

CHARLOTTESVILLE MUSIC INSTITUTE (CMI)
www.charlottesvillemusic.org

In support of the application for a Special Use Permit
County of Albemarle
Department of Community Development

PROJECT PROPOSAL

PUBLIC NEED

Charlottesville Music Institute (CMI) is a 501(c)(3) business whose primary purpose is to serve as a music school for the community. Through the CMI programs, performers of any age will gain valuable performing experience and guidance from our dedicated and expert instructional faculty, our programs, and our facility. Our mission is to contribute to the cultural life of the community we serve. Moreover, CMI will provide employment opportunities as the institute grows.

Certification Program and Testing Center

Certification is an important component of a student's portfolio as they progress in their performance careers. CMI has been accepted into the prestigious Associated Board of the Royal School of Music program (ABRSM), established in 1889. Three times a year, examiners from the Royal School of Music, London, will assess the performance of students seeking to gain certification in music instrument and music theory across the full spectrum of classical and electric instruments and voice. Of eight levels, those achieving a Grade 3 level will be encouraged to join the CMI community orchestra, band, or choir. The ABRSM certification is highly valued among colleges and universities. With its central Virginia location, CMI will be the only ABRSM testing center serving this region.

Clinics and Master Classes

CMI will offer clinics and master classes through its extensive network of professional contacts, which currently includes members of the Philadelphia and Richmond Orchestras, among many others. All CMI members and the community will be invited to participate in these performance-enhancing programs.

Music Camps

CMI will also offer music camps for both domestic and international students, and to this end are expanding the network of international partnerships and exchange

opportunities. Such exchanges are particularly valuable for those wanting to gain multicultural experiences in a global community.

Library

CMI intends to progressively build an extensive library of scores and audio material, and has been in fruitful discussions with publishers to achieve this goal. The CMI library has been designed to also have listening centers and will serve as a resource for the community.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

CMI wants to lease 8,000 ft², or approximately 16%, of the available space in the warehouse located at 1740 Broadway Street in the Woolen Mills area for temporary institutional use (ref. Tax Map Parcel 077000000040K0; Attachments A, B, C).

Remodeling costs associated with this project are approximately \$350,000, which includes sound insulation throughout the proposed CMI facility. The facility itself has been architecturally designed to include venues for ensembles, rehearsal and audition centers, 16 private rooms for individual instruction, and a dedicated music library (Attachments D, E). After a five-year lease period ends, CMI will recover recyclable materials for use in its permanent facility and use the warehouse space for storage, thus returning the space to light industrial use. *The temporary institutional use of this space will therefore not permanently reduce the inventory of available industrial land in Albemarle County.* CMI intends to build the permanent facility near Polo Grounds Road in a location consistent with Albemarle's comprehensive plan for development (http://www.albemarle.org/upload/images/Forms_Center/Departments/Community_Development/Forms/Comp_Plan_Round_4/Southern_Western_DAs_6-10-15.pdf). In addition to the core structure that incorporates the design used in the warehouse, the permanent facility will include recording studios and larger performance spaces.

IMPACTS ON PUBLIC FACILITIES AND PUBLIC INFRASTRUCTURE

Forty-nine parking spaces have been reserved for CMI's use at the Broadway Street location, so there will be no disruption to traffic from street parking (Attachment B). The warehouse currently has sufficient ceiling height (a minimum of 18 feet), and it has bays that will accommodate the movement of pianos in and out of the facility. The facility is also conveniently accessible to students via I-64, and Routes 20 and 250.

The primary hours of operation during weekdays will be from 10:00AM-9:00PM, with the majority of students participating in lessons and classes from 10:00AM-1:00PM (likely adults and homeschoolers) and 4:00PM-8:00PM. Weekend hours will be from 10:00AM-7:00PM on Saturday and from 12:00PM-5:00 PM on Sunday. Timeslots are

one-half hour each, and classes range from one to four timeslots, corresponding to one-half hour to two-hour classes. This means that there is an offset incorporated into the class structure that minimizes traffic along Broadway Street. CMI can accommodate approximately 16 students and five instructors per timeslot. We anticipate serving approximately 500 students per year, and anticipate no impact on public health and safety.

Because the classes are offset, the impact on traffic along Broadway Street will be minimal at any given time (Attachment F). Thus, no changes to the existing street network will be required. The period of greatest density, 4:00PM-8:00PM, does not interfere with construction traffic in the Woolen Mills area because that traffic will be clearing for the day.

