



AGENCY: City Council
MEETING DATE: October 14, 2014
DEPARTMENT: Community Dev.
PRESENTED BY: M Jones

AGENDA ITEM SUMMARY

TITLE:

RECEIVE REPORT AND PROVIDE DIRECTION TO STAFF REGARDING LEASE OF SPACE IN CITY HALL EAST (FORMER "BOYS LOCKER ROOM") TO FLOCKWORKS FOR INDUSTRIAL ARTS STUDIO

ISSUE:

The City Council has long held a vision to establish an industrial arts center on the former Georgia-Pacific Mill Site. The City has prepared a feasibility study and architectural and engineering studies for an Industrial Arts Center in Dry Shed #4. These studies identified a significant funding gap associated with the reuse of Dry Shed #4, which makes establishment of the Industrial Arts Center in that space problematic in the short term.

Throughout the feasibility analysis process, City staff, local artists, members of the Fine Woodworking program, the general public and the City Council have all expressed great enthusiasm for establishment of an industrial arts center in Fort Bragg. The project has not gotten off the ground in part due to the fact that: 1) there has not been an identified non-profit to manage a facility and associated programs; 2) there is no low cost space to incubate the project.

Both of these obstacles may be addressed by a proposal submitted by two talented local artists who want to kick start a Fort Bragg Industrial Arts Center by reusing a vacant space ("Boy's locker room") in City Hall East as an incubator for the project. This matter was brought to the Public Facilities Committee and they recommended that it be brought forward to City Council for a decision with the following additional information:

1. Information about the proposed use of the space;
2. Estimates of the cost of making necessary improvements to the facility for ADA accessibility at the front door threshold and installation of a door for restroom access; and
3. Identification of proposed lease terms that would amortize the costs of facility improvements.

RECOMMENDED ACTION:

Receive Report and Provide Direction to Staff Regarding Lease of Space in City Hall East (former "Boys Locker Room") to FLOCKworks for Industrial Arts Studio

ALTERNATIVE ACTION(S):

None

ANALYSIS:

Proposed Industrial Arts Center Incubator

Janet Self, Executive Director of FLOCKworks (flockworks.blogspot.com), and Jonathan Palmer (jonathanpaulpalmer.com) are interested in establishing an incubator space for a center in Fort

Bragg focused on industrial and fine arts. Janet and Jonathan are very interested in managing and building the organizational capacity for such a center and they bring a wealth of experience and energy to the conversation, including: grant writing, art making, art show development, art teaching & classes, and organizational development plus extension experience working with local schools, artists and a wide range of community organizations.

They want to establish a working center for industrial and fine arts that would become an umbrella for initiatives that build the creative community in Fort Bragg. Their vision is for a collaborative center that brings together local and regional artists, the schools, the fine wood-working program, the Noyo Marine Center and other community partners to:

- Teach art to children and adults;
- Create collaborative public art projects;
- Create collaborative opportunities for exhibits, events and hands-on activities;
- Build the Fort Bragg brand as a destination center for arts and artists; and
- Build community among artists, and between the various arts disciplines.

Janet Self, a working artist, established FLOCKworks, a non-profit community arts organization, to do these very things with a seven year track record of successful and respected programs on the Coast. Jonathon Palmer has strong background in design, teaching art, and operating a small business. Their long term vision includes establishing an artist's residency program that brings emerging artists to the coast for longer stays as well as organizing events and special programs that bring the arts community together and outreach to locals and visitors in new ways.

Janet and Jonathon approached the Community Development Director to identify potential locations to incubate such a center. The Community Development Director worked with Janet and Jonathan to explore various options and look at the available properties with the correct zoning in Fort Bragg. Jones suggested that they take a quick look at the vacant space to the east of the Noyo Center office on Laurel Street (in City Hall). Jonathon and Janet both loved this space. They would like City Council to consider "donating" the use of this space for one or two years with a lease that covers only the costs of making the space useable, so that Janet and Jonathon can develop the organization and programs.

