

## Alexandria Commission for the Arts - Meeting

Regular Meeting - Tuesday, June 18, 2024

7:00 – 8:55 pm

Lee Center

Activity Room, 1<sup>st</sup> Floor

1108 Jefferson St., Alexandria, VA 22314

- I. Call to Order: *Chair Brian Kelley began the meeting at 7:01 p.m. with a quorum present (see Attachment 1 for meeting agenda)*
- II. Roll Call (*Attachment 2*)
- III. Public Comment: there was no public comment
- IV. Approval of Minutes
  - a. Tuesday, May 21, Regular Meeting
- V. Chair Report (*Attachment 3*)
- VI. Committee and Liaison Updates
  - a. City Council Committee – Dawn Rogala
  - b. Arts Alliance Liaison – Stacey Becker
- VII. Election of Officers for Executive Committee
  - a. Elections for Chair, First Vice Chair, Second Vice Chair, Secretary (*Attachment 4*)
- VIII. Discussion of Holding July Meeting Remotely (*Attachment 5*)
- IX. West End Transit Public Art Task Force
  - a. Artists Selection Approval (*Attachment 6*)
- X. Office of the Arts Staff Updates
  - a. Office of the Arts Division Update (*Attachment 7*)
- XI. New Business
- XII. Good of the Order and Announcements
- XIII. Adjournment (*9:03 p.m*)

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

Meeting: Regular

Date: Tuesday, June 18, 2024

Lee Center

COMMISSION MEMBERS:	(Please Sign Name)
Brian Kelley, Chair	<i>Brian Kelley</i>
Paul Painter, 1 <sup>st</sup> Vice Chair	<i>Paul Painter</i>
Scott Abeles	<i>Scott Abeles</i>
Alvah Beander	<i>Alvah J. Beander</i>
Stacey Becker	<i>Stacey Becker</i>
Catherine Dehoney	virtual
Marcee Craighill	ex
Robin Jordan	ex
Chris Kurowski	<i>Chris Kurowski</i>
Jason Longfellow	<i>Jason Longfellow</i>
David Pritzker	<i>David Pritzker</i>
Trena Raines	<i>Trena Raines</i>
Dawn Rogala	ex
Hosai Rasuli	<i>Hosai Rasuli</i>
Ashley Smith	<i>Ashley Smith</i>

# Chair Report

June 2024

## Introduction

Summer is finally unambiguously here, with pools open and a projected heat dome for our area at the time of writing. I hope that you are staying cool and making plans to do something exciting over the next few months. Our June meeting has a few items regarding elections, discussing the July meeting, and the West End Transit Public Art Task Force.

## Executive Committee and Elections

June is our election month! While perhaps much less exciting than the city primary elections, which also happen to be Tuesday, June 18, this election marks the regular transition of terms for the Executive Committee's officers. You will recall that last month the Nominating Committee presented a slate of Brian Kelley (Chair), Paul Painter (First Vice Chair), Open/Vacant (Second Vice Chair), and Catherine Dehoney (Secretary). The new term will begin upon the adjournment of the June meeting.

## Planning for July Meeting

Continuing from the somewhat brief discussion of the matter in May, we return to the question of the July meeting. While traditionally, we take July off, staff would like us to pass some time-sensitive action items for public art. One solution could be to hold the meeting remotely through Zoom. If we decide to hold the meeting remotely, we would want to make a motion to do so.

## Task Forces

While initially, there were plans to cover the Time and Place Task Force this month, that has now been rescheduled to July. Our action item for June is the West End Transit Public Art Task Force, approval of artist selection. Rather than selecting a single artist, this task force is putting forward several artists that will work, if not exactly like a team, in collaboration between different bus terminals along the corridor, matching the best potential for each site with the skillsets and portfolios of the different artists. The total number of artists is around a half dozen. If you are glancing through staff memos on this item, note that these artists are not finalists with the intention of ultimately selecting one. This public art project is probably most like our work with the Old Town North Stormwater Covers, a project which we completed last fall. In that project we commissioned four different artists to make multiple designs.

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

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, June 18, 2024

Lee Center – 7:00 pm

ATTACHMENT 4

Motion Made By:	Motion Seconded By:	Vote Count
Scott Aboltes	David Pritzker	Yes: 11 No: 0 Abstain:
ACA Motion		
Agenda Item #:		
Motion:  Brian Kelley Chair Paul Painter 1st vice chair Trene Raines 2nd vice chair Catherine Dehonay Secretary		

**ALEXANDRIA COMMISSION FOR THE ARTS**

**REGULAR MEETING**

Tuesday, June 18, 2024

Lee Center – 7:00 pm

**ATTACHMENT 5**

Motion Made By:	Motion Seconded By:	Vote Count
<i>Stacy Beech</i>	<i>David Pitzler</i>	Yes:  No:  Abstain:
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b> <i>I motion that we have our monthly mtg in July virtually - July 16<sup>th</sup> 7 pm</i>		

**ALEXANDRIA COMMISSION FOR THE ARTS**

REGULAR MEETING

Tuesday, June 18, 2024

Lee Center – 7:00 pm


**ATTACHMENT 6**

Motion Made By:	Motion Seconded By:	Vote Count
KUROSKI	BECKER	Yes: 10 No: 0 Abstain: 1
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b>  APPROVE "ARTIST SELECTION FOR PUBLIC ART IN THE WEST END TRANSITWAY" PROPOSAL.		

