



CITY OF RICHMOND

Department of Planning & Development Review

Staff Report



PDRPRES 2020.014: Public Art Commission's Proposed Work Plan for FY21-FY22

To: Planning Commission
From: **Public Art Commission**
Date: July 6, 2020

NOTE: Updates to the PAC Work Plan that were voted on at the PAC June 25, 2020 meeting have been indicated in red.

PETITIONER

Public Art Commission (PAC)—Susan Glasser, Public Art Coordinator

PROJECT LOCATIONS

Southside Regional Park & Community Center	Historic Fulton Memorial Park
City Gardens (city-wide)	Monument Avenue/ Jefferson-Davis Statue
Shockoe Bottom/Storm Water Project	Low Line Green
Artist's Choice (city-wide)	Westover Hills Project

WORK PLAN PURPOSE

The purpose of the PAC Work Plan is to further the City's economic, infrastructural, environmental, and cultural success by judiciously partnering with artists to creatively address City-defined priorities.

BACKGROUND, SUMMARY & RECOMMENDATION

Background

The Public Art Commission first researched the City's priorities as outlined in its annual Capital Improvement Plan and by meeting with other City Departments including DPU and Parks & Rec, as well as several external community groups. Following this research, Commissioners compiled a list of more than 20 possible projects that would be enhanced by the inclusion of a public art commission. Following months of discussion, a final list of projects was refined and unanimously approved by the Commissioners on **June 25, 2020**.

Summary

- No. of Proposed Projects: **7**
- Total Budget: \$250K for FY21 (pending approval by City Council)
\$1.09M from existing PAC funding
Supplemental matching grants and private contributions will also be pursued
- Voting District Locations:
 - 1** city-wide project
 - 1 Voting District Two project
 - 1 Voting District Four project (there is no art commissioned by the PAC in this district)
 - 3 Voting District Seven projects

29 June 2020

1 Voting District Nine project (there is no art commissioned by the PAC in this district)

- Artist(s): Collectively, projects will solicit artists locally, regionally, nationally, and internationally
- Partners: DPU, Dept. of Parks & Rec, CAR, UDC, HCC, Lewis Ginter Botanical Garden, Valentine, Historic Fulton Foundation, Shockoe Alliance, Capital Trees, Westover Hills Neighborhood Association, et al.

Correlation to Public Art Master Plan:

Work Plan, p. 44	Reveal Richmond Histories, p. 83-4
Partnerships, p. 53	Historically Significant Sites, p. 84
Grant Opportunities, p. 53-4	Community Gathering Places, p. 85
Broaden Definition of Public Art, p. 55	Transportation Sites, p. 86-7
Diverse Distribution of Art, p. 55	Natural Sites, p. 87
Fund Local Artists, p. 55	Youth-Focused Sites, p. 88
Address Areas Needing Attention, p. 83	Infrastructure Sites, p. 89

Recommendation: On [June 25, 2020](#) the Public Art Commission voted to recommend approval of the Work Plan

Staff Contact

Susan Glasser, PAC Coordinator and Secretary to the PAC, 804.646.7319

Attachments

Richmond Public Art Commission Work Plan FY21-FY22

RICHMOND PUBLIC ART COMMISSION WORK PLAN FY21-FY22

The Public Art Commission unanimously voted on **25 June 2020**, to recommend to the Planning Commission the following Work Plan that allocates the City's limited resources for public art projects that strategically further the City's priorities.

PROJECTS REQUIRING FY21 CIP FUNDING

SOUTHSIDE REGIONAL PARK & COMMUNITY CENTER

Voting District:	9 th
City Partners:	Department of Parks, Recreation & Community Facilities (confirmed) Urban Design Committee (unconfirmed)
Proposed Budget:	\$175K
Funding Source:	PAC-related CIP funding
Selection Process:	National RFP
Completion Date:	FY21 (3 rd or 4 th quarter)
Contingent On:	availability of PAC's existing funds

Artist-designed play environment: Scheduled renovations to the Southside Regional Park & Community Center located at 6255 Old Warwick Road, which already includes a skateboard area, provides a prime opportunity to incorporate play-based functional public art in ways not typically seen in Richmond to date.

