



Staff Report
City of Richmond, Virginia
Public Art Commission



Write legislation/ordinance number here.	Meeting Date: 5/2/2022
Applicant/Petitioner	Public Art Commission
Project Description	<p>Broad Rock Community Garden</p> <p>The vision for this project is an art installation that enhances the functionality and aesthetic impact of this community garden. The objective is to commission a work that simultaneously addresses a pressing infrastructure need for the gardener while also promoting the City’s commitment to public art.</p> <p>The recommended project concept submitted by Taron “Silly Genius” Sparks consists of a shipping container that will serve as a storage unit for tools & materials for the garden. The container will be equipped with solar panels to provide a power source for tools, since there is no electrical source currently available. The container will also have murals painted on it to increase aesthetic appearance of the garden overall. The artist will collaborate with garden organizers about the design for the container murals and seek community volunteers to help with the installation process.</p>
Project Location	
Broad Rock 404 E Broad Rock Road	
Write site neighborhood here.	
Council District(s): <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input checked="" type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> City-Wide	
(Recommending body) Recommendation	Approval, with Conditions
Staff Contact	Susan Glasser, Secretary, Public Art Commission, 804.644.7319, susan.glasser@rva.gov
Conditions for Approval	<ul style="list-style-type: none"> • Meet all terms of the City contract including necessary permits • Incorporate a foundation under the container • Work with community gardeners to determine which functional need should be prioritized in addition to the tool shed: solar panels, water catchment, sunshade or seating; modify design accordingly • Provide a solution for built-up heat in the shipping container during summer; e.g., solar-powered exhaust fan, shade structure or other device

RATIONAL FOR PLACING ON PUBLIC PROPERTY

% for Art and further the mission of the City’s Richmond Grows initiative. The \$30K budget is inclusive of artist’s fees, materials, insurance, fabrication, installation, travel and all other project-related expenses.

ABOUT THE ARTIST

Taron “Silly Genius” Sparks is a self-taught, Southside artist well known for his wall murals throughout Richmond, although his heart is in Southside. He is the founder of All City Art Club, which mission is “to introduce street art to underserved communities without the goal of tourism or gentrification. . . . Believing that residents should not have to be pushed out in order to make a community beautiful, this art collaborative is bridging the gap between community and citizens. Art makes people feel good about where they live. Giving residents a sense of pride in their community is the first step of rebuilding.”

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)

- SITES THAT ADDRESS AREAS OF THE CITY NEEDING ATTENTION: . . . Strategic decision-making about where public art is best sited on the south side will be crucial.

ATTACHMENT(S)

Artist’s Proposal