



Memorandum

To: Planning Commission
From: Thomas Dansie, Director of Community Development
Date: August 16, 2024
Re: Public Art Policy Revisions: Changes to the Town's Standards for Display of Murals

Executive Summary

The Planning Commission has discussed changes to the Town's regulations of murals in previous work meetings. These regulations are found in the Town's Public Art Policy. The attached draft reflects the Commission's previous discussions and direction to staff on this issue.

The Commission should discuss the proposed Public Art Policy and make a recommendation to the Town Council whether or not to adopt the changes.

Changes Since the Last PC Work Meeting

Staff has made the following changes to the Public Art Policy after the Commission's discussion at the August work meeting:

- Clarified that murals may not be displayed on or affixed to natural objects such as rocks, hillsides, or vegetation.
- Clarified the 250 square foot size limit for murals applies to the total area of all murals on a property.
- Modified the language regarding mural height standards to read more clearly.

All other parts of the policy are the same as the Commission has previously reviewed.

General Plan Guidance Regarding Murals

The General Plan does not contain any specific references to murals. The Plan has quite a bit of content regarding the appearance of buildings and structures. The Plan emphasizes the need to preserve and protect the Town's village character. The Plan also contains direction on promoting public displays of art throughout the Town and enhancing the Town's image as an arts community. The Commission should determine whether or not the proposed regulations for murals displayed on buildings will promote the dual goals of preserving the Town's village character and promoting public displays of art.

The Commission may wish to reference the following sections of the General Plan.

Vision Statement Summary

Springdale will remain the distinctive small town residents and visitors cherish. It is and will continue to be one of the most desirable places in the State of Utah to live and visit. The Town is committed to maintaining its unique character and village atmosphere, and will actively guard

against becoming a generic gateway community. This vision recognizes that new growth and development will occur, and emphasizes the need to guide such development to keep Springdale the unique place it is today and prevent it from becoming “anywhere USA.”

Land Use and Town Appearance SUB -GOAL A.

Maintain Springdale's identity as a unique village within a spectacular scenic setting and preserve the Town's distinctive small community feel and atmosphere.

Land Use and Town Appearance SUB -GOAL A(5).

Development along SR9 should be regulated by enhanced architectural control.

Land Use and Town Appearance SUB -GOAL B(1).

The Planning Commission will update the Town's architectural standards and design guidelines to require that the appearance and design of all new development promotes the Town's village character.

Parks, Recreation, and the Arts SUB-GOAL B.

Promote public art and performing art throughout the community to enhance the quality of life, promote the reputation of Springdale as an arts community, and add interest to the Town's visual appearance.

Planning Commission Action

The Commission should review the proposed revisions to the Public Art Policy. The Commission should decide whether or not the revised standards for murals in the Policy will help promote the goals and objectives of the General Plan. Based on the Commission's review and findings in this matter the Commission should make a recommendation to the Town Council whether or not to adopt the revised Public Art Policy.

The Commission may wish to use the following sample motion language:

*The Commission recommends **Approval / Denial** of the revised Town of Springdale Public Art and Art Review Board Policy, as presented in the Commission's meeting of August 21, 2024. This motion is based on the following findings:*

[LIST FINDINGS]

Town of Springdale Public Art and Art Review Board Policy

Section 1 – Purpose

The Town of Springdale values public art. The Town promotes a community where creativity and artistic expression complement the majestic natural surroundings. This policy establishes guidelines for the display of art on public grounds and buildings. It also establishes standards for displaying artistic murals on residential and commercial buildings. The intent of this policy is to allow and encourage publicly displayed art that is compatible with the Town's natural surroundings and village character.

Section 2 – Definitions

Mural: The mix of colors, designs, shapes and other design elements painted or permanently affixed onto a vertical or near vertical surface of a structure for the purpose of artistic display.

Public Art: Any visual work of art displayed for two weeks or more in an open publically owned area, on the exterior of a public facility, inside any town-owned facility in areas designated as public areas, or on private property if the work of art is installed or financed, either wholly or in part, with town funds or with grants procured by the town.

