



Staff Report
City of Richmond, Virginia
Public Art Commission

Write legislation/ordinance number here.	Meeting Date: 6/20/2023
Applicant/Petitioner	Public Art Commission on behalf of The Shockoe Project
Description	<p>The City has contracted Baskervill to develop preliminary plans for The Shockoe Project, a comprehensive, experiential destination that recognizes the history of enslaved and free Africans in Richmond, in Virginia, and throughout the country. Anticipated components of The Shockoe Project include several indoor and outdoor programmed experiences including the Shockoe Hill African Burying Ground. The project is currently in the planning stages.</p> <p>This mural is meant to be installed on the façade of an abandoned gas station that sits atop the long-neglected Shockoe Hill African Burying Ground. The mural commemorates the site in the interim until a more complete design of the site can be developed. The colored bands of the mural will be painted. Because they are horizontal lines only, those lines will simply follow a straight datum around the entire building including into and along the indentations. The letters will be painted using vinyl stenciling. Where the letters overlap the indentations, they will also project horizontally into the indentations.</p> <p>At the request of Councilwoman Robertson, this design was presented and approved by the community during a community meeting held on June 15. The City Attorney’s Office has also been consulted to confirm that this mural will qualify as government speech as it is being funded by the City as part of The Shockoe Project.</p>
Project Location Shockoe Hill African Burying Ground 1305 N 5th St	
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

RATIONAL FOR PLACING ON PUBLIC PROPERTY

The rationale for the installation is general beautification and to cover the existing graffiti on the wall of the abandoned gas station on the site, as well as to create a mural for the Shockoe Hill African Burying Ground, honoring the site in an immediate way until further plans for the Burying Ground can be developed.

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

Preliminary Design



