

MURAL PERMIT APPLICATION

Applicant: _____	Mural Contractor: _____	
Project Location (Street Address): _____	Zone District: _____	Fee: \$50.00 Per Mural Date Paid: _____

Note: If C-3 District, please download DHPC Mural Guidelines on the City of Decorah website or pick up a copy at Decorah City Hall. 400 Claiborne Drive. Decorah, IA 52101

DHPC Review Date: _____

Note conditions of DHPC review, if any:

Information Required To Be Submitted With This Application:

- 1) Accurate scaled drawing, rendering, or photo if existing, of the requested Mural(s).
- 2) The type of Mural (i.e., fascia, awning or marquee, wall, window, etc.)
- 3) Specifications, written description, and Mural dimensions, including height, width, substrate and illumination.
- 4) Accurate scaled drawing or rendering of building elevation(s), showing the location of mural(s), lighting features; light fixture type, lumens, and any other relevant information.
- 5) All Murals requested within the C-3 district will be subject to review and recommendations by the Decorah Historic Preservation Commission.

The undersigned applicant acknowledges that the Mural requested by way of this Application is entirely within the property at the location indicated; any maintenance determination is the sole responsibility of the applicant; that he/she is the owner of record or is duly authorized to represent the owner in the pursuit of this Application; and agrees to comply with the mural guidelines and regulations recognized and established by the DHPC for the City of Decorah and other zoning regulations as applicable.

Applicant or Representative: _____

Date: _____

(To be completed by City of Decorah)

Fee: _____ Date Paid: _____

Permit Approved by: _____ Date: _____
(Zoning Administrator)

MURAL GUIDELINES FOR DECORAH'S C-3 DISTRICT

Developed by the Decorah Historic Preservation Commission (October 2021)

The City of Decorah encourages public art of all kinds. Like building rehabilitation and signage, murals in the C-3 district are defined as an "Alteration" (see "Definitions" 15.04.020) and therefore require a permit before the project is begun. Because large-scale murals have the potential to conflict with and diminish the artistry of existing architecture, the City has developed the following guidelines. These guidelines apply specifically to building paintings with artistic purposes; commercial signage is governed by Code Chapters 15 and 17.

These guidelines draw upon 2019 State Historic Preservation Office recommendations and illustrate the principles and specifics of Decorah municipal Code Chapter 15, with special emphasis on preserving the C-3 district's historic character. (In 2017, the Decorah Commercial Historic District was included on the National Register of Historic Places.) The most pertinent sections are these: Purpose and intent (15.04.010, notably A); Procedure for Issuance of a Permit (15.05.050, notably B); Standards for Review (15.04.050, notably the introduction, A. Materials, D. Facades, and the accompanying paragraph on "Street level facades", and G. Color); Building and Property Maintenance (15.08.010, notably 15.08.030, C, D, H, and 15.08.040.A).

1. Murals should not be painted on a building's primary elevation. The primary elevation is the side (or sides) of a building that (1) defines the building's architectural style and massing (shape and size), or (2) forms the business's main or primary entrance, or (3) faces the busiest street. Murals are encouraged to be painted in alleys, or on side-streets.
2. Murals should not cover or obscure architectural details.
3. Unpainted masonry (brick, stone) should not be painted.
4. In order to preserve a building's architectural integrity and make its overall massing clearly visible, murals should not cover the building's entire elevation. For example, a neutral or unpainted border could surround a mural to ensure the building's overall massing is visible.
5. Given the permanence of paint, muralists are encouraged to consider painting on wall-mounted panels.
6. In order to facilitate regular maintenance and potential removal, owners and muralists are strongly encouraged to develop written contracts, photographic documentation, materials list, etc.
1. As with any building alteration, owners planning a mural are encouraged to communicate with the owners of neighboring properties.



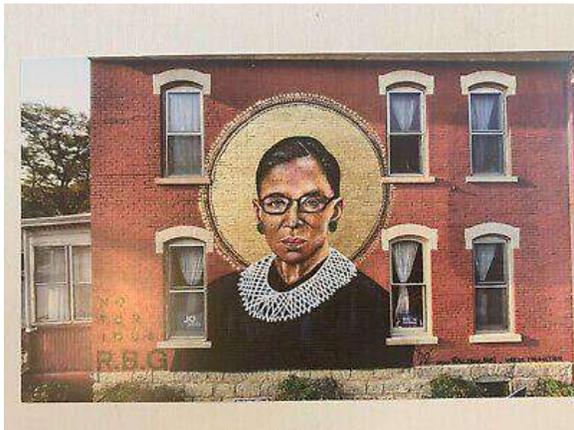
Even with its strong design and colors, this mural does appropriately preserve the historic, building-defining architectural details along the building's right and top sides. Also, the mural is framed by this architectural detailing on the right and top sides and by the attached outside stairway along the left side, and therefore does not obscure the building's overall shape and mass. It would have been preferable if the mural had also preserved details of the windows.



This mural captures the energy of its subject, but maintains an expansive neutral framing background above the mural, so that the building's shape is still readily apparent.



By limiting the mural to the boundaries of a large loading door, this muralist has honored the building's unpainted brick and overall shape, while creating a vivid, thought-provoking image.



By working within an open space between the stone foundation and the first and second-story windows and leaving open space below the roofline, this mural, although large-scale, does preserve this previously-painted brick building's fundamental character.