



**Description of Proposed Work**  
**Charlottesville Mural Cooperative**

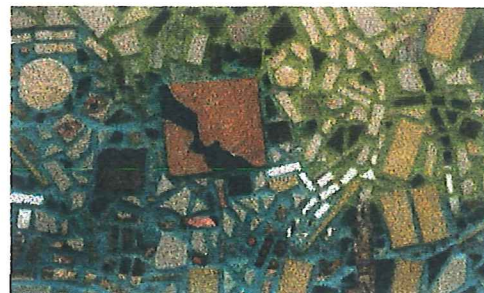
I am writing to seek approval for a cooperative mural project involving students from a local high school (The Living Education Center), residents of Fifeville, regional citizens who believe in the restorative power of public art, and a world-renowned muralist from Philadelphia, Isaiah Zagar. These people have joined forces in an effort to revitalize community and promote walkability by creating vibrant, community-driven art throughout Charlottesville. It is our vision that this mural project would be the first of many of this style and serve as a model for future projects throughout the area.

The proposed site for the mural is located on 5<sup>th</sup> St. SW in the West Main Street Historic District. The wall retains the parking lot of the Station restaurant, and lies along the east side of the heavily-trafficked entrance corridor into the Fifeville neighborhood. The wall is 110' long and grows from 3.5' to 8' tall. The retaining wall has been donated for beautification by property owner, Gabe Silverman, who is enthusiastic about the proposed mural project. The site's location is ideal for Charlottesville first mural of this kind, since it is of a moderate size, within view of West Main Street, and will create a more defined and appealing entry into the neighborhoods beyond.



**Photo 1, Proposed Site for mural, 5th Street SW in Charlottesville**

This spring, we will host a weekend workshop for 20 students, neighbors and general citizens led by muralist Isaiah Zagar, where we will work together to design and create this mural. Mr. Zagar has been installing murals using his unique style since 1971, and is excited for the opportunity to teach his style in



**Photo 2, Mural by Isaiah Zagar, "Talking," Philadelphia, PA**



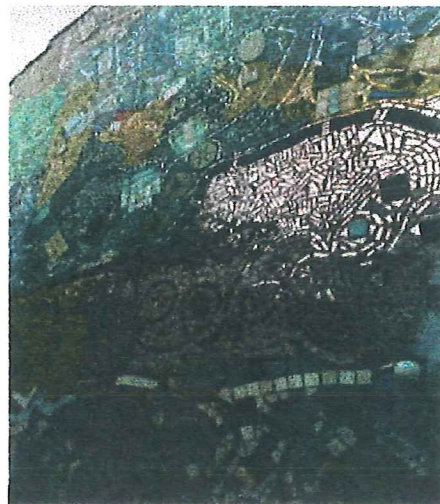
Charlottesville. Mr.Zagar's murals are mosaics of tile, glass, and mortar. The resulting design is smooth (offering no safety concerns related to sharp protrusions) and structurally sound. In addition to the examples shown here, please visit [www.isaiahzagar.com](http://www.isaiahzagar.com) to view more murals and read Mr.Zagar's resume.



**Photo 3, Mural by Isaiah Zagar, "Mildred Street Wall," Philadelphia, PA**

The entire cooperative group will design the content of the mural, with input from nearby neighbors and business proprietors. Mr. Silverman has requested that we integrate a theme of "food, flowers, and markets," since the wall lies within close proximity of the Main Street Market. The style will be very similar to the examples given here and also on the website above.

We are confident that this mural will add to the artistic appeal of the 5<sup>th</sup> street area, thus contributing to general quality of life. We believe that this is a culturally sensitive community project that will be in harmony with its surroundings and contribute to tourism and economic growth in the area. I hope you will feel free to contact me with any questions regarding this proposal.



**Photo 3, Mural by Isaiah Zagar, "South Street Wall," Philadelphia, PA**

## Charlottesville Mural Project BAR meeting, 4/19/05

Per your request, I have compiled as much information about the style, materials, and color of the proposed mural as possible. Please note, the final design and colors will be determined on the weekend of the mural workshop with artist Isaiah Zagar's input. It is our first priority that the mural compliment its surroundings and we are sensitive to the culture and history of the local neighborhood.

