



VISION FOR PUBLIC ART

2019

FINAL DRAFT

February 4, 2019

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With Resolution 2019_03_26_R052

Commission on Public Art
Leesburg, Virginia

FORWARD

The Vision for Public Art (“Vision”) was developed to provide the information and strategies necessary to integrate public art into the Town’s planning and development objectives. The process has resulted in recommendations that reflect the sense of place that Leesburg can create.

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.

The Vision, 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 to preserve and protect Leesburg’s existing public art collection and to encourage and assist in developing new projects.

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

TABLE OF CONTENTS

INTRODUCTION	4
SECTION ONE: Public Art and Benefits to the Community	5
SECTION TWO: Public Art Project Areas.....	6
SECTION THREE: Accomplishments and Goals	18
SECTION FOUR: Funding.....	20
SECTION FIVE: Public Art Action Plan	21
CREDITS.....	22

INTRODUCTION

The Commission on Public Art

The Leesburg Commission on Public Art (COPA) was formed in 2008 with seven members appointed by Town Council members for four-year terms. The Commission acts in an advisory capacity to the Town Council on actions relating to the integration of Public Art into the community. The Commission also works as a liaison and in partnership with Friends of Leesburg Public Art (FOLPA), a non-profit group formed to fundraise and promote Public Art in Leesburg, and other local, regional, state, and national organizations as appropriate to foster support for Public Art.

The Commission on Public Art has the following powers and duties:

- Overseeing the implementation of the Vision for Leesburg Public Art Master Plan (PAMP)
- Proposing and revising policy concerning public art
- Acting as an advocate for public art
- Developing and reviewing plans for the inventory and maintenance of existing and new public art
- Reviewing local grant applications supported by the Town of Leesburg
- Fostering the expansion of public art throughout the town
- Stimulating the appreciation of public art
- Developing a public collection of art-work which has strong aesthetic quality and a wide range of artistic styles and disciplines
- Encouraging collaboration among artists, architects, engineers, town businesses, and property owners for the public display of art

SECTION ONE: Public Art and Benefits to the Community

What is Public Art?

Public Art refers to works of art in any medium that have been created or purchased with the specific intent of being placed or performed in public locations. Over the last 20 years, the concept of public art has evolved to include public performance art, ephemeral installations and publicly supported performing arts organizations.

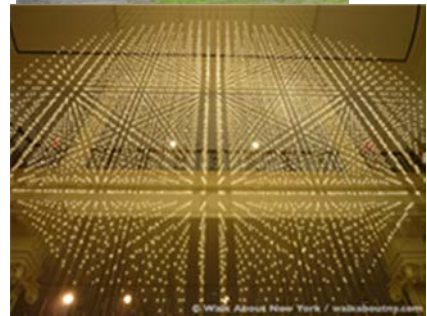
Why is Public Art important?

What if there was no Statue of Liberty, no Eiffel Tower, no Vietnam Veterans Memorial, no murals, statues, or monuments? What would it be like without these landmarks enhancing our experience of a place? They produce a sense of community identity. They reach audiences outside museums and galleries, and they add to the beauty of everyday life. Today communities are embracing art events and temporary installations as public art and providing spaces for performing artists.

"The purpose of public art is not only to enrich the community and improve our quality of life through its ability to enrich an environment but also to ignite the imagination, encourage thought and to promote discourse. Public art benefits the community through place-making, bringing people together, and used as a tool in economic development."
Fred Monroe

Public Art Can:

- Create exciting, appealing, and harmonious public spaces and buildings by integrating art into architecture, urban design and the planning of infrastructure at the earliest design stage;
- Celebrate our community's heritage, ethnic diversity, commonality, and civic pride by providing the infrastructure and opportunity for artist growth and expression;
- Build a public art collection that contributes to the pride and enjoyment of citizens, visitors and workers and creates a positive emotional connection to the community as a special place;
- Enhance Town of Leesburg's image locally, regionally and nationally by ensuring the creation of the highest quality Public Art;
- Stimulate economic development;
- Foster the public's understanding and enjoyment of public art.
- Stimulate collaboration between artists and the citizens of Leesburg; and
- Encourage federal, state and private support for Town of Leesburg's Public Art program.



