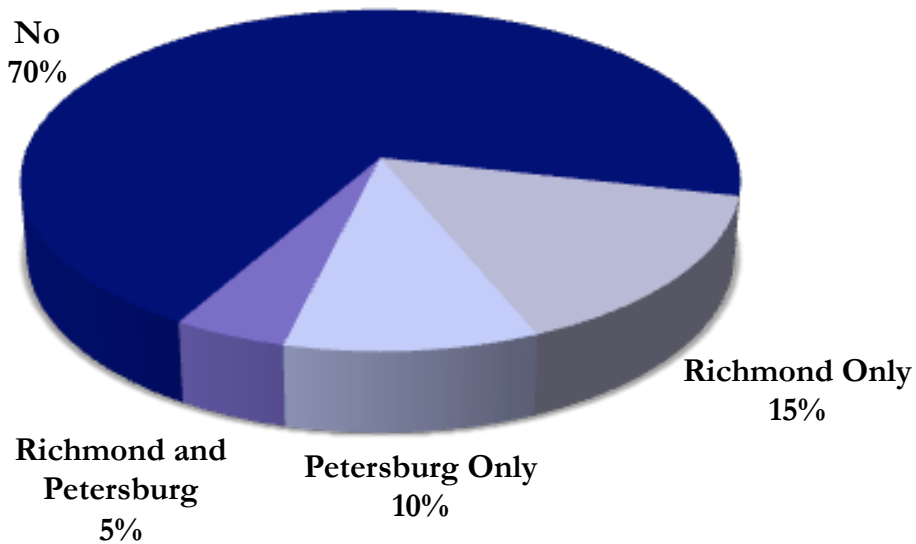
Maximum Monthly Amount for Studio/Work Space	All Interested in Studio Space (271)		Petersburg (88)		Richmond (201)	
	#	%	#	%	#	%
\$0	0	0.0	0	0.0	1	0.5
\$1 - \$50	12	4.4	5	5.7	7	3.5
\$51 - \$100	49	18.1	19	21.6	33	16.4
\$101 - \$150	49	18.1	24	27.3	32	15.9
\$151 - \$200	44	16.2	8	9.1	38	18.9
\$201 - \$300	49	18.1	10	11.4	41	20.4
\$301 - \$400	22	8.1	7	8.0	18	9.0
\$401 - \$500	20	7.4	8	9.1	11	5.5
\$501 - \$750	18	6.6	3	3.4	15	7.5
More than \$750	8	3.0	4	4.5	5	2.5
Total	271	100.0	88	*100.1	201	*100.1

**Does not equal 100.0% due to rounding*

OCCASIONAL STUDIO AND CREATIVE WORK SPACE RENTAL

Two hundred twenty-one (221) of the survey respondents (30%) indicated an interest in renting studio or creative work space on an occasional basis in the cities of Petersburg and/or Richmond (Figure 7). Of these respondents, 108 (15%) would be interested in relocating to space in Petersburg, and 146 (20%) would be interested in space in Richmond. Thirty-three individuals expressed interest in both communities.

Figure 7: Would you rent studio or creative work space on an occasional basis in Richmond and/or Petersburg?



One hundred thirty-two of the artists interested in occasional studio or creative work space rental were *only* interested in renting space on an occasional basis, while 89 also expressed interest in live/work space and/or ongoing studio or creative work space rental. (For the 89 artists interested in both occasional *and* other space, it is reasonable to assume that they may choose occasional studio or creative work space rental *as well as* ongoing studio or creative work space rental and/or relocation to live/work space in the cities of Petersburg and/or Richmond).

Forty-eight percent (48%) of the artists interested in renting studio or creative work space on an occasional basis currently reside in the city of Richmond, while 20% currently reside in Petersburg (Table 40). (Detailed current residence data is provided in Appendix B).

Table 40: Current Residence

Ever Lived in Richmond or Petersburg?*	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
I currently live in Richmond	52	39.4	105	47.5
I currently live in Petersburg	31	23.5	45	20.4
Yes, I have lived in Richmond, but do not live there currently	25	18.9	33	14.9
Yes, I have lived in Petersburg, but do not live there currently	12	9.1	15	6.8
No	21	15.9	36	16.3

**Respondents may have selected more than one option*

The most common arts, cultural and creative industries of those interested in occasional studio space rental are music, photography, painting/drawing, and writing/literary arts (Table 41).

Table 41: Arts, Cultural and Creative Industries

Arts, Cultural and Creative Industries*	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
Music (vocal/instrumental/recording/composition)	23	17.4	46	20.8
Photography	31	23.5	45	20.4
Painting/Drawing	24	18.2	44	19.9
Writing/Literary arts	22	16.7	44	19.9
Arts education/instruction	24	18.2	36	16.3
Theater arts (acting, directing, production, etc.)	14	10.6	32	14.5
Crafts/Fine crafts	23	17.4	31	14.0
Art gallery/Exhibition space/Curatorial	16	12.1	26	11.8
Graphic arts/design	12	9.1	22	10.0
Mixed media	12	9.1	22	10.0
Arts administration/Arts advocacy	9	6.8	18	8.1
Dance/Choreography	11	8.3	18	8.1
Digital arts (computer/multimedia/new media, etc.)	8	6.1	17	7.7
Culinary arts	11	8.3	15	6.8
Film/Video/Television/Digital/Web-based entertainment production	5	3.8	14	6.3
Performance art	7	5.3	14	6.3
Woodworking	10	7.6	13	5.9
Fiber/Textile arts	8	6.1	11	5.0
Healing arts/Art therapies	6	4.5	11	5.0

*Respondents may have selected multiple industries; table includes options selected by at least 5% of interested artists.

