



MASTER ARTS PLAN: FACILITIES

- Board of Supervisors
Economic Initiatives Committee
March 14, 2023



Background

In **2010**, the Board of Supervisors adopted the Visual and Performing Arts Comprehensive Plan Policy Amendment following significant and thorough community engagement.



Amendment included the need to "develop a countywide Cultural Arts Master Plan which locates and specifies existing and planned arts facilities to address current and future needs..."



ArtsFairfax established a Master Arts Plan Task Force to develop the **Plan** for facilities.



Task Force members included a wide range of volunteer stakeholders from ArtsFairfax, Fairfax County Government, arts organizations and other representatives from interested sectors.

Task Force Services: Foundation Policy & Plans

This DRAFT Fairfax County Master Arts Plan: Facilities Considers These Key Countywide Issues



One Fairfax Policy:
Equity driven decision-
making and resource
allocation



Countywide Strategic
Planning:
Understanding
community needs
Prioritizing budget
allocations



Arts Community
Research:
Merten Commission
Attendance data
Facility limitations
Marketing challenges



Planning for urbanizing or
changing areas of the
County, e.g.,
Tysons
Reston
Richmond Highway/South
County

Task Force Services

The MAP Task Force collaborated with Fairfax County Government to provide the following results:



Studied benchmark communities (facilitated by the Economic Development Authority) and assessed needed arts facility types.



Researched and obtained consultant services to conduct and design an arts venue market study and needs analysis.



Interviewed Fairfax County Board of Supervisors, County Executive team members, and community and arts leaders.



Worked with County agencies as development and redevelopment continued in key County locations such as Tysons, Reston and South County.

Following and along with these activities, consultant work to assess market conditions and detailed needs analysis was required. The Task Force worked with Fairfax County Government to fund the work and issue an RFP. The selected firm, AMS Planning & Research Corporation, and their subcontractor Shugoll Research, began work in January 2018 and reported findings to the Task Force in May 2019.



Market Study/Needs Analysis Results

Statistically valid survey methodology and extensive field work revealed key findings that inform the *Fairfax County Master Arts Plan: Facilities*.

Key Market and Needs Analysis findings related to venues:

- Arts facility users define 'venue' broadly and perceive difficulty in accessing appropriate space.
- Availability of venue and content information can be significantly enhanced.
- Partnerships are key to successful facility development and operation.

Gap Analysis findings related to venues:

- The County's approach to developing venues across Districts should be responsive to the needs and desires of local populations.
- Existing and potential venue users have trouble accessing certain public facilities.
- The available information on venues does not align with consumers' top priorities (well-known content, affordability).
- Adding to and enhancing community-serving venues and better access to the County's premier venues will better serve expressed needs.

Alignment with Countywide Strategic Plan and One Fairfax

Master Arts Plan: Facilities

Provides recommendations that align with the **Countywide Strategic Plan Ten Community Outcome Areas and Indicators of Success**, primarily concentrated within the context of *Cultural and Recreational Opportunities*, but with key intersections with place-making and equity issues.

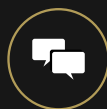
The *MAP: Facilities* includes consideration of existing venues, near-term development-related opportunities and related activities to assure that “*all residents, businesses and visitors are aware of and able to participate in quality arts, sports, recreation and culturally enriching activities.*”

The resulting plan has placed a strong focus on “Opportunity Zones” and embraces the vision of One Fairfax. The following drivers mirroring those of the Countywide Strategic Plan have influenced the *MAP: Facilities*, and will continue to do so as it’s implemented:



EQUITY

Proposed facilities should be focused on serving Fairfax County’s diverse communities.



INCLUSIVE ENGAGEMENT

When developing the plan, extensive analytical data was collected through interviews and personal discussion with a wide range of arts and community leaders, as well as residents from non-white, non-Euro-centric ethnic or racial populations.



COMMUNITY OUTCOMES

Key components of the plan must include assets that support the arts and can help facilitate greater access, to include Fairfax County Public Schools and Fairfax County Park Authority venues.



DATA

Plan development and recommendations were grounded on the statistical and analytical validity of research and surveys conducted.

State of the Arts

Existing conditions and facility development planning are foundational to the Plan. Several existing venues anticipate renovations or building within five to ten years. Current approved development projects across the County include new arts venues and/or public gathering locations that are intended to support arts activities; these projects have time horizons extending from one to 20 years.

This section describes the status of arts facilities in 2022 and is based on data collected from venue operators in 2014 and subsequently updated in 2019.





CURRENT STATE OF ARTS VENUES

PUBLICLY FUNDED:

Organized as public agencies or land with substantial funding derived from government resources.

17

Venues for performances at local high schools



16

Venues for performances at Park Authority locations



6

Venues on local college campuses: 3 are theatre, 3 are visual arts galleries



3

Venues are Community Centers that also host 3 galleries and three theatres



Publicly funded venues have significant resources and tools with which to finance renovations yet still rely on privately donated funding, grants and other sources of support to advance renovation, expansion or new venue development.