SECTION TWO: Public Art Project Areas

The master plan defines six different areas which 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 boundaries for each are loosely defined and may change over time.

Public Art project areas:

- Area 1: Arts and Cultural District including Downtown Historic Area (H1)
- Area 2: Parks, Trails, Waterfront Areas, and other Recreational Sites
- Area 3: Gateways & Entry Points
- Area 4: Town Hall and surroundings (Alley, Parking Garage, Town Green, Mervin Jackson Park, Rose Garden, Museum Area)
- Area 5: Other Town Property (police station, fire stations, bus stops)
- Area 6: Surrounding Suburban Areas and Schools

Area 1: Arts and Cultural District

The Arts and Cultural District includes the Downtown Historic District which is the concentrated area of retail, restaurant, public, and residential buildings, all within comfortable walking distance to one another. The district was formed to offer tax incentives to artists and art-based businesses located in the district. Two conveniently located parking garages enable people to “park and walk”. During typical weekend days and nights, both townspeople and visitors take advantage of Leesburg’s dining, shopping and other amenities. Pedestrian traffic significantly increases during special events such as First Friday, Acoustics on the Green, Flower and Garden Festival, Taste of Leesburg and the Fine Arts Festival. The Downtown Area is presented below on **Figure 1.1** with an example of banners to define the area.

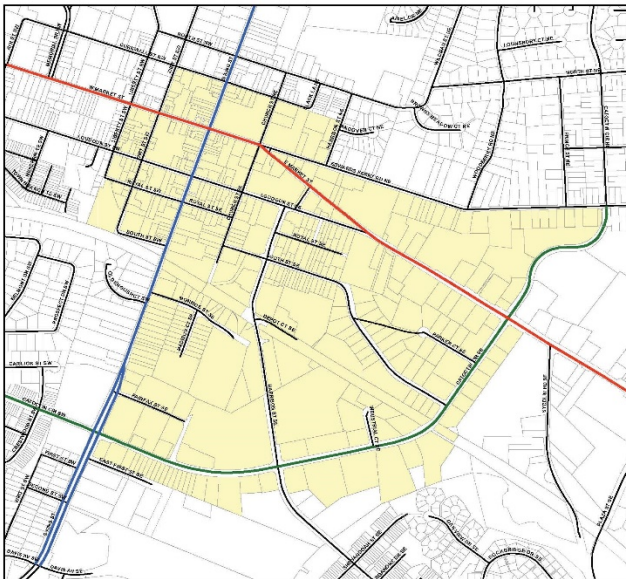


Figure 1.0 – Area 1 – Arts and Cultural District



Figure 1.1 – Example of Arts & Cultural District Banners

Examples of potential public art or private art for public view include:

- Small-scale works integrated with building facades. (Figure 1.2)
- Mosaics within sidewalks. (Figure 1.3.)
- Integration of art and mosaics into planters and tree borders. (Figure 1.4)
- Freestanding or integrated sculptures such as the Town's ArtsPARKS program (Figure 1.5)
- Artistically enhanced benches and utility items – (Figures 1.6 and 1.7)
- Defining the area with signage such as Arts and Cultural District banners and lamp post banners created by local artists and other signs identifying the cultural district (Figure 1.0)



Figure 1.2 - Building Facades (Liberty Street Mural)



Figure 1.3 - Mosaics in Sidewalks



Figure 1.4 – Mosaics in Planters

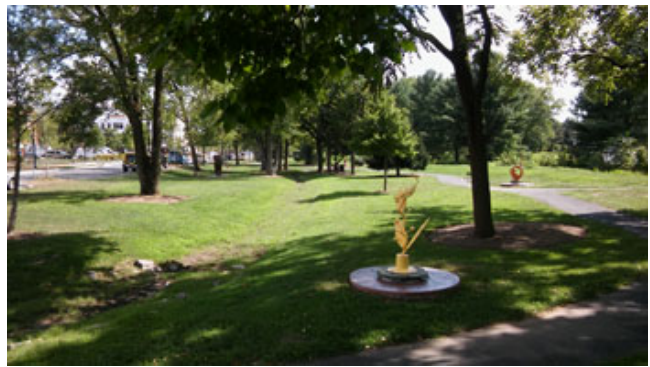


Figure 1.5 – Freestanding Sculptures (ArtsPARKs, Leesburg)



