ARTS MARKET STUDY
REPORT OF FINDINGS

REPORT AND RECOMMENDATIONS ON THE SURVEY OF ARTISTS AND CREATIVE INDIVIDUALS’ SPACE NEEDS AND PREFERENCES IN HOPKINS

Prepared For:

City of Hopkins

Hopkins, Minnesota // September 2018
ACKNOWLEDGEMENTS:

Artspace would like to thank the City of Hopkins and the Director of Economic Development and Planning, Kersten Elverum and the Community Development Coordinator, Jan Youngquist for the opportunity to inform possible new affordable creative space initiative(s) in Hopkins. The Arts Market Study process and resulting data would not be possible without the participation of funders and Hopkins stakeholders and partners. A big thank you is extended to the following public and private entities who played a critical role in outreach and implementation of this study.

FUNDING AND SUPPORT PROVIDED BY:

City of Hopkins

Metropolitan Council

House of Dance Twin Cities

Hopkins Center for the Arts

Stages Theatre Company
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>4</td>
</tr>
<tr>
<td>SURVEY METHODOLOGY</td>
<td>6</td>
</tr>
<tr>
<td>KEY FINDINGS &amp; RECOMMENDATIONS</td>
<td>9</td>
</tr>
<tr>
<td>LIVE/WORK HOUSING</td>
<td>12</td>
</tr>
<tr>
<td>PRIVATE STUDIO SPACE</td>
<td>18</td>
</tr>
<tr>
<td>SHARED CREATIVE SPACE/ SHARED PERFORMING ARTS SPACE</td>
<td>22</td>
</tr>
<tr>
<td>DESIGNING ARTIST SPACES</td>
<td>25</td>
</tr>
<tr>
<td>CONCLUDING REMARKS</td>
<td>30</td>
</tr>
<tr>
<td>TECHNICAL REPORT</td>
<td>ADDENDUM</td>
</tr>
</tbody>
</table>
INTRODUCTION

Artspace was contracted by the City of Hopkins to determine if there is sufficient demand to support the development of new affordable space for the creative community and if so, what types of space(s) and amenities are most needed. The Arts Market Study (AMS) follows the Preliminary Feasibility Study (PFS) conducted in August 2017. The PFS involved a general feasibility assessment of the potential to develop new affordable, self-sustaining space, and this study focuses specifically on quantifying the need for affordable live/work artist housing and creative workspace. The PFS included a two-day visit by Artspace staff from the Consulting and Strategic Partnerships Department, including: Wendy Holmes, Senior Vice President, Anna Growcott, Director, Aneesha Marwah, Manager, and Jaron Bernstein, Intern. Artspace conducted a series of focus groups and community meetings in Hopkins, took a tour of area arts assets and potential sites, and wrote an in-depth report of preliminary findings. The PFS is a feasibility assessment of the six key areas Artspace considers essential to successful community-led development. Those include: project concept for a potential new arts facility; the arts market and its need for new space; local leadership support; funding and financing opportunities; assessment of potential sites; and, how an arts-centric project could align with broader community goals.

The Arts Market Study goes a step further. It tests assumptions formed during the Preliminary Feasibility Study and visit, including a presumed strong demand for a mixed-use Project Concept that would include at least 40 live/work units in Downtown Hopkins. The purpose of the study is to first determine if there is enough demand and interest by the creative sector to warrant new space, second, to inform the conceptualization and design of that space, and third energize the community around advancing the creation of the project. The Arts Market Study process 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 SURVEYS

After the Preliminary Feasibility Study visit, Artspace worked with the City of Hopkins to develop a survey that would assess the local and regional creative sector’s interest in new, affordable space in Hopkins. The online survey was open for eight weeks June 7th, 2018- July 31st, 2018. The Survey of Artists and Creative Individuals allowed respondents to articulate their needs and preferences for live/work housing, private workspace as well as shared creative and performing arts spaces. They were also asked about their preferences related to these space types including design features, shared building amenities, and types of shared spaces and/or specialized equipment. Respondents were asked to provide descriptive information including their arts and creative activities, current living and working arrangements, household income and other demographics. Lastly, the survey asked the artists how much one would consider paying for new
affordable live/work artist housing and private workspace. For brevity, this survey will be referred to as the “artist survey” in this report.

The Arts Market Study for Hopkins quantified the demand for a variety of spaces for artists and creatives, specifically about respondents' interest in:

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

2. Renting private studio or creative work space on an ongoing basis, referred to a “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 and/or specialized equipment 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 “shared performing arts space” in this report.

INTENDED AUDIENCE

The results of these surveys will help Artspace, other real estate developers and property owners interested in creative space and artist housing, determine if Hopkins is the right market for new space investment. Further, the information contained in this report can be used to advance space planning, financial modeling, and early concept design work.

Advocates of the local arts community and creative economy can use this information to communicate the space needs, cultural asset gaps, and related space-based challenges as described by the creative sector respondents. The data can be translated into a compelling narrative about the who, what, and why behind any future, new space effort.

The design guidelines starting on page 25, are included to benefit all developers looking to make space available for artists and creatives. The Technical Report should be reviewed by those embarking on new space initiatives as it contains data critical to fully understanding the artist market’s need and preferences for new space.
SURVEY METHODOLOGY

In order to reach the greatest number of artists, Artspace relies on the expertise of local partners to help promote and spread awareness about the study and related survey. The Hopkins’ Arts Market Study and survey launched at a public event on June 7th, 2018 at the Hopkins Center for the Arts. Due to Hopkins’ proximity to Artspace’s home office in Minneapolis, Artspace’s full Consulting and Strategic Partnerships Department was able to attend the launch. This included: Wendy Holmes, Senior VP, Teri Deaver, VP, Anna Growcott, Director, Aneesha Marwah, Manager, Naomi Marx, Quantitative Analyst, Lyndsey Schrader, Coordinator, and Nick Pjevach, Intern. There were nearly 25 people present at the launch. Staff at the City of Hopkins disseminated surveys notifications through the following means:

- **Press Outreach:**
  - The Sun Sailor ran an article on June 28
  - MNartists.org, posted on June 14

- **Printed Outreach:**
  - Posters/flyers were posted and distributed at:
    - Hopkins City Hall
    - Hopkins Center for the Arts
    - Hopkins Library
    - Display cases along the Artery (8th Avenue)
    - Depot Coffeehouse
    - Bongo’s and Bud’s Music Center
    - Mill City Sound
    - Blick Art Materials store in Edina
    - MCAD
    - Rockler Woodworking
    - Veberod Gem Gallery
    - Nicollet Makers Market

- **Arts Center Outreach:**
  - Bloomington Center for the Arts
  - Eden Prairie Art Center
  - Minnetonka Center for the Arts
  - St. Louis Park Friends of the Arts

- **Email Outreach:**
  - St. Louis Park Friends of the Arts July newsletter
  - Shawn McCann Arts

- **Facebook Outreach:**
  - City of Hopkins
  - Think Hopkins
  - Hopkins Center for the Arts
  - Zeller Studio

- **In Person Event Outreach:**
  - Survey Launch Event, Hopkins Center for the Arts, June 7th
  - Focus Group at House of Dance, June 11th
Weekly survey assistance was provided to the City of Hopkins by Artspace to help with outreach efforts, particularly with an eye to encouraging diversity and inclusiveness of all community members and art forms. The survey was open for eight weeks via the Survey Gizmo online platform and closed on July 31st, 2018. During that timeframe, there were 249 respondents to the artist survey.

