Purpose
Cary Parks, Recreation and Cultural Resources hosted this public meeting to receive input on the Town of Cary's Town Center Civic & Cultural Arts District Study. The Town contracted Pfeiffer Partners to conduct this study to further develop the plans and visions that were included in the Town Center Area Plan and the Parks, Recreation and Cultural Resources Master Plan. Issues discussed included the future use of Cary Elementary, future use of Town owned properties, proposed Cultural Arts Facilities, proposed Town Center park, parking and other related items. This meeting represented the first of three scheduled meetings.

Introduction
Jean Gath of Pfeiffer Partners, Inc. welcomed citizens to the meeting. Ms. Gath then gave a PowerPoint presentation which was an overview of the project. A question and answer period followed. A series of easel pads with questions were positioned around the meeting room. Those attending the meeting were asked to write their comments on Post-it Notes and place them on the respective easel pads.

Downtown Vision
• What is your vision for downtown Cary?
  o A community built on family and having a real connection with their neighbors through the arts; when we open our doors unity can occur to preserve history, education, and good healthy relationships
  o Parks, people friendly, retail
Chatham and Academy= crossroads of culture- create 4 unique quadrants that represent the future, past, culture, and opportunity of Cary

Pedestrian friendly, a mix of business and housing like a real neighborhood

Excitement/passion, life going on

The first place you would think of if you had to meet with a group, etc. is downtown Cary

A place where you want to meet with your family and friends; an area for walking, an area for water, an area for a park; keep the peacefulness, don’t bring more traffic

A quaint downtown area- home, churches, business- not big and full of traffic, not huge parking lots

Activities all day- diversity of businesses and public facilities; maintain an outward “small town” feel- but provide “behind the scenes” vibe

Friendly, exciting, vibrant, people, arts, sculptures, cafes, bistros, galleries, greens, and flowers

Downtown cultural arts district with major elements- Paige Walker, library, Cary Elementary (performing arts), Town Center, New Visual Arts Building, and Major Performing Arts Theater

A place like Saratoga Springs, NY or Skaneateles, NY

A place to be able to go out to dinner, walk around, have dessert, and see friends; need to draw businesses in to do it

Lots of people walking in the district, a vibrant lively place

**Arts Facility Needs**

1. What are the most pressing needs that you as a resident have for arts facilities, including arts education spaces?
   - Visual arts space
   - Indoor space with great acoustics; visual arts classroom space that is well lit and larger; better storage for visual arts classes
   - A bigger art center with more rooms- space for more studios for artists to meet and work together
   - Performing arts spaces
   - Space for classes, workshops to teach art for adults and kids
   - We need a performing center
   - A performing arts center with at least 2 venues, one larger (250 or more) and one smaller (100) so that various productions could take place in parallel
   - A place that can have a lot of classes at the same time- lots of mothers ask to have a class while their child is in a class, but Jordan Hall doesn’t have enough classrooms
   - Performing arts
   - Space for visiting artists to instruct
   - Pottery classes, graduations
   - We need a center that will incorporate the needs of all artists- painter, performer, pottery maker, etc.; a gallery area; a tracking area
   - A studio/gallery for the visual arts
   - Studios for fine/visual arts
   - Recital hall up to 150 seats, meeting room up to 50 seats for monthly meetings (CAPTA)
   - Photography classes including film development
   - We do have the Jordan Art Center, but classes here at the old school would be great; people could take acting and singing could perform here, while painting and drawing could hang their work
   - Video game store, strawberry fields
   - Performing arts center
   - Permanent facility for live theater with artistic and technical trappings and amenities, like Raleigh Theater
- Performing arts center for approximately 1000 people
- Large visual arts center, more class space
- We, visual artists, need more room to take lessons and to hang our work
- Diversity of art education
- Private and public performances (theater, dance, singing), studios, classes, galleries, children's museum
- Studio space for visual artists (similar to Artspace in Raleigh) to encourage interaction with the public space
- An art center- can have more tracking with the art program; Jordan Hall doesn’t have enough classrooms
- Space, never enough time and space, location- central to Cary
- Ceramic arts needs to grow; check out Pullen Park in Raleigh, the art center NC State facilities
- We have children interested in theater- need the right spaces
- Location for dance class and fitness classes
- Even if a larger facility is in a long range plan, even a smaller “black box” theater could be put to good use by the community performing art groups, and double as visual arts facility when not being used for shows or rehearsals
- Team with local artists to teach multimedia arts
- An indoor performing arts space other than the Koka Booth Amphitheater and Sertoma Amphitheater in Bond Park (both outside); there is no facility in Cary for plays, concerts, etc.; there is probably a need for a smaller and larger venues
- Small to medium equipped stage, 400-500 seats, with backstage support and rehearsal class spaces
- Theatre for performing and teaching
- Lack of facility, cost to rent Raleigh, etc. is too high for many groups
- How about some vocational arts?
- Larger ceramic arts studios with separate studio for classes
- My wife is an artist and is looking for “art space” in downtown Cary
- 900-1100 seat proscenium stage/recital hall; 400-600 seat thrust stage with full Flyworks; 150-200 seat black box theatre with costume storage and prop space, dressing rooms, and rehearsal space
- Miniature dollhouse gallery – it will attract tourists
- Expansion of Paige Walker Arts History Center
- We need more space for artists to have painting classes and shows
- Need for smaller venues for private music, dances, arts instructors to hold recitals/exhibitions for less than 50 students