Figure 1.6 – Art on Fire Hydrants



Figure 1.7– Art on Benches

Area 2: Parks, Trails, Waterfront Areas, and other Recreational Sites

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 17 parks in Leesburg: The locations of these parks are illustrated on **Figure 2.1**. (Please note that Rust Nature Sanctuary is owned by NOVA Parks)

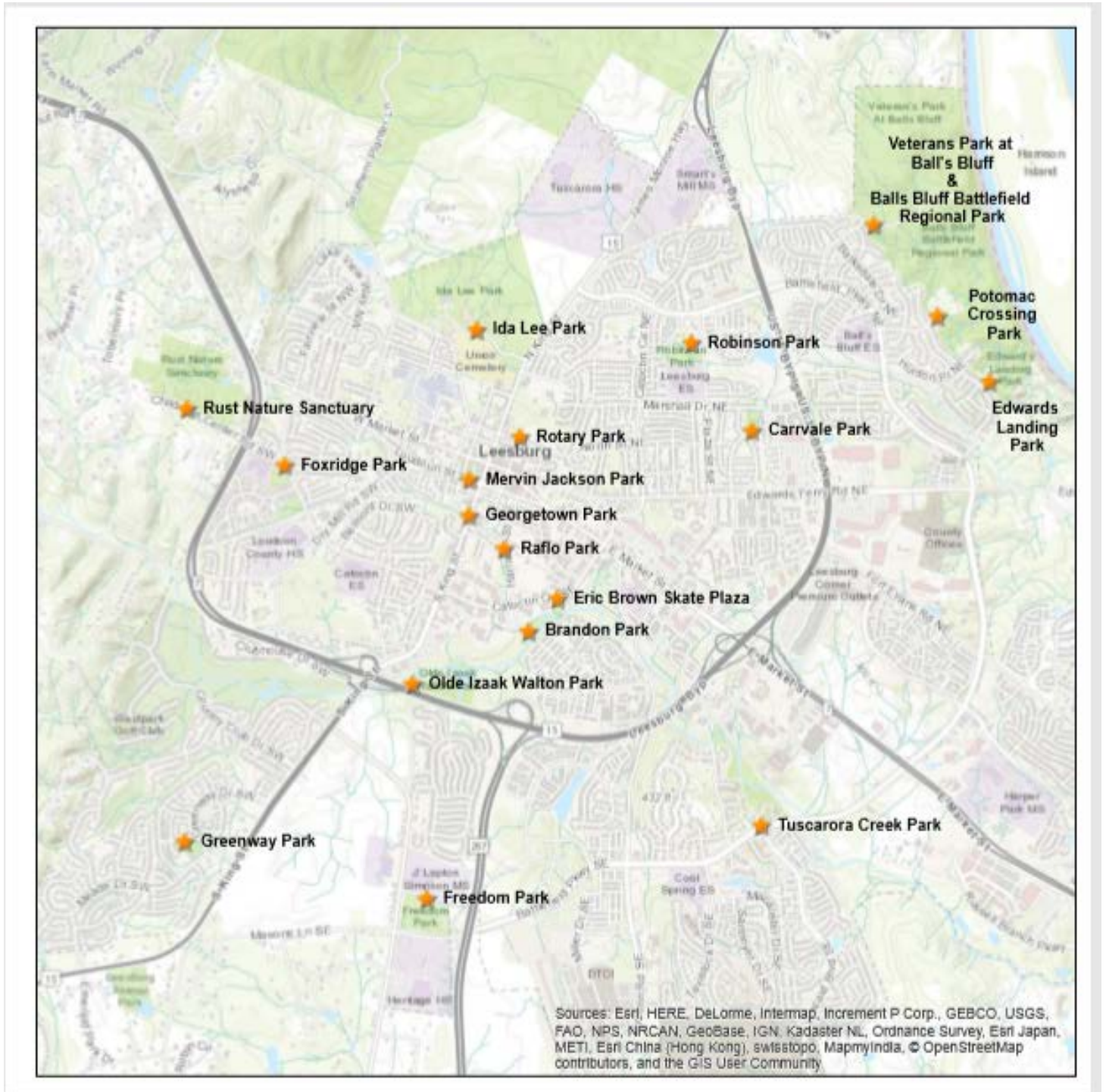


Figure.2.1 - Area 2- Parks, Trails, Waterfront, Areas and Other Recreational Sites2

Parks shown on previous map are located at the addresses shown below:

- | | |
|--|--|
| 1. Brandon Park | 878 Harrison Street SE |
| 2. Carrvale Park | 919 Marshall Drive NE |
| 3. Eric Brown Skate Plaza at Catoctin Park | 141 Catoctin Circle SE |
| 4. Edwards Landing Park | 901 Powhatan Court NE |
| 5. Foxridge Park | 525 Catoctin Circle SW |
| 6. Freedom Park | 101 Colonel Grenata Circle SE (off Tolbert Lane) |
| 7. Georgetown Park | 221 South King Street |
| 8. Greenway Park | 103 Shade Tree Way SW |
| 9. Ida Lee Park | 60 Ida Lee Drive NW |
| 10. Mervin Jackson Park | 14 W. Loudoun Street (Adjacent to the Town Parking Garage) |
| 11. Olde Izaak Walton Park | 850 Davis Court SE |
| 12. Potomac Crossing Park | 508 Shanks Evans Road NE |
| 13. Raflo Park | 345 Harrison Street SE |
| 14. Robinson Park | 345 Plaza Street NE |
| 15. Rotary Park | 22 North Street NE |
| 16. Tuscarora Creek Park | 425 Solitude Court SE |
| 17. Veterans Park at Ball's Bluff | 42314 Balls Bluff Road |



Potential Art in Public Parks



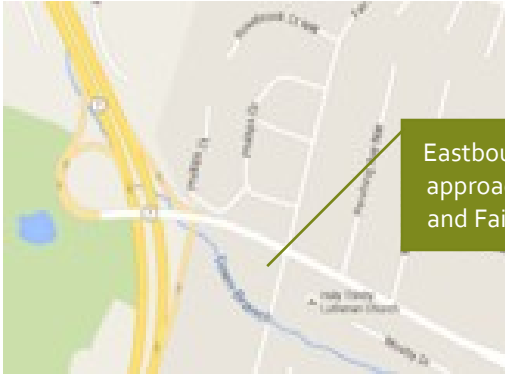
Other examples of potential public art in these areas include:

- Enhancements of sidewalks by including colored inlays and tiles as artistic designs or as signage indicating information or directions.
- Addition of artistic signage on buildings and/or shelters.
- Installation of interactive, functional, or playful art.
- Sculptural art work, free-standing or on sides of walls/structures.
- Murals on the sides of structures such as public restrooms.

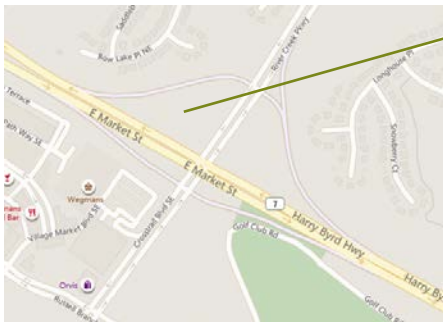


Area 3: Gateways & Entry Points

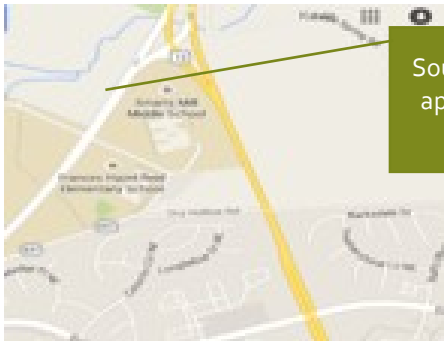
Entry points into and around the Town can create a positive first impression and provide the public with highly visible signage combined with aesthetically pleasing works of art. Because motorists and passengers are in motion when traveling through the intersections, entrances and exits, special considerations need to be factored into the scale and visibility of the art. The locations of four main entry points are:



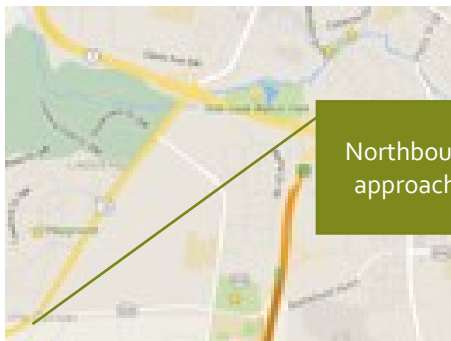
Eastbound Route 7 (western approach, between by-pass and Fairview St. (proposed)



Westbound Route 7 (eastern approach, at Rivercreek Parkway



Southbound Route 15 (northern approach, between Rt. 15 split and Battlefield Pkwy.



Northbound Route 15 (southern approach at Virts Corner Road

Art installations at gateways into Town may include:



Sign



Sculpture



Water feature



Monument

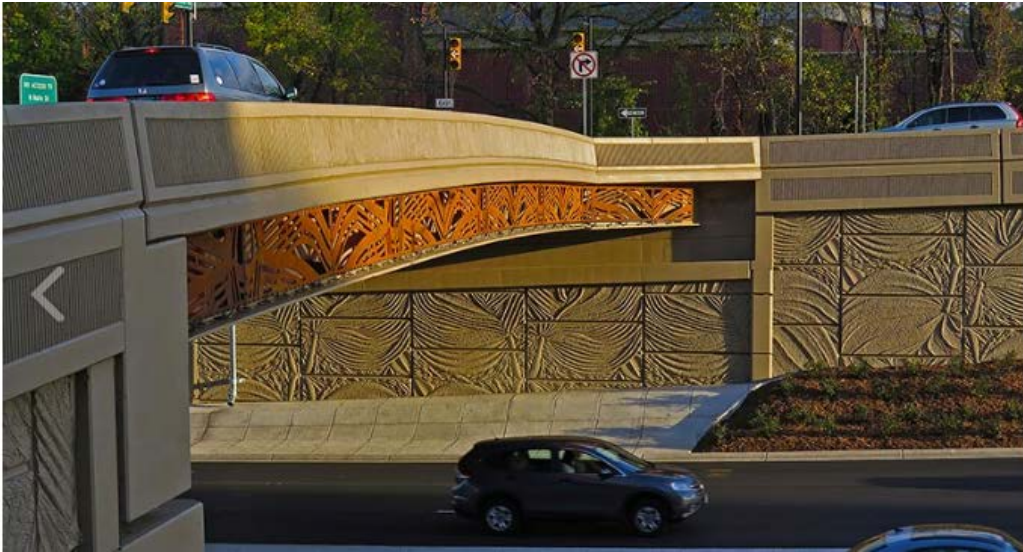
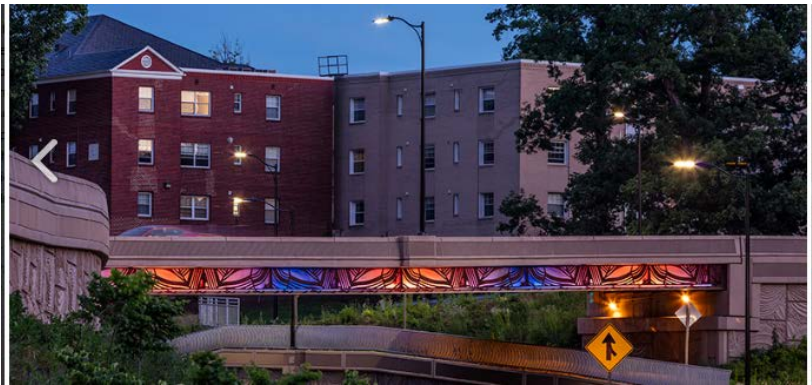


