



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: March 25, 2021

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