From: Terry Serie [mailto:tlserie@aol.com]
Sent: Saturday, January 07, 2012 1:23 PM
To: Mary Hynes
Subject: Fwd: Draft SPRC Chair report on outstanding issues and schedule for 3901 Fairfax Drive site plan review

Hello Mary,

Two months ago, in my role as the SPRC Chair for the 3901 Site Plan, I shared with staff and the applicant a draft Chair's report. The report summarized outstanding issues at the conclusion of three review meetings. A number of SPRC members suggested a fourth meeting should be held. Staff and the applicant preferred not to participate in another meeting.

In the interest of encouraging collaboration, I released the report to the staff and applicant very early, rather than waiting until three days before the PC, meeting as is the normal practice.

In the 3901County Manager's Report that the Planning Commission members received this morning, most of the plaza design, landscaping, 10th street, bonus density, and canopy tree issues raised at the SPRC report appear not to be addressed in a manner suggested by the SPRC. Some of the recommended condition move considerable away from what have been strongly encouraged by the SPRC members.

My report below, is just one example for over a dozen similar communications to staff over the past eight months to encourage collaboration on ideas, perspectives, and information developed through the SPRC process.

The discussion at the January 9 Planning Commission meeting will, unfortunately, be on the same issues identified below.

Best regards,
Terry
Cell: 703.307.1503

-----Original Message-----
From: tlserie <tlserie@aol.com>
To: nsun <nsun@arlingtonva.us>
Cc: nwalsh <nwalsh@arl.thelandlawyers.com>; Rosemary.Ciotti <Rosemary.Ciotti@gmail.com>; sock3 <sock3@verizon.net>
Sent: Mon, Nov 7, 2011 5:19 pm
Subject: Draft SPRC Chair report on outstanding issues and schedule for 3901 Fairfax Drive site plan review

Draft 11.07.2011

SPRC Chair Report — Outstanding Issues
3901 Fairfax Drive Major Site Plan Amendment

Hello Natalie,

Overview

As discussed in our communications last week, I have prepared a draft SPRC Chair report on outstanding issues raised at the three SPRC meetings and in communications to the SPRC and County from SPRC members, other advisory commissions, and the Ballston-Virginia Square Civic Association (BVSCA).

I remain available to further cooperation with the staff on the issues as this application moves forward to the PC and Board.

Schedule for SPRC and PC review

Balancing the feedback from all parties, the **Chair's preliminary conclusion is that another SPRC meeting will not be scheduled at this time — based on the following assumptions —** and that the application should proceed to the PC and Board.

1. No significant changes to the scope of the site plan elements reported at the last SPRC meeting will be made to the proposal without advising the SPRC and PC weeks in advance of the public hearing
2. That the county and applicant are clear about the SPRC's perspectives on the nature of the outstanding issues and solution options that have been raised through the SPRC meetings and written communications

If the staff and applicant would like more information to understand the above assumptions or wish to have another SPRC meeting, **please advise me**.

Clearly, **there are significant, outstanding issues for this application**. And, there are reasonable options to resolve the issues. Another SPRC meeting could make reasonable progress on the issues and refine solution options for the public hearings at the PC and Board. It is not unusual for an application in similar circumstances to be reviewed at four or more SPRC meetings.

On the other hand, there has been an abundance of feedback from the SPRC members and ongoing communications to the County and applicant that clearly and consistently identifies the outstanding issues and possible solution options. Attendance at the last SPRC meeting included seven PC members, two members of the Transportation Commission, several standing members of the SPRC, representatives from the BVSCA and several county advisory commissions.

Several members suggested the need for another SPRC meeting. No members objected to that suggestion. Others suggested alternatives of resolving issues through the site plan conditions. No members objected to that suggestion.

The Chair understands that the staff and applicant prefer that another SPRC meeting not be scheduled. The Chair respects their perspectives. Given the amount of consistent and clear feedback from the SPRC, perhaps, the county and applicant simply

need more time to reflect on the SPRC feedback and work on solutions that incorporate feedback from the SPRC and guidance from the relevant planning documents.

Outstanding Issues

- Black Box Theater
- Plaza and 10th Street design, elements, and landscaping (to include sidewalks and streetscape adjacent to the plaza) --- resolve through site plan condition
- Bonus Density Options; Calculation and Allocation of Community Benefits from bonus density
- Building Architecture (Sector plan guidelines for Fairfax Drive and N. Quincy Street)
- Staff's Issues
- Other: The above list is not intended to dismiss other issues raised by the staff or the SPRC process for the areas of transportation management, pedestrian space, building massing, etc. Those issues should also be addressed in the site plan presented to the PC and the Board

Additional details on Outstanding Issues

Feedback for the issues includes the following from SPRC meetings, written communications to the county and applicant, and relevant planning documents.

Black Box Theater

Please consider all previous e-mails from the Chair that summarize comments and suggestions from the three SPRC meetings and written input to the SPRC from members of the Arts Commission and the BVSCA. Special attention should be given to the long-standing request for the county and applicant to meet with and engage the Arlington arts community in the theater discussion prior to the public hearings at the PC and the Board.

Plaza and 10th Street design

This issue includes:

A. The area covered by the plaza, sidewalks adjacent to the plaza, and the plaza space that wraps around the building on Fairfax Drive and 10th Street. It appears that all of the adjacent sidewalk area is included in the applicant's justification for achieving the 12,000 s.f. plaza goal of the Virginia Sector Plan.

B. 10th Street design concept for both sides of the street

The feedback expressed by several PC and standing SPRC members at the last meeting was to include a plan condition that outlined a separate process for completing the final design after board approval of the site plan. None of the PC or standing SPRC members objected to this option. Only one of the 14 SPRC members supported going forward with the staff preferred plaza design option. Many commented on why the various plaza design options did not comply with the guidance of the Sector Plan. Members did express support for various elements in the three different plaza options.

Using plaza design approaches from other site plans and the feedback from this SPRC process, the condition for a separate planning process would consider:

- A task force with stakeholders from the PC, SPRC, BVSCA, and other advisory commissions
- A deadline for the design report to be ready within 120 days of the site plan approval
- Final action on the design would be the Board with prior PC review optional

Bonus Density

Clear feedback was provided on the options for utilization of the bonus density contribution generated under the Open Space Prov. (Z.O. Sec. 36.H.5.a.) (0.42 FAR).

Many SPRC members spoke of first establishing a baseline funding level required of the applicant for community benefits on-site such as the BBT, the open space (plaza, streetscape), 10th Street, and then considering if any of the bonus density funds should also be used for those areas before it is taken off-site for other uses such as Quincy Park. Only one of the 14 SPRC members spoke in favor of following the staff position of limiting potential use of the funds only to the BBT and Quincy Park.

There was also brief discussion that indicated support for having a dialogue on the applicant's suggestion of increasing the building size by expanding it outward toward Fairfax Drive. That action could create additional density and community benefits that would benefit the BBT and offset the loss of office space to meet the space needs of the BBT.

Building Architecture

While we ran out of time at the meeting to discuss this topic, issues on the building architecture for Fairfax Drive and N. Quincy Street were raised at the both of the previous SPRC meetings. Please see the Sector Plan Site-Specific Guidelines checklist for building architecture, particularly as it relates to Fairfax Drive and N. Quincy Street and for building seen from public spaces.

<u>Conclusion</u>

- Please advise me if staff or the applicant needs additional information on the topics covered in this report.

- If the staff and applicant agree with not scheduling another SPRC meeting at this time**, please let me know as soon as possible so we can take it off the schedule waiting list**.

Your suggestions or questions on this draft report will be most welcomed.

Thanks again for all your efforts on this project.

Best regards,

Terry Serie
SPRC Chair
3901 Fairfax Drive Major Site Plan Amendment

SPRC Operating Guide

**** SPRC Goals are**:*

- *to ensure that the highest quality of land use planning and design is incorporated into development projects; **to promote compliance** with the County's Comprehensive Plan, other planning documents and County policies;*
- *to **address community concerns and goals** such as compatibility with existing neighborhoods and other adjacent properties,*
- *and **to advise** the Planning Commission on issues posed by the project and **on the adequacy of the proposed conditions** in light of the exceptions requested.*

***** (3) The major responsibilities of the SPRC are the following …***
…

- *Advise the Planning Commission on the **outstanding issues with regard to a specific plan and any conditions** which it might determine to be necessary or appropriate to address those issues.*

(text highlighted by author)

From: Terry Serie [mailto:tlserie@aol.com]
Sent: Saturday, January 07, 2012 12:58 PM
To: Mary Hynes
Subject: Fwd: 3901 N. Fairfax - interim use of surface parking lot

Hi,
Yesterday, it was brought to my attention that an interim use for the 3901 parking lot had been added to the application long after the SPRC process had concluded. As I mention in my respond to the 3901 lead staff person, I think that is a reasonable idea.

Best regards,
Terry
Cell: 703.307.1503
-----Original Message-----
From: tlserie <tlserie@aol.com>
To: Natalie Sun <Nsun@arlingtonva.us>
Sent: Fri, Jan 6, 2012 8:08 am
Subject: Re: 3901 N. Fairfax - interim use of surface parking lot

Hi Natalie,
Thanks for the update.

I understand how it is sometimes very difficult to juggle many projects, meetings, and deadlines. From working with you the past year, I know that you work very hard and conscientiously to get it all done.

I agree fully with applicant having an opportunity to utilize the parking lot until the start of construction. To leave the lot empty and surrounded by. Instruction fencing is not a desirable state for the public as well.

Using the lot for parking in the short term should generally be without issues. There are, however, some parking types that can generate issues. Check with your colleagues that have dealt with issues from the parking of moving van, construction vehicles, and large trucks in church and grocery store lots adjacent to residential areas. Unfortunately, some issues do occur, however, they are easily prevented or managed with advanced planning.

In summary, using the lot on an interim basis is a good and reasonable idea from my individual perspective.

Terry

On Jan 6, 2012, at 9:37 AM, Natalie Sun <Nsun@arlingtonva.us> wrote:

Terry,

The applicant added a request to their application late in the game - well after we finished SPRC review for the project. I had intended to give you a heads up yesterday prior to TC but there were too many things going on on my end. The applicant is requesting that they be able to use the site for interim surface parking between the close of operations and the start of construction of the site plan. Staff is recommending that this be allowed with certain conditions such as installing a low hedge to screen headlines from adjacent areas. Use of the lot is preferable to leaving it unused and potentially fenced off.

Natalie Sun, AICP, LEED AP BD+C | Current Planning | Arlington County Planning Division - CPHD | 2100 Clarendon Boulevard, Suite 700 | Arlington, VA 22201 | (T) 703.228.3525 / (F) 703.228.3543 / (Direct) 703.228.3538 | www.arlingtonva.us

From: Mark Longo [mailto:mlongo3@yahoo.com]
Sent: Monday, January 02, 2012 7:35 PM
To: Christopher Zimmerman; Walter Tejada; Mary Hynes; Jay Fisette
Cc: Terry Serie; Gail Raiman; Karen Vasquez; Terri Prell; Cliff Chieffo
Subject: VA Square Black Box Theater

To the County Board:

As a long-time Arlington resident (21+ years) and an advocate for the arts, I am writing to you in regards to the proposed Virginia Square Black Box Theater which will come before the Board for consideration on January 21st. For the past six months, I have served on the Site Planning Review Committee for this project, representing the Arlington Commission for the Arts. During this time, I and other citizen members of the SPRC have identified a number of issues and the applicant and county staff have taken measures to address some of our concerns. The applicant should be commended for organizing an end-user meeting in December which was attended by more than a dozen county-supported arts groups. It appears that the applicant has listened to many of the design concerns that were identified at this meeting and is addressing them with a revised design.
However, it is important to note, that as we head into the public hearings with the Planning Commission and the County Board this month, one of the major areas that we previously identified has yet to be discussed and a resolution of this issue prior to the pubic hearings seems unlikely.