The artists interested in renting studio or creative work space on an occasional basis were asked to identify up to three types of shared work space or amenities that would be most important to them for occasional studio or creative space rental (Table 42). The most preferred types of space and amenities include general-purpose studio space, classrooms/teaching space, a business center, and gallery/exhibition space.

Table 42: Preferred Shared Spaces and Amenities for Occasional Studio Space Rental

Types of Spaces/Amenities *	Occasional Rental Only “yes” responses		All Interested in Occasional Rental “yes” responses	
	#	%	#	%
General purpose studio space	37	28.0	70	31.7
Classrooms/Teaching space	41	31.1	64	29.0
Business center (including copier, fax machine, postage meter, etc.)	31	23.5	57	25.8
Gallery/Exhibition space	33	25.0	57	25.8
Co-working space (shared office for freelancers, start-ups, etc.)	22	16.7	44	19.9
Paint room	16	12.1	35	15.8
Storage (closet/locker)	16	12.1	34	15.4
Rehearsal space (theater, performance art, etc.)	12	9.1	32	14.5
Outdoor work area	13	9.8	31	14.0
Recording studio	14	10.6	31	14.0
Retail space	22	16.7	30	13.6
Ceramics studio/Kiln	16	12.1	28	12.7
Conference room	16	12.1	28	12.7
Kitchen (prep and/or demonstration)	13	9.8	28	12.7
Woodworking shop	13	9.8	28	12.7
Rehearsal space (music practice room)	13	9.8	27	12.2
Theater/Performance space (black box, flexible space)	9	6.8	27	12.2
Traditional or digital dark room	13	9.8	27	12.2
Dance studio/rehearsal space	14	10.6	23	10.4
Printmaking facilities	12	9.1	23	10.4
Sound proof practice rooms	9	6.8	22	10.0
Metalworking/Metalsmithing studio	6	4.5	19	8.6
Theater/Performance space (formal seating/permanent stage)	6	4.5	17	7.7
Collection or archival storage space	9	6.8	16	7.2
Film/Video screening room	5	3.8	15	6.8
Makerspace/Hackerspace/Fabrication space	4	3.0	15	6.8
Fine metals/Jewelry making studio	8	6.1	13	5.9
Glass hot shop	5	3.8	13	5.9
Writing/Literary Arts	9	6.8	13	5.9
Scene/Prop/Costume shop	3	2.3	8	3.6
Other	9	6.8	13	5.9
None of the above	4	3.0	4	1.8

*Respondents may have selected multiple types of space/amenities

INTEREST IN ADDITIONAL CONTACT OR PARTICIPATION

At the end of the survey, respondents were asked if they were interested in being contacted or wanted to be involved in the study and proposed project. The survey respondents could sign up for additional contact regardless of their interest in relocation to or rental of space in the cities of Petersburg and/or Richmond.

Of the survey respondents (737):

- 408 (55%) indicated they would like to receive further information about a project in Richmond
- 271 (37%) indicated they would volunteer for a project in Richmond
- 318 (43%) indicated they would like to receive further information about a project in Petersburg
- 238 (32%) indicated they would volunteer for a project in Petersburg
- 426 (58%) indicated they would like to be added to the CultureWorks email list to receive information pertaining to the Richmond/Petersburg regional arts and culture community

Summary of Survey Results – Arts, Creative, and Cultural Organizations and Businesses

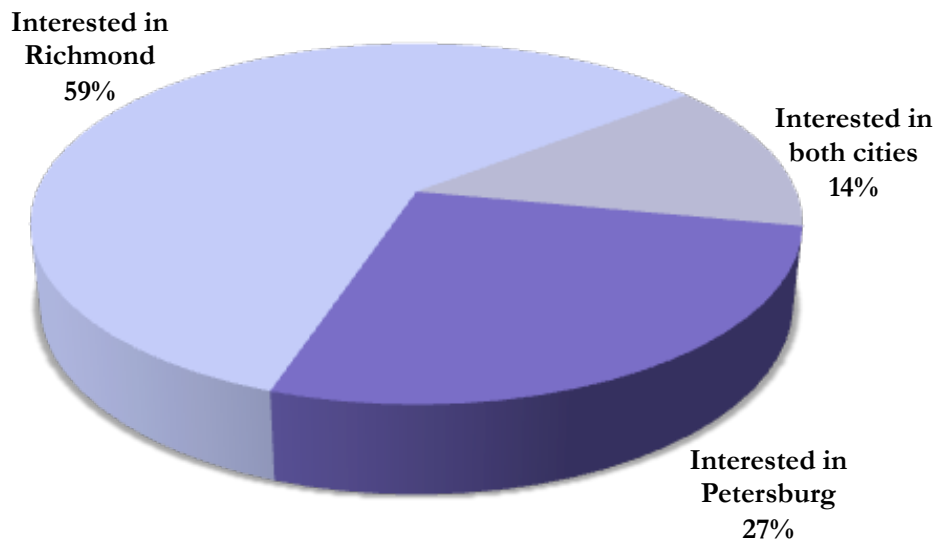
Representatives of 105 organizations and businesses completed the Richmond/Petersburg Area Survey of Arts, Creative, and Cultural Organizations and Businesses. More than one survey was completed for 16 of these organizations and businesses resulting in 129 completed surveys. For those organizations and businesses where duplicate surveys were present, only one was chosen for use in this summary data.

