



Orange Beach Arts Center Master Plan

The Master Plan

The goal of this Master Plan is to articulate a comprehensive strategy for the physical growth of the Orange Beach Arts Center. The Master Plan provides a framework within which the institution can meet its current needs and accommodate future growth. As such, the presented proposal is not a complete building design, but rather an organizational structure for the development of the facility. Within this structure, the future development of the Orange Beach Arts Center can be clearly expressed, allowing the Center to fully achieve its goals.

The challenge of this Master Plan is to distill the many desires, goals and pressures governing the development of the Orange Beach Arts Center. Then, to allow each aspect to be considered both individually and collectively. Some of the fundamental considerations include:

- immediate physical site
- circulation and relationship to the automobile
- current programs and future program growth
- institutional and local history
- social, cultural and physical role of the Arts Center in the City of Orange Beach
- the vital relationship between the Arts Center and the local, regional and national community

The key to the Master Plan’s success is a methodical and deliberate analysis of these issues resulting in a thorough plan for the growth of the Orange Beach Arts Center.

CONTENTS

INTRODUCTION	1
SITE INFORMATION	9
SITE ANALYSIS	21
PROGRAM ANALYSIS	33
MASTER PLAN DEVELOPMENT	47
CONCLUSION	73



OBAC
Center
Experience
the Beauty

OBAC
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The Orange Beach Arts Center

With a vision to enhance a community's life through the arts, the City of Orange Beach, with the support of the Friends of the Arts, has founded and sustains the Orange Beach Arts Center. The center is home to the work of exceptional local artists and is a haven for activities that bring art away from the few into the hands of all people. From glass blowing to ceramics, drawing to photography, textile art to performance art, local citizens and tourists can participate in ongoing studio classes or daily demonstrations. The center provides an inspirational venue for visiting artists to create, teach, and display their craft; and they, in turn, inspire the Gulf Coast community and its guests to further embrace a passion for the arts. In a culture that often forgets the importance of art, the Orange Beach Arts Center calls people back to the beauty of creating with their minds and working with their hands. It calls people to not only appreciate the art of others, but to create art of their own.

PROMOTING THE ARTS AND SUPPORTING LOCAL ARTISTS



A family strolls through the annual Orange Beach Festival of the Arts. The Orange Beach Arts Center focuses on providing free, community-based arts events throughout the year.

The OBAC supports artists of every medium by providing a venue for local artists to display and sell work.



The works of over 120 local artists are on display in the OBAC Gallery. Curated quarterly, the Gallery is a favored destination for both locals and Gulf Coast visitors.

PROVIDING ARTS EDUCATION

Through the Orange Beach Arts Center, local artists teach courses in a range of media. In 2009, the OBAC offered over 40 adult education courses at all proficiency levels.



Children's arts education is a primary focus of the OBAC. Due to necessary budget cuts, the local schools were forced to dramatically cut and, in some instances, totally eliminate arts education. The OBAC fills that void by offering comprehensive children's arts education.

EXPERIENCING AND CREATING ART



The OBAC opened The Hot Shop in August 2009. It is the only public access glass blowing facility of its kind in the region.

The Hot Shop provides the public unique access to professional glass blowing artists. Without charge or appointment, the public interacts with the artists as they work, teach, and demonstrate their skills.



Private glass blowing lessons are among the many programs offered at The Hot Shop. Currently, the OBAC only has enough space to utilize 1/3 of the glassblowing equipment that was donated to the center.

PRESERVING A PLACE AND CONTRIBUTING TO THE COMMUNITY

A wide range of cultural events are held on the bay front property of the OBAC. Built in 1923, the OBAC Gallery, formerly the Orange Beach Hotel, is one of the oldest preserved structures in Orange Beach.



Ideally situated, the OBAC provides the public with a piece of authentic Orange Beach ecology. Adjacent to the city's Waterfront Park, the Orange Beach Arts Center sits on a serene site with beautiful views of Wolf Bay.



SITE INFORMATION

HISTORICAL TIMELINE	10
LOCATION	12
LAND USE	14
VISITOR DEMOGRAPHICS	16
CITY CENTERS	18

Powder white beaches and blue water of the Gulf draw visitors from around the country to Orange Beach.

Historical Timeline



City named for oranges that were exported until 1920s



1962 Alabama Point Bridge completed to connect Orange Beach to Perdido Key

1984 City Incorporated



1920

1930

1940

1950

1960

1970

1980

1923
Callaway-Deitz
Hotel built

1932 Inter-Coastal Canal
Completed to connect Orange
Beach to Mobile Bay

1979 Hurricane Fredric

2005 Hurricane Ivan



1990

2000

2010

2000 Community Center completed

2002 Tennis - Aquatic Center completed

2003 Recreation Center
Senior Center
Library completed

2004 OBAC founded

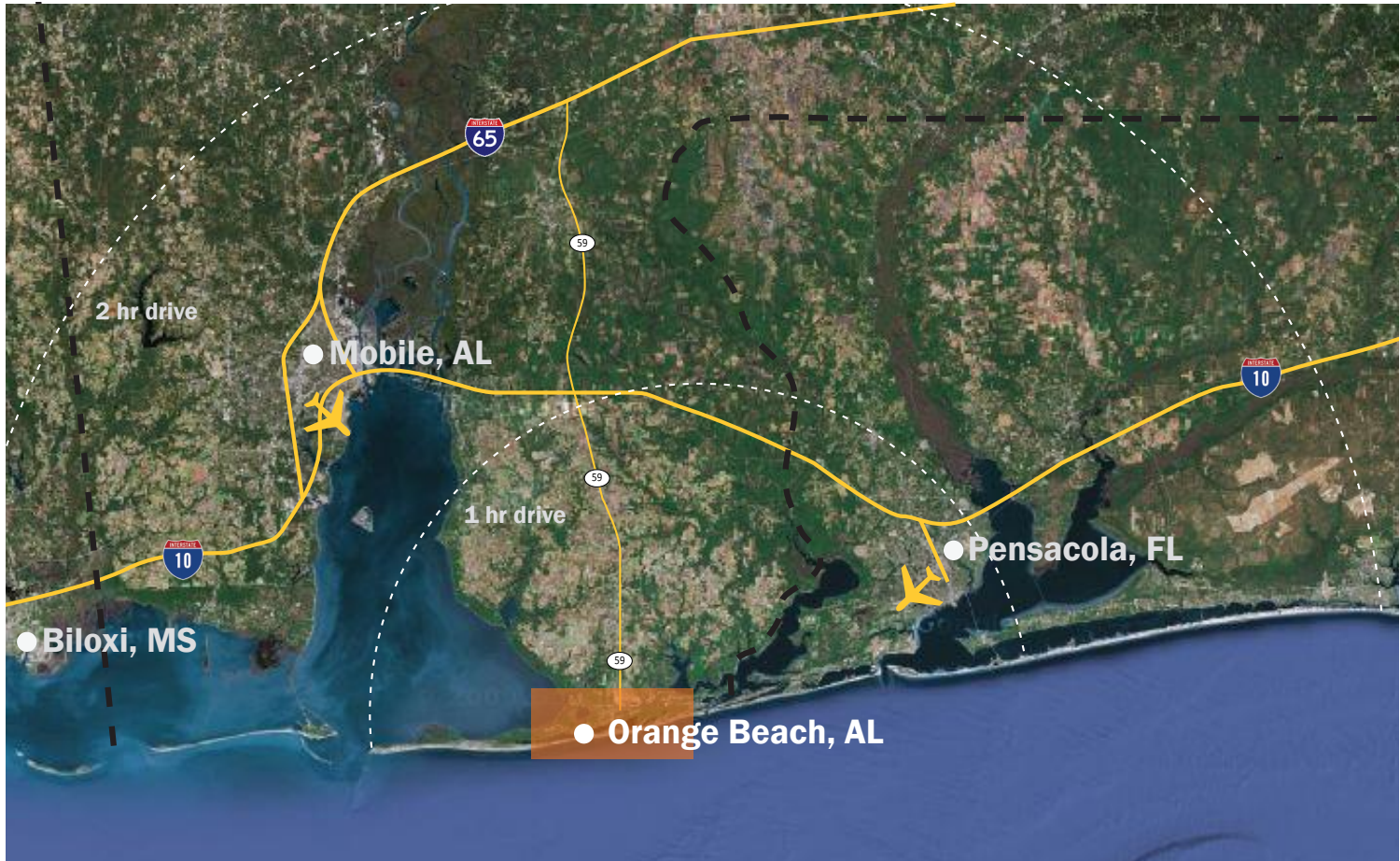


Period of Heavy Investment in City Amenities



2010 BP Oil Spill

Location



MAJOR ACCESS POINTS TO ORANGE BEACH

Orange Beach is located on the Gulf of Mexico midway between the large cities of Mobile and Pensacola.



MAJOR ROUTES WITHIN ORANGE BEACH
 The OBAC is located on Canal Road, one of the major routes through town. It abuts the quieter more pristine water of Wolf Bay.

Land Use

The Arts Center is located in a primarily residential area providing immediate access to local residents.



 Residential



 Commercial



 Resort

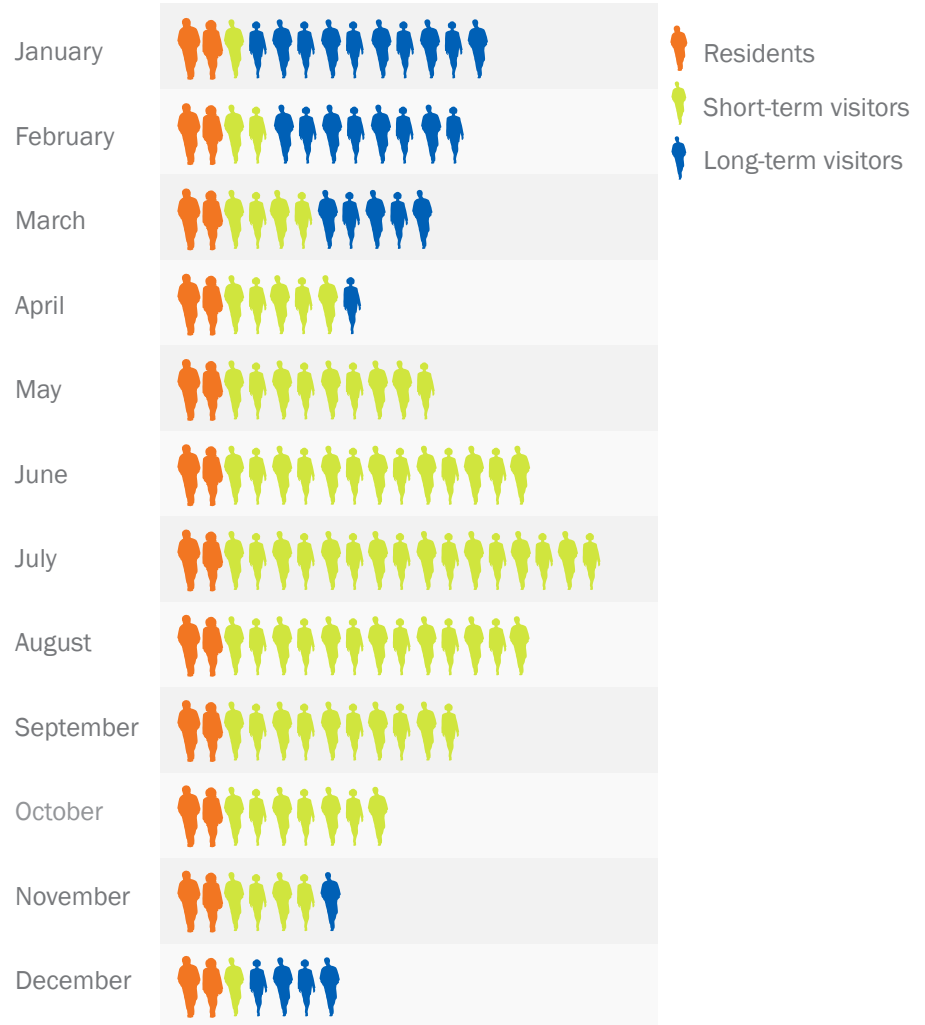


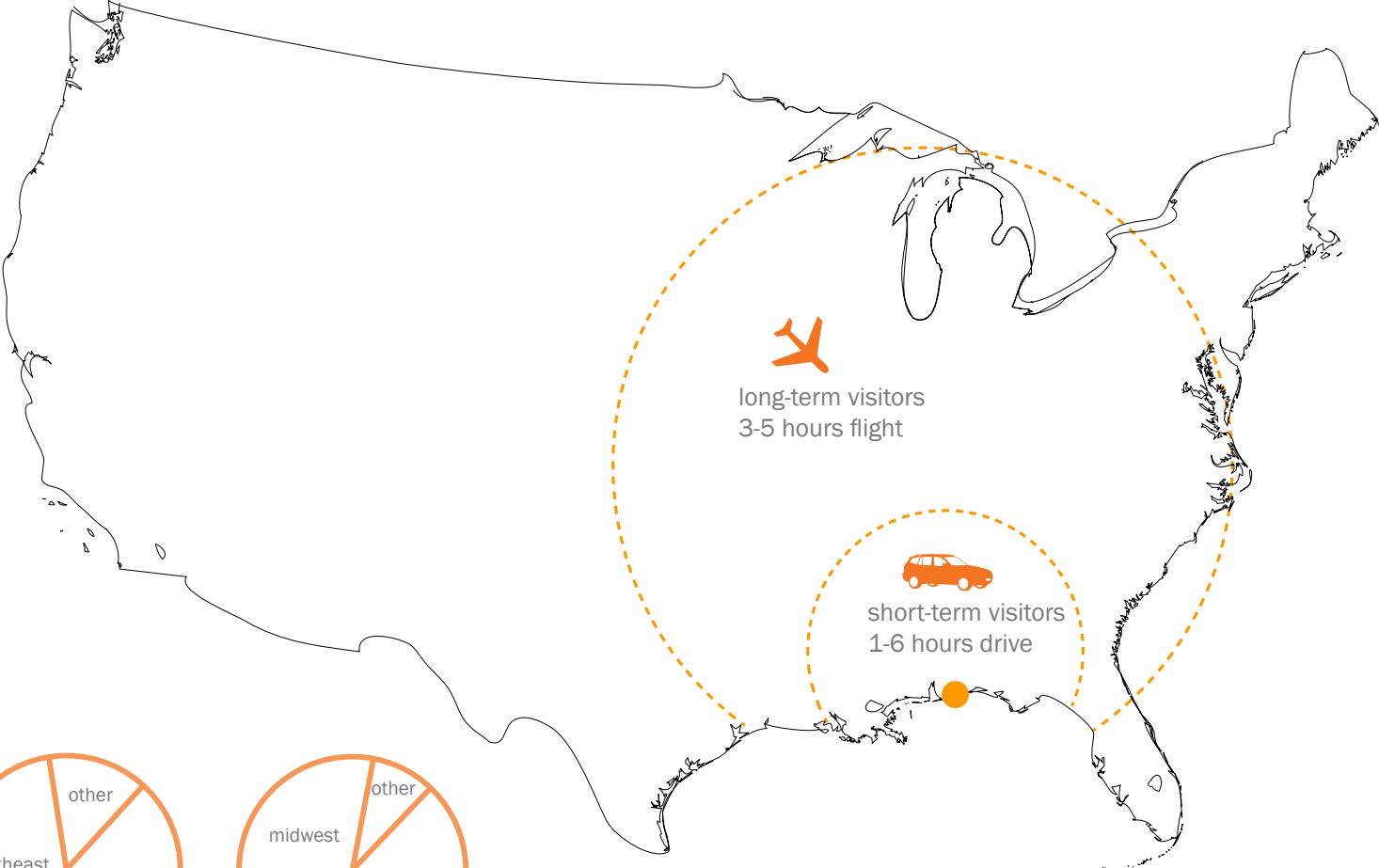
MAP OF ORANGE BEACH INDICATING GENERAL LAND USE DISTRICTS

Visitor Demographics

The 6,231 permanent residents of Orange Beach welcome approximately 1,000,000 visitors to the city each year. These visitors include long-term winter residents as well as short-term vacationers typically staying for 1 to 2 weeks primarily in the warmer months. The Orange Beach Arts Center caters equally to both populations.

