Strawberry Way Mural

Final 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? Yes
If yes, when? Feb 2022, Conceptual Review (approved)
RCO District: Yes
Development Activities Meeting: Yes, the DAM has been held
The Pittsburgh Downtown Partnership (PDP) is seeking final 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 occurred by the submission of examples of portfolio and a resume, and a selection panel narrowed the applicants to a pool of 5 finalists, who were interviewed. Artists Shane Pilster and Max Gonzales were selected, and have made a great design in collaboration with 8th and 11th grade CAPA students. The panel is comprised of members the Office of Public Art, CAPA, PDP, Hotel Monaco, The First Lutheran Church, and the City’s PACD. 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 begin painting in June, 2022, pending approvals.
May 3, 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 final approval at your May 25, 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, added a new component to the project; a partnership with Pittsburgh CAPA. CAPA participated in the artist selection process and is allowing its 8th and 11th grade visual arts students to interact and collaborate with the artists in design development and mural painting 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 local artists with equitable access to local opportunities. The PDP selected two artists for the 2022 commission from members of the PCC, Shane Pilster and Max Gonzales. We identified stakeholders and experts from the following organizations who served on our artist selection committee; The PDP, Office of Public Art, Pittsburgh CAPA, First Lutheran Church, 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 also served as one of our selection committee members.

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
Strawberry Way Street Mural 2022 Final Approval

May 25, 2022
Project Location: Map
Project Background

City Composition, Deanna Mance, 2016
Project Background

Who Gets to Eat the Most Fruit?, Julie Mallis, 2018
Project Proposal

Artists Max Gonzales and Shane Pilster were selected.

Have spent last 4 weeks in residency with CAPA 8th & 11th Grade students, who collaborated in design.

Mattress Factory assisted with large print of gradient, 36” x 27’ long, for students to draw onto.
Design detail, Section 3 (at Smithfield Street end of Strawberry Way), image adjusted on bottom to read “right side up”
Map/orientation of design. Note gradient, so as to orient in design details, following
Project Proposal

Section 1, details below
Section 1, above and right (overall at top/details thereafter)

Section 2 & 3 below
Project Proposal: Materials

Paint System proposed in Feb 2022:

• 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.

CHANGE: PPG cannot reliably produce any exterior paint for remainder of 2022, due to material issues. Therefore, research was done and the following comparable products will be used, along with the Zinsser texture additive:

Benjamin Moore Aura Exterior Paint (acrylic)

Seal Krete (Rustoleum product) Clear Acrylic Sealer/low luster (chemical resistant and “hot tire pickup” resistant)

Seal Krete and/or Zinsser Texture additive
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)

This three-part paint system was developed by the Office of Public Art (Pgh), based on recommendations from the [Oval Mural Project in Philadelphia](https://example.com).

**NOTE:** since the above paint is NOT AVAILABLE through PPG, due to supply issues, we have researched and found a suitable alternative:
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
Dear Art Commission:

I wish to express my support for the design, as submitted by the Pittsburgh Downtown Partnership, for the Strawberry Way street mural project. As the General Manager of the Kimpton Hotel Monaco Pittsburgh, which is located adjacent to Strawberry Way, I had the honor of being involved in the artist selection for this mural for the third time.

The proposed design, as created by artists Shane Pilster and Max Gonzales and the students of CAPA, would be a welcome addition to Strawberry Way. Their collaboration will add wonderful color to an otherwise empty space and will serve as an inspiration to artists, to students and to any who are spending time exploring our Downtown.

We look forward to watching the artists in action outside of our windows and we can’t wait to hear the positive comments from our guests about this bright addition to our Downtown neighborhood.

