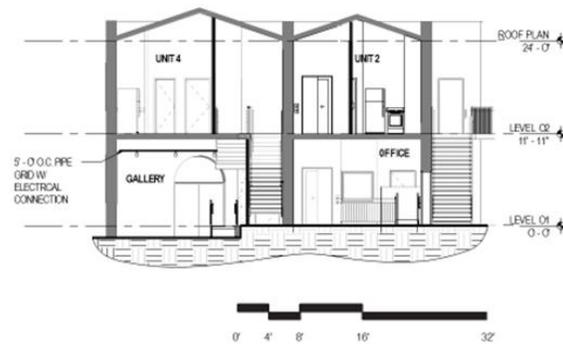


PRESENTATION TO OLD CITY HALL SELECTION COMMITTEE ON ADAPTIVE REUSE OF PLACERVILLE OLD CITY HALL

May 6, 2019

CONFIDENCE & EMIGRANT JANE BUILDINGS



NOTE:
1. DESIGN BASED ON AVAILABLE INFORMATION FROM EXISTING PLANS. FIELD VERIFICATION WILL BE NECESSARY TO VERIFY EXISTING CONDITIONS.

SECTION

ARCH | NEXUS



NEW NAME:

EL DORADO ARTS COUNCIL IS NOW ARTS AND CULTURE EL DORADO

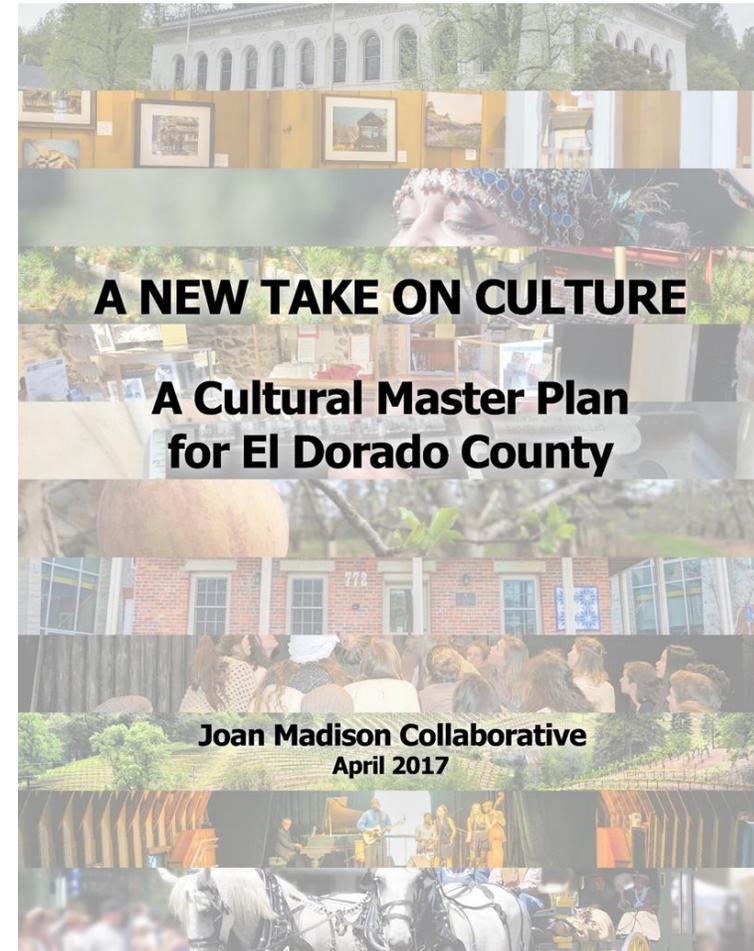
Founded in 1984 by a group of passionate arts supporters and incorporated as a not-for-profit organization in 1989 as El Dorado Arts Council, Arts and Culture El Dorado is celebrating its 35th Anniversary year with a new name and new emphasis on the cultural aspects that make El Dorado County a special place to live, work, and visit: Visual arts, music, theater, literary arts, dance, history, heritage, preservation, architecture, agriculture, and forestry.

This mission is achieved by targeted programs and services, a vibrant gallery exhibition series, and a focus on initiatives that support and sustain the cultural life of the region.



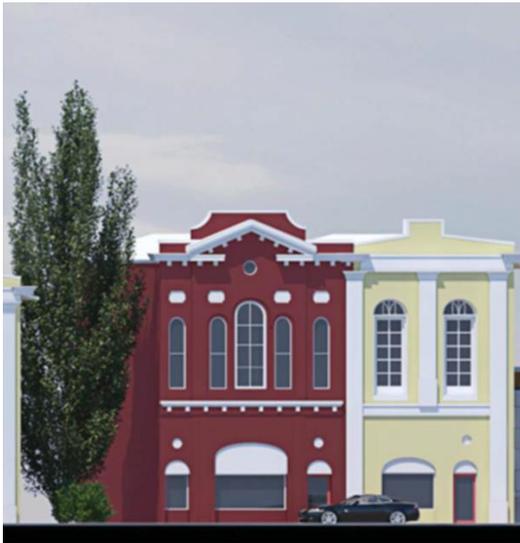
GENESIS OF PROJECT:

In April 2017, Arts Council completed a Cultural Master Plan for El Dorado County. This plan contained 22 recommendations and proposed partnerships, resulting from an 18-month process that included review of 25 reports, maps, plans and other foundational documents, over 100 interviews, and extensive research into the cultural assets in El Dorado County.



One recommendation from the Cultural Master Plan was to consider a potential Cultural District for downtown Placerville, and feasibility studies were undertaken.