**Survey respondents** indicated that they heard about the survey through the following means:

- Social media outlet – 90 (36%),
- Email Invitation – 62 (25%),
- Friend/colleague/acquaintance – 56 (23%),
- At a public meeting/event – 22 (8.8%)
- Flyer, poster, postcard – 21 (8.4%)

*Respondents may have selected multiple options

From the write in responses to the above question Hopkins Center for the Arts, mnamartists.org, the Sun Sailor, and Veberod Gem Gallery listserv were all popular ways people heard about the survey.

**ADDITIONAL OUTREACH**

The City of Hopkins requested Artspace to host an additional focus group about the survey to reach a young and diverse audience of artists. In coordination with House of Dance, a hip-hop dance studio located in Downtown Hopkins, Artspace met with representatives of the hip-hop dance community and explained the importance of the survey and more about Artspace’s initiative in Hopkins. About 20 dancers participated in the meeting, and Jake and Bao Riley from House of Dance helped facilitate. Computers were made available to take the survey right there as were handouts for dancers to take with them and distribute to their friends. Many of the attendees represented dance crews and troupes of many more area artists. They travel to Hopkins to be part of this dance community centered around House of Dance from many different parts of the Twin Cities Metro Area including: St. Paul, West St. Paul, Brooklyn Park, Brooklyn Center, South Minneapolis, Northeast Minneapolis, North Minneapolis, St. Louis Park, and Fridley. Dancers mentioned they have had a difficult time finding places to rehearse due to their dance form being less generally accepted or recognized among the mainstream. Their art form is also considered noisy and many need to practice at night after work, which neighbors do not like. Live/work housing was an appealing type of space to many of the attendees as was not surprisingly affordable performing/rehearsal space.

The sentiment among the generally 20-30-year-old dancers was that Minneapolis or St. Paul, would be their first choice for location, but if affordable, well-designed space with amenities for artists/dancers was made available in Hopkins, that could be compelling enough to move there.
SURVEY DISCLAIMER

The survey respondents are a sample of convenience. While believed to be grossly representative of the target population (artists and other creatives living in/around Hopkins and the Twin Cities) generalization of the findings to these broader populations cannot be conducted. Because of the non-random nature of the sample, the data reported includes only descriptive statistics. The responses included in this report are all completed survey entries barring any apparent erroneous responses which were removed. Due to the nature of data collection, the analysts at Artspace are not able to eliminate the entire possibility of duplicate responses to the artist survey, given the bounds of confidentiality.

Data that is not statistically relevant due to low response numbers are mostly omitted from this report. Small group differences or percentages should be interpreted carefully. Statistical analysis of the Survey Gizmo collected data was conducted via SPSS Statistics software and Microsoft Excel.

Artspace has conducted over 90 Arts Market Surveys across the country reaching more than 37,000 artists. The experience and lessons learned from surveying artists and creatives around the country plays heavily into the market considerations, assumptions, and recommendations in this report.

ONGOING OUTREACH

Responses to the artist survey are considered representative of a need. Interested respondents may not be the same people who eventually rent space in a future project. Artspace recommends that those planning new space stay in touch with the 184 (74%) respondents who requested further information and/or updates on this project. Ongoing outreach is recommended to keep a diversity of artists engaged in any evolving conversation and future project(s). The confidential contact information for these respondents interested in further contact was provided to the City of Hopkins by Artspace in a separate attachment.
The primary focus of this report is on the 230 (92%) of the total 249 survey respondents who indicated an interest in at least one type of space in Hopkins, MN.

The following is a breakdown of the types of spaces in which respondents expressed interest. The data suggests a clear need for new space where Hopkins’ creative sector can live, work, and create.

Note: Respondents could select multiple options
RESPONDENT OVERVIEW

To provide context about who participated in the survey, below is a demographic breakdown of all 249 survey respondents.

**Respondent Race and Ethnicity**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White/Caucasian</td>
<td>221</td>
<td>89%</td>
</tr>
<tr>
<td>Asian</td>
<td>11</td>
<td>4%</td>
</tr>
<tr>
<td>Multiracial/Multiethnic</td>
<td>7</td>
<td>3%</td>
</tr>
<tr>
<td>Hispanic/Latino(a)</td>
<td>5</td>
<td>2%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Native American/Alaskan</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Not listed</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>249</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Respondent Age**

- 70 years + 5%
- 61-70 19%
- 51-60 19%
- 41-50 21%
- 31-40 21%
- 21-30 19%
- 20 years or younger 2%

**TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT**
(Respondents could choose up to 4)

1. Painting and Drawing – 39%
2. Mixed Media - 18%
3. Photography - 18%
4. Music – 17%
5. Arts Education/instruction – 16%
6. Crafts/ Fine crafts – 16%

**Respondent Gender**

- Female: 121 (49%)
- Male: 99 (35%)
- Non-binary: 26 (11%)
- Prefer Not to Answer: 3 (1%)

- 121 (49%) Use space within their home for art/creative work
- 73 (29%) Do not have the space they need for their art or creative work

**Respondent Location**

- * 86 ARE A CURRENT RESIDENT OF HOPKINS
- * 28 WERE A PAST RESIDENT OF HOPKINS
- * 135 HAVE NEVER BEEN A RESIDENT OF HOPKINS
RECOMMENDATIONS

The Arts Market Study revealed a need for a variety of affordable spaces serving artists and creatives in Hopkins. New live/work housing, private studios/creative workspaces, shared creative spaces, and shared performing arts spaces for individuals are all supported to some degree by the survey data. In particular, the market supports a moderately sized affordable mixed-use project concept. Based on the results of the Arts Market Survey discussed in this report. Artspace recommends advancing a mixed-use facility with both residential and commercial space that can be adapted for a variety of creative space uses. The data supports the following creative space types and amounts in Hopkins:

- **Up to 30 units of live/work artist housing in Downtown Hopkins**
- **Up to 18 new affordable private studio spaces** in addition to live/work housing.
  - Rents for private studio space **up to $400/month** will serve 87% of interested artists. At least 50% of the rents should be priced at or below $250/month.
  - A variety of sizes of private studio spaces, especially those that are 500 sq. feet or less as this will serve 74% of interested artists.
- **Shared creative space with specialized equipment in or separate from a mixed-use facility**
  - Of the shared creative space, some should be dedicated to performing arts
  - Any operator of commercial space in a mixed-use facility should look at the preferred types of space identified in this study when developing a program plan

In an Artspace project, Shared Creative Space (e.g., makerspace, coworking space) and Shared Performing Arts Space is best accommodated by organizations or businesses that rent below-market rate, commercial space in the building and offer the shared and short-term spaces as part of their programming or business model. Artspace itself does not typically operate shared and specialized art studios/workspaces. To maintain a financially feasible project, commercial space is typically less than 20% of an overall building’s square footage. Local entrepreneurs, non-profits and/or creative businesses that currently address or want to address the shared space needs identified in this Arts Market Study should review Section IV of the Technical Report.

The following **key observations** are offered based on the data that follows in this report:

- Affordable artist live/work housing in Hopkins will mostly draw new residents from the broader Twin Cities metro area.
- Affordable artist live/work housing will encourage 16 of the 23 artists who currently live in Hopkins and indicated they have considered leaving, to stay.

Artspace’s recommendations are based on 30+ 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; available sites; and new complementary developments that offer desired space.

Survey respondents could select multiple types of spaces that they would be interested in renting or relocating to and duplication of interest is possible. For example, an artist may want both 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 to consider the possible impact of overlapping space interests.
The information on the following pages is solely about the 91 artists interested in live/work housing in Hopkins.

91 (37%) of the 249 respondents are interested in live/work housing.

35 (38%) are only interested in live/work housing and no other space.

Household composition:
- One-person – 38 (42%)
- Two-person – 39 (43%)
- Three-person – 4 (4%)
- Four or more – 10 (11%)
- Children (under 18) – 17 (19%)

Household income (for those interested in affordable housing):
- 50 households earn 60% or less of area median income (55%)
- 37 households earn more than 60% of area median income (45%)

52% of interested artists are 21-40 years old.

Top arts, cultural, creative industry involvement (respondents could choose up to 4):
1. Painting/Drawing – 41%
2. Writing/Literary Arts – 23%
3. Mixed Media – 22%
4. Music – 21%
5. Photography – 21%

Highest level of education:
- High School Grad/GED (9%)
- Some College/Associates (29%)
- Bachelor’s Degree (35%)
- Some post-grad (10%)
- Post-grad degree (18%)

Respondent location:
- Never lived in Hopkins: 64
- Previously lived in Hopkins: 4
- Currently live in Hopkins: 23

Current situation:
- 51 – 56% do not have work space they use only for art/creative work
- 53 – 58% currently rent/lease their living space
WHAT IS LIVE/WORK HOUSING?

Artspace defines live/work housing as residential space where artists are able to live and create in the same space. Artspace’s affordable live/work artist housing units meet standard residential codes and are somewhat larger (150 to 200 square feet) than a typical dwelling unit. The units include artist-friendly design features such as durable surfaces, large windows, high ceilings, and wide doorways. Other variations of this type of space include work/live space, in which land use regulations allow primarily commercial/industrial uses with a small percentage of living space; and, housing-only space that may come with access to shared creative spaces located in the same or an adjacent building.

FINANCING FOR AFFORDABILITY

To keep live/work housing attainable, the Artspace financing model combines public and private funding to ensure long-term, self-sustaining, affordable housing. A primary funding tool is the Federal Low-Income Housing Tax Credit (LIHTC) program which drives private equity investment to capitalize projects. Two types of allocations a 4% credit and 9% credit differ in that the 4% credit drives less private equity and results in a larger funding gap. The 4% program imposes fewer constraints on the project concept and while project threshold criteria must be met, it is a non-competitive funding source. The 4% program offers less opportunity for deep rental subsidy and aligns with Arts Markets that can sustain higher rents targeted to households earning 50% to 60% of AMI and in large (50 or more unit) multi-family developments.

The U.S Department of Housing and Urban Development (HUD) imposes annual household income limits and sets maximum rents in projects awarded tax credits from either program. These rent limits are accompanied by a HUD-determined “utility allowance” that further lowers base rents in order to keep overall housing costs affordable for low-income households. These limits change annually. The 2018 HUD published maximum household income for those earning 60% or less of the Area Median Income (AMI) and corresponding rents for the Minneapolis-St. Paul-Bloomington, MN-WI HUD Metro Area are in the following table. The rents and income limits set by HUD reflect the trends in the whole Metro Area. Rents are expressed by month and incomes are annual.

### 2018 HUD Income and Rent Limits for LIHTC Projects in Hennepin County

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Income Max (30% - 60% AMI)</th>
<th>Bedrooms</th>
<th>Max Rent (30% - 60% AMI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$19,830 - $39,660</td>
<td>Efficiency</td>
<td>$495-$991</td>
</tr>
<tr>
<td>2</td>
<td>$22,650-$45,300</td>
<td>1-bedroom</td>
<td>$531 - $1,062</td>
</tr>
<tr>
<td>3</td>
<td>$25,470-$50,940</td>
<td>2-bedroom</td>
<td>$636-$1,273</td>
</tr>
<tr>
<td>4</td>
<td>$28,290-$56,580</td>
<td>3-bedroom</td>
<td>$735-$1,471</td>
</tr>
</tbody>
</table>

Source: Novogradac & Co. Rent and Income Calculator; Novoco.com, 2018
50 (55%) of artists interested in live/work housing in Hopkins would income qualify at 60% or below AMI per HUD guidelines. 16 (18%) report incomes that fall at 30% or below AMI and would qualify for the more deeply subsidized units made possible using the 9% LIHTC model. The percentage of interested income qualifying artist households is on par with recent similar surveys conducted in other cities across the nation. With 50 interested artists self-identifying as income eligible, a LIHTC funding approach for a smaller scale housing development is still supported by the market.