2. What type of cultural activities and programs would you be most interested in attending in Cary?
- Studio space for visual artists, art education for all ages, exhibitions for local artists
- Need an indoor exhibition center that has sufficient/proper spot lighting for 3-D artworks and to small to large size sculptors
- Affordable and quality theatre for all ages
- Adult and family theater
- Visual arts, fine arts
- Multi-cultural- Hispanic, African-American, Asian, Indian, and other ethnic groups in Cary
- Live jazz, poetry readings
- Dramatic
- Arts involving those with physical and mental limitations or learning
- Visual, dramatic musical (choral) events
- Concerts, musicals, plays that we didn’t have to go to Durham or Raleigh for
- Theater- large and small shows
- Plays, music concerts, arts and crafts
Places to get together for meetings and projects
Plays, performances, meeting place, recitals, etc.
Ceramics
Multi-discipline- dance, music, theater, etc.
Big visual arts center located in a park
Theater
Performance arts- theater, dancers, kids; artist studios, classes
Kid’s programs- music theater
Community Theater for all types of people, no age barriers
Music, ballet, theater
I would be interested in more African-American cultural activities
Plays, concerts
Ceramics with gas firing and wood firing, photography
Music, lectures, plays
Mini golf course
Theater presentations similar to Raleigh Little Theater, art exhibits, art and theater education classes
All kinds
Studio tours and gallery open houses
Plays
Visual arts, performing arts, and classes for both of the above
Give music venue for local bands
Painting, drawing, and other art classes
Community theater- children and adult, music programs, show independent films
Plays, movie theaters
Theaters, dance, musicals
A “downtown” full service art orienting facility for visual and performing arts

3. How do you rate the importance of a major visual and performing arts center in downtown Cary?
High/Medium/Low
- High- 41
  - Outside of downtown
  - As long as it is available to local performing art groups
  - Cary doesn’t have a large auditorium for indoor performances (choirs, orchestra, and plays)
  - Need follow through
  - For all ages and backgrounds
  - Need more people drawn to downtown
  - For a community the size of Cary, we currently have a per capita smaller than the average amounts of facilities for the arts
  - Up to now non-existent
  - Long overdue
  - For performing
  - Need indoor performance space
  - For performance
  - Big visual arts center outside in a park
- Medium- 5
  - For visual
  - It would be a reason to stay in downtown
- Low- 6
  - In downtown
  - Have lots of great venues, nearly
  - Cary needs too many other things of greater importance
  - It would bring too much traffic- it might be better in some other place
4. What would be the benefit of having a major visual arts and performing arts center in downtown Cary?