CURRENT STATE OF ARTS VENUES

PRIVATE NONPROFITS:

Organized as IRS 501(c)3 entities and receive a combination of both private and public funding support. (Capital One is unique.)



*Venues that
host 12 performing
arts and 5 visual arts
environments*



Establishment of the new Capital One Hall offers three new venues: The Main Hall, The Vault and The Perch that significantly enhance the Tysons lifestyle proposition.



CURRENT STATE OF ARTS VENUES

INCORPORATED CITIES/TOWNS:

Based on data
collected from venue
operators in 2014 and
subsequently updated
in 2019

6

Venues in the City
of Fairfax



2

Venues in the Town
of Herndon



2

Venues in the City of
Falls Church



3

Venues in the Town
of Vienna



Plans include possible collaboration with George Mason University and expansion of City of Fairfax support for arts purposes, building maintenance and expanded outdoor events.



Arts Venue Gap Analysis

As a function of its 2018-19 work for Fairfax County, AMS Consulting conducted a survey of arts organizations and arts venue operators. The survey revealed three kinds of facilities needed to fill current gaps in resources:

- 1 Performance and storage spaces, followed closely by rehearsal space
- 2 Presentation/exhibition space (performances, art galleries, other types of art presentation and display venues)
- 3 Specialized space (e.g., recording and digital media studios, maker spaces)



KEY FINDING

“Cost is the primary consideration for arts organizations when selecting a venue.”

More than 35 facilities not intended for arts programming (e.g., churches, private schools, parks, community centers) were used by arts presenting organizations due to cost and calendar availability. Further, arts organizations in Fairfax County often use facilities located outside the County (e.g., Rachel M. Schlesinger Concert Hall and Arts Center at Northern Virginia Community College in Alexandria, VA.)



8 PLANNED NEW VENUES

Locations identified for new arts facilities; some with multiple environments

**Capital One Hall,
Tysons Capital One
campus**

**Opened October 2021;
contains 3 venues.**

City of Fairfax

**No fixed projected
opening date currently.**

**The Floris Conservatory
(Northeast corner of the
intersection of Centerville and
Ox Roads; adjacent to Fairfax
County Park Authority
property)**

**Projected opening: TBD; still
seeking financing.**

**Town of Herndon (Proffer from
COMSTOCK to provide 18,000
square feet of developable
space for an arts center)**

**Plans remain in development.
Fairfax County government has
made a total contribution of
\$6.2M to the project.**

**The View (Intersection of
Route 7 and Spring Hill
Road in Tysons)**

Projected opening: TBD.

**Reston Town Center (Adjacent to the
touchdown site of the Silver Line
Reston Town Center Metro Stop)**

**County notified the owner in January
2023 of its acceptance of the Block J
proffer for up to 60,000 square feet
of development and the land for an
arts center.**

**City of Falls Church Creative
Cauldron (New home in the
Broad & Washington project
proffered by Insight Property
Group)**



Projected opening: 2024.

**Original Mount Vernon
High School**

**Projected opening:
2024.**

Revitalization Zones = Arts Opportunities

Beyond what are traditionally characterized as “major arts venues,” the County needs multiple other support facilities and spaces to complement existing arts venues:

-  Residential and functional facilities; e.g., artist live/work studios.
-  Natural and cultural heritage assets.
-  Creative industries and occupations; e.g., maker spaces, digital /recording venues.
-  Arts education venues, small venues and temporary use of vacant facilities.

Richmond Highway
(Mt. Vernon)

Merrifield (Providence)

Route 50/66 (Springfield)

Reston Transit Stations/Lake
Anne (Hunter Mill)

Springfield Commercial
Revitalization District, Transit
Station Area (Franconia)

Areas surrounding GMU and
the City of Fairfax (Braddock)

Annandale, Baileys, Seven
Corners, Lincolnia (Mason)

Chantilly (Sully)

Downtown McLean
(Dranesville)

Implementation Considerations

County Arts Committee

- Coordination and implementation vehicle for planning and projects

Financing Mechanisms

- Government funding: Bond referenda, taxes, tax districts, Community Development Authority, Economic Development Authority, year-end balances, Federal recovery programs
- Public/Private: Proffers, private giving

Recurring County Financial Support – Operating Success

- County: FCPA, FCPL, FCPS, NCS, MCC, RCC and others
- Grantmaking and capacity-building (ArtsFairfax), subsidizing ticketing and access means
- Transportation to improve access to arts experiences and venues
- Arts marketing/information services (ArtsFairfax)



What the Plan is NOT:

- Policy to be adopted
- Near-term in time horizon; planning requires a 15 to 20-year outlook
- Set in stone: intended as a “living document”



What the Plan IS:

- Responsive to longstanding needs
- Support to BOS offices
- Guidance to County staff
- Annually evaluated





Next Steps:

- Feedback from BOS members
- Incorporate; finalize document
- BOS formally accept the plan and thank the Task Force

Questions!

