

PINEVILLE CULTURAL ACTION PLAN

Prepared by Hyperion Associates
on behalf of
the Arts & Science Council of Charlotte-Mecklenburg, Inc.
and
the Town of Pineville, North Carolina

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Hyperion Associates is grateful to all those people who made this cultural planning process a success.

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And, of course, we thank the local residents who served as an informal steering group over the course of the plan and guided our efforts. They worked with us to identify the main arts and cultural issues in the town, to locate other interested citizens, and to hold discussion groups and meetings. They are:

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PART I FINDINGS

BACKGROUND

The Town of Pineville and the Arts & Science Council of Charlotte and Mecklenburg County have initiated a cultural planning process in Pineville. The goal of that plan is to learn what arts and cultural resources and activities citizens of the community desire and how those interests can work with broader community development goals. They have retained a consulting firm, Hyperion Associates, to conduct that plan. These consultants have engaged in a variety of research techniques to learn more about Pineville's arts and cultural programs and services, its citizens and artists, and its aspirations as a community. This work has included:

- Meeting with Robert Bush and Katherine McAlpine Mooring (of the Arts & Science Council) and Assistant City Manager Mike Rose to learn about local issues and traditions of public participation, and to tour the community;
- Researching local issues and local history by reviewing written materials including town development plans, local history books and reports, local press reports, town meeting minutes, etc.;
- Meeting with Dan Morrill, Historic Landmarks Commission, and reviewing a recent historical survey of Pineville;
- Meeting with Craig Lewis to discuss the Lawrence Group's downtown Pineville plan;
- Conducting a phone survey testing resident preferences for leisure time activities;
- Taking a walking and talking tour of the historic downtown. Merchants marketing local artists work were identified and opinions on cultural development gathered;
- Interviewing local elected officials;
- Conducting an orientation and discussion meeting with select elected officials, Arts & Science Council representatives, representatives of Charlotte-based arts and cultural organizations programming in Pineville, and local cultural leaders and consumers;
- Based on that meeting, developing a preliminary strategy for reaching out into the community through citizen-hosted small group gatherings; and
- Working with the help of local citizens to host discussion meetings including a neighbors' group, an artists' group, and an historical group.

In each of these activities, ideas and suggestions for local arts and cultural development have been gathered. Residents have been generous and enthusiastic in describing Pineville's cultural assets and its aspirations. Below, a series of findings from these efforts are summarized and a series of specific recommendations for arts and cultural development in Pineville are made.

LOCAL CULTURAL ASSETS AND COMMUNITY DEVELOPMENT

Pineville is a small community that takes pride in its history as a cotton and rail center and its longstanding tradition of friendliness. Strong cultural assets in Pineville include:

- **The Belle Johnston Community Center, the Hut and Pineville Lake Park.** These Parks and Recreation Department managed settings provide an arts and crafts classroom, a flexible public meeting space, the outdoor Shea Stage, and lovely lakeside park festival grounds. Programs offered include Children's Theatre of Charlotte drama classes, occasional arts and crafts enrichment classes, a summer family film series, a summer concert series, a variety of special events, and a widely attended Fall Festival that includes cultural activities.
- **The James K. Polk Memorial,** a state-owned historical site attracts a variety of tourists and provides a variety of programs including a regional history bowl, the annual Polk Family Reunion, one-day summer history camps for children, Halloween in the Back Country, the President Polk Birthday Celebration, and holiday season candlelight tours. The site includes historic structures, a visitor center with auditorium, outdoor exhibits and trails, picnic facilities and a gift shop.
- **The Stretch Gallery,** a local, commercial ceramics studio and gallery where residents may explore ceramics through classes, exhibitions, and connection to area artists.
- **A recently adopted, well-done plan for downtown development.** This plan frames a context in which local arts development can be fitted, and through which arts development can enhance physical development.
- **A recent, comprehensive historical buildings survey.** This survey documents and describes buildings in Pineville with historic value, helping guide local history program development ideas and directions.
- **A core of interested local residents** including historians, artists, merchants, public servants, local elected officials and arts and cultural consumers. These residents have already provided time and energy to the cultural planning process and will be the backbone of local arts development in the near term.
- **A populace with a high degree of interest in attending and participating in the arts** and in having those same opportunities for their children.

