



Town of Dover

# Asphalt Mural + Dover Arts Festival

Yahayra S. Mejorada  
Constituent Affairs Coordinator



# Overview

COMPLETED AUG 26, 2023  
Crescent Field  
Dover, NJ 07801

**5,000** + **1st** + **Largest**

SQUARE FEET

IN THE  
COUNTY

IN THE STATE



# Comparison



## Pittsburgh, PA

Timeline: 9 Months  
Materials: \$35K  
Design Fee: \$15k



## Montreal, Canada

Timeline: 9 Months  
Materials: \$5,400  
Design Fee: \$2,800



## Dover, NJ

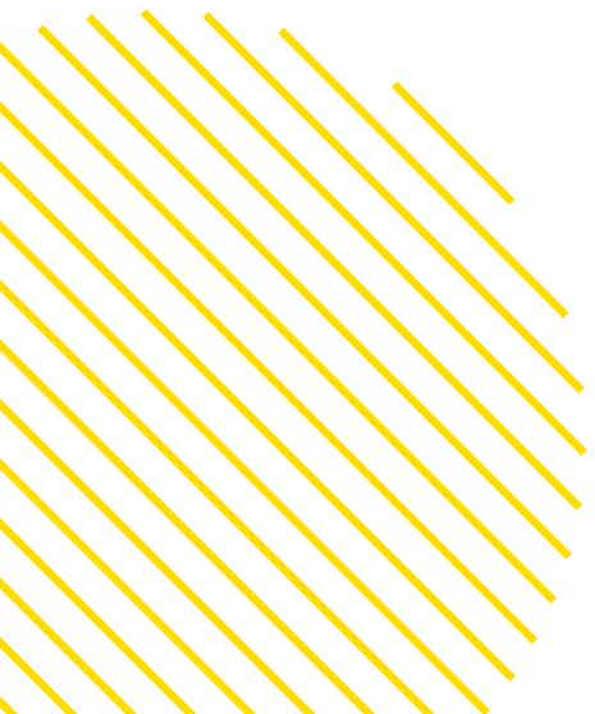
"The placement of the street art was planned with pedestrians in mind," said Alex Dougherty, City Planner at DPD. "With religious places of assembly, a daycare, elementary school, and sports fields, it's important to put pedestrians first."

Town Budget : \$0.00



Town of Dover

2 days +  
\$1,500 grant



# Our Starter Kit

**HOME DEPOT**

materials & paint  
donation

**\$2,000\***



**MORRIS ARTS**

grant & sponsorship

**\$1,500+**  
**\$4,000**



**50** YEARS **morrisarts**

**LEVITATE**

grant & paint donation

**\$1,700+**  
**\$2,000**



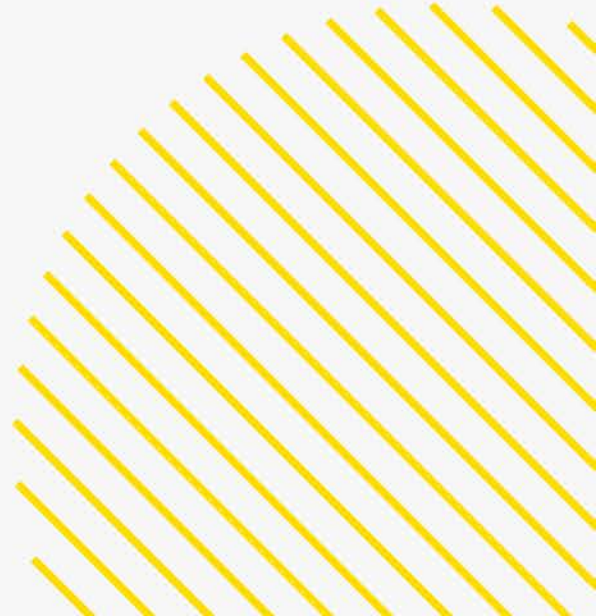


**AVENUES IN MOTION**

**IDEA CULTURAL**



# Our Town of Dover Partners & supporters



## Suzanne Ishnee - NJIT



Hi, Yahayra! Here you go...