Work of Art: Includes but is not limited to the art forms of sculpture, monument, mural, fresco, relief, fountain, banner, benches, architectural furniture, and performance art facilities. Includes the art mediums of weaving, carving, painting, assemblage, collage, casting, and sculpting.

Section 3 – Art Review Board

The art review board oversees the town's public art program and makes recommendations to the Planning Commission regarding murals on private properties. The art review board is composed of five positions. Three of the positions are "permanent positions" and two positions are "rotating positions" as follows:

- two permanent positions from the local arts and humanities council
- one permanent position from the town council
- two rotating positions, filled by artists with expertise in a particular medium

The artists filling the rotating positions are chosen by the three permanent positions. The artists are selected based on their expertise and experience with the issues, projects, and proposals the art review board is currently reviewing.

The persons filling the permanent positions serve until they are replaced by the arts and humanities council or the town council, as applicable. The artists filling the rotating positions serve for a term of one meeting and are selected anew each time the board meets.

Section 4 – Public Art Review Process

Except for art displayed in the Canyon Community Center, all public art installations will be reviewed by the art review board. The art review board will develop criteria for evaluating and selecting public art installations. After holding a public meeting to review a proposed public art installation, the review board will make a recommendation to the town council whether or not to approve the public art installation. The council will then approve or deny the public art installation.

Section 5 – Mural Review Process and Standards

Murals in General

As an arts community, the Town encourages murals that are consistent with the Town's village character and its natural setting in Zion Canyon. Murals that complement the architectural or natural setting of a property can help add interest and variety to the built environment and help promote the Town's image as an arts community. All murals in the Town should help promote these goals.

Mural Standards

Murals shall conform to the standards listed below. The art review board shall use these standards when reviewing applications for murals. The art review board shall approve a mural, or make a recommendation for approval, only after finding the mural complies with these standards.

- The mural must be compatible with and related to the historical, geographical, or natural context of Springdale and Zion Canyon.
- The mural will not create a traffic hazard or otherwise compromise safety in the town.
- The mural must promote and enhance the Town's village character, as described in the General Plan.
- Murals may not be displayed on or affixed to natural features such as rocks, hillsides, or vegetation.
- The size of the mural must be consistent with the architectural scale and feel of the building or setting. In no case may the cumulative area of all murals on a single property be greater than 250 square feet.
- Murals are separate and distinct from signs. A mural may not be used as a sign. Murals may not advertise businesses, products, or services and may not convey messages that would otherwise be conveyed by signs. This standard applies to any direct or indirect advertising or signage elements.
- In general, murals should be positioned close to the level of the grade adjacent to the structure. The preference is for murals to be designed such that the top of the mural is no more than eight feet above the adjacent grade. When the nature of the site or the artistic theme of the mural demands, murals may exceed eight feet above adjacent grade. However, in no case may any portion of a mural be more than 15 feet in height above the adjacent grade.
- The majority of the area of the mural must contain colors that are shown on the Town's color palette for signage. Other, less significant, portions of the mural may use colors not on the color palette as an artistic contrast or to highlight a particular component or point of interest in the mural.

- Mural colors that are not on the color palette must be compatible with the existing natural and built surroundings of the site.
- Colors that detract from the natural vistas of Zion Canyon are not permitted, whether or not they are on the color palette.
- An applicant who requests a mural color that is not on the Town's color palette for signage has the obligation to demonstrate why the color is necessary and integral to the design of the mural and why no color on the palette could effectively be used in its place.
- Murals in residential zones must meet the following additional requirements:
 - If the mural is visible from outside the property on which it is located all colors used in the mural must meet the Town's color palette for buildings and structures.
 - If the mural is visible from any portion of the SR9 right-of-way the mural is limited to 100 square feet in total area.

Mural Review Process

The review and approval process for murals is based on the nature and location of the mural. The following table outlines the different review and approval processes for different categories of murals.

Category of Mural	No Permit or Review Required	Art Review Board Approval	Art Review Board Recommendation, Planning Commission Approval
Murals not visible from any location outside of the property on which they are located.	X		
Murals that are not in a residential zone, AND: <ol style="list-style-type: none"> 1. only use colors which are on the Town's color palette for signage, OR 2. are 100 square feet or less in size. 		X	
All other murals.			X