



Staff Report City of Richmond, Virginia Public Art Commission

Write legislation/ordinance number here.	Meeting Date: 6/8/2023
Applicant/Petitioner	Department of Parks, Recreation and Community Facilities
Description	PRCF is converting a former basketball court at Hotchkiss Park into a safe space for roller skating. Silly Genius will place a design to brighten up the space and make it inviting for those all over the city to use. Participants in the Parks and Recreation Teen Mural Mobb program will update and maintain the mural on a yearly basis.
Project Location	
Hotchkiss Park	
701 East Brookland Park Boulevard, Richmond	
Write site neighborhood here.	
Council District(s): ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ City-Wide	
(Recommending body) Recommendation	Approval
Staff Contact	Susan Glasser, Secretary, Public Art Commission, susan.glasser@rva.gov
Conditions for Approval	None

ABOUT THE ARTIST

Taron "Silly Genius" Sparks is a self-taught, Richmond artist whose murals can be seen across Richmond. In 2022, the PAC awarded him a commission for an art installation to be located at the Broad Rock Community Garden.

More about the artist can be found here: <https://silly-genius.com/>

CORRELATION TO RICHMOND 300 AND THE PUBLIC ART MASTER PLAN

- **Richmond 300 Master Plan**
- Goal 4: Urban Design (p. 99)
- Public art is critical to showcase a place's uniqueness, culture, and history. . . . Future public art projects and improved streetscapes in all parts of the city set the tone for high-quality development and create pride for residents as they look forward to the future prosperity of their neighborhood and their personal household.
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- Objective 4.2 (p. 102)

- Integrate public art into the built environment to acknowledge Richmond's unique history and neighborhood identity, and engage the creative community, focusing public art efforts in areas that do not have public art today.

Public Art Master Plan

- Distribute Public Art Equitably (p. 55)
- . . . To engender interest and enthusiasm about public art in the city, the program must be active in neighborhoods outside of the downtown core to engage more citizens. Smaller-scale projects created by artists that interact with neighborhood residents can contribute to the texture and identity of an area and help provide a sense of community by adding landmarks, touchstones, and a unique character.
- Priority Sites & Projects (pp. 83-89)
- Historically significant sites and events: Honoring people and their stories
- Community Gathering Sites
- Health-Focused Sites
- Youth-Focused Sites

Preliminary Design



ATTACHMENT(S)

Temporary Art on Public Property Application Form