Unresolved Priority: Resolve Facility Operational Issues

In order for the Black Box Theatre arts facility to operate in a manner that is efficient for the performing arts and cost-effective, a number of facility operational issues need to be addressed. Among the remaining facility operational issues identified to date:

- Will the Black Box Theatre truly **be "turn-key" ready** or will the theatre community need to raise some $100,000 of funds (per the 2007 approval) to finish out the facility before it can be used? Is the 0.25 bonus density for additional space sufficient for the build-out of a "turn-key" facility or should the County have the option to consider utilizing the additional bonus density funds provided by the applicant under Section 36.H.5.a?

- At the July SPRC meeting, the applicant reported that the **community benefit value** for the theatre was outlined in the SOW agreement adopted in 2007. That SOW appears to allocate a very large a portion of the BBT community benefit value budget for prorated items that are a necessity for the overall construction of the building — independent of the theatre. Among the items to be prorated against the theatre are: site plan construction management, site work (landscaping), concrete, site plan architectural and engineering design, as well as contractor fees, permits, processing, loan and bond costs. While the BBT project should pay for its fair share of relevant prorated expenses, **the budget should (a) put a cap on the prorated expenses** and/or (b) put a minimum amount that should be spent on the facility within the walls, floors and ceilings of the space that is to provide the community benefit.

- **Allocated costs to the BBT:** Under the 2007 site plan approval the overall maintenance of the building, management, administrative costs, replacement or repair of the building will be charged to the BBT space based in its square footage the same as it will to other tenants. Any resident companies that would move in to the Black Box space would have no leverage in cutting these costs as the contract is currently written. The 2007 site plan condition for allocated costs would be a significant impediment to the success of the facility.

- The County has the option of not charging **real estate taxes** on that portion of the building that is used for cultural purposes. To assist the financial viability of this facility and the arts groups residing there, do not levy real estate taxes on this space as long as it remains a community facility.

- Ensure that theatre patrons would have access to free, validated **parking**. It appears that the current amendment would assume that patrons utilizing the facility on evenings and weekends would have to pay for parking. If this were indeed true, this performing arts facility would be the only one in Arlington County that charges its audience to park at it.

- Ensure that the lease arrangements for the theatre facility would allow for artists to have **access to the space** during holidays and after hours.

- Ensure that the lease agreement would allow the theatre companies to be **able to rent out the space** for non-cultural uses to outside groups for meetings and functions. This additional revenue stream will contribute to the financially stability of the resident companies.

With the recent reorganization of the Cultural Affairs Division under AED, we now have the perfect opportunity to mobilize county staff to effectively address these facility operational issues so that we can ensure that the Virginia Square Black Box Theater project is economically viable. I encourage the County Board to see that these facility operational issues get addressed in a manner that is fitting of our great county. Thank you.

Respectfully submitted,

Mark Longo
315 South Irving Street
Arlington, VA 22204
(H) 703-271-9416
(C) 703-785-7896
mlongo3@yahoo.com

Angela Brackett

FA/Black Box
3901 Fairfax

From: tlserie@aol.com
Sent: Monday, November 14, 2011 6:07 PM
To: Mary Hynes
Subject: Article on 3901 site plan and Black Box Theater ---- from Arlington Mercury News

Posted today on the Arlington Mercury News website

http://arlingtonmercury.org/topics/todd_freimuth

ubUrban Planning

Third Time May Be a Charm for Theatre in Va. Square

by Todd Freimuth
November 14, 2011

A planned black box theater in Arlington has troupes anxiously awaiting its approval despite the fact that it was OKed by the county then dropped by two different developers in 2004 and 2007. Teatro de Luna, a Latin American theater group has been waiting for good news of the planned theater since its announcement in 2004.

"We have been with this project since the beginning," said Nucky Walder, producer of Teatro de Luna. "We are dreaming for this space," she said.

For the past 21 years the troupe has performed Latin cultural shows in the D.C. Metropolitan area. Currently the group shares the stage at the Gunston Arts Center, located in Gunston Middle School, with the production group American Century Theater.

According to Walder, the facilities are not prepared for theater performances.

The new location in Virginia Square close to the metro and the professional theater design are greatly desired by the group, she said.

The current site plan, at the corner of N. Quincy Street at N. Fairfax Drive, calls for the demolition of the Arlington Funeral Home and the construction of a nine-story office building and a public plaza on the site. The plan is being developed by BDC-Crimson LLC and designed by RTKL associates. The black box theater will share the ground level of the building with retail space and theater administration offices.

Funding for the project is being provided by BDC-Crimson, as per their contract with the county. However, additional costs may apply that require additional funding to be found.

"It's far to early to tell right now," said Kelly Rindfusz, Director of Communications for Arlington's Department of Economic Development.

The next step is for the site plan is to go before the Planning Commission in January on its way to the county board. However, revisions for the plaza on the site might slow that process down.

HHR/CB Attach 378158

This is the third time the project has been presented. The building was first presented in 2004 and again in 2007 as a residential building but both times the developers pulled out despite the county board's approval.

Designs on the theater are not yet finalized but current plans are set to construct the theater to seat 150 people. The theater will also be granted a mezzanine level for extra rehearsal space and a pre-function room with a visual arts display.

In October, the SPRC members and others in the community had some issues they wish resolved before the plan is presented to the planning commission in January.

by Todd Freimuth

November 14, 2011

Angela Brackett

FA / Black Box

From: tlserie <tlserie@aol.com>
Sent: Monday, October 31, 2011 10:59 AM
To: Mary Hynes
Cc: Kari Doyle
Subject: Important update on BBT --- application moved from December to January Board review

Hi,

I just learned that the staff met last Friday with the 3901 applicant and advised them that the application **was not ready to advance to the PC and Board for December review.** The new schedule is to advance the application for the January Board meeting.

Mark Longo, Terri Prell, Cliff Chieffo, and I met with staff from Cultural Affairs and AED this morning to discuss the County organizing a meeting with the arts community to discuss space and design needs for the BBT. After a long discussion, it appears that there is agreement to organize a meeting around mid-November. Mark Longo, as the Arts Commission Representative to the SPRC will work with staff on the date/time/agenda and meeting process.

Terry

HHK/CB Attach 3 78152

FA/Black box

Angela Brackett

From: tlserie@aol.com
Sent: Friday, October 28, 2011 1:00 PM
To: Mary Hynes
Cc: Kari Doyle
Subject: GMU interested party for the 3901 site plan and BBT

At the start of the SPRC process on 3901, the Ballston-Virginia Square representative to the SPRC reached out to invite the following contact at George Mason University to attend the review meetings as an interested party. The contact listed below had attended two SPRC meeting.

Richard Kamenitzer
George Mason University
Program Director-Arts Management (Graduate, Graduate Certificate & Undergraduate Minor)
Executive Director, International Center for the Management of the Arts, Culture and Education
4260 Chain Bridge Road, MS1C8, A-101, Fairfax, VA 22030; Office phone: 703-993-9194; FAX #703-246-8995; Cell phone: (703)229-2874

website:http://artsmanagement.gmu.edu/welcome.htm

Arts Management, MA

The MA is a 36-credit program of study that provides a core curriculum in the fundamentals of arts management. Students complete a 23-credit core and then select courses from a cluster:

- entrepreneurship in the arts and management;
- finance and budgeting for the arts;
- marketing and public relations;
- or an arts-specific cluster.

Students also take internal and external internships. The internal internship affords an in-depth opportunity to work with professionals in residence at Mason's Center for the Arts. The external internship provides the opportunity to work at more than 60 different visual and performing arts venues in the Washington, D.C. metropolitan area

Attach 378158

HHR/CB FA.

Angela Brackett

From: tlserie@aol.com
Sent: Friday, October 28, 2011 12:41 PM
To: Mary Hynes
Cc: Kari Doyle
Subject: Summary of timeline for SPRC review of 3901 site plan

Summary of the timeline for SPRC review of the 3901 Major Site Plan Amendment

On March 30, SPRC Chair was advised that applicant/staff were ready to begin SPRC process to begin in April.
The SPRC site plan Chair cleared his calender for the meeting dates proposed at the beginning, and all subsequent meetings.

Meeting Schedule Proposed	Action
April, 25 Reserved for first meeting	**Removed** from schedule --- at request of applicant as they could not make that date
May, 16 Date agreed to by applicant	**Canceled** in early May --- request of the applicant
June 13	**Held**
July 18	**Held**
September 19	**Deferred** --- at request of SPRC Chair to await the BBT consultant's report
October 24	**Held**

Angela Brackett

From: tlserie <tlserie@aol.com>
Sent: Friday, October 28, 2011 11:53 AM
To: Mary Hynes
Cc: Kari Doyle
Subject: What is the scope of the uses for the proposed BBT at 3901 Fairfax Drive?

Uses of Black Box Theater (BBT) at 3901 Fairfax Drive

The current major site plan amendment assumes that the purposes and uses of the BBT will be within the framework of what was approved in the 2007 application. That approval had the following condition:

Approved Site Plan **Condition #78**

*(1) that the **Black Box** Unit shall be **used only for the purposes of** theatrical productions (e.g. theater, music, dance, and similar performances/uses), other cultural presentations (e.g. film activities, demonstrations, performance and multimedia) and miscellaneous activities (meetings, classes, rehearsals, workshops, and similar activities);*

Summary of use /purpose categories cited in condition #78

1. Theatrical productions
2. Other cultural presentations
3. Miscellaneous activities

Will the scope of the 2007 use — purpose condition be sufficient for the purposed black box theater in the current site plan to be financially self-supporting?

Angela Brackett

From: tlserie@aol.com
Sent: Thursday, October 27, 2011 11:46 PM
To: Mary Hynes
Subject: Fwd: SPRC Black Box Theater recommendations, next steps, and schedule --- 3901 Fairfax Drive Major Site Plan Amendment
Attachments: 10-24-11_SPRC_BBT_Memo_.docx

Hello Mary,

There are some many excellent opportunities discussed in the messages below. It was a great decision by the County Manager to appoint a staff team and hire a theater design consultant to assist the SPRC review and address BBT space and design issues.