IMPACTS ON ENVIRONMENTAL FEATURES

There will be no impact on environmental features since the warehouse structure already exists, and CMI's facility will not change the building's existing footprint. Additionally, the warehouse has sufficient plumbing and utilities to accommodate CMI's needs. Sound insulation, which is included in the facility design, ensures that there will be no acoustical impact on the surrounding areas.

BENEFITS TO THE COMMUNITY

Charlottesville Music Institute will serve our community by providing the region's premiere resource for the highest quality music education and performances. Through private music lessons, classes in music theory, vocal and orchestral ensembles, a unique concert series, camps, and master classes, our mission is to enhance the cultural life of our community.

Education Opportunities and Personal Growth

Organizations that have endorsed CMI include The American Chamber Orchestra, the Children's Choir of Central Virginia, the Reykjavik College of Music, and the Greater Bridgeport Youth Orchestras, among others. The lessons and performance opportunities CMI will provide are about more than just music, however. Our students will learn many skills, including social skills, academics, and mentoring from their teachers. Research shows that students who are exposed to music are higher achieving academically, and that they will make friends and gain a sense of pride and confidence through their performances and working together as an ensemble (<https://musiceducationworks.wordpress.com/2016/06/19/a-childs-brain-develops-faster-with-exposure-to-music/>). Our students will become beacons in the community, and because of the discipline and ABRSM certificate

program that CMI offers, they will become significantly more attractive to colleges and university acceptance committees.

Performance Opportunities

CMI also serves the adult community through its lessons and programs. We intend to build a community orchestra that will perform at various venues around the Charlottesville area, such as at the Paramount Theater; the Martin Luther King, Jr, Performing Arts Center; and the Downtown Amphitheater. CMI will also participate in local cultural events, such as First Night.

Resource Center

The CMI library will be a valuable resource for all performers in the community and will be open to all ensembles within a commuting distance. CMI also intends to build a significant scholarship program to benefit those who are financially disadvantaged and who wish to participate in and benefit from our programs.

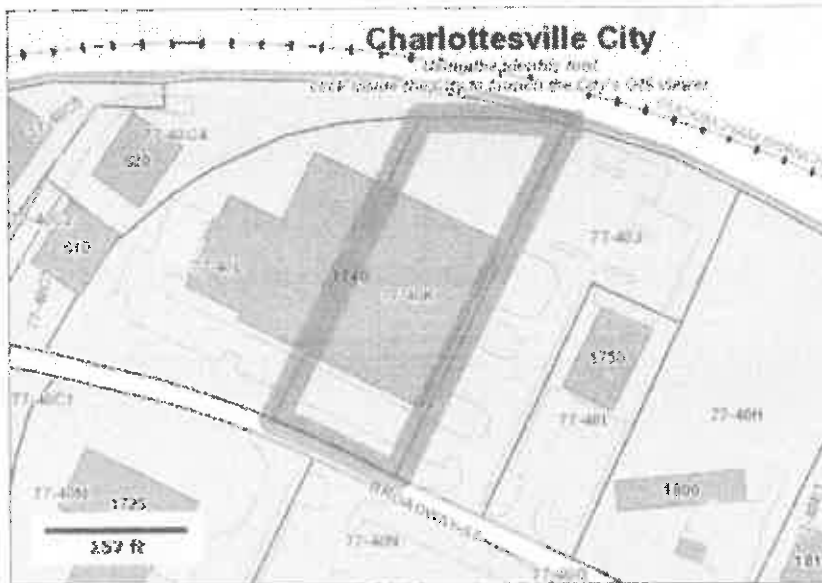
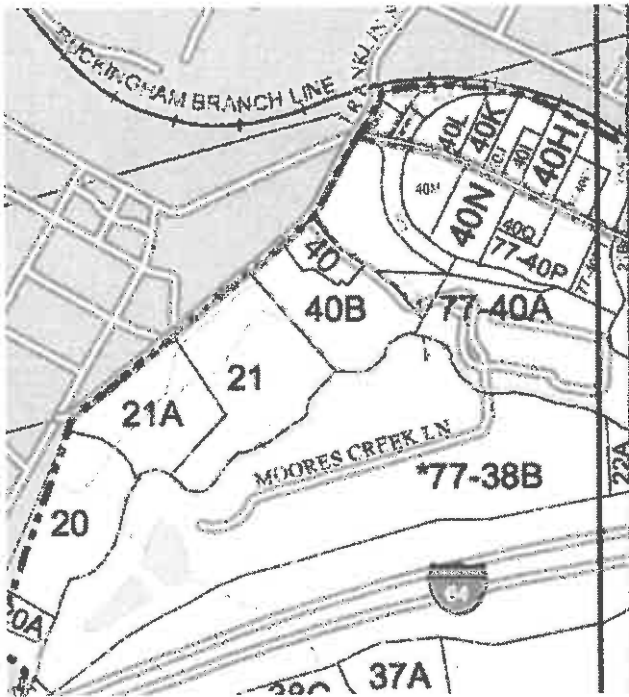
Employment

