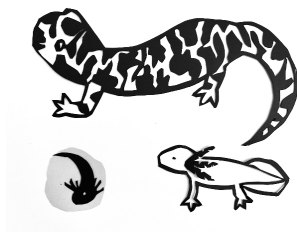
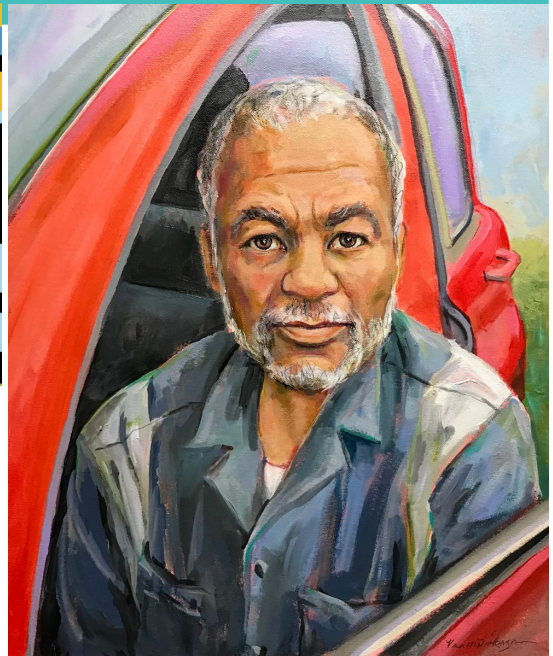


ARTS MARKET STUDY REPORT OF FINDINGS



ON THE ARTISTS', MAKERS' + CREATIVES' SPACE NEEDS + PREFERENCES SURVEY

Artwork sourced from the Roanoke Arts Commission Newsletter

Prepared For:

Ed Walker RIVERDALE SOUTHEAST, LLC

**RIVERDALE
SOUTHEAST, LLC**

Roanoke, Virginia // April 2024

ACKNOWLEDGEMENTS:

Artspace would like to thank Ed Walker, who has led development efforts in Roanoke for over two decades. His guidance in the feasibility study led to the fantastic work of this Arts Market Study. We would also like to thank the Roanoke Arts Commission, specifically The City of Roanoke's Arts and Culture Coordinator, Douglas Jackson, for his thoughtful leadership during this study, and Amy McGinnis of Riverdale Southeast, LLC, who led the Roanoke Core Group (Artspace ROA). This study would not have been possible without the dedicated cross-sector volunteer Core Group, which led the study implementation efforts. Their vision, passion, dedication, and endurance moved the charge for creative space in this community forward. Artspace appreciates the opportunity to inform potential new affordable creative space initiative(s) in Roanoke, Virginia.

ARTSPACE ROANOKE CORE GROUP (ARTSPACE ROA):

- Amy McGinnis, Riverdale Southeast, LLC; City Space
- Bob Cowell, City of Roanoke, City Manager
- Chris Chittum, City of Roanoke, Executive Director of Community Building and Placemaking
- Chris Thompson, Virginia Housing, Director of Strategic Housing
- Cody Statler, Graphic Designer and Media Manager
- Douglas Jackson, City of Roanoke, Arts and Culture Coordinator; Virginia Department of Housing and Community Development, Capacity Development Specialist
- Ed Walker, Riverdale Southeast, LLC; City Space
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- Kiesha Preston, Artist-in-Resident, Singer, Actor, Independent Consultant
- Lisa Linger, Founder of Mental Health in Motion ; Manager of Carilion's Keeley Healing Arts Program
- Pedro Szalay, Artistic Director, Southwest Virginia Ballet & Director of Star City School of Ballet
- Sandra Turner, City of Roanoke, Economic Development Specialist

LOCAL ARTSPACE AMBASSADORS:

- Blue Ridge Potters Guild
- Brittany-Marie Aarons
- Bruce Bryan and 5 Points Creative
- Chico Harkrader
- Crystal McBroom
- Dionte "Taye the Truth" Hall
- Erin Masarjian
- Golden Cactus Brewery
- Hana Marie and Common Clay Collective
- Kathy Smith
- Keith Martin
- Latinas Network
- League of Roanoke Artists
- Liz Stallings and Sky High Reggae
- Margaux Bellinger
- Monica Slate and Slate Hair Artistry
- Sunni Purviance and I Heart Southeast
- Tandem Arts Collective

- Ian Fortier and The Grandin Theatre
- JD Sutphin
- Tina Gregory
- Tyler Godsey and 5 Points Music Sanctuary

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The Arts Market Study process and resulting data would not be possible without generous funding from Ed Walker and Riverdale Southeast, LLC.

KEY PARTNERS AND SUPPORTERS:

A big thank you is also extended to the City of Roanoke and Roanoke Arts Commission. Each played a critical role in supporting the implementation of this study. We also want to acknowledge the community members who took the survey, as this data will inform the future trajectory of creative space in Roanoke.

**RIVERDALE
SOUTHEAST, LLC**



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EXECUTIVE SUMMARY

OVERVIEW

Ed Walker and Riverdale Southeast, LLC contracted Artspace to conduct an Arts Market Study that would quantify and describe the space needs of artists in the community so they could evaluate how best to address those needs. **The Survey of Space Needs of Artists, Makers, and Creatives** assessed a broad range of space needs, including creative live/work, private studio, and shared creative and performing arts spaces.

The Arts Market Study (AMS) is Phase II of a two-part assessment that began in June 2023 with a Preliminary Feasibility Study (PFS). The PFS determined a mixed-use, affordable, arts-centric concept could help strengthen the arts and cultural sector of Roanoke, particularly at the Riverdale site. At that time, focus groups and meetings with the creative sector revealed residential space as a priority, but also a clear desire for "preserving affordability," "addressing inequities and disparities," and "anchoring an arts district."

The AMS tests these preliminary qualitative findings and determines if the creative sector has enough demand and interest to warrant investment in new space and, if so, what types of space(s) to prioritize. The data can also be used to encourage local developers, building owners, and operators to offer this new space, and it can inform development planning decisions around concept design, location, and funding/financing strategies.

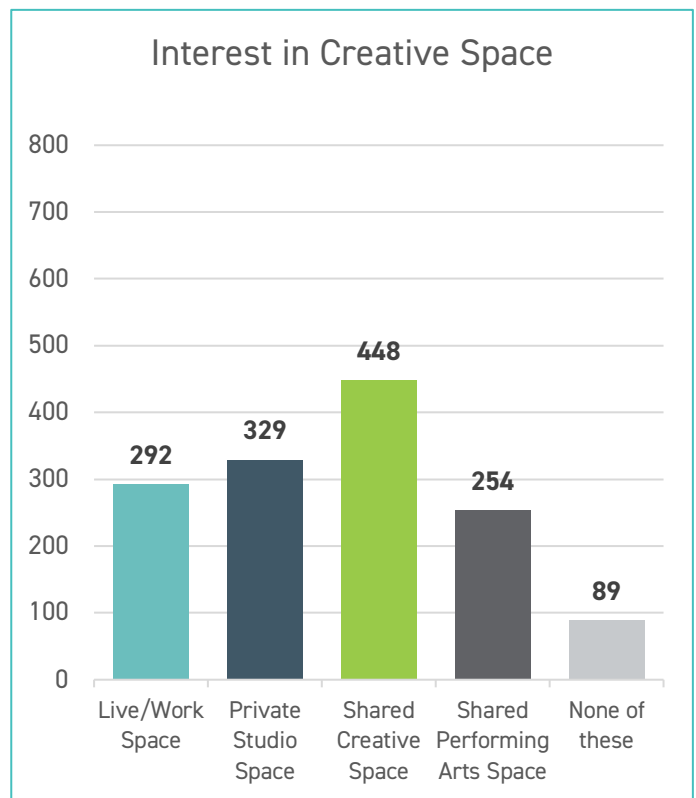
RESPONDENT OVERVIEW

There were **815 total survey respondents**, with **nearly all** respondents indicating an interest in at least one type of space in Roanoke. The Arts Market Study garnered responses from current Roanoke residents (94%), those who do not currently live in Roanoke, but would consider relocating (4%), and those who identified their location as "other" (2%).

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting, Drawing, Illustration, and Mixed Media – **32.3%**
2. Crafts/Fine Crafts – **23.1%**
3. Music (vocal, instrumental, recording, composition) – **20.5%**
4. Writing/Literary/Book Arts – **15.7%**
5. Photography – **15.7%**

Note: Respondents could select up to 4 options



A wide representation of arts, cultural, and creative industries were represented in the survey, as well as a mix of races and ethnicities as self-reported by respondents. Shared creative space was revealed overwhelmingly as the top type of space needed, followed by private studio space.

Respondent Race and Ethnicity		
White (non-Hispanic)	623	76.4%
Prefer not to answer/Not listed	68	8.3%
Black/African American	51	6.3%
Hispanic/Latinx/Latino/a	30	3.7%
Multiethnic/Multiracial	21	2.6%
Asian/Asian American	15	1.8%
Indigenous, American Indian, Pacific Islander	7	0.9%
Total	815	100%

RECOMMENDATIONS

The Arts Market Study data demonstrates strong demand for a variety of types of creative spaces in Roanoke. Therefore, local stakeholders can explore a variety of project models and types of spaces. For example, private studios and shared creative spaces can be offered in underutilized buildings; developers can introduce private studios and/or live/work spaces into existing project concepts; or an entirely new Artspace live/work facility can be developed. In all cases, the following recommendations are a starting point for planning.



- **Up to 67 affordable artist live/work housing units for households qualifying at or below 80% of Area Median Income (AMI).**
- See page 13 for more information.



- **Up to 44 new private studio spaces** in addition to live/work. Fewer if shared and short-term private studio spaces are offered, more if live/work housing is not.
- **Affordability:** At least half priced at \$300 or less a month.
- Create mostly small and moderately sized studios; 100-500 square feet.
- See page 19 for more information.



- For **shared creative spaces**, data supports a first phase of concept planning and financial testing of:
 - Shared Space (general-purpose, multi-user)
 - Classroom/Teaching Space
 - Ceramics and/or Clay Studio/Kiln
 - Gallery/Exhibition Space
- See page 23 for more information.



More details around these recommendations can be found in the “Findings” section beginning on page 11. Feasibility of a new space must consider factors beyond market demand. These recommendations are conservative in considering the possible impact of overlapping space interests. Artspace’s recommendations are based on the survey findings as well as 40+ years of experience in the field of affordable art facility development.

INTRODUCTION

The Arts Market Study (AMS) in Roanoke, Virginia, follows the Preliminary Feasibility Study (PFS) conducted in June 2023. The PFS included a two-day visit by Artspace staff Wendy Holmes, Senior Vice President, and Kelli Miles, Project Manager, both from the Artspace Consulting department. The PFS is a feasibility assessment of the six key areas Artspace considers essential to successful, community-led development. Those areas include how an arts-centric project could **align with broader community goals**, **local leadership support**, assessment of **potential sites** and the site tour, **funding and financing** opportunities, the **arts market** and its need for new space, and the **project** concept for a potential new arts facility.

The Arts Market Study goes a step further. It tests assumptions formed during the Preliminary Feasibility Study, including the priority Project Concept: a mixed-use project with affordable artist live/work housing on the upper floors and commercial spaces for the creative sector on the ground floor. The space concept is re-evaluated based on the top three broader community goals mentioned during the PFS study:

- 1) Preserving Affordability
- 2) Addressing Inequities and Disparities
- 3) Anchoring an Arts District

The purpose of the AMS study is three-fold: first, to determine if there is enough demand and interest from the creative sector to warrant new spaces; second, to inform the conceptualization of those spaces; and third, to energize the community around advancing the creation of a project. The Arts Market Study includes an in-depth data collection survey deployed online, this Report of Findings, and the Technical Report Addendum that contains the data and analytics.

THE SURVEY

The online Arts Market Survey was open for eight weeks from January 22 to March 15, 2024, and was available at <https://roanokearts.org/artspace/>. **815 total respondents completed the survey.** Respondents were asked a series of questions about their art/creative/cultural work, current studio or creative workspace, current living situation, interest in space in a future project, preferences for live/work and private or shared studio/workspace, as well as demographic information.

PRELIMINARY FEASIBILITY STUDY Roanoke, Virginia | January 2024



Cover Photos (From Upper Left): "Walls that Unite" Installation of Murals Dubbed the "The Grandin Village Art Walk"; Aerialist Lynsey Wyatt and Timman Performer Hans Moore at Artspace's Public Meeting, Riverdale Building 13 // Photo Credits: Roanoke Arts and Riverdale Southeast, LLC



RIVERDALE
SOUTHEAST, LLC

Prepared at the request of Ed Walker and Riverdale Southeast, LLC

The survey for Roanoke specifically asked about respondents' interest in renting the following space options, if available affordably in the City of Roanoke:



1. Relocating to live/work housing specifically designed for artists, creative individuals, and their families, referred to as **“live/work housing”** in this report.



2. Renting private studio or creative workspace on an ongoing basis, referred to as **“private studio”** in this report.



3. Shared creative space and/or specialized equipment that can be accessed on a short-term or occasional basis through a paid membership or alternative rental arrangement. Referred to as **“shared creative space”** in this report.



4. Shared performing arts spaces geared to performing artists. Access can be on a short-term or occasional basis through a paid membership or alternative rental arrangement. Referred to as **“specialized performing arts space”** in this report.

INTENDED AUDIENCE

The survey results are intended to inform **Artspace's** development team as well as other **real estate developers** and **property owners** interested in developing creative spaces and/or artist live/work housing in Roanoke. These findings, along with the Design Guidelines (page 26) and Technical Report Addendum, can be used to advance space planning, financial modeling, and early concept design work of any future project developments, including Riverdale and other neighborhood initiatives.

Advocates for the local arts community, the **Roanoke Arts Commission**, the **City of Roanoke**, and other interested parties can use this information as evidence of the space needs, cultural asset gaps, and space-related challenges of the local creative sector. This, in turn, can help local leaders in Roanoke confidently usher forward projects and identify priority areas for creative space investment as a tool for job creation, entrepreneurship, neighborhood reinvestment, and community building.

SURVEY METHODOLOGY

Artspace relies on the expertise of local partners to help promote and spread awareness about the study. The Roanoke Arts Market survey launched on January 22, 2024, with a stellar online campaign that used their website, press, and social media outlets to kick off the digital survey. Artspace provided weekly survey data updates to help the Core Group strategically focus its outreach efforts, paying particular attention to the respondent pool's demographics, age, and art forms. The survey was open for eight weeks via the Alchemer online platform and closed on March 15, 2024. During that timeframe, 815 respondents answered every survey question, surpassing the local goal of 500 responses. The survey outreach was conducted through the following means:

- **Press Coverage:**
 - Artspace
 - WFIR
 - Cardinal News
- **Printed Outreach:**
 - Postcards
 - Posters
 - Buttons
 - Palm Cards
 - Stickers
- **E-mail Outreach**
 - List Servs of Arts Organizations
 - Roanoke Arts Commission
- **Social Media Outreach**
 - Facebook
 - Instagram
- **In Person Outreach**
 - Personal, Professional, Cold Contacts
 - Open Mic Nights
 - Neighborhood Organization Meetings
 - Monthly/Annual Meetings of Creative Clubs and Guilds
 - Various Community Events
 - Info Sessions
- **Unique Methods**
 - Theater Preview Screen Ads
 - Zoom Info Sessions
 - Library Survey Taking Station
 - Bus and Transit Station Monitors
 - QR Codes



- Social Media – 313 (38.5%)
- Friend/Colleague – 270 (33.2%)
- Meeting/Event – 128 (15.7%)
- Email or Newsletter – 125 (15.4%)
- Postcard/Flyer – 99 (12.2%)
- Other – 41 (5%)
- Website – 23 (2.8%)
- News Media (e.g. TV, radio, news article, etc.) – 23 (2.8%)

Note: Respondents may have selected multiple options

SURVEY DISCLAIMER

The survey respondents are a "sample of convenience," a non-probability sampling method. While believed to be grossly representative of the target population (artists, makers, and other creatives living in/around Roanoke), generalization of the findings to these broader populations cannot be conducted. It is not anticipated that the respondents who express interest in space will necessarily be the same creatives who would rent new space if available.

The respondents represent the sector's space needs in a healthy, stable, creative market, and data is considered relevant for up to five years. Because of the non-random nature of the sample, the data reported includes only descriptive statistics. The total responses included in this report are all completed survey entries, barring any apparent erroneous or duplicate responses that were removed. Due to the nature of data collection, the analysts at Artspace cannot eliminate the possibility of duplicate responses to the survey, given the bounds of confidentiality. Data that is not statistically relevant due to low response numbers are omitted from this report. Statistical analysis of the data collected by Alchemer was conducted using Microsoft Excel.

ARTSPACE DISCLAIMER

Artspace does not operate shared creative space; instead, it rents affordable commercial space to organizations or businesses that do. In an Artspace mixed-use project, rentable commercial space is typically less than 20% of an overall building's square footage. Local entrepreneurs, non-profits, municipalities, and/or creative businesses that currently offer or want to offer the types of shared spaces that interest respondents should review pages 43-48 of the Technical Report for more information.

Artspace's recommendations are based on 40+ years of experience in the field of affordable art facility development. There are factors besides market demand that will influence a future project concept and feasibility of new space, including funding opportunities and funder priorities, civic leader priorities, the projected growth of the area, available sites, and any planned creative space developments for the area.

Survey respondents could select multiple types of space they would be interested in renting or relocating to, and duplication of interest is possible. For example, an artist may be interested in live/work housing and private studio space. However, it is reasonable to assume an artist expressing interest in both spaces does not intend to

rent both at the same time. Artspace's overall recommendations are conservative in considering the possible impact of overlapping space interests.

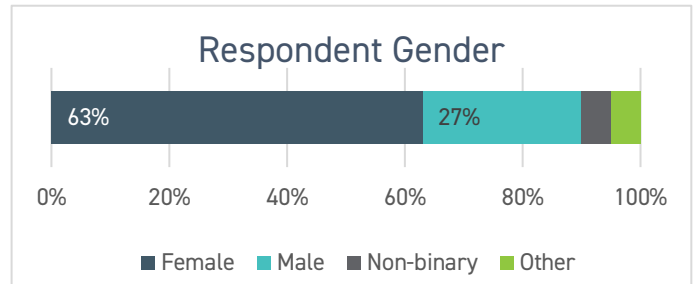
Artspace has conducted more than 96 Arts Market Surveys nationwide, reaching over 40,000 artists. The experience and lessons learned from surveying artists and creatives around the country play heavily into market considerations, assumptions, and the recommendations in this report.

KEY FINDINGS

The primary focus of this report is on the **726 (89%)** of respondents who indicated an interest in at least one type of creative space in Roanoke. The following data depicts the demographics of the total respondents (815).

815 TOTAL RESPONDENTS

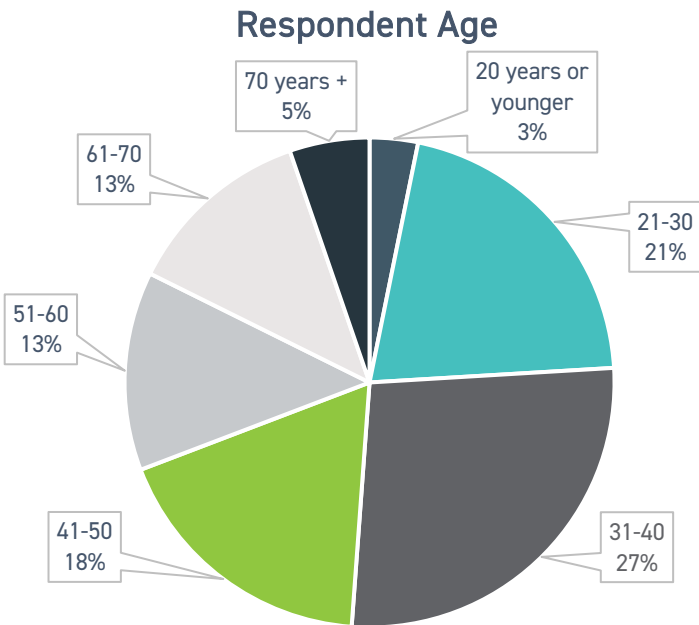
726 (89%) ARE INTERESTED IN AT LEAST ONE TYPE OF CREATIVE SPACE



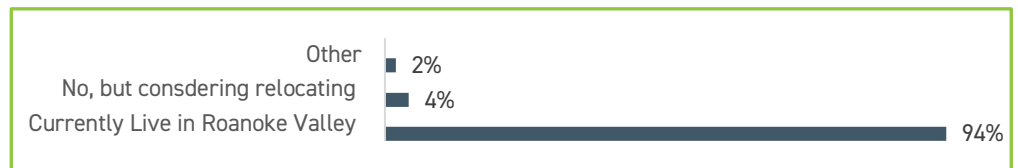
9 Respondents (3.1%) are veterans of the United States Armed Forces

CURRENT SPACE STATS

- 53% own their living space
- 74% use space within their home for their creative work (dedicated or not)
- 29% do not have adequate dedicated space for their art or creative work
- 75% earn less than 25% of their income from their art/creative work including:
 - 41% earn no income
 - 23% earn between 0-10%
 - 11% earn between 10-25%



RESPONDENT LOCATION

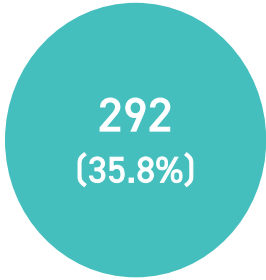




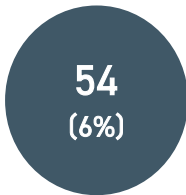
ARTIST SURVEY INTEREST IN:

LIVE/WORK HOUSING

The information on the following pages is solely about the **292 respondents** interested in live/work housing in Roanoke.



OF THE **815** TOTAL RESPONDENTS, **292** ARE INTERESTED IN LIVE/WORK HOUSING



ARE EXCLUSIVELY INTERESTED IN LIVE/WORK HOUSING

Definition: Live/Work Housing

Live/Work housing is a space that meets standard residential codes. The space is designed flexibly, incorporating both wide open areas and private rooms to allow artists and creatives to arrange their living and working environment in a way that best suits their artistic/creative and family needs. The aesthetics favor durable surfaces, allowing residents to create in a variety of mediums anywhere in the space, and artist-friendly design features, amenities, and management policies are incorporated.



HOUSEHOLD COMPOSITION

- One-person - 114 (39%)
- Two-person - 120 (41%)
- Three-person - 28 (10%)
- Four or more - 30 (10.3%)

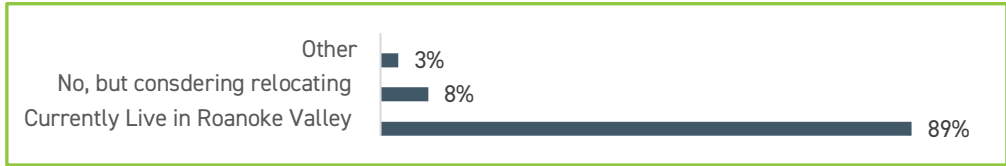


64% ARE 40 YEARS OF AGE OR YOUNGER

HOUSING TENURE

- **174 (59.6%)** Currently rent/lease their living space, a higher percentage than total survey respondents
- **75 (25.7%)** Own their space
- **43 (14.7%)** Neither rent nor own

RESPONDENT LOCATION (L/W HOUSING)



FINANCING FOR AFFORDABILITY

The Artspace financing model combines public and private resources to keep live/work housing affordable while ensuring projects remain financially self-sustaining. A primary public funding tool is the Federal Low-Income Housing Tax Credit (LIHTC) program, which drives private equity investment to capitalize projects.

The U.S. Department of Housing and Urban Development (HUD) regulates this program. It uses the local median income as a reference point for setting annual household income limits for residents and the maximum monthly rents that can be charged. HUD also sets “utility allowances” that, in effect, further lower rent and ensure that low-income residents are not paying more than they can reasonably afford for their housing. These limits change annually. The 2023 HUD published the maximum household income for those earning 80%, 60%, and 30% or less of the Area Median Income (AMI) and the corresponding rents for Roanoke, Virginia, which are in the following table. The rents and income limits set by HUD reflect the trends in the whole County; rents are expressed by month, and incomes are annual.

