

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

Action Information

MEAD Number:
201726

Resolution:
 Yes No

TITLE:

West Hyattsville Metrorail Station Mural Project

PRESENTATION SUMMARY:

Staff will present annually-recurring Mural Public Art Project for the walls of the track underpass at the West Hyattsville Metrorail station.

PURPOSE:

In compliance with Board policy, staff is seeking approval of the temporary, annually-recurring public mural art project for placement on the walls of the track underpass at the West Hyattsville Metrorail station.

DESCRIPTION:

The annually-recurring mural project at the West Hyattsville Metrorail Station will fulfill Art in Transit Program's mission to work with artists, community groups, government agencies, and businesses in order to install artworks on Metro property that capture the spirit and vitality of the region, add beauty to facilities and inspire a sense of belonging for Metrorail customers.

Key Highlights:

The Hyattsville Community Development Corporation (HCDC) is a nonprofit corporation, which has as a part of its core mission, supporting and promoting the West Hyattsville neighborhood community and local artists by encouraging art in public spaces. As part of this mission, HCDC wishes to collaborate with the Washington Metropolitan Area Transit Authority (WMATA) Art in Transit program to develop a temporary, annually-recurring, community-focused mural art project for the walls of the track underpass at West Hyattsville Metrorail Station. The project will be led by HCDC and will allow for jury-selected mural designs to be created as part of the event.

Background and History:

HCDC hosts an annual arts event, titled *Bursting on the Scene*, as part of its mission to support and promote the West Hyattsville neighborhood community and local artists. In the context of *Bursting on the Scene*, HCDC wishes to facilitate an annually-recurring mural painting project destined to beautify the walls of the track underpass at the West Hyattsville Metrorail station. The project would be a one (1) day-long event during which local, professional artists would work with community members to paint high-quality mural installations on designated areas on the walls of the track underpass.

Selection: The mural artist(s) will be selected through a RFP “Call to Artists” process.

Review: Prior to the beginning of the event, artwork proposals will be reviewed by a Jury Panel convened by HCDC and including representatives of Hyattsville CDC arts program, Hyattsville City Council, and WMATA Art in Transit, as well as local artists.

Creation: On the day of the event, the artist(s) selected will work with the community to paint the selected design(s) on designated areas of the walls of the track underpass. WMATA AIT and the Jury Panel will ensure that the artwork is of high artistic quality, and meets WMATA standards for safety, life cycle requirements, as well as material and structural adequacy.

Discussion:

Per the Board approved Art in Transit program guidelines, Art in Transit must present temporary art projects to the WMATA Board of Directors, and obtain the Board's approval. All costs including insurance, maintenance and removal and all payments to artists will be the responsibility of the Hyattsville Community Development Corporation (HCDC). Installation will be performed by WMATA at HCDC cost.

FUNDING IMPACT:

Define current or potential funding impact, including source of reimbursable funds.	
Project Manager:	Laurent Odde
Project Department/Office:	CENI/Art in Transit

The event is fully funded by the Hyattsville Community Development Corporation (HCDC).

TIMELINE:

Previous Actions	December 2015 - Contacted by Hyattsville Community Development Corporation about possible agreement between HCDC and WMATA AIT to use the walls of the track underpass at the Hyattsville Metrorail station for public art project. January 2016 - Discussion between DCDC and WMATA AIT regarding the implementation of the proposed mural art project.
Anticipated actions after presentation	April 2016 - To enter into an agreement with Hyattsville Community Development Corporation to outline the parties' responsibilities for this project.

RECOMMENDATION:

Approve a temporary, annually-recurring public mural art project for placement on designated areas of the walls of the track underpass at the West Hyattsville Metrorail station.



