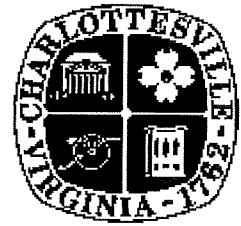


**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
July 17, 2012**



**Certificate of Appropriateness**

BAR 12-07-02

513 W Main Street

Tax Map 32 Parcel 172

Ross McDermott, Charlottesville Mural Project, Applicant

West Main Street, LLC, Owner

New mural painted on brick wall

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**Background**

This is a contributing structure in the Downtown ADC District. The most recent use was an office for C&R Auto Repair. The building has been rehabilitated for use as a restaurant.

May 17, 2011 - The BAR accepted the applicant's deferral (6-0-1 with Wolf recusing).

June 21, 2011 – The BAR approved (5-0-1 with Wolf recused) the building renovation with a condition that a detailed sectional drawing of the storefront be submitted to staff for circulation among the BAR, and an amended design for the new opening on the west façade come back to the BAR. [Look at the bulkhead height – should be 18-24”]

September 20, 2011 - The BAR approved (4-0-1 with Wolf recused) the revised door design but denied the revised balcony.

December 20, 2011 - The BAR approved (6-0-1 with Wolf recusing) the courtyard, door changes, and mural as submitted with the condition that any new lighting added to the space, any shade structures and site furniture shall be submitted to the BAR for approval once those details become available.

**Application**

A mural was approved for the courtyard (east) side of this painted brick building in 2011. The applicant is now seeking approval to place a mural on the west side of the building, replacing an older mural of flowers that dates from the 1970's.

**Criteria, Standards and Guidelines**

**Review Criteria Generally**

*Sec. 34-284(b) of the City Code states that,*

*In considering a particular application the BAR shall approve the application unless it finds:*

- (1) That the proposal does not meet specific standards set forth within this division or applicable provisions of the Design Guidelines established by the board pursuant to Sec.34-288(6); and*
- (2) The proposal is incompatible with the historic, cultural or architectural character of the district in which the property is located or the protected property that is the subject of the application.*

**Pertinent Standards for Review of Construction and Alterations include:**

- (1) Whether the material, texture, color, height, scale, mass and placement of the proposed addition, modification or construction are visually and architecturally compatible with the site and the applicable design control district;*
- (2) The harmony of the proposed change in terms of overall proportion and the size and placement of entrances, windows, awnings, exterior stairs and signs;*
- (3) The Secretary of the Interior Standards for Rehabilitation set forth within the Code of Federal Regulations (36 C.F.R. §67.7(b)), as may be relevant;*
- (4) The effect of the proposed change on the historic district neighborhood;*
- (5) The impact of the proposed change on other protected features on the property, such as gardens, landscaping, fences, walls and walks;*
- (6) Whether the proposed method of construction, renovation or restoration could have an adverse impact on the structure or site, or adjacent buildings or structures;*
- (8) Any applicable provisions of the City's Design Guidelines.*

**Pertinent Guidelines for Public Improvements include:**

*p. 6.9*

*H. Public Art, Statues, & Fountains*

- 1) Carefully maintain any existing features found in the historic districts.*
- 2) Consider the place-making role any such new features can have in celebrating and communicating the history of the districts.*
- 3) Develop an appropriate relationship between materials, the scale of artwork and the surrounding environment.*
- 4) Choose artwork that is appropriate for the current use patterns of the site.*

**Discussion and Recommendations**

This building currently contributes to the West Main Street district, which has a history of automobile-related businesses. In general, the renovation of this property is very positive, and will add desirable activity to this section of West Main Street.

Staff anticipates a number of new applications for wall murals, especially from the Charlottesville Mural Project. Staff will review any text on a case-by-case basis to determine that the text is part of the work of art, and does not relate to the proposed use of the building in a way that would turn the mural into a large sign. Signage is not permitted above the second floor sill line.

When the BAR reviews an application for art, it should consider its appropriateness based on specific criteria, but not content. There are few specific guidelines for murals, except as public improvements. Considerations are:

- The building surface material
- Location
- Scale of the project
- Colors
- Medium, and
- Compatibility with existing buildings in the area.

In staff opinion, replacing the existing mural in this location is complementary to the subject property and to the other existing buildings in the area.

