



Memorandum

To: Town Council
From: Thomas Dansie, Director of Community Development
Date: February 7, 2025
Re: Resolution 2025-05: Revisions to the Town's Public Art and Art Review Board Policy

In 2021 the Town adopted Resolution 2021-26 which established the Town's policies for the display of public art and created the Art Review Board (ARB).

As created by that resolution the ARB is a five member board with two permanent members who are also Town Council members, and three rotating members. The three rotating members are selected each time the board meets based on the specific issues being discussed. For example, if the ARB meets to discuss the display of a sculpture as public art, the three rotating members would be selected based on their knowledge and experience with sculpture.

In practice it has been difficult to find three members of the community with expertise in a specific art medium who are willing and available to participate in an ARB meeting on short notice when the need arises. To make scheduling ARB meetings more efficient, staff and Council Member Burns suggest making all five members of the ARB permanent members.

The attached revision to the Public Art and Art Review Board Policy will make this change.

Staff notes both the Planning Commission and Town Council have recently discussed other changes to the Public Art and Art Review Board Policy related to murals. Those contemplated mural policy changes are not part of the presently proposed revisions to the Policy. If the presently proposed changes to the ARB composition are approved staff will schedule an ARB meeting to review the mural policy changes. After recommendation from the ARB those changes could come back to the Council for review.

Council Action

The Town Council should review the proposed changes to the Public Art and Art Review Board policy related to the composition of the ARB. If the Council supports these changes the Council should approve Resolution 2025-05.



RESOLUTION 2025-05

A RESOLUTION OF THE SPRINGDALE TOWN COUNCIL UPDATING THE PUBLIC ART AND ART REVIEW BOARD POLICY BY REVISING THE COMPOSITION OF THE ART REVIEW BOARD

Whereas, as outlined in the General Plan, the Town values the display of public art and encourages displays of art that promote the Town's identity as an arts community; and

Whereas, in 2012 the Town Council adopted Resolution 2012-26 which established the Art Review Board (ARB), whose function is to advise the Town Council and Planning Commission on public art issues; and

Whereas, the Town Council desires to amend the make up of the ARB to by having five permanent members rather than two permanent and three rotating members; and

Now therefore be it RESOLVED by the Springdale Town Council that the attached Public Art and ART Review Board Policy is adopted as the Town's official public art policy, and replaces any prior versions of such policy.

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 an exterior building wall for the purpose of artistic display.

Public Art: Any visual work of art displayed for two weeks or more in an open publicly 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 and Town Council regarding the display of public art. The art review board also reviews murals on private properties as outlined in this policy.

The art review board is composed of five members~~positions~~. The members of the art review board are appointed by the Mayor with the advice and consent of the Town Council. Art review board members are selected based on their familiarity with the principles of large scale works of art. If possible, members of the art review board should have experience designing, reviewing, installing, or otherwise being involved with works of public art. Members of the art review board serve two year terms, which can be renewed with the consent of the Town Council. ~~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 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 Residential Zones

Murals may be displayed in the residential zones on the rear wall or interior courtyard walls of buildings in the residential zones, as long as the mural is not visible from adjacent properties or streets. There is no review process required these murals. Murals in the residential zones that are visible from adjacent properties or streets may be displayed subject to the following standards:

- The mural will not create a traffic hazard or otherwise compromise safety in the town.
- The mural must be compatible with and related to the historical, geographical, or natural context of Springdale and Zion Canyon.
- All colors used in the mural must be on the town's adopted color palette.
- The size of the mural must be consistent with the architectural scale and feel of the building or setting.

The art review board will review all requests for murals in residential zones that are visible from adjacent properties or streets. The art review board will hold a public meeting to consider such requests, and then make a recommendation to the planning commission whether or not the

proposed mural meets the standards above. The planning commission will then approve or deny the proposed mural.

Murals on Publicly Owned Buildings and Walls

Murals may be displayed on publicly owned buildings and walls on publicly owned properties. Murals on public buildings must meet the following standards:

- The mural will not create a traffic hazard or otherwise compromise safety in the town.
- The mural must be compatible with and related to the historical, geographical, or natural context of Springdale and Zion Canyon.
- All colors used in the mural must be on the town's adopted color palette.
- The size of the mural must be consistent with the architectural scale and feel of the building or setting.

The art review board will review all requests for murals on publicly owned buildings and walls. The art review board will hold a public meeting to consider such requests, and then make a recommendation to the town council whether or not the proposed mural meets the standards above. The town council will then approve or deny the proposed mural.

Murals in Commercial Zones

Murals may be displayed on buildings in the commercial zones and must meet the following standards:

- The mural will not create a traffic hazard or otherwise compromise safety in the town.
- The mural must be compatible with and related to the historical, geographical, or natural context of Springdale and Zion Canyon.
- All colors used in the mural must be on the town's adopted color palette.
- The mural may be displayed only on one wall of the commercial building and must be limited in size to no more than 75% of the gross wall area (including window and door areas) upon which it is displayed or 250 square feet, whichever is less.
- The mural may not contain advertising or signage elements and may not contain direct or indirect references to the products or services offered for sale at the commercial building.

The art review board will review all requests for murals in the commercial zones. The art review board will hold a public meeting to consider such requests, and then make a recommendation to the planning commission whether or not the proposed mural meets the standards above. The planning commission will then approve or deny the proposed mural.