

**Attached is a set of Advantages/Disadvantages developed by The Civic Center Commission, the Civic Center Staff and the Asheville Area Center for the Performing Arts.**

**OPTION 1: New Arena and Adaptive Re-use of Civic Center into Multi-purpose Performing Arts Center and Convention Hall**

Advantages:

New Arena would allow design and site selection to meet current day needs with modern features to provide for a more successful entertainment and expanded trade show venue than the current facility.

Modern design would allow for a more efficient operation with reduced costs per event and a greater number of events than the current facilities due to reduced set up and tear down time and expanded capabilities in both venues.

Location of the Arena could also provide economic development benefits for that area making the capital investment more productive and creating the opportunity for tax increment financing as a funding source. In addition, there is the opportunity for private sector financial involvement in the construction and operation of a new Arena.

Split of two facilities reduces peak traffic congestion and provides for the opportunity to create adequate parking for the maximum utilization of both facilities.

Separate facilities increase the number of usable event days/nights without traffic, parking, ticketing, or patronage congestion; increased event days increased total revenues for the facilities and increased economic benefit for the business community.

The provision of parking for the new Arena provides for the potential for increased parking for businesses on non-event days.

Generally, costs for a new Arena are less than costs for a new multipurpose PAC.

Provides ample room in the current Civic Center for a new broad capability PAC, conference/convention facilities, possible art gallery, digital media center, educational facilities, and downtown office space for various users.

Both facilities could be made fully compliant with Building, Disabled, and Fire Codes.

Construction could be phased so that there would be no interruption in the availability of any facility.

Potential for multiple sources of funding for construction.

A \$35,000 Operating & Business *Proforma* has already been done for a stand-alone performing arts center.

PAC would have up to date performance and patron amenities.

Ample PAC space for educational, instructional use.

A new arena, designed for today's needs, could generate additional revenue.

Disadvantages:

Acquisition of land for Arena and parking would be required.

Location would be dependent on adequate traffic access and capacity.

Some perceived redundancy of staffing and infrastructure, although increased event usage would likely result in staffing just adequate to meet each facilities needs and would allow staff to concentrate on their entertainment/market niche to maximize success.

More expensive than the refurbishment option.

Adaptive reuse design restricted by structural elements of existing facility in order to take advantage of cost savings (design within the walls).

Exhibit space could be lost.

## **Option 2:** PAC at Parkside and refurbish existing Arena/Civic Center

### Advantages:

No restriction on design and totally new multipurpose PAC facility would allow it to become a cultural icon for the city and region.

Additional support parking required could also support business community during nonevent days.

Site for PAC would be very attractive and create more of a centralized entertainment/cultural center for downtown while spurring non governmental development.

Expanded event days possible for both facilities with associated economic impact on downtown without conflict between the use of the two facilities.

Phasing of construction could allow all facilities to continue in operation without interruption.

Traffic access good.

PAC would be fully Building, Disabled, and Fire Code compliant.

Allows for very limited to extensive remodeling of Civic Center as/if resources are made available.

Potential for multiple sources of funding for construction.

It will be easier to raise money for a brand new facility than for a renovation.

Assured that arena and PAC would remain downtown.

Allow use of Thomas Wolfe structure to be used for additional activities.

Move from flat to stacked parking would allow for more value added development in surrounding area.

The number of seats in the PAC driven by need. Not by the lack of space.

### Disadvantages:

Generally, new PAC is more expensive than new Arena. (Although the total costs for either renovating or building a new facility has not yet been adequately vetted, Task Force data show the two options being fairly equal in total cost. Option 2, at this point, seems to be more costly than option 1.)

Additional structured parking is required to support the facility.

Removes some property from future tax rolls and tax generation activities.

Potential need to acquire some additional property on planned site.

Difficult to make Arena and remaining building comply with all State and Federal Codes.  
Reduced potential to include digital media, educational, and other related used due to construction costs.  
Synergies of current multi-use facility would be lost.  
Some perceived redundancy of staffing and infrastructure.

### **Option 3: Refurbish current Civic Center**

#### Advantages:

No extensive financial commitment needed by City.  
Maintains low rental costs for trade shows/other users.  
Could improve attractiveness and sanitary aspects of the facility.  
Current location has served the community well.  
Refurbishment could be phased in over several years.  
Probably could be financed by the city alone without additional resources.  
All venues stay downtown.  
No new land required.  
Promoters and patrons are familiar with the venues and infrastructure.  
It is a multi-use facility allowing it to respond to many needs of the community.  
The potential exist to make significant improvements with cost effective investments.

#### Disadvantages:

Every study has indicated that it is not possible to renovate TWA appropriately from an acoustical perspective..  
Capability and usability remain very limited to a 1974 era set of requirements.  
Number of event days limited by conflicts in use of facility and staff, or substantial patron inconvenience/dissatisfaction occurs.  
Compliance with modern and current Building, Fire, and Disabled Codes extremely problematic.  
Inadequate parking (or the perception of it) to support both facilities.  
Capital investment would generate little long-term benefits.  
Expansion of trade show or convention space unlikely.  
Little possibility of non-City financial assistance.  
Continued deterioration of Civic Center structure.  
Negative impact on image of Asheville.  
No increase in economic benefits to the business community.  
No increase in intangible benefits ( city stature, name recognition, etc)  
Future expansion is doubtful.  
Exhibit space would not grow beyond current 70K Sq. Ft.

Since “refurbishment” hasn’t been defined we don’t know what it will cost or what will (or will not) change.

Load in could still be an issue.

Seating will be lost in Thomas Wolfe and the arena thereby making them less attractive to promoters.

Major renovations would probably be required sooner than with the other two options.