



# WILLIAMSBURG PUBLIC ART COUNCIL

## General Guidelines & Criteria of Art Submissions

1. In keeping with the purpose of the City's public arts program, submitted, donated or solicited art should celebrate the beauty, history, character and aspirations of the City of Williamsburg, and be appropriate and appealing to a wide, diverse audience, including children. While art may challenge preconceived ideas, or traditional notions of beauty and aesthetics, the City will not sponsor art that incites illegal activities or promotes prurient interests (e.g. illegal drug use, threats of violence, obscenity).
2. While art by its nature conveys and evokes concepts and ideas to the public, the purpose of this public art program is promoting public art to enrich the entire community and is not intended as an avenue to permit additional commercial signage. The City's zoning ordinance provides for a certain allowance of commercial signage per property, and public art installations are not to be used for the purpose of adding to that allowance or altering the requirements thereof. Public art may reflect concepts that represent the area, including commercial uses, where it resides.
3. Public art must be accessible to the public. Public/private partnership grants will not be approved when the art is placed in a manner in which it is not available to the general public, and so care must be taken to place or locate art where the public can both easily see the art either from the site property or the City right-of-way, and, when appropriate, to allow interaction with it. Art may be inaccessible during nighttime hours when necessary.
4. Public art may not be designed or sited in such a way that it creates a hazard to the safety and well-being of the public, blocks ingress or egress pathways, or windows or doors. Public art may not be, nor create, a public or private nuisance as defined by the Williamsburg City Code and the Code of Virginia as amended from time to time (e.g. an artistic display of inoperable vehicles.)
5. When appropriate, consideration should always be given to landscaping and surrounding areas and approaches as part of the artistic design.
6. While materials may vary, permanent artistic installations should be thoughtful, considered, and of the highest quality. Materials which may be damaged by normal weather conditions are not acceptable as permanent installations.
7. The City reserves the right to use images of City sponsored art on its website, social media, and in its marketing materials and other City communications. Applicants and artists applying for grant funding must agree to such use.
8. In order for the focus of a work to remain on the art itself, attribution and sponsorship information located with the artistic work must be of small scale, located appropriately, be unobtrusive to the art, and incorporated into the site in accordance with the City's zoning and ARB guidelines (e.g. on paving stones surrounding statuary.) Once an artwork is fully installed, temporary signage types of any kind (banners or freestanding temporary signs) may not be used. When attribution and sponsorship are shown, the City must be shown as a sponsor. City Council authorizes the use of the City seal for this limited purpose.