During the feasibility study, as the consultant engaged in interviews (110 in all), it was recommended that we further test the potential of a Cultural District. We began to develop a roadmap that included space for performing and visual arts, a cultural community center that would serve as a true community resource, an arts “flex space,” offices for Arts and Culture El Dorado, residential apartments for artists, and a unique Arts & Agriculture building.

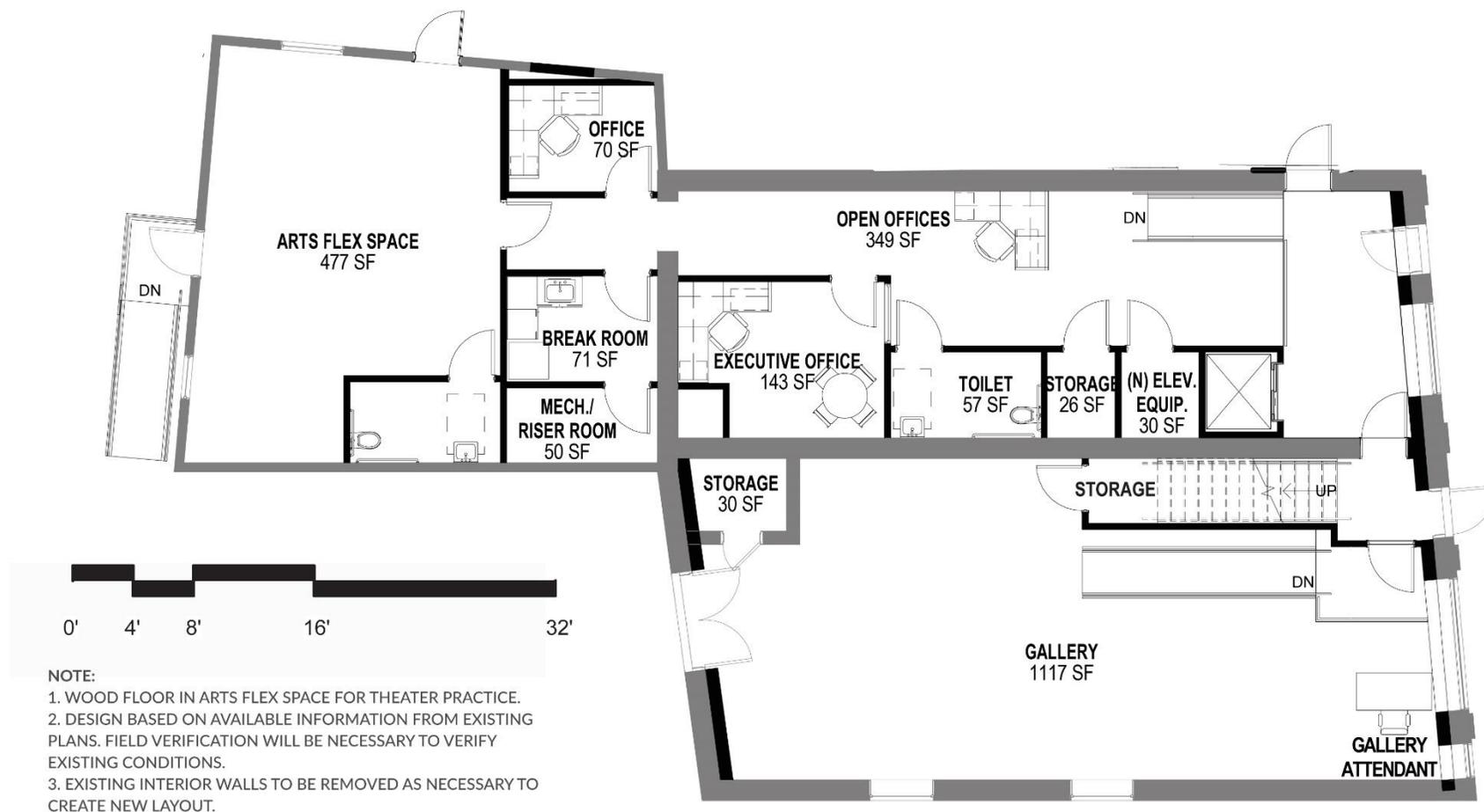


PROPOSED REUSE

Our proposal for adaptive reuse of Old City Hall involves both buildings. In order for the concept to work properly, both buildings need to be viewed as one concept.



CONFIDENCE AND EMIGRANT JANE – FIRST FLOOR



CONFIDENCE LAB

The ground floor of Confidence will become a dedicated gallery and performance space. A rotating exhibition series will celebrate the unique culture of El Dorado County.

El Dorado Arts Council presents
BACK TO THE FUTURE
50 Years of
Amazing Automotive Concept Art

A RARE GLIMPSE OF VINTAGE AUTOMOTIVE DESIGN CONCEPTS FROM 1930-1970 FROM THE PRIVATE COLLECTION OF PATRICK KELLEY

EL DORADO ARTS COUNCIL presents
Tea/Silk/Gold
The Enduring Legend of America's First Japanese Colony

Wakamatsu Farm 1869-1871 and Japanese Woodblock Prints 1931-1957

Friday, March 10th - Monday, May 23rd, 2017
Fausel House Gallery • 772 Pacific St., Placerville
530-295-3496 • eldoradoartscouncil.org

STORY
OF THE
DEEP BLUE LEAD
IN THE VICINITY OF
PLACERVILLE

Scale, 10 Chains to One Inch

Friday, June 9 - Sunday, August 27, 2017
El Dorado Arts Council • Fausel House Gallery
772 Pacific Street, Placerville
530-295-3496 • eldoradoartscouncil.org

take me to the apple breeder

artwork by Jessica Rath
porcelain sculptures based on the living collection of apples at Cornell's Plant Genetics Resource Unit
large-scale photographs of the diverse tree architecture from the Landern experimental agriculture station

friday, september 1 - sunday, november 26, 2017
el dorado arts council • fausel house gallery
772 pacific street, placerville, ca
530-295-3496 • eldoradoartscouncil.org

THE GAMES OF WINTER
Art and ephemera from the 1960 Winter Olympics in Squaw Valley

Friday, January 12 - Friday, March 9, 2018
El Dorado Arts Council • Fausel House Gallery
772 Pacific Street, Placerville, CA
530-295-3496 • eldoradoartscouncil.org

Native Roots
Hand-drawn botanical artworks depicting plants native to El Dorado County

Friday, March 16, 2018 - Friday, May 18, 2018
El Dorado Arts Council • Fausel House Gallery
772 Pacific Street, Placerville, CA
530-295-3496 • eldoradoartscouncil.org

OUT THERE
Images of sky, space, and planets

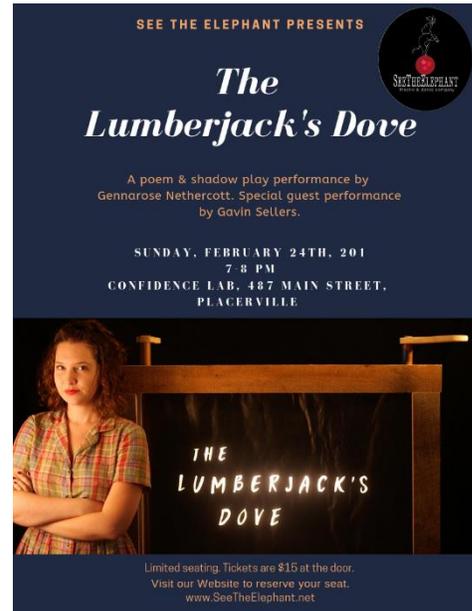
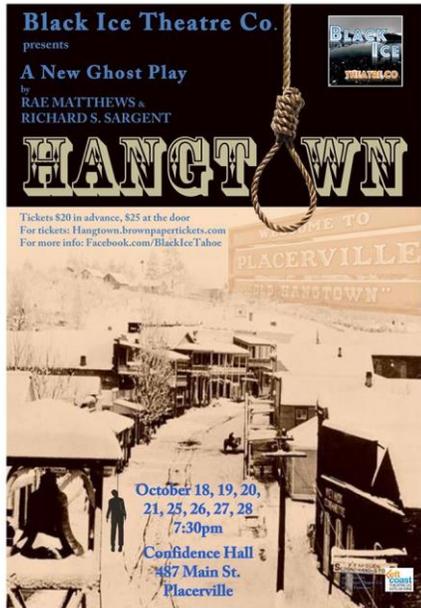
Friday, May 25, 2018 - Sunday, August 12, 2018
El Dorado Arts Council • Fausel House Gallery
772 Pacific Street, Placerville, CA
530-295-3496 • eldoradoartscouncil.org

WILDCRAFT
HANDMADE WORKS
BY EL DORADO ARTISANS

THURSDAY, MARCH 26, 2019 - SUNDAY, MAY 12, 2019
ARTS AND CULTURE EL DORADO • CONFIDENCE LAB
489 MAIN STREET, PLACERVILLE, CA
530-295-3496 • ARTSANDCULTUREELDORADO.ORG

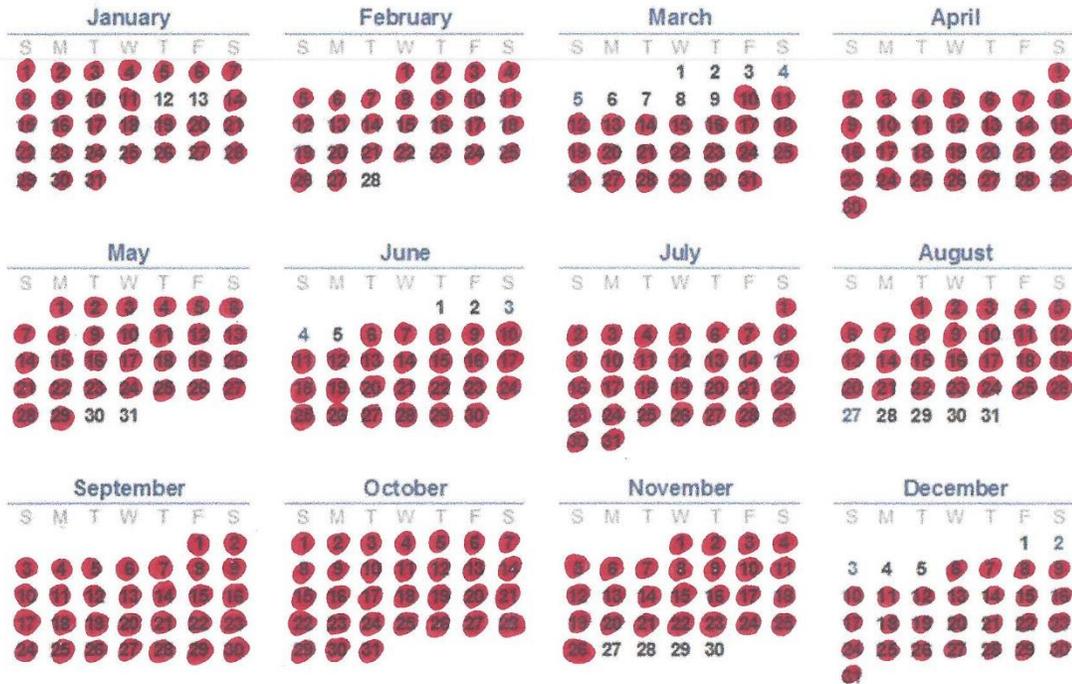
CONFIDENCE LAB

The space will also house small performances and pop-ups, talks, receptions, play readings, music events, and other community activities designed to enliven downtown Placerville.

