

## 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.

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

### 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**

Questions and Comments from Attendees	Responses from Applicants
none	

**Other Notes**

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**Planner completing report:** Phillip Wu