



SPRINGDALE Utah

Memorandum

To: Art Review Board
From: Kyndal Sagers, Town Clerk
Date: May 14th, 2026
Re: Review of Mural at Iceberg Restaurant, 849 Zion Park Blvd

Introduction

The Art Review Board is requested to review an application for a mural at Iceberg Restaurant, 849 Zion Park Blvd. The applicant, Mr. Armin Bucad, installed the mural without realizing that approval from the Town was first required. Upon being informed of this requirement, Mr. Bucad made the mural permit application. The mural is a vinyl wrap, and is installed on a window at the side of the restaurant.



Figure 1. The mural at Iceberg Drive Inn

Staff Analysis

The criteria that the Art Review Board must follow in making a review of this mural application are set out in the Town's "Public Art and Art Review Board Policy". The table below includes an analysis of the

mural’s compliance with the policy, which the Art Review Board may refer to in its deliberations. The Town policy is appended to this report for reference. The table lists the Town’s mural policies in the left-hand column. The right-hand column includes some staff comments.

Mural Policy Requirements	Staff Comments on the Mural at 849 Zion Park Blvd
The mural must be compatible with and related to the historical, geographical, or natural context of Springdale and Zion Canyon.	The mural consists of a stylized representation of Zion Canyon, including the sandstone cliffs, Virgin River, as well as local flora and fauna.
The mural must complement the architectural and natural setting of the property.	The mural is on the side of the building placed on a window.
The mural will not create a traffic hazard or otherwise compromise safety in the Town.	The mural is visible from SR-9, but is unlikely to create a traffic hazard or compromise safety in the Town.
The mural must promote and enhance the Town’s village character, as described in the General Plan.	<p>The General Plan states:</p> <p>“The Town of Springdale’s unique character is defined by</p> <ol style="list-style-type: none"> 1) Its setting in the midst of unparalleled natural beauty and scenic vistas, 2) The historic mix of agricultural, low density residential, and limited commercial land uses throughout the Town, and 3) The restrained size, scale and density of the built environment (buildings, structures, and infrastructure). <p>These three factors combine to create a village character unique to Springdale unlike anywhere else in the world. “</p> <p>The Art Review Board should determine whether or not the mural promotes and enhances the Town’s village character.</p>
Murals may not be displayed on or affixed to natural features such as rocks, hillsides, or vegetation.	This mural is not displayed or affixed to a natural feature.
The size of the mural must be consistent with the architectural scale and feel of the building or	The mural is 39.05 sq ft total.

<p>setting. In no case may the cumulative area of all murals on a single property be greater than 250 square feet.</p>	
<p>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.</p>	<p>The mural design includes a depiction of a signpost/billboard with the text “ICEBERG DRIVE INN”. This would need to be removed before the sign could be considered compliant with the Town’s standards for murals.</p>
<p>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.</p>	<p>The mural does not exceed 15 ft in height.</p>
<p>The majority of the area of the mural must contain colors that are shown on the Town’s color palette for buildings and structures. 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.</p> <ul style="list-style-type: none"> ○ 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 	<p>Refer to “color palette” section of this report (below) for additional information.</p>

<p>that is not on the Town’s color palette for buildings and structures 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.</p>	
<p>Murals in residential zones are only permitted if they are not visible from the street or from neighboring property. In such cases, no Town approval is required. Murals which are visible from the street or from neighboring property are not permitted in residential zones.</p>	<p>N/A</p>
<p>Applicants for murals should be aware of the Code requirements relating to property maintenance, in particular section 10-20-13. Murals which fall into disrepair (e.g. peeling paint, decaying materials, cracks etc) may be required to be removed.</p>	<p>The property owner should note this.</p>
<p>No illumination of mural surfaces is permitted.</p>	<p>The mural is placed on a window. It is illuminated at night when indoor lights are on. This presents a problem for compliance.</p>
<p>Reflective and high-gloss materials are prohibited in the creation of murals.</p>	<p>The mural is a vinyl wrap. It does not have a high gloss appearance.</p>

Illumination

The mural is fixed to a window. Illumination of the mural is caused at night when indoor lights are turned on. See Figure 2 below.



Figure 2. Illumination

Color Palette

Many of the colors on the mural are not within the Town’s adopted color palette for buildings and structures. As noted in the table above, the Town’s mural policy requires the majority of colors used in the mural to be in compliance with the color palette. The mural policy allows deviations from the color palette for “less significant” portions of a mural that serve “as an artistic contrast or to highlight a particular component or point of interest in the mural.” The Art Review Board should review the colors in the mural and determine whether or not this standard has been met.

The colors that are compliant are shown in the photographs below with check marks:



Figure 3. Color Palette Analysis

Art Review Board Action

The Art Review Board should visit the mural and also review the submission made by the applicant (which is appended to this report). Because the mural is smaller than 100 sq ft, the Art Review Board is the decision maker for this mural application. The Art Review Board should determine to either approve, approve conditionally with specified changes, or deny approval of the mural. The following sample motion language may be used:

The Art Review Board approves/ conditionally approves/ denies approval of the mural at Iceberg Drive Inn, 849 Zion Park Blvd Blvd, based on the following findings:

LIST FINDINGS

Appendix A: Applicant's submission

Appendix B: The Town's policy on murals

Appendix A: Applicant's submission





Appendix B: The Town's Policy on Murals

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 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. 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.

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 must complement the architectural and natural setting of the property.
- 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 buildings and structures. 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 buildings and structures 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 are only permitted if they are not visible from the street or from neighboring property. In such cases, no Town approval is required. Murals which are visible from the street or from neighboring property are not permitted in residential zones.
- Applicants for murals should be aware of the Code requirements relating to property maintenance, in particular section 10-20-13. Murals which fall into disrepair (e.g. peeling paint, decaying materials, cracks etc) may be required to be removed.
- No illumination of mural surfaces is permitted.
- Reflective and high-gloss materials are prohibited in the creation of murals.
- An application fee for murals will be charged, as adopted by resolution in the Town's fee schedule.

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: <ol style="list-style-type: none"> 1. only use colors which are on the Town's color palette, OR 2. are 100 square feet or less in size. 		X	
All other murals.			X