- Downtown nightlife, culture, quality of life; need to have the parking
- Would become the heart of the town
- Community would feel cultural experiences, for residents, money for the town, Cary would be a fun place to visit
- Easy to find, add to the central identity
- Bring community together, provide space for people to perform, keep people in town, and help D.T. Brisner
- Not much
- Keep the money in Cary
- Increased commercial activity
- Beautify downtown Cary- keep it a jewel in the crown
- Cary high school graduation could be held here so families don’t have to go out of town for this
- Bring people into downtown Cary, attract businesses
- Provide a reason to have people downtown in the evenings- higher safety factor
- Bring Cary into the forefront of being a recognized “art hungry” town
- Not having to travel to Raleigh for everything, drama groups and music groups would perform here
- Bring people into downtown for love of business
- An image for Cary
- Local talent can be highlighted, drive people to downtown area
- Attract businesses and people to downtown, community image/pride
- A “catalyst” for the acceleration of Cary’s appreciation and actions relative to all types of arts
- There would be something to do downtown- provided it doesn’t close at 9pm
- It would be an excellent venue in downtown Cary for the arts, plays, musicals, dance recitals
- It would bring people downtown, make it more interesting, and help businesses
- Plays don’t have to go to Raleigh
- In addition to local arts groups, a venue could draw various performers in the winter months when outdoor venues cannot be used
- Bringing a draw to downtown (for businesses) and starting to establish an ongoing reason to visit the downtown area
- Restaurants, retail, coffee shops, florists- all perfect when there is a cultural draw more families could participate
- Might help businesses
- Something whimsical to delight children and adults alike; a miniature dollhouse museum, such a center would help bring businesses to town and would enrich the lives of people in town

Park & Open Space Needs

- How do you rate the importance of a park and/or greenspace in downtown Cary?
  High/Medium/Low
  - High- 21
    - Keep it mostly open
    - As long as it is done right
    - Definitely parks with space for a bandstand in downtown Cary
    - The quality of open space
    - Done with good design, not like a parking deck or town hall campus
    - Urban park/plaza, not a regular park- low arts focus, no playground
  - Medium- 7
    - But not at homeowner’s expense
    - There are nice places not far from downtown area, but a small botanical garden downtown would be good
If designed well
  o Medium to Low- 2
    ▪ Don't need open playfields
  o Low- 2
    ▪ Small only
    ▪ Too much traffic

2. What type of amenities do you envision in a downtown park?
  o Rose garden, botanical garden, greenways
  o Furnished park similar to “Kids Together” or MacDonald Park on Seabrook Ave.
  o Jogger or walker friendly (long trails), pond with wildlife (ducks); park benches, walking trails; botanical garden; move bandstand and have concerts regularly (community type)
  o Water park (it’s hot here); all kinds of art- abstract too; place for teens
  o Concerned about walking access to the park given the current traffic volume on Academy Street
  o Art to reflect “heart” of Cary themes- not abstract
  o Flower garden walks, acting spot, water
  o Similar park to “Kids Together” to draw mothers and children; Frisbee/golf to draw teenagers and young adults- this would be a big draw to the area
  o Sculptures, cultural arts center
  o Center of Walnut and South Walker needs to be addressed in the park; low income housing and high crime area
  o Gardens, art visual
  o Develop a farmer’s market within the park similar to Fayetteville, Arkansas.
  o Would act as a magnet to draw people downtown and create appreciation for Cary- past and present
  o A small park with water, art- not a children’s park with playground equipment; an extension of the cultural arts center
  o Model after the park in downtown Blowing Rock with monthly “art in the park”; music
  o Walking trails, flower beds/gardens
  o Botanical garden
  o Gardens, sculpture
  o A nice park with water feature with big shade trees; a reasonable size public pool for the local nearby residents to use
  o Sculpture that doubles as playground equipment
  o A small scale park, maybe a pedestrian plaza; a large park would make the downtown seem vacant, empty, unsafe
  o A few tables and benches for people at lunch time
  o A park with everything- meeting place, kid’s playground, library- art center all within walking distance; drive one time to see it all
  o Monkey bars
  o Outdoor yoga classes
  o Flowers, benches, water fountain, beauty
  o Natural, green grass where people can hang out or have a picnic; not cluttered because there are enough kid’s parks
  o Historical interpretation, sculpture, natural features
  o Dog friendly green space to walk to
  o Storm water system impact- storm water analysis needed
  o We need more facilities for the younger children
  o Visual art center in the park
  o Diverse “age” areas for the park to attract all residents
  o Would love a nice water feature, park for weddings, some kid’s stuff too, nature/education area (i.e. trails, small resource building)
  o Police substation and appropriate lighting
1. What is missing in terms of retail and commercial offerings in downtown Cary?
   - Need more housing, need more retail
   - Variety of restaurants, have a cultural arts center that also shows movies- more independent and local films
   - Atmosphere- embrace the history of how downtown Cary developed from traffic flowing through to a stopping point with highway 51
   - Family oriented business
   - Reasonably priced clothing shops, shop geared for teens, small grocer/convenience store, and bookstore
   - Grocery, specialty food
   - Just about everything, mostly people
   - Better parking
   - Grocery, kid friendly restaurant, gas station
   - Cultural and art center
   - Restaurants open at night that allow dogs
   - Grocery stores, more retail
   - Need more small shops
   - Shopping, restaurants, housing
   - Quality restaurants, unique and interesting shops
   - Evening entertainment, gathering spots, less traffic
   - Grocery store and housing
   - Grocery store- wholefoods
   - Bookstore
   - Coffee shop that stays open past 6pm, comic book store or newsstand
   - Restaurants, evening entertainment, grocery store
   - Restaurants, grocery store, completed sidewalks, outdoor art venues
   - More pedestrian friendly/family oriented restaurant