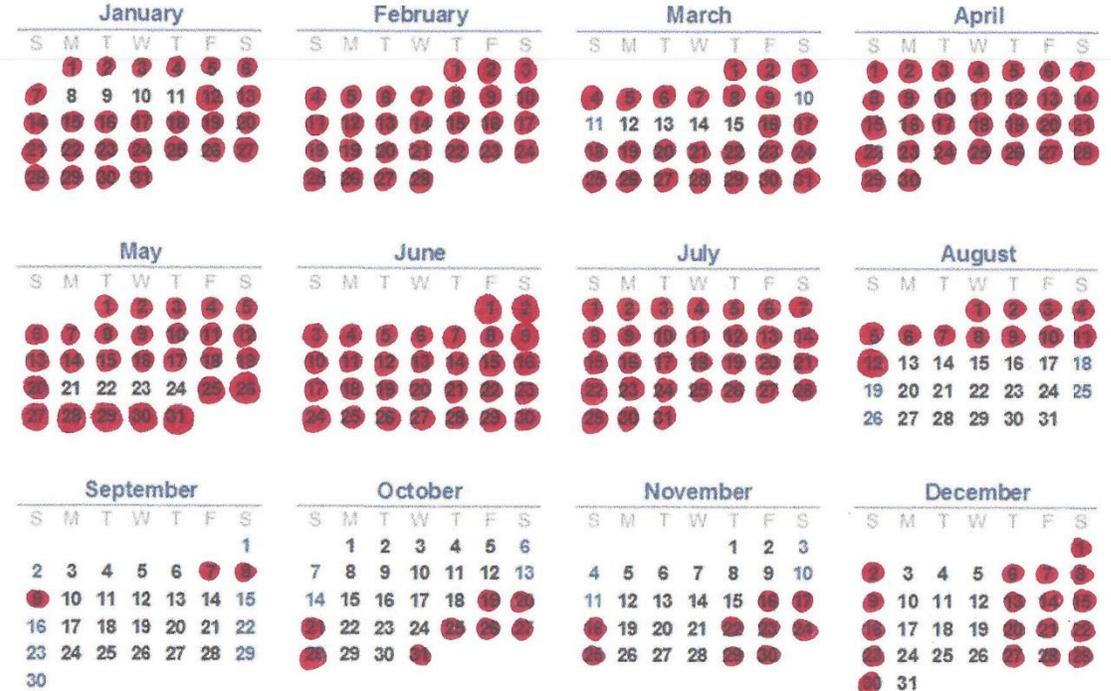


EXHIBITION AND PERFORMANCE ACTIVITY, 2017-2018

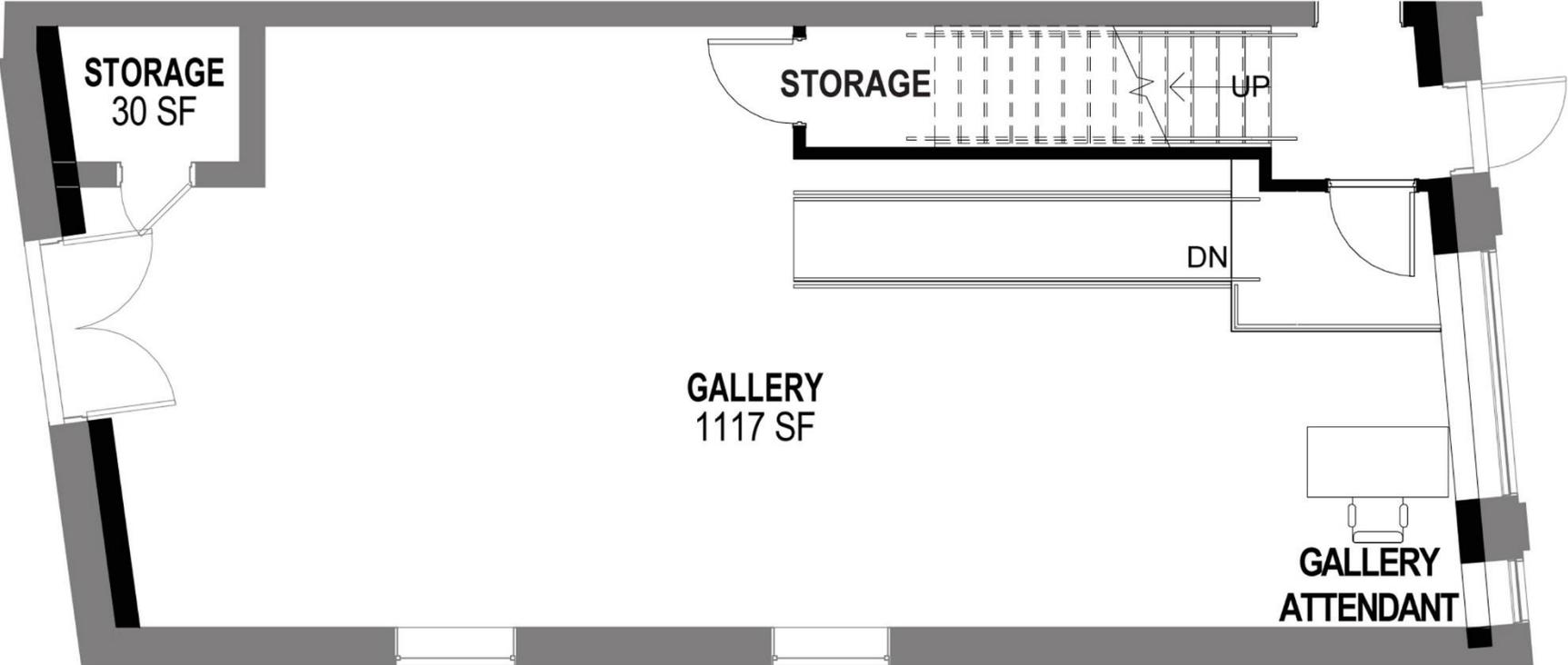
2017



2018



CONFIDENCE LAB



MAIN STREET

ARTS FLEX SPACE

At the north end of Emigrant Jane, a 477-square-foot Arts Flex Space will serve the community in a number of ways—as a new avenue for artistic expression, a testing ground, and an opportunity for emerging artists and arts organizations, nonprofits, and community groups to schedule a space at a reasonable fee for activities such as:

Open calls and auditions

Poetry readings

New works

Indie film screening

Small-scale performances

Rehearsals

Table reads

Pilot programs

Book clubs

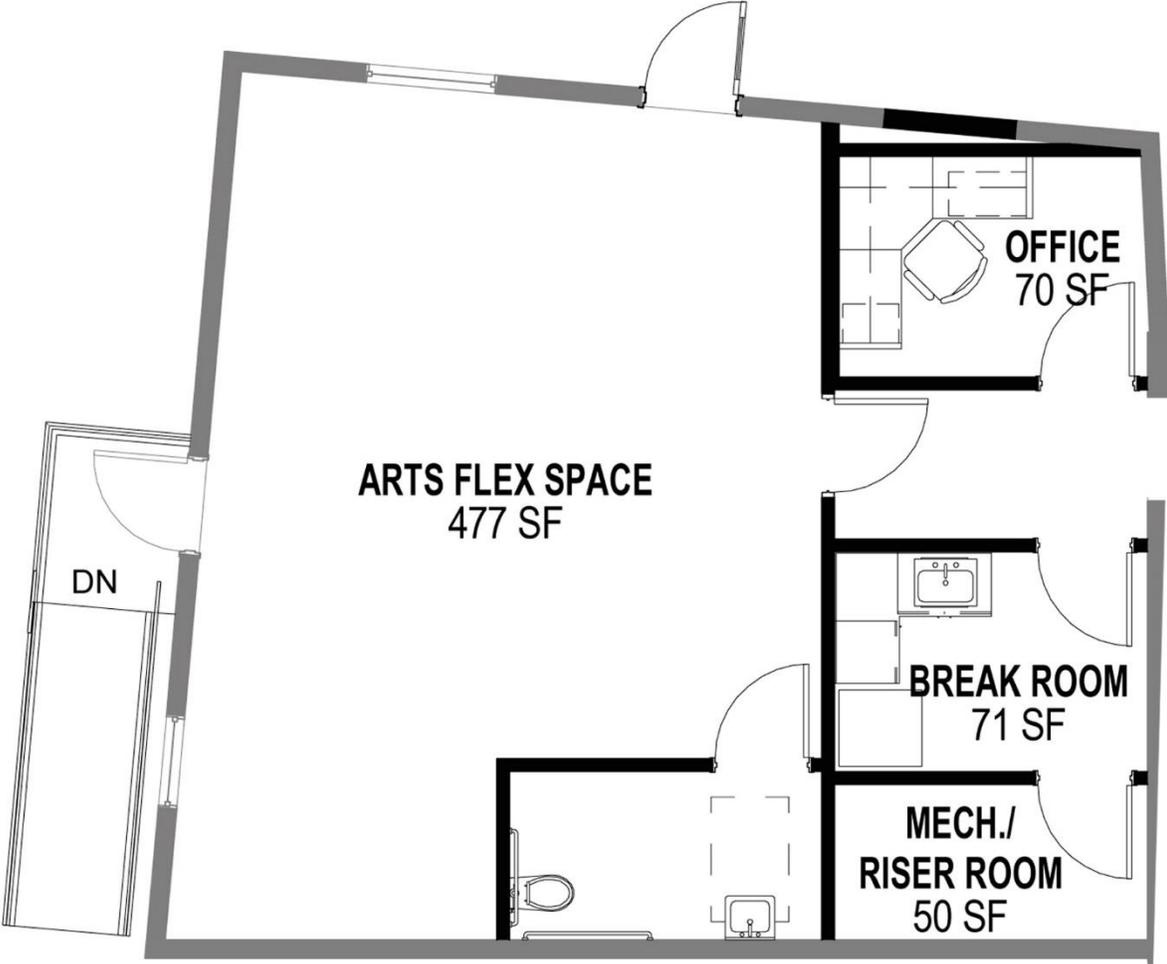
Focus groups

Workshops and classes

Committee meetings

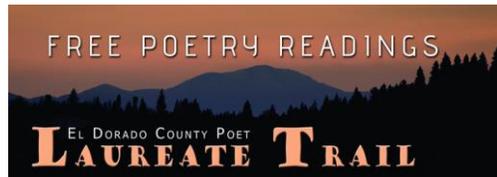
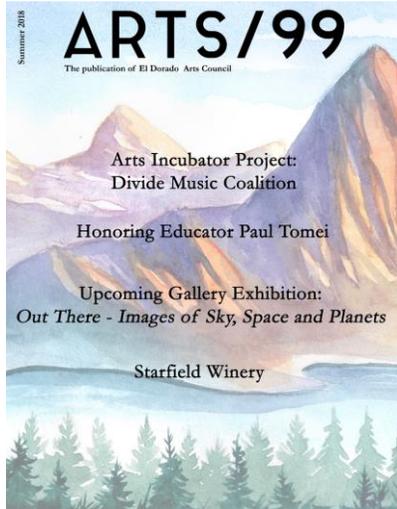


ARTS FLEX SPACE



MAIN STREET

ARTS AND CULTURE EL DORADO OFFICES

