

Gage Academy of Art Relocation & Next Level Capacity Campaign FAQs

Gage Academy of Art is moving to South Lake Union! The school's main campus will be relocated to a new home in 2024, where Gage can serve a larger, more diverse student body in a central location, close to more transportation options in a modern facility.

When is Gage moving?

Gage will start the physical relocation process in June/July 2024 and be fully operational for the academic year 2024-2025.

Why is Gage moving now?

- Gage must address the immediate needs of its audiences and the impact of the current facility with no ADA access and deferred maintenance repairs, including the aging heating and cooling systems across all three building floors.
- The Board believes this move will make for a better and right-sized Gage to enable financial sustainability for the next ten years.
- Gage's original co-founders, Gary Faigin & Pamela Belyea, have been a part of this entire planning process and agree the move and the new location are the best move for the next phase of Gage.
- The move fits in with the long-term goals for Gage, and a big part of our new business model is focusing more on how technology can improve the student experience in terms of data management, rebranding to reach new audiences, and adding more sophisticated digital offerings that will complement in-person classes.
- St. Mark's church, which owns the St. Nicholas building where Gage is currently housed, has long-term plans to redevelop the site, possibly for affordable housing. The exact timeline for the church's plans is unclear.

Where is the new facility?

- In the South Lake Union Regrade neighborhood at 2105/2107 Westlake Ave, at the intersection of 8th Avenue, Westlake Ave, and Lenora Street.

Why this location?

- This is a once-in-a-lifetime partnership opportunity with financial and build-out resources.
- Support downtown/SLU Seattle-wide city revitalization of the urban core

- Be a part of the SLU arts and culture district with Cornish College for the Arts, Museum of History and Industry, Center for Wooden Boats, and among the inspirational public art.

How big is the new facility?

- Approx. 14,000 sq ft on two floors.

Who is the architect for the new design of the facility?

- We are proud to work with NBBJ Seattle division were activating downtown retail spaces with nonprofit arts groups like Gage is their specialty.

What will the new facility look like?

- NBBJ architects have provided conceptual renderings of the interior and exterior which are featured on the [Next Level Capacity Campaign webpage](#).
- Gage is also working with designers to ensure that the look and feel of a working art school carries over into the new space.

What will the physical relocation achieve for Gage?

- Six flex spaces, including an art library, event hall, and conference rooms.
- Accessible/visible art gallery and lecture spaces.
- Interior spaces with both ample natural light and controllable lighting systems.
- Improved air quality, fire/disaster safety, and comfort in all seasons.
- Increased exposure for student work via online and onsite galleries and displays.
- Media Room for digital learning, recording video classes, and photographing artwork.
- 14,000+ sq ft with art studios/ classrooms.
- Full ADA accessibility to all floors.
- Enhanced digital technology advancements for Gage to be competitive, innovative, accessible, and reach a wider audience through online offerings.
- Integrated database—the ability to manage donor data, improve student registration, and provide a better overall customer service experience for our community members.
- A modernized Gage brand, in tandem with the new physical spaces (marketing/advertising, wayfinding, outdoor signage).

How long will the Capitol Hill location be closed during relocation?

- The staff plans to transition smoothly to a new facility over time with minimal disruption to in-person learning.
- Online learning classes and events will not be affected by the move.

Will there be parking? Bus stops? Bike racks?

- There is a large parking garage right next door (with charging stations).

- Parking in the garage is always free on weekends and after 4 p.m.
- Parking for students, faculty, staff, and visitors while at Gage will be free during the first three years of operation.
- The elevator in the parking garage brings you to the Amazon Re:invent building lobby next door to Gage.
- Light rail stops (coming soon).
- Bike storage is in the parking garage.
- Located an official King County Transit-Oriented Zone with a streetcar and seven different bus lines that go directly to SLU. For example, you could take one bus from Northgate or Ballard or West Seattle or University District directly to Gage, not to mention the regional transit that stops at nearby Westlake Station that can bring you north from Angel Lake, SeaTac, and Rainier Beach.

Who owns the new building?

- Gage worked with Amazon who offered a ten-year lease with two five-year extension options after the initial lease had run out.

Will there be accessibility for people with mobility challenges, etc.?

- The new building has full ADA access for both levels, including ramps and an elevator.
- The new space will allow us to serve a much wider audience, including people with varied disabilities.
- A new facility will address the many limitations we have experienced in the Capitol Hill location.

Is the new downtown neighborhood/location safe?

- Many workers and visitors are returning to SLU and downtown, which is once again a vibrant area.
- The many bars, restaurants, coffee shops, and parks are frequented by young professionals working in the tech and medical sectors.
- The parking is within the building, with secure access to the interior spaces.
- The landlord employs 24/7 private security on their entire corporate campus.

Will Gage compete for students with Cornish College?