The BAR previously approved mosaic murals on 5<sup>th</sup> Street SW, and in McGuffey Park. Painted murals were approved by the BAR at a coffee shop on Elliewood Avenue, on the courtyard side of this building, and facing a courtyard opposite the Sacajawea statue on West Main.

**Suggested Motion**

Having considered the standards set forth within the City Code, including City Design Guidelines for Public Improvements, I move to find that the proposed new mural satisfies the BAR's criteria and is compatible with this property and other properties in this district, and that the BAR approves the application as submitted.







## 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

JUL 03 2012

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 4 p.m.

Owner Name	Gabe Silverman	Applicant Name	ROSS McDERMOTT / Charlottesville
Project Name/Description	corner building mural	Parcel Number	MURAL
Property Address	513 West Main		PROJECT

### Applicant Information

Address: 209 Monticello Rd.

Email: ross@thebridgepai.com

Phone: (W) 987-3562 (H)

FAX:

### 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: [Signature] Date: 7/1/12

Print Name: ROSS McDERMOTT Date: 7/1/12

### Property Owner Information (if not applicant)

Address:

Email:

Phone: (W) (H)

FAX:

### Property Owner Permission (if not applicant)

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

Signature: [Signature] Date: 7/1/12

Print Name: Gabe Silverman Date:

Do you intend to apply for Federal or State Tax Credits for this project?

Description of Proposed Work (attach separate narrative if necessary): MURAL DESIGN APPLICATION FOR GABE SILVERMAN'S WEST MAIN BUILDING. MANAGED BY THE CHARLOTTESVILLE MURAL PROJECT APPLICATION IS TO ADDRESS MOVING MURAL TO WEST-SIDE WALL, INSTEAD OF COURTYARD WALL.

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

FEE WAIVED BY JIM TOLBERT.

### For Office Use Only

Received by: [Signature]

Fee paid: Cash/Ck. #

Date Received: 7/3/2012

P12-0106

Approved/Disapproved by:

Date:

Conditions of approval:

fee waived per Jim Tolbert.



20490013





EXAMPLES OF OTHER MURALS





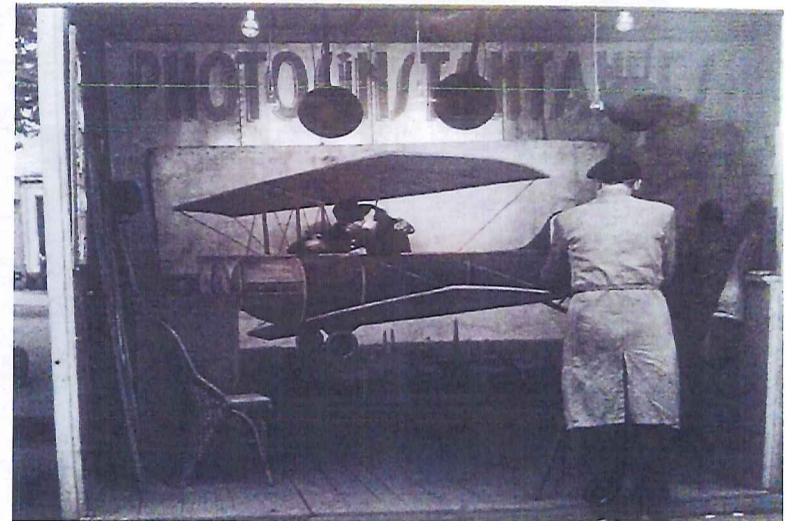
513 West Main\_West facade



513 West Main\_East facade



505 West Main\_West facade



Proposed mural for 513 West Main\_East facade

November 2011

509 West Main Street\_Wall Paintings/Murals

waterstreetstudio  
111 Third Street SE  
Charlottesville, VA 22902  
T 434-295-8173