# City of Alexandria, Virginia

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## MEMORANDUM

**DATE:** JUNE 18, 2024  
**TO:** ALEXANDRIA COMMISSION FOR THE ARTS  
**FROM:** MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS   
**RE:** ARTIST SELECTION FOR PUBLIC ART IN THE WEST END TRANSITWAY

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### **Background:**

The City of Alexandria is implementing a Bus Rapid Transit (BRT) system along the Van Dorn/Beauregard corridor (West End Transitway) that will provide robust high-capacity transit operations between the Van Dorn Metrorail station, the former Landmark Mall site, Shirlington Transit Center, Beauregard residential area, and the Pentagon using a combination of dedicated and shared bus lanes. The approved 2023-2025 Public Art Annual Work Plan recommends that public art be incorporated into this high-capacity transit corridor.

In September 2023, the Alexandria Commission for the Arts (ACA) approved the Public Art Project Plan for the West End Transitway, which outlined the goals and process to commission original works of art in the corridor. Per the approved Project Plan, the program goals for the West End Transitway public art project are to:

- Make taking transit a better experience for existing riders and generate new ridership.
- Bring new artwork to Alexandria that is informed by the context of the site(s) and reflect the character and aspirations of the surrounding neighborhood(s).
- Add delight to the user experience of the stations, while adding value to passersby and travelers on the corridor that would view the artwork from a distance.
- Add character and identity to the individual stations and elevate the West End Transitway as a network.
- Connect nearby residents and neighborhoods to quality art experiences in everyday places.

In December 2023, the City of Alexandria Office of the Arts issued a national Request for Qualifications (RFQ) for artists, with the goal of selecting 4-6 artists to work on 18 stations within the transitway. In response to the RFQ, fifty (50) artists submitted their qualifications, which were reviewed and scored by the members of the Task Force. The Task Force met on May 30, 2024, to discuss the applications, and rank finalists. Office of the Arts staff then conducted phone interviews with all of the interested finalists to provide additional information about the project and answer questions.

The Project Task Force for the West End Transitway includes Brian Kelley, Trena Raines, Gus Ardura, Donna Fossum, Reginald M. Arno, and Christopher Ziemann.

### **Recommendations**

**Selected Artists:** The Task Force recommends the following artists for the West End Transitway.

1. **Matthew Geller**
2. **Cara Lynch**
3. **Nancy Oneil**
4. **Shahin Talishkhan**
5. **Robert Tully**

**Alternates for Future Opportunities:** The Task Force recommends bringing these artists forward as alternates, should a new opportunity arise.

1. **Bryane Broadie**
2. **Matt Long**

**Interactive Technology Component:** The Task Force recommends coordinating with the following artist on interactive technology opportunities in the corridor as a whole. This could be addressed as a separate project with the transit team.

1. **Chris Combs**

**Attachments**

Artist Work Samples

Approved Project Plan





I ought to \_

Corten, carbon & stainless steel, cast iron, cast glass

9' x 14' x 14'

Artwork for Sale: Yes

\$120,000.00

2017

Public Art

Art in Public Places: Yes

Location: Brooklyn

Public Art Program: NYC Dept of Cultural Affairs Percent for Art

*The trio of round stools are capped by a corten steel and cast glass concave canopy—a witty conflation of the pedestrian and the sacred: a 19th century illuminated manhole cover enlarged to the size of a rose window. On rainy days, water drains through the oculus, creating a passive water feature.*



**Inheritance: In Memory of American Glass**

Screenprinted and sandblasted glass

48" x 30" x 1.5"

Artwork for Sale: Yes

\$100,000.00

2016

Art in Public Places: Yes

Location: Ditmas Avenue, F Train Station, Brooklyn, NY

Public Art Program: NYC Metropolitan Transit Authority Arts and Design

*Commissioned by NYC MTA and completed in 2016. "Inheritance" is composed 30 individual panels of glass, organized into six sets of five panels.*



**Fairpark Convergence, one of two windscreens**

glass, fired pigments, laminated film

69" x 16' x .5"

Artwork for Sale: Yes

\$90,000.00

2012

Public Art

Art in Public Places: Yes

Location: Fairpark TRAX light rail station Salt Lake City

Public Art Program: Utah Transit Authority

*One of two windscreens. The imagery includes geologic and historic maps, photos and manuscripts from nearby State Fairgrounds and neighborhood, references to adjacent Jordan River, and textile patterns from Ute and Navajo tribes and from the home countries of people who have moved to the area.*





**Spring (detail)**

glass, stained glass

3' x 123' x 0"

Artwork for Sale: No

\$0.00

2020

Art in Public Places: No



**Harmony Light Columns SW SE**

LED Illuminated stainless steel mesh

14' x 2.5' x 2.5'

Artwork for Sale: Yes

\$25,000.00

2011

Public Art

Art in Public Places: Yes

Location: Harmony and College avenues

Public Art Program: City of Fort Collins, CO

*This view shows two of four columns on the corners of a busy intersection in Fort Collins, Colorado. The lights slowly change in direction of illumination (not color), so that the view of the shapes evolves. In the day, sun reflects subtly and changes, too.*



