



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

Section 17.05 Review: Approval of a public art installation consisting of two road murals and adjacent planter boxes as a traffic-calming strategy along the Hull Street corridor and Oak Grove-Bellemeade neighborhood.

To: Public Art Commission
From: Susan Glasser, Secretary, Public Art Commission
Date: September 24, 2020

PETITIONER

Louise Lockett Gordon, Director of Bike Walk RVA, Sports Backers

PROJECT LOCATIONS

- (1) Hull St. & 11th St. along the Hull St corridor
- (2) Lynhaven Ave. and Wright Ave. in the Oak Grove-Bellemeade neighborhood.

PROJECT PURPOSE

To provide traffic-calming interventions at well-traveled pedestrian and bicycle routes including local businesses and Hull St. Public Library along the Hull St. corridor, the Oak Grove-Bellemeade Community Center, the Oak Grove-Bellemeade Elementary School, and transit stops at both intersections.

SUMMARY & RECOMMENDATION

Background:

Through prior community engagement efforts, traffic calming has been identified as a need in these areas. Installation of road murals have demonstratively succeeded in calming vehicular traffic through neighborhoods in the interim of longer-term locality planning, funding and installation of more permanent traffic calming measures. By installing these intersection murals, drivers' attention will be drawn to the intersection, slowing their driving speed and increasing their observation of pedestrian and bicyclist movement in the area and thereby reducing the likelihood of pedestrian or bicyclist-involved crashes.

The artist commissioned for this project is Silly Genius, a Richmond-based artist and founder of the local collaborative, All City Art Club. The collaborative exists to bridge the gap between community and citizens by introducing street art to underserved communities without the goal of tourism or gentrification. Its goal is to make people feel good about where they live. The club has completed numerous murals throughout Richmond, with particular attention to Southside. The Club's portfolio includes works at the Broad Rock Community Garden (Broad Rock and Stockton St), Mending Walls Project Mural #2 located at Commonwealth Law Group (Broad St), Atlantis Food Service Equipment (Hull St), and Seafarm Seafood (Hull St) (www.allcityartclub.com/projects).

Correlation to Public Art Master Plan:

- Involves temporary "commissions" (p 8)
- Encourages community-based involvement in a public art project (p 7 & 8)
- Distributes public art equitably and delivers public art to more diverse communities (p 55)

Recommendation:

Staff recommends approval of the project's conceptualization and locations with the following conditions:

1. The petitioner shall be responsible for obtaining and adhering to all necessary permissions and permits for the project as required by the Department of Public Works.

Staff Contact:

Susan Glasser, PAP Coordinator, and Secretary to the PAC, 804.646.7319

Attachments: Proposed art, locations, and community letters of support



Application for Installing Temporary Public Art On City-Owned Property

Richmond Planning & Development Review
Public Art Commission
900 E. Broad Street, Room 511
Richmond, Virginia 23219
804.646.7319 susan.glasser@richmondgov.com

Please note: These instructions apply to *non City-funded temporary projects only*. The Public Art Commission (PAC) does not typically fund community-initiated projects such as road murals and neighborhood placemaking installations.

You may want to begin your application process by contacting Susan Glasser, Public Art Coordinator (804.646.7319 or susan.glasser@richmondgov.com) to discuss your project. The Public Art Coordinator can:

- Verify that the property is, in fact, City-owned;
- Help identify what City agency(ies) you must contact for permits;
- Answer other general questions you may have about the process.

You are also strongly encouraged to contact the location's City Council representative, the pertinent civic association, and/or residents or merchants who may be affected by the proposal—the more community support your project has the stronger your proposal will be.

NAME	EMAIL

FUNDING SOURCE

PROPOSED INSTALLATION START DATE
<p>Please note: The combined approval process by the Public Art Commission and the Planning Commission will take a <i>minimum</i> of four weeks from the time the fully completed application is submitted. Installation cannot begin until a final approval has been granted and all City permits have been secured.</p>

PROPOSED DURATION OF THE PROJECT

PROJECT INFORMATION:

Describe the project (include materials list)

Rationale for placing the art on public property

Describe the artist's qualifications/credentials

Installation plan

Proposed maintenance plan

ATTACH THE FOLLOWING DOCUMENTS TO YOUR APPLICATION:

Required:

- Site plan showing the lot and location;
- Scaled rendering or photo of the proposed art with dimensions;
- A copy of a letter or email from the director or designee of any relevant City agencies confirming preliminary technical approval of the project.

