Art Commission Application Form

You must submit the following along with this form as a single PDF:

- Individual or organizational statement (250 word max)
- Letter of intent that includes history of project and its impact on the community (500 word max)
- Visual materials (See Art Commission Guidelines for requirement)
- Budget describing cost of materials, artist fees, maintenance, installation, etc.
- Two letters of support from project partners or neighborhood organizations
- One letter of support from the Department of Public Works or Department of Mobility & Infrastructure

Notes:

- You may be required to hold a Development Activities Meeting with the applicable Registered Community Organization prior to Hearing. For more information, visit pittsburghpa.gov/dcp/rcro.
- After receiving Art Commission approval, any necessary permits, certificates of occupancy, legal agreements, or other city approvals are still required. These must be applied for separately at the appropriate City departments and are the responsibility of the applicant.
- Application format is a digital copy of full application form, required documents, and the presentation to be projected at the Hearing as one single PDF. Send all documents to pacd@pittsburghpa.gov.

Project Information

Type of Project: □ Conceptual Review
☑ Conceptual/Final Review
□ Final Review
□ Courtesy Review

Has this project been come before Art Commission before?
☑ No □ Yes, when: ________________

Duration of project: From 5/1/21 to __________

Permanent? □ No ☑ Yes
Project Location

Address: 500 block of N Homewood Ave. (both sides of the street)

Cross Streets or other relevant information: 500 block runs from Finance St to Hamilton Ave.

Neighborhood: Homewood

Applicant Information

Name: Demi Bailey

Mailing Address: 7049 Kelly St.

City: Pittsburgh State: PA Zip: 15208

Phone: (701) 866-3484 Email: demi@neighborhoodallies.org

Relationship or Role in Project: Project manager & resident

Co-Applicant (optional)

Name: Dawn Webb-Turner

Mailing Address: 7150 Upland St.

City: Pittsburgh State: PA Zip: 15208

Phone: (412) 916-6922 Email: dawntturner@ymcag.com

Relationship or Role in Project: Project team & resident

Presenter at Hearing if different than applicant:
Organization Statement

Neighborhood Allies exists to support the people, organizations, and partnerships committed to creating and maintaining healthy neighborhoods. We do this by creating community partnerships, connecting distressed and transitioning communities with valued/vetted resources, and communicating and celebrating progress and success.

We currently have six focus neighborhoods where we work hand-in-hand with partners to invest in and build up healthy neighborhoods through strategies that focus on cultivating market confidence, celebrating neighborhood image, increasing community ownership, and improving quality of life.

In Homewood specifically Neighborhood Allies, in partnership with the Homewood Collaborative, embarked upon a positive image campaign with Homewood – The Homewood Experience. The goal of this work is to uplift and highlight the identity that the neighborhood already owns but is rarely seen much less showcased outside of its borders. That is, Homewood desires to be an African American cultural destination. This campaign officially began one year ago, but the work has been taking place long before this.

Our consultants on the project, Soleil Branding Essentials and Pyramid PGH, have utilized various methods of community engagement to understand how the community desires to be portrayed, the hope and dreams for the future, and what represents the Homewood they know and love. Through this, a neighborhood brand has been developed that provides the tools to make the banner project even more meaningful.
**Letter of Intent**

Residents of Homewood, Ms. Dawn Webb Turner, Mr. Elwin Green, and the late Mr. Don Patterson began discussing the idea of highlighting prominent Homewood figures through banners displayed in the business district several years ago. While the project had ebbs and flows of energy, it was when Mr. Patterson connected the banner team to the aforementioned campaign team that the project took off. Additionally, we have leveraged prior community engagement efforts to understand what the neighborhood desires to see as a reflection of their community.