**Spiritual Alignment Mural**

Painted Mural

72' x 65' x 1"

Artwork for Sale: No

\$0.00

2023

Mural

Art in Public Places: Yes

Location: Takoma Park, MD

Public Art Program:

*Mural wall in Tacoma Park, MD*





**New Spire Arts Window Installation**

Digital Illustration on Vinyl Banner

9' x 24" x 0"

Artwork for Sale: No

\$2,000.00

2021

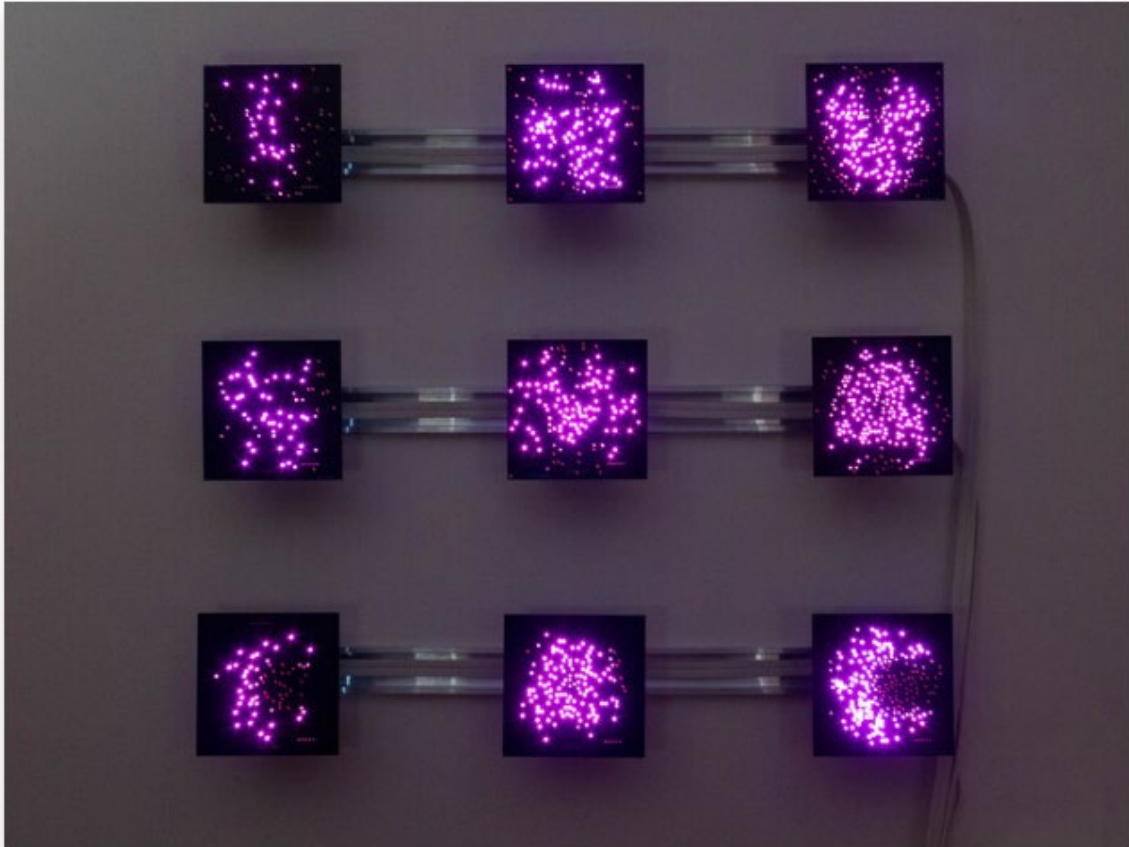
Graphic Art

Art in Public Places: Yes

Location: Downtown Frederick, Maryland

Public Art Program:

*Commissioned to create a window installation at a music and arts venue Downtown, Frederick, MD.*



**Rxsqta-Stzne**

Custom circuit boards, pink LEDs, DIN rail, computers

24" x 24" x 3"

Artwork for Sale: No

\$0.00

2019

Art in Public Places: No

*Time-based: This artwork shows a succession of letters on each of its nine panels. The letters piece together into messages like, "S-E-N-T Y-O-U A M-E-S-S-A-G-E O-N F-A-C-E-B-O-O-K"... The panels communicate with one another and periodically synchronize with startling animations.*



# PUBLIC ART PROJECT PLAN

## PROJECT PLAN FOR WEST END TRANSITWAY

Approved:

September 19, 2023

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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, Neighborhoods & Gathering Spaces, and Natural and Urban Systems. Within the Natural and Urban Systems portion of the Plan, public art is encouraged to be integrated into transportation infrastructure projects as the City plans for its growth.

The City of Alexandria is implementing a Bus Rapid Transit (BRT) system along the Van Dorn/Beauregard corridor (West End Transitway) that will provide robust high-capacity transit operations between the Van Dorn Metrorail station, the former Landmark Mall site, Shirlington Transit Center, Beauregard residential area, and the Pentagon using a combination of dedicated and shared bus lanes. The approved 2023-2025 Public Art Annual Work Plan recommends that public art be incorporated into this high-capacity transit corridor.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual 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 in the West End Transitway.

