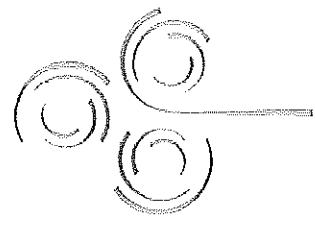


POTOMAC YARD PUBLIC ART CONCEPT PLAN
Arlington, Virginia



P O T O M A C Y A R D

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POTOMAC YARD PUBLIC ART CONCEPT PLAN

Potomac Yard was established by the adoption of the Phased Development Site Plan #346 which requires, among other commitments, that:

"The developer agrees to develop a Public Art Concept Plan for the PDSP which shall be approved by the County Manager or his designee prior to approval of the first Final Site Plan for any buildings located in Land Bays B through F. The developer agrees to retain a professional art consultant to develop the Public Art Concept Plan. At the time of approval of each Final Site Plan in Land Bays B through F, the developer agrees to make a contribution toward public art. The form and/or amount of any such contribution, shall be determined consistent with the Public Art Concept Plan. In Land Bay A, the contribution toward public art, and the form of any such contribution, shall be determined at the time of approval of each Final Site Plan."

In establishing this Potomac Yard Concept Plan fulfilling the above condition Crescent Resources, the Master Developer, reviewed several important documents including the Arlington County Public Art Policy (Appendix A) and the Potomac Yard Urban Design Guidelines. Arlington County's Public Art Policy encourages art that:

- "Fosters and enhances Arlington's identity as a community that values creative and diverse expressions;
- Builds our sense of civic pride;
- Enriches the quality of our lives."

Potomac Yard is committed to providing art that is accessible to the public and that reinforces the goals of the County's Public Art Master Plan. Potomac Yard will be a unique and valuable asset within Arlington County. As an urban mixed-use campus, it is planned to include office, retail, hotel and residential uses. These will comprise several centers of activity and neighborhoods - thoughtfully linked and integrated - with the goal of creating an attractive, memorable, and active pedestrian environment promoting the utilization of public transit.

Its six individual parcels - or Land Bays - will be built over an extended period of time, potentially by different entities. Art will be a key component within the entire project. This Concept Plan describes how art will be integrated into Potomac Yard, what types of art will be appropriate and how the public art process will be coordinated with the development process. The Public Art Concept Plan for Potomac Yard will be managed by the full time property management company which will ultimately manage the entire mixed use Property Owner Association for all of Potomac Yard in Arlington.

Potomac Yard's Design Goals: *

- Create a memorable overall image and sense of place for the entire project;
- Integrate a range of uses, building types and open spaces, to create a safe and lively day and night urban environment for the residents, workers and visitors;
- Develop a system of attractive public and private open space to enrich the urban life-style and connect the new neighborhoods to the existing ones;
- Emphasize the importance of public transportation with the future system fully integrated in the project's design.

The Public Art Program for Potomac Yard will echo and support these overall design goals.

* Summarized from *Potomac Yard Urban Design Guidelines*, Cooper, Robertson & Partners, 2003

GOALS FOR A PUBLIC ART PROGRAM POTOMAC YARD

A high quality and thoughtful Public Art Program for Potomac Yard will be an important factor in creating a richer environment and heightened quality of life for its residents, workers and visitors. It will also contribute to the enhancement of Arlington's local, regional and national image.

The goals of this art program are as follows:

- Help define a place for the community project.
- Incorporate the flavor of Arlington's history and heritage into the new culture and environment.
- Add an artistic layer on top of the building's identity and introduce to the original species including native plants, public art, murals, music and more, making Potomac Yard a destination & connection point for the new neighborhoods.
- Encourage an artistic approach to the design of future first-class transportation facilities. Within the framework of this public art program, the City will strive to continue to transform the former railroad yards into a vibrant, dynamic and unique focal point for transportation within the community.