**RENTAL AFFORDABILITY**

To qualify to live in live/work housing, artists do not need to derive the majority of their income from their art or creative pursuit. In fact, in Hopkins, 62 (68%) of those interested in live/work housing earn 25% or less of their income from their art/creative work. Many artists balance their creative work with other non-creative type jobs to earn a living. From the self-reported income data in the survey, 55% would qualify for affordable live/work housing based on their household incomes being 60% or less of Area Median Income (AMI). A step further, Artspace asked artists what the maximum amount they would consider paying monthly for live/work housing. This is to understand how developers should model their rent structure; how many households consider the 2018 HUD maximum rental guidelines to be affordable; and, how many would qualify for that rent based on their current reported household size.

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 rental rates set by HUD vary according to bedroom count and household income.

<table>
<thead>
<tr>
<th>Affordability to Hopkins Respondents</th>
<th>Household to Size</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max monthly rent</td>
<td>One</td>
<td>Two</td>
</tr>
<tr>
<td>$400</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>$500 - $600</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>$700 - $800</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>$900-$1,000</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>$1,100 - $1,200</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>$1,300 - $1,500</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Over $1,500</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>38</td>
<td>39</td>
</tr>
</tbody>
</table>

Total for 30% of AMI Rents (shaded area) 33 32 3 7 75 82%

*Shaded area represents maximum respondents would consider paying relative to household size and to 2018 rent guidelines for 30% AMI in Hennepin County. Rent table on Page 14.*
75 (82%) of respondents indicated that the maximum they would consider paying for live/work housing is generally aligned with the rent limits that can be charged per HUD guidelines (relative to household size) for affordable housing in Hennepin County. Some households could pay more than the maximum rents that could be charged. This indicates the rent limits in the 30%-60% range are affordably priced for the majority of the respondents to this survey. Any future household applicant would need to meet income guidelines, but this is a good indicator that this price point would be considered generally affordable for the Hopkins rental market.

Furthermore, 25% of the survey respondents interested in live/work housing indicated that they currently pay $1,201 or more a month in housing costs regardless of household size. This is higher than the maximum many would consider paying in the future and indicates that affordable units would be a welcome addition to the real estate market.

**RECOMMENDATIONS FOR LIVE/WORK HOUSING**

Artspace recommends building up to **30 live/work housing units total in Downtown Hopkins**. This is a conservative estimate using 3:1 redundancy which accounts for the many factors that influence the overall indicated market need as well as Artspace’s national experience as a developer of live/work housing. The factors that can influence need include:

- **Income Qualification**: The number of interested artists who would income qualify at or below 60% of AMI
- **Duplication**: Interested households in which more than one artist responded to the survey. 12% indicated someone else in their household was also taking this survey, and 22% were unsure.
- **Student Interest**: Interested artists who are currently full-time students, and whose household incomes/compositions are likely to change post-graduation
- **Relocation**: Only 25% of respondents currently live in Hopkins, respondents may have overstated their willingness to relocate
- **Overstatement of Interest**: While not quantifiable, enthusiasm for new space and the project concept may not in every case equate to an artist household choosing to relocate.

The development and design decisions for new space may impact marketability and the effect of any adverse decisions are not considered in this calculation. New space should be leased affordably with preferred features and shared spaces (as identified on the following page) accommodated to the extent feasible.

**3:1 REDUNDANCY**

Given the variety of factors that impact the respondents’ stated need for space, Artspace uses the triple redundancy method to account for the considerations mentioned on the previous page. The threshold for market support for a live/work housing project requires a minimum 3:1 redundancy, meaning at least 3 interested artists/creatives should be identified for every 1 live/work housing space created.

\[
\frac{91}{3} = 30
\]
The table below indicates how some of the 3:1 redundancy influencing factors mentioned earlier calculate into the total live/work housing need in Hopkins.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Interested Artists</td>
<td>91</td>
</tr>
<tr>
<td>Income Qualify – 60% AMI</td>
<td>50</td>
</tr>
<tr>
<td>Households with more than 1 interested Responder</td>
<td>11</td>
</tr>
<tr>
<td>Minimum Potential Duplicates (11/2)</td>
<td>5</td>
</tr>
<tr>
<td>Current Full-Time Students</td>
<td>8</td>
</tr>
</tbody>
</table>

*Estimated Market for a LIHTC project – *30 units

‘Market need is only one consideration when developing 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 financing method and the related LIHTC Qualified Allocation Plan (QAP), if applicable.

UNIT MIX

The number of bedrooms needed by respondents interested in live/work housing in Hopkins, trends toward one- and two-bedroom units. Using the triple redundancy method, Artspace suggests the following unit breakdown to begin concept planning.

<table>
<thead>
<tr>
<th>Number of Bedrooms</th>
<th>Requested #</th>
<th>Percentage</th>
<th>Recommended # of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiency/Studio Units</td>
<td>7</td>
<td>8%</td>
<td>2</td>
</tr>
<tr>
<td>One-Bedrooms</td>
<td>38</td>
<td>42%</td>
<td>13</td>
</tr>
<tr>
<td>Two-Bedrooms</td>
<td>36</td>
<td>40%</td>
<td>12</td>
</tr>
<tr>
<td>Three-Bedrooms</td>
<td>9</td>
<td>10%</td>
<td>3</td>
</tr>
<tr>
<td>4+ Bedrooms</td>
<td>1</td>
<td>1%</td>
<td>0</td>
</tr>
<tr>
<td>Totals</td>
<td>91</td>
<td>100%</td>
<td>30</td>
</tr>
</tbody>
</table>

When determining the unit mix in a project concept the market study findings are important, but there are other factors to consider including: what the site/building can accommodate; funder priorities; HUD requirements for maximum household size per bedroom count; and, the operating budget/project pro-forma. For a suburban market such as Hopkins, and from what Artspace heard during the preliminary feasibility visit, including a number of two-bedroom units is recommended to accommodate families that may wish to live in Downtown Hopkins. Forty percent of those interested in live/work housing also requested two-bedroom units.
UNIT SIZES AND FEATURES

The survey did not ask about preference for live/work housing size/square footage, but the necessary square footage can be estimated (for planning purposes) by ensuring that that the workspace size preferences of those interested in private studio space can be accommodated in the live/work housing unit. Thirty-three (33) of those interested in private studio space are also interested in live/work housing (detailed on the following pages) and over half of those interested in private studio/creative work space would need that space to be up to 350 square feet.

Alternatively, live/work housing can be modeled after Artspace’s live/work units which are generally about 150-200 SF larger than traditional affordable housing and have flexible floor plans to accommodate for workspace. Average Artspace unit sizes are:

- **Average efficiency/studio**: 700 sq. ft. – 800 sq. ft.
- **Average 1BR**: 800 sq. ft. – 1,000 sq. ft.
- **Average 2BR**: 1100 sq. ft. – 1,200 sq. ft.
- **Average 3BR**: 1400 sq. ft. – 1,600 sq. ft.

