



# VISION FOR PUBLIC ART MASTER PLAN 2022

DRAFT - dated XX/XX/2022

Endorsed by the Vienna Town Council  
XX/XX/XXXX  
with Resolution XXXXXX

Vienna Public Art Commission  
Vienna, Virginia



# FORWARD

The Town of Vienna vision for the public art master plan (PAMP) was created to provide the information and strategies necessary to integrate public art into the Town’s planning and development objectives. The process of drafting the PAMP has resulting in some exciting ideas and concepts that would enhance the already beautiful spaces in Vienna. We included photos of some of those innovative ideas within this document as an example of the possibilities for our unique town.

The value of public art is realized by increased tourism, attraction of new businesses and enjoyment of public spaces by residents and visitors alike. Murals, sculptures, water features and other amenities enliven and improve our communities and often lead to restoration of older buildings and declining neighborhoods. Public art also allows for a creative legacy for future Town of Vienna residents.

The PAMP, and the community process through which it was developed, brings together art organizations, public art advocates, urban planners and designers, Town leadership, private citizens and development professionals in order to preserve and protect the Town of Vienna’s existing public Art collection and to encourage and actualize new projects. VPAC will advise and counsel both projects placed on public property as well private property. Both projects will have ultimate oversight by the BAR

The PAMP is intended to be one of the many processes that ensures the Town of Vienna’s continued success as one of the Nation’s most desirable places to live and work.

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# Introduction

## Vienna Public Art Commission

The Vienna Public Art Commission (VPAC, or Commission) was formed in 2017 with seven members appointed by Town Council members for two-year terms. The VPAC acts in an advisory capacity to the Town Council on matters relating to the advancement of public art into the community, including the development and funding of a Public Art program.

For the purposes of the VPAC and its activities, “Public Art” is defined as “art in any media that has been planned and executed with the intention of being staged on Town property, the public right-of-way or as part of common areas in developments subject to architectural review”.

The purpose of the VPAC is to seek opportunities to integrate seamlessly public art within the Town of Vienna. The VPAC exists to beautify the Town of Vienna and envisions a Town where public art is accessible to - and representative of - everyone. Its mission is to enhance the public’s enjoyment of Vienna’s community spaces by securing the installation of public art throughout the Town.

The Commission also works in partnership with other Town of Vienna Boards and Commissions, as well as local, regional, state, and national organizations as appropriate to foster support for public art.

## VPAC Functions

The Code of the Town of Vienna, VA, Chapter 28 (Section 28.4), grants the following powers and duties to VPAC:

- Recommending the establishment of the criteria for public art in the Town as well as the process and procedures for commission art to the council.
- Participating in fundraising for public art in Vienna, and awareness and promotion of Vienna Public Art Commission's purpose.
- Making recommendations to the Town Council in determining what funds should be provided in the Town's budget for promotion of public art and for the work of the commission.
- Advising the Town Council regarding the appropriateness, feasibility, quality, condition, sustainability and value of all proposed gifts or bequests of public art to the Town or within the development process per established criteria of the Vienna Public Art Commission.
- Advising the Town Council on the design, location, preservation, care and decommissioning of public art owned by the Town.

- Recommend ways to enhance community culture through public art by collaborating resources of arts councils, organizations and societies, including activities, education and accommodations.
- Solicit and incorporate recommendations from arts councils, organizations and societies, when advising or making recommendations to the Town Council.
- Identifying grants and other critical funding sources to further projects and activities related to public art.
- No later than August 15 of each year, the chair of the commission shall submit to the Town Council a report of activities accomplished the past fiscal year, including an annual review of all Town of Vienna public art installations.
- No later than January 15 of each year, the chair of the commission shall submit to the Town Council a specific plan of activities and budget for the upcoming fiscal year.

The Vienna Public Art Commission will execute its responsibilities by performing tasks and activities that include the following:

- Creating a Vision for the Town of Vienna Public Art Master Plan (PAMP)
- Overseeing the implementation and updating of the PAMP as needed.
- Proposing and recommend policy concerning public art
- Acting as an advocate for public art on behalf of the residents of the Town of Vienna
- Developing and reviewing plans for the inventory and maintenance of existing and new public art
- Drafting and submitting grant applications in support of public art funding
- Fostering the expansion of public art throughout the town
- Cultivating public art appreciation via outreach partnerships through local events such as (e.g., Walk on the Hill, Viva Vienna, Oktoberfest, etc.), special events and media
- Developing a public collection of artwork which has strong aesthetic quality and a wide range of artistic mediums, styles, and disciplines, mirroring the diversity of its residents
- Encouraging collaboration among artists, architects, engineers, town businesses, and property owners for the development and public display of art

# Section 1: Public Art and Benefits to the Community

## What is Public Art?

Public Art generally refers to works of art in any media whose form, function, and meaning are created for - and are freely accessible to - the general public, as installed in public spaces, both outdoor and indoor settings. Media could include murals, sculpture, memorials, integrated architectural or landscape architectural work, community art, signage, and digital new media. However, it may also be located on private property with the permission of the property owner, but is visible to the general public. Public access to such displays may be limited, but are also a goal of the Town to improve the aesthetics of the community.

## Why is Public Art Important?

Our community gains cultural, social, and economic value through public art. Through mediums such as statues, memorials, murals, paintings, artistic landscaping, and monuments, our Town has the opportunity to reflect and reveal its identity while adding uniqueness to our civic spaces.

Public art brings people together by enhancing our experiences in everyday places, while igniting our imaginations, encouraging thought and promoting meaningful conversation.

Public art will:

- Enrich our physical environments by bringing liveliness and creativity to our streets, plazas, town buildings, and schools.
- Stimulate civic engagement, build social capital, and encourage civil discourse.
- Contribute to the pride and enjoyment of Town citizens, visitors, and workers, by creating a positive emotional connection to the community.
- Stimulate economic development by demonstrating to local and outside businesses our Town commitment to civic pride and growth as well as help to drive visitors and customers to Town businesses
- Encourage collaborations between artists and Town citizens.

Forward looking private developers understand that works of art commissioned specifically to enhance their projects provide many benefits. public art in commercial locations can:

- Create a unique look or landmark feature for the project
- Demonstrate a larger civic commitment
- Translate into higher rents, return on investment and provide a more desirable business environment.

## Section 2: Public Art Project Areas

The PAMP defines eight different areas that are prospective public art project sites. These areas have been identified for their appropriate locations and their potential for visual impact of public art. The definitions for each are loosely defined and may change over time.