**2023 HUD Income and Rent Limits for LIHTC Projects
in Roanoke County, Virginia Metro Area**

Household Size	Income Max (30% - 60% AMI)	Income Max (80% AMI)	Bedrooms	Max Rent (30% - 60% AMI)	Max Rent (80% AMI)
1	\$19,200-\$38,400	\$51,200	Efficiency	\$480-\$960	\$1,280
2	\$21,960-\$43,920	\$58,560	1	\$514-\$1,029	\$1,372
3	\$24,690-\$49,380	\$65,840	2	\$617-\$1,234	\$1,646
4	\$27,420-\$54,840	\$73,120	3	\$713-\$1,426	\$1,902

Source: Novogradac & Co. Rent and Income Calculator; Novoco.com, 2030

202 (69%) creatives interested in live/work housing self-identified as income qualifying at 80% or below AMI per HUD guidelines. **142 (49%) income qualify at 60% of AMI**, and 58 (20%) report incomes that fall at 30% or below AMI, qualifying them for deeply subsidized units. The median income from the self-reported data of creatives interested in live/work housing is \$40,001-\$45,000. The HUD income limits correspond to household size, so considering the household size is very important. **The table on the following page shows how a development for residents earning up to 80% of AMI would be appropriate in Roanoke, aligning well with the LIHTC program.** Additionally, 52 respondents (18%) indicated incomes over \$75,000, indicating a small opportunity for conventionally financed artist housing as well.

\$92,800 – AREA MEDIAN INCOME (AMI) FOR 4-PERSON HOUSEHOLD

218 (75%) earn less than 25% of their income from their art/creative work including **121 (41%)** who earn no income from their art.

Income by Household Size for Respondents interested in affordable artists' live/work housing

Annual Household Income	1	2	3	4 or more	Total	Income Qualify 30% AMI	Income Qualify 60% AMI	Income Qualify 80% AMI
Prefer Not to Answer	4	3	1	2	10	0	0	0
Under \$20,000	18	14	6	3	41	41	41	41
\$20,001 - \$25,000	15	11	3	1	30	15	30	30
\$25,001 - \$30,000	14	12	1	2	29	2	29	29
\$30,001 - \$35,000	11	6	2	1	20	0	20	20
\$35,001 - \$40,000	9	8	0	3	20	0	11	20
\$40,001 - \$45,000	10	7	1	1	19	0	9	19
\$45,001 - \$50,000	10	5	1	0	16	0	1	16
\$50,001 - \$55,000	6	6	3	1	16	0	1	16
\$55,001 - \$60,000	2	5	1	3	11	0	0	9
\$60,001 - \$65,000	5	8	0	0	13	0	0	0
\$65,001 - \$75,000	4	9	2	0	15	0	0	2
\$75,001 - \$85,000	2	4	3	4	13	0	0	0
\$85,001 - \$100,000	1	7	0	3	11	0	0	0
\$101,000 - over \$200,000	3	15	4	6	28	0	0	0
Total	114	120	28	30	292	58	142	202
% of respondents who income qualify at 30% AMI								20%
% of respondents who income qualify at 60% AMI								49%
% of respondents who income qualify at 80% AMI								69%

RENTAL AFFORDABILITY

In addition to questions about household income, Artspace asked creatives about maximum amount they would consider paying monthly for live/work housing. This is to understand how to model the live/work rent structure. If using affordable housing resources like LIHTC, there are restrictions on household size relative to the number of bedrooms in a unit. For example, a one-person household may not be allowed by HUD to rent a three-bedroom unit. The maximum rental rates for any future project are set by HUD and vary according to bedroom count and household income.

Max Amount Willing to Pay for Rent on a Monthly Basis		
Max monthly rent	Total	
	#	%
\$500 - \$650	36	12.3%
\$651 - \$800	45	15.4%
\$801 - \$950	49	16.8%
\$951 - \$1,100	67	22.9%
\$1,101 - \$1,250	45	15.4%
\$1,251 - \$1,400	23	7.9%
Over \$1,401	25	8.6%
Other	2	0.7%
Total	292	100%

RECOMMENDATIONS FOR LIVE/WORK HOUSING

There is demand for 67 affordable live/work housing units in Roanoke. We utilize a 3:1 redundancy ratio for the housing calculation in urban and mid-sized communities. This is a very conservative estimate based on the 202 respondents who had incomes between 30-80% AMI.

This calculation is based on a number of factors that influence overall housing demand for affordable housing financed developments. If not using Low-Income Housing Tax Credits (LIHTC) or housing specifically for creatives, the demand would be higher.

For housing (that is targeted to creatives whose incomes are at or below 80% of Area Median Income) Artspace considers these factors:

- **Income Qualification:** 69% (202 respondents) qualify at 80% AMI. Given that the incomes provided by respondents are unverified and household compositions may change, there are still a considerable number of respondents potentially over-income. HUD's published income limits are revised annually (See 2023 limits on page 14).
- **Homeownership:** 75 (26%) of respondents who are interested in live/work housing currently own their residences. These creatives may be less likely to relocate to a rental situation from their ownership situation. A much higher percentage of those interested in housing currently rent their homes.
- **Relocation:** 7.5% (22) of the interested respondents do not currently live in Roanoke but would be considering relocating. Artspace assumes that respondents outside of an area may overstate their interest in relocating.
- **Duplication:** 74 (25%) indicated someone else in their household was also taking this survey and expressing interest in live/work housing, and 59 (20%) were unsure. This is very important caveat as we think about these respondents potentially renting units as a household.
- **Student Interest:** 36 (12%) of interested creatives are currently full-time students and their household incomes/location preferences/compositions are all likely to change post-graduation.



- **Overstatement of Interest:** While not quantifiable, enthusiasm for new space and the project concept may influence an affirmative response but not result in actual relocation.
- **Rental Affordability:** Residents would have to consider LIHTC rents affordable, which is based upon paying up to 30% of one's income in rent annually. This can be seen as a high amount of money to spend on housing for many. Housing units must be priced affordably for the market (including utility allowances) regardless of the HUD maximum allowable rents.
- **Available rental property:** Given what current renters are paying in the market, there may be naturally occurring affordable housing that is non-income qualifying already available. The artist live/work facility design and creative community concept must be compelling to a future resident even when the existing housing options are readily available and affordable.
- **Drop off:** An Artspace development can take years to come together. The identified market demand is generally reliable for up to five years, barring any significant changes to the local creative population or influx/outflux trends.
- **Future Household Composition Changes:** Respondents' household compositions may change during the project development phase, and some respondents may no longer be eligible or interested. However, the survey methodology assumes that respondents are representative of need and interest, rather than being the specific household that would relocate in the future.

The design of space and other development decisions (location, amenities, etc.) may impact leasing, and the effects of any adverse decisions are not considered in this calculation. Market need is only one of many factors that shape a project concept. A development team may choose to increase or decrease a final unit count after a review of all project feasibility factors, including the site, financing methods, and the related LIHTC Qualified Allocation Plan (QAP), if applicable.

BUILDING AMENITIES AND COMMON SPACES

Shared Amenity Preferences		
Space Type	Total	
	#	%
Outdoor Space/Seating	174	16.4%
Garden Beds	123	11.6%
Gallery/Exhibition Space	116	10.9%
Classroom/Teaching/Flex Space	114	10.7%
Storage	87	8.2%
Meeting/Community Room	86	8.1%
Sound Attenuated Practice Room	83	7.8%
Dance/Movement/Rehearsal Space	68	6.4%
Utility Sink	44	4.1%
Wall Hanging Systems	43	4%
Ventilated Space	41	3.9%
Kitchenette	40	3.8%
Playground	30	2.8%
Other	13	1.2%

The live/work and building amenities and features most preferred by the creatives interested in live/work housing are further explained on page 26. Addressing these preferences through design is important to the marketability of any future development.

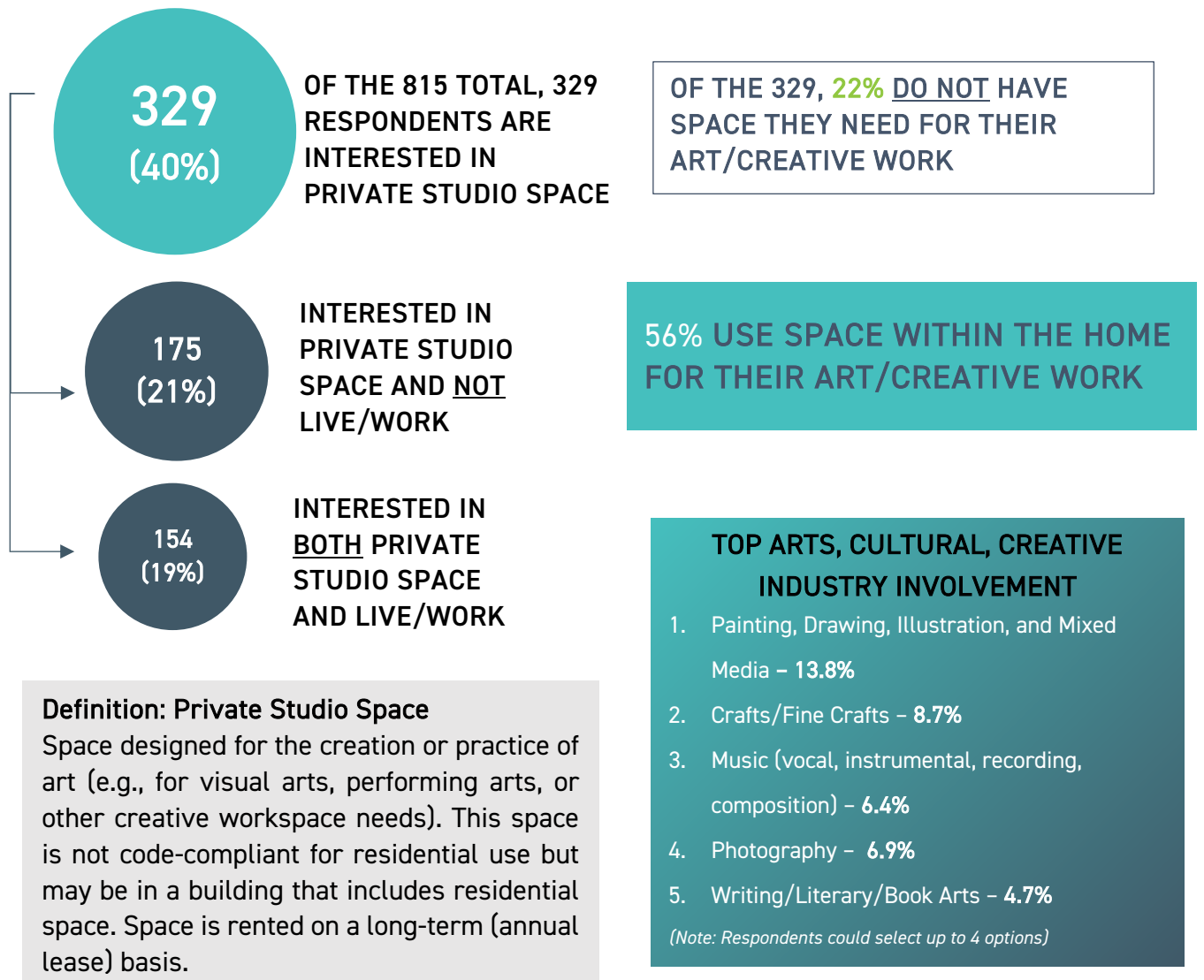
RETAINING AND ATTRACTING THE CREATIVE SECTOR

Of the 292 respondents who indicated that they would relocate to live/work housing designed for artists and their families, 261 currently reside in (or adjacent to) the Roanoke Valley. **177 (68%) of the 261 Roanoke residents responded that they have considered leaving, and 90% of them (160 creatives) would be encouraged to stay for the opportunity to have affordable live/workspace.**

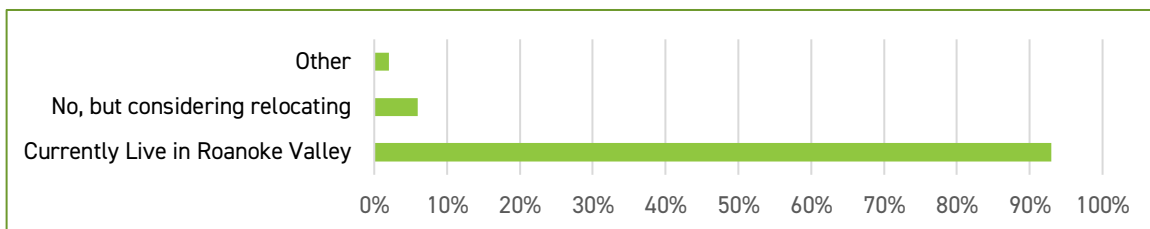
ARTIST SURVEY INTEREST IN:

PRIVATE STUDIO SPACE

The following statistics are about the **329 respondents** interested in private studio space on an ongoing basis.



RESPONDENT LOCATION (PRIVATE STUDIO INTEREST)

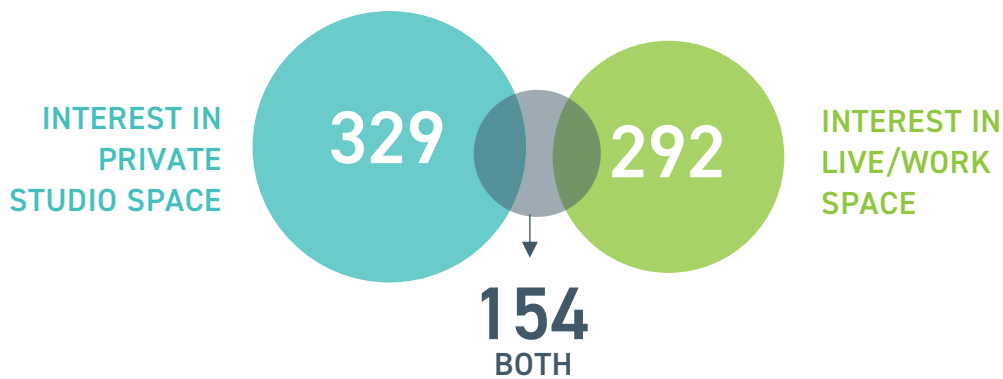




DETERMINING THE NEED FOR PRIVATE STUDIO SPACE

Private studio space is rented long-term under an annual lease agreement by a single renter who may or may not choose to share space with other artists. From a lessor's perspective, it is commercial or industrial space that is adaptable to the needs of the artist/creative. This space can be rented by a small creative business for the creation or sharing of their work or by an individual for similar artistic or creative purposes.

When calculating the demand for private studio space, Artspace uses the number of respondents only interested in private studio space and not live/work housing too (**175 respondents**). Top priority shared amenity and design feature preferences are based on the responses of all those interested in private studio space (**329 respondents**). The assumption is an artist is unlikely to rent both live/work and private studio space. In Roanoke, 21% of the 815 respondents, want only private studio space.



RECOMMENDATIONS FOR PRIVATE STUDIO SPACE

There is demand for **up to 44 private studio spaces**. Artspace's demand model is conservative and attempts to account for the many factors that can impact the decision to rent long-term private studio space outside of one's home. Artspace utilizes a 4:1 redundancy ratio for these spaces in mid-sized communities. Income and market fluctuations are more likely to impact studio space rentals than housing rentals, resulting in the potential of higher turnover. While 329 respondents mentioned they were interested in renting private studio space on an ongoing basis, only 175 (21%) of that subset are interested in **ONLY** private studio space (not live/work housing). 77% (252) of the 329 interested respondents also mentioned they are "somewhat likely" or "definitely likely" to be open to sharing private studio space with another user. The potential for overlapping demand is another reason Artspace uses this redundancy ratio. Private studio space can be incorporated into underutilized downtown spaces. They do not necessarily need to be retail-facing and can be on upper floors of buildings with raw space. Also, there is overlapping interest in short-term private and shared specialized studio/creative workspaces (see Specialized Creative Space section beginning on page 23), which, if built and leased, would decrease demand for long-term private studio space.

STUDIO SIZES & RENTAL RATES

Understanding what interested respondents can afford and how much space they need is critical to the marketability and self-sustainability of new space. The following table provides a summary of this information which asked all respondents interested in studio space what is the minimum square footage necessary for your private studio space and what is the maximum monthly amount you would consider paying, not including utilities, if paid separately from housing. Artspace considers \$1/square foot per month a sustainable affordable rent. That amount is shaded in light green in the table below.

Monthly Rent	Minimum Square Footage Needed					Not Sure	Total
	25-100 SF	101 - 300 SF	301 - 500 SF	501 - 1,000 SF	Over 1,000 SF		
\$25 - \$100	15	18	4	6	2	14	59
\$101 - \$300	17	55	28	13	2	26	141
\$301 - \$500	4	27	24	17	1	17	90
\$501 - \$1,000	0	4	10	10	3	4	31
More than \$1,000	0	0	0	1	5	2	8
Total	36	104	66	47	13	63	329
Total (\$1/SF)	36	86	34	11	5		

Based on the data and the summary statistics, a draft program plan for up to **44 private studio spaces** should consider units of varying sizes and price points. For example:

- **9 studios** up to 100 square feet.
- **22 studios** between 101-300 square feet.
- **9 studios** 301 - 500 square feet.
- **4 studios** between 501-1,000+ square feet.
- At least half of the studio spaces should rent **at or below \$300/month**.

**MOST REQUESTED
PRIVATE STUDIO SIZE***
32% (104) would be served by
101-300 square feet
**A variety of sizes are needed*

If planning for studios larger than 650 square feet or more than \$300/month, Artspace recommends pre-leasing, collecting letters of interest, and/or developing a waiting list before construction.

Respondents interested in private studio space also indicated how they would use their dedicated workspace. Developers interested in building private studios are encouraged to review these projected uses, which can be found in the Technical Report on pages 35-37.

In all cases, studio and creative work-only space should be developed conservatively. Despite the strong interest, investment in studio space is inherently riskier than housing. The recommended approach is phasing in new space, rather than immediately building to the maximum.



ARTIST SURVEY INTEREST IN:

SPECIALIZED CREATIVE SPACE

OF THE 815 RESPONDENTS,
448 ARE INTERESTED IN ACCESS TO
SPECIALIZED CREATIVE SPACE

448
(55%)

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

1. Painting, Drawing, Illustration, and Mixed Media – 11.7 %
2. Crafts/Fine Crafts – 9.9%
3. Fire Arts (ceramics, pottery, glass, metalworking or smithing) – 6.3%
4. Social Practice (activism, community organizing, etc.) – 6%
5. Photography – 5.3%

(Note: Respondents could select up to 4 options)

Definition: Shared Creative Space and Specialized Equipment

Space that may be available through a paid membership (e.g., makerspace or co-working space model) or rented for a fee on an hourly, daily, weekly, or another short-term basis. Space may be available for a single renter's exclusive use during the rental period (e.g., film-screening room or classroom) or shared with others at the same time (e.g., ceramics studio, dark room, business center). Some spaces may include equipment (e.g., woodworking tools, 3D printers, computers with design software, kilns, torches for metalworking, etc.) Classes or training may also be incorporated into the overall space program.



INTEREST IN SPECIALIZED CREATIVE SPACE

These spaces and associated programs are typically offered to artists through an organization/operator that has leased long-term space from the property owner for that purpose, i.e., Artspace. *Collaborative* shared space examples include co-working or makerspaces designed for specific uses such as ceramics, 3D printing, culinary arts, or woodworking. *Private short-term rental* examples include storage, conference rooms, a general-use studio, or a screening room. The intent is to offer artists access to space and/or equipment that is too expensive or impractical for individual artists to lease or own. Shared creative space can exist in the context of a multi-use facility, or independently.

With 448 total respondents expressing interest, shared creative space ranks by far as the most needed space type of those asked about in this survey. The creatives are involved in a wide variety of industries and correspondingly have a variety of space needs. While 139 of these respondents also expressed an interest in live/work housing, it is anticipated that most specialized shared space needs will remain constant even if new live/work housing or private studio space is created. A clear exception is the overlapping interest in shared general-purpose studio space (multi-user and occasional private use) with ongoing private studio space (89 respondents).

MOST PREFERRED TYPE OF SHARED SPACES*

- Studio Space (gen-purpose, multiple users) – 174 (11.6%)
- Classroom/Teaching Space – 121 (8%)
- Ceramics and/or Clay Studio – 113 (7.5%)
- Gallery/Exhibition Space – 101 (6.7%)

**Respondents could choose multiple options*

RECOMMENDATIONS FOR SHARED CREATIVE SPACE

Artspace recommends including, to the extent feasible, shared creative space in any new multi-use facility. A multi-use facility would be enhanced by flexible, general-purpose studio space that offers short-term private-use studios and a shared studio for multiple users. Additionally, at least 6% of respondents prefer the following types of space/specialized equipment: lounge/informal meeting space. co-working space (shared office). Any interested developer, including Artspace, would need to find an organization/business or individual who could lease this sort of commercial space and sustainably operate the preferred programs. Some of these needs can also be met through existing programs and studios in the area.

As of the writing of this report, Artspace learned that two new pottery facilities will be coming online in the near future. These spaces will greatly serve the rich clay arts community in Roanoke, and likely, spur additional growth in this discipline and other light-industrial arts. As a part of the broader category of shared creative spaces, Artspace anticipates that this type of space will continue to be in high demand.

A full list of types of spaces/specialized equipment preferred by respondents can be found in the Technical Report on pages 43-45 and can be referenced for other spaces/program ideas.

INTEREST IN SHARED PERFORMING ARTS SPACE

These spaces operate similarly to shared creative space but are focused on the performing arts. The spaces and associated programming are typically offered by an organization or business that leases commercial space from the property owner. *Collaborative* shared spaces may include costume, prop and set design shops, as well as storage. Examples of *private short-term rentals* include rehearsal or performance space or soundproof practice/recording studio space. Performing arts space can be expensive for artists partially because of the volume of space required for rehearsals, performances, and their technical requirements. Shared performing arts space can exist in the context of a new multi-use facility, or as a stand-alone venture.

DESIGNING ARTIST SPACES

Planning for new space requires more than just quantifying interest in live/work housing, private studios, and shared creative spaces. Location, rental costs, shared amenities, size, and design features all impact the marketability of new spaces. Regional market conditions, funding sources, available operators of shared spaces, and project budget also influence what spaces are created and which features and amenities are included. Thus, Artspace offers the following design best practices to assist developers of new creative space, informed both by the Roanoke survey data as well as Artspace's 40+ years of designing artist projects.

DESIGN FEATURES AND AMENITIES

GENERAL GUIDELINES

If buildings are designed to incorporate features and amenities that artists prefer, the artists are better served, and spaces are more leasable. In the design phase, developers should be mindful of the environmental preferences of specific types of art (e.g., lighting, flooring, heating/cooling, ventilation noise, ceiling height, etc.) All artist spaces need safe and secure storage and the ability to load and unload projects, materials, and equipment easily. This means wide hallways (6-foot width minimum), oversized doorways, and elevators with 3,500 pounds capacity. It can also include loading zones and space for package pick-ups. Certain art materials can be toxic, which adds a level of consideration for trash disposal and utility sink drains. The surfaces should be highly durable and low maintenance (e.g., stained/polished concrete, sealed/epoxy coated concrete, ceramic or porcelain tile, linoleum or wood products, and no carpet.)

LIVE/WORK HOUSING

Live/work housing units should be designed to maximize flexible space. Kitchens should be open, galley, straight, or "L" shaped layouts with no "islands." The sink should be a single, extra deep basin, stainless steel preferred, with no garbage disposal. Flooring should be tile or concrete – never carpeting. Ceilings should be a minimum of 10 feet to ensure open space. Windows should be large and operable for natural light and fresh air. Communal laundry rooms are a cost-effective approach if funding does not allow for in-unit washers/dryers.

COMMUNITY GALLERY

Live/work housing space, in its general conception, provides the opportunity for residents to collaborate and help one another, but all artist spaces should have a space that enables collaboration and inspires a sense of community. A space with adequate lighting can provide an opportunity for both the public to enjoy art and artists to present and sell/perform their work. Artists should be allowed to hang, paint, and display their art in the hallways.