### Materials:

-salvaged tile scraps of mostly neutral colors with blue, purple, and green highlights  
-mirror pieces  
-standard tile grout, to be painted with similar colors to highlight the tile designs  
-Buckingham slate to be used as a rain guard along the top of the project. This consideration was made to:

- add a sense of traditional design and history, since this slate is known as "Thomas Jefferson's slate" and is the primary roofing material on University buildings,
- ensure the longevity of the project, since blocking moisture from running behind the tile will extend the grout's life, and
- emphasize safety by covering all raw cut tile edges.

### Design theme:

We plan to design a mural that represents the community-building effect that Food, Flowers, and Markets can have in our neighborhoods. For example, the mural may show people gathering at a public space holding baskets of flowers and vegetables, or people riding their bikes to meet friends at a thriving market space.

### Computer Renderings using similar murals by Isaiah Zager on the 5<sup>th</sup> St. Wall:



WEST MAIN ST.

NEW CONC. PLANT STRIP

EXIST'G CONC. PLANT STRIP

SIDEWALK

OUTDOOR DINING TERRACE

EXIST'G CANOPY

(CANOPY IN PROCESS OF DEMOLITION)

FUTURE AWNING

NEW CONSTRUCT'N

EXIST'G DRIVEWAY

EXISTING BUILDING

5TH STREET SW.

34'-6" EXIST'G  
16'-6" NEW  
18" NEW

10'-5" NEW  
22'-7" EXIST.  
32'-0" EXIST.

EXISTING PARKING

EXIST. BLOCK RET'G WALL

1" = 20'



CITY OF CHARLOTTESVILLE  
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Department of Neighborhood Development Services

City Hall • P.O. Box 911  
Charlottesville, Virginia 22902  
Telephone 434-970-3182  
Fax 434-970-3359  
www.charlottesville.org

April 20, 2005

Alia Anderson  
P.O. Box 375  
Keswick, VA 22947

**BAR 05-03-03 (Deferred from March 15, 2005)**  
**East side of 5<sup>th</sup> Street, SW**  
**TM 29 P 11**  
**Create mural on retaining wall**  
**Alia Anderson, Applicant**

Dear Ms. Anderson,

The above referenced project was discussed before a meeting of the City of Charlottesville Board of Architectural Review (BAR) on April 19, 2005.

The BAR approved (6-1) the application as submitted for a community mural that will draw on donations from Virginia Tile and other sources, under the guidance of Isaiah Zagar and substantial community engagement for the mural to revitalize the street wall, finding that the proposal meets the Design Guidelines for Public Improvements, noting guideline #.2 under Public Sculpture, Statues, Art, Wall Murals and Foundations.

In accordance with Charlottesville City Code 34-285(b), this decision may be appealed to the City Council in writing within ten working days of the date of the decision. Written appeals should be directed to Jeanne Cox, Clerk of the City Council, PO Box 911, Charlottesville, VA 22902.

If you have any questions, please contact me at 970-3182 or [scala@charlottesville.org](mailto:scala@charlottesville.org).

Sincerely yours,

Mary Joy Scala  
Preservation and Design Planner

cc:

Gabe Silverman  
601-A East Market Street  
Charlottesville, VA 22902

## Scala, Mary Joy

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**From:** Miller, Lisa  
**Sent:** Friday, April 15, 2005 3:31 PM  
**To:** Scala, Mary Joy  
**Subject:** RE: 5th Street SW Retaining wall mural

Hi Mary Joy,

Craig just informed me that he spoke with Gary about the retaining wall, and it is not necessary for this to be approved by Council. Thanks.

-----Original Message-----

**From:** Scala, Mary Joy  
**Sent:** Friday, April 08, 2005 10:37 AM  
**To:** Miller, Lisa  
**Subject:** FW: 5th Street SW Retaining wall mural

Lisa, can you assist me? Thanks.

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**From:** Scala, Mary Joy  
**Sent:** Friday, April 08, 2005 10:36 AM  
**To:** Ronan, Barbara  
**Subject:** 5th Street SW Retaining wall mural

Barb,

I am still waiting to hear back from Craig regarding whether this proposed mosaic wall mural that is under consideration by the BAR on April 19 has to also be approved by Council? The wall has been surveyed by engineering and is located within the City r/w. I'd appreciate it if you could get a response for me. Thank you.