Many of the organization and business representatives (39%) describe themselves as Owner, 24% as Executive Director/President/CEO/Executive Staff, 11% as Managing Director/Manager, 8% as Board Chair/Board Member, and 7% as Artistic Director/Creative Director.

Two-thirds (70) of these representatives *indicated an interest in utilizing some type of space* in a new, multi-use arts facility in Petersburg and/or Richmond, VA. Fifty-nine (59) are interested in relocation and 51 are interested in renting space on a short-term or occasional basis.

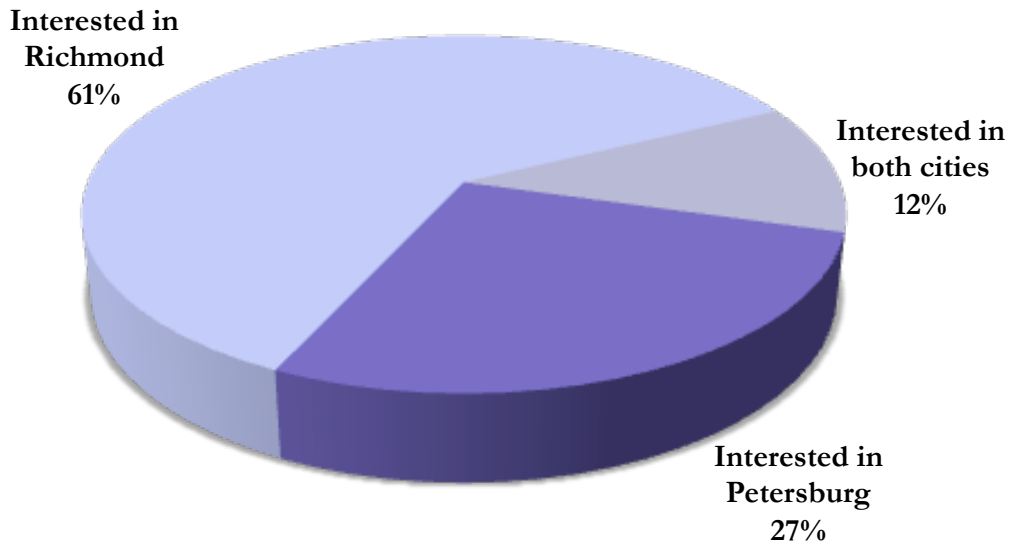
Of the 59 interested in relocation, 24 (41%) are interested in the city of Petersburg, and 43 (73%) are interested in the city of Richmond (Figure 8). Eight (14%) are interested in both cities.

Figure 8: Would your organization or business be interested in relocating, expanding into, or launching a new enterprise in the cities of Petersburg and/or Richmond?



Of the 51 organizations and businesses interested in renting space on a short-term or occasional basis in a new, multi-use arts facility, 20 (39%) would be interested in renting space in the city of Petersburg, and 37 (73%) would be interested in renting space in the city of Richmond (Figure 9). Six organizations and businesses (12%) indicated interest in both cities.

Figure 9: Would your organization or business be interested in renting performance, production, exhibit, office, or other types of space in the cities of Petersburg and/or Richmond?



ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS & BUSINESSES INTERESTED IN RELOCATION IN PETERSBURG:

This section contains information regarding the 24 organizations and businesses that expressed an *interest in relocation* to a new, multi-use arts facility in the city of Petersburg.

Seventy-one percent (71%) of the organizations interested in relocating in Petersburg are currently located in the city of Petersburg (Table 43).

Table 43: Current Location

City	#	%
Petersburg	17	70.8
Richmond	3	12.5
Chester	1	4.2
Chesterfield	1	4.2
Disputanta	1	4.2
Virginia State University	1	4.2
Total	24	*100.1

**Does not equal 100.0% due to rounding*

- Eight (one-third) are for-profit businesses, 8 (33%) are 501(c)(3) or other nonprofit organizations, and 5 (21%) have not yet determined their business structure.
- Eleven (46%) are creative businesses, 6 (one-quarter) are primarily arts and cultural organizations, and 4 (17%) are not an arts organization, creative business or arts-related organization.

The organizations and businesses interested in relocation to Petersburg represent a wide variety of arts, cultural and creative industries, the most common of which are music, mixed media, arts education/instruction, crafts, design, and festivals/events (Table 44).

Table 44: Arts, Cultural and Creative Industries

Arts, Cultural and Creative Industries*	(24)	
	#	%
Music	7	29.2
Mixed media	6	25.0
Arts education/instruction	5	20.8
Crafts	5	20.8
Design	5	20.8
Festivals/Events	5	20.8
Film/Video/Television/Animation/Web-based content production	4	16.7
Graphic arts/design	4	16.7
Painting/Drawing	4	16.7
Photography	4	16.7
Art gallery/Exhibition space/Curatorial	3	12.5
Arts administration	3	12.5
Fiber/Textile arts	3	12.5
Healing arts/Art therapies	3	12.5
Marketing/Branding	3	12.5
Performance art	3	12.5
Woodworking	3	12.5

**Respondents may have selected multiple industries; table includes options selected by more than 10% of the interested organizations/businesses*

- Ten of the interested organizations and businesses (42%) are established organizations or businesses that have been in operation for more than 10 years, and 6 (25%) have been in existence for 3 – 10 years. Two (8%) are not yet in operation.
- 7 of the interested organizations and businesses (29%) have annual operating budgets of \$50,000 or less. Seven (29%) have much larger annual budgets over \$500,000. Nine (38%) have not yet determined their annual budget.