November 2011

509 West Main Street\_Proposed Courtyard Design

waterstreet  
111 Third Street SE  
Charlottesville, VA 22902  
T 434 795 8122

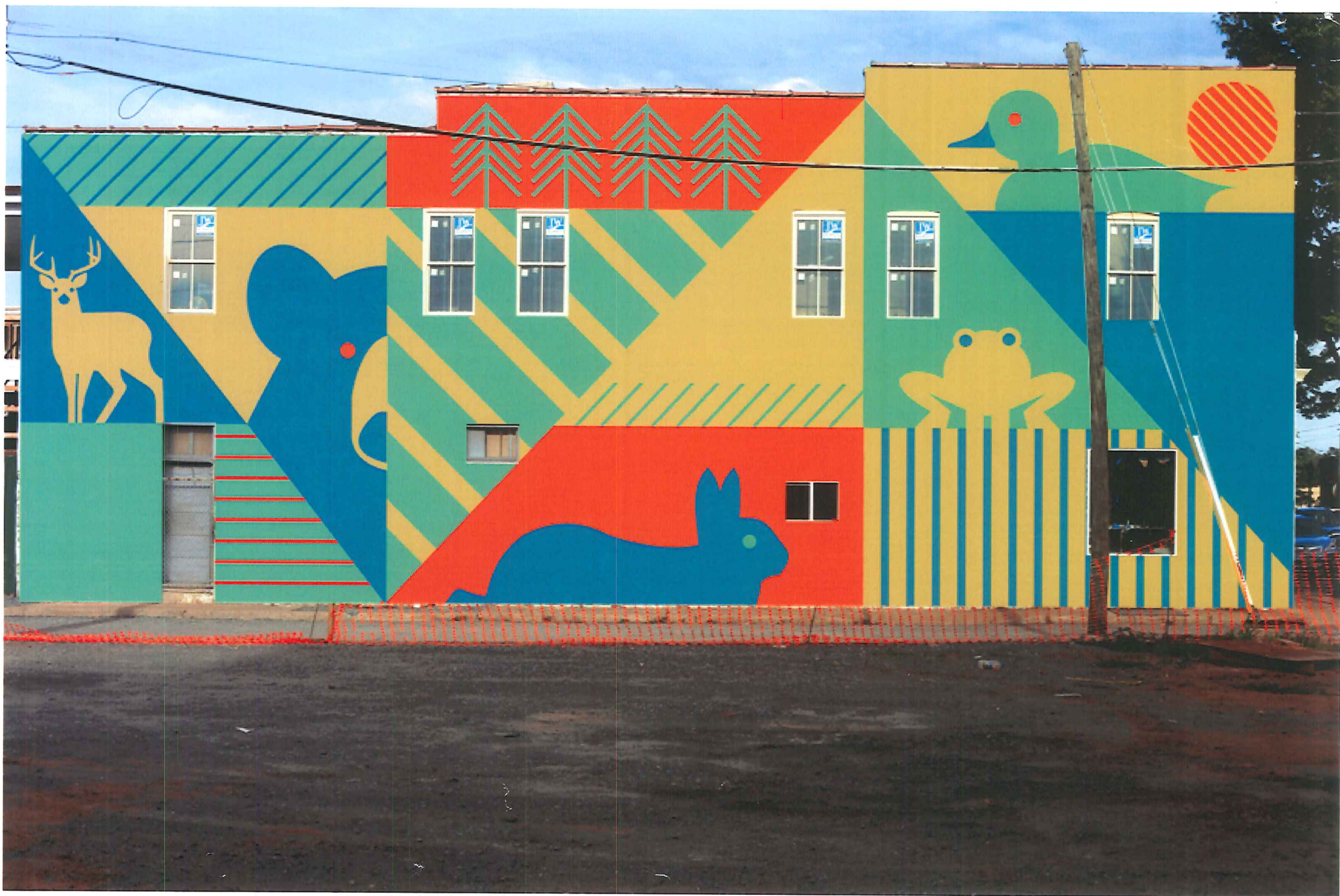












**To:** Mary Joy Scala; BAR

**Subject:** Re: Request a different location for mural

I think that this still meets the guidelines, so would be fine with administrative approval. I would, however, suggest that the approval be contingent on seeing a rendering of the new design mentioned below.

