



Staff Report
City of Richmond, Virginia

Public Art Commission

Write legislation/ordinance number here.	Meeting Date: 12/2/2025
Applicant/Petitioner	Public Art Commission
Project Description	<p>Markham Planning, a Development and Real Estate Services company, is donating a sculpture to become part of the City's Public Art Collection, with the intent of it being placed at the dead end of South Addison Street in the Fan. The proposed site is located near the beginning of the pathway to the pedestrian bridge that crosses the 195 expressway.</p> <p>The Development Team at Markham Planning has taken great efforts to improve the public space around the townhome development they have recently completed along Apple Alley, which intersects with the end of South Addison Street. This has included cleaning up the dead end, once home to a group of trashcans. In an effort to continue to transform and improve this area, they commissioned local artist Noah Scaln to create an interactive sculpture for the community.</p> <p>The sculpture, titled Cardinal Points, is made of corten steel and features a silhouette of the Virginia state bird with horizontal shelves and cubbies meant for offerings contributed by community members. Corten steel will rust over time and is considered a low-maintenance material for outdoor sculpture. The 7-foot 2-inch high sculpture measures 2 1/2-feet at its widest point and will be situated upon a 12-inch tall, 4 by 8 foot concrete base. The value of the sculpture is \$9,790.75. The preferred site is maintained by the landscape crew responsible for the townhome development's outdoor areas. Installation of the sculpture in the proposed location would require the removal of an existing guardrail, to be coordinated with the Department of Public Works. Installation costs, including the addition of protective bollards, will be the responsibility of Markham Planning.</p> <p>The Development Team at Markham Planning is committed to making interesting and engaging spaces and supporting local artists. The installation of similar sculptures in other neighborhoods, such as the Oakland Buddha shrine in California, have resulted in a decrease in illegal dumping and criminal activity in the area.</p> <p>With the placement of the sculpture in a previously trash-filled area, it will contribute to both the aesthetic improvement of the site as well as provide a space for community interaction and contemplation. The addition of this public art sculpture by a local artist will enhance the experience of the neighborhood and surrounding area for all community members and visitors. As a result, the Public Art Commission recommends acceptance of this Gift of Art and confirmation of the proposed site for the installation of the sculpture. This will require coordination with the Department of Public Works, which has indicated openness to placing the sculpture at the intended location.</p>
37°32'53.5"N 77°28'15.2"W	

The end of S. Addison Street at Apple Alley Richmond, VA 23220	
Markham Planning	
Council District(s): <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> City-Wide	
PAC Recommendation	Approval, with Conditions
Conditions	Markham Planning will be responsible for costs associated with the installation of the sculpture. The grounds maintenance team for the townhome development will maintain the sculpture and the area immediately surrounding it to ensure it remains free of unwanted debris.
Staff Contact	Monica Kinsey, Planner/Secretary, Public Art Commission, (804) 646-3303, monica.kinsey@rva.gov

RATIONALE FOR PLACING ON PUBLIC PROPERTY

Installing the sculpture at the proposed location—the dead end of South Addison Street at the foot of the expressway pedestrian bridge—will transform the site and ensure that the sculpture is publicly accessible. As a placemaking tool and interactive public art piece, the sculpture will bring attention to the pedestrian bridge entryway and discourage the use of the site as a trash dumping ground while encouraging community interaction and enhancing neighborhood identity. The themes represented by the sculpture—community interactivity, the history of redlining as represented by the grid visible when viewing the sculpture from either end, and the symbolism of birds' capacity to move beyond geographical boundaries—align with the Public Art Commission's desire to support public art projects of high quality by local artists, improve streetscapes and the experience of residents through public art, and integrate art into the built environment that creatively acknowledges Richmond's history.

