



Staff Report
City of Richmond, Virginia



City Planning Commission

Write legislation/ordinance number here.	Meeting Date: 4/15/2025
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 road mural project, Skrimpz and the LQC team continued their artistic collaboration with 30 students from Martin Luther King, Jr. Middle School, enlisting additional support for the mural design process from artists Lizzie Brown and Jordan James. The artists have created road mural designs based on student imagery that will be installed outside of the school in two locations: at the intersection of Mosby and P as well as Mosby and R Streets.</p> <p>These two new road murals will complement the recently installed LQC road mural at Mosby and Q Street that was approved by the Planning Commission in November 2024. The mural designs will be bordered by flex posts. Together, the murals and flex posts function to calm traffic and improve safety along the Mosby Street corridor outside the school.</p> <p>The student imagery showcased in the mural designs is bright, bold, and fun, with subject matter ranging from self-portraits to favorite things. The students will help paint the murals, 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 road mural in calming traffic outside the school.</p>
<p>Intersection of Mosby & P Streets</p> <p>Intersection of Mosby & R Streets</p> <p>Richmond, VA</p> <p>23223</p>	
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 (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.