The 24 representatives of the organizations and businesses interested in relocation to Petersburg were asked about current space plans.

- 6 (25%) currently have plans to *relocate*
- 15 (63%) have plans to *expand or open additional* space
- 7 (29%) have plans to *launch a new enterprise*

Of the 24 organizations and businesses interested in relocation in Petersburg, one-quarter are extremely interested, 46% are very interested, and 25% are somewhat interested.

Twenty of these organizations and businesses (83%) are interested in the Downtown/ Historic Old Towne area of Petersburg (Table 45).

Table 45: Petersburg Areas of Interest for Relocation

Petersburg Locations	(24)	
	#	%
Downtown / Historic Old Towne	20	83.3
Battersea / Virginia State University area	6	25.0
Squirrel Level Rd. / New Millennium Studios area	4	16.7
Other	5	20.8

**Respondents may have selected more than one area*

The organizations and businesses interested in relocation to Petersburg were asked about their needs for space, both for their sole use and spaces that may be shared with others.

With respect to spaces for sole use, one-third require administrative space, and 5 (21%) need individual studio space for artists (Table 46). Three organizations (13%) indicated they do not need space for their sole use and would share all of the space they occupy.

Table 46: Types of Space Required for Relocation in Petersburg– Sole Use

Type of Space*	(24)	
	#	%
Administrative space	8	33.3
Studio spaces for individual artists	5	20.8
Classrooms/Teaching space	4	16.7
Conference/Meeting room	4	16.7
Retail space	4	16.7
Collection or archival storage space	3	12.5
Event space (for receptions, fundraisers, client entertaining, etc.)	3	12.5
Rehearsal space (multi-use)	3	12.5
Storage space for productions/equipment (for costumes, music stands, props, etc.)	3	12.5
Theater/Performance space (formal seating/permanent stage)	3	12.5
Recording studio	2	8.3
Specialized visual arts work spaces for artists (e.g., hot shop, woodworking shop, ceramics studio, etc.)	2	8.3
Theater/Performance space (black box, flexible space)	2	8.3
Ticketing/Box office	2	8.3
Dance studio/rehearsal space	1	4.2
Gallery/Exhibition space	1	4.2
Scene/Prop/Costume shop	1	4.2
Other	3	12.5
None of the above - Organization/Business would share all space it occupies	3	12.5

**Respondents may have selected multiple types of space*

With respect to *spaces required for shared use*, 12 (50%) desire classrooms/teaching space, 11 (46%) require a conference/meeting room, and 11 (46%) would like event space (Table 47). Other desirable shared spaces include administrative space, a business center, communal space for networking, rehearsal space, and retail space.

Table 47: Types of Space Required for Relocation in Petersburg – Shared Use

Type of Space*	(24)	
	#	%
Classrooms/Teaching space	12	50.0
Conference/Meeting room	11	45.8
Event space (for receptions, fundraisers, client entertaining, etc.)	11	45.8
Administrative space (co-working space with some shared private rooms, wireless, work stations etc.)	9	37.5
Business center (shared copier, fax, etc.)	9	37.5
Communal space for networking with others in the facility	9	37.5
Rehearsal space (multi-use)	9	37.5
Retail space	9	37.5
Collection or archival storage space	8	33.3
Dance studio/rehearsal space	8	33.3
Gallery/Exhibition space	8	33.3
Theater/Performance space (black box, flexible space)	7	29.2
Theater/Performance space (formal seating/permanent stage)	7	29.2
Recording studio	6	25.0
Specialized visual arts work spaces for artists (e.g. hot shop, woodworking shop, ceramics studio, etc.)	6	25.0
Reception desk (shared/staffed)	5	20.8
Storage space for productions/equipment (for costumes, music stands, props, etc.)	5	20.8
Studio spaces for individual artists	5	20.8
Ticketing/Box office	5	20.8
Scene/Prop/Costume shop	3	12.5
Fine metals/Jewelry making studio	2	8.3
Other	4	16.7

*Respondents may have selected multiple types of space

The organizations and businesses interested in relocation were also asked which special programs or features, if incorporated into the project, would increase their interest in the project (Table 48). The majority (63%) identified Internet access, and 54% indicated that shared use of computer projection/sound equipment for meetings would increase their interest in the project. Security features and shared marketing were both selected by half of the interested organizations and businesses.

Table 48: Special Programs and Features Desired for Relocation to Petersburg

Type of Program or Feature*	(24)	
	#	%
Internet access (wired for high-speed Internet/Ethernet jack or wifi)	15	62.5
Shared use of computer projection/sound equipment for meetings	13	54.2
Security personnel onsite/monitored security cameras	12	50.0
Shared marketing	12	50.0
Leasable onsite or adjacent parking	10	41.7
Pooled purchase for contract services (e.g., technology assistance, web design, etc.)	8	33.3
Business development workshops	8	33.3
24-hour access	7	29.2
Loading dock	7	29.2
Green building design/LEED certification	6	25.0
Child care	3	12.5
Other	5	20.8
None - Special programs and features are not an influencing factor in location decision	3	12.5

**Respondents may have selected multiple programs or features*

ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS & BUSINESSES INTERESTED IN RELOCATION IN RICHMOND:

This section contains information regarding the 43 organizations and businesses that expressed an *interest in relocation* to a new, multi-use arts facility in the city of Richmond.