### Public Art Project Area Summary

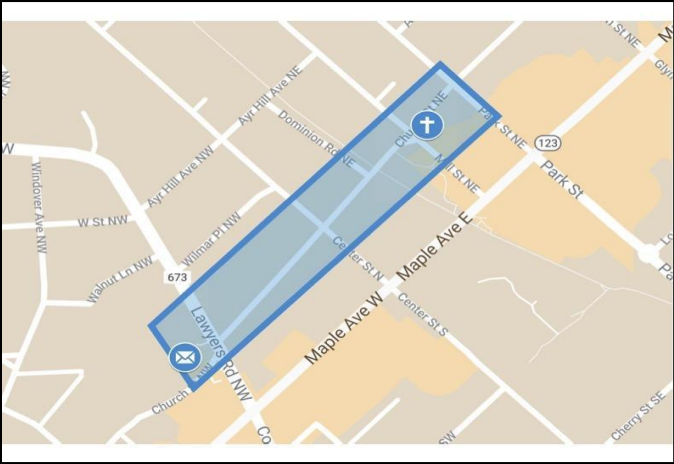
- Area 1: Historic Church Street
- Area 2: Light Industrial/Transitional Areas
- Area 3: Parks, Trails, and other Recreational Sites (includes Town Green)
- Area 4: Gateways & Entry Points
- Area 5: Civic Areas - Community Center, Town Hall, Police Station, Fire Station, Library
- Area 6: Schools
- Area 7: Maple Avenue
- Area 8: Other Town Property (bus stops, utility boxes, storm drains, fire hydrants)

### Area 1: Historic Church Street

The Historic Church Street area is the concentrated area of retail, restaurant, public, and residential buildings that exist along Historic Church Street, between the cross-streets of Lawyers Road and Park Street. This area spans a distance of four (4) street blocks, and is intersected by the Washington & Old Dominion (W&OD) trail. Directly to the north of the W&OD intersection is the Centennial Park, and directly to the south of the W&OD intersection is the historic Town Green.

Street parking exists along Historic Church Street and neighboring roads, as well as nearby business parking lots, which enable people to “park and walk”. During typical weekend days and nights, both townspeople and visitors take advantage of Vienna’s dining, shopping and other amenities in this area. Pedestrian traffic significantly increases during special events such as Fridays on the Green, Viva Vienna, Parades, and Oktoberfest.

See Figure 1.1.0 below for a street view of the Historic Church Street area:



**Fig 1.1.0: Historic Church Street area, bounded by Vienna Presbyterian Church to the East, and the US Postal Office to the West**

Public art that currently exists in this area include the following:

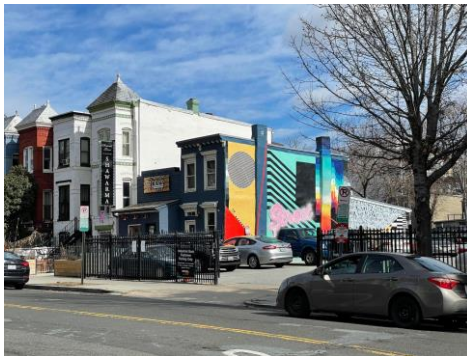
- Storm drain paintings\*\*

\*\* Public art project sponsored by VPAC.

Many United States towns and communities, including those of a similar size and demographic profile to Vienna have realized the value of public art and in the following we provide just a few concepts that will help demonstrate the wide variety of projects and designs that have been implemented elsewhere. Examples of potential public art that could be installed in this Town of Vienna area in the future include:

- Murals integrated with building wall or fence facades (Figures 1.2.0 through 1.2.6)
- Mosaics in sidewalks / aesthetic walking path (Figures 1.3.0, 1.3.1)
- Mosaics in planters and tree borders (Figures 1.4.0, 1.4.1)
- Artistically enhanced benches (Figure 1.5.0, 1.5.1)
- Signage, banners, or posts to define the cultural district (Figures 1.6.0, 1.6.1, 1.6.2, 1.6.3)





**Figs 1.2.0, 1.2.1, 1.2.2, 1.2.3, 1.2.4, 1.2.5, 1.2.6: Examples of building wall and fence facade murals - Leesburg, VA; Stowe, VT; Disney World, FL; Washington, DC; Front Royal, VA; Ithaca, NY; Front Royal, VA**





**Figs 1.3.0, 1.3.1: Examples of sidewalk mosaic / aesthetic walking path - Encinitas, CA; Columbus, OH**



**Figs 1.4.0, 1.4.1: Examples of planter mosaics - San Francisco, CA; Pittsburgh, PA**



**Figs 1.5.0, 1.5.1: Example of artistically enhanced benches - Nashville, TN; Vienna, VA**



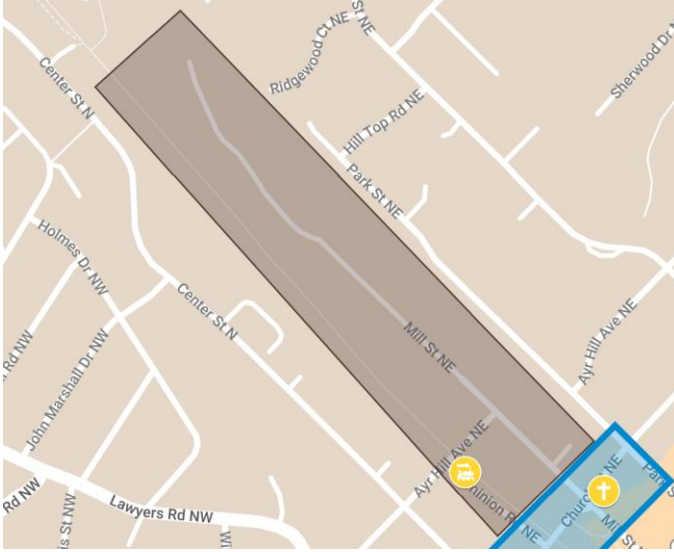
**Figs 1.6.0, 1.6.1, 1.6.2, 1.6.3: Examples of cultural district signage, banners and posts - Hot Springs, AR; Kerrytown, MI; St. Petersburg, FL; Front Royal, VA**

## **Area 2: Light Industrial/Transitional Areas**

A ‘transitional’ zone according to Town Code is one that lies at the intersection of, and serves as a buffer between, zones defined for other uses - such as commercial, residential, public or industrial uses. As the land use shifts from one zone to another, it is preferable to provide for a smooth transition between them. Within the Town of Vienna, “light industrial” use - meaning limited intensity manufacturing, wholesaling, warehousing, sale and servicing of vehicles and equipment, and/or distribution activity - is permitted in several zones that adjoin residential communities.

