



Peter Crewe
Director

MEMORANDUM

TO: Thomas A. Golden, Jr., City Manager 

FROM: Peter Crewe, Director, CASE

CC: Shawn Machado, Assistant City Manager; Conor Baldwin, CFO; Doreen Burgess, Assistant to the City Manager; Melissa Desroches, Executive Assistant to the City Manager

DATE: July 23, 2024

SUBJECT: MOTION RESPONSE: 5/21/24 C. Robinson Req City Mgr. Explore Working With Members Of The Western Avenue Community To Explore The Creation Of An Artistic Structure That Will Assist In Increasing Visibility Towards Studios and Brewery At The Intersection Of Western Avenue and School Street

On Friday, July 12th, representatives from the City Manager's Office, Office of Cultural Affairs and Special Events (CASE) and the Transportation Engineer met with the leadership team at Western Avenue Studios to discuss ideas for increasing visibility for the studios at the intersection of School Street and Western Avenue. The section of School Street where Western Avenue intersects is owned by the State of Massachusetts, so the discussion focused on projects that could be done on the City owned section of Western Avenue. An idea emerged that CASE will work with Western Avenue Studios on pursuing:

Concept: Western Avenue Studios would engage Lowell practicing artists to paint a new street art piece on the City-owned portion of Western Avenue, nearest the entrance. The CASE Office and Transportation Engineer would provide guidance on what can be included with street art.

Timeline: Western Avenue is scheduled to be repaved and to have the sidewalk extended this summer and fall (2024). New asphalt and concrete requires approximately six weeks to fully cure. This would make a spring 2025 start for the painting desirable. A Call for Art would be published in Winter 2025 with the intention to start painting in the spring. This would also align with the Lowell Cultural Council grant cycle.

Funding: This is a project that seems like it would be a natural fit for the Lowell Cultural Council grant programs. LCC grant applications typically open in September and are announced in early January. If awarded, a LCC grant should provide all or a sizable portion of funding a project of this size. Mosaic Lowell's mini-grant program would be a good secondary funding source. Western Avenue Studios would be the primary applicant for a grant and the City would provide necessary supporting documentation, including permission to paint on the street.