Established in 1979, Artspace is a national nonprofit real estate developer for the arts. A leader in the creative placemaking field. Based in Minneapolis with offices in Seattle, Denver, New York, New Orleans, and DC.

50 projects in operation or development in 37 cities and 23 states

WHAT WE DO: BEYOND BUILDINGS

CONSULTING

HIGHLIGHTS:
- Launched ARTSPACE IMMERSION in the Twin Cities and Memphis, working with a cohort of non-profits facing space-related challenges.
- Began REGIONAL FEASIBILITY AND MARKET STUDIES in Northwest Arkansas.

122 PROJECT INQUIRIES
35 CONSULTING PROJECTS

2017 CONSULTED ON:
- BUILDINGS: 7
- CITY INITIATIVES: 20
- COUNTIES: 2
- REGIONS: 5
- STATES: 1
ARTSPACE’S NATIONAL INFLUENCE

Over 50 Properties in Operation or Development, over 260 Potential Sites Consulted

OUR PROCESS

1. Preliminary Feasibility Study (August 2017)
2. Arts Market Study (March-September 2018)
3. Project Development (TBD)

Sailboat Bend Artist Lofts/Historic West Side School // Fort Lauderdale, FL

ARTS MARKET STUDY

WHAT ARE THE GOALS?

1. Quantify Demand
2. Describe the Artist Interest Group
3. Understand What Types of New Spaces Could be Created
4. Determine if artists will stay for affordable live/work space
5. Encourage New Space Efforts

The survey was open for seven weeks, March 22 – May 13, 2018

SURVEY RESULTS
**KEY FINDINGS: INDIVIDUAL ARTISTS & CREATIVES**

- 379 total individual respondents
- 187 are interested in relocating to affordable artist live/work community in Arlington
- 144 indicated an interest in private studio space
- 162 are interested in renting shared creative space
- 126 are interested in shared performing arts space

### 392 Respondents Interested in Space

- Housing/Live-Work Space: 187
- Private Studio Space: 144
- Shared Creative Space: 162
- Shared Performing Arts Space: 126
- None of These: 33

**Note:** Respondents could select multiple options.

### WHAT IT ALL MEANS

The market can support **UP TO**:

- 62 units of affordable artist housing
  - 19 new private studio spaces in addition to live/work
  - Rents up to $400/month
  - Variety of SF, especially 500 SF and smaller

- Shared creative space with specialized equipment in or separate from a mixed-use facility
  - Of the shared creative space, some should be dedicated to performing arts
  - Commercial space in a mixed-use facility leased to an operator of the preferred shared creative spaces identified in this study

### INTEREST IN AFFORDABLE ARTIST HOUSING

#### TOTAL INTERESTED IN AFFORDABLE LIVE/WORK COMMUNITY

- **187** (49%) are interested in live/work housing and no other space

- **55** (29%) are interested in live/work housing and **any other space**

**Respondent Statistics**

- 70% of respondents are female
- 52% of interested artists are 21-40 years old
- 72% of respondents identify as white/Caucasian
- 88% have a bachelor’s degree or higher
- 17% of interested artists live with children
- 87% of respondents reside in a 1-2 person household
- 4% are full time students

### TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Theater Arts - 39%
2. Arts education/Instruction - 29%
3. Painting/Drawing - 21%
4. Arts Admin/Advocacy - 23%
5. Music - 20%
6. Writing/Literary Arts - 18%
INTEREST IN LIVE/WORK ARTIST HOUSING

MAP OF RESPONSES

* A CURRENT ARLINGTON RESIDENT
* A PAST ARLINGTON RESIDENT
* NEVER BEEN AN ARLINGTON RESIDENT

- 32% 49% 19%

[77% (46) of respondents interested in affordable live/work space and who currently live in Arlington indicated they have considered leaving but would be encouraged to stay for this opportunity]

INTEREST IN LIVE/WORK ARTIST HOUSING

INCOME FROM ART

<table>
<thead>
<tr>
<th>% of Income from Art/Creative Work</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10%</td>
<td>43</td>
<td>36%</td>
</tr>
<tr>
<td>10 - 25%</td>
<td>24</td>
<td>13%</td>
</tr>
<tr>
<td>26 - 50%</td>
<td>11</td>
<td>6%</td>
</tr>
<tr>
<td>51 - 75%</td>
<td>8</td>
<td>4%</td>
</tr>
<tr>
<td>76 - 100%</td>
<td>5</td>
<td>2%</td>
</tr>
</tbody>
</table>

- Majority of interested artists (54%) earn 25% or less of their income from their art/creative work
- 67% make 50% or less of their income from their art/creative work

HUD INCOME LIMITS

- 45% of interested respondents have household incomes at or below 60% Area Median Income (AMI) for Arlington
- AMI for the region is very high

<table>
<thead>
<tr>
<th># of Members in Household</th>
<th>Income Maximum*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$49,260</td>
</tr>
<tr>
<td>2</td>
<td>$54,280</td>
</tr>
<tr>
<td>3</td>
<td>$63,300</td>
</tr>
<tr>
<td>4</td>
<td>$70,320</td>
</tr>
</tbody>
</table>

RENTAL AFFORDABILITY

12 (49%) of respondents indicated the maximum they would consider paying for live/work housing is at or below the maximum rents that can be charged per HUD guidelines (relative to household size) for affordable housing in the Washington-Arlington-Alexandria Metro Area.

