



AGENDA

Library and Community Service REPORT

DATE:	March 1, 2022
TO:	Mayor Butt and Members of the City Council
FROM:	LaShonda White, Interim Library and Community Services Director Ranjana Maharaj, Deputy Director CSD-Recreation Joe Leach, Director of Public Works Stephanie Ny, Associate Administrative Analyst
Subject:	Public Hearing to Adopt a Resolution to Rename South 37th Street Underpass to Juneteenth Freedom Underpass
FINANCIAL IMPACT:	Richmond Neighborhood Coordinating Council, serving as the fiscal sponsor of Pullman Neighborhood Council, was awarded a Love Your Block Mini-Grant in the amount of \$9,775 from the Community Services Department and City Manager's Office, Economic Development (01250051-400815-2GI01).
PREVIOUS COUNCIL ACTION:	February 15, 2022
STATEMENT OF THE ISSUE:	Hold a public hearing to adopt a resolution to rename the South 37 th Street Underpass to Juneteenth Freedom Underpass.
RECOMMENDED ACTION:	PUBLIC HEARING to ADOPT a resolution to rename the South 37 th Street Underpass to Juneteenth Freedom Underpass, as recommended by the Recreation and Parks Commission at its December 1, 2021, regular meeting – Library and Community Services, Recreation Division (Ranjana Maharaj 510-620-6972).

DISCUSSION:

At the regular meeting of the Richmond City Council on February 15, 2022, the City Council adopted a Resolution of Intent to rename the South 37th Street Underpass to Juneteenth Freedom Underpass.

Background

At the November 3, 2021, regular meeting of the Recreation and Parks Commission (Commission), the Commission recommended the approval of the Juneteenth Freedom Mural concept design at the South 37th Street Underpass. On December 1, 2021, the Commission recommended renaming the South 37th Street Underpass to the Juneteenth Freedom Underpass per the request of the Pullman Neighborhood Council. The renaming request would solely impact the underpass and not the street itself; therefore, the impact on safety, delivery services, and navigational routes related to the post office and police and fire department operations is estimated to be negligible.

A public hearing to consider renaming the South 37th Street Underpass to Juneteenth Freedom Underpass was initially scheduled for February 15, 2022; however, this item was continued from the February 1, 2022, agenda and the public hearing was rescheduled for March 1, 2022. Notifications were previously mailed to the properties and property owners within a 300-ft radius of the underpass in anticipation of the February 15, 2022, public hearing date. Notification was previously published in the West County Times which met the requirement of posting 10 days prior to the previously scheduled hearing. The notice was also sent to the police and fire departments and to post offices in Richmond to allow them to provide input on the impact to police, fire, and postal services. After the hearing date was moved to March 1, 2022, the City Clerk made an announcement of the new hearing date during the February 15, 2022, City Council meeting, and language of the new date was included in the February 15 agenda report.

Richmond Neighborhood Coordinating Council, serving as the fiscal sponsor of Pullman Neighborhood Council, received a Love Your Block Mini-Grant in the amount of \$9,775 from the Community Services Department and City Manager's Office, Economic Development team to implement the Juneteenth Freedom Mural project. The Love Your Block Mini-Grant project implementation period is July 1, 2021, through May 31, 2022.

Love Your Block Mini-Grant

A resolution was approved by City Council on December 17, 2019, approving a solid waste Franchise Fee adjustment of a 7.5 percent increase to develop I Heart Richmond, a campaign to support clean-up efforts related to Richmond's built environment and overall environmental quality. The funding can be used for: 1) Compliance and enforcement of local and state solid waste reduction and recycling laws, 2) Prevention of litter and blight, and 3) Improving overall environmental quality and health.

Through this funding, a total of \$80,000 was allocated for the Love Your Block Mini-Grant Awards FY 2020-2022 grant cycle. The program was open to non-profit organizations with 501(c)(3) tax status and individuals and organizations utilizing a 501(c)(3) fiscal sponsor. Mini-grants would fund clean-up and beautification projects in the City of Richmond that would engage resident and community volunteers.

