

**CITY OF WINCHESTER, VIRGINIA**

**PROPOSED CITY COUNCIL AGENDA ITEM**

**CITY COUNCIL MEETING OF:** 6/23/15 (Work Session)      **CUT OFF DATE:** 06/19/15  
7/14/15 (Regular meeting)

**RESOLUTION**       **ORDINANCE**       **PUBLIC HEARING**   X  

**ITEM TITLE:**

**CU-15-259** Request of Painter-Lewis, P.L.C. on behalf of Glass-Glen Burnie Foundation for a Conditional Use Permit for museums and art galleries operated in conjunction with buildings designated as Historic Landmarks to support phased expansion of the Museum of the Shenandoah Valley located at 801 Amherst Street (Map Number 171-1-21) zoned Education, Institution and Public Use (EIP) District with some Historic Winchester (HW) District Overlay and some Corridor Enhancement (CE) District Overlay zoning and at 901 Amherst Street (Map Number 191-1-8) mostly zoned Low Density Residential (LR) District and partly zoned EIP District with some CE District Overlay zoning.

**STAFF RECOMMENDATION:**

Approval.

**PUBLIC NOTICE AND HEARING:**

Public hearing for 07/14/2015 Council meeting.

**ADVISORY BOARD RECOMMENDATION:**

Planning Commission recommended approval with conditions by a vote of 6-0.

**FUNDING DATA:** N/A

**INSURANCE:** N/A

The initiating Department Director will place below, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda.

<u>DEPARTMENT</u>	<u>INITIALS FOR APPROVAL</u>	<u>INITIALS FOR DISAPPROVAL</u>	<u>DATE</u>
1. Zoning & Inspections	AMG		6/17/15
2. City Attorney	[Signature]		6/17/2015
3. City Manager	[Signature]		18 June 2015
4. Clerk of Council			

Initiating Department Director's Signature: \_\_\_\_\_ [Signature]      6/17/15  
 (Planning Dept)



# CITY COUNCIL ACTION MEMO

**To:** Honorable Mayor and Members of City Council

**From:** Tim Youmans, Planning Director

**Date:** June 17, 2015

**Re:** **CU-15-259** Request of Painter-Lewis, P.L.C. on behalf of Glass-Glen Burnie Foundation for a Conditional Use Permit for museums and art galleries operated in conjunction with buildings designated as Historic Landmarks to support phased expansion of the Museum of the Shenandoah Valley located at 801 Amherst Street (Map Number 171-1-21) zoned Education, Institution and Public Use (EIP) District with some Historic Winchester (HW) District Overlay and some Corridor Enhancement (CE) District Overlay zoning and at 901 Amherst Street (Map Number 191-1-8) mostly zoned Low Density Residential (LR) District and partly zoned EIP District with some CE District Overlay zoning

---

**THE ISSUE:**

The applicant is requesting a conditional use permit (CUP) for multi-phased expansion of uses on the Glass-Glen Burnie property including an Arts & Education Building, an Amphitheater, and an extensive network of trails.

**RELATIONSHIP TO STRATEGIC PLAN:**

Goal # 1: Encourage Sustainable Economic Growth and Partnerships through Business and Workforce Development

**BACKGROUND:**

See attached staff report

**BUDGET IMPACT:**

N/A

**OPTIONS:**

1. Approve as recommended by Planning Commission
2. Approve with modified conditions
3. Deny

**RECOMMENDATIONS:**

Recommend Option 1

**CUP-15-259** Request of Painter-Lewis, P.L.C. on behalf of Glass-Glen Burnie Foundation for a Conditional Use Permit for museums and art galleries operated in conjunction with buildings designated as Historic Landmarks to support phased expansion of the Museum of the Shenandoah Valley located at 801 Amherst Street (Map Number 171-1-21) zoned Education, Institution and Public Use (EIP) District with some Historic Winchester (HW) District Overlay and some Corridor Enhancement (CE) District Overlay zoning and at 901 Amherst Street (Map Number 191-1-8) mostly zoned Low Density Residential (LR) District and partly zoned EIP District with some CE District Overlay zoning.

---

#### REQUEST DESCRIPTION

The request is to permit additional phased construction of the private museum facility known as the Museum of the Shenandoah Valley (MSV) on the Glass-Glen Burnie Foundation (G-GBF) property. Major elements of the proposal include a 24,369 square foot Arts and Education (A&E) building proposed as a freestanding structure just to the north of a paved courtyard on the north side of the existing MSV museum structure, a 21,171 square foot Amphitheater building including a west-facing stage with an outdoor spectator area that could hold up to 3,000 persons in between the proposed A&E building and the existing historic gardens, an adaptive reuse of the existing concrete silo into an observation tower, a garden center/maintenance compound, public walking trails throughout the property, and a new entry road on Amherst Street aligning with Wood Avenue at the western edge of the G-GBF property. The new entry area would include structures including a security building just beyond a circular entry feature near the James Wood Middle School's eastern bus access point. Additional parking spaces are proposed along with a revamped circulation plan that deemphasizes the existing Amherst Street entrance

The request is described in a letter dated May 4, 2015 from Timothy G. Painter, P.E. at Painter-Lewis, who is the applicant for G-GBF. The letter also references the related Minor Subdivision which will consolidate three of the four large tracts of land comprising the Glen Burnie estate. The fourth tract, which is the southernmost field adjoining the rear of the residential lots along the north side of Seldon Drive, is proposed to remain separate and not a part of the CUP request even though some trail improvement is depicted across the part connecting to Jefferson Street.

#### AREA DESCRIPTION

The site is situated along the south side of Amherst Street and, as noted above, will be comprised of two separately platted parcels owned by the Glass-Glen Burnie Foundation. The proposed 195-acre consolidated parcel will result in multiple zoning designations applying to a single parcel of land. This includes a large band of land adjoining Amherst Street ranging in depth from 1,300-



1,600 deep which is zoned Education, Institution and Public Use, EIP. This area contains all of the existing Phase 1 historic home museum and gardens as well as the MSV structure. The majority of the G-GBF property is zoned Low Density Residential, LR extending from the properties fronting on Tennyson Ave to the east to the Ridgewood and Moffett properties to the west. Most of this area is in agricultural use or is wooded.

There are two distinct areas of overlay zoning that comprise a band along Amherst Street ranging in depth from 620-820 feet in depth. The eastern 1,200+/- -foot long portion of this band of overlay zoning is the local Historic Winchester, HW district. The western 1,200+/- -foot long portion of this band is the Amherst Street Corridor Enhancement (CE) District Overlay. With the exception of the circa 2005 MSV structure, most of the existing development is situated within the portion of the site overlaid with HW zoning. The MSV building and the proposed A&E building, Amphitheater, and Silo is within the portion of the site that is zoned EIP, but not also within either the HW or CE district overlay areas. The new western entry point would be situated within the portion of the site zoned EIP with CE overlay zoning. Most of the proposed Garden Center would be in the EIP-zoned portion of the site with two of the buildings being in the LR-zoned portion of the site.

Land across Amherst Street is zoned RO-1 and contains a mix of offices and single-family residences. Land to the west along Amherst Street is zoned RO-1 and contains the James Wood Middle School. The rear portion of the County School land is zoned LR. Land to the west, behind the James Wood School include the Ridgewood Orchard property which was recently rezoned Conditional MR(PUD) to support 170 apartments as well as the vacant MR-zoned Moffett Estate property.

Land to the east is zoned MR and contains single-family residences along Roszel Rd. Land to the northeast along Amherst Street is zoned B-1 and contains commercial buildings. The B-1 zoned land and RO-1 zoned properties fronting along Amherst to a point midway along the Glen Burnie frontage are also within the Historic Winchester, HW District. Land to the south includes the separately platted vacant G-GBF property zoned LR and the LR-zoned Handley Board of Trustees property housing the current JKES. Land to the southeast includes EIP-zoned land comprising the rear of single-family lots fronting along the west side of Tennyson Avenue. A vacant Byrd Estate property to the east is zoned LR.

#### COMMENTS FROM THE PLANNING DEPARTMENT

The Conditional Use Permit originally approved by City Council in 1997 (CU-97-01) for the original historic home museum included conditions which pertain to further development. Among the conditions was the entry drive curbing was deferred and that the remaining Amherst Street sidewalk be deferred during Phase 1A.

A second CUP request was approved on August 14, 2001 to permit the phased construction of a 60,420 square-foot private MSV museum facility on the central portion of the Glass-Glen Burnie property. The proposal included 50,501 square feet of museum space, 6,470 square feet of office space and 3,449 square feet of reception space. A total of 180 additional parking spaces were approved with that proposal. Council approved the Conditional Use Permit request for up to a 62,000 square foot private museum without conditions. In conjunction with the site plan, the Commission also granted waivers of the following site plan standards:

- Continuous curbing along the entry drive
- Screening to less intensive adjacent zoning districts
- Asphalt or concrete surfacing of drives and parking lots

Regarding the current request, the proposed A&E Building is situated approximately 800 feet back from Amherst Street in behind the historic gardens and circa 1970 barn. The architectural plans depict some form of roofed connection from a central entry point to the A&E Building and a parking lot concept perspective drawing depicts what persons arriving at the central entry would see when walking from the enlarged parking lot.

