



Special Focus: Arts, Cultural and Entertainment Districts

Vibrant downtowns often include thriving arts, cultural, and entertainment districts which lure visitors from local neighborhoods and the surrounding region. In many cities and towns, the art, cultural, and entertainment scene has served as a catalyst for revitalization, attracting retail, restaurant, and other uses that benefit from arts, culture, and entertainment patrons.

BBP LLC has offered guidance to numerous communities regarding suitable types of arts, cultural, and entertainment venues for downtown districts and for specific properties which are often historic venues. With our extensive background working in cities and towns throughout the nation, BBP LLC understands that each district is uniquely positioned and functions as a sum of its parts. As such, our analyses consider the propensity of the local and regional market to patronize these particular types of venues, and our analyses evaluate market synergies among arts/cultural/entertainment and other neighboring uses.

With our strong background conducting market and adaptive reuse analyses for these districts, BBP LLC is uniquely qualified to delineate strategies to invigorate downtowns with an appropriate mix of arts/culture/entertainment and other appropriate uses.

Entertainment

- Live Theater
- Concert/Event Venue
- Small Cinema with Gourmet Concessions
- Cinema with Draft House
- Comedy Club
- Eating/Drinking

Office

- Population Serving
- Professional Services
- Culture Class
- Health Care
- Small Start UP
- Support Daytime Retail Demand

Housing

- Lofts/Starter Units
- Artist's Units
- Live/Work Units
- Apartments/Condominiums
- Active Adult Uses

Mixed-Use

- Mutually Supported Demand
- Critical Mass
- Lower Market Threshold
- Shared Parking

Retail & Restaurants

- Neighborhood Serving
- Specialty Destination
- Specialty Niche/Cluster

Projects below include those managed and/or completed by senior staff at BBP LLC, including assignments by Basile and Prost, when they were principals and technical senior staff at other consulting firms.

Annandale, VA, *Annandale Cultural Center Study:* Development planning for the Annandale Cultural Center in the Annandale Commercial Revitalization District, a 170 acre district in the heart of Annandale. The study focused on analysis of property ownership patterns, development plans, and market research to determine potential sites for the cultural center. The investigation concluded with recommendations to the County regarding site selection and property acquisition.



Cleveland, OH, *Playhouse Square:* Retained to assist in the revitalization and redevelopment of Playhouse Square in Cleveland’s theater district. Engaged in a series of successful redevelopment studies within the district. Evaluated mixed-use retail development incorporating the Allen Theater. Assisted in the formulation and implementation of the development of a 760 car parking garage. Evaluated hotel market demand, which led to the development of a 205 room Wyndham Hotel—the first hotel to be built in this area since 1926.



Dayton, OH, *Victory Theatre Reuse:* Worked with the City of Dayton and the Downtown Development Authority to attract major foundation money for the redevelopment of the Victory Theatre and the creation of an endowment to support on-going theater operations.

Fort Collins, CO, *Old Town Redevelopment:* Provided project feasibility studies for a private developer of several buildings in the Old Town Historic District in downtown Fort Collins. A major adaptive reuse project was undertaken which included 29,000 square feet of specialty retail, 45,000 square feet of professional offices, 27,000 square feet of restaurants/bars and 18,000 square feet of movie/performing theater space. Also provided a leasing/marketing plan for adaptive reuse of many buildings on the National Register of Historic Places.



Frederick, MD, *Market Analysis & Commercial Programming Plan:* Conducted a city-wide commercial market analysis for the City of Frederick. This multi-phased, comprehensive project included analysis of trends and conditions affecting both the City’s historic downtown and major retail and employment corridors; preparation of demographic and economic profiles; and, market analysis of the retail, office, industrial, and flex research & development markets.

Fredericksburg, VA, *Jumpstart! Fredericksburg 2010—Economic Development Strategy:* This project focused on providing market analysis and economic development implementation strategies to guide the City’s Jumpstart Fredericksburg initiative. At a crossroads halfway between Washington, D.C. and Richmond, Virginia and located on I-95 (the major north-south artery along the East Coast), Fredericksburg is positioned for growth. Analysis involved the study of existing and forecasted market conditions and a survey of physical conditions as well as substantial community involvement.





Louisville, KY, Theatre Square Renaissance: Assisted in the predevelopment packaging and implementation of new mixed-use development. This included assistance in negotiations with public and private property owners including the City, the Board of Education and special purpose development corporations. Innovative financing techniques included credit enhancement, public grants, land write downs, historic tax credits and condominium pre-purchase agreements from major corporations.



Meriden, CT, Arts Center Study: Prepared a feasibility study for a two-venue arts development project totaling approximately \$30 million. The proposed project had emerged from a previous planning/feasibility initiative geared toward creating an arts district as part of a downtown economic development strategy.

Milwaukee, WI, Summerfest: Programmed recreational facilities at the Summerfest site on Lake Michigan in the downtown area; this site hosts over 1 million attendees each summer during an 11 day event featuring entertainers on 13 stages in one of the largest music festivals in the Midwest.



Niagara Falls, NY, Third Street Entertainment District: Prepared an economic development strategy to leverage visitation and patronage from the new Seneca Niagara Casino and the Niagara Falls tourism industry at-large.

Orlando, FL, Real Estate Consulting Services: Conducted the market analysis in support of a development program for city-owned parcels surrounding the proposed Dr. Philips Performing Arts Center in downtown Orlando. A TIF analysis showed projected revenues to the Community Redevelopment agency of between \$1.4 and \$1.7 million annually at build out. Development of private sector components is anticipated to take place between 2016 and 2020.



Pittsburgh, PA, Garden Theater Block: Provided market and financial evaluation services including office, entertainment, residential, retail and restaurant evaluation with particular focus on unique cinema experiences such as the cinema/brewpub experience.

Richmond, VA, Carpenter Center for the Arts: Guided rehabilitation of the historic Lowes Theater, a magnificent Vaudeville theater, into a new downtown arts facility. Assisted fundraisers to measure the economic development benefits derived from activities at and near the Center.

Washington, DC, Howard Theater Feasibility Study: Conducted a detailed feasibility evaluation of the improvement and restoration of the historic 1,300 seat Howard Theater in the District of Columbia near Howard University, which played an important role in showcasing African-American culture and entertainment, and the surrounding neighborhood.



Wichita, KS, Old Town Public/Private Partnership: Revitalization of a deteriorating downtown warehouse district clustered around railroad lines into the region's premier district known as Old Town; included a permanent home to artists studios/shops, an influx of loft rentals and for-sale condo units, and more than 100 additional restaurants, night clubs, shops and professional offices.