This PAMP focuses on one specific Light Industrial/Transitional area within the TOV - the Mill District. See Figure 2.1 below for a street view of the Mill District:





**Fig 2.1.0: Mill District, bounded by the Eastern section of the Historic Church Street area to the South, Mill Street to the East, Dominion Road to the West, and the northernmost end of Mill Street to the North**

Public art that currently exists in this area includes the following:

- Railroad-themed mural painting on 204 Mill Street building

Examples of potential public art that could be installed in this area in the future include:

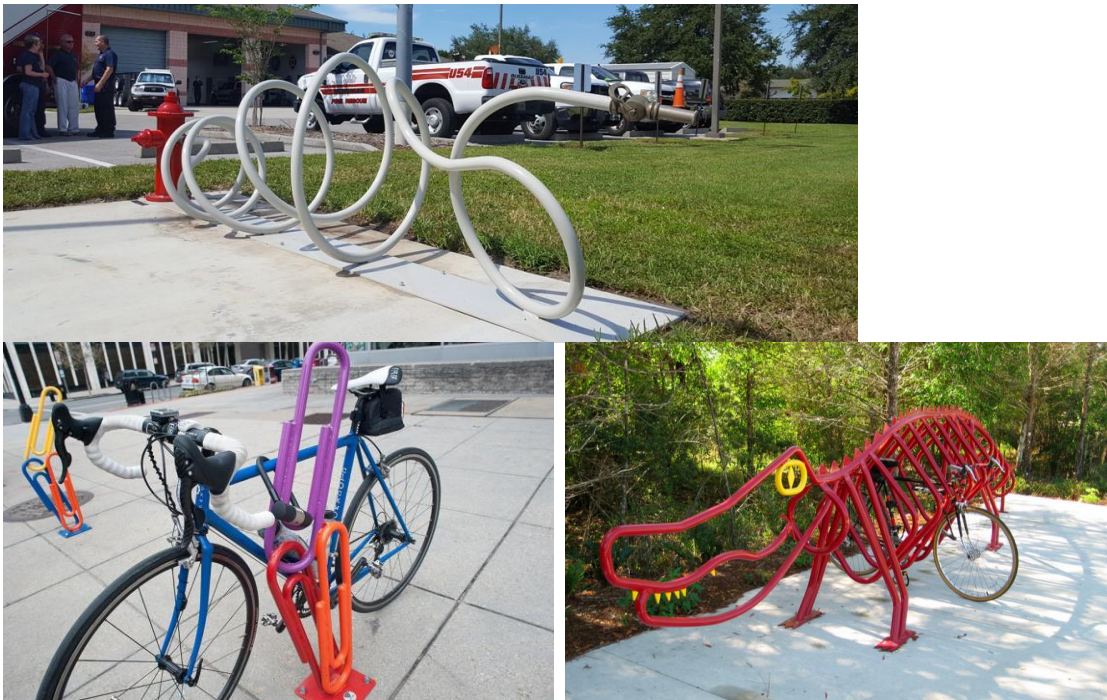
- Streetlight displays and/or LED banners (Figures 2.2.0 and 2.2.1)
- Artistically enhanced streetlights and/or lamp posts (Figures 2.3.0 through 2.3.4)
- Artistic bike racks (Figures 2.4.0, 2.4.1, 2.4.2)



**Figs 2.2.0 and 2.2.1: Examples of street light displays and LED banners - London, England; Burnaby, British Columbia**



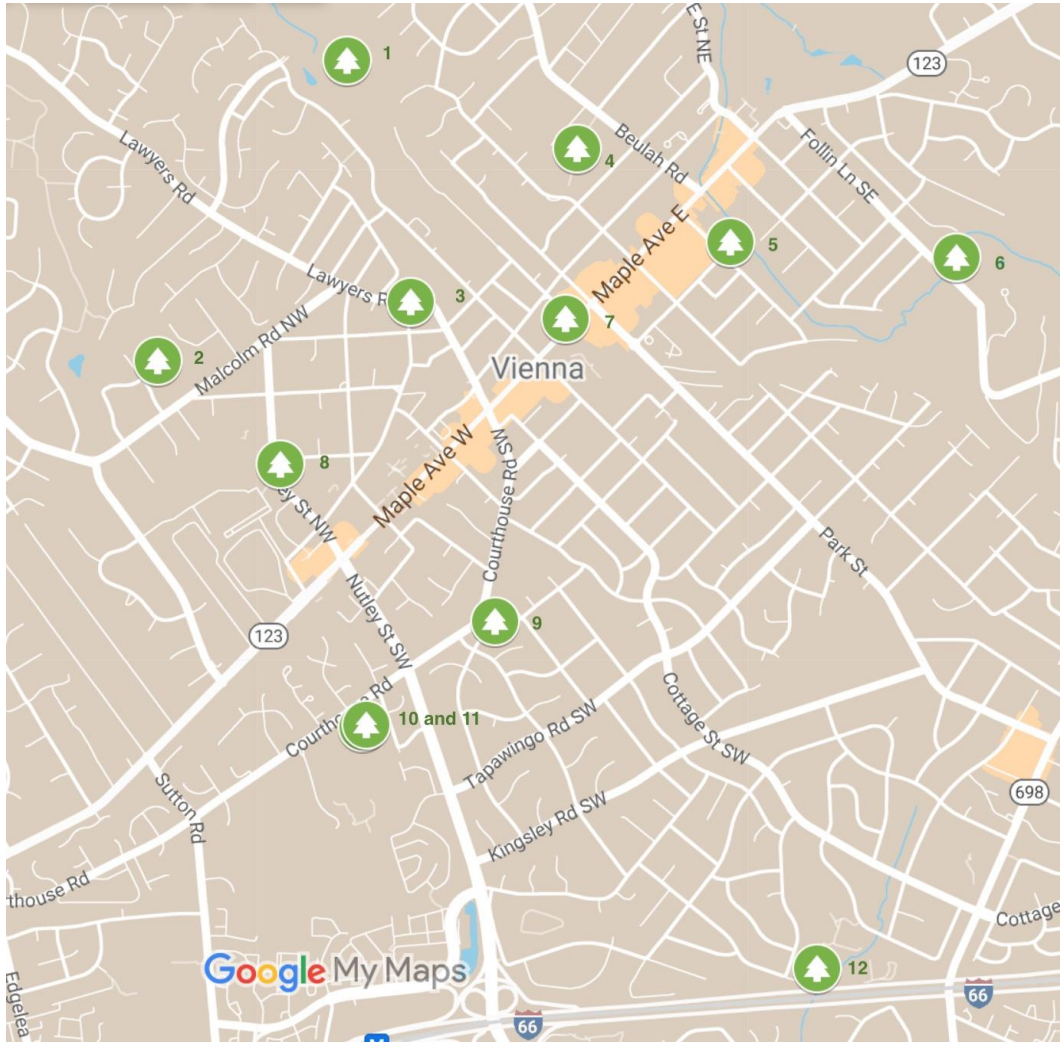
**Figs 2.3.0, 2.3.1, 2.3.2, 2.3.3, 2.3.4: Examples of artistically enhanced street lights and lamp posts - Unknown location; Sydney, Australia; Unknown location; Melbourne, Australia; London, England**





