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/rci.
- 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/Final Review  ☐ Conceptual Review  ☐ Final Review  ☐ Courtesy Review

Has this project been come before Art Commission before?  
 ☒ No  ☐ Yes, when: ______________

Duration of project:  From 7/7/2020 to 9/30/2021

Permanent?  ☒ No  ☐ Yes
Project Location

Address: 400 Roup Avenue, Pittsburgh, PA 15232

Cross Streets or other relevant information: Intersection of Harriet, Roup and S Fairmount Streets

Neighborhood: Friendship

Applicant Information

Name: Sara DeLucia

Mailing Address: 408 South Pacific Avenue

City: Pittsburgh State: PA Zip: 15224

Phone: 412-913-2871 Email: delucia.sara@gmail.com

Relationship or Role in Project: President, Friendship Community Group

Co-Applicant (optional)

Name: Jennifer Haven

Mailing Address: 205 South Pacific Avenue

City: Pittsburgh State: PA Zip: 15224

Phone: 412-999-2550 Email: kittymorrow@mac.com

Relationship or Role in Project: project leader

Presenter at Hearing if different than applicant: Elly Fisher
Friendship Community Group  
Asphalt Art Project  
Application to Pittsburgh Art Commission  
June 2, 2021

**ORGANIZATIONAL STATEMENT (250 words)**

Friendship was selected by Bloomberg Philanthropies in the inaugural round of their Asphalt Art Initiative. This national program encourages community building, increases and promotes public safety, and uses public art to transform dangerous intersections into neighborhood assets.

The Friendship Community Group (FCG) is the membership driven neighborhood community association representing the residents of the Friendship neighborhood of the City of Pittsburgh, and is the Registered Community Organization (RCO). The FCG works to ensure quality of life for all residents in Friendship, our home. FCG partnered with the City of Pittsburgh to apply for the Bloomberg Philanthropies’ Asphalt Art Initiative.

The Asphalt Art Initiative grant program is designed to fund visual art interventions on roadways, pedestrian spaces, and public infrastructure in U.S. cities with the goal of improving street and pedestrian safety, revitalizing and activating underutilized public space, and promoting collaboration and civic engagement in local communities.

At the five-way intersection at Baum Grove: Harriet, S. Fairmount and Roup, the City of Pittsburgh’s Department of Mobility and Infrastructure (DOMI) will change traffic patterns, add crosswalks, and paint portions of the intersection. FCG hired Randi Stewart and Tim Engelhardt to design and paint a mural on the non-vehicular parts of the intersection.

The project has the following goals:
- Improve the intersection safety for all modes of transportation
- Instill community ownership in the intersection improvements
- Expand the sense of place at Baum Grove
- Reflect the Friendship community identity
LETTER OF INTENT

The project site will become an extension of Baum Grove parklet, a gem of the Friendship neighborhood. Baum Grove is wholly owned and maintained by the all-volunteer Friendship Community Group. The parklet is popular with both active and passive uses. People often visit or rest at the tables, gather for meetings and community events, and walk their dog. It is the site for numerous community gatherings including the annual Folk and Flower Festival. The park and adjacent five-way intersection is a major entrance to the neighborhood, popular with pedestrians, vehicles, bicycles and people of all ages and abilities. The asphalt art areas will expand the park into the intersection.

Historically, navigating this intersection has been confusing and awkward due to the placement of traffic signs and crosswalks and the meeting of five streets. DOMI has designed and will implement a new design based on the ideas from the community-led process.

This project seeks to radically improve the safety of a public space, calm traffic, and add public art to a community gathering center. Using the large asphalt intersection, the project will enable vehicles to pass through safely and slowly but also create gathering spaces and safe access through the intersection for pedestrians of all abilities and ages.

Intersection safety for all modes of travel is an important component of this project. Specifically the project’s success will be measured by: slowing vehicles, increasing traffic law compliance (stopping at stop signs), and improving the perception of safety for pedestrians.

FCG will seek to obtain a Furnishing Permit from the Department of Mobility and Infrastructure for the duration of three (3) years with the option to extend the permit annually based on a joint FCG-City assessment. FCG will assess the condition of the artwork two times per year in the spring and fall and repaint or freshen the asphalt art as needed based on these assessments.

Installing this artwork will be in conjunction with a community building event with neighborhood volunteers assisting in coordination and installation of the art.
SITE PLAN & MODEL

The intersection: Roup, S Fairmont, Harriet Streets, overhead, looking South
The intersection: Roup, S Fairmont, Harriet Streets, looking South
Site Plan with final artistic design
COLORS WILL BE MATCHED TO HIGH QUALITY EXTERIOR Latex Paint (PPG or Sherwin Williams).