Demographic Fluctuation





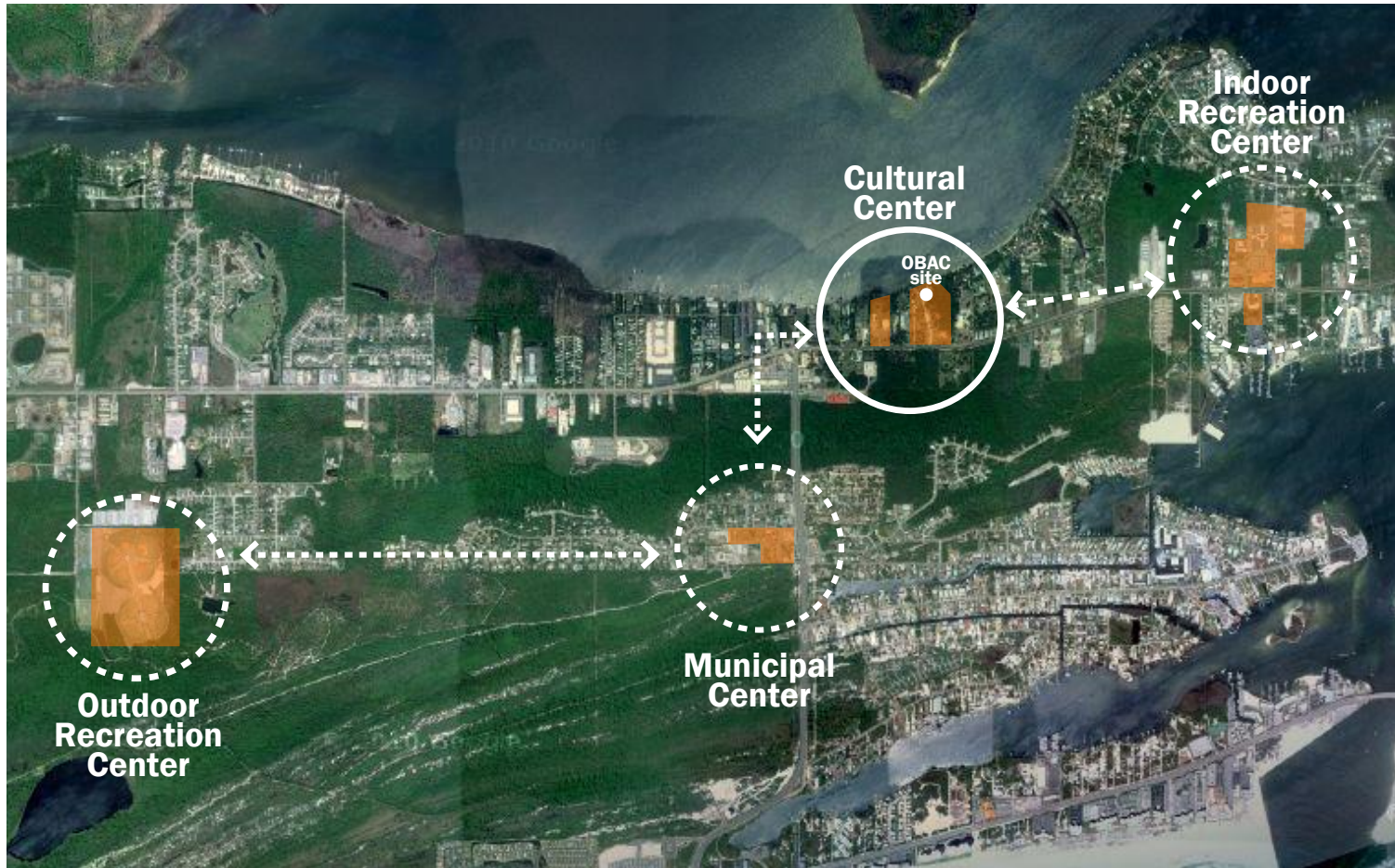
SUMMER VISITORS ORIGIN



WINTER VISITORS ORIGIN

City Centers

The City boasts a large and well-developed array of amenities beyond basic civic services. These amenities are located in four general areas.





Outdoor Recreation

- Baseball/Softball Fields
- Football Fields
- Golf Center
- Soccer Stadium
- Walking/Biking Trails

Characterized by large, unbuilt outdoor spaces with central parking areas.

Hosts community leagues as well as local, regional, and national tournaments and events.



Municipal Center

- City Hall
- Fire Department
- Justice Center
- Police Department

Characterized by multiple freestanding buildings with a cohesive architectural expression. The buildings have large parking areas in the front with a communal, open space in the back.

Hosts city wide events such as the annual city Christmas celebration.



Cultural Center

- Adult Center
- Orange Beach Arts Center
- Public Library
- Waterfront Park

Characterized by waterfront access to Wolf Bay surrounded by indigenous ecology. Multiple programs operate individually and in parallel. Each building has its own access and parking.

Hosts Arts Center events such as the annual Arts Fair.



Indoor Recreation

- Aquatics Center
- Community Center
- Tennis Center
- Recreation Center
- Afterschool Program

Characterized by multiple buildings without physical relationship, each surrounded by a sea of parking. The buildings convey no sense of place and have no common outdoor areas for large gatherings.



SITE ANALYSIS

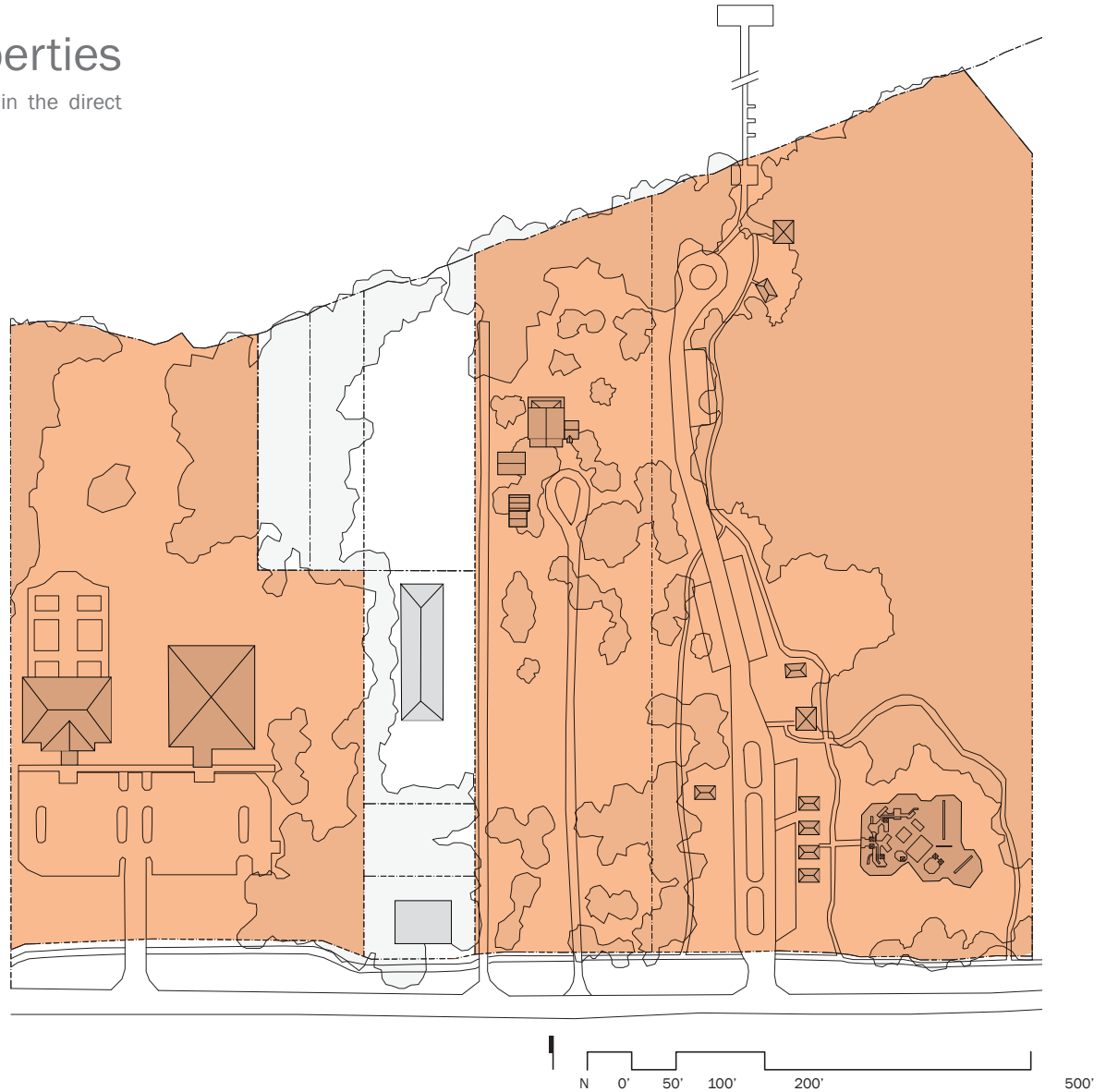
A survey of existing conditions identifies positive aspects to preserve and negative aspects to change or eliminate.

CITY-OWNED PROPERTIES	22
EXISTING AMENITIES	23
PARKING & CIRCULATION	24
PEDESTRIAN ACCESS	25
WATERFRONT ACCESS	26
SITE SUMMARY	27
SITE ACCESS & SUMMARY	28
EXISTING FACILITIES	30

Aerial view of the site looking northwest

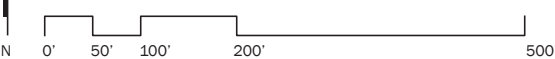
City-Owned Properties

The city owns multiple properties in the direct vicinity of the site.



