

# Workhouse Arts Masterplan Study - Phase 2: Developing the Vision Community Meeting Update

August 17<sup>th</sup>, 2022

- *Please mute your microphone.*
- *Please ensure you are logged in on only ONE device for both the computer and audio portions.*
- *Please sign in using the chat box (See your control panel at the bottom of your screen).*
- *If you run into a technical issue, please use the chat function or email Martin Neira at [neira@vmdo.com](mailto:neira@vmdo.com) or [Cihan.Koca@fairfaxcounty.gov](mailto:Cihan.Koca@fairfaxcounty.gov)*
- *This meeting will be recorded.*
- *Please send questions via the chat function. These will be addressed at the end of the presentation.*

[www.fairfaxcounty.gov/publicworks/capital-projects/workhouse-campus-master-plan](http://www.fairfaxcounty.gov/publicworks/capital-projects/workhouse-campus-master-plan)



# Purpose

- Share...
  - ...Project & Process Overview
  - ...Campus Overview
  - ...Masterplan Principles
  - ...Challenges and Opportunities
  - ...Analysis
  - ...Development Principles & Priorities
- Discuss Next Steps
- Share Opportunities for Feedback



# Agenda

- 1. Welcome Remarks from Supervisor Storck's Office (10 min)**
- 2. Project Introduction (5 min)**
- 3. About the Workhouse Arts Campus (10 min)**
- 4. Masterplan Vision and Principles (5 min)**
- 5. Challenges – Areas of Focus (10 min)**
- 6. Transportation Analysis Summary (5 min)**
- 7. Market Analysis Summary (10 min)**
- 8. Program Understanding & Precedents (5 min)**
- 9. Development Principles (15 min)**
- 10. Development Priorities (5 min)**
- 11. Next Steps (5 min)**





**Welcome!**

# Consultant Team:

## VMDO *Architecture & Planning*



**Joe Celentano**  
*Principal*



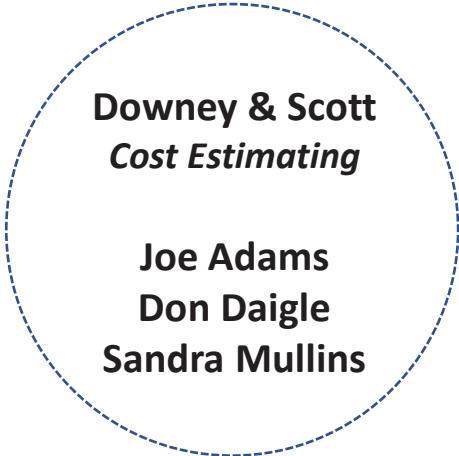
**Lauren Shirley**  
*Senior Associate*  
Project Manager & Planner



**Nupoor Maduskar**  
*Designer*



**Martin Neira**  
*Designer*



**Downey & Scott**  
*Cost Estimating*

**Joe Adams**  
**Don Daigle**  
**Sandra Mullins**

## Fehr & Peers *Transportation*



**Kathrin Tellez**  
*Principal*  
Project Advisor



**Anjuli Tapia**  
*Associate*

## LandDesign *Landscape & Civil*



**Susan England**  
*Senior Associate & Studio Leader*  
Landscape Architect



**Stephanie Pankiewicz**  
*Partner*  
Project Advisor

## HR&A Advisors *Market Analysis*



**Stan Wall**  
*Managing Partner*  
Project Advisor



**Elizabeth Packer**  
*Director*  
Project Advisor

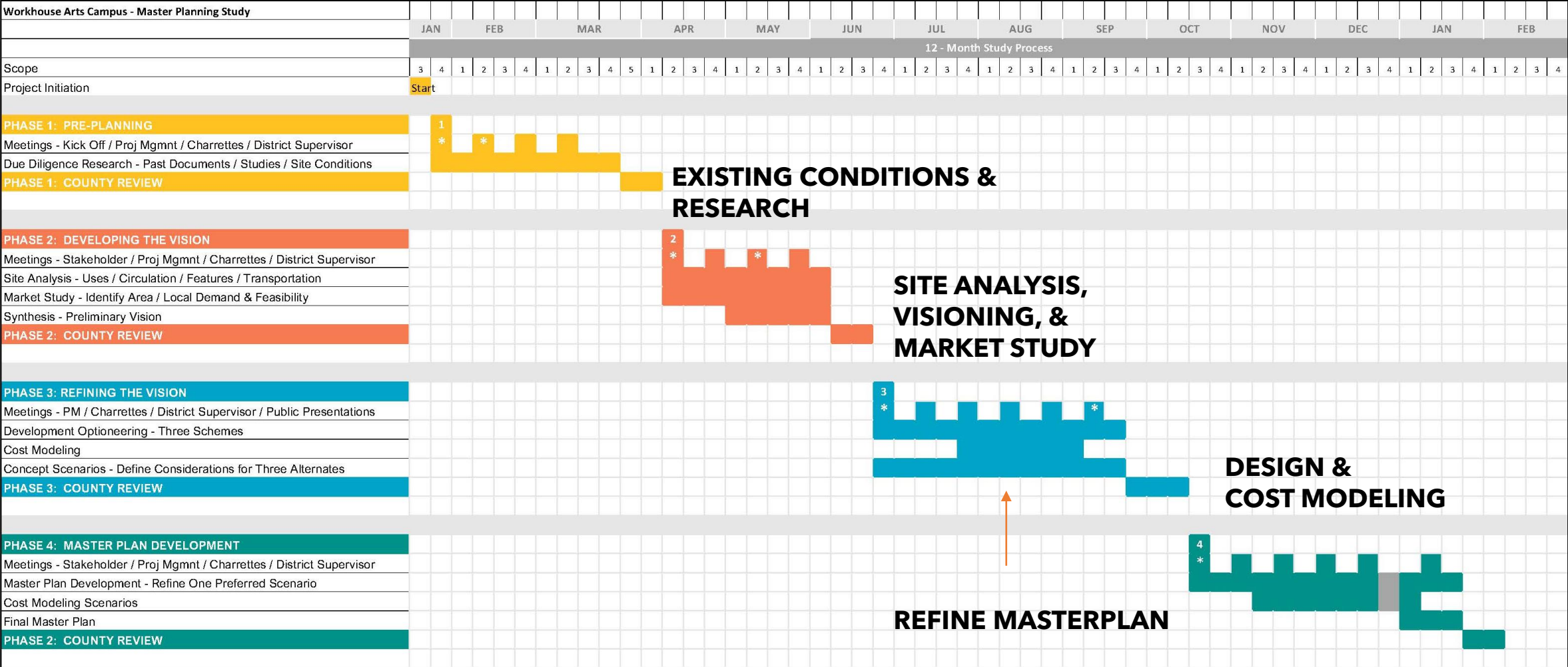


# Stakeholder Committee

- **Leon Scioscia**, *President and CEO, Workhouse Arts Foundation*
- **Tim Rizer**, *BoD, Workhouse Arts Foundation*
- **Kevin Greenlief**, *BoD, Workhouse Arts Foundation*
- **Caroline Blanco**, *Chair BoD, Workhouse Arts Foundation*
- **Regina Coyle**, *Planner V, Department of Housing and Community Development*
- **Aimee Vosper**, *Deputy Director, Park Authority*
- **Denice Dressel**, *Heritage Resource, Department of Planning and Development*
- **Michael Lynskey**, *Planning and Development, Department of Planning and Development*
- **Joe LaHait**, *Debt Coordinator, Department of Management and Budget*
- **Scott Sizer**, *P3/Joint Ventures Policy Coordinator, Office of Economic Initiatives*
- **Rachel Flynn**, *Deputy County Executive, Office of the County Executive*
- **Christine Morin**, *Chief of Staff, Mount Vernon District BoS*
- **Nicholas Rinehart**, *Land Use and Development Liaison, Mount Vernon District BoS*
- **Thomas W. Burke**, *FCDOT's Transportation Planning Group*
- **John King**, *FCDOT's Transportation Planning Group*
- **Joseph Plumpe**, *Architectural Review Board*
- **Samantha Huang**, *Architectural Review Board*
- **Jarrett Haring**, *Catalytic Projects Associate, Department of Economic Initiatives*



# SCHEDULE OVERVIEW



# PROJECT PROCESS



Left, middle: At the Charrette held May 20th, stakeholders and consultant team members identified key challenges and explored possibilities for redevelopment.

Share Your Vision for the Workhouse



Masterplan Survey

Workhouse Campus  
An adaptive re-use and redevelopment of the historic Lorton prison



The Workhouse Arts Center  
invites its supporters to have a voice in its Masterplan

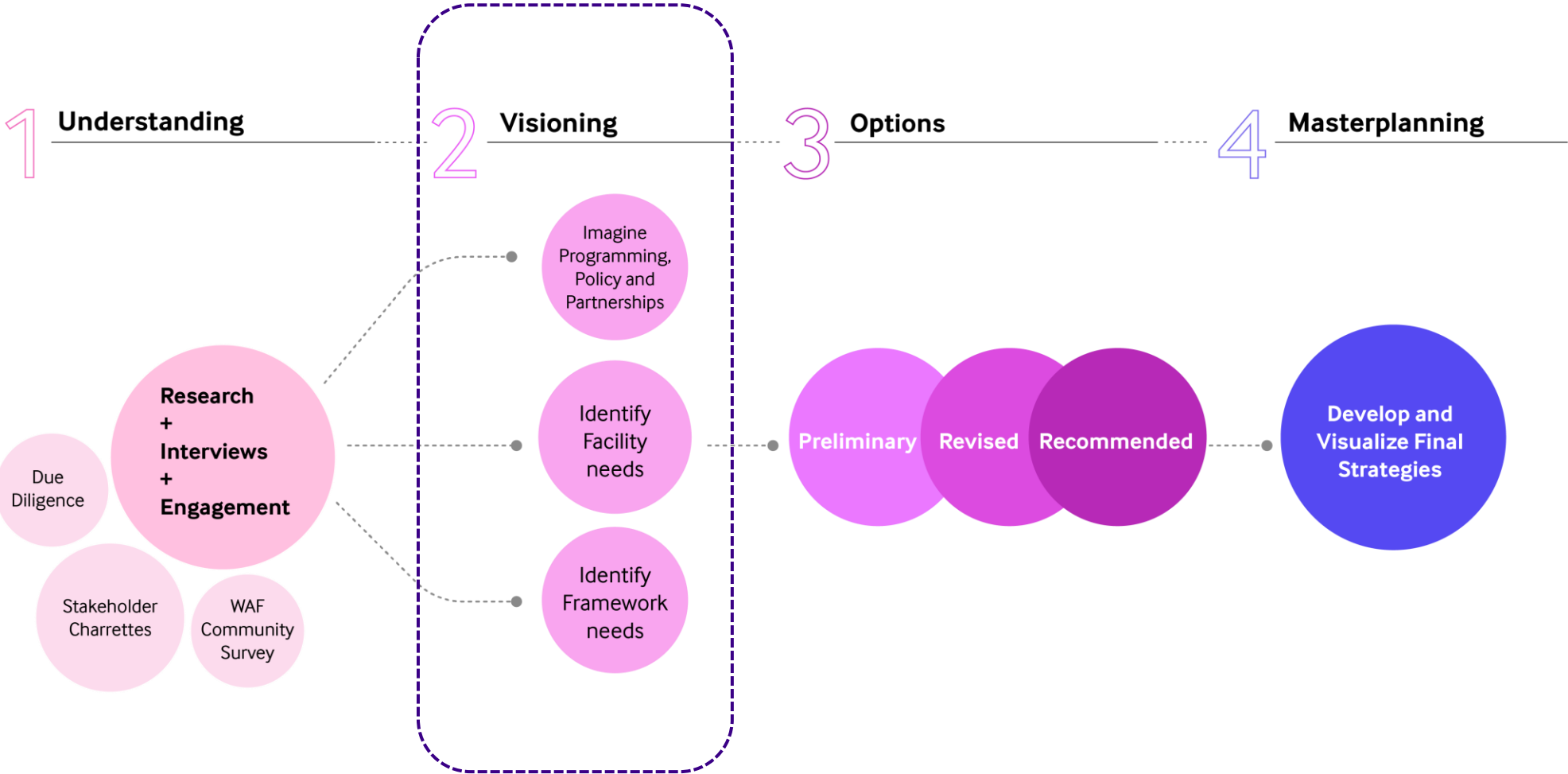
BE A PART OF THE FUTURE AT THE WORKHOUSE

Right: The survey emailed to community members sought to understand more about the community and solicited their input on how the campus should be developed.





# PROJECT PROCESS



# ABOUT THE CAMPUS

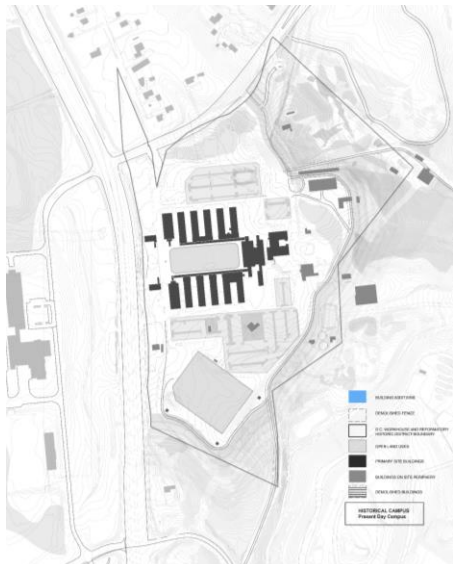
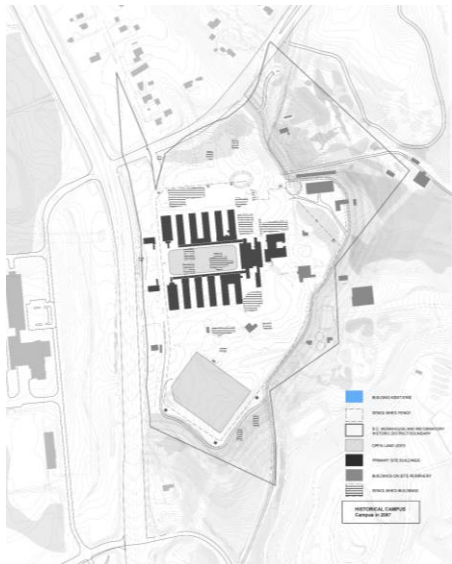
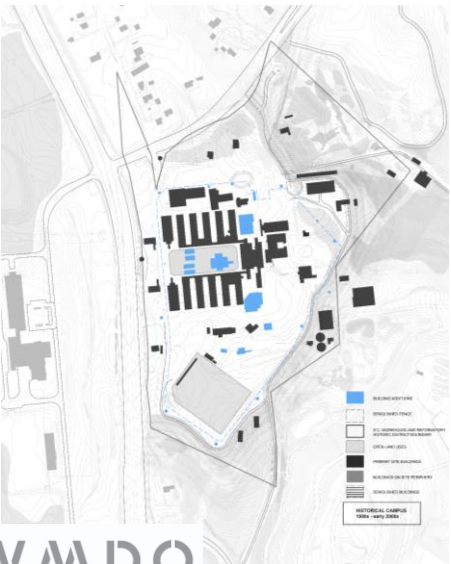
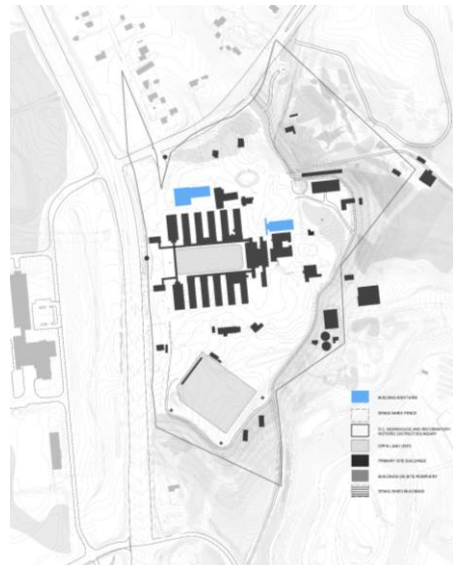
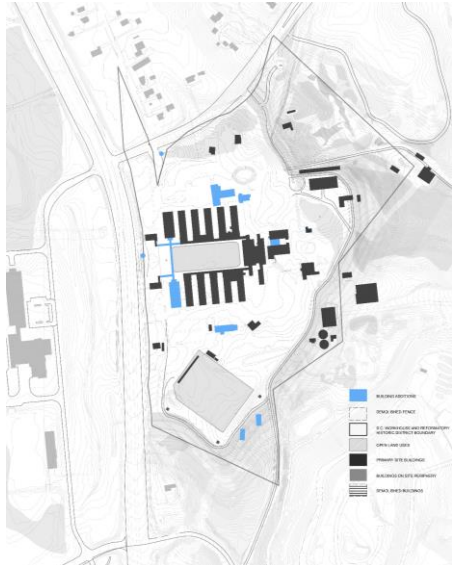
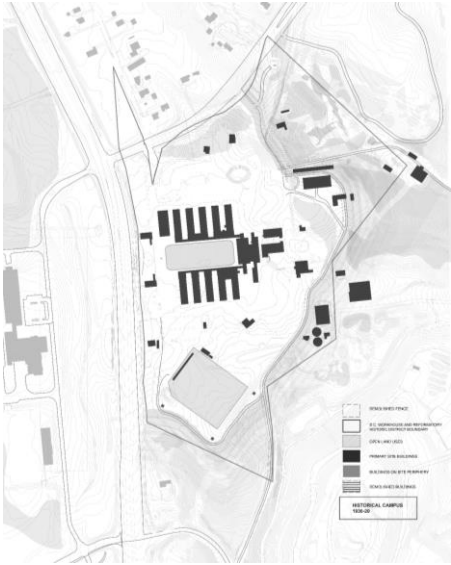
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# CAMPUS TODAY



# CAMPUS HISTORY



- **Historical Campus between 1920-1930s**

Nearly all of the buildings that are still standing on the site today were constructed during the 1920's and 1930's, the site's period of historical significance.

- **Historical Campus between 1940-1950s**

Only one building, W-16, the Welcome Center and Administrative center of the Campus, was built in 1955 and still stands today. Its architecture is notably different with its steel construction and larger steel windows.

- **Historical Campus between 1960-1970s**

How should the later years of the prison's history be acknowledged or represented in the future?

- **Historical Campus between 1980-2000s**

It is notable that there were buildings infilling the central quadrangle when the prison property was transferred to Fairfax County, while in an earlier era there were some shade trees at the west end.

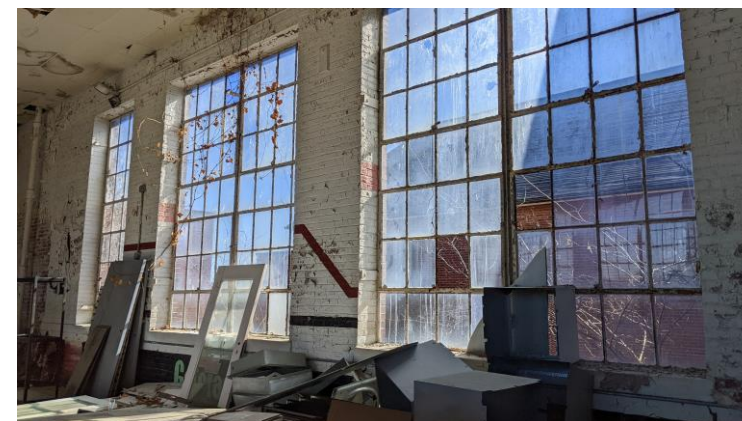
- **Campus In 2007**

The County's initial investment in the property following the transfer included demolishing all of the buildings built post-1955 and rehabilitating the quad buildings that are currently occupied.

