



August 10, 2020

Ms. Susan Glasser  
Richmond Planning & Development Review  
Public Art Commission  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219

Dear Ms. Glasser:

Thank you for the opportunity to submit this application for a "Black Lives Matter" mural to the Public Art Commission.

Venture Richmond's mission – to engage business and community leaders in partnering with the city to enhance the vitality of the community, particularly downtown, through economic development, marketing, promotion, advocacy and events – is more important today than ever. Recently, important protests of systemic racial injustice– compounded by the COVID-19 pandemic – have challenged many of our downtown businesses, especially those in the East Broad and East Grace Street corridors. This public art opportunity is two-fold: a chance to engage the public in a movement that affects our city, our region and our nation, and to encourage solidarity and continued support for the city's Black community who have contributed to the fabric of Richmond for centuries. Whether serving as labor to dig the city's canals, laying the bricks to construct the Capitol or establishing Jackson Ward as the "Harlem of the South," our city was "Built by Blacks."

Richmond, a southern city with a complicated history, is still grappling with that history today. In other cities, these murals have served as new gathering spaces in recent months. The Black Lives Matter movement is "committed to struggling together and to imagining and creating a world free of anti-Blackness, where every Black person has the social, economic, and political power to thrive." In Richmond, many organizations continue to work toward changes to uplift and expand access and inclusivity, and ultimately create greater equity. This proposed mural offers an opportunity to create a significant public space and to partner with the broader community to execute. We look forward to engaging the community in this process. This space will allow time for dialogue and reflection, conversation and long-term programming as has been demonstrated nationwide in other cities. It seems fitting to add to the history of Richmond that occurred within blocks of this site. From Ku Klux Klan marches to Emancipation Parades, to the signing of Massive Resistance and segregation legislation to the inauguration of the nation's first-elected Black governor at Capitol Square, to Lenten interfaith conversations at nearby churches and recent demonstrations, the intersection of 9<sup>th</sup> & East Grace Streets has its own story to tell. This effort will be one small step in furthering the cause and engaging community.

Please see the enclosed documents for the full application submission.

Kind regards,

A handwritten signature in black ink that reads "Anedra Bourne".

Anedra Bourne  
Deputy Executive Director



## Application for Installing Temporary Public Art On City-Owned Property

Richmond Planning & Development Review  
Public Art Commission  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219  
804.646.7319 susan.glasser@richmondgov.com

**Please note:** These instructions apply to *non City-funded temporary projects only*. The Public Art Commission (PAC) does not typically fund community-initiated projects such as road murals and neighborhood placemaking installations.

You may want to begin your application process by contacting Susan Glasser, Public Art Coordinator (804.646.7319 or [susan.glasser@richmondgov.com](mailto:susan.glasser@richmondgov.com)) to discuss your project. The Public Art Coordinator can:

- Verify that the property is, in fact, City-owned;
- Help identify what City agency(ies) you must contact for permits;
- Answer other general questions you may have about the process.

You are also strongly encouraged to contact the location's City Council representative, the pertinent civic association, and/or residents or merchants who may be affected by the proposal—the more community support your project has the stronger your proposal will be.

NAME	EMAIL
Anedra Bourne	<a href="mailto:abourne@venturerichmond.com">abourne@venturerichmond.com</a>

<b>FUNDING SOURCE</b>  Venture Richmond
<b>PROPOSED INSTALLATION START DATE</b> <b>Please note:</b> The combined approval process by the Public Art Commission and the Planning Commission will take a <i>minimum</i> of four weeks from the time the fully completed application is submitted. Installation cannot begin until a final approval has been granted and all City permits have been secured.  Mid-August to early-September pending city permits and approval.

## PROPOSED DURATION OF THE PROJECT

The project should take 5 days to paint/install which includes: 1 day for power washing; 1 day for layout/stenciling; and 2-3 days painting 2-3 coats.