1) Quality and Integration

Potomac Yard will be developed over many years and by different entities. At this stage, an overall unified theme for the public art is not obvious, but the richness of the history, geography, and ecology of the area should provide an inspiring connective “story-telling thread” throughout the project. The basic unifier should be the cohesive and thoughtful high quality of the overall design, as outlined in the Design Guidelines. Specifically, it should be based on the streetscape, which will include ornamental plantings, distinctive street furnishings, and lighting. The Public Art Program will focus on high quality and well-integrated works that will add an extra layer of beauty, interest and meaning to the well-designed public spaces.

2) Variety and Discovery

The public art will respond to the diversity and character of public spaces in Potomac Yard's neighborhoods, and will create a series of unique, beautiful and meaningful experiences for the residents, workers, and visitors to the area. Some of the art elements could become landmarks while others could be created as “discovery pieces”.

3) Flexibility and Potential to Grow

To accommodate potential changes in the configuration and character of some of the development parcels and to allow for the incorporation of future site opportunities, the Public Art Program should be flexible and forward looking.

4) Collaboration and Cooperation

In addition to quality, variety, and flexibility, each public art project, whenever possible, should encourage close collaboration between selected artists and other design professionals so that the art will be an integral part of the architecture and landscape, and not merely an added ornament.

FOCUS OF THE PUBLIC ART PROGRAM

Because the Potomac Yard campus will be built in phases and over an extended period of time, a coordinated approach to the design of streets, parks, infrastructure, and buildings has been approved. The design focuses on creating centers of activity and interest that are interconnected with friendly and richly landscaped public open spaces. The aim is to achieve a balance between public spaces as amenities to a residential environment, and public spaces that are appropriate to the business and commercial aspect of the project.

This Public Art Program will help create a better sense of place and neighborhood identity. To accomplish this goal, the Public Art Program focus on four key priorities:

Similarly, there should be a close cooperation between builders and developers of individual phases or land bays and the County to encourage and facilitate artistic treatment of the transit stops, shelters and stations for the proposed transit system. These stations will be located close to activity centers and will greatly impact the quality of the pedestrian environment. This plan does not anticipate that public art projects described herein will be developed as part of these transit facilities, but that art for the transit system will be provided as part of a separate County project.

CONTEXT

The plan for Potomac Yard resembles the graceful shape of a fish with its head reaching towards Four Mile Run and the City of Alexandria, and the tail section ending to the north in the very narrow land bay A. The “spine” of the fish, its “lifeline”, consists of a network of public open spaces about midway between Potomac Avenue and Crystal Drive. This “spine” encompasses a series of parks, each with a different character and shape. They are temporarily called South Park, Center Park, and North Park. A series of secondary streets connect the public spaces to the development parcels east and west, forming a network of practical and attractive linkages. Themes may be developed that reflect or are complimentary of the nature of development in Potomac Yard as time passes. Additional guidance for theme development may be obtained from the Arlington County Public Art Master Plan (to be adopted Spring, ‘04).

Centrally located within each neighborhood, the parks integrate the neighborhood centers, while linking the community to the surrounding park systems of Arlington and Alexandria. Each park has a definite structure and character, shaped by its size, location, function, and the development that frames it.

The locations of these parks and the recommended opportunities for public art are shown on the Concept Plan Drawing at the end of this document.

MAIN MENU OF ART OPPORTUNITIES (with the most exposure and impact)

Note: The following themes are suggested approaches and may change depending on the specific nature of development that occurs. The new Arlington County’s Public Art Master Plan will also serve as guidance in the development.

South Park and Land Bay F:

Shaping the head of the “fish”, this parcel will likely be the first to be developed as a large luxury residential complex with street-level retail. An important part of this residential development, South Park is planned at a key juncture in the Potomac Yard open space system; at the crossroads of the four Mile Run regional trail system, the Potomac Yard Park pedestrian system, and the central open spine that encompasses Center and North Parks.

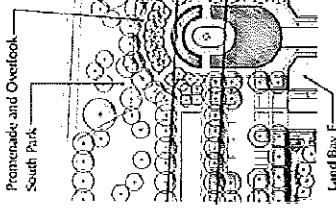
There will be a promenade, overlook, and stairs from the adjacent street down to the remainder of the Park. The promenade will also connect to the plaza that will be a focal point for retail uses in Land Bay F. The Park looks out onto Four Mile Run and parkland within the City of Alexandria. Two of the existing railroad bridges no longer in use are planned to be redeveloped as open space recreation areas.

Public Art Opportunity for South Park:

1) The Promenade and Overlook - Telling the Story

Here is an opportunity for an artist to be involved in the design of the promenade and overlook to Four Mile Run and the distinctive former industrial landscape, including the three bridges that will be visible from South Park. The Overlook has the potential of becoming a popular gathering place.

This is an appropriate location for an interpretative and narrative work that tells the story of Four Mile Run and the ecology of this area. It could also be an artistic and metaphorical interpretation of the history of Potomac Yard as once the largest thriving terminal and major distribution point on the East Coast for trains. This work of art could be educational, interactive, and would add an important layer of richness and meaning to this location.



Public Art Opportunities for Center Park:

2) A Celebration of Arlington

The “Festival Street” and its central pavement medallion will serve as a focus and a “gathering node”. An artist could help create a special artistic treatment of the paving, bollards that may line the intersection, or other special street furnishings. The medallion could be an insightful interpretation of the more recent history of Arlington as an exciting diverse community and include representations, quotes, artifacts or other bits of information about Arlington’s cultural landscape.

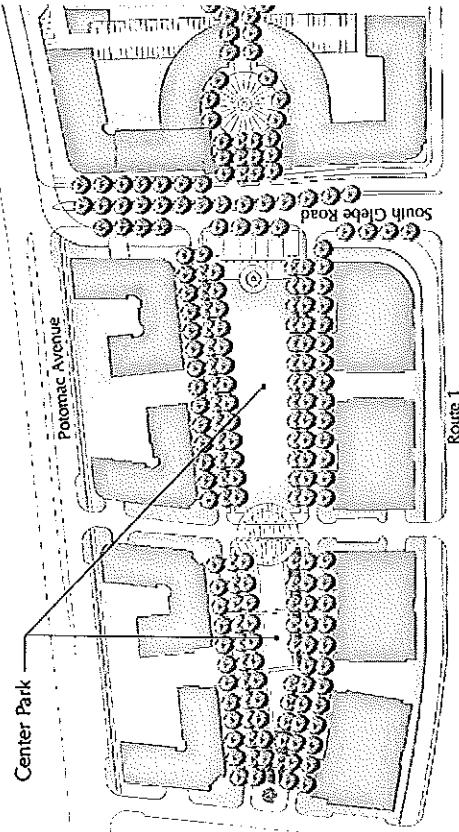
3) A Garden of Discoveries

The more formal northern section of Center Park offers the opportunity to create a lovely garden with a series of intimate artistic works to be discovered and enjoyed by garden visitors. An artist should collaborate with the landscape architect on the design of this park so that the sculptural elements can be fully integrated. Some could be interactive or participatory.

North Park:

Center Park:
Approximately two acres in size, Center Park will serve as a focal point for the development. It will encompass a flexible, multifunctional, passive urban green space with pedestrian walkways at its edges. It will be bordered on the east and west sides by streets providing access to the adjacent buildings located in parcels D and E (commercial on the West side and residential on the East side). Center Park will be divided into two sections by a street that can be closed to traffic and transformed into a “Festival Street” during special events or large civic gatherings.

While the southern section of Center Park is envisioned as a “grand outer room” for civic activities, the northern section is designed to offer a more intimate and formal area with a series of garden spaces containing special plantings and comfortable sitting.



Located in Parcel C, this park will serve as the northern terminus for the Center Park. It is planned to include a central plaza surrounded with retail opportunities and activities. Because the development around this park may eventually change the shape and qualities of this space, it is difficult to fully envision its future character at this time.