<table>
<thead>
<tr>
<th>Max. Monthly Rent</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$400</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>$500 - $600</td>
<td>11</td>
<td>6%</td>
</tr>
<tr>
<td>$700 - $800</td>
<td>22</td>
<td>12%</td>
</tr>
<tr>
<td>$900 - $1,000</td>
<td>31</td>
<td>17%</td>
</tr>
<tr>
<td>$1,100 - $1,500</td>
<td>35</td>
<td>19%</td>
</tr>
<tr>
<td>Over $1,500</td>
<td>61</td>
<td>33%</td>
</tr>
</tbody>
</table>

Renters Limits (30-60% AMI)*

<table>
<thead>
<tr>
<th>Bedrooms</th>
<th>Rent in Arlington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiency</td>
<td>$615 - $1,231</td>
</tr>
<tr>
<td>1</td>
<td>$659 - $1,319</td>
</tr>
<tr>
<td>2</td>
<td>$791 - $1,582</td>
</tr>
<tr>
<td>3</td>
<td>$914 - $1,828</td>
</tr>
</tbody>
</table>

*2018 figures for Washington DC, Arlington, Alexandria DC-MD-VA Metro Area using 30-60% AMI
**2018 figures for Washington DC, Arlington, Alexandria DC-MD-VA Metro Area using 45% AMI
(Source: novoco.com)
PRIVATE STUDIO/CREATIVE WORK SPACE

INTEREST IN PRIVATE STUDIO SPACE

144
(38%)

70
(49%)

74
(51%)

INTERESTED ONLY IN PRIVATE STUDIO SPACE AND NOT HOUSING

INTERESTED IN BOTH PRIVATE STUDIO SPACE AND HOUSING

TOTAL INTERESTED IN PRIVATE STUDIO SPACE

BUILDING-WIDE AMENITIES
- Building Wi-Fi (70%)
- Gallery/Exhibition space (59%)
- Utility sink with trap (47%)
- Additional storage (43%)
- Networking/Meeting Space (33%)

MOST PREFERRED PRIVATE STUDIO FEATURES
- Natural light (73%)
- Internet access (high-speed) (72%)
- High ceilings, over 10 ft. (52%)
- Special Ventilation (35%)
- Soundproofing (28%)

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT
- Painting and Drawing 42%
- Art Gallery/Curatorial 27%
- Arts Education/Instruction 22%
- Photography 19%
- Mixed Media 19%

INTEREST IN PRIVATE STUDIO SPACE

67 (47%) do not have dedicated studio/work space
52 (36%) have studio/workspace within the home
39 (27%) don’t have the space they need for their art/creative work

CURRENTLY RENT/OWN STUDIO SPACE?
57 (15%) of all respondents

CURRENT WORKSPACE SITUATION & RENTS
- 12 pay $1 - $200/month
- 24 pay $201 - $400/month
- 21 pay more than $400/month

Of the 144 interested in Private Studio Space...

- 47 (47%) do not have dedicated studio/work space
- 52 (36%) have studio/workspace within the home
- 39 (27%) don’t have the space they need for their art/creative work

What Would be Affordable Studio Rent Levels (monthly) in addition to housing?

- Less than $100: 13
- $101 - $200: 25
- $201 - $300: 30
- $301 - $400: 40
- $400+: 36

SHARED CREATIVE SPACE/SPECIALIZED EQUIPMENT
**INTEREST IN SHARED CREATIVE SPACE**

162 (43%) respondents are interested in access to shared creative space and specialized equipment.

**TOP TYPES OF CREATIVE SPACE/EQUIPMENT NEEDS**
- Gallery/Exhibition Space
- Studio Space (general purpose, multi-user)
- Studio Space (general purpose, occasional private use)
- Classroom/Teaching Space

**INTEREST IN SHARED PERFORMING ARTS SPACE**

126 (33%) respondents are interested in access to shared performing arts space.

**MOST REQUESTED TYPE OF PERFORMING ARTS SPACE**
- Rehearsal Space
- Theater/Performance (black box/flexible)
- Theater/Performance (formal seating/permanent stage)
- Dance studio/rehearsal space
- Sound Proof practice room
- Sound Booth

**NEXT STEPS FOR ARLINGTON**

1. Share information with building owners and developers
2. Identify funding and public/private partners to move the project concept forward
3. Continue outreach to area artists and those interested from the survey