

## Werner, Jeffrey B

---

**From:** Werner, Jeffrey B  
**Sent:** Thursday, September 22, 2022 9:10 AM  
**To:** Ben Wilkes  
**Subject:** BAR Actions 9/20/2022 re: mural

Certificate of Appropriateness  
BAR 22-09-02  
113 West Main Street, TMP 330259000  
Downtown ADC District  
Owner: West Mall, LLC  
Applicant: Ben Wilkes/United Way  
Project: Mural at north and west walls  
Ben Wilkes [bwilkes@unitedwaycville.org](mailto:bwilkes@unitedwaycville.org)

Ben:

The CoA for the above referenced project was approved by the City of Charlottesville Board of Architectural Review on September 20, 2022. The following action was taken:

Bailey moved, Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, and Public Design and Improvements, I move to find that the proposed mural at 113 West Main Street satisfies the BAR's criteria and is compatible with this property and other properties in the Downtown ADC District, and that the BAR approves the application as submitted; however, omitting the QR code and pie chart [at the lower section of the mural].

Zehmer, second. Approved 6-0.

[Staff note: The QR code and pie chart were omitted out of concern they are signage subject to the sign ordinance and not permitted on murals.]

For specifics of the discussion, the meeting video is on-line at:

<https://boxcast.tv/channel/vabajtzezyv3iclkx1a?b=nvdouryu5aooohl0rqwxd>

Per the provisions of City Code Sec. 34-280: This CoA is valid for 18 months [from the date of BAR approval]; upon written request and for reasonable cause, the director of NDS or the BAR may extend that period by one year; and this CoA does not, in and of itself, authorize any work or activity that requires a building permit. (Link to Sec. 34-280: [CoA period of validity](#))

If you have any questions, please contact me at [wernerjb@charlottesville.gov](mailto:wernerjb@charlottesville.gov).

Sincerely,  
Jeff

-----  
Jeff Werner, AICP  
Historic Preservation and Design Planner  
City of Charlottesville  
Neighborhood Development Services  
City Hall | P.O. Box 911

610 East Market Street  
Charlottesville, VA 22902  
Phone: 434.970.3130  
Email: [wernerjb@charlottesville.gov](mailto:wernerjb@charlottesville.gov)

**CITY OF CHARLOTTESVILLE  
BOARD OF ARCHITECTURAL REVIEW  
STAFF REPORT  
September 20, 2022**



**Certificate of Appropriateness**

BAR 22-09-02

113 West Main Street, TMP 330259000

Downtown ADC District

Owner: West Mall, LLC

Applicant: Ben Wilkes/United Way

Project: Mural (on rear and side elevation, visible from West Market Street)



**Background**

Year Built: 1913

District: Downtown ADC District

Status: Contributing

111-115 West Main Street is a three-story brick commercial building in downtown Charlottesville. The building has two, two-bay commercial units and is crowned with a projecting cornice at the parapet. Built in 1913, the building originally housed a bakery and a silent movie theater. A theater continued to operate in the western half of the building until 1966; the east half was long home to the *Men and Boys' Shop*.

**Prior BAR Actions**

November 16, 2021 – BAR approved CoA to replace ground-floor retail storefronts.

