



JUNETEENTH FREEDOM UNDERPASS AND MURAL

Slides and Pictures Courtesy of Pullman Neighborhood Council



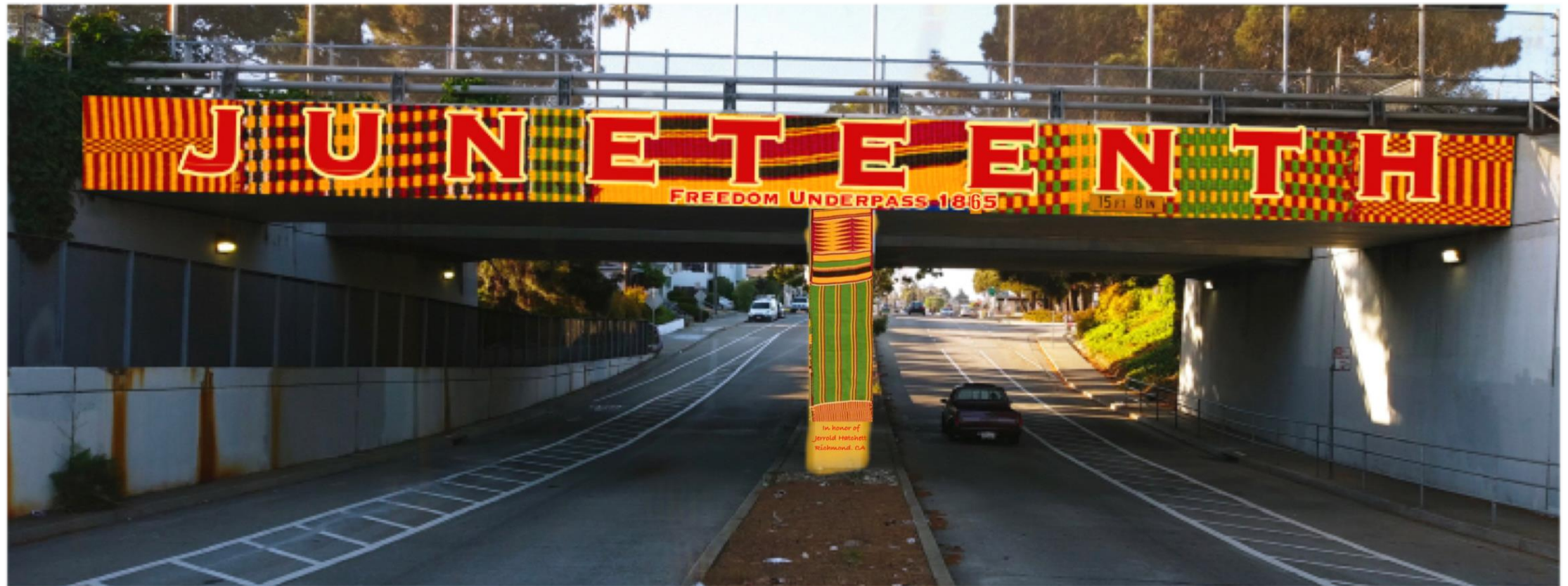
PROJECT BACKGROUND

- Recipient of FY 2020-2022 Love Your Block Mini-Grant (\$9,775)
- Grantees & Partners: Pullman Neighborhood Council, Pullman Neighborhood Block Party Committee, Pullman Neighborhood Beautification Committee
- Proposed Project: Paint Mural and Rename South 37th Street Underpass to Juneteenth Freedom Underpass
(Rename applies to the underpass only, not South 37th Street)
- Implementation period: July 1, 2021 – May 31, 2022

From this...



To this...



DESIGN PROCESS



- Pullman Neighborhood Council (PNC) brainstormed concept ideas and discuss muralist candidates.
- After deciding on muralist, PNC provided ideas to muralist.
- Concept design meeting with Muralist and PNC to review designs, provide input, and finalize draft.