Thank you,

Rob Mallinger
General Manager
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
**Development Activities Meeting – Form to Use During DAM**

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

<table>
<thead>
<tr>
<th>Logistics</th>
<th>Stakeholders</th>
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<tbody>
<tr>
<td><strong>Project Name/Address:</strong> Strawberry Way Street Mural – Strawberry Way, between Grant and Smithfield streets</td>
<td>Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): Pittsburgh Downtown Partnership</td>
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<td><strong>Parcel Number(s):</strong> n/a</td>
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<td><strong>ZDR Application Number:</strong> n/a</td>
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<td><strong>Meeting Location:</strong> Zoom (DCP-hosted)</td>
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<td><strong>Date:</strong> April 14, 2022</td>
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<td><strong>Meeting Start Time:</strong> 5:00 PM</td>
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<td><strong>Applicant:</strong> Morton Brown – independent art consultant hired to manage the mural project Pittsburgh Downtown Partnership – applicant</td>
<td>Approx. Number of Attendees: 11</td>
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<td><strong>Boards and/or Commissions Request(s):</strong> Art Commission – work in City right-of-way</td>
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**How did the meeting inform the community about the development project?**

*Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.*

- Morton Brown, an independent art consultant hired by the Pittsburgh Downtown Partnership to project-manage the mural project, went through a PowerPoint presentation of 30 slides.
- M. Brown showed a map of the mural location, mentioning that it would run along Strawberry Way from Grant Street to Smithfield Street.
- M. Brown showed multiple street-level views of Strawberry Way and pointed out the various nearby buildings and landmarks. He described Strawberry Way as being widely used by pedestrians during the daytime.
- M. Brown went over the project background, noting that this was the third manifestation of a street mural on Strawberry Way. The first mural was installed in 2016 by artist Deanna Mance, and then a second mural was installed in 2018 by artist Julie Mallis. M. Brown showed photos of these past murals.
- The recurring mural project was initiated by the Pittsburgh Downtown Partnership and Envision Pittsburgh to “create inviting attributes to the pedestrian corridor, encourage outdoor dining, and activate space.”
- Even though this is considered to be a temporary art project, M. Brown noted that the mural was intended to last for three years, which is over the threshold for needing Art Commission approval.
- M. Brown mentioned that 20 stakeholder committee members were tasked with reviewing the project and mural design. All of the designs submitted had an arrangement in which pedestrians are stepping on uncovered asphalt some of the time, not just on paint, for safety reasons. Tables and chairs and outdoor dining are anticipated for the alleyway.
- M. Brown noted that it would be hard to close the busy streets intersecting Strawberry Way, so artwork was omitted from those intersections.
M. Brown said that the artists for this year’s mural would be Max Gonzales and Shane Pilster, and that they would be working in collaboration with 8th and 11th grade students from the Creative and Performing Arts (CAPA) magnet school.

M. Brown showed multiple photos of Gonzales and Pilster’s work, including on the side of the Mallorca restaurant on the South Side and along the underpass to Millvale’s riverfront park.

M. Brown said that the work was still at a conceptual stage. He noted that the project team went to the Art Commission in February before they had even started soliciting artists, because there were brand new commissioners on the Commission.

M. Brown mentioned that there was a framework for the street mural in which students would have “free reign” over the interior of the artwork while the commissioned artists would create the edges and establish the framework.

M. Brown showed a photo of the artist and students on a visit to the site. The artists presented the framework of the mural to the students; the students will sketch inside of those edged areas. In addition to visiting Strawberry Way, the students were able to take a field trip to the Carrie Furnaces where the artists did some other work.

M. Brown then showed photos of the sketches from the students and the artists.

M. Brown showed preliminary mock-up sketches of the selected framework/edge designs. Artist and student art will be inside of the framework, possibly alternating within the length of the 550-foot alleyway.

M. Brown noted that materials were negotiated between Pittsburgh Downtown Partnership and the City. The artists will be using PPG Permanizer, 100% acrylic exterior paint and primer, Plex-Seal, and Skid-Tex.

M. Brown showed a timeline of the project, pointing out the Art Commission conceptual review, the RFQ deadline, the selection committee, the artist interviews, and the CAPA residency. He noted that the project team hopes to go back to the Art Commission in May, once they have a final design. He also mentioned that they hoped to return for a second DAM with the final design.

M. Brown noted that the budget for the project was $23,000 for everything other than the paint. He mentioned that the project team has already begun the process on its encroachment permit and maintenance agreement with DOMI. Pittsburgh Downtown Partnership would be responsible for maintenance and removal of the artwork.

**Input and Responses**

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<thead>
<tr>
<th>Questions and Comments from Attendees</th>
<th>Responses from Applicants</th>
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**Other Notes**

**Planner completing report:** Phillip Wu