4) A Vibrant Public Art Statement

Within Parcel C, the public space, as now planned, will be centered on one of the larger concentrations of retail opportunities within Potomac Yard. Depending on the shape and size of this space, there is an opportunity to incorporate art as a vibrant feature and a focus for visitor or family activities. This could include an interactive element and/or a water feature. If the plaza opens onto Center Park, there is an opportunity for an artistic connection between this space and the central medallion.

(Note: As the development proceeds, it may prove desirable to combine opportunities 2 and 3 into a single public art theme or element(s) which could be executed by one artist or a team of artists. Similarly, opportunity 4 above should not stand in isolation and should have some connection to the adjacent public spaces.)

Land Bay B:

Land Bay B is planned to include a hotel and supporting retail uses. The configuration and more limited area of public space associated with this site make it a less viable location for public art. As a consequence, this plan recommends that the commitment for public art in this site be combined with efforts in the remainder of the project, so that the works proposed in these larger venues can be more successfully created.

Land Bay A:

A proposal for a site-specific artwork designed by B. Amore and Woody Dorsey (Kokoro Carvers) entitled "Potomac Garden" has already been approved for Land Bay A.

5) Potomac Garden

This work is a stone sculptural installation that will invite people to sit, touch and reflect. It will complement and enliven the plaza space in front of the office building, creating a beautiful and functional environment. Consistent with later works of art to be installed elsewhere in Potomac Yard, it will incorporate a quality public art project, contributing to the variety of artistic expressions.

OTHER PUBLIC ART OPPORTUNITIES

Besides the main opportunities as described above, other layers or levels of enrichment will be provided throughout the project. Functional elements such as light fixtures, seating, banners, signage, and other street furnishings will be considered as opportunities for creative treatment. As a theme develops, the connective "story-telling thread" will be artistically woven into the public places.

Note: It is understood that any public art work undertaken in fulfillment of the plan or a specific site plan condition for public art must be publicly accessible, visually or physically. This would preclude most interior or lobby treatments unless special arrangements are made for public accessibility.

Implementation:

Since these projects will stretch over many years, it does not seem practical to recommend a pool of potential artists at this time. As opportunities develop there will be a focus on searching for experienced artists as well as new talent. For some sites, a team of artists could offer the most interesting solution. Effort will be made to bring in artists with a fresh perspective and diverse vocabulary of expression.

As the public spaces are developed, a panel will be convened representing Crescent Resources, the Land Bay's developer, if appropriate, the project architects, landscape architects, and the public art professional. Any artist selection panel **should include up to 2 representatives of the County**: one rep designated by the Arts Commission's Public Art Committee. Using his/her own expertise and resources, the public art professional will search for artists whose background and experience qualify them for this project. The search could be national, regional or local. The selection committee will narrow the list to the most qualified 2 to 4 candidates who will then be interviewed. The artist who is the most qualified for this project will be selected.

In general, this Concept Plan anticipates that the selection process to identify an artist for a particular art opportunity will commence no later than the time that the plan for the public space in which it is located has been approved. The specific timing of certain public art projects will vary, based on the need to complete adjacent development.

