

Focus Areas	Key Actions
Art Installations / Aesthetic Improvements / Activation	Empower the Public Art Commission to commission and produce temporary (3-12 months) art installations for Broad Street. Sites could include: vacant spaces; bus stops; alleys; windows and facades; flags / banners. .
Art Installations / Aesthetic Improvements / Activation	Provide funding for nonprofits + Richmond-based arts organizations to commission and produce temporary (3-12 month) art installations. Sites could include: vacant spaces; bus stops; alleys; windows and facades; flags / banners.
Art Installations / Aesthetic Improvements / Activation	<p><u>Create an ongoing City Artist program that commissions an artist or collective of artists to create artworks and / or programming that engage Broad Street. This could be a year-long appointment that is more experiential than installation-based. There are some great ideas here:</u></p> <p><a href="http://publicartstpaul.org/cityartist/">http://publicartstpaul.org/cityartist/</a></p> <p><a href="https://www.nytimes.com/2021/05/19/arts/rockefeller-public-art.html">https://www.nytimes.com/2021/05/19/arts/rockefeller-public-art.html</a></p> <p><u>Or fund a prize directed at public art projects in the Arts District. See below.</u></p> <p><u>Artadia and 21c Museum Hotels Launch New Award for Artists</u></p> <p><u>As part of a longterm partnership, the New York-based grant-making nonprofit Artadia and the 21c Museum Hotels are launching the 21c Artadia Award in Louisville, Kentucky, this year. The annual award will provide \$10,000 in unrestricted funds to one artist in the Louisville metro area, and future award cycles are planned for Kansas City, Missouri; Durham, North Carolina; and Nashville, Tennessee. The open call application for the Louisville award will be open from May 15 to June 15, and the awardee will be named in July.</u></p>
Art Installations / Aesthetic Improvements / Activation	<p><u>Fund a major collaboration that engages a group of artists to address social issues.</u></p> <p><a href="https://hyperallergic.com/637890/ybca-10-bay-area-artists-racial-equity-climate-justice/">https://hyperallergic.com/637890/ybca-10-bay-area-artists-racial-equity-climate-justice/</a></p>
Art Installations / Aesthetic Improvements / Activation	<p><u><a href="#">Commission an artist to create a project (installations, programming) in partnership with small businesses.</a></u></p> <p><a href="https://www.ronnyquevedo.info/work/higher-sails-la-morada">https://www.ronnyquevedo.info/work/higher-sails-la-morada</a></p>
Art Installations / Aesthetic Improvements / Activation	Create pop-ups in all of the vacant spaces; invite artists and collectives to produce temporary (1 - 2 month-long) installations / exhibitions in any vacant space.

<p>Art Installations / Aesthetic Improvements / Activation</p>	<p><u>Produce a Bring Your Own Beamer event - a one-night projection project where projectors are provided and local artists and creatives bring short films and other video works to share.</u></p> <p><u>1708 hosted one for InLight several years ago but here is a recent example from Aurora Picture Show in Texas:</u></p> <p><u><a href="http://aurorapictureshow.org/pages/byob_(bring_your_own_beamer)_1102.asp">http://aurorapictureshow.org/pages/byob_(bring_your_own_beamer)_1102.asp</a></u></p>
<p>Art Installations / Aesthetic Improvements / Activation</p>	<p>Commission light-based artists to create projects in the alleys off of Broad Street.</p>
<p>Art Installations / Aesthetic Improvements / Activation</p>	<p><u>Commission artist(s) to envision, create and maintain tree wells.</u></p> <p><u>Or partner with a community leader (Duron Chavis?) to plant / maintain edible plants in treewells.</u></p> <p>Rashid Johnson ICA</p>
<p>Art Installations / Aesthetic Improvements / Activation</p>	<p>Enhanced Arts District: artists quarters</p> <p>artist studios</p> <p>commercial galleries</p> <p>arts retail-related retail shops</p> <p>easy-access and dedicated transportation access to Arts District from convention center, area hotels, etc.</p> <p>branded marketing strategy</p>
<p>Art Installations / Aesthetic Improvements / Activation</p>	<p>Establish a temporary art program for the City that includes median installations, street archways, parklets, etc. (The PAC cannot currently support temporary art but only the commissioning of permanent assets for the City.)</p>
<p>Art Installations / Aesthetic Improvements / Activation</p>	<p>For example: Carnegie Mellon's Conflict Kitchen and Waffle Shop: A Reality Show</p> <p>Rensselaer Polytechnic Institute's Breathing Lights installation in abandoned buildings</p> <p>Theaster Gate's Art House: A Social Kitchen</p>

