

ART AND ARCHITECTURAL REVIEW BOARD (AARB)

Project Data Sheet

Revised February 6, 2025

(Due by 3:00 p.m. on the Friday two weeks before the meeting to AARB@dgs.virginia.gov)

Date Submitted: September 9, 2026

Agency Name: Virginia Commonwealth University

Project Name, Number, and Location [** must include the project number*]

Rams Mural
Monroe Park Campus
Richmond, VA
Project No: N/A

Representatives for the Agency and the Architect/Engineer

Keith Van Inwegen
Assistant Director of Planning & Design
701 West Broad Street, 3rd Floor
kvaninwegen@vcu.edu
804 339-2820

Current Project Status/Phase and Schedule [** must select one of the following*]

- Preliminary Design Submission: ☐
- Final Design Submission: ☒

(Status/Phase = Schematic, etc. Schedule - next milestone date)

Request for Consent Agenda: Yes: ☒ No: ☐

* Please refer to the [AARB Agency Project Submission and Presentation Guidelines](#) – Project Submission Section for additional information and guidance on the Consent Agenda versus Regular Agenda.

PLEASE NOTE: If you did not check the box for Consent Agenda, your project will be posted on the Regular Agenda and the agency will be required to attend the meeting to make a presentation to the board on the day of the meeting. ***Presentations are not to exceed 15 minutes.***

Project Description

A wall mural to celebrate VCU spirit. The mural will be located on an existing utility yard screen wall.

Architectural Aesthetic:

The mural will be executed using spray paint as the primary medium. The design will follow the submitted mockup, with the gold elements intended to create a dynamic neon effect in the final artwork. The piece is envisioned as a bold, visually engaging addition that celebrates VCU spirit and contributes positively to the surrounding environment.

Relationship to Approved Master Plan

The 2019 ONE VCU Master Plan does not show any future development on this site.

Existing Architectural Context

This mural will be located on the west side of Hibbs Hall facing an outdoor amphitheater commonly referred to as “The Tiers.” It is also adjacent to the intersection of Shafer Court and the Linden Street Pedestrian Promenade which is one of the busiest pedestrian areas on campus.

AARB History (for return presentations on the same project): N/A

VCU Public Artwork Acceptance Proposal
Form for Committee Review

Provide the name of the artist: George Fernandez

Provide a short description of the piece:

George Fernandez is a local artist interested in creating a vibrant mural featuring the VCU mascot, the Ram, along with the word “RAMS.” He has generously offered to complete the mural at no cost as a way to enhance and energize the space.

The mural will be executed using spray paint as the primary medium and is expected to be completed in approximately two days. The design will follow the submitted mockup, with the gold elements intended to create a dynamic neon effect in the final artwork. The piece is envisioned as a bold, visually engaging addition that celebrates VCU spirit and contributes positively to the surrounding environment.

Provide an image of the piece.

- Image also attached



Identify the location of the piece:

- Which campus: Monroe Park
- Provide a map of the campus showing the general location: Hibbs Hall- map attached
- If outdoors, provide a site map showing the dimensioned location of the art piece in relation to a fixed site feature. Hibbs Hall brick wall- map attached. The wall is 10ft high and 21 ft long.

What is the duration of the installation?

- 2 days during summer or fall
- The mural is intended to be a permanent installation to enhance the visual character of the space and contribute to the campus environment. As a long-term public artwork, it will provide ongoing cultural and aesthetic value while supporting VCU's commitment to creativity and community engagement.

What are the dimensions of the piece?

- The proposed mural will cover the entire wall surface, measuring approximately 10 ft in height by 21.25 ft in width.

Are there any special requirements? (electric service, ventilation, security monitoring, etc.)

N/A

END DOCUMENT



Mural mockup