



Staff Report
City of Richmond, Virginia
City Planning Commission



PAC 2024-034	Meeting Date: 7/2/2024
Applicant/Petitioner	Public Art Commission
Purpose	PRCF is constructing an outdoor fitness court at the Broad Rock Sports Complex. The fitness court will include a mural wrap on its exterior that was designed by the National Fitness Campaign's design team. The PRCF received grant funding from the National Fitness Campaign to assist with installation of the fitness court and additional grant funding was awarded by AETNA for the mural.
Project Location	
4835 Old Warwick Road Richmond, VA, 23219	
Broad Rock Sports Complex	
Council District(s): ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☒ 9 ☐ City-Wide	
(Recommending body) Recommendation	Approval
Staff Contact	Monica Kinsey, Planner/Secretary, Public Art Commission, 804.646.3303, Monica.Kinsey@rva.gov
Conditions for Approval	None

PURPOSE OR RATIONALE FOR PLACING ON PUBLIC PROPERTY

The mural wrap on the fitness court will provide visual interest while encouraging connection with natural elements in the local landscape. These include dogwood tree flowers, irises, and swallowtail butterflies, all of which are native to Virginia and are featured in the mural wrap design.

CORRELATION TO RICHMOND 300 AND THE PUBLIC ART MASTER PLAN

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.

Public Art Master Plan

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.

Priority Sites & Projects (pp. 83-89)

Historically significant sites and events: Honoring people and their stories

Community Gathering Sites

Health-Focused Sites

Youth-Focused Sites

ATTACHMENT(S)



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