Best regards,

Terry

-----Original Message-----
From: tlserie <tlserie@aol.com>
To: mlongo3 <mlongo3@yahoo.com>; terri.prell <terri.prell@verizon.net>; vasqart <vasqart@gmail.com>
Cc: nsun <nsun@arlingtonva.us>; hcrawf <hcrawf@arlingtonva.us>; Rosemary.Ciotti <Rosemary.Ciotti@gmail.com>; sock3 <sock3@verizon.net>; cole.arl <cole.arl@gmail.com>; nwalsh <nwalsh@arl.thelandlawyers.com>
Sent: Thu, Oct 27, 2011 7:39 pm
Subject: Fwd: SPRC Black Box Theater recommendations, next steps, and schedule --- 3901 Fairfax Drive Major Site Plan Amendment

Hello Mark, Terri, and Cliff,

Thank you for preparing a thoughtful and collaborative letter on black box theater (BBT) concerns and recommendations for consideration by the SPRC at their meeting this past Monday,10.24.

Your number one priority of getting feedback from the Arlington arts community is consistent with the comments and requests made at the first two SPRC meetings held this past June and July.

At those meetings, several Planning Commissioner members encouraged the involvement of the Arlington Arts Community in the review process:
* to develop a needs assessment for the BBT space and design, and
* a business plan for ongoing funding

The County clearly heard that message and took the excellent action of hiring a theater design consultant. While that has delayed the SPRC review for some two months, it was a necessary and most appropriate action to take. Now, the process needs to link up with the arts community to close the loop.

As I note in my message below, the Planning Commission meeting is not a timely or practical forum to be the first opportunity where the arts community is given a venue to provide feedback on the fundamental space, design, and operational needs of the BBT. Their practical experience with the current theater spaces in Arlington County can provide valuable insight to the BBT design in this site plan. Ultimately, we need them to be successful in this space to make it financially self-supporting. I am certain the staff and applicant will appreciate the benefits from such a dialogue.

Your other priorities of getting design and operational issues identified and resolved before the Planning Commission also resonates with the feedback provided by the SPRC process from the beginning.

Summary

Thanks again for your positive comments to staff and the applicant about the progress made to date and your collaborative approach for bring forward concerns and solution options. I believe that staff and the applicant are now fully engaged in trying to address these long-standing concerns.

My sense of the guidance from the last SPRC meeting, with seven Planning Commission members in attendance, is that serious issues like those raised in your letter and by others at the meeting, need to be address prior to this site plan coming to the Commission.

I encourage you to continue to work closely with the Arlington Cultural Resources staff as I believe the County and their theater design consultant are the most appropriate entities for reaching out to the Arlington arts community on the BBT space, design, and financial viability issues. Of course, the applicant should also be invited to participate in the outreach and discussion.

Best regards,

Terry Serie
SPRC Chair
3901 Major Site Plan Amendment

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-----Original Message-----
From: tlserie <tlserie@aol.com>
To: nsun <nsun@arlingtonva.us>
Cc: nwalsh <nwalsh@arl.thelandlawyers.com>; Rosemary.Ciotti <Rosemary.Ciotti@gmail.com>; sock3 <sock3@verizon.net>; mlongo3 <mlongo3@yahoo.com>; vasqart <vasqart@gmail.com>; terri.prell <terri.prell@verizon.net>
Sent: Tue, Oct 25, 2011 7:55 pm
Subject: SPRC Black Box Theater recommendations, next steps, and schedule --- 3901 Fairfax Drive Major Site Plan Amendment

Hello Natalie,

First, my **compliments to you, the staff team, and the applicant** for the progress made during the past two months on the black box theater (BBT) design, space, and related issues. I believe that everyone involved in the SPRC meetings feels that we are on the right approach to resolving the issues/concerns and achieving key goals for the county, community, and the applicant.

Although hiring a theater design consultant delayed the SPRC meeting process for some two months, that action has produced significant results for all parties. It was an excellent decision by the County and followed by a great collaborative response from the applicant. On behalf of the 3901 site plan SPRC — **THANKS to all involved!**

During the SPRC meetings, a framework that guided the discussion clearly emerged:

- stakeholders from all interests consistently expressed a shared goal for the BBT to be financially viable. That goal is the **paramount motivation** for the questions, concerns, and recommendations about design, total space, and space configuration.

- The range of feedback from the SPRC members converge to a common theme: **appropriate space — well designed to accommodate a range of users and uses — is critical to generating sufficient revenue for the theater to be self-supporting.**

During the10.24 SPRC meeting discussion and wrap-up comments, I heard many SPRC members* speak in favor of the County organizing a meeting with the arts community and to address comments and recommendations in the 10.24.2011 letter from Cliff Chieffo, Mark Longo, and Terri Prell. I did not hear any comments to the contrary.

Summary

Based on the frequently and consistent comments at the three SPRC meetings — that the BBT facility be designed with appropriate space and configuration to be financially self-supporting — I recommend the following actions to best prepare this site plan for the December Planning Commission meeting:

1. That the County organizes a meeting with the Arlington arts community and the County's theater design consultant as soon as possible so their feedback can be considered, acted upon, and incorporated into the staff report and the applicant's 4.1 site plan documents for the December meeting for the following reasons:

- Comments to involve the arts community in the design planning been made at all three SPRC meetings.

- The experience of arts group that use current performance venues in Arlington County can provide valuable insight to determine total space and design needs to ensure the financial viability of the BBT.

- The public hearing at the Planning Commission is not a timely forum for the Arts Community to provide fundamental space and design input for the BBT design.

- The Planning Commission meeting is just too late in the process to consider fundamental theater space and design changes that could significantly impact the main floor and second floor of the proposed office building --- and that could lead to deferring consideration of the proposal until January.

- Waiting until the Planning Commission meeting to engage the arts community could create significant and unnecessary expense for the applicant to first prepare their 4.1 documents for the meeting and then revise them again for the Board meeting.

The County staff and the County's theater design consultant are the most appropriate parties to engage the Arlington Arts Community. The applicant certainly should be included in that process.

2. That the County act on the other BBT questions, issues/concerns discussed at the three SPRC meetings, including the attached letter distributed at the 10.24 meeting, and in previous e-mails from SPRC members and the Chair (my 10.3 message summarizes messages from July & August). Please include the action on those items in the staff report and 4.1 documents for the December Planning Commission meeting.

I am available to help facilitate resolving the BBT matters in time to get this site plan on the December Planning Commission meeting agenda.

Thanks again for the support you and the entire staff team have provided to the SPRC on this review. Well done.

Best regards,

Terry Serie
SPRC Chair
3901 Fairfax Drive Major Site Plan Amendment

P.S. The three priorities listed in the October 25, 2011 letter from Chieffo, Prell Longo are copied below. The full letter, with over a dozen specific recommendations is attached.

Priority #1: Organize End-User Meeting(s) with County Theatre Designer Consultant

The county staff should organize a meeting (or meetings) with the county's theatre design consultant and representatives from the Arlington arts community. These meetings should take place as soon as possible and the feedback incorporated into the BBT design before the Planning Commission hearing on the site plan.

Priority #2: Resolve Theatre Design Issues

Based on the limited feedback from only a couple of arts groups, there still remain a number of not insignificant, design issues that need to be resolved. **It is our recommendation that the remaining design concerns get addressed and incorporated into the site plan before the Planning Commission meeting.**

Priority #3: Resolve Facility Operational Issues

In order for the Black Box Theatre arts facility to operate in a manner that is efficient for the performing arts and cost-effective, a number of facility operational issues need to be addressed. The county should resolve all facility operational issues before bringing the project to the Planning Commission and the Board.

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* With attendance at the 10.24 SPRC including seven Planning Commissioners and representatives from the Arts Commission, the site plan's civic association, the Transportation Commission, and several standing members of the SPRC, there was broad and consistent support expressed for a financially self-supporting BBT within the 3901 site plan.

MEMORANDUM

TO: Terry Serie, SPRC Chair

FROM: Cliff Chieffo, Ballston/VA Square Civic Association
Mark Longo, Arlington Commission for the Arts
Terri Prell, Arlington Commission for the Arts

RE: 3901 N. Fairfax Drive – Black Box Theatre

DATE: October 24, 2011

We would like to applaud the applicant for resolving some of the community concerns regarding the black box theatre (BBT) that have been previously identified. However, it is important to note, that as we go into our final Site Planning Review Committee meeting, there are still a number of known issues and concerns that have yet to be addressed. We have prioritized and identified three major areas that we believe need discussion and resolution prior to the pubic hearings with the Planning Commission and the County Board.

Priority #1: Organize End-User Meeting(s) with County Theatre Designer Consultant

The county staff should organize a meeting (or meetings) with the county's theatre design consultant and representatives from the Arlington arts community. These meetings should take place as soon as possible and the feedback incorporated into the BBT design before the Planning Commission hearing on the site plan.

As "community citizens" on the committee, we have recently reached out to a few of the supported arts groups within the county to solicit their opinions and feedback on the project. There is much interest in this cultural facility and the potential end-users of the facility would like to have an opportunity to provide input into the critical design process.

These end-users have valuable, experience-based insight on how much space is needed and how it could be utilized. Further, they know the pros and cons of the existing black box theatres in the county and can help identify shortcomings of the current site plan BBT design that could be fixed prior to the Planning Commission and Board consideration.

Involving these artists would greatly assist the applicant and the county with developing a design that incorporates performance needs for a range of users and artistic disciplines, ultimately resulting in a facility that can generate enough revenue to be self-supporting.

Priority #2: Resolve Theatre Design Issues

Based on the limited feedback from only a couple of arts groups, there still remain a number of not insignificant, design issues that need to be resolved. **It is our recommendation that the remaining design concerns get addressed and incorporated into the site plan before the Planning Commission meeting.**

(Please note that **additional design issues may likely surface** after the end-user meetings with the county's theatre design consultant.)

- **Add one unisex bathroom on the mezzanine level:** The rehearsal room space on that level is critical for allowing the facility to operate with as few "dark nights" as possible on the calendar; it will allow multiple arts groups to use the facility at the same time. However, a major concern about the design of the mezzanine level is that there is no bathroom for artists who may be rehearsing on this level.

- **Add a soundproof booth on the mezzanine level:** — Overlooking the Black Box Theatre, a separate and distinct booth will allow for arts groups to offer simultaneous translation services for performances. This booth is critical for our theatre groups that produce shows in multiple languages. This booth could also be utilized during performances for sound and recording purposes.

- **Dressing rooms closer to green room** in the back of the house area: Perhaps flipping the dressing rooms with the various storage rooms might accomplish that request.

- **Quality of product.** In several places the SOW document approved in 2007 uses the words "reasonably" or "adequate" for the quality standard on key performance element. The County should require building, electrical, soundproofing, lighting, and audio-visual and other elements to meet performance standards appropriate to a performing arts facility.

- **A small kitchen/catering area** outfitted with an oven/stove, refrigerator, dishwasher and running water is absolutely necessary. This kitchen will serve two dual-purposes. First, refrigeration storage is necessary for shows where food is consumed on stage. Second, the kitchen would be often used for preparation and storage for audience concessions, opening night parties and fundraising events, and for artists rehearsing and working in the space.

- **A small coat room** is needed somewhere near the front of house area so that audience members can comfortably attend the theatre without having to worry about carrying their coats around with them during shows, events and opening night parties.

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Among the remaining facility operational issues identified to date:

- Will the Black Box Theatre truly **be "turn-key" ready** or will the theatre community need to raise some $100,000 of funds (per the 2007 approval) to finish out the facility before it can be used? Is the 0.25 bonus density for additional space sufficient for the build-out of a "turn-key" facility or should the County have the option to consider utilizing the additional bonus density funds provided by the applicant under Section 36.H.5.a?

