



PUBLIC ART PROJECT PLAN

FOR COLASANTO SPRAY PARK

2700 Mount Vernon Avenue, Alexandria, VA 22305

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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.

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 Colasanto Spray 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 Colasanto Spray Park/ Del Ray Gateway

The Project site is at the North end of Alexandria's Del Ray neighborhood, a former streetcar suburb incorporated into the city of Alexandria in 1930. Del Ray is centered on Mount Vernon Avenue and is known for its smalltown feel, artistic sensibilities, independent businesses, and diverse resident mix.

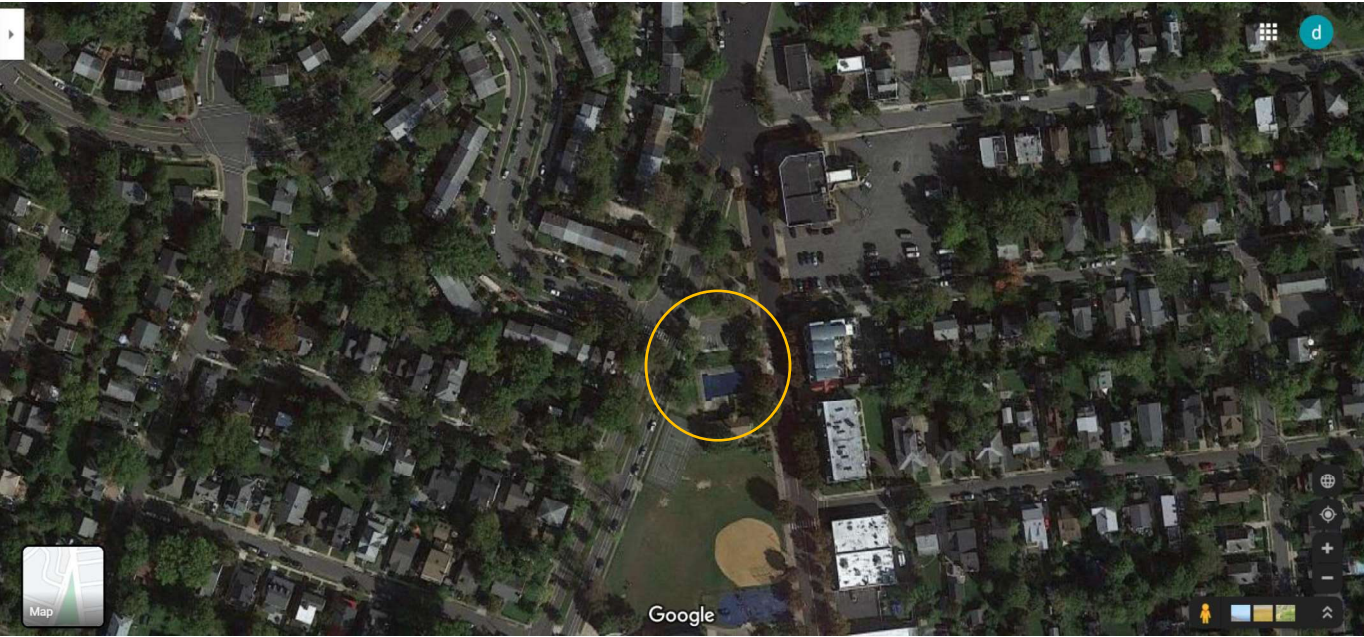
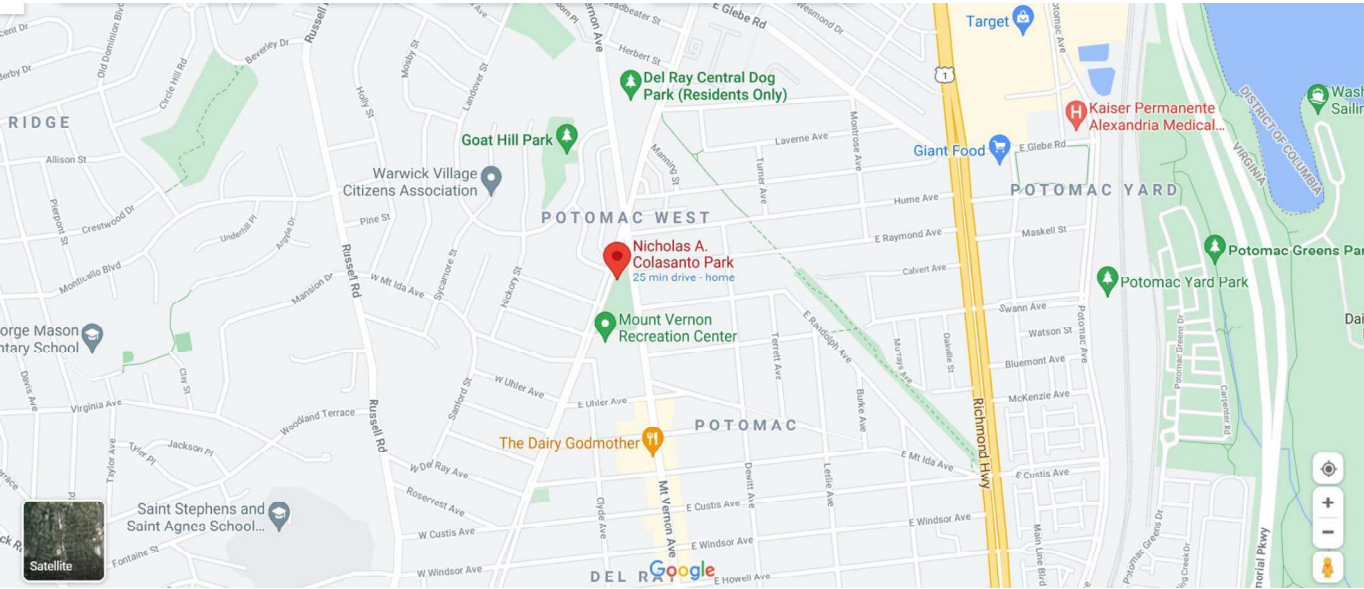
The Nicholas Colasanto Outdoor Pool located at 2700 Mount Vernon Avenue, Alexandria, VA 22305 between Mt. Vernon Avenue and Commonwealth Avenue in Del Ray was opened in 1969 and was closed in 2010. The site was identified in the City of Alexandria's 2012 Aquatic Facilities Study that recommended a decorative interactive fountain feature and two shade umbrellas for the site with the existing pool space adjacent to the art center turned into a plaza for public festivals, art display, and an interactive fountain – "enhancing the Del Ray entry point while providing water play fun for neighborhood users and visitors during the summer months."