Pineville is at a critical moment in its history. Rapid population growth and the development of major shopping malls, for all the promise they bring, have also begun to alter Pineville's social and economic continuity. The town, both as a municipal entity and as a collection of individuals, is committed to retaining its small town flavor, its neighborliness, and its unique historic identity. Within this broad context, there are particular issues in which arts and cultural development could play an important role. These include:

- Keeping local history alive and connected to contemporary life;
- Making personal connections between new and long-time residents;

- Reinvigorating a sense of community pride;
- Making visiting downtown Pineville a more attractive, active experience;
- Providing more varied leisure-time activity for children and adults;
- Driving greater tourist traffic to the downtown area;
- Creating a mechanism for organized civic involvement and volunteerism for area residents;
- Modeling new ways of communicating with a growing, changing population;
- Enhancing the visual identity of “Old Pineville” and creating a sense of place in “New Pineville;”
- Supporting connectivity efforts with unique way-finding designs and neighborhood markers; and
- Relieving competitive recreational and rental use pressures on the Belle Johnston Center and the Hut.

This is the backdrop against which local residents worked with the consulting team to explain their own arts and cultural needs and aspirations for the community they call home.

IDEAS FROM LOCAL RESIDENTS

This cultural planning process collected residents' thoughts and opinions in public meetings, small group meetings, and through a telephone survey. Below, their ideas are reported.

Consumer Telephone Survey

Each year, the Arts & Science Council contracts the UN-Charlotte Urban Institute to conduct a statistically reliable telephone survey of the citizens of Mecklenburg County. This survey, called the Cultural Life in Mecklenburg County Survey, tests the opinions of residents about a variety of cultural issues. As a part of the Pineville Community Cultural Planning process, data from that survey is analyzed to learn about the opinions of Pineville residents on very broad issues, and to compare their opinions with those of the broader group of Mecklenburg County residents.

Frequency of Attendance

From this survey, we learn that 36.4% of Pineville's residents attend 1-3 cultural events per year, nearly 6 percentage points higher than for the county as a whole. Another 36.4% participate in 4-6 events per year, which is nearly 14 percentage points higher than the county average.

Participation Versus Attendance in Cultural Activities

Ninety point nine percent (90.9%) of Pineville's residents like to either participate in or attend cultural events or to do both. Of these, 9.1% prefer to participate, 54.5% prefer to attend, and 27.3% prefer to do both. In comparison, residents countywide are more likely to wish to participate (18.4%) and to attend (57.5%), but less likely to wish to do both (14.7%).

Acceptable Travel Times to Adult Cultural Activities

Most Pineville residents (81.8%) would be willing to travel 15-30 minutes to participate in a cultural activity. Another 9.1% of respondents would travel longer. Hence, activities within the 16-30 minute travel zone are accessible to 90.9% of the population. This is a critical piece of planning information, since travel time to Charlotte, the historic seat of the area's cultural programming options, can be expected to get longer in the foreseeable future due to traffic congestion.

Pineville's residents would drive longer to attend a cultural event than to participate in one. 54.4% would drive 15-30 minutes, but 36.4% would drive longer than 30 minutes to do so.

The Importance of Children's Cultural Participation

Residents of Pineville, like all residents of Mecklenburg County, feel it is important for their children to be engaged with cultural activities. Most (60%) prefer participation for their children far above attendance (0%), but a significant group (40%) feel both attendance and participation are of equivalent importance. No respondents believe neither attendance nor participation is important for children.

Acceptable Travel Times to Children's Cultural Activities

Sixty percent (60%) of parents in Pineville are willing to travel up to 30 minutes for their children to participate in cultural activities, although a smaller percentage (40%) would be willing to travel that long for their children to attend them. Twenty percent (20%) of parents say they would travel up to 45 minutes to give their children the opportunity to participate as well as to attend. In all categories, these percentages exceed the averages for Mecklenburg County as a whole.