**Area 3: Parks, Trails, and other Recreational Sites (includes Town Green)**

Because parks are established for the public’s enjoyment and are natural gathering points for the community, they are perfect locations for public art. Currently, there are 12 parks in the Town of Vienna. The locations of these parks are illustrated on Figure 3.1.0. Where permitted by the Park Conservation Code, some might be excellent locations for public art and resident enjoyment.



**Fig 3.1.0: Town of Vienna Park locations**

Parks shown on Figure 3.1 are located at the addresses shown below: Town Code may restrict some of these park locations

1. Northside Park - Mill St NE @ W&OD and Glyndon St NE
2. Peterson Lane Park - Malcolm Rd NW

3. Salisbury Spring Park - Lawyers and Windover Rds NW
4. Glyndon Park - 300 Glyndon St SE
5. Branch Road Tot Lot - Locust St and Branch Rd SE
6. Wildwood Park - Valley Dr SE to Mashie Dr SE
7. Town Green - 144 Maple Ave E
8. Sarah Walker Mercer Park - 247 Nutley St NW
9. Meadow Lane Park - 400 Courthouse Rd SW
10. Vienna Dog Park - 700 Courthouse Rd SW
11. Moorefield Park - 700 Courthouse Rd SW
12. Southside Park - 1317 Ross Dr SW

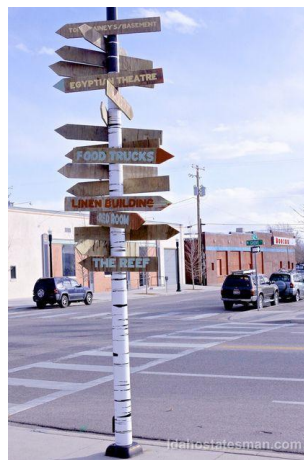
Public art that currently exists in these areas include the following:

- LOVE sign\*\*
- Fountain at Town Green
- Butterfly Wings mural on athletic fields building\*\*
- Sidewalk Storm drain paintings\*\*

\*\* Public art project sponsored by VPAC.

Examples of potential public art that could be installed in these areas in the future include:

- Multi-directional signposts indicating information or directions, particularly at high-traffic intersections such as the W&OD Trail intersection at Church Street (Figures 3.2.0 through 3.2.3)
- Installation of interactive and playful art, such as a musical sculpture garden (Figure 3.3.0)
- Sculptural artwork along walking trails or bike paths - free-standing, integrated into the environment, or fixed on sides of walls/structures (Figures 3.4.0 through 3.4.3)
- Integrated environmental / functional artwork, such as sculptural seating and play objects (Figures 3.5.0 through 3.5.3)





**Figs 3.2.0, 3.2.1, 3.2.2, 3.2.3: Examples of multi-directional signposts - Asheville, NC; Boise, ID; San Diego, CA; Pleasanton, CA**



**Figs 3.3.0: Example of interactive/playful art (musical sculpture garden) - Unknown location**





**Figs 3.4.0, 3.4.1, 3.4.2, 3.4.3: Examples of sculptural artwork along walking trails or bike paths - Raleigh, NC; Alexandria, VA; Alexandria, VA; Lakewood, CO**