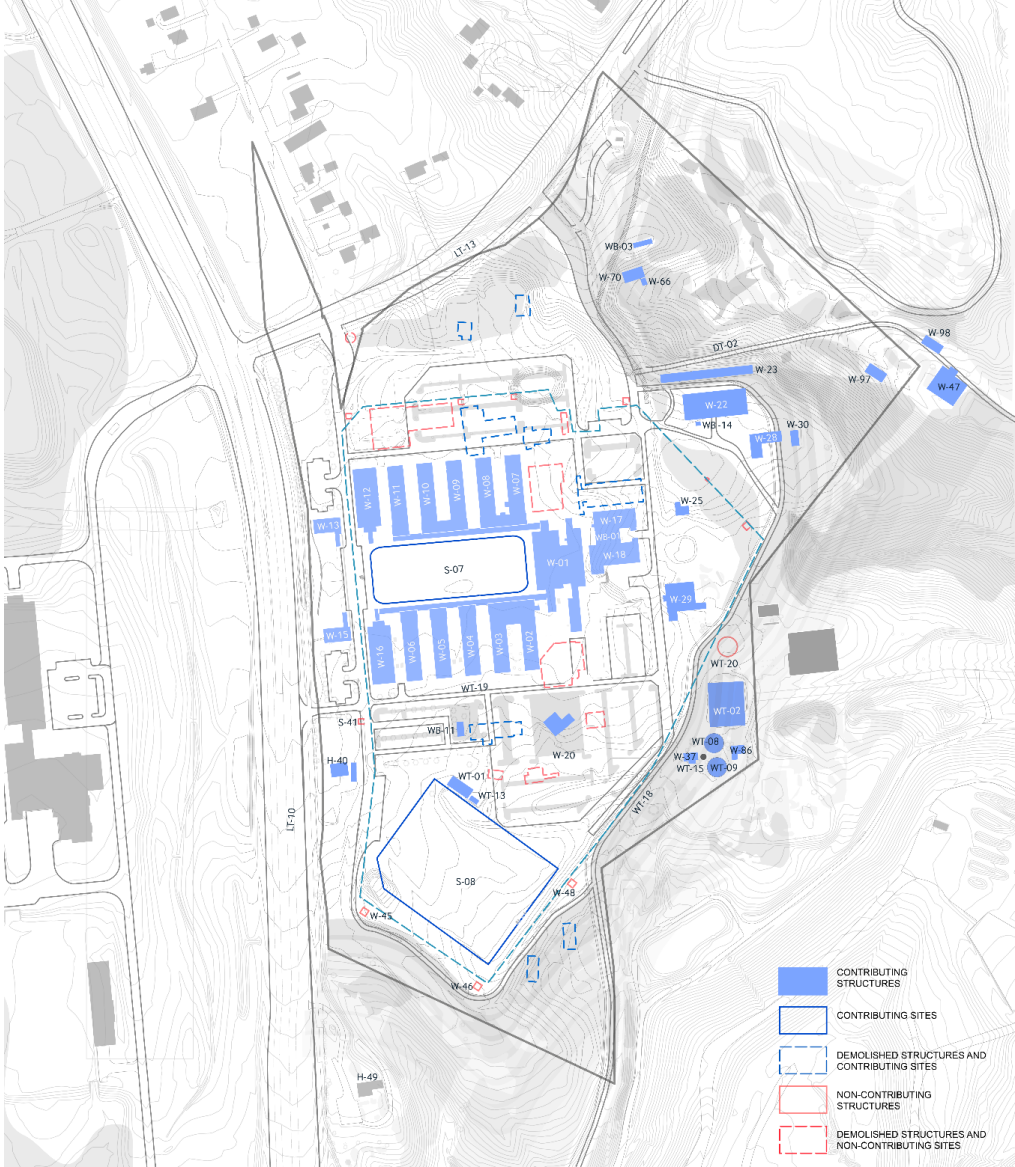
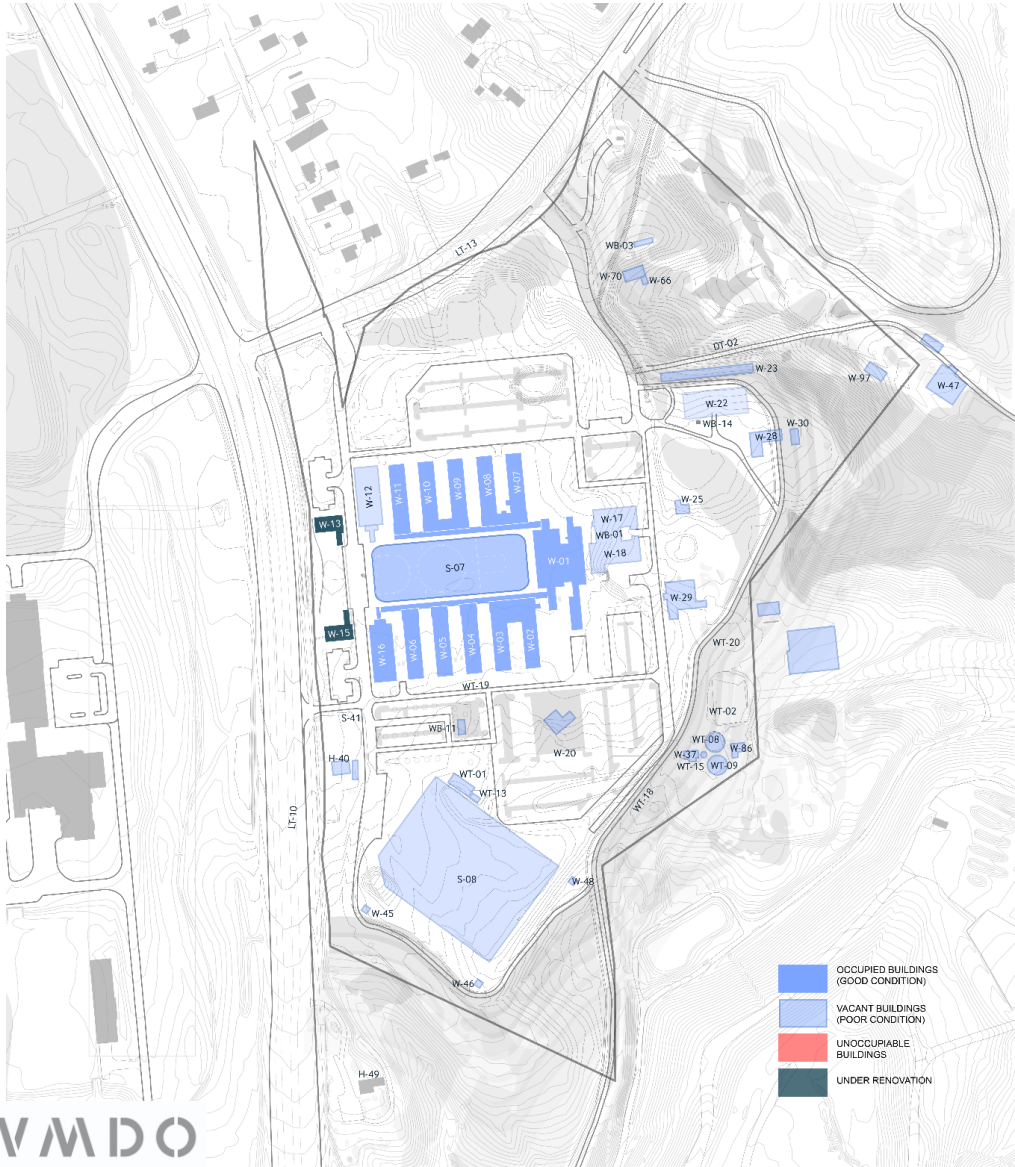
- **Present Day Campus**

How should the landscape of the prison be interpreted, preserved, or adapted for the Campus's current use? How should the sites of demolished buildings and sites be acknowledged, if at all?

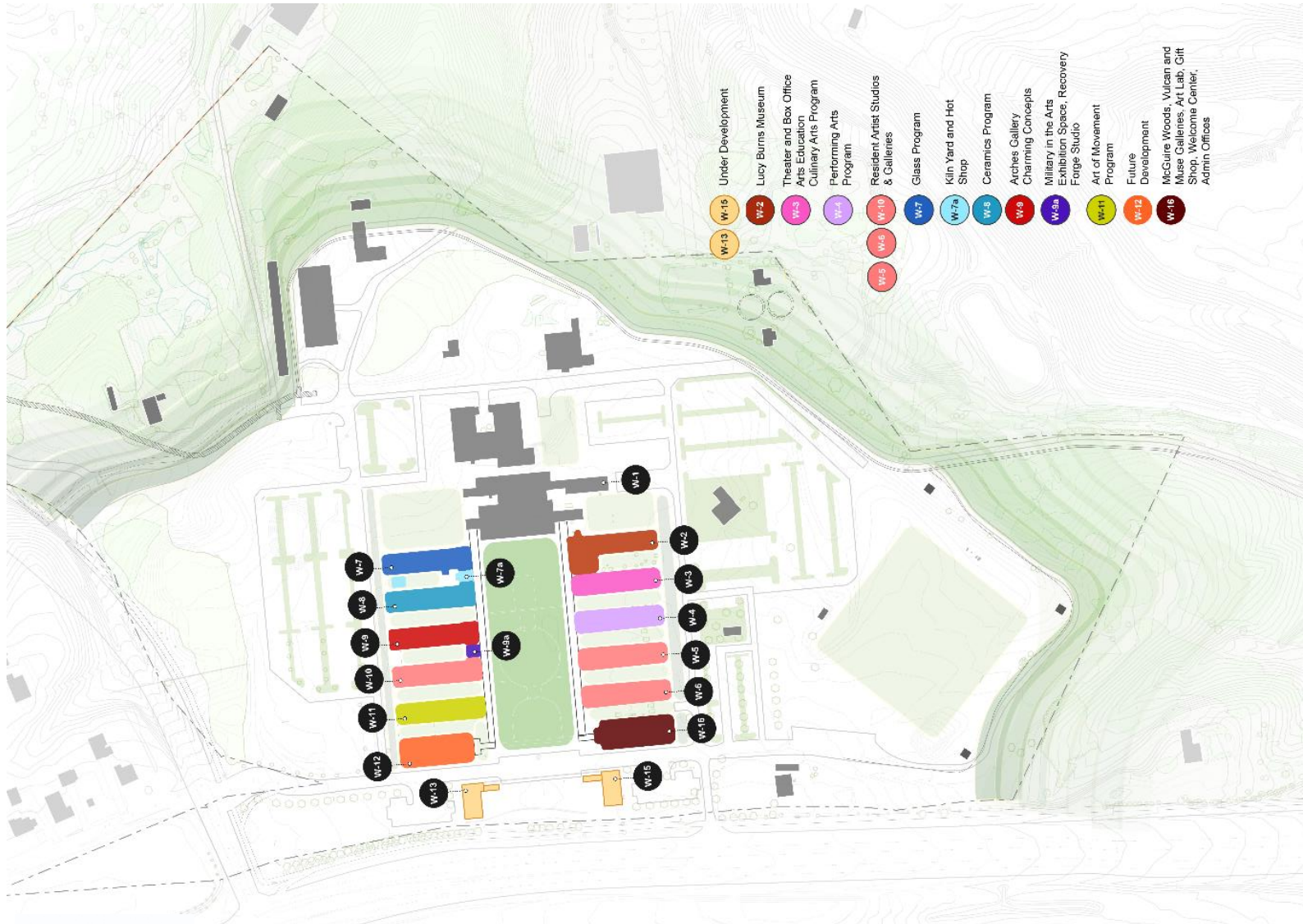
# ARCHITECTURAL FEATURES



# BUILDING CONDITION & HISTORICAL SIGNIFICANCE



# SITE BUILDING PROGRAMS



## Key Insights

- The buildings surrounding the quad are currently occupied by various art uses and workspaces.
- The W-13 & W-15 on the east are undergoing development to provide food & beverage amenities on campus.

# SITE VEGETATION

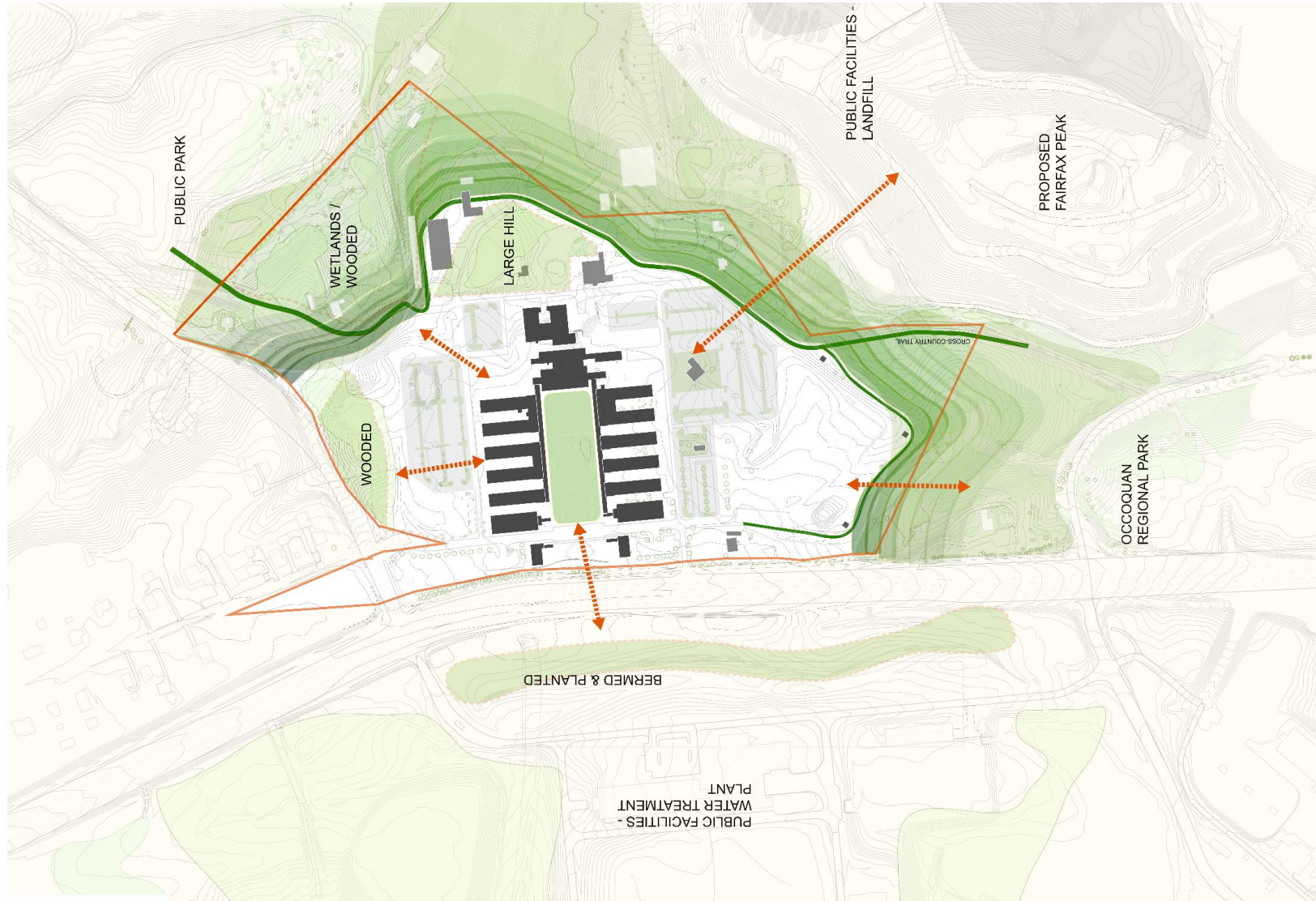


## *Key Insights*

- The north-east and the south of the site give way to wooded landscape areas.
- Steep slopes at the east side of site lead down to small areas of wetlands.
- There are connections to trails carved through surrounding wooded areas.
- On site vegetation is restricted to the quad, baseball field and trees along the parking pavements and roads.



# SITE VIEWS AND RELATIONS



## *Key Insights*

- It is important to maintain views to and from the site with its neighboring facilities, especially the historically significant view into the Quad from Ox Road.
- Visibility will attract traffic to the site and will expand connections into the parks beyond with art trails and circulation.

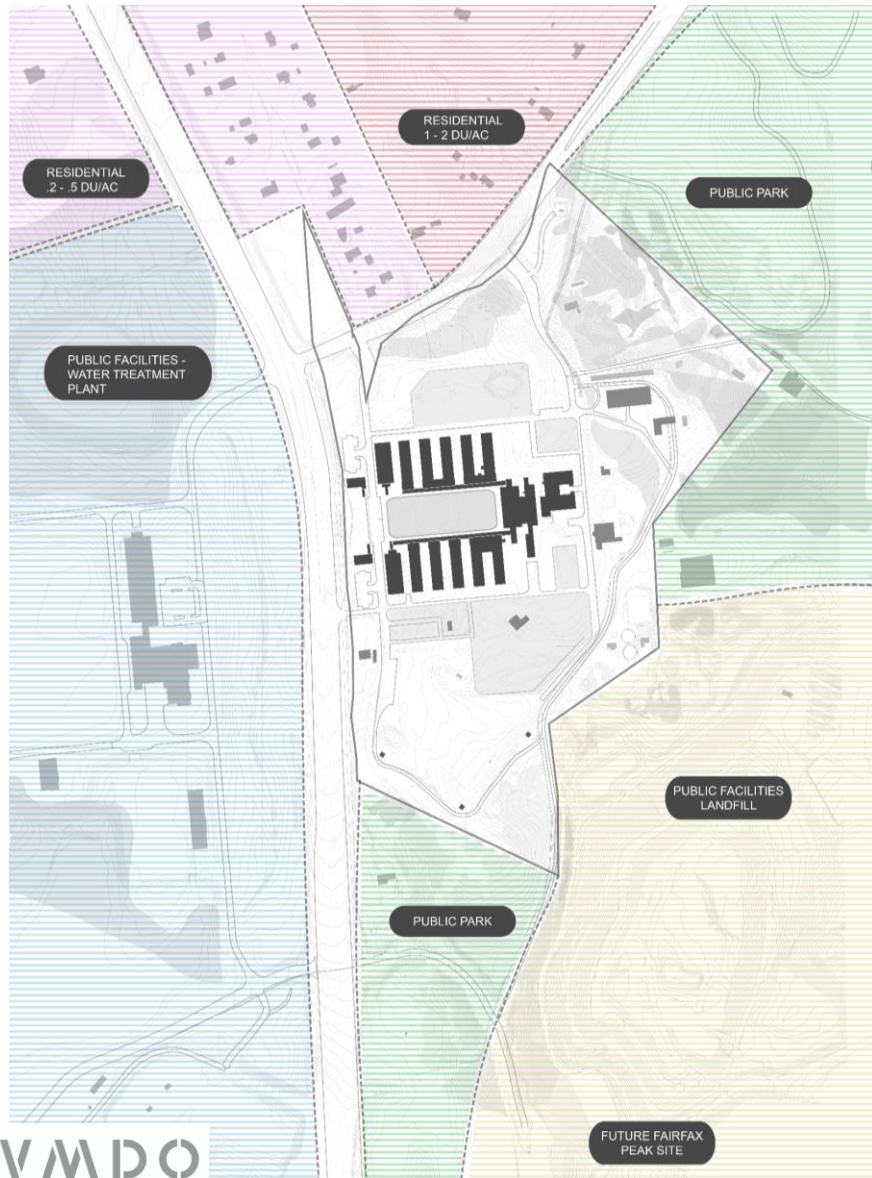
# SURROUNDING LAND USE



## Key Insights

- The location for the Workhouse Campus is perceived as isolated and remote from the rest of Lorton, surrounded by large scale, long term, unpopulated uses.

# WIDENING THE LENS – SURROUNDING NEIGHBORS

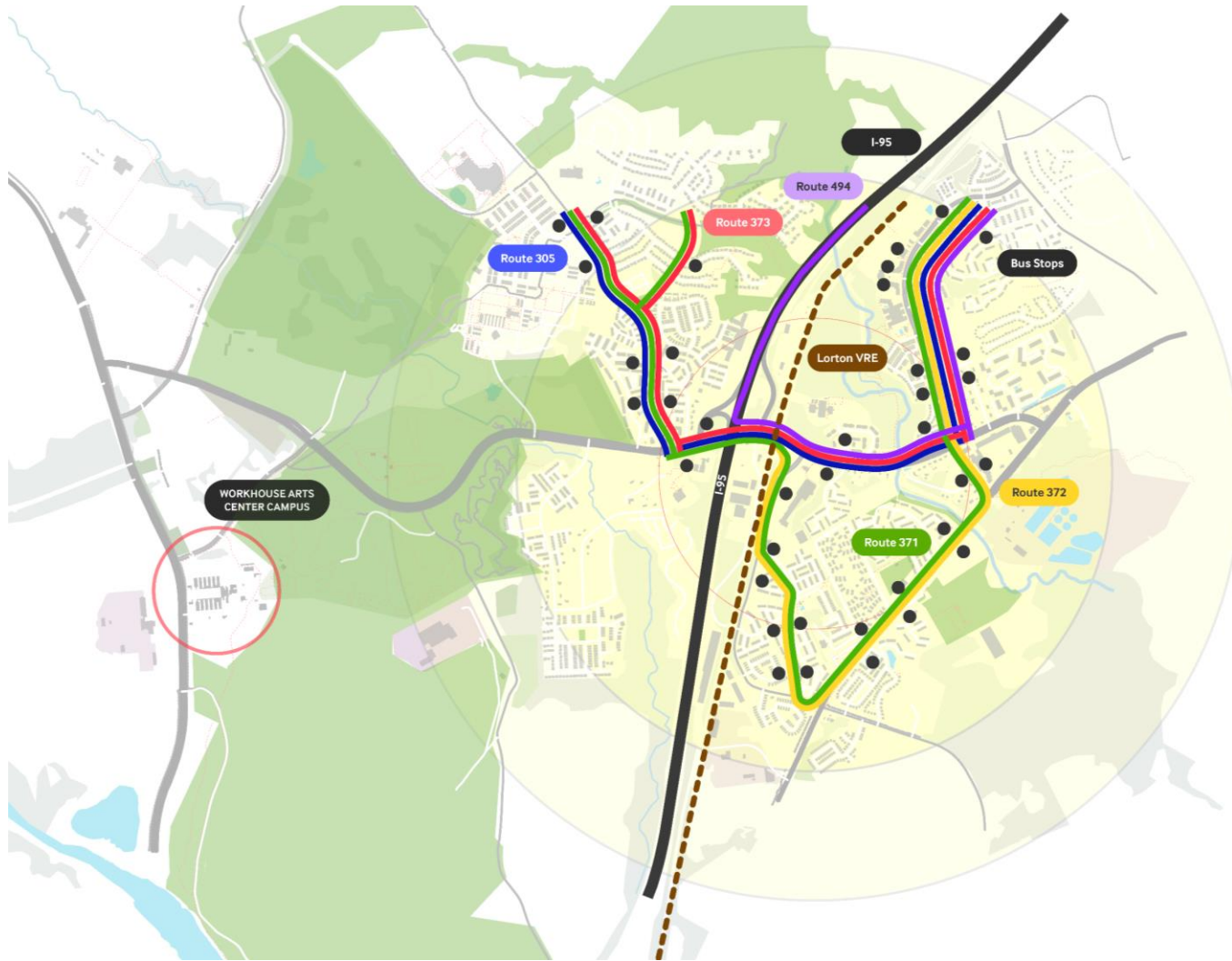


## *Key Insights*

- The Workhouse Campus is surrounded by residential areas in the north, across Workhouse Road.
- The rest of the property is surrounded by public but unpopulated facilities and parks that make the site isolated from populated regions.