Art Installations / Aesthetic Improvements / Activation	<p>There are scores if not hundreds of examples of public art projects that can be commissioned and installed along Broad Street.</p> <p>Many art installations can also privilege a functional component such as bike racks, lighting, seating, signage, pedestrian safety, etc.</p> <p>E.g., Initiate a Call-for-Artists to design new lighting similar to LA Lights the Way project.</p> <p>The winning design reimagines the traditional lamp post to simultaneously provide roadway light, pedestrian light, telecommunications equipment, shade fixtures and benches.</p>
Art Installations / Aesthetic Improvements / Activation	<p>Remove dilapidated street furniture including newspaper boxes Work with PAC on functional public art (seats, shade awnings)</p> <p>Work with local art institutions to design new artful boxes of boxes are needed</p>
Built Environment	Demolish Richmond Coliseum
Business Development	Training program to pair a business owner with a front store downtown for at least a year. Promoting ownership commercial space.
Code enforcement	<p>Enforce zoning requirements and ordinances on the books.</p> <p>Goal: If common sense and community building does not work, we will be forced to move to enforcing current standards.</p>
Community engagement	<p>Once monthly Super Casual Wednesday Ride! Stop at local shops (ice cream...bike shops....attractions)?</p> <p>Goal: engage the multimodal community and ask feedback via QR codes mentioned earlier.</p>
Façade Improvement	Institute a façade improvement grant program ala Fredericksburg Economic Development Authority's program that provides up to \$10,000 (?) for business owners in the historic downtown district to upgrade their facades in a way that meets their needs and city planning requirements.
Façade Improvement	Bring back the program (here is the results of the program, open link)
Graffiti removal	<p>Work with private business owners to remove and cover graffiti</p> <p>Encourage murals on plywood façade covers through partnership with private building owners/ businesses. Artists should sign off on re-use/recording work for downtown mural program</p>
Graffiti removal	Develop a Downtown Color Palette that can be used to paint over graffiti while adding color to storefronts and facades

Graffiti Removal	<p>1-fine, arrest people doing this, create more consequences for the violation of private property—no tolerance policy/ordinance, tally the cost of the crime—this maybe a code enforcement committee issue??</p> <p>2-repaint Police headquarters</p> <p>3-identify worst, highest profile walls and repaint with murals or bands of color</p> <p>4-require private dumpster companies to remove graffiti the dumpster they have Downtown</p> <p>5- Work with VCU on facilities maintenance and enforcement</p>
Greening	Repair, mulch, and protect tree wells
Greening	<p>Fill all empty tree wells downtown</p> <p>Identify areas for increased landscaping and plantings</p>
Greening	<p>In CDA area</p> <p>Fix the irrigation</p> <p>Prune trees. Weed and renovate the tree wells</p> <p>Replant tree wells</p> <p>Commit to maintenance plan and funding</p> <p>On Grace Street- Take down old tree well in the 400 block; only block left with the raised tree wells, replace with CDA streetscape/tree well designs. Encourage restaurants to expand patio dining on this block</p>
Greening	Dedicate a week or so for the City arborist and/or subcontractors to methodically go up and down Broad St. from Belvidere to 11th pruning the existing trees and planting empty tree wells
Greening	<p>City need to give permission to put decorative fencing, like other cities use, around the tree wells</p> <p>Work with professionals in planting plan. Look at GRTC plant palette for Pulse, seems to be doing well.</p> <p>Amend soil and plant the tree wells with drought hardy plants.</p> <p>Develop maintenance plan and water regularly until established..3 years.</p>
Land Use	<p>Make sure B-4 the current zoning Allows for non-conforming uses: arts and manufacturing. The city updated this in the TOD-1 but we need to make sure B-4 allows this uses as well. Encourage temporary uses in vacant/underutilized parcels</p> <p>Encourage pop-up retail</p> <p>Micro-retail</p>

