

# DOWNTOWN ARTS AND DESIGN DISTRICT

March 5, 2013

Presentation to Norfolk City Council

# Overview of Presentation

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- Background
- Action to date
- Arts District workgroup
- Next steps

# Background

- In 2009 the VA General Assembly passed legislation permitting localities to create “arts and cultural districts” and use incentives or provide regulatory flexibility
- PlaNorfolk 2030 includes an action to support the creation of one or more arts districts by making needed regulatory changes to facilitate their development
- Council members expressed interest in establishing an arts district and discussed at September 2012 Retreat
- Interested residents developed a vision document for area North of Brambleton and shared with City staff and Council members

# Action to Date

- A workgroup was established to explore possibilities for an arts district North of Brambleton and development of an implementation plan
- The Norfolk Consortium was tasked with generating marketing strategies
- Urban Design Associates was tasked with developing a master plan for the district by May 2013
- The City engaged Team Better Block to create a living charette to support vision of future development and improvements
- City staff have been benchmarking other cities including a meeting with the City of Richmond

# Arts District Workgroup

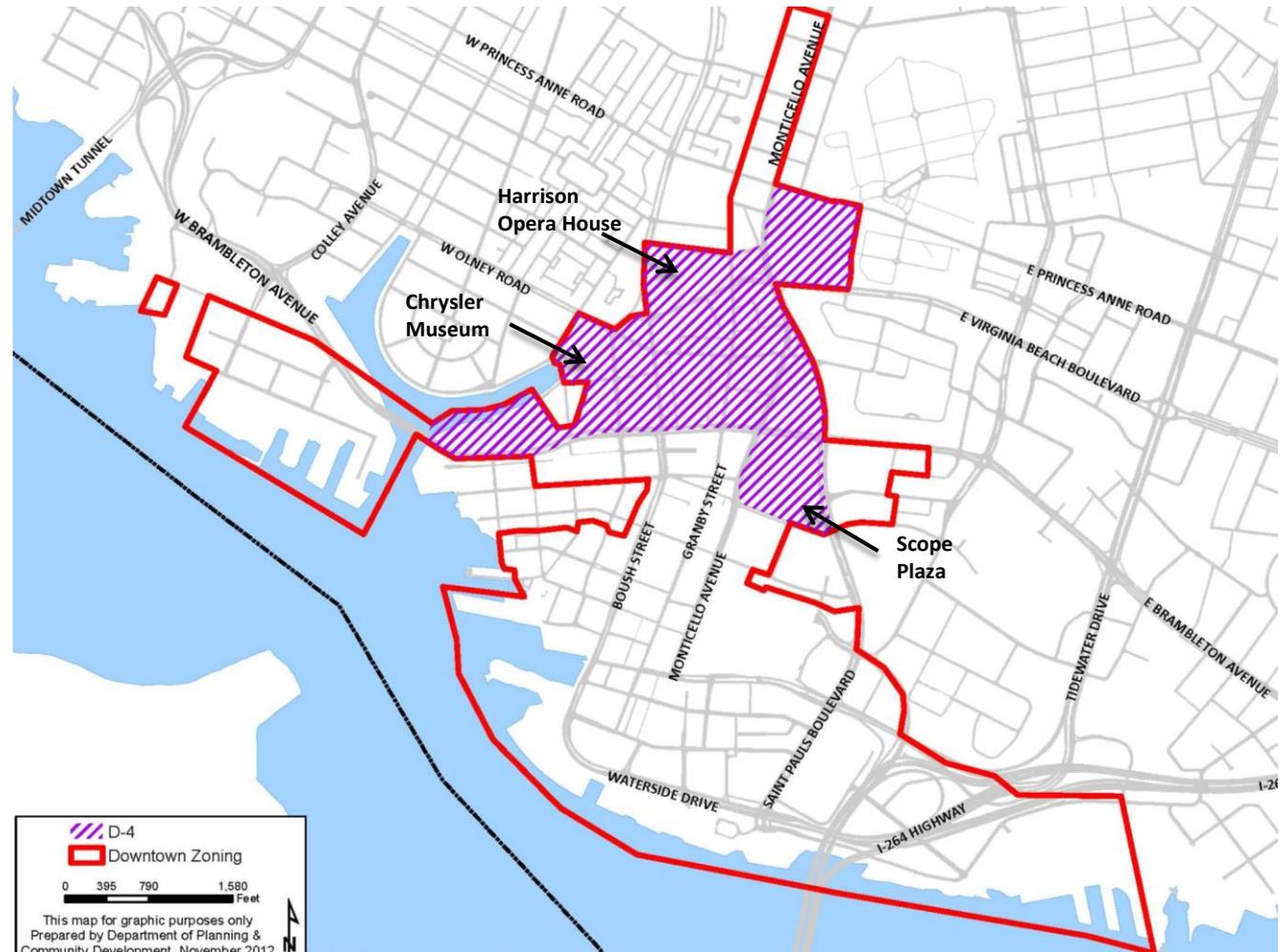
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- Members include:
  - ▣ Chrysler Museum director
  - ▣ Representative from ODU and Public Art Commission
  - ▣ Members of the community
  - ▣ City staff from City Manager's Office, Planning, and Cultural Facilities, Arts and Entertainment
- Workgroup has developed preliminary recommendations for goals, objectives and district creation

# Proposed District

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- The existing Downtown Cultural and Convention Center District - D4



# Proposed District

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- Why the D4 area?
  - ▣ Key assets such as Chrysler Museum and Glass Studio, Harrison Opera House, Scope Plaza, & Chrysler Hall
  - ▣ Underutilized properties
  - ▣ Emerging new businesses
  - ▣ Growing support from property owners
  - ▣ Opportunity to create a unique destination nestled between Downtown and Ghent

# Next Steps

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- Host stakeholder workshop on March 14<sup>th</sup> with UDA for master plan (streetscapes & connectivity)
- Host Better Block Demonstration on April 12-13<sup>th</sup>
- Bring forward an ordinance to re-designate the D4 as an Arts District
- Complete zoning review through Planning Commission for zoning ordinance changes for allowable uses to support the District
- Develop economic incentive recommendations, goals and objectives for Council consideration

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# Reference Materials

# Arts Districts in Virginia

City	Type of District	Purpose	Activities	Date Created	Economic Incentives
Blacksburg	Marketing and Development	Foster growth of arts and culture	Collaboration with VT Arts Initiative, marketing of historic sites, creation of New River Heritage Coalition	December 2012	Yes
Fredericksburg	Revitalization	Revitalization, increase in investments, marketing, branding	Tax reductions and permit fee waivers	January 2011	Yes
Luray	Marketing and Development	Marketing, increase in tourism, increase in employment opportunities, enhanced property values, become a premier art and cultural destination	Enhanced marketing, creation of Page Valley Arts Council, strategic plan to find funding resources	February 2010	No

# Arts Districts in Virginia

City	Type of District	Purpose	Activities	Date Created	Economic Incentives
Richmond	Revitalization	Revitalization, increase in investments, marketing, branding	Outer zone gets marketing, grants for live/work spaces, inner zone also gets expedited permit review, additional fee rebates, support of <i>ArtBusiness Richmond</i>	May 2012	Yes
Staunton	Marketing and Development	Branding, marketing, encourage collaboration, expand existing orgs and attract new ones	Marketing brochure, district part of overall revitalization strategy	October 2009	No
Williamsburg	Revitalization	Encourage economic diversification, attract new businesses and creative professionals, revitalize a neighborhood	Tax incentives, review of regulatory barriers	February 2011	Yes