Landscaping



Mural

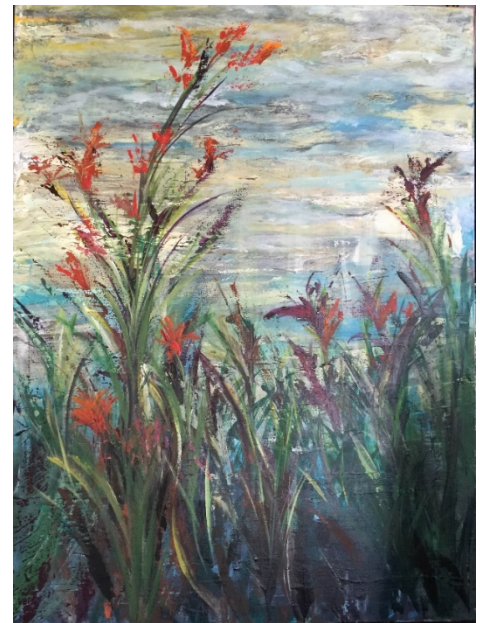
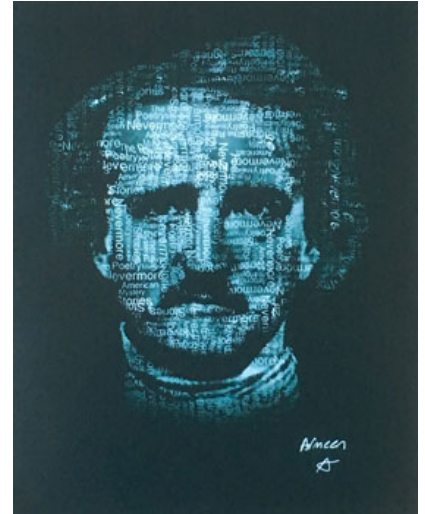
Overpasses



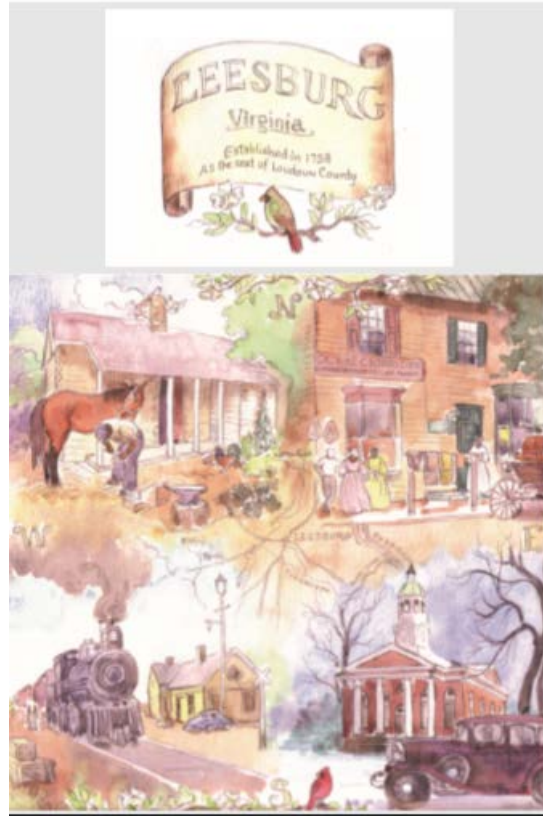
Area 4: Town Hall Campus

The Leesburg Town Hall art exhibitions are already a fully functional component of the Master Plan. The selection and rotation procedures have been established.

- ❑ First floor space: For professional artists exhibiting on a 3-month rotation. The artist submits art for approval by COPA 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.
- ❑ Second floor space: For art students of Loudoun County Public Schools (LCPS) on a 3-times-per-year rotation.



The first mural was designed by Artist Kevin Dunn and installed with the help of area school children bringing life to a blank wall.