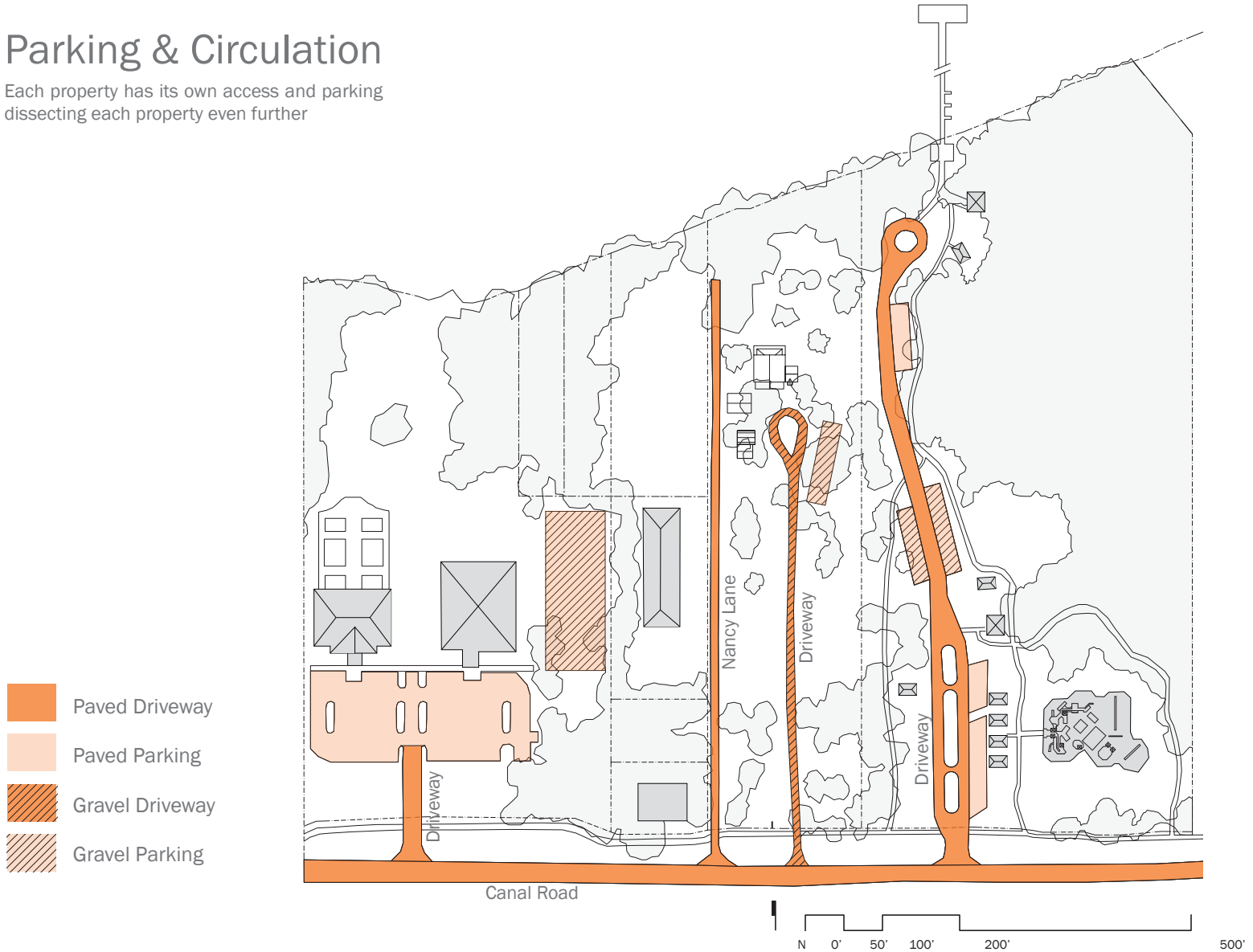
Existing Amenities

The City has invested in a number of amenities on the surrounding properties



Parking & Circulation

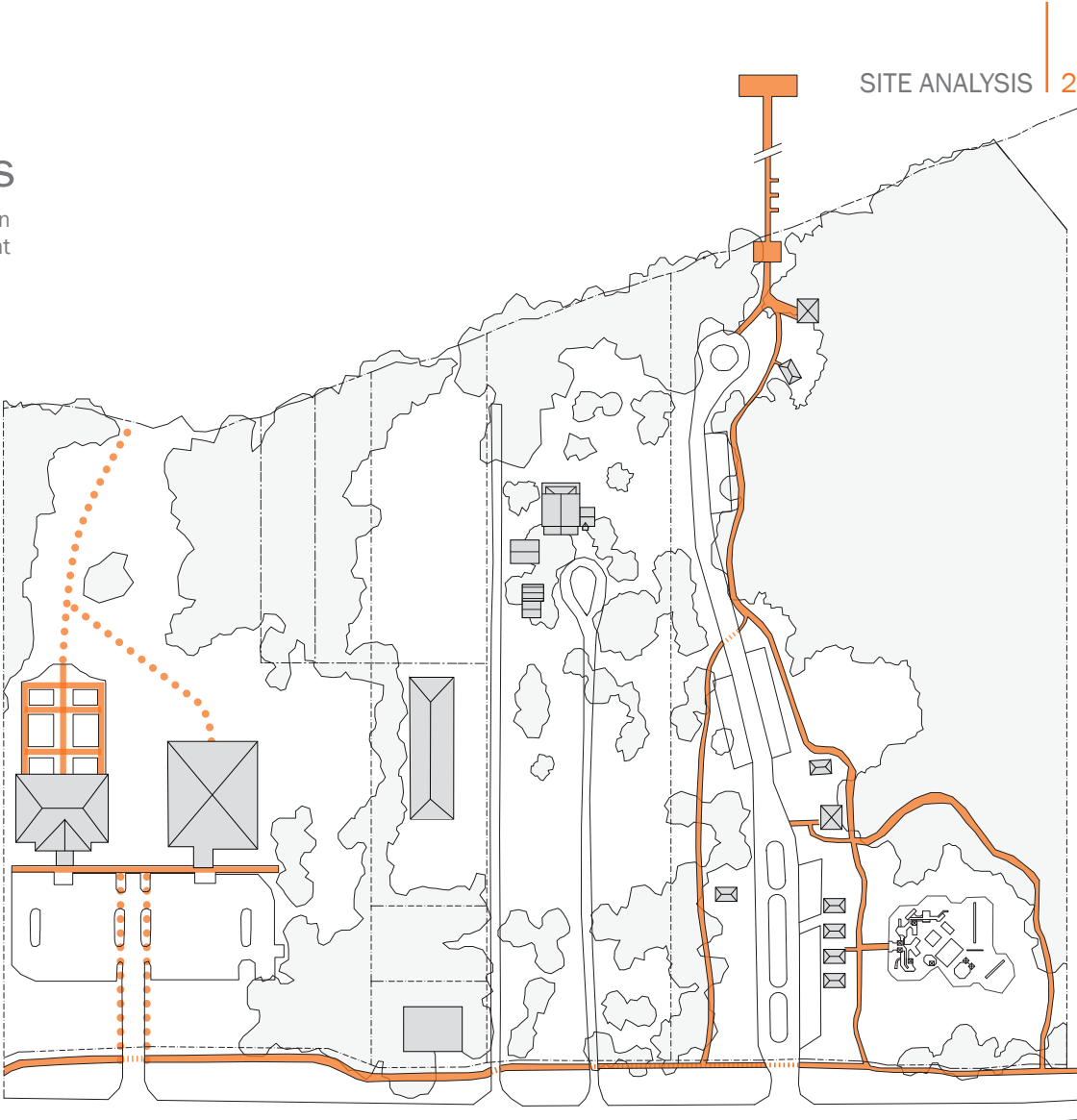
Each property has its own access and parking dissecting each property even further



Pedestrian Access

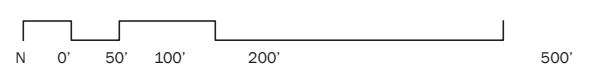
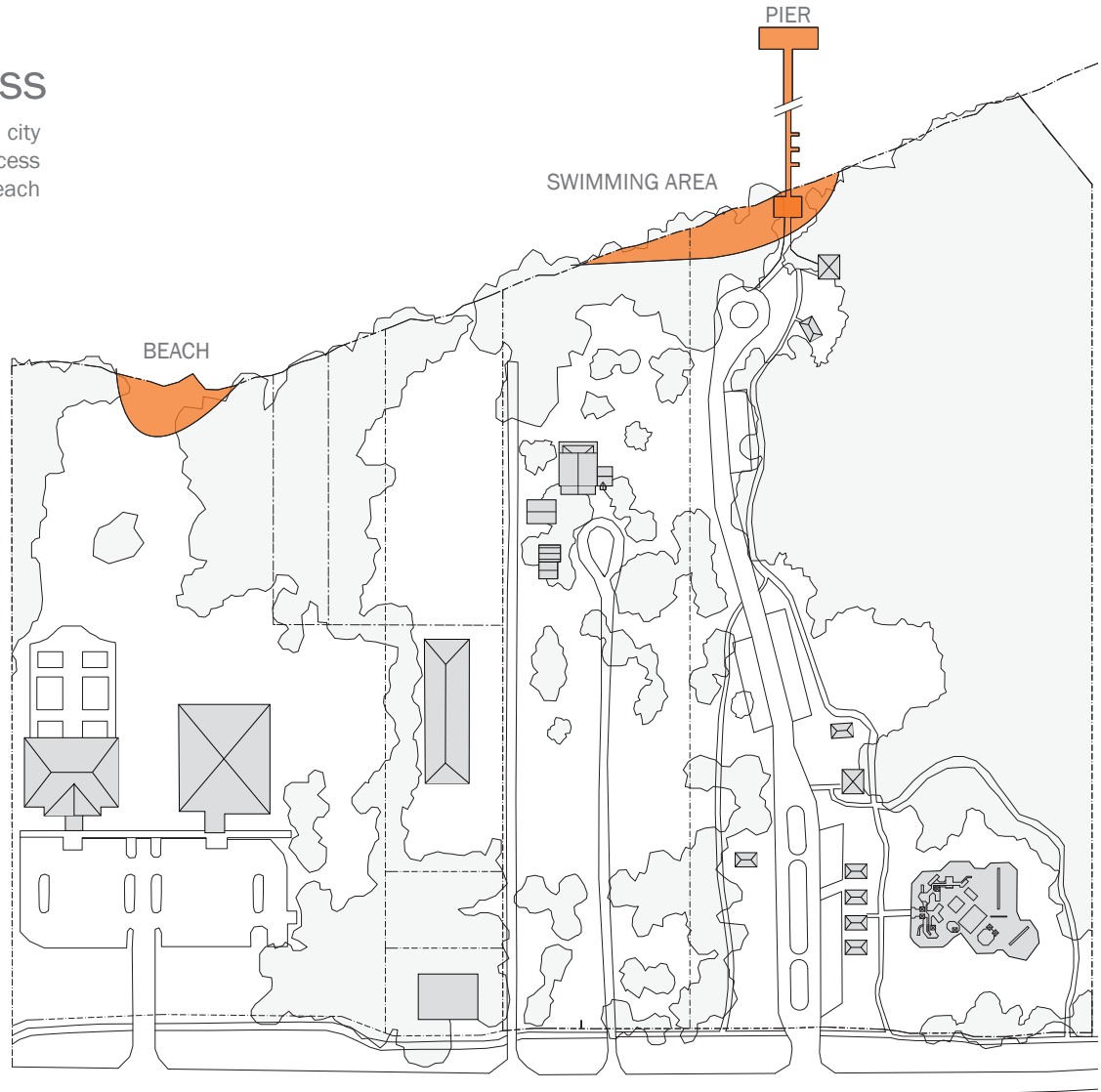
A well-developed system of pedestrian and bike paths connect the Waterfront Park to the rest of the City.

- Pedestrian Paths
- Informal Paths



Waterfront Access

Three of the four surrounding city properties provide waterfront access which is a quintessential Orange Beach experience.



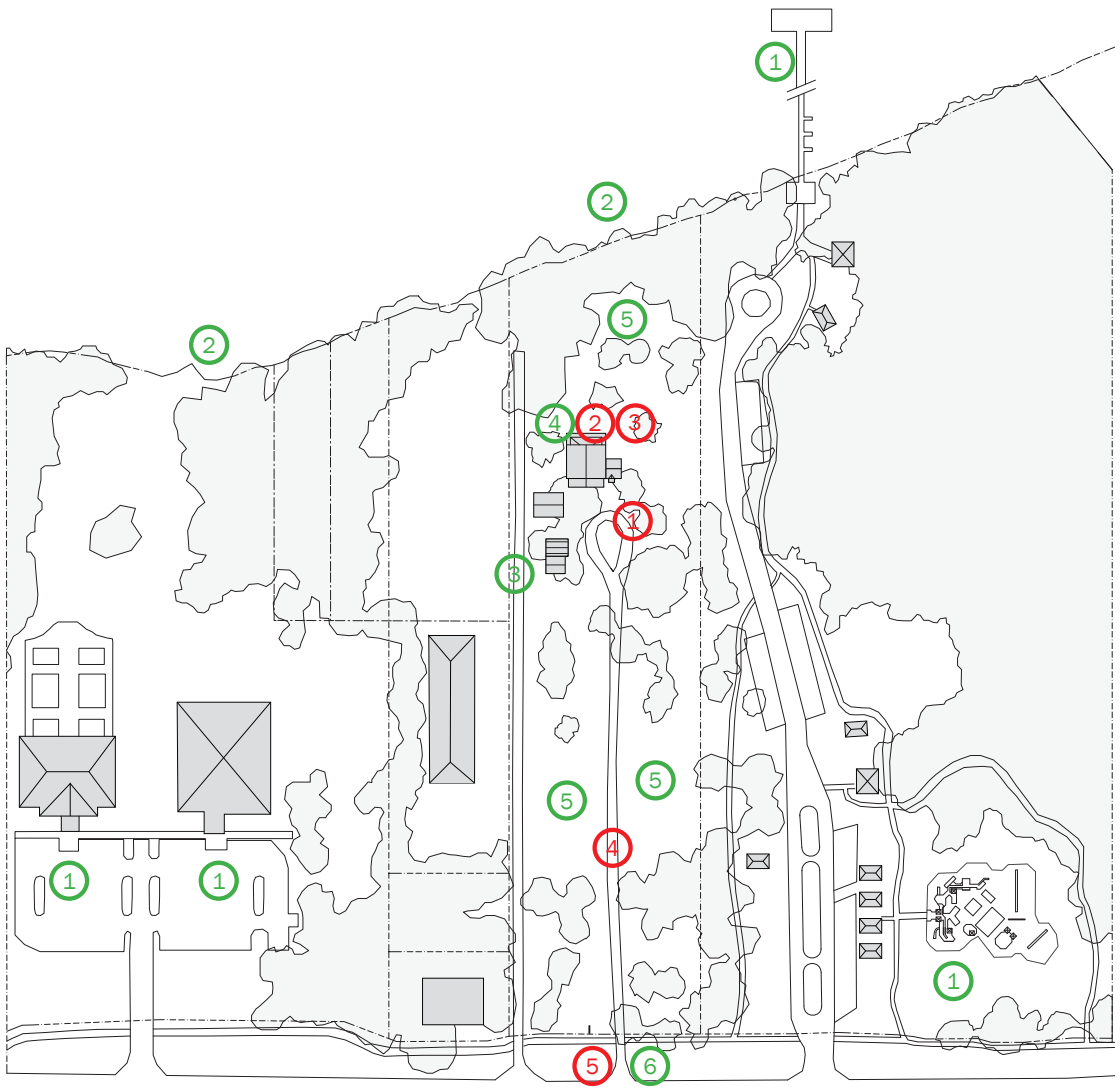
Site Summary

ADVANTAGES

- ① ADJACENT TO MULTIPLE CITY FACILITIES
- ② WATERFRONT ACCESS & VIEWS
- ③ POTENTIAL SERVICE ROAD
- ④ HISTORICAL BUILDING INTACT
- ⑤ ABUNDANT GREEN SPACE
- ⑥ ACCESSED FROM MAJOR CITY ROAD

DISADVANTAGES

- ① EXISTING BUILDINGS DON'T CREATE QUALITY OUTDOOR SPACE
- ② SECOND FLOOR OF BUILDING IS UNUSABLE IN PRESENT STATE
- ③ UNDERSIZED FOR PROGRAM USAGE
- ④ ENTRY DRIVE BISECTS SITE
- ⑤ NO STREET VISIBILITY



Site Access & Visibility

Built as The Orange Beach Hotel in 1923, the building was accessed exclusively by boat from Wolf Bay. The north façade facing the water was the front of the Hotel.

In the 1970s, the building was still used as a hotel but it was accessed by car from Canal Road. A contemporary Greek revival façade was added to the south elevation of the building to create an entry facing the street.

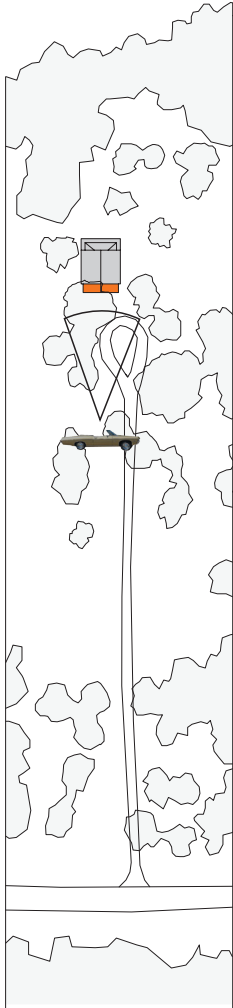
As Orange Beach continued to grow, Canal Road became a major thoroughfare with high speed traffic. Now occupied by The Orange Beach Arts Center, the original building is hardly visible from the street. A sign is installed along Canal Road, but the facility has little presence from the street.



1920



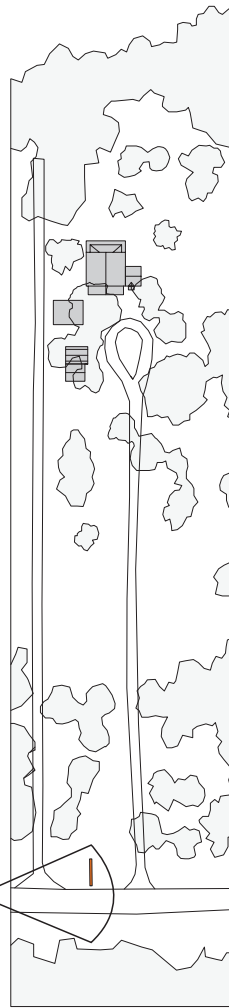
Original hotel façade facing Wolf Bay



1970



New façade facing the driveway



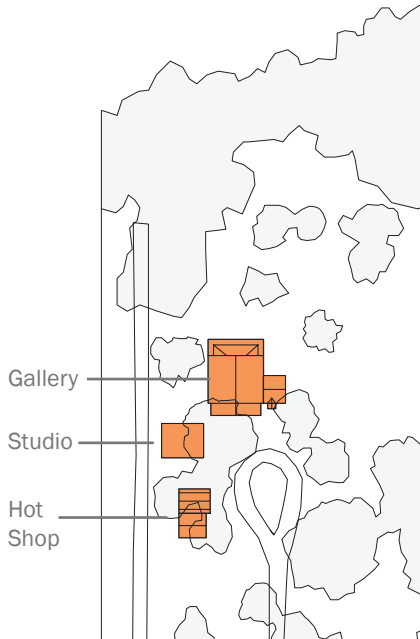
2010



Building invisible to high speed traffic

Existing Facilities

At its inception, the Arts Center occupied only the old hotel building. As it grew, it expanded into three small outbuildings on the site: one garage and two small storage sheds. Since the complex was not designed explicitly for the Arts Center, the programs are squeezed into the available spaces without the benefit of grouping similar programs.