## PROJECT INFORMATION:

### Describe the project (include materials list)

June 2020 brought demonstrations, protests and vandalism to downtown Richmond following the murder of George Floyd, at the hands of a police officer, in Minneapolis and continued police brutality aimed at Blacks throughout the nation. Businesses on the E. Broad and E. Grace Street corridors and on adjacent side streets downtown brought further attention to tensions of Richmond's complicated history of enslaved Africans, the Civil War, Reconstruction, Jim Crow and Civil Rights' eras to the present day. Venture Richmond seeks to bring further attention to the Black Lives Matter movement in an effort to demonstrate support and to show solidarity with other major downtowns such as Minneapolis, MN; Charlotte, NC; Washington, DC; Denver, CO, Seattle, WA; Tulsa, OK; Brooklyn, NY; and soon Baltimore, MD. We would like to join this list of trailblazers, while encouraging more people to continue to come downtown. With so much attention on our history, the recent removal of many monuments dedicated to leaders of the Confederacy, and existing support of downtown businesses already displaying "Black Lives Matter" on their storefronts, it seems like no more perfect time to make this more permanent display of solidarity. The mural would be painted on the 800/900 block of E. Grace Street near St. Paul's Episcopal and St. Peter Catholic Churches; the Barbara Johns Building (location of the state's Office of the Attorney General.) **Materials:** Sherwin Williams Heavy Shield Paint, Yellow

### Rationale for placing the art on public property

The Black Lives Matter Mural would be a way to demonstrate external support to Richmond's broader community, especially the Black community, and show that many stand with them in support of an end to racial inequality and injustice and to encourage efforts toward equity and inclusivity. The 800-900 block of E. Grace Street is preferred, near the Virginia State Capitol/Capitol Square, a half block from Richmond's City Hall, and adjacent to St. Paul's Episcopal Church. The state's Office of the Attorney General/Barbara Johns Building, St. Peter Catholic Church and the Federal Courts Building also line this block. The area offers a varied history near buildings that house both state and local government and offers the chance for many passersby to encounter the artwork and visit other public art at the Capitol Square. "Jefferson's Capitol" and exterior grounds have welcomed Civil War generals, the first African Americans to hold office in Virginia, served as the backdrop to major motion pictures, and celebrated the nation's first-elected Black governor. Pedestrian traffic in this area is strong, especially on days of worship as well as during the General Assembly Session.

### **Describe the artist's qualifications/credentials**

**Hamilton Glass** is a native of Philadelphia, "Ham" has been engaged in art since he was a young child, where he began taking classes at the Philadelphia Institute of Art. He earned his BA in Architecture at Hampton University and went on to work for various firms in Virginia and New Jersey. Locally, his art has been featured in public murals throughout the city; a 2019 installation at the Virginia Museum of History & Culture, the 2018 Richmond Folk Festival poster artist. Hamilton also dedicates a lot of time teaching and engaging youth in participating in his mural painting projects as volunteers and served as a program leader with youth at Art180 from 2009-2014. Ham is inspired by public art and the way it both influences and inspires the surrounding community. Hamilton is currently working on a project, "Mending Walls," which engages the public with conversations regarding race/ethnicity/inclusion, tying directly into the BLM movement.

**Ed Trask** moved to Richmond to enroll into the VCU's painting program. While at VCU, he spent hours hour playing music in the mid 80's punk scene and painting. After many attempts to get gallery attention, he decided to use dilapidated buildings as his canvases, painting directly on buildings or on boards and screwed onto the buildings illegally. In 1992, Ed graduated with a painting degree and moved to Washington D.C. where he started touring with a band, the Holy Rollers, and continued to paint illegal murals all over the world. Three years later he moved back to Richmond to join the band Kepone. While the demand for his paintings started to grow, he figured he should start a gallery and make a go at mural and sign work. Since then the work has never stopped flowing in, and Ed's paintings and murals have been collected into many permanent collections including Gap, Capitol One, Dominion Energy, Fortune Magazine, N.B.C. Philip Morris, Media General and Play inc. Ed continues to have art shows worldwide and has his studio in Richmond where he lives with his beautiful wife and two children.