Lighting	<p>Install pedestrian scale lighting</p> <p>Add artful lighting to streetscape (in medians, incorporating trees, or utilizing existing infra) building on concepts already provided to the City Of Richmond</p>
Lighting	Explore ways to make Broad St (and Grace/Marshall) a Downtown Light District that has creative/artistic light attractions year-round
Medians	Have Capital Trees do with the median what they did with the Low Line
Medians	Invest in landscaping and beautification for medians between 4th and 8th Street
Medians	<p>1-implement the existing planting/lighting plan for the medians from 4th-7th</p> <p>2-continue this plan west to 2nd St.; that isn't possible then let's mulch and put the holiday lights in year round&gt;</p> <p>3-remove mohawks and replace with concrete medians, relocate square planters to those blocks</p> <p>4-commit to a maintenance plan and funding</p>
Permit process	How does the permit process will look like for a shared space, multitenant, etc. in the same open space?
Property owner engagement	<p>Discover specific individuals that either own the buildings on Broad Street and/or individual decision makers who have the authority to spend money.</p> <p>Goal: learn about the people who own these buildings and try to understand their goals before reaching out to them.</p>
Property owner engagement	<p>1st attempt outreach: community pride, heartstrings. Come with thought out suggestions and subsidies/incentives for investing in cleaning up facades.</p> <p>Goal: build relationships, communicate our reality and how they can make Broad Street more engaging so we can elevate the experience and bring more people downtown.</p>
Public Engagement	<p>"Create and install 40 aluminum signs with the following call to action: QR code directing people to Richmond 311. Messaging – See something that needs to be removed, repaired, replaced, or clean? Report by following the QR code.</p> <p>Goal: promote 311, begin building lists of things that need to be done and create a system to complete tasks."</p>

Public Engagement	<p>Engage/hire TikTok influencers to produce cool videos highlighting some of the areas on Broad Street that could use improvement.</p> <p>Engage/hire Instagram influencers to produce videos/images highlighting the best of Broad Street.</p> <p>Engage Valentine Museum to highlight the history of Broad Street (social media and/or exhibit).</p> <p>Goal: Create real pressure on city while dulling the blow with what makes Broad Street great and the history of Broad Street.</p>
Public Right-of-way	Proper crosswalks, paint maintenance, etc.
Public space	<p>Identify potential street closures for pedestrian plaza space (ex. Brook Rd between Marshall and Adams)</p> <p>Identify off-Broad locations for public parklets</p> <p>Revise parklet ordinance to allow for restaurants to establish “private parklets” (aka Streateries) as an extension of outdoor dining into the parking lane</p>
Research	<p>Survey GRTC bus drivers to discover what’s really going on.</p> <p>Goal: Learn the reality of citizens that do not have their own transportation and the interactions on buses.</p>
Traffic Calming	<p>Speeding has become a real issue on Broad— Install those sign that show the speed limit and how fast you are going on both east and west bound</p> <p>Have police set up speed traps on a regular basis so the folks learn to slow down on Broad</p> <p>Install license plate reading security cameras and issue electronic tickets to car, truck, 3 wheelers, dirt bikes, etc.</p> <p>Maybe install welcome signs that say “Welcome to Downtown’s Walkable Neighborhoods! Please Slow Down You have Arrived – Speeders will be ticketed” or something like that at Downtown Gateways</p> <p>Commit to enforcing until we have a reputation and people start respecting the speed limit.</p>
Public Engagement	Wayfinding to find the parking structures, signage that designates the Arts District

Potential Partners (City Agencies, Non Profits, Business)	Near Term	Mid Term
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X

Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X
PDR, PAC, Economic Development, Venture Richmond, CultureWorks . . . so many partners around the City		X
City Council, Economic Development, PDR, PAC, et al.  Bloomberg Philanthropies' Public Art Challenge		X
PDR, Economic Development, VCU School of the Arts, property owners, et al.  Bloomberg Philanthropies' Public Art Challenge		X



CPC, PAC, UDC, DPU, DPW, CultureWorks, 1708, assorted other non-profit arts organizations		X
VR? Local publishers?		
VR or PAC	X	
	X	
		X
Richmond building inspectors		
Richmond zoning	X	
Sportsbackers		
Local bike shops	X	
RPD		
Economic Development Department, UDC	X	
en it with Google Chrome): <a href="https://storymaps.arcgis.com/stories/">https://storymaps.arcgis.com/stories/</a>	X	
VR, PRCF		
VR, PAC	X	
Business and property owners	X	