**Application**

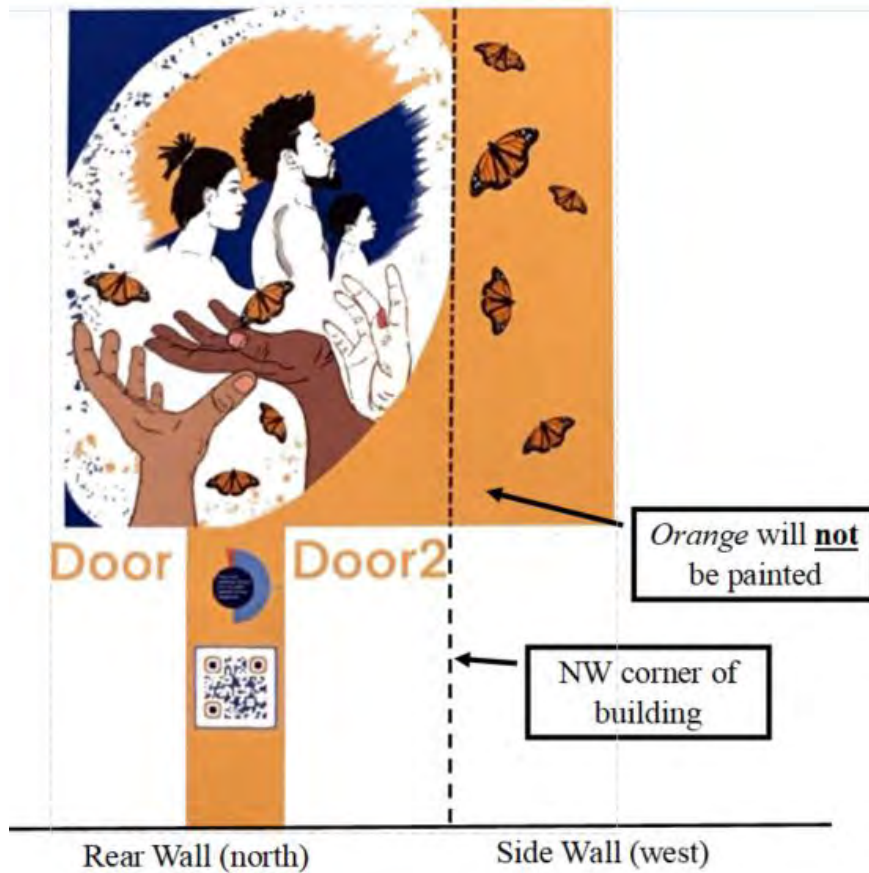
Applicant Submitted:

- United Way of Greater Charlottesville submittal: Mural narrative; diagrams showing location and position of proposed mural; proposed mural design

Paint a mural on the building's rear (side oriented towards Market Street). Mural would wrap building corner and would consist of:

- Large rectangular-framed mural on north elevation
- Discrete painted butterflies on west elevation

Conceptual.



## **Discussion**

The north elevation's brick cladding is already painted. The proposed mural does not obscure or interfere with architectural element--staff finds this portion of the mural appropriate.

The proposed butterflies on the west elevation would be applied on masonry that is currently unpainted. The Design Guidelines do not recommend painting unpainted masonry, so the BAR should discuss if this mural section is appropriate. Staff notes the butterflies are limited in size and number and the west wall is not a primary elevation. (In fact, for several decades it appears this was an interior wall.) The proposed butterflies complement, even complete the mural, and will likely invite people to view the entire mural. If there are concerns, the BAR might reduce the size and/or number of butterflies and establish precise locations; however, staff encourages the BAR to allow them, in some form.

## **Suggested Motions**

*Approval:* Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, and Public Design and Improvements, I move to find that the proposed mural at 113 West Main Street satisfies the BAR's criteria and is compatible with this property and other properties in the Downtown ADC District, and that the BAR approves the application as submitted.

(or with the following modifications/conditions...)

*Denial:* Having considered the standards set forth within the City Code, including City Design Guidelines for Rehabilitation, and Public Design and Improvements, I move to find that the proposed mural 113 West Main Street does not satisfy or the BAR's criteria and guidelines and is not compatible with this property and other properties in the Downtown ADC District, and for the following reasons the BAR denies the application as submitted:...

## **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;
- (7) Any applicable provisions of the City's Design Guidelines.

## **Pertinent Design Review Guidelines for Rehabilitation:**

### **[Chapter 4 Rehabilitation](#)**

#### **K. Paint**

- 1) Do not remove paint on wood trim or architectural details.
- 2) Do not paint unpainted masonry.
- 3) Choose colors that blend with and complement the overall color schemes on the street. Do not use bright and obtrusive colors.
- 4) The number of colors should be limited. Doors and shutters can be painted a different color than the walls and trim.
- 5) Use appropriate paint placement to enhance the inherent design of the building.

## **Pertinent Design Review Guidelines for Public Design and Improvements:**

### **[Chapter 6 Public Improvements](#)**

#### **J. Public Art, Statues, & Fountains**

- 1) Maintain existing features related to public art, statues and fountains.
- 2) Public art is preferred that offers a place-making role in celebrating and communicating the history and culture 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 general character of the site.
- 5) Consider the appropriateness of the sculpture base.
- 6) Public art, statues, and fountains shall be maintained as accessible to the public.
- 7) A mural's appearance, materials, colors, size, and scale should be compatible with the building and historic district of which the building is a part.
- 8) The use of neon, luminescent, or reflective paint or materials is discouraged.
- 9) A mural should not obscure or distort the historic features of a building, and should not cover an entire wall.
- 10) Murals painted on primary facades are rarely permitted and strongly discouraged.
- 11) In general, previously unpainted masonry should be left unpainted.
- 12) Painting directly onto the walls of a non-contributing building, or adding a mural to a previously-painted, non-primary elevation of a contributing building will be considered on a case-by-case basis.
- 13) In general, murals should be created on removable material, not directly on a building wall; installed on framing that allows water to weep between the mural and the wall; and attachments should not irrevocably damage the building.
- 14) Mural art that constitutes a sign shall conform to the sign regulations.

# LANDMARK



# SURVEY

Bibb/Spring 1979

IDENTIFICATION		BASE DATA	
Street Address:	111-115 W. Main Street	Historic Name:	Feuchtenberger Building
Map and Parcel:	33-259	Date/Period:	1913-14
Census Tract & Block:	1-312	Style:	No Identifiable Style
Present Owner:	Sophia P. Tripolas	Height to Cornice:	
Address:	316 <del>Park Way</del> <i>Parkway</i> (#115)	Height in Stories:	3
Present Use:	Men's Clothing Store, Appliance Store (#115)	Present Zoning:	B-4
Original Owner:	E. W. Feuchtenberger	Land Area (sq.ft.):	47.66' x 145'
Original Use:	Bakery; Theatre	Assessed Value (land + imp.):	17.5' x 80' (8310.7 sq. ft.)

## *storey* ARCHITECTURAL DESCRIPTION

This is a large and rather starkly detailed ~~3-story~~ *4-story* 4-bay duplex store building with apartments on the upper ~~levels~~ *has*. Construction is of brick laid in 7-course American bond. The first level has been faced with shallow brick laid in stretcher bond. The western storefront has been modernized, but the eastern one is probably original. It ~~has~~ *has* a recessed semi-elyptical-arched loggia with a round-arched recessed entrance within it, now concealed by a sign across the top of the storefront. The entrance to the upper levels is located between the storefronts and has a pediment on consoles. Each storefront has a narrow decorated cornice, and the eastern one retains its decorated metal frieze also. Above these, another cornice extends across the entire facade. Windows are paired and are the same height at both the second and third levels. They are double-sash, 1-over-1 light, with a single concrete sill and rusticated stone lintel (painted white) for each pair. There is a fluted pilaster with raised dots on the frieze between each pair of windows. A projecting cornice with cornice stops, decorated brackets, and frieze with inset panels and decorative moulding crowns the parapet. Behind it, a tar-&-gravel shed roof slopes gently to the rear.

## *storey* HISTORICAL DESCRIPTION

A ~~three-story~~ *storey* brick building built, according to Alexander, in the third quarter of the 19th century by Sophia Leschot of the grocery and dry goods firm of Flanagan, Abell & Co., stood on the eastern half of this lot; and a two-story brick building once used by the Monticello Bank stood on the western half. E. W. Feuchtenberger bought the lot in 1913 (City DB 25-181), tore down the existing buildings, and erected the present one. He operated a bakery in the eastern half and lived above. The Virginia Theatre showed silent movies in the western half. The building was sold in 1927 to Jefferson-Lafayette Theatres, Inc. (DB 59-261). The present owners purchased it when the theatre corporation liquidated its assets in 1966 (DB 278-79). The Men and Boys' Shop has occupied the eastern store room for forty years. The western store room has housed electrical appliance stores for the last 25 years.

