

## Louisa County Public Outdoor Art Program

### **I. Purpose**

This Public Outdoor Art Program aims to support placemaking goals through the creation of inspiring, defined spaces within Louisa County and through fostering a sense of belonging for residents and all who visit.

### **II. Goals**

- i. **Promote Economic Development:** Public art installations should draw tourism and enhance the appeal of outdoor spaces.
- ii. **Promote Cultural and Historical Awareness:** Art should reflect the local culture and history, ensuring diverse representation.
- iii. **Support Local:** To support the local creative economy, preference will be given to local and regional artists to contribute work. Additionally, the art should also encourage civic pride among residents.

### **III. Funding and Partnerships**

Public art projects may be funded through tourism funds, public-private partnerships, or collaborations with non-profits and community organizations. Costs included for temporary and permanent works of art:

- i. Artist services, including models, design fees, and consultant fees;
- ii. Art-related materials, fabrication, delivery and installation costs;
- iii. Acquisition of works of art;
- iv. Incremental costs of public art integrated into infrastructure elements such as sound-walls, utility structures, roadway elements, landscape architecture and landscape elements;
- v. Plaques/markers;
- vi. Repair, replacement, maintenance, surveys, curatorial management, re-siting and other conservation work; and
- vii. Community education, publicity, dedications.

### **IV. Eligible Public Art**

This policy applies to public art installations, including murals, sculptures, and other artistic works placed outdoors in publicly accessible spaces within the county. Public art may include, but is not limited to:

- i. Artistic designs incorporated into recreational trails;
- ii. Design work to be incorporated into a construction project; and
- iii. Exterior surfaces, fixtures and functional elements.

Requirements for Program Artwork:

- i. Art must be suitable for an outdoor exhibition in a public space, encouraging visitation and selfies (if safe).
- ii. If a sculpture, the base shall be level with the ground.
- iii. Art must be installed with sufficient anchoring to prevent the sculpture from being removed, tipped, broken or overturned due to adverse weather conditions or normal wear and tear.
- iv. Art must be low maintenance and durable in four seasons of weather.
- v. All art must be an original creation by the artist or ownership must be obtained prior to approval.
- vi. Works of art shall not create safety problems or liability concerns.
- vii. Works shall be appropriate for all ages.
- viii. Individual installations using tourism funds must follow the Virginia Procurement Policy and Louisa County's micro-purchase threshold as applicable.
- ix. Politically charged applications will not be considered.
- x. Work should be completed within 90-days of approval from the Board of Supervisors.

## **V. Art Selection Process**

- i. **Applications:** The County will accept applications on a rolling basis.
- ii. **Selection Criteria:** Applications will be evaluated based relevance to Louisa County's identity, tourism potential, originality, feasibility, community impact, equity and inclusion, maintenance requirements, and applicant experience.
- iii. **Community Involvement:** The public may submit ideas on the application webpage. Ideas will be available to potential applicants.
- iv. **Ownership:** If selected, the design and the resulting artwork will be the exclusive property and expression of Louisa County.

## **VI. Maintenance and Conservation**

Artists may be consulted for specific maintenance requirements and requirements will be budgeted into the maintenance program.

## **VII. Decommissioning**

Artwork in this program may be decommissioned if it becomes a hazard, requires excessive maintenance, or no longer aligns with the County's vision.

## **VIII. Review and Oversight**

The Tourism Advisory Committee will review applications and make recommendations to the Board of Supervisors based on the artwork's alignment with community goals.

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