We at the NJIT Hub for Creative Placemaking are delighted to offer our thanks to Morris Arts for supporting the Asphalt Mural Arts Initiative. We share our heartiest [congratulations](#) to Yahayra and her team, Mayor Blackman and her administration and all of the local muralists, artists, and volunteers for their collective efforts in moving this visual representation of the community forward. Through this work you are helping to establish Dover's identity as a vibrant, close knit community with a rich cultural history. The Asphalt Mural Arts will stand as a living legacy for all who have contributed their funding, time and talents. This exciting project will, no doubt, be the conduit to an ongoing creative making of Dover as a unique place to live, work and play.

All best wishes. I'm looking forward to joining you for the 'unveiling' celebration.

Kind regards,  
Suzanne

Suzanne Ishee, Director  
NJIT Hub for Creative Placemaking



## Dover Area Historical Society

## Leigh Ann Von Hagen - Rutgers + Vision Zero Alliance



Leigh Ann Von Hagen (She/Her)

One such advocate of implementing strategies to eliminate all traffic fatalities and severe injuries is Leigh Ann Von Hagen, AICP, PP, and the Managing Director of Active at the Rutgers Voorhees Transportation Center. Leigh Ann is working with the state on Zero Death approaches to transportation safety. "Zero Death initiatives aim to eliminate all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe – and now it's gaining momentum in major American cities."



## Dover Public Schools + Dover Rec. Teams



JAVERBAUM W WURGAFF  
HN WIKSTROM & SININS, P.C.  
Certified Trial Attorneys



LENTATE



DOVER PUBLIC SCHOOLS



Creative Services  
John McDonough Associates,

Land Use Planning • Landscape Architecture



Hector Lorenzo, CPA



Our 53+ Collaborators







# This Week in Morris County NJ

This newsletter is brought to you by the Morris County Board of County Commissioners.

## Morris County News

### HAPPENING NEXT

Instagram



**Viva! Pintar! El-Amour! Art Festival Dover, NJ**  
Viva! Pintar! El-Amour! Art Festival Dover, NJ Hosted By Liz Smith at Levitate Creative Services. Event starts on Saturday, 26 August 2023 and happening at Chestnut Street, Dover, NJ. Register or Buy Tickets, Price...



## Vivir, Amar, y Pintar! Arts Festival to Take Place Saturday in Dover



originally published: 08/24/2023



### !Vivir, Amar, y Pintar! Arts Festival to Take Place Saturday in Dover

(DOVER, NJ) -- The !Vivir, Amar, y Pintar! Arts Festival is set to take place on Saturday, August 26, 2023, from 12:00pm to 4:00pm on Chestnut Street in Dover, NJ.



### Town of Dover Hosts Arts Festival to Unveil First Public Mural

August 26, 2023 Dover, NJ -- Today, the town of Dover, in partnership with Levitate...



### Dover Arts Festival Pintar!

Dover Arts Festival iVivir, Amar, y Pintar! Town of Dover, in Collaboration with Morris County Tourism



## Dover's first arts festival was a big success

Sep 1, 2023 Updated Mar 18, 2024



DOVER -- The town, in partnership with Levitate Creative Services and Idea Cultural, launched the "Vivir, Amar, y Pintar! Arts Festival" on Chestnut Street on Saturday, Aug. 26.

The event celebrated the unveiling of a new approximately 5,000-square-foot public asphalt mural, and provides local artisans, vendors and musicians a chance to showcase their talents. The festival featured a variety of artists from painters to sculptors and gives visitors the opportunity to engage with the artists, learn about their creative processes, and purchase their works.

