Strawberry Way Mural

Conceptual Review

Project Location:
Strawberry Way between Smithfield Street and Grant Street
Neighborhood: Central Business District

Applicant(s):
Pittsburgh Downtown Partnership

Project Duration: 3 years
Has this project come before Art Commission before? No
If yes, when? n/a
RCO District: Yes
Development Activities Meeting: Upcoming, before Final Review
The Pittsburgh Downtown Partnership (PDP) is seeking conceptual approval for a temporary painted mural on the street surface of Strawberry Way in Downtown Pittsburgh, intended to last up to 3 years. This project was completed twice previously—in 2016, and 2018. For 2022, the project has added an artist residency with Pittsburgh CAPA 8th-11th grades. This residency allows for collaboration with CAPA students on design and execution of the mural (since it is ground-based). As a partner in the Office of Public Art's Pittsburgh Creative Corps (PCC)—a resource that seeks to provide equitable access of local artists to local opportunities—the PDP will select an artist from members of the PCC. Artist selection will occur by (1) the submission of examples of portfolio and a resume, and a selection panel will narrow the applicants to a pool of 3-5 finalists. The panel is comprised of members the Office of Public Art, CAPA, PDP, Hotel Monaco, The First Lutheran Church, and the City’s PACD. Then, (2) finalists will be interviewed by the panel and one will be selected. The budget for the mural is $20,000, which includes all labor, design finalization, materials (other than paint), insurance, etc, required for the work to be created. CAPA students will be paid a separate stipend of $100 each for their work on the piece (up to $3,000 for 30 students). It is expected that the project will re-appear before the Commission in May, with a design, seeking final approval before painting begins in June, 2022.
Strawberry Way Street Mural 2022

February 23, 2022
Project Location: Map

Strawberry Way mural area
Project Location: Images
Project Location: Images
Project Location: Images
Project Location: Images

The Two Andys, by Tom Mosser and Sarah Zeffiro, (2005), Sprout Public Art, above Weiner World at Strawberry Way and Smithfield Street (terminus of street mural)
Project Background

2022 is 3rd iteration of project:
- 2016, City Composition, by Deanna Mance
- 2018, Who Gets the Most, by Julie Mallis

Project initiated in 2016 by the PDP/Envision Pittsburgh to create an inviting attribute to ped corridor, encourage outdoor dining and activation of space

20+ Stakeholders along Strawberry Way are engaged in communications, and/or on selection committee
Project Background

City Composition, Deanna Mance, 2016
Project Background

City Composition, Deanna Mance, 2016
Project Background

Who Gets the Most Fruit?, Julie Mallis, 2018
Project Background
Project Location: Site Plan

Strawberry Way mural area
Mural will follow past projects, with 2 highlights:

- Intersections will be omitted

- Length of mural is Grant St to Smithfield St (from Liberty to Grant in past)
Project Proposal

NO design as yet

Artist will be selected once Conceptual Approval is granted

CAPA students will collaborate with artist in residence, design to ensue from that interaction: ETA April/May, 2022
Project Proposal: Timeline

- RFQ Distributed to PCC members: 2/24/2022
- Information Session: 3/3/2022 via Zoom (6:00-7:00pm)
- RFQ Deadline: 3/10/2022
- Selection Committee Review of Applicants: Mid March
- Artist interviews: Mid March via Zoom
- Artist under contract/Design Developed: Late March
- CAPA Residency/Design for artwork is finalized: 3/30/2022-4/30/2022 circa
- DAM meeting held: 4/14/2022 (prelim design presentation)
- Art Commission Final Approval Presentation: 5/25/2022
- Installation/Painting of artwork: end of May/1st of June, 2022 (TRAF overlap)
- Unveiling: June, 2022
Project Proposal: Materials

Paint System (to be provided/required):

• PPG Permanizer (Manor Hall replacement) Exterior Paint and Primer, 100% Acrylic

• PPG Perma-Crete Plex-Seal, WB interior/exterior clear sealer (used to clear coat and seal)

• Zinsser Skid-Tex, non-skid additive (mixed in with the Perma-Crete, available through PPG)

This three-part paint system was developed by the Office of Public Art (Pgh), based on recommendations from the Oval Mural Project in Philadelphia.
Conclusion / Other Info

• The PDP will execute necessary DOMI minor encroachment permit and maintenance agreement, along with Art Commission approvals

• The PDP will agree to keep the mural in good and safe order for up to 3 years, and clean remainder off at that time (as it has done twice in past)

• We are excited to partner with CAPA-looking forward to adding this new aspect of residency with local artist/students to the project

THANK YOU for your consideration~
January 19, 2022
City of Pittsburgh Art Commission
200 Ross Street
Pittsburgh, PA 15219

Re: Strawberry Way Street Mural 2022

Dear Commissioners,

I am writing with respect to our application for the 2022 Strawberry Way street mural project conceptual approval at your February 23, 2022 hearing. This is the third iteration of the project, all previously approved. In 2016, we completed City Composition by Deanna Mance and, in 2018, Who Gets the Most by Julie Mallis. We have had a tremendously positive reaction to these projects in the past, and are looking forward to collaborating with you again.