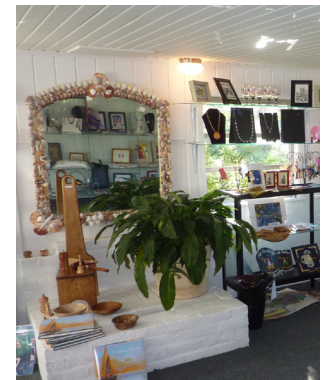
Gallery



Gallery



Office



Gift Shop



Hot Shop



Studio



Workstation



Annealing Ovens



Classroom



Art Supply Storage



PROGRAM ANALYSIS

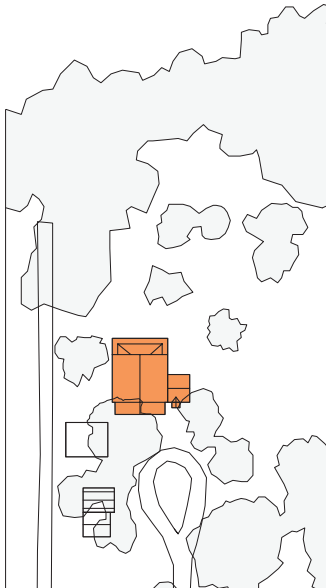
EXISTING PROGRAMS	34
PROGRAM DISTRIBUTION	40
PROPOSED GROWTH	42
PROPOSED PROGRAM	44
PROGRAM ADJACENCIES	45

Inaugurating OBAC's "Art Car"
(aka Bob) an interactive public art
project, at the annual Arts Fair.

Existing Programs

GALLERY PROGRAMS

- Artist Receptions
- Gift Shop
- Member Exhibits, curated quarterly
- Member Artist "Gatherings"
- Special Exhibits



Featured work from the glass blowing studio.



Work recently exhibited in the Gallery.



The OBAC Gift Shop.



Summer Arts Camp Performing Arts Recital



After School class



Home Schoolers working on glass working molds.

CHILDREN'S ARTS EDUCATION

- After School Arts Program
- Creative Writing
- Three-Dimensional Art
- Two-Dimensional Art
- Music
- Performing Arts
- Public Art
- Annual Christmas Program
- Annual Mystery Dinner Theater
- Annual ASAP Theater Production
- Home School Program: Elementary School
- Home School Program: Middle - High School
- Kids Summer Arts Program
- Kinderarts
- Young Artist Reception/Parents Night



PRACTICING ARTS: GLASS BLOWING

- Beginning Flame Working
- Community Glass Blowing Demonstrations
- Field Trips
- Glass Fusing Workshop
- Glass Sandcasting
- Hot Shop Rental to Professional Glass Artists
- “Make Your Own” Glass Appointments
- Private Glass Blowing Lessons



Glass blowing demonstration to a school field trip.



Glass ornament being completed.



Individual glass blowing instruction.



Completing a basket weaving project.



Pottery demonstration.



Individual painting class.



A painting nearing completion.

PRACTICING ARTS: ADULT ARTS EDUCATION

- Acrylics
- Advanced Watercolors
- Basket Weaving
- Beginning Oil Painting
- Beginning Watercolors
- Drawing
- Mixed Media
- Oils Plein Air
- Pastels
- Pottery
- Photography
- Stained Glass & Etching
- Studio Still Life Painting
- Textile Art



SPECIAL EVENTS: SMALL, MEDIUM, LARGE

- Alabama Glass Art Conference and Show
- Bayside Orchestra Concerts
- Committee Meetings
- Hot Glass Cold Drinks
- The Hot Shop Birthday Bash
- House Concerts
- Orange Beach Festival of the Arts
- Private Parties
- Scarecrow Festival
- Visiting Artist Lectures
- Weddings



Enjoying an outdoor concert on the waterfront.



Children decorating submissions for the Scarecrow Festival.

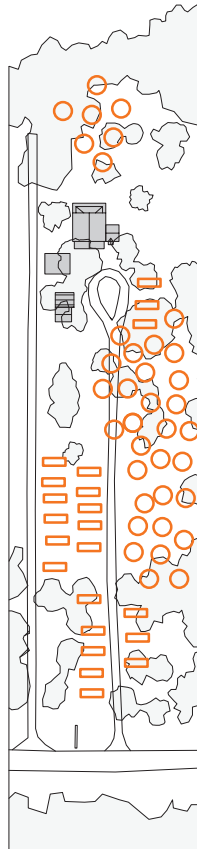


Local food served during the annual Arts Fair.



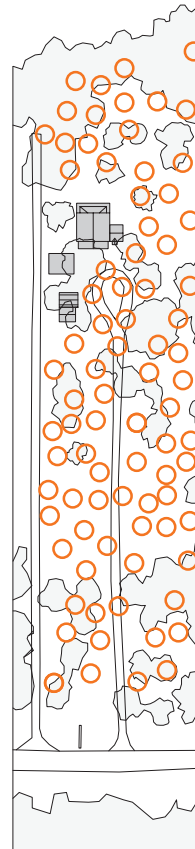
SMALL SCALE EVENTS

On a daily basis, small groups of five to forty people participate in outdoor classes and events. During these events, the gravel driveway and informal parking spaces are used.



MEDIUM SCALE EVENTS

On a monthly basis, mid-sized events such as concerts and arts events with 200-300 people are held. Both driveways accessing the site are utilized and parking spills into the Library, Adults Center, and Waterfront Park parking lots.



LARGE SCALE EVENTS

On an annual basis, large events of over 10,000 people are held. The gravel driveway is closed to traffic and shuttle bus service to off-site parking on various public and private lots is provided.

▭ vehicles

○ people

The Arts Center relies heavily on its outdoor spaces to supplement its program space. Due to the large site, the Arts Center has the capacity to operate at many scales. The site allows the Arts Center to enrich its schedule with large events in addition to the smaller daily programs. The need to operate at different scales represents a significant challenge to the Master Plan. Provision must be made for easily accessible, daily parking while also providing appropriate access and parking for larger crowds without congesting the site. The diagrams to the left describe the three scales and the frequency of their related programs.

Program Distribution

There is a large contrast between the wide range of programs offered and the basic facilities available. Since the institution has grown quickly and organically without the benefit of planned expansion, the logistics of circulation, spatial adjacencies, and service require optimization.



This photograph of the main space illustrates some of the current challenges of the site. Due to its configuration all circulation overlaps in the main courtyard. Incompatible activities seen here include:

1. Children arriving for After School Programs.
2. Visitor and staff parking.
3. Service access for maintenance and deliveries.
4. Visiting artists unloading supplies for the glass blowing studio.
5. Visitors arriving to see the current exhibit.

Proposed Program Growth

Due to the overwhelming success of the current programs, the OBAC facilities are overtaxed in every area. The pressure on the existing facilities has forced the OBAC to restrict program enrollment and availability. The waiting list that exists for the children’s After School Arts Program is just one example of how the current programs are constrained by the limited available space.

The OBAC also desires to expand existing programs in order to reach a larger segment of the community. Taking a cue from the success of the glassblowing facility, the OBAC recognizes the large demand for similar programs in varying media. The Arts Center plans to further develop the artist-in-residence model for painting, sculpture, ceramics and metal working. With more developed support spaces, the Arts Center could provide programs according to public need, interest and demand rather than available space.

Enhanced facilities and programs of the Orange Beach Arts Center would create a uniquely Orange Beach asset for the local community and its visitors. By taking advantage of the adjacent Kids Park, Swimming Beach, Fishing Pier, Library, and Adults Center, the OBAC hopes to become the heart of a strengthened Orange Beach cultural center.

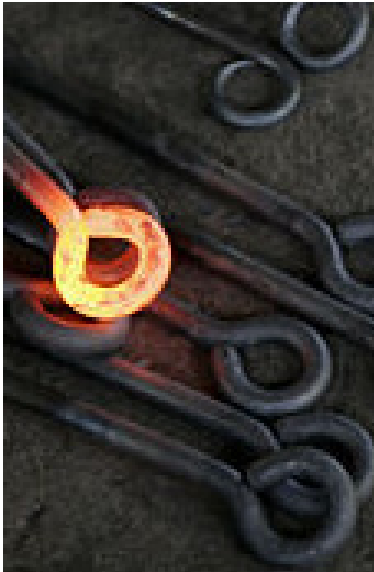
Expand Glass Studio



Introduce Ceramics Studio



Introduce Metals Studio



Expand Children's Education Programs



Expand Adult 2D/3D Arts Education Programs



Expand Gallery Programs



Proposed Program

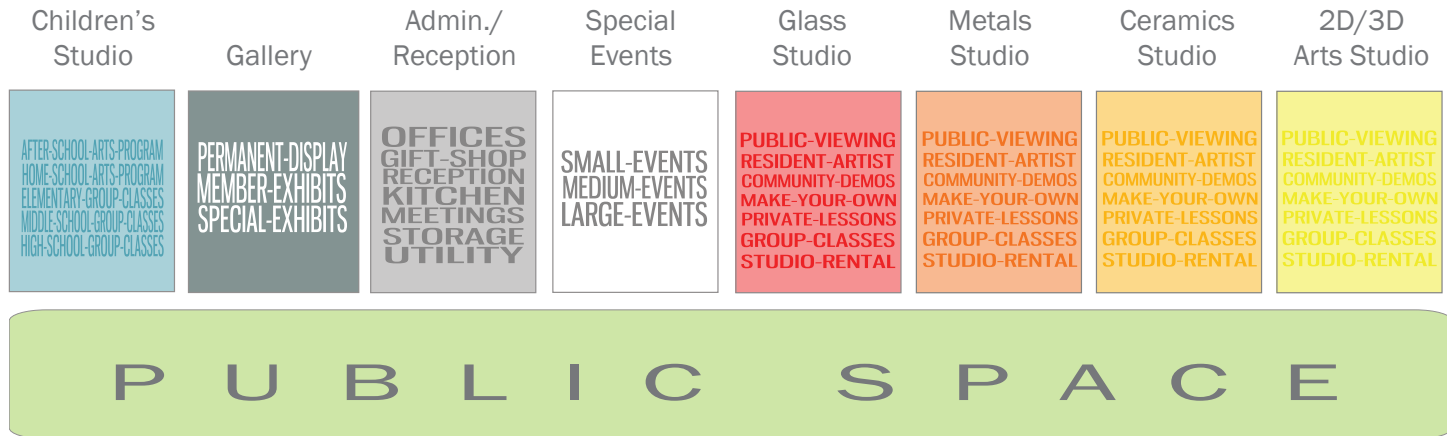


Diagram showing all the functions of the proposed program organized by category and use.

Program Adjacencies

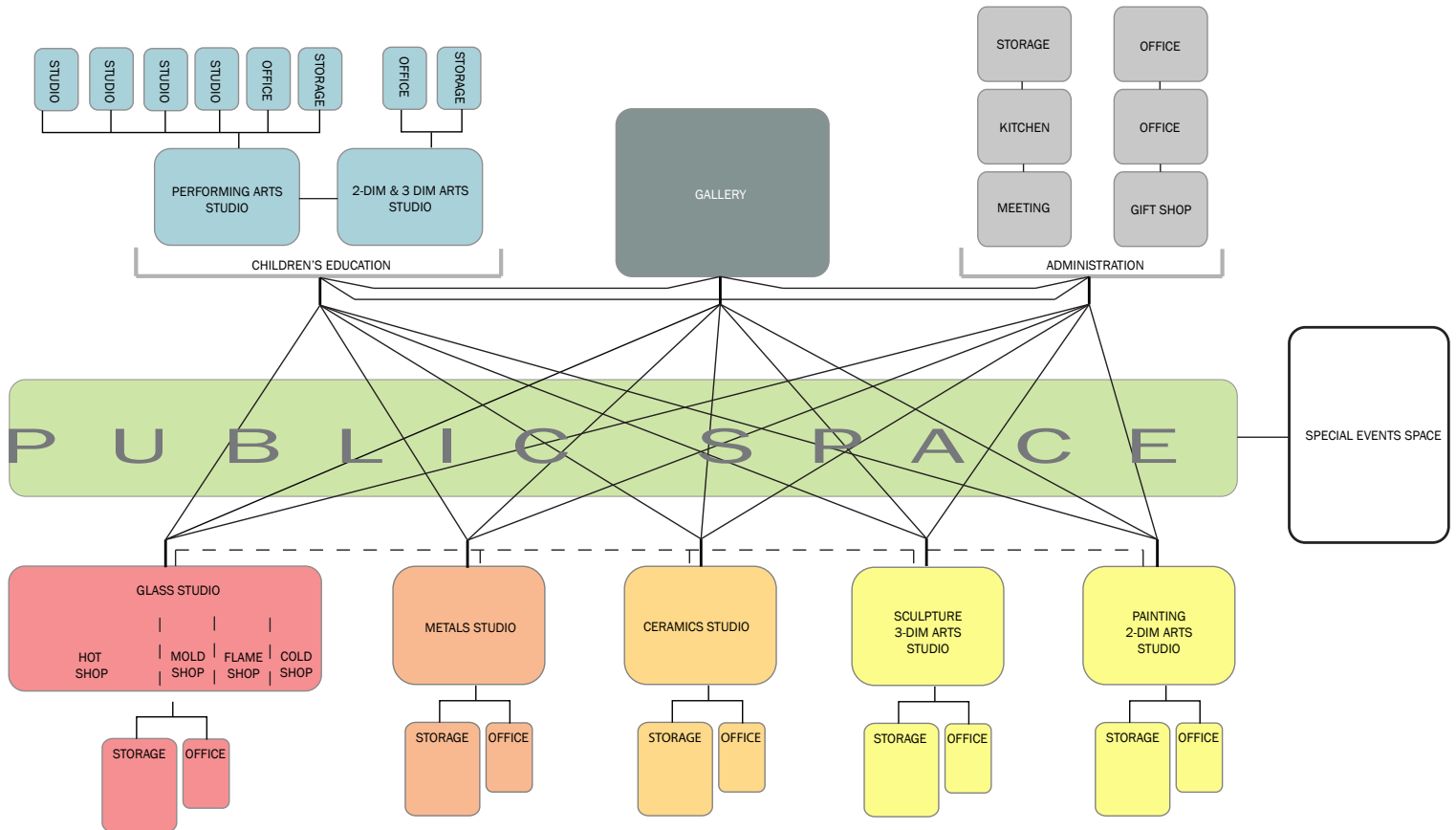


Diagram showing the relationships between program elements and desired spatial requirements.



MASTER PLAN DEVELOPMENT

TYPLOGIES	48
CAMPUS SCHEME DEVELOPED	52
GROUND FLOOR PLAN	56
SITE MODIFICATIONS	58
MASTER PLAN	70

Typologies

Based on the analysis presented in the previous chapters, three basic approaches for the future development of the Orange Beach Arts Center seem viable. Each approach is briefly defined in the following pages. The most promising model is identified and then methodically investigated and strategically developed to accommodate the specific needs of the program. It is then further refined to activate the greatest assets of the site.

