

May 1, 2024

Robert Roesch, Chair
Philadelphia Art Commission
1515 Arch St., 13th Floor
Philadelphia, PA 19102

Dear Mr. Roesch,

Enclosed, please find Mt. Airy Community Development Corporation's submission to the Philadelphia Art Commission for a proposed mural at 6616 Germantown Avenue in Mt. Airy, for review at its upcoming May 8, 2024 meeting.

- **Location:** 6616 Germantown Avenue is the southeasterly end unit in the Winston Commons condominium complex, located at 6614-24 Germantown Avenue, Unit #D, Philadelphia, PA 19119.
- **Ownership:** Mt. Airy CDC (legally Mt. Airy USA) first rehabilitated this complex nearly 25 years ago, and retains ownership of the ground floor commercial condominium units to this day.
- **City Funding:** In spring 2023, Mt. Airy CDC secured a Corridor Enhancement Grant from the Philadelphia Commerce Department for improvements to 6616/Unit #D, currently occupied by the small business Zsa's Ice Cream. The business was seeking a solution that would beautify their plain exterior wall and highlight the community gathering space outside of the shop in a way appealing to children and families. The grant will support the creation of a mural on the side of the building.
- **Artist:** Philadelphia artist Paul Carpenter (<https://paulcarpenterart.com/>) was selected for this project by Zsa's Ice Cream and Mt. Airy CDC.
- **Subject:** This is a cheerful and eye-catching work that will adorn the outside of an ice cream parlor and be appreciated by the clientele of children and families that patronize it. Celebrating the neighborhoods of Northwest Philadelphia and the natural splendor of the Wissahickon Valley, this work will be a bright attraction for the lower half of Mt. Airy's Germantown Avenue corridor.



- **Materials and Installation:** The material will be exterior latex paint (Sherwin Williams). For installation, the artwork will be projected onto the building, traced out, and then hand painted. Ladders and an articulating boom lift will be used to reach higher areas.
- **Maintenance:** Maintenance of the work will be the responsibility of the condo unit owner–Mt. Airy CDC–with the partnership of Zsa’s Ice Cream.
- **Approvals:** This design has been approved by Mt. Airy CDC and the Board of the Winston Commons Condo Association, which controls exterior changes to the property.
- **Timeline:** Pending Art Commission approval, installation is planned for late spring 2024.

Enclosed, please find the required photographs and renderings for this proposal. Thank you for your time and attention.

Sincerely,



Philip Dawson

Executive Director

Mt. Airy Community Development Corporation

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MURAL DESIGN FINAL DRAFT

Prepared for

Zsa's
ICE CREAM

Project

OUTDOOR MURAL

paulcarpenterart@gmail.com

PAUL CARPENTER ART

267-664-4518









Specials
Limited Selection

- Captain's Cookie Coffee Cake
- Strawberry Lemon ACESIDE
- Other Goodies:
- Ice Cream Cake Slice
- Cookie Jar Ice Cream Pie



THANK YOU!

www.paulcarpenterart.com / [@paulcarpenterart](https://www.instagram.com/paulcarpenterart)

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