

North
Carolina
Arts
Council

*Fifty years
of leadership*

THE SmART INITIATIVE

SmART Towns & Cities

The N.C. Arts Council is funding four projects that demonstrate how the arts transform downtowns and fuel sustainable economic development.



- **BURNSVILLE**
- **DURHAM**
- **KINSTON**
- **WILSON**

SmART Towns & Cities

- Work as a partnership that includes the arts, economic development sector, local government and private developers.
- Create a local resource team that works with N.C. Arts Council staff and expert consultants.
- Envision plans large enough in scope and scale to transform the community in a significant way, reflect its unique characteristics and demonstrate strong potential for sustainable economic development.
- Engage community and key stakeholders through public and individual meetings and focus groups.
- Receive \$15,000 - \$30,000 grants each year for 3 - 5 years to plan and implement SmART projects. Each community must create a plan to raise additional funds.

BURNSVILLE



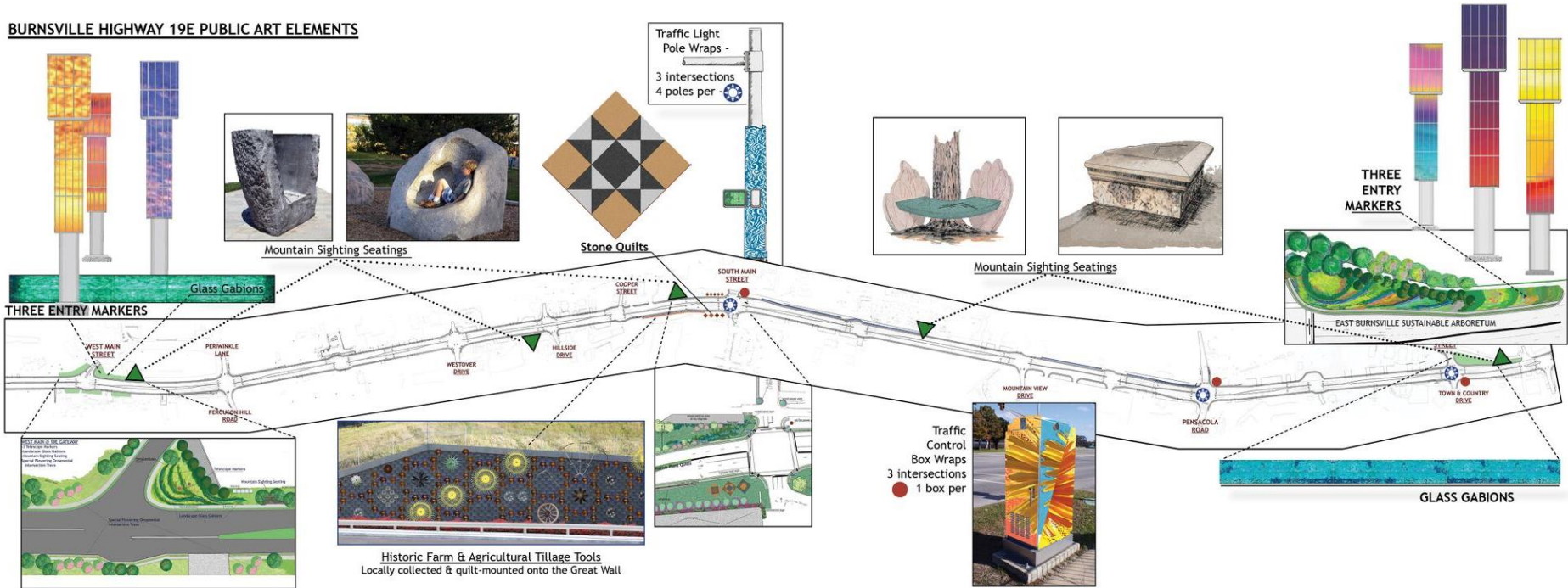
- Oldest town square in State; statue of Town namesake Admiral Otway Burns
- Home to one of 47 International Dark Sky Parks, which houses largest public telescope in Southeast
- 18 mountain ranges over 6,300 feet including Mount Mitchell, the tallest peak east of the Mississippi
- Highest concentration of craft artists per capita including 58 professional glass artists

Working with DOT as it develops 19E Entranceway into Scenic Byway



Nationally known artist **Jack Mackie** was selected by Local Resource Team to create an [artscape vision plan](#) to enhance 19E gateway and town streetscapes to attract more visitors, residents and businesses.