-----  
Syd Knight  
Van Yahres Associates  
Campus Planning and Site Design  
800 East High Street  
Charlottesville, VA 22902  
ph. 434/295.4734 fax. 434/295.6844  
Cell 434/953.3497  
Website <http://www.vanyahres.com>

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**From:** "Scala, Mary Joy" <[scala@charlottesville.org](mailto:scala@charlottesville.org)>

**Date:** Fri, 1 Jun 2012 18:15:12 +0000

**To:** BAR <[BAR@charlottesville.org](mailto:BAR@charlottesville.org)>

**Subject:** Request a different location for mural

This is a request to paint a mural at 513 West Main Street (corner of 6th St NW and W Main), not at the location the BAR previously approved facing the courtyard, but instead on the opposite side of the building that faces west. He intends the mural to cover the entire west wall, which currently contains a faded mural. If I do not hear negative responses, I will approve administratively.  
Mary Joy

-----  
Members of the BAR,

I'm helping produce a mural on West Main, at the building that will become the meatball sub shop. As Director of the Charlottesville Mural Project, Gabe Silverman has asked me to step in and assist him with producing the mural. When I looked at the proposed wall last week, I noticed that the surface is in poor shape. I'm asking for permission to change the site of the already-approved mural to the WEST wall.

The west wall currently has an old mural of flowers. A new mural in its place would greatly increase the quality of the building and beautification along West Main.

While I know the BAR does not specifically approve murals based on the content, I want to make sure they know that the design is going to change from the design that was originally approved. Mr. Silverman provided a photograph of a bi-plane, but I would like for an artist to do an interpretation of that image.

I've asked a new artist, Matt Pamer (local artist and graphic designer at Journey Group), to stay true to Mr. Silverman's requests for a "propaganda/WWII-themed" style. I think you will see a more angular and graphic image, but with the same earth tones and muted colors. The bi-plane will still be the central subject and the words "onward" and "upward" are likely to be included in the composition.

I would be happy to provide you with a rendering of the new design, but it may be at least two weeks before Mr. Pamer is finished.

Thank you for your consideration of the matter.

Please feel free to contact me should you have any other questions.

Ross McDermott  
Director, Charlottesville Mural Project  
434.987.3562 <<tel:434.987.3562>>  
[www.charlottesvillemuralproject.com](http://www.charlottesvillemuralproject.com) <<http://www.charlottesvillemuralproject.com>>

**Mary Joy Scala, AICP**  
Preservation and Design Planner  
City of Charlottesville



## Scala, Mary Joy

---

**From:** Melanie Miller <[melanie@houseofmillers.com](mailto:melanie@houseofmillers.com)>  
**Sent:** Friday, June 01, 2012 4:22 PM  
**To:** Hogg, Brian; Adams, William; Knight, Syd; Scala, Mary Joy; BAR  
**Subject:** RE: Request a different location for mural

Hi- I'm in agreement with Brian and Bill. I would add that given the history of the project(s) I would think this proposed change should be discussed at the regular meeting.

Did the applicant just remove the paint from brick surface from the center building (facing West Main)? I thought we objected to them doing that to the building on the right (that is now painted an un-approved blue color)?

---

**From:** Brian Hogg [<mailto:bhogg@mindspring.com>]  
**Sent:** Friday, June 01, 2012 4:07 PM  
**To:** William Adams; Syd Knight; Mary Joy Scala; BAR  
**Subject:** RE: Request a different location for mural

Bill makes several good points, particularly about the distinction between a sign and an art piece. In either case, I think an important question is its effect on the streetscape - does this draw undue attention to this application and away from the significant features of the building and the other buildings nearby? Seems to me that the answer can only be yes.

Brian

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

**From:** William Adams  
**Sent:** Jun 1, 2012 3:57 PM  
**To:** Syd Knight , Mary Joy Scala , BAR  
**Subject:** RE: Request a different location for mural

They ought to show what is being proposed as it lays out on the West Elevation. I'm not so sure about this one.

Some things to consider:

When is it a mural and when is it signage? Is 'Onward Upward' the name of a business that will occupy the building (a restaurant)?

Nice things about the first proposal: It was less obvious. It did not have a really blatant commercial aspect; it was evocative of something maybe historical (maybe Holsinger per a good suggestion)... but allowed imagination or interpretation. It was in a somewhat protected location, arguably internal to the grouping of buildings, not along a public side street facing a large empty lot with a long view up West Main. It was dark, more recessive, on a side that would be in deep shadow for at least half of the day. And it was only a segment of the elevation.

Is the proposal for the west intended to take up the whole elevation?

When does a 'supergraphic' begin to alter how the building is perceived? Or supersede historic aspects of the structure?