Seventy-four percent (74%) of the organizations interested in relocating in Richmond are currently located in the city of Richmond (Table 49).

Table 49: Current Location

City	#	%
Richmond	32	74.4
Henrico	3	7.0
Petersburg	3	7.0
Midlothian	2	4.7
Chesterfield	1	2.3
Glen Allen	1	2.3
Virginia State University	1	2.3
Total	43	100.0

- 19 (44%) are 501(c)(3) or other nonprofit organizations, 16 (37%) are for-profit businesses, and 5 (12%) have not yet determined their business structure.
- 18 (42%) are primarily arts and cultural organizations, 14 (one-third) are creative businesses, and 9 (21%) are arts-related organizations and businesses.

The organizations and businesses interested in relocation to Richmond represent a wide variety of arts, cultural and creative industries, the most common of which are arts education/instruction, music, mixed media, crafts, design, painting/drawing, and woodworking (Table 50).

Table 50: Arts, Cultural and Creative Industries

Arts, Cultural and Creative Industries*	(43)	
	#	%
Arts education/instruction	13	30.2
Music	12	27.9
Mixed media	11	25.6
Crafts	10	23.3
Design	10	23.3
Painting/Drawing	9	20.9
Woodworking	9	20.9
Fiber/Textile arts	8	18.6
Theater arts	8	18.6
Film/Video/Television/Animation/Web-based content production	7	16.3
Historic society/Preservation/Advocacy	7	16.3
Arts advocacy/Artists services & support/Technical assistance	6	14.0
Arts retail (arts supply, costume sale/rental, music store, etc.)	6	14.0
Festivals/Events	6	14.0
Folk and traditional art	6	14.0
Performance art	6	14.0
Photography	6	14.0
Writing/Literary arts	6	14.0
Art gallery/Exhibition space/Curatorial	5	11.6
Arts administration	5	11.6
Fashion/Costume design	5	11.6
Graphic arts/design	5	11.6
Interior design	5	11.6
Marketing/Branding	5	11.6
Museum/Archival	5	11.6

**Respondents may have selected multiple industries; table includes options selected by more than 10% of the interested organizations/businesses*

- 15 of the organizations and businesses interested in relocation to Richmond (35%) are established organizations or businesses that have been in operation for more than 10 years, 13 (30%) have been in existence for 3 – 10 years, and 13 (30%) have been in operation 2 years or less. Two (5%) are not yet in operation.
- 14 of the interested organizations and businesses (one-third) have annual operating budgets of \$50,000 or less while 6 (14%) have larger annual budgets over \$250,000. Fifteen (35%) have not yet determined their annual budget.

The 43 representatives of organizations and businesses interested in relocation to Richmond were asked about current space plans.

- 13 (30%) currently have plans to relocate
- 20 (47%) have plans to expand or open additional space
- 12 (28%) have plans to launch a new enterprise

Of the 43 organizations and businesses interested in relocation in Richmond, 35% are extremely interested, 33% are very interested, and 23% are somewhat interested.

Thirty-four of the interested organizations and businesses (79%) are interested in the Broad Street/Arts & Cultural District, and 26 (61%) would find the Manchester Area/Hull Street Corridor a desirable area (Table 51).

Table 51: Richmond Areas of Interest for Relocation

Richmond Locations*	(43)	
	#	%
Broad Street/Arts & Cultural District	34	79.1
Manchester Area/Hull Street Corridor	26	60.5
Northside along Chamberlayne Avenue	17	39.5
Jefferson Davis Highway/Oak Grove Community	4	9.3
Other	12	27.9

**Respondents may have selected more than one area*

The organizations and businesses interested in relocation to Richmond were asked about their needs for space, both for their sole use and spaces that may be shared with others.

With respect to spaces for sole use, approximately one-quarter require studio spaces for individual artists, while 23% need administrative space (Table 52). Nine organizations (21%) indicated they do not need space for their sole use and would share all of the space they occupy.

Table 52: Types of Space Required for Relocation in Richmond– Sole Use

Type of Space*	(43)	
	#	%
Studio spaces for individual artists	11	25.6
Administrative space	10	23.3
Storage space for productions/equipment (for costumes, music stands, props, etc.)	5	11.6
Theater/Performance space (formal seating/permanent stage)	5	11.6
Collection or archival storage space	4	9.3
Retail space	4	9.3
Specialized visual arts work spaces for artists (e.g. hot shop, woodworking shop, ceramics studio, etc.)	4	9.3
Rehearsal space (multi-use)	3	7.0
Scene/Prop/Costume shop	3	7.0
Theater/Performance space (black box, flexible space)	3	7.0
Classrooms/Teaching space	1	2.3
Conference/Meeting room	1	2.3
Dance studio/rehearsal space	1	2.3
Event space (for receptions, fundraisers, client entertaining, etc.)	1	2.3
Fine metals/Jewelry making studio	1	2.3
Recording studio	1	2.3
Ticketing/Box office	1	2.3
Other	7	16.3
None of the above - Organization/Business would share all space it occupies	9	20.9

**Respondents may have selected multiple types of space*

With respect to *spaces required for shared use*, approximately two-thirds (29) require event space (Table 53). Fifty-six percent (24) require a business center, classrooms/teaching space, and/or a conference/meeting room. Twenty-one (49%) need administrative space.