The proposed phasing plan indicates which new features would be built in each of several future phases (Phase 2a-2f). The applicant wishes to show everything that is ultimately proposed for the site. The plans depict the new major entry point to be created to the west opposite of the Wood Avenue median crossing on Amherst Street. Staff feels that this improvements should be a prerequisite to all other improvements and Condition# 3 recommended by the Planning Commission stipulates that the new entry be done first.

#### TRAFFIC IMPACTS

The applicant has provided an updated traffic analysis. The trip generation table included with the Phase 1 approved CUP indicated a total of 176 passenger vehicle trips per day (54,912 cars per 312-day year) and 1.87 bus trips per day (583 buses per 312-day year). An analysis of peak day (Glen Burnie Day) traffic indicated a total of 1,040 car trips and 12 bus trips during that day. These trips were concentrated primarily in a four-hour period beginning around Noon on a Sunday in July and were projected to result in 4.4 vehicles entering or exiting the site every minute. Half of the vehicles would be making a left either into or out of the site.

The updated analysis accounts for the expanded uses, particularly the Amphitheater which could result in extensive vehicle turn movements before and after shows. Improvements to Amherst Street are proposed as part of the project and include restriping westbound Amherst Street to accommodate a left-turn lane in a fashion recommended by Public Services Director Perry Eisenach. A right-turn lane would also be built by MSV along eastbound Amherst Street approaching the new entry from the west. The Wood Avenue intersection is not currently signalized and is not scheduled for signalization by the City at this time.

#### OTHER IMPACTS

There should be only infrequent negative impacts on adjacent residences and businesses caused by the expansion of uses at this location, although there will be some noise during outdoor concerts that will likely impact residents along Roszel Road to the east of the Amphitheater. The proposed amphitheater is situated approximately 304 feet away from the adjoining boundary of some of the MR-zoned Roszel Road lots and about 483 feet away from the closest residence. The stage is facing to the west away from the neighborhood. Crowd noise, however, would be directed toward the adjoining residential area and there is a slight chance that amplified music could bounce off of the existing museum and/or proposed A&E building back toward the residential area.

A 4-bay loading dock is depicted at the rear of the Amphitheater structure and the applicant should provide better information as to how any truck or celebrity bus impacts such as noise,

odor, fumes, vibration, caused by idling are mitigated. The applicant should also ensure that there will not be back-up generators or equipment associated with the concession stands that would impact the adjoining residential area.

Hours and days of operation for the amphitheater are not addressed in the application, but the conditions recommended by the Commission suggest a 10pm end time on Sunday through Thursday and midnight on Friday and Saturday evening. MSV is closed on Mondays, but the newly proposed trails would be available 7 days a week, likely from dawn to dusk.

Walking trails are proposed along much of the periphery of the site as well as an extensive network of trails on the interior of the site. A trail connection is proposed to connect to the western terminus of Jefferson Street and a second trail is depicted connecting to a portion of the current JKES property up near Harper Drive and is annotated as the 'Handley Connection Trail' on the plans. These trails will provide a desirable enhancement to the Green Circle Trail.

#### SITE PLAN ISSUES

Other than a recent site plan for a part of the Garden Center/Maintenance area, no engineered site plan has been submitted. There are a number of smaller issues that pertain more to the site plan approval than to the Conditional Use Permit approval that will need to be reviewed before the additional phases of construction could commence. The plans would need to clearly indicate the type and location of lighting proposed, especially if evening venues are proposed for the amphitheater. The Zoning Ordinance requires a minimum foot-candle amount of illumination in the parking areas and drives.

Unless further waivers are granted, the development is subject to screening requirements along the entire boundary adjacent to the LR and MR Districts. This requirement seems excessive given the considerable distance that the proposed buildings are situated away from residences in these adjacent districts and the topography which buffers the development as viewed from the east. The applicant has not requested any waivers of curbing along the entry drive or of surfacing treatment in the parking lots. Waivers had been granted in the past based upon a finding that such improvements were inconsistent with the historical context of the rural farm setting being presented and based upon the satisfactory condition of the grass shoulders maintained during the Phase 1 operation.

#### RECOMMENDATION

For a conditional use permit to be approved, a finding must be made that the proposal as submitted or modified will not adversely affect the health, safety or welfare of persons residing or working in the neighborhood nor be detrimental to public welfare or injurious to property or improvements in the neighborhood. The project is well designed and should be a positive contribution to the Winchester tourism economy with only infrequent negative noise impacts on adjacent residences and traffic impacts on Amherst Street.

Staff feels that the applicant has undertaken measures to mitigate noise impacts from the adjoining residential areas, but that a condition was included by the Planning Commission to require that the applicant immediately address any complaints. The CUP request provides clear information with regard to the sequence of future development even though the actual timing of any particular phase remains unknown at this time. A recommended condition stipulates the

construction of the western entry prior to the construction of the amphitheater and A&E building which are likely to add significantly to the volume of traffic entering and exiting the site along Amherst Street.

At the June 16, 2015 meeting, the Planning Commission forwarded **CU-15-259** to City Council recommending approval per Sections 3-2-3 and 16.1-2-2 of the Zoning Ordinance because the proposal, as modified, should not adversely affect the health, safety or welfare of persons residing or working in the neighborhood nor be detrimental to public welfare or injurious to property or improvements in the neighborhood. The approval is subject to:

1. Use of the Amphitheater to begin no earlier than 9 AM and end no later than 10 PM Sunday through Thursday and begin no earlier than 9 AM and end no later than 11:59PM Friday and Saturday;
2. The operator of the Amphitheater to provide traffic control at the Amherst Street entrances and exits during peak arrival times and exit times for any shows expected to draw more than 500 persons;
3. Adherence to the sequence of improvements contained in phasing plan submitted by the applicant which requires construction of the new western entrance (including left and right turn improvements on Amherst Street) as a prerequisite to occupancy of any of the latter phased improvements, except that changes to the sequence of latter phased improvements can be approved by the Planning Commission in conjunction with individual site plans if the change is not contrary to any conditions otherwise imposed by City Council; and,
4. Property owner to immediately address concerns of the neighbors, especially with regard to noise complaints

**PAINTER-LEWIS, P.L.C.**

CONSULTING ENGINEERS

817 Cedar Creek Grade, Suite 120  
Winchester, Virginia 22601

Tel.: (540) 662-5792  
Fax.: (540) 662-5793

---

May 4, 2015

Mr. Timothy Youmans, Planning Director  
City of Winchester, Virginia  
15 N. Cameron Street  
Rouss City Hall  
Winchester, Virginia 22601

Re: Conditional Use Permit Application  
Museum of the Shenandoah Valley  
901 Amherst Street  
Winchester, Virginia

Dear Sir:

The Museum of the Shenandoah Valley (Museum) requests that the City of Winchester consider the extension of the current Conditional Use Permit (CUP) to encompass the entire parcel, as reflected by the consolidation plat currently under your consideration. The current CUP covers a portion of the Glass-Glen Burnie Foundation in the area where the existing buildings are located. This request shall extend the coverage for the entire parcel. This is proposed to permit the Museum to expand its operation and facilities in a phased, planned growth, as indicated with the accompanying documentation and master plan.

The Museum is proposing this phased expansion to become a true community partner and to better serve Winchester and the local area. The proposal consists of a new, main entrance across from Wood Avenue, main access and service drives to better control traffic on site, a new environmentally friendly parking area, expansions to the museum facility, enhanced gardens and grounds, renovation of the existing silo structure, public walking trails and connections to the surrounding schools, and a future amphitheater facility.

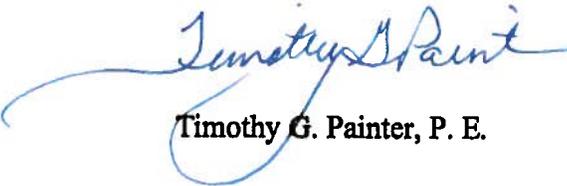
We believe that this will allow the Museum to better serve the community. Additionally, the concepts of the proposed master plan will merely enhance the services that the Museum provides; and in no way will this CUP adversely effect the adjacent neighbors or the local community. This proposal corresponds to and is in conformance with the comprehensive plan and will allow the Museum to continue its mission of service to this community.

Mr. Timothy Youmans, Planning Director  
City of Winchester, Virginia

May 4, 2015  
Conditional Use Permit Application

Thank you for your attention to and consideration of the matter. If you would have any questions or would require further information please do not hesitate to contact me.

Sincerely,



Timothy G. Painter, P. E.

