



Paint Out Pollution in Richmond's Bellemeade Neighborhood

September 18, 2018

I. Introduction

Stormwater pollution contributes to poor water quality in the James River and its tributaries. The James River Association and Art on Wheels launched the Paint Out Pollution project in 2017 to increase public awareness of stormwater pollution and celebrate native animal species that call the James River and Richmond region home through storm drain art. The James River Association is seeking approval from the City of Richmond's Public Art Commission to install art on storm drains located along Minefee Street in Richmond's Bellemeade neighborhood. 29 storm drains along Minefee Street were identified as candidates for storm drain art (see site plan).

II. Installation Process

Stencils of animal species native to the James River and Richmond region, created by local artists, are used to install art on the concrete surface of storm drains. Stencils vary in size and were designed to fit most storm drains. None of the stencils created to date exceed 5' in length and 4' in width. Each storm drain art installation features an animal species, its common and scientific names, and a message, "Your river starts here. Only rain in the drain."



III. Materials

Stencils are composed of Masonite board and wood. Montana BLACK spray cans are used to apply paint.

IV. Maintenance

Storm drain art associated with Paint Out Pollution is considered temporary art as it tends to fade over time. The James River Association and its project partner, Art on Wheels, have the ability to provide ongoing maintenance to storm drain art. Maintenance is contingent on funding.

V. Letter of Approval

The James River Association is seeking a letter of approval from the Department of Public Utilities, a department that organized storm drain art projects in the City of Richmond in 2016, 2017, and 2018.

IV. Conclusion

Paint Out Pollution is an effective way to engage communities and educate their residents about stormwater pollution. The James River Association appreciates the Public Art Commission's consideration of the Paint Out Pollution project. Please direct questions about the project to Justin Doyle, the James River Association's Community Conservation Manager, at jdoyle@jrava.org.