## II. Site and Context

### About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 158,000 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 the West End

The West End generally identifies a group of neighborhoods in the central and western portion of the City of Alexandria. Portions of the West End are characterized by their proximity to Interstate I-395, and border Fairfax and Arlington counties. More broadly, the West End characterizes a land area annexed by the City of Alexandria in 1952, due to which, the land area of the City of Alexandria nearly doubled in size. The West End has experienced major development and population growth since these largely rural and agricultural areas were incorporated into the City over 70 years ago.

The West End Transitway will connect distinct and unique neighborhoods within the West End of Alexandria. The transitway connects multiple planning areas including Alexandria West, Beauregard, Seminary Hill/Strawberry Hill, Landmark/Van Dorn, and Eisenhower West. Additionally, a new planning effort is currently underway to update the Small Area Plans for Alexandria West and Beauregard, and create a combined plan that reflects a current community vision. *For more information about this Alex West planning effort, please visit:* <https://www.alexandriava.gov/AlexandriaWest>.

Today the West End has a population of approximately 81,000 people and has a median age of 36.4 years, which is slightly younger than the City average. While the City of Alexandria as a whole is diverse, the West End is particularly diverse. Forty-seven (47) percent of West End residents identify as White; 31 percent identify as Black or African American; 10 percent identify as Asian or Pacific Islander; 6 percent identify as Native or Other; and 6

percent identify as two or more races. Approximately 18 percent of West End residents identify as Hispanic or Latino. Of those West End residents who are foreign born, the mostly highly represented countries are Ethiopia (18 percent), El Salvador (7 percent), Afganastan (6 percent), and Honduras (3 percent).

## Cultural and Historic Resources

Due to the large land area, the West End has a rich and varied history, beginning from Native American inhabitants approximately 13,000 years ago to modern times. Below are some links to resources for more information about the history and cultural resources in the City of Alexandria and the West End.

- **Brief History of Alexandria, Virginia:** The Office of Historic Alexandria (OHA) maintains and administers City-owned historic sites and properties. OHA has prepared a brief history on the City of Alexandria that is available online. *For more information please visit <https://www.alexandriava.gov/historic-alexandria/the-history-of-alexandria-virginia-an-introduction-and-resources>*
- **Fort Ward:** Fort Ward, located in the West End, protected the nation’s capital during the Civil War (1861–1865), and the vital seaport of Alexandria. After the war, a group of formerly enslaved African Americans bought land here and established a community known as “The Fort.” Despite facing social and legal inequalities, the residents of “The Fort” built homes, churches and a school, and created a strong community that survived for nearly a century. Their legacy reflects enduring ideas of freedom. *For more information please visit <https://www.alexandriava.gov/FortWard>*
- **Winkler Botanical Preserve:** The Winkler Botanical Preserve was created by the Winkler family and the Winkler Foundation in 1979 to protect this unique and special area during the development of Mark Center. Multiple trails, streams, a lake, and a waterfall, surrounded by woods and native plants, create an urban oasis in Alexandria's West End. *For more information please visit <https://www.novaparks.com/parks/winkler-botanical-preserve>*
- **Northern Virginia Community College (NOVA) Alexandria Campus:** The NOVA Alexandria Campus, located in the West End, is one of 5 campuses in the NOVA system and has the second-highest enrollment—serving approximately 14,000 students. The campus boasts five buildings, including the Rachel M. Schlesinger Concert Hall and Arts Center, which opened in the fall of 2001. The campus’ latest addition, the Center for Design, Media and the Arts is a state-of-the-art facility that houses programs in music, arts, photography, communications studies, cinema, theater, graphic design, early childhood education and physical education. The campus offers more than 70 programs and degrees, including multiple foreign languages and an English as a second language (ESL) program. *For more information please visit <https://www.nvcc.edu/alexandria>*
- **Immigrant Alexandria: Past, Present and Future:** This City initiative examines the history of immigration from the mid-nineteenth century to today in Alexandria. Valuing and recognizing Alexandria’s diversity is one of the major goals of the City Council’s Strategic Plan. *For more information please visit: <https://www.alexandriava.gov/cultural-history/immigrant-alexandria-past-present-and-future>*

## Alexandria’s Transit Vision

The City of Alexandria and DASH (the City’s transit agency) are committed to create a more useful and equitable bus network that encourages more people to get to more places using transit. On September 5, 2021, DASH unveiled its largest and most comprehensive single-day service change since the agency's inception. In addition to all day, frequent service throughout the city, the new network is totally free to ride, operating without any passenger fares.

DASH is also committed to supporting the City of Alexandria's Eco-City initiative. In 2020, DASH made the first milestone in achieving this goal as well as the core values laid out in the City's Environmental Action Plan with the public unveiling of the agency's first battery-electric buses. DASH is working towards implementing a 100% zero-emissions fleet.

