

Scala, Mary Joy

From: Paul Beyer <paul@tomtomfest.com>
Sent: Friday, March 13, 2015 5:12 PM
To: Scala, Mary Joy
Subject: RE: Murals

We will defer both murals.

Paul Beyer, Director
Tom Tom Founders Festival
Charlottesville, April 13-19
www.tomtomfest.com
c. 434.981.7045

From: Scala, Mary Joy [<mailto:scala@charlottesville.org>]
Sent: Friday, March 13, 2015 4:47 PM
To: 'Paul Beyer'
Subject: Murals

Paul,
I did not hear back from you whether you want to defer both murals, or just the one near Alley Light? Let me know.

Mary Joy Scala, AICP
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



Board of Architectural Review (BAR)
Certificate of Appropriateness

Please Return To: City of Charlottesville
 Department of Neighborhood Development Services
 P.O. Box 911, City Hall
 Charlottesville, Virginia 22902
 Telephone (434) 970-3130 Fax (434) 970-3359

RECEIVED
 MAR 02 2015
 NEIGHBORHOOD DEVELOPMENT SERVICES

Please submit ten (10) copies of application form and all attachments.
 For a new construction project, please include \$375 application fee. For all other projects requiring BAR approval, please include \$125 application fee. For projects that require only administrative approval, please include \$100 administrative fee. Make checks payable to the City of Charlottesville.
 The BAR meets the third Tuesday of the month.
 Deadline for submittals is Tuesday 3 weeks prior to next BAR meeting by 3:30 p.m.

Owner Name West Mall LLC Applicant Name Paul Beyer
 Project Name/Description Tom Tom Murals: City as Canvas Parcel Number 330259000
 Property Address 113 West Main Street, Charlottesville, VA

Applicant Information

Address: 660 Hunters Place
Charlottesville, VA 22911
 Email: paul@tomtomfest.com
 Phone: (W) (434)-981-7045 (H) _____
 FAX: _____

Property Owner Information (if not applicant)

Address: 112 West Main Street, STE 5
Charlottesville, VA 22902
 Email: charley@yorkplaceapartments.net
 Phone: (W) (434)-984-4517 (H) _____
 FAX: (434)-984-3705

Do you intend to apply for Federal or State Tax Credits for this project? No

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct. (Signature also denotes commitment to pay invoice for required mail notices.)

[Signature] 02/23/15
 Date
Paul Beyer
 Print Name Date

Property Owner Permission (if not applicant)

I have read this application and hereby give my consent to its submission.

[Signature] 02/23/15
 Date
Charles E. Lewis IV
 Print Name Date

Description of Proposed Work (attach separate narrative if necessary): See attached

List All Attachments (see reverse side for submittal requirements): Narrative, artist bio, and proposed imagery and color scheme

For Office Use Only

Received by: O. Edwards
 Fee paid: 12500 Cash/Ck. # 1284
 Date Received: _____

Approved/Disapproved by: _____
 Date: _____
 Conditions of approval: _____

HISTORIC DISTRICT ORDINANCE: For more information, please refer to *Section 34- 271 Historical Preservation and Architectural Design Control Overlay Districts* in the City of Charlottesville Zoning Ordinance online at www.charlottesville.org

DESIGN REVIEW GUIDELINES: You may obtain a copy of the current *Design Review Guidelines* at the Department of Neighborhood Development Services in City Hall or online.

SUBMITTAL REQUIREMENTS: The following information and exhibits shall be submitted along with each application for Certificate of Appropriateness, per *Sec. 34-282 (d)* in the City of Charlottesville Zoning Ordinance:

- (1) Detailed and clear depictions of any proposed changes in the exterior features of the subject property;
- (2) Photographs of the subject property and photographs of the buildings on contiguous properties;
- (3) Samples to show the nature, texture and color of materials proposed;
- (4) The history of an existing building or structure, if requested;
- (5) For new construction and projects proposing expansion of the footprint of an existing building: a three-dimensional model (in physical or digital form);
- (6) In the case of a demolition request where structural integrity is at issue, the applicant shall provide a structural evaluation and cost estimates for rehabilitation, prepared by a professional engineer, unless waived by the BAR.



