



***Rezoning #2018-0001
Text Amendment #2018-0002
Old Town North Arts and Cultural District Map***

Issue: Old Town North Arts and Cultural District (A) Initiation of a Map Amendment; (B) Public hearing and consideration of an amendment to the City of Alexandria’s official zoning map to add the Old Town North Arts and Cultural District Overlay, which covers portions of N. Fairfax, Montgomery, Madison, First, N. Saint Asaph, N. Pitt, N. Royal, Third, and N. Washington Streets and Canal Center, more particularly shown in Figure 2.04 of the Old Town North Small Area Plan and depicted as “Required or Optional Retail or Arts and Cultural Uses”; (C) initiation of a Text Amendment; and (D) a Text Amendment to the Zoning Ordinance to add section 6-900 regarding Old Town North Arts and Cultural District.	Planning Commission Hearing:	April 3, 2018
	City Council Hearing:	April 14, 2018

Staff Recommendation: APPROVAL of both the Rezoning and Text Amendment subject to compliance with all applicable codes, ordinances, and recommended permit conditions found in Section III of this report.

Staff: *Planning and Zoning:* Karl Moritz, Director, Jeffrey Farner, Deputy Director; Carrie Beach, Division Chief NPCD, Heba ElGawish, Urban Planner; *Recreation, Parks, and Cultural Activities:* James Spengler, Director, Diane Ruggiero, Deputy Director, Jack Browand, Division Chief.

PLANNING COMMISSION ACTION, APRIL 3, 2018:

On a motion by Commissioner Wasowski, seconded by Vice Chairman Macek, the Planning Commission voted to initiate Text Amendment #2018-0002. The motion carried 7-0.

On a motion by Commissioner Lyle, seconded by Vice Chairman Macek, the Planning Commission voted to amend provision (E) under section 6-904 of Text Amendment #2018-0002. The motion carried on a vote of 6-1, with Commissioner McMahon dissenting.

On a motion by Commissioner Wasowski, seconded by Commissioner Lyle, The Planning Commission voted to amend provision (F) under section 6-904 of Text Amendment #2018-0002. The motion carried on a vote of 6-1, with Vice Chairman Macek dissenting.

On a motion by Commissioner Wasowski, seconded by Vice Chairman Macek, The Planning Commission voted to recommend approval of Text Amendment #2018-0002 with the following amendments:

Revise Section 6-904 (E) and (F)

(E) The total floor area for Arts and Cultural Anchor space utilizing the Arts and Cultural Anchor incentive within the Old Town North Arts and Cultural District Overlay will not exceed ~~50,000~~ 100,000 square feet of floor area as defined by the Zoning Ordinance.

(F) ~~The public benefit of the Arts and Cultural Anchor space will generally be equivalent to the amount of additional market rate density requested for each site. The equivalency of the public benefit of the Arts and Cultural Anchor will be evaluated based on:~~

- ~~1. The size of the proposed Arts and Cultural Anchor compared to the added market rate density;~~
- ~~2. The type of physical improvements necessary to construct the Arts and Cultural Anchor space; and~~
- ~~3. The ability of the proposed use to further the goals of the Arts & Cultural District.~~

The public benefit of the added density will be embodied in the ability of the proposed Arts and Cultural Anchor to further the goals of the Arts and Cultural District.

The motion carried on a vote of 7-0.

On a motion by Commissioner Wasowski, seconded by Vice Chairman Macek, the Planning Commission voted to initiate map amendment for Rezoning #2018-0001. The motion carried on a vote of 7-0.

On a motion by Commissioner Wasowski, seconded by Vice Chairman Macek, the Planning Commission voted to recommend approval of map amendment for Rezoning #2018-0001. The motion carried on a vote of 7-0.

Discussion

Members of the Planning Commission expressed concern over provision (F) under Section 6-904. Given the qualitative nature of the public benefit of an Arts and Cultural Anchor, the Planning Commission believed that provision (F) was attempting to quantify that benefit by saying “The public benefit of the Arts and Cultural Anchor space will generally be equivalent to the amount of additional market rate density request for each site.” Additionally, the Planning Commission expressed concern that provision (F) would create uncertainty for developers who may be interested in utilizing the Arts and Cultural Anchor incentive. The Planning commission initially recommended to remove provision (F) and have the rest of the provisions under Section 6-904 govern the methods in which projects are being considered. However, Assistant City Attorney, Christina Zechman Brown, explained that a provision needs to be in place to set an expectation regarding what the standard is upon which projects are going to be evaluated. The Planning Commission agreed to revise provision (F) as outlined above with the understanding that a future staff policy will be in place to determine how the amount of added density in relation to the proposed Arts and Cultural Anchor space will be evaluated.

Commissioner Macek asked staff to clarify why provision (H) under Section 6-904 was changed and simplified from the previous version. Staff clarified that provision (H) concerned agreements between two private entities--the developer-applicant and the Arts and Cultural Anchor--and that the type and details of these agreements would be more appropriately addressed through the development special use permit (DSUP) process and the required MOU.

Finally, Commissioner Lyle raised a concern over the 50,000 square feet limit for the Arts and Cultural Anchor provision and suggested raising the limit to 100,000 square feet to ensure that there is enough opportunity for Arts and Cultural Anchor space to be created before the need to amend the zoning ordinance to raise the limit. Commissioner McMahon expressed her discomfort with raising the limit, stressing the importance of affordable housing across the City. Commissioner McMahon highlighted the good faith effort from staff to place a 50,000 square feet limit in order to give staff an opportunity to work with AHAAC to assess the impact of this incentive on the utilization of Section 7-700 for the provision of low- and moderate-income housing.

The Planning Commission recommended approval of Text Amendment #2018-0002, as reflected in the Memorandum from Karl Moritz to the Planning Commission dated April 3, 2018, except for the change made to subsection (F) and the additional changes made to subsections (E) and (F) (outlined under the Planning Commission Action above). The Planning Commission recommended approval of the map amendment for Rezoning #2018-0001.

Speakers

Austin Flajser, President of Carr Companies and former member of the Old Town North Small Area Plan Advisory Group expressed his support of the creation of an Arts and Cultural District. Mr. Flajser expressed concern over a number of requirements within the text amendment, which are meant to be creative, particularly outlining the number of governors already in place and that the more barriers are added, the more difficult it becomes for developers to gauge their risks.

Matthew Stensrud, Chair of the Alexandria Commission for the Arts expressed the commission's endorsement of the Arts and Cultural District text amendment. However, Mr. Stensrud expressed concern of the 50,000 square feet limit for the Arts and Cultural Anchor space and recommended that the limit increase to open up new possibilities for visual and performing arts entities that can realize the vision for the Arts and Cultural District. Mr. Stensrud also highlighted that provision (F) under Section 6-904 is vague and may hinder developers from utilizing the Arts and Cultural Anchor incentive. Mr. Stensrud urged Planning Commission to remove provision (F) and extend the trial phase to more than 50,000 square feet.

Kenneth Wire, Partner at McGuire Woods LLP, reminded the Planning Commission that the Old Town North Arts and Cultural District was an organic outcome of the Old Town North Small Area Plan planning process which the community utilized to highlight their identity. Mr. Wire highlighted that the initial idea behind the density bonus for the arts did not include many of the constraints outlined in the text amendment. Mr. Wire stressed that the zoning ordinance text is meant to be an enabling instrument and that the details and restrictions on using the incentive would be further outlined through the development special use permit and through covenants between the entities. Mr. Wire expressed his support for the zoning ordinance text amendment with the exception of provision (F) under Section 6-904 stating that it would be more appropriate in a staff policy rather the zoning ordinance.

