



## Roswell Arts Fund Launches Second Phase Of Performing Arts Center Study

This study seeks to clarify the ideal size, location and funding opportunities as well as identify any potential challenges for the city.

By [Kristal Dixon](#) | Jun 23, 2017 10:26 am ET



ROSWELL, GA -- The Roswell Arts Fund recently received funding from the Roswell Mayor and City Council to embark on the second phase of a feasibility study for a performing arts venue in the city.



The goal of the study would be to iron out the ideal size, location and funding opportunities as well as identify any potential challenges that could arise.

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For the last few months, the Roswell Performing Arts Center Steering Committee has worked with consultants to explore the potential for a performing arts center in Roswell and how a facility could build upon the city's unique location and character. The Steering Committee is led by co-chairs Jeff Hopkins and Lawrence Catchpole.

Organizers for the proposed PAC envision the facility measuring between 35,000 and 50,000 square feet to provide for adequate performance, support, and public spaces. A main theater would seat approximately 500 to 1,000 people. In addition, a black box designed for multiple purposes will entertain around 200 and, when not in use, serve as a special event location.

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After gathering input from numerous potential stakeholders in the project, the consultants determined that the ideal location should be within walking distance to Canton Street and provide easy access to dining and retail. Several other potential locations were considered, including a recently vacated commercial site in east Roswell.

“Ideally, the site will be located on the periphery of the Canton Street area,” said Jeff Hopkins. “This will accomplish several goals related to the project. Perhaps most importantly, such a site will keep traffic and parking outside of the heart of the restaurant district while creating a bridge between this other proposed projects, in and around Canton Street and the Roswell Square.”

Whitney Parks, marketing coordinator for the Roswell Arts Fund, said the city's existing Cultural Arts Center would remain the same.

"One of the options the consultants looked at was to add on to the existing space," she added. "The new center would allow for performances that the existing facility could not contain, such as larger orchestras, ballets, bands, etc., There would also be space for a larger audience and a black box space for smaller events and galleries."

The envisioned architectural design will embody what is unique and desirable about the city of Roswell, drawing elements from historic buildings in the downtown area. Many of these buildings include front porches, a warm and inviting feature that offers an opportunity for an informal but elegant design.

"The Performing Arts Center will drive economic development, increase tourism, reflect our local pride and activate our tag line, 'Modern Spirit. Southern Soul'," The Roswell Arts Fund said. "This space will continue to brand Roswell as a place to live, work and play... and stay."

If you'd like more details about the study, contact the Roswell Arts Fund at or visit its website at [roswellartsfund.org](http://roswellartsfund.org).

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