

## Alexandria Commission for the Arts - Regular Meeting

Tuesday, November 15, 2022

7:00 p.m.

Lee Center Conference Room # 4, 2<sup>nd</sup> Floor  
1108 Jefferson St., Alexandria, VA 22314

### MEETING NOTES

- I. Call to Order. With a quorum present, Chair Brian Kelley began the meeting at 7:00 pm. See [Attachment 1](#) for the meeting agenda.
- II. Roll Call. See [Attachment 2](#) for the Attendance Sign-In Sheet.  
Note: Newly appointed Arts Commissioner Mary Beth Gaiarin attended the meeting. Not having taken the City's oath, she did not vote.
- III. Public Comment. There was no public comment.
- IV. Approval of Minutes/Record
  - a. Tuesday, October 18, 2022, Regular Meeting. The October Arts Commission minutes were approved without edits.
- V. Chair Report. Brian Kelley gave the Chair Report. See [Attachment 3](#).
- VI. Guest Speaker. City Manager Jim Parajon spoke to some of the City of Alexandria's priorities and answered questions.
- VII. Committee, Liaison, and Task Force Updates.
  - a. Waterfront Commission Liaison – Marcee Craighill reported on actions taken by the Waterfront Commission.
  - b. Alexandria Arts Alliance Liaison – Gayle Converse reported on actions taken by the Arts Alliance.
  - c. Torpedo Factory Art Center Stakeholder Task Force – Judy Heiser reported on actions taken by the Torpedo Factory Art Center Stakeholder Task Force
- VIII. Public Art Annual Workplan Task Force (Christina Calloway and Paul Painter). Diane Ruggiero gave a PowerPoint presentation reviewing the Public Art Annual Workplan.
  - a. Approve Annual Work Plan. For the Project Task Force's recommendation, see [Attachment 4](#) for the Office of the Arts memo regarding: Public Art Annual Workplan FY23-FY25. Allison Heck moved, with a second by Paul Painter, to approve the Annual Workplan. See [Attachment 5](#). The motion passed 13-0-1.
- IX. Site See Task Force (Christina Calloway and Tiffany Williams).
  - a. Approve Site See 2024 Plan. For the Project Task Force's recommendation, see [Attachment 6](#) for the Office of the Arts memo regarding: Site See: New Views in Old Town Public Art Project Plan for 2024. Judy Heiser moved, with a second by Marcee Craighill, to approve the Public Art Annual Workplan. See [Attachment 7](#). The motion

passed 13-0-0.

- X. Torpedo Factory Art Center Mural Door Task Force.
  - a. Appoint Community Stakeholders. The item was tabled until the next meeting.
- XI. “Block 32/Eisenhower Avenue” Public Art Task Force.
  - a. Appoint Community and Project Stakeholders. The item was tabled until the next meeting.
- XII. Office of the Arts Division Update.
  - a. Diane Ruggiero reviewed the Office of the Arts Update, see **Attachment 8**.
  - b. Brian Kelley invited commissioners to volunteer after the Scottish Walk to help give out cookies and cocoa at the Torpedo Factory Art Center on December 3 from 12:00 to 5:30 pm.
- XIII. New Business.
  - a. Dawn Rogala and Tiffany Williams gave an overview of the City Council Committee’s meeting. See **Attachment 9**.
- XIV. Good of the Order and Announcements.
- XV. Adjournment. Brian Kelley ended the meeting at 9:36 pm.

## Alexandria Commission for the Arts - Regular Meeting

Tuesday, November 15, 2022

7:00 – 9:30 pm

Lee Center

Room #4, 2nd Floor

1108 Jefferson St., Alexandria, VA 22314

- I. Call to Order (7:00 pm)
- II. Roll Call (5', 7:00 – 7:05 pm)
- III. Public Comment (5', 7:05 – 7:10 pm)
- IV. Approval of Minutes/Record (5', 7:10 – 7:15 pm)
  - a. Tuesday, October 18, 2022 Regular Meeting
- V. Chair Report (10', 7:15 – 7:25 pm)
- VI. Guest Speaker, Jim Parajon (20', 7:25 – 7:45 pm)
- VII. Committee, Liaison, and Task Force Updates (30', 7:45 – 8:15 pm)
  - a. Waterfront Commission Liaison – Marcee Craighill (10', 7:45 – 7:55 pm)
  - b. Alexandria Arts Alliance Liaison – Gayle Converse (10', 7:55 – 8:05 pm)
  - c. Torpedo Factory Art Center Stakeholder Task Force – Judy Heiser (10', 8:05 – 8:15 pm)
- VIII. Public Art Annual Workplan Task Force (Christina Calloway and Paul Painter) (20', 8:15 – 8:35 pm)
  - a. Approve Annual Work Plan
- IX. Site See Task Force (Christina Calloway and Tiffany Williams) (15', 8:35 – 8:50 pm)
  - a. Approve Site See 2024 Plan
- X. Torpedo Factory Art Center Mural Door Task Force (time) (5', 8:50 – 8:55 pm)
  - a. Appoint Community Stakeholders
- XI. “Block 32/Eisenhower Avenue” Public Art Task Force (5', 8:55 – 9:00 pm)
  - a. Appoint Community and Project Stakeholders
- XII. Office of the Arts Division Update – Diane Ruggiero (20', 9:00 – 9:20 pm)
  - a. Commissioner Volunteer Opportunity after Scottish Walk, December 3, noon to 5:30 pm, Cookies and Cocoa at Torpedo Factory Art Center

Alexandria Commission for the Arts – Meeting Agenda

XIII. New Business (5', 9:20 – 9:25 pm)

XIV. Good of the Order and Announcements (5', 9:25 – 9:30 pm)

XV. Adjournment (9:30 p.m.)

*\*Times are approximate. Please allow for the possibility that some items or the meeting in general may run longer than announced.*

**ATTENDANCE SIGN-IN SHEET**  
ALEXANDRIA COMMISSION FOR THE ARTS  
ALEXANDRIA, VIRGINIA

Meeting: Regular      Date: Tuesday, November 15, 2022      Meeting Place: Lee Center

COMMISSION MEMBERS:	(Please Sign Name)
Brian Kelley, Chair	<i>Brian Kelley</i>
Allison Heck, 1 <sup>st</sup> Vice Chair	<i>Allison Heck</i>
Ryan Belmore, 2 <sup>nd</sup> Vice Chair	<i>Ryan Belmore</i>
Gayle Converse, Secretary	<i>Gayle Converse</i>
Sumrien Ali	
Betty Amron	<i>Betty Amron</i>
Christina Calloway	PHONE IN.
Marcee Craighill	<i>Marcee Craighill</i>
Judy Heiser	<i>Judy Heiser</i>
Chris Kurowski	<i>Chris Kurowski</i> LEFT EARLY.
Paul Painter	<i>Paul Painter</i>
David Pritzker	<i>David Pritzker</i>
Dawn Rogala	PHONE IN
Sheryl Sims	PHONE IN
Tiffany Williams	<i>Tiffany Williams</i>
<b>CITY STAFF</b>	
James Spengler, Director, RP&CA	<i>James Spengler</i>
Diane Ruggiero, Deputy Director, Cultural Arts	
Cheryl Anne Colton, Program Director	
Brett Johnson, TFAC Director	
Matthew Harwood, Public Art Manager	<i>Matthew Harwood</i>
<i>MARY BEAH GAIPERIN</i> (NEW MEMBER)	



# Chair Report

November 2022

## Introduction

Two highlights for this month will be our guest speaker, the new Alexandria City Manager, Jim Parajon, and the presentation of the Public Art Annual Workplan. There are also action items for Site See, Torpedo Factory Art Center Mural Door, and Block 32 Task Forces.

## Guest Speaker, Jim Parajon

After having recently reviewed the Alexandria city model of management and governance and public art policy last month, we will now have a chance to meet directly with the City Manager. This will be an opportunity to hear from Mr. Parajon, and also to share any thoughts or ideas that you have.

## Public Art Annual Workplan

The Annual Workplan is the part of our public art process that takes in a “big picture” view of where to prioritize public art for future projects. During the Covid, period this process has been delayed, so this will be the first Annual Workplan in several years. During this meeting, the proposed workplan will be presented for approval by the Commission. Please review the Public Art Annual Workplan FY23 - FY25 Memo before the meeting to better familiarize yourself with the plan, as it is this a very important and involved policy that the Commission is responsible for approving.

