



Staff Report City of Richmond, Virginia Public Art Commission

Write legislation/ordinance number here.	Meeting Date: 4/27/2023
Applicant/Petitioner	Parks, Recreation and Community Facilities (PRCF)
Description	PRCF's Making Our Buildings Beautiful (MOBB) is an art program that exposes youth to developing and creating murals. This program is part of our Teen Artist Program. This project will engage MOBB participants in creating a mural on the hitting wall at the Battery Park Tennis Courts to honor Arthur Ashe on the courts he used to play on. The mural will be painted entirely with tennis balls dipped in paint.
Project Location Battery Park Tennis Courts 2803 Dupont Circle	
Council District(s): <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input checked="" 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	
(Recommending body) Recommendation	Approval
Staff Contact	Susan Glasser, Secretary, Public Art Commission, susan.glasser@rva.gov
Conditions for Approval	None

RATIONALE FOR PLACING ON PUBLIC PROPERTY

The rationale for the installation is we (the community and Battery Park staff) believe that we should continue with the spirit of Arthur Ashe and what he stood for. We feel that installing a mural on the hitting wall will motivate as well as pay tribute to our neighbor and world-wide hero.

ABOUT THE ARTIST

Jake Van Yahres

- Graduated from Charlottesville High School in AP Art 2006
- Attended American University from 2006-2008 to study graphic design
- Attended the Creative Circus in Atlanta, GA from 2015-2017 to study creative advertising
- Worked at [Argonaut](#) as an art director in San Francisco for clients such as Fitbit and MetLife Insurance
- Started creative studio [JVY Creations](#)
- Murals featured in [CNN](#), [Richmond Times](#)
- Work featured in [TIME Magazine](#)

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

Preliminary Design