I. SUMMARY

The proposal will amend the Zoning Map and Zoning Ordinance text to implement the recommendation of the recently approved Old Town North Small Area Plan to establish an Arts and Cultural District in Old Town North as highlighted in Figure 1. The Zoning Map Amendment will add an Overlay for the Old Town North Arts and Cultural District as shown in Figure 2. In addition, the proposed text amendment will add a new Arts and Cultural District Overlay within Section 6 of the Zoning Ordinance for Old Town North, which outlines the incentives for Arts and Cultural spaces within Old Town North Arts and Cultural District. The text amendment also establishes definitions for Ground Floor Arts and Cultural Tenant and an Arts and Cultural Anchor.

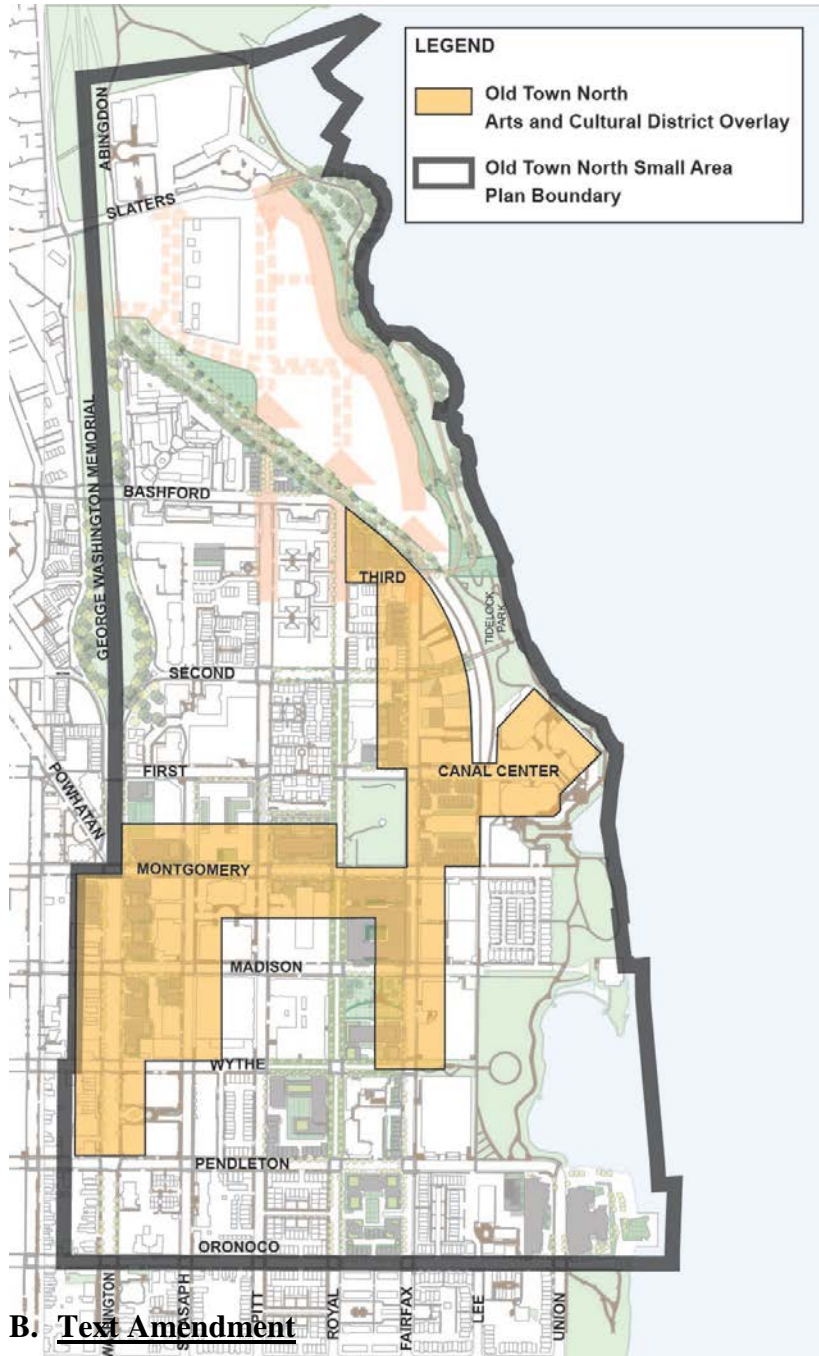
OLD TOWN NORTH SMALL AREA PLAN UPDATE IMPLEMENTATION TASKS		Short-term (0-5 years)	Mid-term (6-10 years)	Long-term (11+ years)	On-going	Developer Responsibility (as part of development review process)	Responsibility*	Recommendation Number Chapter # . # Rec. # Section
A. Establishment of OTN Developer Contributions and Funds								
1	Establish developer contributions to implement the Plan improvements based on amount of impacts.	x					City	4.4.16
2	Establish all necessary funds such as: a. Streetscape/Tree Canopy Fund b. Open Space Fund c. Combined Sewer/Stormwater Infrastructure Fund, if necessary	x					City	4.4.16
B. Land Use and Economic Development								
3	Coordinate with the former power plant site property owner(s) to attract innovation anchor/uses that build on the intent and recommendations of the Plan.	x	x			x	City	2.5.6
4	Explore the feasibility of a Business Improvement District (BID) or comparable entity to manage the implementation of the Retail Corridors and Arts District.		x				Developer/City	2.5.11
5	Zoning Ordinance change(s) to establish an Art District as permitted through Code of Virginia Section 15.2-1129.1, allowing for the implementation of additional floor area as outlined in the Plan.	x					City	2.5.14
6	Rezone designated redevelopment sites to facilitate adopted Plan objectives.				x		Developer	2.5.15-21

Figure 1 Old Town North Small Area Plan Implementation Matrix

II. DISCUSSION

A. Map Amendment

The provisions of the Zoning Ordinance text amendment under proposed new Section 6-900 outlined further in this report will apply to the areas depicted in Figure 2. The proposed spaces for Arts and Cultural uses will be required to have frontage on the streets within the boundary highlighted in the map; N. Washington Street, N. Saint Asaph Street, Montgomery Street, N. Fairfax Street, Canal Center Plaza, and Third Street.



B. Text Amendment

Figure 2: Old Town North Arts and Cultural District Overlay Map

The proposed text amendment provides a definition for *Ground Floor Arts and Cultural Tenant* and *Arts and Cultural Anchor* - as recommended in the recently adopted Old Town North Small Area Plan - with associated regulatory incentives to retain and attract Arts and Cultural uses in Old Town North. The proposed incentives enable existing and future Arts and Cultural uses to be located within the Old Town North Small Area Plan to implement the vision of the Plan.

The use of the incentives proposed by the text amendment will be limited to properties located within the areas depicted in Figure 2, fronting the streets outlined in section A above.

The text amendment establishes two incentive categories for the creation of Arts and Cultural spaces as outlined below:

I – Ground Floor Arts and Cultural Tenant:

For the areas within the Old Town North Arts and Cultural District, floor area may be excluded if that space is leased to a Ground Floor Arts and Cultural Tenant. A *Ground Floor Arts and Cultural Tenant* is defined as small scale or individual use whose purpose is the creation or display of art or design.

