



Staff Report City of Richmond, Virginia Public Art Commission

Write legislation/ordinance number here.	Meeting Date: 4/23/2026
Applicant/Petitioner	Monica Kinsey, Planner/Secretary, Public Art Commission
Project Description	<p>Clay Dye of the Fan District Association is seeking approval for new murals on the concrete play structures at Paradise Park in the Fan. The pocket park is located between Floyd and Grove Avenues, and Vine and Allen Streets.</p> <p>Following recommendations from neighbors interested in new mural designs for the park, the park steward polled visitors with small children about the art on the concrete play structures. This resulted in the suggestion of a fairy tale-inspired theme with elements from nature. The mural designs by artist Rick Cassidy include imagery of small animals, insects, flowers, castle turrets, and related architectural elements that complement the shapes of the play structures where the murals will be installed.</p>
Pocket park between Grove, Floyd, Vine, & Allen	
Virginia Community Voice	
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	
Staff Contact	Monica Kinsey, Planner/Secretary, Public Art Commission, (804) 646-3303, monica.kinsey@rva.gov

RATIONALE FOR PLACING ON PUBLIC PROPERTY

Also known as Geometry Park, Paradise Park was designed by artist and architect Carlton Abbott in 1968 and completed in 1973. The concrete play structures have seen many murals over the years, contributing to the unique experience of the space. The proposed designs feature a cohesive, whimsical theme that will infuse the play area with new energy and enhance the overall experience of the park for families, neighbors, and visitors alike.

MAINTENANCE

Outdoor paint with a clear anti-graffiti varnish will be used. The Fan District Association will assume any repair or maintenance associated with the mural.

ARTIST BIO

Rick Cassidy is a local artist and muralist whose work has been seen on the Cary Street Cafe, local restaurants, Colesville Nursery, and Scuffletown Park. A tabletop painting featuring insects and plant life at Scuffletown Park was commissioned to combat graffiti and garnered the most views and likes on the park's Instagram page and is reflective of the style of painting that will be introduced to Paradise Park.

CORRELATION TO THE PUBLIC ART MASTER PLAN

Local Artists and Projects (p.58)

This plan strongly recommends that the Public Art Program . . . support high quality public art projects by local artists.

Priority Sites & Projects (p. 63-69)

Community Gathering 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.

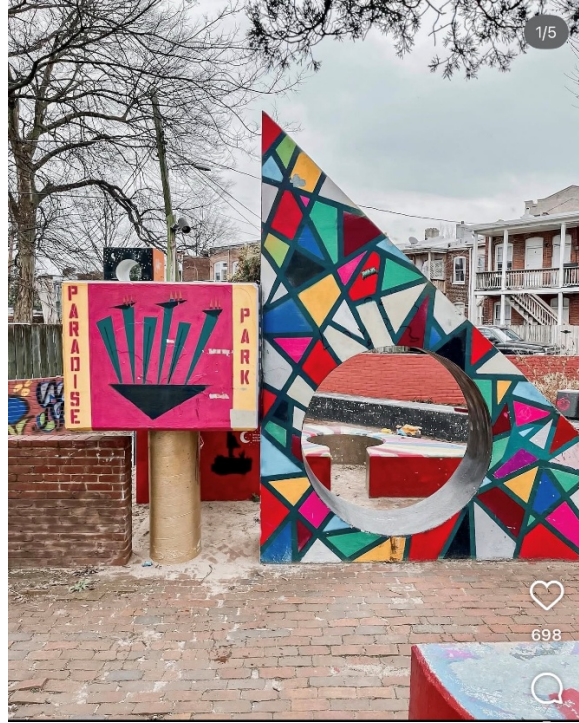
Objective 4.2 (p. 102)

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.

