

Proposal for ARTDECOUPPERDARBY

To distinguish Upper Darby, promote its businesses and increase civic pride ART DECO UPPER DARBY is a program to incrementally decorate public and business buildings and create a special look that will highlight our historical architecture.

1. Create frieze pattern designs on selected businesses and government buildings that look plain. Murals that are high on the buildings' walls will have less vandalism and thus less maintenance. Frieze patterns are suitable for spray painting using stencils. Stencils can be kept by the township for reuse and repairs. images 1 - 7
2. Provide regulations that prohibit existing architecture looking junky. image 8
3. Clean and enhance older gems. images 9 - 12
4. Consider Art Deco styles in any new constructions or township purchases.
5. Historical buildings of the Art Deco should be repurposed so they can thrive in our community.

1. Partners: *Who are the key stakeholders to involve in planning?*

- Businesses will be helped by increased interest in Upper Darby as a destination.
- Government, local, county, and state will have increases in revenue and lessen business failures.
- Citizens will have more pride in their community.
- Local artists and craftspeople will have income from art and restoration.

3. Budget (see *Budget worksheet*): Total Budget: \$ incremental, average single projects should be ~ \$1000

5. Timeline: use *Moving Parts Cards* to help structure your timeline: put them in the most logical order

Present idea to a variety of people. Get feedback and tweak. Decide on initial project. Find funds and attain permits. Find artist team and finalize design and plan. Provide support for project.

Major Considerations

6. Permits (brainstorm the permits you will need): Permits will be needed for each site.

7. Advertising and Outreach (see *Sharekit Template*); other potential communities: If the local government, commercial landlords, business associations, and/or the Chamber of Commerce help promote the idea homeowners may help contribute to the look.

8. Marketing Timeline: fill out using sharekit template as a guide

After initial project check that supporters are content and troubleshoot any problems. Expand potential sites. Call for artists, donations and monetary support.

9. Contacts:

Jeannie Moberly 240 Copley Road Upper Darby 19082
Moberly.CJ Fearnley.com 610-352-7086

10. Postings:

11. Day Of Checklist: Generate your own event-specific list based on the Sample Checklist

- stencils prepared
- rental of cherry picker
- paint and paint sprayer
- temporary adhesive for stencils
- rope off area
- bathrooms and cleanup available to artist

ArtDeco Upper Darby List of Images

- #1 Graphic painted on clothing store. Imagine 69th Street framed by 4 graphics.
- #2 69th Street store with Art Deco frieze.
- #3 Detail of #2 using stencils and sprayed paint.
- #4 Upper Darby Welcome Center with frieze pattern.
- #5 Detail of 4 using stencils and paint sprayer.
- #6 Mosque on 69th Street cleaned and decorated.
- #7 Detail of 6 stencil painted parachute cloth attached to facade.
- #8 This is not a good look on top of beautiful architecture.
- #9 Terminal Square an old building before.
- #10 Terminal Square after cleaning and adding stain decoration.
- #11 Terminal Square convenience store facade after cleaning and adding stain decoration.
- #12 Terminal Square restaurant facade after cleaning and adding stain decoration.

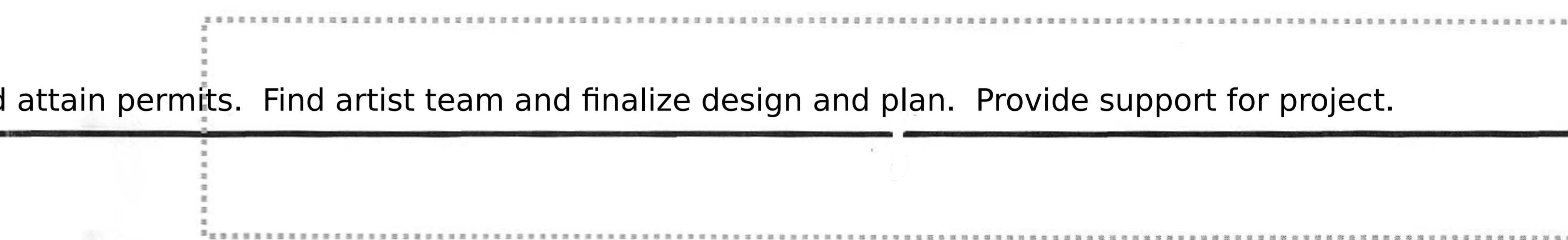
2. Funding Resources: List any known grants or groups

- If the local and regional government, commercial landlords, business associations, and the Chamber of Commerce help promote the idea homeowners may help contribute to the look
- Funding could come from a variety of sources, applications could be made for grants. There may be support from older residents of UpperDarby nostalgic for grander days gone by.

4. Audience:

Business owners in Upper Darby, residents, people who enjoy history and art. Nonresidents may be more inclined to visit. Pedestrian traffic may increase.

Describe your target audience and their possible motivations to attend



Notes: Flapper and zoot suit costumes, jazz and dancing are appropriate to Art ties are endless and open to interpretation and a variety of media. This is a way for Upper Darby to build a positive self image.