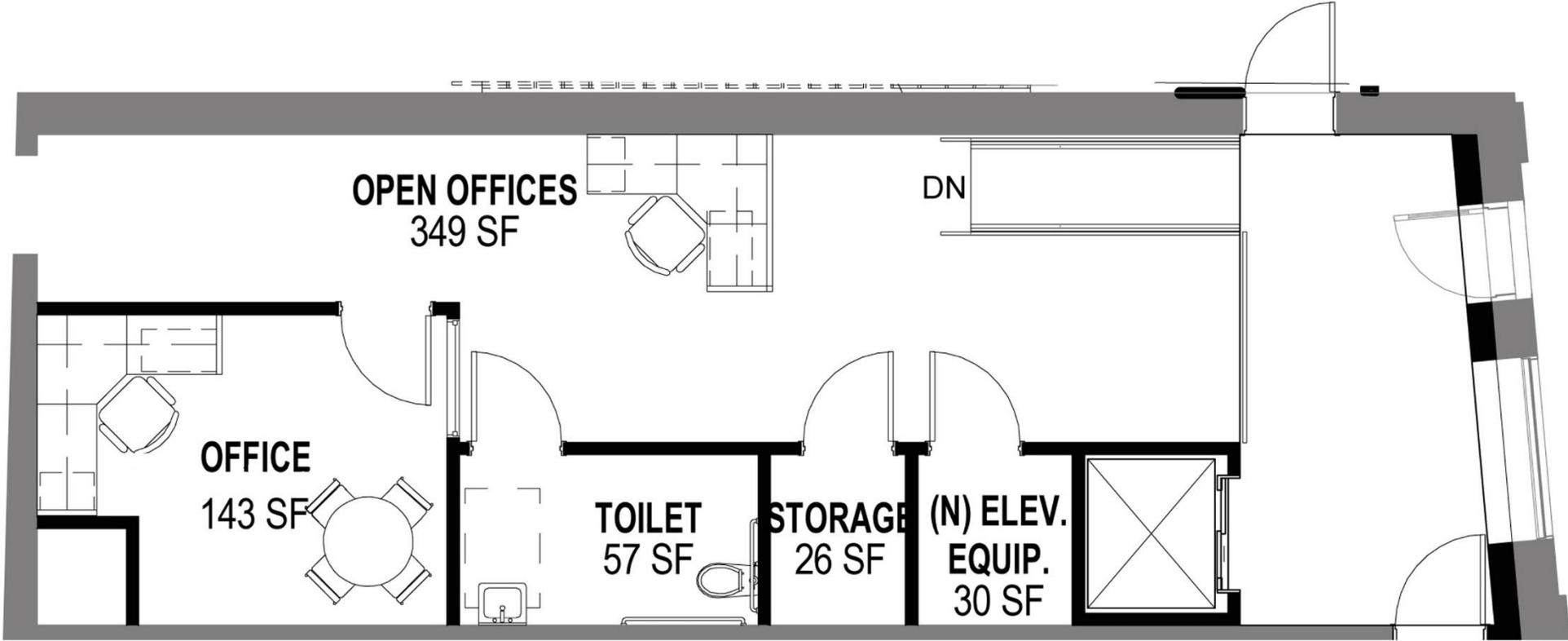


PROGRAMS AND SERVICES 2019

- Confidence Lab and Gallery
- Artists Investigate the Environment
- Wakamatsu 150 Festival
- Poetry Out Loud
- Veterans' Voices Writing Workshop
- Public Health Mural
- ARTS 99
- Artists in Schools
- Poet Laureate and Laureate Trail
- Arts Incubator
- Cultural Master Plan
- Cultural Resource Map/Directory
- Cultural Help Desk

