

PUBLIC ART PROJECT PLAN

EWALD PARK

Approved: October 21, 2025

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I. Introduction

The City of Alexandria's 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 Public Art Project Task Force develop a Public Art Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy. The Public Art Project Task Force then selects an artist, through a process set out in the Public Art Project Plan. The artist develops a concept, which is then approved by the Public Art Project Task Force and the Commission for the Arts.

This document is the Public Art Project Plan associated with the renovation of Ewald Park.

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 of Alexandria

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.

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 West End Transitway Public Art Project Plan 4 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), Afghanistan (6 percent), and Honduras (3 percent).

About Ewald Park

Ewald Park is a 3.88-acre neighborhood park located at 4452 Duke Street in the West End of Alexandria. The park largely serves the surrounding community, including the Wakefield Tarleton, Brookville Seminary, and Foxchase neighborhoods. The park features a playground, a basketball court, an open field, and a parking lot, and is popular for pick-up soccer and basketball games.

Ewald Park has been under consideration for renovations for several years and was recently approved for [park improvements](#) by the Parks and Recreation Commission in June 2025. Anticipated improvements include the renovation and relocation of the playground, Parkour fitness equipment, and access improvements. The Park

Improvement Goals are to:

- Be a safe place for children to explore.
- Be a place to create social connections.
- Be a place full of community activities.

About Ewald Park Public Art

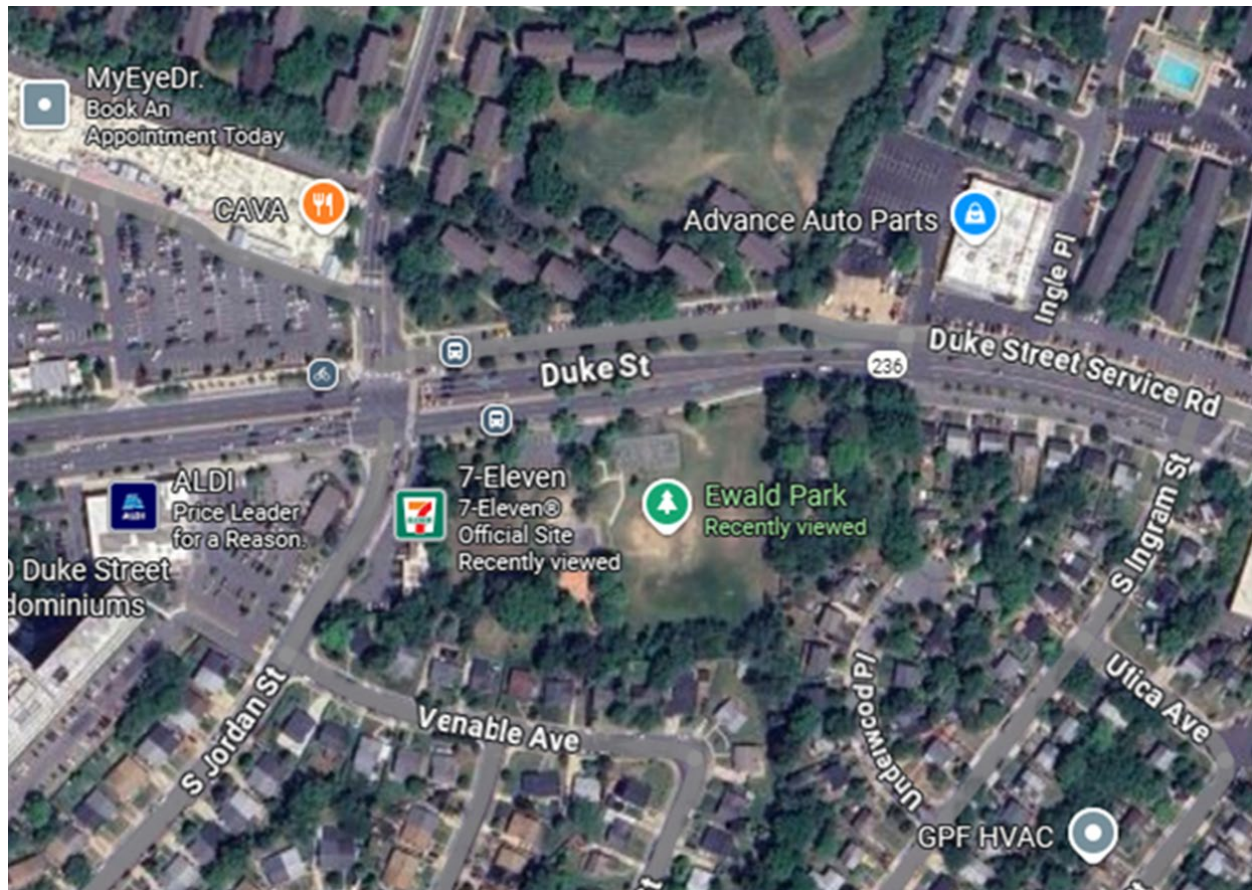
The approved [FY2024-2026 Public Art Annual Workplan](#) recommended that public art be considered in the park to reinvigorate the park and further the goals of the park renovation.

