



Staff Report
City of Richmond, Virginia



City Planning Commission

Write legislation/ordinance number here.	Meeting Date: 11/4/2024
Applicant/Petitioner	Public Art Commission
Project Description	<p>Richmond-based multidisciplinary artist Sam “Skrimpz” Prather is the inaugural Tactical Urbanism Artist in Residence through DPW’s Office of Equitable Transit and Mobility. Selected through a competitive process, Skrimpz will develop and incorporate vibrant and community-centered artistic elements into tactical urbanism-inspired transportation infrastructure projects as part of the Richmond Connects: Lighter/Quicker/Cheaper Program.</p> <p>For their first project, Skrimpz collaborated with 30 students from Martin Luther King, Jr. Middle School to create road mural designs that will be installed outside of the school on Mosby Street. The students’ imagery is bright, bold, and fun, with subject matter ranging from self-portraits to favorite foods. The students will help paint the mural, which will bring vibrancy to the corridor and serve as a traffic-calming strategy. Following installation, data will be collected to evaluate the effectiveness of the road mural in calming traffic outside the school.</p>
1000 Mosby Street Richmond, VA 23223	
East End	
Council District(s): <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input checked="" type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> City-Wide	
PAC Recommendation	Approval
Staff Contact	Monica Kinsey, Planner/Secretary, Public Art Commission, (804) 646-3303, monica.kinsey@rva.gov
Conditions for Approval	

CORRELATION TO THE 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. 63–69)

Youth-Focused Sites

School Sites

Infrastructure Sites

CORRELATION TO 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.

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.

ATTACHMENT(S)