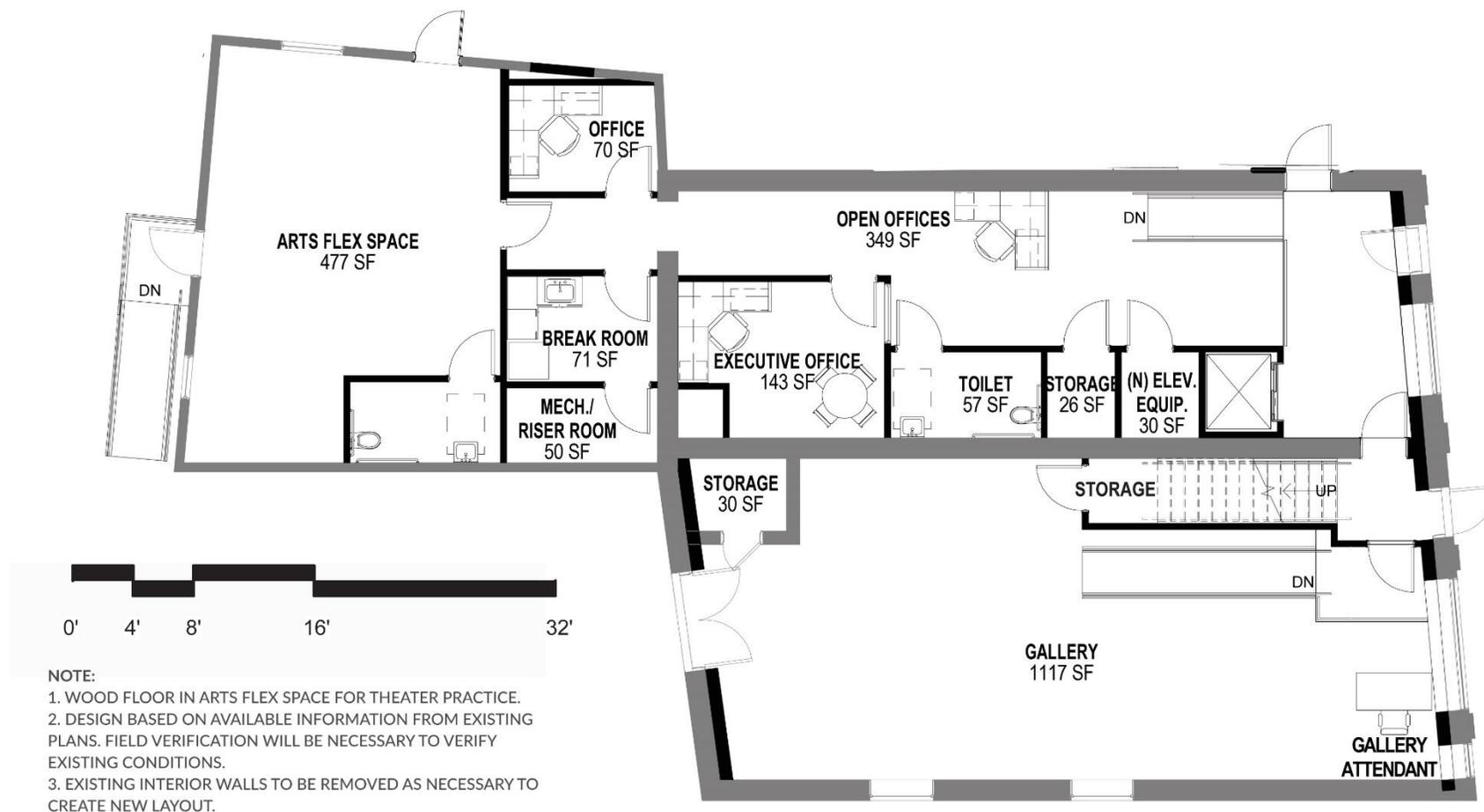


ARTS AND CULTURE EL DORADO OFFICES



MAIN STREET

CONFIDENCE AND EMIGRANT JANE – FIRST FLOOR



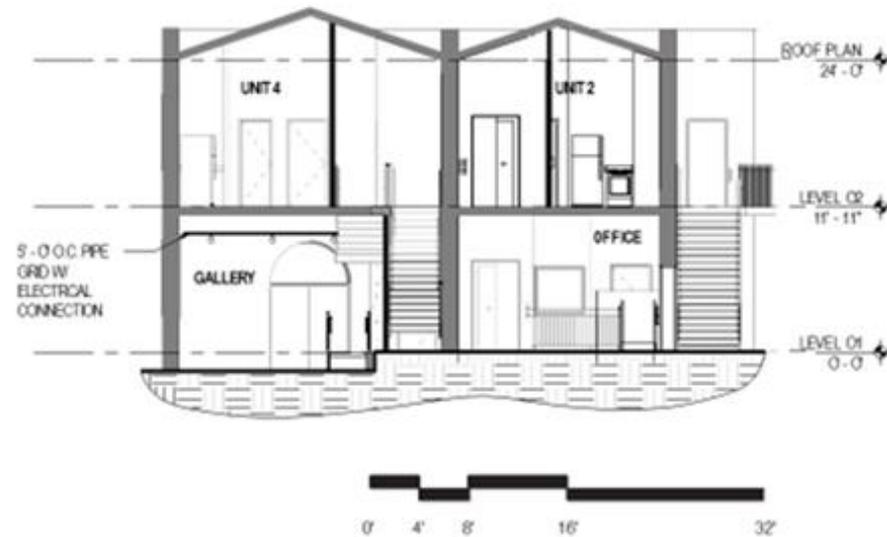
NOTE:

1. WOOD FLOOR IN ARTS FLEX SPACE FOR THEATER PRACTICE.
2. DESIGN BASED ON AVAILABLE INFORMATION FROM EXISTING PLANS. FIELD VERIFICATION WILL BE NECESSARY TO VERIFY EXISTING CONDITIONS.
3. EXISTING INTERIOR WALLS TO BE REMOVED AS NECESSARY TO CREATE NEW LAYOUT.

ARTIST STUDIO APARTMENTS

The second floors of both buildings will become artist studio apartments. Residents of these live-work spaces will take shifts as gallery attendants in the Confidence Lab gallery downstairs.

