



The Falls Church Village Preservation and Improvement Society

February 3, 2021

Mayor Tarter and Members of the City Council
Chair Wodiska and Members of the Planning Commission
City of Falls Church
300 Park Avenue
Falls Church, VA 22046

SUBJ: Comments on the Public Arts Section Addition to the Comprehensive Plan and the Adoption of the Arts and Cultural District

Dear Mayor Tarter and Members of City Council and the Planning Commission:

The establishment and expansion of public art within the City of Falls Church has long been a focus of the Village Preservation and Improvement Society. VPIS's board of directors welcomes the addition of the Public Art Amendment to the City's Comprehensive Plan and wishes to join other City organizations in supporting the amendment's potential to expand and improve public art within the City.

In particular, VPIS aligns itself with comments recently submitted to the City by the Arts and Humanities Council. Like the Council, VPIS views the amendment as especially important at a time when there is increasing interest by developers in incorporating public art as part of new projects.

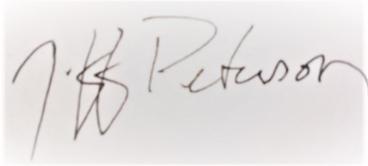
We further agree that there should be a stronger definition of an Arts and Cultural District, including the incorporation of church owned land where appropriate. Some of the churches already have installations worthy of recognition and are likely locations for future placements as well. We also request adding local history to the amendment's definition of public art in the belief that combining the two can uniquely remind us of and illuminate our past.

We join the Council in its concern for establishing sustainable funding streams for public art and look forward to creative efforts in that regard—both public and private.

Finally, we, too, would urge a greater “local” focus to the amendment, both by increasing support for local artists and by using City buildings, like the library, community center, and schools for future art installations.

VPIS looks forward to working with the City as more specific policies concerning funds and approval are developed.

Sincerely,

A handwritten signature in black ink on a light-colored background. The signature reads "Jeff Peterson" in a cursive, slightly slanted script. The first name "Jeff" is written with a large, stylized "J" and "P" that are connected to the last name "Peterson".

Jeff Peterson, President
On Behalf of the Board of Directors
Village Preservation and Improvement Society