BURNSVILLE HIGHWAY 19E PUBLIC ART ELEMENTS



Vision plan recommends using **quilt designs**, **stone seating** and **telescopic glass markers** to showcase the area's natural history and craft traditions.



West Main Gateway Before

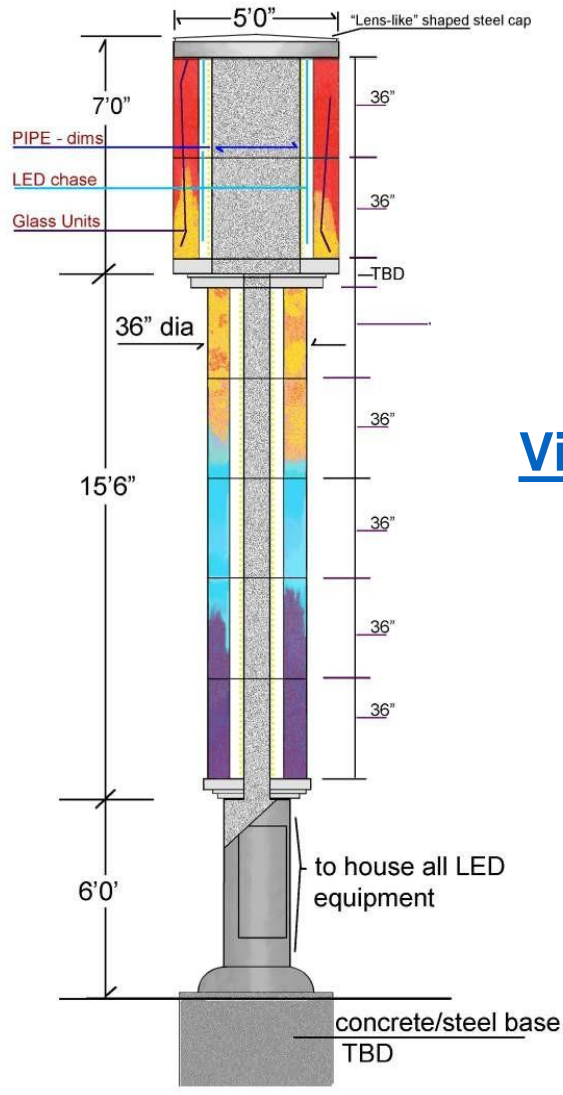


West Main Gateway After



- West Main Telescope Marker colors are drawn from **Appalachian sunsets**.
- East Main Telescope Marker colors are drawn from **Appalachian sunrises**.
- Glass Gabion Wall colors are drawn from **Appalachian streams**.

Nationally known Burnsville Artists are helping create Glass Components of Gateway



[Video](#)





- Toe River Arts Council received an NEA Our Town grant, which will fund fabrication and installation of telescope markers.
- The gateway project is employing 50+ local artists, and all materials for fabrication are being locally sourced.
- Town of Burnsville has committed 2% of capital improvement project funds to public art.
- Historic NuWray Inn, top left, has re-opened along with a brewery and new businesses and restaurants.
- Historic library building, bottom left, is being renovated to become Toe River Arts Council's new home and a cultural gateway to the region.



DURHAM

Creating an arts and entertainment corridor to:

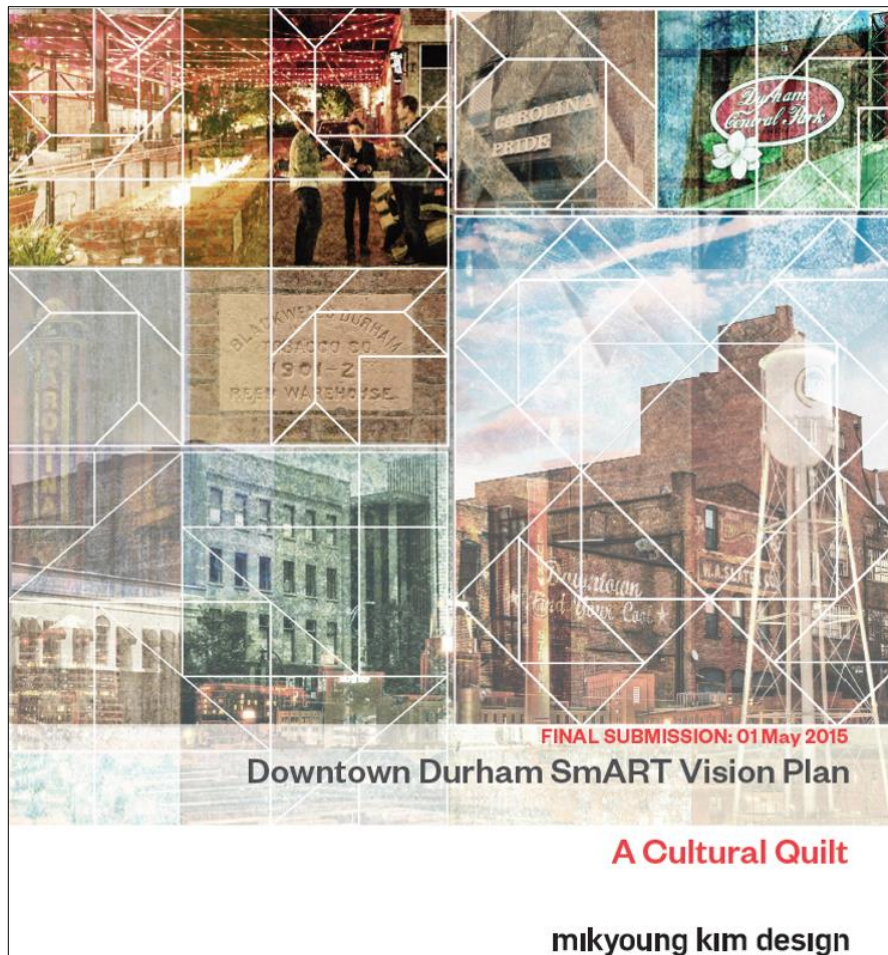
- Improve walkability and connectivity.
- Maintain and showcase Durham's unique character and assets as corridor changes dramatically.
- Increase spending in arts venues, hotels, restaurants, shops and bars.
- Encourage private developers to invest in public art and artscape plan.



Local Resource Team chose internationally renowned [Mikyoung Kim Design](#) firm to create an [artscape vision plan](#) for corridor.

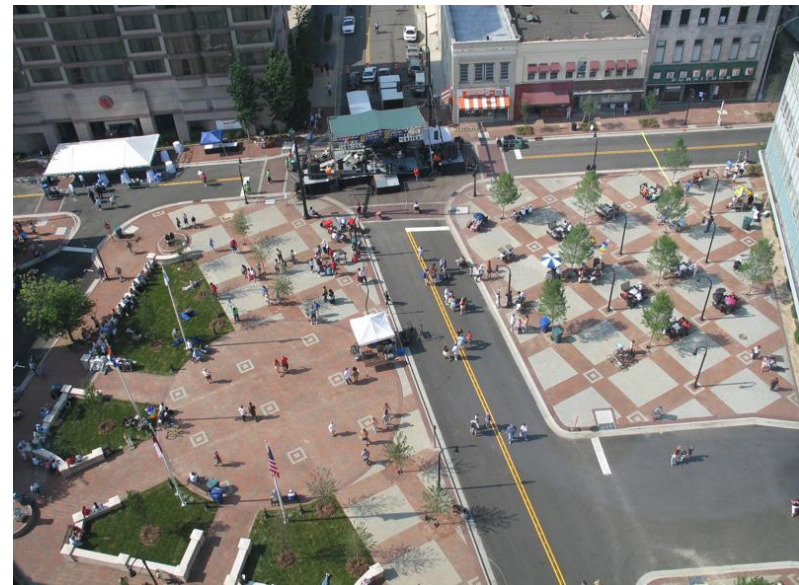


Corridor links Durham's major arts and entertainment venues, but is unappealing and difficult to walk. Barriers include railroad tracks, drab buildings and no lighting or signage.