Optional but strongly encouraged:

- A copy of any letters/emails of support from the location's City Council representative, pertinent civic association, and/or residents or merchants who may be affected by the proposal

SUBMITTING YOUR APPLICATION:

Your application may be emailed to the contact information at the top of this page. *Only digital applications will be accepted.*

Applications must be submitted at least 10 business days in advance of the next available PAC meeting. These meetings are schedule on the 4th Thursday of most months.

WHAT HAPPENS NEXT:

PAC Review and Recommendation

The PAC reviews your proposal at the first available Commission meeting. You are welcome to present your proposal in person at the meeting and answer any questions posed by Commissioners (though you are not required to attend). Following a discussion, the PAC either (1) recommends the proposal, (2) recommends the proposal with contingencies (meaning you may need to make specified modifications to the proposal), or (3) rejects the proposal. The PAC then passes the proposal and its recommendation on to the Planning Commission for a final decision.

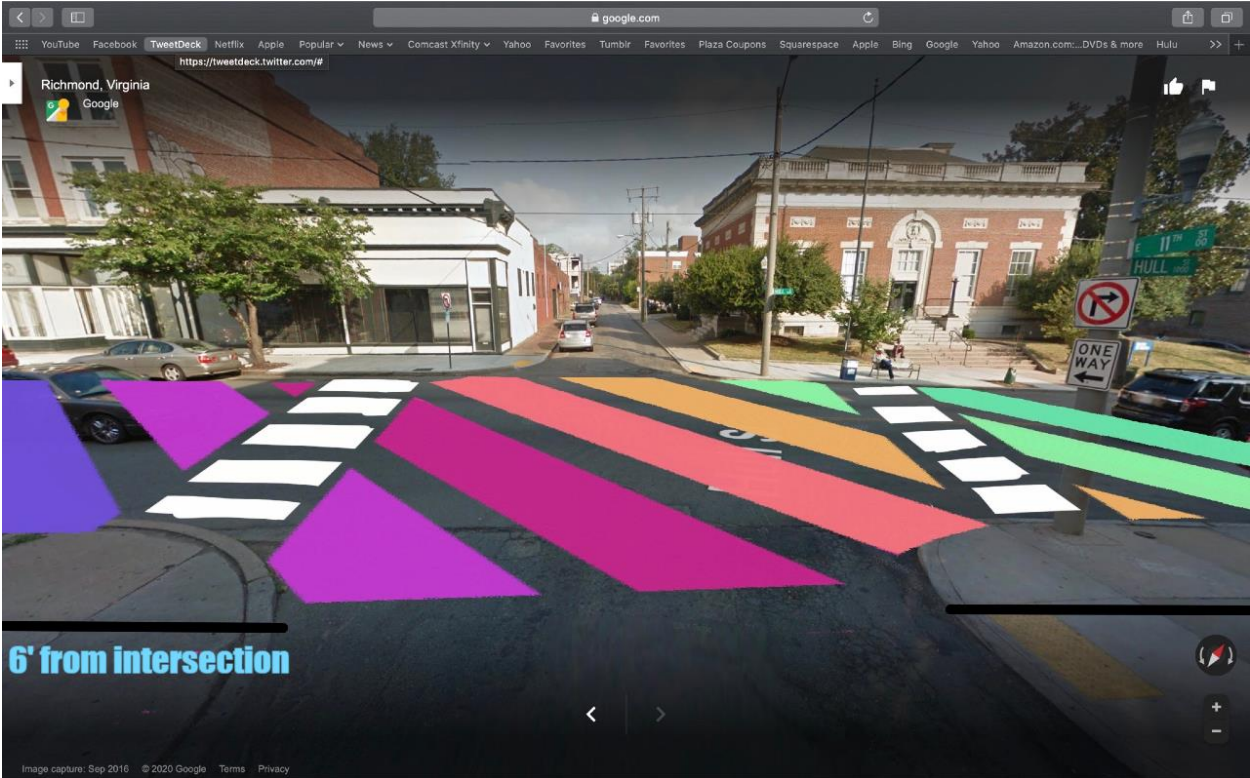
Planning Commission Approval

The Planning Commission reviews the proposal at their next available meeting following PAC action. The Planning Commission meets the first and third Monday of the month. You are not required to attend this meeting but you may wish to attend to address any Commission questions. The Commission then votes to approve or reject the proposal.