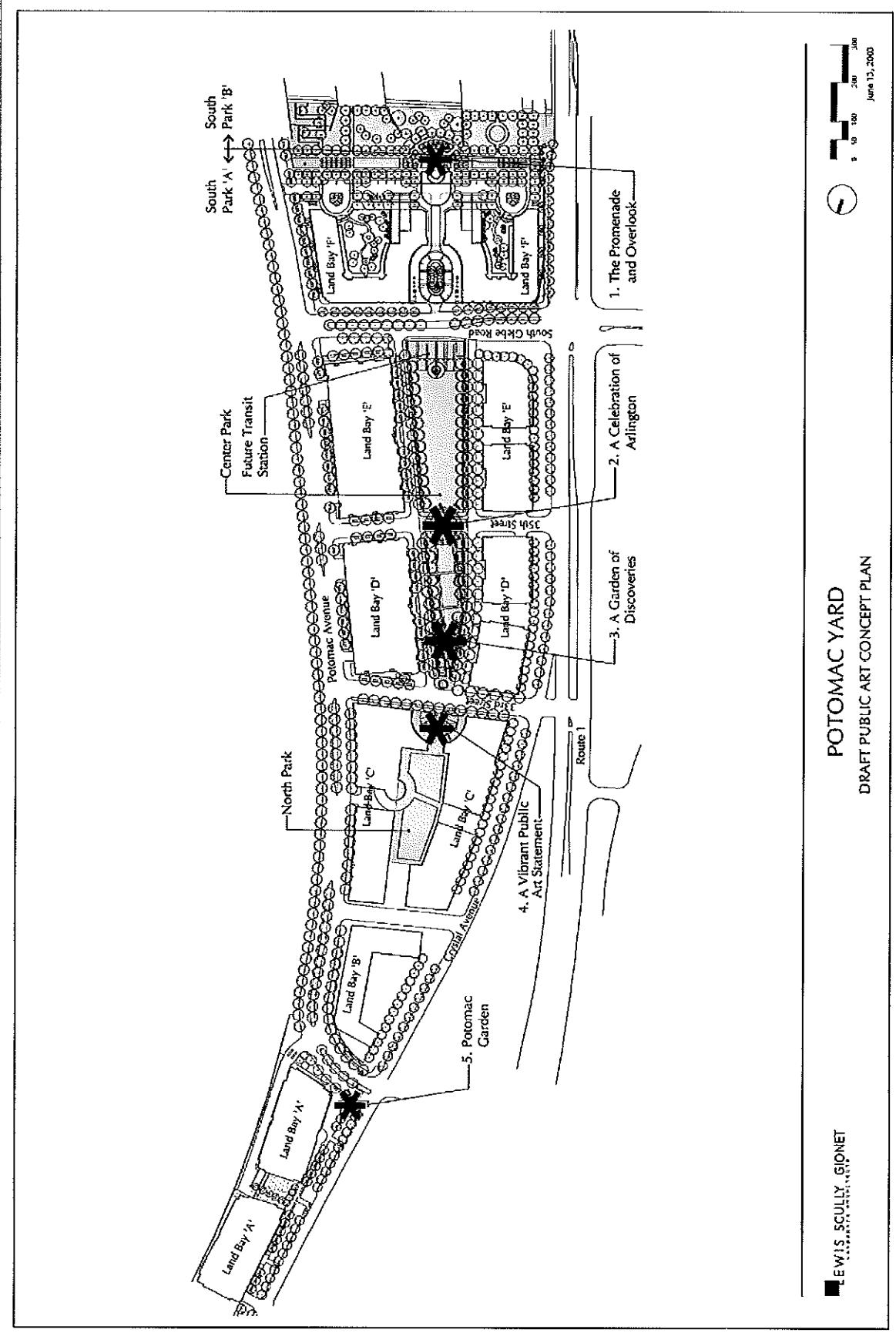
Funding and Plan Management

Each 4.1 Site Plan application will have some on-site art and by site plan condition each 4.1 approved project will make a financial contribution toward the main public art opportunities described in this Public Art Concept Plan. A total minimum of \$600,000 will be allocated to the Potomac Yard PDSP Public Art. \$400,000 for use toward the main public art opportunities and \$200,000 toward public art in each 4.1 site plan property. Each 4.1 Site Plan Project shall contribute its pro rata share based on the following which shall ultimately total a minimum of \$600,000.00: 11¢ per square foot of approved development contribution to be paid into the Art Fund Escrow Account for use towards the main public art opportunities and 5¢ per square foot of approved development contribution to be paid into the Art Fund Escrow Account for use towards public art located on each 4.1 site plan property. This pro rata share formula shall be applicable to all site plans within Potomac Yard, but shall not be applicable to site plans elsewhere in the county. The contribution made by the developer of each 4.1 project will be made at the time of issuance of the 4.1 Site Plan building permit and will be placed in the Art Fund Escrow Account to be established and managed initially by Crescent Resources and then managed by the Property Owners Association for Potomac Yard, consistent with this Concept Plan. The contribution rate shall increase annually on a percentage basis to account for inflation.

