



Recommended Public Art Project Priorities

Distribute public art equitably and deliver public art to more diverse communities and citizens of Richmond. Public art must be placed throughout the city, not just in the downtown area.

Broaden the definition of what constitutes public art. To date the Public Art Program primarily has commissioned sculpture. A variety of art forms are desired, including temporary, performance art, and media and light-based artwork.

Expand to include temporary public art in addition to permanently placed artwork. The Public Art Program needs to commission more public art that is temporary rather than continuing to commission artwork placed in perpetuity.

Contextualize Monument Avenue and better connect it to the City of Richmond's residents. Citizens need to have a direct conversation about its collective meaning. The statues must be contextualized, and signage with explanations must be added. This is an important opportunity for community education that should not be overlooked.

Ensure historical accuracy. When the siting and content of a project can benefit from infusing public history with public art there are significant benefits to include public historians in the process.

Make public art funding available to local artists and projects. There is an abundant reserve of talented artists living and working in Richmond who experiment with ideas and create works that could enjoy greater public exposure.

What do you think the role of public art is in Richmond?

Answer Choices	Responses
Promote pride in Richmond	40.27% 236
Welcome people to Richmond and let them know they have arrived	17.75% 104
Position Richmond as an arts destination	57.34% 336
Help build and reinforce the city's identity	53.75% 315
Help build and reinforce distinct neighborhood identities	29.86% 175
Provide opportunities for people to experience art that enriches their lives	66.21% 388
Support tourism	24.91% 146
Encourage economic development	22.87% 134
Enhance the identity of community institutions and civic buildings	16.89% 99
Support the growth of the local arts community	68.60% 402
Anchor community gathering places	33.96% 199
Explore and provide information about facets of Richmond's history	25.43% 149
Draw attention to the natural environment and environmental issues facing the community	23.04% 135
Open up conversations about issues facing the community	30.38% 178
Create community interaction and strengthen social networks and connections	37.54% 220
Bring a sense of whimsy and delight to everyday spaces	51.71% 303
Other (please specify)	9.73% 57
Total Respondents: 586	



What is a Public Art Master Plan? The Public Art Master Plan is a ten-year plan that will provide a clear vision for the future of public art in Richmond. The plan will include goals for Richmond's public art, define priorities and artistic approaches for the program, identify strategic partnerships and possible sources of alternative funding, and provide direction for ongoing program development and management. The plan will also address opportunities for ongoing public engagement, support increased opportunities for public art, and celebrate art as an essential element for a thriving community.



Why does the City need a Public Art Master Plan? The Percent for the Arts fund currently has a balance of approximately \$2.8 million. The Public Art Master plan will guide the city's and community's future investment into public art. The plan will update all policies to reflect current standards and create a platform for community engagement, artistic excellence and comprehensive integration of public art into city processes. The City of Richmond owns 44 artworks values at \$1.46 million that need to be inventoried, assessed, and maintained on a regular basis. The master plan and available funding enable Richmond to increase the size, quality and scope of its public art collection and gain national recognition in the arts scene.