Gallery spaces should have floor outlets approximately every 12 feet. Walls should include a quarter-inch layer of plywood behind the gypsum board to aid in hanging artwork; there should be a minimum of three feet height of plywood installed, at 40 inches from the floor, up to 76 inches (and if cost and time allowed, add a foot on each side to accommodate large artwork). Walls should be neutral-colored and suitable for displaying artwork. Include

two types of lighting when possible: general overhead lighting and directional track lighting for the artwork. Install track lights to light the area where art is traditionally hung at a 45-degree angle. Also, separate light switches for both sets of lights and a hanging system should be included.

PERFORMING ARTS SPACE

When designing for the generalized needs of performing artists, the four considerations are unencumbered space (i.e., no posts or pillars), high ceilings, lighting, and sound quality. Specific uses have different requirements, such as sprung floors for dancers.

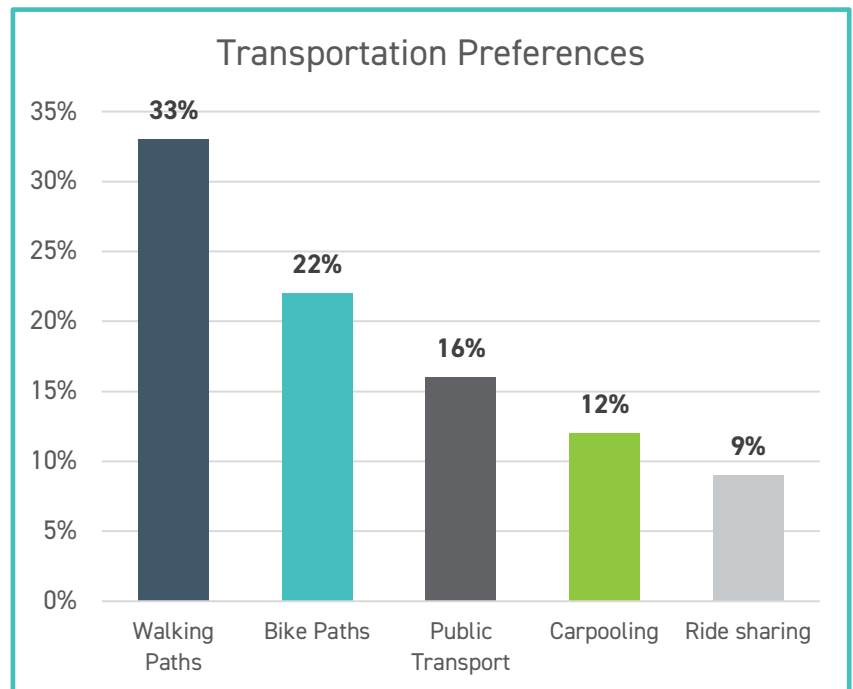
OTHER FEATURES

A property management office should be located on the first floor near the main entrance. The exterior of the building should have low-maintenance finishes. Consider providing artist-designed bike racks for visitors and bike storage for residents. Commercial and communal space public restrooms should be inclusively designed with at least two gender-neutral restrooms and include a diaper changing station in at least one unit. Artspace has a plethora of resources on designing artist spaces and is also available to consult with developers looking to create space for artists.

ROANOKE SPECIFIC DESIGN FEATURES AND AMENITIES

TRANSPORTATION AND PARKING

Respondents interested in live/work housing (292) were asked what alternative transportation options they would use on a frequent or regular basis if available. Walking paths (33%), biking (22%), public transportation (16%) and carpooling (12%) were the most popular responses. Including bicycle parking and building in a walkable environment are recommended.



Note: Only asked of respondents interested in live/work housing. Respondents could choose more than one option.

CONCLUDING REMARKS

FURTHER SURVEY PARTICIPANT ENGAGEMENT

Respondents indicated an interest in receiving updates about the project and volunteering to advance the concept. Contact information for those who requested more information on several different topics is provided to the Roanoke Steering Committee separately from this report. It can take several years to realize new space and keeping interested parties engaged is important. Periodic and important project updates to those **495 (61%) respondents** who requested further information is highly recommended.

It is assumed that survey respondents, while broadly representative of the market, may not be the same individuals who ultimately rent new live/work or studio space. For this reason, Artspace recommends that an outreach strategy be developed locally in Roanoke to engage new artists who may not have participated in this survey. This will help ensure the longer-term relevance of these findings and support a successful project lease-up. Roanoke had an exemplary turnout for this survey. Keeping this arts community informed will also help with advocacy for a future project.

DIVERSITY AND INCLUSIVITY

Survey Respondent Race and Ethnicity			Roanoke 2023 est.
White/Caucasian	623	76%	56%
Black/African American	51	6%	28%
Multiethnic/Multiracial	21	3%	13%
Hispanic/Latino*	30	4%	9%
Asian/Asian American	15	2%	2.6%
Indigenous, American Indian, Pacific Islander	7	1%	0.5%
Prefer not to answer/Not Listed	68	8%	-
Total population	815	100%	100,064

* "Hispanic Origin (Any Race)"

Source: ESRI Community Analyst, 2023

One measure of success for a future project is how inclusive it is and to what extent its residents and tenants reflect the diversity quotient of Roanoke and the surrounding area. Despite best efforts, surveys of this nature are limited in their ability to engage everyone and, in return, may not truly reflect the diversity of a region regarding age, gender, race, income, ethnicity, and even art form. The survey respondents' diversity does not accurately reflect the diversity in Roanoke.

Survey respondents from across the region identified as Black/African American (6%), and Hispanic/Latino (4%). According to demographic software Esri Community Analyst, in 2023, Roanoke's population is estimated to be 28% Black/African American and 9% Hispanic/Latino.

In terms of gender, the disparity also exists. 63% of total survey respondents were women, when in 2023, women made up 52% of Roanoke's population. While direct comparisons from the broader community to the creative sector cannot be accurately made due to this survey's convenience sampling method, attention should still be paid to engaging diverse populations and men during future outreach. In Artspace's experience, the community's creative sector is typically as diverse, if not more diverse, than the broader population.

For a future project to be demographically relevant and reflective of the community, Artspace highly recommends that ongoing outreach and the make-up of leadership teams be directed toward achieving that goal. It should be noted that a slightly higher percentage of respondents who identified as Asian/Asian American, Hispanic/Latino, multiracial/multiethnic, and Black/African American were interested in live/work housing compared to the overall survey responses. Asian/Asian American, Hispanic/Latino, multiracial/multiethnic, and Black/African American were interested in live/work housing compared to the overall survey responses. Any outreach on housing should aim to be equitable and specifically engaging of diverse citizens.

HOW THE NUMBERS TELL A STORY

While the survey period was only two months, the numbers gathered tell a much larger story of creating community within Roanoke. Ed Walker was informally introduced to the work of Artspace decades ago. His work and ours find parallels in a shared passion for creating space and sustainability for artists, their families, and businesses.

In this case, as with all Artspace development projects, we only come into communities by invitation. After being invited, we engage with the local community and execute extensive research to understand the feasibility of their arts market. Before building structures of bricks and glass, we build relationships. Our consulting work concentrates on people over buildings. That approach reduces gentrification and introduces a fortified foundation for building community first and buildings second. Similarly, Ed Walker has demonstrated that development requires longitudinal efforts for decades. He has a strong vision of how to map out a future for Roanoke while being intentional about placemaking for creative ecosystems in Virginia. To learn more about the long-term impacts of Artspace projects for residents and community members alike, read our [Taking a Measure of Creative Placemaking](#) report and [Measuring Impact & Thrive-Ability in Artspace Live/Work Properties](#) Nationwide white paper.

Riverdale was the top neighborhood to which Roanoke respondents would consider relocating for live/work housing and for private studio space. The data makes it clear that the Riverdale site is a place where creatives are interested in living and working. For both Roanoke and Artspace, this is a stellar revelation. Often, when finding a building, property, or piece of land that can be viable for an affordable housing project, the worry is that people already part of the neighborhood fabric will be displaced. This isn't the case with Riverdale because it is sparsely populated with mostly creative businesses but with no one living on the site.

Geographically, Riverdale is a viable site because the crescent-shaped area anchors a triangle between the site, Downtown Roanoke, and Carilion Clinic. In addition to the Roanoke River access, Mill Mountain is hidden in plain sight, a destination that has over 10 miles of bike trails with extensive plans to grow and rivals markets in California, Colorado, and Northwest Arkansas, all known as mountain-biking capitals. Additionally, it is a great location to build a city within a city, having access to the Roanoke River, Downtown, Mill Mountain, and other areas of town.

Through our feasibility visit and the survey data collected, Artspace believes that Riverdale could indeed be a site where history can be held, futures can be built, and the economy can be sustained. Ed Walker is unearthing potential from a pile of rubble and a swath of vacant buildings to create a community where artists and other local residents can find housing and community. Ultimately, Riverdale can be a cornerstone of securing a future

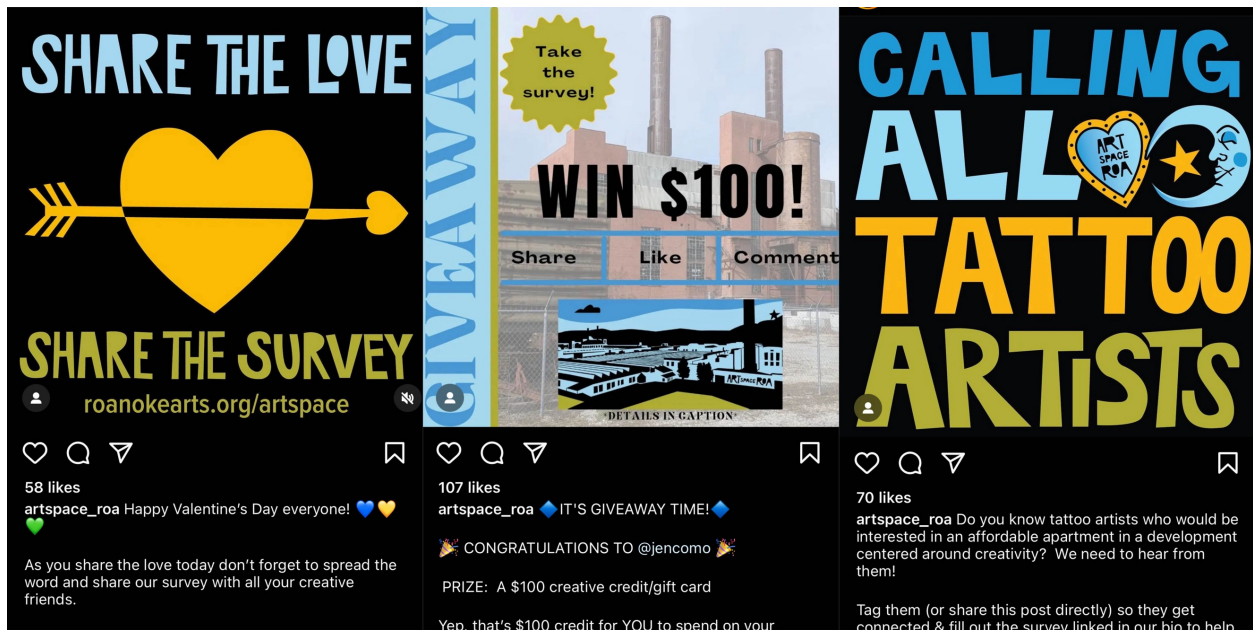
for creatives and a place where they can thrive. This information can be used for multiple projects on the Riverdale site and the City of Roanoke. There is a desire to make more space affordable in Roanoke, and Riverdale can be a vehicle for that and a catalyst for organic growth.

Riverdale has the opportunity to create an entirely new place where, as Ed Walker describes it, "personal velocity" can blossom. That theory of personal velocity is that people can do what they do, be who they are, make what they want, and naturally affect the world more than the average citizen through sheer grit and resolve. As reported by Walker, over \$100 million of new construction will occur in West Riverdale in the near future. Master planning has also been happening on this site, contributing to collaborative design, and hopefully continuing to inform the development efforts of a place like Riverdale. Riverdale can and will transform over the next few years, creating tax and community value, developing spaces where people can be who they are, realizing entrepreneurial opportunities in reimagined buildings, and adding another gem to shine brightly in Roanoke.

An Artspace project is doable, especially when the passion of a community drives the desire to see mixed-used commercial and residential space. That prospective project should be a place where anyone can plant a flag - a place where everybody matters. The Riverdale site is likened to Switzerland, a neutral ground to broker peaceful collaboration from the various neighborhoods, thus becoming its own unique destination.

Roanoke is beginning to see itself differently. There are lots of great, talented people in this former "company town." This newly imagined Roanoke centers people and gives them a sense of belonging. There is a sense of connection to this place, and having somewhere to live and work can encourage more solution-based community activism and economic activity.

"Finding the right alchemy for the Core Group is important," said Cody Statler,, who did graphic design and helped manage the social media pages during the survey run. Though the team did not see the numbers they hoped for regarding diversity in respondents' ethnicity, we assured them that it would be an opportunity to continue to engage with those communities post-survey. Pedro Szalay enthusiastically attended the meetings and had ideas about how to continue getting the word out. A well-connected, highly invested contributor, Douglas Jackson also attended the Core Group sessions, sometimes between meetings and before biking home. His longstanding leadership in Roanoke was a huge asset in the survey process. Amy McGinnis, thoughtful, attentive, and responsive, always asked relevant questions and ensured dedicated time for the Core Group and Artspace Consulting to meet, strategize, and activate a plan forward. Jahni Quen, a Core Group member employed at Roanoke Libraries Melrose Branch, hosted information sessions, and got express permission from her branch to make the survey available on library computers, allowing it to be more accessible. This was one of many ways the Core Group worked together to reach more creatives and meet them where they were. In another example, Lisa Linger provided historical data points, and Cody Statler used his design skills to create graphics in a style that mirrored the Daisy Art Parade, which is commonly recognized by the Roanoke community. Lisa commented that "this branding felt like home" and, as we all know, "there's no place like home." These intentional touches massively contributed to the increased response rate and robust engagement on the Artspace ROA social media platforms. All in all, there was a beautifully unique alchemy and synergy between this intimate yet mighty group. Together, their work resulted in a record number of responses (815), putting them among the top five response rates in any Arts Market Survey conducted by the Artspace Consulting team.



NEXT STEPS

Conservatively, there is demonstrated market demand for up to 67 live/work housing units for creatives in Roanoke. Artspace recommends using this information to explore site options for a mixed-use development. **An initial development concept should begin with an assumption of up to 67 units of housing. The mixed-use concept can be rounded out with private studios of various sizes and rent targets, as well as flexible commercial space that can be made available for shared creative space uses. If potential partners or anchor tenants interested in occupying a future building have been identified, those conversations can also begin soon.**

The Technical Report Addendum provides an in-depth breakdown of survey responses and can help drive concept planning regardless of who leads a new space development effort. These reports can be shared with developers and city officials working in Roanoke interested in serving and strengthening the creative sector. This data is evidence of the need for new space and that new space will be well received and serve to benefit Roanoke.

Artspace appreciates the opportunity to complete this Arts Market Study in Roanoke and commends the local stakeholders and Roanoke Core Group for a stellar response rate. Ed Walker said during the Preliminary Feasibility Study, "We're creating conditions where the human spirit can take flight." We hope that by combining the collective passion of the community and the creatives who already document and celebrate the culture there, this Arts Market Study will give Roanoke the wind to soar.

ADDENDUM: TECHNICAL REPORT

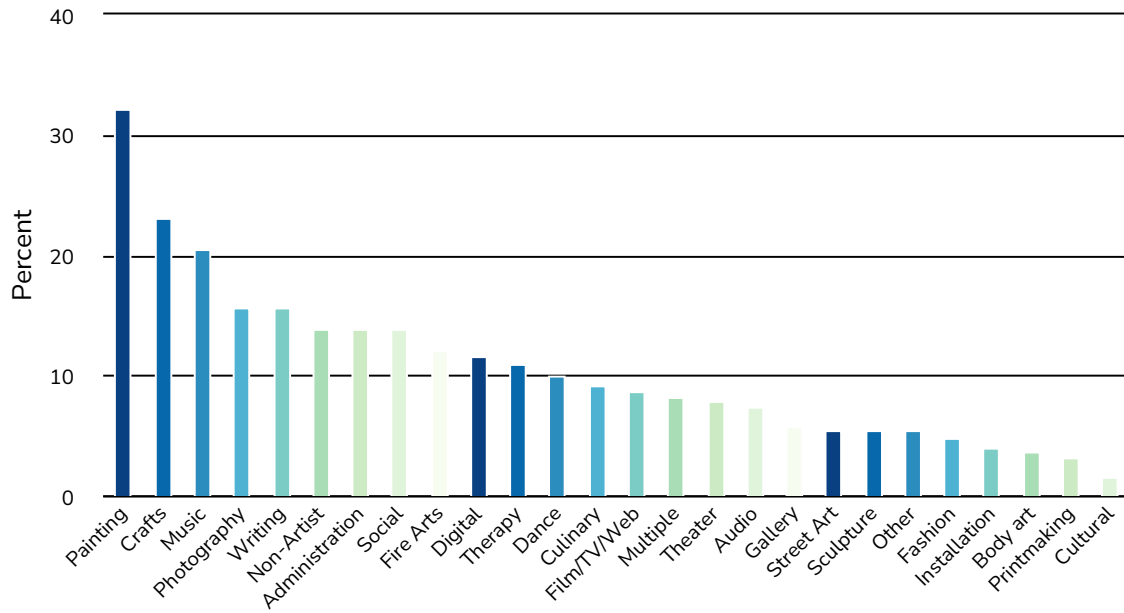
Report for Roanoke, VA 2024

Response Counts

Completion Rate:	100%	
	Complete	 815

Totals: 815

1. In what areas of the arts, cultural, and creative industries are you most involved?



Value	Percent	Responses
Painting, Drawing, Illustration, Mixed media	32.3%	263
Crafts/ Fine crafts (fiber art, woodworking, jewelry)	23.1%	188
Music (vocal, instrumental, recording, composition)	20.5%	167
Photography	15.7%	128
Writing/ Literary/ Book arts	15.7%	128
Interested Community Member (Non-artist/arts patron/supporter)	14.0%	114
Administration/ Advocacy/ Education	14.0%	114
Social practice (activism, community organizing, etc.)	13.9%	113

Value	Percent	Responses
Fire Arts (ceramics, pottery, glass, metalworking or smithing)	12.1% 	99
Digital / "Desktop" arts (graphic design, architecture, animation, etc.)	11.7% 	95
Art therapy/ Healing arts	11.0% 	90
Dance/ Choreography	10.1% 	82
Culinary arts/ craft food and beverage	9.2% 	75
Film/ Video/ TV/ Web content	8.8% 	72
Multi-disciplinary	8.2% 	67
Theater (acting, directing, production, comedy, sound, lighting etc.)	7.9% 	64
Audio (e.g., podcast, broadcast, sound design)	7.4% 	60
Gallery/ Exhibition/ Curatorial	5.8% 	47
Murals / Street art	5.5% 	45
Sculpture	5.5% 	45
Other, please specify	5.5% 	45
Fashion/ Costume	4.8% 	39
Installation art	4.0% 	33
Body art (tattoo, esthetics, hair styling, etc.)	3.7% 	30
Printmaking	3.2% 	26
Cultural practice/ Culture bearer	1.7%	14

Value	Percent	Responses
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Other, please specify	Count
Aerial/Circus Arts	1
Architecture	1
Artist Residencies	1
Baking	1
Blacksmithing	1
Boutique Salon	1
Building Buddies- using Lego bricks	1
Circus and aerial dance	1
Circus performance art: hoops, fans, fire spinning, acrobatics	1
Establishing a regional glass arts center	1
Everything I'm capable of	1
Financial services	1
Floristry	1
Functional pottery	1
I do a lot. Could not put all so putting here. Aside from above, also dance mom, music mom, son is in music production, song writing, I paint kindness rocks along with canvases, and craft. I am a photographer, and also healing with the arts counselor. I also teach art. Not just to my kids but also as paint days/nights.	1
Immersive events	1
Interior Design (Designer - ASID)	1
Interior design	1
Learning	1
Totals	44

Other, please specify	Count
Lettering/caligraphy	1
Licensed massage therapist	1
Lighting engineer	1
Live Storytelling	1
Midwifery	1
Music Venue	1
Oral Storytelling	1
Pottery	1
Printing/Restoration (PhotoUSA)	1
Promotions	1
Quilting and fabric art	1
STORYTELLING	1
Storytelling	1
Teaching Clay Studio	1
Teaching watercolor, mixed media, book making from ages 8-85	1
We are a space that offers incredible rates to creatives	1
Woodworking	1
Yoga	1
Yoga	1
Yoga?	1
event promotion and production	1
gardening	1
local government	1
Totals	44

Other, please specify**Count**

multi-media digital arts

1

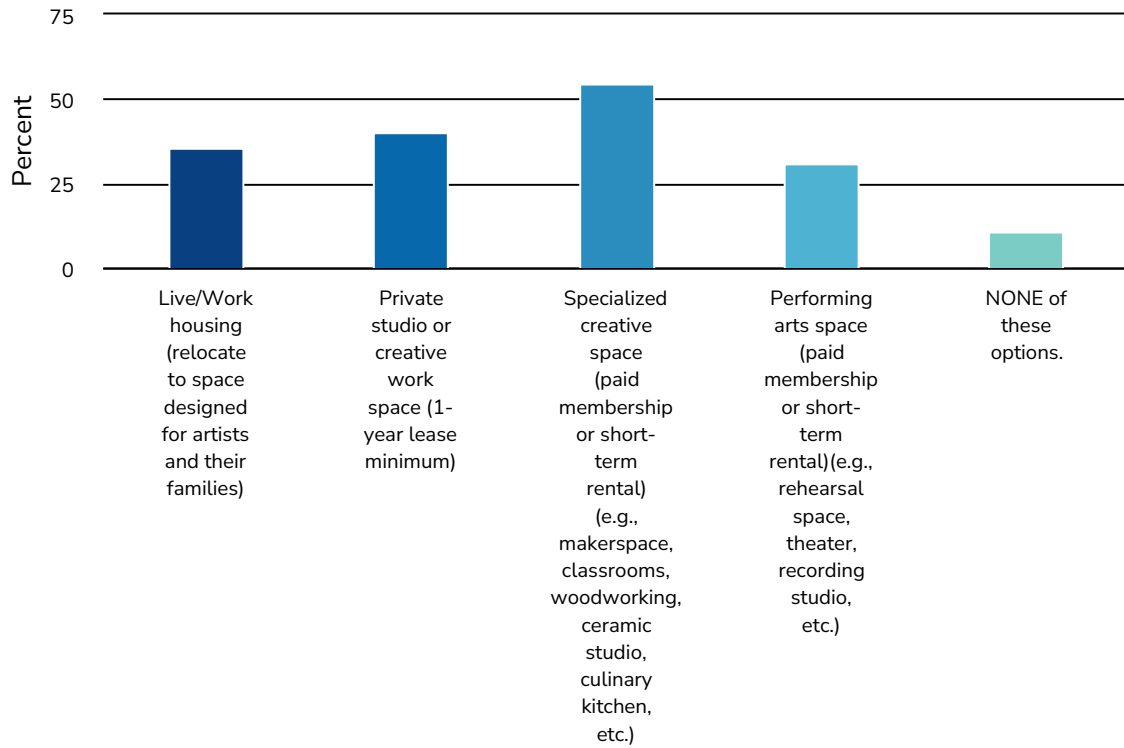
retired to Roanoke..gallery owner and artist