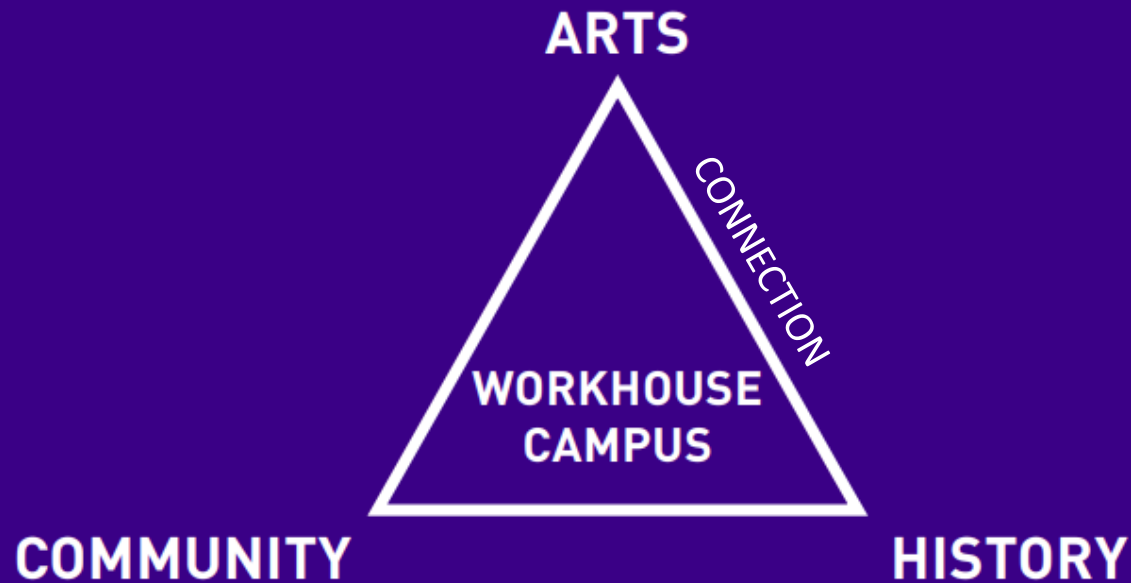
# WIDENING THE LENS – PUBLIC TRANSIT



## *Key Insights*

- Public transit is prominent in and around the Lorton city center.
- Multiple bus lines along with railway lines connect Lorton to its neighboring areas.
- These provisions do not extend southwest towards the Workhouse Arts Center Campus, leaving it inaccessible from public transit routes.

# WHAT IS THE MASTERPLAN VISION?



## Workhouse Arts Foundation Goals:

- Become a regional and national arts destination.
- Provide facilities for the creation and experience of all forms of art.
- Interact with the public and bring access to the arts to all.
- Provide large scale music venue, professional theater, education center, events center, and more studios.

## Fairfax County Goals:

- Meet recognized demand for more high-quality arts programming available to all Fairfax County residents.
- Become a regional destination and provide amenities to the Lorton community.
- Meaningfully preserve history while transforming experience of former prison.
- Plan for appropriate development beyond the arts.
- Support WAF in becoming financially self-sufficient and generate revenue for Fairfax County

# WHY NOW?

## ...for the Historical Site:

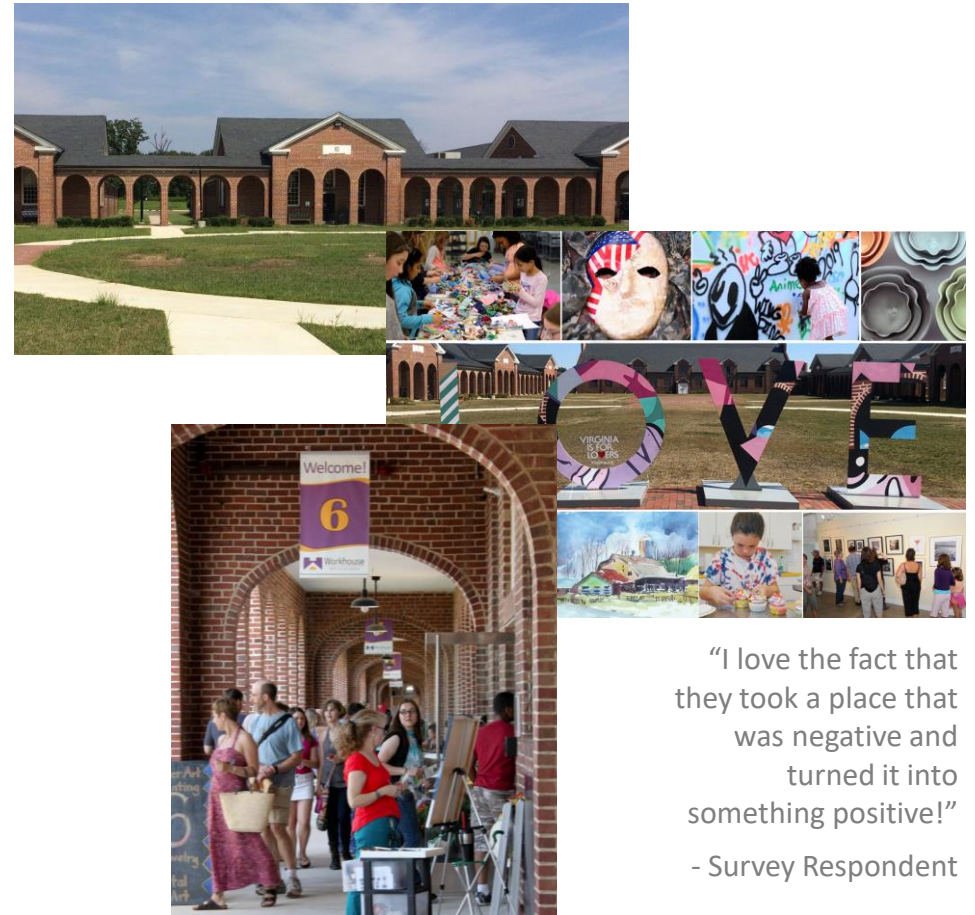
- Waiting longer to rehabilitate existing buildings may narrow options for use and preservation and increase expense.

## ...for The Workhouse Arts Foundation:

- The WAF is ready to meet the regional demand for high quality arts programming, and to scale-up its ability to generate revenue.

## ...for the Community:

- Lorton district is currently working on a vision plan for future development. These efforts should be aligned and coordinated.



"I love the fact that they took a place that was negative and turned it into something positive!"

- Survey Respondent

# PRINCIPLES

## 1. PROMOTE THE ARTS VISION

- Give an **Arts-focused character and function** to the campus.
- **Support** the strategic plan of the **WAF to grow into a nationally recognized arts institution.**
- **Provide arts services to all** Fairfax County residents.

## 2. CREATE A VIBRANT COMMUNITY DESTINATION

- Create a **live-work space** for the Lorton Community, and for the entire region to engage with the arts.
- Create **human-scale places** that prioritize individual and community health and well-being.
- Embrace **“Smart Growth” principles and processes.**

## 3. ENHANCE HISTORIC CHARACTER

- **Preserve historical, ecological, and cultural assets** and resources with sensitivity.

## 4. SUPPORT ACCESS AND CONNECTION

- Support **site accessibility, community connectivity,** and a regional draw.



# PRINCIPLES

## 5. CONTRIBUTE TO FINANCIAL SUSTAINABILITY

- Enhance **economic value of property**.
- Provide a clear implementation path.
- **Support diversification of revenue** for FC & WAF.
- **Prioritize local economy and residents.**

## 6. PROVIDE AN EQUITY-FORWARD PROCESS AND DESIGN

- **Advance equity wherever possible**, throughout the process and as a foundation of the design itself.

## 7. PROTECT NATURAL RESOURCES

- **Protect, enhance, and restore valuable natural resources on site**, and consider impacts to interconnected eco-systems and watersheds.

## 8. BE ACHIEVABLE & ALIGNED

- Provide a **realistic and prioritized roadmap to implementation.**
- **Align with County policies** and planning.





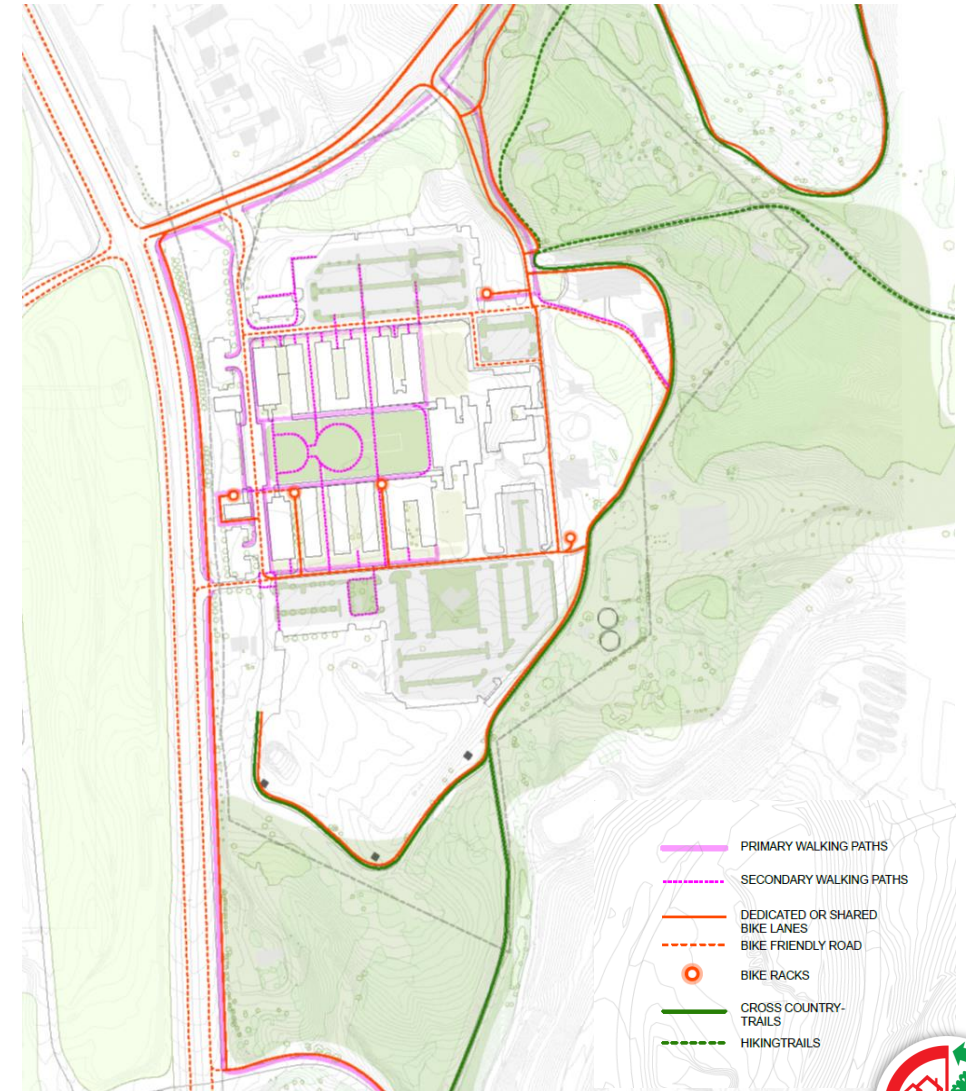
# INFORMING ANALYSIS

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- **TRANSPORTATION ANALYSIS**
- **MARKET ANALYSIS**
- **SITE ANALYSIS**

# TRANSPORTATION

- Ox Road (Route 123) prioritizes vehicle throughput
  - Posted speed limit of 55 mph.
  - 10-ft shared use path on the east side.
  - Infrequent pedestrian crossing opportunities.
- Workhouse Road is the northern edge of campus and connects Ox Road to Lorton Road.
  - Posted speed limit of 40 mph.
  - 10-ft shared use path on the south side.
  - One-way four-foot bike lanes on both sides of the road.
  - 5-ft sidewalk on the north side.
- Cross County Trail and Laurel Hill Mountain Bike Trails are to the east of the Workhouse Campus.
- No existing transit connections but there are opportunities for first/last-mile connections to transit services in Lorton.



# CIRCULATION

- There are three vehicular access points
  - Right-in-right-out access point on Ox Road
  - Right-in-right-out access point on Workhouse Road
  - Full access, stop-controlled driveway at Workhouse Road and Patty's Court
- Infrequent pedestrian crossing opportunities inhibit access
- Sidewalks and marked pedestrian crossings are prevalent throughout campus



Ox Road and Workhouse Way



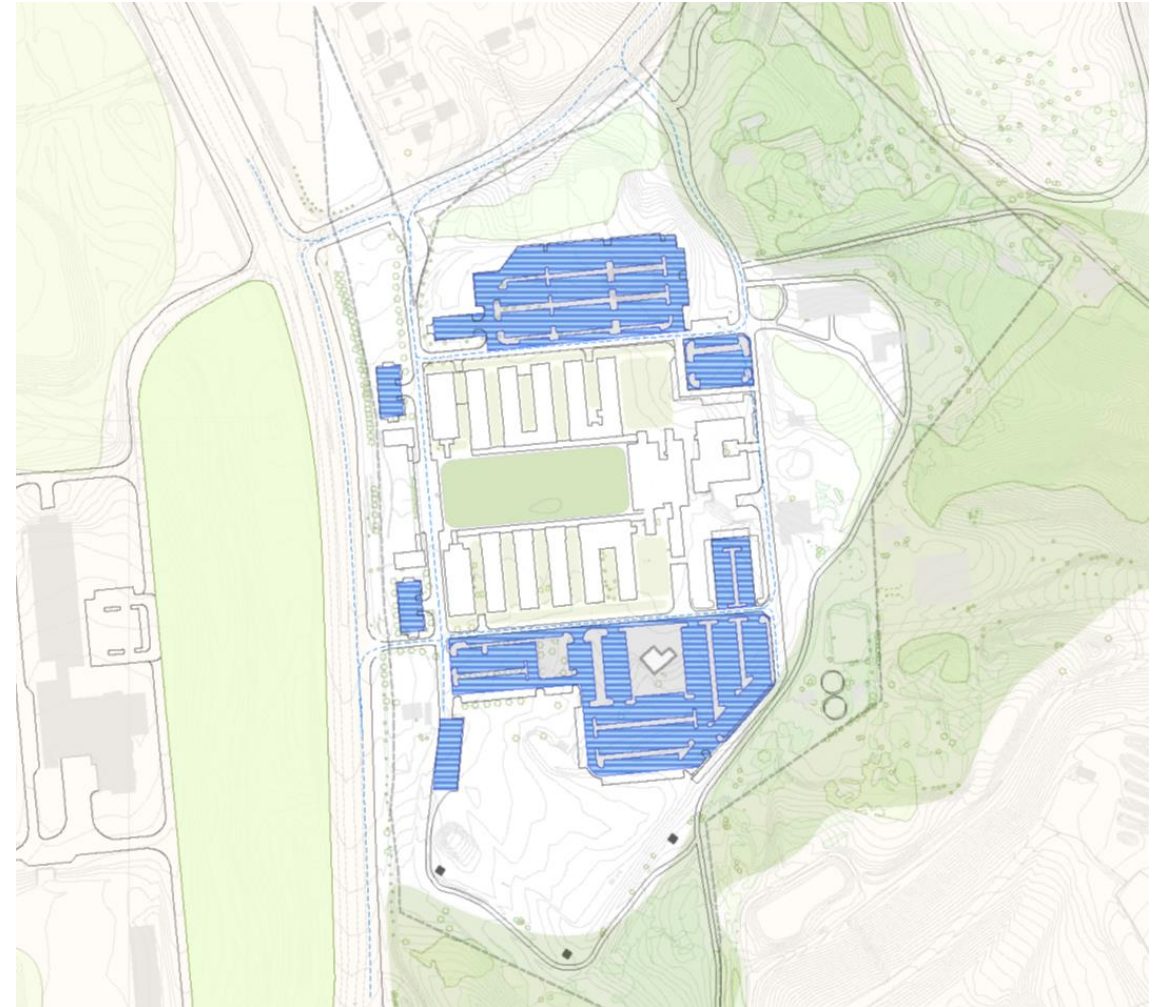
Workhouse Road and Workhouse Way



Workhouse Road and Pattys Ct

# PARKING

- 836 existing parking spaces
- Large stretches of surface parking on the north and south sides of the campus.
- Typical weekday observations indicate parking is mostly vacant, but Campus events may result in weekend or evening peak parking demands.



# Workhouse Campus Fairfax Master Plan

## Market Scan Findings

June 2022

DRAFT – FOR DISCUSSION ONLY

HR&A



# Key Takeaways - Residential

Positive trends in vacancy, absorption, and rents suggest the potential for new multifamily development on the Workhouse Arts campus that incorporates arts, education, and culture.

1

## Declining Vacancy and Positive Net Absorption

The area's multifamily market has experienced a steady decline in vacancy since 2017 and new multifamily deliveries since 2015 have been positively absorbed. The negative absorption and increase in vacancy in 2020 is likely attributed to residents moving out of multifamily units as a result of the COVID-19 pandemic and does not imply a long-term trend.

2

## Rapid Growth in Sales Prices and Rents

While sales prices and rents in the Study Area are below those achieved in Fairfax County, they are growing at a higher rate. Since 2015, the average single-family sales price and multifamily rent in the Study Area has grown by 25% and 23%, respectively; compared to 21% and 15% growth in the County. Increases in rents and home prices that outpace income growth can lead to affordability challenges.

3

## Range of Recent Multifamily Deliveries

Since 2017, the Study Area has added 573 multifamily units within a 10-minute drive away from the Workhouse Arts campus. Rents at these properties range from \$1.67 PSF for townhome-style apartments in low-density suburban communities to \$2.41 PSF for riverfront apartments in amenity-rich communities.

4

## Large Development Pipeline Signals Need for Product Differentiation

With the Study Area projected to add approximately 1,700 residential units within a 10-minute drive of the Workhouse Arts campus by 2030, new residential units planned on the Workhouse Arts campus must be differentiated from nearby housing stock, which offers closer access to the Woodbridge Amtrak station and other neighboring amenities. Incorporating elements of artist housing and on-site culture events as part of the housing development, as well as offering artist housing, can help achieve differentiation.



# Key Takeaways - Retail

Positive trends in vacancy and absorption, alongside a limited pipeline, suggest the potential for neighborhood retail development that has an arts focus.

1

## Largely Food and Beverage Market

Approximately 29% of the study area's retail market is comprised of food and beverage establishments. Due to the Workhouse Arts Campus' focus on the arts and culture, there is an opportunity to add retail types to the site that are underrepresented in the area, such as craft shops, bookstores, and antique shops.

2

## Increases in Vacancy Attributed to Large Deliveries

Retail vacancy within the area has mostly ranged between 5% and 6% since 2015. Due to the limited change in retail stock in recent years, large deliveries, such as the 85,000 SF Liberty Market in 2020, cause stark increases in vacancy. Overall, mostly positive absorption since 2015 suggests potential for additional retail, and large deliveries will need to be appropriately phased.

3

## Development Pipeline Concentrated Near Transit

Although the study area is projected to add over 160,000 SF of retail by 2030, approximately 90% of this retail stock is concentrated near the Woodbridge Amtrak station. Considering the limited amount of pipeline retail near the Workhouse Arts Campus, there is an opportunity to use neighborhood retail with an arts focus to create a sense of place at the site.



# Proposed Phased Development Program

Based on results from the market analysis and the proposed vision for creating arts-focused mixed-use development, a phased development program is recommended.\*



## MULTIFAMILY

**Total Units:** 250-350

**Typology:** 3-4 Stories; Garden-Style

**Affordability Mix:** 20% of units at 50% AMI for Artists

**Phases:** 2 Phases, in 125 to 175-unit intervals



## TOWNHOMES

**Total Units:** 20-30

**Typology:** Three-Story Townhomes

**Phases:** 2-3 Phases, in 10 to 15-unit intervals



## RETAIL

**Total SF:** 20,000-30,000

**Type:** Food & Beverage, Florists, Gift Shops, Other Miscellaneous Retailers

**Phases:** 2-3 Phases at 10,000 to 15,000 SF intervals

Introducing mixed-use development to complement existing arts uses on the campus will help activate the site and make it more of a destination for local and regional visitors. In particular, residential development can help establish a 24-7 feel on the campus, as residents will activate the site beyond business hours. Based on real estate market trends in the area, there is supportable demand for garden-style apartments and a small component of townhomes. Mixed-income development can deliver affordable units for artists, supporting the site's arts focus and contributing to Fairfax County goals around increasing the supply of affordable housing.