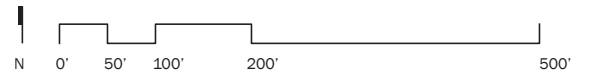
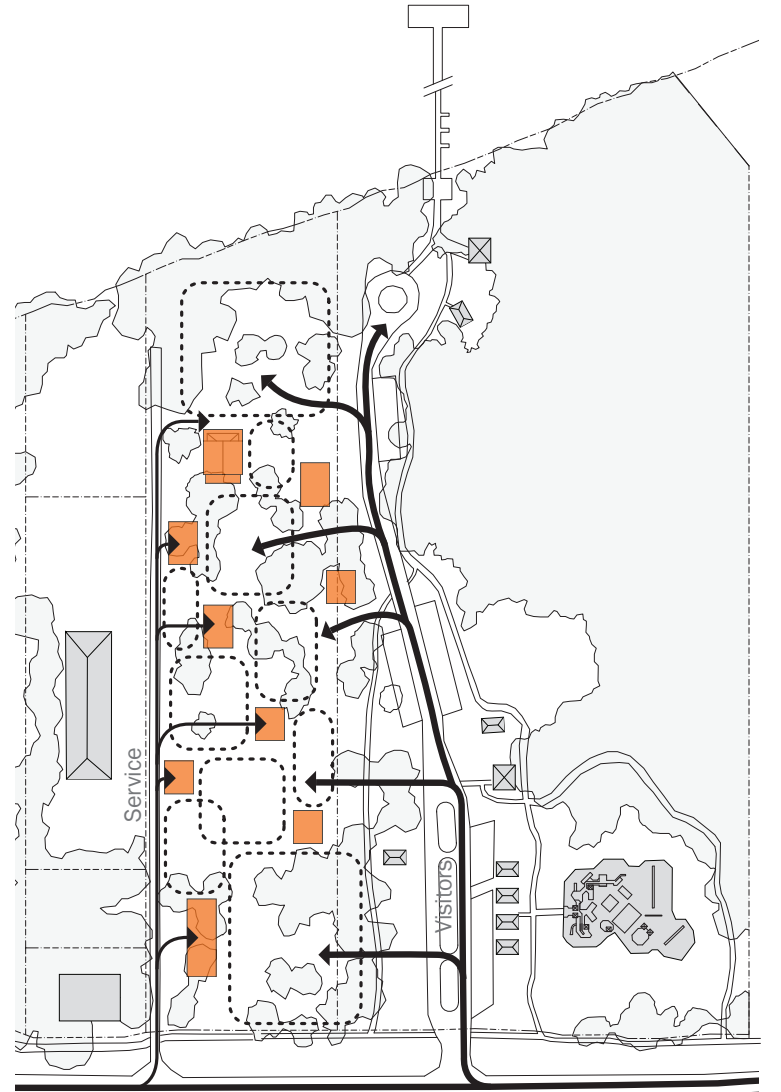
PAVILION SCHEME

ADVANTAGES:

- Activates full extent of site
- Visible from road
- Articulates individual studio arts
- Creates diverse outdoor spaces
- Easily expandable for future growth

DISADVANTAGES:

- Spreads resources too thin
- Discourages interaction and overlap between programs
- Difficult to service
- No clear entrance or circulation
- Diminishes spatial hierarchy



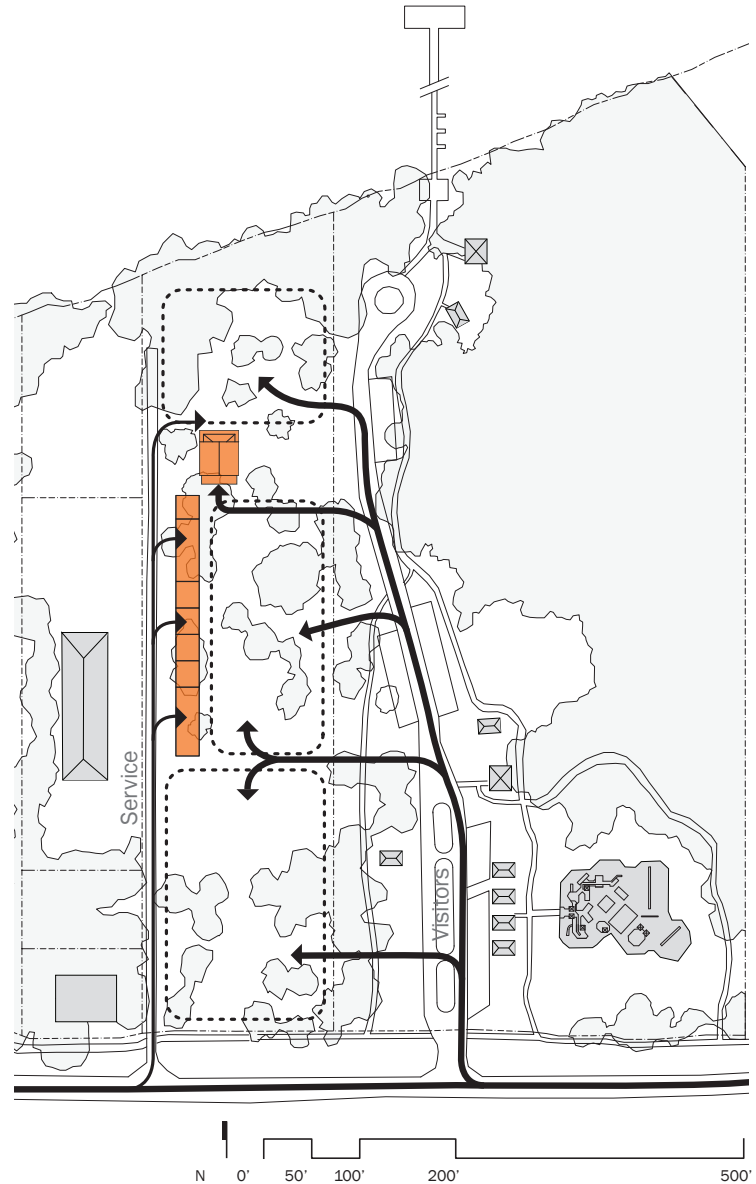
BAR SCHEME

ADVANTAGES:

- Clearly separates public from staff/service
- Opens up to large outdoor space
- Places importance on original gallery building

DISADVANTAGES:

- Limits each program piece to two adjacencies
- Stretches program out too far for everyday use
- Does not define large outdoor space
- Difficult to expand for future growth
- No clear approach/circulation



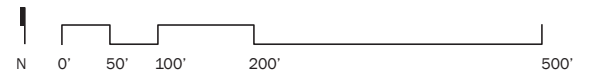
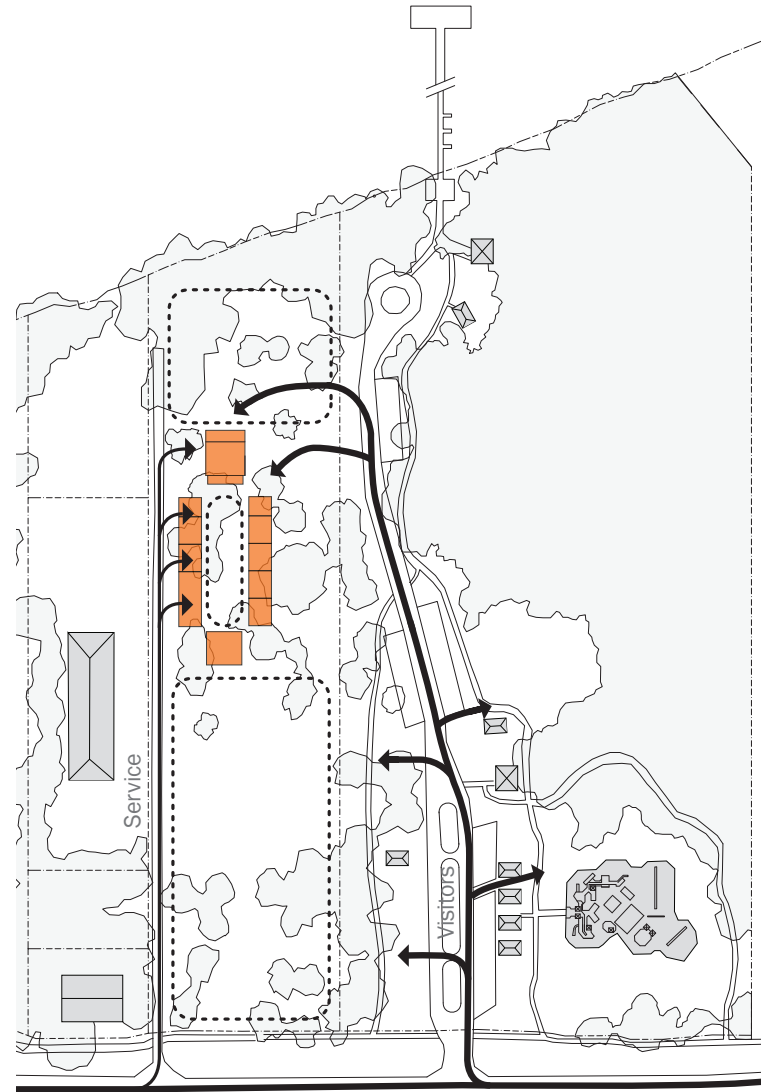
CAMPUS SCHEME

ADVANTAGES:

- Creates clearly defined outdoor space
- Places importance on original gallery building
- Allows for multiple adjacencies
- Encourages interaction and overlap between programs
- Allows for multiple fronts and backs
- Supports various scaled outdoor spaces
- Consolidates resources

DISADVANTAGES:

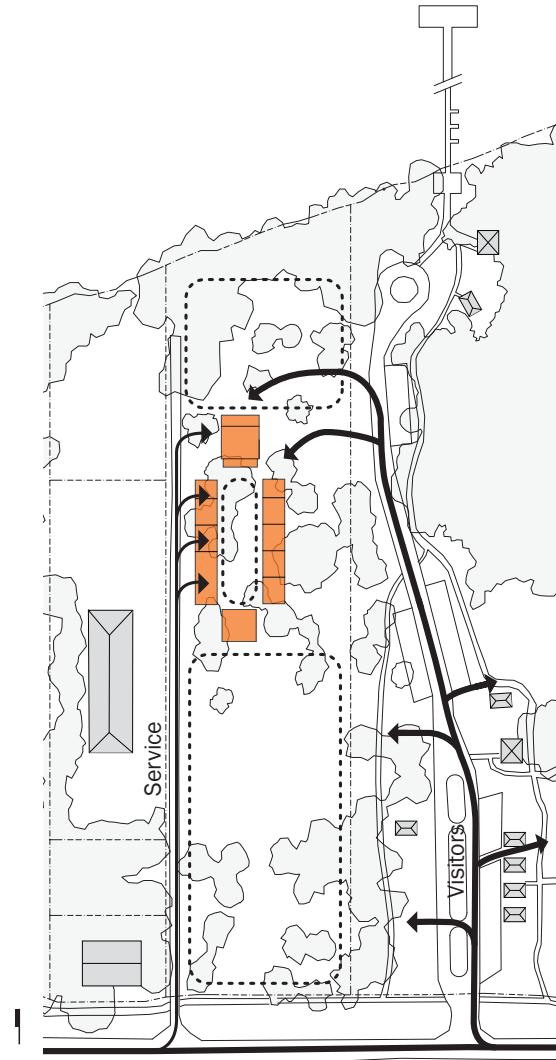
- Not easily expandable for future growth
- Overly formal for context



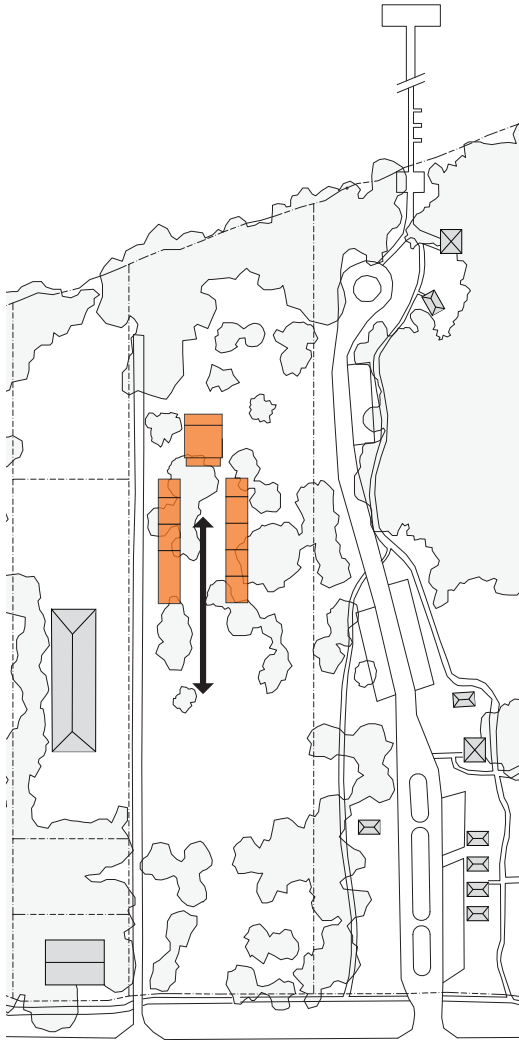
Campus Scheme Developed

The final diagram offers the greatest potential for further development. Its most attractive characteristic is its inherent encouragement of interdisciplinary and public interaction. This courtyard or campus scheme is most commonly found in colleges and universities. The basic premise is that both the individual students and the institution as a whole, benefit from the exposure to and interaction between varying disciplines. This model perfectly reflects the goals of the Orange Beach Arts Center.

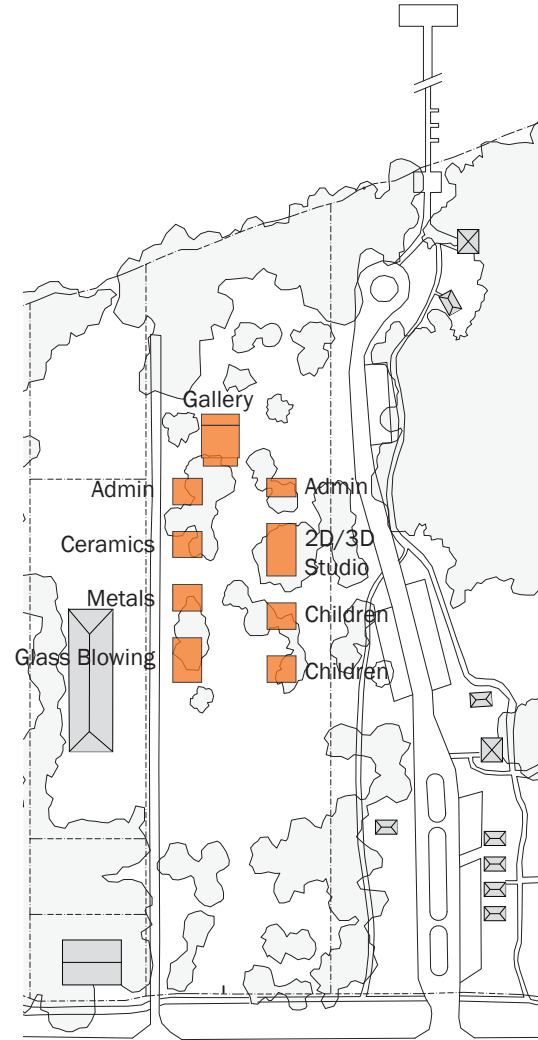
However, in its pure form, the campus scheme is not a perfect solution for the more nuanced aspects of the site and program. In order to resolve these issues, a series of modifications is required. The following is a step-by-step illustration expressing the manipulations of the pure diagram. Each manipulation addresses the specifics of the Orange Beach Arts Center, ultimately resulting in a proposed site plan for the future facility.



