

Near West | Design Review Committee



March 8th, 2023

David Jurca, Committee Chair

Matt Moss, Committee Administrator, City Planning

Near West | Design Review Committee

Cleveland City Planning Commission

Community Comments

- Any and all community members may provide their written comments, thoughts or questions regarding the projects presented to the committee for review and approval. Community members may also telephone their comments or questions to the committee administrator.
- All comments, thoughts or questions must be submitted to the committee administrator no later than 48 hours before the start of the meeting.
 - Submission may be made by email to **xxxxxxxx@clevelandohio.gov**
 - Submission may be made by phone to **216 – 664 – xxxx**
- Public comment or submissions made after the deadline will not be heard by the committee.
- Community Member's thoughts, comments or questions will be read into the record during the course of the meeting for committee consideration and applicant answering, if they so wish. Phone submissions will be summarized by the administrator prior to submission into the record.
- The applicant of the project is under no obligation to answer any community questions.

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Virtual Meeting Regulations & Procedures

- The meeting shall be conducted according to Robert's Rules of Order.
- Actions during the meeting will be taken by voice vote.
- Abstentions due to a conflict of interest should be stated for the record prior to the taking of any vote.
- No presentation submissions will be accepted after the deadline.

- The Chair will begin the meeting and ask for roll call of the Committee & Applicants.
- The administrator will introduce the first project & provide some background information.
- The meeting will then will be turned over to the applicant to proceed through their presentation.
 - Committee comments will be limited during this period to facilitate a smooth presentation; Please use the raised hand feature.
- Once the presentation has concluded the administrator will read any received comments.
- The committee will then begin deliberations & project review.
- After deliberations & review concludes the committee will render its recommendation and vote.
- After the vote, the applicant(s) may leave the meeting and the administrator will introduce the next project.
- All projects will follow the same format until all projects are heard by the committee.
- Once all projects are heard, the Chair will call for any committee / administrator reports.
- After all reports have been heard, the Chair will adjourn the meeting.

Near West Design Review Advisory Committee

Agenda



NEW BUSINESS

NW 2023 – 006 | Guatemala Mural – Final Approval (C)

New proposed mural in the Clark Fulton Neighborhood

- Project will be reviewed at next available CPC meeting

Guatemala Mural

2966 West 25th Street



Guatemala Mural



Partners:

- Tessa LeBaron: leader visual artist residing right down the street from the Clark-Fulton neighborhood. Tessa has completed over 30 murals in Northeast Ohio in the past five years. She has an art studio located at Negative Space gallery in Cleveland where she paints, hosts art exhibits and fosters relationships within the community.
- Paige K: Visual artist and landscaper in Cleveland. Paige utilizes her surroundings to visualize her art pieces and has completed multiple murals in Cleveland. She has combined both her visual art and landscaping experience into landscape design.
- Hector Castellanos Lara is a Cleveland artist who grew up in Guatemala. He is a multimedia artist that works with acrylic ink, paper mache, chalk art and has done past mural work. Hector is involved with community members and promotes art and culture such as the Day of the Dead parade in Cleveland. He currently has an art studio in the Hildebrandt building which is located in the Clark-Fulton Neighborhood.
- Shawn Mishak: a poet, artist, writer, curator, musician, journalist and filmmaker. He currently covers visual arts for Cleveland Scene Magazine. He has been making art and curating art shows in Cleveland since 2000.

Neighborhood Feedback:

Located in the Clark-Fulton area. Requested and approved by building owner Gary Grace. Encouraged and in collaboration with artist Hector Castellanos Lara.

