



Chapter IV – Arts and Cultural Affairs Ordinance Revisions

November 3, 2025

Outline

- Background
- Requested Feedback
- Proposed Revisions
- Next Steps
- Requested Feedback
- Questions



William Gibbs, Charlotte Lees, 2012. Located at Gibbs Street, The Square.

Background

Chapter IV Arts and Cultural Affairs Ordinance

First adopted in 1975.

Articles II through V in the Chapter:

- Cultural Arts Commission
- Incorporation of Works of Art in Public Architecture (AIPA)
- Publicly Accessible Art in Private Development (AIPD)
- Art in Public Places (AIPP)



Flourish, Harry McDaniel, 2013. Located at Rockville Senior Center.

Background

Chapter IV Arts and Culture Affairs Ordinance Public Art Programs

Article III: Incorporation of Works of Art in Public Architecture (AIPA)

- Adopted in 1978
- Funded by 1% of CIP appropriation
- Public Art in city development projects



Untitled, William Calfee, 1981. Located at Rockville Civic Center Park.

Background

Chapter IV Arts and Cultural Affairs Ordinance Public Art Programs

Article IV: Publicly Accessible Art in Private Development (AIPD)

- Adopted in 2001
- Public Art in private development



River Green and Golden Rod Fiori, Dale Chihuly, 2009. Located at 28 West Lake (Tower Oaks).

Background

Chapter IV Arts and Cultural Affairs Ordinance Public Art Programs

Article V: Art in Public Places (AIPP)

- Adopted in 2003
- Funded by 1/10 of 1% of previous Fiscal Year's budget
- Public Art on city property



Logistique, Deidre Saunder, 2012. Located at Courthouse Square Park.

A large red triangle pointing to the right, located on the left side of the slide.

Background

Why are revisions being proposed?

Continue to implement 2019 Arts and Culture Study recommendations.

- Assess Chapter IV as a foundation for program development.
- Fulfill Rockville's potential as an arts destination.

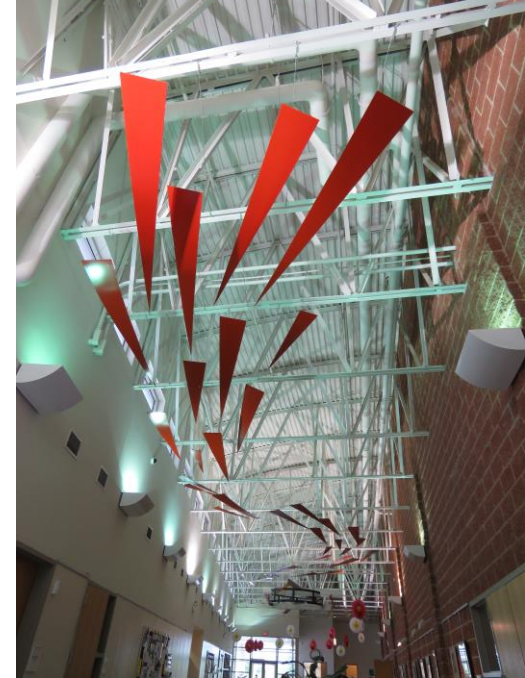
Roles and processes need to reflect best practices.

- Practical implementation of ordinance has evolved.
- Formalize and professionalize city's role in arts and culture development.

Requested Feedback

Does the Mayor and Council support:

1. Merging Incorporating Works of Art in Public Architecture and Art in Public Places Articles into one Public Art Program Article?
2. The recommendations for the Publicly Accessible Art in Private Development Article?
3. Enhanced community engagement in public art program delivery?



Magnet, Charlotte Lees, 2009. Located at Thomas Farm Community Center.

Proposed Revisions

Current Structure	Proposed Structure
	Preamble
Article II – Cultural Arts Commission	Article II – Cultural Arts Commission
Article III – Incorporation of Works of Art in Public Architecture	Article III – Public Art Program
Article IV – Publicly Accessible Art in Private Development	Article IV – Public Art in Private Development
Article V – Art in Public Places	

Proposed Revisions

Preamble and Article II – Cultural Arts Commission

Preamble:

1. Clarify the focus of work in the Arts and Culture Program.

All arts and culture programs were previously in Recreation and Parks.

Article II – Cultural Arts Commission (CAC):

1. Move process-related language to guidelines.

Guidelines are updated more efficiently than ordinances.

2. Shift budget and project management responsibilities to city staff.

There is now staff capacity to do this work.



Under One Roof, Dan Snyder, 2008. Located at Maryland Avenue Sidewalk, The Square.

Proposed Revisions

Merge AIPA and AIPP into one Public Art Program

Article III – Public Art Program:

1. Merge programs.
Similar purposes and administrative processes.
2. Roles in program administration.
Improve program delivery and follow best practices.
3. Remove process-related language.
Processes moved to guidelines for efficient updates.
4. Revise definition of acceptable art and eligible sites.
Current requirements are limiting.
5. Public Art Plan created by staff in consultation with CAC and approved by the Mayor and Council.