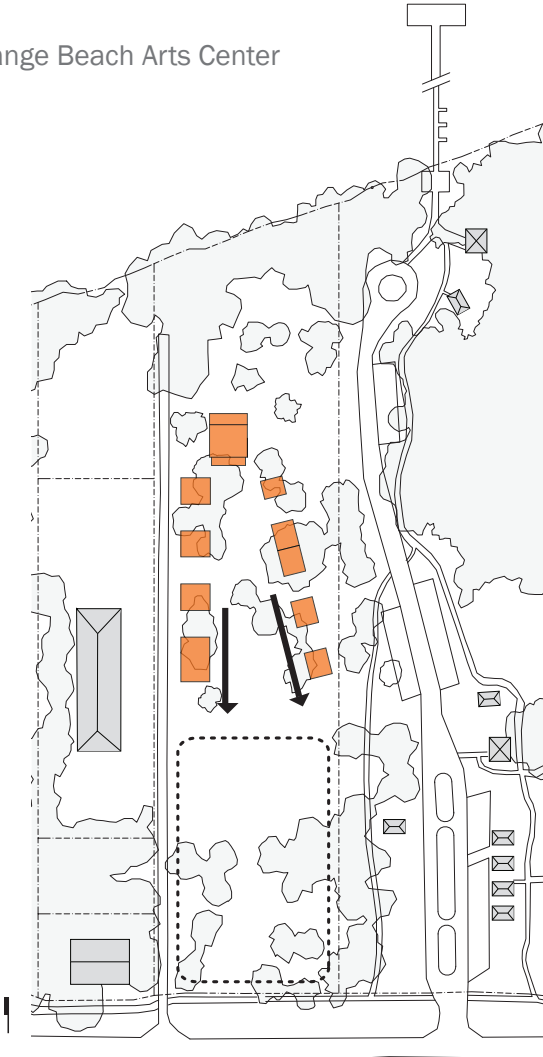
Automobile access is a significant issue. The proposal separates the incompatible functions of service vehicle entry, visitor vehicle entry, and pedestrian traffic. Efficiency is maximized by using existing access to the site. The current driveway for the Waterfront Park will become the visitor vehicle entry for both the Waterfront Park and the OBAC. Nancy Lane can then serve as the service vehicle access. The existing OBAC driveway will be reclaimed for pedestrian green space.



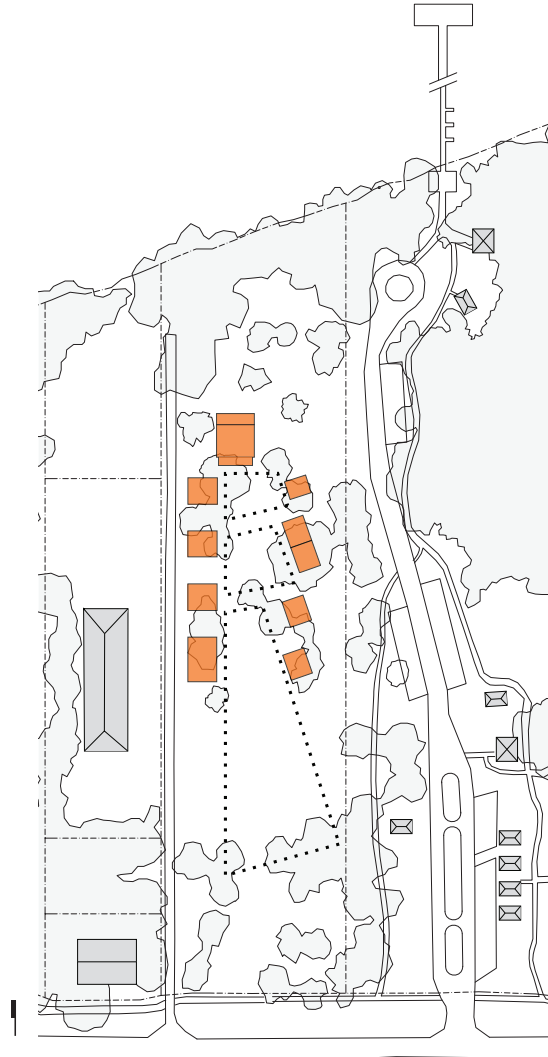
Removing the building to the south allows for continuity with the large open space. As a result, the gallery takes on added significance as a central venue for displaying all of the arts.



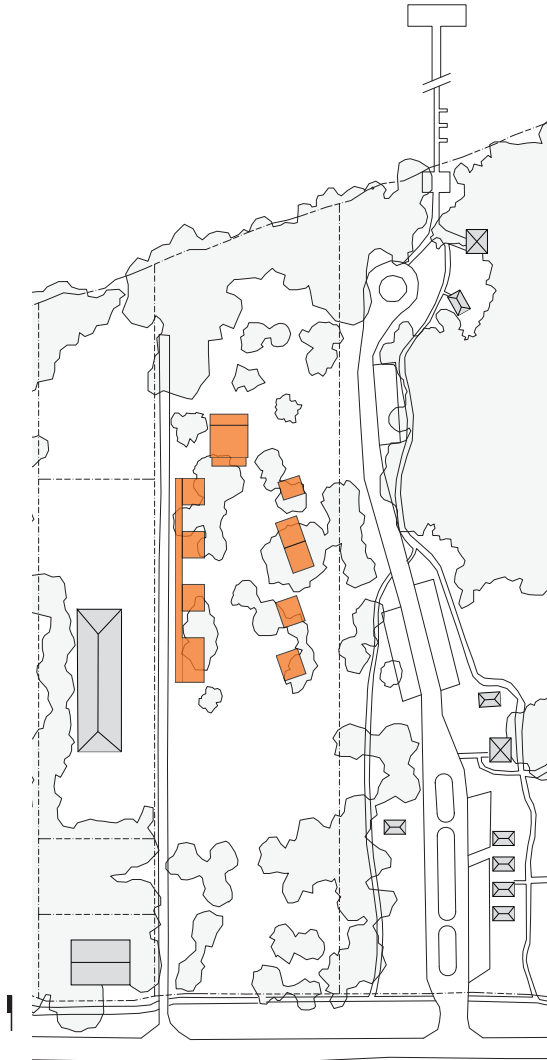
The long side bars are split up into smaller buildings based on their programmatic functions. This creates a less institutional building and also provides smaller scale outdoor spaces.



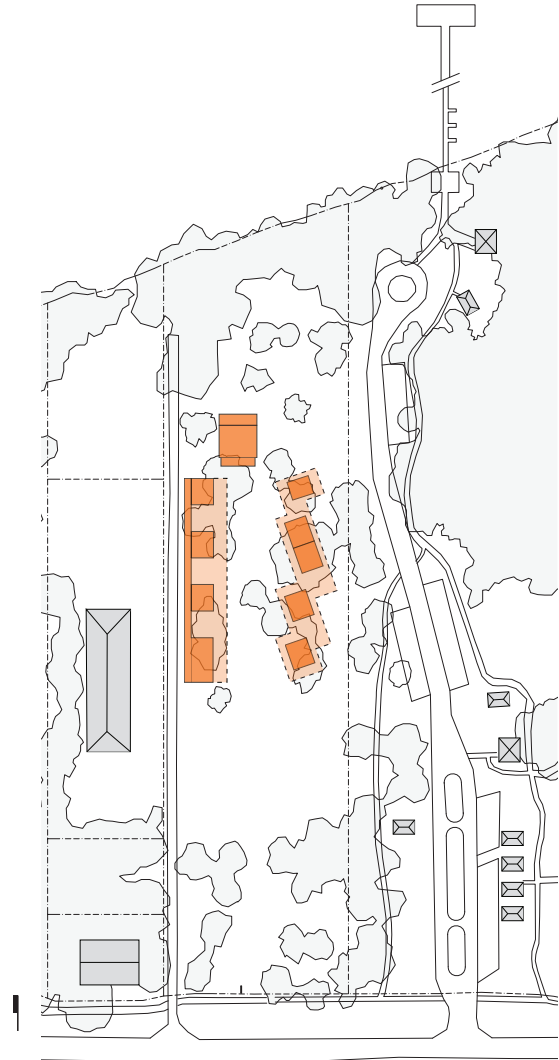
Splaying the geometry of the courtyard responds to the shape of the open space.



The new geometry of the buildings is maintained but the courtyard is calibrated to better relate to the scale of people and public interaction.



Connecting the buildings on the West screens the courtyard from the service areas and access. This also allows for enclosed circulation between programmatic elements.

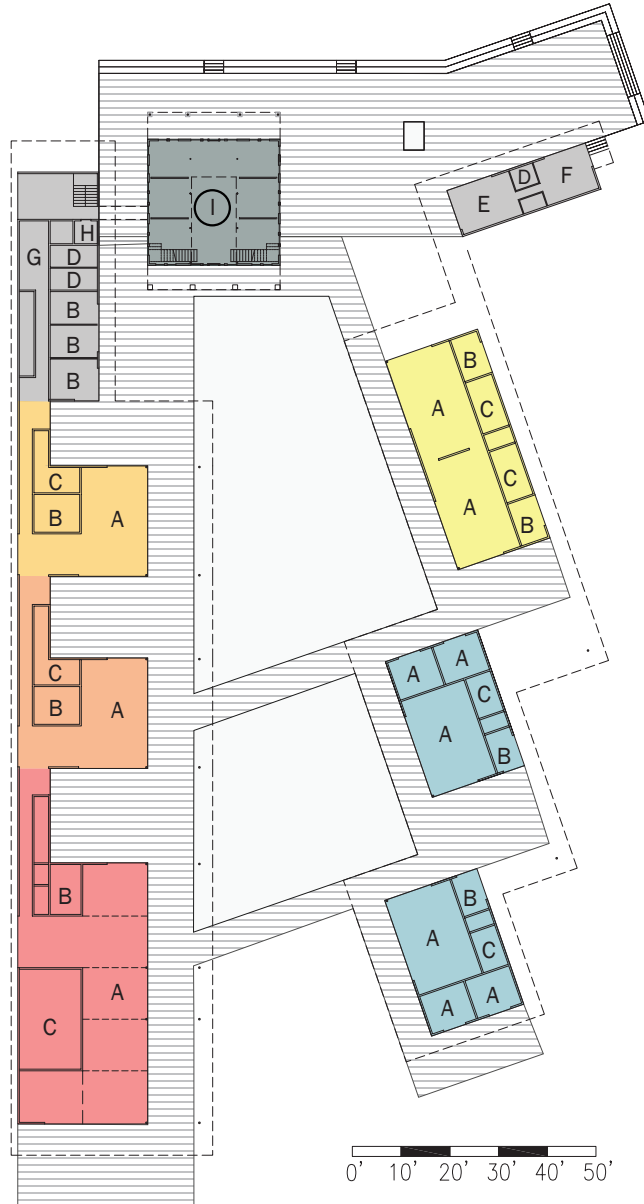


Connecting the East buildings with a roof canopy allows for covered access between functions while maintaining a porous edge to the visitor entry. The articulated canopy also provides shade to small outdoor spaces and the primary viewing areas for visitors.

Ground Floor Plan

- Gallery
- Administration
- Ceramics Studio
- Metals Studio
- Glass Studio
- 2D/3D Arts Studio
- Children's Education

- Studio (A)
- Office (B)
- Storage (C)
- WC (D)
- Gift Shop (E)
- Reception (F)
- Kitchen (G)
- Elevator (H)
- Exhibition (I)



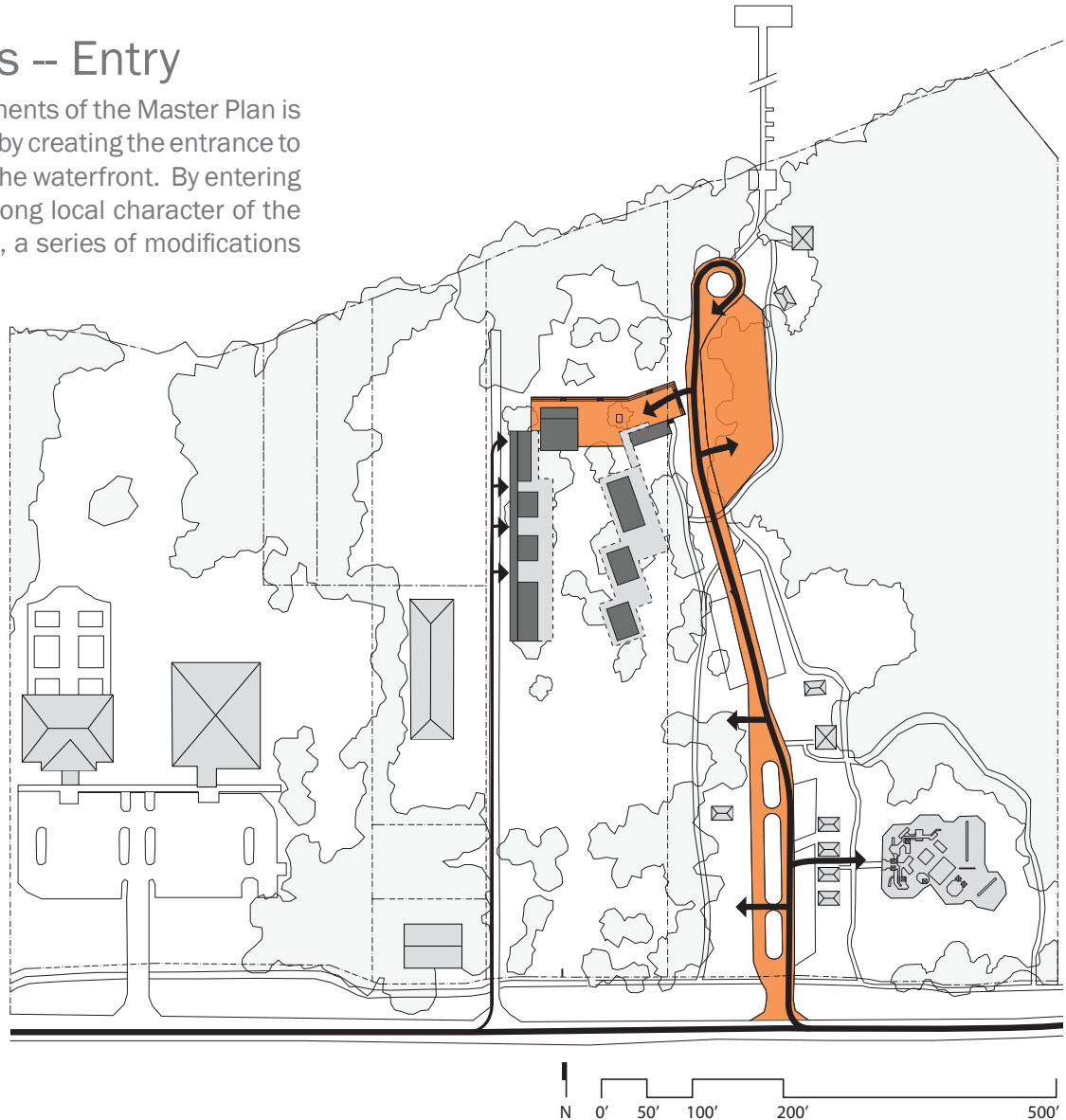


Courtyard View of Proposed Master Plan

Site Modifications -- Entry

One of the most important elements of the Master Plan is to restore the historic site entry by creating the entrance to the Arts Center Campus along the waterfront. By entering the site along Wolf Bay, the strong local character of the site is maximized. To this end, a series of modifications are proposed:

1. Use the Waterfront Park driveway for all visitor access. This well-built drive perfectly accesses the waterfront.
2. Add additional parking for both facilities near the turnaround.
3. Rotate the Reception building to clearly designate the site entrance.
4. Stretch the Administration building along the west side of the Gallery. This creates service access for the Gallery and provides support functions for the outdoor space near the water.
5. Extend the north porch of the gallery to encompass the Administration, Reception, and Gallery buildings. This new deck unites the entry area. From its entire length, views of the shaded yard and Wolf Bay can be enjoyed. More importantly, the siting of the Reception building along the deck creates views between the campus to the south and the bayshore to the north, critically linking these two central spaces.