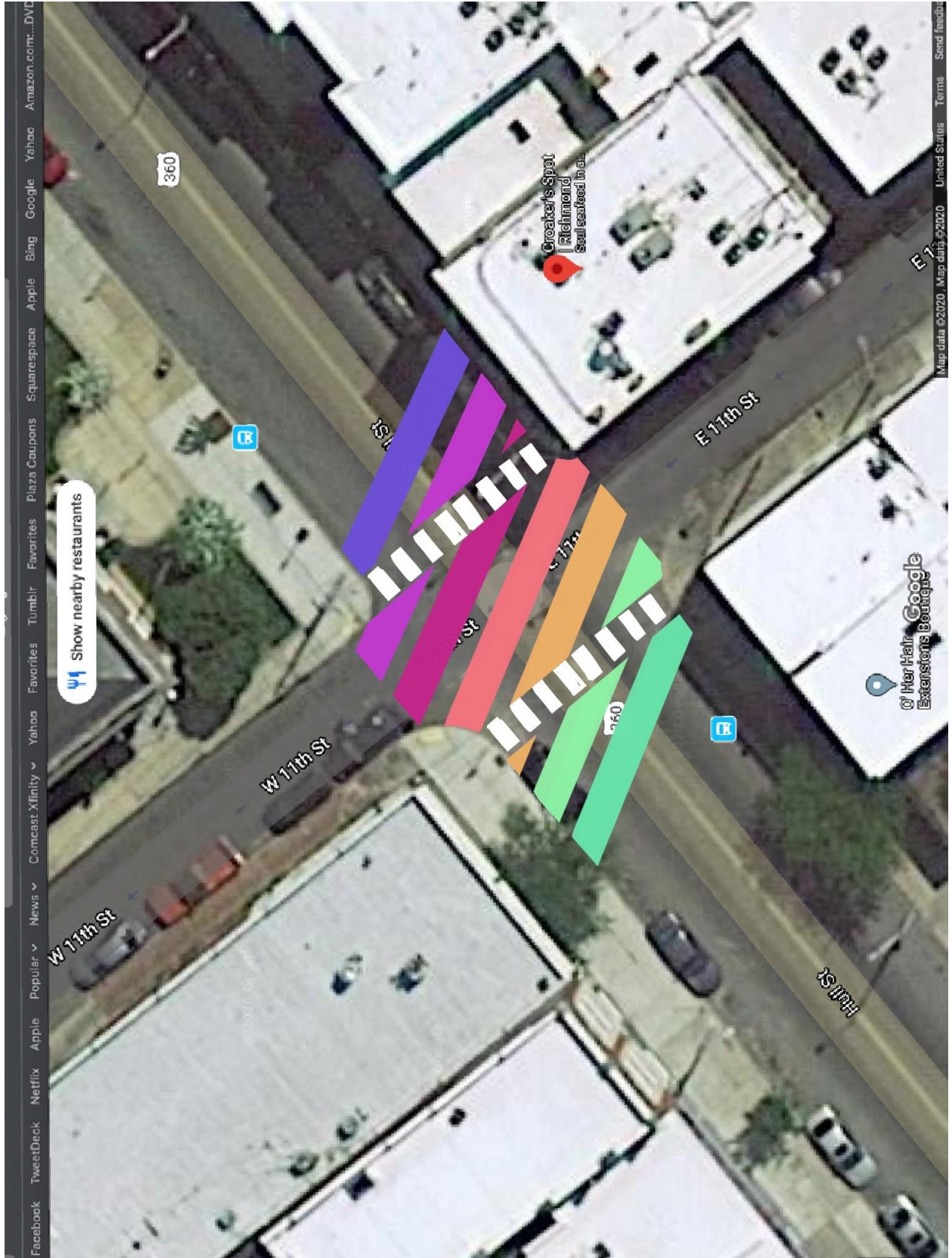
Installing the Art

After receiving a final approval from the Planning Commission—*but before installing the art*—you are responsible for securing any needed City permits such as work in street permits or electrical/plumbing/structural inspections to ensure the installed art complies with all City regulations and necessary safety and structural precautions.