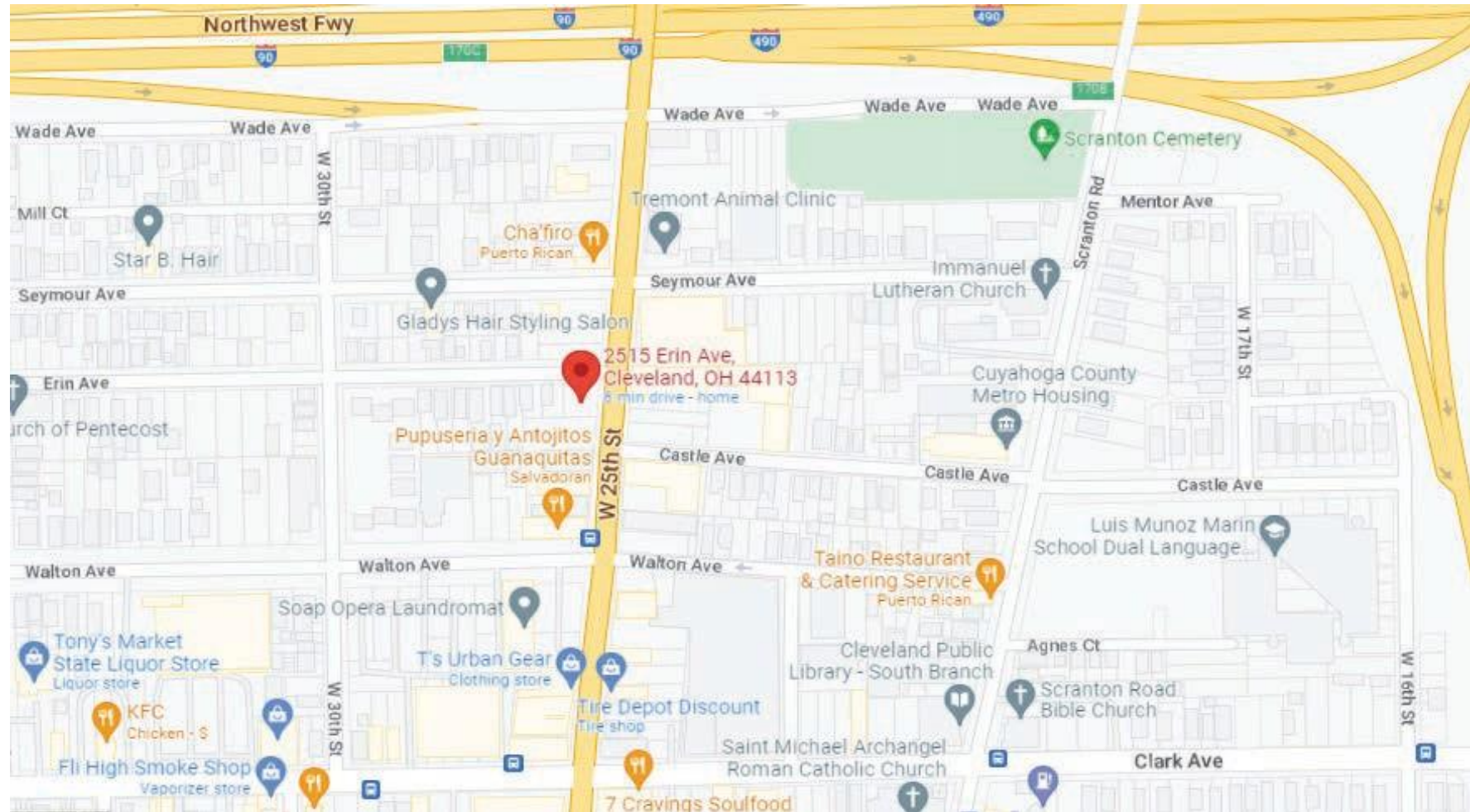
Funding:

Neighborhood Connections

Guatemala Mural



Location: Between 2966 West 25th street and 2515 Erin Ave, Cleveland, OH 44113
Right off West 25th street, across from the PIVOT Art Center



Guatemala Mural



Plan: My vision for the mural to be displayed at 2966 West 25th street, located in the Clark-Fulton neighborhood will be inspiring, cultural and celebrate diversity. The aim is to embrace culture, specifically Guatemalan culture while elevating the neighborhood with beauty and vitality.

The artwork will convey what nature has to offer; growth and progression while representing the vibrant art scene in Cleveland



The wall now:
Dimensions: 80 feet wide x 15 feet high

Guatemala Mural



Pedestrian view going south



View from PIVOT center parking lot



Tessa LeBaron - mural artist

- past public artwork in Northeast Ohio



Final design

Guatemala is best known for its volcanic landscape, fascinating Mayan culture and the colorful colonial city of Antigua. My vision for the mural is to depict the natural landscape and colorful plants such as vibrant hibiscus, graceful gerbera flowers and the tall elegant calla lilies in the fore-ground. I would also like to include the country's symbolic bird; the Resplendent quetzals which are also known as Guatemalan quetzals.

This will represent freedom, self-expression, integrity, and progression. The background depicts La Feria de Barriletes Gigantes, (the Festival of the Giant Kites). The handmade kites fly in the sky to honor loved ones and the departed. The hills are layered with patterns similar to the Mayan textile designs that are seen in many weaving traditions native to the country.



Mock up



Adjournment of Near West DRAC