Enclosures:

The MSV Phase II sequencing is as follows:

**Phase II a: 12 months**

1. New entrance across from Wood Avenue, sign, Kiosks, & gate house, and parking area.
2. New service roadway and improved and expanded main parking area.
3. Storm water management and water quality measures for the full development.
4. Service utility extensions.

**Phase II b: 12 Months**

1. Installation of the primary trail system.
2. Gardens & Greens Office Facility.
3. Renovation of the existing Silo and construction of the additions.

**Phase II c: 10 Months**

1. Construction of the Orientation Building.
2. Existing Shelter Barn renovation & restroom construction.
3. Orchard and South Lawn construction.

**Phase II d: 13 Months**

---

1. Construction of the Arts and Entertainment Building.
2. Amphitheater service driveway construction.

**Phase II e: 12 Months**

1. Construction of the Amphitheater and related facilities.

**Phase II f: 4 Months**

1. Installation of the secondary trail system.
2. Construction of miscellaneous site enhancements.



The Museum of the Shenandoah Valley (MSV) is dedicated to preserving and enriching the cultural life and heritage of the Shenandoah Valley. With that mission in mind, the MSV began working over three and a half years ago, in collaboration with individuals, businesses, and non-profit organizations, to identify opportunities the MSV could extend to our community. Through six months of listening sessions, where we welcomed input from over 350 community friends, our needs were identified and work begun on how we could continue to build our reputation as a center for scholarship and educational programming centered on the Shenandoah Valley's rich heritage and material culture.

On November 14, 2013 the MSV unveiled our Master Plan to much public support and enthusiasm. The Master Plan will be achieved through four phases and will serve as our major capital improvements guide for the next decade. Phase I of the Master Plan, which we call stewardship, pertains to the renovation of the Glen Burnie house and gardens, and is nearing completion. In January 2014 we began planning to meet the needs for Phase II of the Master Plan estimated goal of \$26,000,000. The construction of a professional amphitheatre falls within Phase II and will encompass a significant portion of this goal. Prior to unveiling our Master Plan it was shared with 8 of 9 Winchester City Councilors, all of whom were enthusiastically supportive. Each councilor hailed the future MSV amphitheatre and didn't think it would compete with the proposed "community" amphitheater for Jim Barnett Park.

The Museum of the Shenandoah Valley amphitheatre will be located in a natural bowl behind the Museum building. We are collaborating with Dr. Michael Stepniak, Dean and Professor of Music, for Shenandoah University to create a programmatic vision for this amphitheatre to present singularly iconic artists and ensembles to the Northern Shenandoah Valley. This program will include a summer performance season from Mid-April to Mid-September and will include targeted educational efforts and strategic ticket pricing to make it truly accessible and an attractive cultural resource for diverse families and individuals from our tri-state area. Additionally, the amphitheatre will also create an infrastructure for the MSV's current summer Gardens at Night (GAN) summer community concert series which draws between 400 and 2,200 per performance. When not used for performances or activities, the amphitheatre will serve as garden space connected to the Cultural Park's trail network and complement the surrounding landscape.

This shared vision between the MSV and Shenandoah University is a fabulous collaboration of talents and available space. With the construction of an amphitheatre the MSV has an exciting opportunity to create a thematically unique niche, in a one-of-a-kind setting, for the cultural community of the Northern Shenandoah Valley. It will build upon a shared dedication of the MSV and Shenandoah Conservatory to excellence in artistry, enrichment of a diverse community, and the promotion of Winchester as a leading center for culture and creativity. When complete, we feel the amphitheatre, as well as the MSV will be a "must-see" attraction.

The goal for Phase III, which includes renovation of our existing museum building, is \$221,090 and the goal for Phase IV, creating an additional 21,000+ of museum space, is estimated to be \$6,713,910, respectively.

## A Shared Vision for the New Amphitheatre at the MSV

*To enrich a diverse community, promote creative and artistic excellence, celebrate local cultural heritage, and advance Winchester as a leading center of culture and creativity*

---

### PROGRAMMING

---

#### PERFORMING ARTS LIVE @ NEW AMPHITHEATRE:

**Vision:** Presenting **singularly iconic artists and ensembles** within a summer performance season that also includes targeted educational efforts and a strategic ticket pricing structure to make the PAL Series @ New Amphitheatre a truly accessible and attractive cultural resource for diverse families and individuals from the tri-state community and Mid-Atlantic region.

At the center of activities in the New Amphitheatre is a season of performances occurring mid-April to mid-September (ranging from one to three events per weekend, with an occasional week-long festival). This premier season will be a professional series overseen by the Artistic Director of Performing Arts Live (PAL) at Shenandoah Conservatory in partnership with key personnel at the Museum, focusing around the following areas, in decreasing order of frequency:

- Rock (e.g., Ben Folds, Neko Case, Pink Martini)
- Folk (e.g., Old Crow Medicine Show)
- Classical (e.g., Orpheus Chamber Orchestra, Brooklyn Rider)
- Jazz (e.g., SFJazz Collective, Count Basie Orchestra)
- Family Events (e.g., World Music and Dance)

#### COMMUNITY CO-PRESENTATIONS:

Hosting Local and Regional Artists, and presenting General Educational and Cultural Events such as the MSV's Gardens at Night (GAN) concert series which has grown to attract over 8,000 people each year ; Winchester Little Theatre performances and summer camps; and Shenandoah University student performances.

## STAFFING

---

Nothing is more critical to the vision and the financial and operational integrity of the envisioned Amphitheatre than the presence of (a) highly skilled personnel who oversee and ensure exceptional programming and operations, and (b) the successful development of the Amphitheatre's profile in the Mid-Atlantic region through a robust marketing campaign. To ensure that the New Amphitheatre has exceptional and appropriate leadership and that the Museum of the Shenandoah Valley and Shenandoah Conservatory are capitalizing on their individual strengths and possible areas of cost-savings, the attached pages provide an initial outline of a possible staffing structure.

The costs of staffing the operation of the Amphitheatre, as outlined below, are to be incurred by MSV. Shenandoah Conservatory, for its part, is committed to providing expertise and time of key personnel to ensure the integrity of the artistic programming. In that way, the Conservatory helps ensure that the costs incurred are significantly less than they otherwise would be.

### ARTISTIC OVERSIGHT:

- Proposed (\$70K annual, no benefits)
  - Having the current Managing Director and Artistic Director of PAL at Shenandoah Conservatory become the full time Artistic Director of PAL at both SU and MSV, with MSV offsetting a portion of his salary, and providing occasional office space (offset portion: \$40K annual)
  - Reflecting best practice in the industry, have 1 or 2 key industry programmers on retainer to aid in the selection and contracting of special performers/events (\$15K annual)
  - Bring in major folk or rock artists who help co-curate special festivals, allowing for the attraction of special acts otherwise unaffordable (\$15K annual)

### PRODUCTIONS OVERSIGHT:

- Initial Estimate (\$51.4K)
  - Seasonal (\$27K)
    - Production Manager employed on site at the Museum as a full time employee from mid March – end of September, for fee of \$27K (based on 6.5 months of \$50K annual salary)
  - Hourly (\$24.4K)



- *Crew: 3-6 Conservatory Students (\$10/hr), average of 6 hours per 35 events [\$10.5K]*
- *Sound Engineer at \$200/major event (25), and Asst Sound Engineer at \$100/event (10) [\$6K]*
- *Box Office Manager (\$20/hr) from 2hrs prior to performance until 1hr into performance [\$1,850]*
- *Box Officer Staff (\$10/hr), average of 5 hours per event [\$4,200]*
- *House Manager (\$15/hr), average of 3.5 hours per event [\$1,850]*
- *Ushers – Volunteers, managed by House Manager [No Cost]*

MARKETING:

- Proposed Production (Cost calculated at about 20% of Projected Revenue)
  - Targeting the patron base of both the Conservatory and the Museum of the Shenandoah Valley, and the high volume of arts event patrons in the greater Washington DC area, develop and pursue a comprehensive marketing campaign to fully develop the profile of the Amphitheatre in the Mid-Atlantic region. Expected marketing plan would include, but not be necessarily limited to, the following:
    - Brochure/Postcard & Mailing
    - Email and Web Design and Production/Maintenance
    - Limited and Strategic Paid Advertising (Print, Radio, Web)
    - Social Media
    - Publicity Releases
- Proposed Staff (\$40K annual plus benefits)
  - Occupying office space in both the Conservatory and Museum, this full time Marketing Associate would work in coordination with MSV marketing staff, and Conservatory Artistic Director and marketing staff. A marketing professional focusing exclusively on developing and implementing a comprehensive marketing campaign strategically targeted specific audience segments for the diverse tracks of the performance season.