The Homewood Comprehensive Community Plan was spearheaded by the City of Pittsburgh Department of City Planning in close partnership with the Homewood Collaborative. One of the several community meetings held in this process was on Thursday, October 5, 2017, at Homewood-Brushton YMCA with over 100 residents attending. Mt Homewood activity was one of the stations at the community meeting where current residents could select 4 individuals (like Mt Rushmore) from Homewood that they felt resonated and represented Homewood as a way to honor and uplift the neighborhood’s heritage and culture. 74 individual names were submitted, many of them receiving multiple nominations.

When the full banner team started meeting in June of 2019, we determined it would best serve the neighborhood to look at individuals who represent the culture here through art, music, sports, and community as these are known to be the neighborhood’s sources of pride and success. The banner team then developed a list of 14 individuals (the number of pedestrian scale light poles installed in the business district).

Nine of the same names were selected by both the community, through the past meeting, and the banner team, leaving five names for the neighborhood to vote on with a total of 12 options. Voting was open for 2 weeks, electronically, and 40 community votes were submitted! A clear response was seen from the community. The names of the individuals are included in an addendum. It should be noted all of the individuals have passed away. Unfortunately, during this time, one of the founding members of the banner team, Mr. Donald Patterson, also passed away and was overwhelmingly voted by the community to be represented on a banner.

Following this, the banner team worked to develop a design that was consistent with the new neighborhood brand as well as encompassing of the community spirit. We presented this project at a Development Activities Meeting open to the community hosted by the Collaborative and Department of City Planning on Tuesday, February 16, 2021. The project was overwhelmingly praised and we received all positive feedback from those in attendance.

We strongly believe the impact of this project on the community will be positively tremendous. There has yet to be a project implemented like this in the neighborhood where the sole purpose is to bring hope, uplift identity, and honor history. The carefully selected individuals as well as naming their contribution acknowledges their talents and famous attributes while also giving residents, youth, everyone who passes a sense of the positive and powerful qualities that they can see reflected in themselves and their community.
February 24, 2021

Art Commission
C/O The Department of City Planning
200 Ross Street, 4th Floor
Pittsburgh, PA 15219

Dear Commissioners:

The Homewood Community Development Collaborative (HCDC) is comprised of neighborhood-based organizations working together to achieve outcomes that enhance the life experience of all residents, organizations and businesses and to align the talents, skills and resources in Homewood. HCDC, as the Registered Community Organization (RCO) of the Homewood Comprehensive Community Plan, applies it support to projects that utilize it in the rebuilding of Homewood.

HCDC was excited to have Ms. Dawn Webb Turner and Demi Kolke present at our monthly community meeting on February 16th. The Homewood Walk of Fame presentation demonstrated a project that will beautifully honor and highlight the contributions and legacies of residents from Homewood. This public display will be a way to further instill neighborhood pride in those who live, work and play in the community. Additionally, the banners along the business district will enhance the scenery on N Homewood Ave.

HCDC is happy to support this project. Find out more about us at www.homewood-collaborative.org or contact us at homewoodcollaborative15208@gmail.com.

Sincerely,

[Signature]

Co-Chair
Homewood Community Development Collaborative
Dear Commissioners:

As a resident and business owner in Homewood, I support the Homewood Walk of Fame. The neighborhood has a rich history with many people that lived here making national and even international contributions to society. Having a visual installation that showcases some of these Homewood Heroes is a way to further our neighborhood pride.

The business that I operate is located along N Homewood Avenue and that is also where I live. It would be a great addition to have banners installed along our business district, just as you see in so many other neighborhoods through the City of Pittsburgh.

Not only would this project be a great reflection of our community, it would also help to bring in others and give them an opportunity to experience why we love our neighborhood.

I am happy to support this project.

Thank you,

Vernard Alexander

Owner of CKV Suites and Minority Networking Exchange

Resident of Homewood
February 9, 2021

Art Commission
C/O The Department of City Planning
200 Ross Street, 4th Floor
Pittsburgh, PA 15219

Dear Commissioners:

In 2019, the City of Pittsburgh partnered with the Urban Redevelopment Authority to install pedestrian improvements along North Homewood Avenue. This emerged from a Safe Routes to School study completed in partnership with the Homewood community. The improvements included crosswalks, trash cans, and 14 pedestrian scale light poles. These positive changes to the public realm greatly enhanced the business district of Homewood.

