

WILLIAMSBURG PUBLIC ART COUNCIL
Guide to Strategic Policy and Long-Term Planning

ENABLING LEGISLATION

On February 11, 2021, as an initiative of the Williamsburg City Council, the Williamsburg Public Arts Council (WPAC) was created to curate a public art program. WPAC is tasked to engage in a review process, funding strategies and planning for a public art program, and is enabled through City Ordinance #21-01.

ORGANIZATIONAL BACKGROUND

The Williamsburg Public Art Council is organized to:

- Advise the City Council on the acquisition, donation, commission and/or funding of public art
- Advise on acceptance of gifts and loans of public art and any deaccession of public art from the City's collection
- Develop policies regarding determination of artist qualifications, criteria specific to site attribution, maintenance of public art
- Develop a plan for the broad implementation of a robust public art program
- Administer public art grant programs on behalf of the City Council
- Solicit public art and donations to acquire public art according to the authorization of City Council
- Provide an annual report to the City regarding WPAC activities, to include fund expenditures, grants issued, and status of awards, art inventory, maintenance and general status of the public art program

WPAC members are engaged as a qualified advisory group for all program areas and types to include planning, design, artistic practice, public policy, and local government consult.

STRATEGIC PLANNING PROCESS

The planning process is being initiated following early WPAC discussions regarding review processes for proposals. Discussions of organizational vision were also held, and public opinion was sought through surveys and dialog with public art administrators in a wide demographic area.

It is the intention of the WPAC that this plan shall serve as a working document and guide to support a Public Art Program for the City of Williamsburg that provides enrichment for the community and its visitors highlighting the beauty and unique character of the City, its culture and history and to promote community connection.

STRATEGIC PLAN 2022-2025

MISSION

To curate a program of public art that enhances the innovative and creative environment that celebrates the City's past, present, and future, reflects the community's identity, and advances Williamsburg as a world-class destination.

VISION

To sustain an accessible, inclusive, and engaging program of public art that speaks to the unique lifestyle and cultural vibrancy of the Williamsburg community which inspires a sense of pride and belonging.

VALUES

- Public art increases economic vitality
- Public art is thought-provoking and inspires people to explore, connect, and pause within a physical space that speaks to the beauty and unique character of the City
- Public art supports the education and celebration of the City's past, present, and future through collaboration with community leaders and organizations
- Public art stimulates the mind and heart, broadens the imagination, communicates a wide range of creative ideas, and promotes a sense of belonging
- Public art should be fully accessible, inclusive, and diverse

GOALS

- I. Develop policies and processes that support a dynamic public art program for the community, its businesses, and its visitors
- II. Identify suitable areas for public art, carefully evaluating the compatibility and environmental harmony of the art and its surroundings
- III. Cultivate a thriving arts community through engagement with artists, policymakers, and the public
- IV. Employ public art to enhance placemaking, create impactful experiences, and contribute to community cohesion

I. Develop policies and processes that support a dynamic public art program for the community, its businesses, and its visitors.

ACTION ITEMS

- Develop an annual budget to invest in, support and maintain public art projects
- Collaborate with City Council and other municipal agencies to consider impacts of public art projects
- Select installations that celebrate Williamsburg's past, present and future
- Determine appropriate plans for asset management and acquisition, consulting with trained staff as necessary
- Set high standards to enhance our community's quality of life

II. Identify viable areas and projects for public art, carefully evaluating the compatibility and environmental harmony of the art and its surroundings.

ACTION ITEMS

- Conduct a Site Mapping program and identify locations and opportunities that are suited to creative installations
- Adapt review processes to consider suitability of diverse types of public art projects, such as:
 - Ephemeral/non-Permanent:** Works that fall apart or degrade
 - Curated:** Pre-designed for a specific site
 - Applied:** Murals/sculptures that are building-mounted, highly visible, and large
 - Integrated:** Pavement/Building facades. Art made around a surface at hand
 - Stand Alone:** Sculpture/large structure. Site specific. Ex. Sculpture garden
 - Multi-media:** Audio/visual
- Leverage the expertise of Art Council members to review all public art project proposals and artist qualifications

III. Cultivate a thriving arts community through engagement with artists, policymakers, and the public.

ACTION ITEMS

- Initiate an arts outreach program and compile a directory of diverse artists and curators in multiple concentrations
- Establish and sustain open communication with community organizations and the general public to encourage partnerships and inclusion

- Conduct forums to share information, ideas, and expertise

IV. Employ public art to enhance placemaking, create impactful experiences, and contribute to community cohesion.

ACTION ITEMS

- Advance economic development opportunities through public art projects and special events
- Utilize the public art program to reflect the identity of the entire community
- Broaden the community's awareness of arts and culture