Satisfaction with Arts Instruction in the Schools

Pineville's residents are less satisfied with the arts instruction their children receive in the schools than residents countywide. Twenty percent (20%) locally as compared to 31% countywide describe themselves as very satisfied. None locally as compared to 21.3% countywide describe themselves as somewhat satisfied. More Pineville respondents are neutral (60%) than residents countywide (24.4%). The remaining 20% of local residents are somewhat or very dissatisfied, as compared to 23.3% countywide. It seems clear from the history of this survey that respondents have very different expectations for, and therefore satisfaction with, school-based arts instruction.

Attendance Patterns

Overall, Pineville has a slightly higher rate (45.5%) of attendance at arts, science, and history programs than county residents as a whole (43.2%). It is interesting to look at the types of

programs attended most frequently locally and countywide, and compare local differences to local availability of activities. Below, complete answers are charted. It seems likely that these responses support the notion that greater diversity of local offerings would lead to different attendance patterns.

MOST FREQUENTLY ATTENDED ARTS, SCIENCE, AND HISTORY PROGRAMS

	Mecklenburg County	Pineville
Nature/Science	33.5%	20%
School	19.3%	20%
Visual Arts	11.6%	20%
Theatre	10.7%	0%
Music	10.3%	20%
History	5.2%	0%
Dance	2.6%	0%
Other	6.9%	20%

Reasons for Attending Cultural Events

Most (40%) Pineville residents and most resident countywide (53.3%) attend cultural events for entertainment or enjoyment. The next most frequently given reason (40% locally and 15.2% countywide) is cultural enlightenment, enrichment, or education.

Barriers to Attendance at Cultural Events

Residents of Pineville face two predominant barriers to attendance at cultural events, lack of information about program availability (50%) and lack of time (33.3%). Lack of information is a far greater problem in Pineville than in the county as a whole, of whom 14.2% say they lack information. The fact that the percentage of Pineville residents who feel they lack time for cultural events is lower than the county average (46.6%) may reflect the availability of programming at the Belle Johnson Center, especially during the summer.

Locally Available Leisure-time Activities

The picture of locally available leisure activities is mixed when compared to Mecklenburg County as a whole. Note that in the table below, age-appropriate social clubs and nightlife for teens, nature and science programs for young children, and arts and cultural programs for people of all ages appear to be in especially short supply locally.

LOCALLY AVAILABLE LEISURE-TIME ACTIVITIES

	Mecklenburg County	Pineville
Age-appropriate social clubs/ nightlife for teens	22.9%	36.4%
History/heritage programs	50.8%	54.5%
Gardening & Landscaping classes	51.1%	72.7%
Nature, environmental, science programs for adults	51.4%	54.5%
Nature, environmental, science programs for teens	54.2%	54.5%
Nature, environmental, science programs for young children	59%	36.4%
Arts & cultural programs for teens	46.6%	36.4%
Arts & cultural programs for adults	58.9%	36.4%
Arts & cultural programs for young children	57.1%	27.3%
Bars, clubs & nightlife	74.1%	81.8%
Sports programs for adults	71.3%	72.7%
Sports programs for teens	78.4%	81.8%
Sports programs for young children	80.1%	81.8%

Opinions Concerning the Use of Public Funds for Cultural Programs

Pineville's residents believe in local public funding for cultural activities. They have a higher degree of support for local government funding of the arts (81.8% locally, 78.7% countywide), sciences (90.9% locally, 84.8% countywide), and history (90.9% locally, 83.1% countywide) than do residents of the county as a whole. Given a choice between funding arts and culture with increases in the local property tax, the food and beverage tax, the hotel motel tax or a car rental tax, Pineville's residents prefer, as do residents countywide, to tax outsiders through hotel/motel and car rental taxes. Pineville does, however, anticipate a growing tax base, which could support some additional arts and cultural development expenditures. In addition, the town has positioned itself financially for an anticipated period of infrastructure investment for some time.

With regard to requiring that 1% of the cost of construction of public buildings being used to enhance the facility with public art, a significantly higher percentage of Pineville residents (90.9%) approve of this approach than do citizens of the county as a whole (69.8%).

Quality of Life and Economic Development

Residents of Pineville believe unanimously (100%) that arts, science and history organizations make a positive contribution to the quality of life in Charlotte-Mecklenburg. The vast majority (81.8%)

believes these organizations make Mecklenburg County more attractive to businesses and individuals considering relocating to the area.