## Other Actions with Task Forces

Other Task Force actions include approval of the Site See 2024 Plan (please review the Site See: New Views in Old Town Public Art Project Plan for 2024 Memo before the meeting), appointing community stakeholders to the Torpedo Factory Public Art Center Mural Door Task Force, and appointing community and project stakeholders to the Block 32 Task Force.

## Note on “Cookies and Cocoa at TFAC”

After the Commission decided not to formally participate in this year’s Scottish Walk, a new opportunity has arisen. The Office of the Arts is looking for Commissioners to volunteer at the Torpedo Factory Art Center during the time after the parade ends and the boat show starts to hand out cookies and cocoa (provided by the Office of the Arts). This would be an opportunity for Commissioners to share what we do with the public. Please contact either me or Diane if you are interested in volunteering.

As always, if you have any questions or comments, please feel free to reach out to me.

Sincerely,

Brian Kelley

Chair, Alexandria Commission for the Arts

## City of Alexandria, Virginia

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MEMORANDUM

**DATE:** NOVEMBER 10, 2022

**TO:** ALEXANDRIA COMMISSION FOR THE ARTS

**FROM:** DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS

**RE:** PUBLIC ART ANNUAL WORKPLAN FY23 – FY25

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**Background:**

Each year, per the approved Public Art Implementation Plan, the Public Art Program will adopt an Annual Workplan. The Workplan outlines which new projects the program will initiate, indicating where the projects are located, and what the proposed budgets will be.

The Workplan takes a multiyear view, in that it indicates which projects are being carried over from previous year and identifies three years into the future what goals and projects should be considered, even though future-year projections are subject to change. This three-year projection would mirror the City's internal "business plan" process.

The Workplan is prepared by staff in collaboration with a Workplan Task Force, reviewed by the Commission for the Arts, and approved by City Council as part of the budget process. The process of developing, approving and implementing the Workplan is analogous to basic approach to approving and implementing other components of the City's Capital Improvement Program.

**Discussion**

This year, five people served on the Public Art Annual Workplan Task Force (as appointed by the Arts Commission): Gina Baum, Christina Calloway, Betsy Hennigan, Paul Painter, and Thomas Sullivan. The Office of the Arts contracted with Todd Bressi to help develop the annual workplan.

During a series of four meetings in June through October, the Task Force was presented with information about upcoming city CIP projects, the current status of projects on the current workplan and discussed other possible project options. The Task Force participated in a field trip to visit many of the sites that were reviewed and proposed.

**Recommendation**

The Task Force recommends approval of the FY23 – FY25 Public Art Annual Workplan





# CITY OF ALEXANDRIA PUBLIC ART ANNUAL WORKPLAN FY23 – FY25

## *Abstract*

In accordance with the approved Public Art Implementation Plan and Policy, the Public Art Program develops and adopts an Annual Workplan. The Workplan outlines which new projects the program will initiate, indicating where the projects are located, and what the proposed budgets will be.

# Alexandria Public Art 2023-2025 Workplan

## Recurring / Returning Projects

### Site/See at Waterfront Park

Waterfront Park is located at the foot of King Street at the Potomac River. It is a new civic space that gives prominence to the location where the mercantile city meets the river. It was created more than four years ago as an interim space, planned for usage until riverfront flood-mitigation and infrastructure improvements are complete. It will serve as a testing ground for designs, furnishings and materials that could be incorporated into the future waterfront development.

As part of the programming of the park, the Office of the Arts has been commissioning a temporary, rotating public art project each of the last four years. Projects are active March through early November each year to ensure the artworks rotate and provide ongoing activation. This is an opportunity for Alexandria to experiment with different approaches to public art, keeping with the spirit of the interim park as a testing ground.

The temporary artwork program has taken on a life and character of its own, becoming a signature element of the City's Public Art Program, something that is eagerly anticipated throughout the region, recognized in national art and design media, and a highly desirable commission for artists.

The Public Art Program has completed four temporary installations at Waterfront Park (SoftLAB, 2019; Olalekan Jeyifous, 2020; Mark Reigelman, 2021; R+R Studios, 2022). It has selected Nina Cooke John for 2023.

The Task Force recommends continuation of Site/See for the next three years. Budgets are increased incrementally each year to account for cost escalations.

Implementation Plan Themes: Gathering Places, Time and Place

Collaborators: Department of Project Implementation, Department of Planning and Zoning, Department of Recreation, Parks and Cultural Activities

Proposed Budget: FY23, \$110,000; FY24, \$115,000; FY25, \$120,000

Planning Areas: Old Town, Waterfront

### Time and Place: Alexandria 275<sup>th</sup> and USA 250<sup>th</sup>

Time and Place is a project in which artists are asked to create temporary, site-specific artworks that explore a facet of Alexandria's history. The installations are organized by a professional curator, using the City's unique historic locations and resources, under the guidance of a professional public art curator.

The inaugural exhibition featured works by artists Lauren Adams and Stewart Watson (collaborating) and Sheldon Scott. Their works were presented in early 2017 and were recognized by the Public Art Network's *Year in Review* as one of the most exemplary projects completed that year.

Two major anniversaries are approaching in Alexandria: Alexandria's 275<sup>th</sup> Anniversary in 2024, and the 250<sup>th</sup> anniversary of the Declaration of Independence in 2026. Both offer opportunities for Time and Place installations related to those milestones. In 2026, there will be statewide and national celebrations that Alexandria can connect with as well.

The Task Force recommends funding for exhibitions in 2024 and 2026, to reflect on those milestones. There are several locations managed by OHA that could be considered, as well as locating the project on other sites, such as parks, dispersed throughout the city. Funds should also be reserved for planning and coordination with state and national USA 250 efforts, and evaluation of additional opportunities for semiquicentennial projects.

Implementation Plan Theme: Time and Place

Collaborators: Office of Historic Alexandria; Visit Alexandria

Proposed Budget for Alexandria 275: \$5,000 (planning) (FY23); \$50,000 (FY24)

Proposed Budget for USA 250: \$5,000 (planning) (FY23-25); \$50,000 (FY25)

Planning Areas: To be determined

### Utility Boxes

In FY15 and FY19, the Public Art Program commissioned artists to produce designs for vinyl wraps that were placed on utility boxes along Duke Street, Beauregard Avenue, and Seminary Road. The projects were highly visible and received enthusiastically by the community.

The Task Force recommends that the Public Art Program expand its efforts to retrofit the ubiquitous features of Alexandria's infrastructure with public art. This year the focus should be on a new round of wraps on utility boxes in park property. This will enable the artworks to be dispersed into different areas of the city and will enable people to have a more close-up experience with the boxes than they tend to have with boxes on busy arterials. These locations will also allow artists to explore new themes and ideas that reflect the park settings where they are located.

Implementation Plan Theme: Natural and Urban Systems

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$25,000 (FY23), possible replication in FY24, FY25

Planning Area: Various

### Trails and Paths: Temporary

*For more on Alexandria's plan for public art in trails, see the Appendix.*

In 2019, the Commission for the Arts approved a plan for public art in the city's off-street trail network. The plan called for four types of projects Trail Infrastructure / Permanent System-wide Projects, Site-Specific Opportunities, Temporary Projects, and Special Place Opportunities.

In 2021, the Public Art Program commissioned three projects in a temporary exhibition, "Winter Passages" (<https://www.alexandriava.gov/public-art/winter-passages-in-parks-trails>). Three artworks were presented: Cristina Fletcher, *Flock* (Holmes Run Trail), Alexander Rudd, *Rock Cairn* (Four Mile Run Trail) and Thomas Sterner, *Life of a Seed* (Potomac Yard Trail). The lesson learned from this project was that the timeframe for artist recruitment and project development was too compressed, the timeline started too late to take advantage of deep winter weather, the budgets were relatively small, and that significant staff project management assistance is necessary to help artists with the hurdles they are likely to encounter.

With these lessons in mind, the Public Art Program should plan another round of "Winter Passages," with a few modifications. First, give strong consideration to selecting one artist, through a concept-based process. This will give the Public Art Program a better opportunity to pick a strong project and focus on developing it as fully as possible and in the best possible location. Second, provide a larger budget so the project can involve more time in concept development and scale up to a larger installation. Third, start the process earlier so the piece can be installed at the beginning of the new year, in the darkest months of winter.