- At the July SPRC meeting, the applicant reported that the **community benefit value** for the theatre was outlined in the SOW agreement adopted in 2007. That SOW appears to allocate a very large a portion of the BBT community benefit value budget for prorated items that are a necessity for the overall construction of the building — independent of the theatre.

Among the items to be prorated against the theatre are: site plan construction management, site work (landscaping), concrete, site plan architectural and engineering design, as well as contractor fees, permits, processing, loan and bond costs. While the BBT project should pay for its fair share of relevant prorated expenses, **the budget should (a) put a cap on the prorated expenses** and/or (b) put a minimum amount that should be spent on the facility within the walls, floors and ceilings of the space that is to provide the community benefit.

- **Allocated costs to the BBT:** Under the 2007 site plan approval the overall maintenance of the building, management, administrative costs, replacement or repair of the building will be charged to the BBT space based in its square footage the same as it will to other tenants. Any resident companies that would move in to the Black Box space would have no leverage in cutting these costs as the contract is currently written. The 2007 site plan condition for allocated costs would be a significant impediment to the success of the facility.

- The County has the option of not charging **real estate taxes** on that portion of the building that is used for cultural purposes. To assist the financial viability of this facility and the arts groups residing there, do not levy real estate taxes on this space as long as it remains a community facility.

- Ensure that theatre patrons would have access to free, validated **parking**. It appears that the current amendment would assume that patrons utilizing the facility on evenings and weekends would have to pay for parking. If this were indeed true, this performing arts facility would be the only one in Arlington County that charges its audience to park at it.

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Arlington County and the applicant are on the precipice of either creating **a black box theatre — based on performance needs** — that will work and be financially successful, or accepting available space and then trying to shoehorn in performing arts functions and hope for the best.

To ensure the **best performance design for multiple users** and a **financially viable** facility in the decades ahead, we strongly urge that the Site Planning Review Committee encourage the applicant and the County to involve end-users from the Arlington Arts community **before this site plan proceeds to the public hearings and Board consideration.**

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HHRCB 378158

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FA
10-2011

Angela Brackett

From: TLSerie@aol.com
Sent: Tuesday, September 06, 2011 3:41 PM
To: Christopher Zimmerman; Mary Hynes
Cc: jmschroll@gmail.com; ctmarshall85@gmail.com; chieffoc@georgetown.edu
Subject: Fwd: Feedback from SPRC members ---- Defer 3901 SPRC from September 19 to Oct
Attachments: Re: Feedback from SPRC members ---- Defer 3901 SPRC from September 19 to Oct

Hello Chris and Mary,

The following message and attached letter from the Ballston-Virginia Square Civic Association (BVSCA) outlines some of the outstanding community issues and goals for the 3901 Fairfax Drive site plan and positive action steps to foster additional communications and collaboration.

Throughout the SPRC process, the community has repeatedly expressed its support for a successful application and a willingness to work with the applicant and County to find the best possible solutions for the issues. The BVSCA has been actively and positively involved in all the SPRC work on this application. Their officers and SPRC representative are copied on this message.

Best regards,

Terry Serie
SPRC Chair: SP #386
3901 Fairfax Drive: Funeral Home Block

Cell: 703.307.1503

377849

CB / FA - Pam Hoff.

Angela Brackett

From: James Schroll <jmschroll@gmail.com>
Sent: Tuesday, September 06, 2011 10:49 AM
To: tlserie@aol.com
Cc: Walsh, Nan E.; Natalie Sun; Rosemary.Ciotti@gmail.com; sock3@verizon.net; ctmarshall85@gmail.com
Subject: Re: Feedback from SPRC members ---- Defer 3901 SPRC from September 19 to Oct
Attachments: 3901 SPRC.doc

Mr. Serie,

Please find our Civic Association's memo attached. I concur that the SPRC scheduled for September 19th should be deferred until the issues raised in our memo are addressed.

Our Association is happy to extend an invitation to the applicant to attend our next membership meeting to address these concers. Our meeting will be held at 7pm on September 26 in Room 716 in Founders Hall at GMU's Arlington Campus. Please contact me with any questions.

I look forward to working with everyone as this process progresses and look forward to hearing from the applicant regardin our invitation to attend our meeting on September 26.

Sincerely,

On Tue, Sep 6, 2011 at 8:58 AM, Walsh, Nan E. <nwalsh@arl.thelandlawyers.com> wrote:
Critical to us is November PC and CB. N

On Sep 6, 2011, at 7:21 AM, "TLSerie@aol.com" <TLSerie@aol.com> wrote:

> Hello Natalie and Nan,
>
> I am available this week to visit about an October meeting date for SPRC, a site tour date, and an agenda.
>
> Two authors of the following note (Mark, Cliff) serve on the 3901 site plan and the third, Terri, is the alternate for Mark.
>
> Feel free to contact me at your convenience.
>
> Terry Serie
> SPRC Chair: SP #386
> 3901 Fairfax Drive: Funeral Home Block
>
> Cell: 703.307.1503
>
> <mime-attachment>

This message contains information which may be confidential and privileged. Unless you are the addressee (or authorized to receive for the addressee), you may not use, copy or disclose to anyone the message or any information contained in the message. If you have received the message in error, please advise the sender by reply e-mail and delete all copies of the message. Thank you very much.

--
James M. Schroll
President
Ballston-Virginia Square Civic Association

TO: Terry Serie
SPRC Site Plan Chair
3901 Fairfax Drive

CC: Natalie Sun, Arlington County
Nan Walsh, Applicant Legal Counsel
Rosemary Ciotti, Chair, Planning Commission
Steve Sockwell, Vice Chair, Planning Commission

The Ballston-Virginia Square Civic Association (BVSCA) supports deferring the September 19 SPRC meeting for the 3901 Fairfax Drive site plan to a date in October for several reasons.

Plaza Design Issues

1. The current size is more decorative than functional and its location creates conflict between pedestrians and children utilizing the feature. The water feature should be a central focus of the plaza. The current design for the plaza shows a small water feature, but does not provide a prominent interactive water spray pad with sufficient seating for a large number of adults or adjacent deck space for kids to play and to place strollers/baby carriages, which would be a major draw to the plaza.

2. There are insufficient shade trees placed throughout the length and width of the plaza to make the area inviting.

3. Large areas of the plaza lack are impractical and will not enliven the area. Retail seating should be increased and expanded to the frontage on Fairfax Drive.

Black Box Theater Issues

The BVSCA concurs with the many issues outlined in the September 21 e-mail from Longo, Prell, and Chieffo. We recommend that the applicant and County provide comments to the questions and suggestions prior to the next SPRC meeting.

Site Tour

The BVSCA encourages the SPRC to conduct a tour of the site area. A tour will assist all parties to develop an appreciation of the challenges and opportunities for the site and the surrounding streets.

Summary

In Summary, the BVSCA recommends that the applicant prepare additional options for the SPRC to address the above issues and other issues raised at the SPRC meetings. To facilitate the review process, the options should be shared with the community prior to the next SPRC meeting. **To that end, our Association would like to extend an invitation to the applicant to address these concerns at our next membership meeting, which will be held at 7pm on September 26, 2011**, in Room 716 in Founders Hall of the Arlington Campus of George Mason University.

Please feel free to contact me about any of the issues addressed above. I look forward to speaking with the applicant, County staff, and members of the SPRC as this process continues.

Sincerely,

/s/

James M. Schroll
President
Ballston-Virginia Square Civic Association

Angela Brackett

From: TLSerie@aol.com
Sent: Wednesday, September 07, 2011 5:47 PM
To: Christopher Zimmerman; Mary Hynes
Subject: update on 3901 site plan schedule

Hello,

The third SPRC meeting on 3901 Fairfax Drive site plan has been scheduled to October 24 and the application is now scheduled for the PC and Board December meetings.

I will be visiting with Walter tomorrow.

The Ballston-Virginia Square Civic Association has invited the applicant to their September 26 meeting to continue the discussion ----- primarily on the plaza issues.

Best regards,

Terry
Cell: 703.307.1503

Angela Brackett

From: TLSerie@aol.com
Sent: Wednesday, September 07, 2011 11:38 PM
To: Christopher Zimmerman; Mary Hynes
Subject: comparison of 3901 Fairfax Dr site plan space to Liberty Center site plan

Hello Chris and Mary,

Further to the discussion of what an applicant might be expected to provide for a public plaza relative to the size of the project ------

Comparison of Space
3901 Fairfax Drive to Liberty Center of Ballston

	Office Space	Residential	Retail	Plaza Size
3901 Fairfax Dr. Site Plan	171,445	0	3,200 s.f.	13,750 s.f.
Liberty Center Ballston Site Plan	497,054	513 residential units	13,600 s.f.	Approx. 5,000 s.f.

Summary

The 3901 Fairfax Drive major site plan amendment includes a public plaza that is some 2.5 times larger than the Liberty Center Plaza ---- however, its business related project space is considerably less than Liberty Center.

Possibly be a reason why the 3901 applicant is reluctant to provide a plaza design with more vitality.

Best regards,

Terry

Angela Brackett

From: TLSerie@aol.com
Sent: Thursday, September 08, 2011 7:26 AM
To: Christopher Zimmerman; Mary Hynes
Subject: addendum: comparison of 3901 Fairfax Dr site plan space to Liberty Center

Addendum to previous message:

The total "plaza size" spaced referenced below includes all space for outdoor retail seating and landscaping.

Just the water feature its adjacent deck space and benches at Liberty Center cover some 2,000 s.f.

In a message dated 9/7/2011 11:38:23 P.M. Eastern Daylight Time, TLSerie@aol.com **writes:**

Hello Chris and Mary,

Further to the discussion of what an applicant might be expected to provide for a public plaza relative to the size of the project ------

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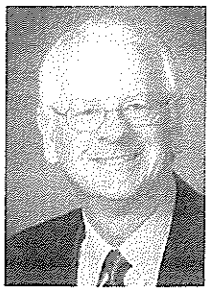


Terrence L. Serie

657 N. Tazewell St., Arlington, VA. 22203
Home Phone (703) 243-4258, Cell Phone (703)-307-1503, E-mail tlserie@aol.com

September 8, 2009

Hello Jay

I am serving as the site Plan Chair for the 3901 Fairfax Drive Major Site Plan Amendment. A major component of that project is a large, 13,000 square foot plaza on the corner of N. Quincy Street and Fairfax Drive. (The Arlington Funeral Home block)

There is considerable interest from the community for a prominent, interactive water feature to be included in the plaza. The current plans provide for a very small, decorative sized unit.

Accompanying this message are photographs I took during some three dozen visits this past summer to the interactive water feature at the Liberty Center Plaza in Ballston (north of the Founders Square Block). It is a major hit with the local residents! I believe this success offers many examples of elements that deserve consideration for the plaza at 3901 ---- a plaza that is 2.5 times larger than Liberty Center Plaza.

I have visited with Chris, Mary, and Walter and provided them with more details on the limited success the SPRC has had with getting a functional, interactive water feature added to the 3901 proposal.

During the next week, Ann and I are out of town to visit family in Minnesota. We return the week of September 19 and I will contact you then to answer your questions about this matter. The project is scheduled for the December Board meeting.