The ground floor area exclusion will be limited to 15,000 square feet for each development block and a covenant, or comparable restriction, will be required to ensure that the space is used and occupied by an Arts and/or Cultural Use for a minimum period of 15 years. The 15,000 square feet limit for Arts and Cultural Ground Floor Tenant space for each block is intended to provide appropriate distribution of ground floor Arts and Cultural spaces throughout the Old Town North Arts and Cultural District.

In order to utilize this provision, developers/applicants will be required to commit to these types of uses and will need to charge rents that accommodate them in order to fill the spaces that are excluded from the maximum permitted floor area.

Use of this incentive will be subject to:

- a. Approval of a special use permit.
- b. Provide sufficient assurance by way of contract, deed, covenant or other recorded instrument in a form approved by the City that ensures the ground floor space excluded from the floor area will be limited to the uses defined above or as approved as part of the special use permit process and that said space will only be used as an approved Arts and Cultural Tenant space for a minimum period of 15 years from the issuance of the certificate of occupancy for the space.
- c. The Ground Floor Arts and Cultural Tenant space will be open to the public during regular hours.
- d. The uses will be required to front onto N. Washington Street, N. Saint Asaph Street, Montgomery Street, N. Fairfax Street, Third Street, and Canal Center Plaza.

II– Arts and Cultural Anchor:

For the areas within the Old Town North Arts and Cultural District, Floor Area Ratio (FAR) and an associated amount of density may be increased by a maximum of 30 percent above the maximum FAR otherwise permitted by the Zoning Ordinance for a building or project that includes an Arts and/or Cultural Anchor. This incentive is targeted for larger Arts and Cultural institutions (Arts and Cultural Anchors) that provide public access with significant public activity and participation.

Arts and Cultural Anchor is defined as a larger destination use or venue where visual or performing arts and cultural works are taught, created, and made available to the public by various means including presenting live performances of theater, dance, music, or other imaginative work and/or producing or exhibiting physical works created by or under the direction of one or more artists, which are intended for unique production or limited reproduction. Museums and art schools, including but not limited to culinary art schools, instructional art, music, or drama academy may also qualify as Arts and/or Cultural Anchor.

To qualify for up to a 30% increase in allowable FAR, the space provided for the Arts and Cultural Anchor will be a minimum consolidated size of 5,000 square feet. The final size, proposed use, and the FAR increase for the provision of Arts and Cultural Anchor space will be further evaluated during the development review process. The public benefit of the Arts and Cultural Anchor space will be generally equivalent to the amount of added density, the use will be restricted with a covenant, or comparable restriction, that limits the use of the space to an Arts and Cultural Anchor for a minimum period of 30 years. The intent of this provision is to ensure that the space is used as an Arts and Cultural Anchor as defined in Section 6-900 for a minimum period of 30 years. A longer period may be negotiated as part of the special use permit process. However, based on staff's analysis of lending, liability and comparable discussions regarding affordable housing, we anticipate the longest period for the covenant will likely be 30-40 years. In addition, as social and cultural trends continue to evolve and technology advances, the use of these spaces will likely need to adapt over time. While the covenant has a time limit of likely 30-40 years, the Anchor uses will also be required by a condition of the development special use permit. Any future change of the Anchor use will require an amendment to the development special use permit and approval by City Council even after the 30-40 year covenant expires. Therefore, City Council will still have the ability to review future uses for the space.

To ensure maximum public benefit and activation of the Arts and Cultural Anchor space, the proposed operator is required to offer a program of regularly scheduled presentations, activities, classes or performances that are open to the public commensurate with the use.

In the event the Arts and Cultural Anchor space is vacated for a period of 90 calendar days, or the tenant is no longer able to operate within the space, the City will have the right of first refusal to purchase the space.

The total floor area for Arts and Cultural Anchor Spaces created through the use of the Arts and Cultural Anchor incentive will be limited to 50,000 square feet throughout the Old Town North Arts and Cultural District. Given the new nature of this program and the limited precedents for

such a program, this provision aims to test the applicability and success of spaces created through this incentive.

Additionally, the Old Town North Arts and Cultural District Overlay map with associated regulatory incentives proposed under the text amendment will not apply to the redevelopment of the former power plant site. Arts and Cultural uses for that site will need to be evaluated as part of the future re-zoning for the site.

The 50,000 square foot limit and the exclusion of the power plant site represent a change from what was originally recommended in the Plan, which originally recommended 250,000 square feet of Arts and Cultural space and inclusion of the power plant site. Staff recommends this adjustment in implementation as a test period for the City to evaluate this incentive and approach. Based on the results from the initial trial period, the 50,000 square foot limit can be increased as part of a subsequent text amendment.

Additional requirements and provisions for the Arts and Cultural Anchor space incentive are outlined further in **Attachment 1**

III. OUTREACH

Department of Planning and Zoning staff met with property owners and two art institutions (the Art League School and MetroStage) in Old Town North to ensure that the text amendment provisions are applicable and implementable. In addition, the Department of Planning and Zoning presented the text amendment to the Alexandria Commission for the Arts at their January 16th meeting and to the Alexandria Housing Affordability Advisory Committee (AHAAC) at their January 11th and February 1st Meetings.

The Alexandria Commission for the Arts voted to support the proposed text amendment. The commission made a recommendation to increase the total floor area for Arts and Cultural Anchor space with the Old Town North Arts and Cultural District from 50,000 square feet to 150,000 square feet. Staff understands the Commission's desire to allow more space for Arts and Cultural Anchors, however, staff continues to recommend the 50,000 square feet limit as a trial phase in order to assess this incentive approach with the understanding that additional floor area may be evaluated in the future as part of a subsequent text amendment.

The Planning and Zoning Department will continue to work with the Office of the Arts on future development applications that utilize the incentives outlined in this report to ensure the alignment between the Old Town North Arts and Cultural District and the Arts and Cultural Master Plan 2016-2026.

During the January 11th meeting, AHAAC expressed concern over the utilization of the density bonus incentive for the creation of arts space; an incentive that has been used for the creation of affordable housing to date. Staff presented refinements at the February 1st meeting including the proposed 50,000 square foot limit for the creation of Arts and Cultural Anchor space and the exclusion of the former power plant site from the Old Town North Arts and Cultural District.

AHAAC submitted a letter dated February 20, 2018, which does not oppose the proposed incentives for arts and cultural uses.

IV. STAFF RECOMMENDATION

Staff recommends initiation and approval of the proposed Map Amendment to implement the Old Town North Arts and Cultural District Overlay and initiation and approval of the Zoning Ordinance text amendment to include Section 6-900, Old Town North Arts and Cultural District as outlined in Attachment 1.

Attachments:

1. Zoning Ordinance Text Amendment, Section 6-900 - Old Town North Arts and Cultural District Overlay
2. Old Town North Arts and Cultural District Overlay Map
3. Alexandria Housing Affordability Advisory Committee Letter

Attachment 1

Section 6-900 Old Town North Arts and Cultural District Overlay

6-901 – Intent

The intent of this provision is to provide incentives to retain and attract Arts and Cultural uses in Old Town North through the creation of an Arts and Cultural District pursuant to Virginia Code Section 15.2-1129.1. Additional floor area, density, and height may be permitted for properties within the Arts and Cultural District Overlay as part of a special use permit, subject to the provisions of this section.

