

City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 14, 2011

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER *J*

SUBJECT: SUBMISSION OF A GRANT APPLICATION TO THE VIRGINIA COMMISSION FOR THE ARTS FOR FUNDS FOR THE FOUR MILE RUN COMMUNITY BUILDING

ISSUE: City Council consideration of a grant application to the Virginia Commission for the Arts' Services to the Field Grant for funding in the amount of \$20,000.

RECOMMENDATION: That City Council authorize the City Manager to:

- (1) Submit a grant application, in the amount of \$20,000, to the Virginia Commission for the Arts' Services to the Field Grant Program; and
- (2) Execute all necessary documents that may be required.

DISCUSSION: In 2008, the Virginia Commission for the Arts instituted the Services to the Field grant program to support the work of local arts agencies and other organizations that provide services to artists and arts organizations. A one-to-one match of State funds is required. The focus of the grant is on the development and integration of the arts into the community or region. Regranting funds or the costs of presenting arts activities to the public are not funded in this category. The City received its first Services to the Field Grant for Fiscal Year 2010 and a second grant award for Fiscal Year 2011.

For Fiscal Year 2012, the City is seeking \$20,000 in State funds. These funds, if awarded to the City, are proposed to be allocated to the Office of the Arts to fund planned improvements to the Four Mile Run Community Building (formerly called the Duron paint store) in the Arlandria area of Alexandria. Specifically, the grant would be used toward the design and installation of a performance stage as described in the concept plan developed by Architects Anonymous and supported by the Arlandria Action Plan Advisory Group, City staff and residents who have attended the public meetings. Council approved a Special Use Permit for this facility, including the proposed inclusion of a stage, on June 12, 2010.

The adaptive reuse plan calls for a raised stage with canopy on the north side of the building that will serve as an outdoor performance venue for live music, poetry readings, puppet shows, plays, film screenings and more. The stage will be flanked by large corrugated steel cisterns which will capture rainwater from the roof for site irrigation. Wide steps surrounding the stage can be used for seating when the stage is not being used. Artistic lighting of the building, stage and trees will attract and invite the community to attend evening performances. Equipment for stage lighting, sound and projection will also be incorporated.

The stage faces three vacant lots which will be converted into three “community living rooms” and serve as an audience seating area with the capacity of nearly 1,000. This space will be configured to support additional activities such as the Farmers and Artisans Market, Arts & Crafts Fairs, festivals, outdoor art classes, and other community gathering activities. Plaza paving, seating, shading and gateway signage will provide opportunities to include public art.

As noted in its three year business plan, an important objective of the Office of the Arts is to “create arts spaces that will broaden participation and reach diverse and new audiences.” The creation of a new venue not only contributes to the need for affordable performance space but, more importantly, it presents an opportunity to reach an audience not currently served.

The addition of the Farmers and Artisans Market on Sundays, which includes regular live performances, has activated the space and provided an avenue to connect with the neighborhood. Building upon that success, a performance stage will provide a venue to present programming that reflects the diverse Hispanic population living within the neighborhood.

With broad support and involvement of the community achieved, the concept plan has the potential to create a cultural magnet and signature space in Arlandria, add to the economic strength of local businesses, and provide residents an opportunity to participate in rebuilding the vitality of their neighborhood. Fulfillment of the plan will also help generate a broader community awareness and interest of the revitalization of the overall Four Mile Run project area.

FISCAL IMPACT: The Virginia Commission for the Arts provides up to 50% of program costs under this grant program. To match the State’s \$20,000, the City has identified \$20,000 of the funds toward the program cost to be funded out of CIP funds set aside for Arlandria revitalization. The grant application deadline is March 1, 2011.