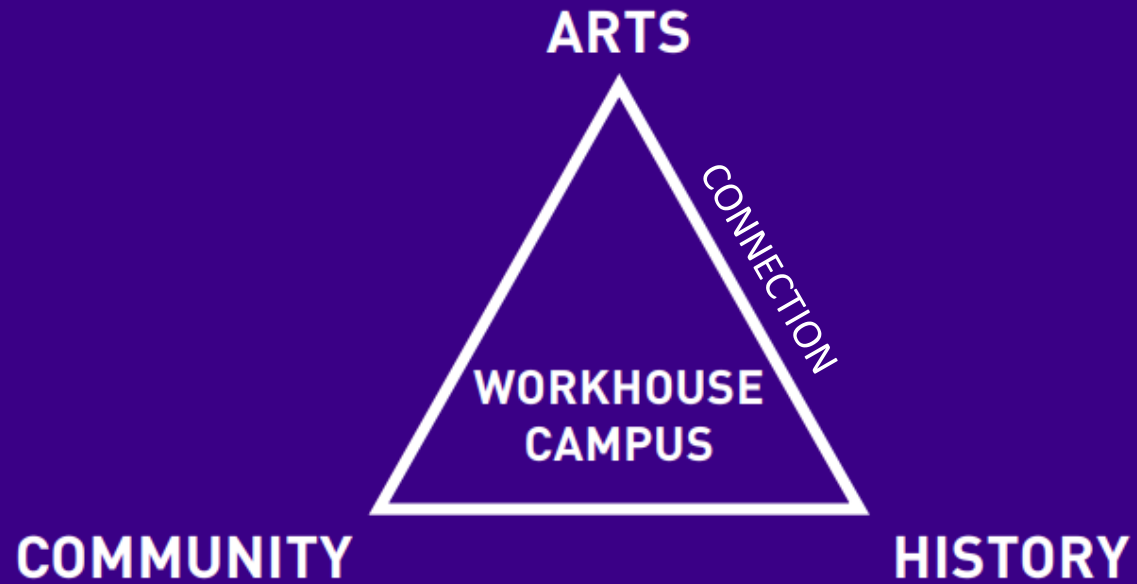
\*Note: This is a summary of what could be absorbed by the market on this site, not a recommendation of what is "right" for the campus.





# AREAS OF FOCUS

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# FOCUSING ON THE ART

## FINANCIAL MODEL

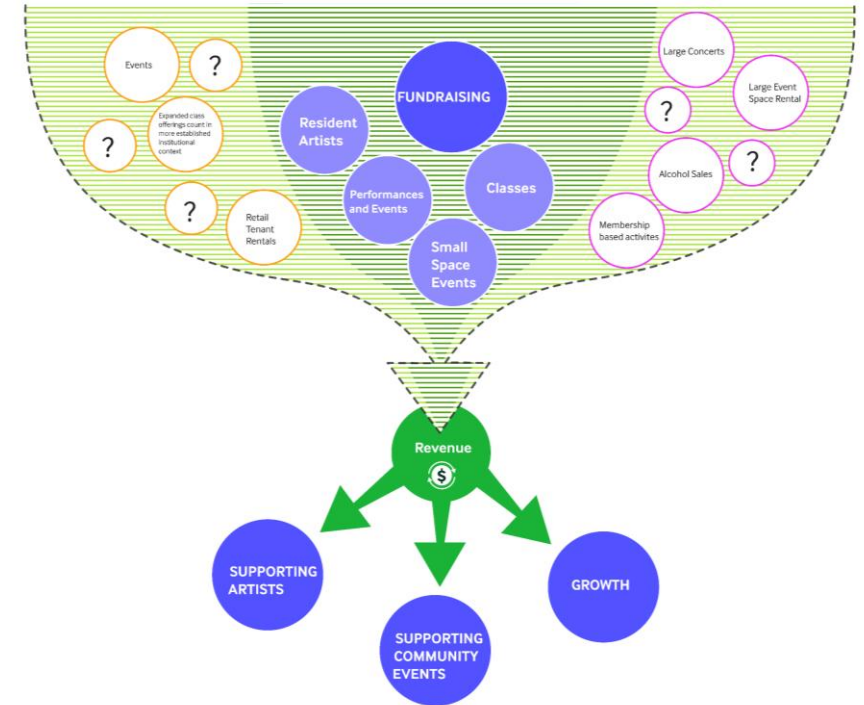
- There is uncertainty about the **long-term economic viability of the artist-in-residency model** – similar to the Torpedo Factory.
- The Center is currently **not taking full advantage of the site's opportunities**.
- While the Center already offers a wide range of programming, they need to **scale up venues in order to realize a higher revenue** from each offering.

## PROGRAM LIMITATIONS

- The Workhouse Arts Center have clearly identified needs for a large-scale music venue, professional theater, event center, music and dance education center, industrial arts shops/studios, culinary arts kitchen, and storage.
- The Center's mission emphasizes **bringing interaction with art to the public**. The current Campus and programming limits who can participate in arts programming and use studios, and who visits the Campus.

## VISIBILITY

- While some large-scale art imagery currently goes a long way to make the Center's activities visible on the exterior, there is very little transparency between the outside and the activities happening inside - the actual art making. **Art is not visible on the exterior of the Campus.**
- **Art's presence on campus is limited** to rehabilitated buildings around the Quad but does not use exterior spaces or broader Campus.



*How can we realize the arts mission while adding other uses?*



# FOCUSING ON THE HISTORY

## VACANCY

- Vacant buildings are a **security and safety concern**.
- Vacancy negatively impacts the **perception of life and energy** on the Campus.

## UNSUITABILITY

- The historic buildings **do not meet modern / current programmatic needs** and lifestyles envisioned for the Campus and give a sense of being **stuck or fixed in time**.

## INTERPRETATION

- The spectrum of historical significance is not currently represented.

## EXPENSE

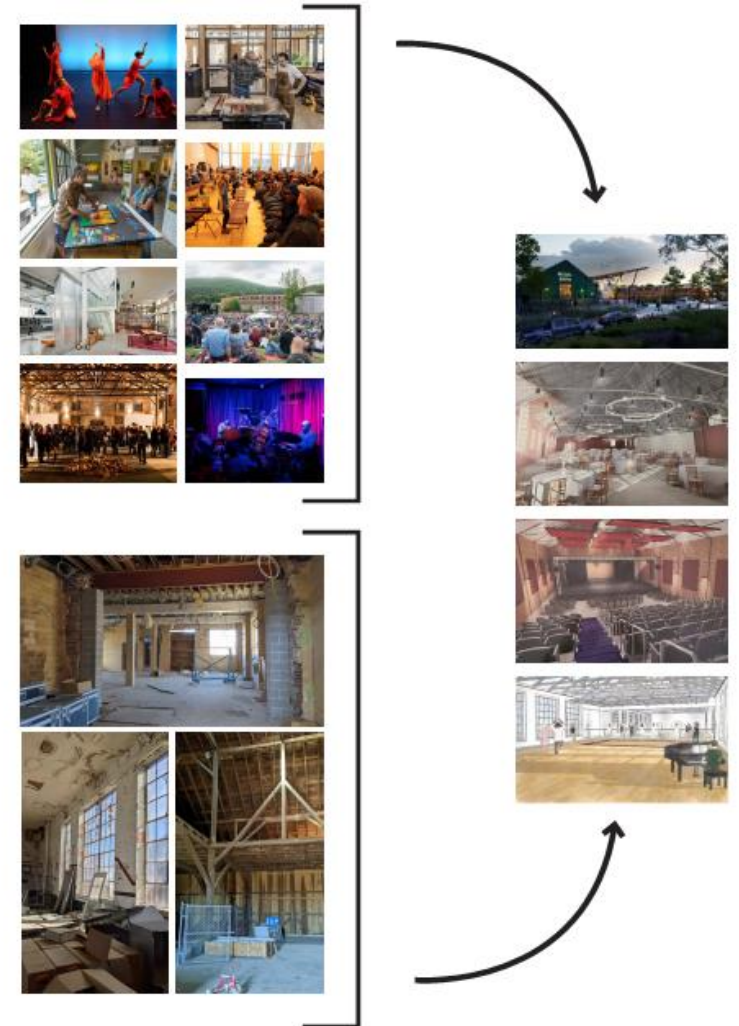
- The condition of some of the buildings on the Campus are **rapidly deteriorating / depreciating and becoming more expensive to rehabilitate**.

## UNIQUE PLACE-MAKING

- There is **unrealized potential in leveraging the relationship between art and historic spaces**.

## RESTRICTIVENESS

- The **historic preservation tax-credit structure** is complicated and limiting for adaptive reuse.



*How does art help us process painful history?  
How can this program uniquely interpret the site's history?*

# FOCUSING ON THE COMMUNITY

## ORGANIZATION

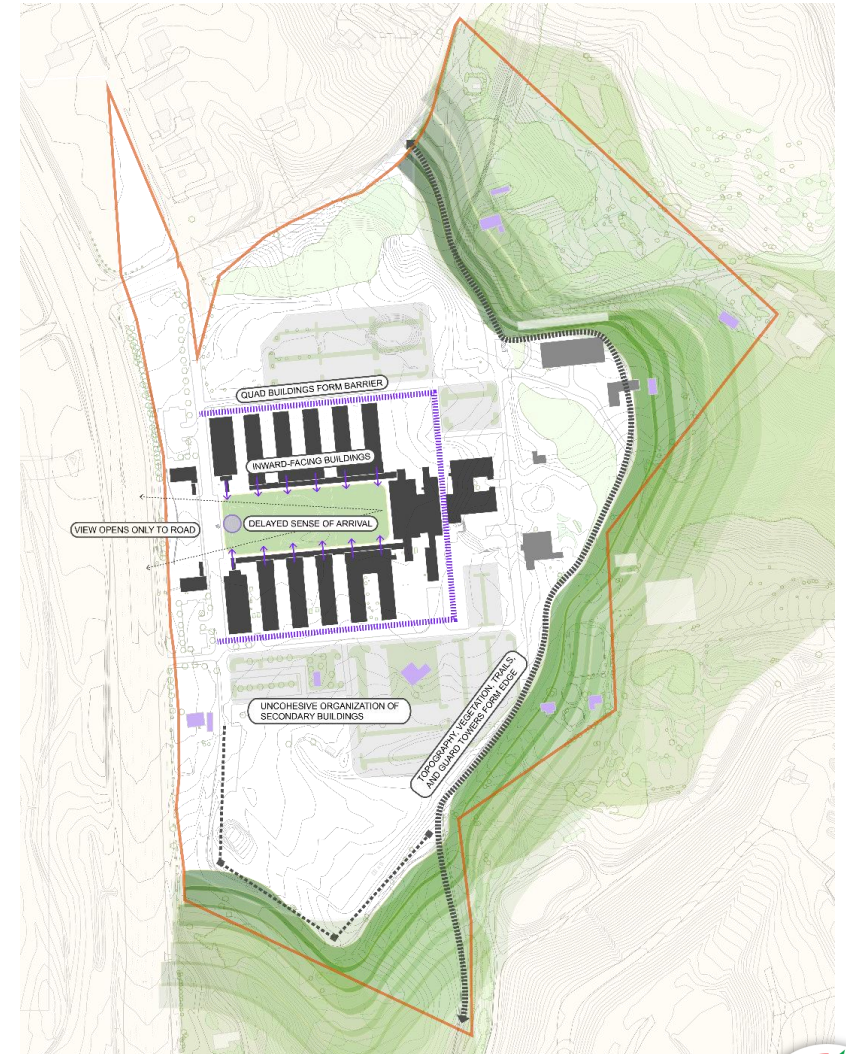
- **A very suburban experience:** Visitors must traverse an expanse of parking and move past the solid backsides of the main Quad buildings before they “arrive.”
- **No strong sense of cohesion or connection** among buildings outside of the Quad.

## PROGRAM & SPACE LIMITATIONS

- The current facilities do not support the wide range of programming & **limit growth.**
- There are **inadequate interior gathering spaces**, and no large scale spaces for performances, rehearsals, or events.
- The existing **exterior gathering spaces are uninviting** and lack landscaping.

## AMENITIES

- There are currently **no food, beverage, or other retail amenities** provided on site.
- **Only a single reason for visiting the Campus** - The Workhouse Arts Center. A mixed-use environment would, in contrast, provide a variety of reasons for people to visit.



*How can we create ‘something for everyone’, and how can the WAF leverage its position as a lynchpin?*

# FOCUSING ON THE CONNECTIONS

## LOCATION

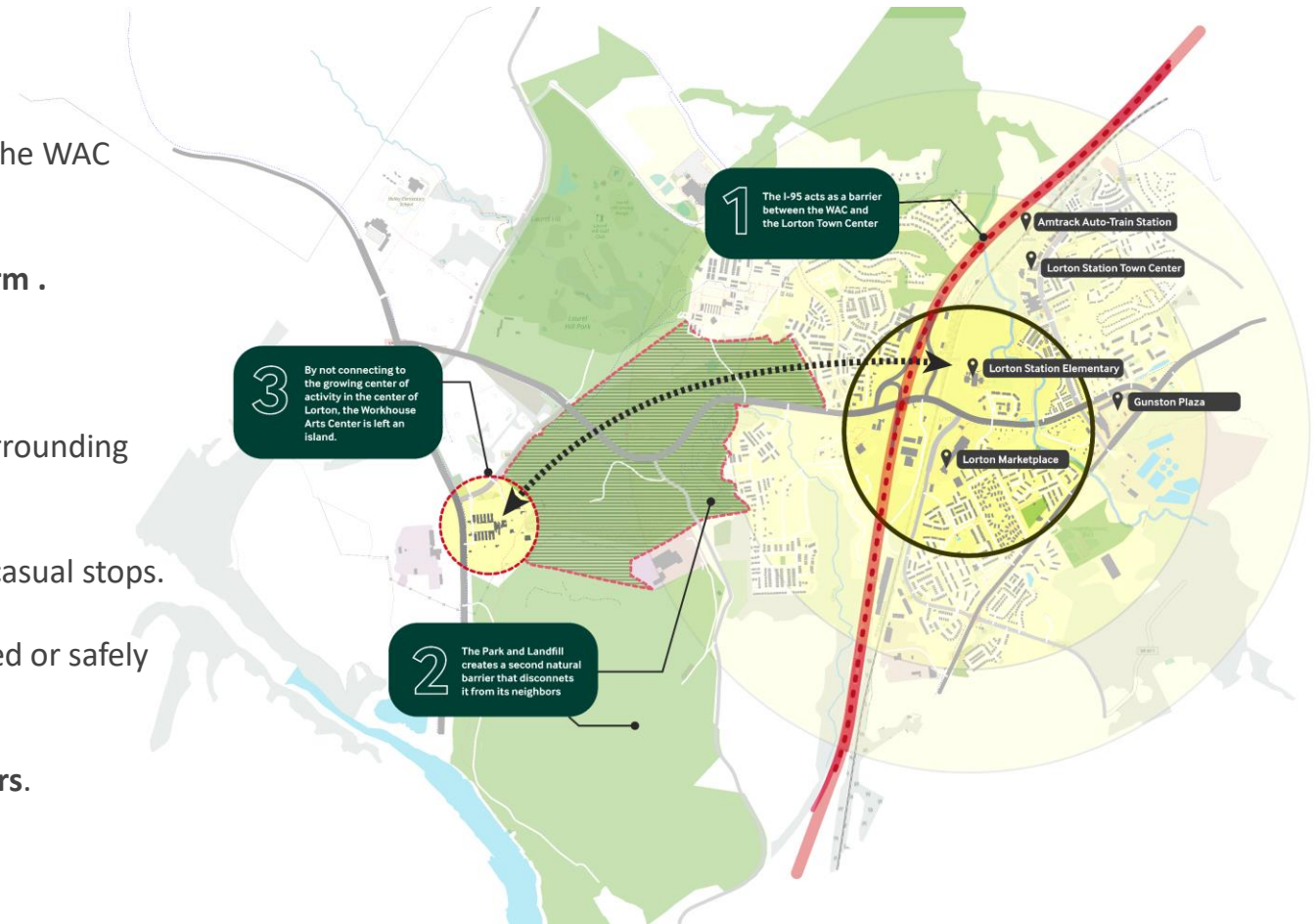
- The site is **isolated from amenities**.
- **Interstate 95 forms a real and perceived barrier** between the WAC Campus and the commercial centers of Lorton.
- The site is **surrounded by large-scale, low-density, long-term**.

## TRANSPORTATION

- There is **no public transit** connecting the Campus to the surrounding area.
- The **high speed of the surrounding roadways** discourages casual stops.
- **Bicycle, pedestrian, and trail connections** are not formalized or safely optimized.
- **Disconnected from I-95 traffic and Amtrak Auto-Train riders**.

## VISIBILITY

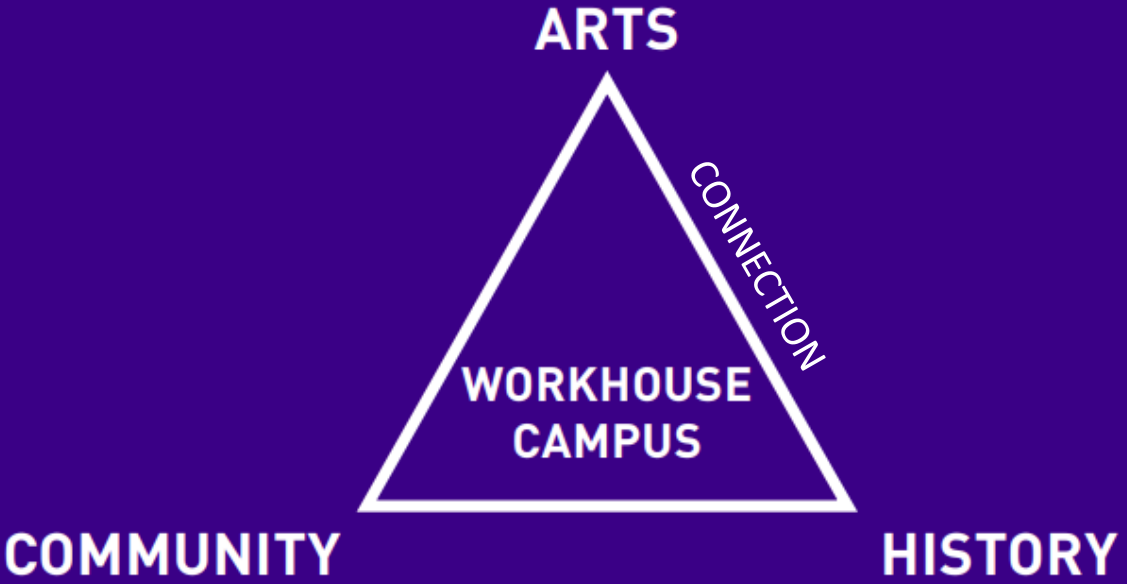
- There is a **lack of signage and art** along Ox Road and Workhouse Way.



*How can the Campus reach beyond its boundaries?*

# PROGRAM UNDERSTANDING

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# WHAT IF?

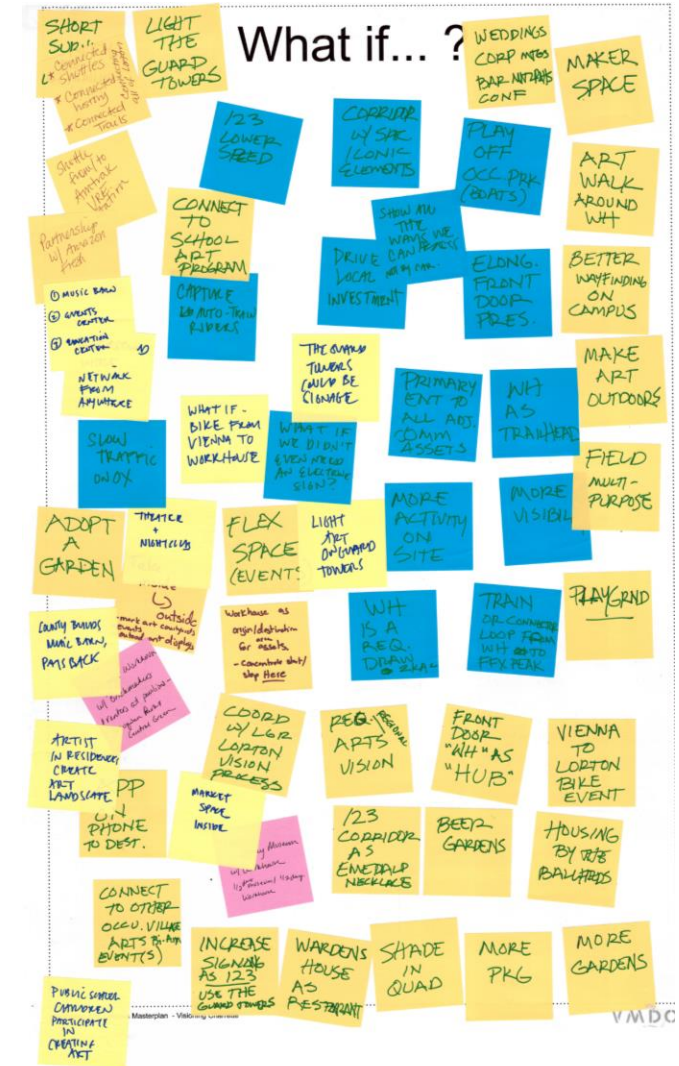
We will achieve our vision for connecting community to the arts...