December 10, 2013

Mr. Joel Richardson  
Reader & Swartz Architects, P.C.  
213 N. Cameron Street  
Winchester, VA 22601

**Re: Museum of the Shenandoah Valley Amphitheater  
Proposal for Acoustic, Audio/Video and (Optional) Theater Consulting Services  
Reference #2572-rev0**

Dear Joel,

We are pleased to submit the following proposal to provide acoustic and audio/video consultation services for the conceptual design of an outdoor amphitheater at Museum of the Shenandoah Valley. We have also included optional theater consultation services, which will be provided by our sub-consultant, Schuler Shook. It is understood that the purpose of this phase is to define a scope and estimate the cost of the project.

Attachments to this letter highlight some of the relevant outdoor pavilion and amphitheater design work our firm has contributed to over the years. Our project experience includes the 15,000-seat pavilion at Bethel Woods Center for the Arts in the Catskills, the 17,000-seat Hollywood Bowl in Los Angeles, and the 4,000-seat Chautauqua Amphitheater in western New York.

Our firm recently co-designed a new sound system for the City of Houston's sound contractor at Miller Amphitheater. This cost-effective design-build project was completed quickly so that the system could be installed during one off-season. Currently, we are working on designing audio/video systems for audiences up to 3,000 people in an outdoor garden at the Memphis Botanical Gardens. We have helped performance institutions including the New York Philharmonic, the Boston Pops, the Cincinnati Symphony, and the Chicago Symphony, among others, create outstanding outdoor music environments using sophisticated audio systems that surround the audience in concert hall levels of sound.

#### **SCOPE OF SERVICES - ACOUSTICS**

1. Attend one meeting in Virginia with the design team, client, and end users, as appropriate, to discuss the overall program, the intended uses of the amphitheater, and the acoustic requirements and expectations.
2. Establish acoustic design goals, strategies, and criteria.

3. Provide design input - in the form of recommendations, sketches, and mark-ups, as required – to assist the design team in developing a conceptual design for the project.
4. Summarize our design input in a written report. The report will outline our understanding of the uses of the amphitheater, the acoustic design goals, the acoustic criteria to meet those goals, and a description of key acoustic design features, systems, and equipment.

#### **SCOPE OF SERVICES – AUDIO/VIDEO**

1. Attend one meeting in Virginia with the design team, client, and end users, as appropriate, to discuss the requirements for audio/video systems.
2. Prepare an Audio/Video Programming Report detailing our understanding of the audio/video requirements for the project. The report will include a preliminary estimate off the installed cost of the audio/video systems.
3. Review the Audio/Video Programming Report with the design team and client, and incorporate any agreed-up revisions.

#### **OPTIONAL SCOPE OF SERVICES – THEATER**

1. Attend one meeting in Virginia with the design team, client, and end users, as appropriate, to ascertain needs and goals of the client.
2. Discuss potential users' production activity, scheduling, staffing, and backstage and support requirements
3. Advise on issues such as area requirements, seating and stage configurations, backstage support adjacencies, and special technical considerations.
4. Assist with development of a spatial inventory for the amphitheater and production support areas with recommended square footage allocations.
5. Review and comment on a conceptual design for the stage and audience seating areas. Assist with further conceptual planning layout.
6. Provide recommendations for implementation of production equipment appropriate to the goals of the owner.
7. Provide an opinion of probable costs for recommended production equipment.

#### **COMPENSATION**

1. **Fees** - Our fees for **acoustic and audio/video** consultation will be billed on an hourly basis at the following rates:

Principals	\$225 / hr.
Senior Consultants	\$175 / hr.
Consultants	\$125 / hr.

2. **Fees** - Our fees for optional **theater** consultation services will be billed on an hourly basis at the following rates:

Partners	\$300 / hr.
Principals	\$270 / hr.
Senior Theater Consultants	\$215 / hr.
Project Theater Consultants	\$155 / hr.
Theater Consultants	\$140 / hr.
Drafters, Specialists	\$105 / hr.

3. **Upset Fees** - We estimate our total fees will not exceed the following amounts. Our billings will not exceed these amounts without your written authorization.

Acoustics	\$7,000
Audio/Video	\$5,000
Theater (Optional)	\$7,000
<b>Total</b>	<b>\$19,000</b>

4. **Expenses** – Expenses that are necessary for the completion of the assigned work will be billed in addition to our fees at net cost. Reimbursable expenses include special mailing, printing, and other reproduction costs; rental and shipping of acoustic test instruments; travel costs, including transportation, meals, and lodging; and other related expenses.

#### CONTRACT TERMS AND CONDITIONS

1. **Payments** – Monthly invoices will be submitted by Jaffe Holden. All invoices shall be processed and paid within thirty (30) days of receipt. Payment delayed beyond one hundred twenty (120) days' period will be subject to a service charge of 1-1/4 % per month (15% per annum).
2. **Validity Period** – This proposal shall be valid for a period of time not to exceed 90 days after the date of issuance of the proposal or contract. Jaffe Holden shall not be obligated to honor a proposal or contract which is not accepted within 90 days after issuance.
3. **Contract Termination** – Should the project be abandoned or should the client elect to terminate Jaffe Holden services for other reasons prior to Jaffe Holden's completion of the work, Jaffe Holden shall be paid for services performed up to the date of Jaffe Holden's receipt of the notice of termination. Such compensation shall be in proportion to work performed.
4. **Arbitration** – All claims, disputes and other matters in question arising out of, or relating to, this Agreement, or the breach thereof, shall be decided by arbitration in accordance with the Construction Industry Arbitration Rules of the American Arbitration Association then obtaining unless the parties mutually agree otherwise. This agreement to arbitrate shall be specifically enforceable under the prevailing arbitration law.

Notice of the demand for arbitration shall be filed in writing with the other party to this Agreement and with the American Arbitration Association. The demand shall be made within a reasonable time after the claim, dispute, or other matter in question has arisen. In no event shall the demand for arbitration be made after the date when institution of legal or equitable proceedings based on such claim, dispute or other matter in question would be barred by the applicable statute of limitations.

The award rendered by the arbitrators shall be final, and judgment may be entered upon it in accordance with applicable law in any court having jurisdiction thereof.

5. **Non-Relative Litigation** – If there is any litigation between design team and client which does not involve the work of Jaffe Holden, compensation to Jaffe Holden will not be withheld for work completed and all invoices rendered by Jaffe Holden in accordance with this contract will be paid accordingly.

Thank you for inviting us to submit our proposal. Your signature below will authorize us to proceed with the work. In the meantime, should you have any questions, please don't hesitate to contact us.

Sincerely,

Jaffe Holden



Mark Holden  
Principal

---

#### AUTHORIZATION

For: Reader & Swartz Architects, P.C.

By: \_\_\_\_\_

Date: \_\_\_\_\_

MUSIC PAVILIONS

In Design or Construction:

Charlottesville Music Pavilion, Charlottesville, North Carolina  
Cohen Ice Rink & Fountain at Mill River, Stamford, Connecticut  
Levitt Pavilion, Westport, Connecticut  
Longwood Gardens Main Fountain Garden Project, Kennett Square, PA  
Memphis Live Botanical Gardens Pavilion, Memphis, Tennessee

Completed Projects:

2011 Maui Arts and Cultural Center Pavilion, Maui, Hawaii  
2010 Miller Outdoor Theater, Houston, Texas  
2009 Bethel Woods Performing Arts Center, Bethel, New York  
2008 Sun Valley Pavilion, Sun Valley, Idaho  
Blossom Music Center, Cuyahoga Falls, Ohio  
Blockbuster Sony Entertainment Center, Camden, New Jersey  
Concord Pavilion, Concord, California  
Desert Sky Pavilion, Phoenix, Arizona  
Fingerlakes Pavilion, Rochester, New York  
Florida National Pavilion, Jacksonville, Florida

---

Harborside Festival Pavilion, Baltimore, Maryland  
Grant Park Pavilion, Chicago, Illinois  
Kent State Festival Pavilion, Cuyahoga Falls, Ohio  
Meadow Brook Festival Pavilion, Rochester, Michigan  
Merriweather Post Pavilion of Music, Columbia, Maryland  
Mississippi River Festival Pavilion, Edwardsville, Illinois  
National City Pavilion, Cincinnati, Ohio  
Ontario Place Music Pavilion, Toronto, Canada  
Pier 6 Pavilion, Baltimore, Maryland  
Ravinia Festival Music Pavilion, Highland Park, Illinois  
Riverbend Pavilion, Cincinnati, Ohio

Saratoga Performing Arts Center, Saratoga, New York

AMPHITHEATRES

In Design or Construction:

Fairfax County Amphitheater, Fairfax, Virginia

Chautauqua Institution Amphitheater, Chautauqua, New York

Nashville Park Amphitheater, South of Broadway Master Plan, Nashville, Tennessee

Completed Projects:

2007 Santa Barbara County Bowl, Santa Barbara, California

2004 Hollywood Bowl, Los Angeles, California

1997 North Carolina Art Museum Amphitheatre, Raleigh, North Carolina

Central Park Music Shell, New York, New York

Dallas Symphony Starfest, Dallas, Texas

Delacorte Theatre, New York Shakespeare Festival, New York, New York

Earl Bales Theatre, Toronto, Canada

Minnie Guggenheimer Pavilion, Central Park, New York, New York

Mizner Park, Boca Raton, Florida

Carlos Moseley Pavilion, New York, New York

Hatch Shell, Charles River Esplanade, Boston, Massachusetts

Kansas City Starlight Theatre, Kansas City, Missouri

Liberty Park, Jersey City, New Jersey

Lincoln Park Amphitheatre, Kettering, Ohio

McLaren Park Amphitheatre, San Francisco, California

Mount Morris Park Amphitheatre, New York, New York

Oregon Ridge Festival Stage, Baltimore, Maryland

Penns Landing Amphitheater, Philadelphia, Pennsylvania

Pittsburgh Symphony Festival, Point Park, Pittsburgh, Pennsylvania

Randall's Island Amphitheater, New York, New York

Sha-Tin Festival Stage, Hong Kong

Trophy Point Amphitheatre, U. S. Military Academy, West Point, New York

## Outdoor Performance Venues

### Bethel Woods Performing Arts Center

Bethel, New York

The Bethel Woods Performing Arts Center Pavilion is a **4,800-seat** music pavilion on the site of the Woodstock Festival. It is designed to serve rock music as well as symphonic orchestras. The orchestra shell designed by JaffeHolden consists of 10 wooden towers and 4 wooden ceiling pieces and are in place for performances such as the New York Philharmonic, Wynton Marsalis and other performers that want an "unplugged" sound. For rock concerts, the wooden towers are removed and stored and a state of the art house sound system is used for the lawn and pavilion. Designed by JaffeHolden the system provides sound for local community groups as well as infrastructure for touring bands to connect their rigs to.



### Chautauqua Institution Amphitheater

Chautauqua, New York

The Chautauqua Institution amphitheater is a 4,063 seat amphitheater, that is currently being renovated to accommodate multiple purposes for the community. The audio/video components for the amphitheater are designed to respond to a variety of presenters' needs. The system upgrade will facilitate the space's ability to offer a multiplicity of disparate events by designing systems that enhance the ease at which the space transforms daily. The Audio/Video systems shall be designed to meet advanced technological needs, both physically and mechanically, for a range of presentations and performances.

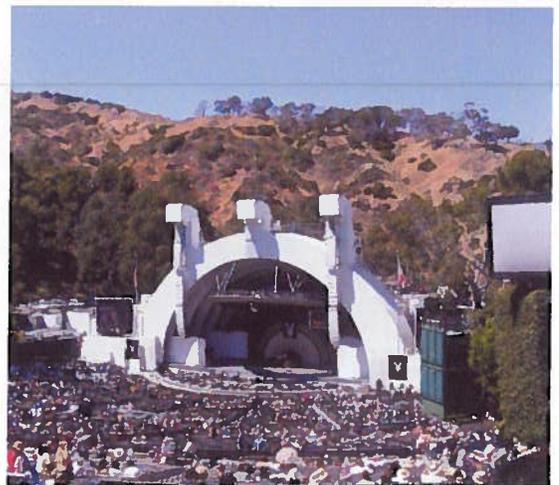


Jaffe Holden's acoustic recommendations aim to both restore and maintain the historic integrity of the building while also enhancing the quality of the spoken word.

### Hollywood Bowl

Hollywood, California

The symphonic acoustic design of the Hollywood Bowl was based on a proven concept that has been successfully implemented since the early 1960's for symphony orchestras such as Cincinnati, Detroit and Pittsburgh who were playing in multi-use indoor and/or outdoor performance spaces. Since these orchestras were performing out of doors or in theaters that were on the dry side, we used the volume of the theater stage house as an acoustic chamber to develop additional reverberation or liveness in the audience listening areas. Within these stage house volumes we designed de-mountable concert shells that had tunable ceiling reflector panels suspended from the theater rigging. At the Hollywood Bowl, the overall hard reflective bowl like shell is the reverberant chamber and the adjustable reflectors within the halo ring enable us to balance as well as blend the sections of the orchestra and increase onstage hearing for the musicians. In an outdoor venue that seats close to **20,000 people**, the use of sound reinforcement is a given. However, a live, well blended and balanced orchestral sound at the source makes it much easier for the console operator to provide a sound that is more representative of what one might hear in a well designed concert hall.



# Outdoor Performance Venue



Image courtesy of Studio Red

## Miller Outdoor Theater

Houston, Texas

The Miller Outdoor Theater in Houston's Hermann Park is unique in the United States because it offers an eight month season of professional entertainment that is both culturally diverse and free of charge to the public. Programs include classical music, jazz, ethnic music and dance, ballet, Shakespeare, musical theatre and classic films. The theater is located near the Houston Zoo and the Museum of Natural Science. Seating is provided for 1,705 patrons, plus a sloping lawn that accommodates approximately 4,500 additional guests.

The theater structure includes a 64 x 41-foot stage, 54 line sets for hanging lights, curtains and scenery, an orchestra pit which can be raised and lowered, dressing rooms, offices, a full complement of theatrical equipment, and a 110-ton air conditioning system that cools the performance area.

Jaffe Holden provided a new design for the sound reinforcement system in order to replace an aging system that did not meet modern performance standards. The new system was designed and built in less than three months and received praise from artists, audiences and the city of Houston.

### Project Information

1705-covered Seats  
4,500-lawn Seats

### Budget

\$1.5 Million

### Design Team

Architects: Studio Red  
Haire! Enterprises

### Client

City of Houston

### Completion Date

2010

"I just wanted to let you know how much I enjoyed the concert last night. It sounded absolutely great! So crisp and clean; all the voices and instruments were distinct and crystal clear. I sat for the first half, then walked the hill for the second and was very impressed in each location."

*Thomas Boyd, Production Director  
Houston Ballet*

## Outdoor Performance Venue



© Kris Berg

### Sun Valley Music Pavilion

Sun Valley, Idaho

The Sun Valley Music Pavilion is used as a seasonal space for the Sun Valley Symphony as well as for events hosted by the Sun Valley Resort. The pavilion houses a 6,000 square foot stage under a proscenium arch that supports a permanent acoustical shell. The shell is made of a tensile-steel web over which a wood-shingled roof is mounted. The proscenium arch soars 70 feet high and is anchored by an immense foundation consisting of 150 truckloads of concrete. The foundation is designed to make the structure extremely resistant to forces of weather and earthquakes.

Jaffe Holden provided architectural acoustic services, audio/video systems design services, and electronic architecture system design services for this project. Special features include an integrated audio and video system that combines a touring show-ready audio system inside the pavilion with a distributed audio system for listeners outside the structure. The team also designed a unique movable acoustic shell and ensured the electronic architecture system worked in conjunction with the distributed audio system in order to provide a full concert hall acoustical experience for all audiences.

#### Project Information

1,500 Permanent Seats  
3,500 Lawn Seats

#### Scope of Work

Architectural Acoustics  
Audio/Video Systems Design  
Electronic Architecture System Design

#### Budget

\$14,000,000

#### Design Team

Architects: FTL Design Engineering Studio  
Architect of Record:  
Ruscitto/Latham/Blanton Architects  
Theatre Consultant: Auerbach Pollack Frielander

#### Completion Date

2008

#### Client

Sun Valley Company

## Joseph M. Bryan Jr. Theater North Carolina Museum of Art

Raleigh, North Carolina

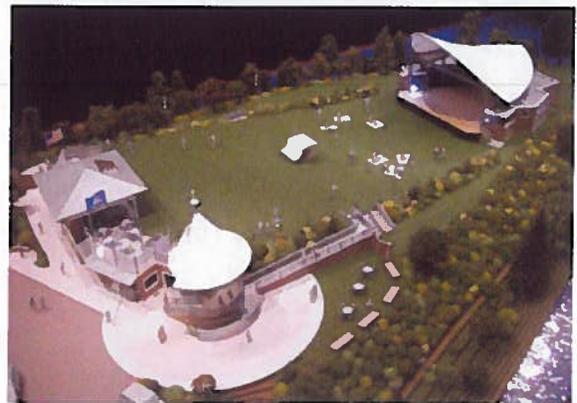
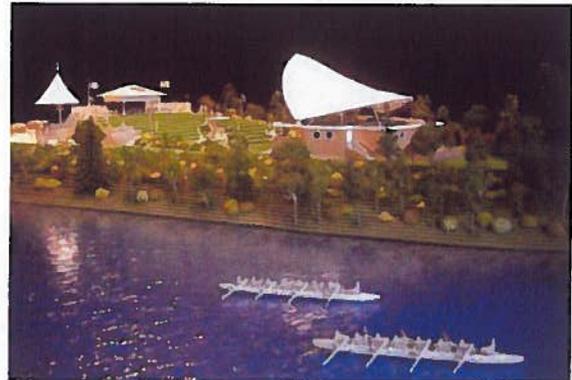
The Joseph M. Bryan, Jr., Theater in the Museum Park is part of a 164 acre area, which features rolling fields and woodlands with trails and sculptures throughout. The theater is a 500-seat outdoor theater, with lawn seating for 2,000. This theater has become a favorite destination for music, film screenings and festivals. JaffeHolden's scope involved the stage design and community noise evaluations.