Giving to Cultural Organizations

Residents of Pineville have contributed to the arts less frequently (45.5%) than residents of the county as a whole (57.4%). While 20% of Pineville residents have increased their giving to arts, science, and history organizations over the past year, 20% have decreased giving. None have stopped altogether. Most (60%) have maintained their level of giving.

Looking forward, 20% of Pineville residents' see their contributions to cultural organizations growing. Sixty percent (60%) expect to stay at the same level, 20% anticipate a decrease in giving, but none plan to stop altogether.

This information shows that many Pineville residents have the interest, ability, and willingness to give.

Interviews and Group Meetings

In interviews, small group meetings, and public meetings Pineville's residents have expressed a variety of needs and desires for arts and cultural development. In many cases, these ideas have served as the basis for the formal recommendations also contained in this document. Here, then, are the unvarnished suggestions residents made.

Marketing and Public Information Ideas

- Provide better access to information about arts and cultural offerings.
- Use the town newsletter and utility bills more.
- Create a calendar of arts and cultural events.

Downtown Arts and Cultural Development Ideas

- Present more informal arts activities in the downtown area, in particular weekly summer music and food events.
- Establish a visitors' center to guide out-of-towners to local resources.
- Recruit restaurants or food carts to the downtown to make attending local arts events a more complete, viable experience.
- Develop the anticipated downtown civic plaza as a space equipped for varied uses, including electric hook-ups for microphones, lighting for evening events, and seating areas around a central green where small-scale performances and temporary exhibitions are possible.
- Start an annual community garage sale and link it to local antique merchants' marketing efforts.

- Place a monument in the middle of the anticipated public commons in the renovated downtown.
- Hire a Special Events Coordinator for Pineville.

Arts and Science Programming Ideas

- Present a second program of movies in the park to appeal to adults.
- Create live theatrical performances, including recruitment or creation of a dinner theatre or dinner theatre-in-the-park.
- Create a town band or community chorus to bring people together in cultural activities.
- Provide information and technical assistance to the Parks and Recreation Department to enhance and expand the Fall Festival.
- Provide technical assistance and information to help the Parks and Recreation Department locate qualified arts and science instructors for classes and programs.
- Increase and strengthen Parks and Recreation Department arts and science programs once space becomes available.
- Provide more arts and cultural programming options for senior citizens.
- Present more symphonic programs. Explore bringing the Charlotte Symphony's Mostly Mozart program to town and/or presenting the Charlotte Philharmonic.
- Create a Newcomers Festival to engage people new to Pineville in the community mix.

History Programming and Development Ideas

- Design and implement a history tour/walk and supporting programs, signage, and publications linking the Polk Memorial to the downtown area and mill homes and framing the history of cotton production from the Polk era through the closing of the Cone Mill.
- Dedicate a downtown site to memorializing the cotton gin including either a working gin or sculptural representations of a gin, to become a part of the history tour.
- Redevelop the Cone Mill site in a way that is thematically related to the site's history through architecture, naming, didactic and exhibition installations, and ornamentation; provide some public access uses.
- Place a replica or thematic representation of the old train depot, so crucial to Pineville's history, at the light rail station when it comes to be.
- Strengthen the Polk Memorial site including expanded programs, improved outdoor agricultural and cultural exhibitions, and increased use of the site (both the auditorium and the grounds) for community events.

- Consider working with the Polk Site to create a program of community gardens; link to a downtown farmer's market with locally grown foods and handmade art and craft items. Enhance garden participation by using them as a site for temporary arts installations such as dried plant sculpture shows, or plant-based decorative arts exhibitions.
- Research Pineville's historic homes and provide plaques or signs to explain who the original occupants were and when the homes were built.

Facility and Property Development Ideas

- Build new a new multi-arts center for Parks and Recreation Department arts programs. Space should include dedicated arts spaces for both visual and performing arts.
- Connect Charlotte area artists to Pineville's low cost spaces for use as studios or live/work properties.
- Develop incentives and financial support for mill house owners interested in making historically consistent landscaping and aesthetic enhancements or performing maintenance on their properties.
- Take care in developing the strip of land reaching from the downtown to the park and including the Hut.
- Bring the library back downtown, especially since the current regional library is located in leased space.
- Improve wheelchair access to all parts of the shoreline path at the park, creating access to and from both parking lots.
- Renovate the old grocery store next to the railroad tracks and use it as a base for a farmer's market along the tracks.

