

## Why create an urban cultural center in Downtown Raleigh?

In cities throughout the country, the arts have consistently been a vital component of urban renewal. Arts are a major contributor to any economic development effort and an essential component of downtown revitalization. This mixed-use development – commercial and residential space with the Contemporary Art Museum (CAM) at its core – will serve as a living testament to the region’s intellectual, cultural and economic vitality and be the cornerstone of the Warehouse District revitalization. It will be a unique urban living environment that speaks to the needs of creative people, who, when determining where to live, place high importance on quality of life factors.

*It's creativity that makes a society great. It's the evolution of new thought – pushing the envelope – looking for new insights. This is what makes CAM and its new home in Downtown Raleigh so important.*

■ *Marvin Malecha, Dean  
College of Design, NC State University*

### The real estate development project

The Contemporary Art Foundation has as its primary goal the transformation of its .5 acre property at 409 West Martin Street into a vibrant cultural center that will serve the entire Triangle community. Loft-style condominiums, retail space, underground parking and artist studios will all surround the Contemporary Art Museum.

With a \$1 million leadership gift from the City of Raleigh, the Foundation established a partnership with one of the state’s most innovative developers, Grubb Properties. This public-private partnership brings together the expertise of retail and residential development with community leaders who are committed to creating a world-class cultural venue that serves the entire region, celebrates contemporary art and nurtures creativity.

*As a mixed-use and dynamic facility, the Contemporary Art Museum project will provide an immediate enhancement to Downtown Raleigh's cultural arts community and burgeoning Warehouse District. Downtown Raleigh's stakeholders are truly fortunate to be gaining another venue of such high caliber and aspiration.*

■ *Nancy Hormann, President & CEO  
Downtown Raleigh Alliance*



## A bit more background & history

The Contemporary Art Museum (CAM) was established in 1983 as the City Gallery of Contemporary Art as a result of a Raleigh Arts Commission study which identified a gap in the area's cultural community. From its origins, the organization has presented exhibitions and programs focused on the art of our time while complementing other area museums and visual arts venues. CAM has presented many important exhibitions representing national and international artists including Robert Rauschenberg, Juan Gonzalez, Jerry Kearns, and Yoji Matsumura.

In 1996, facing funding cuts, the Board and staff began a planning process that would insure the organization's long-term viability, including a name change to reflect the scope of its mission. In 1997, CAM purchased a 20,000 square foot warehouse in the heart of the historic Warehouse District (now known as the Depot District) in Downtown Raleigh to become the site of its permanent home.

### The relationship between CAM, NCSU's College of Design, and the Foundation

In February 2006, after thoughtful consideration and strategic planning, CAM announced a partnership with NC State's College of Design that would separate CAM's programmatic functions from its capital fundraising responsibilities to strengthen both efforts in significant ways. Simultaneous to the announcement of the partnership with the College of Design, the Contemporary Art Foundation was established as a 501(c)(3) organization. The Foundation is the sole owner of the 409 West Martin Street property. Its primary goal is to raise the money needed to create and maintain a museum home for CAM, and longer term, to support contemporary art beyond CAM.

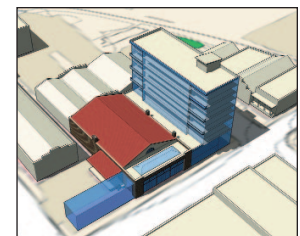
### The Real Estate Development Project

In 2004, the Board of Directors began to think more broadly and openly about CAM's mission to explore the role of creativity in our everyday lives. The Board saw the possibility of developing the .5 acre property into a museum surrounded by residential and commercial space that would offer an opportunity to bring the museum's mission of creativity and innovation to life, and to take full advantage of the equity the property had generated since it was purchased. (The building was purchased in 1997 for \$460,000 and has informally been estimated to be worth about \$1 million.)

In late 2005, the Board of Directors selected Grubb Properties (with offices in Charlotte and Cary, NC) as their development partner. The firm has developed numerous large infill and adaptive reuse projects in Charlotte, and seeks to do the same in this market. What's more, the Grubb family is strongly committed to supporting the arts. A pre-development agreement was signed with Grubb in April 2006 and the selection process for the project architect began in May 2006.

The Contemporary Art Foundation's Board of Directors has embarked upon a \$3 to \$4 million capital campaign to build a home for the Contemporary Art Museum, estimated to be 10,000-15,000 square feet of the total .5-acre development.

The cost of the building will be finalized at the completion of the pre-development phase. Informed estimates of the museum portion of the project cost are approximately \$2 million. Included in the capital campaign are expenses for the entire museum upfit and equipment, three years of operating expenses, and provisions for establishing an endowment fund for future support. The budget for the entire urban cultural center is broadly estimated to be between \$10 and \$20 million.



## **The community has a voice in our development plans.**

At the recommendation of project developer Grubb Properties, Urban Design Associates (UDA) of Pittsburgh was hired to conduct a 3-day planning workshop, or charrette in early February, 2006. Among the 65 stakeholders who participated in the focus group sessions were Mayor Meeker, City Council members, the City Planner, CAM donors, neighborhood business owners, as well as cultural and community leaders from throughout the Triangle.

