

## Scala, Mary Joy

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**From:** Paul Beyer <paul@tomtomfest.com>  
**Sent:** Wednesday, March 11, 2015 11:33 PM  
**To:** Scala, Mary Joy  
**Cc:** Sana Khawaja  
**Subject:** BAR Request

Mary Joy, I spoke with the property owner adjoining the Alley and he had strong negative feelings toward the image we proposed. I am thinking under the circumstances it is best to withdraw our submissions. I am going to consider this another day. But I was wanting to know: if we withdraw this application for the hearing, how long is my application fee good for? I definitely want to submit at some point, but would probably just pick up the application in November / December. Thanks and have a great one, PRB

**Paul Beyer, Director**  
Tom Tom Founders Festival  
Charlottesville, April 13-19  
[www.tomtomfest.com](http://www.tomtomfest.com)  
c. 434.981.7045



**Board of Architectural Review (BAR)**  
**Certificate of Appropriateness**

**RECEIVED**

**FEB 27 2015**

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

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 Mall Property Inc. Applicant Name Paul Beyer  
Project Name/Description Tom Tom Murals: City as Canvas Parcel Number 28001300  
Property Address 109-11 West Water Street, Charlottesville, VA 22902

**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  
Signature Date

Paul Beyer 02/23/15  
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  
Signature Date

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

Description of Proposed Work (attach separate narrative if necessary): \_\_\_\_\_

List All Attachments (see reverse side for submittal requirements): \_\_\_\_\_

**For Office Use Only**

Received by: [Signature]  
Fee paid: \$125 Cash/Ck. # 1282  
Date Received: 2/27/2015  
P15-0041

Approved/Disapproved by: \_\_\_\_\_

Date: \_\_\_\_\_

Conditions of approval: \_\_\_\_\_



**February 21, 2015**

**Proposed mural project as part of Tom Tom Founders Festival**

***Alley on 2nd St by the Alley Light.***

***April 13 - 19, 2015***

**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**

Alley on [2nd Street, by Alley Light](#), [google maps](#)





*Note: alley is accessed from 2nd Street NW.*

*It is the principal entry to the Alley Light Restaurant and Bar. The entrance door is not pictured but is to the left.*



**Artist: Emily Herr**

**Hometown: Richmond, Va**

**Artist Website: <http://www.herrsuite.com/mural-portfolio/>**

Emily is a fresh face in the mural scene working out of Richmond. Her expertise is in tackling challenging surfaces which would make her ideal for this space. Additionally, she is one of few female muralists in what is otherwise a male dominated field.

Emily is a VCU Arts graduate and the owner and sole employee of HerrSuite, a mural-painting, signage, and hand-lettering service. She has worked as a muralist, illustrator, logo and pattern designer and also has experience spearheading group mural projects.

### **Artist Statement**

In the little alley that leads to the Alley Light bar, the nature of this mural echoes its location - it peeks out from the edge of its niche to bring a dash of color into the street beyond. Bright, bold shapes and colors make the space feel less like an alley and more like a surprise pocket of life.

The mural portrays red birds nestled in a tangle of leaves, in a clean, graphic style influenced by children's book illustration and paper collage. It is representative of the muralists' playful style and focus on highly stylized flora and fauna.



Proposed Mural Image





## Artist Previous Work

### Example one

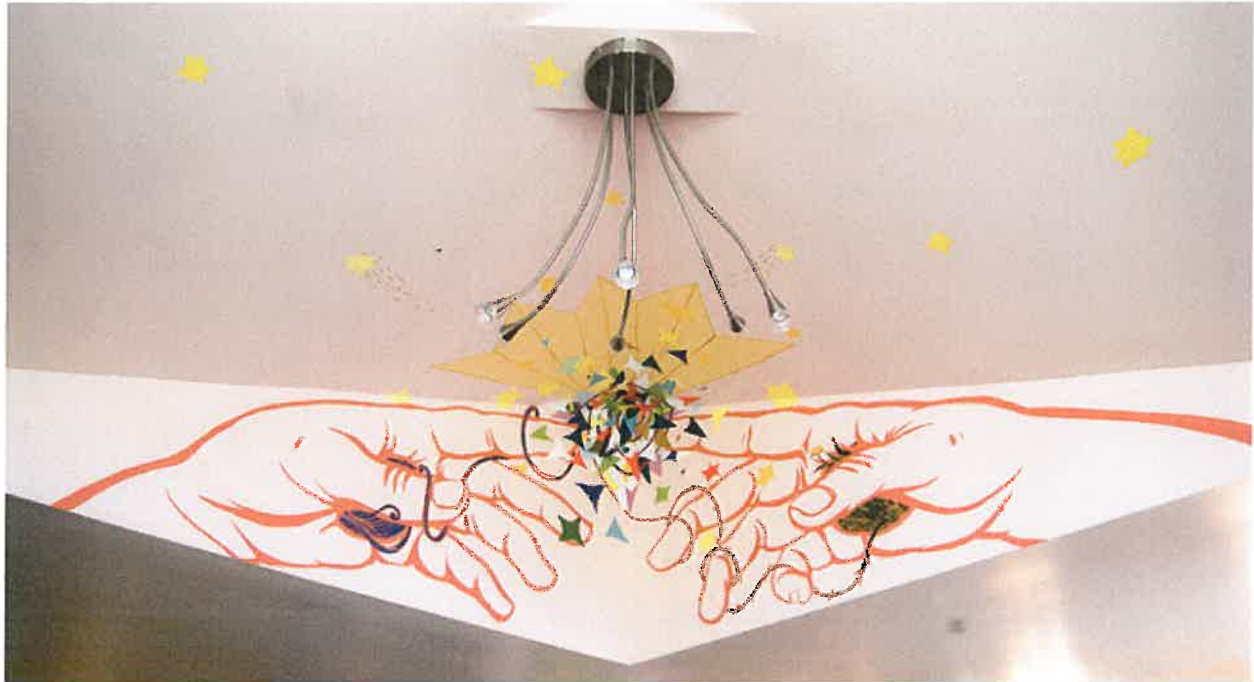


*Fantasia Drive.* Commissioned childrens wall mural. 9.5' x 13' (including sky circle)

### Detail:



## Example Two



*Divine Sneeze.* Raised section of ceiling with two intersecting triangles of wall. Approx. 3.5' x 18'

## Detail:





## Other Examples



Plaza Art Store, Richmond VA. Approx. 8.5' tall x 7.5' wide



Halycon Vintage  
Store, Richmond VA.  
80 sq ft.  
Halycon Vintage  
Store, Richmond VA.  
80 sq ft.