TOM TOM FOUNDERS FESTIVAL

Feb 21, 2015

Mural project as part of Tom Tom Founders Festival April 13-19
113 W. Main Street (Rear of building facing Market & 2nd St NW)

Narrative

Tom Tom Founders Festival is a 501c3 non-profit that hosts music, art, and innovation programming each April on Founder's Day, Thomas Jefferson's birthday. In 2013 Tom Tom saw more than 16,600 in attendance at the spring festival with programming occurring at over two dozen venues. With the art programming, Tom Tom hosted two art fairs, two resident artists, multiple dance performances, a silent auction, and over 60 craft vendors. It resulted in the creation of four, large-scale works of public art projects, including a permanent mandala in Downtown Belmont and a 90 foot-long wall mural at the McGuffey Art Center.

A central component to the Tom Tom Founders Festival is the idea of "city as canvas" and seeing public places in new and imaginative ways. One way we envision doing this in 2015 is through a series of large scale murals created the week of Tom Tom. In other cities, these large scale murals are not just beautiful, they also help change the character of streets, and have proven to be economic draws to neighboring businesses.

Proposed Wall

113 West Main (rear of building facing Market Street + Retaining Wall [google maps](#))



Other Angle of Proposed Wall(s):



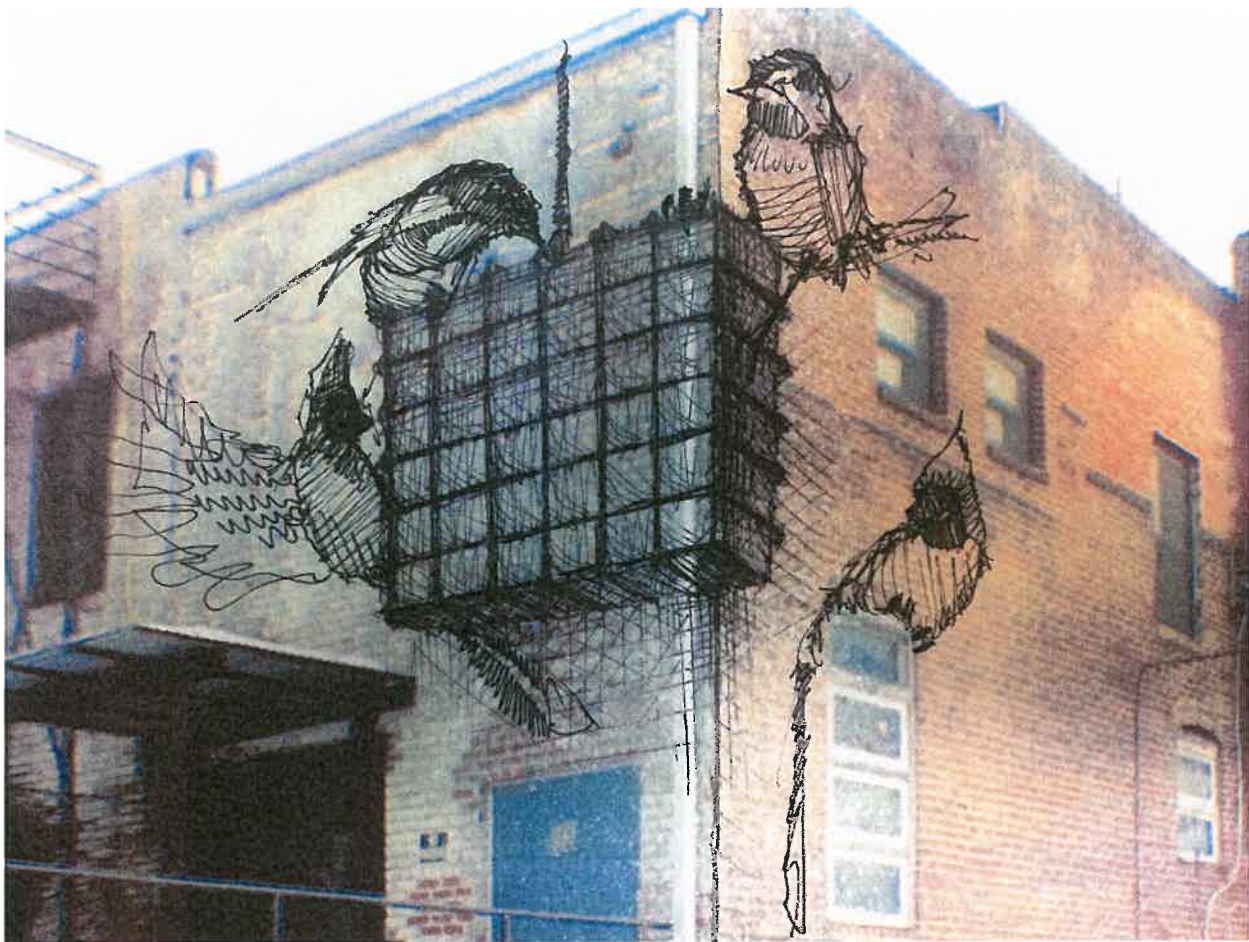
Artist: El Kamino

Hometown: Richmond, Va

Artist Website: <https://www.flickr.com/photos/elkaminoshows/>

El Kamino has gained national recognition for his graffiti work and is well respected in both graffiti and fine arts worlds. He's best known for his stylized lettering (depicted below) and has both a graffiti and fine arts/painting background. He was commissioned by Converse to create a large scale mural as a part of their "[Wall to Wall](#)" project and has also created work for the RVA Street Art Festival.

Proposed Images





Proposed Style and line work

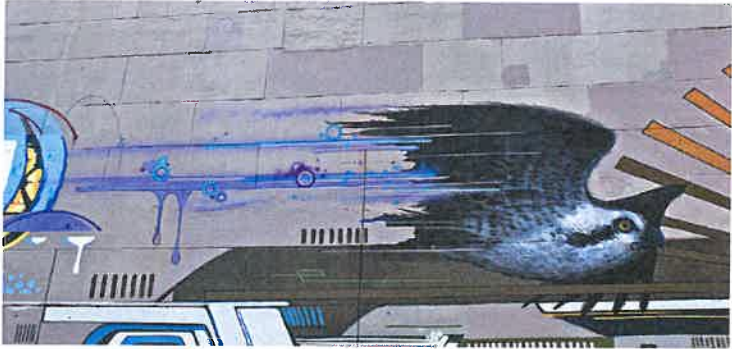


Past Work

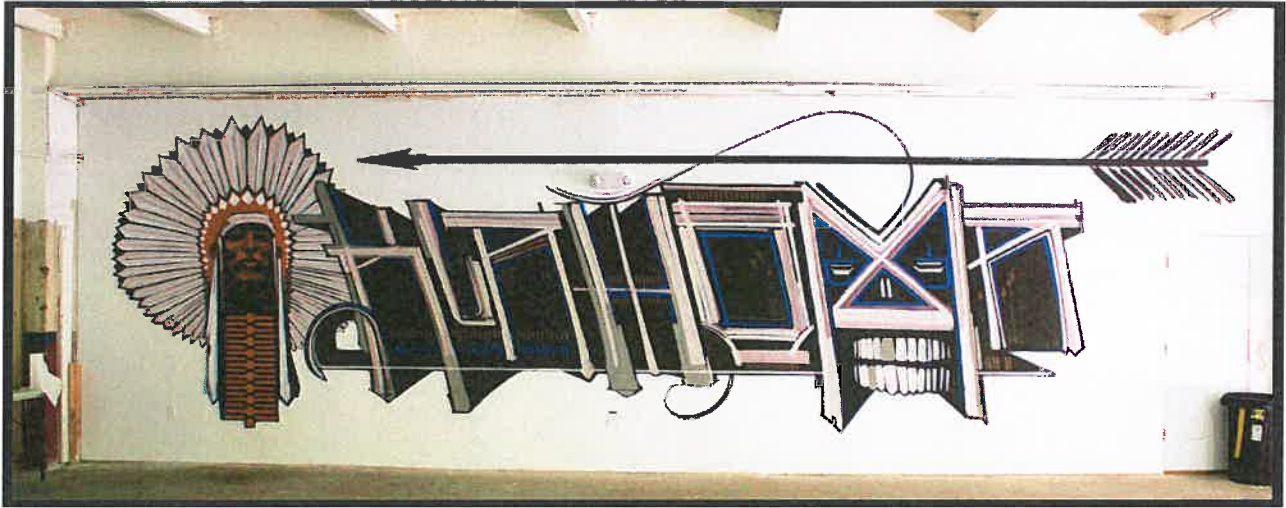


Richmond Mural, RVA Street Art Festival. It is approx. 60' long.

Detail:



Example Two



Oklahoma Mural, The Womb Gallery.



Seattle Mural