



South Main Artspace Lofts

138 St. Paul Avenue, Memphis, TN 38103



Photo by Greg Handberg

Project Details

Location // 138 St. Paul Avenue, Memphis, TN 38103

Owner// South Main Artspace Lofts, LLLP

Developer // Artspace Projects

Type of development // Mixed-use, live/work units and community/gallery space

Live/work units // 44

Commercial // 6,000 sq. ft.

Community space // 22,000 sq. ft.

Type of units // studio, one, two and three bedroom units

Affordability // units range from 30% to 60% of area median income

Total project cost // \$12.9 M

Project Overview

South Main Artspace Lofts, an adaptive reuse of the former United Warehouse, will offer 44 live/work spaces, as well as 28,000 SF of commercial and community space that includes 6 work studios, performance, gallery, and event space, as well as an outdoor arts garden. The \$12.9 million development will help achieve a new level of vibrancy to Memphis' South Main Historic Arts District, and will help facilitate needed change to a higher residential density.

Rendering by LPK, Inc.



Project Description

In partnership with artists, politicians, neighborhood and philanthropic leaders, Artspace is working to rehabilitate the historic three-story United Warehouse and an adjacent parking lot into a mixed-use arts facility.

In addition to 44 units of affordable live/work space for artists and their families, the South Main Artspace Lofts project will provide commercial space for local nonprofit organizations, arts-oriented/small businesses, and outdoor community space for the residents and the greater South Main neighborhood.

Artspace is working in Memphis to elevate an already distinguished arts district to a new level of vibrancy through artist residential density. Direct proximity of 24-hour residents to stores and restaurants, such as the iconic Arcade, will have an immediate stimulative effect.

Project Goals

- > Boost local economy by creating jobs
- > Engage the existing South Main artistic community in supporting the economic vitality and livability of Memphis' South Main Historic Arts District
- > Facilitate a much-needed increase in the area's current low residential density
- > Create a long-term, financially stable and sustainable community asset
- > Provide affordable space where artists and arts organizations can pursue their work
- > Reuse and transform an historic structure

Project Funding

The budget for the South Main Artspace Lofts project is \$12.9 million. Initial funding came from an NEA Our Town grant as well as the the Hyde Family Foundation and the City of Memphis. Other public sources are likely to include local, state and federal funding. We are estimating the private gap at \$1.2 million. Artspace is seeking funding partners to help close the first \$600,000 of the total philanthropic gap. Ample naming and recognition opportunities are

Connectivity

The South Main Artspace Lofts will advance multiple public agendas through the arts by:

Transforming an existing arts district into a vibrant neighborhood.

Memphis' South Main Historic Arts District offers boutiques, coffee shops, galleries and restaurants. Other noteworthy attractions include the Memphis College of Art's Nesin Graduate School and the National Civil Rights Museum. A permanent population of artists in South Main will energize and stimulate the entire Arts District, giving it a stronger personality than ever before.

Attracting visitors and advancing neighborhood cohesion.

This project creates a hub of 44 artist-families and will augment the growing interest in South Main — encouraging everyday activity on the streets of South Main.

Boosting the local economy.

These 44 live/work units and commercial spaces will become cottage industries unto themselves. Studies show that exactly this type of economic role from artists and arts-oriented businesses has a profound impact on the economy.

Artspace Contacts:

For more information or to support the South Main Artspace Loft project, please contact:

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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