### **Installation plan**

A group of Venture Richmond staff, artists, business owners, and community volunteers will come together to bring this mural to life. The collection of artists will be led by muralists Hamilton Glass and Ed Trask, both of whom have been approved previously for murals throughout the city, specifically downtown. Streets will be power washed in advance (day 1); then, teams will gather to layout mural stencil, then engage teams in painting letters. The plan is to complete the mural in 5 days or less to minimize street closures and to do so when so many downtown employees continue to work from home. Business owners and many artists are eager to get to work and have already voiced support of participating as they have in many downtown efforts. **All participants will practice social distancing as mandated by the Governor/Commonwealth of Virginia and City of Richmond.**

### **Proposed maintenance plan**

When this mural needs maintenance, Venture Richmond will work with the artists and volunteer community to do so annually at our own cost. Should the mural fade and need to be removed, we will coordinate with the city to do so with advance notice to neighboring institutions. Should the mural need to be replaced for any reason; Venture Richmond staff will coordinate that as well.

### **ATTACH THE FOLLOWING DOCUMENTS TO YOUR APPLICATION:**

#### **Required:**

- Site plan showing the lot and location;
- Scaled rendering or photo of the proposed art with dimensions;
- A copy of a letter or email from the director or designee of any relevant City agencies confirming preliminary technical approval of the project.

#### **Optional but strongly encouraged:**

- A copy of any letters/emails of support from the location's City Council representative, pertinent civic association, and/or residents or merchants who may be affected by the proposal

### **SUBMITTING YOUR APPLICATION:**

Your application may be emailed to the contact information at the top of this page. *Only digital applications will be accepted.*

Applications must be submitted at least 10 business days in advance of the next available PAC meeting. These meetings are schedule on the 4<sup>th</sup> Thursday of most months.

### **WHAT HAPPENS NEXT:**

#### PAC Review and Recommendation

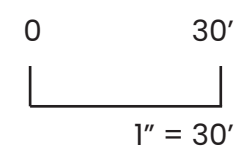
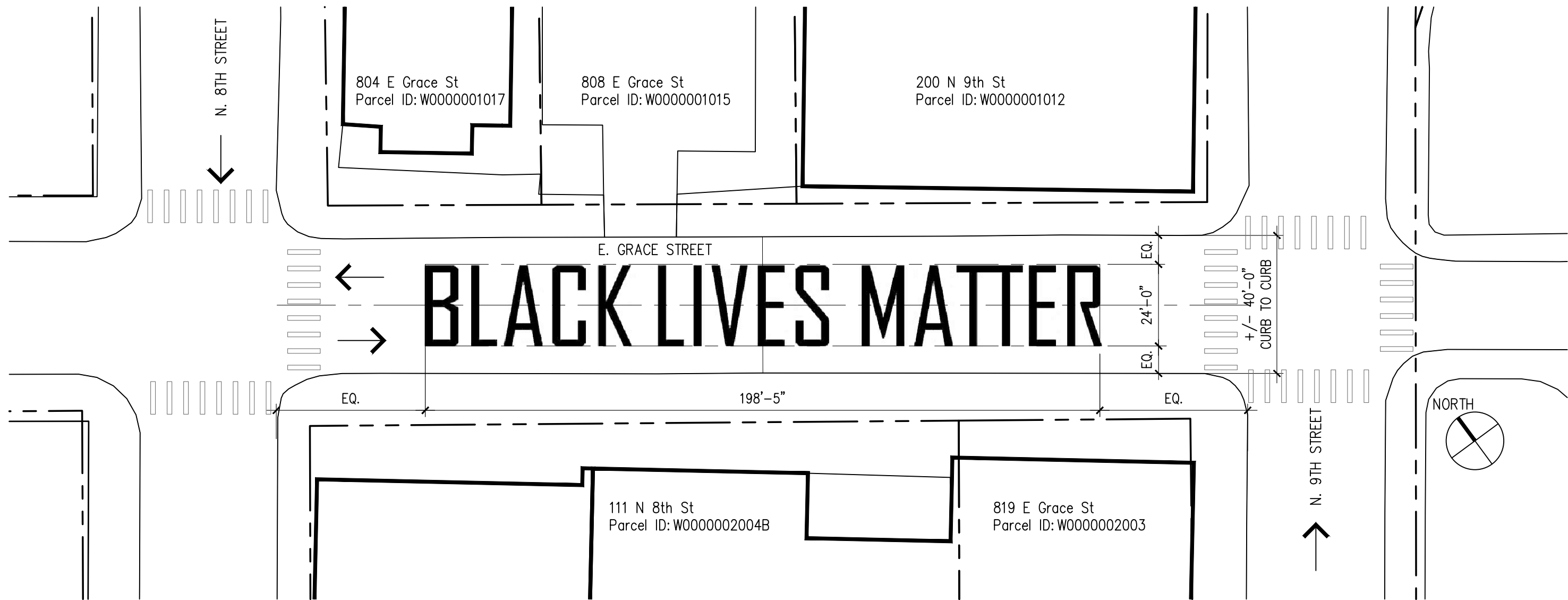
The PAC reviews your proposal at the first available Commission meeting. You are welcome to present your proposal in person at the meeting and answer any questions posed by Commissioners (though you are not required to attend). Following a discussion, the PAC either (1) recommends the proposal, (2) recommends the proposal with contingencies (meaning you may need to make specified modifications to the proposal), or (3) rejects the proposal. The PAC then passes the proposal and its recommendation on to the Planning Commission for a final decision.