The mural was installed by a team of artists and locals, led by artists Mustard and NTEL and Levitate Creative Services, an event and mural company. The mural features the talents of artists David Swentnicki, Delaney Birzin, Richard Lopez, Christopher Rios, Jasminia Otero, Dante Cousins aka Street Dreams, Jose Fernando Vargas, assisting artists Davian Rodriguez, Rondell Scott, Ashley Cook, Sebastian Gomez, Casey Cruz, Lauren Peters, Nadya Tomaszewski, Fabiana Jervis, Loli Lollygo Connet, Brian Lozano, Terence McKenna, and

many volunteers



The Town of Dover, in partnership with Levitate Creative Services and Idea Cultural, launched the "Vivir, Amar, y Pintar! Arts Festival" on Chestnut Street on Saturday, Aug. 26.

Funding for the historic launch of Dover's first public piece made possible in part by funds from Morris Arts Through the Council on the Arts/Department of State, a Partner Agency Endowment for the Arts. "The placement of the street art was planned with pedestrians first, a daycare, elementary school, and sports field pedestrians first."



Levitate Creative Services, a leading provider of event and mural services, provided the paint and other materials for the artists to create an inspiring mural.

Transforming plain asphalt surfaces into visually striking visibility of crosswalks and pedestrian areas, making the drivers. These vibrant and unique murals will act as a visual exercise caution and adhere to traffic rules.

Attendees had the opportunity to interact with the artists, creative processes, and even purchase their works. Also, the outdoor festival hosted a gathering of 20 artists and over 100 vendors, providing a selection of food trucks, providing food and



Prominent participants included The Kubert School--the nation's sole graphic arts school dedicated to cartooning and comic book creation, which engaged children in activities.



Home Depot supplied the paint and other materials for the artists to create an inspiring mural.



Gold sponsors include Boost Mobile, Dougherty Planning & Development, LLC, Pereris Architects Ubiquitous, Javerbaum Wargaff PC, Good Looks Social Tattoos, Call Law, LLC, Dover Scoops & Brews and Saint Clare's Health. Silver sponsors include Hester Lorenzo CPA, John McDonough Associates, LLC, Smash Fitness, Mom's Hair and Beauty Salon and 3-Brothers Restaurant. In-kind



In addition to the art displays, the festival featured retail vendors, food trucks, a butterfly and fairy on stilts and live music curated by Idea Cultural.



Artists paint 'state's largest asphalt mural' for Dover arts fest



Town of Dover  
**VIVIR, AMAR, Y PINTAR! LIVE, LOVE, AND PAINT! ART FESTIVAL**  
AUGUST 26 | 12-4PM | FREE  
Chestnut Street, Dover



**!Vivir, Amar, y Pintar! Arts Festival**  
!Vivir, Amar, y Pintar! Arts Festival will be held by Dover in Morris County, including the unveiling of ...  
Nj Family / Aug 26, 2023

# NEW JERSEY DIGEST



## Dover Arts Festival Celebrates Creativity and Community

This arts festival unveils Dover Township's 5,000 ft asphalt mural in a celebration of community and the arts.  
New Jersey Digest / Aug 17, 2023



2023 marks Morris Arts' 50th Anniversary! We invite you to celebrate with us throughout the year at our existing arts events, programs, and special Golden Anniversary happenings. Below is a compilation of what's coming up in August forward to connecting with you through the arts!



## Arts Matters: August Art Activities!

Vendor Show, Art Grants, Grantee Events, and more! 2023 Arts' 50th Anniversary! We invite you to celebrate with us throughout the year at our existing arts events, programs, and special



## FUNDING

Mural - donations  
**\$4,000**

Muralists- grants / sponsorship  
**\$7,250**

Festival - cash  
**\$20,000**

in-kind donations  
**\$63,000**

Your  
paragraph  
text

## APPROVED DESIGN

- Avoid the use of clearly written messages, logos, advertisements, and pictographs that attempt to communicate with the roadway user
  - All paint to be nonreflective
  - Avoid shapes that might be confused with existing traffic control devices or pavement markings
- All markings in crosswalks will include a non-slip additive

### Per Dover Town Engineer

1. Avoid painting/markings within the travel lanes.
2. Avoid painting/markings within the crosswalks and approach markings.
3. Ensure that the paint is slip resistant when subjected to moisture.
  - We can paint over white cross hatch diagonal lines in side of road and as long as there are stop signs installed we can paint center box of intersections at Academy St. and Orchard St.