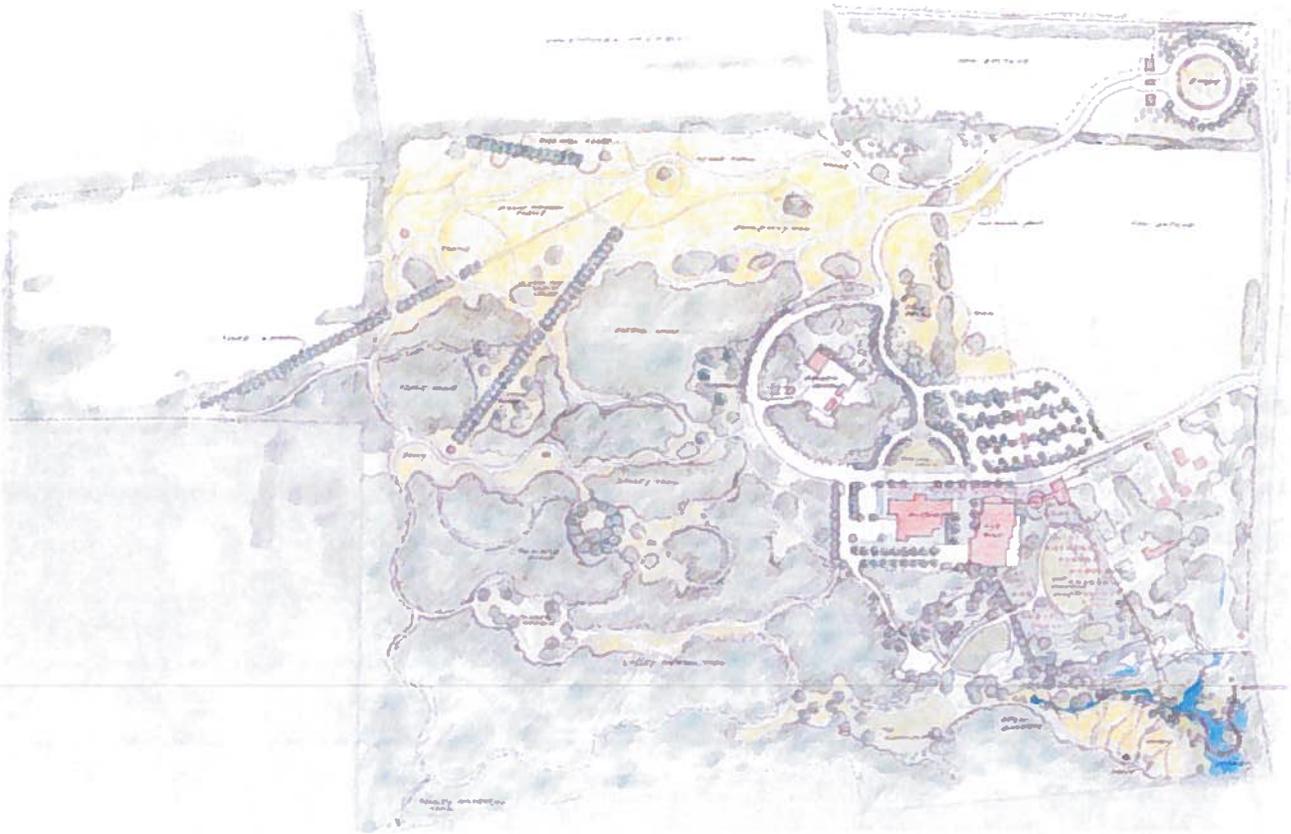


## The Levitt Pavilion for the Performing Arts

Westport, Connecticut

For the past 33 years, the Levitt Pavilion for the Performing Arts has provided nightly entertainment in an outdoor setting during the summer. The pavilion features music, dance, comedy, film and drama. JaffeHolden was involved in the initial inception of the pavilion and is currently involved in the plan to replace the band-shell and upgrade the Pavilion with acoustic treatments for the stage and pavilion area. JaffeHolden has also completed multiple community noise impact studies. The Audio & Video system designed by JaffeHolden, consists of a main speaker system with distributed speakers mounted on poles for lawn seating.





Museum of the Shenandoah Valley • Site Plan 2015  
Reader & Swartz Architects, P.C. • Siteworks • Painter - Lewis, P.L.C. • Howard Shockey & Sons

EXISTING ENTRY GARDEN  
Existing Aerial View



PROPOSED ENTRY GARDEN  
Future Aerial View



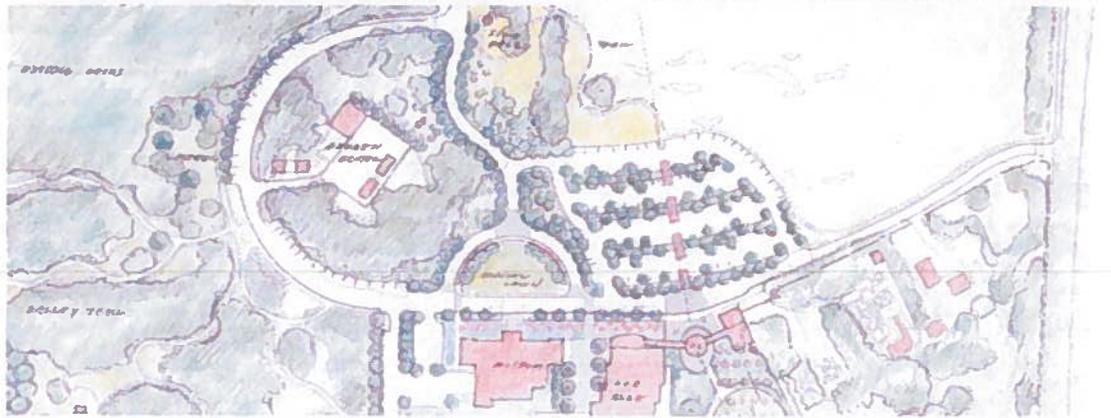
PROPOSED ENTRY GARDEN  
View at Amherst Street Entry



Museum of the Shenandoah Valley • Site Plan 2015

Reader & Swartz Architects, P.C. • Siteworks • Painter - Lewis, P.L.C. • Howard Shockey & Sons

NEW PARKING LOT CONCEPT



Museum of the Shenandoah Valley • Site Plan 2015

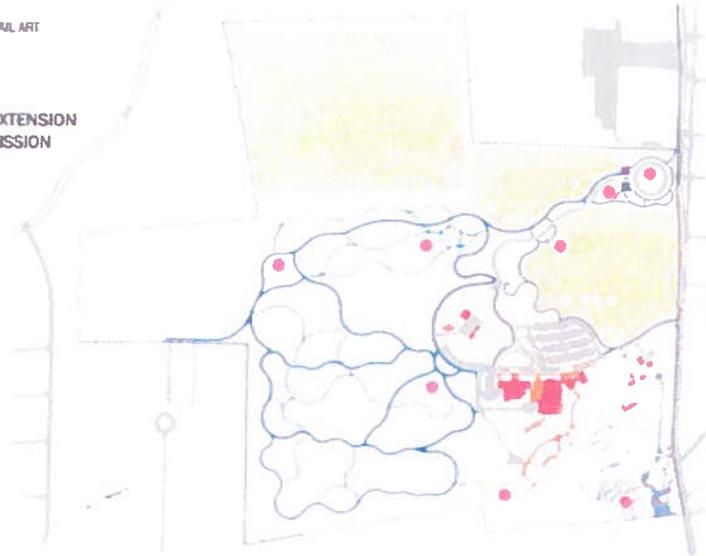
Reader & Swartz Architects, P.C. • Siteworks • Painter - Lewis, P.L.C. • Howard Shockey & Sons