One of the first steps in the City's public art process, as outlined in the [Public Art Implementation Plan](#), is for the Commission for the Arts to appoint a Public Art Project Task Force that will advise on the public art commissioning process. The Task Force was appointed by the Arts Commission in August 2025.

The Ewald Park Public Art Task Force has identified two primary public art opportunities in the park. The Task Force recommends the commissioning of public art as a gateway to improve the visibility of the park and draw in visitors from Duke Street. Additionally, the public art task force recommends that a ground mural be commissioned on the existing basketball court to embrace the diverse community that uses Ewald Park and celebrate park as a hub of activity. These two opportunities are anticipated as separate projects by separate artists although coordination of the public art projects between the selected artists would be encouraged.

III. Maps, Photos, and Exhibits

Site Location



4452 Duke Street, Alexandria, VA 22304

Existing Conditions



Concept for Ewald Park Improvements



IV. Goals

The Alexandria Public Art Program is interested in commissioning artwork to support the renovation of Ewald Park. The program goals of the public art project are to:

- Improve the visibility of the park and create a community landmark.
- Draw visitors into the renovated park from Duke Street to have a positive and memorable experience.
- Bring exciting new artwork to Alexandria that embraces the cultural diversity of the West End, celebrates this community, is inviting, and makes visitors feel welcome.
- Celebrate motion, activity, sound and/or interaction at this city park, which has a variety of active uses from sports to parkour.
- Support the park's goals of being a safe place for children to explore, create social connections, and encourage community activities.

V. Project Scope

- The selected artist or artist team will work with the City to develop plans for public art within the renovation project.
- The selected artist/artist team will be required to be onsite to participate in community engagement arranged by the City of Alexandria, and the conversations may inform the final design(s).
- The artist/artist team will be required to meet regularly with representatives of the City to coordinate on the project development. Progress meetings may occur virtually.
- Depending on the design, the artist/artist team is expected to obtain professionally certified drawings prior to final approval of the public art by the City.
- The design of the artwork(s) should be appropriate for and inspire all audiences.

- Artwork(s) will be located in areas with high pedestrian volumes and should be highly durable and low maintenance.

VI. Selection Process

The project team anticipates two separate public art calls for the Ewald Park Public Art Project:

- **Permanent Commission:** For the permanent commission for the gateway public art, the Office of the Arts will issue a national call for artists. Finalists will be selected and given the opportunity to come to Alexandria, meet with staff, and interview with the Task Force.
- **Ground Mural Commission:** For the mural commission on the basketball court, the Office of the Arts will issue a regional call for artists living and working in Virginia, Maryland, and Washington D.C. Artists with less traditional backgrounds, including street and folk artists are encouraged to apply. Finalists will be selected and given the opportunity to come to Alexandria and visit the location, meet with staff, and interview with the Task Force. Artists will be encouraged to provide information about how they may choose to engage with the community as a part of the art-making process, which may include opportunities during the design and/or installation process.

Public Art Task Force

The Public Art Task Force helps shape the Public Art Project Plan, and recommends the selection of artists and the approval of concepts.

