

## 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 public art program received 150 applications for the North Potomac Yard public art nation-wide call.
- The Office of the Arts has been selected as one of ten communities in the country to participate in an initiative led by Bloomberg Associates and SMU DataArts, aimed at strengthening data collection and impact measurement through our annual grant program.
- Save the date for Alexandria's first "State of the #artsALX" convening on Wednesday, October 15 from 8:30 am – 10:30am at the Virginia Tech Innovation Campus. Details to come soon.
- As the annual workplan gets underway, please be sure to share your (and your neighbors/friends) public art ideas with the Commission representative and/or staff for consideration in the workplan.

### Public Art At-A-Glance:

Public Art Project	Status
West End Transitway	Developing the Final Design
Colasanto Spray Park	Installation
North Potomac Yard Park	Developing the Artist Pool
Time & Place 250	Developing the Concept Proposal
North Circle Park	Developing the Concept Proposal
Site See 2026	Developing the Concept Proposal
Market Square/City Hall	Developing the Artist Pool
Powhatan Park	Developing the Artist Pool
Ewald Park	Forming the Task Force
Wilkes Street Park	On Hold
Del Pepper Community Resource Center	On Hold

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## PUBLIC ART PROJECTS

### West End Transit Corridor

**Lead Agency**

Transportation & Environmental Services (T&ES)

**Artist(s)**

Cara Lynch, Nancy O'Neil, Matthew Geller, Robert Tulley, and Shahin Talishkhan

**Project Scope**

Work with T&ES to integrate new public art into the 18 bus shelters along the transitway

**Task Force Members**

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

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

Developing the Concept Proposal

**Next Steps**

The artists continue to work with the staff and design team to complete their final designs.

**Anticipated Completion**

Varied (2026-2028)



### 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)**

Installation

**Next Steps**

Construction of the spray park is underway and is scheduled to open in Fall, 2025.

**Anticipated Completion**

July, 2025



## PUBLIC ART PROJECTS, cont'd

### North Potomac Yard Park & Potomac Green

**Lead Agency**

Office of the Arts

**Artist**

TBD

**Project Scope**

Commission permanent public art for the new park in Alexandria's section of National Landing adjacent to Virginia Tech's Innovation Campus

**Task Force Members**

Ashley Smith, David Pritzker, Ben Knapp, Sarah Pascual, Carly Snyder, Christopher Potter, and Daniel Unkel

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

Setting Project Goals & Parameters

**Next Steps**

The task force is reviewing and scoring approx. 150 applications and will meet in August to discuss the applications and select artists to interview.

**Anticipated Completion**

TBD



### Time & Place 250

**Lead Agency**

Office of the Arts

**Artist**

Sandy Williams IV

**Project Scope**

Commission public art that fosters exploration and dialogue about our region's history and its continued reverberations within our community today specifically tied to the nation's 250<sup>th</sup> anniversary in 2026

**Task Force Members**

Jason Longfellow, Michele Longo, Melanie Gonzalez, Katherine Glennon, Turner Houston, Linda Powell, Robin Jordan

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

Developing the Concept Proposal

**Next Steps**

Sandy is expected to be in Alexandria in early September for an artist reception prior to presenting his concept in the fall.

**Anticipated Completion**

May 2026



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

### **North Circle Park**

**Lead Agency**

Office of the Arts

**Artist**

DeWitt Godfrey

**Project Scope**

Commission an artist to develop a concept design for public art at North Circle Park.

**Task Force Members**

Dawn Rogala, Tristan Wright, Robert Arzola, Ana Vicinanza

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

Developing the Concept Proposal

**Next Steps**

The artist continues to work on the concept proposal to share with the task force.

**Anticipated Completion**

Fall 2025 (concept design)

### **Site/See: New Views in Old Town 2026**

**Lead Agency**

Office of the Arts

**Artist**

Alicia Eggert

**Project Scope**

Commission new, temporary, site-specific public art for Waterfront Park at the foot of King Street for 2026.

**Task Force Members**

Claire Mouledoux, Clint Mansell, Jack Browand, Marcee Craighill, Paul Painter, and Nicole McGrew

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

Developing the Concept Proposal

**Next Steps**

Alicia continues to work on her concept proposal to be shared with the task force in August and come to the Arts Commission in September.

**Anticipated Completion**

March 2026



## PUBLIC ART PROJECTS, cont'd

### Market Square/City Hall

**Lead Agency**

Department of General Services (DGS)

**Artist**

TBD

**Project Scope**

Commission new, permanent public art to be integrated into the newly designed Market Square and City Hall in Old Town.

**Task Force Members**

TBD

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

Setting Project Goals & Parameters

**Next Steps**

Staff will be working with the project team to determine when it is appropriate to issue the call for artists.

**Anticipated Completion**

2028



### 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**

This project is on hold until the surrounding development construction resumes.

**Anticipated Completion**

TBD

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

### **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**

This project is on hold temporarily while staff work to review the scope of the project.

**Anticipated Completion**

TBD

## Active Public Art Task Forces

### **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. Marcee Craighill\*
2. Paul Painter\*
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

#### **North Potomac Yard Park**

1. Stacey Becker\*
2. David Pritzker\*
3. Daniel Unkel (proj. stakeholder)
4. Ben Knapp (proj. stakeholder)
5. Carly Snyder (proj. stakeholder)
6. Christopher Potter (comm. stakeholder)
7. Sarah Pascual (comm. stakeholder)

#### **North Circle Park Task Force**

1. Dawn Rogala\*
2. Stacey Becker\*
3. Ana Vicinanza (proj. stakeholder)
4. Tristan Wright (comm. stakeholder)
5. Robert Arzola (comm. stakeholder)

#### **Market Square/City Hall Task Force**

1. Alvah Beander\*
2. Scott Abeles\*
3. Jenine Kotob (proj. stakeholder)
4. Leo A Daley Representative (proj. stakeholder)
5. Laurie Axelrod (comm. stakeholder)
6. Candace Edgerley (comm. stakeholder)

#### **Time & Place 250 Task Force**

1. Jason Longfellow\*
2. Robin Jordan\*
3. Michele Longo (proj. stakeholder)
4. Melanie Gonzalez (LSG) (proj. stakeholder)
5. Katherine Glennon (comm. stakeholder)
6. Turner Houston (comm. stakeholder)
7. Linda Powell (comm. stakeholder)

#### **Powhatan Park Task Force**

1. Paul Painter\*
2. Catherine Dehoney\*
3. Daniel Unkle (proj. stakeholder)
4. Sara Kohn (comm. stakeholder)
5. Debi Steinbacher (comm. stakeholder)

#### **Ewald Park Task Force**

1. TBD - Arts Commissioner\*
2. TBD - Arts Commissioner\*
3. TBD - Project Stakeholder
4. TBD - Community Stakeholder
5. TBD - Community 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)