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**From:** ellyn <ellynparker@gmail.com>  
**Sent:** Sunday, September 16, 2018 9:41 AM  
**To:** City Council; City Clerk's Office; Stoney, Levar M. - Mayor; Robertson, Ellen F. - City Council; Newbille, Cynthia I. - City Council; Addison, Andreas D. - City Council; Gray, Kimberly B. - City Council; Larson, Kristen N. - City Council; Jones, Michael J. - City Council; Hilbert, Chris A. - City Council; Agelasto, Parker C. - City Council; Trammell, Reva M. - City Council  
**Subject:** Support for Public Art Master Plan -- Land Use 9/18/18 City Council 9/24/18

Dear esteemed Council Members and Mayor Stoney,

I am writing to support the adoption of the Public Art Master Plan as an amendment to the City's Master plan. This plan sets up a framework to guide the principles and policies of the Public Art Program and elevate it to the level of nationally recognized standards for Public Art. The plan was created at the request of Council to revamp and improve the operating procedures and create a long term vision for the Public Art program and Public Art Commission.

Over the course of the time that this plan was in process, there were numerous community meetings and involvement of local stakeholders, who all resoundingly stated that public art was something that brought value and improvement to our communities. In addition to meetings, an online survey netted over 600 responses that highlighted the desire from community members to broaden the definition of what constitutes public art and to make available more opportunities for local artists and arts groups to be able to accomplish projects in their neighborhoods and communities.

Unfortunately, the large allocation of funding that had been earmarked through the Percent for Arts ordinance was mostly dissolved in the previous fiscal year budget cycle. By doing this to fill a gap in other budget needs, the opportunity to create public art projects in other parts of the city that would not be getting a large CIP project was hindered and this also set a precedent that the arts are not a priority for the City of Richmond. When looking for national or foundational funding, the first thing that funders look at is the investment on the part of the City. I am hopeful that beyond adopting this plan that was created with a long term vision for Public Art in Richmond that in future years, Council and the Mayoral administration will seek a way to continue to contribute and stabilize this funding and make sure that public art is distributed equitably throughout the city of Richmond.

Public art does more than just create beauty and a sense of pride in our communities. By investing in this element of creative place-making, economic impacts can be seen in the increase in property values near the siting of significant public art and increased revenue to local businesses and tourism.

Beyond the fiscal implications, public art can elevate community pride and wellbeing. The reflection of the idea that arts and culture are part of the integral fabric of what makes Richmond a destination for new businesses and employers, a great place to live and raise a family and a place that values the arts is something that both council and the administration should not dismiss as a luxury item. There are cities all over the country that have been able to fund schools, filling potholes AND the arts.

I urge you to adopt the Public Art Master plan and to make an effort to invest into the artistic community here in Richmond.

Respectfully,

Ellyn Parker

Citizen, tax payer, voter and advocate for the arts.

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**From:** Carl Patow <carlpatow@carlpatow.com>  
**Sent:** Sunday, September 16, 2018 9:40 PM  
**To:** City Council; City Clerk's Office; Stoney, Levar M. - Mayor; Robertson, Ellen F. - City Council; Newbille, Cynthia I. - City Council; Addison, Andreas D. - City Council; Gray, Kimberly B. - City Council; Larson, Kristen N. - City Council; Jones, Michael J. - City Council; Hilbert, Chris A. - City Council; Agelasto, Parker C. - City Council; Trammell, Reva M. - City Council; Ellyn Parker; Sue Patow  
**Subject:** Support for Public Art Master Plan -- Land Use 9/18/18 City Council 9/24/18

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**As an artist and citizen of Richmond, I highly value public art. I have seen the difference it makes in tourism, in local enthusiasm for our city and in respect for Richmond as a community. Art is a huge draw for companies and their employees as they look at sites for future investment and jobs.**

I urge you to adopt the Public Art Master plan and to make an effort to invest into the artistic community here in Richmond.

Respectfully,

Carl Patow, MD  
Richmond resident, taxpayer and supporter of the Arts.

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**From:** Anke Jackson <rushmere55@msn.com>  
**Sent:** Monday, September 17, 2018 8:57 AM  
**To:** City Clerk's Office  
**Cc:** Francis.Thompson@capitalone.com  
**Subject:** Support for Public Art Master Plan

I wholeheartedly and respectfully urge support for the adoption of the Public Art Master Plan for the City of Richmond. This formal policy will provide the sustained "Best Practices" approach required in the care and management of our public art assets. It will also provide direction for future projects, setting priorities and identifying opportunities focused on artistic excellence and the potential for community engagement. The cultural life of our community plays an essential role in the well-being of our citizens, enriching us individually while bringing us all together. The success of the Maggie Walker project is a testament to that power. As a life-long advocate for the arts (now retired, Deputy Director of the Parrish Art Museum, Water Mill, New York), I am delighted to live in a region that celebrates creativity and recognizes the transformational role it can have on our lives.