The intent of the Ground Floor Arts and Cultural Tenant space defined in Section 6-902(A) is to provide a range of uses on the ground floor that will reinforce the arts, cultural, and creative identity of Old Town North.

The intent of the Arts and Cultural Anchor defined in Section 6-902(B) is to provide destination anchor(s) that have a significant amount of public access and activity and attract additional large ~~Arts~~ arts and ~~Cultural~~ cultural institutions.

The use of these incentives will be limited to areas within the Old Town North Arts and Cultural District Overlay Map that have frontages on the following streets: N. Washington Street, N. Saint Asaph Street, Montgomery Street, N. Fairfax Street, Third Street, or Canal Center Plaza. The regulatory incentives for arts and cultural uses as outlined in this section will not preclude the ~~potential~~ use of ~~all applicable provisions of~~ Section 7-700 for the provision of low- and moderate-income housing.

6-902 – Definitions

(A) *Ground Floor Arts and Cultural Tenant*: Small scale or individual uses ~~whose purpose is the creation or display of art or design which includes art galleries, artist studios, graphic art design, and crafts such as the production or creation of art of individual handmade objects.~~

(B) *Arts and Cultural Anchor*: A larger destination use or venue where visual or performing arts and cultural works are taught, created, and made available to the public by various means including ~~presenting~~ live performances of theater, dance, music, or other imaginative work ~~and/or~~ producing or exhibiting of physical works created by or under the direction of one or more artists ~~which are~~ and intended for unique production or limited reproduction. Museums ~~where art and/or historic artifacts are displayed or created~~, art schools including, but not limited to, culinary arts schools, instructional art, music, or drama academy may also qualify as Arts and ~~or~~ Cultural Anchor.

6-903 – ~~I~~ Incentives for Ground Floor Arts and Cultural Tenant

For parcels ~~along the frontages~~ within the Old Town North Arts and Cultural District Overlay that front along the streets listed in Section 6-901 above, the floor area for ~~ground floor~~ Ground Floor Arts and Cultural Tenant space(s) may be excluded from the calculation of the maximum floor area ratio permitted for the site. The allocation of Ground Floor Arts and Cultural Tenant space(s) will be limited to ~~the ground floor of the parcel frontages identified in the Old Town North Arts and Cultural District Overlay Map~~ and a maximum amount of 15,000 square feet of floor area for each ~~redevelopment~~ block.

Notwithstanding any contrary provision of the Zoning Ordinance, the uses as defined in Section 6-902(A) for Ground Floor Arts and Cultural Tenant may be allowed by special use permit. The use of this incentive will be subject to the following:

- (A) Approval as part of a special use permit in accordance with the procedures and requirements set forth in Section 11-500.
- (B) The applicant for the special use permit shall provide sufficient assurance by way of contract, deed, or other recorded instrument in a form approved by the City that the ground floor space excluded from the floor area shall be limited to the uses defined in Section 6-902(A) or as otherwise as approved as part of in accordance with the special use permit process and that said space shall only be leased to an approved Arts and Cultural Tenant(s) as defined in Section 6-902(A) for a minimum period of 15 years from the issuance of the certificate of occupancy for the space.
- (C) The Ground Floor Arts and Cultural Tenant space will be open to the public during regular hours.
- ~~(D) The uses will be required to front onto N. Washington Street, N. Saint Asaph Street, Montgomery Street, N. Fairfax Street, Third Street, or Canal Center Plaza.~~

6-904 – ~~H~~ Incentives for Arts and Cultural Anchors

For parcels within the Old Town North Arts and Cultural District Overlay that front along the streets listed in Section 6-901 above, floor area ratio and an associated amount of density may be increased by a maximum of 30 percent above the maximum floor area ratio otherwise permitted by the Zoning Ordinance for a building or project that includes an Arts and Cultural Anchor as defined in Section 6-902(B).

Notwithstanding any contrary provision of the Zoning Ordinance, the uses as defined in Section 6-902(B) for Arts and Cultural Anchor may be allowed by special use permit. The use of this incentive will be subject to the following:

- (A) Approval as part of a special use permit in accordance with the procedures and requirements set forth in Section 11-500.

- (B) The entire Arts and Cultural Anchor space will be limited to the uses defined in Section 6-902(B).
- (C) ~~To qualify for the 30% floor area ratio increase,~~ The space provided for the Arts and Cultural Anchor ~~will~~ shall be a minimum ~~consolidated~~ size of 5,000 square feet and consolidated in one area. The final size, use, and amount of floor area ratio increase for the provision of Arts and Cultural Anchor space will be based on the type and character of the use and on achieving the intent and objectives of the Old Town North Small Area Plan. ~~as part of the special use permit process.~~
- (D) The Arts and Cultural Anchor space may be located below grade, provided that it has a minimum area of 2,000 square feet of ground floor space, primarily accessed from the street frontages ~~located within the Old Town North Arts and Cultural District Overlay~~ listed in Section 6-901 and with a floor-to-ceiling height of no less than 15 feet.
- (E) The total floor area for Arts and Cultural Anchor space utilizing the Arts and Cultural Anchor incentive within the Old Town North Arts and Cultural District Overlay will not exceed ~~50,000~~ 100,000 square feet of floor area as defined by the Zoning Ordinance.(PC)
- (F) ~~The public benefit of the Arts and Cultural Anchor space will be generally equivalent to the amount of additional density requested for each site.~~

The public benefit of the added density will be embodied in the ability of the proposed Arts and Cultural Anchor to further the goals of the Arts and Cultural District. (PC)