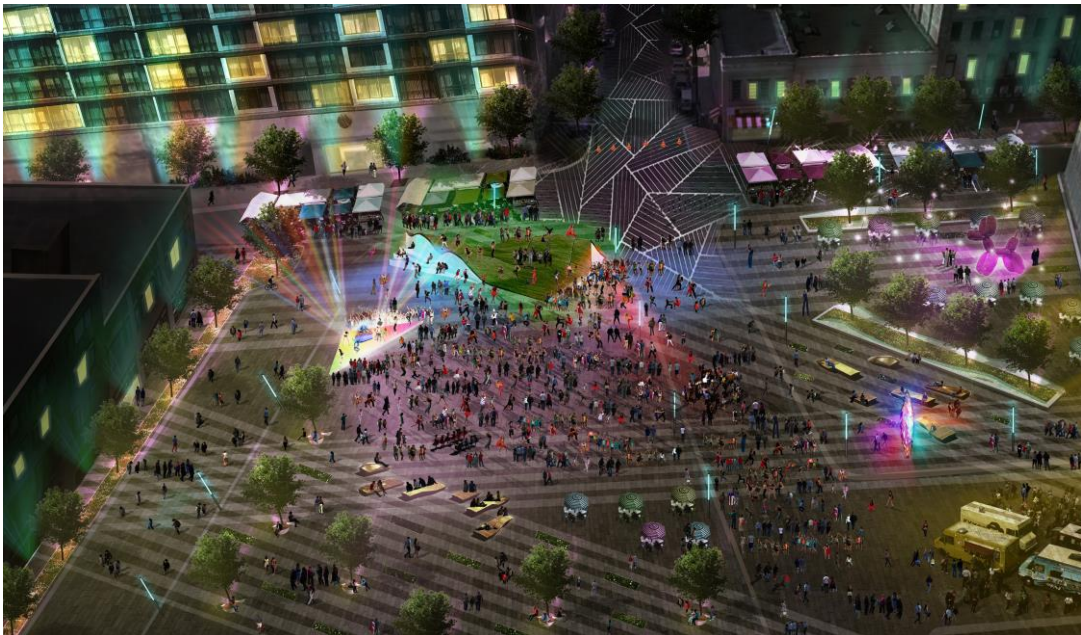


“Durham’s Back Porch” will encourage visitors to cross the railroad tracks into downtown and activate the back sides of Main Street’s restaurants and bars.



CCB Plaza Existing Condition

Two city center plazas are opened up, activated with art, lighting, stages, water features, and seating, and become more pedestrian friendly.



CCB Plaza Proposed Vision - Day & Night



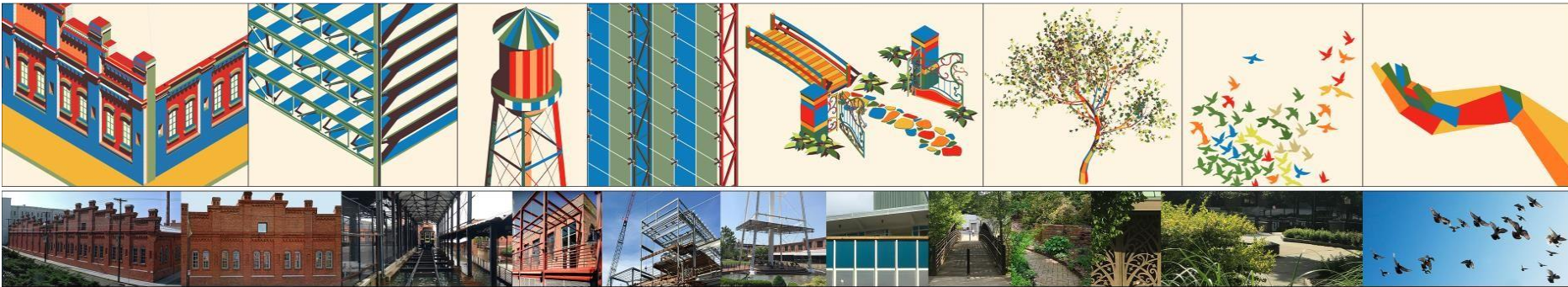
Carolina Theatre Plaza Proposed Vision - Day & Night



**Carolina Theatre Plaza
Existing Condition**



COLOR PALETTE

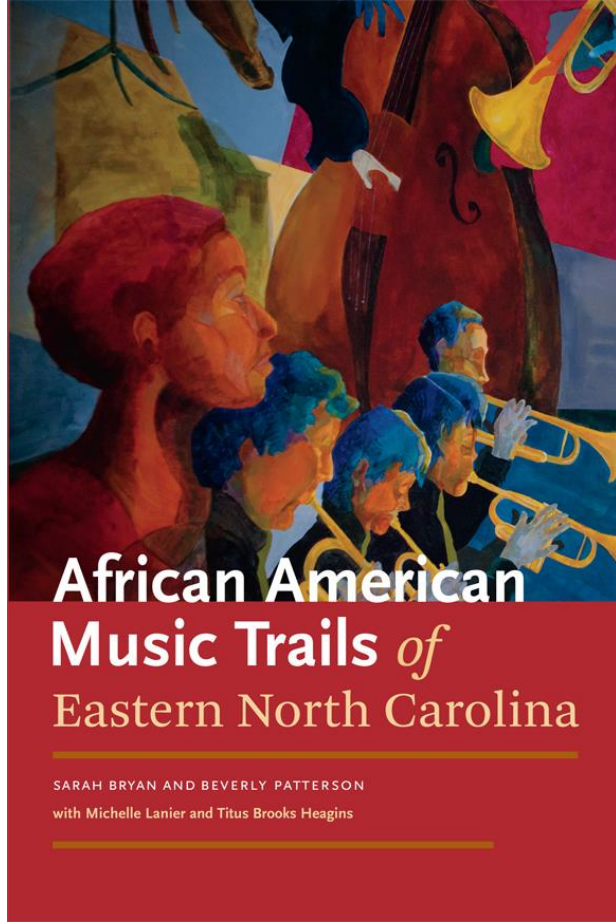
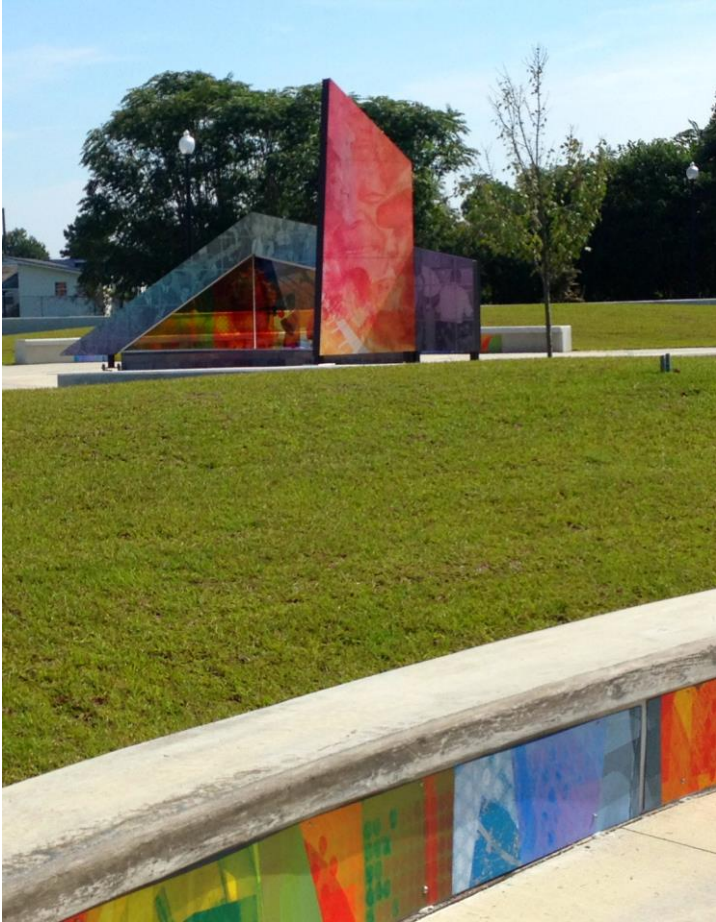


Olalekan Jeyifous has been selected to create a wrap for the Corcoran Street parking garage. The design is a colorful and joyous interpretation of the architectural and iconic elements of the corridor.