## MATERIALS

1. White Water-Based Interior/Exterior Multi-Purpose Primer & Sealer (1-2 coats)
2. Behr Pro Flat Exterior Paint with Anti Slip additive (2 coats)
3. Montana Spray Paint (For detailing and shading)

For more information on inspiration and mural execution contact Levitate Creative Services: [levitatecs@gmail.com](mailto:levitatecs@gmail.com)

# How Dover Got it Done

## Results

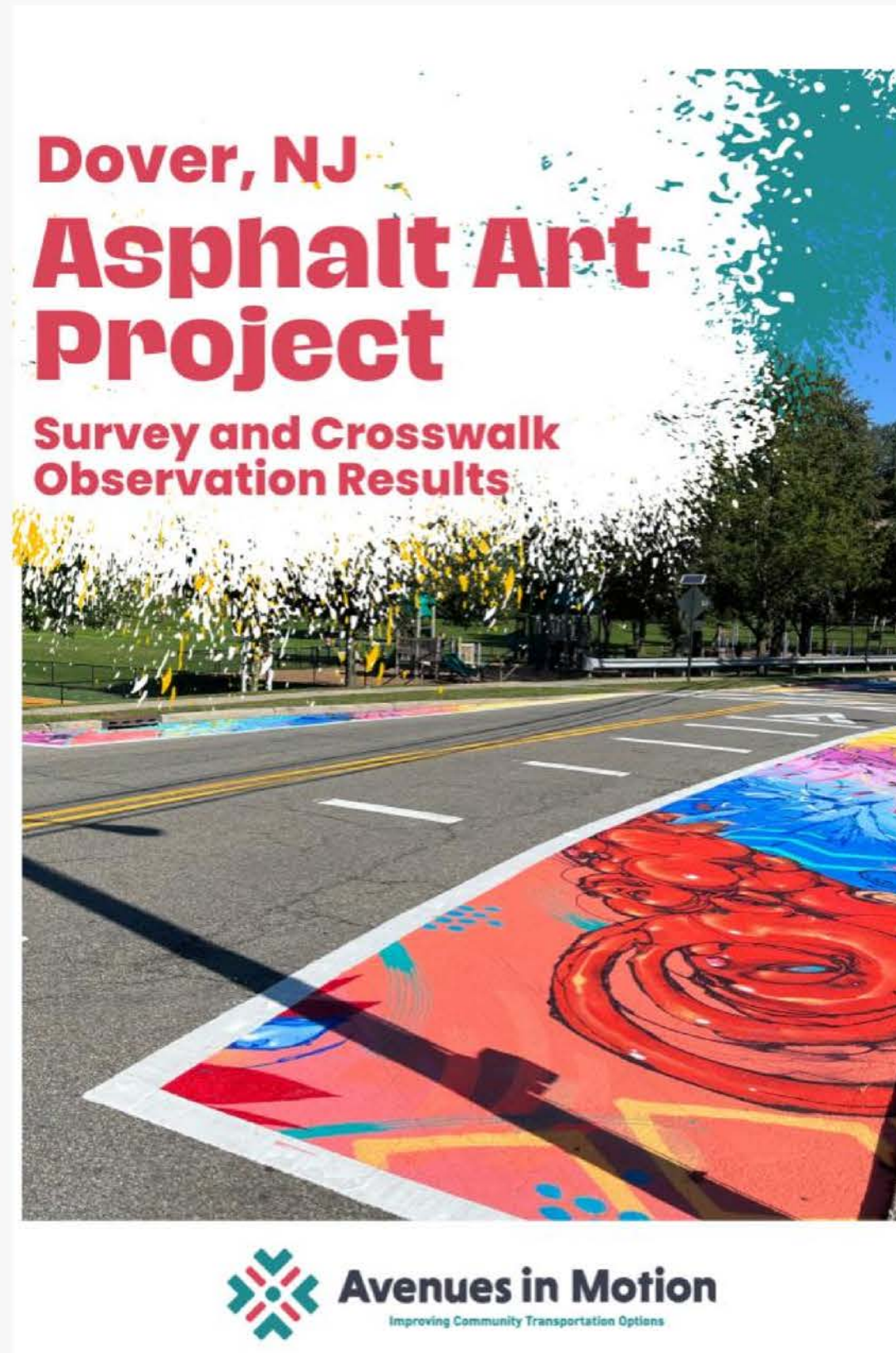
### Dover Final Report

#### Before the project

- 41% of survey participants believed people will drive slower on Chestnut St with the presence of the Asphalt Project
- 71% of survey participants believed it was 'Likely' or 'Very Likely' for drivers to stop for pedestrians crossings at the midblock crosswalk on Chestnut St after the project was complete