There is a lot going on with this complex of buildings... I guess commercial owners want to generate buzz, excitement, etc. But does that attention-grabbing aspect start to be at odds with the character of the district and the spirit of the original structures?

Is it something one would get tired of looking at? Be hard to miss coming up West Main....

---

**From:** Syd Knight [<mailto:sk@vanyahres.com>]  
**Sent:** Friday, June 01, 2012 3:08 PM



*mural*

**Scala, Mary Joy**

---

**From:** Preston & Julie Coiner <pnjcoiner@embarqmail.com>  
**Sent:** Friday, June 01, 2012 2:37 PM  
**To:** Scala, Mary Joy  
**Subject:** mural

The trellis with roses did not always look as they do now

The one that was done at the same time on the building across the street next to the Baptist Church has fared much better- I guess the east side of buildings get less sun

I would support a different mural on this wall and administrative approval.

As a personal comment I would still prefer something that relates to the area- especially since Holsinger's Studio was a block away and he owned other buildings in the area.

The number of openings will certainly be a motivating factor in whatever is chosen

Preston

CITY OF CHARLOTTESVILLE

*"A World Class City"*

Department of Neighborhood Development Services

City Hall Post Office Box 911  
Charlottesville, Virginia 22902  
Telephone 434-970-3182  
Fax 434-970-3359  
[www.charlottesville.org](http://www.charlottesville.org)



**AFFIDAVIT OF MAILING**

**To File: 513 West Main Street (BAR 12-07-02)**

I, Deronda Eubanks, being first duly sworn, hereby certify that I mailed the attached letter, by first class United States Mail, to the addresses shown on this affidavit on July 3, 2012.

Signed:



Deronda Eubanks

**ADDRESSES**

**See Attachments**

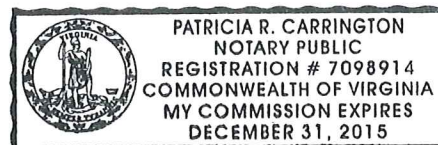
**STATE OF VIRGINIA**

**CITY OF CHARLOTTESVILLE, to-wit:**

The foregoing instrument was acknowledged before me this 10<sup>th</sup> day of July 2012, by Deronda Eubanks.

**My Commission Expires:** December 31, 2015.

  
**Notary Public**



# CITY OF CHARLOTTESVILLE

*"A World Class City"*

## Department of Neighborhood Development Services

City Hall Post Office Box 911  
Charlottesville, Virginia 22902  
Telephone 434-970-3182  
Fax 434-970-3359  
[www.charlottesville.org](http://www.charlottesville.org)



July 3, 2012

Dear Sir or Madam:

This letter is to notify you that the following application has been submitted for review by the City of Charlottesville Board of Architectural Review on property that is either abutting or immediately across a street from your property, or that has frontage on the same city street block.

### **Certificate of Appropriateness**

BAR 12-07-02

513 W Main Street

Tax Map 32 Parcel 172

Ross McDermott, Charlottesville Mural project, Applicant

West Main Street, LLC, Owner

New mural painted on brick wall

The Board of Architectural Review (BAR) will consider this application at a meeting to be held on **Tuesday, July 17, 2012, starting at 5:30 pm in City Council Chambers, City Hall**. Enter City Hall from the Main Street pedestrian mall entrance.

An agenda with approximate times will be available on the BAR's home page accessible through <http://www.charlottesville.org>. If you need more information, please do not hesitate to contact me at 434-970-3130 or [scala@charlottesville.org](mailto:scala@charlottesville.org).

Sincerely yours,

Mary Joy Scala, AICP  
Preservation and Design Planner



513 Wmain (5)

PERKINS, JANICE D REVOCABLE TR THE  
P O BOX 125  
NORGE VA  
23127

MAIN STREET WEST, LLC  
2920 WEBSTER STREET  
SAN FRANCISCO CA  
94123 *owner*

BELL, J F FUNERAL HOME INC  
108 6TH STREET NW  
CHARLOTTESVILLE VA  
22903

MAIN STREET WEST, LLC  
2920 WEBSTER STREET  
SAN FRANCISCO CA  
94123 *owner*

THE SUTTON GROUP, LLC  
700 EAST HIGH STREET  
CHARLOTTESVILLE VA  
22902