Implementation Plan Theme: Natural and Urban Systems

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$40,000 (FY24), possible replication in FY25 (\$45,000)

Planning Area: Various

## City Capital Projects

### Ewald Park

Ewald Park is a neighborhood park on West Duke Street, in the Seminary Hill planning area. It features a playground, a basketball court and an open field. The park is popular for pick-up soccer and basketball, which serve a regional community, but there is no formal programming or league play scheduled for the park. The park's topography and lack of visibility from the adjacent streets raise safety concerns. There is a strong community commitment to the park; Alexandria West Rotary adopted the park and made improvements to fencing and planting areas several years ago.

Ewald Park has been under consideration for renovations for several years; the City's Neighborhood Parks Plan includes recommendations for reorganizing and upgrading the park, including the addition of a new playground and walking trail. There is some public art funding available for the part through a developer contribution by a nearby grocery store, and a philanthropic organization has raised money to upgrade the playground.

Ewald Park is a place where investment in public art can be an extra catalytic factor in reinvigorating the park. A public art project could take a number of directions: it could help improve the visibility of the park from Duke Street, as the park is a gateway to the West End and Landmark areas. It could provide an interactive feature; it could include a water feature that helps to create white noise that blocks the sound of traffic. Or, a public art project could focus on a functional feature, thereby supporting the overall park budget.

Ewald Park has been recommended for public art in the past, but the renovations that would lead to a public art investment have been delayed. Conversely, a public art commitment here could create an incentive to accelerate renovations. Ewald Park should remain a location for a public art project.

Implementation Plan Theme: Gathering Places

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$200,000 (FY23)

Planning Area: Seminary Hill

### Stevenson Park

Stevenson Park is a neighborhood park in the Landmark area at the extreme western edge of the City near the Fairfax County border. It is situated in one of the densest areas of the City and is the only public park for nearly a mile around. It is also in an area that is distant from existing public art.

One of the park's unique features is approximately five acres of high-quality forest with numerous old-age trees; the stand of old-age Southern Red Oak along the south-facing slope is perhaps the finest remaining in an Alexandria park. Though there are no formal walkways through the wooded area, and dog walkers and pedestrians have created unofficial paths through the wooded area.

The Neighborhood Parks Plan recommends the creation of soft surface trails through the wooded area to help channel pedestrian flow. These would provide an opportunity to increase access to nature and could improve functional connections to neighborhoods just to the south of the park.

These trails would provide a unique location for public art in Alexandria. Artworks would have to be created sensitively to enhance, rather than overwhelm, people's experience of the forest.

This should be regarded as an introductory project for Stevenson Park. Through developing this project, the public art team can get to know the community better, and work with the community to identify opportunities for follow-up projects.

Implementation Plan Theme: Natural and Urban Systems

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$30,000 (FY24)

Planning Area: Landmark

## Montgomery Park

Montgomery Park is a Neighborhood Park in North Old Town. Its tennis courts and dog park are especially popular.

The Neighborhood Parks plan for Montgomery Park recommends upgrades to the tennis courts and a playground area, the creation of a more nicely designed passive lawn in the center of the park, better internal connections, and green infrastructure to replace some of the existing parking area.

The park is along Fairfax Street, in an area designated as an arts corridor / arts walk in the Old Town North Small Area Plan (2017), which suggests that public art should be located along the corridor. Also, community leaders have expressed an interest in playful public art features like those recently incorporated into Simpson Park. Since the playground area is near Fairfax Street, it may be able possible to accomplish both goals at once.

The current CIP includes funding for renovating the tennis courts and for design work that could lead to playground and overall site design improvements.

Public art should be incorporated in this park, to complement the renovations that are being planned and to create an important moment along the Fairfax Avenue art walk. The scale and scope of the project should be explored in the design phase of the project.

Implementation Plan Theme: Gathering Places

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$150,000 (FY25)

Planning Area: Old Town North

## DCHS Consolidation at Mark Center

During 2023, nearly all Department of Community and Human Services (DCHS) programs and services will move to a new location in the West End of the city at 4850 Mark Center Drive. The consolidation will involve the repurposing and renovation of an existing office building, recently purchased by the City. The building will accommodate workspace and public access for DCHS, the Alexandria Health Department, Neighborhood Health, and a West End Service Center with a Permit Center, Finance Department transaction functions and limited Clerk of Court services. It will consolidate services spread out over six sites, improving client access to the range of DCHS services and improving employee collaboration in the delivery of these services.

The audience for public art here will be people who are specifically working in or visiting the building; it is not easily visible from any nearby roads, and not in an area where people would encounter it serendipitously. However, the new facility is a short walk from the Mark Center Transit Center, which currently is served by local DASH service, WMATA, commuter buses and private shuttles (and which features a public art installation, *Doppler*, by Heidi Lippman). It is also adjacent to the Winkler Botanical Preserve, which is operated by Northern Virginia Regional Parks, though there does not currently appear to be a direct connection.

This is an important location for public art, given the public-facing nature of the services provided. An important priority for DCHS is that the project includes community engagement, involving both users of the facility and the community in the area around Mark Center.

Opportunities for public art include:

- Creating a gateway sculpture for the lawn across the street from the entrance to the building.
- Creating a park-like gathering space in the lawn across the street from the entrance to the building. This space could serve visitors and employees.
- Creating interior artworks in spaces where people wait.
- If space is available, creating an area for changing artworks.

Implementation Plan Theme: Gathering Places  
Collaborator: Department of Community and Human Services (DCHS)  
Proposed Budget: \$150,000 (artwork); \$500,000 (gathering place)  
Planning Area: Beaugard

## Infrastructure Systems

### High-Capacity Transit Corridor Projects (Duke Street, West End)

Several past public art workplans have recommended that public art be incorporated into the infrastructure investments that will be made on two of the three “high-capacity transit corridors” that the City has identified for priority and enhanced bus service (Corridor B along Duke Street and Corridor C, which will connect the West End and Landmark Districts with the Van Dorn Metro to the south and the Skyline area of Falls Church and the Columbia Pike transit corridor in Arlington).

Depending on the type of infrastructure that is built, public art on the BRT can have a significant visual impact. For example, in Crystal City and Columbia Pike in Arlington, artworks have been incorporated into the glasswork of bus stations.

The West End Corridor is now moving from concept design into preliminary design, and the Duke Street Corridor is moving towards completion of an alternatives and final concept plan in summer, 2023). While it is not clear yet what the specific physical infrastructure of these corridors will be, the transitways could include new stations, transit signal priority, bus queue jump lanes, pedestrian and bicycle improvements and new buses. Construction is still several years off (currently expected to be 2025-28 for West End).

For projects like this, what is important is long-term communication and coordination between the Public Art Program and T&ES. There are two key tasks: identify the opportunities for integrating art into the infrastructure from a technical point of view and monitor timing and budget issues and explore the visual or narrative strategies that might link the projects.

This workplan recommends a small amount of funding for an artist and/or a planner to be retained to participate in the planning and design processes. The first phase of work would be to serve as a technical advisor and identify possible ways of integrating public art into the infrastructure, along with potential budgets and schedules. Work would probably begin with West End. Future phases of work would be to identify curatorial strategies and/or to collect background information about the communities the transit corridors pass through that could inspire the work of the artists. In addition, funding should be reserved for FY25 to incorporate artwork into the early phases of construction.

Implementation Plan Theme: Natural and Urban Systems  
Collaborator: Department of Transportation and Environmental Services  
Proposed Budget: \$15,000 Planning (FY 23-24); \$150,000 (Corridor B) (FY25).  
Planning Areas: West End, Beaugard, Landmark Van Dorn, Seminary Hill, Taylor Run

### Trails and Paths Demonstration: Trailhead

*For more on Alexandria’s plan for public art in trails, see the Appendix.*

In 2019, the Commission for the Arts approved a plan for public art in the city’s off-street trail network. The plan called for four types of projects Trail Infrastructure / Permanent System-wide Projects, Site-Specific Opportunities, Temporary Projects, and Special Place Opportunities.

Past public art workplans have explored the idea of developing a prototype trailhead. Recently, the city completed a new trailhead design at the southern endpoint of the Potomac Yard Trail, near the Braddock Road Metro station, indicating an interest in improving the connections between the city streets and the multi-use trail network.

The program should continue to work with RPCA to identify a trail project or trail location where a prototype, artist-designed trailhead feature could be tested. Two options could be Dora Kelley Nature Park and the Old Cameron Run Trail.

