



**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 ten (10) hard copies and one (1) digital copy of application form and all attachments.
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 321-323 E Main Street LLC Applicant Name Alan Goffinski
Project Name/Description Stepard Farrey Mural Parcel Number 330226000
Project Property Address 321 E Main Street

Applicant Information

Address: 209 Monticello Road
Charlottesville VA 22902
Email: director@thebridgeworks.org
Phone: (W) 434-215-2000 (C) 434-959-5898

Signature of Applicant

I hereby attest that the information I have provided is, to the best of my knowledge, correct.

Alan Goffinski 2/27/2018
Signature Date

Alan Goffinski 2/27/2018
Print Name Date

Property Owner Information (if not applicant)

Address: 455 Second St. SE #400
Charlottesville, VA 22902
Email: alan@riverhead.com
Phone: (W) 245 4932 (C) _____

Property Owner Permission (if not applicant)

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

Alan Goffinski 2/28/18
Signature Date

Print Name Date

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

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

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

Mural Proposal w/ renderings

For Office Use Only

Received by: O. Eubank Approved/Disapproved by: _____
Date: _____
Fee paid: 125.00 Cash/Ck. # 1319 Conditions of approval: _____
Date Received: 3/1/18
Revised 2016



SHEPARD FAIREY CHARLOTTESVILLE MURAL. 4th STREET

321 E MAIN ST- Parcel ID 330226000- owner: 321-323 E Main Street LLC

This proposal outlines the appropriateness of a mural by renown artist Shepard Fairey on the north-facing wall of 321 East Main Street. The building is located at the northwest corner of East Main Street and 4th Street. The proposed mural will be a permanent beautification to a large indistinct brick surface without prominent structural elements and minimal interruptions to compete with visually.

Shepard Fairey is perhaps the most well-known American muralists and has completed notable murals in cities across the globe. His contribution will be a free and generous gift to Charlottesville. A notable work of art such as this will contribute significantly to the cultural and artistic landscape of the city. Executed properly with input from diverse local artists, collaboration with the Heather Heyer Foundation, support from the owner of the building, and support from the 4th street stakeholders, this project will move perception and representation of Charlottesville in a positive direction forward.

This mural proposal is in collaboration with Heather Heyer's mother and president/co-founder of the Heather Heyer Foundation, Susan Bro. While the proposed mural content will engage the tragic events of August 2017, this will not be an explicit memorial to Heather. More so, this will be a dedication to the equity, peace, kindness, and community engagement that Heather and countless others in this city stand for. Susan is insistent that this mural look forward rather than backward. We are all enthusiastic about seeing a piece of artwork that reflects the best of Charlottesville in a way that is not dismissive of the past. Fairey will collaborate with local artists and the Charlottesville Mural Project to make sure this piece is positive, inclusive and representative of Charlottesville. The Charlottesville Mural Project and The Bridge Progressive Arts Initiative are committed to offering support--logistical, creative, and otherwise--for the duration of this project, ensuring positive outcomes.

View of 321 East Main Street from the north, looking south down 4th Street.



***Example rendering. Design is in process at time of submission.**

***Design is representative of artists work and intention.**

***Charlottesville Mural Project will present design rendering at March BAR meeting.**

PROPOSAL FOR LOCAL INCLUSION.

In order to stay responsive and sensitive to the Cville community and in an effort to promote diverse perspectives, The Bridge Progressive Arts Initiative and the Charlottesville Mural Project propose involving photographer Eze Amos and social practice artist Destinee Wright in the conceptualization of this mural. Both are artists we have worked with in the past we and can vouch for their talent. Design and execution will be in the hands of Shepard Fairey. Involvement of Eze Amos and Destinee Wright will provide a helpful creative lens through which Shepard can view the Charlottesville community. This will assist in the conceptualization of an informed, responsible, well-received design. By listing Amos and Wright as collaborators, this is also an excellent opportunity for Shepard's gift to Charlottesville to stretch further and lend credibility to worthy work being done by Cville's own.

[The Bridge Progressive Arts Initiative](#) and the [Charlottesville Mural Project](#) will remain fully involved and engaged so that that Shepard can collaborate meaningfully and swiftly with these Cville artist. We acknowledge the generosity of this gift to Charlottesville and want to make this collaboration with local artists as seamless as possible while facilitating the creation of a powerful, relevant piece.

INTRODUCING EZE AMOS



ABOUT EZE AMOS (PHOTOGRAPHER): Portrait, event, and street photography are among Eze's strongest talents. As a long time resident with a family, home, and career in Cville, Eze is extremely invested in the community. In both a personal capacity and as a staff photojournalist for the local newspaper, Eze was present during all white nationalist action in 2017 and at virtually every subsequent press conference, memorial, and rally. His projects capturing everyday people on the Downtown Mall and documenting families displaced from

the vinegar hill neighborhood speak to the quality and thoughtfulness of his work and his suitedness to this project.

"Maybe it's my roots in West Africa, but for me it all comes down to family and community. There's nothing like the privilege of helping people see what I see -- the beauty tucked within each moment of relationship. I pay attention. I look for what's real."

INTRODUCING DESTINEE WRIGHT



ABOUT DESTINEE WRIGHT (SOCIAL PRACTICE ARTIST): Destinee Wright is a University of Virginia alumna with her Bachelor's in Women, Gender and Sexuality. She is a successful small business owner, regional artist and social justice advocate. Destinee Wright began the Solidarity Cards Project after the 2016 election results. The idea for this engagement practice emerged as Wright noticed a trend during a number of community events. Attendees at these gatherings seemed to benefit greatly from the opportunity to discuss things on their minds. Wright wanted to find a way to provide that cathartic release while creatively capturing their feelings and concerns. The Solidarity Cards Project has evolved into an anonymous platform for participants to openly voice their thoughts about not only our current political climate, but all sorts of social justice and global issues.

HOW ARTIST COLLABORATION WILL HAPPEN

Destinee Wright: Destinee's *Solidarity Cards Project* has already garnered hundreds of useful responses that will inform the motif of Shepard's work. Working with the Charlottesville Mural Project, outreach may be done to solicit card responses more specifically catered to gathering info for Shepard's work. Working with additional artists and involved community members, we are distilling this info to provide some text to inspire design concepts and possibly even be incorporated into the design. Destinee's Solidarity Card Project will be exhibited during a completion party celebrating the success of the mural.

Eze Amos: Shepard Fairey's work often includes strong portrait elements. Eze has an extensive collection of powerful images of local faces and places that can be used as a starting point for Shepard's work. This will inform Shepard's process and be included into the design of a mural like the Silver Lake, LA "[American Dreamers](#)" mural or the Costa Mesa, CA "[Welcome Home](#)" mural. Much like enlightenment portrayals of "Justice" or the Statue of Liberty, portraits will not be representative of a specific hero or notable figure.

ADDITIONAL CONSIDERATIONS

A celebration of this mural will be in order! Business owners and employees along 4th street have been enthusiastic about contributing to this project in some significant way. This support includes building tenants such as Ting and WillowTree Apps as well as other businesses such as The Pie Chest and Thriving Cities. A block party (food, music, etc) will be a perfect opportunity to celebrate some new colors on the wall and allow community stakeholders to show their support and involvement in this project.