Thanks for your consideration of this topic and best regards,

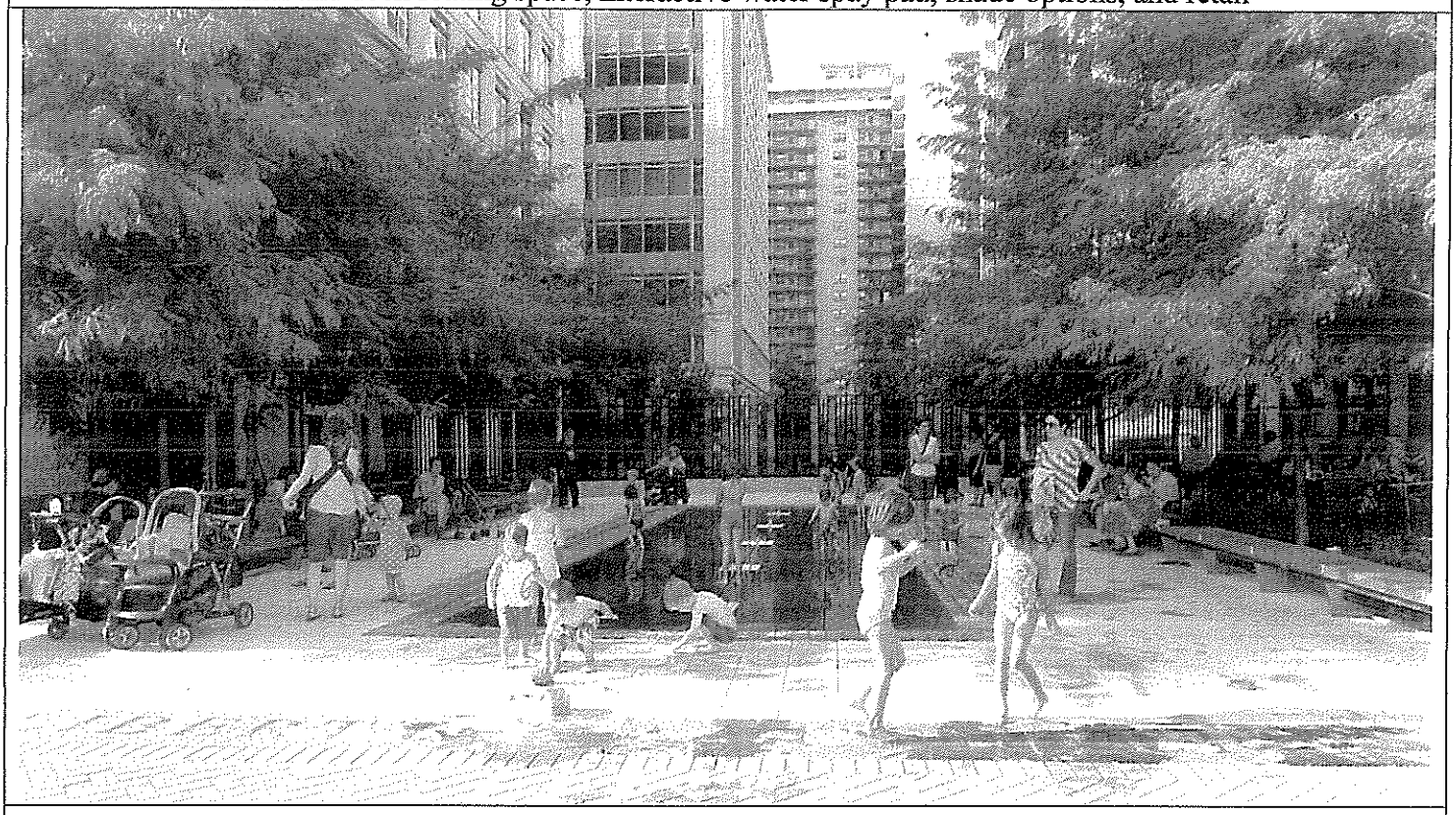
Terry

Terry

JF + BF / CB / FA 377849

Liberty Center Plaza — Ballston
Interactive Water Feature
Examples for 3901 Fairfax Drive Site Plan Amendment

Bench and deck seating space, interactive water spay pad, shade options, and retail



Bench and deck space for kids and adults --- room for baby strollers --- away from public sidewalk

Options for 3901 Fairfax Drive Site Plan Amendment
Interactive Water Feature and Plaza Seating

Examples of Space and Use Elements
Liberty Center at Ballston

Overview

Examples of space and use elements that could be discussed for the interactive water feature and plaza space in the 3901 Major Site Plan Amendment

Seating Areas: Bench seating, flexible use space, close to the water feature, yet removed enough to allow organization of carriages, blankets, and supplies.

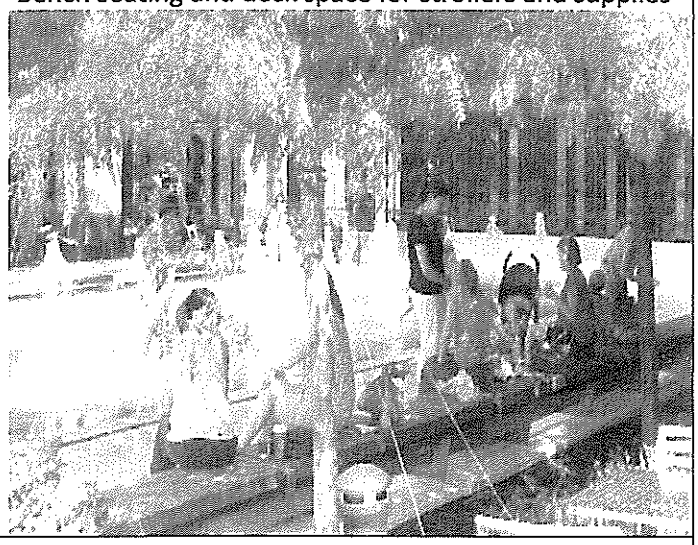
Sun – Shade Options: Plenty of shade options and some sun options

Unobstructed Areas: to sit, park strollers, place blankets on plaza and organize supplies without being in the public sidewalk or blocking pedestrian passage

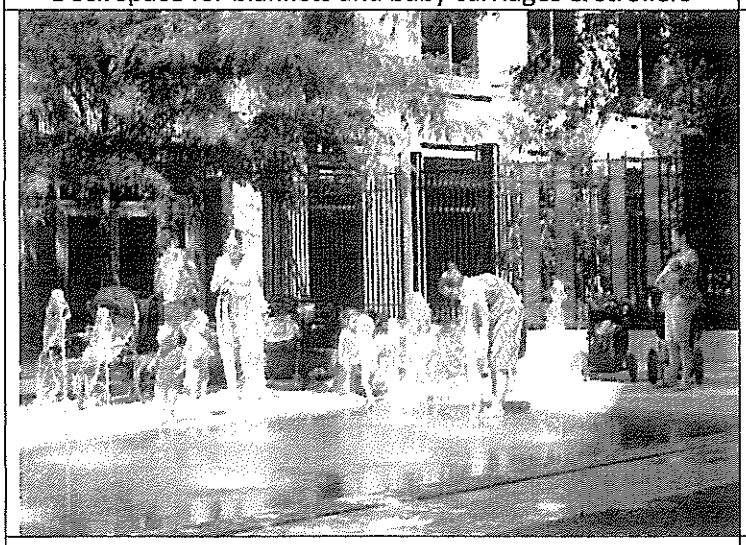
Sufficient Space for group of kids and adults to cluster on benches or the plaza

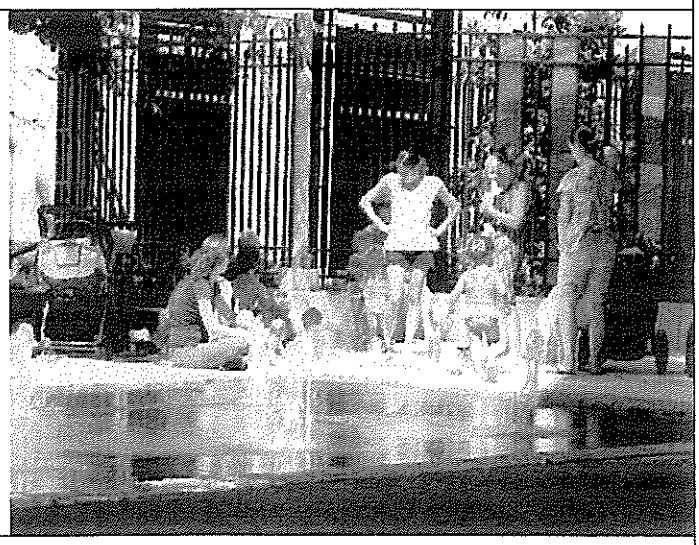
Bench seating away from public sidewalk

Bench seating and deck space for strollers and supplies



Deck space for blankets and baby carriages & strollers

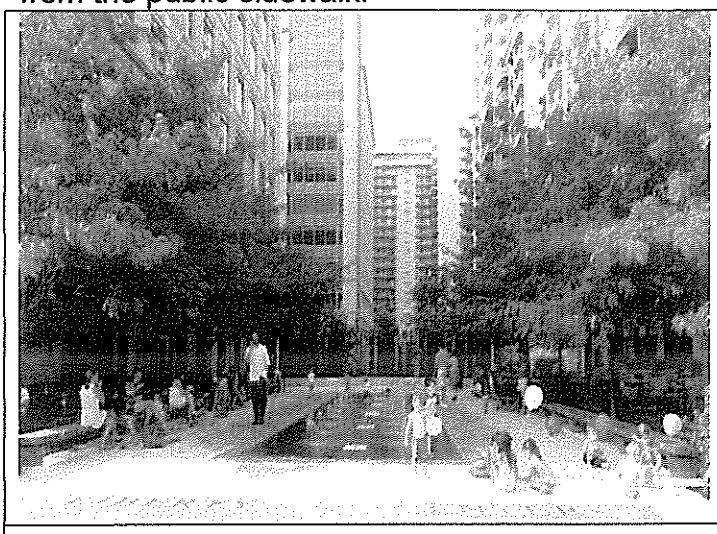


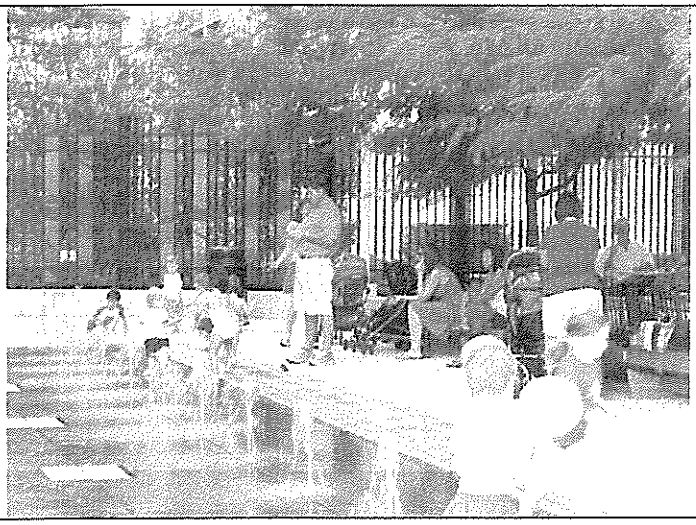


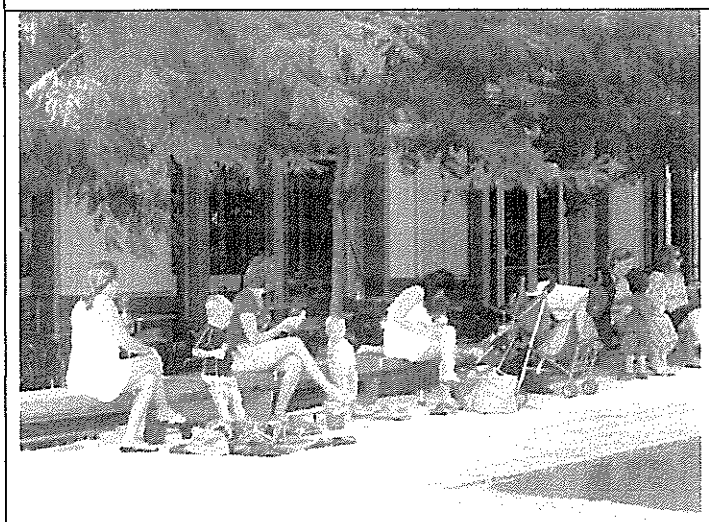
Third Report: Options for 3901 Fairfax Drive Site Plan
Examples of Space and Use Elements from the
Interactive Water Feature and Plaza Seating at Liberty Center in Ballston

