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Chapter 4 – Arts and Cultural Affairs Ordinance Revisions

Worksession 2

July 27, 2026

Outline

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- Background
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- Requested Feedback
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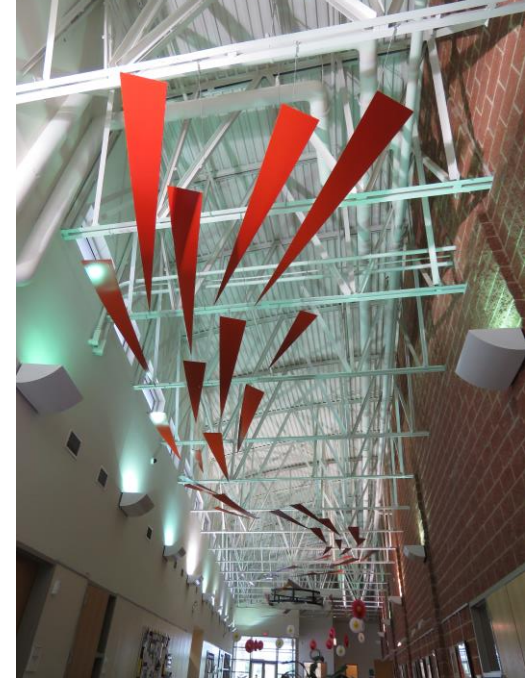


"William Gibbs," Charlotte Lees, 2012. Gibbs Street, The Square.

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. Thomas Farm Community Center.

Background

Chapter 4 Arts and Cultural Affairs Ordinance

Article II: Cultural Arts Commission

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

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

Article V: Art in Public Places (AIPP)



"Untitled," William Calfee, 1981. Rockville Civic Center Park.

Background

Why are administrative revisions being proposed?

Continue to implement 2019 Arts and Culture Study recommendations.

- Assess Chapter 4 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.

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.



"Chicken Corn Soup and Homemade Ice Cream," Dan Snyder, 2008. 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's Public Art Committee.



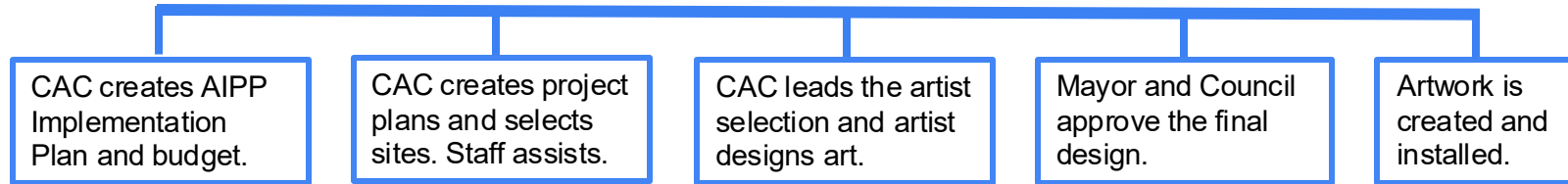
"Fern Reclamation," Chalk Riot, 2024. Located at Beall Avenue. Picture courtesy of Bloomberg Philanthropies.

Effects of Revisions

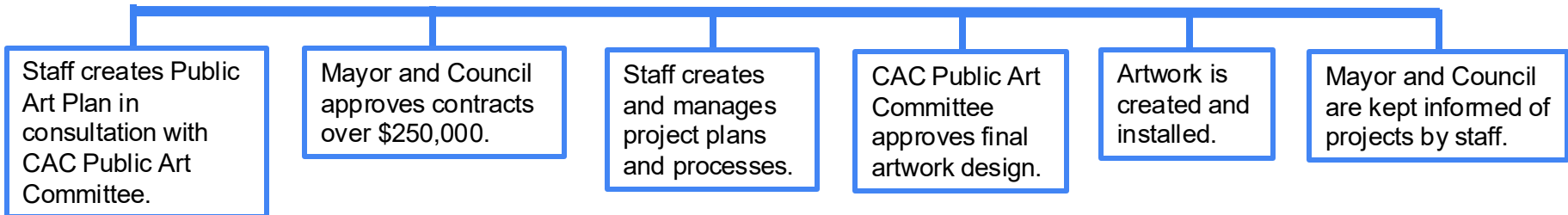
Merging AIPA and AIPP into one Public Art Program

Current Public Art Processes

- Art in Public Architecture: Previously used the 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. 14 Rollins Ridge Apartments Lobby.

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," artist unknown. 33 Blue Pearl Pet Hospital, 1 Taft Court.

Cultural Arts Commission Comments

High-Level Summary

Preamble: Agree on including Preamble, disagree on differentiating Arts and Culture Program.

Article II: CAC does not see budget or process-related language in the current Article.

Article III: Mostly agrees; wants entire CAC recognized; comments on community engagement, approval of projects, continuing funding AIPP and AIPA.

Article IV: Comments about administrative processes, definitions and locations of artwork.

Additional comments: Comparison of other jurisdictions for AIPD; administrative recommendations.

Next Steps

- Staff prepare draft of the ordinance.
- Staff will share the draft of the ordinance with the CAC.
- Present ordinance to the Mayor and Council.



"Cornerstone," William Cochran, 2010. 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 one Public Art Program Article?
2. The recommendations for the Publicly Accessible Art in Private Development Article?
 - a. Redefine acceptable art forms.
 - b. Clearly define "publicly accessible."
 - c. Define roles in program administration.
 - d. Eliminate the option to remove artwork.
 - e. Change formula to determine required contributions.
 - f. Modify the options for how contributions can be applied.
3. Enhanced community engagement in public art program delivery?
 - a. Modify administrative processes to consistently meet standards and expectations.

Requested Feedback

Questions for staff?



"The Flow of Life," Deirdre Saunder, 2003. Mary Trumbo Park.