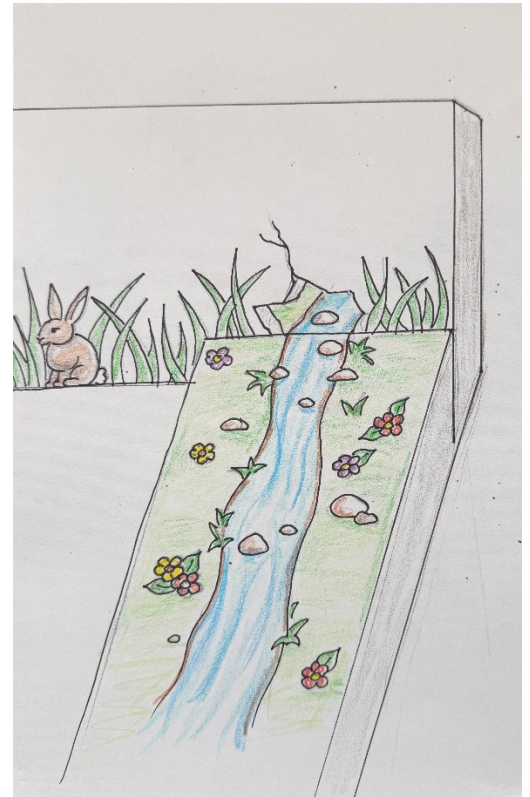
ATTACHMENT(S)

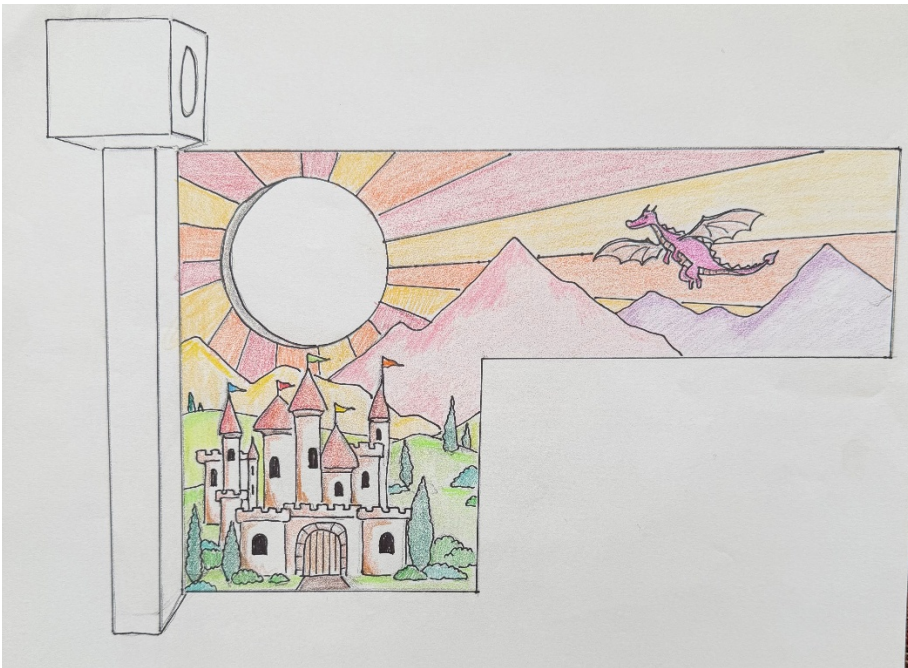
Site images, mural designs, Gift of Art form