1& 2 – City 3-Building owners, Venture Richmond, artists, arts orgs	X	
DPW – Forestry Division	X	
City	X	
City and VR		
City, Venture Richmond, RRT, etc.  Venture Richmond has organized major planting events for corporate volunteers and this might be a possibility with Altria, Capital One, Dominion, etc.  Commonwealth Architect did the original design work...possibly re-engage them.  Work with Katie Ukrop, Lewis Ginter, Capital Trees, or local landscape designers on planting plans and plant palette	X	
City, Venture Richmond  There may be some ways to accomplish this with the City partnering with the private sector/Venture Richmond.		X
City, Venture Richmond, Brightview,  Venture Richmond has organized major planting events for corporate volunteers and this might be a possibility with Altria, Capital One, Dominion, etc.	X	
	X	

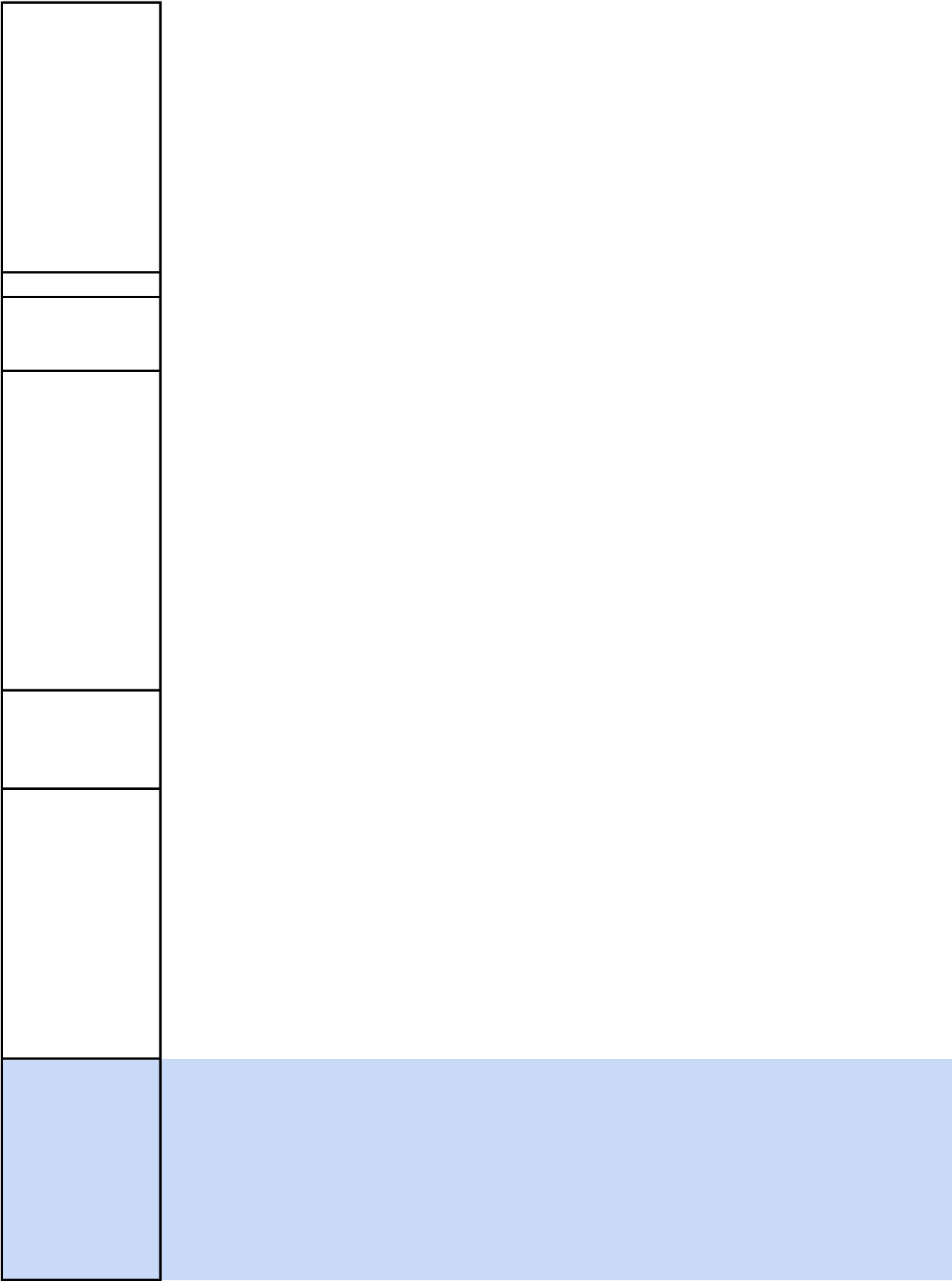
DPU  PAC, DPW, PDR, VR		X
Downtown Arts District, 1708 Gallery, DPU		X
Capital Trees		
COR – DPW, PAC, VR		X
Use some of the American Rescue Plan money for this—City, Venture Richmond, VHB, RRT, Convention Center, neighboring businesses and others were involved in developing the existing plan for 4th to 7th.	X	
	X	
Richmond tax assessor  Richmond building permit office	X	
Task Force members	X	
City agency responsible for 311  Possibly copy this task force as a check & balance  Total cost: 40 signs @ \$40/sign \$1,600 (one sign has both messages) + 100 gift cards @ \$5/card \$500. \$2,100 total.		

