

A Strategy Board for Morganton's Cultural District Master Plan

The projects, programs and policies listed below represent a phased approach to the implementing the vision for Morganton's Cultural District. This strategy board should be seen as a "Living Document" which will be revisited and evaluated often.

<i>Strategies</i>	<i>Short Term: 2005 – 2006</i>	<i>Mid Term: 2007 – 2008</i>	<i>Long Term: 2008 – 2011</i>	<i>Vision</i>
<p>Developing the Identity: A Marketing and Branding Strategy</p>	<ul style="list-style-type: none"> ◆ Select a logo for the Morganton Cultural District ■ Create public promotional material using new logo ◆ Prepare an "executive summary" brochure detailing the future of the Cultural District ■ Convene a Public Art Committee to explore art throughout the district and downtown. ▲ Unveil first Public Art piece as demonstration project 	<ul style="list-style-type: none"> ■ Develop consistent programming for activities in the district linking it with downtown. ▲ Unveil three additional public art pieces in downtown. ▲ Develop kinetic sculpture program for "the Commons Lawn" 	<ul style="list-style-type: none"> ▲ Implement a total of twelve public art pieces in the Cultural District and downtown. ▲ Develop a public art festival around new art projects. 	<p>The Morganton Cultural District will develop a unique identity that reflects the community's unique position in the art world, ultimately garnering national attention as a center for the arts and culture.</p>
<p>Creating the Setting: A Public Investment Strategy</p>	<ul style="list-style-type: none"> ● Rezone "The Commons" to Central Business District zone. ● Develop a wayfinding/gateway system in conjunction with the citywide effort. ● Implement gateway as demonstration project. ◆ Refine plans for streetscape. ◆ Develop detailed construction plans for The Commons Cultural Block using universal access and environmental models of construction. ◆ Bid the project for construction. 	<ul style="list-style-type: none"> ◆ Construct The Commons ● Complete wayfinding and gateway system ● Implement one block "demonstration streetscape" possibly around The Commons. 	<ul style="list-style-type: none"> ● Expand streetscape throughout the Cultural District ● Narrow College Street to accommodate more development and pedestrian amenities (greenway) ● Develop a connection from the district to the greenway. 	<p>The physical environment of the Cultural District will present a "seamless" connection to the downtown and surrounding neighborhoods while presenting a national model of universal access, environmental sustainability, and exhibition of art.</p>
<p>Fostering Investment: A Private Development Strategy</p>	<ul style="list-style-type: none"> ■ Issue request for development proposals for Senior Housing on the old High School Athletic Field. ■ Develop partnership for "Artists Lofts" adjacent to the Commons ■ Develop partnership for the "Inn at the Commons" ■ Work with partners interested in converting properties to inn/restaurant/specialty shop space in the Cultural District. 	<ul style="list-style-type: none"> ★ Construct Senior Housing on old High School Athletic Field ★ Construct Artists Lofts mixed use development ★ Construct the Inn on the Commons ■ Assemble land for market rate housing adjacent to Martha's Park. ★ Have one new Bed and Breakfast open in the district. ★ Have three new shops/restaurants open in the district. 	<ul style="list-style-type: none"> ★ Construct Market Rate housing adjacent to Martha's Park. ★ Have six additional commercial establishments open related to the cultural district. ■ Explore re-use of the Old Armory as a private sector investment project. 	<p>The Cultural District will be the catalyst to reinvigorate investment in this part of downtown Morganton resulting in a diverse residential, commercial, and specialty office environment centered on the arts and education.</p>
<p>Creating the Legacy: A Fundraising Strategy</p>	<ul style="list-style-type: none"> ◆ Finalize partnership agreement for the Commons Partnership ◆ Pursue private funding for the Commons through national, state, and local resources. ◆ Launch public fundraising effort to endow the operations of the Commons. ▲ Develop a public art funding component of financing strategy. ● Implement a Self-Financing Bond district in the Cultural District. 	<ul style="list-style-type: none"> ● Issue self-financing bond for public infrastructure in the district. ▲ Develop a "One for the Arts" public art fund. 		<p>The Cultural District with The Commons as its centerpiece will represent the strength of committed partnerships in creating a new paradigm for sustainability in the arts and education for communities.</p>