On February 2, 2021, City Council approved the Fiscal Years (FY) 2020-2022 Love Your Block Mini-Grant program guidelines, application, final report, and grant award agreement, and authorized the City Manager or designee to administer grant award agreements and disburse grant funds upon selection of recipients.

The application cycle received 23 mini-grant applications, and a review panel selected 10 applications to receive Love Your Block Mini-Grant awards. The Richmond Neighborhood Coordinating Council, serving as the fiscal sponsor of Pullman Neighborhood Council, was selected to receive \$9,775 for the Juneteenth Freedom Mural project.

Juneteenth Freedom Mural

Per the Pullman Neighborhood Council, the Juneteenth Freedom Mural project “will help to beautify the Pullman Neighborhood by creating a colorful mural under the current 37th Street bridge/underpass which currently consists of bare concrete. The [South 37th Street Underpass] is a main artery in the Pullman and Park Plaza Neighborhoods and thousands of cars, bicycles, and pedestrians utilize this route daily. In addition, the annual Richmond Juneteenth Parade utilizes this underpass as part of the route to the festival in Nicholl Park each June. Currently, there is nothing commemorating the Juneteenth Family Day Parade and Festival in Richmond and this mural can help celebrate, elevate and promote the visibility of one of Richmond’s unique events as well as beautify the neighborhoods.”

Pullman Neighborhood Council worked with Bay Area muralist Desi Mundo of the Community Rejuvenation Project to aid residents in the design and painting of the mural. Residents brainstormed concept ideas, reviewed designs, and finalized the concept design.

The mural concept design was presented to the Public Art Advisory Committee on September 13, 2021, and approved by the Richmond Arts and Culture Commission on September 23, 2021. The mural concept design was additionally presented to and approved by the Recreation and Parks Commission on November 3, 2021.

Juneteenth Freedom Mural Location Details

The Juneteenth Freedom Mural will be located at the South 37th Street Underpass on South 37th Street between Chanslor Avenue and Ohio Avenue. The underpass has two structures: a northern structure with BART tracks on top and a southern structure that is part of the Richmond Greenway. The mural will be located solely on the south face of the southern structure. It will be visible to northbound travelers on South 37th Street.

Juneteenth Freedom Mural Timeline

The project will be completed by May 31, 2022. Pullman Neighborhood Council is working closely with Community Services and Public Works staff to coordinate the project, including traffic control coordination and encroachment permits.

Honoring Jerrold Hatchett in the Juneteenth Freedom Mural

The Juneteenth Freedom Mural honors the great contributions of long-time Richmond resident, activist, and organizer, Jerrold Hatchett, in spearheading and preserving the annual Juneteenth festivities for more than 15 years. Jerrold worked for almost 50 years at Richmond's Sims Metal as a manager where he retired and continues to actively contribute to the citizens of Richmond and play a vital role in its future.

His advocacy recognized the Juneteenth celebration as a gem that showcases community, music, art, and culture by descendants of the Great Black Migration from the rural south that happened in the 20th century. The parade honors the historic achievements of its ancestors and descendants by passing through the southside neighborhood, an area that was largely settled by Black Americans from the south coming to work during World War II. While many states have actively recognized Juneteenth as a major holiday, its presence in California went largely unnoticed. Jerrold helped keep the flame alive, and it is evident now what an important holiday it has become as it is now a federal holiday.

DOCUMENTS ATTACHED:

Attachment 1 – Resolution

Attachment 2 – Resolution of Intent

Attachment 3 – Google Map of South 37th Street Underpass

Attachment 4 – Public Hearing Notice

Attachment 5 – Juneteenth Freedom Mural concept design and general project information prepared by Pullman Neighborhood Council

Attachment 6 – Richmond Arts and Culture Commission Minutes from September 23, 2021

Attachment 7 – Recreation and Parks Commission Minutes from November 3, 2021

Attachment 8 – Recreation and Parks Commission Minutes from December 1, 2021

Attachment 9 – Application to rename South 37th Street Underpass to Juneteenth Freedom Underpass