Washington Metropolitan Area Transit Authority

Hyattsville Mural Program

Customer Service, Security and Planning Committee

April 14, 2016



Purpose

- Review project proposal for an annual mural program at the West Hyattsville Metrorail station track underpass
- Board approval of program funded by Hyattsville Community Development Corporation (HCDC)



Background – Hyattsville Mural Program

- Partnership between Metro and Hyattsville Community Development Corporation (HCDC)
- Mural artist(s) selected via Call to Artists
- Review panel composed of representatives of:
 - Hyattsville CDC arts program
 - Hyattsville City Council
 - Local artists
 - Metro Art in Transit
- No cost to Metro, this public art project is entirely funded by HCDC

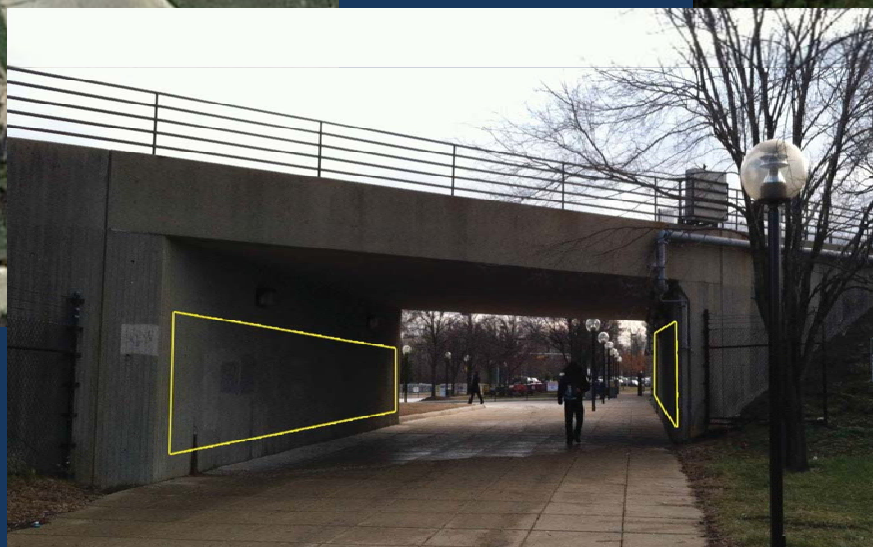
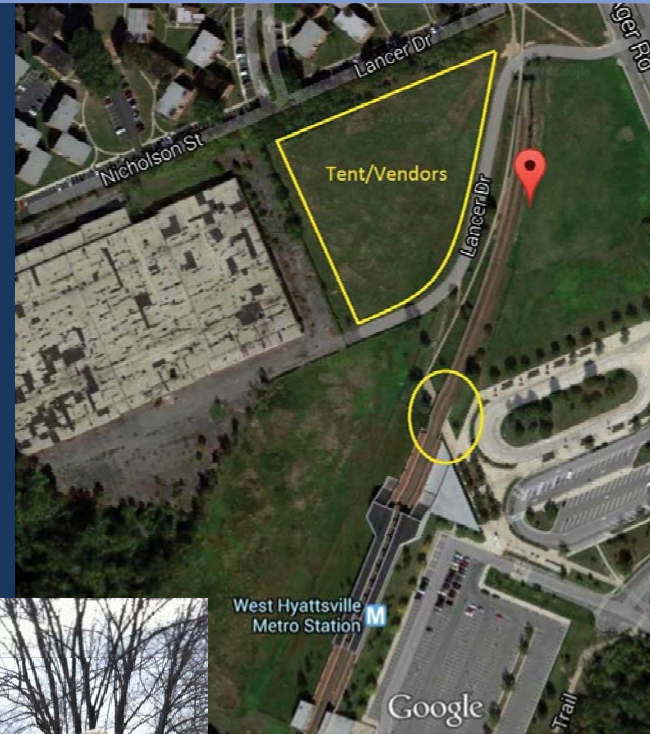
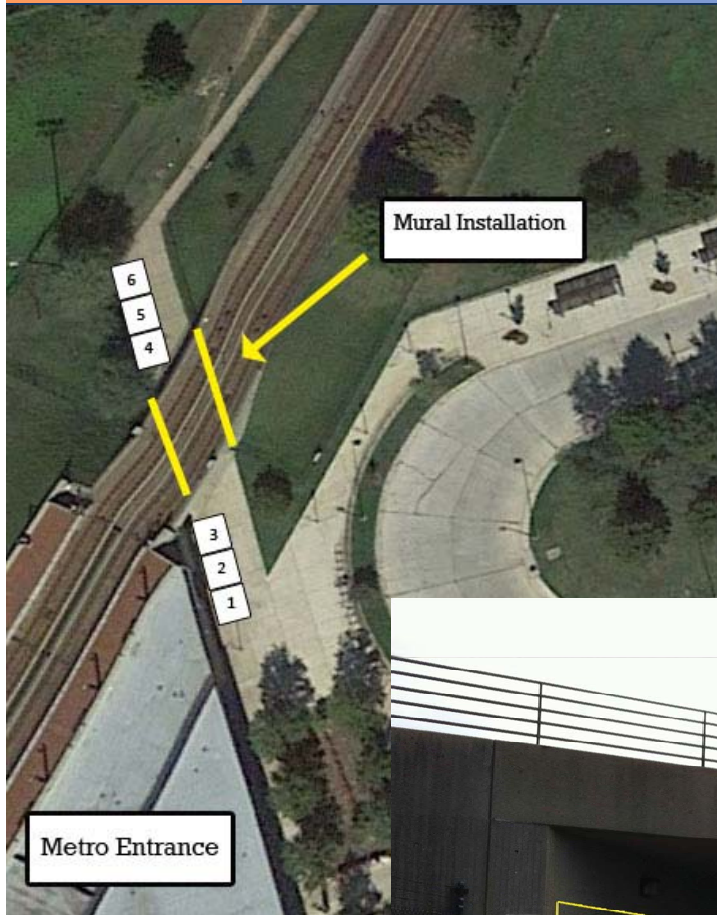