1

Totals

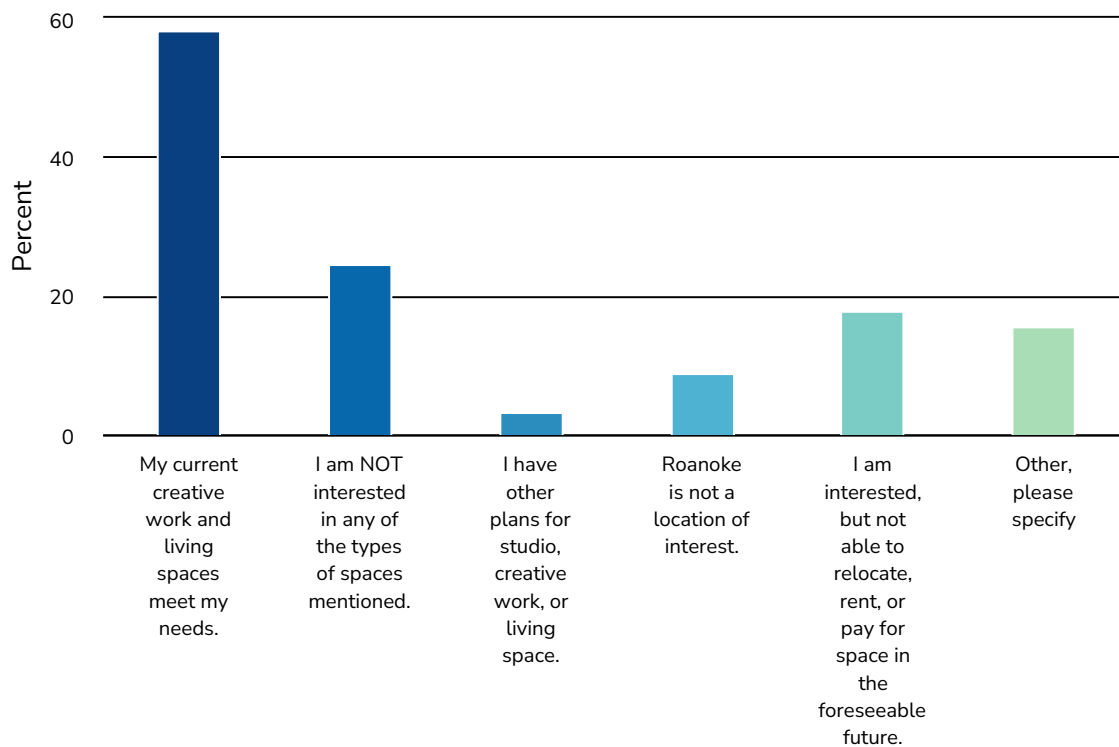
44

2. Which types of space(s) would you rent/pay for if available in Roanoke, Virginia? (Select all that apply)



Value	Percent	Responses
Live/Work housing (relocate to space designed for artists and their families)	35.8%	292
Private studio or creative work space (1-year lease minimum)	40.4%	329
Specialized creative space (paid membership or short-term rental) (e.g., makerspace, classrooms, woodworking, ceramic studio, culinary kitchen, etc.)	55.0%	448
Performing arts space (paid membership or short-term rental) (e.g., rehearsal space, theater, recording studio, etc.)	31.2%	254
NONE of these options.	10.9%	89

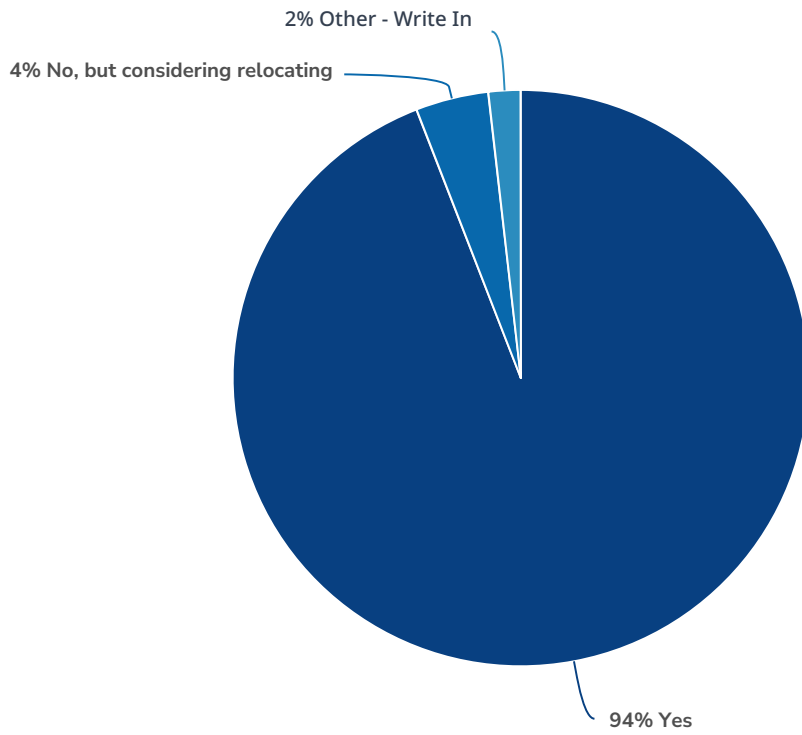
3. You indicated that you are NOT interested in live/work housing or creative spaces in Roanoke. Please let us know why. (Select all that apply)



Value	Percent	Responses
My current creative work and living spaces meet my needs.	58.4%	52
I am NOT interested in any of the types of spaces mentioned.	24.7%	22
I have other plans for studio, creative work, or living space.	3.4%	3
Roanoke is not a location of interest.	9.0%	8
I am interested, but not able to relocate, rent, or pay for space in the foreseeable future.	18.0%	16
Other, please specify	15.7%	14

Other, please specify	Count
Art supporter, not an artist. Content in my current home.	1
Hobbies are part-time and personal for me. I think it would be hard to pursue them in a group setting. I struggle socially.	1
I am interested in purchasing condo space	1
I am not an artist. I am a massage therapist but work at a spa!	1
I need a place to sell art (painting, drawing) that customers could buy it. I don't need a work space.	1
I need space for vendor events, not a permanent place	1
I want to support this effort but I'm not in need of housing	1
I'm too old to take part in this wonderful opportunity	1
Need space to exhibit work for possible buyers. Weekend shows , exhibits etc.... that are affordable	1
Not an artist	1
Own my own home in Waverly Place in SE, not that artistic myself. But feel such space us vital to our community here in SE.	1
Rentable meeting space.	1
Retired but supportive of this effort	1
Would like to help other artists.	1
Totals	14

4. Do you currently live in (or adjacent to) the Roanoke Valley?

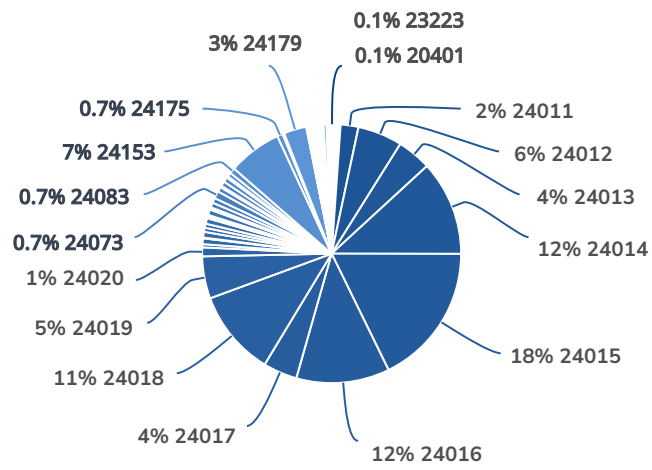


Value	Percent	Responses
Yes	94.1%	683
No, but considering relocating	4.1%	30
Other - Write In	1.8%	13

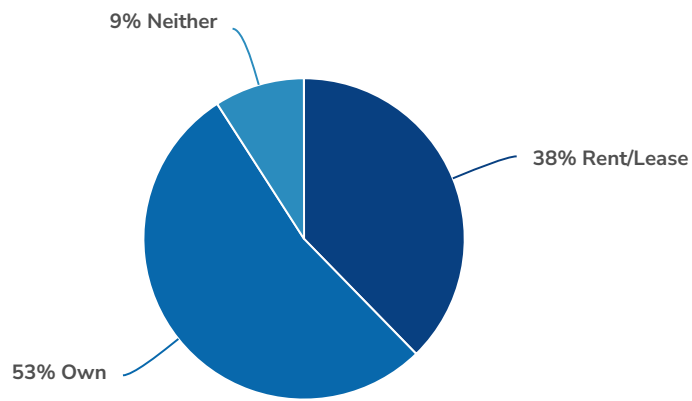
Totals: 726

Other - Write In	Count
Born in Roanoke, art/teaching career in Bloomington , IN, planning on moving back to Roanoke this year, 2024	1
Christiansburg	1
College student	1
Copper Hill VA with two art studios in Bent Mnt my husband is an art teacher in Roanoke	1
I want to help develop this kind of art community space	1
I am in the process of moving / finding a permanent place	1
I live in Bloomington, Indiana and my husband, an artist and Illustrator and myself, art teacher and artist are looking right now for houses.	1
I'm from Roanoke. I currently live there seasonally and spend winters in Joshua Tree, Ca	1
In Blacksburg commuting into roanoke daily	1
Moving to Floyd April 2024	1
Previously lived in the Roanoke Valley and have considered moving back	1
no	1
two hours away, but have family in the area	1
Totals	13

5. What is the five-digit zip code where you live?



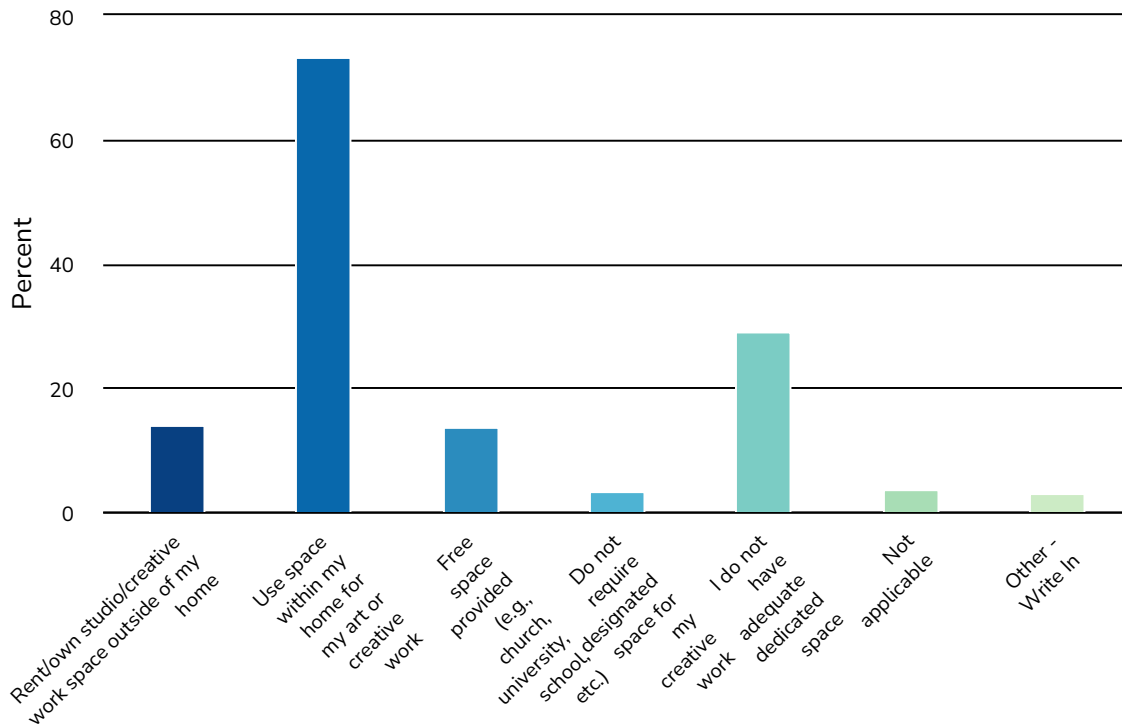
6. Do you currently own or rent/lease your living space?



Value	Percent	Responses
Rent/Lease	37.7%	274
Own	53.2%	386
Neither	9.1%	66

Totals: 726

7. Which best describes your current art or creative work space situation?

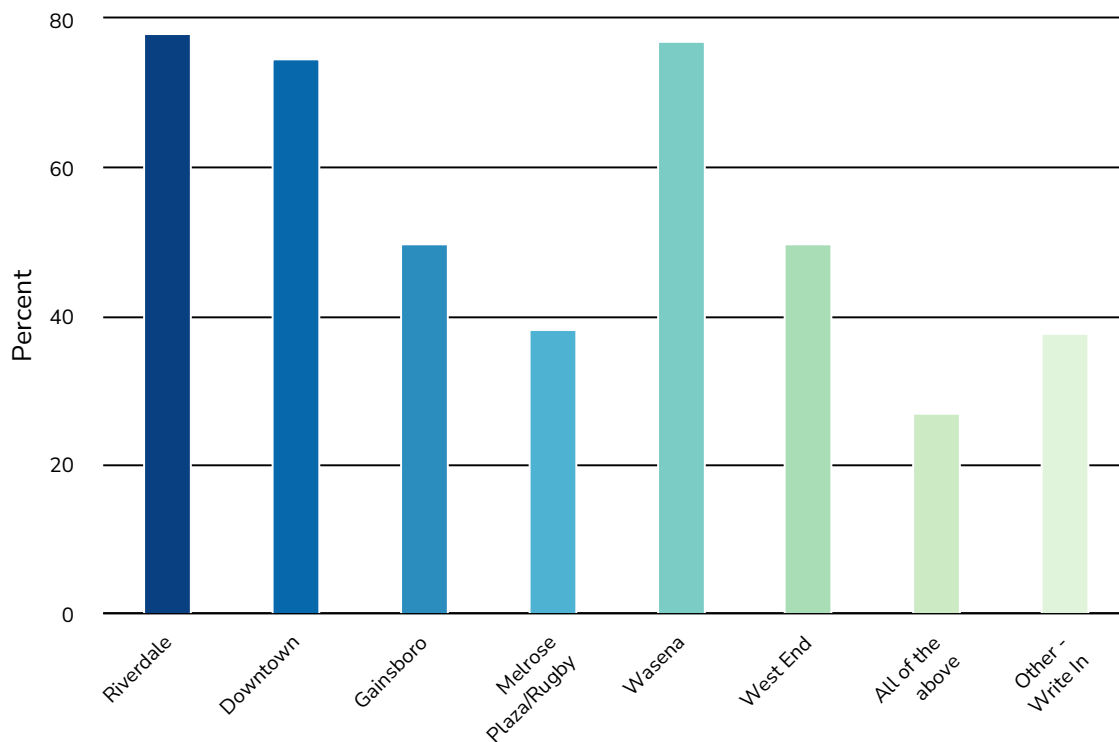


Value	Percent	Responses
Rent/own studio/creative work space outside of my home	14.1%	102
Use space within my home for my art or creative work	73.5%	533
Free space provided (e.g., church, university, school, etc.)	13.7%	99
Do not require designated space for my creative work	3.6%	26
I do not have adequate dedicated space	29.1%	211
Not applicable	3.7%	27
Other - Write In	3.0%	22

Other - Write In	Count
Art Studio Basement	1
Totals	21

Other - Write In	Count
Can not afford large equipment (like a kiln)	1
Currently work for a nonprofit running their dance program, wanting to bridge out to my own space	1
I dance in a studio provided by Roanoke Ballet Theatre	1
I don't necessarily *require* a dedicated space for the equipment and projects I currently have, but the set up and take down time using a non-dedicated space does cut into my time and ability to do projects	1
I have a small space I use for my artspace. But it is in our dinning room which is small. As for the other one I clicked my son is a rapper and does music production. There is no place in our home to record. And no place in town that has proper recording studio. Those that have an ok recording studio it is hard to get a hold of or cost an arm and a leg for an hour or 3 minutes.	1
I pay a membership to a makerspace in another city	1
I rent entertainment venues within a 300 mile radius for events / mostly music related	1
I share my home with 4 friends to make it affordable for us all, but there's not enough space for many of the art forms I practice.	1
Just moved here. Would love space outside my home for potential meetings/g	1
Needed space for many tellers to gather	1
Paid yearly membership to studio for pole dancing and fitness	1
Short term hourly rentals of locations around town.	1
Take classes at the Studio School	1
Teach at a small studio	1
Use spaces provided to me when I am contracted for theater opportunities	1
Work at Photo USA	1
Would benefit from other dedicated space	1
use garage but very limited, too small	1
use/share free space in others' homes	1
work in a creative space and employees must travel to the location	1
Totals	21

8. In what neighborhood(s) of Roanoke would you consider relocating to live/work housing?



Value	Percent	Responses
Riverdale	78.2%	229
Downtown	74.7%	219
Gainsboro	49.8%	146
Melrose Plaza/Rugby	38.2%	112
Wasena	77.1%	226
West End	49.8%	146
All of the above	27.0%	79
Other - Write In	37.9%	111

Other - Write In	Count
Grandin	6
Grandin	3
Anything that has access to the busses, groceries, and internet.	1
Daleville	1
Deyerle	1
Grandin Village	1
Grandin village	1
Grandin, Norwich	1
Grandin/Raleigh Court	1
Hollins	1
I don't know Roanoke well enough to say, I've only been here a year or two	1
I especially have a preference for places accessible to public transit.	1
Morningside	1
NW	1
Old south west	1
Preston Park, Williamson Road, Round Hill	1
Raleigh Court	1
Roanoke County	1
Shenandoah- melrose	1
South Roanoke	1
Southeast	1
Totals	34

Other - Write In**Count**

To be honest if it was safer I would not mind living at Riverdale. But the area and the streets surrounding are not ideal for young kids, or teens in my opinion. Also the streets are littered it is is not a good place SE. I we lived there once before and were so happy to move. Especially when kids who lived near would throw rocks at other people's dogs, and some ven came to destroy our yard at the time at a rental.

1

Up towards bent mountain off of 221

1

Vinton

1

Williamson rd nw

1

independent living (76 yrs old)

1

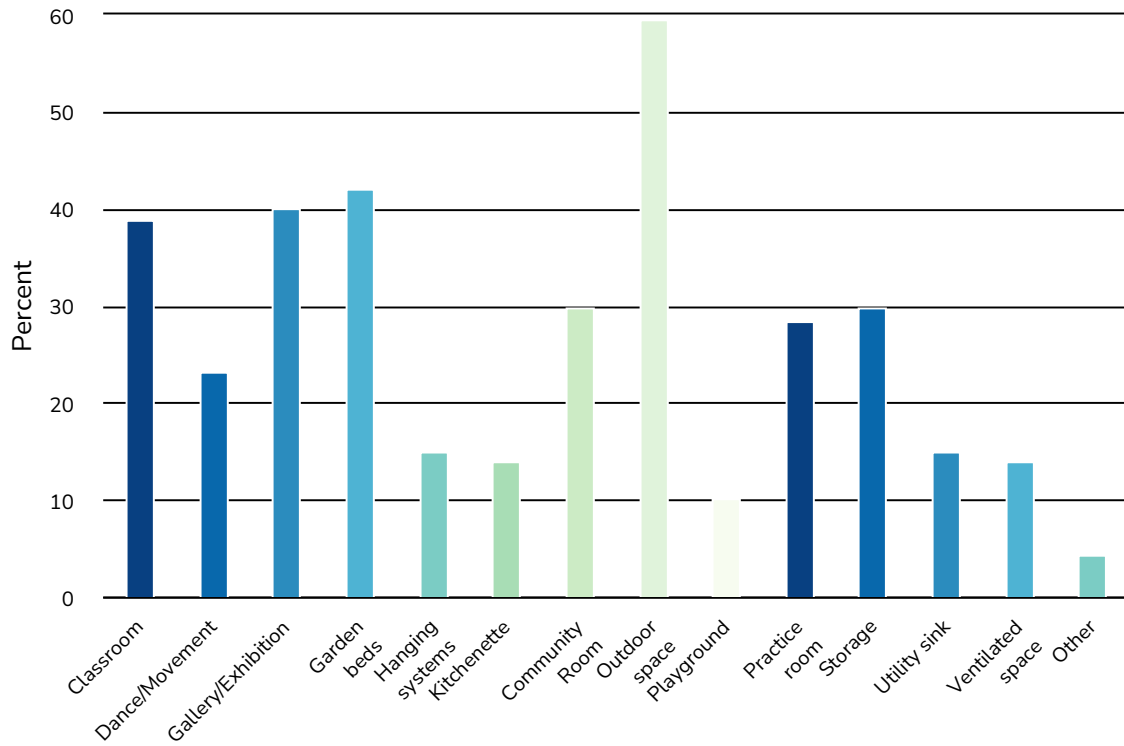
some place with a view

1

Totals

34

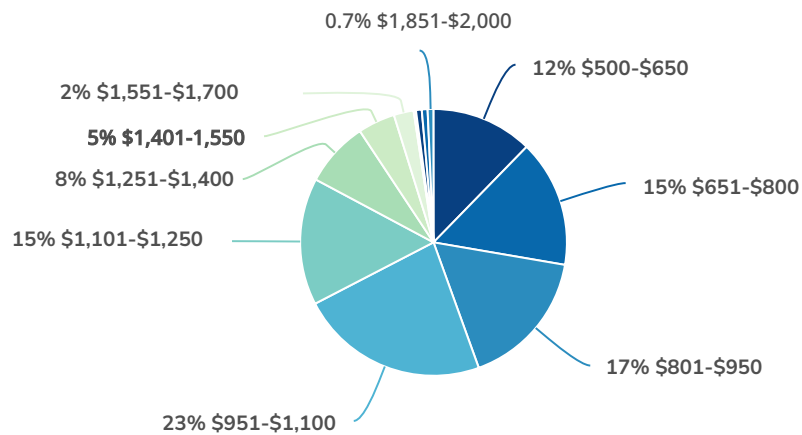
9. Which of the following shared amenities or common spaces would you most prefer, if available to residents in your live/work building?



Value	Percent	Responses
Classroom/Teaching/ Flex space	39.0%	114
Dance/Movement/Rehearsal space (sprung floor)	23.3%	68
Gallery/Exhibition space	40.1%	117
Garden beds	42.1%	123
Hanging systems for walls/gallery	15.1%	44
Kitchenette	14.0%	41
Meeting/Community Room	29.8%	87
Outdoor space/seating	59.6%	174
Playground	10.3%	30
Sound attenuated practice room (recording, podcasts, etc.)	28.4%	83
Storage	29.8%	87
Utility sink with trap (slop sink)	15.1%	44
Ventilated space (spray booth, etc.)	14.0%	41
Other, please specify	4.5%	13

Other, please specify	Count
Black box Theater	1
Black box theater	1
Community piano	1
Darkroom	1
Event space	1
Film production facilities. Soundstages for rent. Rehearsal/Self tape studios for actors and rehearsal rooms.	1
Flexible performance space	1
Grooming space	1
Hair salon	1
I prefer shared housing space including bathrooms and a kitchen. Together we are stronger and more sustainable..	1
Pottery kiln	1
Shared printmaking studio	1
large entertainment space	1
Totals	13

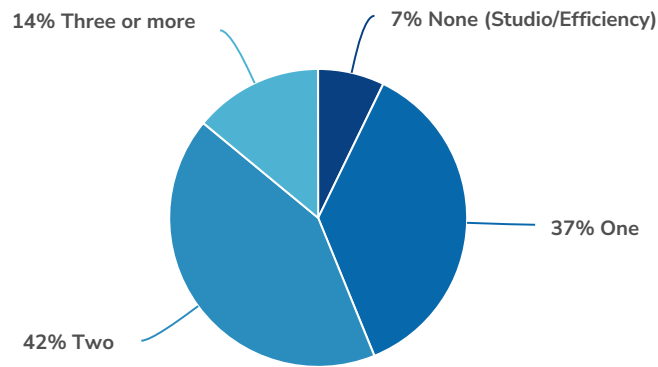
10. What is the highest amount you (your household) would consider paying monthly for live/work housing? Roanoke Median Rent is \$905 (Source: 2022 U.S. Census)



Value	Percent	Responses
\$500-\$650	12.3%	36
\$651-\$800	15.4%	45
\$801-\$950	16.8%	49
\$951-\$1,100	22.9%	67
\$1,101-\$1,250	15.4%	45
\$1,251-\$1,400	7.9%	23
\$1,401-\$1,550	4.5%	13
\$1,551-\$1,700	2.4%	7
\$1701-\$1,850	0.3%	1
\$1,851-\$2,000	0.7%	2
More than \$2,000	0.7%	2
Other	0.7%	2

Totals: 292

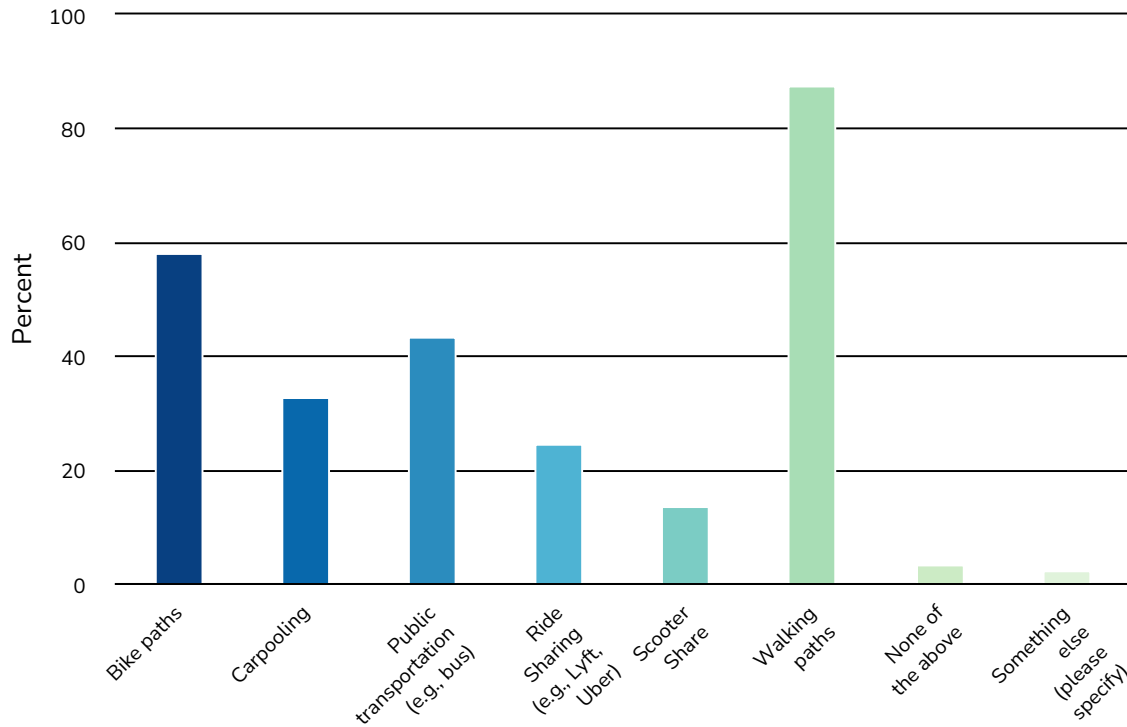
11. How many bedrooms does your household need?