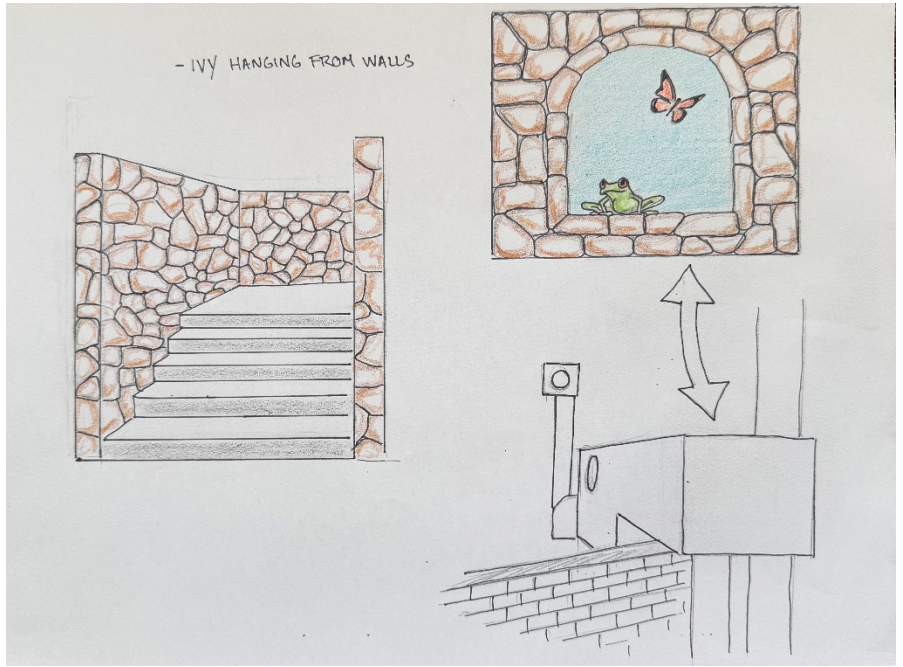
Most Recent Murals



Current State of the Play Structures & Mural Designs









PUBLIC ART COMMISSION

CITY OF RICHMOND

DONATING GIFTS OF ART TO THE CITY

DONOR INFORMATION CHECKLIST

Anyone wishing to donate art for public display to the City of Richmond must follow the City's policies and procedures for "Gifts of Works of Art." The gift will be reviewed in accordance with uniform criteria used for all art in the City's Public Art Collection. This criteria includes:

- 1) Artistic merit and context in the City's art collection
- 2) Site appropriateness
- 3) Fabrication, handling, and installation
- 4) Oversight responsibility
- 5) City liability and maintenance requirements
- 6) Community endorsement
- 7) Budget and guarantee of funding source
- 8) Educational, cultural, and historical value; and contribution to the identity of a neighborhood or district

All art offered to any agency, department or office of the City shall be referred to the Public Art Commission (PAC) for consideration.

For art valued at less than \$2000, the PAC will review the work according to the criteria listed above and make a recommendation to the Planning Commission for final approval.

For art valued above \$2000, the PAC will appoint a "Gift Review Team" (GRT) to review the art according to that same criteria. The GRT shall consist of:

- 1) a representative of the community,
- 2) a representative of the City's user agency responsible for the artwork's care, placement or disposition, and
- 3) at least one member of the PAC.

The GRT will prepare a report for the full PAC who in turn will forward their recommendation to the Planning Commission. Following their assessment, a final recommendation will be presented to City Council for a vote if the value of the artwork is over \$25,000. The Office of the Chief Administrative Officer will inform the donor of the art's final acceptance or rejection.

Attached are a set of forms (A-C) that must be completed in full and submitted along with a written request for consideration of the donated art to the PAC. Send to (monica.kinsey@rva.gov). Please indicate if the donor will pay for relocation costs for the work and be sure to attach all requested additional materials to the forms (if applicable). These forms are necessary to provide full documentation of the gift and pertinent information necessary for its care in the future. Your cooperation with these procedures is

appreciated.

Revised 01 Sept 2024



PUBLIC ART COMMISSION

CITY OF RICHMOND

DONATING GIFTS OF ART TO THE CITY

FORM A

ARTIST INFORMATION

Artist's Name: Rick Cassidy

Address: 2324 Stuart Avenue, Richmond VA 23220

Phone: 804-615-6661

Email:

Dealer or Agent's Name: none

Address:

Phone:

Email:

In addition, please provide the following information:

Artist's website and/or other social media platforms

Instagram @vacassidyx3

Instagram @rixrox1

Facebook - Murals and More - Art by Rick Cassidy

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FORM B

WORK OF ART SPECIFICATIONS

Identification

Title of Work: Paradise Park Play Structure Mural

Date Executed: future date

Location and Description of Signature and Edition Markings:

Work will be a children's mural painted on the cement play structure at Paradise Park, located between Floyd and Grove Avenues and N.Allen and N. Vine Streets in the Fan.

