

APPENDIX D

Cultural Facility Evaluation Guidelines (2015 Master Plan)

INTRODUCTION

The following guidelines are provided to establish a common set of best practices to evaluate the potential development of a Cultural Facility(ies) within the Carefree Village Center. These recommendations are based on the project team's assessment of existing conditions within Carefree as well as professional experience and common urban design practices and principles. Therefore, each of these guidelines is provided as a general reference and should not be collectively construed to be absolutely definitive in the community's deliberations regarding the development of a cultural facility in Carefree.

DEVELOPMENT

- Attention should be given to maximizing the use of existing facilities before new facilities are developed.
 - A cultural facility should enhance the Carefree "Brand" and fulfill community goals that are significant to Carefree. Areas of value expressed by residents during community outreach efforts include:
 - Art: visual arts, performing arts, history, etc.
 - Carefree: whimsical/lighthearted
 - Environment: distinctive landscape
 - To minimize risk and maximize the potential visitor population base, the development of a new facility should co-locate compatible activities in flexible, multipurpose spaces that are adaptable to a variety of present local and regional needs. Potential community needs identified during community outreach efforts include:
 - Performing arts center
 - Town chamber/public multipurpose community space
 - museum/gallery space
 - Education classroom/arts workshop space
 - Private event space (weddings, lectures, conference, etc.)
 - Incubator commercial space (rental space made available at a subsidized cost for small arts and cultural businesses)
- *Additional or separate consideration should be given to how demand for these needs is currently met by other public/private facilities in the region.
- Consideration should be given to how can or does this facility link to existing seasonal events. Can this facility contribute to or be a part of these existing or planned future events?

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ECONOMICS

- Consideration should be given to how the facility will enhance the job base. Assess how many and what type of jobs will be created and what is the average wage.
- The cultural facility should provide a fiscal return to the community that exceeds the value of the incentive offered. Assesses the net fiscal impact of the project, i.e. tax revenue that will be generated (construction and ongoing operations) over a specific time horizon.
- The cultural facility should promote both daytime and evening “foot traffic” that will generate the desired/necessary visitors to support the existing retail/restaurant establishments in the Village Center.
- The proposed facility should create a positive economic impact on existing businesses in the Village Center (identify complimentary links between proposed cultural spaces and existing businesses). Furthermore, can the proposed facility serve as a catalyst for other economic development opportunities (assess whether this is a magnet project that will attract other retail, restaurant, office, or residential activity).

SITING / DESIGN

- A cultural facility should contribute to the public domain and the development of a unique sense of place for the Village Center by being a focal point through enhanced architectural design.
- The placement and design of the facility should activate main pedestrian routes. To avoid dead space and establish a continuous retail frontage along these important pedestrian routes, active uses should be placed along the street facing ground floor of the facility over uses that are utilized less frequently.
- Reinforce clustering of complimentary uses in the Village Center. The placement of complementary uses within proximity to each other develops greater synergy amongst uses, which spills over to other adjacent uses.
- The scale and massing of the facility should feel appropriate to the character of the Village Center and adjacent uses.
- The cultural center should be located with convenient proximity to support facilities (i.e. parking, pedestrian access, vehicular access, access during special events, etc.)
- Sustainable design features should be incorporated to ensure the facility can be run efficiently and affordably.

PROGRAMMING

- Carefree and the greater Foothills area is dynamic and constantly undergoing change. Facility programming (along with design) should be sufficiently robust and flexible to provide opportunities for adapting facilities to meet changing lifestyles and community needs.
- Carefree's population cannot sustain a cultural facility alone. Programming for a broad cross section of the population (young and old, retirees and families, residents and non-residents, different income levels, etc.) must be provided to maintain long-term viability.