2. If you are a business owner, what would attract you to relocating your business downtown? If you’re currently downtown, what brought you here and what do you think would bring others like you into downtown?
   - People
   - Activity- people living in the area
   - Need more parking, need more events
   - Higher density of downtown parking, vertical mix of uses- condos over shops/offices
   - Excitement in downtown renovation, clean up area, theme related town
   - Pedestrian traffic- greater density and frequency than currently, appropriate public relations and news to stimulate interest in downtown area
   - Destination centers and events downtown
   - More traffic or flow of people
   - Nothing
   - Low rent and high amounts of traffic
   - A need for parking, some restaurants and store brought people downtown
   - Reasonably priced studio space for a visual artist (with windows letting in natural light)
   - Portrait artist- downtown would be a great place to work from- interaction with other artists as well as potential clients and a place to meet
   - Real financial support- low interest loans, delayed payments, reduced fees; parking- availability, relaxed rules; lighting and signage improvements

3. What are the current obstacles for locating or operating a business in downtown Cary?
   - Traffic, parking
- No walk-in traffic or opportunities to get new clients
- Lack of interesting vital businesses, parking
- Not enough interesting business and restaurants, parking, need a destination
- Traffic, parking
- Parking and signage- keep it low cost or free
- Nice downtown park for children, shops and restaurants that support the people who come to the park
- Town council doesn’t support the downtown with money for improvement
- Access- not people friendly
- Walkers
- I hate driving through Cary so I don’t do much business
- Visibility, signage
- Traffic
- Parking; the “scariness” of this area of Cary is an obstacle to change and color
- Parking
- Parking
- Parking, appearance (dirty), bad sidewalks, marketing for current and future businesses, street lights
- Parking, too many silly rules put in place to hinder the success of a business; this town seems to be anti-business
- Traffic, parking, not enough shops/restaurants near each other
- Parking- lack there of; creation of “atmosphere” (Apex embracing street and supporting businesses)

**Kids and Family Opportunities**

- 1. On average, how often do you and your family go into downtown Cary on a monthly basis?
  - Everyday- 7
    - I work and live in downtown
    - I live here and love it, and want to support it (moved closer on purpose)
    - Live blocks from downtown- its home and we try to support all that’s here
    - Live within walking distance, but only find the library of interest
    - Walk in the district everyday
    - I live and work in downtown
  - 1 per month- 3
  - 1-2 times
  - 2 times
  - 2-3 times
  - 3 times
  - 4 times- 2
  - 4-8 times
  - 5 times
    - There is nothing that draws us here
  - 6 times
  - 8 times-2
    - Dining
  - 8-10 times or more
    - Their parts of our walk/jog trail, use library, walk through shops
  - 8-12 times
  - 10 times
    - We live here
  - 20 times- 2
  - 20-30 times
  - 25-30 times
2. What activities and facilities currently draw you and your family into downtown Cary?