**Mary Joy Scala, Preservation and Design Planner**  
City of Charlottesville  
Department of Neighborhood Development Services  
City Hall - 610 East Market Street  
P.O. Box 911  
Charlottesville, VA 22902  
Ph 434.970.3130 FAX 434.970.3359  
scala@charlottesville.org

## Scala, Mary Joy

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**From:** Scala, Mary Joy  
**Sent:** Friday, April 08, 2005 11:07 AM  
**To:** 'aliadanderson@yahoo.com'  
**Subject:** FW: BAR meeting

Alia,

In preparation for the BAR meeting, I notice that Isaiah's web site contains many varied examples. Perhaps you could choose the ones that look most like what you have in mind for the 5<sup>th</sup> Street project, and bring color copies to the meeting.

### Mary Joy Scala, Preservation and Design Planner

City of Charlottesville  
Department of Neighborhood Development Services  
City Hall - 610 East Market Street  
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Ph 434.970.3130 FAX 434.970.3359  
[scala@charlottesville.org](mailto:scala@charlottesville.org)

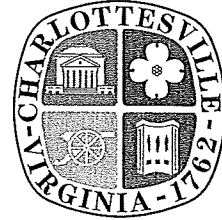


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April 7, 2005

Alia Anderson  
P.O. Box 375  
Keswick, VA 22947

**BAR 05-03-03**  
**East side of 5<sup>th</sup> Street, SW**  
**TM 29 P 11**  
**Paint mural on retaining wall**  
**Alia Anderson, Applicant**

Dear Ms. Anderson,

The above referenced project was scheduled before the City of Charlottesville Board of Architectural Review (BAR) on March 15, 2005.

The BAR approved (6-2) in concept and approach a mosaic mural designed "on the spot," but the BAR requested to see a range of color, material range, and design intent, including a sketch or verbal description.

This item has been scheduled again before the BAR on April 19, 2005, 5 p.m., City Council Chambers, City Hall. Please plan to attend.

If you have any questions, please contact me at 970-3182 or [scala@charlottesville.org](mailto:scala@charlottesville.org).

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Mary Joy Scala".

Mary Joy Scala  
Preservation and Design Planner

**Scala, Mary Joy**

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**From:** Alia Anderson [aliadanderson@yahoo.com]  
**Sent:** Tuesday, April 05, 2005 10:07 AM  
**To:** Scala, Mary Joy  
**Subject:** Re: 5th Street mural

I will plan on attending the April 19th BAR meeting. At this time, I do not have any additional presentation materials. I am also surprised about the City owning the wall, please let me know what I need to do next. Thanks for all your help and I will see you on the 19th.  
Alia

*"Scala, Mary Joy" <scala@charlottesville.org> wrote:*

Ms Anderson,

I have placed your application back on the BAR agenda for April 19 at 5 pm, and am expecting you to be present to clarify for the BAR the proposed materials, color range, and design of your mural.

I have found out that the wall is actually on City r/w and have requested information about next steps – it may have to go to City Council for their approval also. I'll let you know as soon as I find out.

Please confirm that you will be able to attend on April 19. If you have any additional visuals, or narrative, please get them to me as soon as possible and I'll send them out with the BAR packets.

Thank you.

**Mary Joy Scala, Preservation and Design Planner**

City of Charlottesville  
Department of Neighborhood Development Services  
City Hall - 610 East Market Street  
P.O. Box 911  
Charlottesville, VA 22902  
Ph 434.970.3130 FAX 434.970.3359  
scala@charlottesville.org

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<http://mail.yahoo.com>

4/5/2005

**Scala, Mary Joy**

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**From:** Kahl, Catherine  
**Sent:** Wednesday, March 16, 2005 10:04 AM  
**To:** 'aliadanderson@yahoo.com'  
**Subject:** BAR update

Dear Ms. Anderson:

Last night the BAR approved the mural for 5th Street in concept and were excited about the community mural your group has proposed. They have requested further clarification on materials, color range, and design before final approval. Mary Joy is out of the office the rest of the week but will contact you next week to discuss and further clarify the BAR's request. Please let me know if I can be of any help.

Thanks.