## About the West End Transitway

The West End Transitway is a planned 5.3-mile bus rapid transit line (BRT) that will connect major transit facilities - Van Dorn Metrorail Station, a new transit hub at the former Landmark Mall site, Mark Center Transit Center, a new Southern Towers transit hub, Shirlington Transit Center, and the Pentagon Transit Center - and several neighborhoods along the corridor - Van Dorn/Landmark, the former Landmark Mall site, and Beauregard. This is one of three BRT corridors planned for the City of Alexandria.

The City will be implementing the West End Transitway in phases, and anticipates beginning initial operation of a first phase of the transitway by 2026. The implementation phases for the West End Transitway include:

- Ongoing implementation of the 2022/2030 Alexandria Transit Vision Plan service recommendations, including along the West End Transitway corridor.
- Design and construction of a first phase of the West End Transitway is focused on Transportation Systems Management (TSM) improvements including new stations with amenities, transit signal priority, bus queue jump lanes (short stretches of bus lanes around intersections, pedestrian and bicycle improvements, public art, and new buses to operate in shared lanes.
  - Design Phase: Late 2022 to Mid 2024
  - Construction Phase: 2025-2026
  - Planned Operation: Late 2026

A final phase would include dedicated transit lanes and new stations along portions of Van Dorn Street and Beauregard Street. This phase is not yet funded.

## Planned BRT Station Locations in the West End Transitway

The West End Transitway Study Area Map (attached) contains the planned alignment of the West End Transitway with the complete station network. The City of Alexandria is currently in the planning process to implement the following station locations:

- Beauregard Street and King Street
- Beauregard Street and W. Braddock Road (NVCC Alexandria)
- Beauregard Street and Fillmore Avenue
- Beauregard Street and Rayburn Avenue
- Beauregard Street and Sanger
- Van Dorn Street and Richenbacher (*northbound station only*)
- Van Dorn Street and Holmes Run Parkway
- Van Dorn Street and Stevenson Avenue (Van Dorn Plaza)
- Van Dorn Street and Pickett Street

Except as noted above, each station location will include two shelters (one for northbound and one for southbound). The shelters are planned to be 36 feet long. Additional amenities at the stations may include leaning rails, benches, trash cans, and landscaping, and may vary based on the final site design and site constraints. As indicated on the attached West End Transitway Study Area Map, additional station locations are planned; however, those station designs will be completed as a part of a separate process.

For more information about the West End Transitway please visit: <https://www.alexandriava.gov/transportation-planning/west-end-transitway>.

### Integration of Public Art within the West End Transitway

The FY23-25 Public Art Annual Workplan recommends that public art be incorporated within the West End Corridor as high-capacity transit corridor that the City has identified for priority and enhanced bus service. Public art in these stations may address elements including, but not limited to:

- Windowpanes in shelters
- Railings
- Seating Benches
- Sidewalks
- Retaining Walls
- Freestanding (where space is available outside of the immediate shelter)

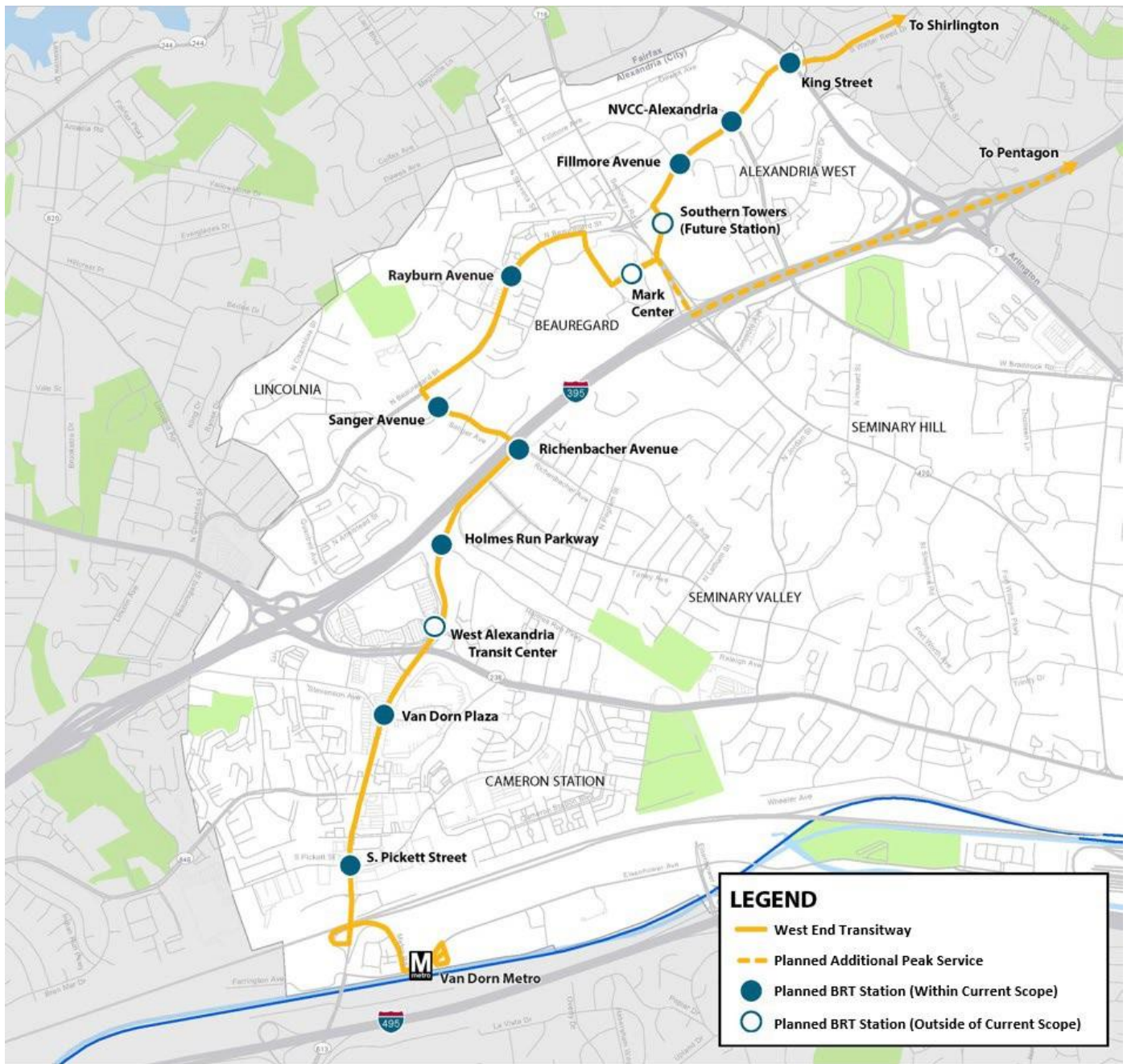
Please note that the shelters themselves will be standardized, and artists are not requested to design custom shelters in their entirety. Elements of the shelter may be modified with public art.