The most recent public art workplan (FY20-22) recommended that a prototype, artist-designed trailhead feature be created at the Chambliss St. entrance to Dora Kelley Nature Park; that project was not undertaken but should be considered as a future project. In previous years, another opportunity was identified with the proposed Old Cameron Run Trail.

Dora Kelley Nature Park was established in 1973 as a nature preserve and wildlife sanctuary. It also provides a connection to and serves as an extension of Holmes Run Park and is thereby an endpoint of the City's linked trail system.

One of the issues identified in a recent evaluation of Chambliss Park is that vehicles drive on parkland near the Dora Kelley Park trailhead. The 2020 Workplan Task suggested that the Dora Kelley trailhead could be upgraded, thereby helping to address issues of vehicle encroachment, providing for a prototype trailhead marker, and providing a symbolic gateway to the entrance to the City's trail system.

The Old Cameron Run Trail project consists of a new trail segment between South Payne Street and Mill Road. It is scheduled for construction in 2025. Both the Mill Road and Payne Street endpoints are possible trailhead locations.

Implementation Plan Theme: Natural and Urban Systems

Collaborator: Department of Recreation, Parks and Cultural Activities; Department of Transportation and Environmental Services

Proposed Budget: \$5,000 for preliminary research, \$50,000 for prototype.

Planning Area: TBD

## Neighborhood and Community Planning

### Arlandria-Chirilagua Project

Alexandria's Latino community has grown steadily over the years, in total and as a percentage of the city's population, reaching more than 22,500 (16 percent of the population) in 2010. This population is concentrated in Arlandria-Chirilagua, and largely consists of people who are from El Salvador, Guatemala, Honduras and Bolivia (this area is also a historically Black community).

Currently, there is no city-commissioned public art in Arlandria-Chirilagua, though past public art workplans have identified this area as having potential for a new project, and the recently adopted Arlandria-Chirilagua Small Area Plan includes numerous recommendations for future projects. Because of this, Arlandria-Chirilagua should remain a high priority for the Public Art Program.

The Task Force recommends an incremental approach to working in this neighborhood, as the Public Art Program does not have strong roots in this community and will need to get to know the community, partnering organizations and their interests first. The best course of action is to start with a small project that can be used as a way of starting a longer-term conversation about the possibilities for public art in this neighborhood. Then, when people are engaged and ideas emerged, the Public Art Program can identify priorities for additional projects.

The most likely candidates for short-term projects are related to utility box wraps and artwork integrated into one or more bus shelters. This workplan recommends funding for those projects and reserves funding for a follow-up project later.

Implementation Plan Theme: Gathering Places

Collaborators: Department of Recreation, Parks and Cultural Activities; Casa Chirilagua

Budget: \$25,000 (FY23); \$150,000 (FY25). *Note: There is \$16,725 in developer funds for this area.*

Planning Area: Potomac West.

## Old Town North Sign Enhancements

The recently approved Old Town North Small Area Plan includes several proposals for supporting a creative, innovative economy in the plan area. One of them is to establish an arts corridor along North Fairfax Street.

The arts and culture district would focus on three main strategies: creating incentives for creative economy uses along the ground floors of new buildings, creating incentives for developers to include space for anchor arts organizations in their buildings, and incorporating public art into streetscapes and public spaces. In particular, the plan recommends:

- Create a visual link through the implementation of public art between various parks, plazas, and arts and cultural facilities.
- Promote public art that respects the identity of Old Town North and tells the story of its unique history.
- Encourage a varied media of art as defined in the Public Art Implementation Plan.
- Explore ways in which to identify the area as a special place with streetscape improvements such as, but
- not limited to special lighting, banners, planting, and artwork.

These recommendations will be followed through over a long period of time. Some developers are including public art in their projects already, albeit on the waterfront side of their properties, not Fairfax Street. Montgomery Park might be upgraded in several years, which would be the appropriate time to consider new public art there. In all cases, public art should be managed through the processes outlined in the Public Art Implementation Plan.

In the short run, a key opportunity would be to incorporate public art into the streetscape infrastructure in a way that gives an early signal of the establishment of an arts district and the changes to come. The Task Force recommends creating street signs or markers that would help communicate the presence of the arts corridor along North Fairfax Street, from Wythe Street to the street end north of Second Street.

Implementation Plan Theme: Natural and Urban Systems

Collaborator: Department of Transportation and Environmental Services

Proposed Budget: \$30,000 (\$5,000 for prototype research, \$25,000 for implementation)

Planning Area: Old Town North

## Commissions with Developers

### North Potomac Yard Park

North Potomac Yard is a burgeoning area of development and redevelopment as a result of Amazon's decision to locate its second headquarters at National Landing in Alexandria and Arlington. North Potomac Yard will include the Virginia Tech Innovation Campus and related development. Generally, this involves the redevelopment of an area that is now occupied by a big-box shopping area, anchored by Target, Barnes and Noble, and a defunct movie theatre complex.

The developers of North Potomac Yard have provided a cash contribution for public art to be incorporated into a park that they are building. The park will be an extension of Potomac Yard Park north from the new WMATA station to Four Mile Run. A small extension, called Crescent Park, will run along Four Mile Run and connect to Richmond Highway and Four Mile Run Park.

The North Potomac Yard Small Area Plan has extensive recommendations for public art, including the creation of a "Public Art and History Interpretive Plan to integrate public art and history in a comprehensive way throughout the Plan area." However, it does not include recommendations for public art in the context of this park.

The design of the park is underway, with the first phase of the park planned for opening in fall of 2024 and the later phases (including Crescent Park) as many as three years out from now.



One opportunity is to consider the public art that is being created in the Arlington side of National Landing, to provide a cohesive identity for the overall area.

This project will be managed by the Public Art Program on behalf of the developer, with developer funding. It will be managed through the normal public art process, which includes the creation of a task for that will further explore the goals and opportunities for the project.

Implementation Plan Theme: Gathering Places

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$350,000 (FY25) (Developer funds)

Planning Area: Potomac Yard

### Block 32 (Carlyle)

The developers of two buildings proposed within the new first phase of the Carlyle Plaza Two / Carlyle Park Towers development have provided a cash contribution for public art to be incorporated into a park that they are building.

The site is in block 32 of Carlyle, which is the easternmost portion of the development, bordering Holland Lane and the Hoofs Run stream corridor. Within that site, there are two opportunities, in areas indicated as “North Crescent Park” and as “Plaza” (or South Crescent Park).

The developer is interested in commencing the public art process in FY23.

This project will be managed by the Public Art Program on behalf of the developer, with developer funding. It will be managed through the normal public art process, which includes the creation of a task for that will further explore the goals and opportunities for the project.