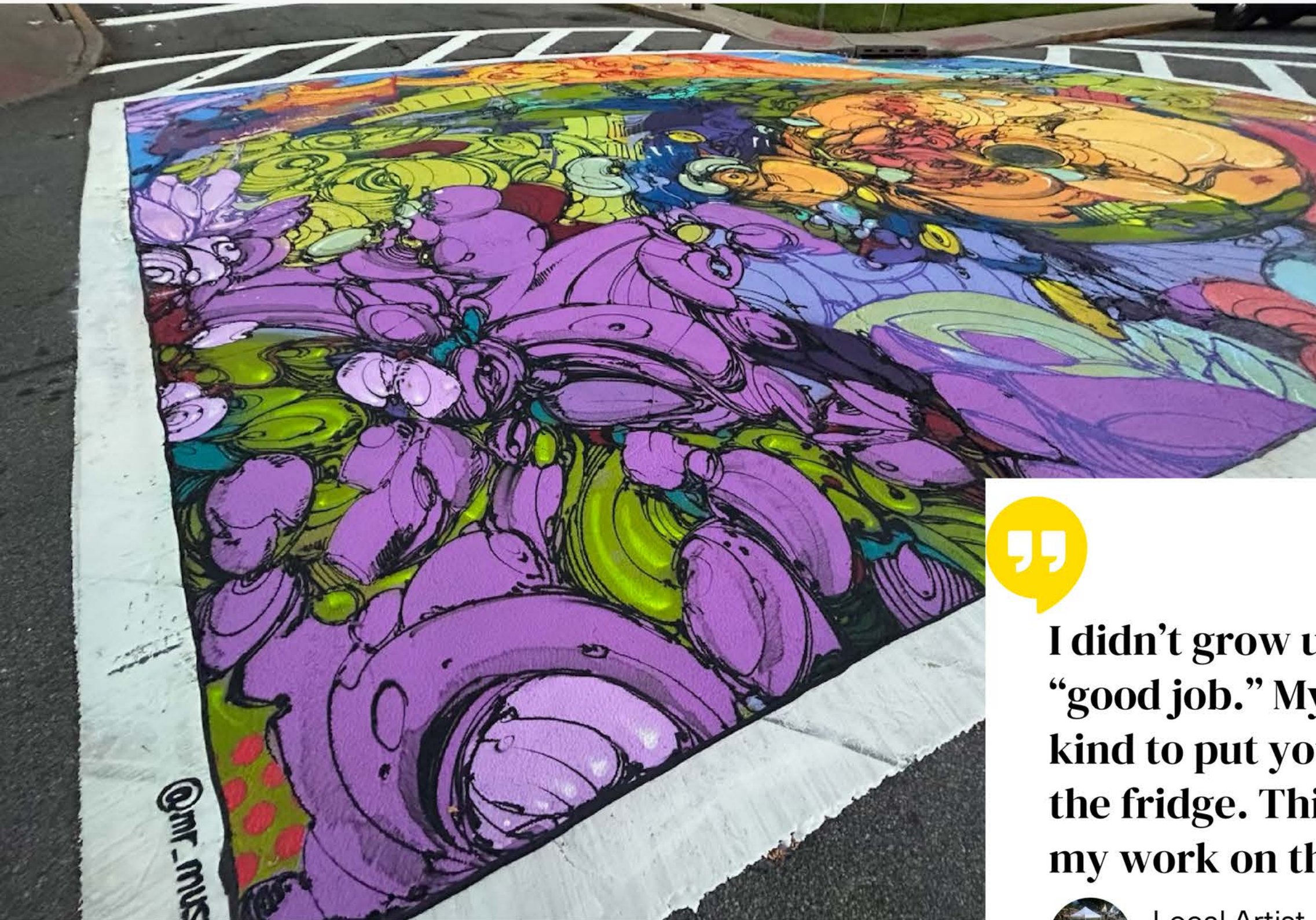
#### After the project

- 82% of survey participants believed the project made the area more attractive.
- 66% of survey participants said that the Asphalt Art Project made them want to walk to visit the area more often.



## Other Project Wins

- Town of Dover prioritized the repainting of the crosswalks and intersections
- An ordinance was quickly passed to install stop signs and 4 way stops
- Town of Dover gets positive publicity
- Town of Dover strengthens new strategic partnerships
- Town of Dover gets a new Planning Department
