

PUBLIC ART PROJECT PLAN

PROJECT PLAN FOR WILKES STREET PARK

October, 2020

Table of Contents

| | |
|--|---|
| Table of Contents..... | 2 |
| I. Introduction | 3 |
| II. Site and Context..... | 3 |
| III. Maps & Photos..... | 4 |
| IV. Goals | 7 |
| V. Selection Process | 7 |
| Wilkes Street Park Task Force..... | 7 |
| Artist Selection Process and Concept Approval..... | 7 |
| VI. Timeline | 8 |
| VII. Budget..... | 8 |
| VIII. Community Engagement, Marketing and Communications | 9 |
| Stakeholders | 9 |
| Marketing and Communications | 9 |

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, Neighborhoods & Gathering Spaces, and Natural and Urban Systems.

The Plan also sets out a process for the commissioning of new public art. For each project approved in the Annual Public Art Work Plan, 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 public art at Wilkes Street Park.

II. Site and Context

About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 150,000 residents located on the Potomac River, minutes from Washington, D.C. It is best known for its historic Old Town but is also home to federal agencies such as the U.S. Patent & Trademark Office, the Defense Department and the headquarters of the National Science Foundation.

About Wilkes Street Park

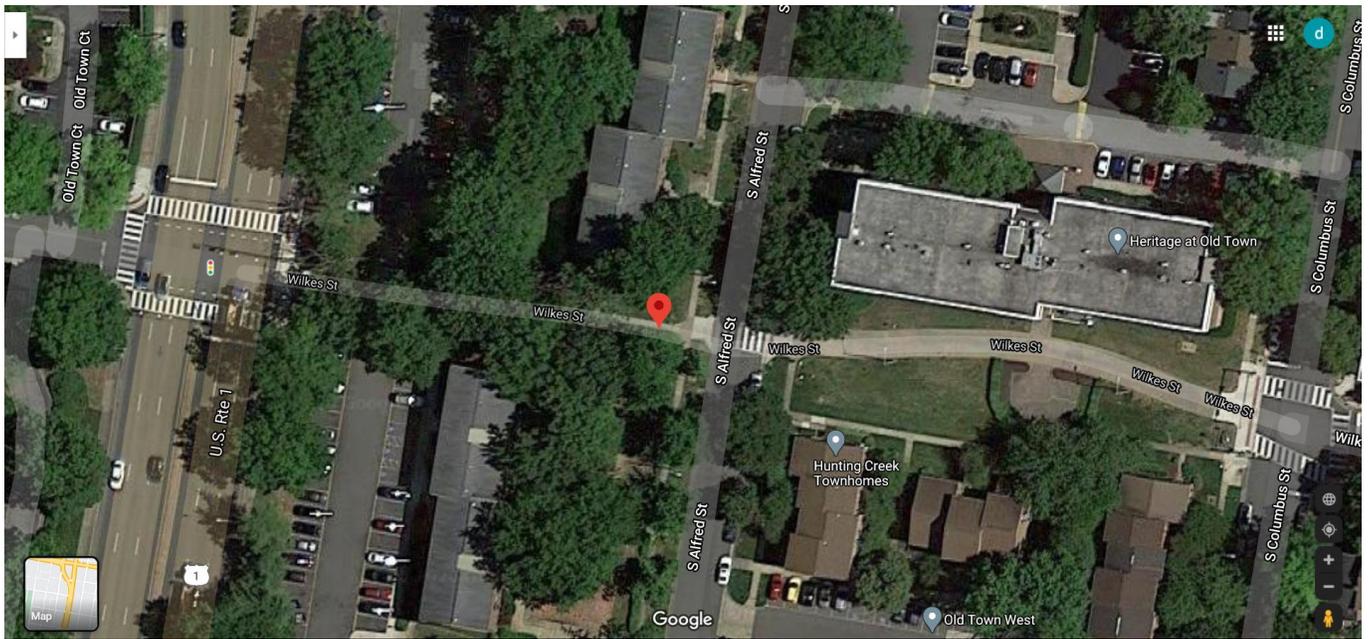
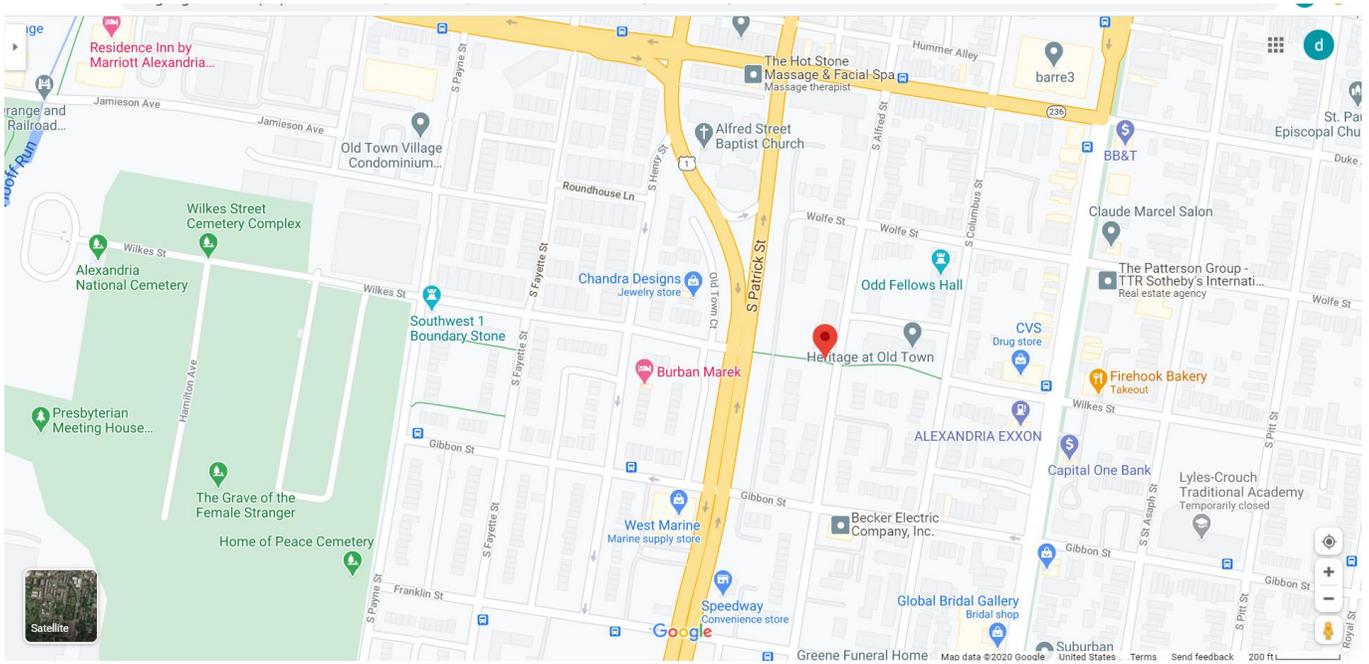
Wilkes Street Park is an 0.7 acre neighborhood park located in Old Town. The park has trees, seating areas, and a multi-use trail that is part of the City's bike trail system. In 1979, City Council dedicated the Veterans Memorial Walkway that runs through the east block of the park.