The budget amount shall include all reasonable costs of the work, including the direct costs (e.g., maquettes or proposals) and indirect costs (excluding any in house or internal costs to the developer, third party reimbursements or art consultant fees) of interviewing artists, artist fees, all costs of design, fabrication, installation, and all costs of any structural enhancements to the building and/or sidewalk to support said art work. The Master Developer shall coordinate with the County Manager or his designee (including staff from DPRCR and DCPFD) on the selection of the artist and the design, fabrication, installation and maintenance plan for the public art. Prior to any installation, the developer shall provide the County Manager or his designee with the budget for the art work and obtain his approval of a reasonable budget to demonstrate compliance with this requirement consistent with the funding amounts for each public art opportunity described below. The County's Arts Commission shall be consulted. The public art shall be commissioned prior to the issuance of the above grade building permit for the building identified in the Implementation Schedule, and installed consistent with the Implementation Schedule, contained in the Public Art Concept Plan.

An Implementation Schedule follows:

Public Art Work	Funding	Installation Timing
1) The Promenade and Overlook	Approx. 100K	Installation must be completed prior to the issuance of the C of O for the last 2 floors of the 2nd residential building in Land Bay F.
2) A Celebration of Arlington, and A Garden of Discoveries	Approx. 100K Approx. 100K	Installation must be completed prior to the issuance of the C of O for the last 2 floors of the office building which completes Center Park
3) A Vibrant Public Art Statement	Approx. 100K	Installation must be completed prior to the issuance of the C of O for the last 2 floors of the building which completes the semi-circle plaza area



POTOMAC YARD
DRAFT PUBLIC ART CONCEPT PLAN

APPENDIX A – Public Art Policy 7/03

ARLINGTON COUNTY PUBLIC ART POLICY (highlighted excerpts)

Art enhances Arlington's identity as a community that values creative and diverse expressions. It builds our sense of civic pride, and enriches the quality of our lives. Public art fulfills these purposes in a myriad of ways: by improving our experience of public spaces through excellent and harmonious design; by sensitively preserving or highlighting vistas; by introducing surprising and enlivening elements into otherwise ordinary spaces; and by engaging us with insightful interpretations of our community's activities, aspirations, and history. In sum, public art has the capacity to humanize our urban and suburban environments. In recognition of the importance of integrating public art into the daily lives of the residents of Arlington County, Virginia ("Arlington"), the County Board of Arlington County (the "Board") supports a strong public art program. To this end the Board hereby establishes the Arlington County Public Art Policy ("Policy") with the following goals in mind:

- to create exciting, appealing, and harmonious public spaces by integrating art into architecture, urban design and the planning of infrastructure at the earliest design stage;
- to celebrate our community's heritage, ethnicity, commonality and civic pride by stimulating collaboration and understanding between artists and Arlington's diverse community;
- to enhance Arlington's image locally, regionally and nationally by insuring the creation of the highest quality public art;
- to foster the public's understanding and enjoyment of public art,
- to promote artists to live and to work in Arlington and to participate in public presentations of their art in the County; and,
- to encourage federal, state and private support for Arlington's public art program.

Through this Policy and the Public Art Program Guidelines ("Guidelines") the County Board seeks to have the Arlington County government ("County") provide opportunities for creating exciting and attractive public spaces that are used and enjoyed by Arlington's residents, workers and visitors.

1. PUBLIC ART COVERED BY THIS POLICY

Public art, as defined by this policy, encompasses the broadest definition of visual art including the imaginative use and interplay of all artistic disciplines. Public art governed by this policy shall be art that is visually or physically accessible to the public, and that is acquired by County funds, donated to the County, or provided by a private entity as a County benefit as required by special exception and approved by the County Board. Public art that is neither paid for with public funds nor created through a special exception benefit, condition or approval by the County Board, is not governed by this Policy.

August 22, 2000

APPENDIX B—

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