Local influencers		
\$1,500/influencer x 2 = \$3,000		
\$1,500 to the Valentine		
Total = \$4,500		
	X	
	X	
DPW, PDR, Venture Richmond		
DPW, PDR, Venture Richmond		X
PDR		
GRTC		X
City, Police Venture Richmond could probably help with signage design, fabrication and funding	X	
		X

Long Term
X
X
X
X
X

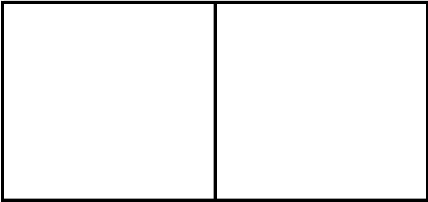
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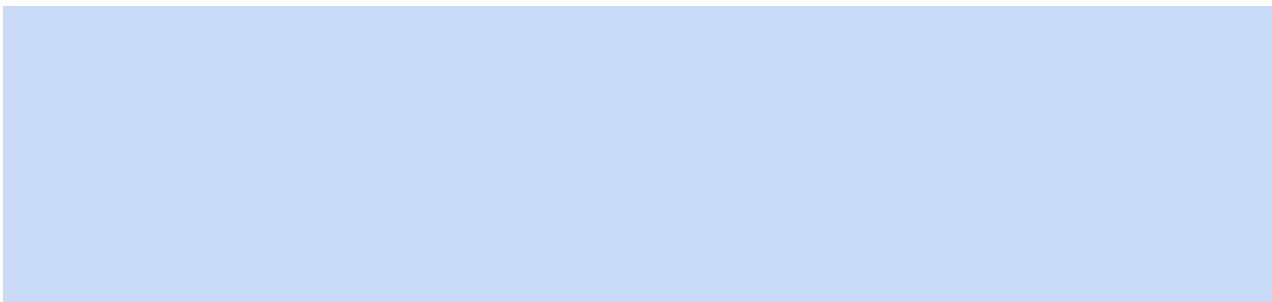
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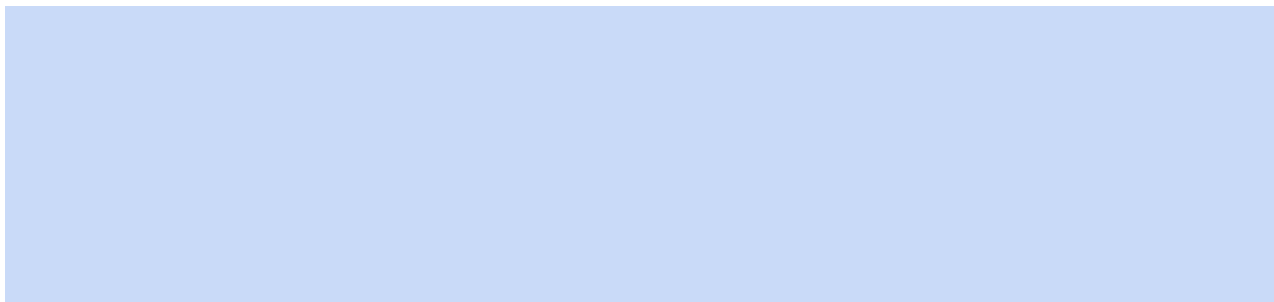