Catherine Kahl  
Historic Preservation Intern  
Department of Neighborhood Development Services  
City of Charlottesville  
City Hall - PO Box 911 - East Market Street  
Charlottesville, VA 22902  
kahl@charlottesville.org

3/22/2005

## Scala, Mary Joy

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**From:** Scala, Mary Joy  
**Sent:** Tuesday, March 22, 2005 9:49 AM  
**To:** 'aliadanderson@yahoo.com'  
**Subject:** mural

Alia,

My apologies if we miscommunicated. I thought you would attend the BAR meeting.

The BAR's next meeting is April 19 at 5:00 p.m.– can you plan to attend and discuss with them:  
The range of color, material range, and design intent. They would also like to see a sketch or verbal description.

The vote was 6-2 – a couple were willing to approve, but most wanted more information.

In addition, the wall may be on city property. The City is doing a survey of the site to determine that. If the wall is on City right-of-way, then I will need to schedule your request before city Council also. When we originally discussed the project, you thought the wall was located on Gabe's property, but that may not be the case.

Call me or stop by if you have questions.

**Mary Joy Scala, Preservation and Design Planner**  
City of Charlottesville  
Department of Neighborhood Development Services  
City Hall - 610 East Market Street  
P.O. Box 911  
Charlottesville, VA 22902  
Ph 434.970.3130 FAX 434.970.3359  
[scala@charlottesville.org](mailto:scala@charlottesville.org)



Board of Architectural Review  
Department of Neighborhood Development Services  
PO Box 911, City Hall  
Charlottesville, VA 22902

February 22, 2005

BAR Members:

I respectfully submit this letter to request that you waive the application fee (\$150) for the Certificate of Appropriateness Application regarding a proposed mural project on 5<sup>th</sup> St. SW. This mural project is being funded exclusively by the participants, who will each contribute a portion of the funds needed to hire a professional muralist for a weekend workshop. Since this is a grassroots, community-based effort, we do not have the means to provide additional funds to the BAR. We hope you will strongly consider this unique, collaborative project and feel comfortable waiving our application fee.

Thank you for your consideration. Please contact me with any questions.

