

Herndon Foundation
for the
Cultural Arts

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ArtSpace Herndon
is owned and operated
by the Herndon Foundation
for the Cultural Arts,
a not-for-profit
501(c)3 organization

www.ArtSpaceHerndon.org
750 Center Street
Herndon, VA 20170
703-958-6590
nfo@artspaceherndon.com

RECEIVED
NOV 23 2010
DEPARTMENT OF
COMMUNITY DEVELOPMENT

To: Town of Herndon Planning Commission

Re: The Draft Infrastructure Analysis on the Downtown Master Plan

Date: November 23, 2010

We are writing to comment on the draft report from Alvarez & Marsal Real Estate Advisory Services, LLC, dated November 11, 2010 which provides an analysis of the potential "gap" in infrastructure needs based on Option A of the proposed Master Plan for the Downtown. There are assumptions in the report that do not accurately reflect the Foundation's proposal for Block E.

The Foundation has requested that Block E in Option A of the Downtown Master Plan be amended to include an Art/Associated-Use Center. Our current proposal does not contemplate any funding from taxpayers in Herndon. Instead, we are merely asking that Block E be designated as the location for a future Art/Associated-Use Center so that we can apply for grants and private funding to move the project forward.


Given the intent on our part to bring additional funds to the project, the net effect on the infrastructure gap should be corrected and shown as zero. The report should reflect an additional line item on page 11 under Sources of Funds for *Grants/Foundations/Private Funding (Art/Associated-Use Center)*. The additional funding also dramatically changes the conclusion in Section 3.3 of the report.

Rather than being a drain on the Town, the Art/Associated-Use Center could be a driver of economic development in downtown contributing funds toward shared public parking that is so vital to further growth in downtown and raising the value of the other land owned by the Town.

The proposed Art/Associated-Use Center differs significantly from previous proposals for a downtown arts center. It provides greater return to the Town by increasing the density on Block E and including commercial uses within the center. Our proposal for the "associated use" component of the proposed project are nontraditional commercial uses such as studios for recording, film, design, etc. and their value is not adequately reflected in the Alvarez and Marsal report. Our research and discussions with economic development agencies indicate that this market has been largely ignored in Northern Virginia and can be used by Herndon to develop a unique niche in the marketplace.

We are presenting an opportunity to deliver a privately funded arts center to the Town of Herndon and its citizens. What is needed at this time is wording in the Downtown Master Plan Resolution designating an Art/Associated-Use Center as a desirable use for Block E. Inclusion of this proposed use on Block E in the Master Plan is necessary and vital to applying for grants and other funding.


Robin Carroll
President


Richard Downer
Vice President and
Co-Chair of Facilities
Committee


Les Zidel
Board Member and
Co-Chair of Facilities
Committee

cc. Herndon Town Council, Community Development Staff

Attachment #2