Together with a physical analysis of the CAM building, site, and the historic Depot District, the focus group discussions were translated by the team into a set of principles to guide the design process:

- Design a modern, contemporary museum.
- Respect the simplicity and heritage of the existing structures.
- The CAM project must set an example as an innovative cultural center for future development in our neighborhood, our region, and beyond.
- Consider re-use of the existing early 20th century structure.
- Develop a mix of housing that includes affordable, smaller units.
- Offer alternatives to conventional units, such as lofts.
- The museum should relate to the street and encourage community gathering.
- The museum should be a venue for community activities and special events.
- Improve the surrounding streets, sidewalks, lighting and landscape.
- Design a sustainable building.
- Incorporate long-span trussed open space.

Two planning designs were presented by UDA at a public forum on the last day of the charrette. Each included a 10,000 to 15,000sf museum, underground parking, residential and commercial space. Plans will be finalized once a project architect is hired. And as the project moves forward, the community will continued to be engaged.





# Real Estate Development Timeline and Benchmarks

Date	Benchmark
July 2005	City of Raleigh commits \$1 million to building the Contemporary Art Museum
January 2006	Grubb Properties selected as real estate development partner
February 2006	Urban Design Associates conducts a 3-day planning workshop with the community CAM merges with NC State College of Design Contemporary Art Foundation established to spearhead the redevelopment of its property into an urban cultural center and permanent home for CAM
June 2006	Request for qualifications received from eight nationally recognized architectural firms.
August 2006	Architectural firm selection
October 2006	Development agreement signed
	General contractor selected
March 2007	Final design drawings and project budget
May 2007	Construction begins
October 2008	Completion



## CAM's first collaboration with the College of Design

In February 2006, the Contemporary Art Museum officially became an Initiative of the College of Design at NC State University. One of the first steps in establishing what this union of sympathetic missions and vision will mean for the community was to engage the College's Art & Design and Graphic Design departments. The strategic purposes of this initial studio, which received generous support from The Goodnight Educational Foundation, were to:

1. Establish and lay a foundation for the research and development relationship between CAM and the College of Design.
2. Provide prototypes that can be used to communicate and illustrate CAM's mission and programmatic platform to constituents and potential donors.
3. Expose the students to the many issues involved in giving form and voice to an emerging arts and educational institution.

Twenty-six students were led in a semester-long studio using contemporary art and design to make connections through established and emerging technologies. The Graphic Design studio generated projects including: promotional print materials; interactive web-based education modules; a documentary video; a proposal for a mobile public art program; and a proposal for a new web presence for CAM. The Art & Design studio developed prototypes of two large-scale interactive structures designed to engage CAM's future audiences in content and dialog.



# CAM CAN

Vision for community arts center downtown nears reality

The tools of art and design play an integral role in the creation of everything we know and use, according to Rhonda Peters. And she wants to provide access to these tools to everyone in Raleigh so they can explore their own individual creativity. Peters' vision for Raleigh's creativity may be coming into fruition. As executive director of the Contemporary Art Museum, Peters will oversee construction of the museum's permanent home in Downtown Raleigh's Warehouse District next year.

After a dozen years on Moore Square, where it originated as the City Gallery of Contemporary Art, the museum became the Contemporary Art Museum, or CAM, and in 1997 bought a 20,000 square foot warehouse at 409 W. Martin Street. It has operated out of that facility with the long-term hope that its presence in downtown would one day be regarded as an anchor for the visual arts in the capital. Last month, museum officials announced a development partnership with Grubb Properties of Charlotte to renovate the warehouse and build on the museum's half-acre to create the facility that would deliver on CAM's promise.

At the heart of the partnership between Grubb and CAM is a mutual understanding of the museum's role. Grubb Properties was selected in part because of its long history of community-centric development and an affinity with downtown revitalization efforts, Peters said. Museum leaders and Grubb are gathering input from representatives of the arts community, civic leaders and organizations, and the CAM's future neighbors to determine what uses the building should incorporate, how it can best serve the Warehouse District, and the opportunity to make an architectural statement on the city's skyline. Initial discussions include the possibility of a mix of uses, such as residential and retail components in addition to the space occupied for museum programming.

"We envision the facility as a vital community center and an engaging, interactive forum for idea exchange," Peters said. "We want it to work within the environment by speaking to the historic nature of downtown. We hope to blend architectural elements of the past and the future."

The project is Grubb's first development effort in Downtown Raleigh. The project could take 18 months to



Plans for the new CAM (above) could include two new buildings to go along with the warehouse now on the museum's lot.

complete once construction begins.

The process of solidifying the museum's long-term viability and reaching this point has meant decades of advocacy and fundraising. The idea for the museum began in 1983 when the City of Raleigh Arts Commission identified a significant gap in Raleigh's cultural community. CAM eventually incorporated as a nonprofit charitable organization dedicated to the exploration of the role of creativity in everyday life and inspiring the appreciation of the changing world.

"At the core of CAM's mission is educational programming designed to connect families through art," Peters said. "Parents will have an interactive medium to help connect with their kids."

The new museum "will house both large and intimate gallery spaces as well as classrooms to serve teachers, students and school partnerships," CAM's Web site says. "New technology will be accessible as both an art form and education tool."

"CAM will collaborate with schools and universities to build children's components into its overall programming, host visiting scholars-in-residence programs and serve as a training platform for graduate and post-graduate students and continuing education for teachers."