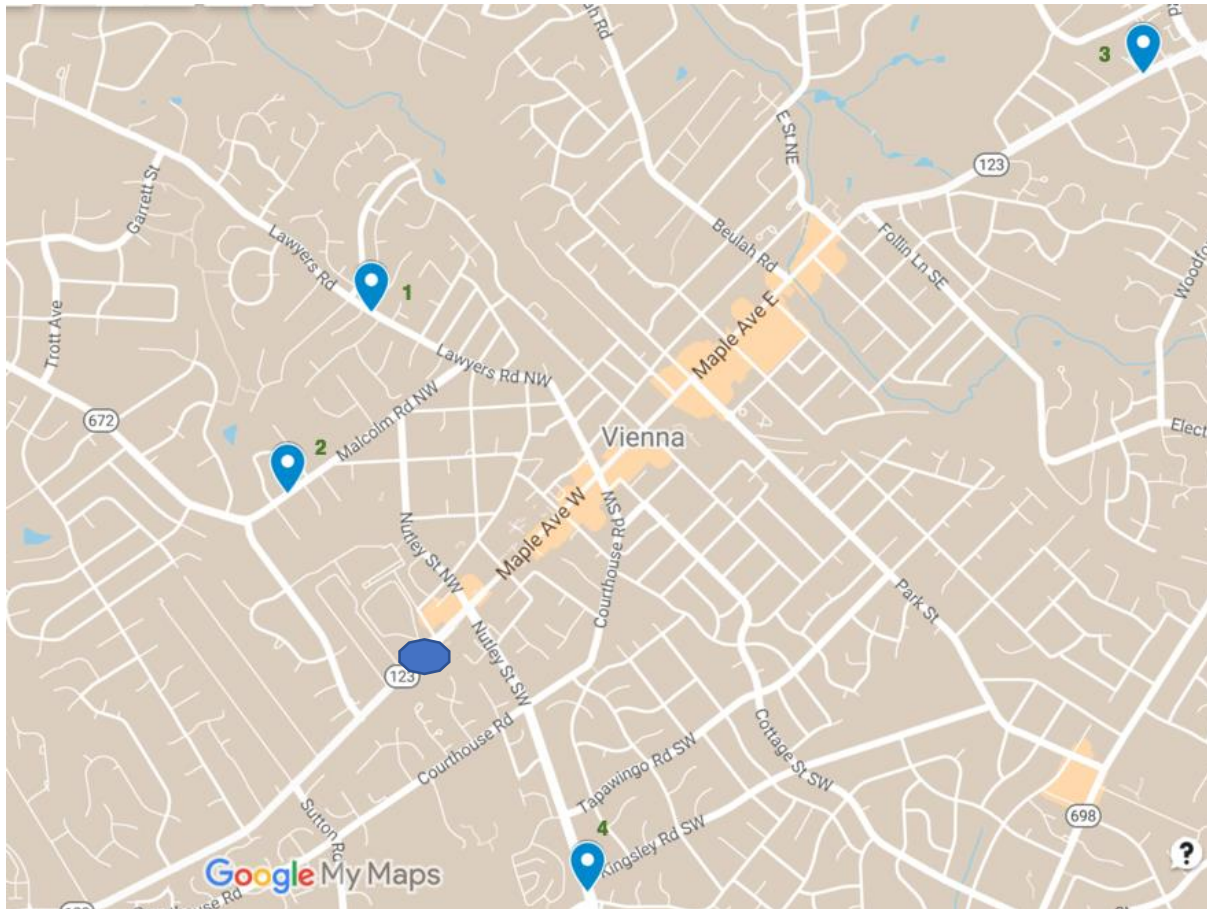


Fig 3.5.0, 3.5.1, 3.5.2, 3.5.3: Examples of sculptural seating and play objects - Durham, NC; Zurich, Switzerland; Arlesheim, Switzerland; Santa Rosa, CA

#### Area 4: Gateways & Entry Points

Entry points into and around the Town create an opportunity for a positive first impression. By integrating works of art with highly visible signage, those critical entry points will provide an incentive to revisit and see what the Town has to offer. Because motorists and passengers are in motion when traveling through the intersections, entrances and exits, special considerations need to be factored into the scale and visibility of the art. The locations of the Town’s four (4) main entry points are shown in Figure 4.1.0





**Fig 4.1.0: Town of Vienna entry point locations**

Only the standard town entry and exit signs highlight our Town’s entry points, as shown in the Figures 4.2.0 through 4.2.3 below:



**Fig 4.2.0: Entry point #1: Lawyers between Terra Ridge Dr and Blair Rd NW**



**Fig 4.2.1: Entry point #2: Malcolm Rd NW between Carey Ln and Oak Vale Ct NW**



**Fig 4.2.2: Entry point #3: Maple Ave E at Horseshoe Dr**



**Fig 4.2.3: Entry point #4: Nutley St at Marshall Rd SW**

Examples of potential public art that could be installed in these areas in the future include:

- Entry signage (Figure 4.3.0)
- Entry statues (Figures 4.4.0, 4.4.1)
- Entry gates (Figures 4.5.0, 4.5.1)



**Fig 4.3.0: Example of entry signage (Whitehall, OH)**





Fig 4.4.0, 4.4.1: Examples of entry statues - Erie, PA; Roosevelt Rd, Chicago, IL

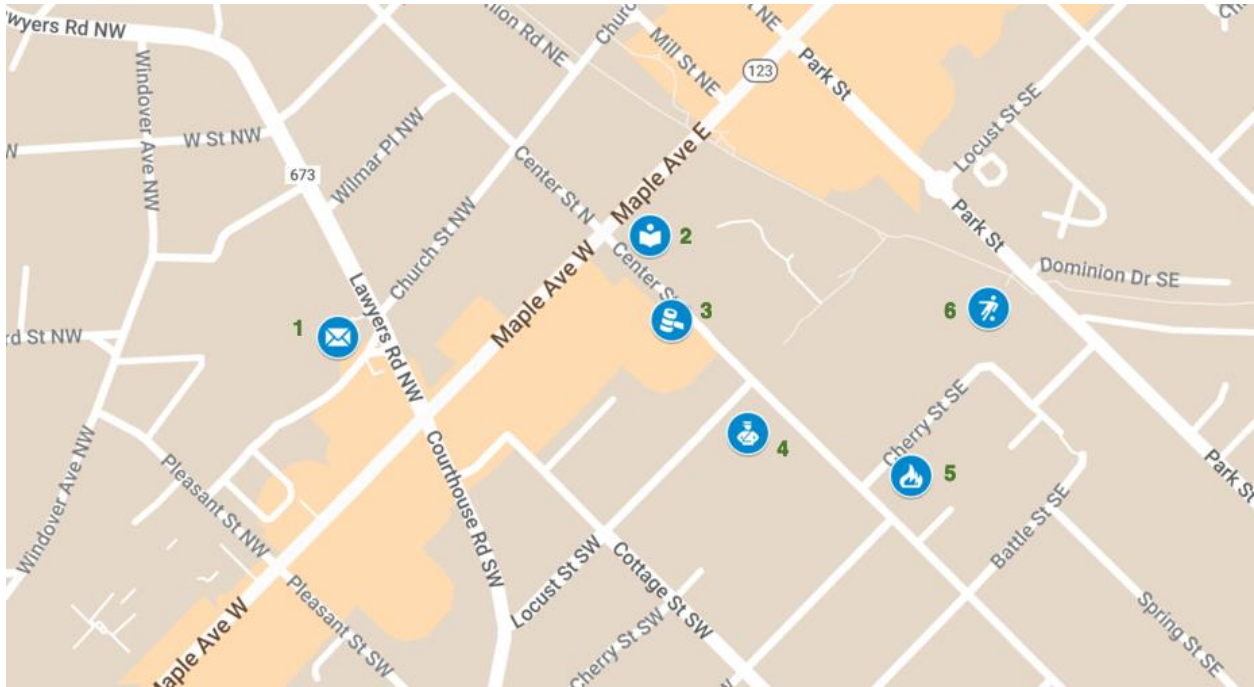


Fig 4.5.0, 4.5.1: Examples of entry gates - Redmond, OR; Lincoln Square, Chicago, IL

### Area 5: Civic Areas - Community Center, Town Hall, Police Station, Fire Station, Library

Civic areas provide community gathering places for a diverse audience, thus they are natural locations for engagement with public art. These spaces provide an opportunity for ‘creative placemaking’ - a term Coined by Ann Markusen and Anne Gadwa Nicodemus for the National Endowment for the Arts in 2010, which refers to the process of artistic creation and collaboration that helps to shape “the physical and social character of a neighborhood, town, city, or region around arts and cultural activities.” Installations of public art that reflect our Town’s identity not only have the potential to become iconic, but they can be a moment of education and solidarity, demonstrate both economic wealth and vitality, and attract more businesses and more people to our Town.

The locations of the Town’s civic areas are shown in Figure 5.1.0 below:



**Fig 5.1.0: Town of Vienna Civic Areas: (1) Post Office, (2) Patrick Henry Library, (3) Town Hall, (4) Police Department, (5) Volunteer Fire Department, (6) Community Center**

Public art that currently exists in these areas include the following:

- Taking Flight statue at Vienna Community Center\*\*
- Ground mural behind community center
- Mural on Park Street storm drain
- Mural on Center Street storm drain

\*\* Public art project sponsored by VPAC.