HONORING RICHMOND'S JUNETEENTH PARADE



HONORING JERROLD HATCHETT'S ADVOCACY



ARTIST DESI MUNDO

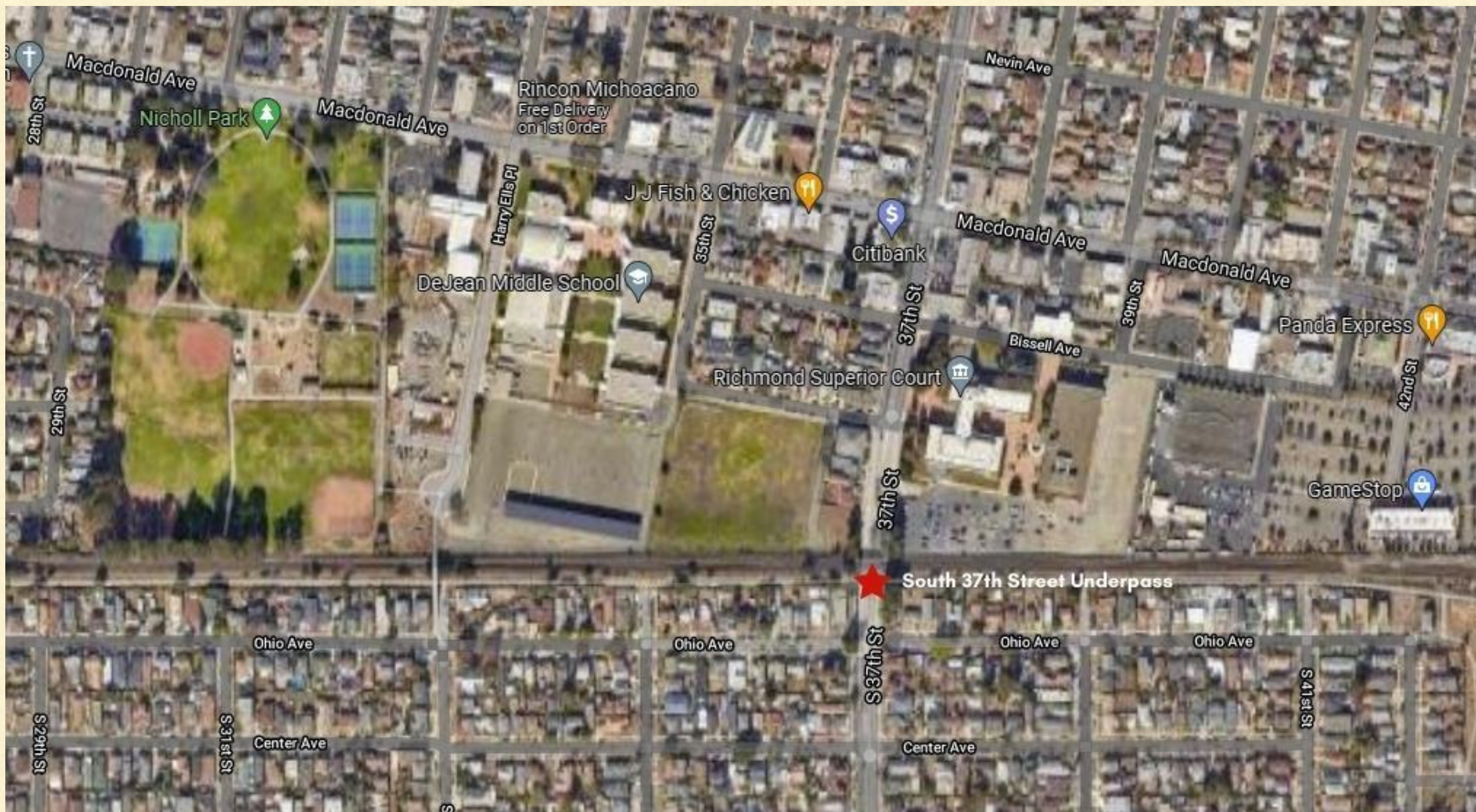


Local Bay Area muralist Desi Mundo of the Community Rejuvenation Project consulted with the Pullman Neighborhood Council to aid in the design and painting of the mural.



NAMING THE SOUTH 37TH STREET UNDERPASS

Applies to the South 37th Street Underpass only, not South 37th Street



TIMELINE

- **August 2021:** Mural concept design completion
- **September 2021:** Mural concept design approval from Richmond Arts and Culture Commission
- **November 2021:** Concept design approval from Recreation and Parks Commission; renaming application submitted
- **December 2021:** Renaming application recommendation for approval by Recreation and Parks Commission
- **February 2022:** (Pending) Project approval and renaming resolution adopted by Richmond City Council
- **March – May 2022:** Project implementation
- **June 2022:** Juneteenth Parade

RECOMMENDED ACTION

- APPROVE the Juneteenth Freedom Mural Project at S. 37th Street Underpass
- ADOPT a resolution of Intent to rename the S. 37th Street Underpass to Juneteenth Freedom Underpass
- SCHEDULE a Public Hearing for February 15, 2022

Thank you!



Funded by a Love Your Block Mini-Grant from the City of Richmond City Manager's Office, Economic Development and Community Services Department