The West End Transitway corridor includes stations or stops that are currently outside of the scope of the first phase of the construction project currently managed by the City of Alexandria. These include the Van Dorn Metro Station, the West Alexandria Transit Center at the former Landmark Mall property, the Mark Center, and a potential future Southern Towers station. Nevertheless, public art is encouraged at these additional stations.

As future development comes online, developers may be required by the City to construct permanent stations to replace interim stations. Where future West End Transitway stations are planned or constructed by others, public art may be incorporated in the station design by private development in coordination with the Office of the Arts and consistent with the goals and intent of this Project Plan for Public Art in the West End Transitway. The City of Alexandria Public Art Program may identify additional funding sources to supplement funds provided by private development for the public art at West End Transitway Stations.

### III. Maps, Photos, and Exhibits

#### West End Transitway Study Area Map





## IV. Goals

The Alexandria Public Art Program is interested in commissioning artists to create site-specific, permanent works of art to be integrated within the West End Transitway. The program goals of the West End Transitway public art projects are to:

- Make taking transit a better experience for existing riders and generate new ridership.
- Bring new artwork to Alexandria that is informed by the context of the site(s) and reflect the character and aspirations of the surrounding neighborhood(s).
- Add delight to the user experience of the stations, while adding value to passersby and travelers on the corridor that would view the artwork from a distance.
- Add character and identity to the individual stations and elevate the West End Transitway as a network.
- Connect nearby residents and neighborhoods to quality art experiences in everyday places.

## V. Selection Process

For the West End Transitway project, the Office of the Arts will issue a national call for artists. Finalists will be selected and given the opportunity to come to Alexandria and visit the transitway, meet with staff, and interview with the Task Force.

### West End Transitway Task Force

The West End Transitway 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:

- Allison Heck
- Brian Kelley

The Community Stakeholders for the Task Force include:

- Gus Ardura
- Donna Fossum

Project Stakeholders for the Task Force include:

- Reginald M. Arno, The Department of Project Implementation
- Jennifer Monaco, The Department of Transportation and Environmental Services

### Artist Selection Process and Concept Approval

An open call 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 application 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

September 2023	Task Force reviews and approves Project Plan*
September/October	Project Plan submitted to Commission for the Arts for approval*
November	Staff develops call to artists for review by Task Force*
November	Issue Call for Artists via Café (callforentry.org)
January 2024	Review qualifications and select artist/artist team*
Jan/Feb	Artist Interviews (optional)*
February	Task Force Recommends Artist(s)*
March	Arts Commission Approval of Artist(s)
March	Artist contract
April	Artist(s) site visit
April/May	Community Engagement
August	Artist presents concept for Task Force approval*
September	Concept approved by Commission for the Arts
November	Artist submits final design for technical review
TBD	Fabrication
TBD	Installation (to be coordinated with West End Transitway construction 2025-2026)
TBD	Completion (to be coordinated with West End Transitway –late 2026)

\*Steps with which the task force has a role.

## VII. Budget

The project plan recommends a phased approach to budgeting to incorporate public art at each station. The current available budgeted amounts are follows:

<b>From Public Art Fund (Phase 1)</b>	<b>\$150,000</b>
Artist design, fabrication & installation	\$142,500
Artist Contingency	\$7,500
<b>Total</b>	<b>\$150,000</b>

## 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 art and tourism in Alexandria and include additional stakeholders in the West End and those associated with the transit project. These will include, but are not limited to, representatives from:

- DASH Board
- Dash Rider Advisory Committee
- WMATA
- Transportation Commission
- West End Residents
- West End Business Association
- Beaugard Design Advisory Committee
- West End Coalition
- Seminary West Civic Association
- Seminary Heights Condominium Association
- Seminary Park Home Owners Association

## Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy for the public art. Information/materials should be provided in languages relevant to the nearby communities. The marketing plan will include:

- Web-based information about the project.
- Social media.
- Print materials to be distributed at local events.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.