Additional References: City DB 25-323; WB 19-196

## GRAPHICS

### CONDITIONS

Good

### CITY RECORDS

A. G. Costan

### SOURCES

Mrs. Nick Tripolas (Sophia P. Tripolas)

Jack Cohn of Men and Boys' Shop

Alexander, Recollections of Early Charlottesville

Sanborn Maps 1907, 1920

Charlottesville Directories

Stenberger Building

111-115 W. Main Street

PAGE

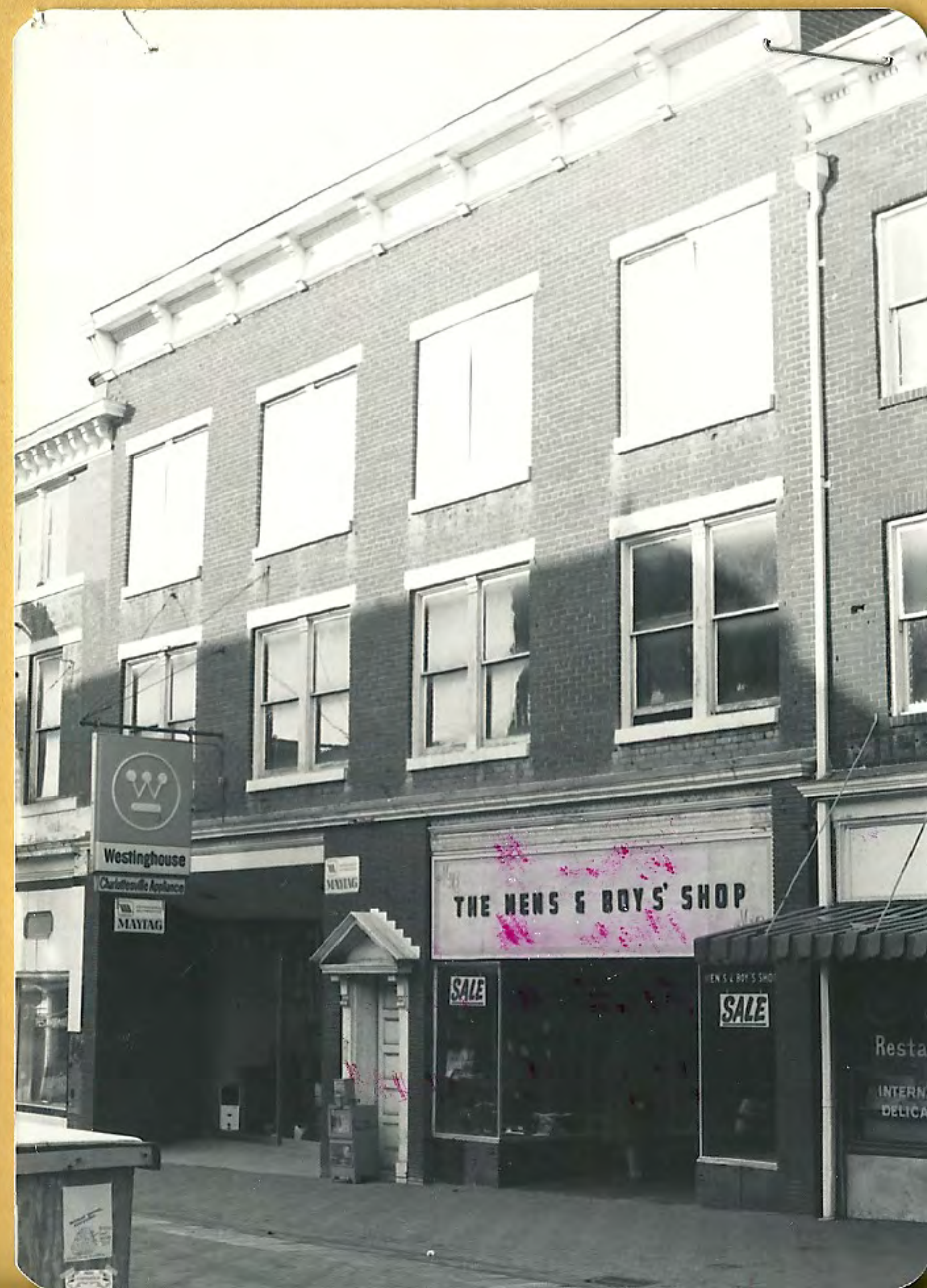
County/City ALBEMARLE

VIRGINIA HISTORIC LANDMARKS COMMISS

111-115 W. MAIN ST

33-259

"81d" (assessor)



# 274





## 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

Please submit the signed application form and a digital copy of submittal and attachments (via email or thumb drive).  
Please include application fee as follows: New construction project \$375; Demolition of a contributing structure \$375;  
Appeal of BAR decision \$125; Additions and other projects requiring BAR approval \$125; Administrative approval \$100.  
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	<u>West Mall, LLC</u>	Applicant Name	<u>Ravi Respeto</u>
Project Name/Description	<u>Mural</u>	Parcel Number	<u>330259000</u>
Project Property Address	<u>11 3 <del>St</del> Main Street</u>		

### Applicant Information

Address: 200 Garrett St. Suite 1  
Charlottesville, Va. 22902  
Email: bwilkes@unitedwaycv.org  
Phone: (W) (804) 615-6040 (C) \_\_\_\_\_

### Property Owner Information (if not applicant)

Address: 112 W. Main St. Suite 5  
Charlottesville, Va. 22902  
Email: charlev@vorkapartments.net  
Phone: (W) (434) 984-4517 (C) \_\_\_\_\_

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.

Ravi Respeto 8/31/22  
Signature Date

Ravi Respeto 8/30/22  
Print Name Date

### Property Owner Permission (if not applicant)

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

Charley Lewis 8/30/22  
Signature Date

Charley Lewis 8/30/22  
Print Name Date

Description of Proposed Work (attach separate narrative if necessary):  
Painted mural on rear (north) wall. see attached

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

<b>For Office Use Only</b>	Approved/Disapproved by: _____
Received by: _____	Date: _____
Fee paid: _____ Cash/Ck. # _____	Conditions of approval: _____
Date Received: _____	_____
<i>Revised 2016</i>	



**United Way of  
Greater Charlottesville**

August 29, 2022

Dear Members of the Board of Architectural Review,

United Way of Greater Charlottesville is pleased to propose an uplifting new mural on a non-primary, previously painted brick façade at 113 W Main Street. The artwork by local muralist Jae Johnson will beautify a previously unremarkable wall and enliven an active corner adjacent to Charlottesville's Historic Downtown Mall.

In producing this mural, United Way seeks to contribute to a diverse and inspirational narrative of Greater Charlottesville, and we are thrilled to do so by working with an artist who was born, raised, and has established his artistic career right here in our community. Additionally, in efforts to work as a partner to the small business community, we hope that this activation of an under-used space in a primary business district will promote tourism and economic prosperity.

The artwork itself communicates a message of unity and collaboration that aligns with the mission of United Way, as well as the interests of our nonprofit, corporate, and public sector partners. Our property contacts at West Mall, LLC have been co-creators in the development of the proposed artwork, and neighboring building occupants including The Haven have been engaged for their feedback and support.

In adherence with BAR guidelines, the design does not obstruct a historic feature and conforms to the character and geometry of the site. United Way of Greater Charlottesville looks forward to working closely with the proposed artist and partners to ensure the successful creation of a vibrant mural that celebrates and connects our community.

Sincerely,

Ravi Respeto  
President & CEO  
United Way of Greater Charlottesville

HISTORIC DISTRICT ORDINANCE: You can review the *Historical Preservation and Architectural Design Control Overlay Districts* regulations in the City of Charlottesville Zoning Ordinance starting with Section 34-271 online at **charlottesville.gov** or at [Municode.com](http://Municode.com) for the City of Charlottesville.

DESIGN REVIEW GUIDELINES: Please refer to the current *ADC Districts Design Guidelines* online at **charlottesville.gov**

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) One set of 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.

APPEALS: Following a denial the applicant, the director of neighborhood development services, or any aggrieved person may appeal the decision to the city council, by filing a written notice of appeal within ten (10) working days of the date of the decision. Per *Sec. 34-286*. - City council appeals, an applicant shall set forth, in writing, the grounds for an appeal, including the procedure(s) or standard(s) alleged to have been violated or misapplied by the BAR, and/or any additional information, factors or opinions he or she deems relevant to the application.