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

- Brian Kelley
- Trena Raines

The Community Stakeholders for the Task Force include:

- Natalie E. Brown
- Asa Orrin-Brown

Project Stakeholders for the Task Force include:

- Judy Lo, Urban Planner and Landscape Architect with the City of Alexandria's Department of Recreation, Parks, and Cultural Activities
- Qiaojue Yu, Landscape Architect with the City of Alexandria's Department of Project Implementation

Artist Selection Process and Concept Approval

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

The Public Art Task Force will review the applications and qualifications and recommend artists or artist teams. The selected artists or artist teams will be approved by the Commission for the Arts.

The selected artists or artist teams will develop Concept Proposals in collaboration with the Office of the Arts staff, consultants, and other partners. The Concept Proposals will include renderings, narrative descriptions, fabrication methods, budgets, and timelines. The Concept Proposals will be reviewed for feedback by the Task Force and be recommended for approval by Commission for the Arts prior to execution.

VII. Timeline

The timeline for the public art within Ewald Park should be coordinated with the park's construction.

Estimated Park Timeline

July 2025- Sept. 2026	Design
Early 2026	Development of schematic design
2027	Phase 1 Park Construction (to include playground, parking lot relocation, parkour, pathways, and fencing)
TBD	Phase 2 Park Construction

Estimated Public Art Timeline

June 2025	Task Force appointed by the Arts Commission.
Sept.	Task Force reviews and approves Project Plan*
Oct.	Project Plan submitted to Commission for the Arts for approval*
Nov.	Staff develops and issues Call for Artists via Café (callforentry.org)
Dec./Jan	Review qualifications and select artist/artist team*
Jan	Artist Interviews*
Jan/Feb 2026	Task Force Recommends Artist*
Jan/Feb	Arts Commission Approval of Artist
Feb/March	Artist contract
March	Artist site visit and Community Engagement*
May	Artist presents concept for Task Force approval*
June	Concept approved by Commission for the Arts
July	Artist submits final design for technical review
July-October	Fabrication
TBD	Installation

*Steps with which the task force has a role.

Budget

Permanent Commission (Gateway Public Art)

Artist design, fabrication, installation, and contingency	\$150,000
Total	\$150,000

Ground Mural Public Art

Artist design, installation, community participation, and contingency	\$50,000
Total	\$50,000

VIII. Community Engagement, Marketing and Communications

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 surrounding community. These will include, but are not limited to, representatives from:

- Seminary Hill / Strawberry Hill community
- Wakefield Tarleton Civic
- Brookville Seminary
- Foxchase
- Surrounding residents

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy for the public art that will engage existing stakeholders as well as bring new audiences to experience the artwork. Information/materials should be provided in languages relevant to the nearby communities. The marketing plan could include:

- Web-based information about the project.
- Media releases to local and national publications and blogs.
- Micro-targeted online/social media advertising.
- Word of mouth, outreach.
- Engagement events/activations with the surrounding community.
- Lawn signs
- Including the project on the Public Art Archive ([Alexandria Public Art - Public Art Archive](#))

IX. Additional Resources

History of the Park Property

According to historic maps and aerial photographs, the park property remained vacant until the early twentieth century. The property's location adjacent to Duke St. (Little River Turnpike) brought traffic and activity to the area, for which the vacant property may have served a purpose. Travelers, perhaps even Union troops, could have used the open property as a temporary rest stop, camping overnight before continuing their journey.

By the middle of the nineteenth century, the park property became part of a 57.5-acre farm. The farm building was located approximately 250 ft. to the east from the park property. Based on its appearance on Civil War-era maps, the farm was not elaborate, consisting of a modest dwelling and possibly two outbuildings. Late nineteenth century maps indicate that the Brown family owned and occupied the farm which continued in operation until the 1940s when it was torn down in advance of construction of a suburban neighborhood.

Within the park itself, at some point in the early twentieth century a house and outbuilding was erected on the property. Surrounded by open fields, and bordered by Little River Turnpike on the north, the small farm stood until the City of Alexandria acquired the property in 1965 and transformed it into a park.

Photographs of Ewald Park



Appearance of the park from Duke Street



Appearance of the park from Duke Street



Image of basketball court



Existing paving conditions