ARTIST BIO

Noah Scalin is a Richmond-based multimedia artist who is the creator of the Webby Award winning project Skull-A-Day and the collaborative science fiction universe & performance art project League of Space Pirates. He was the Grand Prize winner of Artfields 2022 and his collaboration with Old Navy was one of the most viewed commercials of 2020. Noah's art has been exhibited internationally, including installations in Times Square, Virginia Museum of Fine Arts, Mütter Museum and multiple solo exhibitions in Krause Gallery in NYC. His work has been commissioned by the Martin Agency, Capital One, and Goodwill; and has been featured in dozens of publications including Fast Company, Hi-Fructose, Juxtapoz, USA Today, The Telegraph, and the New York Times. Noah is the author of six books, a sought after public speaker on creativity and has inaugurated the artist-in-residence role at both Virginia Commonwealth University's School of Business and Old Dominion University's Strome College of Business. He is also the founder of Another Limited Rebellion an art & innovation consulting firm which he co-runs with his sister.

CORRELATION TO THE PUBLIC ART MASTER PLAN

Local Artists and Projects (pg. 59)

This plan strongly recommends that the Public Art Program . . . support high quality public art projects by local artists.

CORRELATION TO RICHMOND 300 MASTER PLAN

Goal 4: Urban Design – Existing Context (pg. 125)

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.

Goal 4: Urban Design – Objective 4.2 (pg. 128)

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.

ATTACHMENT(S)

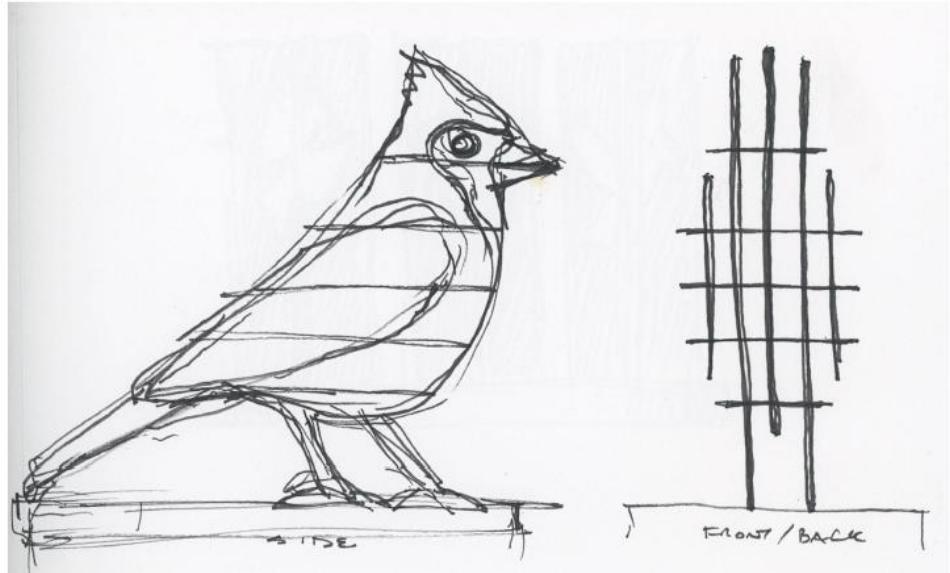
Cardinal Points Sculpture Concept and Site Selection



March 6, 2025

Sculpture Concepts

Option #1: Redlines



A stylized image of our state bird looks recognizable from the sides, but when viewed from the front or back resolves into a grid of red lines. This piece addresses both the devastating reality of divided communities that were created by redlining and the possibility of reconnection and reconciliation that's possible with knowledge.