### Planning Commission Approval

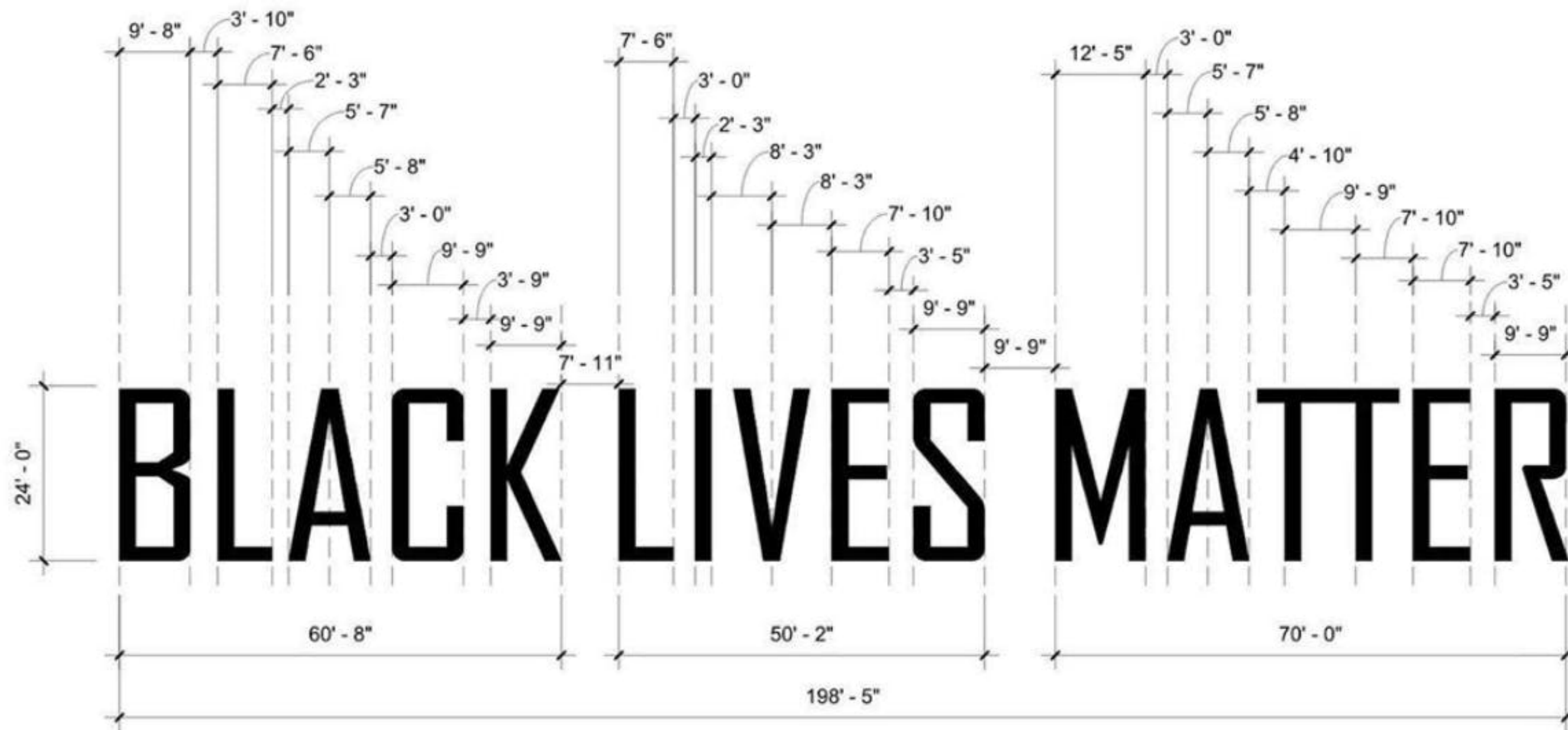
The Planning Commission reviews the proposal at their next available meeting following PAC action. The Planning Commission meets the first and third Monday of the month. You are not required to attend this meeting but you may wish to attend to address any Commission questions. The Commission then votes to approve or reject the proposal.