**History:** We will continue to uniquely interpret the site's history through art. *The campus must be a platform and infrastructure for art and storytelling.*

**Community:** We will create something for everyone. *The campus must accommodate a rich variety of uses that allow it to be a part of each resident's life.*

**Connection:** We will leverage the Workhouse's position as a lynchpin within Lorton and make the campus reach beyond its boundaries. *The campus must reinforce historic and contemporary means of connection.*

**Art:** We will realize our arts mission while also developing other complimentary uses on site. *The campus must offer unique arts-focused retail, housing, and recreation experiences.*



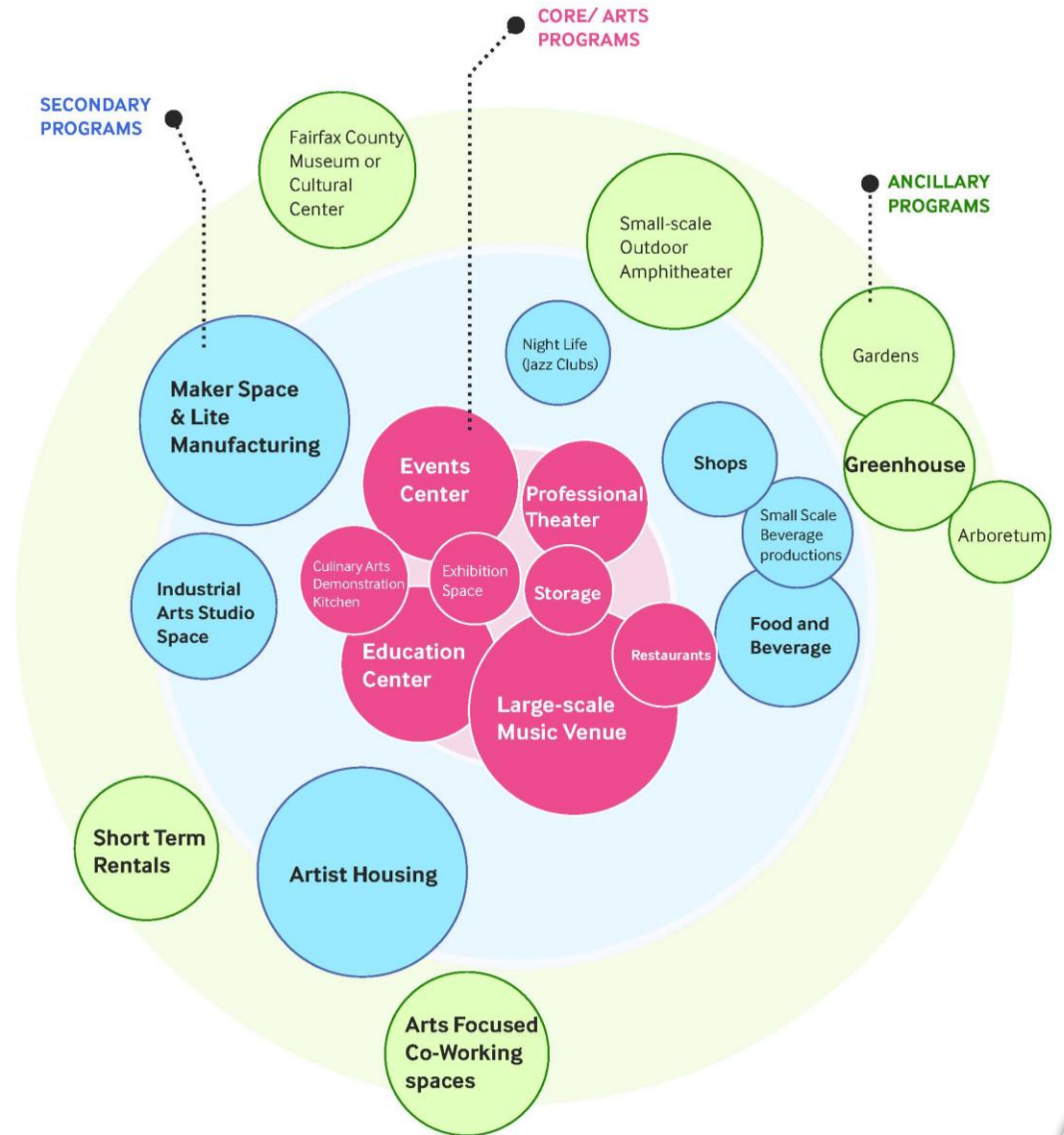




# PROGRAM IDEAS

Our understanding of the program can be broken into three main categories:

- The **core arts programs** that are the heart of the future campus and main attractions,
- the **secondary amenity & mixed use programs** that provide support and vibrancy to the campus's visitors, and
- the **ancillary programs** that make the campus that much more special.



# ARTS PROGRAM NEEDS



## Music Barn

- **Redevelopment of existing Barn and space to the south**, along with adjacent garage and agricultural buildings,
- **New build of large amphitheater pavilion to be used for large scale music performances** and would include significant site work and infrastructure.

**CAPACITY:** 2,000-3,000 patrons

**OFFERINGS:** 7 month use, 4 performances per week

**LIMITATIONS:** Weather variable, unknown cost of rehabilitation, high initial cost



## Music and Dance Education Center

- **Redevelopment of W-17 and W-18 into an education center for music and dance.**



## Events Center

- **Redevelopment of existing W-1 Dining Hall into a flexible large scale event space** that could be used for events or shows.
- **Program would include pre-function space, a catering kitchen and culinary arts education space.**

**CAPACITY:** 300-400 seated; 700-800 standing reception

**OFFERINGS:** 7 days / week

**LIMITATIONS:** Historic Preservation



## Professional Theatre

- **Redevelopment of W-12 as a professional theatre.**

**CAPACITY:** 400 patrons

**OFFERINGS:** Seasonal weekly performances

**LIMITATIONS:** Potential hazmat remediation required.

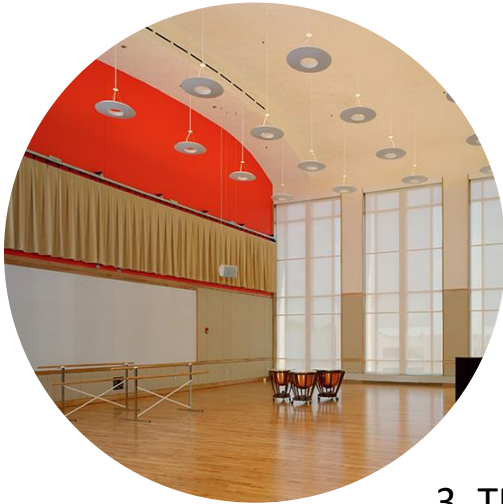
# PRECEDENT FACILITIES



1. CAMP NORTH  
END



2. RIVER ARTS  
DISTRICT



3. THE STRATHMORE



4. WOLF TRAP  
FARM PARK



5. RENAISSANCE SQUARE  
HOUSING



6. UVA ACADEMICAL  
VILLAGE



# Temporary Uses for Site Activation

As the Workhouse Arts Campus undergoes redevelopment, there is potential to incorporate creative temporary uses that help draw visitors and build excitement for future uses.



While new development may take years before realization, the site can be activated via temporary uses in the near-term to generate excitement around the future vision. Introducing community gardens, hosting food trucks, curating pop-up events and retail shows to complement on-site artists, and starting a series of concerts and live music shows can help increase visitation and awareness of the Workhouse campus.



There are several relevant examples of temporary activation to attract residents and build excitement. In Buffalo, NY, the site of a long-demolished soap manufacturing plant now houses a verdant square that hosts Live at Larkin, a series of summer concerts. The increased pedestrian traffic and vibrancy in the area has spurred additional uses at the site, including local artists selling their creations to residents and workers on their lunch breaks. In Michigan, the Flint Public Art Project has pioneered the Stone Street Residency program, which provides free or low-cost housing to artists and designers interested in pursuing short-term projects in the city. The program is part of a larger strategy to both create vibrant cultural spaces in Flint and generate public awareness and involvement in the city's future development.



# Creating a Sense of Identity Through Art

Many areas have used the arts to create a sense of identity and become a self-sustaining destination for residents and visitors alike. Development at Workhouse can take a similar tact.



Provincetown



Brookland Arts Walk



Taos

**PROVINCETOWN, MA.** As America's oldest continuous art colony, Provincetown offers different ways to enjoy local art throughout the calendar year. The Provincetown Fine Arts Work Center, a non-profit organization that hosts a residency program for emerging artists and writers, hosts 50 artists during the winter season, in addition to hundreds of artists that flock there for the summer workshops. The Center has grown into a staple of the Provincetown community despite its lack of connectivity to bus or rail transit, which is similar to the Workhouse site.

**BROOKLAND ARTS WALK, DC.** Arts Walk is a series of ground-level artists studios that act as part of the development of new residential spaces in Brookland along Monroe and Michigan Avenues. The ground-level artists studios allow patrons direct access when artists are there and working. If the artists are not present, the glass fronts permit you to peep in and have a glimpse their work.

**TAOS, NM.** Taos has been an art enclave as far back as 1915. The city hosts more than 70 art galleries featuring the work of local artists and craftspeople from various cultures and backgrounds. Visitors can explore the range of Taos' art galleries, which include paintings, photography, sculptures, mixed media, printmaking, and glass.



# DEVELOPMENT PRINCIPLES

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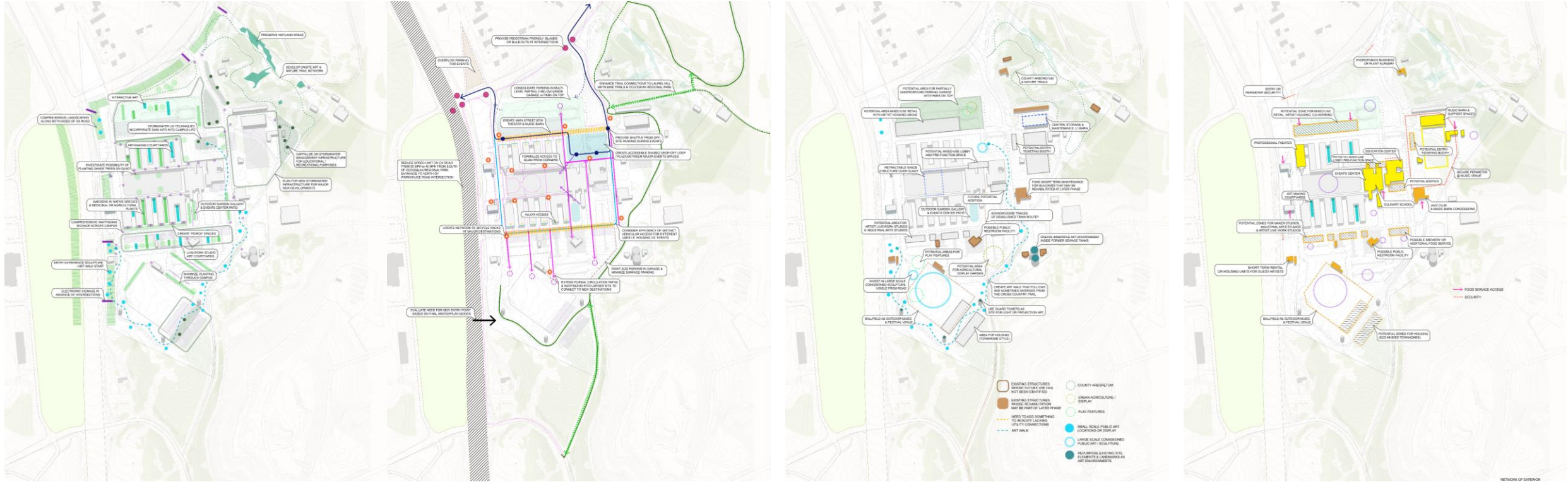
**1. FRAMEWORK**

**2. FACILITIES**

**3. PROGRAMS, PARTNERSHIPS, POLICY**



# DEVELOPMENT PRINCIPLES



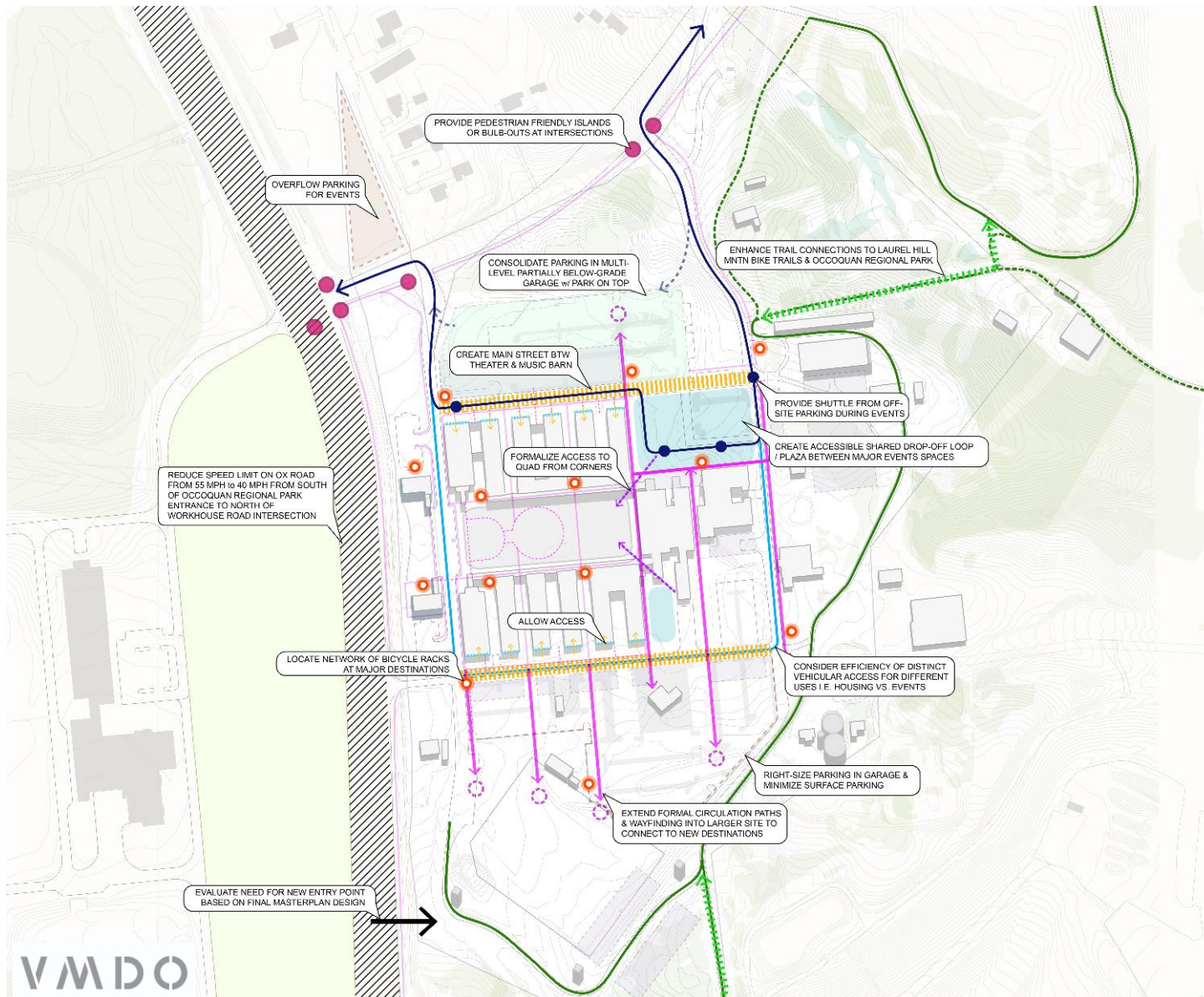
## 1. FRAMEWORK

## 2. FACILITIES

## 3. PROGRAMS, PARTNERSHIPS, POLICY



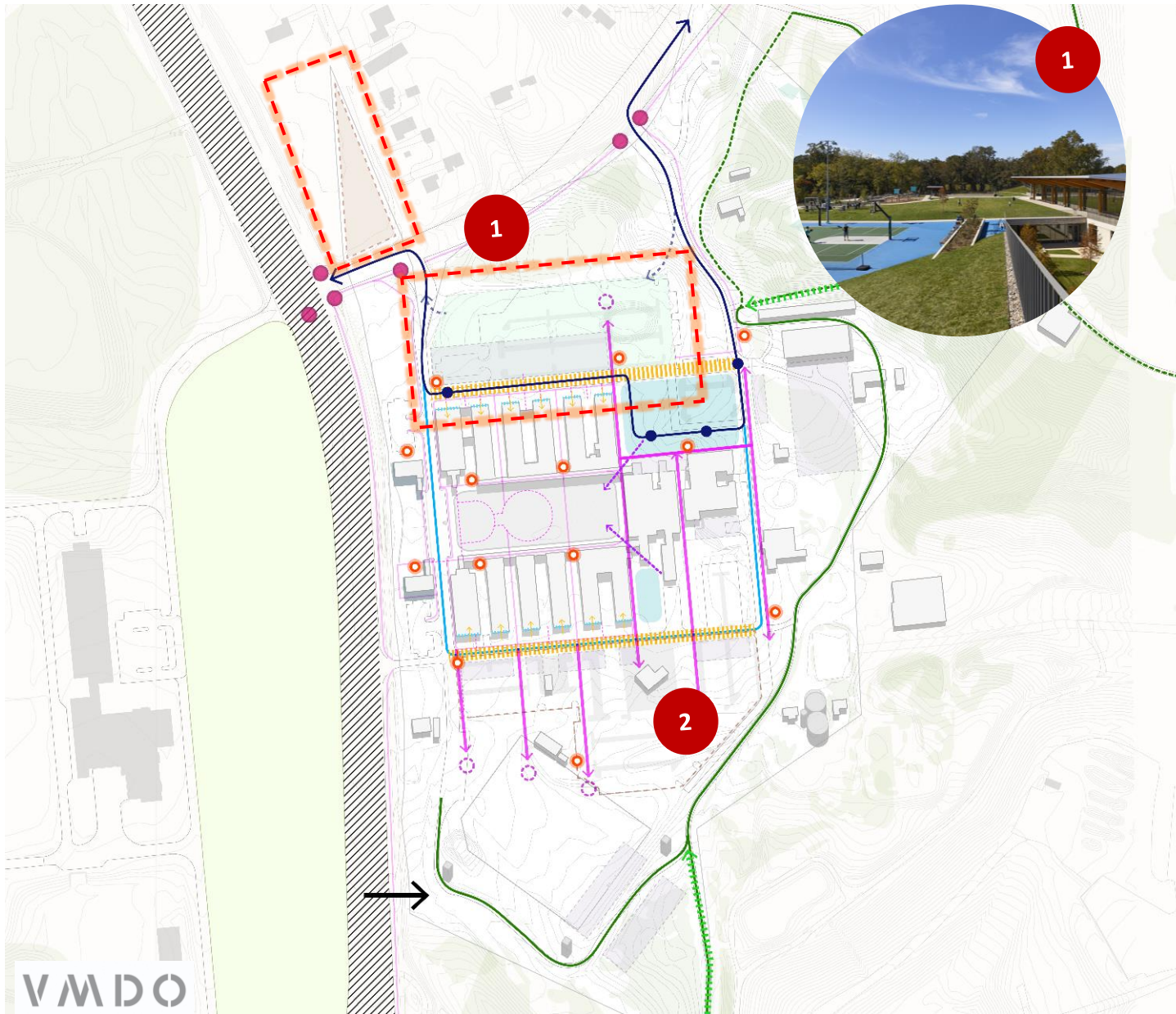
# FRAMEWORK – ACCESS AND CIRCULATION



1. Right-size and consolidate parking.
2. Extend formal circulation network into larger site to connect to new destinations.
3. Improve non-vehicular safety and access.
4. Strategically organize, restrict, and zone vehicular circulation.



