

# HAMPTON PUBLIC ART INITIATIVE

Hampton City Council Work Session  
July 9, 2025



# Goals



- Provide an update to the community on the Public Art Initiative.
- Receive City Council's ideas and direction regarding priorities for the Public Art Initiative and the proposed parallel path.
- Share City Council's feedback with the Commission on the Arts and the Public Art Sub-Committee.

# Hampton Public Art

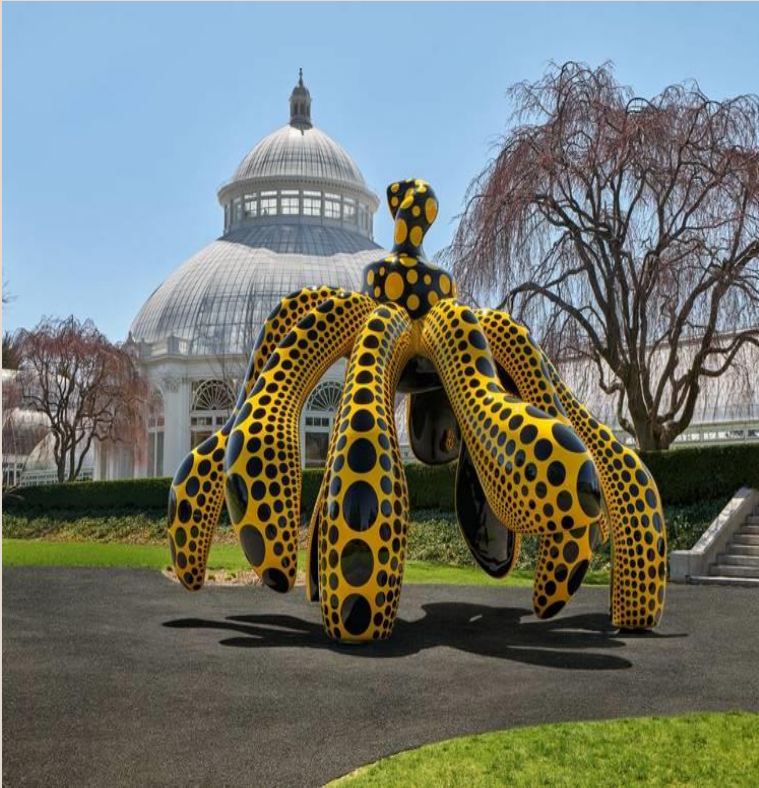


To cultivate a fun, vibrant, and creative community by implementing a multiple pathway approach that supports, streamlines, and expands the creation of public art throughout the City.

# Background

- Public Art was identified as a City Council priority and funding was allocated to support the Public Art Initiative in FY2024.
- The Commission has developed a proposed Process for Solicited Public Art Proposals to provide an opportunity for artists to participate.
- The Commission's Public Art Sub-Committee will meet over the summer to prepare a recommendation regarding specific locations and theming for the full Commission's consideration when they reconvene in September.
- The Commission is also working with the City Attorney's Office on legal issues relating to public art.
- We expect that the Commission will be in the position to unveil their proposals to Council later this year, in the Fall.

# Parallel Pathways



## City-Led Public Art

The City will take a proactive role in kick-starting public art by developing and executing 2-3 pilot projects designed to demonstrate immediate impact and build momentum.

## Open Call for Artists

Launch location-specific Request for Proposals (RFP) as per the Commission on the Arts Solicited Public Art Process.

## Long-Term Policy & Process Improvement

To sustain growth of public art, the City will review and improve existing ordinances, policies, and administrative processes.



# CITY-LED PUBLIC ART



# CITY-LED PUBLIC ART — Pilot Initiatives

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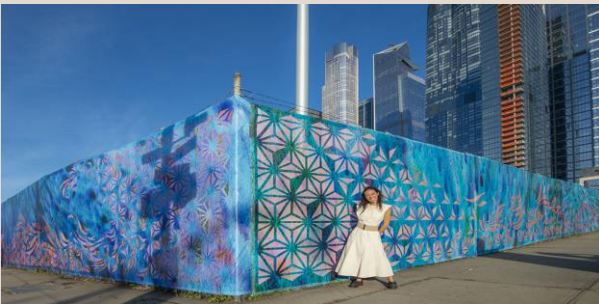
City will kick-start public art by developing and executing 1 – 2 pilot projects designed to demonstrate immediate impact and build momentum.