### Installing the Art

After receiving a final approval from the Planning Commission—*but before installing the art*—you are responsible for securing any needed City permits such as work in street permits or electrical/plumbing/structural inspections to ensure the installed art complies with all City regulations and necessary safety and structural precautions.



**blm street mural richmond, virginia**



EACH LETTER STROKE IS 27" WIDE

-THAT'S 3 STANDARD 9" ROLLER WIDTHS.

**blm street mural** richmond, virginia





**blm street mural** richmond, virginia

**black lives matter - two lane street layout**  
template via @yesarchitects Instagram

august 3, 2020

**3.0**  
aerial photo



# Richmond City Council

*The Voice of the People*

*Richmond, Virginia*

## **RICHMOND GATEWAY 6TH VOTER DISTRICT** **The Honorable Ellen F. Robertson** *Councilwoman, Richmond Gateway 6th Voter District*

August 3, 2020

Dear Chair Ashley Kisler and the Richmond Public Art Commission:

It is with joy and full support that I write this letter for Venture Richmond's partnership and collaboration with the community to create a "Black Lives Matter" mural in the 6<sup>th</sup> District – of which I consider to be a sign of hope in these trying times.

I am obliged to be part of this pivotal moment for racial justice, equity and equality. Having a "Black Lives Matter" mural gives me so much pride because of what it means. There's a direct message. And the message is very clear.

I would like to thank all the parties involved. Venture Richmond's mission is to engage business and community leaders in partnering with the city to enhance the vitality of the community, particularly downtown, through economic development, marketing, promotion, advocacy and events. Venture Richmond's Board of Directors continues to be one of the most diverse in the city, with many members and emeriti who've worked on inclusive efforts for decades. Thank you to local muralists, Hamilton Glass and Ed Trask, the artistic leads on this project who have done amazing work throughout the community, often engaging the community as volunteers. Warm regards to the staff that took the time to alert the neighboring organizations on the 800-900 E. Grace block in advance, and those community members have expressed no concern.

This is an exciting opportunity for Richmond to hold company with other cities who have demonstrated their support of this effort, such as: Minneapolis, MN; Charlotte, NC; Washington, DC; Denver, CO, Seattle, WA; Tulsa, OK; and Brooklyn, NY.

Richmond is THE mural city. Your collaboration is welcomed.

In years to come, we will look back at this mural as a moment in history when things certainly changed, and I'm delighted to be a proponent of that change.

If you have any questions, please feel free to contact me.