# FRAMEWORK – ACCESS AND CIRCULATION

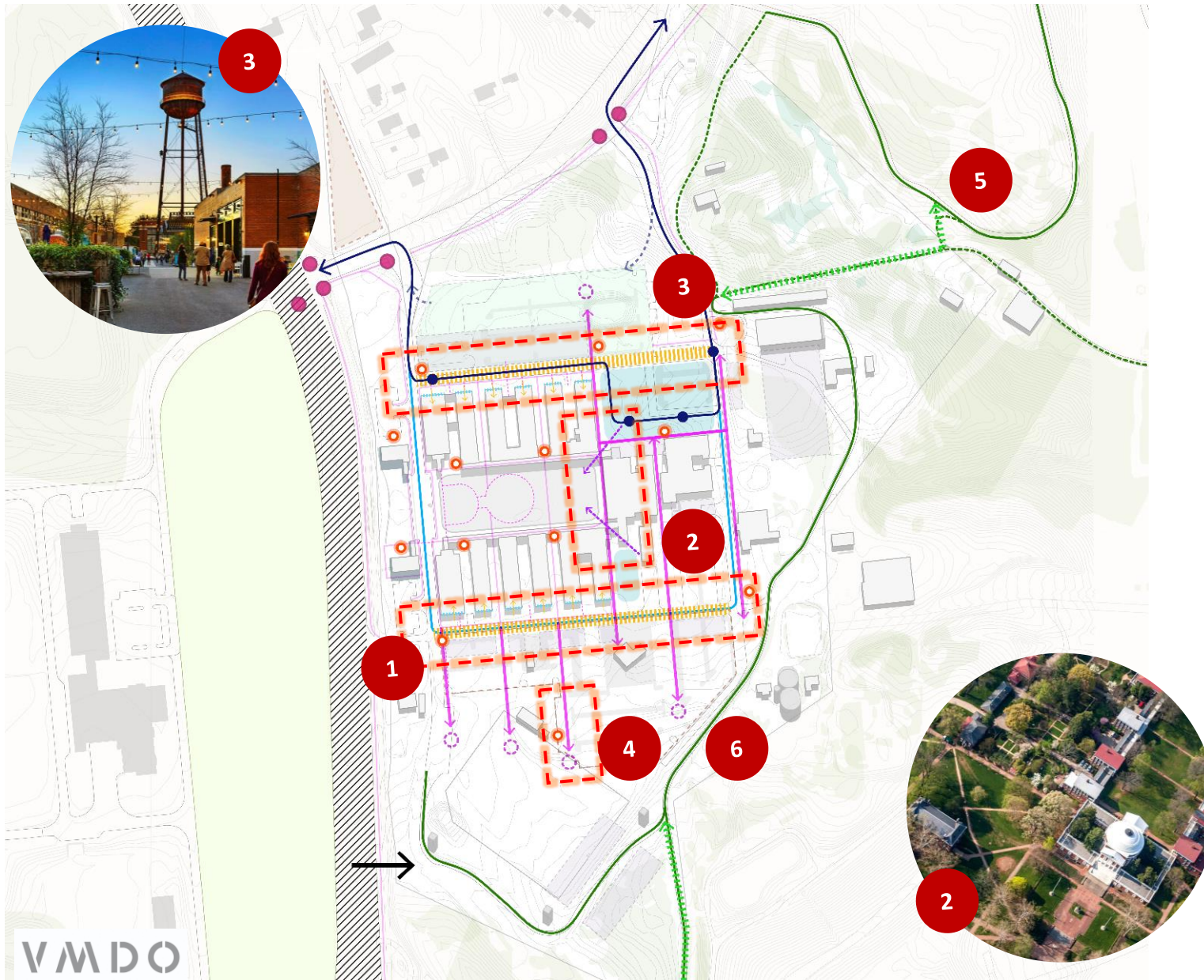


- **Right-size and consolidate parking.**

1. Create multi-level partially below-grade parking garage w/ park on top at north side of site, with one-way entry/exit loop.
2. Limit parking on the south side of the site.



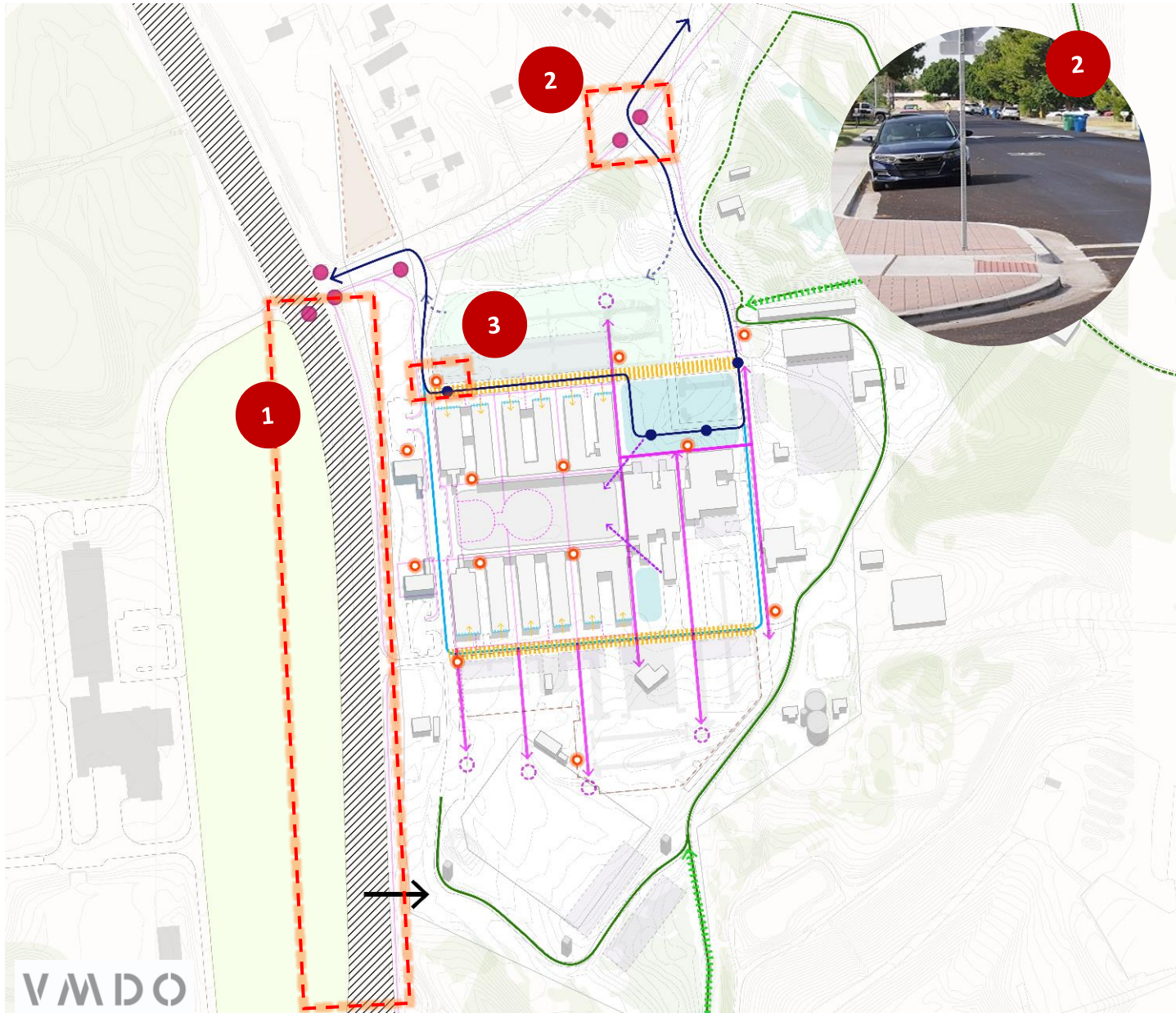
# FRAMEWORK – ACCESS AND CIRCULATION



- **Extend formal circulation network into larger site to connect to new destinations.**
1. Allow access to quad buildings from the **outside perimeter** to create active frontage on secondary roads.
  2. Formalize access to Quad from corners.
  3. Create **pedestrian oriented “Main Street”** between Music Barn and Theater lined with retail, galleries, and restaurants.
  4. Connect **new landscape destinations** to central Quad area.
  5. Formalize **trail connection** at Dairy Road.
  6. Explore options for **formal connection to future Alpine X facility**. Gondola?



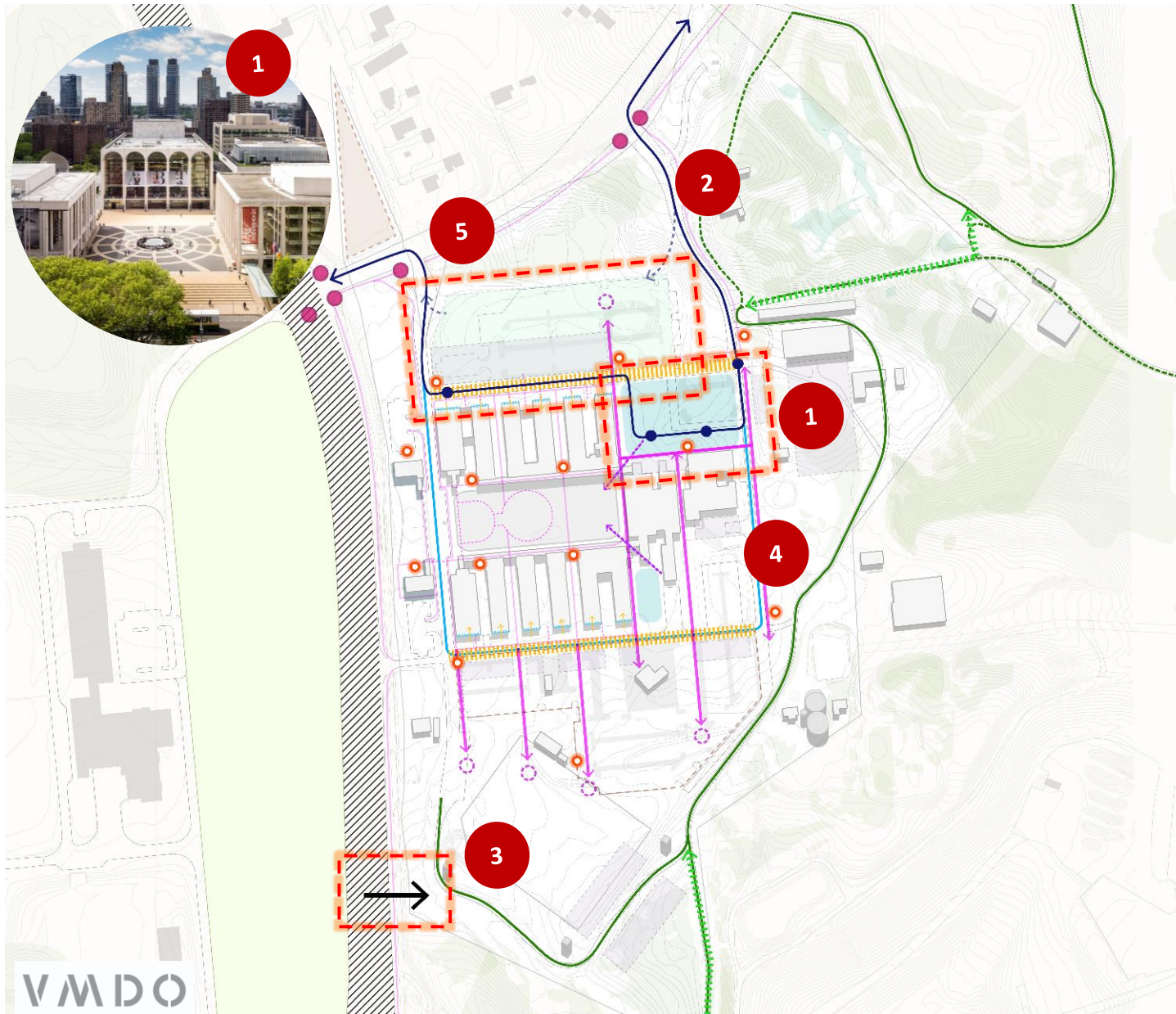
# FRAMEWORK – ACCESS AND CIRCULATION



- **Improve non-vehicular safety and access.**
  1. Slow down traffic on **Ox Road**. Reduce speeds from 55 to 40 on the approach and all the way to 25 mph between the Occoquan Regional Park entrance and the intersection with Workhouse Way.
  2. Provide **pedestrian friendly islands of bulb-outs** at surrounding intersections.
  3. Locate **network of bicycle racks** at major destinations.



# FRAMEWORK – ACCESS AND CIRCULATION

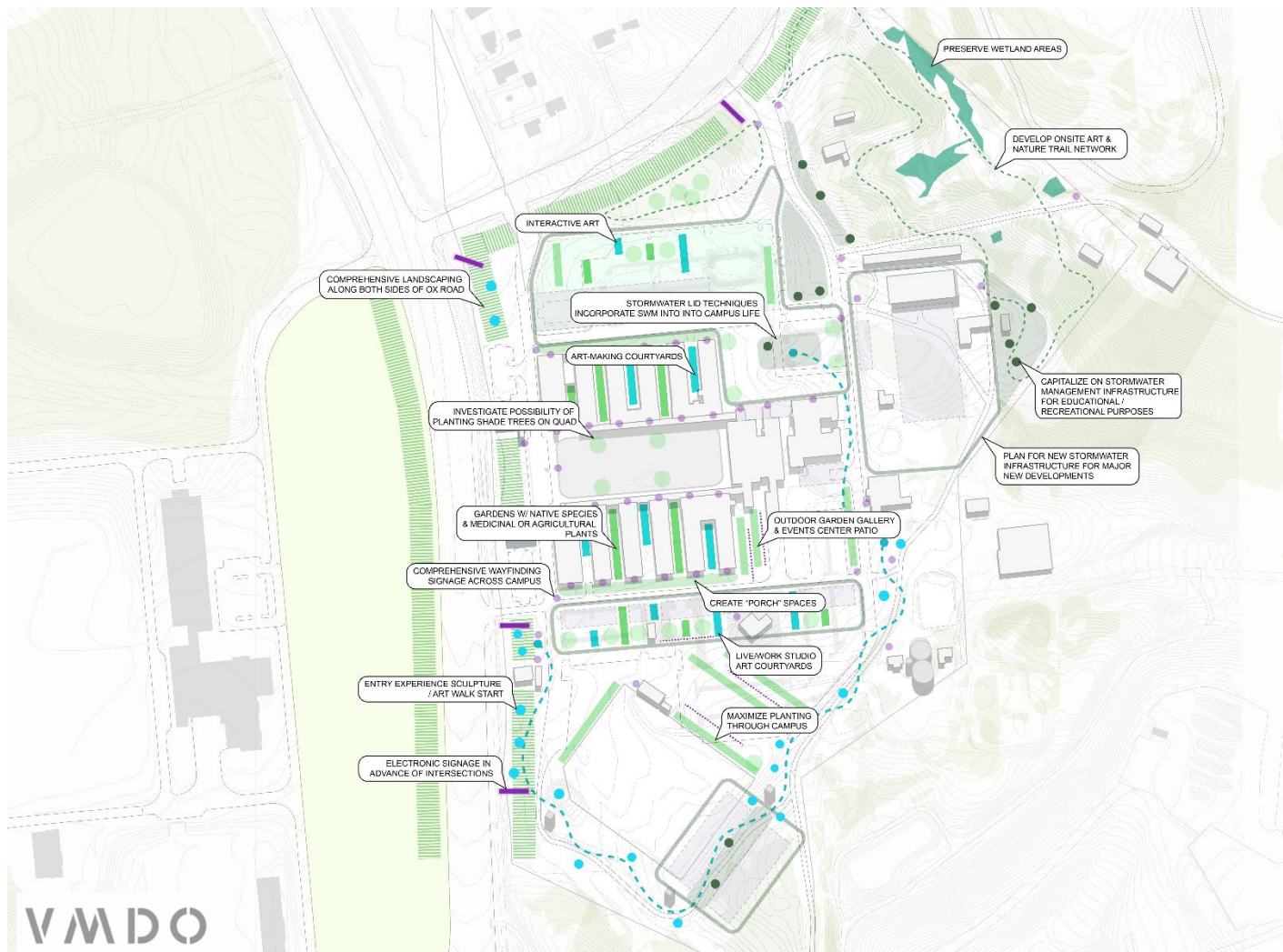


- **Strategically organize, restrict, and zone vehicular circulation.**

1. Create **accessible shared drop-off loop / plaza** between major event spaces.
2. Provide **shuttle from off-site parking during events.**
3. Evaluate need for new entry point along **Ox Road** based on final masterplan design.
4. Consider efficiency of **distinct vehicular access zones** for different uses.
5. Consider allowing **left-turns from northwest site entry**, or one-way circulation loop through potential garage at north side of site.



# FRAMEWORK – LANDSCAPE INFRASTRUCTURE, BRANDING & WAYFINDING



1. Maximize functional & aesthetic planting throughout campus.
2. Create comprehensive branding & wayfinding network.
3. Extend infrastructure and program throughout open space.
4. Manage stormwater proactively and transparently.

# FRAMEWORK – LANDSCAPE INFRASTRUCTURE, BRANDING & WAYFINDING



- **Maximize functional & aesthetic planting throughout campus.**
  1. Create **comprehensive landscaping strategy** along both sides of Ox Road.
  2. Investigate **possibility of planting shade trees** on the Quad.
  3. Plant **gardens with native species and medicinal or agricultural plants** between Quad buildings and at new developments.

# FRAMEWORK – LANDSCAPE INFRASTRUCTURE, BRANDING & WAYFINDING



- **Create comprehensive branding & wayfinding network.**

1. Provide **comprehensive signage across campus** that addresses multiple themes: wayfinding, history, nature, and art.
2. Provide **electronic signage at each entry point** and in advance of entries along Ox Road and Workhouse Way.
3. Create **series of sculptures along Ox Road** to enhance visibility.
4. Launch a **brand refresh concurrent to first large scale implementation.**



# FRAMEWORK – LANDSCAPE INFRASTRUCTURE, BRANDING & WAYFINDING



- **Extend infrastructure and program throughout open space.**
1. Create art-making courtyards between Quad buildings and at new artist live-work developments.
  2. Develop onsite art and nature trail network
  3. Create interactive art pieces at key gatherings points.
  4. Develop a sculpture garden or art walk around perimeter of site, incorporating existing site structures.
  5. Create garden galleries for art exhibitions or events.
  6. Create planted porch space at outside perimeter Quad building access points.
  7. Provide comprehensive site furniture and infrastructure including, lighting, benches, movable furniture, drinking fountains, bike racks, trash/recycling receptacles, outdoor work-stations, and shade structures.





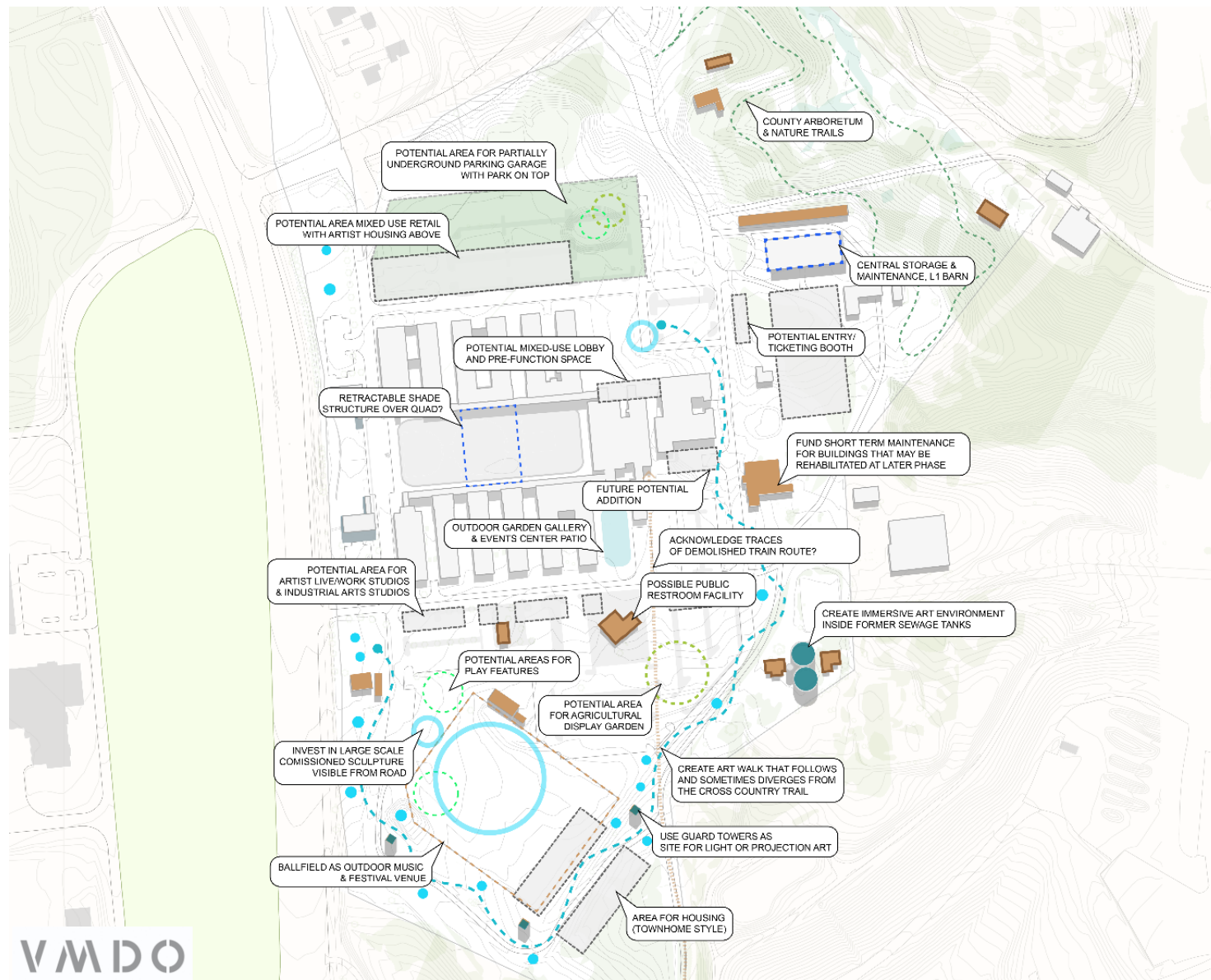
# FRAMEWORK – LANDSCAPE INFRASTRUCTURE, BRANDING & WAYFINDING



- **Manage stormwater proactively and transparently.**
  1. Plan for new stormwater infrastructure for major new developments.
  2. Capitalize on stormwater management infrastructure for educational purposes.
  3. Use low-impact-development techniques to incorporate beautiful stormwater management into campus life.