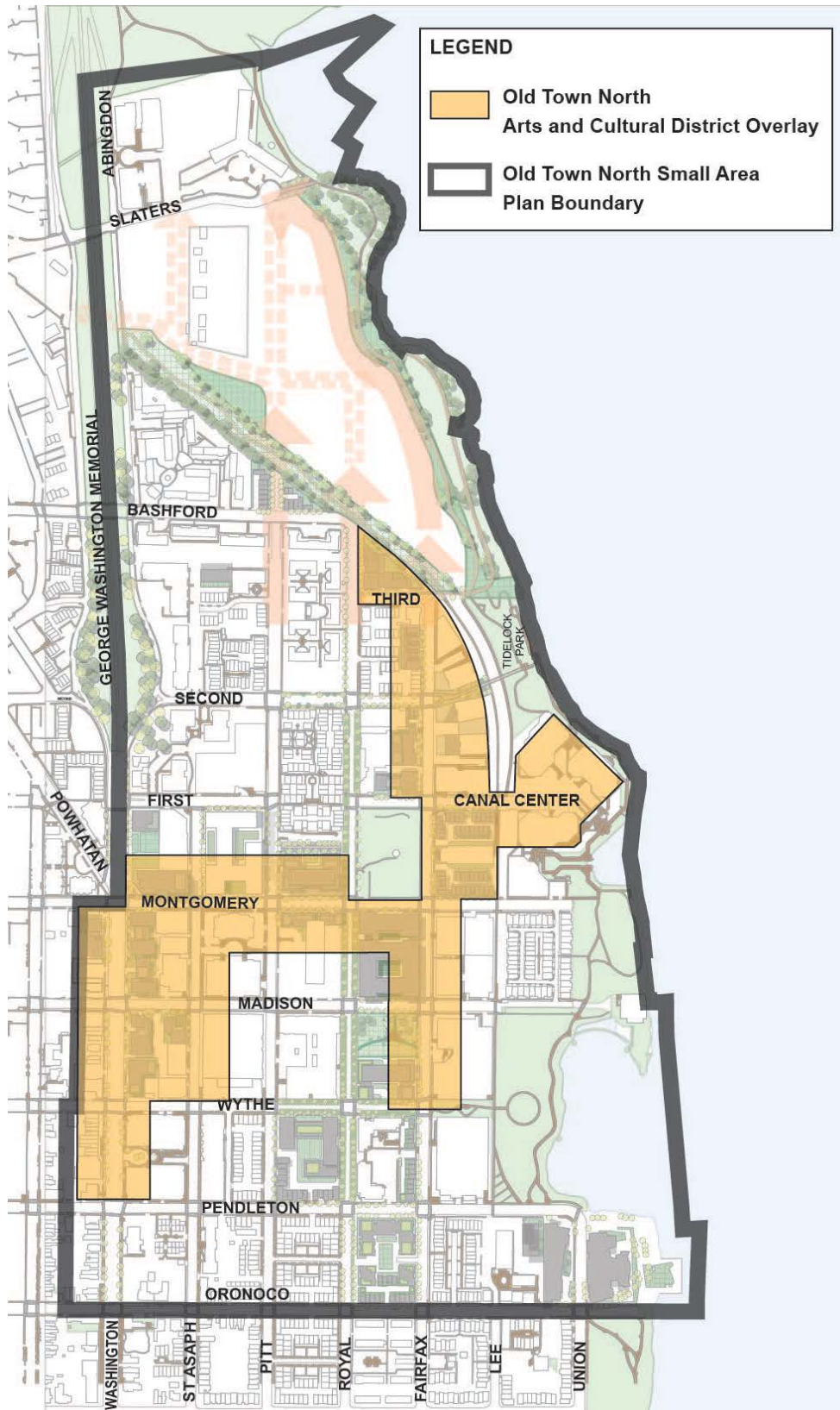
- (G) The applicant for the special use permit shall provide a contract, deed, or other recorded instrument in a form approved by the City prior to the release of the final site plan, which will be recorded within the land records prior to the issuance of the first certificate of occupancy permit for the site. The instrument will at minimum include:
- a. Use of the space ~~will~~ shall be limited to ~~an Arts and Cultural Anchor~~ the uses defined in Section 6-902 (B) ~~and as may be~~ or as otherwise approved ~~through~~ in accordance with the special use permit process for a minimum period of 30 years from the issuance of the certificate of occupancy for the ~~Arts and Cultural Anchor~~ space.
 - b. In the event the Arts and Cultural Anchor space is vacated for a period of 90 calendar days, or the tenant is no longer able to operate within the space, the City shall have the right of first refusal to purchase the space
- (H) ~~The Arts and Cultural Anchor space(s) will be subject to all applicable taxes, fees and other applicable City requirements and fees. Notwithstanding any other provisions of this ordinance, the Arts and Cultural Anchor operator may be subject to reciprocal easement agreements (REA) that provide for an allocation of shared operating expenses and capital expenditures between uses as reasonably determined by the mixed use property owner. Property management of the exterior of the Arts and Cultural Anchor space will be provided by the property manager of the overall project and a pro rata fee for such~~

~~management will be allocated to the Arts and Cultural Anchor. The Arts and Cultural Anchor operator will be responsible for the management and maintenance of the interior of the arts space.~~

Nothing in this Section 6-900 shall be construed to limit or otherwise interfere with any rights and obligations of the Arts and Cultural Anchor arising out of membership in a property owners' association or pursuant to any other arrangement governing management of a mixed-use property.

- (I) Height may not be increased pursuant to this section by more than 25 feet beyond the height otherwise permitted by the zone for the site. However, no building located in any zone or height district where the maximum allowable height is 50 feet or less may be allowed to exceed such height limits.
- (J) ~~The Arts and Cultural Anchor space will be~~ The proposed operator of the Arts and Cultural space will ensure that the space is open to the public with regularly scheduled presentations, activities, classes, or performances that are open to the public for a significant number of days within the calendar year commensurate with the type of use and operation. In the event the space is open to the public for a limited period of time within the calendar year, the space will be made available to the public and/or City for community events or City meetings for a nominal fee.
- (K) The applicant shall submit as part of the application for special use permit As part of the special use permit process, provisions such as hours of operation, public access to the space and prospective agreement an agreement with the Arts and Cultural Anchor that will demonstrate compliance with this Section 6-900.
- (L) To qualify as an Arts and Cultural Use Anchor, the proposed operator of the arts and cultural space will be an existing organization or establishment that can demonstrate fiscal and managerial capacity to successfully operate such space as part of the special use permit process.
- (M) ~~In the event the Arts and Cultural Anchor space is vacated for a period of 90 calendar days, or the tenant is no longer able to operate within the space, the City shall have the right to first refusal to purchase the space~~

Attachment 2 – Old Town North Arts and Cultural District Overlay Map



Attachment 3 – Alexandria Housing Affordability Advisory Committee Letter

February 20, 2018

Re: AHAAC Comments on the Proposed Arts District Text Amendment

The Alexandria Housing Affordability Advisory Committee (AHAAC) has been following the Old Town North (OTN) Small Area Plan (SAP) process for several years. In May of last year, AHAAC provided a letter of support for the OTN SAP in which we noted our support for the plan, especially given the plan's consistency with the goals of the Housing Master Plan. As City Staff has moved to implement the objectives in the plan they have continued to brief AHAAC on the use of a bonus density policy to encourage the construction of arts and entertainment facilities within the plan area.

AHAAC allocated a significant amount of time discussing this topic at both our January and February meetings. AHAAC members have expressed concern with the City's proposed amendment to the zoning ordinance that would allow bonus density in exchange for the construction of space for the arts. AHAAC members are not against policies that encourage arts in this area or elsewhere in Alexandria, but we are concerned about the regulatory method in which the City has decided to offer such an incentive.

Virginia's enabling legislation strictly limits local jurisdictions' ability to implement regulations that require the provision of affordable housing within new development. Due to these limitations, zoning tools such as inclusionary zoning cannot be used in Alexandria. The provision of bonus density is the one zoning tool that allows Alexandria and other Virginia local governments to require the provision of affordable housing. The Alexandria Housing Master Plan made several recommendations to further encourage developers to take advantage of this tool. City Council has approved all of these recommendations, the most recent of which increased the allowable density increase from 20 percent to 30 percent.

AHAAC's main concern is that allowing arts space to take advantage of the bonus density provision risks diluting the effectiveness of this tool for creating much needed affordable housing units. AHAAC is concerned that, if given the choice between creating arts space or affordable housing units, developers will choose arts space because it is cheaper to build, administer, and maintain, and will not face the type of neighborhood opposition often seen with the creation of affordable housing units. This concern was lessened somewhat as City Staff incorporated AHAAC's feedback between the January and February meetings by adding a provision that the costs incurred in the creation of arts space must be equivalent to the costs that would be incurred in creating affordable housing units. The idea here is that, if faced with a choice, it should be no more advantageous for a developer to create arts space than to create affordable housing. Some of our members continue to express considerable reservations about expanding uses of bonus density for any reason other than affordable housing, even with the economic parity requirement in place.