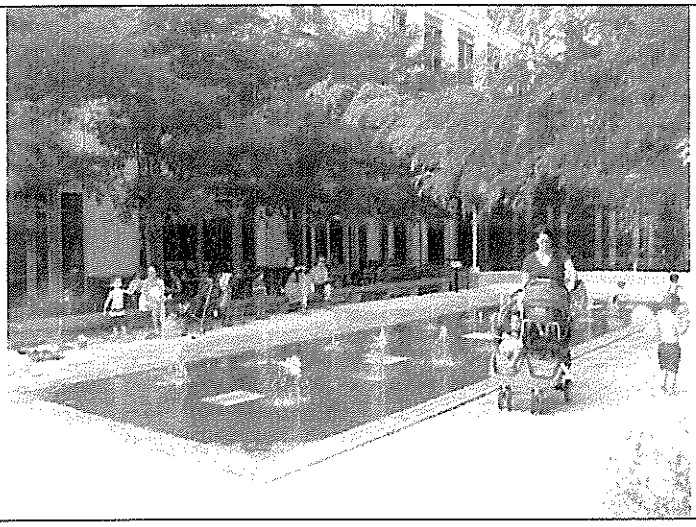
Overview

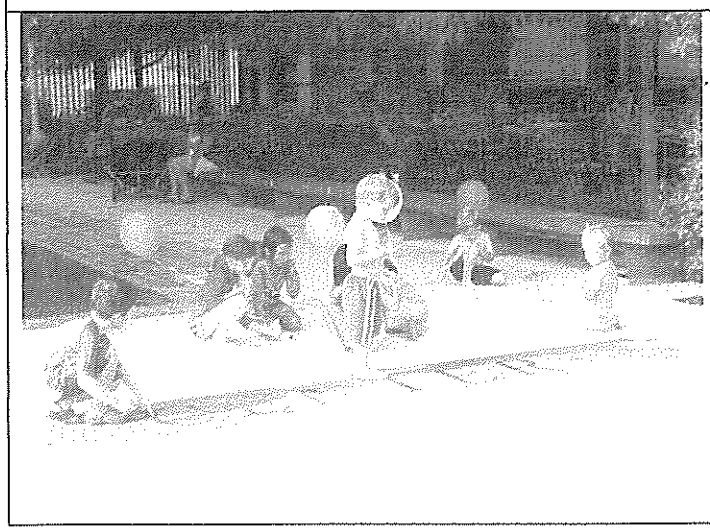
Additional photographs to supplement the reports submitted to staff and the applicant on 8.24.2011 and 7.18.2011. See those reports for additional examples of space used for parents and kids to cluster, benches for adults and supplies, plaza space for blankets and kids to play, and space away from the public sidewalk.

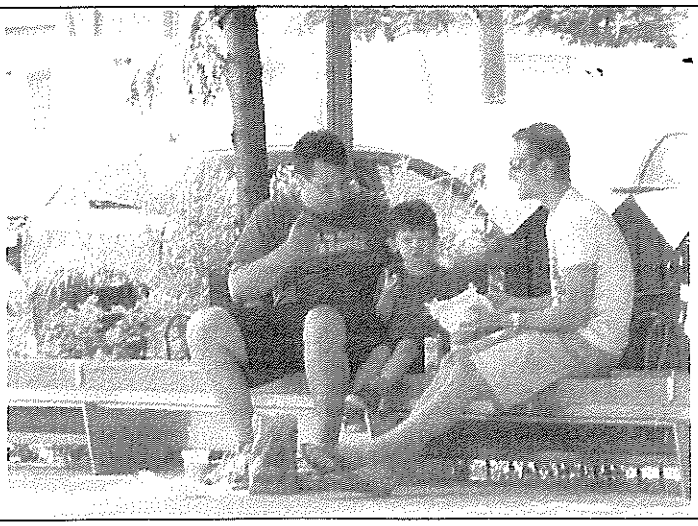












FA
October 20

From: TLSerie@aol.com
Sent: Tuesday, September 06, 2011 3:40:42 PM
To: Christopher Zimmerman; Mary Hynes
CC: jmschroll@gmail.com; ctmarshall85@gmail.com; chieffoc@georgetown.edu
Subject: Fwd: Feedback from SPRC members ---- Defer 3901 SPRC from September 19 to Oct

---

Hello Chris and Mary,

The following message and attached letter from the Ballston-Virginia Square Civic Association (BVSCA) outlines some of the outstanding community issues and goals for the 3901 Fairfax Drive site plan and positive action steps to foster additional communications and collaboration.

Throughout the SPRC process, the community has repeatedly expressed its support for a successful application and a willingness to work with the applicant and County to find the best possible solutions for the issues. The BVSCA has been actively and positively involved in all the SPRC work on this application. Their officers and SPRC representative are copied on this message.

Best regards,

Terry Serie
SPRC Chair: SP #386
3901 Fairfax Drive: Funeral Home Block

Cell: 703.307.1503

TO: Terry Serie
SPRC Site Plan Chair
3901 Fairfax Drive

CC: Natalie Sun, Arlington County
Nan Walsh, Applicant Legal Counsel
Rosemary Ciotti, Chair, Planning Commission
Steve Sockwell, Vice Chair, Planning Commission

The Ballston-Virginia Square Civic Association (BVSCA) supports deferring the September 19 SPRC meeting for the 3901 Fairfax Drive site plan to a date in October for several reasons.

Plaza Design Issues

1. The current size is more decorative than functional and its location creates conflict between pedestrians and children utilizing the feature. The water feature should be a central focus of the plaza. The current design for the plaza shows a small water feature, but does not provide a prominent interactive water spray pad with sufficient seating for a large number of adults or adjacent deck space for kids to play and to place strollers/baby carriages, which would be a major draw to the plaza.

2. There are insufficient shade trees placed throughout the length and width of the plaza to make the area inviting.

3. Large areas of the plaza lack are impractical and will not enliven the area. Retail seating should be increased and expanded to the frontage on Fairfax Drive.

Black Box Theater Issues

The BVSCA concurs with the many issues outlined in the September 21 e-mail from Longo, Prell, and Chieffo. We recommend that the applicant and County provide comments to the questions and suggestions prior to the next SPRC meeting.

Site Tour

The BVSCA encourages the SPRC to conduct a tour of the site area. A tour will assist all parties to develop an appreciation of the challenges and opportunities for the site and the surrounding streets.

Summary

In Summary, the BVSCA recommends that the applicant prepare additional options for the SPRC to address the above issues and other issues raised at the SPRC meetings. To facilitate the review process, the options should be shared with the community prior to the next SPRC meeting. **To that end, our Association would like to extend an invitation to the applicant to address these concerns at our next membership meeting, which will be held at 7pm on September 26, 2011**, in Room 716 in Founders Hall of the Arlington Campus of George Mason University.

Please feel free to contact me about any of the issues addressed above. I look forward to speaking with the applicant, County staff, and members of the SPRC as this process continues.

Sincerely,

/s/

James M. Schroll
President
Ballston-Virginia Square Civic Association

From: TLSerie@aol.com
Sent: Wednesday, September 07, 2011 11:38:23 PM
To: Christopher Zimmerman; Mary Hynes
Subject: comparison of 3901 Fairfax Dr site plan space to Liberty Center site plan

Hello Chris and Mary,

Further to the discussion of what an applicant might be expected to provide for a public plaza relative to the size of the project -----

Comparison of Space
3901 Fairfax Drive to Liberty Center of Ballston

	Office Space	Residential	Retail	Plaza Size
3901 Fairfax Dr. Site Plan	171,445	0	3,200 s.f.	13,750 s.f.
Liberty Center Ballston Site Plan	497,054	513 residential units	13,600 s.f.	Approx. 5,000 s.f.

Summary

The 3901 Fairfax Drive major site plan amendment includes a public plaza that is some 2.5 times larger than the Liberty Center Plaza ---- however, its business related project space is considerably less than Liberty Center.

Possibly be a reason why the 3901 applicant is reluctant to provide a plaza design with more vitality.

Best regards,

Terry

From: TLSerie@aol.com
Sent: Thursday, September 08, 2011 7:26:07 AM
To: Christopher Zimmerman; Mary Hynes
Subject: addendum: comparison of 3901 Fairfax Dr site plan space to Liberty Center

Addendum to previous message:

The total "plaza size" spaced referenced below includes all space for outdoor retail seating and landscaping.

Just the water feature its adjacent deck space and benches at Liberty Center cover some 2,000 s.f.

In a message dated 9/7/2011 11:38:23 P.M. Eastern Daylight Time, TLSerie@aol.com writes:

Hello Chris and Mary,

Further to the discussion of what an applicant might be expected to provide for a public plaza relative to the size of the project -----

Comparison of Space
3901 Fairfax Drive to Liberty Center of Ballston

	Office Space	Residential	Retail	Plaza Size
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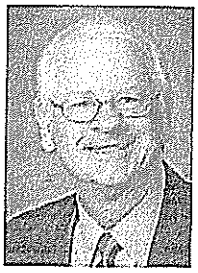
Possibly be a reason why the 3901 applicant is reluctant to provide a plaza design with more vitality.

Best regards,

Terry

FA



Terrence L. Serie

657 N. Tazewell St., Arlington, VA. 22203
Home Phone (703) 243-4258, Cell Phone (703)-307-1503, E-mail tlserie@aol.com

September 8, 2009

Hello Jay

I am serving as the site Plan Chair for the 3901 Fairfax Drive Major Site Plan Amendment. A major component of that project is a large, 13,000 square foot plaza on the corner of N. Quincy Street and Fairfax Drive. (The Arlington Funeral Home block)

There is considerable interest from the community for a prominent, interactive water feature to be included in the plaza. The current plans provide for a very small, decorative sized unit.