Corresponds to the following City priorities:

- City of Richmond, Virginia Capital Improvement Plan 2020-2024, p. 37
- Public Art Master Plan
 - Partnerships, p. 53
 - Broaden Definition of Public Art, p. 55
 - Community Gathering Places, p. 85
 - Diverse Distribution of Art, p. 55
 - Address Areas Needing Attention, p. 83
 - Youth-Focused Sites, p. 88

CITY GARDENS

Voting District:	City wide
City Partners:	DPU Community Gardens (unconfirmed) Lewis Ginter Botanical Garden (confirmed)
Proposed Budget:	\$75K
Funding Source:	PAC-related CIP funding
Selection Process:	Regional RFP
Completion Date:	FY21 (3 rd quarter)
Contingent On:	availability of PAC's existing funds

Functional Public Art Design: There are approximately 15 community gardens around the City located in 6 of the 9 voting districts. These gardens currently lack a cohesive design element that promotes them as a city-wide initiative. Community partners have identified three potential design elements that could benefit the City's community gardens, each of which can also serve a functional role: signage, an interactive app or an iconic tool shed that can be modified to capture the character of each neighborhood. Any of these choices will allow the PAC to expand the range of artistic mediums beyond that currently represented in the City's public art collection.

Corresponds to the following City priorities:

- Public Art Master Plan
 - Partnerships, p. 53
 - Broaden Definition of Public Art, p. 55
 - Address Areas Needing Attention, p. 83
- Diverse Distribution of Art, p. 55
- Fund Local Artists, p. 55
- Community Gathering Places, p. 85

SHOCKOE BOTTOM/STORM WATER PROJECT

Voting District:	7 th
City Partner:	Department of Public Utilities (tentatively confirmed) Shockoe Alliance (tentative)
Proposed Budget:	TBD (anticipate mid to high 6 figures)
Funding Source(s):	PAC-related CIP funding DPU-related CIP funding matching private/government grants
Selection Process:	International RFQ
Completion Date:	FY22 at the earliest
Contingent On:	availability of PAC's existing funds matching grants DPU priority project schedule

Artist/engineer-designed storm water management solution: Shockoe Bottom has two seemingly disparate challenges: memorializing the area's historic role in human enslavement and managing stormwater runoff that periodically inundates the neighborhood. Both challenges can be addressed simultaneously by commissioning a team of artists, engineers, and environmentalists to design

a stormwater treatment infrastructure that manages storm water within the design of a commemorative park setting. Combining engineering, art, history, and memorialization will exponentially increase the perceived value of the project and create a functioning urban experience that is equal parts soulfully contemplative, aesthetically compelling, and structurally educational.

Corresponds to the following City priorities:

- City of Richmond, Virginia Capital Improvement Plan 2020-2024, p. 122
- Public Art Master Plan
 - Partnerships, p. 53
 - Broaden Definition of Public Art, p. 55
 - Reveal Richmond Histories, p. 83-4
 - Community Gathering Places, p. 85
 - Grant Opportunities, p. 53-4
 - Address Areas Needing Attention, p. 83
 - Historically Significant Sites, p. 84
 - Infrastructure Sites, p. 89

PROJECTS USING EXISTING PAC/CIP FUNDS

ARTIST'S CHOICE PROJECT

This project has been deleted from the Work Plan

HISTORIC FULTON MEMORIAL PARK

Voting District: 7th
City Partner: Department of Parks, Recreation & Community Facilities (confirmed)
 Historic Fulton Foundation (confirmed)
Proposed Budget: \$50K
Funding Source: PAC-related CIP funding
Selection Process: Regional RFP
Completion Date: FY21 (3rd or 4th quarter)
Contingent On: availability of PAC's existing funds

Neighborhood Homage: Parks and Recreation, in cooperation with the residents of the Fulton Area, has been working on a plan to improve a small triangular parcel, located at 611 Goddin Street, into a mini park dedicated to the memory of the once-vibrant African American Fulton Bottom neighborhood. The park and a complementary public art project encourage neighborhood residents to remember their past and celebrate their future. No new park has been constructed in this area in more than 20 years.