Ideas about Beautifying the Community

- Improve the care and keeping of area yards especially with regard to brush removal, tree trimming and trash removal. Encourage residents to landscape or garden. Utilize enforcement tools fairly and consistently when necessary.
- Work with homeowners and landlords with shoreline property to beautify the area.
- Create an annual program that uses the town's bulk buying power to buy trees and plants for residents on an individual ordering basis.
- Remove or rehabilitate community eyesores.

Ideas for Meeting Artists' Needs

- Provide an information mechanism to help individual artists to find one another, and to allow members of the general public to find artists.

- Provide information concerning the services of the Arts & Science Council and its affiliates and associates, especially as it pertains to individual artists.
- Continue to provide grant-writing training for individual artists and local organizations; increase the number of workshops.
- Help local artists market their own work both by providing training for them and by creating local marketing opportunities and events.

Arts Education Ideas

- Provide information on ArtsTeach (the arts-in-the-schools supporting organization for Mecklenburg County) and its programs to local artists and educators.
- Provide more opportunities for high school aged artists to prepare for advanced study in the arts.
- Redevelop the Cone Mill site as a public or private arts magnet high school.
- Explore the Charleston, SC community college program where traditional arts such as stonecutting and ironwork are being taught.

Ideas about Philanthropy and Civic Participation

- Forge a link to Wachovia's new philanthropic focus on neighborhoods and cultivate them as a partner in Pineville's cultural development.
- The town needs to develop better ways of communicating the outcome of its meetings to town residents. It's too hard to find out what happens and to track issues before the Town Board.
- Create a civic volunteer organization dedicated to preserving Pineville's character and quality of life.

PART II. RECOMMENDATIONS

A. MAKE VISITING DOWNTOWN PINEVILLE A MORE ATTRACTIVE, ACTIVE EXPERIENCE FOR RESIDENTS AND TOURISTS ALIKE

1. **The town should work with the Public Library of Charlotte and Mecklenburg County to explore the prospects for locating a library in downtown Pineville.** The towns of Cornelius, Matthews, and Mint Hill have all brokered shared responsibility arrangements with the library system to keep libraries in their respective downtowns. A Pineville library could include a local information section serving as a Tourist Information Center.
2. **The town should consider making the downtown library a mixed-use facility that includes community cultural center spaces** such as classrooms and studios for performing and visual arts instruction and rehearsal, a public exhibition space for local artists, and an intimate, flexible indoor performance space with appropriate support spaces. If it is not feasible to co-locate these functions with a library, such spaces should be developed as an expansion of or near the Belle Johnson Center.
3. **The town should seek arts-savvy design and engineering assistance in developing the anticipated downtown civic plaza as a space equipped for varied arts uses,** including electric hook-ups for microphones, lighting for evening events, and seating areas around a central green where small-scale performances and temporary exhibitions are possible.
4. **The ASC should work with the town and downtown merchants in developing a varied array of downtown arts and cultural events.** These events should be regularly scheduled, offer a range of arts experiences, and be scheduled in a way that supports downtown merchants. Events could include audience opportunities (concerts, dance, theatre, storytelling performances), participatory activities (bike/trike decorating and parades, mural making events, or community talent shows, mosaic projects, or similar) or exhibitions.
5. **The town and downtown merchants should work together to recruit a local restaurant/s (or grocery deli departments) to produce and market box lunches on downtown special event days** in order to make attending local arts events a more complete, viable experience. Box lunches should be sold from a downtown location, but branded with the supplier's name. Naturally, and in the longer term, the town should also recruit and develop restaurants and cafes to the downtown area.
6. **The town should work with the Polk Memorial to design and implement a history tour/walk** and supporting programs, signage, and publications linking the Polk Memorial to the downtown area and mill homes and framing the history of cotton production from the Polk era through the closing of the Cone Mill.
7. **The town should dedicate a downtown site to memorializing the cotton gin** including either a working gin or sculptural representations of a gin, to become a part of the history tour.