A new mural installed outside the town garage in 2018 was envisioned by Artist Gayle Waldron and painted by Artist Penny Hauffe

Area 5: Other Town Properties

Other town properties that may be good locations for Public Art include:

Two Water Tanks – Fort Evans Road (mural)



- Police Station – 65 Plaza St., NE (school children artwork display on walls inside)
- Town Shop (Maintenance Building) – 1393 Russell Branch Parkway (mural on end of building)
- Other sites to be determined



Environmental Art on Walls



Artwork on utility boxes

Area 6: Surrounding Subdivisions and Schools

Other areas of the Town that offer opportunities for Public Art include public schools and suburban neighborhoods.

Working with COPA, these neighborhoods could sponsor school art competitions such as "Paint the Plow" in which students decorate a snow plow blade for display in the Town's holiday parades. Other resident contests could include decorating dumpsters and garbage cans, water features and garden sculptures.



Paint your personal garbage can project or recycling bins



Paint the Plow - J. Lupton Simpson Middle School



Paint the Plow - Monroe Technology Center

SECTION THREE: Accomplishments and Goals

Since its creation, COPA has been working to incorporate art into the public eye and has sponsored the following projects:

- Installation of the Bike Mural inside the Town Parking Garage
- Installation of the ArtsPARKs sculpture garden in Raflo Park
- First Floor Leesburg Town Exhibit Hall
- Second Floor Loudoun County Schools exhibit hall
- Fine Arts Festival
- Leesburg Airport permanent photography exhibit
- Arts in the Alley Street Fair
- Annual 5 x 7 Art Auction
- LOVEwork Sculpture at Harrison Street and W&OD
- Liberty Street Parking Lot Mural
- King Street Bridge Mural
- Leesburg Parking Garage Historic Mural in Alley
- Caulkins Memorial Bench
- Eric Brown Skate Plaza Sculpture

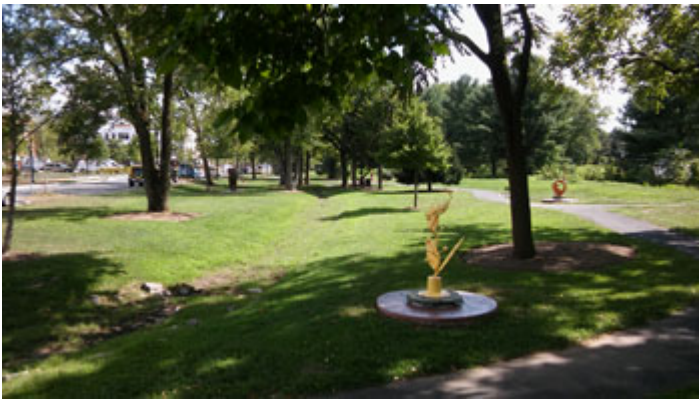
Liberty Street - Artists: Sagetopia



S. King Street Bridge Mural - Artist: Kaeley Boyle



Temporary Art - Artist: Penny Hauffe



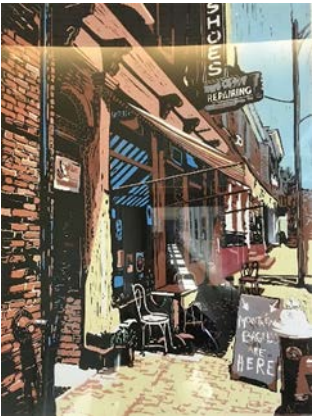
ArtsPARKs - 1st Installation Artists: Peter Wood, Brian Kirk and Mike Clay



LOVEworks Sculpture - Artists: Mike Clay

The Permanent Collection

The Town has many pieces of artwork in its collection, including oils, photographs, and murals produced by local and regional artists before the establishment of an arts commission.



Art in Town Hall



Portion of Murals
by William Woodward
at the Thomas Balch Library



SECTION FOUR: Funding

Securing funding is the cornerstone of any public art program. Realizing the economic and social benefits, jurisdictions around the country and municipalities typically contribute the funding for public art. Purcellville is a primary example of government support for public art.