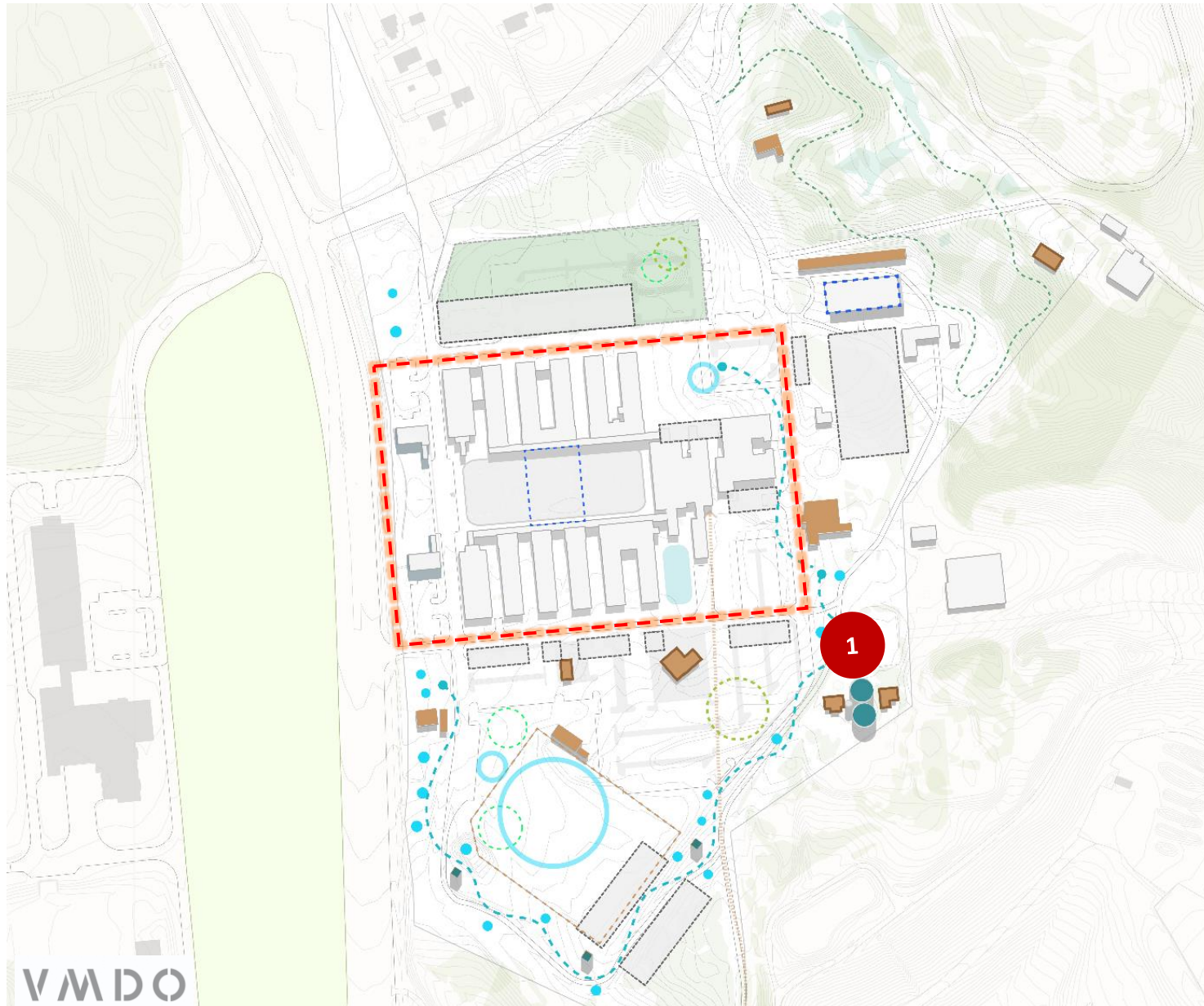


# FACILITIES



1. Honor the form and organization of the original core campus.
2. Honor the historical functional organization of the campus.
3. Maintain a relatively low density and height across the site so historical buildings remain the dominant forms and the visual focus.
4. Identify appropriate zones for each development type.
5. Identify architectural interventions at existing buildings to meet functional demands and shape campus spaces.
6. Fund short term maintenance for buildings that may be rehabilitated at a later stage.

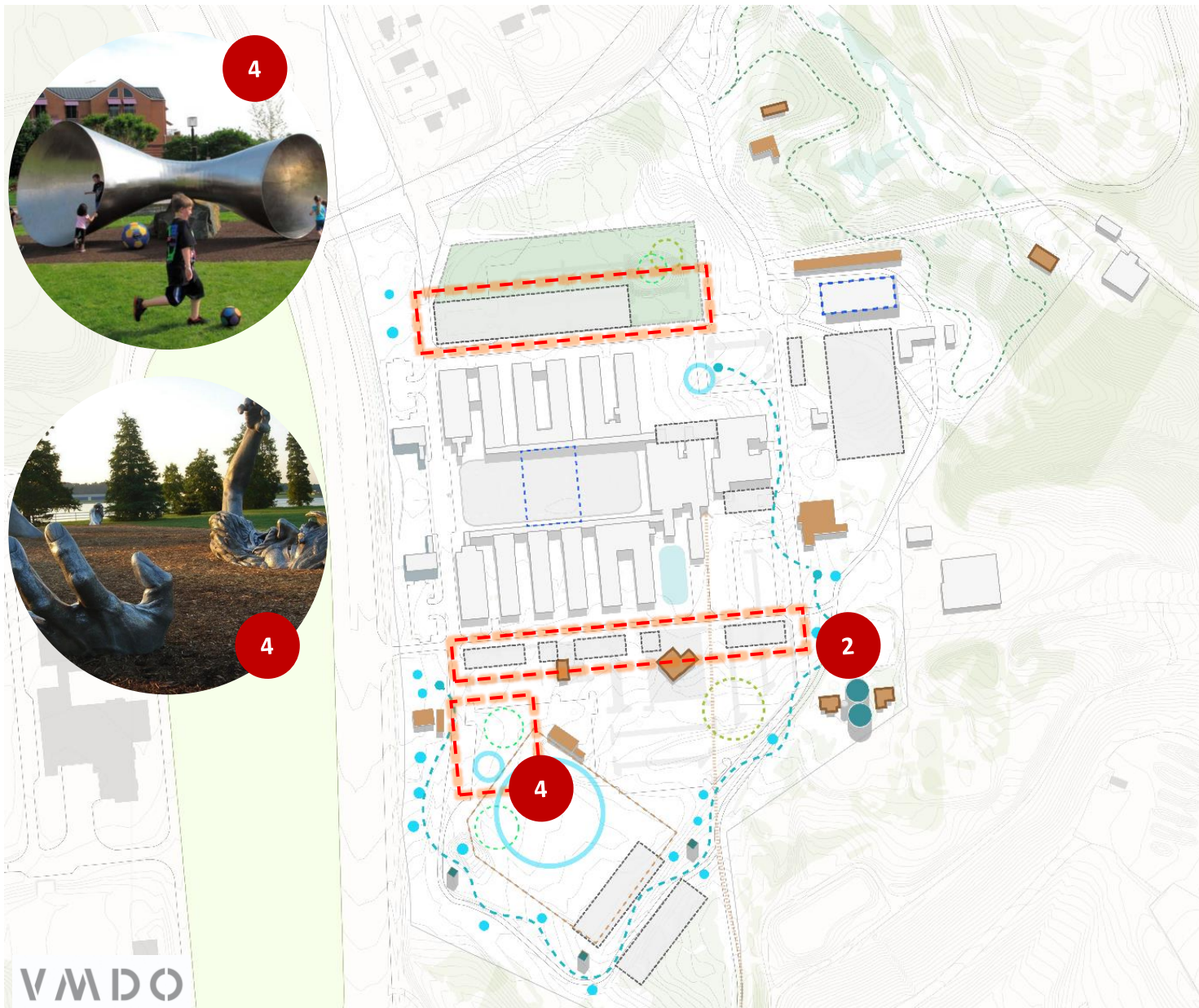
# FACILITIES



- **Honor the form and organization of the original core campus.**
  - Require new development adjacent to core buildings to match orientation and be of appropriate scale.
- **Maintain a relatively low density and height across the site so historical buildings remain the dominant forms and the visual focus.**



# FACILITIES



- **Honor the historical functional organization of the campus.**
  1. Maintain relatively dense “urban” core and surrounding “rural” landscape.
  2. Locate new developments flanking the existing main Quad buildings.
  3. Allow new development at perimeter of site to adapt to environmental conditions rather than alignment with core existing buildings.
  4. Focus development at the perimeter on landscape elements.



# FACILITIES



- **Identify appropriate zones for each development type.**
1. Focus **new retail and near-term housing development on the north side** of the site to increase opportunities for connection to community and new venues.
  2. Focus **consolidated parking garage development on north side** of site where it can be built into the slope and accessed at a lower level.
  3. Focus **artist live/work studios and new industrial arts studios to south side of Quad.**
  4. Focus **potential long-term townhome development** to south side of site, distant from music venues and along trail access.



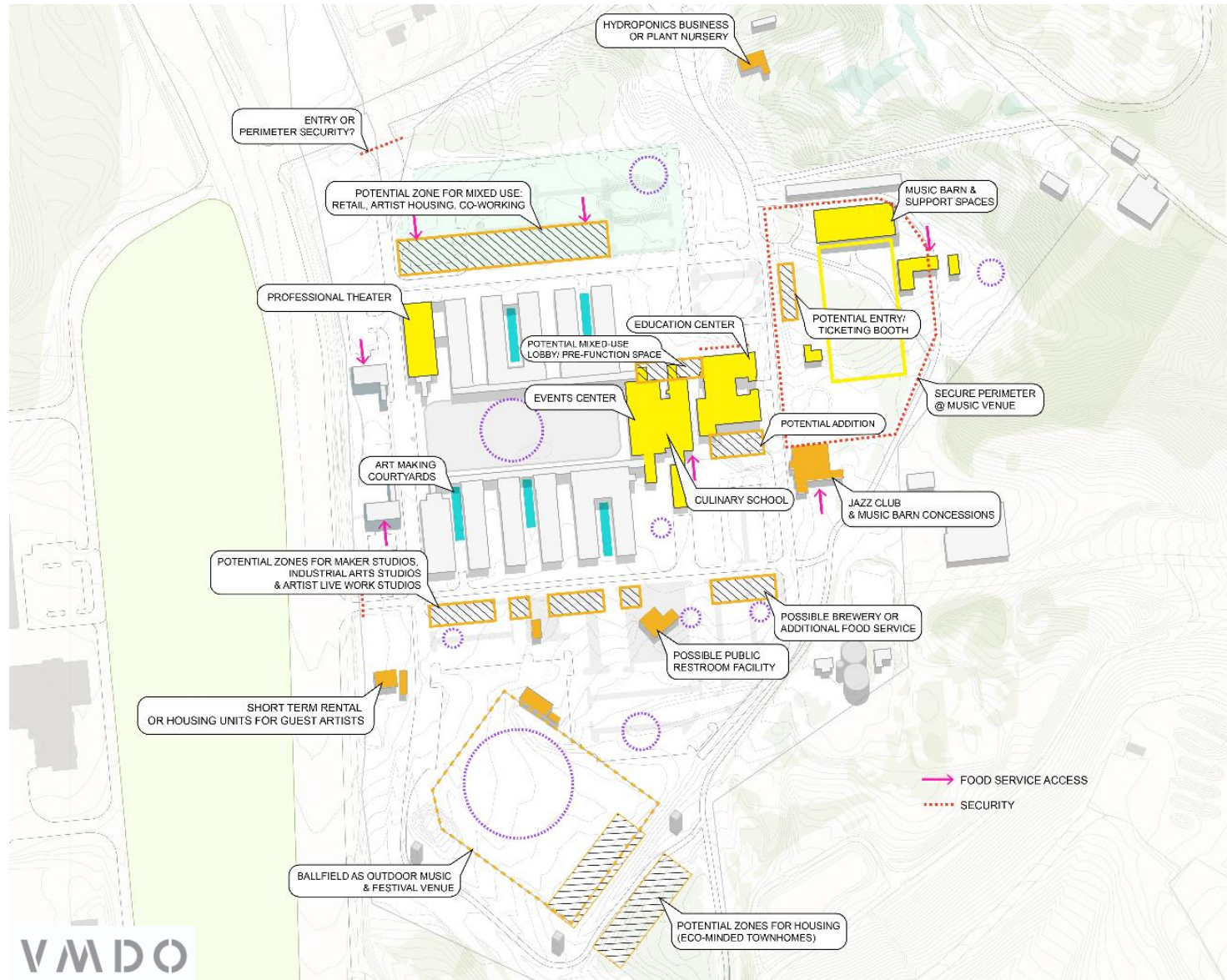
# FACILITIES



- **Identify architectural interventions at existing buildings to meet functional demands and shape campus spaces.**
  1. Create **plaza** at north side of Events and Education Centers.
  2. Create **shared lobby and pre-function space** at Events center & Education center.
  3. Create **entry / box office building** at east side of plaza / Music Barn entry.
  4. Create **outdoor terrace / garden** at south side of Events Center for break out space.
  5. Potential site for **symmetrical addition** to Education Center at south.
- **Fund short term maintenance for buildings that may be rehabilitated at a later stage.**

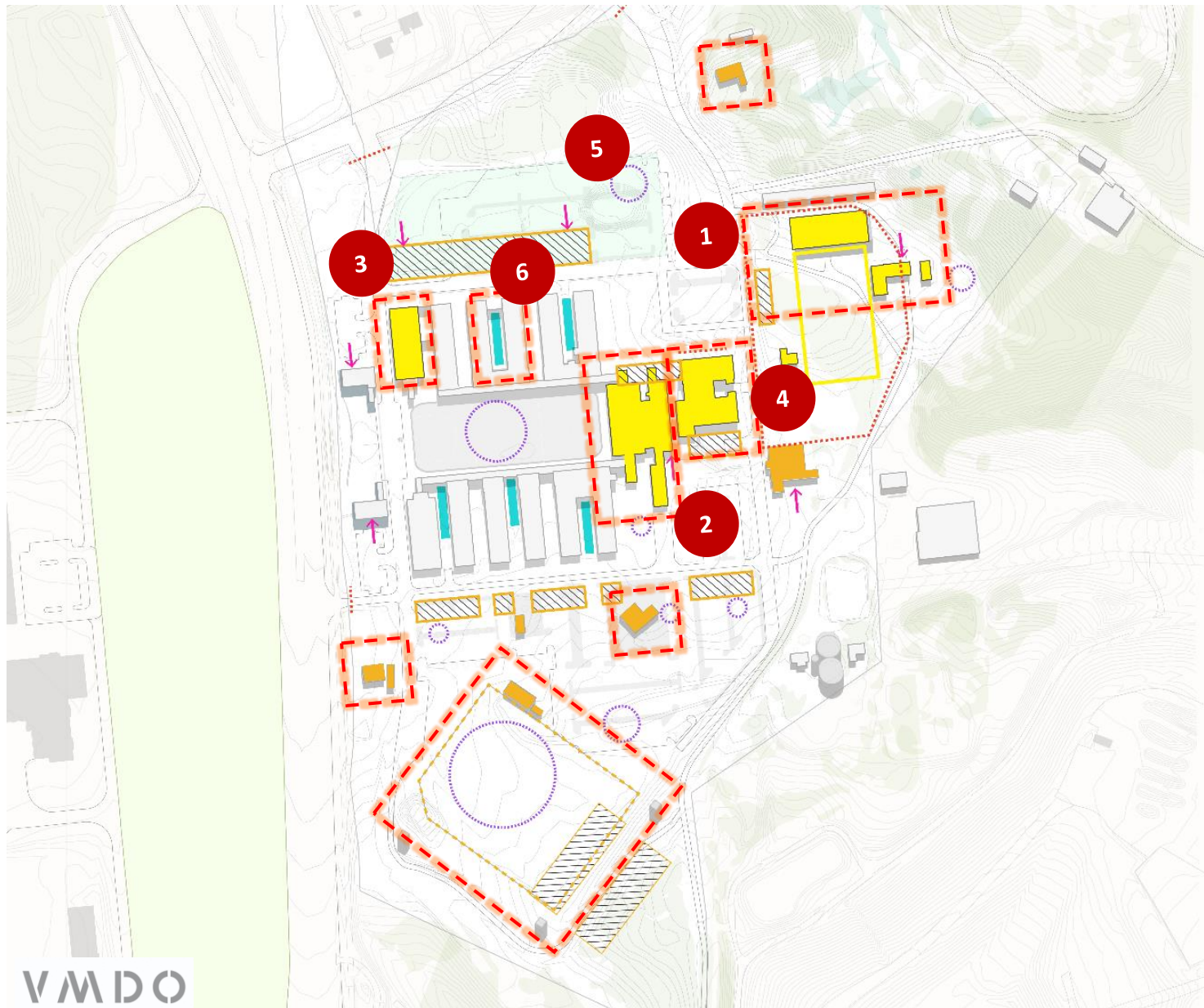


# PROGRAMMING, PARTNERSHIPS, POLICY



1. Arts programming
2. Pursue Public Private Development Partnerships
3. Partner to create more art.
4. Partner to activate campus assets.

# PROGRAMMING, PARTNERSHIPS, POLICY



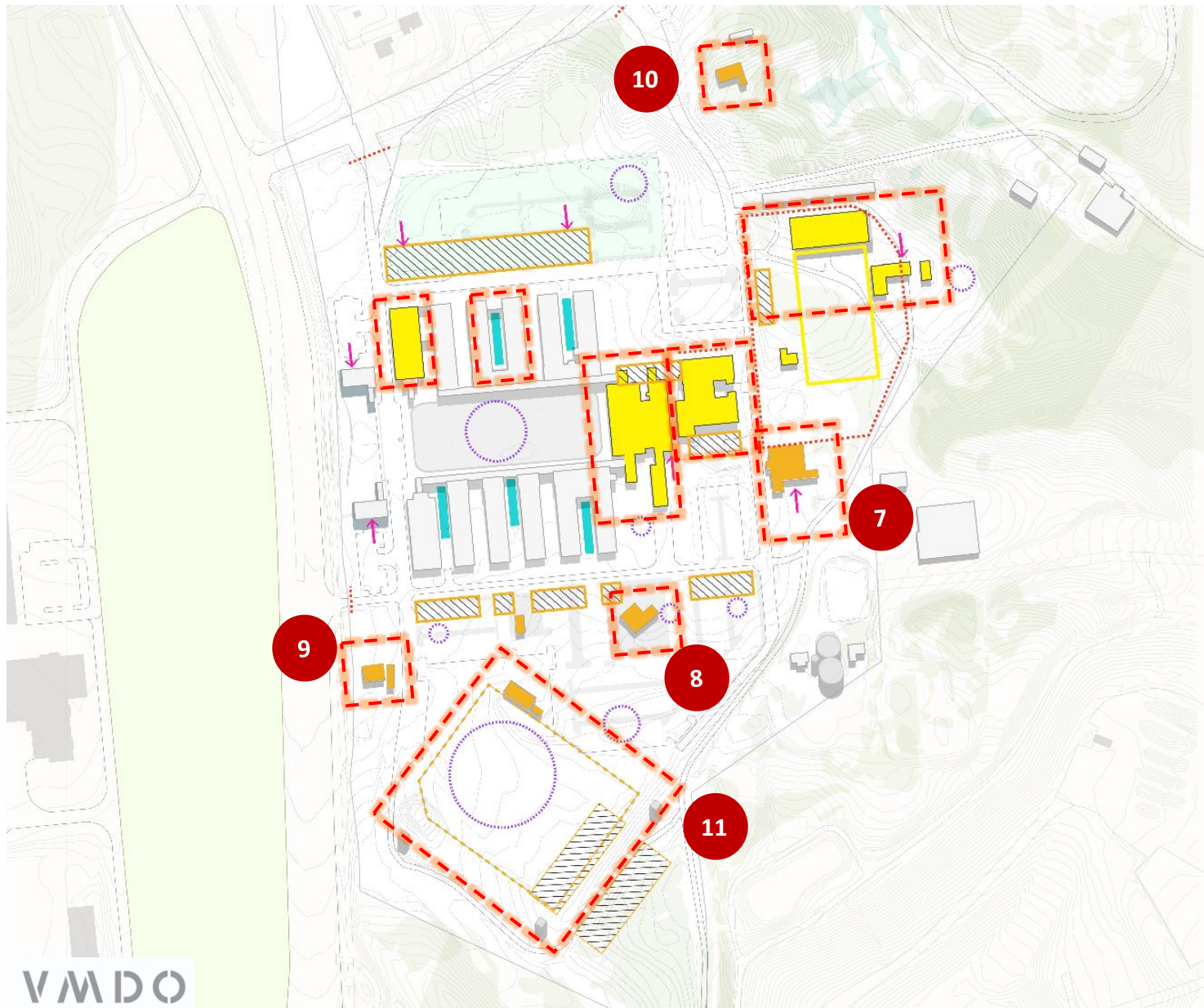
- **Arts programming**

1. Barn as Music Barn with support spaces.
2. W-1 as Events Center and Culinary School.
3. W-12 as Professional Theatre.
4. W-17 and W-18 as Music & Dance Education Center.
5. Create network of exterior performance spaces, both informal and formal.
6. Program Quad courtyards with art-making space.





