

EXHIBIT NO. 1

WS  
12-8-09

**Materials for  
the  
December 8  
Council Work Session**

# Ad-hoc Public Art Funding Policy Advisory Group

The role of the Advisory Group is to review a proposed Public Art Funding Policy and make recommendations to staff and the Arts Commission. The Advisory Group was created as an ad-hoc group to the Arts Commission's Public Art Committee on September 15, 2009.

## **Members:**

**Matthew Harwood**, Advisory Group Chair  
Chair, Public Art Committee of the Alexandria Commission for the Arts

**Stewart Bartley**  
Developer, Y-12 Investments LLC

**Eddy Cettina**  
Developer, Jaguar Development LC

**Joe Egerton**  
Business Owner, Arts Afire

**Mary Catherine Gibbs**  
Attorney, Hart, Calley, Gibbs & Karp, PC

**Poul Hertel**  
Representative, Federation of Civic Associations

**Tina Leone**  
President, Alexandria Chamber of Commerce

**Pat Miller**  
Chair, Alexandria Commission for the Arts

**Eric Nelson**  
Business Owner, Artfully Chocolate | Kingsbury Confections

**Kai Reynolds**  
Developer and West End Business Representative, JBG Companies

**Chris St. Pierre**  
Business Owner, Authentically Amish Fine Furnishings

## **City Staff:**

Mark Jinks, Deputy City Manager  
Rich Baier, Director, Department of Transportation & Environmental Services  
Roger Blakeley, Deputy Director, Department of Recreation, Parks & Cultural Activities (RPCA)  
Jeff Farner, Deputy Director, Planning & Zoning  
Alisa Carrel, Director, Office of the Arts, RPCA  
Cheryl Anne Colton, Cultural Arts Administrator, Office of the Arts, RPCA  
Maya Contreras, Urban Planner, Planning & Zoning  
Laura Durham, Open Space Coordinator, RPCA

# Public Art Funding Policy Meeting Schedule

as of 12/02/09

09/15 Arts Commission – informational update and approval of Ad-hoc Group

10/27 Ad-hoc Public Art Funding Policy Advisory Group – review and discussion

10/29 Interdepartmental Review (staff) – informational update

11/04 Interagency Planning Review Group (staff) – informational update

11/10 Ad-hoc Public Art Funding Policy Advisory Group – review and discussion

11/10 Public Art Committee – informational update

11/17 Ad-hoc Public Art Funding Policy Advisory Group – review and discussion

11/17 Arts Commission – informational update

11/19 Alexandria Arts Forum – informational update

11/19 Parks & Recreation Commission – informational update

12/01 Planning Commission – informational update

12/02 Interagency Planning Review Group (staff) – draft policy presentation

12/08 City Council Work Session

12/09 Public Art Committee – draft policy presentation

12/10 Northern Virginia Building Industry Association/National Association of Industrial and Office Properties – draft policy presentation

12/15 Arts Commission – draft policy presentation

01/14 Alexandria Arts Forum – draft policy presentation

01/27 Federation of Civic Associations – draft policy presentation

02/02 Planning Commission - draft policy presentation

02/09 City Council Meeting - draft policy presentation

02/13 Public Hearing - draft policy presentation

# Jurisdiction Comparison of Public Art Funding

12/02/09

JURISDICTION	CALCULATIONS - PUBLIC	CALCULATIONS - PRIVATE	IMPLEMENTATION METHOD
Arlington County	.5% of specific budget categories	\$75,000 per project	Ordinance
Charlottesville	1% of construction budget	voluntary/negotiable	Policy
Chicago	1.33% of construction or renovation budget	voluntary/negotiable	Ordinance
District of Columbia	CIP matches private contributions	Typically \$50,000 per project	Policy
Fairfax County	none	none	none
Montgomery County	.5% of total approved CIP	voluntary/negotiable	Policy
Philadelphia	1% of construction budget	1% of construction budget	Ordinance (1959 - oldest in the country)
Prince George's County	1% of construction budget	voluntary/negotiable	Ordinance
Portland	1.33% of construction budget for 100K+ projects	1:1 Floor Area Ratio Bonus	Ordinance
Reston	currently being explored	voluntary/negotiable	N/A
Rockville	1% of construction budget, plus \$1/capita fund	up to 1\$ per gross square foot	Ordinance
Rosslyn	.5% of specific budget categories	\$500,000 - \$750,000 per project	Business Improvement District (BID)
Seattle	1% of construction budget	voluntary/negotiable	Ordinance
Federal (GSA)	.5% - 2% of construction budget	N/A	N/A

# Investing in Public Art

## Definitions:

### What is Public Art?

Public art is an original or limited edition work of art created by an artist or team of artists that is physically accessible to the public and which may possess functional as well as aesthetic qualities. Public art must be located in places where public life occurs, and may include plazas, open space, lobbies, or publicly viewable building façades.

