



City of Harrisonburg, Virginia

Office of the City Manager

409 South Main Street
Harrisonburg, VA 22802
(540) 432-7701 / FAX (540) 432-7778

Kurt D. Hodgen
City Manager

TO: Kurt Hodgen, City Manager
FROM: Jenny Burden, Arts Council of the Valley
DATE: February 6, 2017
RE: Creative Placemaking Downtown in the corridor connecting Liberty Park to Turner Pavilion

Summary: Representatives from several sectors of the Harrisonburg community—higher education, public schools, government, nonprofits, and business—will collaborate to employ the arts to improve the pedestrian walkway connecting Liberty Park with Turner Pavilion, which is an element of the City’s Downtown Streetscape Plan. This group is applying for a grant from ArtPlace America and the National Creative Placemaking Fund. Because public property is involved, we will return to City Council to propose the specific art projects for approval if we are successful in obtaining the grant.

The grant calls for the use of arts and culture to strengthen the social, physical and economic fabric of a community. While our ultimate goal is to improve the entire corridor described above, for the purposes of this grant, we are focusing on the existing one-block alleyway between Court Square and W. Water Street, which crosses over Blacks Run. We think this well-travelled, highly-visible alley could be greatly improved in terms of aesthetics and presents an excellent opportunity to continue the long history of public art in Harrisonburg.

The team consists of JMU Assistant Professor Dr. Jennifer Taylor, Deputy City Manager Ande Banks, Director of Planning and Community Development Adam Fletcher, Assistant Director of Economic Development Peirce Macgill, HCPS Fine Arts Coordinator JR Snow, Owner of Larkin Arts Valerie Smith, HDR Executive Director Andrea Dono and ACV Executive Director Jenny Burden.

Background: n/a

Key Issues: The subject corridor is a combination of private land and public right of way.

Environmental Impact: n/a

Fiscal Impact: The grant application requires no matching funds.

Prior Actions:

Alternatives: (a)
(b); or
(c)

Community Engagement: n/a



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Recommendation:

Attachments:

RE:

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Review:

The initiating Department Director will place in Legistar, 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. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.

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