Sincerely,

Ellen F. Robertson  
Councilmember



August 3, 2020

Susan Glasser, Coordinator  
Richmond Planning & Development Review Public Art Commission  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219  
804.646.7319  
[susan.glasser@richmondgov.com](mailto:susan.glasser@richmondgov.com)

**RE: Support of Venture Richmond’s “Black Lives Matter” mural, 800-900 block of E. Grace Street**

Dear Ms. Glasser,

The Downtown Neighborhood Association (DNA) would like to formally express our support of Venture Richmond’s application to paint a “Black Lives Matter” mural on the 800-900 block of E. Grace Street. Venture Richmond’s partnership with local muralists Hamilton Glass and Ed Trask as artistic leads on this project speaks to their understanding of the importance of this project. Venture Richmond’s Board of Directors continues to be one of the most diverse in the city, with many members and emeriti who’ve worked on inclusive efforts for decades.

As neighboring organizations on the 800-900 E. Grace block have been contacted and do not have issues with this effort we see no reason for this not to be an amazing opportunity. The Downtown Neighborhood Association, along with Venture Richmond, are eager for Richmond to hold company with other cities who’s demonstrated their support of this effort, such as: Minneapolis, MN; Charlotte, NC; Washington, DC; Denver, CO, Seattle, WA; Tulsa, OK; and Brooklyn, NY.

Sincerely,

Deejay Gray  
President



August 5, 2020

Susan Glasser  
Richmond Planning & Development Review Public Art Commission  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219

Dear Ms. Glasser:

I am writing this letter in support of the “Black Lives Matter” mural that Venture Richmond has proposed for downtown Richmond. It’s my great pleasure and privilege to sit on their executive committee alongside one of the most diverse Board of Directors in the city. In the past, our private/public partnership has proven a valuable tool to enact change.

As a local business leader, I believe the actions we take truly speak to our resolve. Intentionality and urgency are critical in this moment for the future success of our great city. We can no longer be an ally but must be an activist. Using our gifts, talents and power to change our course.

Respected local muralists Hamilton Glass and Ed Trask will serve as the artistic leads on this project. I am also aware that neighboring organizations on the 800-900 E. Grace Street block have been contacted and have no qualms with this effort. This creates the alignment needed to produce this symbol of forward movement.

The Martin Agency has committed to corporate social justice and we need to start in our own community. If there’s anything we can do to use creativity as a force for positive change we are at your disposal.

Thank you.

Sincerely,

A handwritten signature in black ink that reads "Carmina Ortiz Drummond". The signature is fluid and cursive, with the first name being the most prominent.

Carmina Ortiz Drummond  
Chief Culture Officer

Moses Foster  
West Cary Group  
5 West Cary Street  
Richmond, VA 23228

29 July 2020

Susan Glasser  
Richmond Planning & Development Review Public Art Commission  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219

Dear Ms. Glasser,

I am writing this letter in support of the “Black Lives Matter” mural that Venture Richmond has proposed for downtown Richmond. Speaking not simply as minority business owner in our great city, but also as a stakeholder of color, I think showcasing socially-relevant, artistic work such as this is long overdue.

Richmond has the conflicting distinctions of being a progressive city mired in a Confederate past. Many in our community are unable to rise above the plight of their circumstances. Systemic racism, social injustices, and racist undertones all contribute to an oppressive mindset that elevates some while holding back large sects of our minority population.

It’s time for a change. And my agency and I have committed to doing everything within our power to aid in our community’s transformation. The Venture Richmond Board of Directors, one of the most diverse boards in the city and on which I have the privilege to sit, is doing its part to usher in this social transformation, as well. This Black Lives Matter mural is an excellent step in the right direction.

Respected local muralists Hamilton Glass and Ed Trask will serve as the artistic leads on the project. I have a team of designers who are eager to lend a hand. I am also aware that neighboring organizations on the 800-900 E. Grace block have been contacted and have no qualms with this community effort to promote change.

Considering the extraordinary times in which we live, I cannot think of a single reason why we should delay the installation of an art project that advocates social justice and highlights Richmond as a place of inclusion and progressiveness. I look forward to your commission voting “yes” on Venture Richmond’s proposed Black Lives Matter Mural.

Sincerely,



Moses Foster,  
West Cary Group President & CEO