Examples of potential public art that could be installed in these areas in the future include:

Town Hall art exhibitions, with established selection and rotation procedures

- Example procedures for professional artists: Exhibit on a 3-month rotation. Artist submits art for approval by VPAC and the Town Council prior to installation. The artists may not advertise their art for sale on Town property, but can provide contact information for sales.
- Example procedures for art students of Fairfax County Public Schools (FCPS): Exhibit on 3-times-per-year rotation. Local schools select student artwork and submit for approval by VPAC and Town Council prior to installation.
- Indoor installation works (Figures 5.2.0 and 5.2.1)
- Landmark statue / statement piece (Figures 5.3.0 through 5.3.5)
- Commemorative, memorial, or other statement compositions (Figures 5.4.0, 5.4.1, 5.4.2)



- Artistic fountains (Figure 5.5.0)

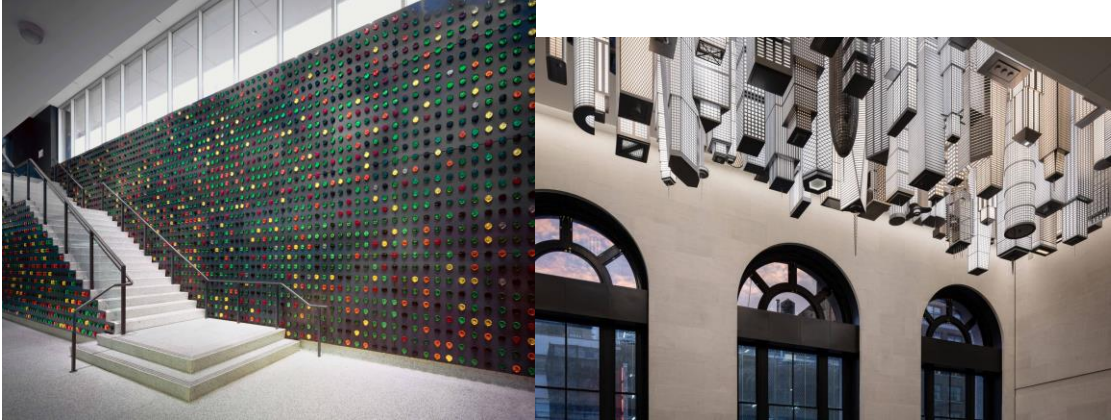


Fig 5.2.0, 5.2.1: Examples of indoor installation artwork - New York, NY; Moynihan Train Hall, New York







**Figs 5.3.0, 5.3.1, 5.3.2, 5.3.3, 5.3.4, 5.3.5: Examples of landmark statues / statement pieces - Durham, NC; Durham, NC; Charlotte, NC; Charlotte, NC; Charlotte, NC; Tempe, AZ**



**Figs 5.4.0, 5.4.1, 5.4.2: Examples of commemorative, memorial, or other statement compositions - University of Houston light sculpture; Koper, Slovenia light tree; Philadelphia, PA tribute installation**

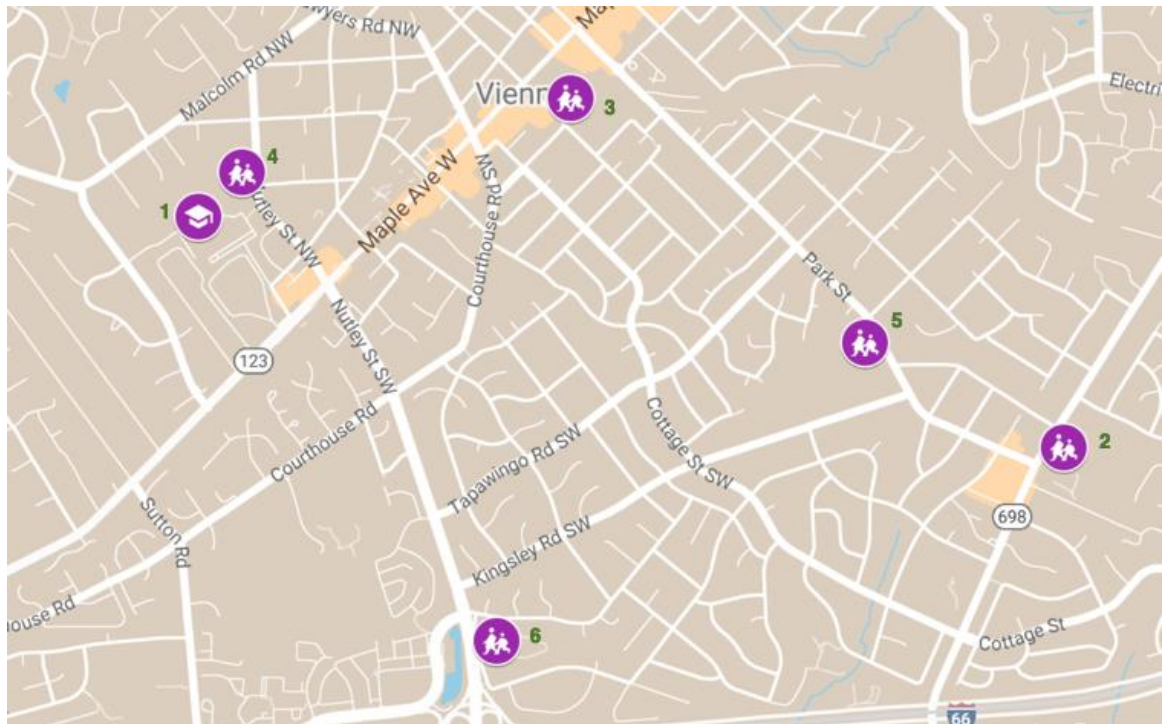


**Figs 5.5.0: Example of artistic fountain - Charlotte, NC**

## Area 6: Schools

Public schools are vibrant and lively places that attract individuals of all ages. These are also excellent locations for encouraging community participation in the development of public art, for example, through student art contests.

