

## 2024 Call for Walls

### Summary:

In July 2021, the Leesburg Town Council approved the creation of a pilot program to allow murals to voluntarily be created on certain private commercial properties, subject to certain terms and conditions. An ad-hoc committee, made up of business owners, relevant commission members, and Town staff, was formed to assess the program and make a final report with recommendations to the council regarding the impacts, costs, and benefits of the pilot program on the community. In January 2022, a presentation was made to council and the program was approved and officially launched on March 8, 2022. The Town of Leesburg celebrated the completion of the Town's first private property mural, located on the side of Maverick Bicycles, 32c Catoctin Circle SE, in the Virginia Village Shopping Center, on Saturday, December 3, 2022. Following this dedication, the project was officially handed over to the Commission on Public Art, who will continue to oversee the program in 2024.

### Project Description:

The purpose of this solicitation is to allow private property owners to enter into an agreement with the Town, which commits their designated building façade for a potential mural, an artistic form of expression. *Murals are not meant to serve as an advertisement, which is one of the primary ways in which they will be distinguished from signs and advertising.*

Eligible properties must be commercial properties located outside of the H-1 Overlay District. Participation in the pilot program shall be on a voluntary basis and will be subject to a written agreement to be developed by staff, consistent with the terms of Resolution 2021-101, and the [guidelines](#) developed by staff and the committee.

Please note, the cost of this project will not be determined until an artist has been identified and the scope of the work has been shared. The property owner is expected to have funding available or seek other revenues. While the Commission on Public Art and the Town of Leesburg are committed to assisting in any way possible, assistance is not guaranteed.

### Wall Eligibility

Murals must be painted on the secondary facade of the building, not on its primary façade or above its roof line. Murals should not be painted over historically significant surfaces. The installation of a mural should complement and enhance the building and be incorporated architecturally into the façade. The location of a mural on the building should not cover or detract from significant or character-defining architectural features.

### Application Requirements

1. Measurements and location details of proposed wall.
2. A brief written description of the proposed location, which will provide location details, how it would accommodate a mural and the benefits. Images of the wall should be included.
3. Must have property owner consent.

**Selection Process**

The Commission on Public Art will review each wall submission and make a final selection at its February 5 meeting. Following its selection, COPA will inform the applicant and will work closely with the property owner during the mural selection process.

COPA will issue a “Call to Artists” in February, which will identify a theme, if applicable, including specific criteria. The property owner will be a part of the wall selection process, which will be based off a scoring system as defined in the project guidelines. The property owner has veto power regarding the final mural design (even though they are a member of the selection committee).

Once an artist and mural design has been identified, the Commission on Public Art will send their final recommendation to the Leesburg Town Council. Once approved, installation of the mural will begin.

The Town of Leesburg will be responsible for any and all maintenance or repairs to the mural after it is installed. This includes the repair of material failure and promptly removing vandalism in accordance with the Town Code.

**Artwork Theme**

A theme is not required but can be discussed prior to issuing the “Call to Artists”. COPA will work with the property owner on defining the proposed artwork, following the selection of a wall.

**Timeline**

Call for Walls	January 2024
Call for Artists	February 2024
COPA Selection	March 2024
Town Council Approval	March/April 2024
Installation	Summer 2024

\* All timeframes are subject to change.

**Submission Address**

Wall submissions can be made via email to Leah Kosin at [lkosin@leesburgva.gov](mailto:lkosin@leesburgva.gov) (10MB limit), or delivered in hard copy form, to:

Town of Leesburg  
Commission on Public Art  
25 W Market St,  
Leesburg, VA 20176

ATTN: Leah Kosin, COPA Liaison