A work of art may be functional and may include benches, bike racks, grates, landscaping or other design elements if designed by an artist as a unique and prominent feature for the project.

An artist is an individual who meets one or more of the following criteria: realizes income through the sale, performance, publication, or commission of works of art; has previously exhibited, presented, performed or published works of art in museums, galleries or other recognized art venues; has formal training or education in a field of art; or has received awards or other forms of recognition from recognized arts organizations for artistic accomplishments.

## Benefits:

### Why is public art important to a community?

Public art has the power to transform the places where we live, work and play into engaging environments that invite interaction. Public art can create a sense of place, celebrate a site's unique history, define a community, serve as an economic catalyst, inspire the public, and add beauty to a space that will be enjoyed for generations to come.

### What are the economic benefits?

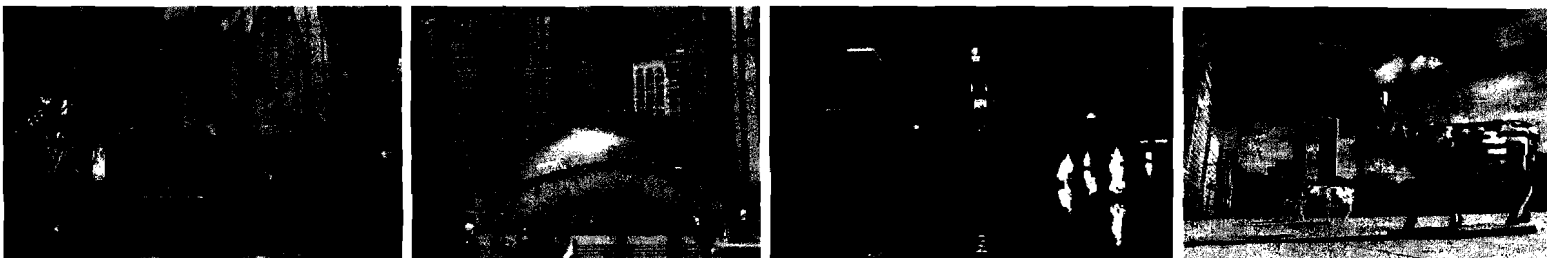
Public art generates revenue. Temporary installations that create an exciting visitor experience, public art events that become an established tradition, or an iconic work of art that identifies a city can have a tremendous impact on the economy.

In 2005, "The Gates" attracted over 4 million visitors to Central Park and generated an estimated \$254 million in economic activity. "Cows on Parade" produced an economic impact estimated at \$200 million, with more than a million visitors flocking to Chicago during the summer of 1999. The "Waterfire" public art project in Providence, Rhode Island, attracts 350,000 people annually and translates into \$4 million in additional spending.

## Contributions:

### Who pays for public art?

Public art is typically funded through Capital Improvement Programs and private development and redevelopment. Calculations range from .5% to 2% of the budget or square footage.



# Investing in Public Art

## **Process:**

### **When will the funding policy be implemented?**

The policy will be phased in over a period of six years beginning with FY11 and preliminary site plans submitted after July 1, 2010.

### **When does the policy apply and are there any exemptions?**

Contributions are applicable to all development subject to a site plan or Development Special Use Permit (DSUP). Exemptions include: places of worship, affordable housing units, private schools and childcare centers, parking structures and developments under 3,000 square feet.

### **Where will the money go?**

City funds will be placed in a Public Art Fund to be used for public art acquisition, maintenance and special projects. Developers may choose to incorporate on-site art, build a cultural arts space for performance or exhibition, or contribute to a Public Art Fund to be used for public art projects and programming within the area.

### **Who chooses the art?**

For City-funded art, most works of art will be chosen by a panel of community representatives and arts professionals. City Council approves the selection. For privately-funded art, developers have the choice of direct purchase or direct, limited or open selection of the artist, with input from staff and the Arts Commission.