Background (cont'd)

- Integrating art on Metro property will:
 - Create attractive transit facilities
 - Build livable communities by creating public spaces that reflect the artistic, cultural and historic environment
 - Highlight Metro's involvement with the community by demonstrating support for local artists, organizations and public programs
 - Create economic opportunities for artists and other professionals



Hyattsville Mural Program Location





Hyattsville Mural Program

Project Concept

- Connect artist(s) and community by inviting youth groups, local art programs and schools, as well as the general public
- General concept of mural and individual artists concepts subject to approval by Metro's AIT
- Artwork created with material approved by Metro and on designated areas of Metrorail station



Hyattsville Mural Program

Similar Projects

Peter Krsko –
North
Brentwood



*Bursting in
Air 2015 -
Route 1
Overpass,
Hyattsville*



Justin Poppe – North
Brentwood



Hyattsville Mural Program

Next Steps

- Approved drawings to be used by selected artist(s) to create mural
- Mural painted during a one-day long event at the end of August (specific dates to be determined)
- Mural to be replaced annually as part of HCDC's *Bursting on the Scene* program



Recommendations

- Board approval of temporary, annually recurring public Mural Festival program at the West Hyattsville Metrorail station funded by Hyattsville Community Development Corporation

SUBJECT: APPROVAL OF ANNUAL MURAL ARTWORKS AT WEST HYATTSVILLE METRORAIL STATION UNDERPASS

RESOLUTION
OF THE
BOARD OF DIRECTORS
OF THE
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, The Board of Directors recognizes that the goal of the Authority is to provide the National Capital area with safe, reliable and attractive public transportation; and

WHEREAS, In Resolution 2000-67, the Board of Directors established a process to facilitate the display of the widest variety of artwork in the Metrorail system by reserving for itself the decision on whether to accept donated artwork; and

WHEREAS, As part of its public art mural programs, Hyattsville Community Development Corporation (HCDC) hosts an annual arts festival, entitled "Bursting on the Scene," which celebrates the West Hyattsville neighborhood and community; and