Accompanying this message are photographs I took during some three dozen visits this past summer to the interactive water feature at the Liberty Center Plaza in Ballston (north of the Founders Square Block). It is a major hit with the local residents! I believe this success offers many examples of elements that deserve consideration for the plaza at 3901 ---- a plaza that is 2.5 times larger than Liberty Center Plaza.

I have visited with Chris, Mary, and Walter and provided them with more details on the limited success the SPRC has had with getting a functional, interactive water feature added to the 3901 proposal.

During the next week, Ann and I are out of town to visit family in Minnesota. We return the week of September 19 and I will contact you then to answer your questions about this matter. The project is scheduled for the December Board meeting.

Thanks for your consideration of this topic and best regards,

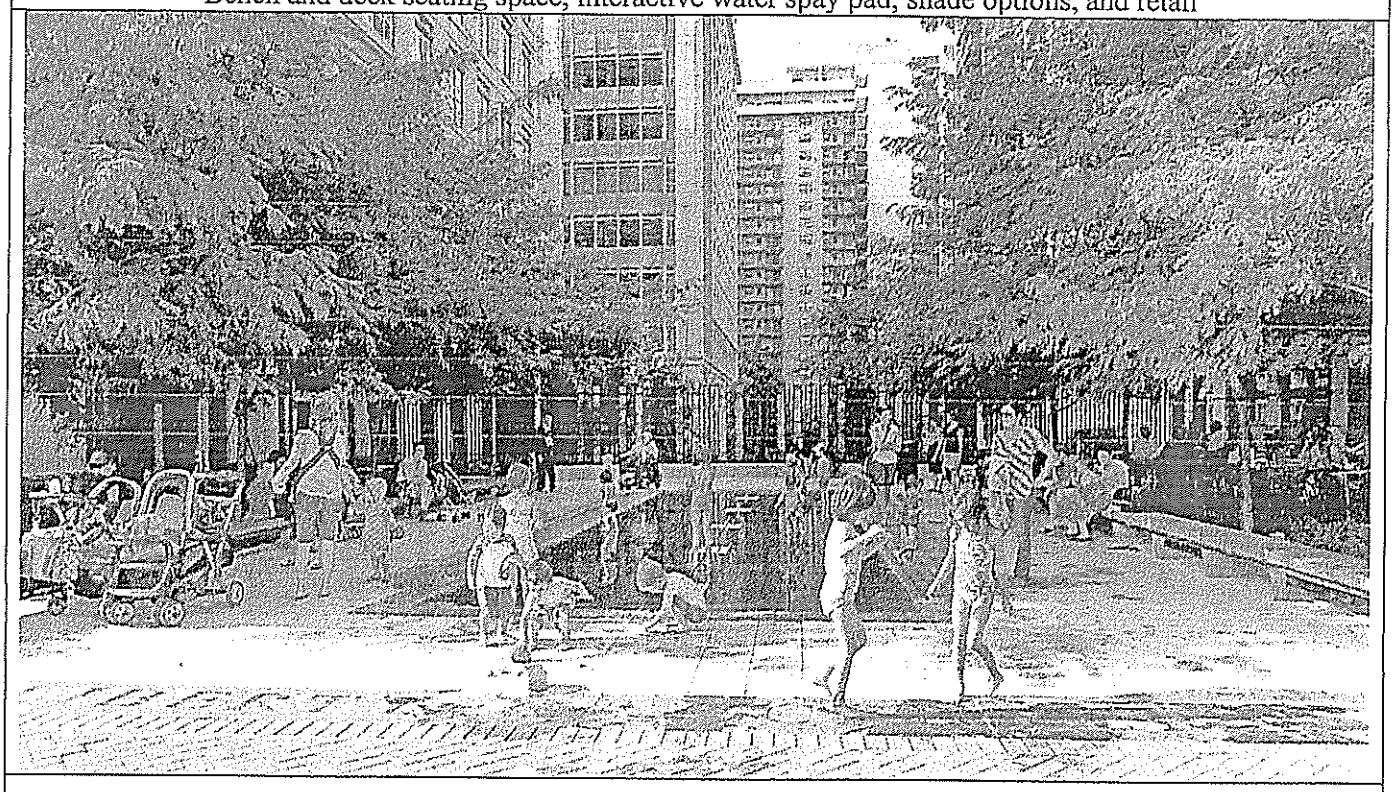
Terry

Terry

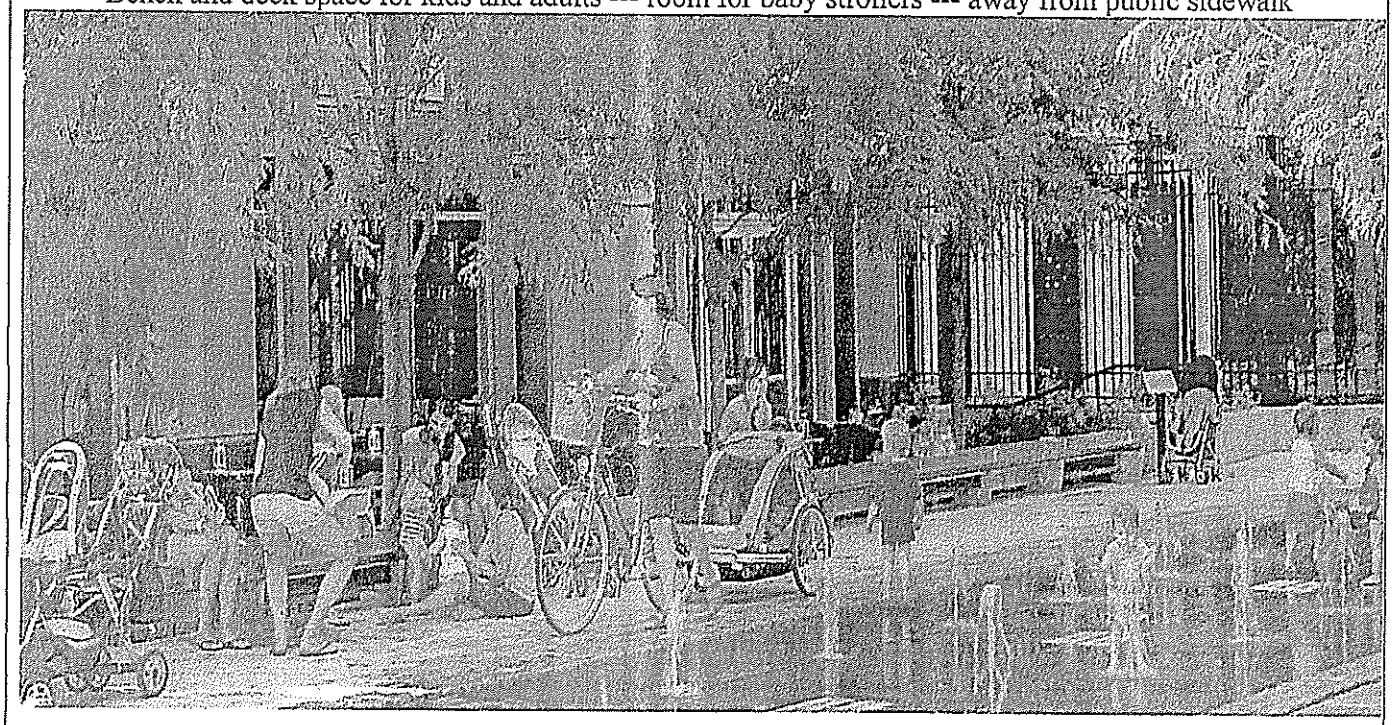
JF + BF / CB / FA

Liberty Center Plaza — Ballston
Interactive Water Feature
Examples for 3901 Fairfax Drive Site Plan Amendment

Bench and deck seating space, interactive water spay pad, shade options, and retail



Bench and deck space for kids and adults --- room for baby strollers --- away from public sidewalk



Options for 3901 Fairfax Drive Site Plan Amendment
Interactive Water Feature and Plaza Seating

Examples of Space and Use Elements
Liberty Center at Ballston

Overview

Examples of space and use elements that could be discussed for the interactive water feature and plaza space in the 3901 Major Site Plan Amendment

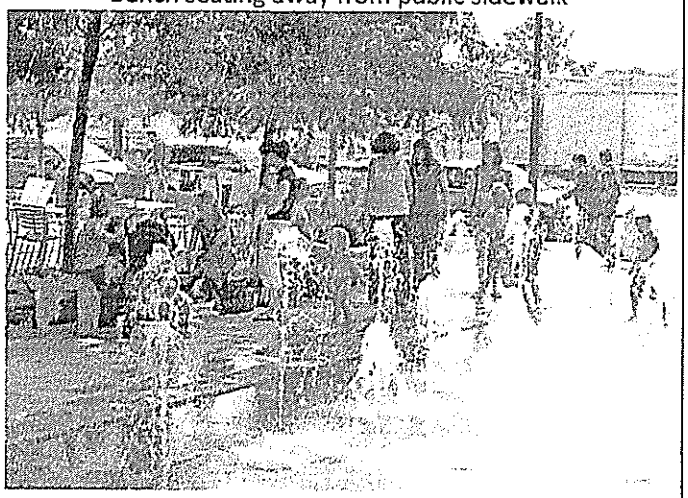
Seating Areas: Bench seating, flexible use space, close to the water feature, yet removed enough to allow organization of carriages, blankets, and supplies.

Sun – Shade Options: Plenty of shade options and some sun options

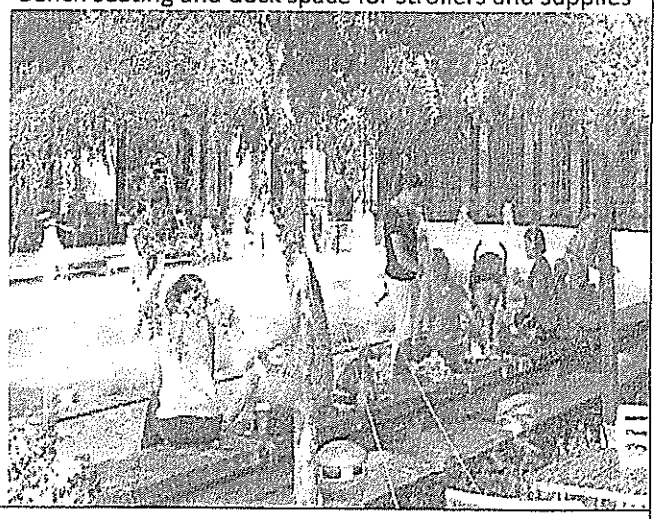
Unobstructed Areas: to sit, park strollers, place blankets on plaza and organize supplies without being in the public sidewalk or blocking pedestrian passage