TRAIL ART CONCEPTS

MSV SITE TRAIL ART

ART ●

ART: AN EXTENSION  
OF THE MISSION



CONCEPTUAL ART INSTALLATIONS



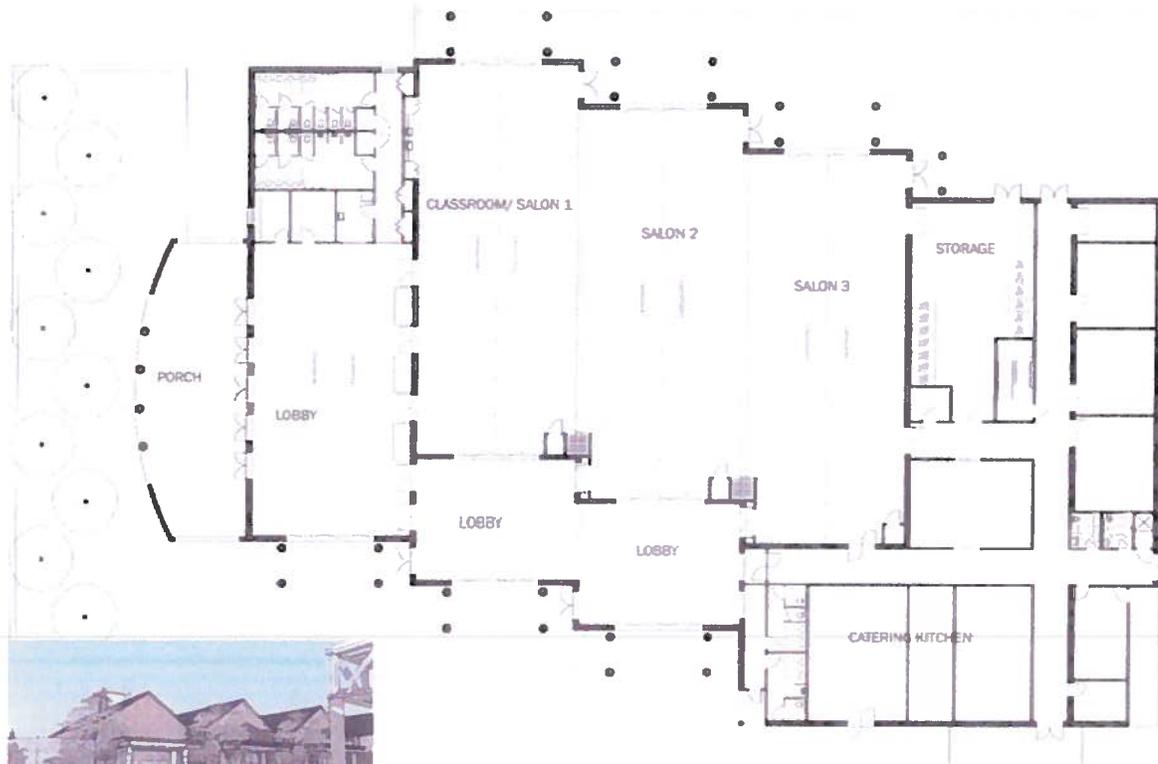
TRAILS AND ART



Museum of the Shenandoah Valley • Site Plan 2015

Reader & Swartz Architects, P.C. • Siteworks • Painter - Lewis, P.L.C. • Howard Shockey & Sons

SCHEMATIC ARTS AND EDUCATION BUILDING PLAN



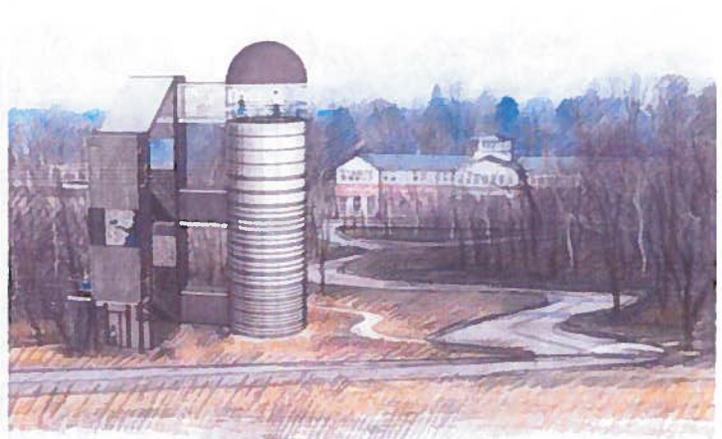
Museum of the Shenandoah Valley • Site Plan 2015

Reader & Swartz Architects, P.C. • Siteworks • Painter - Lewis, P.L.C. • Howard Shockey & Sons

EXISTING SITE



SILO AND ENTRY ROAD

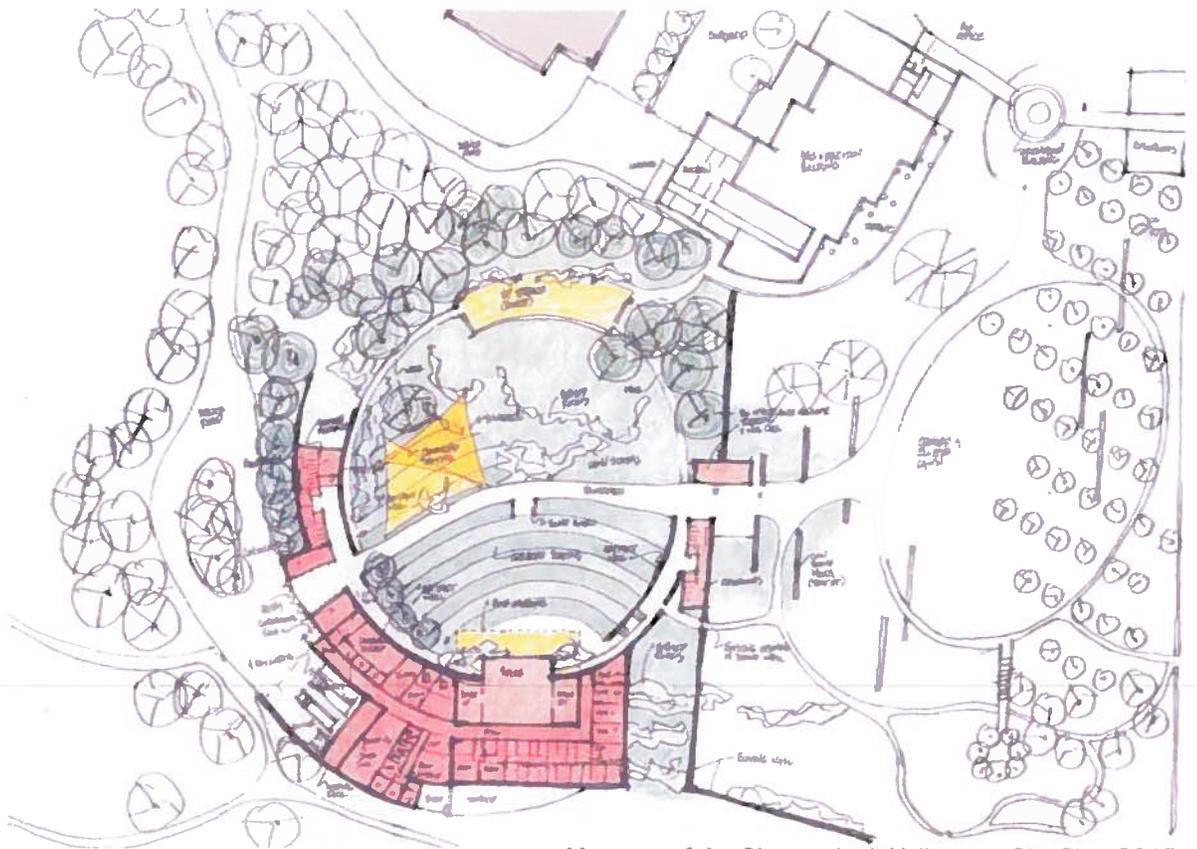


ART SPACE INSIDE OF SILO



LOOKOUT AT TOP OF SILO

AMPHITHEATER SCHEMATIC



Museum of the Shenandoah Valley • Site Plan 2015

Reader & Swartz Architects, P.C. • Siteworks • Painter - Lewis, P.L.C. • Howard Shockey & Sons

SCHULER SHOOK

	<b>STAGE</b>		<b>Project Name:</b>	<b>Museum of Shenandoah Valley Amphitheater</b>					
			<b>Date Prepared:</b>	December 21, 2013					
			<b>Version:</b>	1					
			<b>Prepared by:</b>	Jack P. Hagler, ASTC					
<b>LEVEL</b>	<b>AREA</b>	<b>NOTES</b>	<b>CONDITIONED (CON) ENCLOSED (ENC) COVERED (COV)</b>	<b>OCCUPANCY</b>	<b>WIDTH</b>	<b>DEPTH</b>	<b>HEIGHT</b>	<b>NET SF</b>	
1.0	STAGE	height is to bottom of structure	COV	N/A	50	50	30	2,500	
1.0	SL WING	height is to bottom of structure	COV	N/A	20	50	30	1,000	
1.0	SR WING	height is to bottom of structure	COV	N/A	20	50	30	1,000	
	<b>TOTAL SQUARE FOOTAGE</b>							<b>4,500</b>	

