

Arts & Industry District Advisory Committee
November 2019

Background: In November 2018, the County Board adopted the Four Mile Run Valley Area Plan (“Plan”). The Plan recognized that the rehearsal, artist, and recording studios, black box theater, and office spaces located within the County-owned building at 3700 South Four Mile Run Drive provide users with a unique clustering of arts and creative activities producing a fertile environment for collaboration and innovation. The businesses in the area also significantly contribute to this environment – offering a mix of industrial, service and production uses.

A vision in the Plan suggests this confluence of arts and creative activities and businesses could continue to evolve, and potentially grow into an Arts & Industry District. To implement this vision, the Plan suggested the County undertake a public process to define a vision for the arts and industrial uses within the study area, including consideration of designating an Arts and Industry District. As part of this community discussion, the types of uses, boundaries, governance and tools will be outlined.

Phase 1 of the recommended two-part process started in January 2019 with a Technical Advisory Panel (TAP), led by County staff with representatives from the Commission for the Arts and the Economic Development Commission. The scope of Phase 1 was to identify key attributes that define arts and industry districts; research and review best practices related to arts (and industry) districts throughout the country; establish criteria for evaluating arts and industry district scenarios; and develop and evaluate arts and industry district scenarios. The final product of the TAP will be four to six alternative models.

At the completion of Phase 1, Phase 2, a broader community engagement process led by County staff and a citizen group, will discuss the opportunities and challenges associated with various arts and industry district models developed by the TAP. This County Manager-appointed citizen group, proposed to be co-led by members from the Commission for the Arts and the Economic Development Commission, will also include members of appropriate advisory groups and other relevant stakeholder groups (artists, business owners, property owners and area residents) and will ensure that any potential new arts and industry district works in concert with existing and new businesses.

Arts & Industry District Advisory Committee: The County Manager will appoint a limited-term advisory committee, the Arts & Industry District Advisory Committee (“Advisory Committee”).

Charge: The Advisory Committee is established and charged with advising the County Manager on potential models for an Arts & Industry District in the Four Mile Run Valley area and assisting staff in obtaining commission, community, business and advocate perspectives on these scenarios. The responsibilities of the Advisory Committee shall include, but are not limited to the following tasks:

- Validate the TAP research approach in developing the models;
- Develop criteria considering stakeholder interests and broader context to evaluate the models developed by the TAP (including the boundaries and use of County facilities);
- Assist staff in public engagement: informing the community and relevant stakeholder groups of ongoing efforts and discussions;
- Participate in an open house to obtain the community’s feedback on the models, boundaries and County facilities;
- Utilize evaluation criteria and open house results to select two to three models as final recommendations; and

- Provide recommendation(s) to the County Manager on possible uses for County-owned properties and, if deemed feasible, how to best structure and administer an Arts and Industry District in the Four Mile Run Valley area.

Membership: The Advisory Committee shall consist of two Advisory Committee Co-Chairs, along with representatives from different County Commissions and stakeholders most pertinent to this work:

- Arlington Commission for the Arts (1)
- Economic Development Commission (1)
- Parks & Recreation Commission (1)
- Planning Commission (1)
- Civic Association Representatives (3 – Green Valley, Shirlington & Douglas Park)
- Local Business Representative (1)
- At-Large Business Representative (1)
- Local Arts Organization Representative (2) – Signature Theatre and WSC Avant Bard
- Local Non-profit (1) – AFAC

Anticipated Commitment Level: The Advisory Committee will generally meet once a month for a period of approximately four (4) months, but additional meetings may be necessary.

Staffing: AED will provide primary staff support to the Advisory Committee, with resource support and coordination provided by staff from the Department of Community Planning, Housing, and Development (CPHD) and the Department of Parks and Recreation (DPR), and others as necessary.

Community Outreach: The Advisory Committee and staff may utilize a variety of tools and methods to engage and communicate with the community.

Deliverables: The Advisory Committee will produce a Recommendation(s) Report to the County Manager on possible uses for County-owned properties and, if deemed feasible, how to best structure and administer an Arts and Industry District in the Four Mile Run Valley area.

Proposed Arts & Industry District Advisory Committee Members

- Arlington Commission for the Arts Member (1) – Felecia McFail (Co-Chair)
- Economic Development Commission Member (1) – Mary Margaret Schoenfeld (Co-Chair)
- Parks & Recreation Commission Member (1) – Leo Sarli
- Planning Commission Member (1) – Elizabeth Morton
- Civic Association Representatives (3)
 - Green Valley Civic Association Representative – Robin Stompler
 - Shirlington Civic Association Representative – Edie Wilson (informed)
 - Douglas Park Civic Association Representative – Adam Henderson
- Local Arts Organization Representative (2)
 - WSC Avant Bard – Tom Prewitt
 - Signature Theater Representative – Maggie Boland
- Local Non-profit (1)
 - AFAC – Charlie Meng
- Local Business Representative (1)
 - South Four Mile Run Business Association Member – Mac McCreery
- Business/Property Owner At-Large (1)
 - BM Smith – David Peete

Technical Advisory Panel Members

- Mary Margaret Schoenfeld, EDC
- Carlo Ninassi, EDC
- Tina Worden, ACA
- Carol Patch, ACA

**4MRV Arts & Industry District – Phase 2
Proposed Timeline**

November 2019

- Adopt Charge for Arts & Industry District Advisory Committee
- Appoint Arts & Industry District Advisory Committee

Mid-December 2019 – Meeting 1

- Establish Ground Rules & Guiding Principles
- Review the research approach undertaken by the TAP
- Develop evaluation criteria to review models

Mid-January 2020 – Meeting 2

- Review scenarios
- Add, delete or amend models based on evaluation criteria
- Finalize prep for Community Open House

End January – Early February 2020

- Open House

Mid-February 2020 – Meeting 3

- Review community input and staff analysis from Open House
- Use evaluation criteria and feedback to analyze models
- Develop draft recommendations for 2 – 3 models

Mid-March 2020 – Meeting 4

- Finalize recommendations

End March 2020

- Present recommendations to the County Manager