Since that time, our department has been in communication with Neighborhood Allies regarding the installation of banner arms to the new pedestrian scale light poles. This would allow for banners to be hung along the business district, similar to what we see in many neighborhoods throughout the city.

We believe that this addition would be welcomed by the neighborhood and would add value to the experience of those patronizing the business district. Pending appropriate permitting and approvals, the Department of Mobility & Infrastructure is happy to support this project.

Thank you,

Denny Robinson
Operations Manager
Department of Mobility & Infrastructure
Project Description

Banner Design

14 unique banners (same layout, color scheme, logo, theme) but each will have a different photo, name, years, and descriptive word. See addendum for full list of names. Also see Letter of Intent for information on how individuals were selected through a community process.

Side A and Side B will be common for each individual banner.

Design Process

Homewood is Home was a congruent response from the community surveying, therefore becoming the brand tagline - Homewood is HOME, and home is where the heart is. The logo reflects the foundation of home being “HOMEWOOD” with a roof of protection depicting a heart which represents the love that comes from this home. The Pan-African colors (red, black and green) are used to reflect the community voice regarding the importance of African American culture, history and the highly praised Harambee Festival. The banners were designed with the brand elements mentioned above in mind as well as fostering the personalized nature of the project by ascribing a highlight word that reflects the accomplishment and impact of each Homewood Hero.
Banner Size and Materials

14 18” wide x 36” high with a 2” pole pocket sleeve

2 retention grommets in the top and bottom pole pocket hems so that they are cable tied to the pole hardware (so they
don’t slip off banner arms)

To be printed on 18 oz. vinyl, 2-sided print, digital print in full color.

Banner Arm Size and Materials

28 (14 sets) 18” fiberglass pole (3/4” diameter) with aluminum bracket hardware sets

Solid stainless steel banding will be used (same as used by the City of Pittsburgh to install all pole-mounted signage and
traffic signals) instead of standard worm-gear radiator clamp style that does not stand up to severe weather.

All banners produced meet or exceed City of Pittsburgh banner specifications.

Location and Scale of the Project

The scale of the project can best be described through photographs (attached). These 14 pedestrian scale light poles are
located along both sides of N Homewood Avenue from Finance Street to Hamilton Avenue. The eastern side of N
Homewood Avenue is a large mixed use residential/commercial building followed by several vacant lots. The western
side of N Homewood Ave is residential. (Map attached.) Drawings and descriptions of light poles are also attached.
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**TOTAL** 3657.71
Homewood Heroes
Individuals to be honored through the Homewood Walk of Fame

Mary Lou Williams
Naomi Sims
Errol Garner
William "Billy" Strayhorn
Chuck Cooper
Maurice Stokes
Dakota Staton
Mary Cardwell Dawson
John Brewer Sr. & John Brewer Jr.
Helen Faison
William Baker
Cornelius Dorsey Sr.
Donald Patterson
Bill Nunn Sr. & Bill Nunn Jr.
N Homewood Ave
Homewood Walk of Fame

William Baker
1941-2020

Homewood is... Entrepreneurship

Homewood
HOMEWOOD WALK OF FAME

BILL NUNN SR. & BILL NUNN JR
1953-2016 1924-2014

HOMEWOOD IS... INFLUENTIAL

HOMEWOOD
Homewood Walk of Fame

Naomi Sims
1948 - 2009

Homewood Is... Fashion
Homewood Walk of Fame

Helen Faison
1924-2015

Homewood is... Brilliant
Homewood Walk of Fame

Mary Lou Williams
1910 - 1981

Homewood is... Generous
Homewood Walk of Fame

Chuck Cooper
1926-1984

Homewood is... History
HOMEWOOD WALK OF FAME

ERROLL GARNER
1921 - 1977

HOMEWOOD IS...
ARTISTIC