The City of Alexandria Recreation, Parks, and Cultural Activities Department Park Planning Division has engaged LSG Landscape Architecture firm to conduct community engagement and develop concepts for a newly designed, multigenerational, safe, all season space which includes a spray park as a signature feature on the site. The site will serve as a community gathering space that has opportunities for passive and programmed activations. As part of that process, public art will be commissioned for the site to be integrated into the overall design. The selected artist will work with the team at LSG to incorporate public art into the overall design.

LSG has developed draft concepts for the site and has held community meetings to solicit feedback. You can review the concepts and watch recordings of the public meetings [here](#).

Construction of the spray park is expected to begin in 2022.

III. Maps & Photos





Preliminary Draft Plan



View from Commonwealth Avenue

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 Colasanto Spray Park as part of the park's redesign.

The program goals for public art at Colasanto Spray Park are to:

- Support the goals for the overall site to ensure multi-generational use and all season access;
- Respond to architectural character of Del Ray;
- Draw inspiration from the site history;
- Enhance the sense of play while serving a functional role within the space; and
- 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.

V. Selection Process

For the Colasanto Spray Park project, the Office of the Arts will issue an open Request for Qualifications (RFQ) for artists. The Task Force will review the applications and select an artist to join the design team.

Colasanto Spray Park Task Force

The Colasanto Spray 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:

- Caroline Schreiber
- Sophia Suarez

The Community Stakeholders for the Task Force include:

- Gayle Reuter
- Bernard Johnson

Project Stakeholders for the Task Force include:

- Bethany Znidersic, Park Planner
- Amol Deshpande, LSG Landscape Architecture

Artist Selection Process and Concept Approval

An [National call](#) 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

June	Task Force reviews and approves Project Plan
August	Project Plan submitted to Commission for the Arts for approval
June	Staff develops call to artists for review by Task Force
July	Issue Call for Artists via Café (callforentry.org)
August	Review qualifications
August	Artist Interview (optional)
August	Task Force recommends artist/artist team
August	Artist approved by Arts Commission
August	Artist contract
Aug/Sept	Artist site visit
Oct/Nov	Selected artist presents proposal
December	Proposals approved by Task Force, Commission for the Arts
TBD	Artist submits final design
TBD	Fabrication
TBD	Installation
TBD	Completion

VII. Budget

The budget for the artwork is \$50,000. 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 may 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 City of Alexandria 2012 Aquatics Facilities Study and other planning initiatives. This will include, but not limited to, representatives from:

- Residents of Del Ray
- Del Ray Citizens Association
- Del Ray Business
- Del Ray Gateway Committee
- Mt Vernon Recreation Center
- Del Ray Artisans
- Adjacent businesses
- Duncan Library
- Warwick Village

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy that could 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.
- Word of mouth, outreach.