

artspace

Artspace Tannery Lofts & Digital Media and Creative Arts Center

Santa Cruz, CA 95060

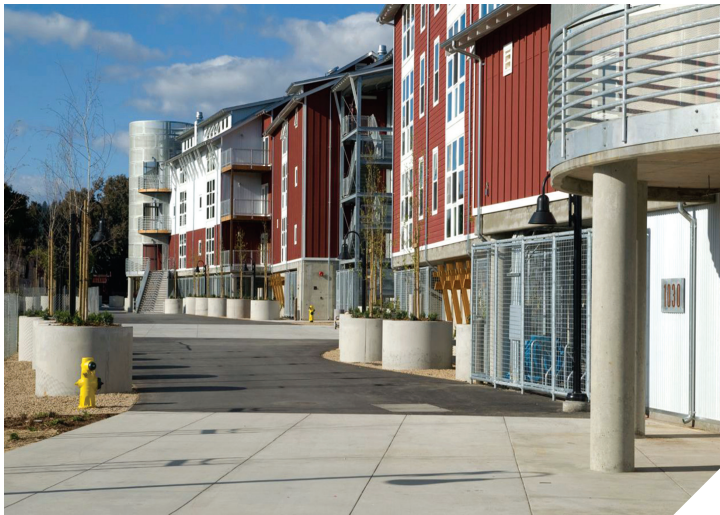


Photo by Greg Handberg

Project Overview

In the late 1990s, Santa Cruz was a highly desirable tourist destination with a strong arts and culture community. But as the housing costs increased, few young artists could afford to stay. In 2001, the historic Salz Tannery closed its doors and Ceil Cirillo, Executive Director of the Santa Cruz Redevelopment Agency, saw an opportunity — a site that could be redeveloped as an arts complex to anchor Santa Cruz's cultural identity well into the future. She persuaded civic leaders to approve the plan and enlisted Artspace to help develop the three-phase project.

Commanding an 8.3-acre campus on the San Lorenzo River about a mile from downtown Santa Cruz, two phases of the Tannery Arts Center are complete. Phase 1, the Artspace Tannery Lofts, which opened in 2009, created 100 units of affordable live/work space in two new buildings for artists and their families, many of whom camped out overnight to apply for one of these highly sought-after spaces.

Phase 2 of the Tannery Arts Center, the Digital Media and Creative Arts Center, opened in 2012. The Digital Media and Creative Arts Center, a nearly 24,000-square-foot facility consisting of two historic tannery buildings that have been renovated into 28 studio spaces, ranging from 200 to 3,200 square feet for artists and creative businesses. Tenants represent a broad range of disciplines, including jewelry, ceramics, printmaking, glass making, painting, book arts, dance, a literary magazine and a café.

The Tannery allowed Artspace to create its first "arts campus," with a mix of historic buildings and new construction, housing and working studios. Artspace will be involved as a supportive neighbor for Phase 3, which includes the adaptive reuse of another old tannery building into a performing arts center. The completed complex will also provide a new home for the Cultural Council of Santa Cruz County.

Project Details

Owner/Developer // Artspace Projects

Total project cost // \$42.4 M

ARTSPACE TANNERY LOFTS

Location // 1030 & 1040 River Street, Santa Cruz, CA 95060

Total development cost // \$35.4 M

Live/work units // 100 units

Total area // 180,000 sq. ft.

DIGITAL MEDIA AND CREATIVE ARTS CENTER

Location // 1050 & 1060 River Street, Santa Cruz, CA 95060

Total development cost // \$7 M

Working studios // 28

Total area // 23,622 sq. ft.

"The construction of the project has generated hundreds of local jobs and will benefit our community for decades to come. The Tannery Arts Center is the culmination of years of effort by many community stakeholders working together to realize a vision to preserve and support the rich cultural and artistic heritage that makes Santa Cruz unique."

— Bonnie Lipscomb, Economic Development Director, City of Santa Cruz

Community Engagement

The Tannery Arts Center is dedicated to providing an affordable, accessible and sustainable home for Santa Cruz County artists and arts, cultural, education and heritage organizations so that all offerings on this historically significant campus may be enjoyed by residents, visitors and the general public.

The Tannery Arts Center offers opportunities for thousands of residents of the area to engage with the campus and its resident artists each year. The Digital Media and Creative Arts Center opens its doors to the public on the first Fridays and Saturdays of each month, offering exhibits, music and more in the 28 working studios. The residents of the Artspace Tannery Lofts participate in the Cultural Council of Santa Cruz's annual Open Studios Art Tour each year, opening their live/work studios to the public for three weekends. The monthly Tannery Arts Lecture Series features visual, performing and literary artists from the Artspace Tannery Lofts, along with regional artists and other professionals. These artists, historians, scientists and environmentalists share their histories, influences, techniques and work. Free and open to the public, these lectures incorporate salon-style discussions for an interdisciplinary exchange of ideas.

A major component of the Tannery Arts Center Project is historic preservation. Five buildings of historic significance are preserved, renovated and reused as part of the Digital Media and Creative Arts Center. Some of these buildings were built in the mid 1800s and housed a thriving leather industry, which fueled the economy of Santa Cruz County and the Central Coast. Over 145 years, three tanneries have operated on this site where Pogonip Creek meets the San Lorenzo River. People from all over the world worked here hauling salted cow hides, stewing them in baths of tanbark and water, scraping the flesh and hair off, drying them, and transforming them into strong and durable leather. Their stories, the history of the tanning industry its social and economic impact on the region are told using a variety of exhibits throughout the site.

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The Nation's Partner in Arts-Driven Community Transformation

For more than 30 years, Artspace has brought its hard-earned expertise to more than 300 cultural facility planning efforts from coast to coast. Of these projects, 32 have been developed and are owned and operated by Artspace itself, representing a unique, \$500 million investment in America's arts infrastructure. With headquarters in Minneapolis and offices in New York, Seattle, New Orleans and Los Angeles, Artspace is America's leading developer of arts facilities. To date we have completed more than a thousand affordable live/work units for artists and their families as well as more than a million square feet of non-residential space for artists and arts organizations. www.artspace.org

Goals

- > provide permanently affordable housing for Santa Cruz artists and their families in order to maintain the City's cultural identity
- > preserve a group of historic buildings that made up the Salz Tannery, repurposing them as an arts campus
- > create a sustainable, digital media and arts facility combining space for creative businesses and culturally diverse community events
- > animate these spaces in a manner that spurs community engagement and innovation
- > support creative activities and spur collaboration
- > represent the diversity of creative disciplines in Santa Cruz County
- > create an arts destination for visitors to the City of Santa Cruz

Contacts:

For more information or to support the Tannery Arts Center project, please contact:

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Tannery Arts Center

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"I've lived in Santa Cruz for a long time and there have never been this many dynamic people living in one space ... It makes me feel like I'm doing something valuable, not only for myself but for the community as a whole."

— Sarah Bianco, Artist



Photo by Charles Mixon