Public/Private Sector Collaborations

Opportunities for public art can be nurtured as part of existing continuing local programs. The Town, or a business, could partner with local organizations such as Friends of Leesburg Public Arts (the non-profit fundraising arm of the Commission on Public Art) to involve artists in:

- Creating art enhanced destinations in green spaces and along paths, anchoring spaces for rest, recreation and play areas, and gathering places
- 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 placement in public areas
- Hosting exhibits in publicly accessible places, including municipal, county, state, and federal buildings

Soliciting Participation by Developers

In cities around the country, private developers are realizing that commissioning works of art for their projects benefits more than their bottom line. They can:

- Improve employee and tenant working environments
- Create a unique look or landmark feature for the project
- Demonstrate a larger civic commitment
- Translate into higher rents and a more desirable office location

For Town agencies, expenditures on public art projects can:

- Highlight and publicize agency initiatives, missions and objectives
- Communicate information to the public (public service messages such as the importance of recycling are natural subjects for public art works).
- Contribute to the community's acceptance of a plant or facility in which art will be located.

Funding for public art can also come from:

- Grants from National Endowment for the Arts (NEA) and National Endowment for the Humanities (NEH), the Virginia Commission on the Arts (VCA)
- Local and regional arts councils and arts advisory boards
- Private endowments and commissions
- Local organizations and businesses
- Funds pooled between town, city, county and state governments
- A percentage of hotel/motel taxes
- A percentage for the arts as a part of the Town's Capital Improvement Program projects



SECTION FIVE: Public Art Action Plan

Goal: Encourage and promote public art projects

- Review Town ordinance, policies and regulations and improve to encourage more public art
- Identify opportunities to promote public art projects
- Consider which regulations pose the greatest impediments to public art
- Identify the benefits that would exist if these impediments were removed
- Identify those amendments that will be easiest to implement
- Review with Town Staff to prioritize development policies and practices that require change

Goal: Establish a Record Keeping Process

Review projects that have been attempted and completed to date

- Identify what worked well
- Identify problems and outcomes

Identify and research projects of similar size and scope successfully completed in other towns

- Identify what features or processes have worked well and how they may be integrated into local projects
- Include a 3-year calendar featuring a major Public Art project every 1 or 2 years
- Address regulatory impediments
- Identify best practices
- Outline steps needed to successfully complete a project, including working with Town Staff, local businesses, local community organizations and schools

Goal: Raise the visibility of COPA as a promotor and facilitator of public art projects

- Raise citizen awareness of COPA and its role in public art projects
- Facilitate artist outreach and community involvement
- Develop a list of artists and art organizations and communicate to cross-pollinate and promote art
- Set up meetings with artists and organizations to seek input in public art events and activities
- Identify how to best utilize the commission's access to public spaces and how to support local artists
- Research what art commissions in other similar size towns have done to encourage or improve artist and community involvement and how to implement these programs in Leesburg
- Implement a plan for promoting projects and communicating with the public
- Produce an annual visual presentation to the Town Council to increase their awareness of what COPA has accomplished and the benefits of promoting public art
- Explore how other forms of artistic expression such as dance and performance art or music and theater can be integrated into public spaces and events

Goal: Create an avenue for citizens and artists to introduce public art ideas to the Town

- Create a new Town/COPA web site that includes and promotes the guide
- Utilize other Social Media outlets
- Create a process to quickly broadcast information on art events and competitions through reliable contacts with local media, business groups and other arts groups

CREDITS

Recognition and thanks need to be given to the following individuals who offered insight and support during the development of the Vision for Public Art:

COMMISSION ON PUBLIC ART (COPA)

Donna Torraca, Chair
Thomas J. O'Neil, Past Chair
Minu Beijan
KD Kidder
Linda Kreingold
Jeremiah Lorrig
Jenny Klug
Jeanette Ward
Mollie Christ (Former Member)
Kevin Dunn (Former Member)
Rusty Foster (Former Member)

LEESBURG TOWN COUNCIL

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Suzanne Fox, Council Member
Ron Campbell, Council Member
Thomas S. Dunn, II, Council Member
Neil Steinberg, Council Member
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