We have hired local consultant Morton Brown to manage the project and, per his recommendation, have added a new component to the project, a partnership with Pittsburgh CAPA. CAPA will participate in the artist selection process and is allowing its 8th and 11th grade visual arts students to interact and collaborate with the artist in design development and painting of the mural in June, 2022. CAPA, located just blocks from the mural area, is a longtime Downtown stakeholder, and a perfect partner for the project. In addition to our partnership with CAPA, we are also a partner in the Office of Public Art's Pittsburgh Creative Corps (PCC) – a resource that seeks to provide equitable access of local artists to local opportunities (the PDP will select an artist for the 2022 commission from members of the PCC). We have identified stakeholders and experts from the following organizations to serve on our artist selection committee; The PDP, Office of Public Art, Pittsburgh CAPA, and the Hotel Monaco. We also have conducted outreach to stakeholders from throughout the corridor. The budget is $20,000 for the artist and residency and $100 each for up to 30 Pittsburgh CAPA students to participate in residency and painting.

The project will span Strawberry Way in Downtown from Grant Street to Smithfield Street. We will avoid major intersections, as we have had prior experience and conversations with DOMI staff on vehicles damaging these portions constantly. We have a group of 20-plus stakeholders along this corridor that we are engaging in the process, as we’ve done before. We have announced plans for a new mural on Strawberry Way and asked each member whether they wish to be kept informed and/or become involved in some way. No member has expressed any negative feelings and three have offered to participate. One of these members, Rob Mallinger of the Hotel Monaco, has provided a letter of support and will be serving as one of our selection committee members, as well.

As in years past, the PDP is working with DOMI to procure the necessary permits and maintenance agreement for this project. We anticipate the mural to be in place for up to 3 years at which time we will clean away any remaining paint, leaving the street surface as we found it.

We welcome any input and, as always, thank you very much for your time and consideration.

Sincerely,

Jeremy Waldrup
President and CEO
LETTER OF SUPPORT FOR THE ART COMMISSION OF PITTSBURGH AND THE PUBLIC ART PROJECT ON STRAWBERRY WAY

January 18, 2022

To whom it may concern,

The Pittsburgh Cultural District is celebrated as home to a wealth of culture. Drawn from all over the city, the visual art students at Pittsburgh CAPA are key stakeholders and the city’s next generation of cultural producers and arts advocates.

We recognize that enlisting artists as partners in community development is an effective way to build community and encourage economic growth. The Visual Art Department at Pittsburgh CAPA supports the efforts of The Art Commission to carry out artist-driven projects on Strawberry Way with the goal of adding color, life, and new vibrancy on a rotational basis to this corridor while fostering community engagement, artist collaboration, and mentoring opportunities to a diverse group of young artists from all over the city.

We therefore welcome the opportunity to participate in The Strawberry Way Mural Project and the artist residency component that will provide an opportunity for a group of CAPA visual art students to have interactions with the project’s selected artist in both the development of the design, and the mural’s physical production.

We expect this project to have a very positive impact on our young visual art community at Pittsburgh CAPA and on the City of Pittsburgh.

Best regards,

Shannon Pultz
Visual Art Department Chair, Pittsburgh CAPA 6-12
Cell 412.818.8783
January 31, 2022

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

Dear Members of the Art Commission:

On behalf of the City of Pittsburgh’s Department of Mobility and Infrastructure (DOMI), I am writing to express the support of Pittsburgh Downtown Partnership’s (PDD) submission for the Strawberry Way Street Mural project.

PDD has been working with DOMI on minor encroachment permit and maintenance agreement simultaneous to the Art Commission submission.

DOMI supports the mural upon Pittsburgh Downtown Partnership having secured necessary permits, cleaning and maintenance. Should you have any questions, please do not hesitate to free out to me directly.

Sincerely,

Kimberly Lucas
Acting Director
Dear Art Commission,

I am writing this letter to express my support for the Strawberry Way street mural project as proposed by the Pittsburgh Downtown Partnership. As the General Manager of the Kimpton Hotel Monaco Pittsburgh, which is located adjacent to Strawberry Way, the murals that have been done in past years have been enjoyed by nearby residents, our employees and our guests. The Downtown Partnership always does a great job for the community, with its various installments and activations.

The Strawberry Way mural project is a great way to enhance the Downtown pedestrian experience. It entices folks to gather, eat, drink, and patronize local restaurants and stores safely outdoors. This is a good proposal, and I am supportive of such efforts.

As a Downtown business that caters to both locals and those visiting from afar, a mural on Strawberry Way presents the City in a more positive light. I look forward to your timely decision and to a bright and colorful Strawberry Way this summer.

Thank you,

[Signature]

Rob Mallinger

General Manager
Budget

The project budget is $23,000. Pittsburgh Downtown Partnership (PDP) has provided the artist fee/budget for this project at $20,000. The artist budget includes residency with Pittsburgh CAPA, design development (including meetings, presentations) materials (except paint), and labor to produce the mural. CAPA students will receive $100 each, up to 30 students ($3,000 total) for their work in collaboration on the project, separately, by the PDP and are not considered within the artist budget.

Note: paint, primer, and sealer will be provided by the PDP, and will also not be deducted from the artist budget.

The PDP will maintain the mural for up to 2 years, at which time it will remove the mural, as per agreement with the City. The materials for the mural have been researched and used previously by the Office of Public Art and PDP for this project, and previously approved by DOMI/City of Pittsburgh for safety and longevity. The materials are as follows:

Paint System (to be provided/required):

- PPG Permanizer (Manor Hall replacement) Exterior Paint and Primer, 100% Acrylic
- PPG Perma-Crete Plex-Seal, WB interior/exterior clear sealer (used to clear coat and seal).
- Zinsser Skid-Tex, non-skid additive (mixed in with the Perma-Crete, available through PPG)

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