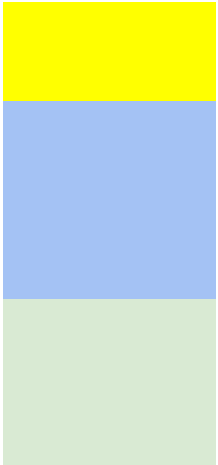


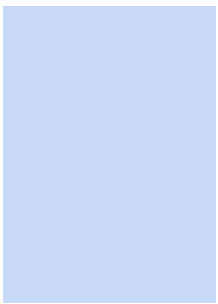














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Focus Areas	Key Actions
Art Installations Aesthetic Improvements/ Activation	Utilize art expertise of the Public Art Commission (PAC) to assess and prioritize art installation strategies and summarize in a White Paper; proposed strategies appear in the Appendix
Art Installations/ Aesthetic Improvements/ Activation	Draft a new ordinance that expands the PAC's purview to include temporary art installations funded independent of CIP restrictions
Art Installations/ Aesthetic Improvements/ Activation	Use a portion of the PAC's FY22 funding allocation to commission 1-3 permanent public art pieces along Broad Street based on PAC White Paper (see above)
Art Installations/ Aesthetic Improvements/ Activation	Install grant-funded temporary art installations*  *This will require a significant rewriting of the City's current temporary art policies
Art Installations/ Aesthetic Improvements/ Activation	City-funded temporary art installations by local arts organizations*  *Technically, the City already does (or could) do this if local arts organizations proposed such a project through the non-departmental budget process; this will also require a significant rewriting of the City's current temporary art policies
Art Installations / Aesthetic Improvements / Activation	Create an annual City-funded City Artist program that commissions an artist/collective to create art and/or programming that engages Broad Street. This could be a year-long appointment that is more experiential than installation-based.

**APPENDIX**

Public Art Locations	vacant spaces, bus stops, medians, alleys, windows and facades, flag /banners;,archways; parklets and/or art-based programming that brings audiences to Broad Street
Public Art Concepts	Social Issues Arts Collaboratives  <a href="https://hyperallergic.com/637890/ybca-10-bay-area-artists-racial-equity-climate-justice/">https://hyperallergic.com/637890/ybca-10-bay-area-artists-racial-equity-climate-justice/</a> City Artist Program  <a href="https://www.nytimes.com/2021/05/19/arts/rockefeller-public-art.html">https://www.nytimes.com/2021/05/19/arts/rockefeller-public-art.html</a>  Or fund a prize directed at public art projects in the Arts District. See below. Artadia and 21c Museum Hotels Launch New Award for Artists As part of a longterm partnership, the New York–based grant-making nonprofit Artadia and the 21c Museum Hotels are launching the 21c Artadia Award in Louisville, Kentucky, this year. The annual award will provide \$10,000 in unrestricted funds to one artist in the Louisville metro area, and future award cycles are planned for Kansas City, Missouri; Durham, North Carolina; and Nashville, Tennessee. The open call application for the Louisville award will be open from May 15 to June 15, and the awardee will be named in July.
	Artists creating projects (installations, programming) in partnership with small businesses  <a href="https://www.ronnyquevedo.info/work/higher-sails-la-morada">https://www.ronnyquevedo.info/work/higher-sails-la-morada</a>
	Create pop-ups in vacant spaces; invite artists and collectives to produce temporary installations/exhibitions in any vacant space.

	<p>Produce a Bring Your Own Beamer event: a one-night projection project where projectors are provided and local artists and creatives bring short films and other video works to share.</p> <p>1708 hosted one for InLight several years ago but here is a recent example from Aurora Picture Show in Texas:</p> <p><a href="http://aurorapictureshow.org/pages/byob_(bring_your_own_beamer)_1102.asp">http://aurorapictureshow.org/pages/byob_(bring_your_own_beamer)_1102.asp</a></p>
	<p>Commission artists to create light-based artworks to be installed at sites along and adjacent to Broad Street (alleys, etc.)</p>
	<p>Commission artists to create functional artworks (lighting, seating, bike racks, signage, newspaper boxes, tree wells, etc.) along Broad Street.</p>
	<p>Enhanced Arts District:            artists quarters            artist studios            commercial galleries            arts retail-related retail shops.</p> <p><b>These four seem longer term and also seem like things that could / should happen organically if the efforts of this group are succesful.</b></p>
	<p>Street long installations and placemaking shops</p> <p>Carnegie Mellon's Conflict Kitchen and Waffle Shop: A Reality Show</p>