In 1790, when the first federal census was taken, 52 free blacks were recorded as living in Alexandria. The first community of free blacks formed at the southwestern edge of the city and became known as “The Bottoms.” By 1810, this neighborhood had extended to the southeast and a new community, Hayti, sprang up to the east.

In mid-century, Uptown began in the northwestern section of Alexandria. A community known as Petersburg (also known as “The Berg” or “Fishtown”) developed in an area just back from the north waterfront.

The free black population increased dramatically during the period in which Alexandria was part of the Federal city, rising to 836 by 1820 and continuing to expand until 1846 when Alexandria retroceded from the District of Columbia and once again became part of the Commonwealth of Virginia.

III. Maps & Photos







IV. Goals

The Alexandria Public Art Program is interested in commissioning artists to join the development and landscape architecture team to create a site-specific, permanent work of art for Wilkes Street Park as part of the park's redesign.

The program goals of the Wilkes Street Park public art project are to:

- Create a new work of art for Alexandria that is informed by the context of the site and recognizes the past, present, and future of the park and surrounding neighborhood
- Enhance/compliment the natural feeling of the park to create an urban oasis and relaxing space;
- The public art shall be enjoyed by a wide and diverse audience in the surrounding neighborhood and celebrate the multicultural community
- The public art supports and recognizes the passive and active uses of the park
- Create a memorable and/or engaging experience for park users and visitors
- The artwork shall facilitate community interactions and gatherings

V. Selection Process

For the Wilkes Street Park project, the Office of the Arts will issue an invitational call for artists. Three artists will be selected and given the opportunity to virtually meet with staff and interview with members of the Task Force.

Wilkes Street Park Task Force

The Wilkes Street Park Task Force helps shape the Project Plan for the project and recommends selection of artist(s) and approval of concept(s).

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

- Marta Ali
- Chris Kurowski

The Community Stakeholders for the Task Force include:

- Vacant

Project Stakeholders for the Task Force include:

- Ana Vicinanza, Park Planner
- James Simmons, Asland Capital

Artist Selection Process and Concept Approval

An **invitational** process will be used to select artists for the project.

In accordance with the Public Art Implementation Plan and Policy, the Office of the Arts, will draft a Request for Qualifications (RFQ) based on the information provided in the Project Plan. This call will be issued via an online application system (Café – callforentry.org). Interested artists/artist teams will be welcome to submit a letter of interest, qualifications, and work samples.

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

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

VI. Timeline

| | |
|----------|--|
| October | Task Force reviews and approves Project Plan |
| October | Project Plan submitted to Commission for the Arts for approval |
| October | Staff develops call to artists for review by Task Force |
| October | Issue Call for Artists via Café (callforentry.org) |
| November | Review qualifications and select artist/artist team |
| November | Artist Interview (optional) |
| December | Artist contract |
| TBD | Artist site visit |
| TBD | Selected artist presents proposal |
| January | Proposals approved by Task Force, Commission for the Arts |
| TBD | Artist submits final design for technical review |
| TBD | Fabrication |
| TBD | Installation |
| TBD | Completion |

VII. Budget

The maximum budget for the artwork is \$150,000. This budget will include all costs of creating the artwork, including, but not limited to, artist fees, travel, community engagement insurance, overhead, design, fabrication, site-work, shipping, and installation. In addition, artists will be expected to participate in related programming and events. Alexandria's Office of the Arts will provide additional support to the project through marketing, publicity and assistance with site permits.

VIII. Community Engagement, 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.

Stakeholders

Community engagement, marketing, and communications should build upon the existing stakeholder base for the South Patrick Street Housing Affordability Strategy and other planning initiatives. This will include, but not limited to, representatives from:

- Residents of Heritage
- Old Town West III
- Alfred Street Baptist Church
- Bike/Ped Task Force
- Businesses on S. Washington (Firehook, CVS, Abisinian Market(?))

Marketing and Communications

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

- Materials in languages relevant to the surrounding community.
- Web-based information about the project.
- 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.