## Community Engagement and Activations

The project plan anticipates that over the course of the multiyear implementation project there may be additional opportunities to engage artists in the West End Transitway, including with branding, promotion, community outreach, safety, and education initiatives. Temporary public art and activations are supported in successful implementation of the transitway. These opportunities may include:

- Public Art Activations and Events: Opportunities for visual, performing, movement, or musical artist to engage the public at special events centered around the transitway.
- Temporary Public Art Opportunities During Construction Activities
- Temporary Safety Initiatives
- Branding Initiatives

**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 artist call for the Vision Zero Street Mural is on callforentry.org and closes on June 24, 2024. The call is open to artists living in Virginia, Maryland, and DC.
- Artist Silas Baker will begin the mural installation at Torpedo Factory Art Center on June 23<sup>rd</sup>. An celebration will be held at Torpedo Factory Art Center on Friday, July 13 as part of the Art Center’s 2<sup>nd</sup> Friday events.
- Jazz Fest will be held on Friday, July 21<sup>st</sup> from 6-9pm followed by the Portside Festival on Saturday, June 22<sup>nd</sup> from 1-8pm. There’s a great lineup as well as artist vendors, food, and more. Both events are free and open to the public. We hope you’ll be able to join us and bring your friends and neighbors.

**Public Art At-A-Glance:**

<b>Public Art Project</b>	<b>Status</b>
Wilkes Street Park	Developing the Concept Proposal
Colasanto Spray Park	Fabrication
South Circle Park (Block 32)	Final Design
West End Transitway	Selecting the Finalists
Torpedo Factory Garage Door Mural	Fabrication
Time & Place 275 <sup>th</sup>	Developing the Concept Proposal
Del Pepper Community Resource Center	Setting Project Goals & Parameters
Site See 2025	Developing the Concept Proposal
Vision Zero	Developing the Artist Pool

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## PUBLIC ART PROJECTS

### 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, Marcee Craighill, Ana Vicinanza, Sydney Strickland, and Tanya Quinteros

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

Developing the Concept Proposal

**Next Steps**

The park will experience further design development which will require additional community engagement and a redesign of the artwork. Staff will work to identify community members to serve on the Task Force.

**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)**

Fabrication

**Next Steps**

Béatrice has begun fabrication of the stelles. Due to procurement delays, the construction of the park may be later than originally anticipated.

**Anticipated Completion**

Fall, 2024 (revised)



## **PUBLIC ART PROJECTS, cont'd**

### South Circle Park (Block 32)

**Lead Agency**

Office of the Arts

**Artist**

DeWitt Godfrey

**Project Scope**

Commission an artist to join the park design team and design public art for South Circle Park.

**Task Force Members**

Tiffany Williams, Dawn Rogala, Tristan Wright, Robert Arzola, Don Hoover, Ana Vicinanza

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

Developing the Concept Proposal

**Next Steps**

DeWitt will continue to work with the design team to complete the final drawings for the park.

**Anticipated Completion**

Summer 2024 (final design)



### West End Transit Corridor

**Lead Agency**

Transportation & Environmental Services (T&ES)

**Artist(s)**

TBD (multiple artist will be selected)

**Project Scope**

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

**Task Force Members**

Brian Kelley, Trena Raines, Gus Ardura, Donna Fossum, Reginald Arno, Christopher Zeimann

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

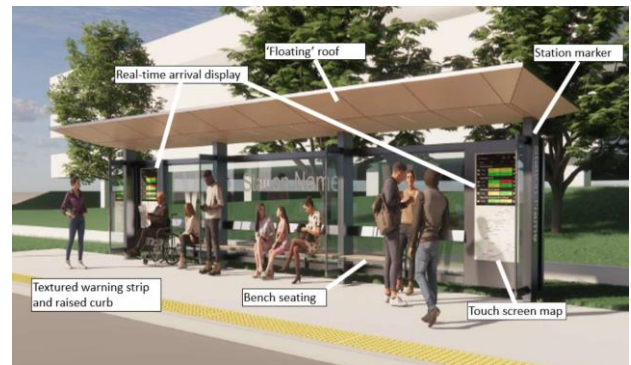
Selecting the Finalists

**Next Steps**

The Task Force has reviewed the applications and selected finalists for the project. Staff has interviewed the finalists and will make recommendations to the Commission.

**Anticipated Completion**

Varied



## **PUBLIC ART PROJECTS, cont'd**

### Torpedo Factory Art Center Garage Door Mural

**Lead Agency**

Office of the Arts

**Artist**

Silas Baker

**Project Scope**

Paint a mural on the new garage door on Union Street at Torpedo Factory Art Center.

**Task Force Members**

Marcee Craighill, Paul Painter, Taylor Chauncey, Saya Behnam, Jacqueline Michel, Lisa Schumaier, Matt Wise

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

Fabrication

**Next Steps**

Silas will install the mural during the week of June 23<sup>rd</sup>.