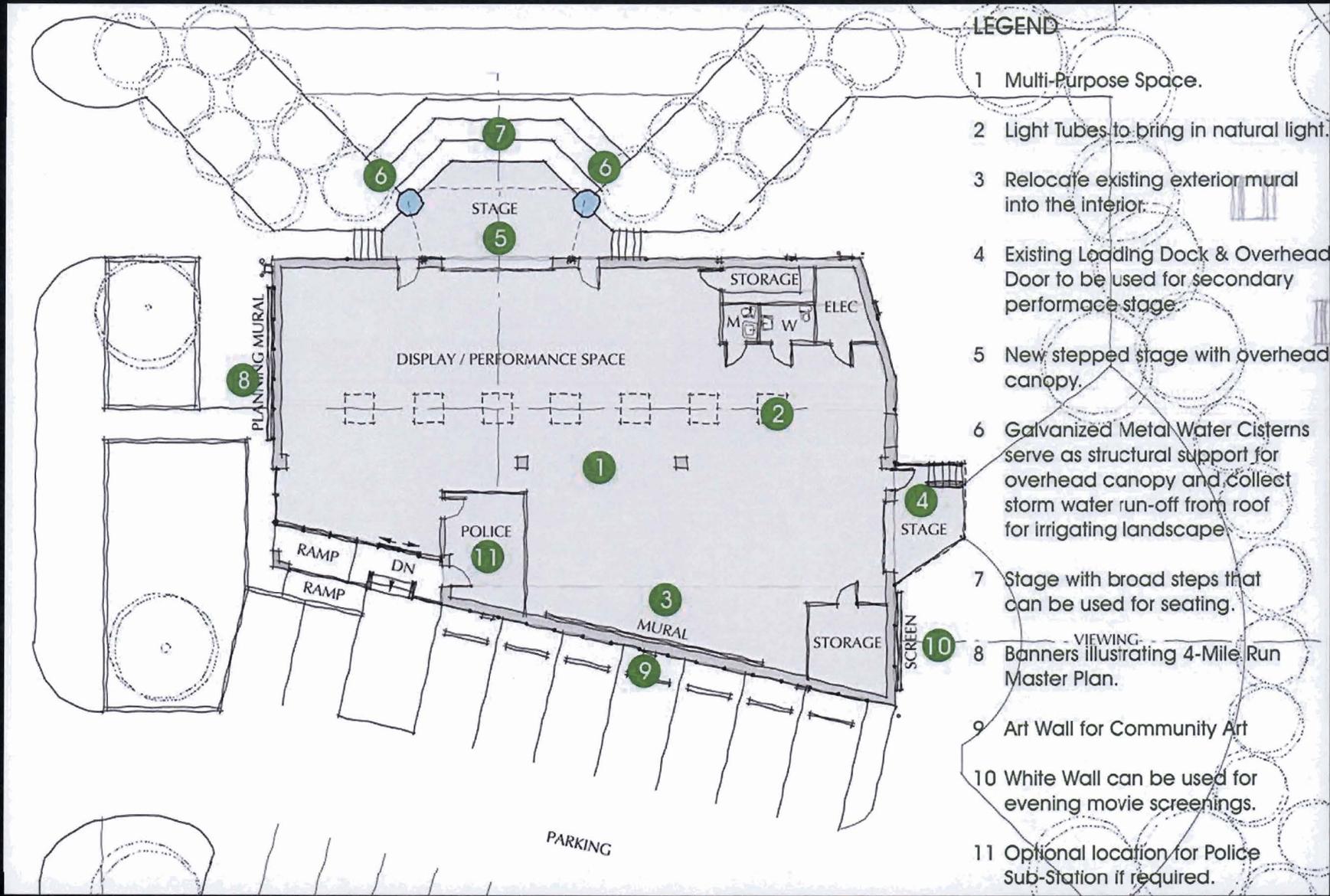
The City is responsible for normal administrative costs associated with this grant. These costs include financial and reporting oversight provided by the administering agency (the Department of Recreation, Parks and Cultural Activities) as well as the Office of Management and Budget and the Finance Department.