## Actions:

- Ask the Hampton Commission on the Arts to select a project(s) to sponsor and execute on behalf of the City
- Identify potential sites and concepts
- Partner with local schools, art collectives, or independent artists
- Showcase projects as examples of what's possible

# Functional Art — Serves a practical purpose while being visually appealing.



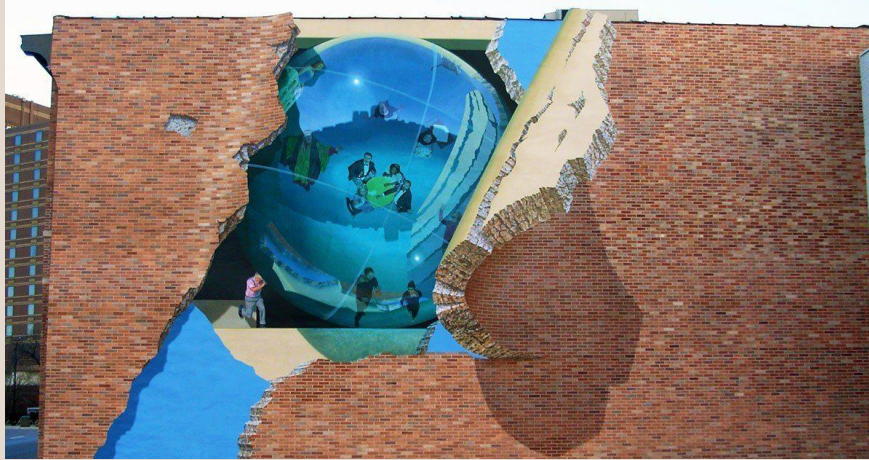


# Sculptures - Buckroe Beach





# Murals — Exterior Walls at the Convention Center, Parking Garages - Air & Space, History Museum

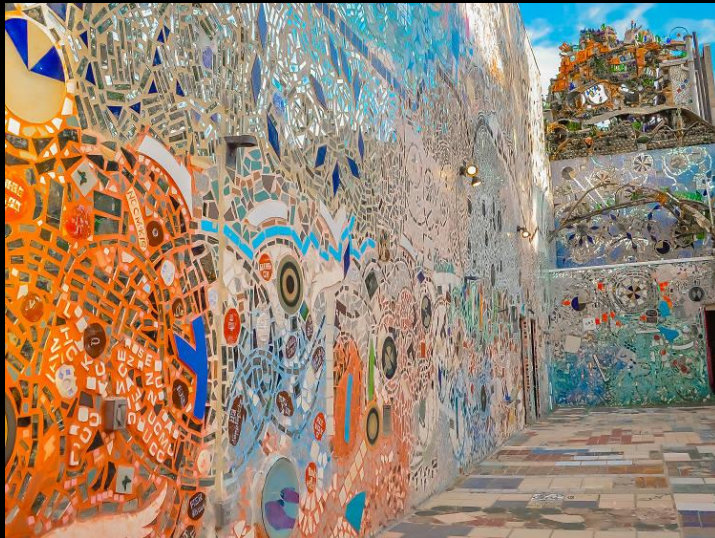


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# CALL FOR ARTISTS



# Location Specific RFP

- Attracts a broad range of artists to contribute creative ideas and execute public art projects
- Encourages a diversity of artistic voices
- Promotes innovation and community reflection in public spaces
- Positions the City as an arts-friendly environment



## Actions:

- Draft RFP framework that includes location-specific requirements but allows for flexibility in creative responses
- Provide clear submission guidelines, selection criteria, etc.
- Hampton Commission on the Arts / Public Art sub-committee to evaluate submittals and prepare recommendation to Council





# Long-Term Policy & Process Improvements

To sustain the growth of public art, the City will review and improve existing ordinances, policies, and administrative processes.

## Goals:

- Remove barriers to public art creation.
- Streamline permitting and approval pathways.

## Actions:

- Review current ordinances that impact public art.
- Identify areas for simplification or reform (e.g. Permitting and Zoning).

# Future Goal: Community Engagement & Co-Creation



The City aims to encourage a co-creator model where local creatives, artists, and residents can actively participate in shaping public art initiatives.

## Actions:

- Partner with a cohort of City-based artists to develop concept designs for murals, installations, and sculptures.
- Use pilot outcomes to inform future programs and community collaboration models.



# Summary

This multiple pathway approach balances quick wins with long-term solutions to promote public art and positions the City as a leader in arts and placemaking, aligned with Council's desire to see visible progress and build a more dynamic, creative community.





Questions?