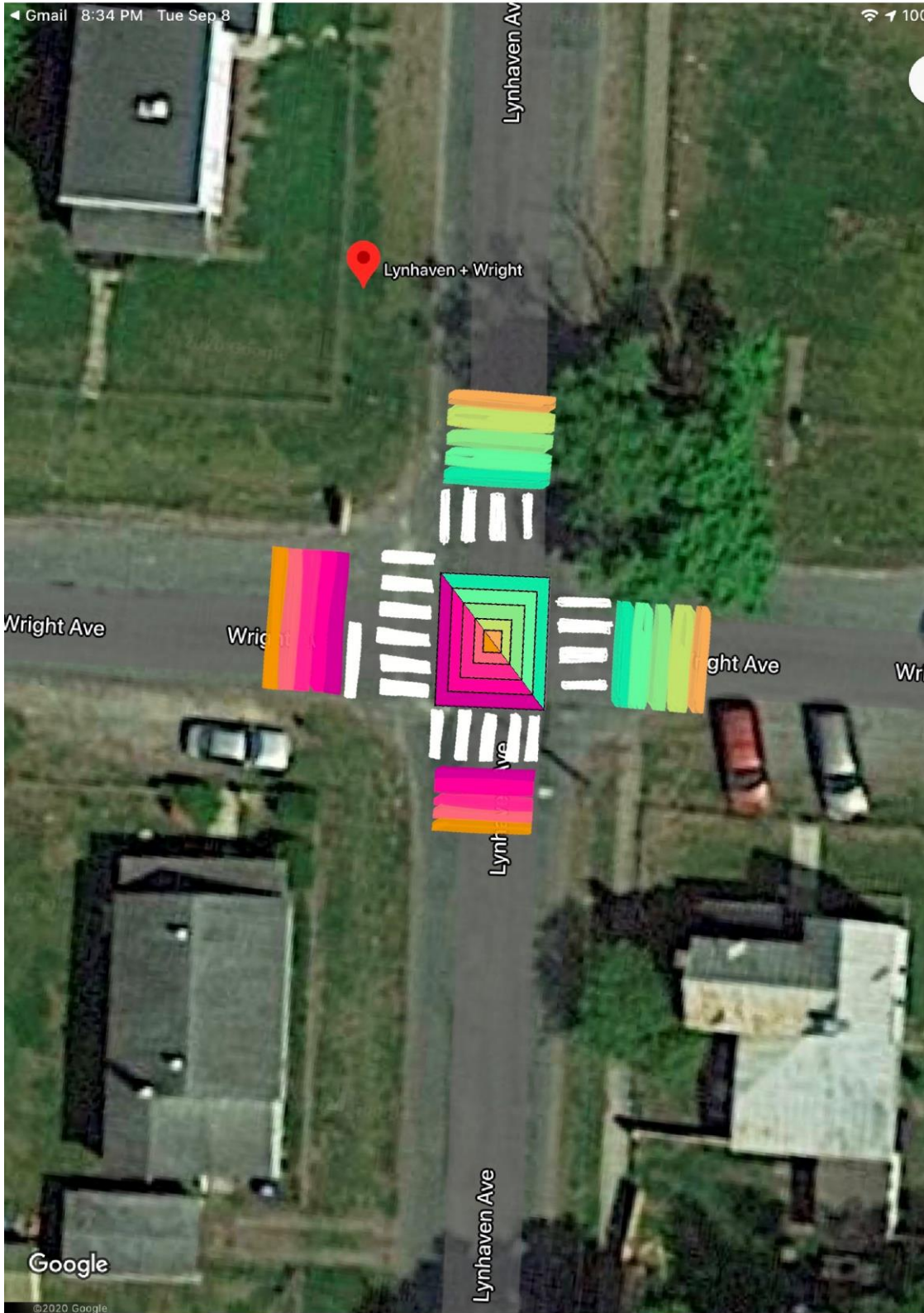
Hull Street Design



Hull Street Site Plan



Lynhaven Site Plan



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September 9, 2020
Susan Glasser
Public Arts Commission Secretary
Richmond, Virginia

Dear Ms. Glasser,

I have been a community volunteer and mentor in Bellemeade and at Oak Grove Elementary School for 16 years and want to send my support for the application to the Public Arts Commission for a street mural on Lynhaven Avenue at the intersection of Wright Avenue that is a partnership between Bike Walk RVA and AARP.

I spend dozens of hours every week in the Bellemeade area successfully advocating for improvements to the school and community center sites (including the new bridge connecting to Minefee St. and the Green Street project there), biking and walking programming, safety improvements, and support to ESL students in the community. My church Trinity United Methodist and I have supported biking and walking events, bike races, and biking and walking efforts with Groundwork RVA, for whom I was a board director for six years.

This is a great opportunity to create a safer and more engaging community space, learning environment, and visual element of pride in the area that is needed here that can serve hundreds of students and their families.

Bike Walk RVA has helped with Bike and Walk to School Days for years, and I have walked and driven them on tours of the area numerous times, and I have full faith in their efforts here.

Sincerely,

Bob Argabright
President Friends of Bellemeade Park
Volunteer Community Leader
Bellemeade Community



September 9, 2020

Susan Glasser
Public Arts Commission Secretary
Richmond, Virginia

Dear Ms. Glasser,

Please accept this letter of support for the application to the Public Arts Commission for a street mural at the intersection of Hull Street and 11th Street that is a partnership between Hull Street Action, Bike Walk RVA, and AARP, the grantor of the project.