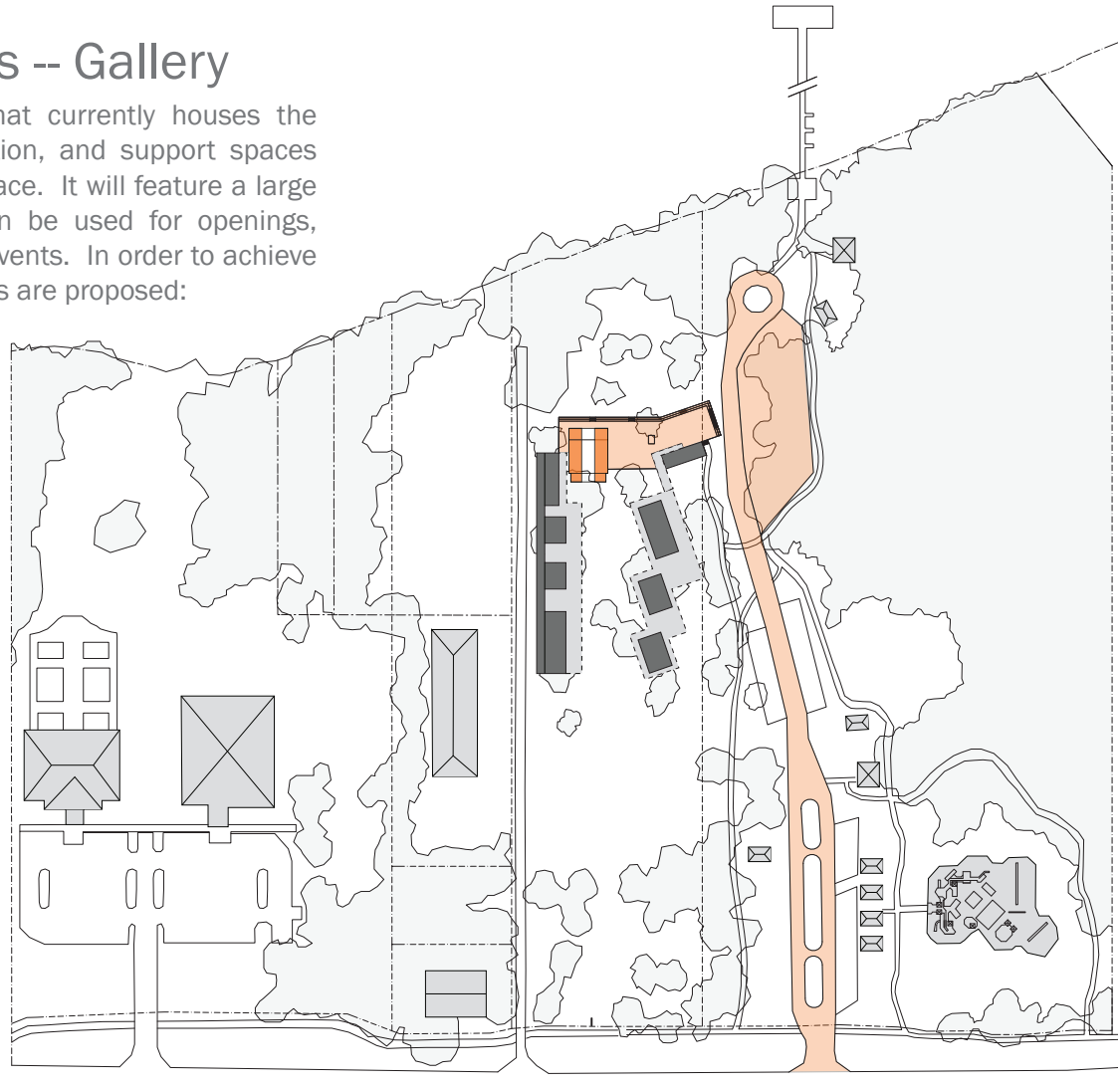


View of proposed Entry

Site Modifications -- Gallery

The historic hotel building that currently houses the gallery, gift shop, administration, and support spaces will be dedicated to gallery space. It will feature a large double height space that can be used for openings, receptions, and other indoor events. In order to achieve this, the following modifications are proposed:

1. Remove the one story addition currently housing the gift shop, and restore the original building exterior.
2. Remove all interior walls currently segmenting the space according to its former function as a hotel. Open the space to the sloping ceilings of the roof.
3. Insert a light steel structure to reinforce the roof and support a mezzanine.
4. Insert a wrap-around mezzanine accessed by two stairs creating a central double height space. This will emphasize the passage from north to south; thus, reinforcing a strong connection between the waterfront to the north and the activity of the art campus to the south.
5. Install movable partitions perpendicular to the exterior walls allowing light to fill the space. This will provide surfaces to display art while maintaining clear views between all of the gallery spaces. The adjustable walls allow for curatorial flexibility for large and small exhibits.

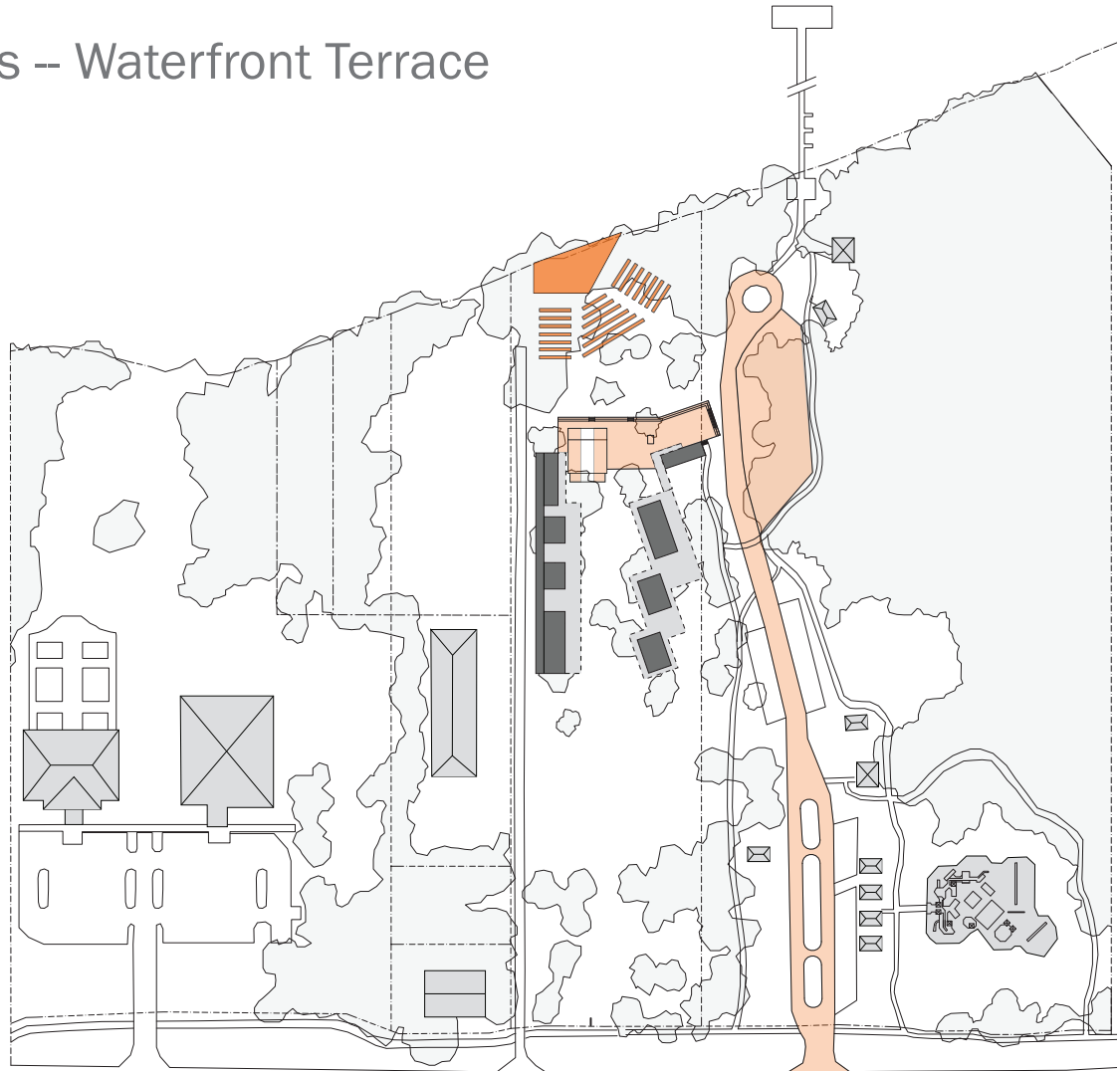




View of proposed Gallery renovations

Site Modifications -- Waterfront Terrace

With a renewed focus on the waterfront, the Arts Center envisions a much greater demand for outdoor events. To support this, a terrace built on grade will function as a stage for concerts and other special events. Sleeves will be recessed into the ground to receive posts for a canopy to provide shade and shelter when needed. On a daily basis, café tables and chairs will provide a place to eat and relax. The Arts Center envisions collaborating with local restaurants to provide snacks and lunch items for visitors. Together with the other facility developments, the waterfront terrace will increase demand for private events such as receptions, weddings and family gatherings which will help generate income to operate the facility.

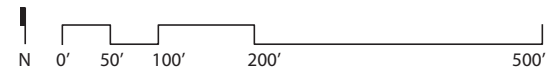
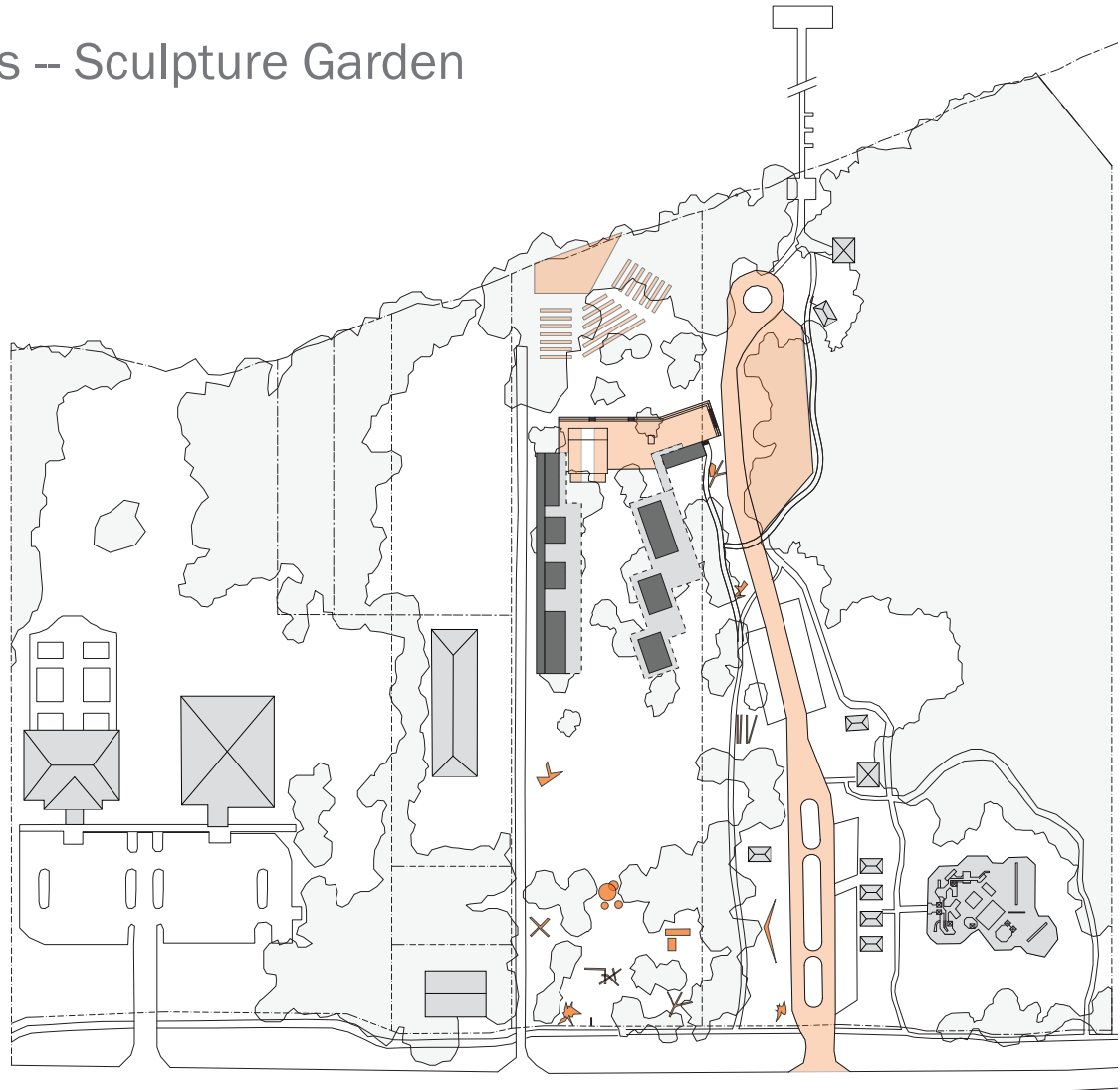




View of proposed Waterfront Terrace

Site Modifications -- Sculpture Garden

The presence of the Arts Center from the street is of critical importance to the Master Plan. In order to give the institution a significant visual presence along Canal Road, the Arts Center will develop an outdoor sculpture garden adjacent to the road. The first installment, a sculpture by Dee Dee Morrison, was donated by the Friends of the Arts and was installed in January 2011. These large-scale outdoor sculptures will immediately pique the curiosity of passers-by while hinting at the activity within the campus. The collection will be more densely distributed near the street but will continue through the whole site. In this way, the sculptures can animate the large open space used for major events without restricting its spatial flexibility and use.

