

South End Mural Grant Project January 23, 2007

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Virginia Avenue Corridor Redevelopment Plan

- “Goal #1: Create a new image/vision for the community”
 - “Create a There There”



Virginia Avenue Corridor Redevelopment Plan

- “Goal #9 Develop a public program to enhance the visual quality of properties within the Virginia Avenue Corridor”
 - Develop a public program to provide art in public space
 - Encourage the creation of public art objects to display on the corridor and attract attention
 - Locate art at visible locations such as key intersections along Virginia Avenue
 - Select art that enhances the community appeal and pride



Virginia Avenue Corridor Redevelopment Plan

- “Goal #10 Develop a public program to enhance the visual quality of properties within the Virginia Avenue corridor”
 - “Develop wall murals for selected locations in the corridor to add interest to blank walls.”



Virginia Avenue Mural Project

- Mural Cost-- \$8,000
- \$4,000 Grant Application Maryland Arts Council
 - Remainder from Private Donations and City of Cumberland



Project Partners

- Allegany Arts Council (AAC)
- City of Cumberland
- Chapel Hill West Neighborhood Association
- South Cumberland Business and Civic Association
- Allegany County Public Library System
- Artist Dennis Sherald
- Property owners Terry Bachman and Jerri Dell



Theme

- Working theme: "Recapturing the Spirit of the Avenue"
- Specific theme will be determined
- In an effort to directly involve the local community and give them a sense of ownership in the project, the project will enlist the help of the community groups and the public



Developing the Mural

- Residents will submit copies of old photographs, drawings, paintings, postcards, and/or other visual reminders of the heyday of Virginia Avenue.
- City Staff will digitally scan and archive images on CD and make them available to the general public on City Web site (like Miller Collection)
- A mural committee will review all images and select 8-10 best and most appropriate images



Developing the Mural

- These images from William Derlan Collection (and perhaps others that were submitted) will be displayed at the South Cumberland Branch of the Public Library System
- Residents will vote on which 8 image(s) they would most like to see portrayed on the mural.
- Artist Dennis Sherald will interpret the winning image(s) to create a final mural design.
- Mural will be executed during the summer.
- Public ceremony to unveil mural in Fall of 2007.