- The National Endowment for the Arts has awarded the Durham SmART Initiative a \$100,000 Our Town Grant.
- More than \$250,000 has been raised from Durham city and county governments, Downtown Durham Inc., Duke University and private developers to support the implementation of the plan.
- More than \$300 million in private development is happening along the corridor, including three new hotels.





KINSTON

The Kinston Music Park celebrates the important contributions of African American musicians from eastern North Carolina.



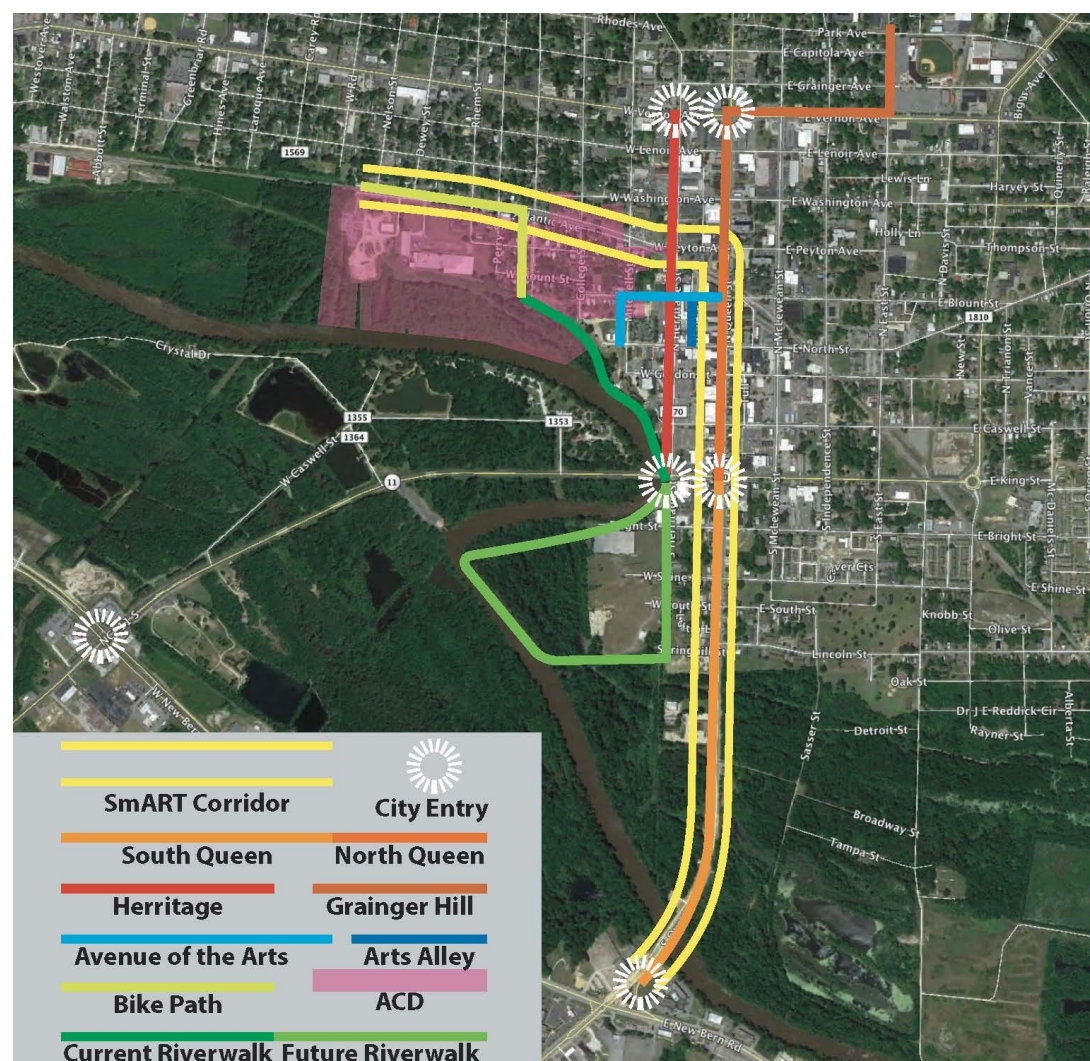
- An abandoned, historic building was restored to house Mother Earth, a green-conscious brewery with solar-powered taproom.
- Chef Vivian Howard returned home from New York to open Chef & the Farmer, featured in the PBS show *A Chef's Life*.
- There has been more than \$30 million in private investment in downtown since the construction for the park began.
- More than \$500,000 has been raised from national and state foundations and local and state government.