Table 53: Types of Space Required for Relocation in Richmond – Shared Use

Type of Space*	(43)	
	#	%
Event space (for receptions, fundraisers, client entertaining, etc.)	29	67.4
Business center (shared copier, fax, etc.)	24	55.8
Classrooms/Teaching space	24	55.8
Conference/Meeting room	24	55.8
Administrative space (co-working space with some shared private rooms, wireless, work stations, etc.)	21	48.8
Storage space for productions/equipment (for costumes, music stands, props, etc.)	18	41.9
Communal space for networking with others in the facility	17	39.5
Retail space	17	39.5
Collection or archival storage space	16	37.2
Gallery/Exhibition space	16	37.2
Reception desk (shared/staffed)	15	34.9
Studio spaces for individual artists	15	34.9
Rehearsal space (multi-use)	13	30.2
Dance studio/rehearsal space	12	27.9
Recording studio	12	27.9
Specialized visual arts work spaces for artists (e.g. hot shop, woodworking shop, ceramics studio, etc.)	12	27.9
Theater/Performance space (black box, flexible space)	12	27.9
Theater/Performance space (formal seating/permanent stage)	10	23.3
Ticketing/Box office	10	23.3
Scene/Prop/Costume shop	9	20.9
Fine metals/Jewelry making studio	4	9.3
Other	6	14.0
None of the above - Organization/Business would be the sole user of any space it occupies	1	2.3

*Respondents may have selected multiple types of space

The organizations and businesses interested in relocation were also asked which special programs or features, if incorporated into the project, would increase their interest in the project (Table 54). The majority (84%) identified Internet access as important for increasing their interest in the project. Other important programs and features selected were leasable onsite or adjacent parking (63%), security features (61%), 24-hour access (58%) and shared marketing (58%).

Table 54: Special Programs and Features Desired for Relocation to Richmond

Type of Program or Feature*	(43)	
	#	%
Internet access (wired for high-speed Internet/Ethernet jack or wifi)	36	83.7
Leasable onsite or adjacent parking	27	62.8
Security personnel onsite/monitored security cameras	26	60.5
24-hour access	25	58.1
Shared marketing	25	58.1
Business development workshops	23	53.5
Pooled purchase for contract services (e.g., technology assistance, web design, etc.)	22	51.2
Loading dock	21	48.8
Shared use of computer projection/sound equipment for meetings	18	41.9
Green building design/LEED certification	17	39.5
Child care	6	14.0
Other	8	18.6
None - Special programs and features are not an influencing factor in location decision	3	7.0

**Respondents may have selected multiple programs or features*

**ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS & BUSINESSES
INTERESTED IN RENTAL IN PETERSBURG**

This section contains information regarding the 20 organizations and businesses that expressed *interest in short-term or occasional rental of space* in a new, multi-use arts facility in the city of Petersburg.

The large majority (17) expressed interest in the Downtown/Historic Old Towne area, while 8 (40%) would be interested in the Battersea/Virginia State University area (Table 55).

Table 55: Petersburg Areas of Interest for Rental

Petersburg Locations*	(20)	
	#	%
Downtown/Historic Old Towne	17	85.0
Battersea/Virginia State University area	8	40.0
Squirrel Level Rd /New Millennium Studios area	2	10.0
Other	1	5.0

**Respondents may have selected multiple areas*

These organizations and businesses were asked about the types of space they would be most interested in renting (Table 56). The types of space selected most frequently for short-term or occasional rental include event space (12), theater/performance space (formal seating/permanent stage) (10), classrooms/teaching space (8), and multi-use rehearsal space (7).

Table 56: Types of Space Required for Rental in Petersburg

Type of Space Required*	(20)	
	#	%
Event space (for receptions, fundraisers, client entertaining, etc.)	12	60.0
Theater/Performance space (formal seating/permanent stage)	10	50.0
Classrooms/Teaching space	8	40.0
Rehearsal space (multi-use)	7	35.0
Gallery/Exhibition space	6	30.0
Theater/Performance space (black box, flexible space)	6	30.0
Conference/Meeting room	5	25.0
Music practice room	5	25.0
Recording studio	5	25.0
Co-working space (workstation, access to wireless, work table, meeting rooms, etc.)	4	20.0
Retail space	4	20.0
Collection or archival storage space	3	15.0
Dance studio/rehearsal space	3	15.0
Storage space for productions/equipment (for costumes, music stands, props, etc.)	3	15.0
Studio spaces for individual artists	3	15.0
Ticketing/Box office	3	15.0
Paint room	2	10.0
Photography production/Traditional/Digital dark room	2	10.0
Printmaking facilities	2	10.0
Scene/Prop/Costume shop	2	10.0

**Respondents may have selected multiple types of space: table includes options selected by 10% or more of interested organizations/businesses*

**ARTS, CREATIVE, AND CULTURAL ORGANIZATIONS & BUSINESSES
INTERESTED IN RENTAL IN RICHMOND**

This section contains information regarding the 37 organizations and businesses that expressed *interest in short-term or occasional rental of space* in a new, multi-use arts facility in the city of Richmond.

Almost all of the interested organizations and businesses (34) would be interested in renting in the Broad Street/Arts & Cultural District of Richmond (Table 57). Approximately two-thirds (25) would be interested in the Manchester Area/Hull Street Corridor and 54% (20) expressed interest in the Northside along Chamberlayne Avenue.