Surface will be primed before paint application.

Surface will be coated with Behr Low Lustre Sealer.
PROJECT BUDGET

Total Project Budget $50,000

Sources:

City of Pittsburgh $25,000

Bloomberg Philanthropies $25,000

Uses:

Artist Fee $15,000

Paint & Community Meetings $10,000

Infrastructure Improvements $25,000

The artists will receive a lump sum of $15,000 for the Project. The fee includes: artist fee, project management, installation, insurance, time and travel for all community and city government meetings, and other materials necessary for the artist design and installation, such as stencils, routing, and grids. Other day-of installation materials including primer, paint, brushes, tape, etc. will be paid for and provided by Friendship Community Group with the remaining $10,000 from the Bloomberg Philanthropies Asphalt Art Grant.
LETTERS OF SUPPORT

From: Citidew <citidew@aol.com>

Date: Thu, Aug 20, 2020 at 9:09 PM

Subject: Asphalt Art Project

To: delucia.sara@gmail.com <delucia.sara@gmail.com>, kittymorrow@mac.com
<kittymorrow@mac.com>

Cc: lantol@fdic.gov <lantol@fdic.gov>, deborah.gross@pittsburghpa.gov
<deborah.gross@pittsburghpa.gov>

Sara & Jennifer:

Thank you for developing the presentation about and leading the discussion on the Asphalt Art Project and providing the inspiring examples in other cities. As residents living adjacent to the project site, we are excited these creative approaches to traffic calming, pedestrian safety and increasing space for human activity.

Lee Ann and I had the opportunity to experience, first hand, a similar project in the Broadway/34th Street/Herald Square area of Manhattan where sections of street were closed to traffic to allow for installation of outdoor seating. This small action, one of Mayor Michael Bloomberg’s initiatives, greatly humanized one of New York City’s busiest places.

We look forward to further discussions of this project with both of you, our immediate neighbors, other Friendship neighbors, Department of Mobility & Infrastructure staff, councilwoman Deb Gross and the selected artist.

Best regards,

Lee Ann Antol & David Wohlwill
June 2, 2021

Hello City of Pittsburgh Art Commission!

My name is Kristin Hughes. I am currently an Associate Professor with indefinite tenure and the track chair for the Communication Design program at Carnegie Mellon University. My work is transdisciplinary, place-based, and uniquely uses design to problem-solve in service of informal learning and community health. I have also lived in Friendship for twenty years.

In 2009, I started the Octopus Garden and, over time, transformed from an impermeable vacant lot into raised beds, supporting life in many and often unexpected ways. Beyond growing fruits and veggies, the Garden is an excellent example of place-making and advocates for environmental sustainability. Today the Garden is a well-trafficked and loved community hub. It welcomes hundreds of people from all over the world every year.

I was thrilled when I learned that the Friendship community was chosen to be a Bloomberg Philanthropies Asphalt Art project. Much like the Octopus Garden, this national program encourages community building, increases and promotes public safety, and uses public art to transform dangerous intersections into neighborhood assets.

I was part of the team that selected the local artist team and helped develop a survey to ensure we captured as many community voices as possible. The selection process was fair. The artists held events at the Baum Grove Parklet over the past month to listen to the concerns of residents living very close to the intersection and work towards creating a compelling visual narrative.

I look forward to the weekend of painting and will help spread the word to ensure we have volunteers for this hyper-local, national event! Projects like this help build, unify and strengthen communities.

Sincerely yours,

Kristin Hughes
Associate Professor
School of Design
Carnegie Mellon University

kh@cmu.edu
412-268 7098
June 1, 2021

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

Dear Art Commission Members:

On behalf of the City of Pittsburgh’s Department of Mobility and Infrastructure, I am writing to express the support of Friendship Community Group’s submission for conceptual and final approval of the Baum Grove Asphalt Art and Traffic Calming Project.

This project has been conducted alongside DOMI representatives for the complete duration of each project phase. I am confident that this project strongly aligns to the Department’s goals to create a safer and more vibrant public space, which will better outcomes for everyone interacting with this completed project.

Sincerely,

[Signature]

Karina Ricks
Director
COMMUNITY PROCESSES
A Baum Grove Safety Steering Committee (Steering Committee) was created in August of 2020, consisting of project managers Sara DeLucia and Jennifer Haven, adding a third manager, Elly Fisher in October, 2021. A larger Baum Grove Safety Committee (Safety Committee) was also created in August of 2020, consisting of more than 30 community members, who signed up to receive updates, attend meetings, and provide insight and feedback throughout the process. The Safety Committee continues to be open for new members and regularly posts via Friendship Community Group’s standard notification protocols, which include Nextdoor, FCG website and Facebook page, and the FCG email blast, sent to all Friendship Community Group members. All notifications and publication of event notices listed below use the above protocols.