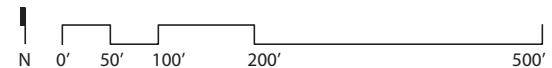
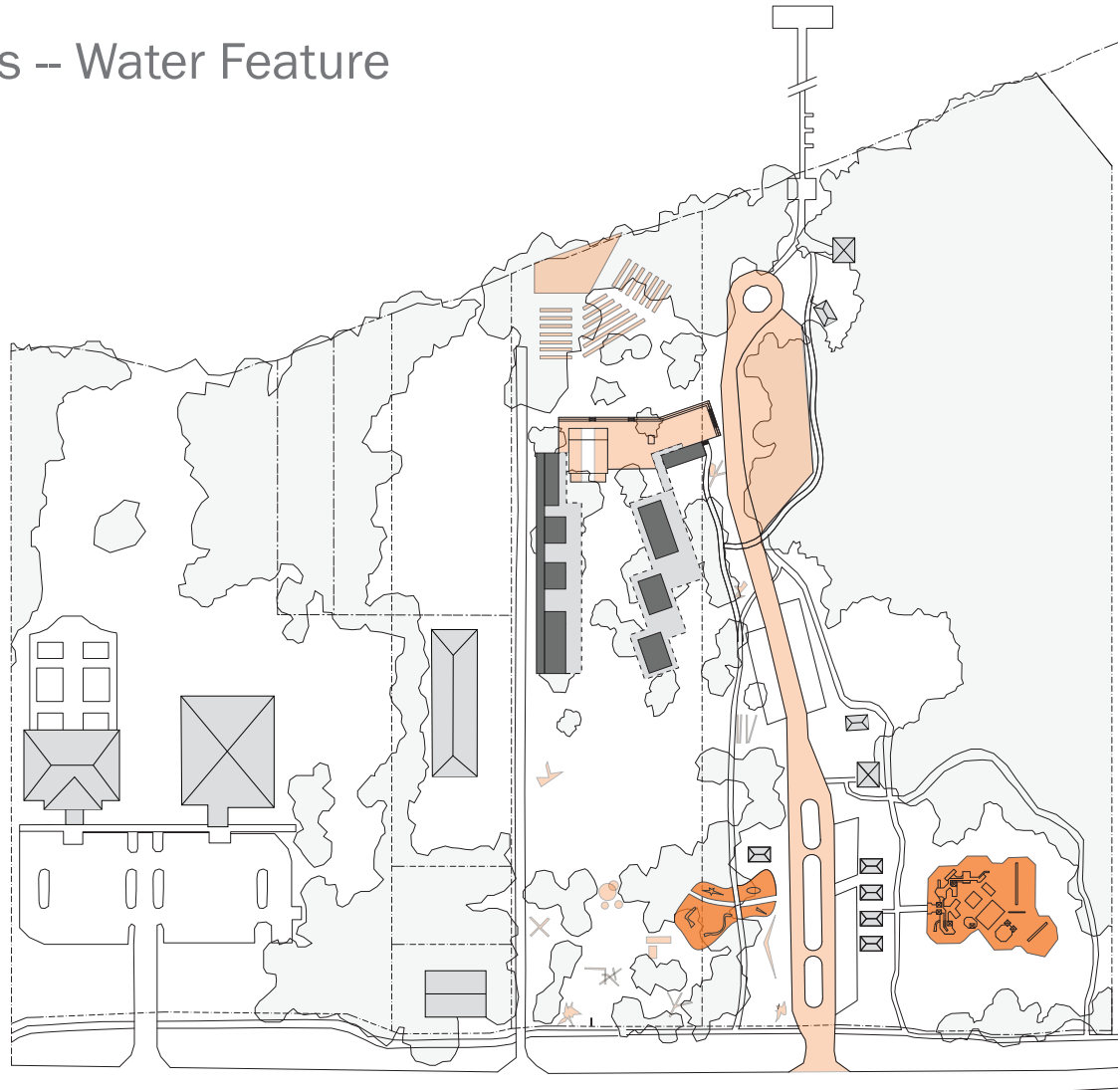




View of proposed Sculpture Garden from Canal Road

Site Modifications -- Water Feature

In an effort to further connect the Arts Center with the adjacent city amenities, an outdoor water playground is proposed. The water playground will link the popular Kids' Park with the south lawn of the Arts Center. Acting as an additional play feature to compliment the playground, it could have an artistic and creative component. It will also have a localized cooling affect during the hot summer months for this area of the site.





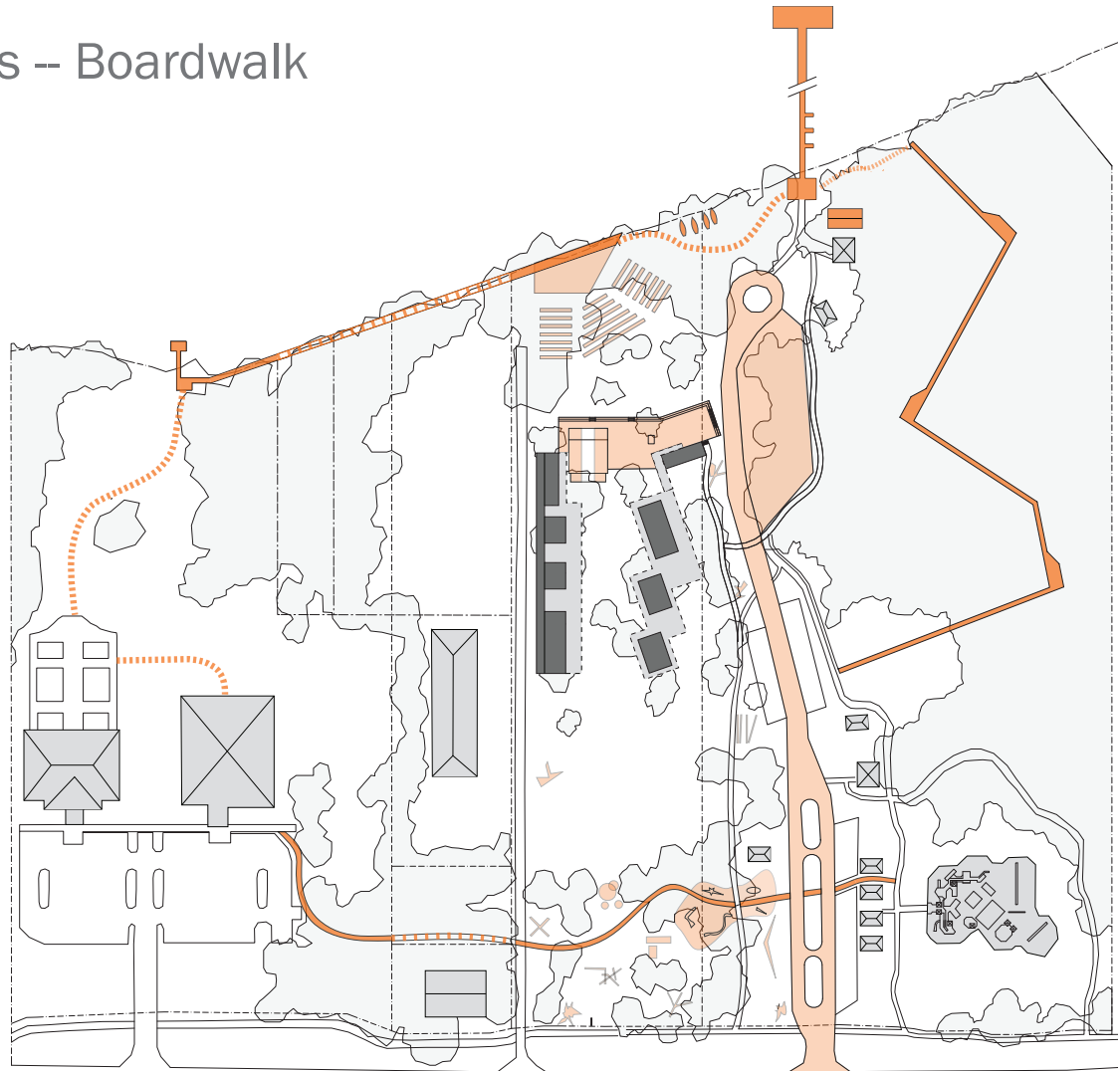
Playful, mechanical water feature accessible to museum visitors



Jean Tinguely Museum, Basel, Switzerland

Site Modifications -- Boardwalk

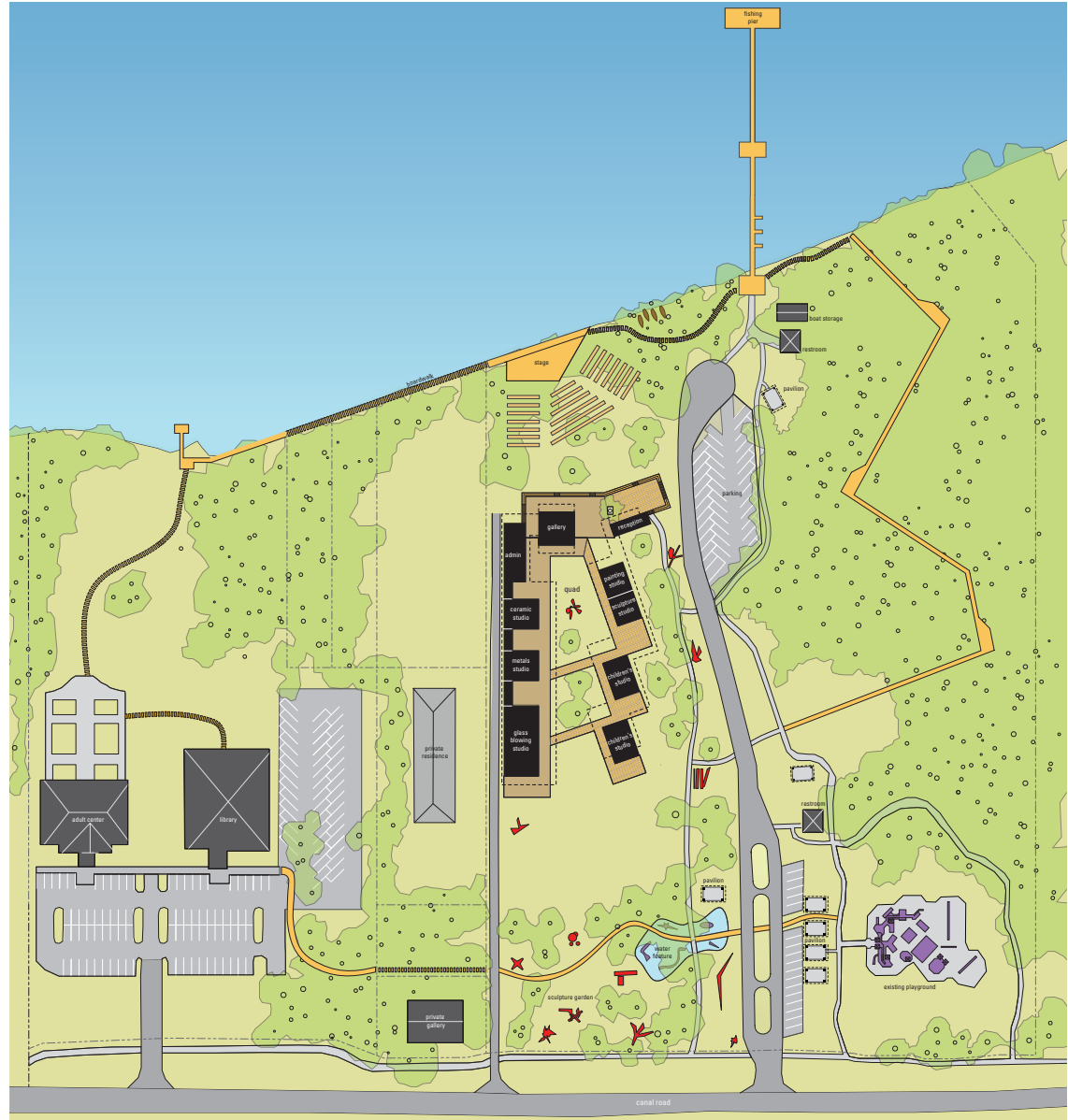
The final component of the proposal addresses the broader vision of creating connection between the city's cultural amenities; thus, creating a unique place of learning, creating, and recreation for both locals and Gulf Coast visitors. Furthermore, linking these facilities will cause them to benefit from one another and experience shared growth. To accomplish this, the well-defined network of walkways and bike paths along the eastern edge of the site will be extended to link the Arts Center with the adjacent city amenities. A boardwalk connecting the fishing pier to the garden behind the Adults Center will create a promenade for the public to enjoy some of the most beautiful waters in the city.

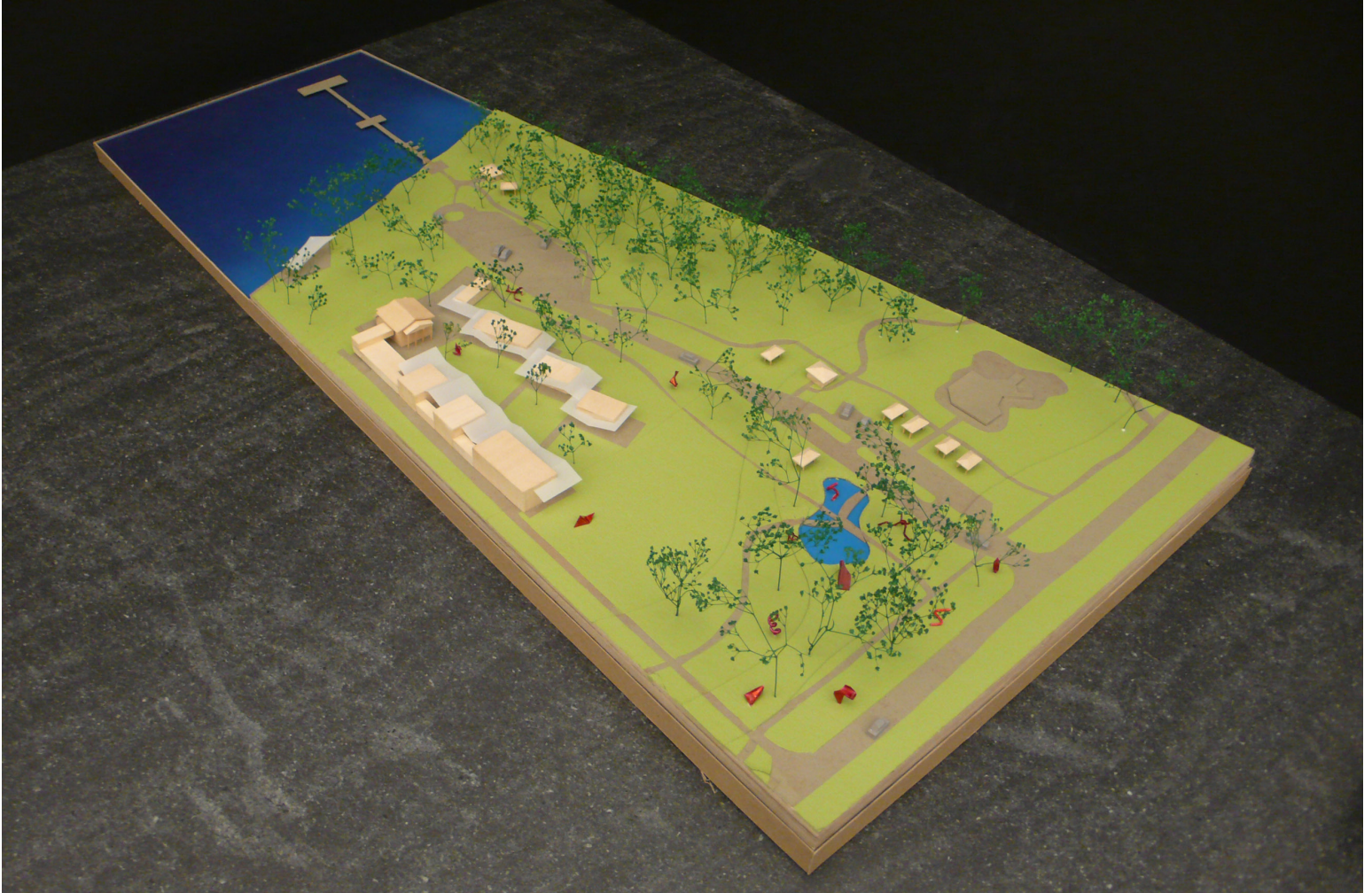




Proposed Boardwalk along Wolf Bay

Master Plan





Master Plan Site Model



CONCLUSION

The Master Plan for the Orange Beach Arts Center began as a remedy for the lack of space due to its quickly growing programs. During the process, additional opportunities revealed themselves. The initial goal for the Master Plan developed into something larger. It strives to transform the greater site from a collection of individual civic amenities to become the cultural and social heart of Orange Beach. Capitalizing on the natural beauty of the site on Wolf Bay, this reinvigorated place will then capture the essence of the city – community, beauty, family and recreation. It is anticipated that as the Arts Center grows, so too will its neighbors. The local community will be serviced by expanded arts education for its children, as well as a full calendar of cultural events. Visitors to Orange Beach will be attracted by the new world-class practicing arts facilities. Glassblowers, ceramicists, metal workers, painters and sculptors from around the country will congregate to share, learn and use the facility. Orange Beach will become not only a haven for vacationing on the beach and fishing on the bays, but also as a cultural center and model of how the arts can transform a community.