Developer Stephen Hill is renovating 60 - 70 houses in historic Mitchelltown into affordable live work space for artists and creative workers in Kinston's Arts and Culture District.



[Thomas Sayre](#) created *Flue*, a series of 7 tobacco barn facades to mark the entrance to the Arts and Cultural District.



Public Artist [Vicki Scuri](#) is working with the community to design a trail to enhance Queen Street from the Arts Council to the Kinston Music Park, and connect to the River Arts Walk and Arts and Cultural District.



Artistic wayfinding elements such as **murals**, **pavement surface treatments** and **creative signage** also tell the story of Kinston's history and cultural assets.

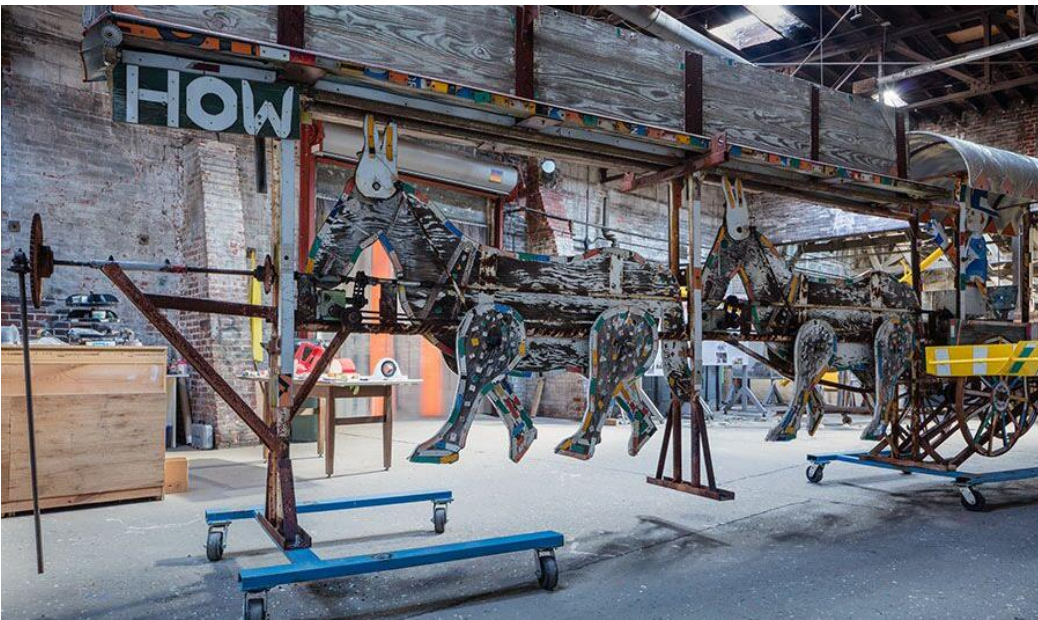


An **art fence** would enhance the River Arts Walk and a **pedestrian bridge** would connect it to the Neuseway Nature Park across the Neuse River.

WILSON



In 2010, the City of Wilson began developing a plan to build a two acre park in downtown Wilson to honor renowned local whirligig artist [Vollis Simpson](#).



- A downtown warehouse was donated to establish Conservation Headquarters so that 30 whirligigs from Vollis Simpson's farm in nearby Lucama could be moved and restored.
- The Kohler Foundation has funded the remaining cost of the purchase of the whirligigs and the completion of the conservation.



30 whirligigs have been restored and 24 have been installed on the park site. The Vollis Simpson Whirligig Park will open in the Fall of 2017.



- A community task force has raised \$8 million from national, state and local sources.
- Over \$25 million in private and public investment has been generated within a two block radius of the park including brewpubs, apartments and restaurants.