Apart from its role in music education and performances, CMI will also provide employment opportunities for the community. Initially, CMI will have 12 employees and will contract teacher adjuncts as needed to meet program-specific demands. With 142 half-hour time slots available per week, and with the camps programs, the number of permanent and adjunct positions will grow as the programs grow (Attachment G).

SUPPORTING DOCUMENTS

- A. Tax Map Parcel 077000000040K0**
- B. Aerial Image**
- C. Property Title**
- D. Architectural Proposal**
- E. Proposed Location within the Warehouse**
- F. Traffic Information Analysis**
- G. Executive Summary**

Attachment A: Tax Map Parcel 077000000040K0



Parcel ID 07700-00-00-040K0

GPIN 494527895647 Full Property More Info -->

Information

Owner Information

Owner V A S OF VIRGINIA INC **Address** P O BOX 241 FREE UNION
VA, 22940

Other Information

Primary Prop. Address Other Address Total Acres Subdivision

1740 BROADWAY ST

N/A 1.36 Acreage

Most Recent Assessment Information

**Year Assessment Date Assessment Reason Land Value Land Use Value
Improvements Value Total Value**

2017 04/27/2017 Reassessment

\$528,600 \$0 \$2,481,300

\$3,009,900

Most Recent Sales History

**Previous Owner Owner Sale Date Sale Price Deed Book/Page Validity of
Sale (For Internal Use)**

Other Parcels...

N/A N/A 10/08/1998 \$0 981/094 Deed of Gift

...on BROADWAY ST

Attachment B: Aerial Image



Attachment C: Property Title

Parcel ID: 07700-00-00-040K0

Parcel Assessment Data (CAMA) Last Updated On: 02/04/2017 Other Parcel Data
Last Updated On: 06/26/2017 GIS/Mapping Data Last Updated On: 06/26/2017

Summary Information Parcel Information

Total Acres

PrimaryProp.Address Other Address

Property Card(s) Lot Property Name Subdivision

Notes

Owner Information

Owner Address

Owner as of Jan 1st

1.36

1740BROADWAYST N/A

1 040K0 Data Visible Acreage

LOT 4 / / /DATA VISIBLE /

V A S OF VIRGINIA INC

P.O. BOX 241 FREE UNION VA, 22940

V A S OF VIRGINIA INC

Most Recent Assessment Information

Year	Assessment Date	Assessment Reason	Land Value	Land Use Value	Improvements Value	Total Value
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2017

04/27/2017	Reassessment		\$528,600	\$0	\$2,481,300	\$3,009,900
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Most Recent Sales History

Previous Owner	Owner	Sale Date	Sale Price
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Deed Book/Page

