

# 2024 Private Property Art Mural Call to Artists

## Summary:

In July 2021, the Leesburg Town Council approved the creation of a pilot program to allow murals to be created on selected commercial properties, subject to a specified selection process described below and certain terms and conditions. An ad-hoc committee of business owners and relevant Town commission members and staff was formed to assess the program and make a final report with recommendations to the Town Council regarding the impacts, costs, and benefits of the pilot program on the community. In January 2022, a presentation was made to Town Council, and the program was [approved](#) and officially launched on March 8, 2022.

## Project Description:

The Town of Leesburg is initiating a contest for designs for a mural to be located on a commercial wall, located at Leesburg Premium Outlets in Leesburg. The wall measures approximately 15.5 feet long and 10.5 feet high. See image.

## Artwork Theme

No set theme however, priority will be given to artwork that offers a historical concept while connecting it to the local lifestyle of Leesburg. A selfie mural would also compliment the outlets as guests often take photos of themselves during their shopping experience.

## Selection Process

The Commission on Public Art (COPA) and the property owner will review each submission. Artwork will be selected on the basis of qualifications or quality as demonstrated by past work, appropriateness of the proposal to the particular project, and probability of successful completion. Selection will also be based on a scoring system defined in the [project guidelines](#).

A final recommendation will be presented to the Leesburg Town Council who must approve the final wall location and design. Installation of the proposed mural by the selected artist will take place once the artist has entered into a legal contract with the Town of Leesburg.

## Criteria for selection of the proposed mural:

- Quality/originality: demonstrated capabilities of the artist and merit of the proposed mural design;
- Suitability: appropriate in scale, material, form, and content for community and physical environment;
- Durability: demonstrates structural and surface integrity, reasonable maintenance cost and requirements;
- Safety/Public Liability: The proposed mural design should not present issues in these areas. The proposed mural design should be reviewed by appropriate departments or offices to ensure that it does not present safety hazards.
- A funding source has been identified.
- Other evaluation criteria not outlined in this “Call to Artists” may be considered as necessary.

## Submission Address

Application for this contest can be made via email to [lkosin@leesburgva.gov](mailto:lkosin@leesburgva.gov) or delivered in-person to:

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

ATTN: Leah Kosin, COPA Liaison

**Artist Eligibility**

This contest is open to all individual artists and artist teams within the Washington D.C. Metro region.

**Application Requirements**

1. A clear and comprehensive statement or other demonstration of the design concept.
2. Résumé with contact information, website, or Facebook / Instagram or other social media page (if available), and a list of relevant previous experience.
3. Artist statement – A brief written description of the proposed artwork is intended to give the viewer a full understanding of the mural concept. It should describe the proposed design(s), highlight the link with the physical context, and list the supplies to be used.

**Proposed Timeline (subject to change)**

- |             |   |
|-------------|---|
| February 13 | Call open and posted online                               |
| March 1     | Submissions due   |
| March 4     | COPA and property owner review submissions                |
| March 12    | Town Council meeting to approve mural location and design |

Installation of mural will need to be coordinated with the Town and property owner. The anticipated start date is in April. Work should be completed within 4 to 6 weeks dependent on Town Council approval of the mural design, artist’s schedule, coordination with the owner of the property, and weather.