The locations of the Town’s schools are as follows:



**Fig 6.1.0: The FCPS Madison Pyramid (1) James Madison High School, (2) Thoreau Middle School, (3) Vienna Elementary, (4) Louise Archer Elementary, (5) Cunningham Park Elementary, (6) Marshall Road Elementary (7) Wolfrap Elementary (8) Flint Hill Elementary (9) Cedar Lane School**

Public art that currently exists in these areas include the following:

- Sidewalk mural at Cunningham Park Elementary

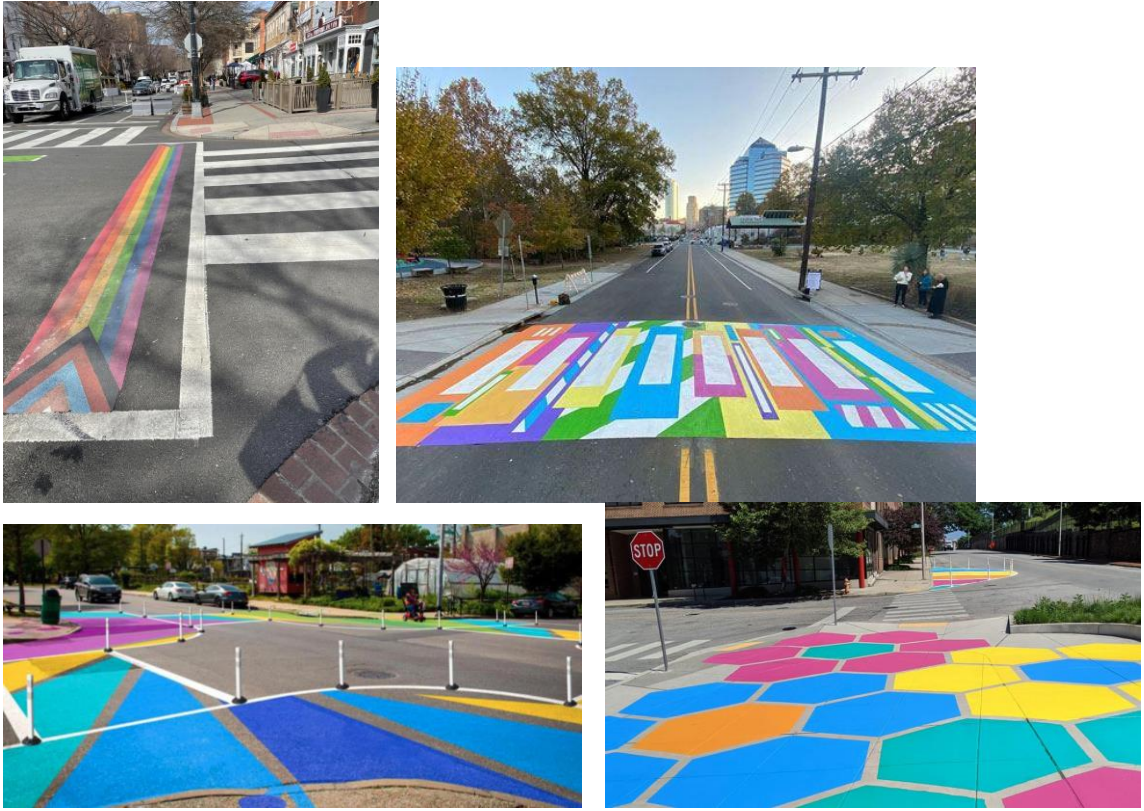
Examples of potential public art that could be installed in these areas in the future include:

- School mascot stencils applied to roads/trails leading to school (Figures 6.2.0, 6.2.1)
- Enhancements of sidewalks and crosswalks, e.g. “Right of way” art (Figures 6.3.0 through 6.3.4)
- Student contests to decorate dumpsters and garbage cans, water features and garden sculptures



**Figs 6.2.0 and 6.2.1: Examples of school mascot road stencils (Unknown locations)**



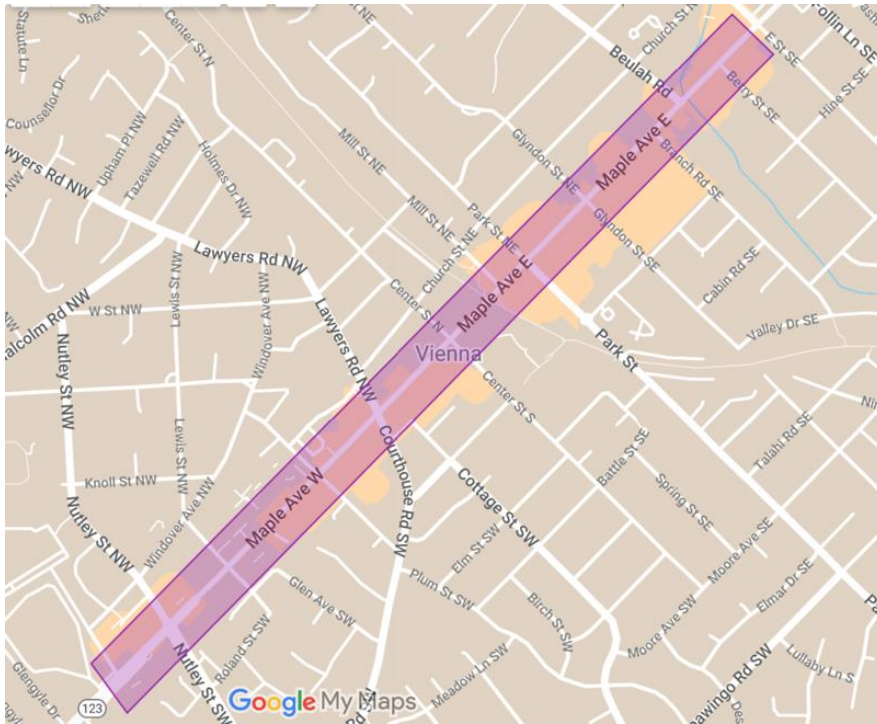


Figs 6.3.0, 6.3.1, 6.3.2, 6.3.3: Examples of “right of way” art - Unknown location; Durham, NC; Baltimore, MD; Baltimore, MD

### Area 7: Maple Avenue

Maple Avenue is Vienna’s commercial corridor that runs over a mile long, through the heart of the community. Primarily lined with strip retail/commercial businesses, this stretch is home to taller buildings and a more urban, pedestrian-supportive environment than the surrounding residential and transitional areas. As a focus of rezoning activities and updates to the Town Comprehensive Plan there are many opportunities to enhance the attractiveness of the Town’s main thoroughfare.

See Figure 7.1.0 below for a street view of the Maple Avenue area:




**Fig 7.1.0: Town of Vienna Maple Avenue area**

Public art that currently exists in this area includes the following:

- Bike mural painting on Spokes building
- Mural painting on Whole Foods building

Examples of potential public art that could be installed in this area in the future include:

- Artistically enhanced street posts (Figures 7.2.0, 7.2.1) 
- Murals on walls of many businesses and commercial structures



Figs 7.2.0, 7.2.1: Examples of artistically enhanced street posts - Washington, DC; Washington, DC

#### **Area 8: Other Town Property (bus stops, utility boxes, storm drains, fire hydrants)**

No public art currently exists on 'other' Town property.

