



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

PAC 2019-002: Section 17.05 Review of a temporary public art installation consisting of four road murals advocating for a safe bike path through neighborhoods along the Jefferson Davis Highway Corridor with the aim of using street art as a traffic calming measure.

To: Planning Commission
From: Susan Glasser, Secretary, Public Art Commission
Date: July 1, 2019

PETITIONER

Elaine Williams, Director of RVA Thrives, a program of Virginia Community Voice

PROJECT LOCATION

Four intersections along the Jefferson Davis Highway Corridor generally located at (1) 12th and Bainbridge Street; (2) Minefee Street and Harwood Street; (3) Ruffin Road and Davee Road (this location may be subject to change); and (4) Lynhaven Avenue and Brady Street

PROJECT PURPOSE

RVA Thrives/Virginia Community Voice is working with noted Richmond artist Hamilton Glass and Jefferson Davis Corridor's black, Latino/a, and white youth of the Art, Racial Reconciliation, and Civic Advocacy (ARCA) group in a collaborative program with the mission to deepen relationships across racial and ethnic lines; learn how to advocate for community projects; and design and implement street art.

SUMMARY & RECOMMENDATION

Background: The mission of Virginia Community Voice is to equip neighbors in marginalized communities to realize their vision for their neighborhoods, and prepare institutions to respond effectively. RVA Thrives, a program of Virginia Community Voice, increases neighborhood leadership over decisions affecting Richmond's Jefferson Davis Corridor community. Since 2016, RVA Thrives has *listened* to understand what neighbors along the corridor want to see happen in their community. ARCA is a collaborative program run by RVA Thrives and the Jefferson Davis Highway Corridor's black, Latino/a, and white youth, with a mission to deepen relationships across racial and ethnic lines; learn how to advocate for community projects, and design and implement street art, of which, this project is an example.

Correlation to Public Art Master Plan:

- Involves temporary "commissions" (p 8)
- Encourages community-based involvement in a public art project (p 7 & 8)

Recommendation: On June 27, 2019 the Public Art Commission recommended approval of this project with the following conditions:

1. The petitioner shall be responsible for obtaining and adhering to all necessary permissions and permits for the project as required by the Department of Public Works.
2. The petitioner shall be responsible for the cost, maintenance, and installation of the murals.
3. The locations of the murals will be generally as shown on the map.
4. Design 4 will be modified to be less distracting and confusing to motorists and bicyclists.

Staff Contact:

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

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Attachments: (Location map and art proposed)