Value	Percent	Responses
None (Studio/Efficiency)	7.2%	21
One	36.6%	107
Two	42.1%	123
Three or more	14.0%	41

Totals: 292

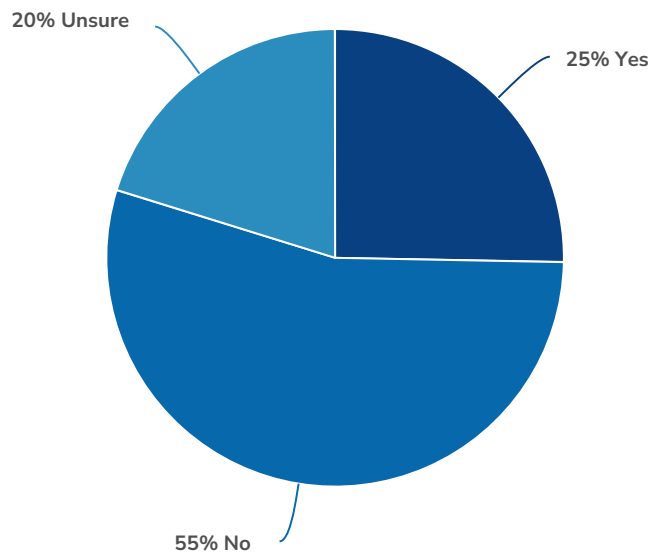
12. Which transportation methods (besides driving) would you use on a frequent or regular basis, if available?(Select all that apply)



Value	Percent	Responses
Bike paths	58.2%	170
Carpooling	32.9%	96
Public transportation (e.g., bus)	43.5%	127
Ride Sharing (e.g., Lyft, Uber)	24.7%	72
Scooter Share	13.7%	40
Walking paths	87.7%	256
None of the above	3.4%	10
Something else (please specify)	2.4%	7

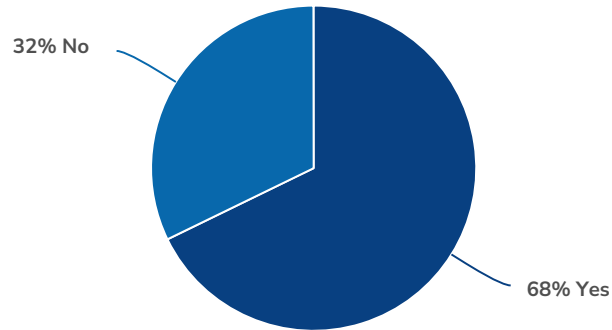
Something else (please specify)	Count
Adequate, easily accessible parking for all vehicle types	1
Bike lanes, sidewalks	1
Hiking - "outdoor" trails	1
Horse trails	1
Motorcycle	1
Personal electric vehicle	1
We can work with the Public transportation to set up routes specifically for Riverdale.	1
Totals	7

13. Is another member of your household, who would relocate with you, also taking this survey and expressing interest in live/work housing?



Value	Percent	Responses
Yes	25.3%	74
No	54.5%	159
Unsure	20.2%	59
		Totals: 292

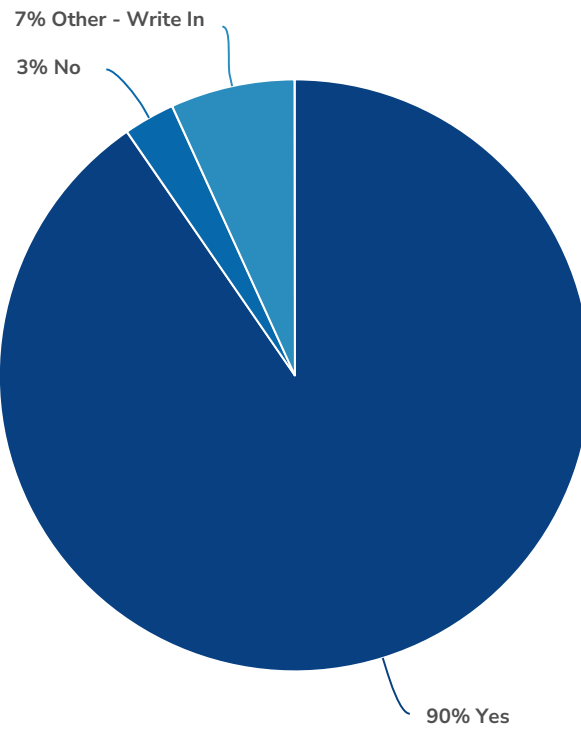
14. Have you considered leaving Roanoke?



Value	Percent	Responses
Yes	67.8%	177
No	32.2%	84

Totals: 261

15. Would the opportunity to have live/work space encourage you to stay in Roanoke?

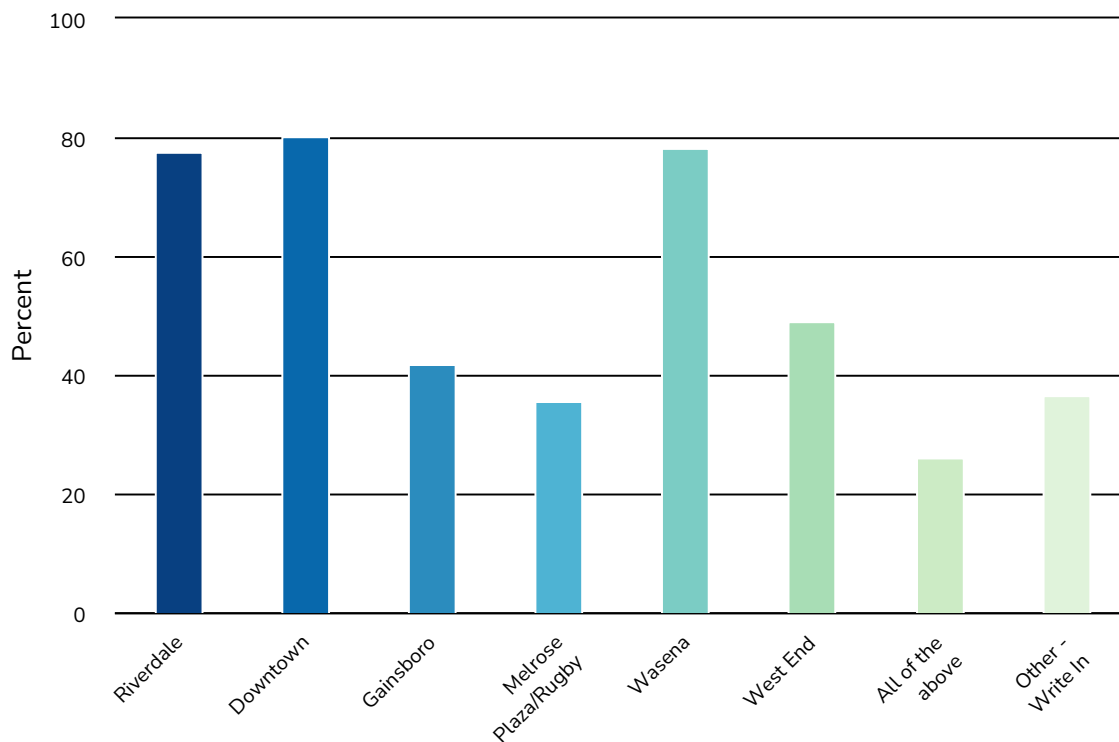


Value	Percent	Responses
Yes	90.4%	160
No	2.8%	5
Other - Write In	6.8%	12

Totals: 177

Other - Write In	Count
Honestly if was able to make money off my art,crafts and all to help my husband we would stay in Salem. But since art here is loved hardly anyone buys, not even for causes. Which is sad. So if my husband gets a higher paying job in another state we will have to go. As a family of 6, with three going in to college and the youngest in ballet it is hard. As college and ballet is expensive. And one will be inncolelgeband ballet.	1
I don't know	1
It's certainly intriguing, but if I move away it would be due to creative opportunities elsewhere, not the housing market.	1
Maybe	1
Maybe, depending on what the cost and amenities end up being.	1
Maybe, not sure.	1
Maybe. Career wise we want to move to NYC but I do think live/work space would encourage myself and others to stay and invest in Roanoke	1
No - More diversity would encourage me to stay	1
Not sure	1
Unsure, depends on full time job opportunities	1
We have children so we want to settle for awhile	1
yes, and the growing art opportunities are keeping me here as well. However, I have had little luck in the job market here which is why I have been considering leaving the area at some point.	1
Totals	12

16. In what neighborhood(s) of Roanoke would you consider renting private studio space?

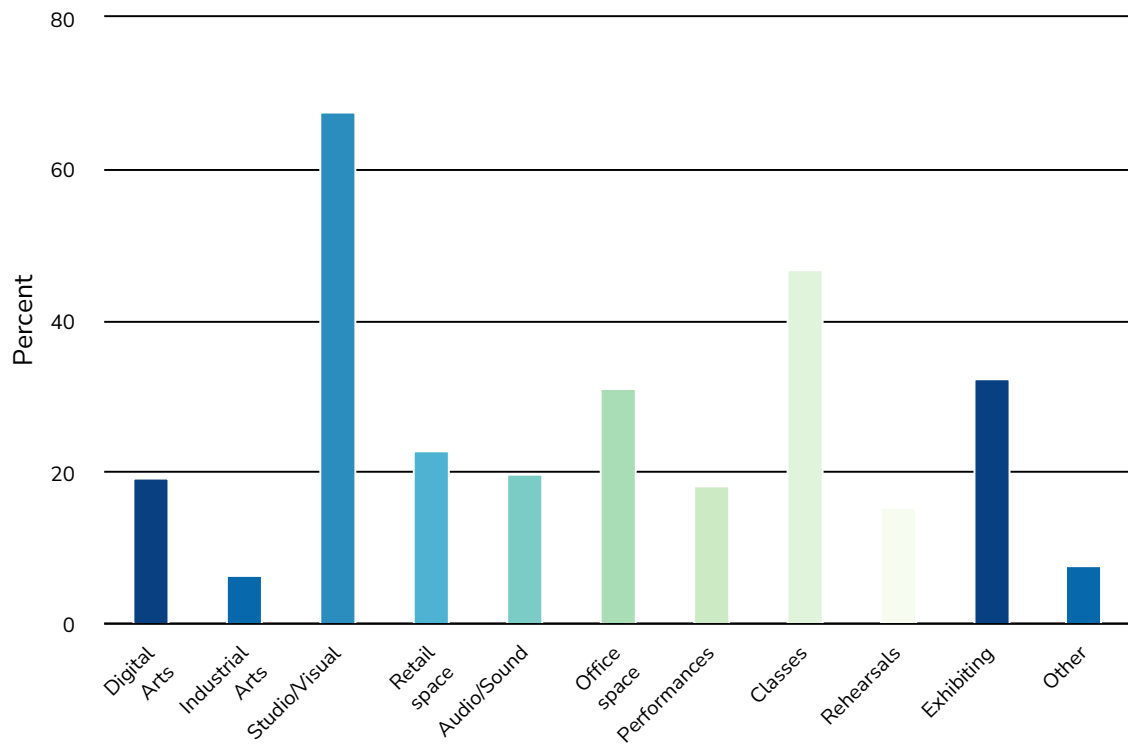


Value	Percent	Responses
Riverdale	77.6%	256
Downtown	80.3%	265
Gainsboro	42.1%	139
Melrose Plaza/Rugby	35.8%	118
Wasena	78.5%	259
West End	49.1%	162
All of the above	26.1%	86
Other - Write In	36.7%	121

Other - Write In	Count
Grandin	6
Grandin	4
Old Southwest	2
Any that was affordable	1
As long as the distance isn't too far I'd go anywhere necessary	1
Closer to salem within Roanoke County such as Kessler Mill area or Glenvar	1
Grandin Rd.	1
Grandin Village, Old Southwest	1
Grandin village	1
Grandin, Cave Spring	1
Grandin, Norwich	1
Grandin, Salem	1
Hollins area, Cave Spring, Hidden Valley,	1
I'm honestly not familiar with the west end/Melrose plaza locations	1
I'm not sure	1
Morningside	1
NA	1
No Flood Zone	1
Nw near Lucy Addison Middle	1
Old southwest	1
Raleigh Court	1
Raleigh Court - the old Raleigh Court Elementary School would be an amazing location. Lots of individual spaces (classrooms, offices) large spaces (library/cafeteria/gym) and it is surrounded with open outdoor space and nature.	1
Totals	41

Other - Write In	Count
Raleigh Court/Grandin Village	1
Salem!	1
South Roanoke	1
Southeast	1
Southwest County, Salem	1
Southwest county	1
Vinton	1
Vinton	1
Williamson Road	1
some shared space	1
Totals	41

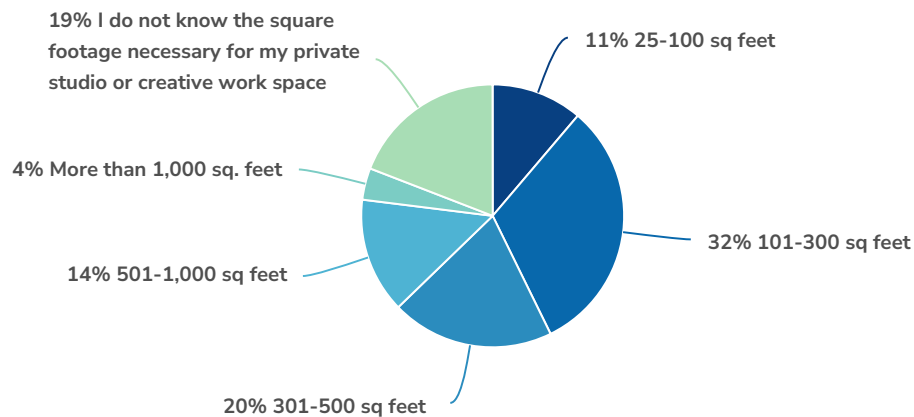
17. What would you use your private studio space for?



Value	Percent	Responses
Digital/ Desktop Arts	19.4%	64
Industrial Arts	6.4%	21
Studio/Visual/Craft arts	67.6%	223
Retail space	23.0%	76
Audio/Sound/Production space	19.7%	65
Office space	31.2%	103
Performances or public gatherings	18.2%	60
Classes or Workshops	46.7%	154
Rehearsals or Movement	15.5%	51
Exhibiting or Presenting	32.4%	107
Other, please specify	7.6%	25

Other, please specify	Count
Photography studio	3
Hair Salon and/or photography studio	1
Hair salon	1
Hair salon	1
Healing arts/ massage therapy	1
Large Canvas Paintings	1
Licensed Massage Therapist	1
Licensed art therapy sessions	1
NA	1
Photography	1
Photography Studio	1
Photoshoots/video work	1
Pottery production studio	1
Presentation, conference space for clients	1
Private film studio space	1
Salon/wellness space	1
Silversmithing and music rehearsal	1
Startup Incubator	1
Voice lesson studio	1
Writinfg	1
Writing	1
Writing studio	1
storage	1
Totals	25

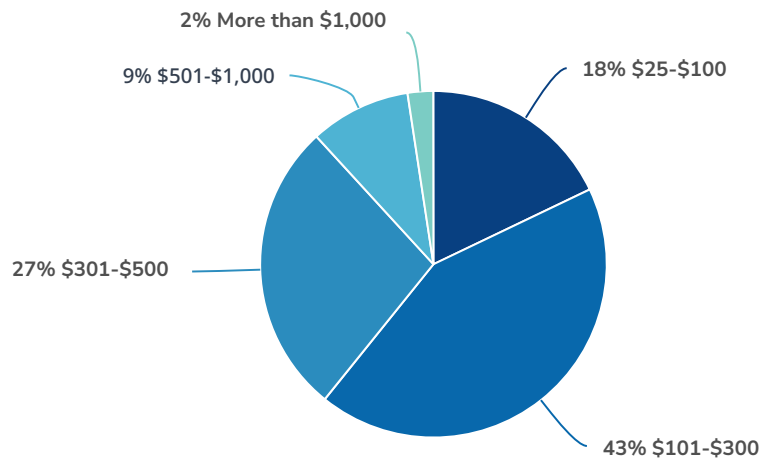
18. What is your desired square footage for your private studio?
 (Measured as Length times Width. For example: 10-foot by 20-foot space = 200 sq. feet)



Value	Percent	Responses
25-100 sq feet	11.2%	37
101-300 sq feet	31.5%	104
301-500 sq feet	20.0%	66
501-1,000 sq feet	14.2%	47
More than 1,000 sq. feet	3.9%	13
I do not know the square footage necessary for my private studio or creative work space	19.1%	63

Totals: 330

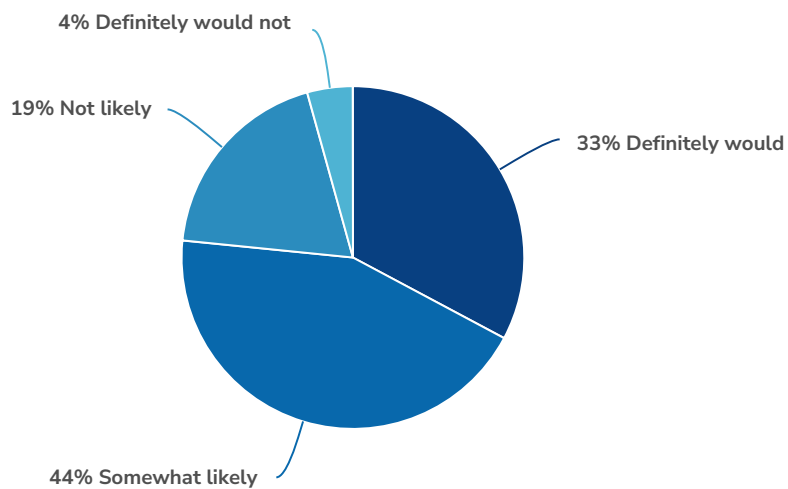
19. What is the highest monthly amount you would consider paying for private studio space, if paid separately from housing?



Value	Percent	Responses
\$25-\$100	17.9%	59
\$101-\$300	42.9%	141
\$301-\$500	27.4%	90
\$501-\$1,000	9.4%	31
More than \$1,000	2.4%	8

Totals: 329

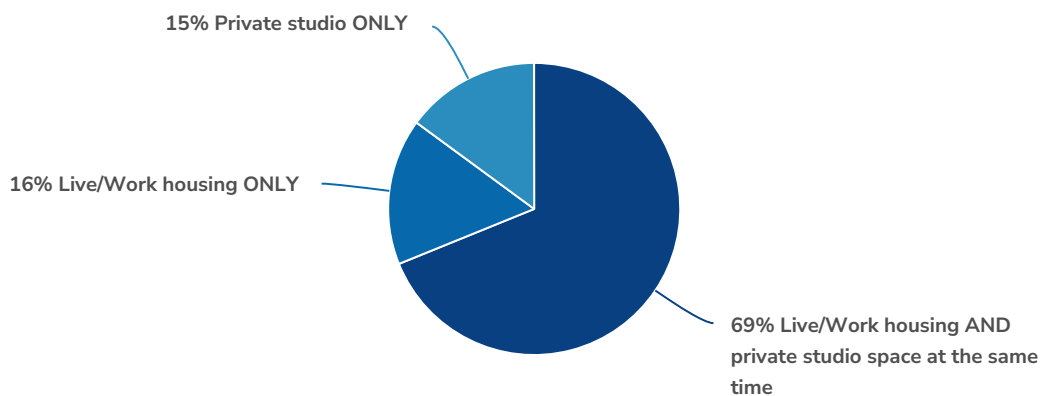
20. How likely would you be to share your private studio with at least one other artist? (e.g., rent sharing, subleasing)



Value	Percent	Responses
Definitely would	32.8%	108
Somewhat likely	43.8%	144
Not likely	19.1%	63
Definitely would not	4.3%	14

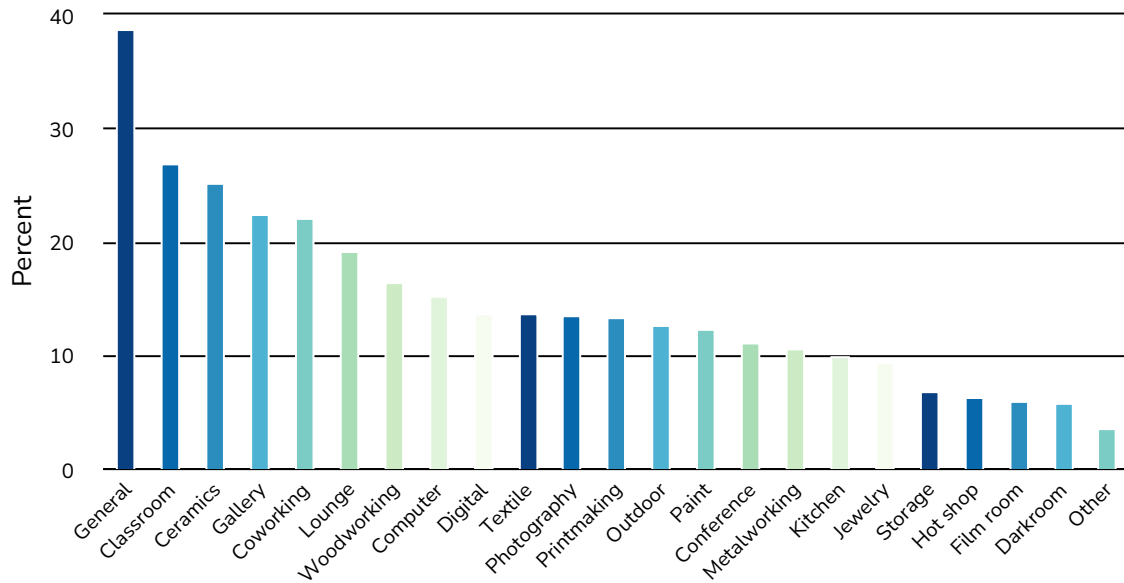
Totals: 329

21. Which of the following scenarios would you most prefer?



Value	Percent	Responses
Live/Work housing AND private studio space at the same time	68.8% 	106
Live/Work housing ONLY	16.2% 	25
Private studio ONLY	14.9% 	23
		Totals: 154

