



City of Richmond, Virginia
Department of Planning and Development Review
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To: Public Art Commission
From: Ellyn Parker, staff
Date: November 22, 2017
RE: **Section 17.05 Review Hull Street Library Art (PAC 14-009)**

- I. **APPLICANT** Mickael Broth
- II. **LOCATION** 1400 Hull Street, Richmond VA 23224
- III. **PROPERTY OWNER** City of Richmond
- IV. **PURPOSE** Section 17.05 Review approval of a public art installation in the form of an abstract sculpture constructed from welded aluminum alloy mounted to a concrete base and finished with an epoxy primer and coating.
- v. **SUMMARY & RECOMMENDATION** The public art proposed was reviewed by the selection team and selected for commission in Sept 2017. The artist is a Richmond artist with numerous murals throughout the city. While Mr. Broth has worked primarily as a muralist, he has partnered with nationally acclaimed public artist Jerry Peart, who has a long career and history of public art installation and fabrication, to complete and install the work. The work will be visually stunning and engaging during the day and will be lit at night with color changing LED accent lighting. The work is original and engaging and also will be fabricated out of materials that are meant to withstand weather and graffiti.

Staff recommends approval of the proposal.

VI. FINDINGS OF FACT

- A. Site Description and Surrounding Context:** The site consists of the brick plaza area in front of the Hull Street Library. The existing bike racks will be relocated to another location in close proximity to the library
- B. Scope of Review:** The project is subject to review as a public art –Section 17.05 of the City Charter. The Public Art Commission is an advisory body to the City Planning Commission.
- C. Project Description and background:** This project was allocated by the PAC in 2014 with residual funding from the Manchester Courthouse percent for arts project. The allocation for this piece, inclusive of all fabrication, artist fees and installation is \$51,000. The Request for Proposals (RFP) was released in spring 2017 with input from a site team consisting of stakeholders from the city, library and neighborhood. The RFP indicated that the following requirements be incorporated into the proposal for art:

The art should strengthen the identity of the library as a community asset and also help to create a sense of place. Themes should be a complement to the building's purpose, but do not need to be limited to library subject matter. A broad range of artistic styles and materials will be considered. The art should be extremely durable. The location for the artwork will be visible to library patrons, pedestrians and automobiles so the piece should be iconic and engaging, while considering that it is located at a neighborhood library that is well utilized by both families, children and elderly residents and therefore should be a piece that can be relatable to all ages. The artwork needs to consider durability and weather and be suitable for longevity. This location is suitable for a sculpture, installation, or other integrated piece of art that will complement the space.

The artist was selected based on quality of prior work, place making experience, project management ability, technical expertise and statement of approach. The selection team interviewed 3 finalists and unanimously selected Mr. Broth to move forward in the process.

The sculpture will be 18' tall at the highest point and roughly 10' x 12' in diameter and will fit within the footprint of the existing brick circle in the plaza.

Please see attached renderings and diagram of placement within the project area.

D. Attachments

1. Artist Proposal
2. Site Map location
3. Photo of exterior Hull Street Library