- Applause Theatre Christmas programs
- Page Walker, library, restaurants, “old town feel”- Ashworth’s
- Jordan Art Center activities, classes, and exhibits
- Town hall, Ashworth Drugs, Cindy’s Café, Blue Moon, Ciao
- Lazy Daze, business after hours through chamber
- Post office, library
- The Page Walker, the once a year African-American history activities
- Parades, special events, the library
- Cary Band Day, restaurants
- Library, shopping, chamber of commerce, events at Page Walker
- Town hall, post office, Cary player's events at O.C.E.
- Restaurants, food
- Serendipities, doctor, library
- Paige Walker programs, restaurants
- Restaurants, Paige Walker plays
- Library, post office, Lazy Daze
- Spring days, Lazy Daze, shops, restaurants, library
- Dining, shopping
- Library, Lazy Daze, applause classes- Cary Elementary, Town Hall, Cindy’s Café
- Library, shops, walking
- Parades, Ashworth’s, creative images, Lazy Daze, old time winter festival
- Special events, Cindy's Café/restaurant
- Plays at Paige Walker, old Cary Elementary
- School
- Christmas parade, Lazy Daze
- Christmas parade
- Library, pharmacy, post office
- Food, festivals, shops, galleries, meetings, DMV
- Special events, meetings
- Library, post office, art gallery, Ashworth’s, elementary school, antique store, food, parades
- Library, post office, bank plaza, creative image, Lazy Daze
- Post office, library, restaurants shops

3. What additional activities and facilities would draw you and your family into downtown Cary on a regular basis?

- Live theater would be great- for children and adults
- Regular live theater- musicals, plays, reviews
- Open space park to take your dog
- Live theater- 150-200 seat black box, 400-600 seat thrust stage
- Live music venues, cultural events, specific art events- not on a grand scale (such as Lazy Daze- too much of a hassle)
- Live music, park for kids, more shops
- A children's museum/activity center
- A kid’s play space
- Fine arts events (visual and performing) of a professional quality
- Live concerts, theatricals, more visual arts and classes
- Pottery classes, entertainment (concerts, etc.)
- More opportunities for shopping and dining
- Live contemporary music for local amateur bands
- Family oriented festivals: fall- scarecrow, pumpkin; winter- expand on Christmas parade; spring and summer- already have
- More special events
- Lots of art and performances; great upscale center
- Cultural art center- classes for kids, music lessons, galleries to look through, shows, musicals
- A visual arts center- a place to see more choral, dramatic performances
- Sushi
- Art galleries- upscale, high end
- Concerts, art galleries, restaurants
- More children’s art classes
- Evening events, bike races
- Concerts, restaurants
- Arts and theatre for children play space plan, advocate arts/theatre for those with disabilities
- Not sure- this is a low key place
- Community theater with small black box and bigger thrust stage (like Chapel Hill’s)
- Art (visual and performing) programs
- The arts, fun community activities, cultural festivals

4. What obstacles keep you and your family from visiting downtown Cary?
- There is nothing for kids to do but eat with friends and shop and go to my doctor; the library we all go
- Not many good shops
- Parking-access
- Nothing prevents us, except maybe sometimes a late notice
- There isn’t anything interesting here, except breakfast and lunch at Cindy’s Café
- Lighting- security issues, no fun events in the downtown area
- No grocery store within walking distance, only a bigger flea/farmer’s market everyday
- Parking, lack of entertainment venues
- Shops down at dusk
- Nothing to do
- Half the stores are vacant; wish there was a larger variety of shops
- Parking at special events
- Closes early, parking, not much variety
- Need more restaurants open for dinner
- Not much of anything interesting
- Occasionally parking space is an issue
- Closes at 6pm
- Nothing to do after 6pm
- Parking- the lack of
- Nothing to do
- Mosquito control
- Parking is too hard
- Not much to do
- All the number of grocery stores and huge drug stores have robbed Cary of character