22. In which of the following shared, specialized space(s) would you be most interested?

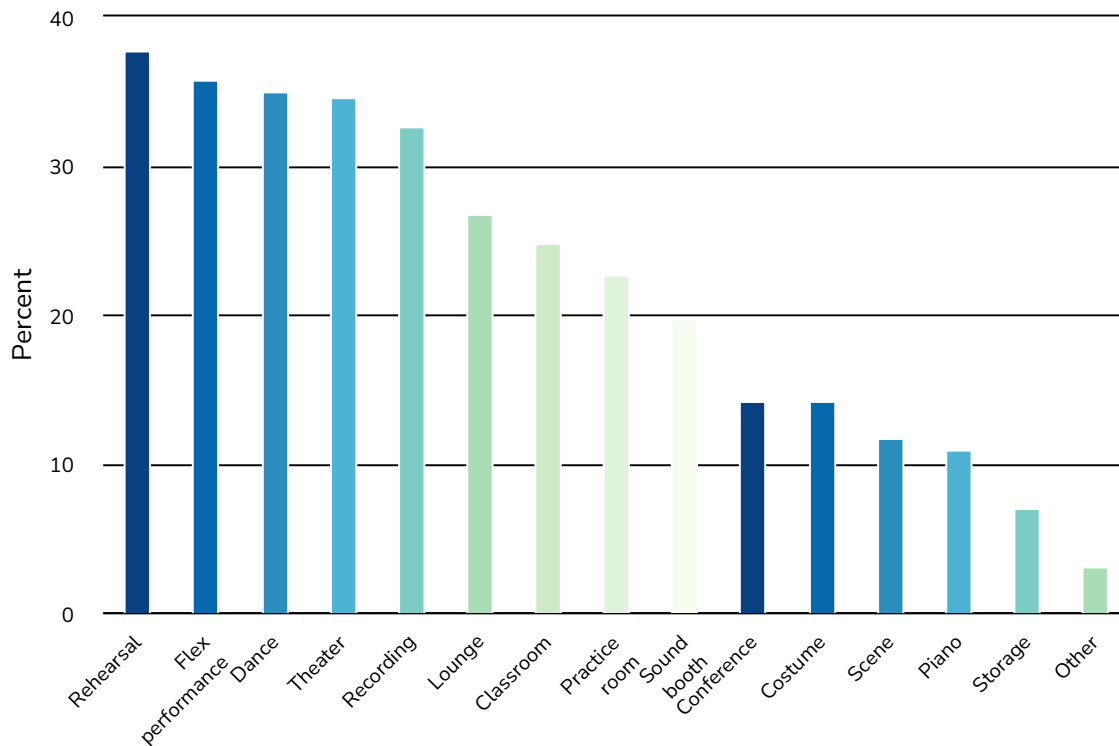


Value	Percent	Responses
Studio space (general-purpose)	38.8%	174
Classroom/Teaching space	27.0%	121
Ceramics and/or clay studio	25.2%	113
Gallery/Exhibition space	22.5%	101
Co-working space (shared office for freelancers, writers, start up's)	22.1%	99
Lounge space/Informal meeting	19.2%	86
Woodworking shop	16.5%	74
Computer Room with design software (CAD, Adobe Creative Cloud, Final Cut Pro)	15.2%	68
Digital fabrication (3D printers, laser cutters, machine shop)	13.8%	62

Value	Percent	Responses
Textile space (loom, spinning wheel, sewing machines)	13.8%	62
Photography studio	13.6%	61
Printmaking studio	13.4%	60
Outdoor work area	12.7%	57
Paint room with sprayers & ventilation	12.3%	55
Conference/Meeting room	11.2%	50
Metalworking/Forging studio	10.7%	48
Commercial kitchen (for retail food preparation)	10.0%	45
Jewelry/fine metals studio	9.4%	42
Storage (larger than 100 sq. feet)	6.9%	31
Glass hot shop	6.3%	28
Film/Video screening room	6.0%	27
Darkroom	5.8%	26
Other, please specify	3.6%	16

Other, please specify	Count
Black box theater	1
Culinary Incubator Lab for newer chefs	1
Dance rooms	1
Dance space, with spring floors and mats	1
Dance studio	1
Encaustic	1
Hair salon	1
Kids art class space	1
Longarm quilting	1
Stained glass work space	1
Theater performance and rehearsal space	1
practice space for bands	1
recording studio	1
Totals	13

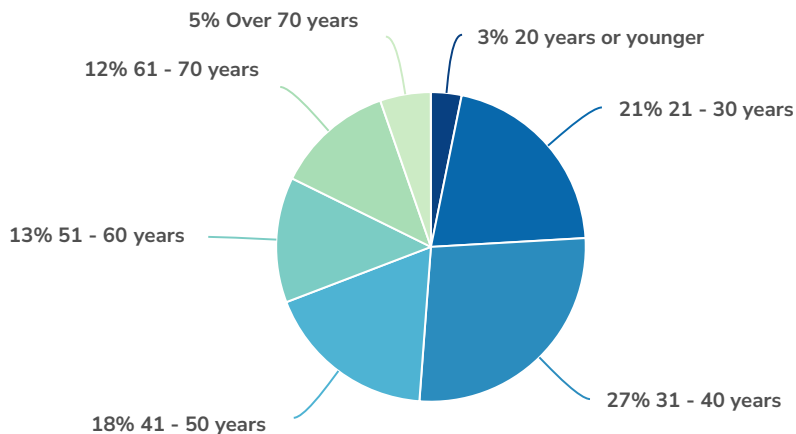
23. In which of the following shared performing arts space(s) would you be most interested?



Value	Percent	Responses
Rehearsal space (theater, performance art)	37.8%	96
Theater/Performance space (black box, flexible)	35.8%	91
Dance studio/rehearsal space	35.0%	89
Theater/Performance space (permanent seating & stage)	34.6%	88
Music recording studio	32.7%	83
Lounge space/Informal meeting	26.8%	68
Classroom(s)/Teaching space	24.8%	63
Soundproof practice room	22.8%	58
Sound booth (voice over or music recording)	19.7%	50
Conference/Meeting room	14.2%	36
Costume shop	14.2%	36
Scene/Prop shop	11.8%	30
Piano room	11.0%	28
Storage space (larger than 100 sq. feet)	7.1%	18
Other, please specify	3.1%	8

Other, please specify	Count
A space for aerial and circus artists to rig and practice	1
Open Movement Space (large room for filmmaking, informal/casual dance (ie: hip-hop or step)	1
Paint room	1
Photography Studio	1
Photography studio	1
Soundstage	1
aerial space	1
Totals	7

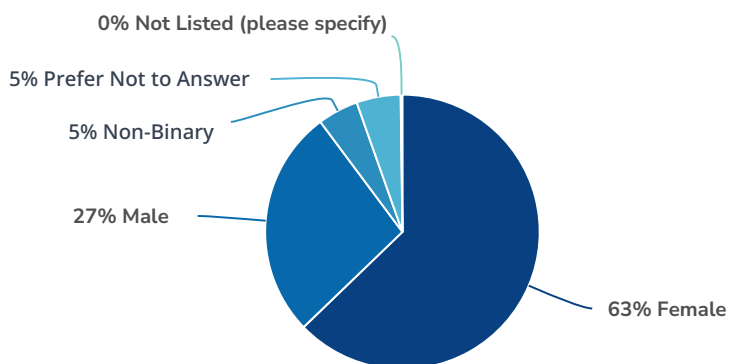
24. What is your age?



Value	Percent	Responses
20 years or younger	3.2%	26
21 - 30 years	20.9%	170
31 - 40 years	27.1%	221
41 - 50 years	18.0%	147
51 - 60 years	13.1%	107
61 - 70 years	12.4%	101
Over 70 years	5.3%	43

Totals: 815

25. With which gender do you most identify?

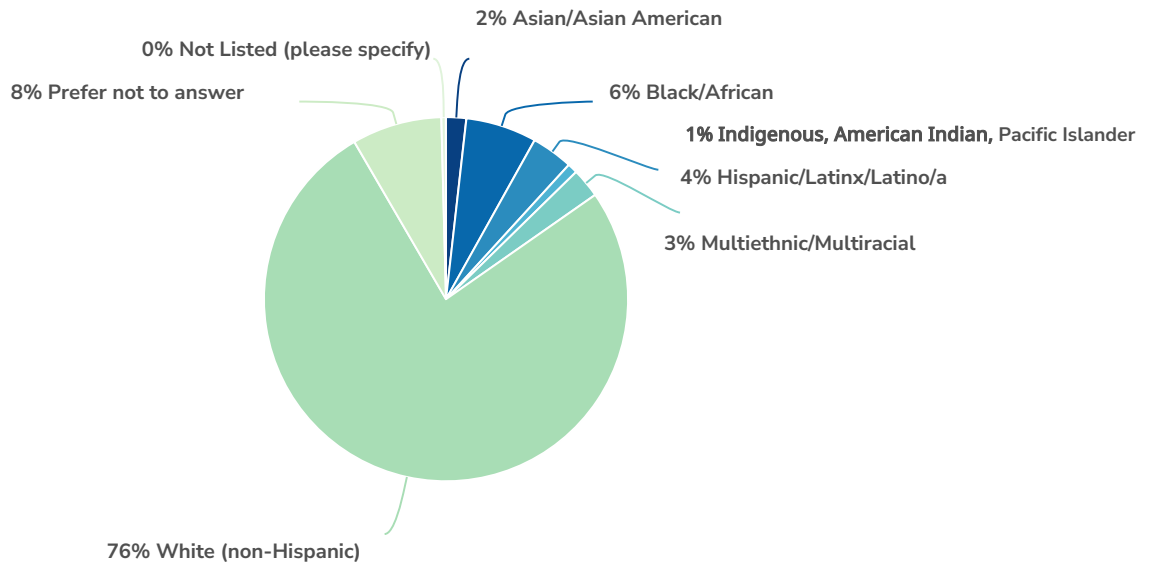


Value	Percent	Responses
Female	62.8%	512
Male	27.0%	220
Non-Binary	4.8%	39
Prefer not to answer	5.2%	42
Not Listed (please specify)	0.2%	2

Totals: 815

Not Listed (please specify)	Count
Gender is sociological. "Male" and "Female" are biological Sex terms. Not Gender terms. Just so y'all know. Anyway, my Sex is Male.	1
Queer	1
Totals	2

26. Which of the following best describes you?

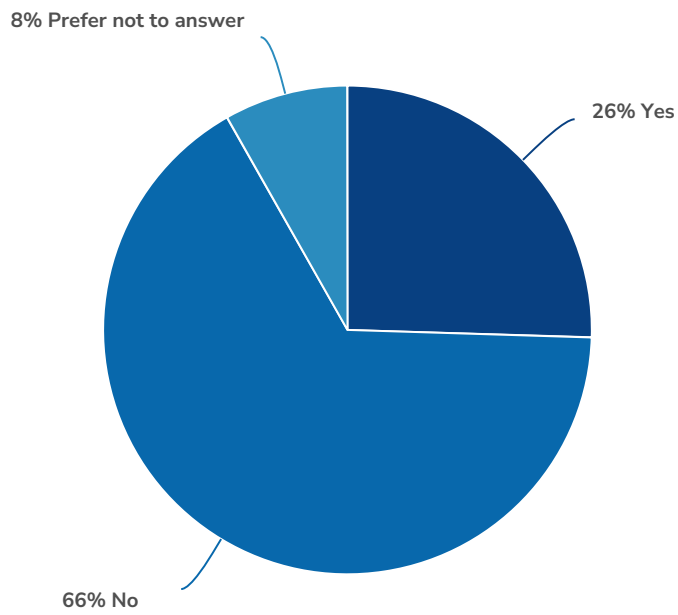


Value	Percent	Responses
Asian/Asian American	1.8%	15
Black/African American/Caribbean	6.3%	51
Hispanic/Latinx/Latino/a	3.7%	30
Indigenous, American Indian, Pacific Islander	0.9%	7
Multiethnic/Multiracial	2.6%	21
White (non-Hispanic)	76.4%	623
Prefer not to answer	8.0%	65
Not Listed (please specify)	0.4%	3

Totals: 815

Not Listed (please specify)	Count
Brown-toned person	1
Indi african american	1
Middle Eastern	1
Totals	3

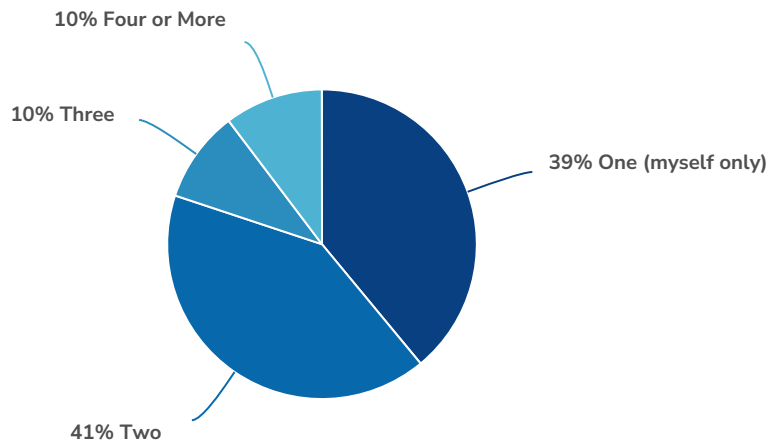
27. Do you identify as LGBTQIA+?



Value	Percent	Responses
Yes	25.5%	208
No	66.3%	540
Prefer not to answer	8.2%	67

Totals: 815

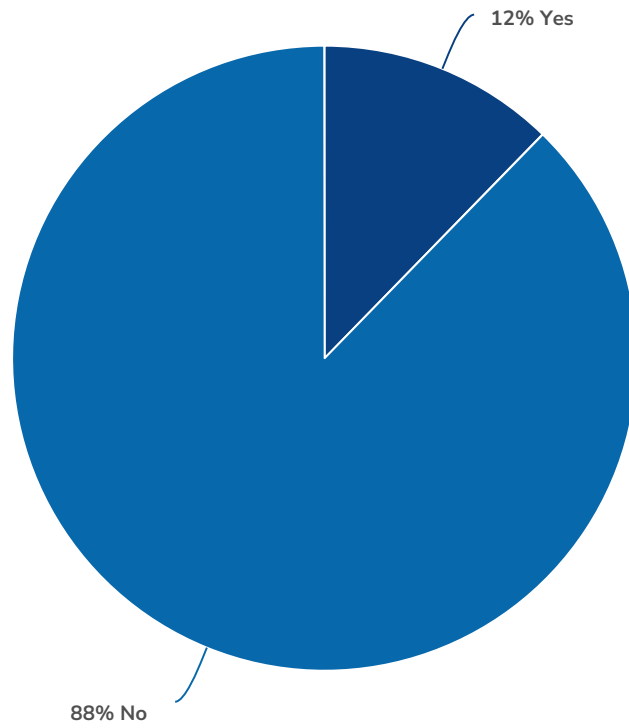
28. How many people make up your household? (please include both adults and children)



Value	Percent	Responses
One (myself only)	39.0%	114
Two	41.1%	120
Three	9.6%	28
Four or More	10.3%	30

Totals: 292

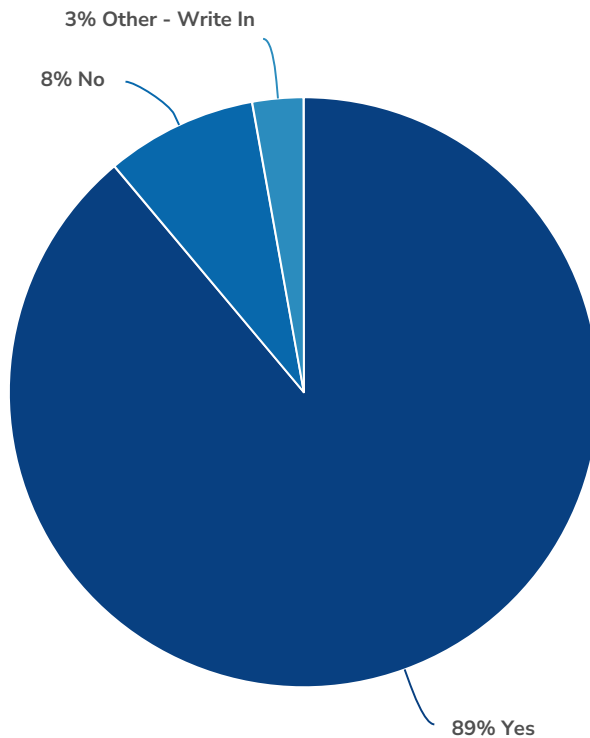
29. Are you a full time student?



Value	Percent	Responses
Yes	12.3%	36
No	87.7%	256

Totals: 292

30. Would access to affordable artist live/work housing encourage you to stay in Roanoke after graduation?

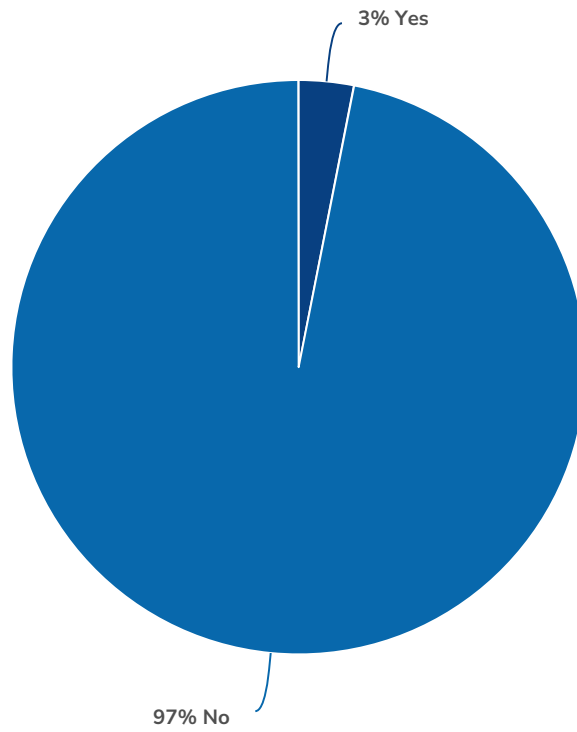


Value	Percent	Responses
Yes	88.9%	32
No	8.3%	3
Other - Write In	2.8%	1

Totals: 36

Other - Write In	Count
We'll see	1
Totals	1

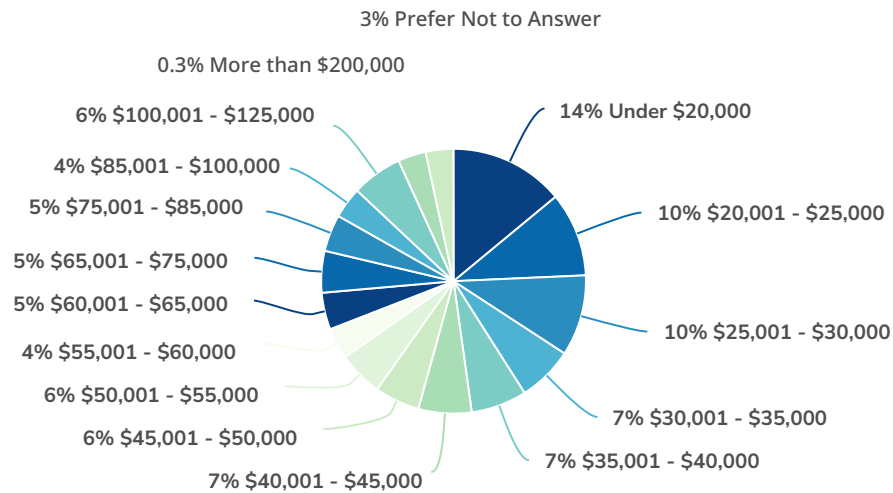
31. Are you a veteran of the United States Armed Forces?



Value	Percent	Responses
Yes	3.1%	9
No	96.9%	283

Totals: 292

32. Which range is closest to your gross annual household income (include income from other family/household members)? Roanoke Median Household Income = ~\$50,000 (U.S. Census 2022 estimate) (PRIVACY NOTICE: Your answer will remain anonymous and confidential)



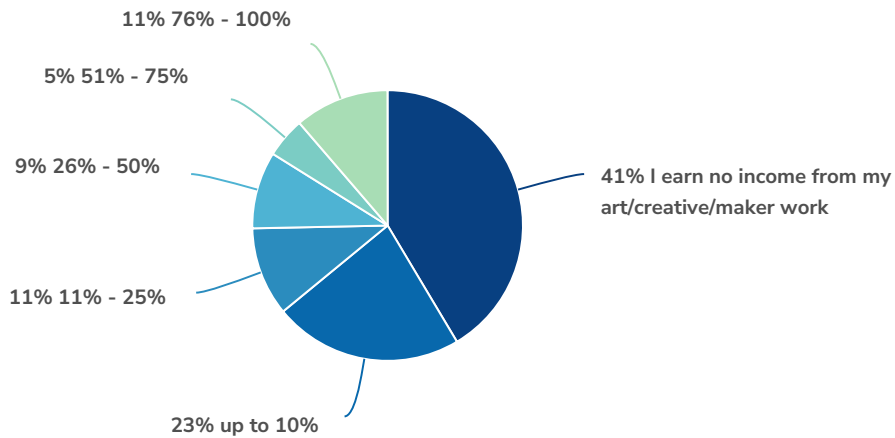
Value	Percent	Responses
Under \$20,000	14.0%	41
\$20,001 - \$25,000	10.3%	30
\$25,001 - \$30,000	9.9%	29
\$30,001 - \$35,000	6.8%	20
\$35,001 - \$40,000	6.8%	20
\$40,001 - \$45,000	6.5%	19
\$45,001 - \$50,000	5.5%	16

Totals: 292

Value	Percent	Responses
\$50,001 - \$55,000	5.5%	16
\$55,001 - \$60,000	3.8%	11
\$60,001 - \$65,000	4.5%	13
\$65,001 - \$75,000	5.1%	15
\$75,001 - \$85,000	4.5%	13
\$85,001 - \$100,000	3.8%	11
\$100,001 - \$125,000	6.2%	18
\$125,001 - \$150,000	2.4%	7
\$150,001 - \$200,000	0.7%	2
More than \$200,000	0.3%	1
Prefer Not to Answer	3.4%	10

Totals: 292

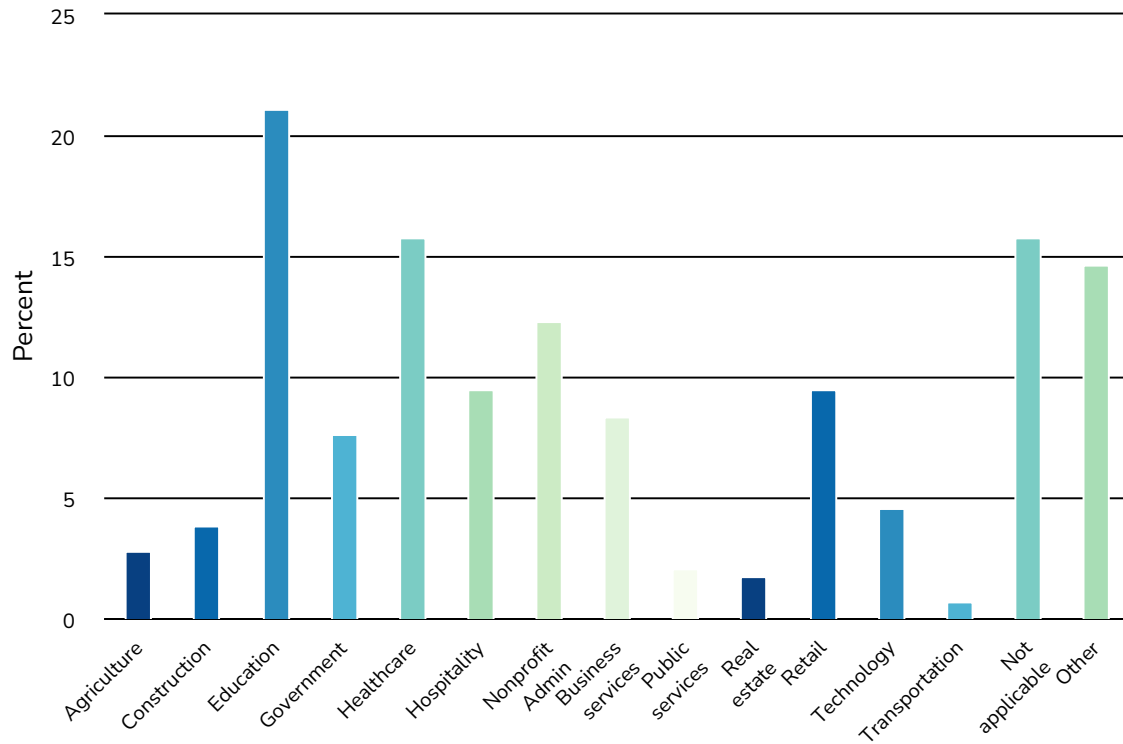
33. What percentage of your income comes from your art/creative work? (not the household's income)