- Improved relationships between the Town and the constituents
- Approved budget for more Public Art
- New volunteers identified



# Artist Testimonial

After hearing the Professionals from Rutgers and NJIT were endorsing the asphalt art project, and that Senators and county commissioners were coming to look at the work:



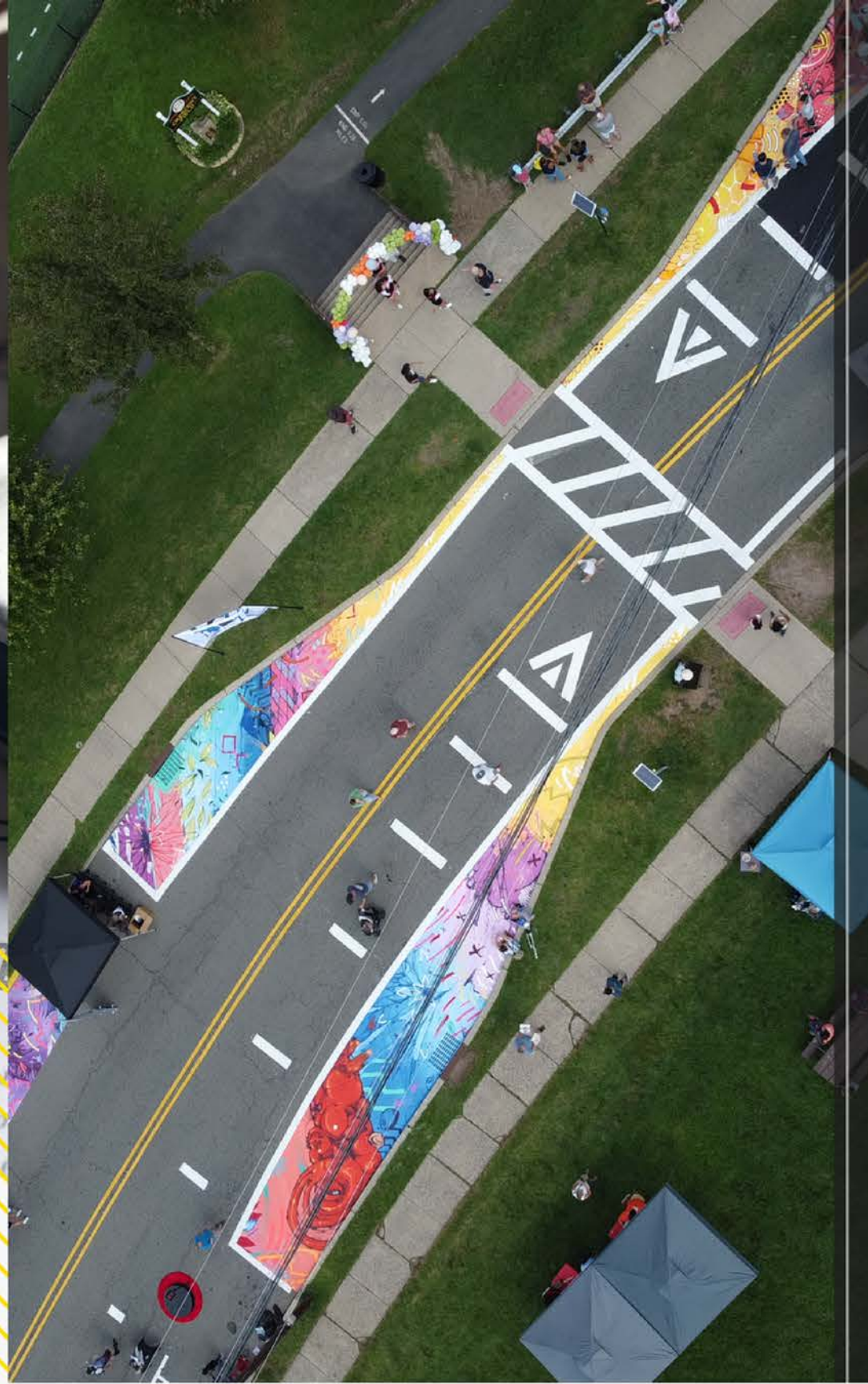
I didn't grow up hearing the words "good job." My parents weren't the kind to put your arts and crafts on the fridge. This is like finally putting my work on the fridge"