8. If and when light rail reaches Pineville, **the town should place a replica or thematic representation of the old train depot, so crucial to Pineville's history, at the light rail station.** This work could be accomplished with resources from the county's Public Art Program, which is managed by the ASC and provides funds for public art works at light rail stations and other county-owned facilities.
9. **The town should acquire the Cone Mill site and work with an appropriate developer to redevelop it in a way that is thematically related to the site's history** through architecture, naming, didactic and exhibition installations, and ornamentation. The redevelopment plan should provide some public access uses, such as green spaces, retail or dining. Historically themed aspects of the redevelopment should be evident in these public areas.
10. **Higher canopy trees should be planted as soon as practicable in the downtown corridor,** replacing the lower-canopy trees removed as a part of the downtown development plan.

B. REINVIGORATE A SENSE OF COMMUNITY PRIDE AND COMMITMENT

1. **Interested members of the Cultural Action Plan steering group (listed in the Acknowledgements section) should form a voluntary citizen action group, the Pineville Champions.** The Champions should function as a community action team focused on town beautification, civic initiatives, and arts and cultural development. The town should support these efforts by encouraging town staff to join the organization, providing free meeting space at the Hut, and promoting Sidekick activities through the town newsletter and/or utility bills. In addition, the town should partner with the Champions in supporting particular activities as appropriate.
2. **The Champions should undertake one small, highly visible community beautification project and use visibility created by that project to recruit new members.** Care should be taken to recruit volunteers from every Pineville neighborhood (new and old). Examples of manageable small, high visibility projects include: Identifying and cleaning up one community eyesore in a very visible location; creating and maintaining a well-landscaped flower garden at a very visible, underdeveloped location; sponsoring a spring tree and/or perennial planting day with town assistance in securing bulk tree/plant orders; or sponsoring a community rain garden initiative. As the Champions grow and develop as a volunteer group, they should partner with the town in producing beautification activities and special events and in promoting arts and cultural development. The Champions should become an organization where interested citizens gather to engage in civic action, and where groups such as Girl and Boy Scouts, schools, and faith community groups can come together in civic enhancement activities. Eventually, the organization should conduct a calendar of regular community enhancement activities, and capture new opportunities as they arise.
3. **Pineville's downtown merchants should work with town officials and the Champions to create a regular downtown farmer's market.** This market, which could be seated on any of a number of parcels in the downtown area, should be designed to draw area residents to the downtown area on a regular basis. Care should be taken to position the market, in terms of products and schedule, favorably in relation to other, nearby markets. Consideration should be given to including organic produce and products; locally made

jams, soups, jellies, and other value-added food stuffs; “walking meal” products such as wraps and sandwiches; and handmade art, craft, and traditional arts products. This same site could be used during the winter holidays for harvest products such as pumpkins, cornstalks, gourds, and root vegetables followed by Christmas tree, wreath, and holiday craft sales. Some of these activities could be staffed by, and serve in part as fundraisers for, the Champions. The Mint Hill Historical Society has just launched a successful farmer’s market and its founder, Barbara Lowe, is willing to provide helpful information about getting started. The ASC can provide contact information for Barbara.

4. **Farmer’s Market organizers should consider working with the Polk Site to create a program of community gardens** and linking them to the downtown farmer’s market. Heritage plant varieties, consistent with the Polk site and period could be emphasized.

C. BEAUTIFY AND PRESERVE PINEVILLE’S HOUSING STOCK

1. **The town should develop incentives and financial support for mill house owners** interested in making historically consistent landscaping and aesthetic enhancements or performing maintenance on their properties. This neighborhood’s historic value should be highlighted through signage, by inclusion in the historic walking tour, and by being included in the town/Polk Memorial publicity of local historic resources.
2. **The town should place priority on enforcing community standards of home maintenance, lawn and tree care, and brush and rubbish removal.** If current local codes and ordinances are insufficient to support a reasonable standard of care and cleanliness, those tools should be strengthened. If town staffing levels are insufficient to engage in public education and enforcement around these standards, those levels should be increased.
3. **The town should work with the ASC to explore the Paducah, KY Artist Relocation Program** and determine whether or not that model could be adapted to make Pineville a living and working center for artists. Attracting artists to Pineville takes advantage of the area’s lower housing costs, compliments the antique market already present with compatible destination traffic, and balances historic programming with new work. Since housing is expensive in Charlotte, it is reasonable to assume that artists might be drawn to a nearby, financially viable site. The highly successful Paducah model is a redevelopment strategy based on the creation of an Enterprise Zone. The program is in part a partnership between the city and a locally owned bank. It provides artists with 100% below market rate financing for purchase and rehab of an existing structure or building of a new structure. In some cases free lots for development are made available. The city provides up to \$2500 for architectural services or similar professional fees. Construction and rehab materials are tax exempt within the Enterprise Zone, which is zoned for commercial and residential uses, so that artists can live, produce, and sell work from one location. Joint marketing efforts, such as discounted web pages are available to artists.

