



Legislation Details (With Text)

File #: 17-570 **Version:** 1 **Name:**

Type: Action Item **Status:** Agenda Ready

File created: 8/28/2017 **In control:** Town Council Meeting

On agenda: 10/30/2017 **Final action:**

Title: Request approval for donation and installation of a LOVE artwork sign at Northside Park

Sponsors:

Indexes:

Code sections:

Attachments: 1. VPAC Love Sign 2017-version2, 2. BAR Minutes 6-15-17, 3. 2017-03-06 Love Sign - 4x4 tubing (1), 4. VPAC Minutes 2-21-17, 5. Renderings

| Date | Ver. | Action By | Action | Result |
|------------|------|----------------------|----------|--------|
| 10/30/2017 | 1 | Town Council Meeting | approved | Pass |

Subject:
Request approval for donation and installation of a LOVE artwork sign at Northside Park
EXPLANATION AND SUMMARY :

Melanie Doptis Rothstein approached the Parks & Recreation Department with a request to donate a LOVE artwork sign to be placed on Town property.

Communities are spreading the love around the Commonwealth of Virginia through the installation of giant LOVE artworks in town centers to attract visitors. This display of artwork is an initiative related to the marketing slogan of "Virginia is for Lovers." Visitors are encouraged to take photos with the LOVE artwork and share on social media.

Vienna's proposed LOVE artwork sign will be made of galvanized steel metal tubes that will withstand the elements and require minimal maintenance. The sign will take up an area approximately 14 feet wide by 6 feet tall. The Town will install the letters in concrete, and they will be set below the freeze line. The sign will be level with the ground and have mulch around the base. Nathan Rothstein will manufacture the letters for the LOVE artwork sign.

The LOVE artwork sign will be installed on public property at the entrance to Northside Park next to the W&OD Trail. The LOVE artwork sign will be visible to all users of the W&OD Trail as they enter and leave Town limits.

Mrs. Rothstein met with the Vienna Public Art Commission (VPAC) on January 23, 2017. VPAC recognizes the LOVE artwork sign as public art and approved design of the sign with the proviso that thicker metal tubes would be used to make the letters more prominent. VPAC also supports placement of the sign at the entrance to Northside Park.

Mrs. Rothstein met with the Board of Architectural Review (BAR) on June 15, 2017 for its consideration and recommendations related to the LOVE artwork sign. The BAR approved the location and exterior modification for the LOVE sign with the proviso that the footers be below the frost line.

Departmental Recommendation : Recommend approval.

Finance Recommendation : N/A

Purchasing Recommendation : N/A

Town Attorney Recommendation : Subject to applicable zoning and BAR approvals, Town Council may approve acceptance of the donated artwork/sign and approve installation on Town property.

Town Manager's Recommendation : I recommend the Town Council approve the acceptance of the donated LOVE artwork sign as presented.

Cost and Financing: N/A

Account Number: N/A

Decision Needed by This date: N/A

PROPOSED/SUGGESTED MOTION

"I move to approve acceptance of the donated LOVE artwork sign and further move to approve installation of the LOVE artwork sign on Town property at the entrance to Northside Park near the W&OD Trail."

Or

Other action deemed necessary by Council.