

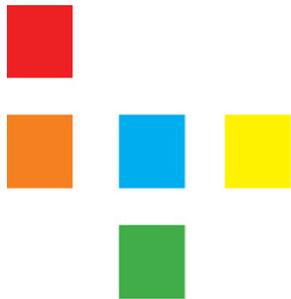
City of Alexandria, Virginia

# Public Art Implementation Plan: Update

Diane Ruggiero  
Deputy Director, RPCA  
Office of the Arts



# Public Art Implementation Plan: Consultant Team



## **Todd W. Bressi**

Todd Bressi works with public agencies and nonprofits to develop arts and culture strategies and to design memorable public places.

## **Meridith McKinley, Via Partnership**

Via Partnership works with public and private sector organizations to develop and implement public art strategies.

## **Elizabeth Lardner, Lardner-Klein Landscape Architects**

L/KLA is an Alexandria-based, award-winning design and planning firm with the ability to clearly convey ideas to clients, citizens, and team members.

# Public Art Implementation Plan: Timeline



July Aug Sept Oct Nov Dec Jan Feb Mar April May June July Aug Sept Oct Nov

Research and Assessment

Outreach

Plan Development

Plan Testing

Plan Approval

# Public Art Implementation Plan: Goals of the Plan



- Outline a clear vision for public art in the City;
- Align public art with other relevant City master plans;
- Identify / prioritize locations for public art in the City;
- Outline a process for incorporating public art into future development;
- Provide recommendations for implementation; and
- Ensure that the community has the opportunity for engagement and involvement as part of the public art program.

# Public Art Master Plan: Steering Committee



## Alexandria Commission for the Arts

- Cynthia Clauson
- Pamela Corsini
- Sydney-Chanele Dawkins, Former Chair
- Beth Coast
- Michael Detomo, Vice Chair
- Shirley Downs
- Kathryn Dureska
- Kate Elkins
- Amber Gordon, Secretary
- Greg Johnson
- Katherine Konefal
- Michelle Kozlak
- David Martin
- Lucy Medley
- Allison Nance
- Patricia Shaffer
- Matthew Stensrud, Chair
- Margaret Wohler

## Public Art Committee

- Amber Gordon, Chair
- Tyler D. Boenecke
- Susan Cohen
- Gayle Converse
- Michael D. Detomo
- Allison Heck
- Betsy Hennigan
- Pat Miller
- Allison Nance
- Stephanie J. Williams

# Public Art Implementation Plan: Community Outreach & Events



## Community Outreach

- Survey - over 600 responses (online, intercept)
- Art on the Avenue
- City Market
- Youth Basketball Tournament
- Alexandria Recreation Centers
- TC Williams High School student outreach
- Artist Roundtable at the Torpedo Factory
- Urban Design Roundtable
- 4 Open House events (2 Summer/2 Fall)

## Education Events

- Temporary Public Art: DC and the 5X5 Festival
- Art & the Environment: An Evening with Buster Simpson



Art on the Avenue, 2013

# Public Art Implementation Plan: Individual & Small Group Meetings



- Members of City Council
- Debra Collins
- Mark Jinks
- Jim Spengler
- Internal Team
- Lance Mallamo, OHA
- Museum Directors & Staff, OHA
- Faroll Hammer, P&Z
- Emily Baker, DPI
- P&Z Staff
- Rich Baier, T&ES
- Sandra Marks, T&ES
- Chris Beaver, OMB
- Park Planning
- Patricia Washington, ACVA
- ACPS Facilities Staff
- Pat Miller
- Eric Walner
- Helenmarie Corcoran
- Arts Forum Executive Committee
- David & Marcia Speck
- Don Buch
- Suzie Vigil

# Public Art Implementation Plan: Components



- Vision, Mission, Goals
- Creative directions and opportunities
  - City-initiated public art
  - Developer-initiated public art
- Roles and responsibilities
  - Staff, Arts Commission, Public Art Committee, Selection Committees, Partners/Stakeholders, Citizens
- Policies and Procedures
  - Annual Plan Development
  - Project Plan Development
  - Artist Selection
  - Project review and criteria
  - Program evaluation criteria
  - Community engagement and education
  - Gifts, loans, and memorials;
  - Deaccession
  - Maintenance and conservation

# Public Art Implementation Plan: Project Development & Processes



- Public Art Program-lead Initiatives
- Public art developed as a component of a project in the City's CIP
- Projects related to planning processes
- Developer-initiated projects
- Donations of public art and memorials

# Public Art Implementation Plan: Policy Updates



The Public Art Policy outlines the governance and funding for the City's Public Art Program

- Combined “Policy on Acquired Art” with 2012 “Public Art Policy”
- Combines Public Art Committee with Alexandria Commission for the Arts – brings public art responsibility to the Commission level

# Public Art Implementation Plan: Policy, cont'd



*I See What You Mean, Lawrence Argent*

- Outlines roles and responsibilities
- Outlines gifts, loans, and memorials
- Expanded policy for deaccessioning (removing art from the City's collection)
- Did not change CIP funding allocations
- Did not change developer contributions and/or expectations

# Public Art Implementation Plan: Task Forces



## Establish Task Forces

- Annual Workplan Task Force
- Public Art Project Task Force(s)
- Public Art in Private Development Task Force
- Public Art on the Waterfront Task Force



*King Street Gardens Park, Buster Simpson*

# Public Art Implementation Plan: Next Steps



- Policy to be reviewed by Planning Commission in December, 2014
- Public Art Implementation Plan goes to City Council December, 2014
- Ordinance for Arts Commission goes to City Council in January, 2015



# Questions?