D. PROVIDE A HIGH QUALITY, VARIED ARRAY OF ARTS AND CULTURAL ACTIVITIES FOR CHILDREN AND ADULTS

1. **The town should assign the Director of Parks and Recreation to work with the ASC in creating and participating in an on-going training program for Mecklenburg County's community cultural development leaders.** This program should be designed as a regular professional group of those leaders and provide opportunities for sharing ideas, approaches, resources, and challenges.
2. **The ASC should provide technical assistance and information to help the Parks and Recreation Department locate qualified arts and science instructors for classes, workshops, summer camps and similar participatory programs; to expand and enhance the Fall Festival; and to increase the quality, frequency, and duration of arts programs for senior citizens.** Consideration of a partnership between the Parks and Recreation Department and the Stretch Gallery for ceramics instruction should be included in this work.
3. **The ASC should work with the Parks and Recreation Department to develop a mechanism to present symphonic music during the winter in Pineville.** Options include presenting the Charlotte Symphony's Mostly Mozart and/or presenting the Charlotte Philharmonic. This work will require identifying an indoor, winter venue such as an area church or school, at least until local public facilities are expanded.
4. **The Parks and Recreation Department should present a second program of movies in the park designed to appeal to adults.** This might be another opportunity to utilize a partnership in providing box lunch or supper sales. Movies should be selected to appeal to different adult age groups over the course of each season including young, middle, and senior adults. Marketing efforts should include at least all Pineville neighborhoods (new and old) and the Ballentine area. The Department may wish to recoup some costs through beverage and snack sales/commissions or vendor permits.
5. **The ASC should work with the Parks and Recreation Department to develop a mechanism to present a dinner theatre-in-the-park.** This could include arranging run-out performances from neighboring community or professional theatres, or booking touring theatrical performances. Costs associated with this event should be offset by selling meal tickets for a catered picnic.
6. **The ASC should assist the Parks and Recreation Department in testing local interest in forming a community band or chorus.** If interest is sufficient, the band or chorus should be formed and featured at subsequent community events. Annual costs for providing an honorarium to a qualified director and for securing scores should be born by participant fees, admissions to an annual concert, and municipal operating funds. Working scholarships should be made available to individuals who cannot pay fees and could include assistance with booking the group, set-up and clean-up for rehearsals and performances, and assisting with auditions, enrollments, postering, scheduling, and ticket sales.
7. Historical programming and site management is under strain all across Mecklenburg County. Many under-resourced sites are struggling with limited ability to engage in proper preservation and documentation or to program for the public. Similarly, marketing is weak. **The ASC should take a leadership role in bringing together the various public and**

private owners and managers of Mecklenburg county's historic sites and begin a frank discussion of the prospects for shared programs, services, management, and marketing, including discussion of any potential mergers. These discussions should include consideration of the best ways to strengthen the Polk Memorial site including expanded programs, improved outdoor agricultural and cultural exhibitions, and increased use of the site (both the auditorium and the grounds) for community events.