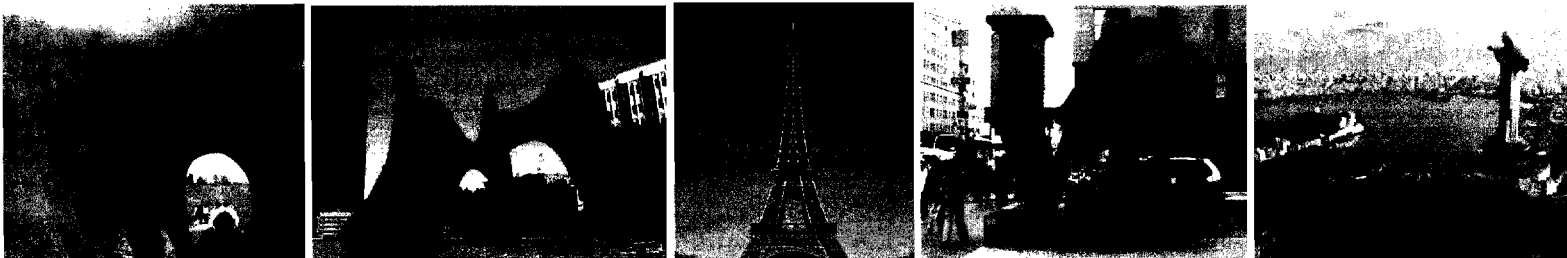
### **How will the community be involved?**

Community involvement in the development of City public art projects is crucial and shall be part of the selection process. In addition, the Office of the Arts and the Arts Commission will work closely with other City agencies, including the Department of Planning & Zoning, Department of Transportation & Environmental Services, and the Office of Historic Alexandria.

When public art is involved with private development projects, a process will be established that will inform citizens about the project and encourage community participation in its implementation. For projects attached to construction, community involvement will be integrated into the project timeline to keep consistent with the planned project schedule.

## **Acknowledgment and Promotion:**

All contributors will be acknowledged on the City's web page, in the press and, when appropriate, on a donor sign. In addition, publicly- and privately-owned public art pieces will be promoted through the City's various marketing vehicles.



# Investing in Public Art

## Definitions:

### What is Public Art?

Public art is an original or limited edition work of art created by an artist or team of artists that is physically accessible to the public and which may possess functional as well as aesthetic qualities. Public art must be located in places where public life occurs, and may include plazas, open space, lobbies, or publicly viewable building façades.

A work of art may be functional and may include benches, bike racks, grates, landscaping or other design elements if designed by an artist as a unique and prominent feature for the project.

An artist is an individual who meets one or more of the following criteria: realizes income through the sale, performance, publication, or commission of works of art; has previously exhibited, presented, performed or published works of art in museums, galleries or other recognized art venues; has formal training or education in a field of art; or has received awards or other forms of recognition from recognized arts organizations for artistic accomplishments.

## Benefits:

### Why is public art important to a community?

Public art has the power to transform the places where we live, work and play into engaging environments that invite interaction. Public art can create a sense of place, celebrate a site's unique history, define a community, serve as an economic catalyst, inspire the public, and add beauty to a space that will be enjoyed for generations to come.

### What are the economic benefits?

Public art generates revenue. Temporary installations that create an exciting visitor experience, public art events that become an established tradition, or an iconic work of art that identifies a city can have a tremendous impact on the economy.

In 2005, "The Gates" attracted over 4 million visitors to Central Park and generated an estimated \$254 million in economic activity. "Cows on Parade" produced an economic impact estimated at \$200 million, with more than a million visitors flocking to Chicago during the summer of 1999. The "Waterfire" public art project in Providence, Rhode Island, attracts 350,000 people annually and translates into \$4 million in additional spending.

## Contributions:

### Who pays for public art?

Public art is typically funded through Capital Improvement Programs and private development and redevelopment. Calculations range from .5% to 2% of the budget or square footage.



# Investing in Public Art

## Process:

### When will the funding policy be implemented?

The policy will be phased in over a period of six years beginning with FY11 and preliminary site plans submitted after July 1, 2010.

### When does the policy apply and are there any exemptions?

Contributions are applicable to all development subject to a site plan or Development Special Use Permit (DSUP). Exemptions include: places of worship, affordable housing units, private schools and childcare centers, parking structures and developments under 3,000 square feet.

### Where will the money go?

City funds will be placed in a Public Art Fund to be used for public art acquisition, maintenance and special projects. Developers may choose to incorporate on-site art, build a cultural arts space for performance or exhibition, or contribute to a Public Art Fund to be used for public art projects and programming within the area.

### Who chooses the art?

For City-funded art, most works of art will be chosen by a panel of community representatives and arts professionals. City Council approves the selection. For privately-funded art, developers have the choice of direct purchase or direct, limited or open selection of the artist, with input from staff and the Arts Commission.

### How will the community be involved?

Community involvement in the development of City public art projects is crucial and shall be part of the selection process. In addition, the Office of the Arts and the Arts Commission will work closely with other City agencies, including the Department of Planning & Zoning, Department of Transportation & Environmental Services, and the Office of Historic Alexandria.

When public art is involved with private development projects, a process will be established that will inform citizens about the project and encourage community participation in its implementation. For projects attached to construction, community involvement will be integrated into the project timeline to keep consistent with the planned project schedule.