The following live/work space and building amenities and features were most requested by respondents interested in live/work housing. This and other design considerations are further explained on page 25. Addressing these preferences through design, is important to the marketability of any future development.

**MOST PREFERRED SHARED BUILDING AMENITIES**

- Building Wi-Fi (57%)
- Additional storage (47%)
- Gallery/Exhibition space (45%)
- Green Space (45%)
- General-use studio/flex-space (41%)

**MOST PREFERRED LIVE/WORK UNIT FEATURES**

- Abundant natural light (75%)
- Internet access (high-speed) (68%)
- High Ceilings over 10 ft (42%)
- Soundproofing (41%)
- Washer/Dryer hookups in unit (40%)

*Respondents could choose up to five shared amenities and up to four live/work features

RETAINING AND ATTRACTING THE CREATIVE SECTOR

Of the 91 respondents who indicated that they would relocate to a live/work housing community, 23 of them currently live in Hopkins and **16 (70%)** of those Hopkins local artists responded that they have considered leaving, and the availability of new space would encourage them to stay. Notably, 64 of those interested in live/work housing have never lived in Hopkins. Data collected through the survey supports the creation of new housing and importantly demonstrates that affordable live/work housing would encourage artists living in the greater Twin Cities Metro Area to relocate to Hopkins and that there is an opportunity to retain artist who might otherwise leave the city.
The information on the following pages is solely about the 103 artists interested in leasing private studio space on an ongoing basis.

103 (41%) of the 249 respondents are interested in private studio space.

70 (68%) are interested only in private studio space and not housing.

33 (32%) are interested in both private studio space and housing.

70 (68%) are interested only in private studio space and not housing.

29 (12%) of all respondents currently rent/own studio space on an ongoing basis.

Current rent for private studios:
- 10 pay $1 - $200/month
- 8 pay $201 - $400/month
- 11 pay more than $400/month

Top arts, cultural, creative industry involvement (Respondents could choose up to 4):
1. Painting and Drawing - 52%
2. Photography - 17%
3. Mixed Media - 17%
4. Art Gallery/Curatorial - 16%
5. Graphic Arts/Design - 14%
6. Writing/Literary Arts - 14%

Of the 103, 50 (49%) have studio/work space within the home.

28 (27%) don’t have the space they need for their art/creative work.

Of the 103, 43 (42%) do not have dedicated studio/work space.

Most requested private studio size: 74% (77) would be served by 500 sq. ft. or less.

* A variety of sizes are needed.

Respondent location:
45 (44%) of those interested in private studio spaces currently live in Hopkins.
WHAT IS PRIVATE STUDIO SPACE?

Private studio space is creative workspace that is specifically designed for the creation or practice of art in all its forms (performing, visual, functional, literary, etc.). 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.

When calculating the demand for private studio space, Artspace looks at the number of respondents only interested in private studio space and not live/work housing (70 respondents). Top priority shared amenity and design feature preferences are based on the responses of all those interested in private studio space (103 respondents). The assumption is that if an artist resides in a live/work unit then an additional separate private studio space is less likely to be needed. In Hopkins, there is a high percentage (68%) of the 103 respondents, who only wanted private studio space. This may be reflective of the high percentage of respondents who own their homes (62%), and the 41+ age of respondents (57%). Older artists may have a more stable housing and have less flexibility or interest in relocating.

INTEREST IN PRIVATE STUDIO SPACE

103

INTEREST IN LIVE/WORK HOUSING

91

33 BOTH

RECOMMENDATIONS FOR PRIVATE STUDIO SPACE

Artspace recommends creating up to 18 private studio spaces, if live/work housing is also built, or up to 26 spaces if it is not. This is a conservative estimate based on a 4:1 redundancy model. There are more variable factors to consider when assessing market need for private studio spaces versus live/work housing units, most importantly necessity, therefore Artspace relies on the 4:1 model for this type of space. Factors that influence our recommendation and conservative assessment of demand include:

- Artists may choose a more cost-effective option than renting a private studio on a long term-basis such as:
  - Sharing a studio space with other interested artists
  - Using less space than they initially indicated
  - Renting short-term spaces
- Amenity specific needs that they require, may not be feasible to include
- Location of project/new space may not be preferred
- Income fluctuation leading to shorter tenancy than housing
Respondents to the survey also indicated significant interest in **shared** short-term studio spaces. 51 expressed interest in studio space (general-purpose, for occasional private use) and 56 in studio space (general-purpose, multiple user). **If short-term space is created to meet this occasional and shared-use community need, then the number of spaces created for long-term private studio space should be reduced accordingly, and vice-versa.**

The value of this recommendation relies on a diverse selection of private studio space options that reflect the sizes, rental costs, amenities, and features preferred by interested artists/creatives.

Not all private studio spaces for which there is demand need to be built at the same time. In fact, Artspace recommends introducing new studio space in phases if feasible. Private studio space rentals, like commercial space, is subject to greater market fluctuations than housing.

### Studio Sizes & Rental Rates

Understanding what artists can afford and how much space they need is critical to the marketability and self-sustainability of new space. The following two charts provide a summary of this information.
Based on the data and the summary statistics, a draft program plan for a private studio space development should consider:

- Studio spaces of varying sizes. For example:
  - (5) under 200 square feet
  - (15) 200-500 square feet
  - (5) 500-1,000 square feet
- Rental agreements that do not exceed $400 per month, gross rent regardless of space size. With many targeted lower, at least 45% renting at $200 or less.

Incorporating some larger spaces and more expensive spaces is also supported by the market findings, but what artists can pay for space on a square foot basis may not be commensurate. Therefore, Artspace recommends pre-leasing, collecting letters of interest, and/or developing a waiting list for planned private studios larger than 500 square feet or more than $400 a month.

The following building-wide shared amenities and studio space features were most preferred by respondents interested in private studio space. This and other design considerations are further explained on page 25. This information is important for any developer or operator to consider for the marketability of any future development. If any developer is interested in building studio-only spaces, please refer to Section III of the Technical Report.