Specifications: The structure is a cement children's fort-like structure, about 10 feet high and approximately 20 by 20 feet in size. It is part of the Paradise Park infrastructure. The murals will be painted on the surface.

Dimensions (without pedestal):

Height (in inches): Width (in inches): Depth (in inches): Weight (in pounds):

Pedestal Dimensions:

Height (in inches): Width (in inches): Depth (in inches): Weight (in pounds):

Material

Paint is a mix of outdoor and acrylic paint that will then be coated with a clear anti-graffiti varnish.

List each type of fabrication material used (including welding or joining materials if applicable).

Fabrication (if applicable) n/a

Name of Fabricator(s):

Address:

Phone:

Primary Construction Technique(s):

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Maintenance

If the work was designed to include the weathering process as a part of its overall visual impact, please describe the type of environment for which the work was designed.

Outdoor paint with a clear anti-graffiti varnish will be used. There will be no additional maintenance.

Is the donor planning to establish a maintenance fund for the future care of the art? If so, please indicate the amount of funding to be provided and whether it is a one-time or annual contribution.

No additional maintenance is required, however the Fan District Association can assume any repair or maintenance associated with the mural, not the underlying structure.

Additional Archival Information

Please indicate all notable public viewings, exhibitions and/or collections in which this work has been included. Rick Cassidy is a local artist and muralist whose work has been seen on the

Cary Street Cafe, local restaurants, Colesville Nursery, and Scuffletown Park. The tabletop painting at Scuffletown Park was commissioned to combat graffiti and garnered the most views (>6500) and likes (557) on the park's Instagram page and is reflective of the style of painting that will be introduced to the Paradise Park mural.

If this work is a limited edition, please indicate the locations of other editions.

Please provide bibliographic information on any publications that have either reproduced or carried articles pertaining to this work.

See attached file for style of painting demonstrated.

If there is any other relevant information about the work that you feel should be presented to the Art Commission during its review, please attach it to this form.

Site Selection

If the donor has a preferred City-owned property site in which to place this work, please identify the proposed site, describe the reasons why the site was selected, and how the site will be improved or enhanced by the installation of this work.

Paradise Park is a Fan pocket park administered by the City Department of Parks and Recreation. It is one of three small parks in the Fan with a children's playground and the only one with a climbing fort-like structure for children to play and invent their own games inspired by the environment.

Previously the entire park's hardscape was painted in a variety of colors and geometric shapes. The paint was faded and without a coherent theme. The park steward who lives adjacent to the park property fielded many complaints from park goers asking for a park paint update. The park steward with the backing of the Fan District Association informally polled visitors to the park who werethere with small children who suggested a fanciful fairy tale-like theme to include small animals, birds, insects and flowers. The structure itself looks like a fort or castle. Castellations details will also be used for structure. Human figures such as knights will not be depicted.

List two alternate sites that would be acceptable to the donor. (The Public Art Commission cannot guarantee that any suggested sites will receive final approval from the City.)

FORM C

DONOR PROFILE

Donor or Donor Organization

Name: Fan District Association

Address: 208 Strawberry Street

Phone: 804-304-0461

Email: parks@fandistrict.org

Donor Liaison (if applicable)

Name: Clay Dye in care of the Fan District Association

Address: 208 Strawberry Street, Richmond Va 23220

Phone: 804-306-0461

Email: parks@fandistrict.org

Please describe the circumstances under which the gift is being proposed:

The Fan District Association is the recipient of City of Richmond Restricted Parking Fee Funds through the Department of Public Works that are designated to be used within the neighborhood for public safety, infrastructure improvements and beautification. The Fan District Association proposes to use these public funds to pay for the costs of the mural.

Valuation : N/A The cost of the creation of the mural will be less than \$2000.

Appraised value: n/a

Date of appraisal:

Appraiser's Name:

Address:

Phone:

Email:

Please attached the appraiser's report if available.