Sufficient Space for group of kids and adults to cluster on benches or the plaza

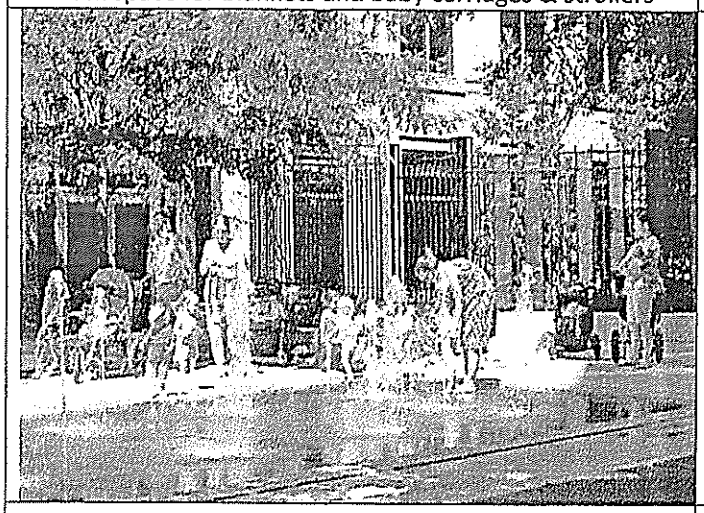
Bench seating away from public sidewalk

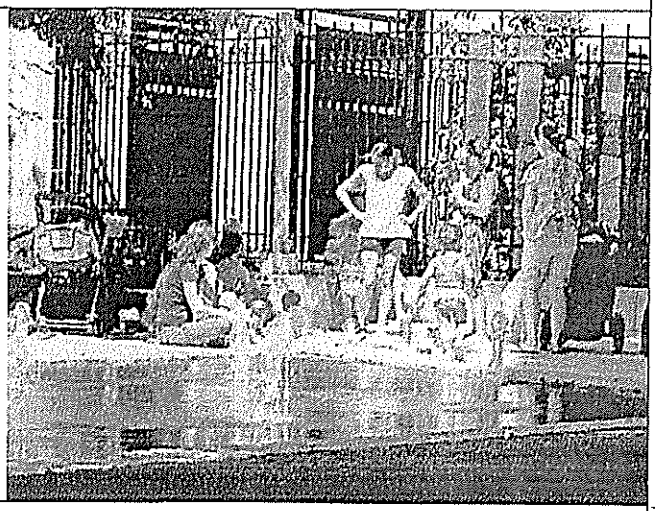


Bench seating and deck space for strollers and supplies



Deck space for blankets and baby carriages & strollers

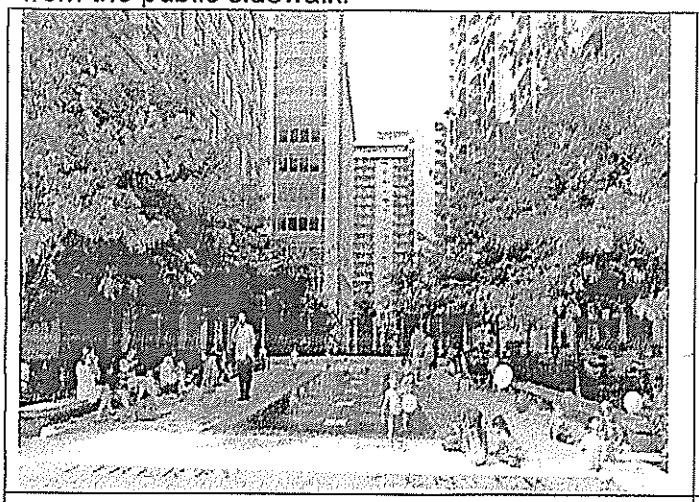


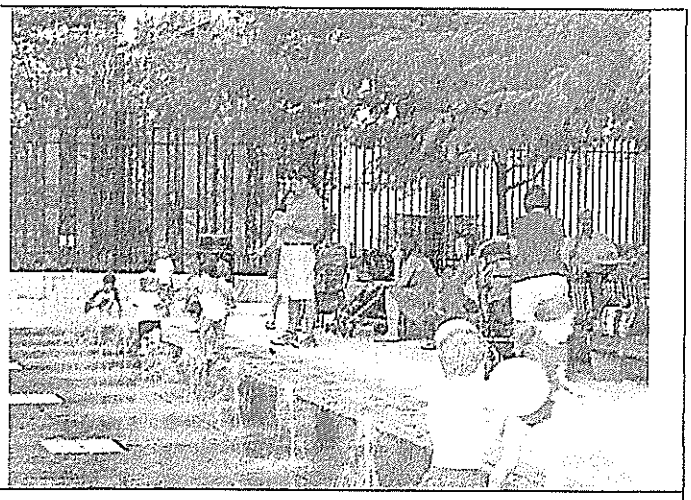


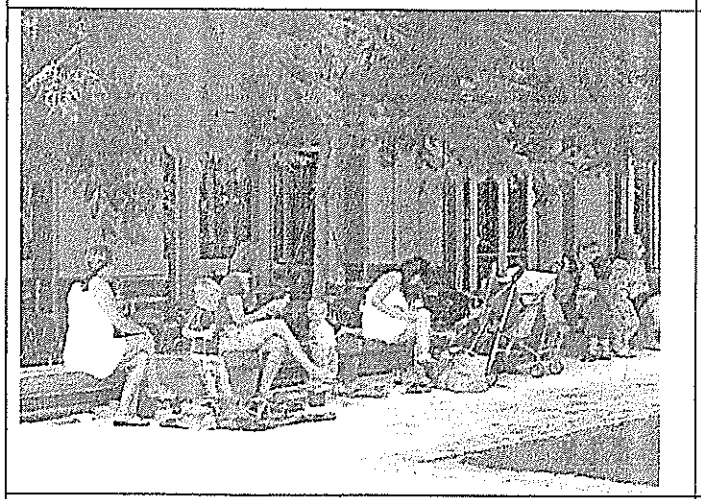
Third Report: Options for 3901 Fairfax Drive Site Plan
Examples of Space and Use Elements from the
Interactive Water Feature and Plaza Seating at Liberty Center in Ballston

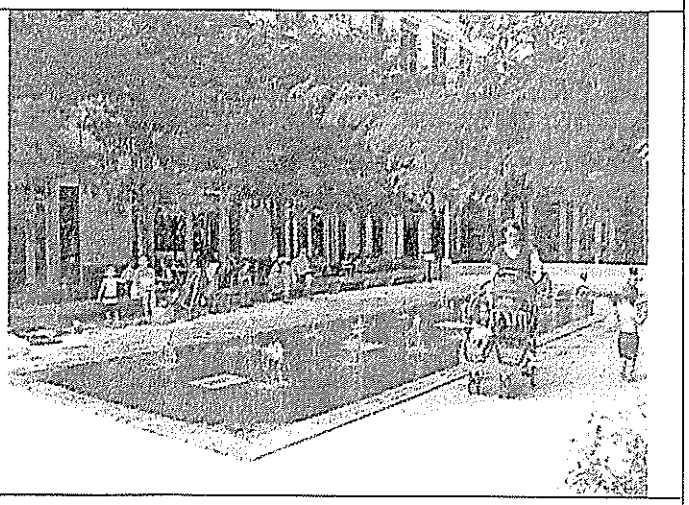
Overview

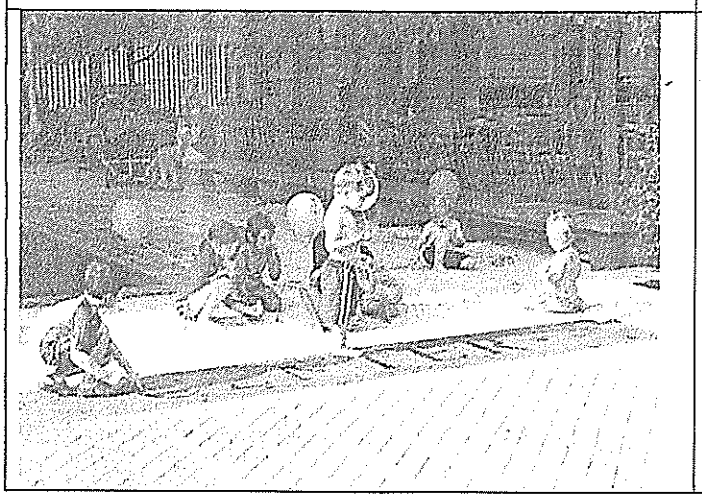
Additional photographs to supplement the reports submitted to staff and the applicant on 8.24.2011 and 7.18.2011. See those reports for additional examples of space used for parents and kids to cluster, benches for adults and supplies, plaza space for blankets and kids to play, and space away from the public sidewalk.

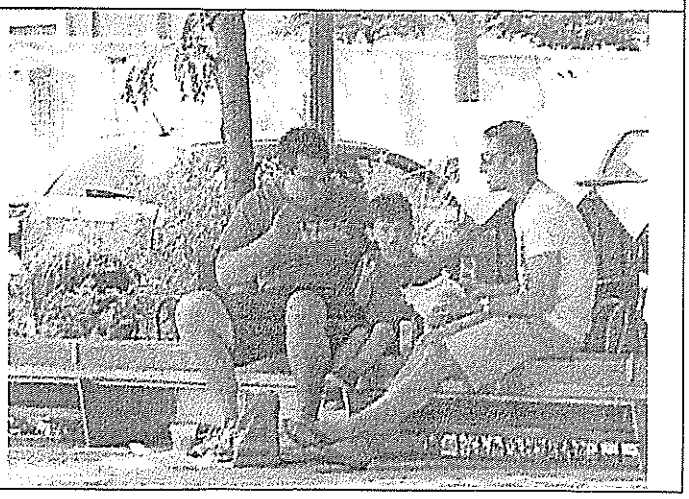












FA

Angela Brackett

From: James Schroll <jmschroll@gmail.com>
Sent: Tuesday, October 04, 2011 10:33 AM
To: tlserie@aol.com
Cc: Christopher Zimmerman; Mary Hynes; Walsh, Nan E.; Natalie Sun; Conor Marshall; vasqart@gmail.com; chieffoc@georgetown.edu
Subject: BVSCA Letter Re: 3901 Fairfax Drive SPRC
Attachments: BVSCA Letter re 3901 Fairfax Dr.doc

Dear Mr. Serie,

Please find attached the Ballston-Virginia Square Civic Association's letter regarding the 3901 Fairfax Drive site plan. Note that this letter is meant to be a "snapshot" of our Association's concerns at this point in time, but not meant to provide a final position by our Association regarding the project. The BVSCA looks forward to continuing to work with Staff, the applicant, members of the SPRC, and Board Members as consideration of this site plan continues to create the best project possible.

Thank you again for your work on this project. We look forward to participating at the SPRC meeting on October 24.

Sincerely,

--
James M. Schroll
President
Ballston-Virginia Square Civic Association

FA / CB / GA / HT 378025

The Ballston-Virginia Square Civic Association would like to reiterate that this letter is merely meant to address some of our concerns at this point in time, but should not be taken as a final position by our Association on any of the subjects listed above, nor on the project as a whole. Our Association looks forward to working with the applicant, Staff, members of the SPRC, and the County Board as consideration of this site plan continues. Thank you for your time and consideration in this matter.

Sincerely,

/s/
James M. Schroll
President

/s/
Conor Marshall
Vice President

/s/
Cliff Chieffo
Chair
BVSCA Planning & Zoning Committee

CC: Chairman Christopher Zimmerman, County Board
Vice-Chair Mary Hynes, County Board
Natalie Sun, CPHD, Arlington County
Nan Walsh, Esq., Walsh, Colucci, Lubeley, Emrich & Walsh PC