## Acknowledgment and Promotion:

All contributors will be acknowledged on the City's web page, in the press and, when appropriate, on a donor sign. In addition, publicly- and privately-owned public art pieces will be promoted through the City's various marketing vehicles.





# Ad-hoc Public Art Funding Policy Advisory Group

The role of the Advisory Group is to review a proposed Public Art Funding Policy and make recommendations to staff and the Arts Commission. The Advisory Group was created as an ad-hoc group to the Arts Commission's Public Art Committee on September 15, 2009.

## **Members:**

**Matthew Harwood**, Advisory Group Chair  
Chair, Public Art Committee of the Alexandria Commission for the Arts

**Stewart Bartley**  
Developer, Y-12 Investments LLC

**Eddy Cettina**  
Developer, Jaguar Development LC

**Joe Egerton**  
Business Owner, Arts Afire

**Mary Catherine Gibbs**  
Attorney, Hart, Calley, Gibbs & Karp, PC

**Poul Hertel**  
Representative, Federation of Civic Associations

**Tina Leone**  
President, Alexandria Chamber of Commerce

**Pat Miller**  
Chair, Alexandria Commission for the Arts

**Eric Nelson**  
Business Owner, Artfully Chocolate | Kingsbury Confections

**Kai Reynolds**  
Developer and West End Business Representative, JBG Companies

**Chris St. Pierre**  
Business Owner, Authentically Amish Fine Furnishings

## **City Staff:**

**Mark Jinks**, Deputy City Manager  
**Rich Baier**, Director, Department of Transportation & Environmental Services  
**Roger Blakeley**, Deputy Director, Department of Recreation, Parks & Cultural Activities (RPCA)  
**Jeff Farner**, Deputy Director, Planning & Zoning  
**Alisa Carrel**, Director, Office of the Arts, RPCA  
**Cheryl Anne Colton**, Cultural Arts Administrator, Office of the Arts, RPCA  
**Maya Contreras**, Urban Planner, Planning & Zoning  
**Laura Durham**, Open Space Coordinator, RPCA

# Public Art Funding Policy Meeting Schedule

as of 12/02/09

- 09/15 Arts Commission – informational update and approval of Ad-hoc Group
- 10/27 Ad-hoc Public Art Funding Policy Advisory Group – review and discussion
- 10/29 Interdepartmental Review (staff) – informational update
- 11/04 Interagency Planning Review Group (staff) – informational update
- 11/10 Ad-hoc Public Art Funding Policy Advisory Group – review and discussion
- 11/10 Public Art Committee – informational update
- 11/17 Ad-hoc Public Art Funding Policy Advisory Group – review and discussion
- 11/17 Arts Commission – informational update
- 11/19 Alexandria Arts Forum – informational update
- 11/19 Parks & Recreation Commission – informational update
- 12/01 Planning Commission – informational update
- 12/02 Interagency Planning Review Group (staff) – draft policy presentation
- 12/08 City Council Work Session
- 12/09 Public Art Committee – draft policy presentation
- 12/10 Northern Virginia Building Industry Association/National Association of Industrial and Office Properties – draft policy presentation
- 12/15 Arts Commission – draft policy presentation
- 01/14 Alexandria Arts Forum – draft policy presentation
- 01/27 Federation of Civic Associations – draft policy presentation
- 02/02 Planning Commission - draft policy presentation
- 02/09 City Council Meeting - draft policy presentation
- 02/13 Public Hearing - draft policy presentation

# Jurisdiction Comparison of Public Art Funding

12/02/09

JURISDICTION	CALCULATIONS - PUBLIC	CALCULATIONS - PRIVATE	IMPLEMENTATION METHOD
Arlington County	.5% of specific budget categories	\$75,000 per project	Ordinance
Charlottesville	1% of construction budget	voluntary/negotiable	Policy
Chicago	1.33% of construction or renovation budget	voluntary/negotiable	Ordinance
District of Columbia	CIP matches private contributions	Typically \$50,000 per project	Policy
Fairfax County	none	none	none
Montgomery County	.5% of total approved CIP	voluntary/negotiable	Policy
Philadelphia	1% of construction budget	1% of construction budget	Ordinance (1959 - oldest in the country)
Prince George's County	1% of construction budget	voluntary/negotiable	Ordinance
Portland	1.33% of construction budget for 100K+ projects	1:1 Floor Area Ratio Bonus	Ordinance
Reston	currently being explored	voluntary/negotiable	N/A
Rockville	1% of construction budget, plus \$1/capita fund	up to 1\$ per gross square foot	Ordinance
Rosslyn	.5% of specific budget categories	\$500,000 - \$750,000 per project	Business Improvement District (BID)
Seattle	1% of construction budget	voluntary/negotiable	Ordinance
Federal (GSA)	.5% - 2% of construction budget	N/A	N/A