SCHULER SHOOK

BACK OF HOUSE		Project Name: Museum of Shenandoah Valley Amphitheater						
		Date Prepared: December 21, 2013						
		Version: 1						
		Prepared by: Jack P. Hagler, ASTC						
LEVEL	AREA	NOTES	CONDITIONED (CON) ENCLOSED (ENC) COVERED (COV)	OCCUPANCY	WIDTH	DEPTH	HEIGHT	NET SF
	STORAGE - UTILITY		ENC		16	20		320
	PERFORMERS LOUNGE		ENC, CON	20				400
	LOADING DOCK		COV	2 TRUCKS	26	12		312
	KITCHEN/CATERING DOCK		COV	1 TRUCK	12	12		144
	RECEIVING		COV		26	20		520
	CRATE STORAGE	Road boxes	COV	3				1,000
	OFFICE - HOUSE TECHNICIANS		ENC, CON	1				120
	OFFICE - TECHNICAL DIRECTOR		ENC, CON	1				150
	RESTROOM - CREW		ENC, CON	2				180
	RACK ROOM - AUDIO		ENC, CON		9	20	9	180
	RACK ROOM - DIMMERS		ENC, CON		15	8	9	120
	RACK ROOM - VIDEO		ENC, CON		9	20	9	180
	DRESSING ROOM - MEDIUM	Dimensions per station	ENC, CON	12	6	13		1,036
	DRESSING ROOM - MEDIUM	Dimensions per station	ENC, CON	12	6	13		1,036
	DRESSING ROOM - SMALL w/restroom	Private	ENC, CON	2				300
	DRESSING ROOM - SMALL w/restroom	Private	ENC, CON	2				300
	LAUNDRY FACILITIES		ENC, CON		16	8		128
	OFFICE - TOUR PRODUCTION		ENC, CON					200
	OFFICE - TOUR PRODUCTION		ENC, CON					200
	RESTROOM & SHOWER - MEDIUM		ENC, CON	2				100
	RESTROOM & SHOWER - MEDIUM		ENC, CON	2				100
	STORAGE - AUDIO EQUIPMENT		ENC, CON					300
	STORAGE - LIGHTING EQUIPMENT		ENC, CON					300
	STORAGE - VIDEO EQUIPMENT		ENC, CON					200
	SECURITY - STAGE DOOR		ENC, CON					150
	CUSTODIAL & MAINTENANCE		ENC, CON					150
	CATERING PREP KITCHEN		ENC, CON					1,500
	STORAGE - KITCHEN		ENC, CON					200
	DINING		ENC, CON					400
	VIP MEET & GREET		ENC, CON					200
	<b>TOTAL SQUARE FOOTAGE</b>							<b>10,406</b>

SCHULER SHOOK

FRONT OF HOUSE AND OPERATIONS		Project Name:	Museum of Shenandoah Valley Amphitheater					
		Date Prepared:	December 21, 2013					
		Version:	1					
		Prepared by:	Jack P. Hagler, ASTC					
LOCATION	AREA	NOTES	CONDITIONED (CON) ENCLOSED (ENC) COVERED (COV)	OCCUPANCY	WIDTH	DEPTH	S.F. EACH	NET SF
	RESTROOMS - PUBLIC FEMALE	Based on 3,000 patrons	ENC, CON	34			50	1,675
	RESTROOMS - PUBLIC MALE	Based on 3,000 patrons	ENC, CON	17			42	693
	CONCESSIONS		COV	15	5	12		900
	MERCHANDISE SALES		COV	8	5	12		450
	VIP SEATING AREA		COV	100			25	2,500
	BOX OFFICE		ENC, CON	4	4	8		188
	USHERS	Lockers	ENC, CON					200
	HOUSE MANAGER	Double as count room and settlement office	ENC, CON					200
	BOX OFFICE STORAGE		ENC					100
	CONTROL - LIGHTING AND AUDIO COCKPIT STORAGE		COV		24	16		384
	<b>TOTAL SQUARE FOOTAGE</b>							<b>7,490</b>

### Movie Theater with Matinee (444)

AMPHITHEATER AREA:  
SEAT AREA: 16,463 sq  
LAWN AREA: 26,463 sq

Average Vehicle Trip Ends vs: 1000 Sq. Feet Gross Floor Area  
On a: Friday,  
Peak Hour of Adjacent Street Traffic,  
One Hour Between 4 and 6 p.m.

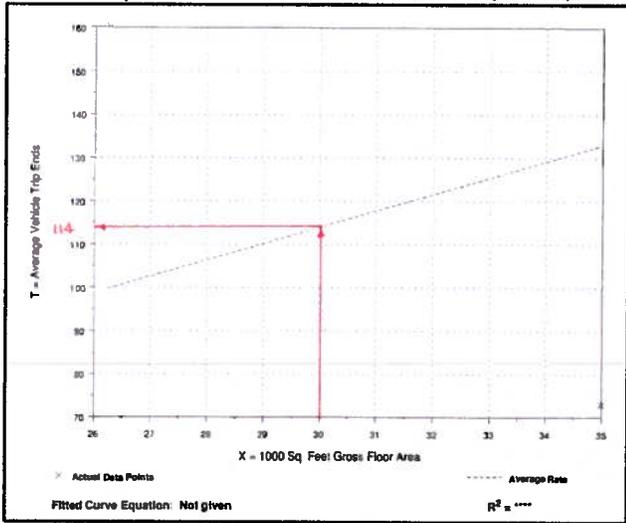
Number of Studies: 2  
Average 1000 Sq. Feet GFA: 31  
Directional Distribution: 64% entering, 36% exiting

#### Trip Generation per 1000 Sq. Feet Gross Floor Area

Average Rate	Range of Rates	Standard Deviation
3.80	2.09 - 6.10	.

#### Data Plot and Equation

Caution - Use Carefully - Small Sample Size



Usable SEAT AREA: SEAT + (LAWN) = 30,015 sq

### Movie Theater with Matinee (444)

Average Vehicle Trip Ends vs: 1000 Sq. Feet Gross Floor Area  
On a: Saturday,  
Peak Hour of Generator

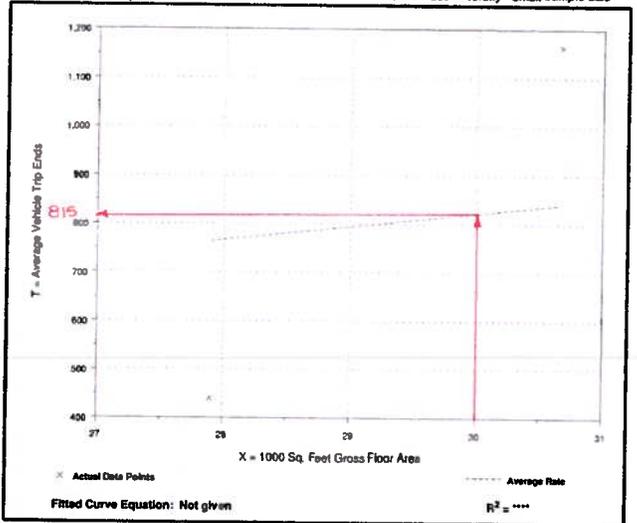
Number of Studies: 2  
Average 1000 Sq. Feet GFA: 29  
Directional Distribution: 56% entering, 44% exiting

#### Trip Generation per 1000 Sq. Feet Gross Floor Area

Average Rate	Range of Rates	Standard Deviation
27.39	15.77 - 37.95	.

#### Data Plot and Equation

Caution - Use Carefully - Small Sample Size



The Museum of the Shenandoah Valley  
 Shenandoah Conservatory  
 Amphitheatre Projected Ticket Revenue

**Low Projection**

Performance Type	# of Performances	Projected Attendance	Price Point 1	Price Point 2	Series Attendance	Series Revenue
Rock	9	800	30	40	7200	266,400
Folk	9	800	30	40	7200	266,400
Classical	5	300	20	30	1500	40,500
Jazz	5	200	20	30	1000	27,000
Family	3	300	10	20	900	15,300
Theatre	1	500	20	30	500	13,500
<b>Total</b>	<b>32</b>				<b>18,300</b>	<b>628,100</b>

**Medium Projection**

Performance Type	# of Performances	Projected Attendance	Price Point 1	Price Point 2	Series Attendance	Series Revenue
Rock	9	1000	30	40	9000	333,000
Folk	9	1000	30	40	9000	333,000
Classical	5	400	20	30	2000	54,000
Jazz	5	300	20	30	1500	40,500
Family	3	400	10	20	1200	20,400
Theatre	1	800	20	30	800	21,600
<b>Total</b>	<b>32</b>				<b>23,600</b>	<b>802,500</b>

**High Projection**

Performance Type	# of Performances	Projected Attendance	Price Point 1	Price Point 2	Series Attendance	Series Revenue
Rock	9	1200	30	40	10800	399,600
Folk	9	1200	30	40	10800	399,600
Classical	5	500	20	30	2500	67,500
Jazz	5	400	20	30	2000	54,000
Family	3	500	10	20	1500	25,500
Theatre	1	1000	20	30	1000	27,000
<b>Total</b>	<b>32</b>				<b>28,600</b>	<b>973,200</b>