



Staff Report  
City of Richmond, Virginia

City Planning Commission

Richmond Planning &  
Development Review



Write legislation/ordinance number here.	Meeting Date: 7/15/2025
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. Skrimpz is developing and incorporating vibrant and community-centered artistic elements into tactical urbanism-inspired transportation infrastructure projects as part of the Richmond Connects: Lighter/Quicker/Cheaper (LQC) Program.</p> <p>Recognizing that permanent infrastructure and street design changes take a decent amount of time and money, LQC aims to meet needs raised by Richmonders in a timely manner. The methods used may include things like asphalt art, temporary road closures, and signage. LQC does not aim to replace permanent infrastructure changes in the long term, rather its goal is to improve safety and accessibility in the interim before permanent changes can be made.</p> <p>For this LQC asphalt art project, Skrimpz and the LQC team collaborated with students from the Franklin Military Academy, enlisting additional support for the mural design process from Jonathan Ashe, an art teacher at the Academy. Based on student imagery, the resulting asphalt art designs will be installed at the intersection of Mechanicsville Turnpike and Brauers Lane. The asphalt art will be bordered by flex posts. Together, the art and flex posts function to calm traffic and improve safety.</p> <p>The student imagery showcased in the designs is bright, bold, and fun, with subject matter ranging from self-portraits to favorite things. Students and community members will help paint the art, which will not only bring vibrancy to the site, but enhance placemaking and community connection while serving as a traffic-calming strategy. Following installation, data will be collected to evaluate the effectiveness of the project in calming traffic.</p>
Intersection of Mechanicsville Turnpike and Brauers Lane 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	
Staff 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 (pg. 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 (pg. 63–69)

Youth-Focused Sites, Community Gathering Sites, Transportation Sites, Infrastructure Sites

## CORRELATION TO RICHMOND 300 MASTER PLAN

### Goal 4: Urban Design (pg. 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 (pg. 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)