Corresponds to the following City priorities:

- City of Richmond, Virginia Capital Improvement Plan 2020-2024, p. 35
- Public Art Master Plan
 - Partnerships, p. 53
 - Address Areas Needing Attention, p. 83
 - Historically Significant Sites, p. 84
 - Natural Sites, p. 87
 - Fund Local Artists, p. 55
 - Reveal Richmond Histories, p. 83-4
 - Community Gathering Places, p. 85

MONUMENT AVENUE

- Voting District:** 2nd
- City Partners:** Urban Design Commission
Commission of Architectural Review
History & Culture Commission
- Proposed Budget:** \$1M
- Funding Source(s):** PAC-related CIP funding
- Selection Process:** International RFQ
- Completion Date:** TBD
- Contingent On:** availability of PAC’s existing funds

Iconic, contemporary public art installation on Monument Avenue: The PAC is committed to commissioning a new work of public art that embodies Richmond’s shared community values and champions the need for a public space welcoming to all.

Moving beyond the outworn heroic style of traditional monuments and memorials, the PAC will encourage consideration of an innovative contemporary work not necessarily limited to a depiction of specific individuals and events, but instead reflective of a progressive vision that celebrates, with hope and compassion, the city’s future as shaped by a more truthful recognition of its complex past.

Corresponds to the following City priorities:

- Monument Avenue Commission Recommendation, “the City may choose to . . . remove the Jefferson Davis Monument,” p. 33
- Public Art Master Plan
 - Partnerships, p. 53
 - Historically Significant Sites, p. 84
 - Reveal Richmond Histories, p. 83-4

LOW LINE GREEN SCULPTURE RELOCATION

Voting District:	7 th
City Partner:	Capital Trees (confirmed)
Proposed Budget:	TBD (anticipate less than \$15K)
Funding Source(s):	PAC-related CIP funding
Selection Process:	Three bids or sole source
Completion Date:	FY21 (1 st or 2 nd quarter)
Contingent On:	availability of PAC's existing funds

Moving a current PAC installation: The third phase of the Low Line—scheduled for completion this spring—extends this “urban oasis” to the floodwall at 17th Street. The termination of the trail, identified as “The Green,” finishes the horticultural restoration of the Low Line Gardens, adds a larger plaza/outdoor classroom and significantly remediates environmental issues at the site. To better accommodate these renovations, the PAC is considering moving three sculptures currently on The Green to a location better suited to the new redesign.

Corresponds to the following City priorities:

- City of Richmond, Virginia Capital Improvement Plan 2020-2024, p. 42
- Public Art Master Plan
Partnerships, p. 53
Natural Sites, p. 87
Community Gathering Places, p. 85

WESTOVER HILLS PROJECT

Voting District:	4 th
City Partners:	Westover Hills Neighborhood Association (confirmed) Councilwoman Kristen Larson (confirmed)
Proposed Budget:	\$50K (\$25K PAC funds and \$25K private funds)
Funding Source(s):	PAC-related CIP funding matching funds from private sources
Selection Process:	Regional RFP
Completion Date:	FY21 (1 st or 2 nd quarter)
Contingent On:	availability of PAC's existing funds securing matching private funds

Neighborhood Landmark: The neighborhood and Councilwoman Larson have requested a placemaking installation to enhance the experience of the expanding pedestrian traffic at the intersection of Forest Hill Avenue and Jahnke Road, which is adjacent to an elementary school, a residential neighborhood, and a new multi-use development; ideally the installation could be duplicated or “quoted” along Forest Hill Avenue to mark the area as a cohesive community. **This project was specifically requested by Councilwoman**

Kristen Larson and provides an excellent opportunity to collaborate with City Council using a limited PAC investment.

Corresponds to the following City priorities:

- The Forest Hill area is a “node” identified by the City as a location warranting focused attention by PDR.
- Public Art Master Plan
 - Partnerships, p. 53
 - Broaden Definition of Public Art, p. 55
 - Address Areas Needing Attention, p. 83
 - Diverse Distribution of Art, p. 55
 - Fund Local Artists, p. 55
 - Transportation Sites, p. 86-7