



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



**RICHMOND PUBLIC ART COMMISSION**  
Planning & Development Review  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219  
804.646.7319 | [susan.glasser@richmondgov.com](mailto:susan.glasser@richmondgov.com)

**Please note:** These instructions apply only to *non city-funded projects*. The Public Art Commission does not typically fund community-initiated projects like road murals and neighborhood place-making installations.

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

*Before starting, please read the application requirements at the end of this form.*

## APPLICANT INFORMATION

Applicant Name  
Venture Richmond/Art 180/PAC

Email  
[mhbuchanan@venturerichmond.com](mailto:mhbuchanan@venturerichmond.com)

Applicant Organization (if applicable)

## PROJECT INFORMATION

Venture Richmond/Art 180

Project Name  
Arts District Placemaking Project

Project Location/Address  
Intersection of Marshall and Brook

Funding Source  
Bloomberg Asphalt Art Grant and Venture Richmond

Proposed Installation Start Date  
Mid-September

Proposed Duration of the Project  
One year

Project Artist  
Chris Vision

Brief description of the artist's qualifications/credentials

Chris Visions has been sketching through the Xavier's School for Gifted Youngsters, the Virginia Governor's School, Virginia Commonwealth University, and finally the Illustration Academy. He has worked in the fields of graphic design, game design, storyboarding, and illustration since 2006, and is currently creating comics with various publishers, including Marvel, DC Comics and Boom Studios, as well as work with Art 180 and Mending Walls, among others.

Brief description of the project (include materials list)

The Bloomberg Project Road Mural is one of three components of a placemaking initiative at a key intersection of Jackson Ward (1 ½ blocks from the Maggie Walker Memorial); the other two components of the project include a parklet and a pedestrian plaza. Funded by a grant from the Bloomberg Asphalt Art Program, the goal of the road mural portion of the project is to engage local residents, artists, and youth that participate in Art 180's programs in designing a road mural that speaks to the historic importance of this key 19th- and 20th-century African-American neighborhood. Extensive community input (through surveys and community group conversations) informed the design focus of the entire Bloomberg Project.

The design is based on a Sankofa, an Andikra symbol from Ghana meaning "to go back and retrieve/get." It's a prominent symbol down at the Ancestral Burial Grounds in Shockoe and speaks to the intention with the Jackson Ward project, to reach back to a rich legacy and make sure it shines as a beacon to others. The colors are to echo the red, black and green of the Pan-African flag. At the bird's feet are broken chains.

Material: non-skid outdoor paint required by DPW.

Rationale for placing the art on public property

Mayor Levar Stoney has written a letter in support of the mural's location (attached).

Richmond 300 (p. 199): Big Move: Reconnect the City

Placemaking: . . . public art that highlight[s] Jackson Ward's history and also serve[s] as a gateway to Richmond.

Public Art Master Plan (pp. 83-89):

- Sites that address areas of the City needing attention
- Revealing more of Richmond's history
- Historically significant sites and events

Maintenance plan

The mural will be maintained by Venture Richmond with the assistance of Art 180.

Signature



Max Hepp-Buchanan

July 21, 2021

**REQUIRED DOCUMENTS**

- Completed application form
- Site plan/map indicating location of the installation
- Scaled drawing, rendering or photo of the proposed art with dimensions
- Letter(s) of support from the director or designee of relevant City agencies and—when applicable—other

community supporters. Applicants are strongly encouraged to contact the location's City Council representative, pertinent civic associations, and/or residents or merchants who may be impacted by the proposal—the more community support the project has the stronger the proposal.

### **SUBMITTAL DEADLINES**

A completed application and support materials must be submitted no later than 14 days prior to a scheduled meeting of the Public Art Commission. These meetings are typically scheduled on the 4<sup>th</sup> Thursday of each month though State holidays may sometimes affect this schedule. To confirm exact dates, check the City's Legislative Calendar (<https://richmondva.legistar.com/Calendar.aspx>) or call the number at the top of this form. *Late or incomplete submissions will be deferred to the next meeting.*

### **SUBMITTING THE APPLICATION**

The application form and supporting documents (PDF preferred) should be sent to [susan.glasser@richmondgov.com](mailto:susan.glasser@richmondgov.com).

### **WHAT HAPPENS NEXT?**

#### PAC Review and Recommendation

Once an application is received, the Secretary of the PAC reviews the proposal and compiles a recommendation report, which is forwarded to the PAC along with the application packet.

At the PAC meeting, the applicant or a representative may make a brief presentation about the project and answer questions from Commissioners although this is not required.

Following a discussion, the PAC either (1) recommends the proposal, (2) recommends the proposal with contingencies (meaning the applicant may need to make specified modifications to the proposal), or (3) rejects the proposal. The proposal is then automatically placed on the agenda for the next City Planning Commission meeting; the CPC meets every first and third Monday of the month.

#### City Planning Commission Approval

At the CPC meeting, the applicant or a representative may be present to answer questions though the applicant is not typically invited to present the proposal. The Commission then votes to approve or reject the proposal.

#### Installing the Art

After receiving a final approval from the CPC—*but before installing the art*—the applicant is responsible for securing any needed permits such as street permits or electrical/plumbing/structural inspections to ensure the installed art will comply with all City regulations and necessary safety and structural precautions.

### **CITY REQUIREMENTS FOR TEMPORARY ART ON PUBLIC PROPERTY (a City parcel, park or right-of-way)**

Temporary art on public property must be approved by the Public Art Commission, the City Planning Commission, and all relevant City Departments (e.g., Department of Public Works, the James River Park System, Department of Parks, Recreation and Community Facilities, etc.).

~~The duration of temporary art approved for placement on public property cannot exceed 12 months from the installation date.~~

~~A work of art placed temporarily on public property remains the property of the artist. It is considered neither a gift of art to the City nor a part of the City's Public Art Collection.~~

~~The City may require temporary art on public property to contain a disclaimer stating that the art "in no way represents the views or opinions of the City Administration, City Council or the Mayor." [MHB; added by Susan Glasser at the request of Mr. Hepp-Buchanan via email on 9/2/2021]~~