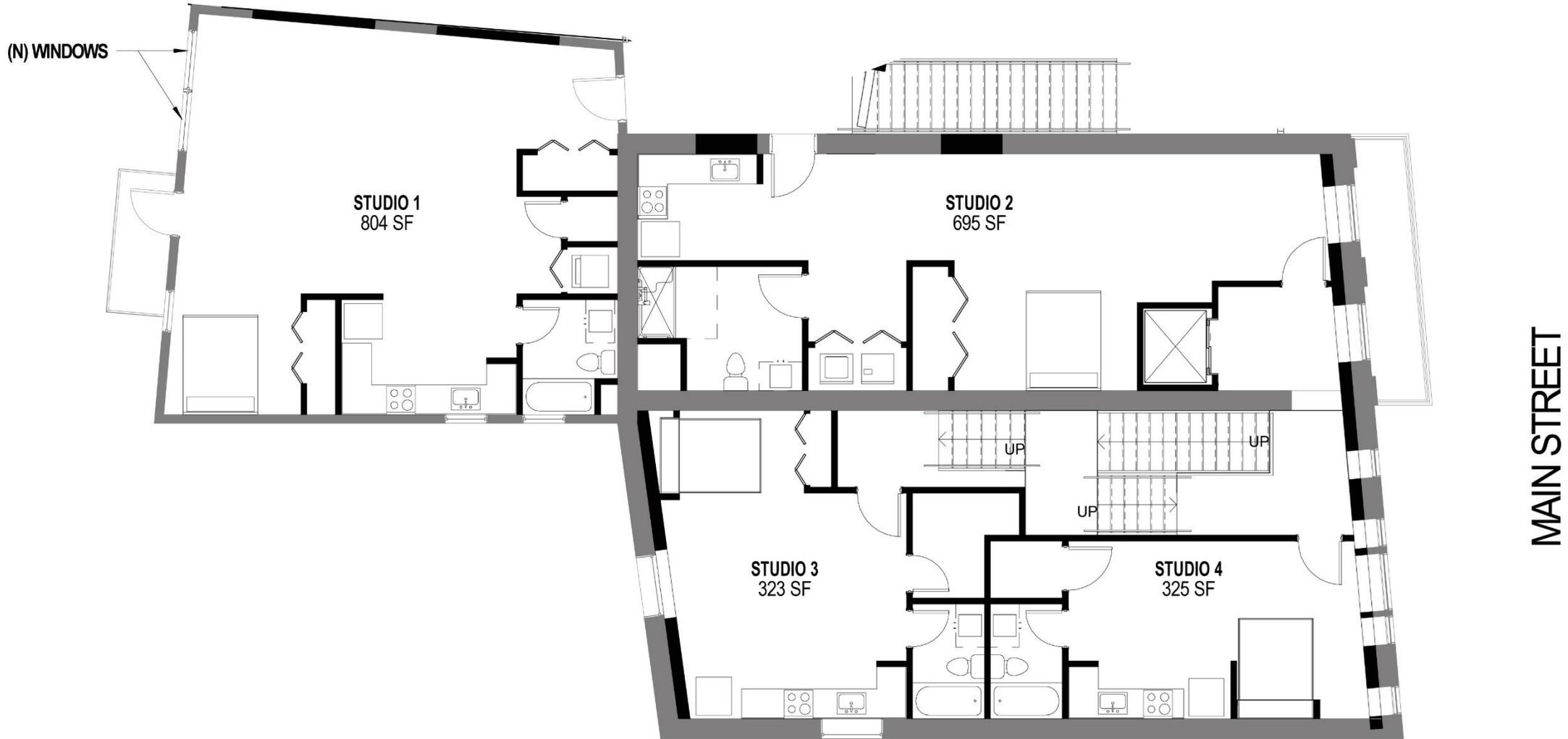
CONFIDENCE & EMIGRANT JANE BUILDINGS



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SECTION

ARTIST STUDIO APARTMENTS



HISTORIC CHARACTER OF BUILDINGS

An important consideration in the concept development process was the desire to bring these iconic structures back into contemporary use as a vibrant part of the daily lives of people, and be good stewards of the buildings.

The historic character of the buildings will remain the same. The concentration of professional services has been on reviewing the condition of the buildings, the program requirements, and the funds required to bring them up to code.



BUSINESS CLIMATE IN DOWNTOWN PLACERVILLE

The proposed adaptive reuse of Confidence and Emigrant Jane represents Phase 1 of a Cultural District on historic Main Street. The cultural connectivity created by the Cultural District will undoubtedly attract residents and out-of-town visitors alike, drawn to the diversity of cultural offerings but also eager to investigate the shops, galleries, restaurants, and other amenities nearby.



FINANCIAL PLAN AND BUILDING OWNERSHIP

Financing of required structural improvements and tenant improvements:

- Current cost estimate is \$3.6 million, developed with architects, consultants and subcontractors
- Structure of capital campaign in development
- Prominent community member will serve as Campaign Chair
- All funds will be held by El Dorado Community Foundation and restricted to project costs



Fundraising and building improvement timeline

- Fundraising timeline – Approximately 2 years, beginning upon selection
- Build timeline – Approximately 1 year
- Note: If renovations can be done in phases, timelines could overlap

FINANCIAL PLAN AND BUILDING OWNERSHIP

Funding of maintenance and operations:

- Maintenance: Ongoing maintenance will be covered by revenue from Artist Apartments, Gallery and Office space, in addition to 50% of revenue generated by outside users of Gallery and Arts Flex space.
- Operations: Arts and Culture will manage and operate both buildings.

Ownership: The City of Placerville will continue to own the buildings, on a long-term lease with Arts and Culture El Dorado.