Table 57: Richmond Areas of Interest for Rental

Richmond Locations*	(37)	
	#	%
Broad Street/Arts & Cultural District	34	91.9
Manchester Area/Hull Street Corridor	25	67.6
Northside along Chamberlayne Avenue	20	54.1
Jefferson Davis Highway/Oak Grove Community	2	5.4
Other	11	29.7

**Respondents may have selected multiple areas*

These organizations and businesses were asked about the types of space they would be most interested in renting in Richmond (Table 58). The types of space selected most frequently for short-term or occasional rental include event space (21), classrooms/teaching space (14), and theater/performance space (formal seating/permanent stage) (13).

Table 58: Types of Space Required for Rental in Richmond

Type of Space Required*	(37)	
	#	%
Event space (for receptions, fundraisers, client entertaining, etc.)	21	56.8
Classrooms/Teaching space	14	37.8
Theater/Performance space (formal seating/permanent stage)	13	35.1
Conference/Meeting room	11	29.7
Gallery/Exhibition space	11	29.7
Theater/Performance space (black box, flexible space)	11	29.7
Co-working space (workstation, access to wireless, work table, meeting rooms, etc.)	8	21.6
Rehearsal space (multi-use)	8	21.6
Office space (private, for special or short-term projects)	7	18.9
Retail space	7	18.9
Paint room	6	16.2
Music practice room	5	13.5
Scene/Prop/Costume shop	5	13.5
Ticketing/Box office	5	13.5
Woodworking shop	5	13.5
Printmaking facilities	4	10.8
Storage space for productions/equipment (for costumes, music stands, props, etc.)	4	10.8
Studio spaces for individual artists	4	10.8

**Respondents may have selected multiple types of space: table includes options selected by 10% or more of the interested organizations/businesses*

ADDITIONAL SURVEY INFORMATION

At the end of the survey all respondents were asked about their interest in receiving further information about a potential multi-use arts facility in the cities of Petersburg and/or Richmond, VA.

- 43 of the organizations and businesses represented (41%) indicated they would be interested in receiving further information about a multi-use arts facility in Petersburg.
- 56 of the organizations and businesses represented (53%) indicated they would be interested in receiving further information about a multi-use arts facility in Richmond.

Appendix A: Survey Methodology

In 2013, Artspace Projects (a national, nonprofit organization) assisted local leaders in assessing the potential to develop new multi-use arts facilities in the cities of Petersburg and Richmond, Virginia. The next step was to assess the space needs of artists of all disciplines and arts and cultural organizations and creative businesses using two surveys designed by Artspace Projects Inc. and Swan Research and Consulting in collaboration with representatives from the City of Petersburg, the City of Richmond, and the Cameron Foundation. The Survey of Artists' and Creative Individuals' Space Needs & Preferences (artist survey) was designed for artists and others working in the arts, cultural and creative industries, and addressed four areas of interest, including current living and working information; preferences for living and work space; demographic information; and the respondent's personal interest in relocation to an affordable artists' live/work community, and/or rental of studio or creative work space on an ongoing or occasional basis. The second survey, the Survey of Arts, Creative, and Cultural Organizations & Businesses (organization survey), was intended for representatives of arts and cultural organizations, and creative and arts-friendly businesses. This survey included questions about the organization or business, existing plans for relocation and/or expansion, space preferences and needs, and interest in tenancy or short-term rental of space in a multi-use development(s) in the City of Petersburg and/or the City of Richmond.

The Cameron Foundation, the City of Petersburg, and the City of Richmond provided funding and support for this study.

In July 2014, individuals and organizations were invited to participate in the surveys and provided with the link to access the surveys online. The primary partners, as well as CultureWorks in Richmond, identified the individuals and organizations through their affiliation with various arts organizations and cultural activities in the cities of Petersburg and Richmond and the surrounding area.

Many different methods were used to disseminate information about the surveys and encourage participation.

A dedicated Facebook page and a Twitter account were established as part of social media initiatives. A short commercial about the surveys was created and distributed on Facebook and Twitter. Press efforts by the cities and the Cameron Foundation included articles in Style Weekly, the RVA News, the (Petersburg) Progress-Index, and participation in The Soul Logistics Radio Show (at VSU). Posters, postcards, and business cards were widely distributed throughout Richmond and Petersburg.

The Cameron Foundation formed a working group of artists, arts organization leaders, and staff from local partners (including the City of Petersburg, Virginia State University, Richard Bland College of William and Mary, and the Appomattox Regional Governor's School) to assist with outreach efforts via email, social media, material delivery, outreach efforts at events and extensive word of mouth efforts with other key stakeholders in the community, local businesses and community organizations and arts groups. A survey launch event was conducted at the Petersburg Public Library, and a wide range of other events and workshops

were conducted including outreach at the Petersburg Hispanic Heritage Festival, Petersburg's Friday for the Arts, the Walton Gallery, the Petersburg Grapes and Hops Festival, and the Petersburg Area Art League, as well as mention of the survey at other public forums in the area. Email blasts were conducted on four different occasions by cooperating arts and cultural organizations.

The City of Richmond similarly conducted extensive one-to-one outreach, coordinated with 37 different arts groups or organizations, conducted speaking engagements at local events, and utilized the city's social media outlets. At the CultureWorks Xpo in June information regarding the survey was disseminated and assistance was provided to attendees in completing the surveys onsite.

