Mural Proposal

Hellbender Endangered Species

140 S. Depot Street/Farmers Ski Shop INC

The Downtown Boone Development Association (DBDA) would like to request advisement from the Historic Preservation Commission on a proposed expansion of the current Hellbender mural for the side of the wall of 140 S. Depot Street, Boone, NC 28607.

Property Information

Address:

140 S. Depot Street, Boone, NC 28607

Zoning District:

Central Business

Jurisdiction:

Municipal Service District

Parcel Number:

2900890070000

Applicants Names(s):

Robin Greene in partnership with the DBDA.

Property Owner(s) Name:

Farmers Ski Shop INC
Representative- Robin Green

Contact Information:

Robin Green – greenerobi@gmail.com 828-406-9294

Landmark District Information:

Downtown Boone Historic District

History of the Building:

In 1920, the building was completed and initially housed the Watauga Motor Company until it later became the "city hall" for the Town of Boone and has been home to a variety of different businesses throughout the years, most notably the Farmer's Ski Shop. The building currently

houses Boone Fly Shop on the top floor along with Magic Cycles and Highlife Smoke Shop on the bottom floor.

Letter of Approval from Building Owners:

Robin Greene, as representative of Farmers Ski Shop INC, verify permission to apply the Hellbender mural to the property located at 140 S. Depot Street, Boone, NC.

Project Details:

Costs:

$10,500

Project Type:

Public Art/ Wall Mural

Artist Information:

Ralph Josh Johnson with Johnson Art and Design

Paint Process/Materials:

The proposed mural will be done in acrylic spray paint and latex exterior paint.

Project Importance

The proposed expansion of the Hellbender mural builds upon the success of the original installation by creating a more cohesive and immersive work of public art in downtown Boone. The mural celebrates the Eastern Hellbender, an iconic species of the Appalachian region, while highlighting the important conservation, research, and habitat restoration efforts taking place throughout the High Country.

As home to nationally recognized Hellbender research through Appalachian State University and significant watershed conservation initiatives, Boone is uniquely positioned to tell this story through public art. Expanding the mural will further promote awareness of the region's natural heritage while enhancing the visual character of a highly visible downtown space.

The project will also help address recurring graffiti on the adjacent wall by transforming an underutilized surface into a valued community asset. Public art has proven to be an effective tool for discouraging vandalism while creating more welcoming and engaging public spaces.

By extending the existing mural, the project continues a successful collaboration between local artists, conservation organizations, and community partners while contributing to the vibrancy, identity, and sense of place that make downtown Boone unique.