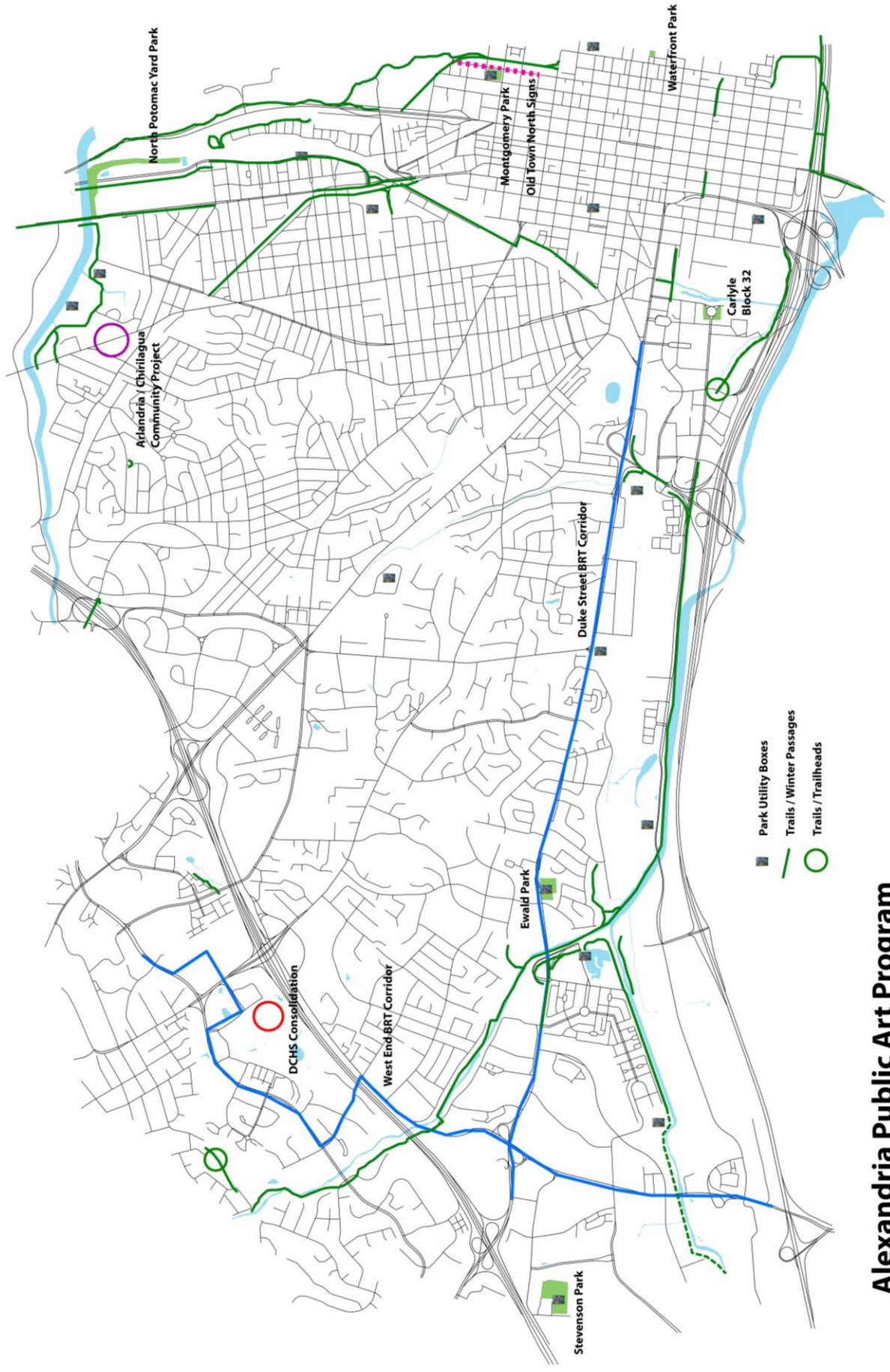
Implementation Plan Theme: Gathering Places

Collaborator: Department of Recreation, Parks and Cultural Activities

Proposed Budget: \$300,000 (FY23) (Developer funds)

Planning Area: Eisenhower East

# Map of Proposed Locations



## Alexandria Public Art Program 2023-25 Annual Workplan

Todd W. Bressi ■ Public Art ■ Placemaking ■ City Design

November, 2022

## Appendix: Contingencies and Reserves

### Contingency for Unexpected Projects

The Public Art Program should carry a reserve to respond to short-term opportunities that occur after the workplan is completed. A new project would require approval of the Commission for the Arts. The reserve should carry over from year to year if it is not used in any given year, or replenished if it is used.

### Reserve for implementation of West End SAP (Alexandria West)

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$63,000 in this fund.

### Reserve for implementation of Braddock Road Metro SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$14,622 in this fund.

### Reserve for implementation of Eisenhower West SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$75,000 in this fund.

### Reserve for implementation of Landmark / Van Dorn SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$40,308 in this fund. This funding could be applied to the Stevenson Park project.

### Reserve for implementation of Northeast SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$10,983 in this fund.

### Reserve for implementation of Northridge/Rosemont SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$22,263 in this fund.

### Reserve for implementation of Old Town North SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$33,112 in this fund. After funds are used to pay for arts district signage, there will be \$3,120 in this fund.

### Reserve for implementation of Potomac West / Arlandria-Chirilagua SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$16,725 in this fund. This funding could be applied to the Arlandria/Chrialagua project

### Reserve for implementation of Potomac Yards SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$34,392 in this fund, and another \$350,000 is expected.

### Reserve for implementation of Seminary Hill SAP

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this small area plan. Currently there is \$44,084 in this fund. Of these funds, at least \$5,192 (Aldi) should be applied to the Ewald Park Project.

### Reserve for Southwest Quadrant

Developer funds accumulated in this planning area should be held in reserve to implement public art recommendations in this area. Currently there is \$20,349 in this fund. There is a request that these funds be used for a project related to the Alexandria National Cemetery.

DRAFT

## Appendix: Projects and Budgets

	FY23	FY24	FY25
<i>Funding</i>			
CIP	\$500,000	\$500,000	\$500,000
Developer			
Carryover	\$160,000		
<i>Project</i>			
Recurring Projects			
Site/See	\$110,000 <i>Presented in calendar 24</i>	\$115,000 <i>Presented in calendar 25</i>	\$120,000 <i>Presented in calendar 26</i>
Time and Place: Alexandria 275	\$5,000	\$50,000	
Time and Place: USA 250		\$5,000	\$50,000
Utility Boxes / Parks	\$25,000	\$25,000	\$25,000
Winter Passages		\$40,000	\$45,000
CIP Projects			
Ewald Park	\$200,000		
Stevenson Park		30,000	
Montgomery Park			150,000
DCHS Consolidation at Mark Center		150,000	
Infrastructure Projects			
Duke St Transitway		5,000	5000
West End Transitway	\$5,000	\$5,000	\$150,000
Dora Kelly Nature Park Trailhead Demonstration	\$5,000	\$50,000	
Neighborhood and Community Planning			
Chirilagua Community Project	\$25,000		\$150,000
Old Town North Sign Enhancement		\$30,000	
Projects with Developers			
North Potomac Yard Park			\$350,000
Carlyle Block 32	\$300,000		

## Note: Alexandria Trails Public Art Plan

Alexandria’s off-street trail network covers 15.4 miles and with proposed extensions will one day cover 21 miles. The major trails are Four Mile Run, Potomac Yard, Old Cameron Run, Eisenhower Avenue, Backlick Run and Holmes Run. In addition, the Mt. Vernon Trail runs along land managed by the National Park Service.

Off-street trails connect the city’s major parks as well as a wide variety of communities, from Arlandria and Potomac Yard to Old Town, from Cameron Run to Landmark and the West End. Altogether, these trails are envisioned to create one day a “green crescent” that connects the waterways that form Alexandria’s boundaries and extend into the city along Holmes Run; they also provide regional connections to trails in Arlington and Fairfax.

Currently, the trails welcome a diverse group of users: commuters, recreational bicycling, walkers, joggers and people out to use exercise equipment along the way. The Department of Recreation, Parks and Cultural Activities would like to draw more attention to these trails as a resource, and attract more users.

In 2019, the Commission for the Arts approved a plan for public art in the city’s off-street trail network. The plan called for four types of projects Trail Infrastructure / Permanent System-wide Projects, Site-Specific Opportunities, Temporary Projects, and Special Place Opportunities. So far, Public Art Program has prototyped a temporary project, Winter Passages.”

DRAFT

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, November 15, 2022

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Allison Fleck	Paul Painter	Yes-- 13 No-- 0 Abstained-- 1
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b>  motion to approve the Annual work plan.		

## City of Alexandria, Virginia

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MEMORANDUM

**DATE:** NOVEMBER 10, 2022

**TO:** ALEXANDRIA COMMISSION FOR THE ARTS

**FROM:** DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS

**RE:** SITE SEE: NEW VIEWS IN OLD TOWN PUBLIC ART PROJECT PLAN FOR 2024

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**Background:**

The City of Alexandria's Public Art Implementation Plan and Policy outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhood Identity, and Urban and Natural Systems.

The Public Art Implementation Plan and Policy also sets out a process for the commissioning of new public art. For each project approved in the Annual Public Art Workplan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy.

**Discussion**

Recently, the Project Task Force met with staff and the consultant team to review the existing project plan for the Site See: New Views in Old Town temporary public art series at Waterfront Park to consider any updates or revisions to the plan for the 2024 process. The Plan helps to provide the framework for staff and the task force to carry out the project.

In accordance with the Public Art Implementation Plan, the attached Program Plan outlines the format, goals, outputs, timeline, artist selection process, budget, and evaluation for sixth Site See installation.

**Recommendation**

The Task Force recommends the Arts Commission approve the Project Plan for the *Site See: New Views in Old Town* 2024 installation.



# WATERFRONT PARK: TEMPORARY PUBLIC ART EXHIBITION SERIES

PROJECT PLAN FOR *SITE SEE: NEW VIEWS IN OLD TOWN 2024*

Updated: November 2022

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## I. Introduction

The City of Alexandria's Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhood Identity, and Urban and Natural Systems.

The Plan also sets out a process for the commissioning of new public art. For each project approved in the Annual Public Art Workplan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline and communications strategy. The Project Task Force then selects an artist, through a process set out in the Project Plan. The artist develops a concept, which is then approved by the Project Task Force and the Commission for the Arts.

This document is the Project Plan for the sixth commission in *Site See: New Views in Old Town*, an annual temporary exhibition series for Waterfront Park.

## II. Site and Context

Waterfront Park's extension expanded the existing public park at the foot of King Street, which was called out in the City's Waterfront Plan. The new section of Waterfront Park, which opened in 2019, combines the original King Street Park and Waterfront Park sites with the sites of the former Old Dominion Boat Club building and parking lot to create a seamless transition between Old Town's historic retail corridor and the water. The interim park features an open plaza, a waterfront promenade, shade structures, and a modular space that can adapt to different purposes throughout the year. In several years, the interim park will close so that flood mitigation infrastructure can be constructed, and additional amenities added before the permanent park reopens. The overall concept for Waterfront Park and other waterfront public spaces was approved in 2014, and the City is currently working on constructing the planned flood mitigation infrastructure in the area.

Since 2019 the *Site See* installations have played an important role in the success of Waterfront Park, providing engaging and interactive visual anchors that received accolades from the public and the press and drew thousands of visitors. For 2019, SOFTlab created *Mirror Mirror*, an interactive artwork that was programmed to respond to sound with colored lights and was inspired by the Fresnel lens of Alexandria's Jones Point Lighthouse. The 2020 installation *Wrought, Knit, Labors, Legacies* by Olalekan Jeyifous frames Alexandria's African American history through the lens of the city's industrial and merchant history and features a set of four sculptural seating platforms with ornate metal profiles of figures facing the water. The third artwork in the exhibition series, *Groundswell* created by Mark Reigelman II in 2021 included over 100 pilings with glimmering blue tops provided an immersive experience that encouraged visitors to navigate through the pilings' grid-like ecosystem, considering their place in the city's history at that moment in time. *I Love You* by R+R Studio is the most recent installation that created a site for people to come together in the glow of pink neon and captured the public's imagination in a celebration of friendship and camaraderie in the heart of Alexandria.

For each installation, the Office of the Arts has commissioned original programming by local artists to activate the artwork and further engage the public with the artwork, including site specific dance and music performances, and a spoken word series curated by Alexandria's Poet Laureate.

### III. Scope and Goals

The Alexandria Public Art Program is interested in commissioning artists to create a site-specific, temporary work of art for Waterfront Park that will be on display for from March to November 2024. The artwork can be sited anywhere within the north portion of Waterfront Park, but the project must include a ground mural for the asphalt plaza. The mural can be designed by the artist or a collaborator of the artist's choosing.

The program goals of the Site See installation are to:

- Amplify Alexandria's reputation as an of-the-moment arts destination on the water with a new work of art that captures the public's imagination and is unlike anything else you can experience in the region.
- Highlight Waterfront Park as a new civic space that gives prominence to the location where the mercantile city meets the river.
- Bring a new work of art to Alexandria that is informed by the context of the site.
- Foster engagement and interaction with a contemporary work of art on Alexandria's historic waterfront.
- Attract visitors to experience a dramatic, visually compelling, and unique work of art.
- Encourage repeat visits with work that changes between day and night or through the seasons.

In addition, the Public Art Program has identified the following internal goals related to the project:

- Take advantage of the interim nature of the site to test out different approaches to public art for this location.
- Create a signature exhibition that raises awareness of the City's public art program.
- Accommodate plaza programming and other plaza uses.

### IV. Selection Process

For the 2024 *Site See* exhibition, the Office of the Arts has engaged Meridith McKinley and Aliza Schiff of the consulting firm Via Partnership to facilitate artist selection and manage the overall project.

#### Site See Task Force

The *Site See* Task Force helps shape the Project Plan for the exhibition and recommends selection of artist(s) and approval of concept(s).

The two Commission for the Arts representatives on the Task Force are:

- Tiffany Williams
- Christina Calloway

The Community Stakeholders for the Task Force include:

- Clint Mansell, Principle Gallery

- Nicole McGrew, Threadleaf & Company

Project Stakeholders for the Task Force include:

- Jack Browand, City of Alexandria RPCA Park Services
- Claire Mouledoux, Visit Alexandria

### Artist Selection Process and Concept Approval

An invitational process will be used to select artists for the 2024 *Site See* exhibition.

Based upon the approved Project Plan, the Office of the Arts, working with its project consultants, will draft a Call to Artists. This call will be sent to a short-list of artists developed by the Office of the Arts, the project consultants, and the Task Force. Interested artists will be invited to submit a letter of interest and their qualifications.

The Task Force will review the letters of interest and qualifications and recommend an artist for the project. The selected artist will be approved by the Commission for the Arts.

The selected artist will develop a Concept Proposal in collaboration with the Office of the Arts staff, consultants, and other partners. The Concept Proposal will include a rendering, narrative description, fabrication methods, budget and timeline. The Concept Proposal will be reviewed for feedback by the Task Force. The Concept Proposal will be approved by Commission for the Arts prior to execution.

## V. Timeline

By November 29, 2022: Task Force members recommend names for artist invitation.

Early December 2022: Invitational sent

Mid-January 2023: Submittals due

Early February: Task Force submits preliminary score

Late February: Task Force meets and recommends finalists

Early March: Task Force interviews finalists (optional) and recommends artists

March 21, 2023: Artist(s) approved by Arts Commission

April: Artist contract

May: Artist site visit

August: Artist presents concept proposal

September: Concept proposal approved by Task Force, Commission for the Arts

November: Artist submits final design for technical review

March 2024 to Nov 2024: Exhibition

## VI. Budget

<b>From Public Art Fund</b>	
Artist design, fabrication & installation	\$110,000
Contingency	\$10,000
<b>From Operating Fund</b>	
Programming & communications (specific to the public art project)	\$16,000
<b>Total</b>	<b>\$136,000</b>

## VII. Community Engagement, Programming, Marketing and Communications

Community engagement, marketing, and communications should be geared toward engaging with existing stakeholders as well as bringing new audiences to experience the artwork. Commissioning local and regional artists to create site-specific performances and/or activations in response to the artwork will be continued as a way to deepen the public's engagement with the artwork and result in special events that draw visitors, while also creating opportunities for local artists to engage with the Office of the Arts.

### Stakeholders

Community engagement, marketing and communications should build upon the existing stakeholder base for art and tourism in Alexandria and the stakeholders in Old Town and along the waterfront. These will include, but may not be limited to, representatives from:

- *Site See* Task Force members
- Commission for the Arts
- Visit Alexandria
- The Torpedo Factory
- Waterfront Commission
- Parks and Recreation Commission
- Historic Alexandria Resources Commission
- Old Town Business and Professional Association (OTBPA)
- Old Town Civic Association

### Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy that will include:

- Web-based information about the exhibition.
- Social media announcements about specific events.
- Print materials about the exhibition to be distributed at local tourist information areas.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.
- Micro-targeted online / social media advertising.

## VIII. Evaluation

The Office of the Arts should conduct an evaluation to learn more about the audience for the project and their reaction to it. The primary purpose of the evaluation should be to help the Office of the Arts plan future projects and marketing. The secondary purpose, to the extent the data allows, should be to determine if public art drives tourism to the waterfront. The evaluation should not consider economic impact as those studies involve data collection and analysis techniques that require far more resources than available for this project.

These issues should be considered in an evaluation:

- Audience demographics.
- How did visitors learn about the project?
- First time or repeat visitor to the project? To the site?
- What is their impression of the installation?
- How does public art impact their experience of the waterfront?
- Previous awareness of Alexandria's public art program?
- Would they like to follow the public art program?
- Did they come specifically to see the art on the waterfront?
- Would they attend future public art projects in this location?
- Would they attend future public art projects elsewhere in the city?

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, November 15, 2022

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Judy Heiser	MARCEE CRAIGHL	Yes-- 13 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: To APPROVE SITE SEE TASK FORCE 2024 PLAN		



## OFFICE OF THE ARTS DIVISION SUMMARY

This summary is a brief narrative of activities and actions that have been taken since the previous Division Update. The Office of the Arts ACA Update is also shared with other Recreation, Parks & Cultural Activities commissions and staff and becomes part of the monthly minutes for the Arts Commission.

If you have any questions or require additional information/clarification, please review the following section(s) of this report or contact the appropriate staff in the Office of the Arts.

### Highlights

- The Public Art in Private Development chat has been rescheduled to Thursday, December 8 at 7p.m. via Zoom.
- The Business and the Arts Collaborative Grant has been reopened and is accepting new applications through January 27, 2023. Awards are up to \$10,000. More information (and the application) is online at [www.alexandriava.gov/arts](http://www.alexandriava.gov/arts).
- The artist reception for Rob Ley has been rescheduled for Thursday, January 26 at 7p.m. (location tbd).
- The next meeting of the Torpedo Factory Art Center Stakeholder Task Force will be on Wednesday, December 7 at 6p.m. at Charles Houston Rec Center.
- The deinstallation of I Love You at Waterfront Park has been completed.

### Public Art At-A-Glance:

Public Art Project	Status
Wilkes Street Park	Developing the Concept Proposal
Old Town North Stormwater Covers	Fabrication
Colasanto Spray Park	Developing the Final Design
Site/See 2023	Developing the Concept Proposal
Site/See 2024	Setting Project Goals & Parameters

### **Staff Contact Info:**

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Director, Office of the Arts  
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## **PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE**

### Wilkes Street Park

**Lead Agency**

Office of the Arts

**Artist**

Eto Otitigbe

**Project Scope**

Commission permanent public art for the redesigned park

**Task Force Members**

Chris Kurowski, Jim Simmons, Ana Vicinanza

**Current Status (per project development process)**

Developing the Concept Proposal

**Next Steps**

Staff is working with with the artist to refine the concept and bring it back to the task force for review and discussion.

**Anticipated Completion**

TBD

### Site/See: New Views in Old Town 2023

**Lead Agency**

Office of the Arts

**Artist**

Nina Cooke John

**Project Scope**

Commission new, temporary, site-specific public art for the new Waterfront Park at the foot of King Street

**Task Force Members**

Christina Calloway, Tiffany Williams, Claire Mouldoux, Clint Mansell, Jack Browand, and Nicole McGrew

**Current Status (per project development process)**

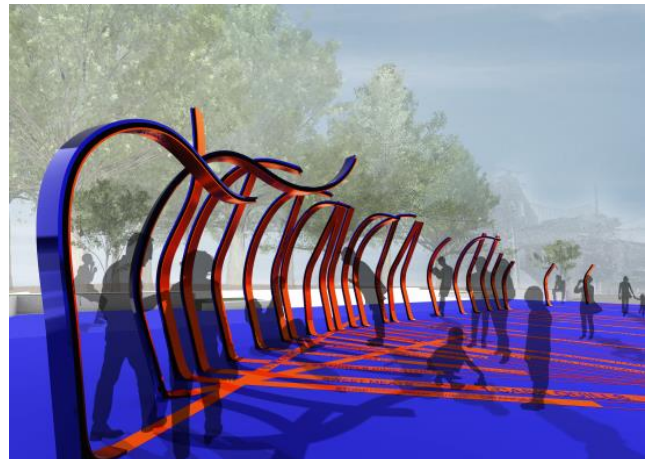
Developing the Final Design

**Next Steps**

Nina is working to complete her final design and have the work fabricate. She is also working on securing someone to paint the ground mural.

**Anticipated Completion**

March 2023



## **PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE**

### Old Town North Stormwater Covers

**Lead Agency**

Office of the Arts

**Artists**

Yoshiko Ratliff, Matt Long, and Dana Scheurer

**Project Scope**

Work with the community to bring City-commissioned public art to the OTN Arts District

**Task Force Members**

Gayle Converse, Carolyn Griffin, Ryan Whitaker, Gavin Pellitteri

**Current Status (per project development process)**

Approving the Concept Proposal

**Next Steps**

Staff is working to get the designs to fabricators for development.

**Anticipated Completion**

TBD

### Colasanto Spray Park

**Lead Agency**

City of Alexandria Park Planning

**Artist**

Béatrice Coron

**Project Scope**

Commission a permanent artwork for redesigned park space and gateway

**Task Force Members**

Beth Znidersic, Amol Deshpande, Bernard Johnson, Gayle Reuter

**Current Status (per project development process)**

Developing the Final Design

**Next Steps**

Béatrice has begun fabrication of the stelles.

**Anticipated Completion**

Fall, 2023

## Site/See: New Views in Old Town 2024

**Lead Agency**

Office of the Arts

**Artist**

TBD

**Project Scope**

Commission new, temporary, site-specific public art for Waterfront Park at the foot of King Street for 2024.

**Task Force Members**

Christina Calloway, Tiffany Williams, Claire Mouledoux, Clint Mansell, Jack Browand, and Nicole McGrew

**Current Status (per project development process)**

Setting Project Goals and Parameters

**Next Steps**

The Task Force is working with staff and the consultant team to develop the list of artists to be included in the invitational call which will go out in early December.

**Anticipated Completion**

March 2024

## West End Transit Corridor

**Lead Agency**

Transportation & Environmental Services (T&ES)

**Project Scope**

Work with T&ES to integrate new public art into the project.

**Task Force Members**

Allison Heck, Brian Kelley

**Current Status (per project development process)**

Setting Project Goals & Parameters

**Next Steps**

Staff will set a meeting with the appointed members to identify community stakeholders.

**Anticipated Completion**

TBD

## **MISCELLANEOUS PROJECT(S)**

### Potomac Yard Metro

**Lead Agency**

WMATA

**Project Scope**

Include public art in the new Potomac Yards metro station.

**Task Force Members**

N/A

**Next Steps**

Artist Rob Ley has been contracted for the project.

**Anticipated Completion**

TBD

## Public Art Task Force Roster

### **Public Art Project Task Forces**

The Commission for the Arts will form an ad hoc Public Art Project Task Force for each project that the Program undertakes. The ad hoc Task Force will convene on an as needed basis to advise on the development of each project.

The Task Force will: Advise Office of the Arts staff on the development of Public Art Project Plans and recommend the Plan to the full Commission; Review artist portfolios and recommend selection of an artist to the full Commission; Report to the Commission on its activities on a monthly basis, and; Review artist concepts and recommend approval of concepts to the full Commission.

### **Artist Residency (on hold)**

1. Chris Kurowski\*
2. TBD (Arts Commissioner)

### **Site/See: New Views in Old Town**

1. Tiffany Williams\*
2. Christina Calloway\*
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

### **Old Town North**

1. Gayle Converse\*
2. TBD (Arts Commissioner)
3. Gavin Pellitteri (proj. stakeholder)
4. Carolyn Griffin (comm. stakeholder)
5. Ryan Whitaker (comm. stakeholder)

### **Public Art Annual Workplan Task Force**

1. Paul Painter\*
2. Christina Calloway\*
3. Gina Baum
4. Betsy Hennigan
5. Thomas Sullivan

### **West End Transit (WET) Corridor**

1. Allison Heck\*
2. Brian Kelley\*
3. TBD (proj. Stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

### **Wilkes Street Park**

1. Chris Kurowski\*
2. Judy Heiser\*
3. Ana Vicinanza (proj. stakeholder)
4. Jim Simmons (proj. stakeholder)
5. TBD (comm. stakeholder)
6. Trini Rodriguez (ex-officio)

### **Del Ray Gateway**

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. Beth Znidersic (proj. stakeholder)
4. Amol Deshpande (LSG) (proj. stakeholder)
5. Gayle Reuter (comm. stakeholder)
6. TBD (comm. stakeholder)

\*Arts Commissioner

## Public Art Planning & Project Development Process

	DESCRIPTION
<b>Identifying the Project in the Annual Plan</b>	<ul style="list-style-type: none"> <li>Projects are identified in the Public Art Workplan, a document developed annually by the Office of the Arts with input from the Workplan Task Force. The Public Art Workplan is approved by the Arts Commission and by City Council.</li> </ul>
<b>Setting Project Goals and Parameters</b>	<ul style="list-style-type: none"> <li>Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project.</li> <li>Office of the Arts staff, with input from the Project Task Force, develops a Public Art Project Plan. This plan includes goals, location, timeline and budget; the artist selection process and community engagement process; and a list of internal and external stakeholders for the project.</li> <li>The Project Plan is approved by the Arts Commission.</li> </ul>
<b>Developing the Artist Pool</b>	<ul style="list-style-type: none"> <li>Based upon the approved Project Plan, the Office of the Arts develops a pool of artists and collects qualifications for the Project Task Force to review.</li> <li>The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational.</li> <li>Artist qualifications generally include a cover letter from the artist expressing their interest in the project, a resume, and examples from the artist's portfolio with a corresponding description of each project.</li> </ul>
<b>Selecting the Finalists</b>	<ul style="list-style-type: none"> <li>The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan.</li> <li>Depending on the process in the approved Project Plan, the Project Task Force can select a single artist based upon qualifications, or a small number of finalists (generally three to five).</li> </ul>
<b>Selecting the Artist</b>	<ul style="list-style-type: none"> <li>If finalists are selected, they may be: <ul style="list-style-type: none"> <li>Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force.</li> <li>Interviewed by the Project Task Force.</li> <li>A combination of the above.</li> </ul> </li> <li>The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview.</li> </ul>
<b>Approving the Contract</b>	<ul style="list-style-type: none"> <li>The Office of the Arts develops a contract agreement with the artist.</li> <li>The agreement is approved by the City Manager or City Council, depending on the size of the contract.</li> </ul>
<b>Approving the Concept Proposal</b>	<ul style="list-style-type: none"> <li>The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase.</li> <li>The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal.</li> <li>The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval.</li> </ul>
<b>Approving Final Design</b>	<ul style="list-style-type: none"> <li>The Office of Arts conducts a review of the final design documentation provided by the artist for both technical considerations and to ensure it is in conformity with the approved concept proposal.</li> <li>The Office of the Arts facilitates technical reviews by other City staff as required.</li> <li>The Office of the Arts signs off on the Final Design.</li> </ul>
<b>Fabrication</b>	<ul style="list-style-type: none"> <li>In most cases, the artist is responsible for fabrication. The Office of the Arts monitors fabrication to ensure it is on schedule and in conformity with the approved design.</li> <li>In some cases, the Office of the Arts will play a more direct role in overseeing the fabrication of artwork, with the artist acting in an advisory role.</li> </ul>
<b>Installation</b>	<ul style="list-style-type: none"> <li>The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation.</li> </ul>

**ARTICLE K - Alexandria Commission for the Arts<sup>11</sup>**

• **Sec. 2-4-90 - Creation, composition and organization.**

(a) There is hereby established a standing commission known as the Alexandria Commission for the Arts.

(b) The commission shall consist of 16 members to be appointed by the city council. The composition of the commission shall be as follows:

- (1) four members shall have expertise in the arts, including, but not limited to, arts educators, professional practitioners of various art disciplines and professional administrators working in the arts;
- (2) three members shall have specific expertise in visual arts either as professional practitioners of visual art, curators of visual art, or as professional arts administrators currently working in the field;
- (3) three members shall represent the public at large, as arts consumers or participants;
- (4) three members shall be professionals in fields relevant to arts and cultural development, including cultural planning, marketing, finance, funding, tourism, promotion, non profit organizational development, and real estate development;
- (5) two members shall be professionals in the field related to the visual appearance of the cityscape, such as architecture, environmental design, landscape architecture or urban design; and
- (6) one member shall be a student who resides in the city and attends a high school located in the City of Alexandria.

(c) Members of the commission shall be appointed in the manner prescribed by article A of this chapter. The members shall serve for a term of three years, except in the case of an appointment to fill the unexpired portion of a term. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)

• **Sec. 2-4-91 - Function; powers; duties.**

(a) The functions of the commission shall be as follows:

- (1) to advise city council with regard to policies that will strengthen the arts and further public access to the arts and cultural matters identified by the city council;
- (2) to establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds; the allocation from such funds to eligible organizations and activities as may be appropriated by the city council for such purpose;
- (3) to review the public art annual work plan as developed by the office of the arts and a work plan task force and make recommendations to the city council as part of the budget process;
- (4) to review and approve public art project plans for specific public art projects, and to review and approve artist selection and concept development;
- (5) to create committees and task forces, as necessary, to focus on public art project development and artist selection;
- (6) to review proposals for donations of public art and commemorative art and make recommendations to the city council;

- (7) to collaborate with the office of the art on public art project evaluations; and
  - (8) to support public communication and outreach as related to the arts and;
  - (9) to serve as citizen liaisons to city planning initiatives when public art is involved.
- (b) The commission is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the city code, including, but not limited to, the establishment of committees, through which to carry on its functions and purpose.
- (c) A commission chair, vice-chair and secretary shall be elected annually by the commission members at the organization meeting designated in the commission's bylaws. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)



## City Council Committee

**Purpose:** To help Commissioners engage with City Council through City Council meeting attendance and letter writing. The primary goal of the Council Committee is to facilitate engagement of Commissioners with the City Council. There are no City Council Committee task forces; the City Council Committee calendars will be updated with ongoing opportunities for engagement.

**Responsibilities:** The City Council Committee will manage calendars of City Council meetings and Calls for Letters. The primary route for communication with Commissioners will be the holding of regular meetings and the management of an accessible, online calendar.

*All Commissioners are welcome to join the Council Committee and attend Council Committee meetings. All Commissioners are encouraged to attend City Council meetings and respond to Calls for Letters. Commissioners with City Council experience are encouraged to join the Council Committee.*

**Mentors:** In order to facilitate Commissioner engagement with City Council, the Council Committee seeks mentors willing to accompany a Commissioner to their first City Council meeting, or work with them on their first letter. Please let the City Council Committee know if you would like a mentor, or are willing to be a mentor.

**Meetings:** Meetings of the City Council Committee will be held on a regular basis; frequency to be determined at initial meeting, and revised as necessary. City Council Committee updates will also be provided during regular Commission meetings.

### Meeting goals:

- Review upcoming City Council calendar; highlight meetings of particular interest to Commissioners. Note planned attendance by Commissioners.
- Review calendar for upcoming Calls for Letters. Note if any Commissioners plan to write letters.
- Review requests for mentors; connect mentors with Commissioners.

Following each meeting, City Council co-chairs will update meeting and letter calendars, which will be accessible to all Commissioners. City Council co-chairs will also update Commissioners at regular Commission meetings; Commissioners who attend a City Council meeting are also encouraged to provide updates on the meeting they attended. City Council Committee will keep track of City Council meeting attendance.

**Letters:** City Council members have noted the positive impact of regular letter-writing campaigns to highlight Commission concerns. To help facilitate Commissioner engagement with City Council on areas of interest to the Commission, the City Council Committee will manage a Calls for Letters calendar. Three types of letters will be included on the calendar:

- **Official Executive Committee Letter**  
Letters coordinated with the Commission and sent by the Executive Committee representing the Arts Commission as whole. These letters will address topics like budget, grants, etc., and will occur at regular and consistent intervals throughout the year with sufficient advance planning for review by Commissioners. Official Executive Committee letters will be sent on official Commission letterhead.

- Immediate Need: “Flood” Letters

Individual letters from Commissioners, in response to important topics arising from City Council meetings or announcements. The goal of these letters is to get as many Commissioners as possible to write to the City Council about a topic of immediate need. “Flood” letter need will be determined at City Council Committee meetings and Commission meetings. If time allows, common points of emphasis will be discussed at Commission meetings, but these letters are otherwise intended to be personal and individual. A separate letterhead will be created by the Executive Committee for use with individual letters; the letterhead will note that the writer is a Commissioner writing on their own behalf. Individual letters do not need approval from the Commission to send.

- Individual Letters

Personal communication to City Council on any topic. Use of Commissioner individual letterhead; no approval needed from Commission to send.

The City Council Committee will keep track of letters, writers, and dates sent, in order to facilitate annual review and feedback on campaigns. Only letters from the Executive Committee will be retained by the Commission. The City Council Committee will provide examples of each letter type, accessible to all Commissioners, to assist in letter writing.

Note from the City Council Committee co-chairs: These are our initial thoughts for the work of the City Council Committee. We look forward to discussing these thoughts, and hearing your own ideas for our work, at the first public meeting of the City Council Committee on [DATE AND PLACE TBD]. Once we have our calendars up and running and have some experience with our planned activities, we would like to reach out to City Council members and invite them to attend the City Council Committee meetings.