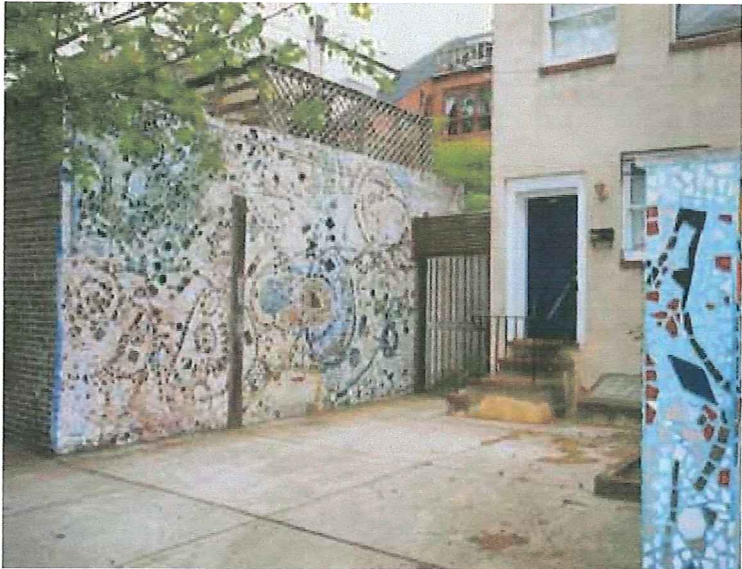
Sincerely,

Alia Anderson  
Project Coordinator  
(434)296-3301

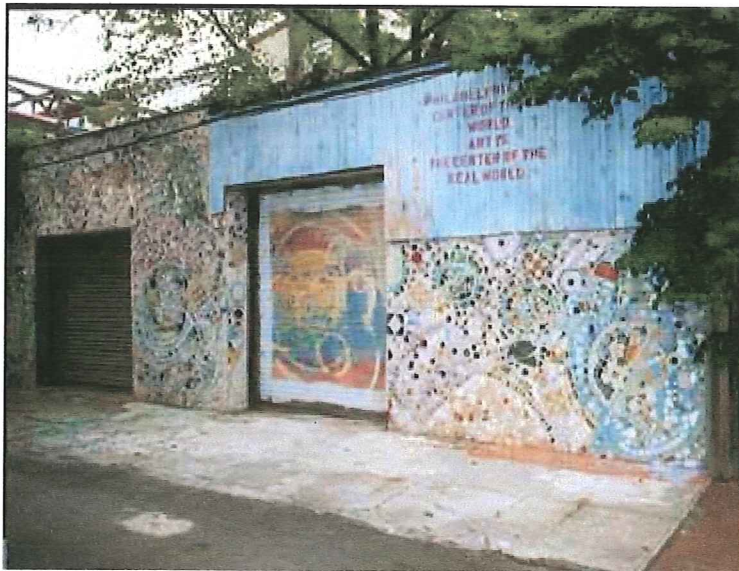


**Alder Street Walls**  
**600 Block South Alder Street**



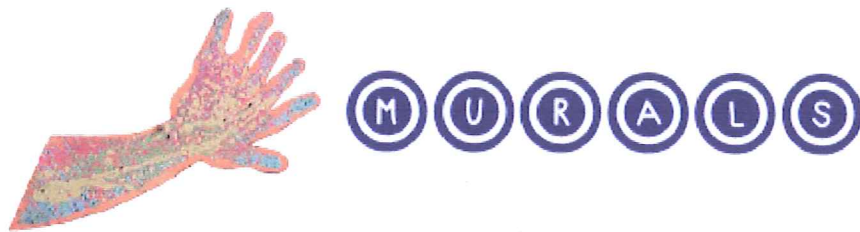




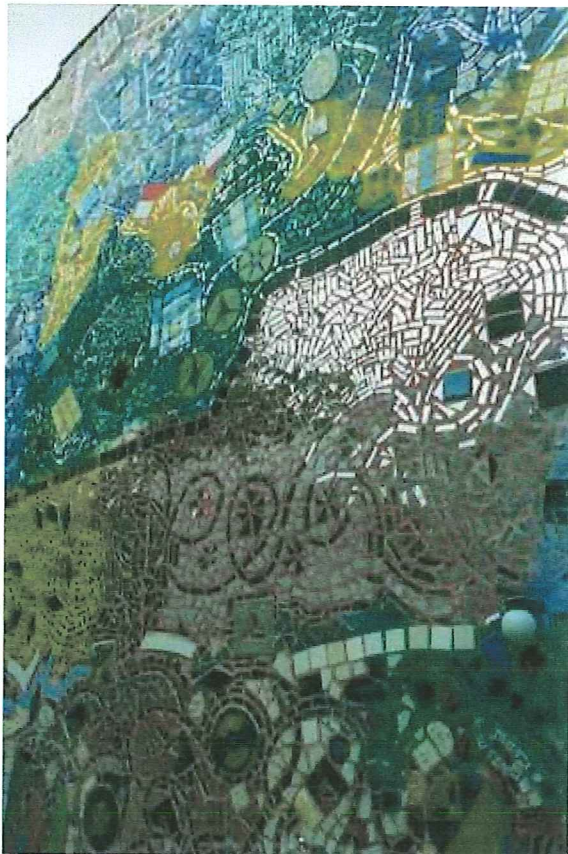


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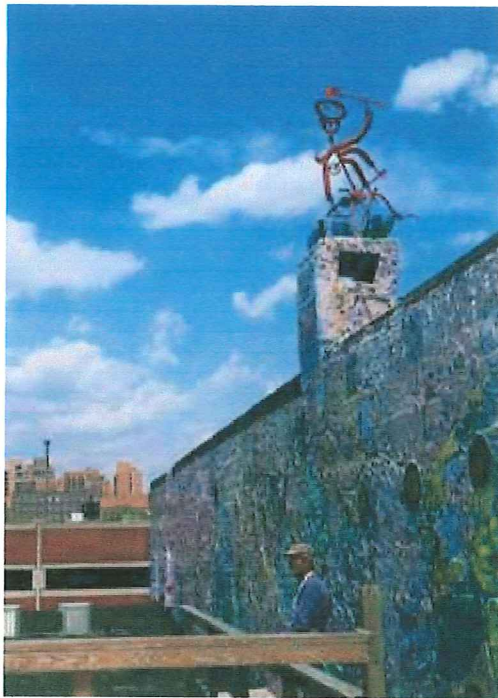




**South Street Facade 1020-22 South Street**



West wall top of Waters Memorial Community Center



Isaiah on Bridge 1020 South Street West wall street level (part of Isaiah's Studio Complex).



"Bottle Wall"  
Studio complex north high wall