Hull Street Action has identified beautification, pedestrian safety, and traffic-calming needs in the Manchester area of Richmond, and this grant-funded project will improve both areas for residents, businesses, and visitors alike. This project will be a continuation of existing work along the corridor to bring murals that reflect the communities here.

We have walked the site with Bike Walk RVA and the artist, Silly Genius, and believe this design will be a step in the right direction for Hull Street.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charlie Westbrook".

Charlie Westbrook
Director of Development, Hull Street Action

PAC application due today / ROW approval

Louise Lockett Gordon <Louise@sportsbackers.org>

Thu 9/10/2020 9:41 AM

To: brian.copple@richmondgov.com <brian.copple@richmondgov.com>

 4 attachments (2 MB)

Hull ST & 11th.jpg; Hull St & 11th_2.jpeg; Lynhaven & Wright.jpeg; Lynhaven & Wright_2.jpg;

Hi Brian,

Hope you're well. I know Brantley has been in contact with you about the two intersection murals we are submitting through Public Art Commission as part of an AARP grant we received and with community support. I'm attaching the renderings for murals at 1) Hull St & 11th St and 2) Lynhaven Ave & Wright Ave.

Per the application, would you respond to this email to confirm preliminary technical approval of the projects? I believe the that will check that box off our application packet so we can submit today.

I will note that only the non-white lines reflect the art to be painted. White lines in the pictures are there only as placeholders to show the artist will not be painting in these spaces where crosswalks are/would be. We will include this note in the application write up.

Thanks Brian!

Louise Lockett Gordon, MPH

Director of Bike Walk RVA | [Sports Backers](#)

100 Avenue of Champions, Suite 300

Richmond, VA 23230

o: 804.285.9495 x242 | c: 804.334.8684

 [Description: SB_EmailSignature_BikeWalkRVA](#)