Cary Elementary Future

- Cary Elementary School represents both a sense of history for the town and an important physical resource. What ideas do you have for its future use?
  - Museum- Cary history, etc.
  - Rent to community school programs at Wake Tech or Durham Tech for continuing education
  - Classes, lectures, music, exhibits
  - Culture, arts until new facility is built
  - Museum, continuing education, literary events, arts organizers offices,
  - Theatre, rehearsal hall
The first phase for a cultural arts center
- Cultural/visual arts center and art classrooms
- It has to be mixed use; don't think this building can just support the arts; having private business space or condo space with arts/educational space makes a lot of sense
- Fine Arts Facility for both education and entertainment of high quality "professional" type here in our hometown rather than going to Raleigh, Durham, Chapel Hill, etc.
- Need “Old” added to sign in front
- Adult learning center, arts center, Cary history center, dinner theater
- All types of arts- performing arts, photograph shows, dance, and musicals
- Old Cary Elementary needs to meet town standards again; faculty parking lot screening is all but gone; plants added several years ago died and were never replaced
- Ceramic center, art center
- Civic center- for adult classes (English, GED, etc.), parenting, offices for civic organizations, extension of Page Walker
- Learning center with studios, maybe even studio space for resident artists; this should remain a learning space for the visual and performing arts
- Library, office space
- A library
- Expanded library- it's too small and louder now
- Performing arts center or new library
- Cultural, visual arts center
- Performance- piano recitals, etc. in this space
- Wake Tech Community College extension or NCSU extension classes
- A new ball field and playground
- Use as part of a magnet arts focus elementary school, team up with Cary Elementary
- This room is perfect to solve the problems of CAPTA; add a good piano
- Restore it to its original grand and beautiful state and use it for concerts and plays
- Local performing art center available for rental; its an education facility, keep it true to its roots
- Community education center; day and evening classes
- Miniature Dollhouse Museum- a new cultural art form in Cary; it will house loving treasures of skilled artisans to delight children and adults alike
- Restore it where it can be used for plays, movies, etc.
- Use Cary Elementary for public use- do not sell our history!
- Embrace the history with this being a high relocation area; give residents a place to go to respect the history that exists here
- As a landmark- its location is an anchor of Academy Street; it could become a vital piece of a cultural district if properly renovated
- Education- adult after school; rental- for recitals, private use; cultural arts
- Facility, like in Annapolis, Maryland- old elementary school used by artists; they rent classrooms for studio- classes
- A cultural arts center with smaller venues off campus
- A section devoted to the buildings history, visual arts center, and traditional exterior with modern and functional interior
- Larger public library, continuing education center, office space for non-profit organizations (or combine their resources to share space, storage and secretarial help), performing arts- small theater, classrooms (drama, voice, instruments, dance), rehearsal space, storage, set design workshop, office space for non-profit theater groups
- Convert to housing as was done in Garner
- Small 400-500 seat theater with support facilities and rehearsal spaces
○ Classrooms for acting/directing/art classes, scene shop in basement
○ Cultural arts center- classes, learning center, studio classes, art classes, performances
○ Restore this room to an auditorium as it used to be
○ Performing arts with thrust stage (200-300 people) and small black box theater and all other facilities needed for community theater- offices, backstage, etc.
○ Small venue tied to Community Player & Applause Theater
○ Life long learning center
○ Art gallery in main lobby and performing arts center- use it for multiple needs
○ Cultural art center, mainly performing arts
○ Museum- Cary history, education in North Carolina, book club or readings
○ Meeting space for NIP organization
○ Performing, visual space- both create and show
○ Workshop space
○ Art classrooms
○ Cary Elementary- performing art, classrooms, cultural groups