

Downtown Norfolk Council

Public Art Program Guidelines

With the creation of the NEON District, the Downtown Norfolk Council (DNC) has identified the importance of actively working to bring energy and charisma to the neighborhood with direct investment and art programs or exhibits to encourage private investment.

Successful implementation of this effort may require some financial assistance to property owners, tenants or artists interested in undertaking professionally crafted artistic designs that coincide with the goals of the NEON District Committee and bring life and vitality to the NEON District through artistic inspiration.

The DNC is aware that public art projects can be a costly investment. In order to reduce the material and design costs to working artists, and to provide additional and meaningful incentives to property owners and tenants, the DNC has funding available to offset some of the creative and commission costs of artistic improvements. The DNC, through the Downtown Norfolk Fund (DNF), is offering certain monetary grants provided through fundraising efforts to artists and property owners in the NEON District.

Program Objectives

The Downtown Norfolk Council seeks, through the Public Art Program to:

1. Enhance the public and pedestrian environment of the NEON District through artistic expression;
2. Improve the external appearance and/or lighting of buildings in order to attract more pedestrian and retail traffic;
3. Encourage and support economic development to leverage additional private investment; and
4. Support a developing community of artists and provide ongoing creative opportunities in the NEON District.

Eligibility

The Public Art Program is available to property owners, qualified businesses and artists within the NEON District actively fundraising to support a desired project. Governmental entities are not eligible.

Eligible projects should result in a visible artistic improvement to the property. This program is not designed to fund general exterior maintenance.

The following types of artistic improvements are eligible for funding on commercial and mixed use buildings within the described boundaries:

1. Installation of new artistic expressive murals or other forms of art; and
2. Lighting in keeping with the theme of the NEON District.

ALL ARTWORK AND/OR LIGHTING MUST BE APPROVED IN ADVANCE BY THE DNC TO BE ELIGIBLE FOR THE PUBLIC ART PROGRAM.

Eligible Recipients

1. Owners of buildings with blank exposed exterior walls or open land to support artistic sculpture;
2. Owners, tenants or artists actively fundraising to support desired commission within defined boundaries; and/or
3. Owners that provide matching dollars based on funds raised.

Available Funding

Property Owners/Tenants: Property owners and tenants are eligible for a matching grant of the funds raised in support of the artistic project, less fees associated to credit card processing and/or internal DNC time associated to charitable fundraising requirements and collection of pledged commitments.

Artists: Artists are eligible for micro-grants of up to \$599 for costs associated with an artistic project, including but not limited to, design fees, permits, construction and material costs.

Application Request

Applications can be picked up at the Downtown Norfolk Council offices, 223 East City Hall Avenue, Suite 212, Norfolk, VA 23510, and are to be supported with the following documentation:

Application Documentation

1. Signed written agreement between the property owner and artist with language that will indemnify the DNC and the DNF from any liability associated with the project;
2. If applicable, a list of donors supporting the project to reconcile with funds received; and
3. Receipts to support the costs associated with the project, including but not limited to, design fees, permits, construction and material costs. The receipts should be provided by the applying property owner or artist.

Submit Applications to:

Downtown Norfolk Council
223 East City Hall Avenue, Suite 212
Norfolk, VA 23510
dnc@downtownnorfolk.org
757-623-1757

The Downtown Norfolk Council is committed to effectively serving its members, the Downtown Improvement District Ratepayers, the City and the region. The organization is recognized as a leader, an advocate and a resource in assuring that Downtown is a safe, clean, attractive and vital place.