- Cornish College of the Arts is a 4-year university serving a different audience within the visual arts.
- Gage has the opportunity to offer more continuing education classes, especially in such proximity to Tech Central.
- Gage has students from Cornish take classes at Gage to deepen their foundational art-making skills because they know that Gage has a deeper curriculum than Cornish.

- Our proximity to Cornish will likely create a mutually beneficial relationship with each arts institution, bringing their strengths to educate vocational and avocational artists alike.

Will Gage retain the Georgetown/Equinox location?

- Yes, the current Atelier programs remain at the Georgetown location.
- Gage eventually plans to use Equinox location as a dedicated space to house the Sculpture Atelier in Georgetown.

Will Gage offer the same classes and Atelier programs?

- We will offer many of the same popular classes while also taking the move to the new neighborhood as an opportunity to develop new offerings.
- All offerings will continue to align with Gage's focus on building foundational skills in an array of media and Gage's commitment to teaching students at all levels - from beginning to advanced professional artists.
- We plan to increase non-class offerings for our students, such as art talks, demonstrations, open studios, and community events.
- The Classical Atelier and KOH /Contemporary Atelier will be housed in the new space. The Drawing Atelier will move to a new space and the Sculpture Atelier will relocate to Equinox in Georgetown.

Will Gage continue to offer youth and teen classes?

- Yes! We will continue offering youth classes and camps at the new location and various partner organizations in the city.
- Parking on site is free on Saturdays for youth classes.
- We hope to expand the digital learning space and possibly offer a teen atelier program in the future.
- The Teen Art Studio will meet at the new space, and still have outreach posts in South Seattle and on the Eastside.

Will Gage offer online classes? What are the technological improvements?

- Yes, Gage is currently assessing its unique strength within the online marketplace.
- We plan to develop online programs that align with Gage's focus on high-quality, skills-based, mentorship-centered visual arts education.
- Capacity funding will help support a dedicated staff position to lead this work in digital education and upgrades in virtual learning platforms.

Will Gage students be able to display their work?

- Yes, there are plans for a visible and accessible gallery space.

Will events like Best of Gage, Drawing Jam, Atelier Day be hosted in the new facility?

- Best of Gage and Drawing Jam will be hosted in the new space.
- All Atelier Day has been happening successfully at the Georgetown studios.
- Periodic student art sales will occur at the new space as well.

How will the relocation project be funded?

- Gage launched a **\$2.5 million** Next Level Capacity Campaign to fund the relocation, upgraded infrastructure, rebranding, and tuition assistance.
- Gage is seeking investment donations (\$10,000 +) from the community (individuals, grantee organizations, corporations)
- Gage has already raised more than \$830,000 in support of the relocation and infrastructure needs.
- We invite you to help us meet the remaining capacity campaign fundraising goal for the expenses associated with the relocation and infrastructure needs. Every 100% tax-deductible gift we receive will bring us one step closer to transforming how we serve our students (adults and youth), atelier faculty, teaching artists, and staff.

What is the Campaign timeline?

- May-March 2023- raise 90% of funding goal.
- April-June 2024-raise remaining 10% of funding goal.
- July/August 2024 Celebration and Grand Opening!

How can I contribute?

- To discuss how you can invest in Gage's next level, contact: Executive Director, Kathleen Allen | allen.k@gageacademy.org | 206.350.7890
- To learn about the different ways to give, including cash, donor-advised fund, and stock gifts, [Visit Ways to Give](#).
- To download and complete a Capacity Campaign Pledge Form, visit our [Capacity Campaign Webpage](#).

Are there naming and donor recognition opportunities?

- Yes, more details will be revealed as the design of the new space develops. The major donors will be recognized through named studios, classrooms, meeting rooms, public gathering spaces, and on a prominent donor recognition area.

How will you serve the community better with the relocation and investments in capacity?

- Gage will have the capacity funding to invest in operational infrastructure to optimize for sustainability and future growth.

1. Access

- Tuition-assistance fund
 - Universal design for learning
 - Digital content & online classes
 - Funds to expand the reach of our programs in the community, such as the Teen Art Studio and satellite locations.
2. Data Management and Student Experience
- Data management and intuitive technology for a more user-friendly class registration system and effective fundraising ability.
 - Integrated database for a seamless bridge from the website for donations, events, ticket buying, etc.
3. Staffing Budgeting
- Provide living wage salaries and competitive benefits to recruit and retain staff.
 - Provide professional development - job-specific and extensive DEIA training.
 - Provide administrative and technology resources for better efficiency.
4. Branding/Marketing/Communications
- Refresh the Gage brand to attract new audiences and visibility as an urban art school.
 - Hire expertise to establish clear, consistent, visible, branding for the new location.
 - Resources to provide high-quality production and communications - video, graphic design, etc.

I have questions, thoughts, concerns, and ideas about the relocation. Who can I contact?

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