Value	Percent	Responses
I earn no income from my art/creative/maker work	41.4%	121
up to 10%	22.6%	66
11% - 25%	10.6%	31
26% - 50%	9.2%	27
51% - 75%	4.8%	14
76% - 100%	11.3%	33

Totals: 292

34. If you have an occupation in addition to your arts/creative/maker industry, in what sector(s) do you work?



Value	Percent	Responses
Agriculture	2.8%	8
Construction/Manufacturing/Mining	3.9%	11
Education	21.1%	60
Government (state, local, federal)	7.7%	22
Healthcare and/or social services	15.8%	45
Hospitality/Service/Leisure (e.g., hotel, cafe, restaurant, bar, salon)	9.5%	27
Nonprofit administration/management	12.3%	35
Professional and business services (e.g., finance, consulting, law, etc.)	8.4%	24
Public services (e.g., utilities, police, fire, military, etc.)	2.1%	6
Real estate	1.8%	5
Retail	9.5%	27
Technology	4.6%	13
Transportation/Warehousing	0.7%	2
Not applicable	15.8%	45
Other - Write In	14.7%	42
Other - Write In		Count
"accounting"		1
Totals		40

Other - Write In	Count
Administrative	1
Advocacy	1
Art therapy	1
Assemblywoman	1
Awards	1
Biology	1
Books	1
Childcare/Pre-k teacher	1
Consulting	1
Cosmetology	1
Editorial Media	1
Event management	1
Events	1
Hairstylist	1
Healthcare communications and marketing	1
Homemaker	1
House Cleaner	1
I homeschool my kids. I also am a Healing with the Arts counselor, the other work I do is not art related it is also not paid.	1
IT marketing	1
Insurane	1
Interior Designer	1
Legal	1
Totals	40

Other - Write In	Count
Libraries	1
Library	1
Marketing	1
Marketing event production music	1
Media/Publishing	1
Office Assistant at Stone Adventures in Joshua Tree, Ca	1
Online Sales for a Gaming Company	1
Public Library	1
Publishing	1
Research Sciences	1
Retired	1
Substitute Teacher	1
Wholesale / Distribution	1
Working as a ceramics studio technician for a community college	1
currently seeking employment in a creative field	1
retired teacher	1
social work/ministry	1
Totals	40

35. If you have suggestions for arts (or arts-compatible) programs, businesses, or organizations that could be part of the proposed Artspace project at the Riverdale site (or other potential future projects in Roanoke), please share them below.

Count	Response
2	.
1	
1	- artist residency internship program - music production services accessible to anyone
1	-Mural Program/mural festivals -Art workshops
1	1) Roanoke Sister Cities. 2) Studios for regional college students 3) Unique arrangements for artists traveling in via Amtrak. 4) central socializing theatre for watching original videos & socializing after 5pm 5) e-scooters 6) Resource room for donated material (wood, metal, plastics, papers, etc) used for found object assembly. 7) Bus stop 8) central lab with one powerful desk top computer for artist use for a fee. 9) Youtube channel to exhibit artists work. 10) Campus Connector path to greenway. 11) Outdoor recreational games. 12) Sandbox / toy area for kids 13) Pet area. 14) Childcare
1	A community space dedicated to neighborhood development and event organizing.
1	A farmer's market booth. Residents can grow produce to sell to the community year-round? A no-contact art booth too.
1	A few years back I taught art classes and did not have many venues available. With the increase of paint nights, I think it would be great to have studios available to instructors at an affordable fee.
1	A large community gallery space within Riverdale would be essential to my interest. Secure workspace would be a given. An outdoor space to host large art fairs/exhibits would also seem to be an essential feature
1	A little art supply shop would be nice
1	A maker space where people can use shared tools would be great.
1	A photography studio co-lab. A space where photographers can rent the space needed to explore bigger projects. I have a home studio and while it does well it is sometimes not big enough to accomplish a look that I am attempting to achieve. This will also facilitate collaboration between different photographers bringing them in to the same shared space to exchange ideas, techniques and disciplines. This I think will promote growth in our local arts community in the long run.
1	A place for manufacturing small products in volume

Count Response

1	A regional arts council would be nice, as we have great arts in the area but it seems fragmented.
1	A rock climbing gym! And if the structure permits, it would be incredible if we could set climbing routes up the smoke stacks. That would be (1) fun and (2) visually impressive to anyone driving by. It would become a novelty in the rock climbing community and people would likely travel to climb them. The views of the river and the mountains would be remarkable.
1	A satellite art space project in NW Roanoke
1	A series of scaffolded skill building and / or stand alone workshops, gatherings around Compassionate Communication or Non-Violent Communication to keep the community humming, running smoothly and problem solving collaboratively.
1	A space dedicated to aerial dance with high ceilings that is safe to have classes, workshops, and to perform in.
1	A space that is accessible for all music artists, and not just bands
1	A used art supply store would be awesome
1	A way to promote and lower cost of renting spaces would be to hold an art show where artist can contribute work to be sold and a percentage goes to the cost of the space and rest goes to the artist. Ideally, a fraction of rent would be paid from the sold artwork supporting one another building community.
1	AAF Roanoke Bands (any)
1	Aerial artists would like access to rental space with high ceilings(like 20ft) for practice that could be affordably rented
1	Allow black owned businesses to operate and show what they can do for the community
1	Any film industry that may exist in sw va
1	Anything photography related in addition to film/tv
1	Anything that increases the ability for kids to be exposed to or participate in the arts is good.
1	Arete (aerial dance) Stitch 'n Bitch
1	Art "Fun a Day" where artists of all ages create a piece of work every day for a month, then there is an exhibition.
1	Art Rat, square dance/contra dance hall, sculpture:paint studio, haunted house, XYZ Gallery, luthier workshop

Count Response

- | Count | Response |
|-------|--|
| 1 | Art space that includes dance and music performances should have a stage, audience seating at a minimum. It would be a huge help to have an included sound system, but we have workarounds if needed. Dancers would also greatly appreciate having a mirror and barre in their practice room. |
| 1 | Art supply sales, public presentation space for poetry readings, small theatrical presentations, group art exhibitions, member meetings, etc |
| 1 | Art therapy programs |
| 1 | Art/Craft Specific meet up groups |
| 1 | Artist Residency Exhibitions |
| 1 | Artist for Climate Awareness: started in Bloomington, Indiana in 2023... now members in over 12 states. I would like to start a chapter in Roanoke. I would also like to start a live portrait drawing group and/or a watercolor group. possible titles: Roanoke Portrait Group-drawing portraits of notable Roanokers from life. Roanoke Watercolor Society- meeting to share, learn and exhibit together from beginners to professional artists. |
| 1 | Arts for special needs (for both kids and adults) and a program for traditional arts (basket weaving, quilting, etc) |
| 1 | As Roanoke is the 2nd largest Opioid center in the USA, I don't want to be around addicts and crime. I can't create in an unsafe place. That being said, ensure that rehabilitating and transitioning into and out of Ruverdale/Artspace has programs businesses and organizations that will ensure success of each artist and not perpetuate a low income housing for addicts to thrive. I want to get away from that environment with me and my child that I am currently forced to accept. mandatory drug testing and accountability and a higher rent base to scare the drug addicts away. |
| 1 | As a printmaker I know many artists who do not have access to a press as they are so expensive. I'm at the end of my career and would love a place to donate my press and art materials when I die., |
| 1 | As an artist, myself, and someone who has been in the Roanoke music scene for over 11 years. There has always been a lack of performance, spaces or venues that everyone can equally access. In the Roanoke Valley, there can sometimes be biased opinions regarding genre of music, such as hip-hop, other genres, get access to the venues and performance spaces. There needs to be a diverse program or offering available to anyone |
| 1 | As much natural light you can work in as possible. WINDOWS ARE BEST |
| 1 | Asking demographic questions in a survey about art must be either a reflection of governmental art for such questions have no purpose in art making. Based on those questions alone, it appears artspace has its own agenda for the arts. This isn't needed here. Such a view of art is antithetical to creativity itself. Shameful group that sterilizes the creativity of arts. Go away |

Count Response

1	Attic Productions, Showtimers Theatre, actors in the community that want to do more provocative plays that are throttled by theatres with older audiences.
1	Blacksburg hackers space
1	Blue Ridge Potters Guild Studio 228 Common Clay
1	Blue Ridge Potters Guild occasionally needs space for workshops which would accommodate 25-30 people.
1	Blue Ridge Potters Guild, an youth program with a goal of engaging young people in an art
1	Building Buddies Roanoke Gunnar Stephens
1	Business mailing address rental. Similar to a PO Box or co-working space, but more affordable. Separating my business from my home address, which can be found easily online via public record, has been one of the most difficult and cost prohibitive aspects of trying to sell art, especially online. As an artist, when your name is your brand, it becomes very easy for anyone to dox you. I'd love a way to make it even a little more difficult.
1	Can see how this would help the city, but there is nothing for the artists is there. They will be paying for a place to live, for their supplies, for moving expenses while the city and the developer can claim supportive of the arts. This is little more than a pr event for city. Hell they can't even keep up a museum without turning out a circus. Not a good idea for the heat of existing arts organizations. Perhaps that is what this is all about, government control of the arts, figures.
1	Ceramics needs large spaces for electric equipment such as kilns, I hope the space will have the necessary setup so that kilns can be wired and placed there
1	Ceramics, painting, somatic arts
1	Chris's Custard
1	Classes offered in visual arts from basic level to experienced.
1	Classes offered on site or remotely for grant writing.
1	Classic car restoration (space for car lift) bodywork and paint (airbrushing, pinstriping, decals etc)
1	Co-Op style rental for small businesses
1	Co-working with trade schools to cross-train artists on building/equipment safety and trades practioners on arts-specific facility needs (e.g. HVAC maintenance specific to humidity/dryness needs in a studio, building code and electrical safety for stereo equipment.)
1	Collaborations with the Moss Arts Center

Count Response

1	Common Clay Collective, Roanoke Symphony Orchestra
1	Community access studio space with membership model - darkroom, digital lab with printing, printmaking/screenprinting would all enrich the community
1	Community art beautification volunteering and community art volunteering for teaching kids
1	Contemporary regional art museum- non collecting
1	Cooking space for making meals for special needs dietary requirements. Classes that would include learning how to cook, prepare plant based, low fat, diabetic diet. Or any type of food that can be made to not be too costly, taste good and healthy. Also this kitchen space can be used for would be chef's to rent out and then sale their food by special order, internet sales. Their food must be prepared in a commercial kitchen for certification by the health department to sale.
1	Could the proposed art space be used for community outreach? Creative writing classes or yoga classes for people in recovery, formerly incarcerated, or those who are unhoused?
1	Creative reuse type space- a thrift store for art and craft supplies, materials such as wood, fabric, glass, paper, fabric, etc
1	Dance Studios should be included so that classes can be offered for the local people to join in a way that is affordable to everyone . Dance stage for theatre and Dance performance with sprung floors, marley, side lightings and sound equipment would also beneficial.
1	Dance center for adults
1	Dance space. Figure drawing studio.
1	Dance studio
1	Daycare services for artists with children
1	Dedicated multi use space for small exhibitions/performances/storytelling
1	Event space, live music venue, catering/ test kitchen, platform for community food driven events and education.
1	Exciting. I would support as a patron/member
1	First get artists involved, not just those invited by city or commissions. Second, make sure that this project infeasible at the suggested location. Third, give a full overview of how people would be accepted into Artspace. Details are to vague for any reasonable patron to determine validity of this project. Very poor presentation all around.
1	Flexible space for artists to provide lessons
1	Fractures Atlas

Count Response

1	Free and subsidized art space and galleries
1	Friendly Art battles, weekly gatherings for sketching and art communications. Workshops to learn more about who we are as artists within the work we do and how that reflects in our daily living. Sharing a deeper understanding with learning perspectives about how to approach the work we do.
1	Full private photographic portrait studio with strobe lights and backdrops available for rental 24/7.
1	Gallery 202
1	General use and specific Makers studios for classes, workshops especially for underserved populations- especially reentry or recovery programs, including for grief and mental health populations
1	Gentrification of the arts will not play in a town where such projects have only served to further inflame the community destroyed by earlier gentrification, aka urban renewal. Roanoke has become a city of violence, unfortunately the leaders do not take responsibility for the continued and ongoing destruction of communities. This would be the worst mistake that could be visited upon this town.
1	Glazed Bisque-it, Art Rat, Paint Nite Roanoke, Crafteria, Re:prised Possessions
1	Good fortune! Utilizing the river for outdoor rec activities would be a natural bonus to Artspace's goal of community building.
1	Good grief this town has never been able to support its art's community.
1	Group therapy space
1	Hollins Playwright's Lab Playwright Graduates of Hollins Playhouse Studio LLC Roanoke Ballet Theatre
1	How about we discuss how this is all going to be served by two lanes of traffic?
1	How horrible for artists to be offered something that has little hope of success in an area like this. Just go ahead and pay the developer directly
1	How is this going to help artists? Having spoken with a number of colleagues about their experiences with artspace, overwhelmingly comments indicated the municipalities and developers were the winners. My own experience with artspace in differing locales is art that is amateurish and lacking in content. This isn't a fit for here.
1	I actually feel like i have a really good idea for local artists and for Small businesses owners at Christmas time! Something similar to illuminates thats locals could walk through... love illuminates but 10k-100k just to participate 🤔🤔🤔 what Small LOCAL place can afford that? Not meif interested in idea contact me @slatehairartistry on instagram

Count Response

1 I am a co-founder for Haus of the Star, a new fashion collective and event management group in Roanoke. We give opportunities for individuals interested in pursuing a career in the fashion industry. Includes, but not limited to, photo shoots and industry development, magazine and promotional opportunities, and networking with fashion boutiques/businesses in Downtown Roanoke.

1 I am a retired elementary art teacher, and would be interested in teaching art or pottery to kids...after school.

1 I am a semi-professional Storyteller. I have produced oral storytelling events such as Tellabration! I host Let Me Tell Ya! online meetings twice month where storytellers gather to share stories in development to get feedback (2nd Tuesday) and a themed Story Swap (4th Tuesday). I would love to also bring Let Me Tell Ya! LiVE but we need an affordable space. The Story Swaps would be live events based on The Moth but without the competition. To see an example visit Blue Ridge Story Space on Facebook. I would also like to bring storytelling workshops to the Roanoke Valley.

1 I am an area psychologist/hobby farmer interested in expanding my cottage industry skills: fiber processing up to knitting (have cashmere goats), candle making with my own bee wax, mead, etc. My husband interests are fly tying and woodwork/furniture making, stepson interesting in forging/metal work.

1 I am building an educational nonprofit that serves under-resourced communities. Our nontraditional approach to education helps children who struggle to survive in a traditional classroom thrive in a creative nurturing environment. We are child-led, and play-based, allowing children to chart their own course and discover their passions. Process art is at the core of our practice. Children have access to open-ended materials to create, design, or build whatever brings them joy. Our missions seem to align perfectly. We would love connect to learn more about how might collaborate in a facility like this.

1 I am interested in having a makerspace in Roanoke. I think the Riverdale site might be a good candidate.

1 I am looking for a Makerspace for contrast and access to large and expensive tools

1 I am looking forward to supporting ArtSpace and all the amazing opportunities that Roanoke has to offer. Viva el Arte!

1 I don't currently have specific plans or projects but I love collaboration and community building; helping at the starting of Riverdale feels very up my alley.

1 I have many ideas I'd like to share. Feel free to reach out: marissa@bella-muse.com

Count Response

- | Count | Response |
|-------|---|
| 1 | I have so many ideas! This is such a great venture. Hoping the developers and those involved with the project keep in mind that what they may deem "affordable housing" may not be so "affordable" to a struggling artist, or a low-income creative, so please do keep it within the means of what affordability rates truly mean to those who would be occupying the spaces. Not everyone in this area makes the median consensus suggested 50k a year, not even close. Especially not us creatives. Other than that, all the best, such a cool new project! |
| 1 | I have spoken with several people who would love to see a rock climbing space put into one of the larger spaces. Roanoke only has 1 rock climbing space currently and that seems to have lead towards complacency in group amd community activities as well as higher prices due to the lack of options. P.S. turning one of the large smoke stacks into a climbing wall would make roanke one of the only city's on the east coast with a climbing wall of that height. This could be a great draw for tourism to roanke city. |
| 1 | I highly recommend to have not only a dance studio but a theatre where people can rent out to have their shows for kids to perform. |
| 1 | I just ask to keep including performance art (not just the youth sectors) in the conversation and to look to what other cities are doing to support local performance artists. Also historians. Preservation is also about documenting work being done today. |
| 1 | I just think this type of effort is so important. There would be no SoHo if it hadn't started with affordable housing so artists could focus on their work. I see this as our river arts district like in Asheville, and this could be a game changer for our culture and our tourism and arts industries. |
| 1 | I lived at the Golden Belt development in Durham, NC (from 2016-2019, before it was sold and went totally corporate), and really appreciated the mix of art space, gallery AND businesses like coffee shops & restaurants. |
| 1 | I love Asheville's River Arts District and think it would be amazing to create an area similar to that in Roanoke. Spaces to create, galleries, performing arts, non-profit social awareness, community gardens, breweries, wineries, restaurants and more. |
| 1 | I love affordable art studio |
| 1 | I run Klean Studios LLC which is a recording studio located in Botetourt county. I have worked for 50+ artist in the area and I produce for a podcast called Biscuits & Gravy where we interview artist. I have been looking for space to rent for a long time now that I can live/run my business out of and so I am very interested in what you guys are doing. |
| 1 | I see that this isn't artspace nyc but rather a group of developers operating from Minnesota. That said, the distinction needs to be made to avoid further confusion. This is being promoted by the city as a boon for artists when in actuality it is boon for developers. The ones who will be out moneys are artists. Isn't this taking advantage of the arts communities here, or perhaps merely a way to solve the sec 8 housing shortfall in the city. It most definitely isn't for artists of any seriousness. Bringing demographics into this was too politically correct, not trustworthy. |

Count Response

- | Count | Response |
|-------|---|
| 1 | I think education-based opportunities where the artists using the spaces can use/share their skills within the community always have a variety of benefits. |
| 1 | I think it should encompass basic needs and the arts. Affordable housing, delicious and nutritious foods, and healthcare should all be addressed. |
| 1 | I worry about security in that area. Will that be addressed? |
| 1 | I would like to see a tiered fee structure based off of profession (A person that provides music lessons might not make as much as a brewery per se) and have an introductory incubator rate to generate full occupancy. The incubator rate brings disadvantaged people to have availability to become entrepreneurs. The rate could end based off time or annual revenue exceeding a certain amount. Then it could default to a regular rate let's say .50/sq ft. That would keep the big ticket studios maintaining residency. Occupancy and variety should be the primary goal. Excited to join the Roanoke community. |
| 1 | I would love a place to see Art Therapy clients outpatient that already has designated studio space for many different media types! There are only 3 art therapists on this side of the state and we are struggling to see everyone |
| 1 | I would love to have a space to get all my creative idea out my head. |
| 1 | I would love to live in a space with shared living areas (kitchen, living room, bathroom(s) so that it's easier to share resources and build community together. Imagine if we could share meals, cook for each other, share a garden space, and share chores and expenses. We can support each other in community and be less isolated. |
| 1 | I would love to see a gallery or creative space store at Artspace ROA. Something that allows the potential creative community there to directly interact and benefit from the local community/patrons. |
| 1 | I would love to see a permanent home for Virginia Children's Theatre where they can teach classes, rehearse plays, perform plays, store costumes/sets, and have administrative space. |
| 1 | I would love to see a space that could store and disseminate donated, salvaged, or recycled materials for art purposes available to all. This would include papers, paints, yarns, fabrics, wood scraps, glass, wire, beads, mosaic materials, etc. |
| 1 | I would love to see a space that includes lofts and creative work spaces |
| 1 | I would really love to have a space dedicated for dancers. Other than drawing and painting, dance is a way I release stress and blow off steam when the going gets tough. To have a space that's low income and has a dance studio space, I would move out of my home in New Hampshire immediately to have access to an apartment complex with this. |

Count Response

- | Count | Response |
|-------|--|
| 1 | I'd like to see a Makerspace used to test and launch new ideas, products, and businesses. I would love a Makerspace to include technical support, training, marketing, gallery space, video sound booths, photography sets, promotional events, and administrative services for Creatives. I'd like more information about business investment opportunities in the Riverdale project. |
| 1 | I'd love to see a sensory-friendly performance space wherein a highly inclusive theatre company can rehearse and perform immersive theatre and dance pieces they have created themselves. |
| 1 | I'm a dancer with Roanoke Ballet Theatre and I think they would be an incredible fit for this project. the dancers have serious need for affordable housing, and the organization needs more rehearsal and performing space options. They rent their current space, and I know they want a permanent home someday! It's also so expensive and competitive to rent good performing space, so if there options for places that they could host shows, classes or out reach programs that would be amazing! |
| 1 | I'm a member of MAKERoanoke, a group focused on starting a makerspace in Roanoke. We're trying to create a space where people can share ideas and techniques, and learn to use the diverse equipment for various disciplines involved in bringing ideas to life. |
| 1 | I'm all in for almost any art. My family is considering relocating to Roanoke in the near future. |
| 1 | I'm an author (I'm retired--pen name Sally Jameson Bond) and can work from almost anywhere. However, I am extremely interested in the concept of Art Space ROA and would love to see it come to fruition. Good luck! |
| 1 | I'm making this suggestion as an organizer and leader in several Roanoke volunteer groups. Nearby Spaces available for rent as meeting space for large meetings is abysmally scarce Such spaces are important and shouldn't be missed or forgotten in the planning phase of this project. |
| 1 | I'm new to Roanoke so I'm not familiar with specific organizations or programs, but I would like to see art classes for different age groups. |
| 1 | I've been on the hunt for a new salon space and would consider having one in Riverdale. I'm also well-versed in fine art and commercial photography. I'm interested in many different areas/mediums of art. |
| 1 | In NW Roanoke, any of the empty churches and especially the old firehouse on 24th Street. |
| 1 | In addition to artists, I'd like to see educational/ engagement programs and events. I would love to see this as an open commons with maker spaces, workspaces, designated spaces for artist/ entrepreneurs, community events and markets, etc. a place that is "home to all," and with activities /ways for both artists to create and community to participate/engage. I would also like to see an environmental sustainability /resiliency aspect represented, through partnership or presence - organizations, educational institutions, etc. that are focused on reimagining our local and global impact. |
| 1 | In addition, a social area, so artisans can mingle and share creative thoughts with others artists of different mediums. |