Sincerely,  
Anke Jackson  
Community Volunteer  
3981 Reeds Landing Circle

Sent from my iPad

Sent from my iPad



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**From:** Sue Patow <suepatow@gmail.com>  
**Sent:** Monday, September 17, 2018 1:39 PM  
**To:** City Council; City Clerk's Office; Stoney, Levar M. - Mayor; Robertson, Ellen F. - City Council; Newbille, Cynthia I. - City Council; Addison, Andreas D. - City Council; Gray, Kimberly B. - City Council; Larson, Kristen N. - City Council; Jones, Michael J. - City Council; Hilbert, Chris A. - City Council; Agelasto, Parker C. - City Council; Trammell, Reva M. - City Council  
**Subject:** Support for the Public Art Master Plan

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I urge you to adopt the Public Art Master plan and to make an effort to invest into the artistic community here in Richmond.

Respectfully,

Sue

*Sue Patow*

Citizen, tax payor, voter and ADVOCATE FOR THE ARTS  
[suepatow@gmail.com](mailto:suepatow@gmail.com)

**"If I could choose an amendment to add to the Constitution,  
it would be The Equal Rights Amendment"**

**Ruth Bader Ginsburg April 18 2014**



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**From:** Green, Jody <jody.green@vmfa.museum>  
**Sent:** Monday, September 17, 2018 8:58 PM  
**To:** City Clerk's Office; City Council  
**Subject:** Public Art Master Plan - Alex Nyerges, Director of VMFA - Letter of Support  
**Attachments:** VMFA - Letter of Support - Public Art Master Plan.pdf

Good Evening,

On behalf of Alex Nyerges, Director of the Virginia Museum of Fine Arts, please find attached a letter of support for the Public Art Master Plan.

Please reach out if you have any questions or need any additional information.

Very best,

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Jody Green  
Administrative and Project Coordinator, Director's Office  
Virginia Museum of Fine Arts  
200 N. Boulevard  
Richmond, VA 23220

804.340.1500

[jody.green@vmfa.museum](mailto:jody.green@vmfa.museum)



September 17, 2018

Dear Members of Land Use Committee/City Council,

I write in support of *Revealing Richmond: A Public Art Master Plan for the City of Richmond, Virginia*. Speaking firsthand as the Director of the Virginia Museum of Fine Arts, the success of VMFA would not be possible without the support of the citizens of Richmond and our local community. Just last year, we had a record-breaking attendance of 700,000 visitors onsite thanks in part to world-class exhibitions such as *Terracotta Army*, but also thanks to VMFA's permanent holdings, which encompass nearly 40,000 artworks spanning the globe and are open to the public for free 365 days a year. Since the expansion and opening of the McGlothlin wing in 2010, the Museum has continued to see higher attendance numbers and even member households reaching more than 44,000—a true sign and status report of the local community's support of the arts. Simply put, Richmonders embrace and sustain the arts, and *Revealing Richmond: A Public Art Master Plan for the City of Richmond, Virginia*, puts forth a plan that will further the needs and desires of the Richmond community.

Additionally, the success of the Virginia Museum of Fine Arts has been driven by its 2015-2020 Strategic Plan, which calls for the creation of exceptional experiences of art and culture that engage, captivate and delight a growing and diverse visitor base on its campus. *The Public Art Master Plan* seeks to do the same, in particular through its “Democratic Process” by “providing a constant conduit for artist and community ideas and expressions, assuring a communication flow where new voices will be elicited and heard” and “acknowledging the diversity of Richmond’s communities [to] broaden the range of sites and work collaboratively with more diverse communities and citizens.” Providing a world-class public art program that takes into account the multitude of voices of the Richmond community, makes certain that the *Public Art Master Plan* is accessible and all-encompassing.

By ensuring that the voices and stories of all are displayed and incorporated into the city's public landscape, the *Public Art Master Plan* will place Richmond's present in context with its difficult past. In this way, the plan will serve the community in its entirety and provide a full representation of modern Richmond to its visitors and future generations to come. I have been able to see the impact of reaching diverse audiences and its positive change take place at VMFA through our Strategic Plan and firmly believe that we as a community will be rewarded by the benefits for years to come. For this reason, I am pleased to provide my support for this plan to enrich the lives and future of the arts for those in Richmond.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Alex Nyerges', is written over the typed name and title.

Alex Nyerges  
Director

Alex Nyerges | Director

VIRGINIA MUSEUM OF FINE ARTS

200 N. Boulevard | Richmond, Virginia 23220-4007 | T 804.340.1500 | F 804.340.1502 | [www.vmfa.museum](http://www.vmfa.museum)

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**From:** Santa De Haven <artspacepresident@gmail.com>  
**Sent:** Tuesday, September 18, 2018 11:46 AM  
**To:** City Clerk's Office  
**Subject:** Public Art Master Plan

artspace Gallery, an artist run non-profit gallery at Plant Zero, supports the approval and implementation of the Public Art Master Plan.

Santa De Haven, President  
artspace  
Zero E. 4th Street  
Richmond, Virginia 23224  
Gallery: 804-232-6464  
Cell: 804-615-3748  
[www.artspacegallery.org](http://www.artspacegallery.org)