	<p>Lighting and light installations</p> <p>pedestrian-scale artful lighting to streetscape (in medians, incorporating trees, or utilizing existing infra) building on concepts already provided to the COR make Broad Street/Grace/Marshall a Downtown Light District that has creative/artistic light attractions year-round</p>
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Original Chart Entries	
Art Installations / Aesthetic Improvements / Activation	<p>Empower the Public Art Commission to commission and produce temporary (3-12 months) art installations for Broad Street. Sites could include: vacant spaces; bus stops; alleys; windows and facades; flags / banners. .</p> <p><b>NEW: Empower the Public Art Commission to facilitate that components of their approved Master Plan that allow the PAC to commission and produce temporary art installations. Incorporated into #1 above. Locations moved to Appendix.</b></p>
Art Installations / Aesthetic Improvements / Activation	<p>Provide funding for nonprofits + Richmond-based arts organizations to commission and produce temporary (3-12 month) art installations. Sites could include: vacant spaces; bus stops; alleys; windows and facades; flags / banners. <b>NEW: Establish a temporary art program for City arts organizations to produce temporary (3-12 month) art installations including vacant spaces; bus stops; medians; alleys; windows and facades; flags / banners; archways; parkleys and / or art-based programming that brings audiences to Broad Street. Two notes: this could include Mending Walls and I'd recommend putting many of the ideas below in an index. Incorporated into #6 above. Location list included in Appendix below.</b></p>

Art Installations / Aesthetic Improvements / Activation	<p><b>PUT IN APPENDIX.</b> Fund a major collaboration that engages a group of artists to address social issues. <a href="https://hyperallergic.com/637890/ybca-10-bay-area-artists-racial-equity-climate-justice/">https://hyperallergic.com/637890/ybca-10-bay-area-artists-racial-equity-climate-justice/</a> Moved to <b>Appendix</b></p>
Art Installations / Aesthetic Improvements / Activation	<p><b>PUT IN APPENDIX.</b> Commission an artist to create a project (installations, programming) in partnership with small businesses.</p> <p><a href="https://www.ronnyquevedo.info/work/higher-sails-la-morada">https://www.ronnyquevedo.info/work/higher-sails-la-morada</a> <b>Moved to Appendix</b></p>



Art Installations / Aesthetic Improvements / Activation	Create pop-ups in vacant spaces; invite artists and collectives to produce temporary (1 - 2 month-long) installations / exhibitions in any vacant space. <b>Moved to Appendix</b>
Art Installations / Aesthetic Improvements / Activation	<b>PUT IN APPENDIX.</b> Produce a Bring Your Own Beamer event - a one-night projection project where projectors are provided and local artists and creatives bring short films and other video works to share.  1708 hosted one for InLight several years ago but here is a recent example from Aurora Picture Show in Texas:  <a href="http://aurorapictureshow.org/pages/byob_(bring_your_own_beamer)_1102.asp">http://aurorapictureshow.org/pages/byob_(bring_your_own_beamer)_1102.asp</a> <b>Moved to Appendix</b>
Art Installations / Aesthetic Improvements / Activation	Commission light-based artists to create projects in the alleys off of Broad Street. <b>NEW: Commission artists to create light-based artworks to be installed at sites along and adjacent to Broad Street (alleys, etc.) OR Commission artists to create functional artworks (lighting, seating, bike racks, signage, newspaper boxes, etc.) along Broad Street. Split in two and moved to Appendix</b>
Art Installations / Aesthetic Improvements / Activation	<b>PUT IN APPENDIX.</b> Commission artist(s) to envision, create and maintain tree wells. <b>Moved to Appendix under Locations</b>  Or partner with a community leader (Duron Chavis?) to plant / maintain edible plants in treewells.
Art Installations / Aesthetic Improvements / Activation	Enhanced Arts District: artists quarters - artist studios commercial galleries arts retail-related retail shops. <b>These four seem longer term and also seem like things that could / should happen organically if the efforts of this group are succesful.</b>
Art Installations / Aesthetic Improvements / Activation	<b>INCORPORATED ABOVE.</b> Establish a temporary art program for the City that includes median installations, street archways, parklets, etc. (The PAC cannot currently support temporary art but only the commissioning of permanent assets for the City.) <b>Incorporated into #6 above</b>