AHAAC appreciates the opportunity to provide our feedback and the openness and responsiveness to our concerns we've seen from City Staff to date. While AHAAC continues to have concerns, we appreciate that the City can learn a lot from a limited trial phase of the Arts District Text Amendment. We endorse the reduction of the trial phase from 250,000 square feet to 50,000 square feet, and feel that will provide enough experience for City Staff to study the practical effects of the Amendment.

Rezoning #2018-0001, Text Amendment #2018-0002
Old Town North Small Arts and Cultural District

We encourage City Staff to thoroughly evaluate the outcomes of the trial phase before taking any efforts to expand or make permanent the allowance of bonus density for arts space. We especially hope City Staff will pay special attention to assessing whether true cost equivalence between affordable housing and the creation of arts space is being achieved.

Thank you again for the opportunity to provide comments and for your responsiveness to our concerns. We hope you will continue to seek our advice and guidance as you start to see results during the trial phase. Please feel free to contact me if AHAAC can assist you any further.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robyn J. Konkel". The signature is fluid and cursive, with the first name "Robyn" being more prominent than the last name "Konkel".

Robyn J. Konkel
AHAAC Chair

City of Alexandria, Virginia

MEMORANDUM

DATE: APRIL 3, 2018

TO: CHAIRWOMAN MARY LYMAN AND MEMBERS OF THE PLANNING COMMISSION

FROM: KARL MORITZ, DIRECTOR, DEPARTMENT OF PLANNING AND ZONING

SUBJECT: APRIL 3, 2018 DOCKET ADDENDUM: OLD TOWN NORTH ARTS AND CULTURAL DISTRICT ZONING MAP AMENDMENT AND TEXT AMENDMENT TO THE ZONING ORDINANCE

In response to comments regarding the proposed Arts and Cultural applications, staff recommends amendments to clarify:

- Definitions;
- Criteria for evaluating the public benefit of the Arts and Cultural Use;
- Clarification on the requirements of the covenant; and
- Clarification on the use and responsibilities for future homeowners/condominium associations.

In addition to the amendments listed above, staff made clarifications to the remainder of the text as outlined below.

SUBSTANTIVE AMENDMENTS BASED ON COMMENTS:

6-902 – Definitions

(A) *Ground Floor Arts and Cultural Tenant*: Small scale or individual uses whose purpose is the creation or display of art or design. ~~which includes art galleries, artist studios, graphic art design, and crafts such as the production or creation of art of individual handmade objects.~~

(B) *Arts and Cultural Anchor*: A larger destination use or venue where visual or performing arts and cultural works are taught, created, and made available to the public by various means including ~~presenting~~ live performances of theater, dance, music, or other imaginative work ~~and/or producing or exhibiting of~~ physical works created by or under the direction of one or more artists ~~which are and~~ intended for unique production or limited reproduction. Museums ~~where art and/or historic artifacts are displayed or created~~, art schools including, but not limited to, culinary arts schools, instructional art, music, or drama academy may also qualify as Arts and ~~or~~ Cultural Anchor.

6-904 – *H Incentives for Arts and Cultural Anchors*

- (F) The public benefit of the Arts and Cultural Anchor space will ~~be~~ generally be equivalent to the amount of additional market rate density requested for each site. The equivalency of the public benefit of the Arts and Cultural Anchor will be evaluated based on:
1. The size of the proposed Arts and Cultural Anchor compared to the added market rate density;
 2. The type of physical improvements necessary to construct the Arts and Cultural Anchor space; and
 3. The ability of the proposed use to further the goals of the Arts & Cultural District.
- ~~(H) The Arts and Cultural Anchor space(s) will be subject to all applicable taxes, fees and other applicable City requirements and fees. Notwithstanding any other provisions of this ordinance, the Arts and Cultural Anchor operator may be subject to reciprocal easement agreements (REA) that provide for an allocation of shared operating expenses and capital expenditures between uses as reasonably determined by the mixed-use property owner. Property management of the exterior of the Arts and Cultural Anchor space will be provided by the property manager of the overall project and a pro rata fee for such management will be allocated to the Arts and Cultural Anchor. The Arts and Cultural Anchor operator will be responsible for the management and maintenance of the interior of the arts space.~~
- (H) Nothing in this Section 6-900 shall be construed to limit or otherwise interfere with any rights and obligations of the Arts and Cultural Anchor arising out of membership in a property owners' association or pursuant to any other arrangement governing management of a mixed-use property.
- ~~(J) The Arts and Cultural Anchor space will be~~ The proposed operator of the Arts and Cultural space will ensure that the space is open to the public with regularly scheduled presentations, activities, classes, or performances that are open to the public for a significant number of days within the calendar year commensurate with the type of use and operation. ~~In the event the space is open to the public for a limited period of time within the calendar year, the space will be made available to the public and/or City for community events or City meetings for a nominal fee.~~
- (K) The applicant shall submit as part of the application for special use permit ~~As part of the special use permit process, provisions such as hours of operation, public access to the space and prospective agreement~~ an agreement with the Arts and Cultural Anchor that will demonstrate compliance with this Section 6-900.

FULL TEXT AMENDMENT WITH REVISIONS:

Section 6-900 Old Town North Arts and Cultural District Overlay

6-901 – Intent

The intent of this provision is to provide incentives to retain and attract Arts and Cultural uses in Old Town North through the creation of an Arts and Cultural District pursuant to Virginia Code Section 15.2-1129.1. Additional floor area, density, and height may be permitted for properties within the Arts and Cultural District Overlay as part of a special use permit, subject to the provisions of this section.

The intent of the Ground Floor Arts and Cultural Tenant space defined in Section 6-902(A) is to provide a range of uses on the ground floor that will reinforce the arts, cultural, and creative identity of Old Town North.

The intent of the Arts and Cultural Anchor defined in Section 6-902(B) is to provide destination anchor(s) that have a significant amount of public access and activity and attract additional large ~~Arts arts~~ and ~~Cultural-cultural~~ institutions.

The use of these incentives will be limited to areas within the Old Town North Arts and Cultural District Overlay Map that have frontages on the following streets: N. Washington Street, N. Saint Asaph Street, Montgomery Street, N. Fairfax Street, Third Street, or Canal Center Plaza. The regulatory incentives for arts and cultural uses as outlined in this section will not preclude the ~~potential~~ use of ~~all applicable provisions of~~ Section 7-700 for the provision of low- and moderate-income housing.

6-902 – Definitions

- (A) *Ground Floor Arts and Cultural Tenant*: Small scale or individual uses ~~whose purpose is the creation or display of art or design which includes art galleries, artist studios, graphic art design, and crafts such as the production or creation of art of individual handmade objects.~~
- (B) *Arts and Cultural Anchor*: A larger destination use or venue where visual or performing arts and cultural works are taught, created, and made available to the public by various means including ~~presenting~~ live performances of theater, dance, music, or other imaginative work ~~and/or~~ producing or exhibiting of physical works created by or under the direction of one or more artists ~~which are~~ and intended for unique production or limited reproduction. Museums ~~where art and/or historic artifacts are displayed or created~~, art schools including, but not limited to, culinary arts schools, instructional art, music, or drama academy may also qualify as Arts and ~~or~~ Cultural Anchor.

