Art x Design

SPEAKERS

Heba ElGawish
Planner, City of Alexandria

Austin Flajser
President, Carr Companies

Carolyn Griffin
Producing Artistic Director, MetroStage

Introduction
Community
Planning
Design
Art & Culture

Makeover Montgomery 4
Placemaking & Public Art
May 11, 2018
Introduction

How do we Design for the Arts? - Key Learning Objectives

- Invest in meaningful community engagement
- Develop innovative policies and tools to advance the creative economy
- Define successful partnerships between public, non-profit, and private sector
Speakers

Heba ElGawish
Urban Planner, Planning & Zoning
City of Alexandria, VA

Austin Flajser
President
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Carolyn Griffin
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Community

Old Town North Small Area Plan
Where is Old Town North?
Where is Old Town North?

- 200 Acres
- 2 Art Institutions
- 6 Redevelopment Projects
Where is Old Town North?

200 Acres

2 Art Institutions

6 Redevelopment Projects
Community Process

1. Planning Process Kick-Off
2. Design Charrette
3. Plan Framework
4. Mini-Charrette Policy Recommendations
5. Plan Release
6. Design Concepts Study and Testing
   - Land Use + Housing
   - Open Space + Historic Preservation
   - Transportation + Sustainability
   - Economic Development
7. Community Comment Period
8. City Council Adoption
Charrette

5 Day Charrette

21 Member Advisory Group

200+ Meeting Participants

3 Community Meetings
Vision
Art x Design

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Placemaking

- Leveraging existing assets to create a sense of place
- Focus area to ensure a critical mass of creative uses
- Build flexibility within regulatory tools
Old Town North Arts and Cultural District

**Purpose:** Retain and attract arts and cultural uses that will reinforce the creative identity of Old Town North.
Old Town North Arts and Cultural District

Defining the Boundaries
Old Town North Arts and Cultural District

Defining the Boundaries

Art League

MetroStage
Old Town North Arts and Cultural District

Defining the Boundaries
Old Town North Arts and Cultural District

Defining the Boundaries

Crowne Plaza
Ground Floor Arts and Cultural Tenant

*Definition*: Small scale or individual use whose purpose is the creation and/or display of art and/or design.

- Arts and Cultural tenant space excluded from total building square footage
- Limited to 15,000 square feet for each development block
- Use limited by covenant for 15 years
Arts and Cultural Anchor

Definition: A venue where visual or performing arts and cultural works are taught, created, and made available to the public, such as live theater, dance, or music. Museums and art schools, including but not limited to culinary art schools, instructional art, music, or drama academy may also qualify.

- Floor area ratio (FAR) increase up to 30%.
- Minimum size: 5,000 sf.
- Height may increased up to 25 feet in areas where height limit is above 50 feet.
- Arts/Cultural Anchor use: minimum of 30 years.
- Evaluate each project on its own merits and its ability to advance the goals of the arts district.
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Design

Concept

Economics
901 N Fairfax - Adaptive Re-use
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Economics

- How the arts district provisions help make an economically viable project
- Value of the arts to a development project
- Importance of Marketing and Branding
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MetroStage

130-seat professional non-profit theater

Founded in 1984, MetroStage is the oldest professional theater in Northern Virginia
Artists in Planning

- Cross-sector collaborations in community engagement practices

- Arts and Culture are integral to neighborhood vibrancy and safety, access to public space, and economic development
Thank you