

City of Roanoke
Percent-for-Art Program Guidelines
October 3, 2002
Amended December 17, 2012
Amended February 6, 2023

Mission

The mission of the Percent-for-Art Program (the “Program”) is to provide a consistent method for funding works of public art to:

- Enhance the quality of life for Roanoke’s citizens;
- Create a heightened sense of place and community identity;
- Enliven the visual quality of public space; and
- Stimulate Roanoke’s vitality and economy.

Such public art shall be physically accessible to the public and be created with the involvement of the community.

Program Guidelines

1. City staff will develop an annual budget for the Program by identifying an amount equivalent to one percent of the construction cost for each new project in the CIP, subject to exclusions and limits noted herein. The amount identified will be used as a basis for implementation of the comprehensive plan (the “Plan”) for enhancing public art. No more than \$100,000 per eligible project may be allocated through the one percent calculation.
2. Projects eligible for inclusion in the Program include new construction or major renovation of public buildings (including schools), decorative or commemorative structures, parks and recreation facilities, and parking facilities. Generally, the Program is not intended to apply to street and sidewalk construction or utility installations.
3. The Roanoke Arts Commission (the “Commission”) will develop a comprehensive plan for enhancing public art, which will be implemented as funding is made available through the Program by City Council. The Plan is not restricted to providing public art for the capital improvement projects upon which the Program budget is based, but it can include public art to enhance the aesthetic quality of a specific capital improvement project.
4. Public art such as sculpture and paintings are eligible for inclusion in this Plan. Other aesthetic enhancements such as fountains, landscaping, textured walls, mosaics, tiled columns, patterned pavement, grillwork, and other ornamentation are equally appropriate design considerations. [Digital art, the performing arts, and art created in new media may be included as public art components. Additionally, documented community art engagements as part of City planning processes and artist residencies may also be included in the plan.](#)
5. The Plan, and updates thereto, will be presented to City Council by the City Manager and the Commission by August 31st each fiscal year for review and approval, as well as appropriation of necessary funding.
6. Acquisition of any public art will occur as part of the City’s normal procurement process from funds appropriated by City Council. The Commission, maintaining its advisory role to Council, will facilitate selection and placement of art in the city. However, City Council will have final approval authority for the procurement and design of any public art, with the exception that the School Board will have the opportunity to participate in the selection of art for public schools and will oversee placement of the art in public school buildings.