



Richmond Planning &
Development Review

Staff Report City of Richmond, Virginia Public Art Commission

Write legislation/ordinance number here.	Meeting Date: June 20, 2023
Applicant/Petitioner	Public Art Commission
Project Description	Gifts of Art to the City are being offered by the Alliance for the Chesapeake Bay. The proposed gifts of art are an integral part of the Greening Greater Fulton Project, a multi-year effort spearheaded by Innovate Fulton, Inc, a grassroots 501(c)(3). The Gifts include a community-selected sculpture design illustrating the water cycle and highlighting the importance of the stormwater management improvements being implemented along Government Road as part of the larger Greening Greater Fulton Project and a road mural at the intersection of National Street and Government Road proving a complementary welcoming message into the Greater Fulton area.
Project Location 4900 block of Government Rd Council Districts ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☒ 7 ☐ 8 ☐ 9 ☐ City-Wide	
(Recommending body) Recommendation	Approval with conditions of the gifts of art and its preferred placement (marked A) on the site plans
Staff Contact	Susan Glasser, Secretary, Public Art Commission, susan.glasser@richmondgov.com
Conditions for Approval	The Alliance for the Chesapeake Bay will inspect and maintain the road mural for two years after which it will pay to have the mural removed by painting over it.

RATIONAL FOR APPROVAL

The sculpture and mural design meets the Public Art Commission's rigorous design criteria as outlined in the Public Art Master Plan.

The both projects were developed using a process that utilized extensive community input.

Sculptors Tim Harper and Matt Lively have a well-established reputation for producing quality public art projects.

Muralist Hamilton Glass also has a strong body of work that appears throughout Richmond.

The entire Greening Greater Fulton initiative includes significant participation by minority-owned businesses.

RATIONAL FOR PLACING ON PUBLIC PROPERTY

The Fulton Hill community is located within the priority watershed of Gillies Creek according to the RVA Clean Water Plan, produced by the City of Richmond's Department of Public Utilities and is a historically underserved, low income population. Innovate Fulton approached the Alliance for the Chesapeake Bay (Alliance) with their concept plan for a green street on Government Road, which precipitated this project.

RELEVANT CITY ORDINANCE

Ordinance 97-3-41 states "That all artworks acquired with City funds or any gift or donation of artworks to be located on public

property shall be reviewed for acceptance by the Public Art Commission and the Planning Commission for the City of Richmond. Further, the Gifts of Art Policy included in the referenced ordinance specifies that “If the value of the work is above \$2,000, the Public Art Commission will send a recommendation to the City Planning Commission for their approval or rejection and recommendation to City Council.” The proposed gifts have been valued at \$58,000. **Councilwoman Cynthia Newbille has agreed to sponsor the ordinance for these gifts.**

CORRELATION TO THE PUBLIC ART MASTER PLAN

The PA Master Plan states: 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.

Local Artists and Projects: (p.58)

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

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

Donating Gifts of Art Applications for both projects