**Most Preferred Building-Wide Amenities**
- Building Wi-Fi (66%)
- Gallery/Exhibition space (60%)
- Utility sink with trap (46%)
- Additional storage (41%)
- Green Space (38%)

**Most Preferred Studio Space Features**
- Natural light (76%)
- Internet access (high-speed) (53%)
- High ceilings, over 10 ft. (38%)
- Durable flooring (34%)
- Special ventilation (33%)

*Respondents could choose up to four for each question*
ARTIST SURVEY INTEREST IN:
SHARED CREATIVE SPACE AND
SHARED PERFORMING ARTS SPACE

149 (60%) OF THE 249 RESPONDENTS ARE INTERESTED IN ACCESS TO SHARED CREATIVE SPACE

66 (27%) OF THE 249 RESPONDENTS ARE INTERESTED IN ACCESS TO SHARED PERFORMING ARTS SPACE

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT
(Respondents could choose up to 4)
1. Painting/Drawing - 40%
2. Photography - 18%
3. Mixed Media - 17%
4. Crafts/Fine crafts - 16%
5. Jewelry Design/Fabrication - 15%

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT
(Respondents could choose up to 4)
1. Theater Arts - 33%
2. Music - 27%
3. Dance/Choreography - 26%
4. Painting/Drawing - 26%
5. Performance Art - 20%

RESPONDENT LOCATION
60 (40%) of those interested in shared creative space currently live in Hopkins

MOST PREFERRED TYPE OF SPACES/SPECIALIZED EQUIPMENT*
- Studio Space (gen. purpose, multi-user) - 56 (38%)
- Gallery/Exhibition Space - 52 (35%)
- Studio Space (gen. purpose, occasional private use) - 51 (34%)
- Woodworking shop - 35 (23%)
- Classroom/Teaching Space - 34 (23%)
- Paint Room (sprayers/ventilation) - 33 (22%)
*Respondents could choose up to five options. These are accessible on a short-term lease basis or paid membership

MOST PREFERRED TYPE OF SHARED PERFORMING ARTS SPACE/EQUIPMENT*
- Rehearsal Space - 27 (41%)
- Theater/Performance (Black box/flexible) - 27 (41%)
- Classroom/Teaching - 22 (33%)
- Dance studio/rehearsal space - 18 (27%)
- Theater/Performance (formal seating/permanent stage) - 17 (26%)
- Sound Proof practice room - 16 (24%)
- Sound Booth - 16 (24%)
*Respondents could choose up to four options. These are accessible on a short-term lease basis or paid membership
WHAT IS SHARED CREATIVE SPACE?

Shared creative space is space and specialized equipment that may be available for short-term, private rentals (e.g. hourly, daily, weekly, monthly) or accessible to multiple users at the same time through a membership or other rental arrangement. The spaces and associated programming are typically offered to artists through an organization/operator that has leased long-term space from the property owner for that purpose, in many cases from Artspace. Collaborative shared spaces may include for example: co-working or makerspaces designed for specific uses such as ceramics, 3D printing, culinary arts, or woodworking. Private short-term rentals may include: storage, conference rooms, 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 outright. Shared creative space can exist in the context of a new multi-use facility, as a stand-alone venture, or as an extension of existing programming.

With 149 respondents expressing interest, shared creative space is the largest need identified by this study in Hopkins. While about 32% of these artists also expressed an interest in live/work housing (48 respondents), it is anticipated that the need for most shared spaces will remain constant even if new complementary spaces such as live/work housing or private studios are created. The exception is the overlapping interest in shared, general-purpose studio spaces both for multiple users and for occasional private-use. Sixty artists whom live in Hopkins expressed interest in shared creative space, the highest amongst all the space. Developing new shared creative space would address the need of Hopkins’ current resident artists.

RECOMMENDATIONS FOR SHARED CREATIVE SPACE

Artspace recommends including shared creative space in any new multi-use facility resulting from this study as well as identifying other opportunities in Hopkins to introduce new shared space models.

A multi-use facility with live/work housing and/or private studios as core space types would be enhanced by including shared general-purpose studios that are flexible for either private or multiple users to access on a short-term basis as well as gallery/exhibition space. Any interested developer, including Artspace, would need to find an organization/business or individual who could operate these sorts of spaces with a sustainable business model.

If addressing the shared creative space need identified in this study, Artspace recommends focusing on just one or a few of the preferred types of spaces/equipment documented. Providing limited types of appropriate spaces/equipment is more valuable than a variety of mediocre ones.

While the priority should be to address the “most preferred” spaces (of interest to at least 20% of the interested respondents) there are other spaces and equipment that have been identified as desirable. These include a woodworking shop with equipment that otherwise may be cost prohibitive for individual artists to purchase; classroom/teaching space; a paint room with sprayers and ventilation; and, a photography studio with equipment. A full list of types of spaces/specialized equipment preferred by respondents can be found in the Technical Report Section IV.
WHAT IS SHARED PERFORMING ARTS SPACE?

Shared Performing Arts Space accommodates the needs of those in the performing arts or other complementary industries. Like shared creative space, the space and specialized equipment may be available for short-term, private rentals (e.g. hourly, daily, weekly, monthly) or accessible to multiple users at the same time through a membership or other rental arrangement. The spaces and associated programming are typically offered by an organization or business that leases commercial space from the property owner, in many cases leased from Artspace. Collaborative shared spaces may include: costume, prop and set design shops, or storage for the same. Private short-term rentals may include: rehearsal or performance space; or sound proof practice or recording studio space. Performing arts space is expensive for artists due in part to the volume of space and the technical equipment required (i.e. sprung dance floors, soundboards). Shared performing arts space can exist in the context of a new multi-use facility, as a stand-alone venture, or as an extension of existing programming.

RECOMMENDATIONS FOR SHARED PERFORMING ARTS SPACE

The interest in shared performing arts space (66 respondents) is less than the interest for shared creative spaces (149 respondents), and the low numbers may impact the feasibility of creating and operating the preferred spaces. However, the interest relative to the size of the respondents identifying as practicing in theater arts (33%), music (27%), dance (26%) is still significant. For this reason, it is useful to consider the most preferred shared performing arts space and the shared creative space needs independently. Identifying a theatre company, Hopkins’ local Stages Theater for example, that might have space now or in the future, that could be rented or made available to individual performing artists is something to consider.

The nature of many types of performing arts spaces is that they are often costly to build and operate while generated income is seldom enough to offset the expense. For example, of the interested artists that would prefer at least 1000 sq. ft. of rehearsal space (dance studio, theater rehearsal or sound proof practice rooms), just 42% (16) can pay between $10 and $15 per hour for the use of that space. Users also tend to require the spaces at similar times (evenings and weekends for example) making scheduling difficult and in return creating an inefficient economic model. The more flexible the space and suitable to multiple users the more self-sustaining the spaces become. Introducing complementary, income generating programs and spaces can also help create more successful models.

