

HAMPTON PUBLIC ART

Hampton City Council Work Session
July 9, 2025

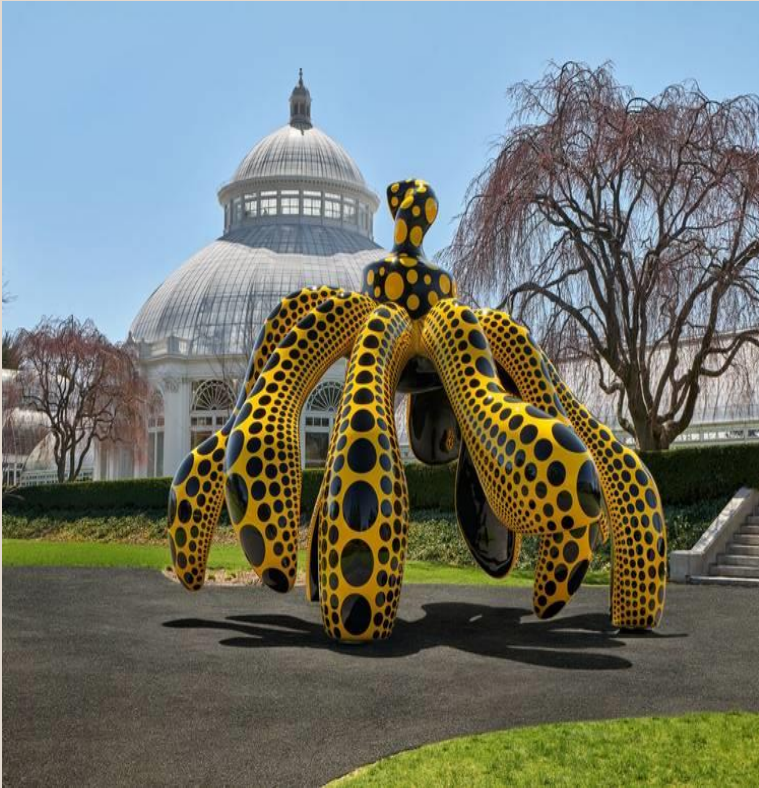


Hampton Public Art



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.

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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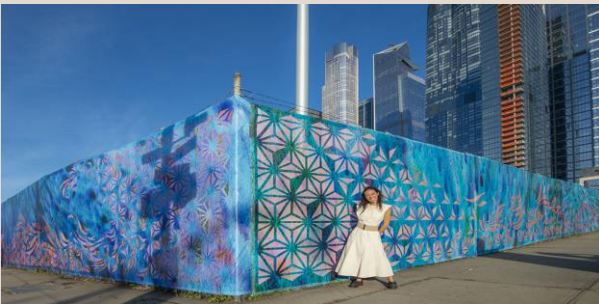
City will kick-start public art by developing and executing 2 – 3 pilot projects designed to demonstrate immediate impact and build momentum.

Actions:

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



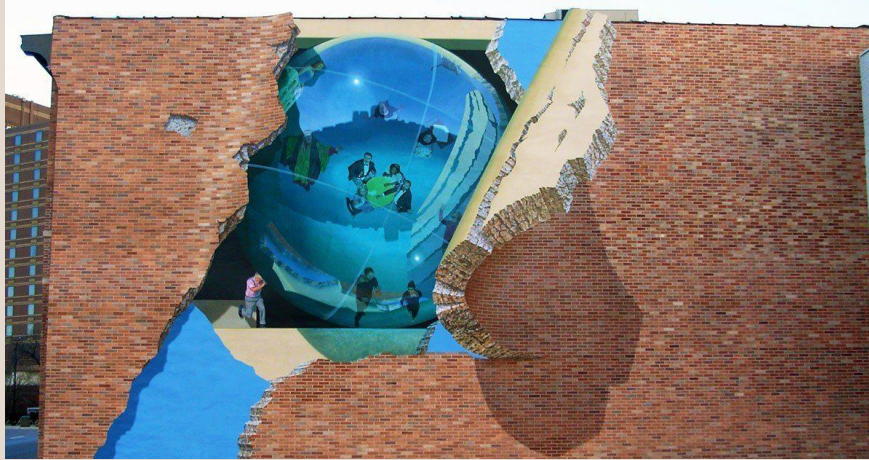
Functional Art — Serves a practical purpose while being visually appealing.



Sculptures - Buckroe Beach



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



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.



Recommendation



Staff recommends selecting 1-3 public art projects to kick-start the Public Art Program while the Hampton Commission on the Arts refines the Process for Solicited Public Art Projects.

Options for Consideration:

1. Functional Art at the Hampton Coliseum
2. Sand Sculpture at Buckroe Beach
3. Mural on the City-owned parking garage Downtown
4. Other ideas from City Council



Questions?