Their plan is to initially anchor the space with a donated letter press & book binding set up (valued at \$25,000 in equipment) along with etching presses. They would use the presses to: 1) teach classes on printmaking and book-making to children and adults; 2) expand the partnership with the Writers Conference and others focused on book arts; 3) become a regional center for innovative print-making and book arts; 4) host demonstrations and other activities for First Fridays; 5) provide opportunities for visitors to learn about letter press, print making and other related arts. They need a small secure space with a concrete floor and the easternmost room in City Hall provides just exactly that. The lease would be with the non-profit FLOCKworks, which would obtain insurance and pay for all utilities for the space.

This lease could benefit the City as it would help build the organizational capacity for an Industrial Arts Center, with a relatively nominal contribution by the City in the form of an un-used space. This would be extremely beneficial for later grant fundraising for the Industrial Arts Center as there would be a track record of providing programming and activities in the arts.

Costs of Renovating the Space

The cost to renovate the space, in order to meet minimum building codes is estimated in the table below. Most of these improvements will make the space usable to this and future potential tenants or uses by the City of Fort Bragg. FLOCKworks has indicated that they will gladly pay for the paint

and paint the interior themselves. Additionally, they are not certain that they will need \$2,300 heater.

Industrial Arts Incubator - Space Development		
	Material Cost	Labor Hrs
Electrical - new 125 amp panel/outlets/lighting	\$ 2,500	80
Heating - Replace Propane Monitor Heater/Install if needed	\$ 2,300	
ADA Access - Concrete & ADA Door	\$ 680	16
Carpentry - Two Interior doors, paint interior, frame door jams, seal off pool access, install hand rail	\$ 1,250	52.5
Contingency 10%	\$ 673	
Total	\$ 7,403	148.5

Staff is seeking direction from the Council regarding whether it is interested in leasing the space to FLOCKworks and, if so, what the terms of the lease should be. Staff recommends a two year lease term, with a rent payment of \$150/month. This amounts to about \$0.50/SF for the 300 square foot space which is appropriate given its rudimentary trimmings. This rental rate would offset the costs of the facility upgrades within four years.

Alternatively, the City could provide a no cost lease to support the implementation of one of the key strategies of the City’s 2014 Economic Development Strategy by helping to launch and incubate the Industrial Arts Center in this vacant space.

FISCAL IMPACT:

Public Works staff would make the necessary improvements and the cost of installing the improvements would be amortized over a period of time and paid back to the City. As the potential tenants have indicated that they would pay for all electricity and gas associated with operating the incubator, the net direct fiscal impact of the project would be zero. However the facility as a whole would have a positive fiscal impact on the City as it may eventually result in more visitors and more retail sales tax and transient occupancy tax revenue for the City.

CONSISTENCY:

This project is consistent with the City’s Inland Land Use and Development Code as it permits art studios and artisan manufacturing with retail sales in the Central Business District. The project is also consistent with the 2014 Economic Development Strategy’s focus on increasing cultural activities in Fort Bragg by implementing Strategy 3.2 to develop an Industrial Arts Center in Fort Bragg.

IMPLEMENTATION/TIMEFRAMES:

Tasks to implement this project include:

- 1) Prepare and execute a lease agreement; and
- 2) Complete necessary repairs and improvements to the space.

These tasks could be completed over the next two months allowing FLOCKworks to move into the space in December 2014.

ATTACHMENTS:

- 1. FLOCKworks Webpages
- 2. Photos of the space

NOTIFICATION:

- 1. Jonathan Palmer
- 2. Janet Self

City Clerk's Office Use Only

Agency Action	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> Approved as Amended
Resolution No.:	_____	Ordinance No.:	_____
Moved by:	_____	Seconded by:	_____
Vote:	_____		
<input type="checkbox"/> Deferred/Continued to meeting of:	_____		
<input type="checkbox"/> Referred to:	_____		