6-903 – ~~I~~ Incentives for Ground Floor Arts and Cultural Tenant

For parcels ~~along the frontages~~ within the Old Town North Arts and Cultural District Overlay that front along the streets listed in Section 6-901 above, the floor area for ~~ground floor~~ Ground Floor Arts and Cultural Tenant space(s) may be excluded from the calculation of the maximum floor area ratio permitted for the site. The allocation of Ground Floor Arts and Cultural Tenant space(s) will be limited to ~~the ground floor of the parcel frontages identified in the Old Town North Arts and Cultural District Overlay Map~~ and a maximum amount of 15,000 square feet of floor area for each ~~redevelopment~~ block.

Notwithstanding any contrary provision of the Zoning Ordinance, the uses as defined in Section 6-902(A) for Ground Floor Arts and Cultural Tenant may be allowed by special use permit. The use of this incentive will be subject to the following:

- (A) Approval as part of a special use permit in accordance with the procedures and requirements set forth in Section 11-500.
- (B) The applicant for the special use permit shall provide sufficient assurance by way of contract, deed, or other recorded instrument in a form approved by the City that the ground floor space excluded from the floor area shall be limited to the uses defined in Section 6-902(A) or as otherwise as approved as part of in accordance with the special use permit process and that said space shall only be leased to an approved Arts and Cultural Tenant(s) as defined in Section 6-902(A) for a minimum period of 15 years from the issuance of the certificate of occupancy for the space.
- (C) The Ground Floor Arts and Cultural Tenant space will be open to the public during regular hours.
- ~~(D) The uses will be required to front onto N. Washington Street, N. Saint Asaph Street, Montgomery Street, N. Fairfax Street, Third Street, or Canal Center Plaza.~~

6-904 – ~~H~~ Incentives for Arts and Cultural Anchors

For parcels within the Old Town North Arts and Cultural District Overlay that front along the streets listed in Section 6-901 above, floor area ratio and an associated amount of density may be increased by a maximum of 30 percent above the maximum floor area ratio otherwise permitted by the Zoning Ordinance for a building or project that includes an Arts and Cultural Anchor as defined in Section 6-902(B).

Notwithstanding any contrary provision of the Zoning Ordinance, the uses as defined in Section 6-902(B) for Arts and Cultural Anchor may be allowed by special use permit. The use of this incentive will be subject to the following:

- (A) Approval as part of a special use permit in accordance with the procedures and requirements set forth in Section 11-500.

- (B) The entire Arts and Cultural Anchor space will be limited to the uses defined in Section 6-902(B).
- (C) ~~To qualify for the 30% floor area ratio increase,~~ The space provided for the Arts and Cultural Anchor ~~will~~ shall be a minimum ~~consolidated~~ size of 5,000 square feet and consolidated in one area. The final size, use, and amount of floor area ratio increase for the provision of Arts and Cultural Anchor space will be based on the type and character of the use and on achieving the intent and objectives of the Old Town North Small Area Plan. ~~as part of the special use permit process.~~
- (D) The Arts and Cultural Anchor space may be located below grade, provided that it has a minimum area of 2,000 square feet of ground floor space, primarily accessed from the street frontages ~~located within the Old Town North Arts and Cultural District Overlay~~ listed in Section 6-901 and with a floor-to-ceiling height of no less than 15 feet.
- (E) The total floor area for Arts and Cultural Anchor space utilizing the Arts and Cultural Anchor incentive within the Old Town North Arts and Cultural District Overlay will not exceed 50,000 square feet of floor area as defined by the Zoning Ordinance.
- (F) The public benefit of the Arts and Cultural Anchor space will ~~be~~ generally be equivalent to the amount of additional market rate density requested for each site. The equivalency of the public benefit of the Arts and Cultural Anchor will be evaluated based on:
1. The size of the proposed Arts and Cultural Anchor compared to the added market rate density;
 2. The type of physical improvements necessary to construct the Arts and Cultural Anchor space; and
 3. The ability of the proposed use to further the goals of the Arts & Cultural District.
- (G) The applicant for the special use permit shall provide a contract, deed, or other recorded instrument in a form approved by the City prior to the release of the final site plan, which will be recorded within the land records prior to the issuance of the first certificate of occupancy permit for the site. The instrument will at minimum include:
1. Use of the space ~~will~~ shall be limited to ~~an Arts and Cultural Anchor~~ the uses defined in Section 6-902 (B) ~~and as may be~~ or as otherwise approved ~~through~~ in accordance with the special use permit process for a minimum period of 30 years from the issuance of the certificate of occupancy for the ~~Arts and Cultural Anchor~~ space.
 2. In the event the Arts and Cultural Anchor space is vacated for a period of 90 calendar days, or the tenant is no longer able to operate within the space, the City shall have the right of first refusal to purchase the space
- (H) ~~The Arts and Cultural Anchor space(s) will be subject to all applicable taxes, fees and other applicable City requirements and fees. Notwithstanding any other provisions of this ordinance, the Arts and Cultural Anchor operator may be subject to reciprocal easement~~

~~agreements (REA) that provide for an allocation of shared operating expenses and capital expenditures between uses as reasonably determined by the mixed use property owner. Property management of the exterior of the Arts and Cultural Anchor space will be provided by the property manager of the overall project and a pro rata fee for such management will be allocated to the Arts and Cultural Anchor. The Arts and Cultural Anchor operator will be responsible for the management and maintenance of the interior of the arts space.~~

Nothing in this Section 6-900 shall be construed to limit or otherwise interfere with any rights and obligations of the Arts and Cultural Anchor arising out of membership in a property owners' association or pursuant to any other arrangement governing management of a mixed-use property.

- (I) Height may not be increased pursuant to this section by more than 25 feet beyond the height otherwise permitted by the zone for the site. However, no building located in any zone or height district where the maximum allowable height is 50 feet or less may be allowed to exceed such height limits.
- (J) ~~The Arts and Cultural Anchor space will be~~ The proposed operator of the Arts and Cultural space will ensure that the space is open to the public with regularly scheduled presentations, activities, classes, or performances that are open to the public for a significant number of days within the calendar year commensurate with the type of use and operation. In the event the space is open to the public for a limited period of time within the calendar year, the space will be made available to the public and/or City for community events or City meetings for a nominal fee.
- (K) The applicant shall submit as part of the application for special use permit ~~As part of the special use permit process, provisions such as hours of operation, public access to the space and prospective agreement~~ an agreement with the Arts and Cultural Anchor that will demonstrate compliance with this Section 6-900.
- (L) To qualify as an Arts and Cultural Use Anchor, the proposed operator of the arts and cultural space will be an existing organization or establishment that can demonstrate fiscal and managerial capacity to successfully operate such space as part of the special use permit process.
- (M) ~~In the event the Arts and Cultural Anchor space is vacated for a period of 90 calendar days, or the tenant is no longer able to operate within the space, the City shall have the right to first refusal to purchase the space~~

April 3, 2018

Planning Commission
City of Alexandria
301 King Street
Alexandria, VA 22314

Re: Item #9, Proposed Arts and Cultural District Text Amendment

From: Matthew Stensrud, Chair, City of Alexandria Commission for the Arts

The Commission for the Arts has appreciated being involved in the discussion process regarding the Old Town North Proposed Arts and Cultural District and the corresponding text amendment. At the Commission's meeting on February 20, 2018, we endorsed the proposed text amendment for an Arts and Cultural District in Old Town North with the following recommendations:

- Increase total floor area for Arts and Cultural Anchor Spaces to 150,000 as opposed to the 50,000 currently proposed by City staff;
- Ensure the Office of the Arts works collaboratively with Planning and Zoning to manage the development conditions;
- Allow relevant City bodies, including the Commission for the Arts, to review and provide comment at several stages as the implementation process continues; and,
- Ensure alignment of the Old Town North Arts and Cultural District with the Arts and Cultural Master Plan 2016-2026 through current City processes.