ATTACHMENTS: Concept Plan Drawings (4)

STAFF:

James Spengler, Director, Recreation, Parks and Cultural Activities (RPCA)
Alisa Carrel, Deputy Director, RPCA/Office of the Arts
Cheryl Anne Colton, Cultural Arts Administrator, RPCA/Office of the Arts
Laura Durham, Open Space Coordinator, RPCA

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LEGEND

- 1 Multi-Purpose Space.
- 2 Light Tubes to bring in natural light.
- 3 Relocate existing exterior mural into the interior.
- 4 Existing Loading Dock & Overhead Door to be used for secondary performance stage.
- 5 New stepped stage with overhead canopy.
- 6 Galvanized Metal Water Cisterns serve as structural support for overhead canopy and collect storm water run-off from roof for irrigating landscape.
- 7 Stage with broad steps that can be used for seating.
- 8 Banners illustrating 4-Mile Run Master Plan.
- 9 Art Wall for Community Art
- 10 White Wall can be used for evening movie screenings.
- 11 Optional location for Police Sub-Station if required.

IMAGE BY ROBERT LARSON

FLOOR PLAN



LEGEND

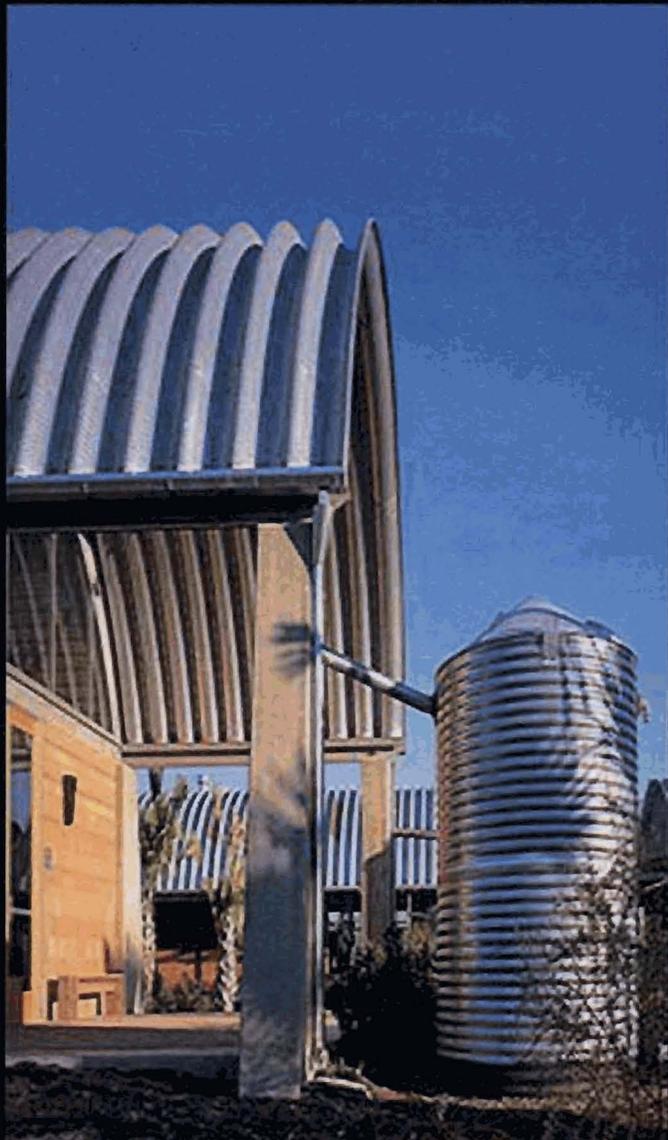
5 New Barn Door & Raised Covered Stage
Can be used as a performance stage.

Steps around stage can be used for seating when stage not used.

Canopy supported by large metal cisterns that will collect rain run-off from the building roof where it will be stored and used for local irrigation.

FRONT & CENTER

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CISTERNS & STAGE



OUTDOOR PERFORMANCES