Count Response

- | Count | Response |
|-------|--|
| 1 | In short, I want there to be an avenue for upward mobility. I'm a lot less interested in the space if it is going to be "stagnant water". I would love this to be accessible housing. I would also love for the performance spaces to be a real proving ground for artists. A place with a real testament for quality. |
| 1 | Incorporating First Friday events for artists in the area, allowing access to events going on for artists to be involved in within Roanoke. |
| 1 | Indoor gardening might be fun. |
| 1 | It could be good to have a meeting space for classes or working together. But I could never pay to rent for the arts. There has never been a return on financial investment for me. I guess I could go to the library though. |
| 1 | It would be great to have "Artspace" available for Community Choir Performances and Recording for Musical Artist / Vocalist |
| 1 | It would be nice to have a very large gallery space for art displays. |
| 1 | It's surprising something I haven't had the chance to think about. But I feel like therapy through the arts is an important place for development:) |
| 1 | Jefferson center, Hollins university, ballet of Roanoke |
| 1 | Kitchen Sink Artists Collective (@kitchensinkartists on insta) have been trying to get off the ground but have no dedicated space in which to meet, rehearse, or develop projects and would really benefit from this! |
| 1 | LEAP Community Gardens |
| 1 | Large Open space with sprung wood floors as dancehall, classroom, etc |
| 1 | Learn about Lighthouses! |
| 1 | MAKE Roanoke would love to be a part of this project, and desires to build a community of makers and artists in the Roanoke Valley |
| 1 | MAKERS SPACE with equipment we can use onsite or check out, craft sessions in the vein of a stitch and bitch, whether open ended or directed, one time workshops |
| 1 | Make Roanoke |
| 1 | Make Roanoke, 501c3 that's trying to find a home. |
| 1 | Make-Roanoke, a non-profit makerspace group |
| 1 | MakeRoanoke is organizing a makerspace. Riverdale is the perfect place for it long-term to be a community gathering spot and catalyst. I would love to be a member! |

Count Response

1	Maker space with adequate space/structure to teach Roanoke Youth hands on skills. Wheelchair friendly access e.g. first floor or elevators, doors and common area wide enough to get through, no step entrance, some work spaces set lower/adjustable, bathrooms, access to every feasible space and feature. I'm in a wheelchair and wouldn't mind helping to ensure the space had good access.
1	Makers market outdoor &/or indoor space for weekend sales to be held. Gallery store.
1	Makerspace
1	Makerspace to try new crafts/art. I would love to take a drawing class and then a painting class
1	Makerspaces with access to equipment out of ordinary peoples budgets can completely alter the course of how successful a city's citizens make wealth for themselves and rhw community.
1	Me parece interesante un lugar dónde las personas creadoras puedan desarrollarse y compartir. Un lugar dónde además la gente vaya a disfrutar del arte sanamente. Qué haya un espíritu armónico y colaborativo.
1	Meow Wolf
1	Metal fabrication and machine shops
1	Metalsmithing, Boatbuilding, Florist with Greenhouse, Drug Store, Bike Shop, and Motorcycle Shop ThriftStore, Goodwill Store, Five Guys Burgers, Print & Copy Store
1	Mirror what the are doing in Ashville at the River Arts District. It would be amazing.
1	Mish Moves Dance Company
1	More collaboration between art communities
1	More in N.W. arra
1	More real legitimate hip hop exposure from vetted sources including dance ie hip hop breakdance popping vogue etc
1	Multi generational village type setting; health, healing arts, affordable living for all, including families, young adults, aspiring health care professionals, childcare practitioners, teachers, tradespeople
1	Murals and community driven park art
1	Music production studios with practice spaces for bands, as well as performance spaces and classes. Makers/Crafting workshops Partner with high schools & local colleges
1	Music recording studio and performance center

Count Response

1	Music venues such as The Spot on Kirk or Flying Panther Skate Shop.
1	My nonprofit Alternative Arts Inc would be very happy to share resources with Artspace projects. We focus on providing access and education in underrepresented art forms in SWVW
1	My other business I'm starting up currently is going to be focused around modular greenhouse units for mobility and necessity purposes.
1	N/A
1	N/A
1	NA
1	Na
1	Needs to be affordable for younger emerging artists. Cost prohibitive spaces is the most excluding factor in emerging artists getting ahead.
1	No crafts please. Fine Art
1	No suggestions at this time.
1	None
1	None at this time.
1	Nope
1	Odd questions at the end coming from an arts group.
1	One hopes that Artspace realizes the city is using the artists to revitalize an industrial complex that needs EPA examination. We have wondered why, after decades of asking the city to support its artists, the sudden elevation of artistic endeavors in the city. As for artists in the area it is surprising that Artspace's first exhibition project is one that is not all inclusive to the artists who made this community. But that is typical of this small town. At this point I'm afraid your project will finish dividing what was a unique and unified art community, not money
1	One needs educated artists, those capable of understanding past and present art trends, endeavors and styles for this to work. This city is not known for embracing much other than a very safe art. Not a place where innovation thrives.
1	Open art studios that invite the community to come together maybe twice/month(or whatever feels applicable). This can give opportunity to meet neighbors or network
1	Outdoor Sculpture Garden
1	Outside concert venue

Count Response

1 Painting classes and cooling classes

1 Personally, nice office space is what I'd love to have.

1 Photography studio, fine art printer, studio lightning/supply store

1 Please commit to inviting in at least one of the dominantly African Am. Arts organizations. Words are good but overcoming deep separations in Rke takes actions like these shared spaces! We all know that Roanoke still separates by color and income and relegates most anything BIPOC to NW. I keep hearing; "they" have the Melrose Plaza. As if a library and grocery store and some sort of unknown future Art space is going to fulfill the need for Studios and businesses, apartments and Performance space for half the City. May the next big Arts Space effort be in NW!

1 Please consider artists with children and specific needs for parents-particularly single parents

1 Please consider the needs of older adults that will desire to continue their artistic pursuits and share their wisdom and experiences. Consider including classroom/workshop space that would support the needs of older adults.

1 Please have a big dance studio with mirrors, marley, a spring floor, and a ballet barre. A performance space with a stage and seating would be awesome too. That includes lighting and sound equipment.

1 Please just be careful when putting families only 4 or more. As some families like mine do have way more. Also do not limit to just 4 as many of us creative donmore than 4 things and each to us are important. That is all. Also a a three or more bedroom apt or housing is definitely good Also if there is a place to wash our pain pallettes that is not our sinks because sometimes paint stain. So an art are with a sink that is used to wash pallets of hands after painting. Would be great.

1 Please provide a space for youth arts education. There is not a centralized offering for elementary- high school. We drive all over to meet these needs for 3 children. Bc of that we are out of our neighborhood more time than we are in it. I envision this space to be multi age where we can as a family learn, celebrate the arts, eat drink... all of us! Residents can help facilitate the lessons and showcase their giftings.

1 Poems and Coffee The Listening, Inc. Building Bridges over Barriers

1 Pollinator habitat Water gardens Community garden Kiln for pottery/ an in ground kiln Farmers market Dog park Walking paths with outdoor sculpture Water access for tubing, canoes etc

1 Prioritize performing arts. There are virtually no affordable large studio spaces for movement!

1 Professional artists not another amateur hour. Art community has little input into this, it's a govt idea

Count Response

1	Project or tool based classes to learn new skills would be amazing.
1	Provide community workspaces for residence to lead neighborhood projects.
1	Provide security services
1	RadiolQ
1	Reduced/free lessons for poverty stricken families, adults and children
1	Renting out a space that can be used to show midnight double features
1	Retirement community for more progressive artsy people
1	Riverdale seems like it could be a cool concept for affordable senior living as well.
1	Riverview Artspace in Lynchburg appears to be a good model.
1	Roanoke Ballet Theater
1	Roanoke Ballet Theatre
1	Roanoke Ballet Theatre
1	Roanoke Modern Quilt Guild Quiltoff Fork Mountain Quilting
1	Roanoke drag community is always looking for spaces
1	Roanoke lacks adequate soundstages for film and tv productions and the necessary rental and trained crews to produce tv and film. With investment and education, Roanoke could become an iconic film location in Virginia and the blue ridge. It's undeniable that there are plenty of stunning locations to shoot outside but we lack a curated facility to shoot film and tv show interiors.
1	Sad to think that a committee of so many non-professionals and amateurs have put this survey out. Art run by government is not serving art, it is serving government, a fatal mistake in the arts if anyone remembers Andres Serrano or Robert Rauschenberg or Newt Gingrich. The city councils know of art is limited to say the very least. This would severely hurt all established arts organizations in the region for the simple reason population is more interested in cars and paternalist realism. Innovation in the arts is dying under the projects coming from the current arts commission. J
1	Schools or clubs, churches or Temples, Printers, Framers, Fabricators, Welders, Ad agencies, Marketing firms
1	Schools, I would definitely try to incorporate young kids and field trips somehow. I still remember an artist coming to my school and drawing when I was a little kid and being amazed but seeing them in their creative space would be inspirational for future generations.

Count Response

1	Shame this project was created to help a developer. Would destroy other arts organizations in area as population can barely support those. The exodus of established artists from the region should tell there is an arts commission that is not working for the arts. Commission works for a city council that is so ignorant of the arts...big eyes would fit their taste.
1	Shared ceramic studio space for intermediate- advanced potters
1	Shop space for teaching purposes or rental
1	Since this survey ends with questions that indicate more interest in demographics than art, I question the motivations behind running this down the throat of the artists in Roanoke. This is promoted by such a small group of government aligned artists as to serve no authentic purpose in this community
1	Some kind of community center dedicated to offering various forms of art practices and forms that is accessible to all members of the community (able to be reached by shuttle and public transport)
1	Space in the Northwest sector
1	Space to rehearse at volume.
1	Studio School artists
1	Subsidized artistic or regular therapeutic services, including career events and career counseling, to provide Roanoke artists with resources to job opportunities and mental health wellness
1	Supply stores for pottery and art supplies is greatly needed in this area!
1	Switch out airbnbs for long term artist housing. We have plenty of hotels people can stay at so why take up all the other housing options with airbnbs.
1	Temporary space for visiting artists aligned with nonprofit organizations.
1	The Arnold R Burton center for arts and technology has a speciality art program for young high-schoolers. It would be great to encourage them to continue their creative careers by visiting or observing some of the work done at the Artspace.
1	The Artspace would be an amazing meeting location for the Roanoke Youth Symphony and their affiliate programs
1	The Boys and Girls Club and the Presbyterian Community Center
1	The Humble Hustle SWVA LGBTQ History Project Arts on 1st Art Gallery Roasters Next Door Food Hut Golden Cactus

Count Response

- | Count | Response |
|-------|--|
| 1 | The Roanoke City Little League would consider an indoor or outdoor space. It would be full and booked for the entire year. Baseball is becoming more popular because it teaches parents, coaches and kids about life and how to deal with adversity. It is a multi cultural sport. The venue can also be used for other events. Stage and performance shows can be booked also. |
| 1 | The Roanoke Valley Music Teachers Association (and independent private studio teachers who are not part of the association) would benefit greatly from a designated meeting and performance space for monthly workshops and student recitals/concerts |
| 1 | The Tannery in Santa Cruz CA is a long established example of what seems to be the goal for Artspace. jscoartannery.com is the website. It might be an organization from which you could cherry -pick ideas that would apply here. |
| 1 | The harvest collective for collective gardening & homesteading design/consult. They run lick run farm, and the star city compost facility! |
| 1 | The most important thing is for people to just do stuff. Do everything all the time. And for people to go to the shows and stuff all the time. Vibrant artistic communities can't thrive when the surrounding culture strangles it. House shows are a beautiful thing, but aren't realistically feasible in Roanoke because some boomer on the block will call in a noise violation despite constantly complaining 30 years ago that there was nothing fun to do here. This is an environment that is hostile to DIY spaces and that is killing any chance of a rising scene gaining momentum. |
| 1 | There is already a commercial kitchen in Roanoke. We don't have other business incubator spaces for artist who need access to other types of expensive equipment. Common clay pottery studio started from the ground up and should be consulted before building out a ceramics studio. |
| 1 | There was a request for an art supply store in the area. I am in the healing arts and provide Sound Immersions and private sound "healing" sessions as well as teaching meditation classes. These programs can be provided indoors or outside. Programs that provide ways to educate the community about what these activities are and their benefits would be wonderful. |
| 1 | This a joke, right? No way this thing could work in this dumbed-down town |
| 1 | This is a good idea. Also recommend interesting ways that the community that doesn't live in the space can join in and support. |
| 1 | This is a wonderful project. Timely for me. Going back to college and doing some art and writing. Affirming it happens! |
| 1 | This is very exciting to think this may come to Roanoke! Thank you. |
| 1 | This place couldn't even support a museum, it had to become a community center to survive, yes the taubman. Suggest you speak to those who have watched this city make a mockery of the arts... |
| 1 | This would be a wonderful addition to Roanoke and its artistic community! |

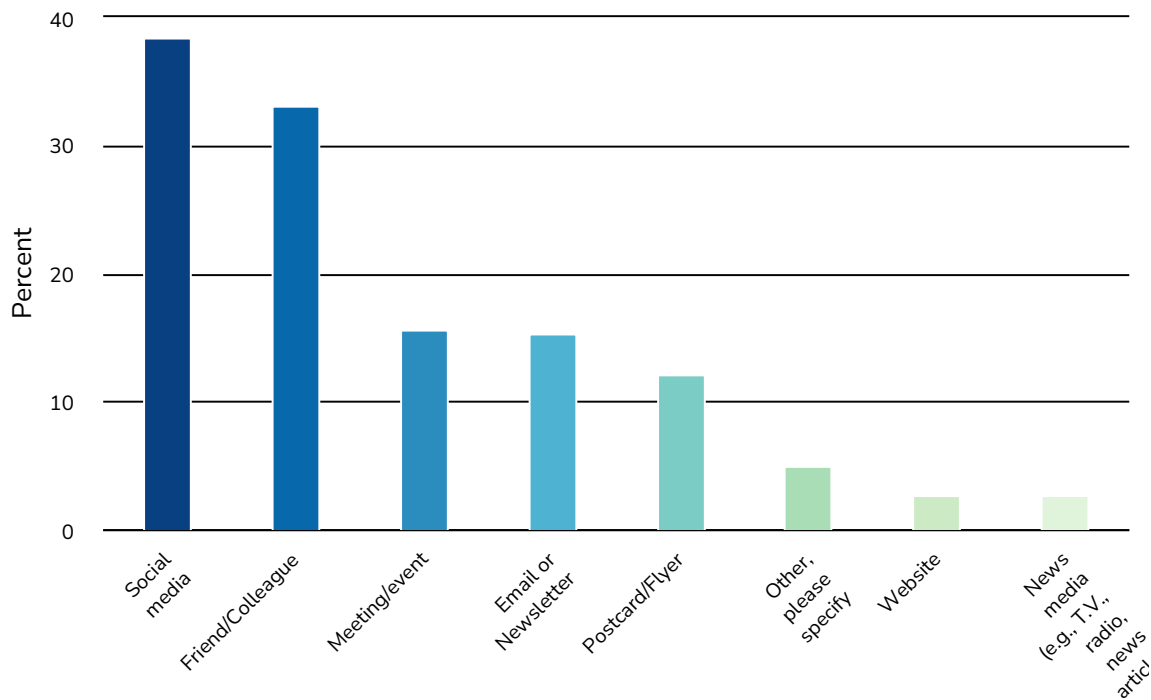
Count Response

1	Tool library (location/means to rent tools for specific projects, rather than having to purchase my own)
1	Vector space in Lynchburg has a really cool model for shared creative space that I found very interesting and innovative.
1	Vending machine with fine art material
1	Virginia Children's Theatre Grandin Film Lab
1	Virginia Children's Theatre needs rescued. Due to bad business decisions made by adults, our kids are suffering. The building they meet in currently is not safe for children. The interim leadership is subpar. It's very sad. Also with the elimination of the Performing and Visual Arts Programs from the Burton Center, our kids are going to be suffering yet again. Not all families can afford to pay for private lessons. Again, poor decisions by adults who should be advocating for our kids and their future in the arts.
1	Walkable surroundings
1	We need more dance studio space for adults. There is very limited dance space for adult dance groups in the area. The only dance studios that exist here are for youth schools.
1	Winston Ave Social Club
1	Within a community of artists, a collaborative art therapy facility would serve a broad population. This is a need my organization sees regularly but does not have the capacity/skillset to carry out on our own.
1	Within theater, I think possibly just working directly with local theater artists beyond the established companies. Even though we are interconnected, there are many local theater artists that feel underserved in Roanoke.(MMT/Showtimers/Hollins)
1	Would absolutely love to have a place for woodworking and stained glass classes
1	Would love to see murals along the 9th Street facing of Riverdale. The panels in the 9th St river bridge would be a great place to highlight the SE Historic structures in the neighborhood including the old Viscos Plant. Made of aluminum would look great in silhouette of those structures.
1	Would love a space similar to the Starworks space in Star-Robbin's, North Carolina or the Center for the Arts in Clifton Forge, VA. Both offer classes like glass blowing, pottery, jewelry making, wood working, etc. We are very lacking in this area for any opportunities. I have taken classes at both of those locations and they are wonderful. Learned how to make stained glass in Clifton Forge and made a blown glass paper weight at Starworks. It is very disappointing that Roanoke does not have a location that would offer similar classes.
1	Would love backyard area / garage door style access to outside / ability to work in sunshine

Count Response

1	Would love to see artist in residence programs come to the elementary schools.
1	Would love to see regular classes in crafts, painting, drawing, etc.
1	Would really welcome great space where artists could work with students outside of school environment fully immersed in the studio setting with classes and demos
1	Yes to this. There needs to be more space for the arts. I know we are talking about raonoke but salem really needs some of this too.
1	You people have got to be kidding. This area can barely understand art. But the kitsch is the new art . Not a good idea for this region by any stretch of imagination
1	Youth art programs
1	a space to allow us to charge for lessons or classes, where we bring the materials and people pay to learn how to make something
1	arts cooperative (I was a member of one in N. Va) dance studios rent by the hour would be useful to my daughter. Barter supplies room - take some/leave some. Grants making consultation on volunteer basis.
1	civic signage/banners, roof gardening, tiny living space design/build
1	community dance nights that focus on traditions in the region
1	community-based education space...so I could "teach" or share a talent.
1	entertainment space / nightclub
1	i am disabled veteran and have been looking for art healing resources and spaces for veterans
1	shared performance space in downtown with amenities that include stage, sound system, lights, livestream/podcast ready, live recording ready, have a directory available of local talent for session work people can hire. this would do well, the music scene here is thriving and if you seize the moment you can help roanoke become an even bigger arts community. not sure if you already do this but also you could offer grants and scholarships for artists to take business classes at local colleges.
1	small vendor food court, small business advice for artists similar to sbdc
1	we need a large heavy industrial metals sculptural space with overhead cranes and a foundry. A,place where the noise and dirt from such creations aren't going to bother nearby housing

36. How did you learn about this survey? (Select all that apply)



Value	Percent	Responses
Social media	38.5%	313
Friend/Colleague	33.2%	270
Meeting/event	15.7%	128
Email or Newsletter	15.4%	125
Postcard/Flyer	12.2%	99
Other, please specify	5.0%	41
Website	2.8%	23
News media (e.g., T.V., radio, news article, etc.)	2.8%	23

Other, please specify

Count

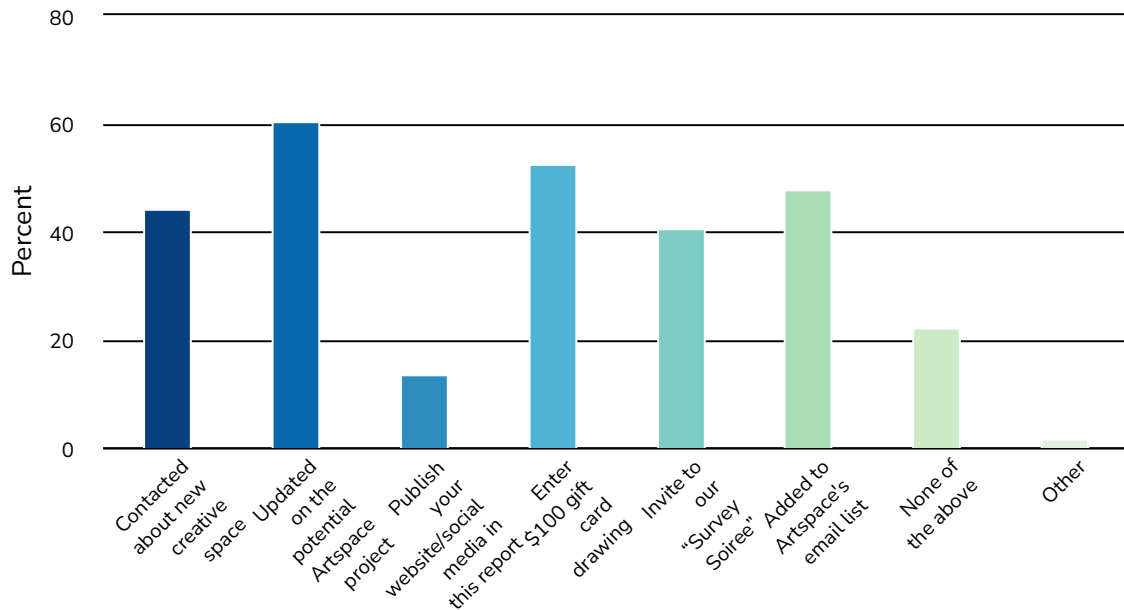
Totals

39

Other, please specify	Count
Blue Ridge Potters Guild	2
A friend forwarded it to me	1
A really kind lady complimented my humor and handed me a postcard	1
Ad on Bus	1
Ambassador	1
Amy McGinnis	1
Arts Pop at the Taubman	1
Arts Pop! event at the Taubman Museum of Art	1
At the Art of 1st Rogue event. A woman representing the project was reaching to those in attendance. I appreciated her and wished I'd been able to give her more of my attention:)	1
BRPG	1
Book City Roanoke	1
CAA	1
Chris's Coffee shared	1
Cody Statler	1
Crystal McBroom, my boss, of La De Da	1
Daughter who is a local artist in Roanoke.	1
Dave via Discord	1
Event at art rat	1
Facebook	1
Friend suggestion	1
From my daughter who lives in Roanoke	1
Get 2 know Roanoke	1
Totals	39

Other, please specify	Count
I'm involved in the Arts Connect Neighbors project and learned about it through the meetings and newsletters.	1
Let me Tell Ya - Story swap- on zoom	1
Local arts groups	1
Neighborhood Watch	1
Partnerships	1
Referral from Shaleen Powell and Cody Statler. Received postcard at the Buzz4Good screening at Grandin Theatre.	1
Roanoke Arts Commission	1
Roanoke Discord	1
Roanoke Rambler	1
Roanoke Rambler, Instagram	1
Roanoke arts pop	1
Studio 228	1
Wife	1
landlord	1
Latinas network luncheon	1
riverdale	1
Totals	39

37. In which of the following would you be interested?



Value	Percent	Responses
Being contacted about new creative space opportunities in Roanoke	44.5%	363
Receiving updates on the potential Artspace project in Roanoke	60.7%	495
Publish your website/social media in this report, as an indication of your need for space.	13.6%	111
Enter me in a drawing for one of five \$100 gift cards	52.6%	429
Receiving a personal invitation to our "Survey Soiree" celebration event (details TBD)	40.6%	331
Being added to Artspace's email list	48.0%	391
None of the above	22.2%	181
Other - Write In	1.8%	15

Other - Write In	Count
Any way I can volunteer my time to help!	1
Being an ambassador	1
Contact me for specific help in implementing this space. I'd like to be on the production team of the space regardless of what it becomes.	1
Help with creative direction to make it become a reality. Putting things to action is what I enjoy.	1
Help with the Spanish Speaking community.	1
Helping to make this all happen	1
I'm also willing to organize and facilitate if other artists are also interested in a shared living space. I have experience living in communal spaces and facilitating meetings.	1
Interested in working/collaborating. Have a Bachelor of Science Degree in Arts Management/minor in Business Administration. Dreamed of doing something like this one day!	1
Meeting with Ed Walker and Erin Millar	1
What are the gift cards for? If for art supplies then yes please, if for other than don't worry about.	1
Would love to come in at the start up to be a part of the team that helps build the space!	1
already get the newsletter	1
entertainment space / night club	1
Totals	13