In the absence of identifying partner theatre companies or other arts organizations that can address the identified space needs through existing facilities or programs, the developer of a multi-use project concept should consider including flexible space that can be used for rehearsal space as well as small black box performances, as this would address the two most preferred spaces of the interested respondents. Incorporating classroom/teaching space and/or dance studio/rehearsal space should also be a consideration. Any program operator interested in offering performing arts space in the context of a multi-use facility or as a stand-alone venture, should review Section IV of the Technical Report as part of the planning process.
DESIGNING ARTIST SPACES

Concept planning for new space requires more than just quantifying interest in live/work housing, private studio, and shared creative spaces. Location, rental costs, shared amenities, size and design features all impact marketability of new spaces. Regional market conditions, funding strategy, available operators of shared spaces and project budget limitations also influence what spaces are created and the amenities and features that are included. Given that many variables impact feasibility and the concept planning process Artspace offers the following design best practices to assist developers of new creative space. The Hopkins Arts Market Survey data as well as Artspace's 30 + years designing projects informs this resource.

DESIGN FEATURES AND AMENITIES

GENERAL GUIDELINES

If spaces and buildings are well designed to incorporate features and amenities that artists prefer, then the artists are better served, and spaces are more leasable. In the design phase, developers should be mindful of the environment 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, the ability to easily load and unload projects, materials, and equipment. This means wide hallways (6-foot minimum) and oversized doorways and elevators with 3,500 pounds capacity, and perhaps including loading zones, and space for package pick-ups. Certain art materials can be toxic, that adds a level of consideration for trash disposal and utility sink drains. The flooring in all spaces should be highly durable and low-maintenance (e.g., stained/polished concrete, sealed/epoxy coated concrete, ceramic or porcelain tile, or linoleum or wood products, but no carpet.)

LIVE/WORK HOUSING

Overall a live/work housing unit should be designed to maximize flexible space. This infers that kitchens should be open, galley, straight, or “L” shaped layouts with no “islands” and the sink is recommended to be a single, extra deep basin, stainless steel preferred, with no garbage disposal. Ceilings should be a 10-foot minimum 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 allows.

COMMUNITY GALLERY & ENTRY LOBBY

When designing also consider that artists should have space for collaboration and community development. Live/work housing space in its general conception provides the opportunity to collaborate and help one another, but all artist spaces should have a space intended to enable collaboration and inspire a sense of community. Commercial and communal space public restrooms should be inclusively designed as at least two gender neutral restrooms and include a diaper changing station in at least one unit.

Artists also enjoy sharing their art, 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, display their art in the hallways, if they choose to do so. For gallery spaces, there should be floor outlets approximately every 12 feet. Walls should include a ¼ inch layer of plywood behind the gypsum board to aid in hanging artwork; there should be a minimum of 3 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
even larger artwork). Walls should be neutral colored and suitable for displaying artwork. Best case scenario there are two types of lighting in these rooms. First is the general overhead lighting and the second is the directional track lighting for the art work. These track lights need to be installed so as to light work at 45 degrees from the spot where art is traditionally hung. There also needs to be separate light switches for both sets of lights and a hanging system incorporated.

PERFORMING ARTS SPACE

When designing for the needs of performing artists, consideration should be given to sprung flooring for dancers, high ceilings and space that is unencumbered by posts/pillars to accommodate movement. Soundproofing closets or offering shared soundproof spaces for practice or music/voice recording would typically be a welcome amenity and supported by the Hopkins Arts Market Study data.

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.

Artspace has a plethora of resources on designing artist spaces and is also available to consult with developers looking to create space for artists.

HOPKINS SPECIFIC DESIGN FEATURES AND AMENITIES

LOCATION

The artists who participated during the Hopkins Preliminary Feasibility Visit all mentioned downtown as the preferred location for a future project. Building off the momentum that’s been created downtown by Hopkins Center for the Arts, Stages Theater, and the Artery to name a few, Artspace also recommends continuing to look at downtown sites for a future mixed-use development. The planned Southwest Green Line Light Rail Extension will be transformative for downtown and a great amenity for future residents and users of a multi-use arts facility. While many factors drive site selection including: cost, funder preference, zoning, environmental conditions, the real estate market, ease of acquisition/site ownership, proximity to amenities (e.g., public transportation, grocery, retail, arts), and city planning priorities. Downtown would be the best option for any concept that includes live/work housing.

TRANSPORTATION AND PARKING

Many of the artists interested in live/work housing stated they would use alternative modes of transportation if available, in effect reducing their reliance on driving. Given the accessibility in the region via the many bike trails, buses, and future Light Rail, locating with access to these amenities is recommended. The interest level is strong enough to plan a multi-modal project with bicycle parking on site. In fact, 81% of respondents indicated they would use bus/light rail on a regular basis, and 63% indicated they would walk/bike to reduce their reliance on driving. However, 97% indicated they still need at least one parking space for their household.
**DESIGN CONSIDERATIONS**

**BUILDING-WIDE AMENITIES**

Artspace’s general design guidelines along with information provided by the survey respondents about their preferred shared amenities, shared space types, and design features are considered during the program and concept development phase of any new space initiative or mixed-use facility. Those spaces and amenities that are preferred by more than one sub-group deserve particular attention as they will serve the greatest number. When funding is limited it is important to make thoughtful decisions about how to best use resources to benefit the most.

The table below shows the overlapping interest in amenities and short-term spaces among several subgroups of survey respondents. Artspace recommends prioritizing spaces that are of interest to multiple...
subgroups, can serve multiple uses and/or are the least expensive and complicated to create and operate. Full lists of preferred spaces and amenities are in the Technical Report and should be reviewed by developers of new space for other program ideas. Spaces/Amenities preferred by at least 25% of interested respondents are identified below. Careful consideration should be given to the upfront and operational costs and complexity of incorporating the types of spaces listed in under “costly spaces.” Respondents could choose up to 4 or 5 preferred amenities/shared spaces, for each type of space they expressed an interest.

<table>
<thead>
<tr>
<th>Building Amenity</th>
<th>Live/Work Housing</th>
<th>Private Studio</th>
<th>Shared Creative Space</th>
<th>Shared Performing Arts Space</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Easy to Incorporate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Wi-Fi</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallery/Exhibition Space</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Classroom/Teaching Space</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>General-use studio/ flex-space (private and/or shared)</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Additional Storage</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rehearsal Space</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Green Space</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sustainable/Renewable Energy-based Design</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Utility Sink with Trap</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Networking/Meeting Lounge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Costly Spaces/Amenities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theater/Performance Space (black box/flex)</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Theater/Performance Space (formal)</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Dance studio/rehearsal space (with sprung floor)</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Fitness Room</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

*Not all space types and amenities were an option for each subgroup to select.*

The shared space/amenity that is preferred by at least three interested subgroups is **gallery/exhibition space**. At a minimum, this amenity should be designed into a mixed-use project. The others that at least two subgroups expressed interest in should also be given priority consideration.