**Anticipated Completion**

June, 2024





## **PUBLIC ART PROJECTS, cont'd**

### Time & Place Alexandria's 275<sup>th</sup> & America's 250<sup>th</sup>

**Lead Agency**

Office of the Arts

**Artist(s)**

TBD

**Project Scope**

Commission public art projects that foster exploration and dialogue about our region's history and its continued reverberations within our community today specifically tied to Alexandria's 27<sup>th</sup> anniversary in 2024.

**Task Force Members**

Jason Longfellow, Gayle Converse, Michele Longo, Melanie Gonzalez, Katherine Glennon, Turner Houston, Linda Powell

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

Developing the Concept Proposal

**Next Steps**

Dee Dwyer has visited and toured Alexandria and has presented her workplan. She will present her concepts to the Task Force in early July.

**Anticipated Completion**

April – October 2024



### Del Pepper Community Resource Center

**Lead Agency**

Office of the Arts

**Artist**

TBD

**Project Scope**

Commission an original work of public art for the main lobby and adjoining wings of the Center.

**Task Force Members**

Brian Kelley, Chris Kurowski

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

Setting Project Goals & Parameters

**Next Steps**

Staff will convene the task force to develop the project plan.

**Anticipated Completion**

TBD



## **PUBLIC ART PROJECTS, cont'd**

### Vision Zero

**Lead Agency**

Office of the Arts

**Artist(s)**

TBD

**Project Scope**

Commission a pilot/prototype project to establish criteria, guidelines, or a similar decision-making framework that could be considered for future projects that support the Vision Zero belief that traffic deaths and severe injuries are unacceptable.

**Task Force Members**

Stacey Becker, Hosai Rasuli, Alexandria Carroll, Daniel Scolese, Casey Lane, and Eli Pollard

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

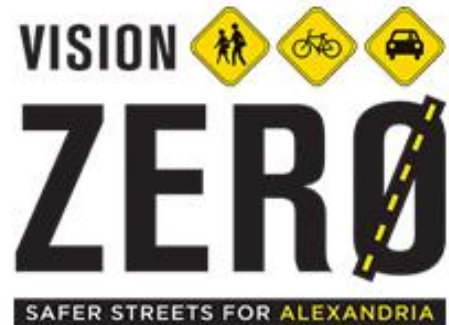
Developing the Artist Pool

**Next Steps**

The call for artists has been posted in Café and is open until June 24<sup>th</sup>. The Task Force will review and score applications and a final selection will be brought to the Commission for approval in July.

**Anticipated Completion**

Fall 2024



### Site/See: New Views in Old Town 2025

**Lead Agency**

Office of the Arts

**Artist**

Nekisha Durrett

**Project Scope**

Commission new, temporary, site-specific public art for Waterfront Park at the foot of King Street for 2025.

**Task Force Members**

Claire Mouledoux, Clint Mansell, Jack Browand, and Nicole McGrew

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

Developing the Concept Proposal

**Next Steps**

Nekisha has had a tour and met with key staff and community members and will present a concept proposal by September, 2024.

**Anticipated Completion**

March 2025





## 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.

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

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

#### **South Circle Park Task Force**

1. Dawn Rogala\*
2. TBD (Arts Commissioner)
3. Don Hoover (proj. stakeholder)
4. Ana Vicinanza (proj. stakeholder)
5. Tristan Wright (comm. stakeholder)
6. Robert Arzola (comm. stakeholder)

#### **TFAC Garage Door Mural Task Force**

1. Marcee Craighill\*
2. Paul Painter\*
3. Lisa Schumaier (proj. stakeholder)
4. Saya Behnam (proj. stakeholder)
5. Taylor Chauncey (comm. stakeholder)
6. Jaqueline Michel (comm. stakeholder)

#### **Pepper Community Resource Center Task Force**

1. Brian Kelley\*
2. Chris Kurowski\*
3. TBD (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

#### **Vision Zero Task Force**

1. Stacey Becker\*
2. Hosai Rasuli\*
3. Alexandria Carroll (proj. stakeholder)
4. Daniel Scolese (proj. stakeholder)
5. Casey Lane (comm. stakeholder)
6. Eli Pollard (comm. stakeholder)

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

1. Trena Raines\*
2. Brian Kelley\*
3. Reginald Arno (proj. stakeholder)
4. Christopher Ziemann (proj. stakeholder)
5. Donna Fossum (comm. stakeholder)
6. Gus Ardura (comm. stakeholder)

#### **Wilkes Street Park Task Force**

1. Chris Kurowski\*
2. Marcee Craighill\*
3. Ana Vicinanza (proj. stakeholder)
4. Sydney Strickland (proj. stakeholder)
5. Tanya Quinteros (comm. stakeholder)

#### **Del Ray Gateway Task Force**

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)

#### **Time & Place Task Force**

1. Jason Longfellow\*
2. TBD (Arts Commissioner)
3. Michele Longo (proj. stakeholder)
4. Melanie Gonzalez (proj. stakeholder)
5. Gayle Converse (comm. stakeholder)
6. Katherine Glennon (comm. stakeholder)
7. Turner Houston (comm. stakeholder)
8. Linda Powell (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)