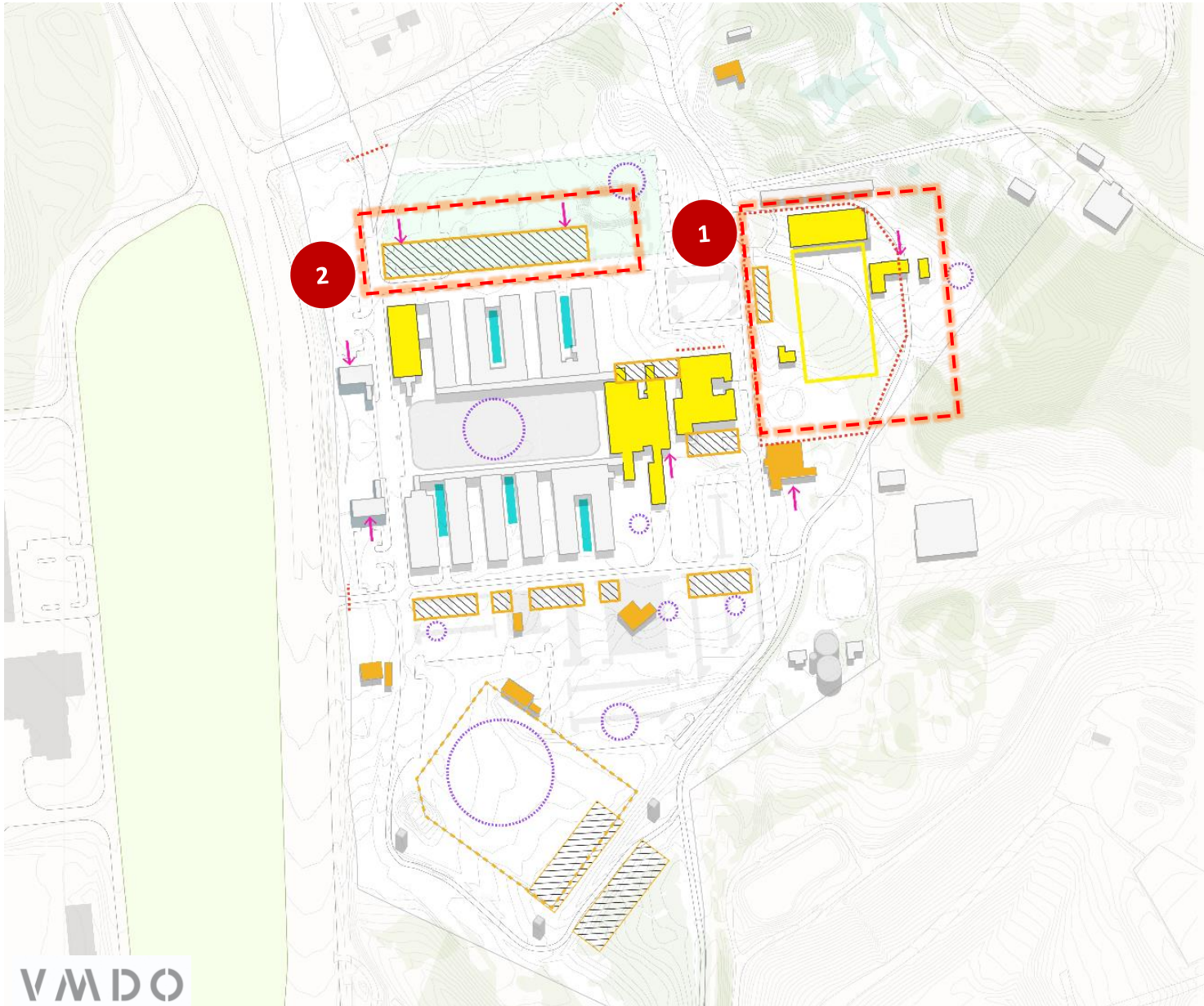
# PROGRAMMING, PARTNERSHIPS, POLICY



- **Arts programming**

- 7. Power Plant as music venue affiliated concessions and/or Jazz Club.
- 8. Locomotive Station as public restroom facility.
- 9. Warden's House as short-term rentals
- 10. Greenhouses with hydroponics business or plant nursery.
- 11. Ballfield as music festival venue.

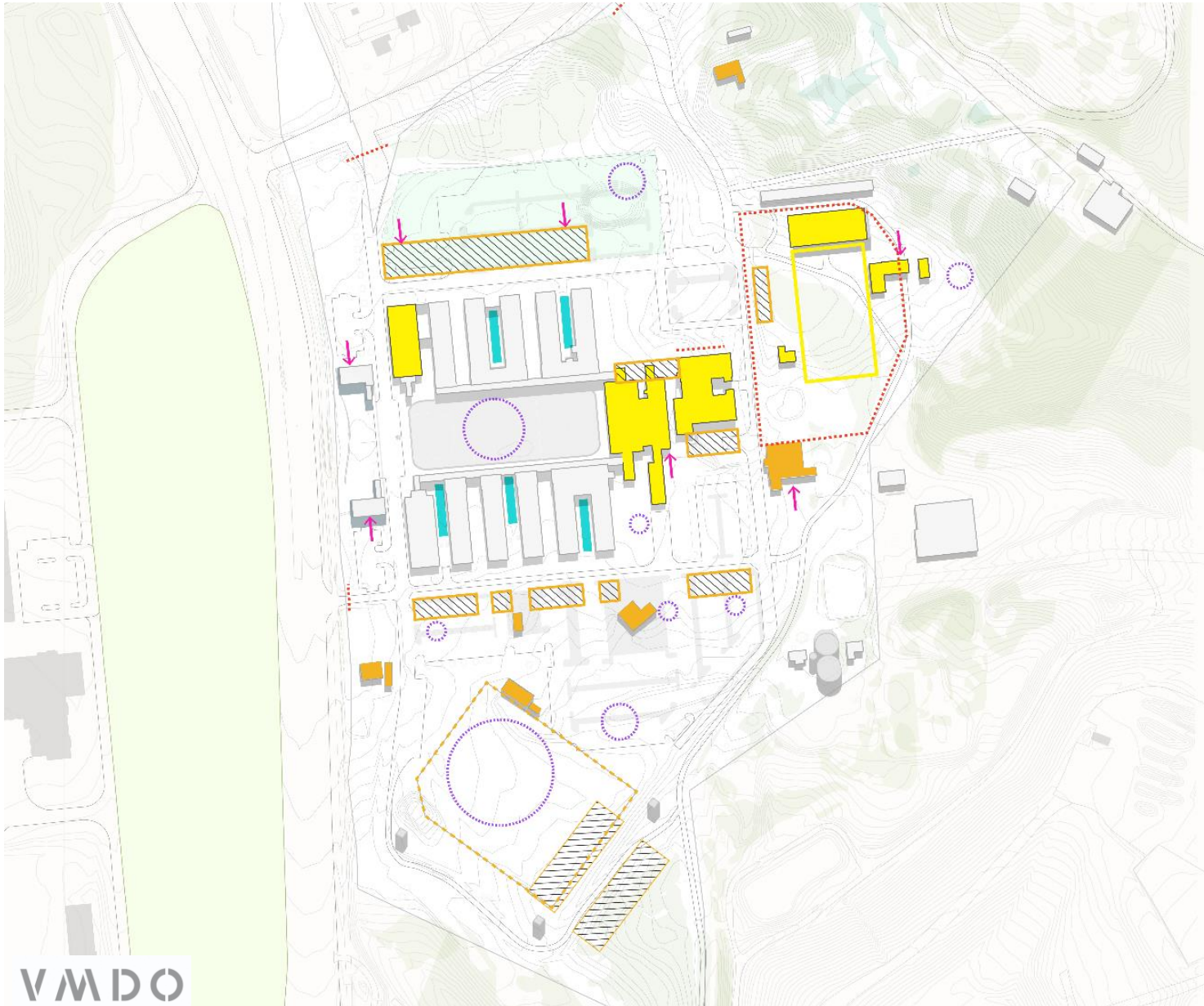
# PROGRAMMING, PARTNERSHIPS, POLICY



- **Pursue Public Private Development Partnerships**
  1. Partner with **events operator** to **develop the Music Barn venue.**
  2. Partner with **developer** to **build the retail and housing component(s).**



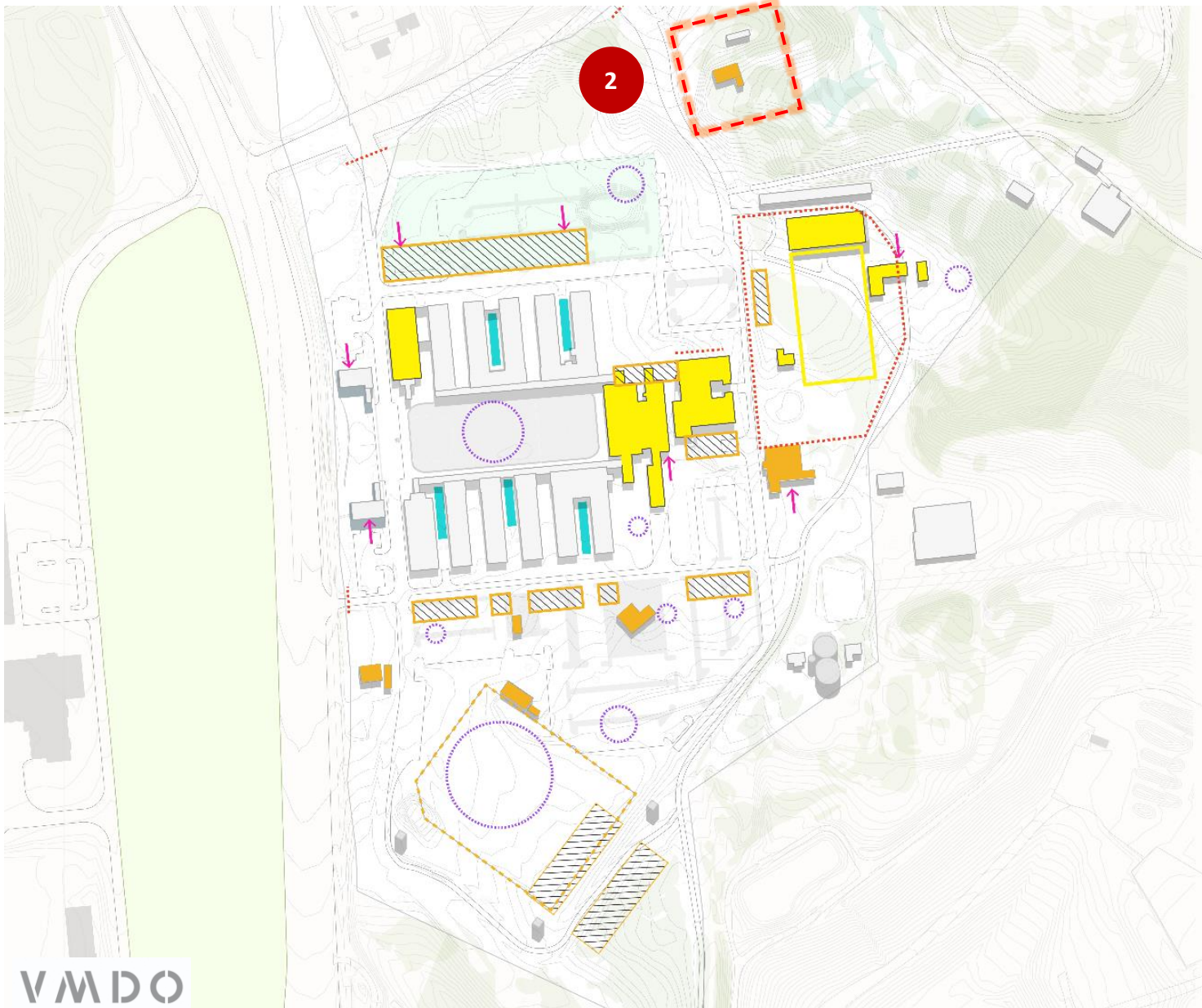
# PROGRAMMING, PARTNERSHIPS, POLICY



- **Partner to create more art.**
  1. Partner with Fairfax County to create a FC museum or cultural center.
  2. Set up annual program to partner with artists to create public art.
  3. Partner with local K-12 public school programs to provide outdoor art education.
  4. Partner with Higher Education Institutions to offer credited course to work with artist to implement their art piece.



# PROGRAMMING, PARTNERSHIPS, POLICY

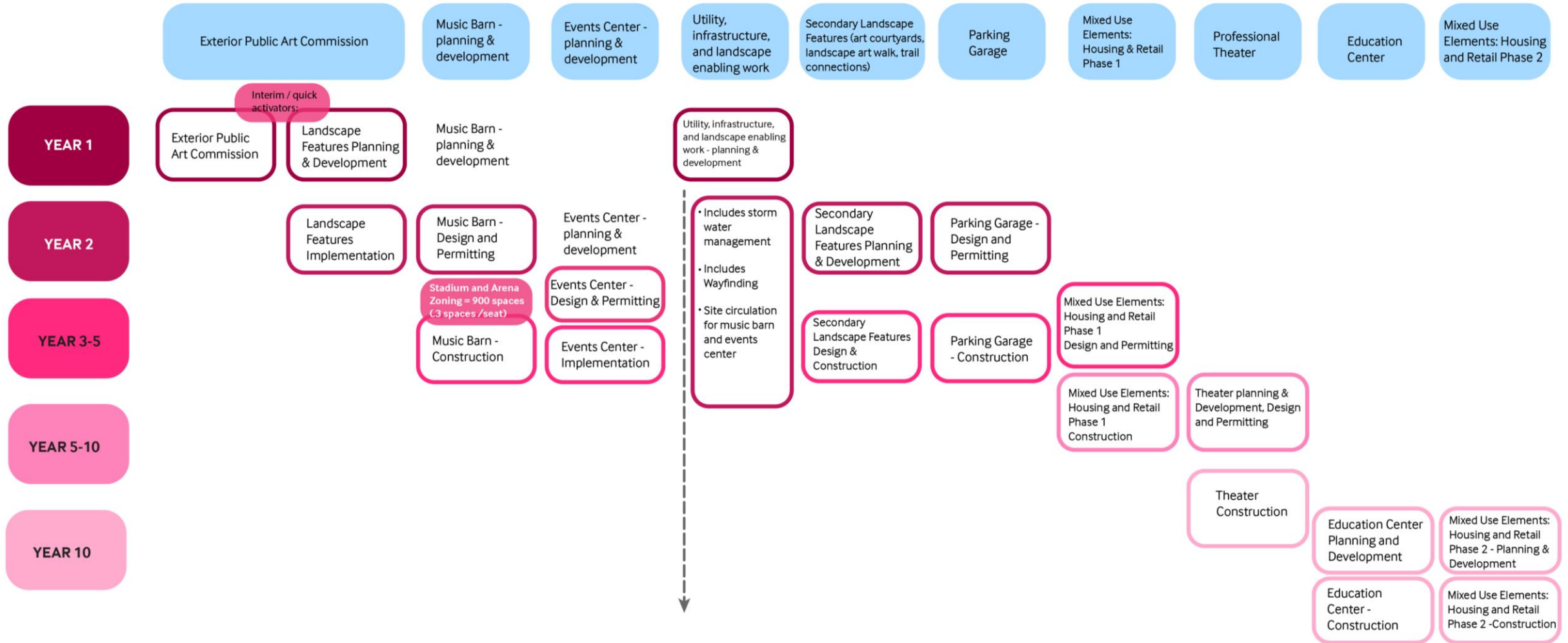


- **Partner to activate campus assets.**

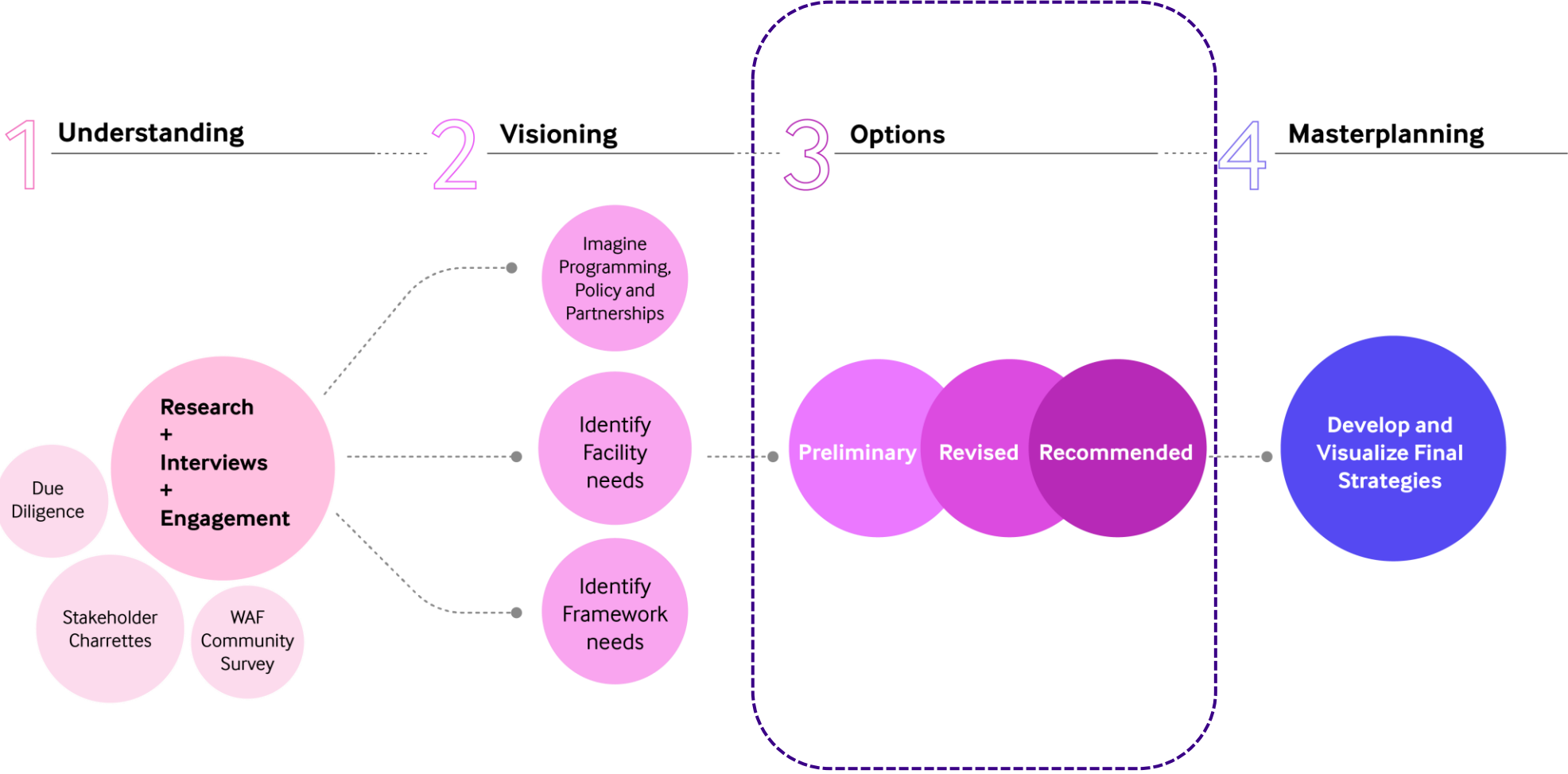
1. Partner with FCPA or others for recreational ties to existing trails and parks.
2. Consider pilot project program to promote use of unused real estate for demonstration or sustainability projects. i.e. greenhouses.



# PROJECT PHASING



# Next Steps



# Next Steps

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- **Receive Feedback from Public Meeting via Survey(s)**
- **Phase 3 – Masterplan Options**
  - Receive feedback from Stakeholder Committee 1-2x throughout
  - Continue to meet with FCDOT & AHAC as needed
  - Parallel Financial Development Feasibility Analysis, Transportation Analysis, and Cost Estimating
- **Review 3 options with Stakeholders & Supervisor’s Office**
- **Public Meeting to share Masterplan Options (December 2022)**
- **Phase 4 – Final Masterplan Development**
- **Phase 5 – Design Guidelines**