Examples of potential public art that could be installed in these areas in the future include:

- Utility pole artwork (Figure 8.1.0)
- Sustainability storm drain artwork (Figure 8.2.0)
- Utility box wraps (Figure 8.3.0)
- Bus stop/fire hydrant murals (Figures 8.4.0, 8.4.1)





**Figs 8.1.0: Example of utility pole artwork - Vienna, VA**



**Fig 8.2.0: Example of sustainability storm drain artwork - "Only Rain Down the Drain" message appears when wet in Fairfax, VA**



**Fig 8.3.0: Example of utility box wrap - Bellevue, WA**



**Figs 8.4.0, 8.4.1: Examples of bus stop and fire hydrant murals - King County, WA; Bridge City, TX**



## Section 3: Funding, Regulatory, and Non-Mandated Support

Securing funding is the cornerstone of any successful program. Vienna Public Art Foundation is a 501(c)(3) organization and is the financial arm of the Vienna Public Art Commission charged with fundraising for VPAC. Funding for Vienna's PAMP will be sought from many sources, to include the following:

- Federal grants from National Endowment for the Arts (NEA) and National Endowment for the Humanities (NEH)
- State grants from the Virginia Commission for the Arts (VCA)
- Financial support from Town of Vienna government
- Fundraising supported by the Vienna Public Art Foundation (VPAF, the non-profit fundraising arm of VPAC)
- Private endowments and individual philanthropic donors
- Donations from/fundraising partnerships with local businesses and organizations (e.g., Vienna Arts Society, Ayr Hill Garden Club, Vienna Photographic Society)
- Grants from local and regional arts councils and arts advisory boards

Dedicated financial support for public art from local governments is found in municipalities that have acknowledged the economic and social benefits provided by such programs. Nearby localities that have strong government-supported public art programs include: Purcellville (VA), Alexandria (VA), Falls Church (VA), Leesburg (VA), Reston (VA)

These jurisdictions have incorporated public art funding into their annual budgets using initiatives such as the following:

- Matching/pooled funds between town/city, county and state governments
- Taxes (e.g., hotel/motel, construction)
- Set-aside funds from locality Capital Improvement Program projects
- Percentage of sales from locality fundraising events (e.g., annual holiday ornament)

Robust public art programs are also secured through government regulatory collaboration. Thoughtful policies provide a means for requiring the development of, and financial support for, public art. Outside of the establishment of VPAC through the Town Code, the Town of Vienna has not issued any ordinances, policies, regulations and/or resolutions in support of public art. Rather, the Town of Vienna promotes and supports public art by:

1. Providing dedicated funding to the VPAF.
2. Partnering the VPAC with the TOV Parks and Recreation Department, and the TOV Public Works Department on public art Initiatives.

3. Encouraging Commercial developers to promote and support public art projects in their plans.
4. Requiring a process for approval of public art that includes the following steps; a public art project is presented to the Vienna Public Art Commission; VPAC adds the project to their agenda; VPAC either supports or doesn't support the project; if VPAC supports the project the Commission will then present the idea to the council for guidance on the next step; if the council supports the project, the project goes to the BAR for approval; the BAR either approves or does not approve the project; if the BAR approves the project, VPAC provides written notification of approval through council, and BAR, and direction to proceed.
5. Approved temporary public art will have a lifespan of six months.

Opportunities for public art can also be nurtured through collaboration with local artists, citizens, businesses, and organizations in voluntary initiatives, including the following:

- Creating art-enhanced green spaces and paths to provide meaningful and beautiful spaces for rest, recreation, and gathering
- Installing art exhibits in vacant storefronts to improve an area's overall image
- Encouraging local artists and museums to loan works of art for temporary exhibit in public areas

## Section 4: Public Art Action Plan

The primary objectives of the current PAMP, to be lead in execution by the VPAC, are as follows:

### **Goal #1: Gain TOV government support for this PAMP**

- Finalize first edition of TOV PAMP
- Present first edition PAMP to Town Council and secure approval

### **Goal #2: Improve existing, and develop new, Town regulations to encourage public art**

- Identify any existing regulations or restrictions that pose the greatest impediments to public art
- Identify any current Town regulations that serve as a barrier to public art
- Identify the collective benefits that would exist upon removal of barriers to public art
- Identify strategies that will be easiest to implement and would be most impactful
- Review with Town Staff to prioritize policy development/amendment

### **Goal #3: Accelerate rate of installation of public art**

- Review projects that have been attempted and completed to date: Identify successes, challenges and lessons learned
- Research and identify successful public art projects in other towns, of similar size and scope to projects desired in Town of Vienna: Identify what features or processes worked well and how they may be integrated into local projects
- Develop a 3-year calendar featuring a major public art project every 1 or 2 years
- Formalize a Public Art Project Process: Outline steps, practices, and procedures to ensure completion of public art installations

### **Goal #4: Raise the visibility of the Town of Vienna's VPAC as a promoter and facilitator of public art**

- Raise citizen awareness of VPAC and its role in public art projects
- Implement a robust communications outreach plan to promote public art projects
- Develop a list of creatives, including artists, art educators, enthusiasts, and patrons, to facilitate and promote outreach at current public art events and activities
- Seek input from aforementioned creatives and affiliates, businesses and citizens, for the improvement, development and support of public art and local artists
- Create a process to expedite dissemination of information on art events and competitions to the public through reliable contacts with local media, businesses, and arts organizations

- Research similar processes and protocols from neighboring art commissions in other comparable towns and the most effective implementation strategies for Town of Vienna
- Produce an annual visual presentation to the Town Council to increase awareness of what VPAC has accomplished and the benefits of promoting public art

# Credits

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## **VIENNA PUBLIC ART COMMISSION**

Mike Cheselka, Chair  
Midge Biles, Vice Chair  
Kathy Blevins, Town Staff Liaison  
Holly Aglio  
Colby Bruno  
Bill Comerford  
Lu Cousins  
Michelle Kang

## **VIENNA PUBLIC ART FOUNDATION**

Holly Aglio, President  
Caren Ann Appel, Vice President  
Kathy Georgen, Treasurer  
Colby Bruno, Secretary  
Deborah Kennedy

## **VIENNA TOWN COUNCIL**

Mayor Linda J. Colbert  
Chuck Anderson  
Ray Brill  
Nisha Patel  
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Ed Somers  
Howard J. Springsteen