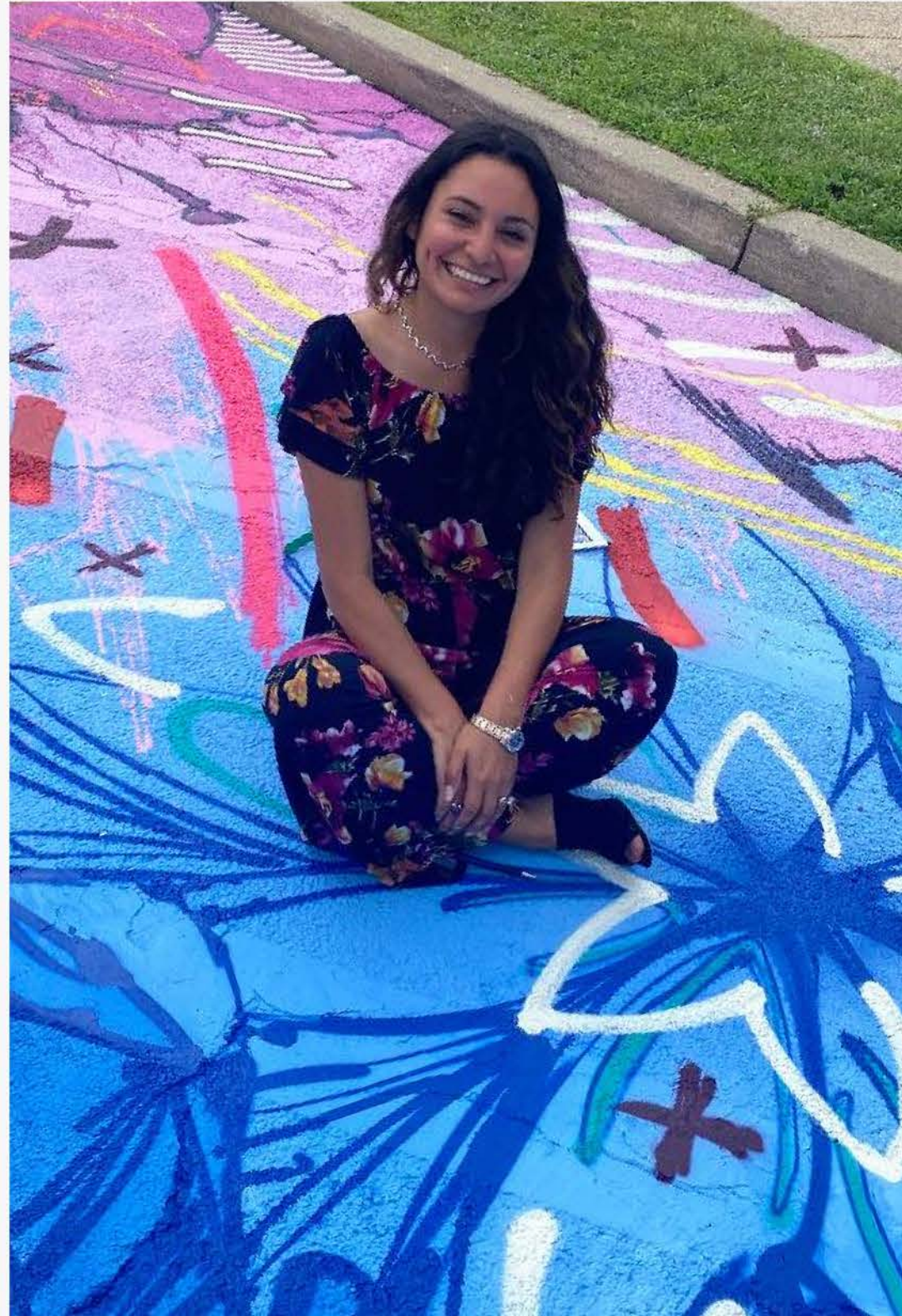
Local Artist  
Dover, NJ

# Lessons Learned

- **Book extra time to paint (be flexible for weather)**
- **There is no such thing as too much outreach**
- **Connect the Mayor and Administrator with key contacts ASAP**
- **Budget for marketing early in advance**
- **Apply for funding early**



# Get In Touch



## Call Me

973-366-2200 Ext. 1168



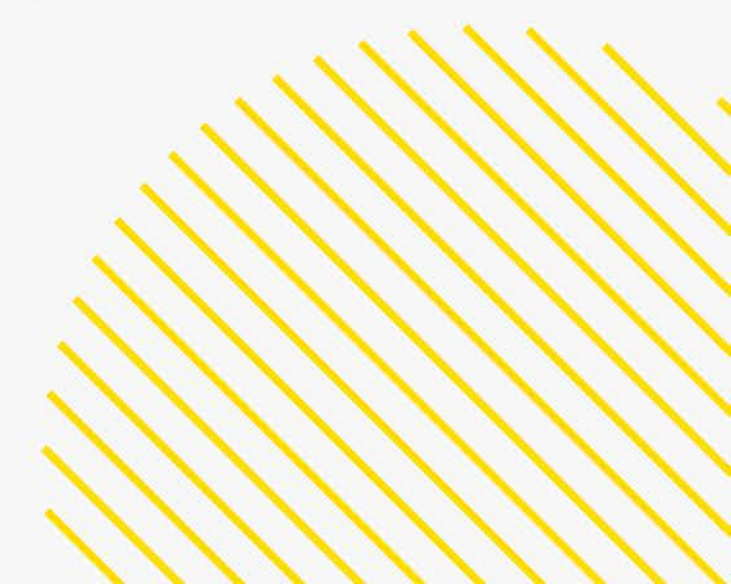
## Send me an email

[ymejorada@Dover.NJ.US](mailto:ymejorada@Dover.NJ.US)



## Visit my office

Town of Dover  
37 N. Sussex St.  
Dover, NJ 07801





### **A Special Thanks to the Muralists**

**The mural was installed by a team of artists and locals, led by artists Mustart and NDTel and Levitate Creative Services, an art event and mural company. The mural features the talents of artists David Swientnicki, Delancey Birzin, Richard Lopez, Christopher Rios, Jasminia Otero, Dante Cousins aka Street Dreams, José Fernando Vargas, assisting artists Davian Rodriguez, Rondall Scott, Ashley cook, Sebastian Gomez, Casey Cruz, Lauren Peters, Nadya Tomaszewski, Fabiana Jerves, Lori Lollygoa Connell, Brian Lozano, Terence Mckenna, and many volunteers.**