N/A

V A S OF VIRGINIA INC 10/08/1998 \$0 981/094

Other Tax Information as of Jan 1st

State Code Tax Type Parcel Level Use Code Appraiser

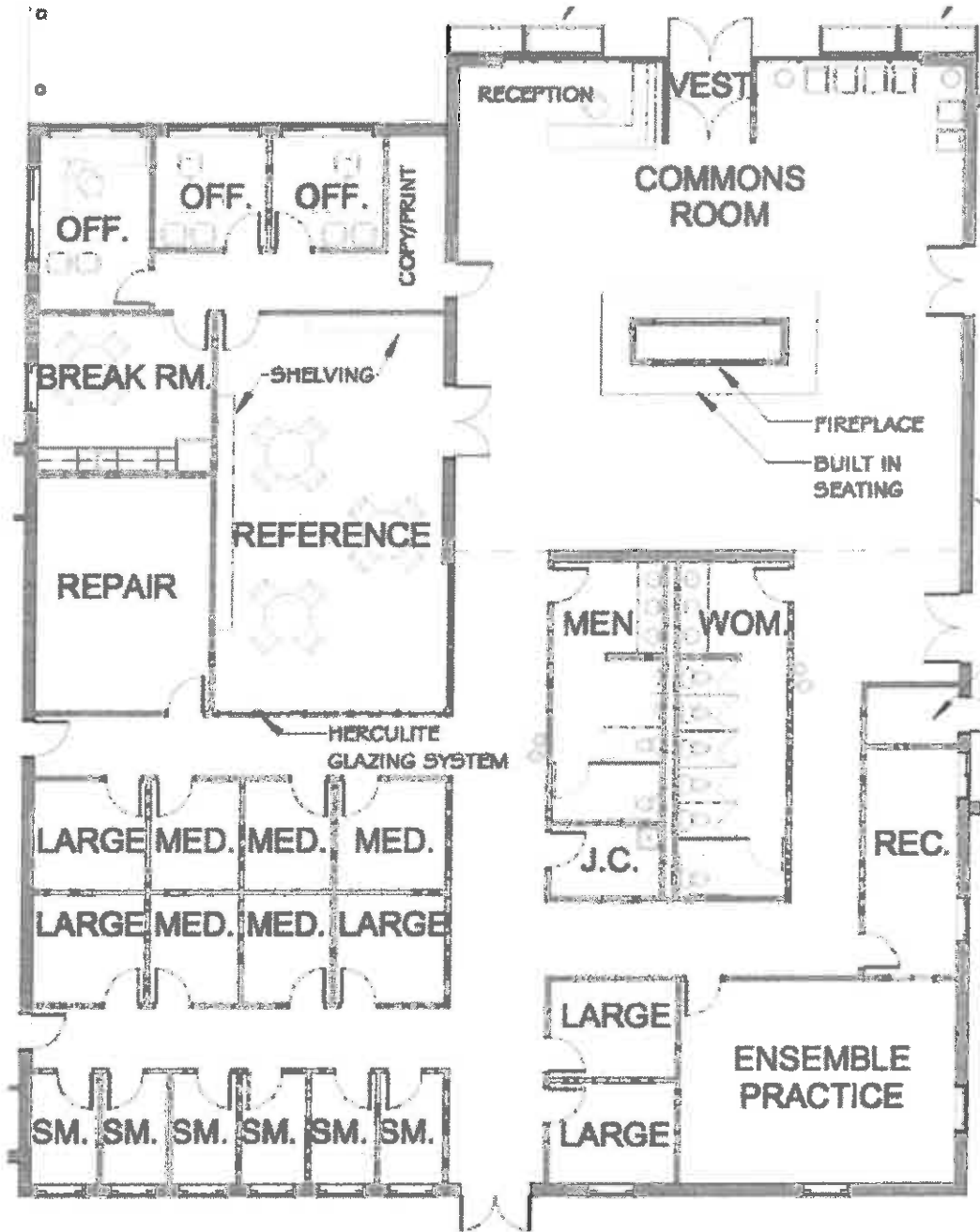
Com For Business or Retailing Reg. Taxable Industrial Light Manufact RHW

Attachment D: Architectural Proposal

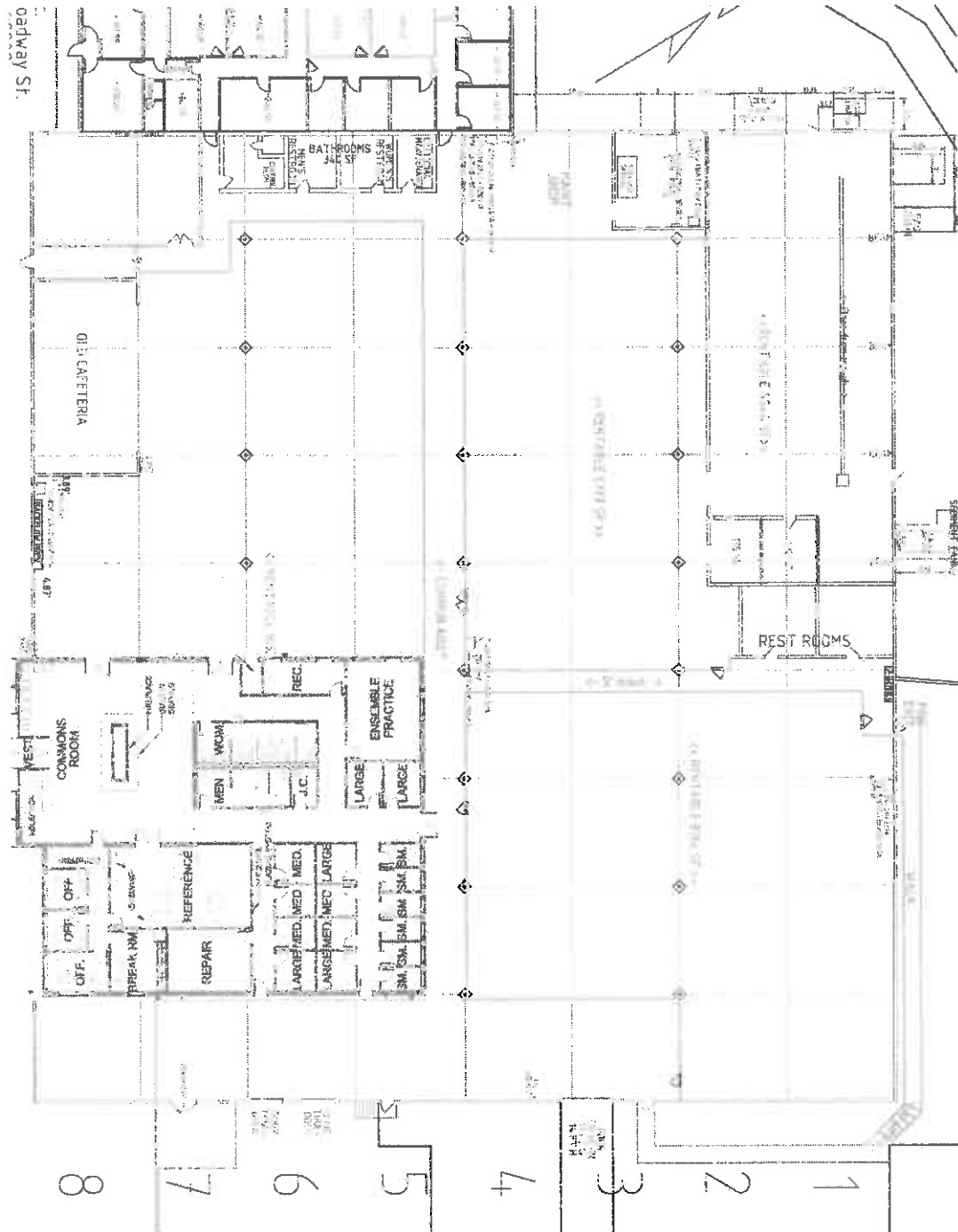
Arco Murray/GMA Architects

3110 Woodcreek Dr.

Downers Grove, IL 60515



Attachment E: Proposed Location within the Warehouse



Attachment F: Traffic Information Analysis

Supplied by:

EPR, P.C.

637 Berkmar Circle

Charlottesville, VA 22901

Attachment G: Executive Summary

CMI EXECUTIVE SUMMARY

Target Market

Classical music
Symphony
Voice
All ages, although primarily 6-25 years of age

Competitors

Ash Lawn Opera
Music Education Center
Music and Arts
Stevens School of Music and Arts
Charlottesville Music Lessons

CMI's Unique Advantages

Certificate Program
Music Theory
Community and International performance opportunities
Clinics
Camp programs
Opportunities for adults and the community

PROJECTED 1ST YEAR SETUP COSTS (\$1.8 million)

Building:	\$350,000
Equipment and Supplies:	\$707,000
Staff	\$641,000
Miscellaneous	\$ 88,000
Insurance, sound equipment CRM, etc.	

PROJECTED 1ST YEAR INCOME (ca. \$1.9 million)

Lessons	\$788,000 (at 44% capacity)
Summer Camp	\$900,000
Tickets and Events	\$ 12,000
Master Classes	\$150,000

PROJECTED 1ST YEAR EXPENSES (\$876,000)

Building	\$106,000
Equipment and Supplies:	\$ 3,000
Staff	\$641,000
Miscellaneous	\$126,000
Master classes, concert	

series, CRM updates, building
updates, etc.

Projected reserve from 1st year: \$1 million (permanent building fund reserve)