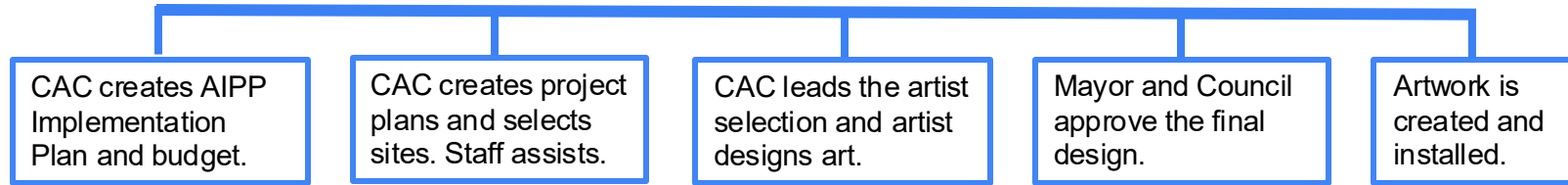
Fern Reclamation, Chalk Riot, 2024. Located at Beall Avenue.
Picture courtesy of Bloomberg Philanthropies.

Effects of Revisions

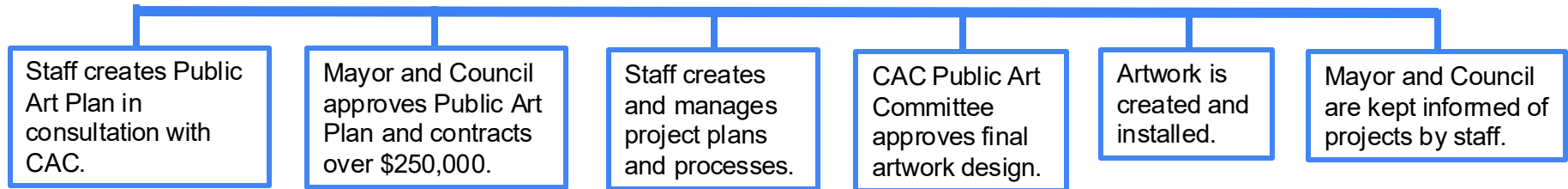
Merging AIPA and AIPP into one Public Art Program

Current Public Art Processes

- Art in Public Architecture: Use Art in Public Places Process.
- Art in Public Places: Led by Cultural Arts Commission with staff assistance.



Proposed Public Art Process: Led by staff in consultation with Cultural Arts Commission.



Community Benefits

Merging AIPA and AIPP into one Public Art Program

Ability to combine funding and integrate public art into broader city plans and projects such as:

- Transportation
- Community Planning and Development
- Housing
- Tourism

Ability to be responsive to how the community evolves.

Ability to partner with county and state agencies and private entities on projects that effect the public realm such as:

- CSX overpass
- Pedestrian bridge between metro and The Square



Arlington Boulevard, Vicki Scuri, 2014. Route 50, Arlington, VA. Done in partnership with Virginia Department of Transportation.

Proposed Revisions

Article IV – Public Art in Private Development

1. Redefine acceptable art forms.
Current definition is limiting.
2. Clearly define "publicly accessible."
Not all artwork is publicly accessible.
3. Define roles in program administration.
Improve program delivery and align with best practices.
4. Eliminate the option to remove artwork.
Artwork should be permanent.
5. Change formula to determine required contributions.
Formula is not in alignment with Public Art field.
6. Modify the options for how contributions can be applied.
Options are not equitable or in alignment with Public Art field.



Untitled, Marcia Billig. Located at 14 Rollins Ridge Apartments Lobby.

Effects of Revisions: Contribution Schedule

Public Art in Private Development

For Multifamily residential constructions:

Schedule in Article	Current Schedule
\$ 300.00 per dwelling unit for the first 100 dwelling units	\$ 1021.33 per dwelling unit for the first 100 dwelling units
\$ 225.00 per dwelling unit for the second 100 dwelling units	\$ 766.02 per dwelling unit for the second 100 dwelling units
\$ 150.00 per dwelling in excess of 200 dwelling units	\$ 510.57 per dwelling in excess of 200 dwelling units

- Remove specific amounts for required contributions.
Improve customer service and reduce confusion.

Proposed Revisions: Contribution Options

Public Art in Private Development

Current Options for Contributions	Proposed Options for Contributions
1. Installation of art on site	1. Installation of art on site in the amount of 1% of the cost of the development not to exceed \$300,000. 2. Monetary contribution designated to the city's Public Art Program in the amount of 1% of the cost of the development not to exceed \$300,000.
2. Monetary contribution to city's Friends of the Arts Fund	
3. Provision of an arts space	
4. Provision of an arts-based infrastructure	
5. Monetary contribution to a qualifying arts nonprofit organization	
6. Combination of any of the above options	

Community Benefits

Public Art in Private Development

- Permanent public art.
- All future public art is publicly accessible.
- Eliminate confusion for stakeholders.
- More equitable program.
- Align with best practices in the Public Art profession.



Untitled, sculpture, artist and year unknown. Located at 33 Blue Pearl Pet Hospital, 1 Taft Court.

Next Steps

- Prepare draft of the ordinance.
- Present Ordinance to the Cultural Arts Commission.
- Present Ordinance to the Mayor and Council.



Cornerstone, William Cochran, 2010. Located at the corner of N. Washington Street and Beall Avenue

Requested Feedback

Does the Mayor and Council support:

1. Merging Incorporating Works of Art in Public Architecture and Art in Public Places Articles into on Public Art Program Article?
2. The recommendations for the Publicly Accessible Art in Private Development Article?
 1. Redefine acceptable art forms.
 2. Clearly define "publicly accessible."
 3. Define roles in program administration.
 4. Eliminate the option to remove artwork.
 5. Change formula to determine required contributions.
 6. Modify the options for how contributions can be applied.
3. Enhanced community engagement in public art program delivery?
 1. Modify administrative processes to consistently meet standards and expectations.

Requested Feedback

Questions?



The Flow of Life, Deirdre Saunderson, 2003. Located at Mary Trumbo Park.