Art Installations / Aesthetic Improvements / Activation	<p><b>PUT IN APPENDIX.</b> For example: Carnegie Mellon's Conflict Kitchen and Waffle Shop: A Reality Show</p> <p>Rensselaer Polytechnic Institute's Breathing Lights installation in abandoned buildings <b>Moved to Appendix</b></p>
Art Installations / Aesthetic Improvements / Activation	<p><b>Put in appendix.</b> There are scores if not hundreds of examples of public art projects that can be commissioned and installed along Broad Street.</p> <p>Many art installations can also privilege a functional component such as bike racks, lighting, seating, signage, pedestrian safety, etc.</p>
Lighting	<p><b>SUSAN - Since lighting is mentioned specifically, should we consolidate these next three here or refer back to the "Commission artists for functional projects" part?</b> Install pedestrian scale lighting</p> <p>Add artful lighting to streetscape (in medians, incorporating trees, or utilizing existing infra) building on concepts already provided to the City Of Richmond <b>Consolidated with the two below and moved to Appendix</b></p>
Lighting	<p>Install pedestrian scale lighting</p> <p>Add artful lighting to streetscape (in medians, incorporating trees, or utilizing existing infra) building on concepts already provided to the City Of Richmond</p>
Lighting	<p>Explore ways to make Broad St (and Grace/Marshall) a Downtown Light District that has creative/artistic light attractions year-round</p>

Time Frame	Potential Partners (City Agencies, Non Profits, Business)	Near Term	Mid Term	Long Term
Short term	PAC	X		
Mid term	PAC	X		
Short term	PAC, Greater Metro Area Arts Organizations, Downtown Neighborhood Associations, artist community	X	X	
Short, Mid and Long term	Venture Richmond, Greater Metro Area Arts Organizations, VCU, VUU, Culture Works, area businesses	X	X	X
Short, Mid and Long term	Department of Human Services (who manages the grant making through the non-departmental budget process)	X	X	X
Short to long term	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X	X

	Mending Walls			
	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU			
	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU			
	Public Art Commission; Arts District Arts Organizations + area higher ed (VCU, VUU, UR, VSU) or high schools.			

	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU			
	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU			
	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU			
	PDR, PAC, Economic Development, Venture Richmond, CultureWorks . . . so many partners around the City			
	PDR, Economic Development, VCU School of the Arts, property owners, et al.  Bloomberg Philanthropies' Public Art			

	DPU  PAC, DPW, PDR, VR, Downtown Arts District, 1708 Gallery, Eleba Folklore Society,			
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Short term	Public Art Commission; Greater Metro Area Arts Organizations	X		
Short to long term	Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X	X

Short to long term	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X	X
Short to long term	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X	X

Short term	Public Art Commission; Arts District Arts Organizations + area higher ed (VCU, VUU, UR, VSU) or high schools.	X		
Short term	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X		
Mid to long term	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU		X	X
Short to long term	Public Art Commission; Arts District Arts Organizations + businesses; Downtown Neighborhood Association; Venture Richmond; artist community; VCU, VUU, UR, VSU	X	X	X
Mid to Long Term	PDR, PAC, Economic Development, Venture Richmond, CultureWorks . . . so many partners around the City		X	X
Mid to Long Term	City Council, Economic Development, PDR, PAC, et al.  Bloomberg Philanthropies' Public Art Challenge		X	X

Mid Term	PDR, Economic Development, VCU School of the Arts, property owners, et al.  Bloomberg Philanthropies' Public Art		X	
Mid to Long Term	CPC, PAC, UDC, DPU, DPW, CultureWorks, 1708, assorted other non-profit arts organizations		X	X
Mid Term	DPU		X	
Mid Term	PAC, DPW, PDR, VR			
Mid Term	DPU			
Mid Term	PAC, DPW, PDR, VR		X	
Concept: short term Implementation: mid term	Downtown Arts District, 1708 Gallery, DPU		X	