Theater/performance space is an example of a type of specialized preferred space that is best developed and/or operated by a third-party non-profit or business rather than the building owner or operator of a mixed-use facility. Similarly, spaces that would be rented or offered short-term to artists not residing or renting long-term studio space in the facility, are most efficiently and feasibly operated by an arts group that master leases commercial space within the facility.

**IN-UNIT FEATURES**

The top features of interest to at least 25% of survey respondents that indicated a need for live/work housing and/or renting private studios follow:

**Natural light** – Abundant natural light within the workspace was the most preferred feature among those interested in live/work housing (75%) and in private studios (76%). Any new development should optimize natural light sources to aid the creative work of its future residents and tenants.
Internet access – high speed, high bandwidth internet for large files/graphics is needed to support the creative work of interested respondents. This was the second most preferred feature after natural light for artists interested in live/work housing and those interested in private studio space. Development plan(s) and budget(s) for new space should consider how best to provide the necessary technological infrastructure.

High ceilings: Ceilings that are at least 10 feet are desirable to those interested in live/work and those interested in private studios. Lower ceilings will impede creative work. Ceilings above 10 feet are a preferred feature for both subsets.

Soundproofing and Soundproof spaces: Soundproofing is a preferred space feature of those interested in live/work housing, and soundproof practice rooms and a sound booth are preferred by 16 (24%) of those interested in shared performing arts space. While it may be cost prohibitive to soundproof an entire housing unit or workspace within a live/work unit, consideration could be given to sound attenuating design that limits noise between units. Alternatively, offer soundproof spaces for residents to share in the facility and that could be rented by non-residents.

Special ventilation: 25% or more of respondents interested in private studio space and those interested in live/work space, indicated a need for special ventilation within their workspace. While again, it may be cost prohibitive to install special ventilation in every studio unit, design and engineering should take into consideration the toxic nature of many art materials. Consider allocating a shared private studio(s) with enhanced ventilation for varnishing, spraying, and where use of other toxic substances is permitted.

Washer/Dryer hook-ups in unit: While a project may include shared laundry facilities, interested respondents have an additional preference for in-unit washer/dryer hook-ups to aid in their creative work. If offering this feature, consideration should be given to the impact on building water usage.

Durable Flooring: This is a feature preferred by 33% of respondents interested in private studio space. Artist work in a variety of forms, many of which can ruin carpeting and soft flooring options. Floors should be difficult to mar, easy to clean and to replace in sections if necessary.

Storefront/Direct street access for retail sales: A key to an artist financial sustainability is access to the public so that they can sell, perform and share their work. Artists interested in private studios, prefer an option that will allow them direct access to the outdoors and potential clients, audiences, customers and other members of the public. The project design should consider some storefront studio options and design elements that encourage public access and interaction.

Building-wide amenities and unit features considered for new space, should not be limited to the “most preferred”. There are other selections that would still benefit many and may be easy and affordable to include. Artspace recommends that developers of new space review the Technical Report lists to see which of the features/amenities/programs align well with their particular project, space, building or site.
CONCLUDING REMARKS

FURTHER SURVEY PARTICIPANT ENGAGEMENT

Respondents indicated a strong interest in receiving updates about the project and in volunteering to advance the concept. Contact information for those who requested more information on several different topics is provided separately from this report to the City of Hopkins staff. It can take several years to realize new space and keeping interested parties engaged is important. Periodic and important project updates to those 184 (74%) respondents who requested further information is recommended.

This interest group could also be contacted to test project concept and business plan assumptions as they evolve, including more information about fees or membership rates that can be charged for access to a variety of new Shared CreativeSpaces under consideration. Planning the program early including identifying funding and an operating partner(s) is critical to successfully implementing this mixed-use concept.

It is assumed that survey respondents, while broadly representative of the market, may not be the same individuals that ultimately relocate to housing or rent new space. For this reason, Artspace recommends that an outreach strategy be developed locally in Hopkins 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. Continuing the dialogue and the City’s relationship with House of Dance, Hopkins Center for the Arts, Stages Theater, and other local arts partners, will be necessary for the next phase and to find eventual tenants.

DIVERSITY AND INCLUSIVITY

One measure of success of a future project is how inclusive it is and to what extent its residents and tenants reflect the diversity quotient of Hopkins and the surrounding area. In spite of best efforts, surveys of this nature are limited in their ability to engage everyone and in return are not truly reflective of the diversity of a region in regard to age, gender, race, income, ethnicity, and even art form.

4% of total survey respondents identified as Asian, 3% as multiracial, and 2% as Hispanic/Latino, while according to the US Census, Hopkins has a 9% Asian population, and 20% African-American, and 11% Hispanic/Latino population. 65% of survey respondents were women, when in reality, women make up 52% of the population in Hopkins. While direct comparisons cannot be truly made from the broader community to the creative sector due to the convenience sampling method of this survey, attention should still be paid to engaging diverse populations as well as men during future outreach. In the experience of Artspace, the community’s creative sector is typically as diverse, if not more than the broader population.

In order for a future project to be truly 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 that identified as male and as Asian were interested in live/work housing compared to the overall survey responses. Any outreach on housing should target diverse citizens.
NEXT STEPS

There is demonstrated market demand for up to 30 live/work housing units for artists in Downtown Hopkins. Artspace recommends using this information to advance the development of new creative spaces and in particular a multi-use, creative facility in Hopkins. **An initial live/work housing development concept should begin with an assumption of up to 30 units of housing.** The mixed-use concept can be rounded out with no more than 18 private studios (at a variety of sizes and rent targets); and, **commercial space that can be made available for Shared Creative and Performing Arts Space uses.** In predevelopment this concept can be further refined in the context of financial modeling/pro-forma development, site due diligence and selection, project partner priorities, and philanthropic/gap funding capacity. If the stakeholders in Hopkins wish to continue the path to a project developed by Artspace, the next steps are to engage in conversation with the development team, led by Heidi Zimmer, and secure funding for predevelopment.

The Technical Report that follows provides an in-depth breakdown of survey responses and can help drive concept planning regardless of who leads a new space development effort. The data can be shared as evidence of the need for new space and the impact that new space will have on Hopkins’ community and its creative sector.