As Chair, I can provide some additional insight into the more pertinent aspects of these recommendations based on recent discussions of City Council.

The current Small Area Plan allows for 250,000 of square feet for Arts and Cultural Anchor Spaces. While we understand staff's interest in a trial phase, we recommended an increase to 150,000 to truly open the possible anchors to new visual and performing arts entities that might encapsulate the vision expressed by City Council during their discussion on March 20th. With a current project including MetroStage expected around 8,000 square feet and the Art League currently at capacity with a 20,000 square foot annex plus over 6,000 square feet at the Torpedo Factory, it is easy to envision two projects with current arts anchors in Old Town North using over 75% of the square footage allotted in the trial phase. The Commission does not find that this allows for developers and arts anchors to envision invigorating and community-centered spaces. Rather, an increase to 150,000—or even 100,000 or 75,000 square feet—would still provide a trial phase while broadening the impact to reach the 'vision' status aspired by City Council and the arts community.

Alexandria takes pride in its recognition as an arts destination and the creation of an Arts and Cultural District through this text amendment is a strong step by the City to show support for both current arts entities while enticing other anchors to consider Alexandria as their home. While we understand the concerns of the Alexandria Housing Affordability Advisory Committee regarding the use of a density

bonus in return for space specific to the arts, it should be mentioned that the Arts and Cultural District overlay is only a portion of the Old Town North Small Area Plan, and developers can consider both arts spaces and affordable housing when proposing new projects. Additionally, affordable housing incentives are still in place outside of this overlay and across the City.

Finally, we encourage Planning and Zoning to closely work with the Office of the Arts and consult the Arts and Cultural Master Plan 2016-2026 during implementation. We also suggest Planning and Zoning continue to update relevant bodies, including the Commission for the Arts and the Alexandria Housing Affordability Advisory Committee, so we can continue to advise the City to the best of our ability.

Thank you to City staff for keeping the Commission for the Arts involved in this process and thank you to the Planning Commission for considering our recommendations regarding the Old Town North Arts and Cultural District text amendment. As always, we are here to advise the City on activities and policy regarding the arts and we look forward to continuing to provide the Planning Commission with our insight and perspective during the implementation of this District.

Artfully Yours,

A handwritten signature in dark ink, appearing to read 'Matthew Stensrud', with a stylized, cursive script.

Matthew Stensrud
Chair, Alexandria Commission for the Arts

CC: Diane Ruggiero, Office of the Arts
Heba El-Gawish, Planning and Zoning
Jeffrey Farner, Planning and Zoning



April 3, 2018

Planning Commission | City of Alexandria
301 King Street, Alexandria, Virginia 22314

Dear Alexandria Planning Commissioners:

Re: The Old Town North Small Area Plan (OTNSAP) and Text Amendments

The Art League Board submits this letter in support of the North Old Town Small Area Plan Text Amendments being presented to you today for the creation of an "Arts District". Members of our board, our professional staff and interested teachers and students, have been actively engaged with city planners and members of the advisory group overseeing the development of the plan since the fall of 2015. We have been very impressed with the collaborative planning process and how opportunities for community and stakeholder engagement in this process have afforded us meaningful input.

We are pleased to see that the plan and text amendments recommend that arts and cultural uses be reinforced and expanded to establish an identity that emphasizes the mixed-use nature of the area seeking to build on the neighborhood's and the City's creative economy. Of the many objectives in the plan we specifically endorse the following and are willing to provide resources necessary to bring them into reality as the plan is implemented:

1. **Creating an Arts District and Arts Corridor.** - The Art League can be an important catalyst for this objective. As a long-time community asset, central to the cultural life of Alexandria for the past 45 years, we have a track record of providing citizen/students and school children with a broad array of classes at all levels of proficiency, and a venue to showcase their work in professional gallery settings as they progress. In effect, The Art League is an **Arts Anchor** that offers a lifetime learning experience for anyone interested in developing a career, or hobby, in art, or seeking practical training for employment in the creative economy.
2. **Providing regulatory incentives for affordable art and culture space-** As a 501c(3) organization with no permanent endowments, one of the perennial challenges for The Art League to stay in Alexandria is to find below market-rate space that fits our needs for our classroom activities (size, ceiling heights, depth, etc.). Granting a density bonus for new or re-purposed development that incorporates arts space at discounted rents would be a lifesaver for The Art League.
3. **Encouraging Public Art and Culture** - the plan recognizes that art in the public realm can be a community and quality of life enhancing endeavor. With the productivity and creativity of our students and teachers, we can supply a ready source of talent, energy, and resources necessary to support this objective.
4. **Sustaining a Sense of Community** -- At our Madison Annex, we have a landlord and community who appreciate us as a neighborhood based arts center. At 19,000 square feet and with an annual enrollment of over 6,500 students, we are one of the largest tenants in the study area. Our cultural meetings, lectures/events, after-school activities, and daytime and evening students populate the area day and night, and energize the adjacent retail businesses, adding vibrancy to the neighborhood.
5. **Building a Creative Economy** -The Art League has a hugely important role in sustaining a creative relationship among professional artists, photographers and designers not only within Alexandria but across the region by providing a venue for teaching. This network of symbiotic relationships guarantees not only practicing artist/teachers, but also a high level of teacher/student discourse, creativity, and the production of first rate talent supportive of the City's creative economy.

For many of us who live and work in Alexandria, we cannot begin to express how important The Art League has been in sustaining an important part of a productive cultural community life. It is fitting that this Plan and Text Amendments address several items that have been of concern for its future in Alexandria, and, in our opinion, is an initiative worthy of your approval.

Very truly yours, Board of Directors, The Art League

Mark S, Feldheim
1215 Prince Street

Planning Commission
April 3, 2018

Docket Item #9 Text Amendment to Amend Zoning Map and Ordinance to establish an Arts and Cultural District

As President of the Board and on behalf of the Board of Directors of MetroStage, a longstanding part of Alexandria's Arts and Cultural scene (and the only professional performing arts venue in Alexandria), we endorse this item and ask for your support.

These Text and Zoning Amendments are part of the foundation for the Developmental SUP and related items that are next on your docket. As part of the proposed development, the designation of ground floor space not to exceed 15,000 sf for Arts and Cultural tenant use is required. In exchange for such designation and exclusion from calculated FAR the developer will commit to an Arts and Cultural Use and further agrees to charge rents that will promote and accommodate such use.

Secondly, the Amendment and proposed Ordinance establish the requirement for an "Arts and Cultural Anchor" to promote a significant amount of public access and activity and to attract other Arts and Cultural institutions in future developments in the proposed Arts and Cultural District.

The designation and selection of a qualified Anchor is essential to the creation of the proposed Arts and Cultural District. MetroStage has participated in the OTN SAP process and has offered significant input to the proposed developer for the establishment of a performing arts venue within the proposed District. I can assure you that as a potential Anchor, MetroStage has the demonstrated capability of acting as a destination Anchor that will attract and promote public access and additional arts and cultural activities.

We look forward to continuing as a professional performing arts venue in North Old Town that is part of Alexandria's arts and cultural scene, and we urge your support of this text amendment and the Developmental SUP and related items that are part of Docket Item #10 that follow.