The following organizations helped disseminate information about the surveys: Virginia State University, Virginia Commonwealth University, the University of Richmond, the Appomattox Regional Governor's School, the Walton Gallery, Side Street Gallery, the Petersburg Area Art League, Swift Creek Mill Theatre, the Petersburg Music Festival, the Petersburg Festival Chorus, the Petersburg Festival Belles, Tabb Street Gallery, the Charlie Co., Virginia's Gateway Region, the Petersburg Chamber of Commerce, the Brick House Run, Appomattox Tile Art, and the Petersburg Camera Club.

The surveys were available for 13 ½ weeks via the Internet, utilizing the Survey Gizmo survey application. Once the entry website was accessed, survey respondents were given the option of completing the artist survey, the organization survey, or both surveys, and then directed step-by-step through survey completion. Respondents who completed the artist survey were assured that their responses would remain anonymous and would be held in confidence. Those who took the organization survey were informed that their responses would only be reviewed by those directly involved in the project.

Seven hundred thirty-seven (737) individuals completed the artist survey. One hundred twenty nine (129) representatives of arts organizations and creative businesses completed the organization survey. The organization survey was completed by more than one representative from 16 organizations resulting in two or more completed surveys for these entities. The "duplicate" surveys were reviewed and surveys were removed from the final data set so that summary statistics included in this report were based on a single survey from each organization or business (105 in total).

The level of response obtained in these surveys is consistent with similar studies of this kind involving surveys of narrow content and longer length.

The survey samples, as obtained from mailing lists of various arts organizations and businesses, are samples of convenience. While believed to be grossly representative of the target population (all artists and individuals working in the arts, cultural and creative industries, and arts, cultural and creative organizations and businesses in and around the area), generalization of the findings to these broader populations should be conducted with utmost caution. Because of the non-random nature of the sample, the data reported include only descriptive statistics. Substantial differences in numbers and percentages are deemed meaningful, as are patterns in the data. As with any measurement tool, some error is inherent; small group differences or percentages should be interpreted carefully.

Appendix B: Current Residence - Interested Artists

Interested Artists Currently Residing in Richmond

Zip Code	Live/Work		Ongoing Studio Rental		Occasional Studio Rental	
	#	%	#	%	#	%
23220	47	18.1	45	16.6	21	9.5
23223	13	5.0	12	4.4	9	4.1
23235	11	4.2	6	2.2	6	2.7
23221	9	3.5	18	6.6	12	5.4
23222	9	3.5	13	4.8	7	3.2
23236	9	3.5	7	2.6	5	2.3
23225	7	2.7	16	5.9	11	5.0
23227	6	2.3	11	4.1	6	2.7
23234	5	1.9	1	0.4	0	0.0
23219	5	1.9	4	1.5	3	1.4
23230	4	1.5	5	1.8	1	0.5
23226	3	1.2	4	1.5	4	1.8
23224	2	0.8	2	0.7	2	0.9
23298	1	0.4	0	0.0	0	0.0
23237	0	0.0	1	0.4	0	0.0
Total	131	50.5	145	53.5	87	39.5

Interested Artists Currently Residing in Petersburg

Zip Code	Live/Work		Ongoing Studio Rental		Occasional Studio Rental	
	#	%	#	%	#	%
23803	29	11.2	26	9.6	24	10.9
23805	15	5.8	13	4.8	19	8.6
Total	44	17.0	39	14.4	43	19.5

Interested Artists Currently Residing in Other Virginia Cities

City	Live/Work		Ongoing Studio Rental		Occasional Studio Rental	
	#	%	#	%	#	%
Henrico	12	4.6	25	9.2	12	5.4
Virginia State Univ.	11	4.2	9	3.3	7	3.2
Midlothian	8	3.1	12	4.4	15	6.8
Colonial Heights	7	2.7	8	3.0	7	3.2
Chester	6	2.3	3	1.1	10	4.5
Glen Allen	3	1.2	2	0.7	5	2.3
Hopewell	3	1.2	4	1.5	6	2.7
Mechanicsville	3	1.2	1	0.4	2	0.9
Chesterfield	2	0.8	0	0.0	5	2.3
Disputanta	2	0.8	2	0.7	0	0.0
Hampton	2	0.8	0	0.0	0	0.0
Prince George	1	0.4	2	0.7	2	0.9
Sutherland	0	0.0	2	0.7	0	0.0
Various*	16	6.2	8	3.0	15	6.8
Total	76	29.5	78	28.7	86	39.0

*Cities with only one interested artist for each type of space

Interested Artists Currently Residing in Other States

State	Live/Work		Ongoing Studio Rental		Occasional Studio Rental	
	#	%	#	%	#	%
Washington D.C.	2	0.8	1	0.4	1	0.5
New York	2	0.8	2	0.7	1	0.5
Iowa	1	0.4	0	0.0	0	0.0
Maryland	1	0.4	0	0.0	1	0.5
Montana	1	0.4	0	0.0	0	0.0
North Carolina	1	0.4	0	0.0	0	0.0
Nevada	1	0.4	0	0.0	0	0.0
Indiana	0	0.0	1	0.4	0	0.0
Minnesota	0	0.0	1	0.4	0	0.0
Ohio	0	0.0	1	0.4	0	0.0
South Carolina	0	0.0	1	0.4	1	0.5
Tennessee	0	0.0	1	0.4	0	0.0
Pennsylvania	0	0.0	0	0.0	1	0.5
N/A*	0	0.0	1	0.4	0	0.0
Total	9	3.6	9	3.5	5	2.5

*Zip code provided was invalid

Survey Respondents Interested in Relocation: Distribution of Current Residence by Zip Code

Size of circle indicates relative frequency of responses by zip code