## CHARLOTTESVILLE ARCHITECTURAL DESIGN CONTROL DISTRICTS DESIGN GUIDELINES

### Chapter 1 Introduction (Part 1)

[http://weblink.charlottesville.org/public/0/edoc/793062/2\\_Introduction%20I\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793062/2_Introduction%20I_BAR.pdf)

### Chapter 1 Introduction (Part 2)

[http://weblink.charlottesville.org/public/0/edoc/793063/1\\_Introduction%20II\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793063/1_Introduction%20II_BAR.pdf)

### Chapter 2 Site Design and Elements

[http://weblink.charlottesville.org/public/0/edoc/793064/3\\_Chapter%20II%20Site%20Design%20and%20Elements\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793064/3_Chapter%20II%20Site%20Design%20and%20Elements_BAR.pdf)

### Chapter 3 New Construction and Additions

[http://weblink.charlottesville.org/public/0/edoc/793065/4\\_Chapter%20III%20New%20Construction%20and%20Additions\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793065/4_Chapter%20III%20New%20Construction%20and%20Additions_BAR.pdf)

### Chapter 4 Rehabilitation

[http://weblink.charlottesville.org/public/0/edoc/793066/5\\_Chapter%20IV%20Rehabilitation\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793066/5_Chapter%20IV%20Rehabilitation_BAR.pdf)

### Chapter 5 Signs, Awnings, Vending, and Cafes

[http://weblink.charlottesville.org/public/0/edoc/793067/6\\_Chapter%20V%20Signs%20Awnings%20Vending%20and%20Cafes\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793067/6_Chapter%20V%20Signs%20Awnings%20Vending%20and%20Cafes_BAR.pdf)

### Chapter 6 Public Improvements

[http://weblink.charlottesville.org/public/0/edoc/793068/7\\_Chapter%20VI%20Public%20Improvements\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793068/7_Chapter%20VI%20Public%20Improvements_BAR.pdf)

### Chapter 7 Moving and Demolition

[http://weblink.charlottesville.org/public/0/edoc/793069/8\\_Chapter%20VII%20Moving%20and%20Demolition\\_BAR.pdf](http://weblink.charlottesville.org/public/0/edoc/793069/8_Chapter%20VII%20Moving%20and%20Demolition_BAR.pdf)

113 West Main Street - proposed mural

Indicate location of the proposed mural

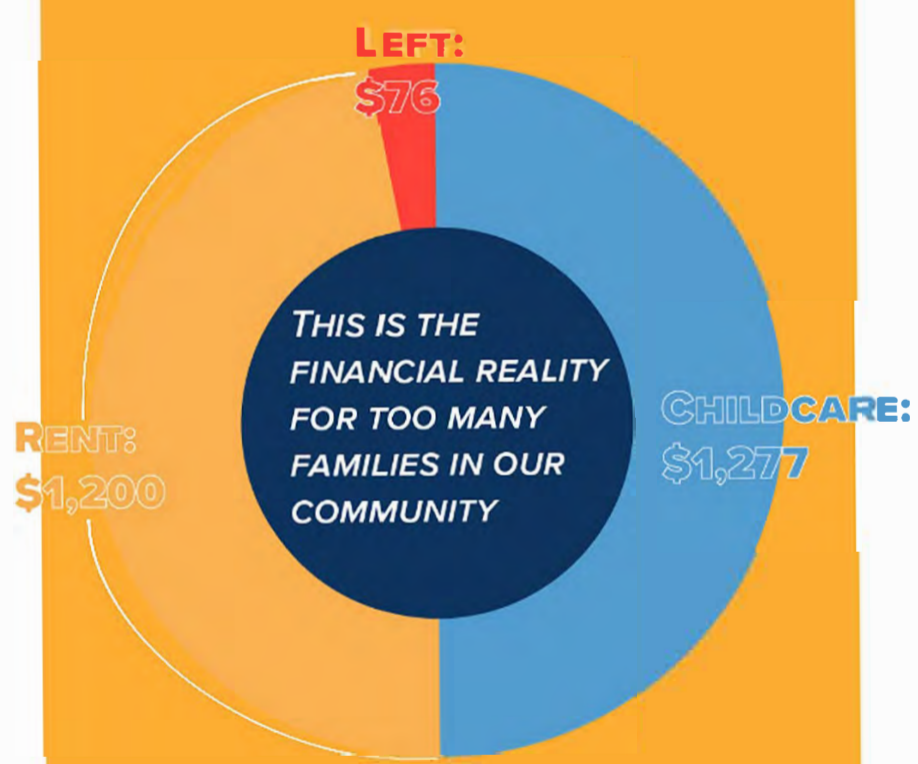


Show general design/concept of the artwork





Door



Door  
2