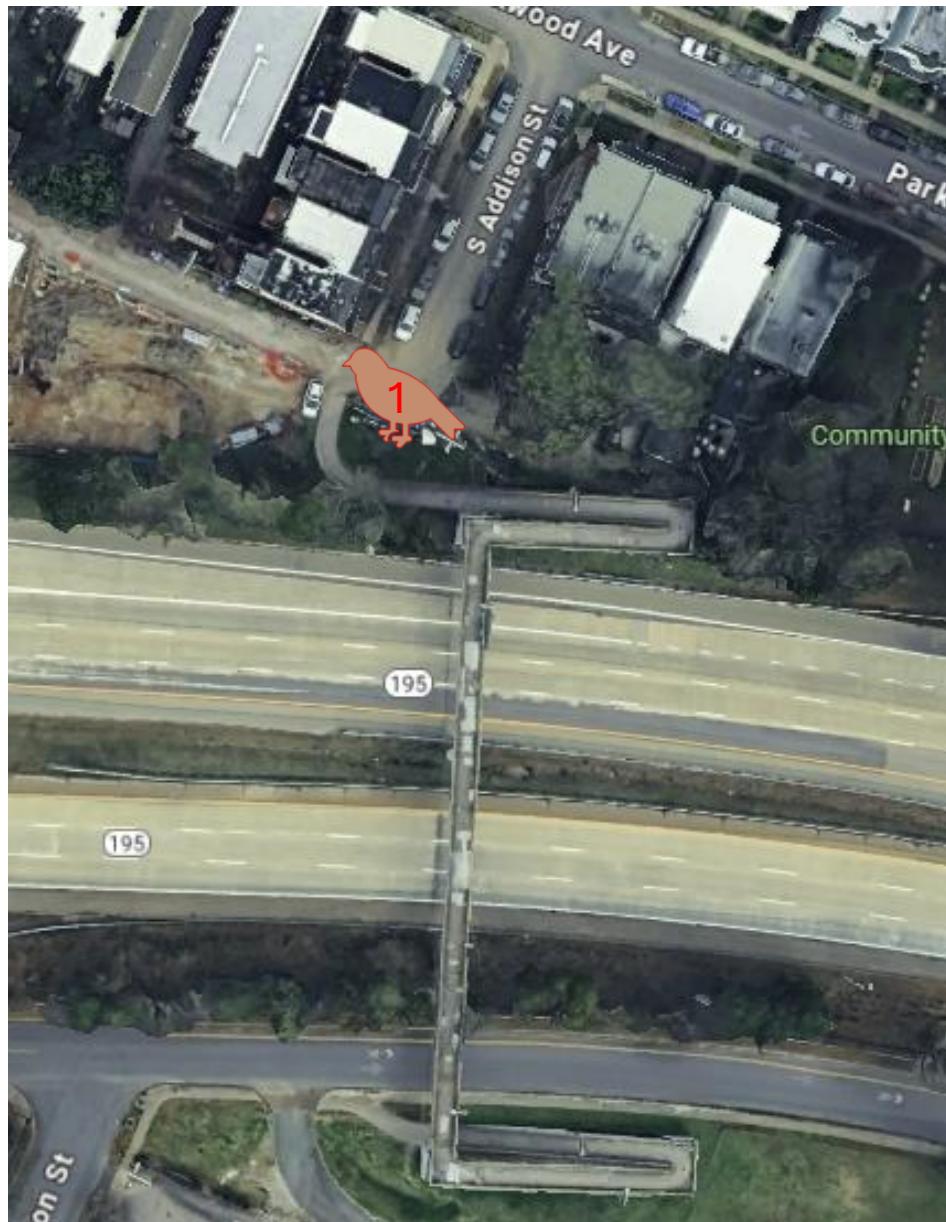
The resulting cubby-like spaces that are created by the grid could be used by the community as shelves for small offerings, book sharing, inspirational notes and more.

Birds are an important icon for me as they represent going beyond borders, since walls and geographical boundaries, both physical and cartographical mean nothing to them.



Cardinal Points

Site Selection 1 – Approach to pedestrian bridge over Downtown Expressway Public Right-of-Way – S Addison Street



Pros:

- Publicly accessible
- Brings attention to pedestrian bridge
- Sculpture is experienced from all sides
- Walk ramps up around it
- Discourages trash
- Removes broken infrastructure