

## Design For Distancing: UPC & PA Main Street are Supporting Pennsylvania Avenue Business Community During COVID

Design for Distancing is a tactical Public Health and Business Recovery Initiative throughout Baltimore's business districts, with priority areas that include Maryland Arts and Entertainment Districts, current and former Main Streets and Retail Business Licensing Districts. Design for Distancing was created to allow small businesses to reopen without compromising public health.



The Upton Planning Committee and Living Design Lab teamed up to prepare small businesses along the Pennsylvania Avenue corridor to reopen in compliance with best safety practices given COVID-19.

UPC and PA Main Street are actively implementing two of four Design for Distancing installations along the commercial corridor.

### The Avenue Market

The Avenue Market installation includes four vending stalls and out door seating. Vendors will be able to use the stalls to sell their products in a safe socially distanced space.



### Legends Park

Legends Park located at Pennsylvania Avenue and Laurens Street has three installations. There are concrete seats, a set of musical swings, and an outdoor performance stage and shade structure.

The seating will include 20 concrete seats spaced six-feet apart and colorfully decorated. The swings will have chimes installed so every time someone swings they will be making music. This is a way to honor the great musical history of the community. The stage area will double as a nice shade structure and a performance space after the pandemic.



UPC has conferred regularly with community leaders to produce exciting designs. It was decided that an Afrocentric aesthetic was desired. From an initial set of 20 swatches, the community members moderated by Sheri Parks, Ph. D, vice president for Strategic Initiatives at Maryland Institute College of Art (MICA) narrowed it to 10 swatches. They explored the aesthetic themes, colors and patterns shared by the chosen swatches, as well of the embedded cultural meanings. This allowed the selection of colorways and shapes. For instance, circles were prominent as they are in African cultural conceptualizations. The artists submitted designs that incorporated identified colorways.

Three local artists, Lauren Howie, Onyinye Alheri, and Latosha Maddox have created beautiful colors and vibrant patterns to be used on shade cloth and paint.

### Artist Design For Distancing Ideas:

