



Performing Arts Center & Mixed-Use Study

Fuquay-Varina, North Carolina

HSP worked with the Town of Fuquay-Varina, a fast-growing suburb of Raleigh, to determine the viability of an 800-seat performing arts theatre, a conference center and hotel for the downtown area. The Town’s goal was to support the development and availability of the arts for its residents, as well as provide a place for local and regional meetings and events. As such, HSP conducted several overlapping assignments to determine what, if any of these, could be supported by the local market.

HSP completed a comprehensive study of the competitive supply and demand in the region’s marketplace, as well as the financial performance of the various venues in the Triangle area, to determine viability. HSP determined that the proposed project was not feasible due to the size of the community and the amount of community resources required to develop the project. HSP suggested a phased approach to tackle one project at a time.

In August of 2016, the Fuquay-Varina Board of Commissioners tentatively approved a floor plan for the new Fuquay-Varina Arts Center. Renderings of the exterior were released to the public in October of 2016. The new Center officially opened in March 2019. It is a combination of renovated space and new construction, designed by Szostak Design, Inc. The renovated portion of the facility – which started as a Belk’s department store – now includes an art gallery, administrative offices, dance, painting, and digital studios for a variety of arts programming and classes. The new construction includes access to the second floor to a 294-seat theatre, complete with technical booth and performance support spaces.

Client:	Town of Fuquay-Varina	Time Period:	2013
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