The Steering Committee participated in three required Bloomberg Philanthropies national workshops on Materials & Installation, Conditions and Metrics, and Catch up. These workshops provided a toolbox for each grant recipient to use
throughout the Asphalt Art process. Additionally, we met with members of the Bloomberg team, including their consultants from Street Plans many times over the course of this project and we can’t thank them enough for their support.

The Steering Committee continued to receive support and participated in information sharing with two other cities’ asphalt art teams: Kansas City, MO and Saginaw, MI. Building on those relationships, the Friendship Asphalt Artists have connected with the Lead Instructor of Mural Arts of Philadelphia, Brad Carney.

The Steering Committee has held bi weekly meetings with staff from Pittsburgh City Planning and Pittsburgh Department of Mobility and Infrastructure.

Below is a timeline of community notifications and events:

**February 27, 2020** FCG Community Meeting Introduction of grant application
[Bloomberg grant process halted due to Covid pandemic]

**July 7, 2020** FCG and DOMI awarded Bloomberg Asphalt Art Grant and notification to community

**August 2020** creation of Baum Grove Steering and Safety Committees

**September 3, 2020** hand letter to Stamy, near neighbor

**August 20, 2020** community meeting via Zoom, 30+ members attended. City Planning staff and City Councilwoman present.

**September, 2020** Distribution of Site Map at Baum Grove and request for community members to sketch a safer intersection

**September 23, 2020** community meeting at Baum Grove with Bloomberg team, review of 25 sketches and a vote on moving forward with two designs. Pittsburgh City Planning Staff present.

**October 29, 2020** community meeting via Zoom to announce final community designed intersection. City Councilwoman present.

**March 25, 2021** FCG community meeting to present DOMI designed intersection

**April 5, 2021** Artist deadline for RFP

**April 16-17, 2021** artist selection

**April 30 - May 2** Community survey in person and via FCG protocols requesting feedback about community art, almost 100 submissions received

**May 8, 2021** Meet the artists event at Baum Grove to choose color schemes, design and style preferences, and ask questions, more than 40 community members participated. City Councilwoman present.
May 20, 2021  Artists presented a charette of three asphalt art designs and elicited feedback, 20 community members present and more participated via email. Pittsburgh City Planning staff present.

May 27, 2021  Development Activities Meeting Artists presented final design and color scheme and elicited feedback, more than 20 community members present. Pittsburgh City Planning staff present.
ARTIST QUALIFICATIONS

RANDI ~ with-an-eye & TIM ENGELEHARDT

Over the past 6 years, Tim has worked with businesses, communities, nonprofits and residences to create a wide range of work that meets the creative goals of each client. In 2016 Tim worked with Moving the Lives of Kids project, a nonprofit that teams area youth with local artists to create murals around the city. The following year he teamed up with Penn State New Kensington and several local businesses to paint murals and storefronts as part of the Corridor of Innovation project. Over the course of the following three years, Tim’s career in art has blossomed, taking him to Las Vegas and Reno to create murals for local restaurants, a project with the URA in Arnold, PA and a 6,000 sq. ft. mural for the Davis Companies in Pittsburgh.

Randi Stewart is a visual artist living and working in Pittsburgh, PA. Over the past five years, mixed media fine art as well as public art have become her passion and reason. Randi recently completed a two-story exterior mural in Connellsville, PA., awarded by the Fayette County Cultural Trust. In 2018, she worked with the City of Pittsburgh to transform three tunnels in Frick Park for the Art in Parks program. In 2017, Randi was awarded a grant from the Awesome Foundation to reconstruct a 3-stalled public restroom for an interactive 24-hour exhibit at Art All Night- the largest public art event in Pittsburgh. Currently, she is working with the Allegheny Land Trust to bring art to a conservancy space in Verona, PA.

Tim and Randi are both graduates of The Art Institute of Pittsburgh and bring their experience in graphic design as well as a combined 35 years of experience to every project. Last fall, they implemented an original design for a street mural in the City’s Beechview neighborhood. Working together and with the City Planning Department, Tim and Randi successfully created a colorful and abstract depiction of the many steps one finds in the Beechview neighborhood. The mural was met with wide approval and they were excited and energized to be able to bring some beauty to the community.