E. INCREASE SERVICES TO ARTISTS AND ARTS ORGANIZATIONS

1. **The ASC should work to reach Pineville area artists with information about participating in its electronic artist's directory** (expected to be operational in January of 2006) and to enroll them as participants. This directory will allow artists to find one another as well as allowing members of the public to locate artists from whom they wish to purchase or commission work. The ASC should support the launch of this resource with a public information and marketing campaign that includes all Mecklenburg County residents.
2. **The Parks and Recreation Department, the Polk Memorial, and the Champions should be oriented to the use of the ASC cultural calendar.** Cultural offerings of all of these groups should be routinely posted to this calendar of events. Pineville residents should be made aware of this resource with reminders repeated in their utility bills twice annually.
3. **The ASC should continue to enhance its connection to Pineville area artists** by engaging these artists in its artist cafes, by enrolling those who are interested in its cultural leadership development program, and by presenting information about its general programs and services frequently.
4. **The ASC should continue to provide grant-writing training for individual artists and local organizations** increasing the frequency of these workshops in locations accessible to Pineville's artists and arts and cultural organizations.
5. **The ASC should help local artists market their own work** both by providing training to them and by assisting in the development of local marketing opportunities and events.
6. **The town should allow the Hut to be used for quarterly exhibits of local artist's work.** Work should be confined to wall art, and should, in general, remain in place regardless of rental use of the space. The ASC should assist the town in identifying appropriate hanging systems. The town should review its insurance coverage to include works on loan. The town should identify a volunteer curator to select and hang these exhibitions, should give the curator independent access to the facility, and should cooperate in advertising both the opportunity to exhibit and the presence of the exhibits themselves. Exhibiting artists should be encouraged to leave business cards or other contact information so that individuals wishing to purchase work can contact the artists directly.

F. CREATE OPPORTUNITIES FOR SCHOOL ARTS PROGRAMS

1. **The ASC should evaluate its current advocacy strategy and activity related to arts education.** Given the findings of the Cultural Life Survey documenting broad public support for the importance of art education and the problems arts educators are experiencing in the public schools (especially regarding pressures related to standardized testing), the ASC should be vigorously engaged (either directly or through its partnership with ArtsTeach) in public policy debates that constrain public school arts education.
2. **The ASC should work with the Charlotte Mecklenburg Schools and ArtTeach to improve Pineville area public school students' access to arts enrichment.**

G. ENHANCE THE VISUAL IDENTITY OF OLD PINEVILLE AND CREATE A SENSE OF PLACE IN NEW PINEVILLE

1. **The town should review their recently adopted downtown plan with the ASC's public art staff, and discuss opportunities for supporting the goals of the plan through development of a local public art program.** Residents expressed particular interest in using public art to support connectivity efforts with unique way-finding designs, to capture the town's railroad history at its light rail station, to memorialize the cotton gin, to enhance an historic walking tour, and to create a central monument in the anticipated downtown civic space. In addition, residents are aware that new neighborhoods often seem disconnected from the older town of Pineville. Public art could play a role in giving these newer neighborhoods both a better-defined sense of place and a connection to the town as a whole.
2. **The town should consider, in particular, creation of a public art program that imposes a percent for art requirement on both municipal buildings and private developers.**

H. CREATE ADEQUATE GOVERNANCE AND STAFFING TO SUPPORT THIS PLAN

1. The ASC should assess its capacity to support on-going arts and cultural development in southern Mecklenburg County and, if necessary, expand its planning staff.
2. At such time as the town creates additional arts and cultural programming space, and regardless of the location of that space, it should work with the ASC to design a citizen committee to oversee policies and programs.
3. At such time as the town creates additional arts and cultural programming space, it should assess the need for additional programming and special events staff, and make necessary additions.

PARTICIPANTS

COMMUNITY INTERVIEWS

Mayor George Fowler
Commissioner Deborah Fowler
Commissioner Les Gladden
Commissioner Kenny Mills
Assistant Town Manager Mike Rose
Parks and Recreation Supervisor Kristy Detwiler
Historian Dan Morrill
Craig Lewis, the Lawrence Group
Barbara Bondra

MEETINGS AND DISCUSSION GROUPS

Lee Baumgarten	Brion Lawler
Barbara Bondra	Laura Lawler
Naomi Breach	Laren Madison
Rick Crowley	Elena Mateus
Terie Davis	James Morris
Jeane Dennis	Connie Morris
Kathy DeLaRosa	Carolyn Osborne
Manny DeLaRosa	Judy Osborne
Patricia Goff	Cara Putzrath
Joe H. Griffin, Sr	Tom Stamps
Courtney Hybarger	Ashleigh Stumler
Norma Khosouski	Judy Thompson-Phillips
Jane Johnson	Don Wood