



CITY OF RICHMOND

Department of Planning & Development Review *Staff Report*

A2015 - 3057: Section 17.05 Review to approve a temporary public art installation in the form of drain art murals to promote awareness of storm water drains that feed directly to the James River along Dock Street.

To: City Planning Commission
From: Public Art Commission
Date: May 15, 2017

PETITIONER

Jonet Prevost-White, City of Richmond, Department of Public Utilities Storm Water Division

LOCATION

Dock Street, between South 17th Street and South 22nd Street

PURPOSE

Section 17.05 Review to approve a temporary public art installation in the form of drain art murals to promote awareness of storm water drains that feed directly to the James River along Dock Street.

SUMMARY & RECOMMENDATION

The Department of Public Utilities Storm Water Division will be hosting the second annual Drain Art Contest. The first contest was a huge success. The department received a National Association of Clean Water Agencies National Clean Water Award for Outreach and Education. Additionally, the award won several marketing awards for Richmond Ad Club for Community Outreach, Commonwealth Award for Community relations (Exceptional PR programs and strategies) and A Capital Award for Media Relations.

Many local municipalities and non-profit groups took notice and have begun duplicating the program. Localities such as Chesterfield, Lynchburg, Fairfax, Hampton Roads, and the greater Chicago area have all taken an interest in using this outreach to as a part of their MS4 program requirements. We've also received request from local neighborhoods to be on the list for the next contest. With this explosion of interest, a "How To" document was created to assist in the creation of a drain art program.

The locations of this year's art will along the Capital Trail location on Dock Street between 17th street and 22nd Street. While seven drains have been identified, the number of drains painted maybe reduced to five drains if the existing conditions of some of the drains cannot be improved prior to painting. We expect the project to go faster and reach an even greater number of citizens as these two locations are heavily trafficked by runners and walkers but also river users and dog owners.

The drain art project is a way to bring fun, creative storm water awareness to those river users along the Capital Trail area. Artists will be given a small stipend for the art work. More information can be found on the city's website RVAH20.org

The art will raise awareness of dumping litter and trash during high use months along the Capital Trail. The first incarnation of this project was highly successful and well received. DPU will be responsible for the maintenance and installation of the murals with Public Art Staff making recommendations for best practices on the materials and upkeep.

Staff recommended approval of this project to the Public Art Commission. It was approved by the Public Art Commission at its April 27, 2017 meeting and referred to the Planning Commission with a recommendation for approval.

Staff Contact: Ellyn Parker, Secretary to the Public Art Commission, 646-1110