WHEREAS, HCDC has proposed that the Washington Metropolitan Area Transit Authority (WMATA) participate in "Bursting on the Scene" this year and annually by allowing selected professional mural painters and the community to create and paint community-focused art murals for the walls of the track underpass at West Hyattsville Metrorail Station, see attached examples of art murals from HCDC-sponsored art programs;

WHEREAS, HCDC will fully fund, at no cost to WMATA, all costs associated with creation of the mural project, including payment to the artists, installation and maintenance, annual replacement of the art murals and any required insurance; and

WHEREAS, WMATA Art in Transit has verified that allowing the installation of the art murals on designated areas of the walls of the track underpass will not will not impact WMATA's safety, operations and security standards; and

WHEREAS, WMATA Art in Transit recommends that the Board of Directors approve this annually-recurring arts mural project for designated areas of the walls of the track underpass at the West Hyattsville Metrorail Station; and

WHEREAS, Upon the Board of Directors approval, the General Manager/Chief Executive Officer will enter into an agreement with the parties, to establish all parties' responsibilities for this annually-recurring mural project; now, therefore be it

RESOLVED, That the Board of Directors approves the creation of community-focused public arts murals for installation on the walls of the track underpass at the West Hyattsville Metrorail Station, which will be recreated and replaced annually; provided that the project does not compromise safety and security and provided that there is no cost to WMATA; and be it finally

RESOLVED, That this Resolution shall be effective 30 days after adoption in accordance with § 8(b) of the WMATA Compact.

Reviewed as to form and legal sufficiency,



Mark R. Pohl
Acting General Counsel

WMATA File Structure No.:
12.1.1 Art in Transit

PROPOSED



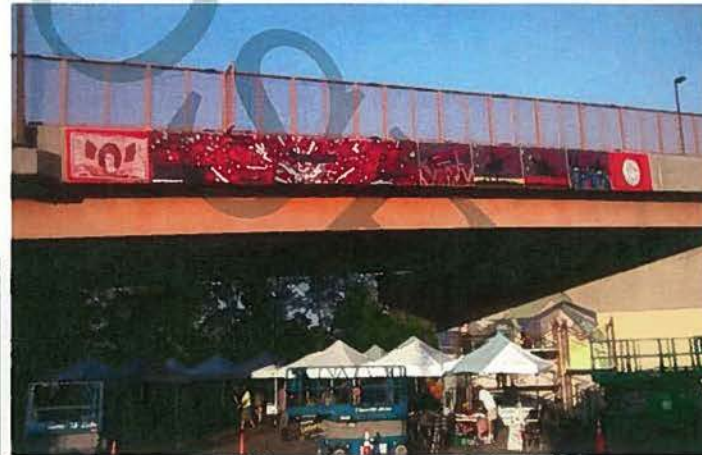
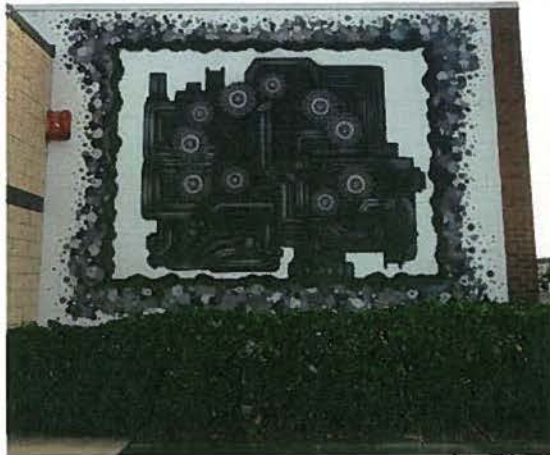
Hyattsville Mural Program

Similar Projects

Peter Krsko –
North
Brentwood



*Bursting in
Air 2015 -
Route 1
Overpass,
Hyattsville*



Justin Poppe – North
Brentwood

Attachment