



Memorandum

To: Art Review Board
From: Eugenia Akiyom, Planner
Date: June 30, 2026
Re: Continued Review of Mural at Iceberg Restaurant, 849 Zion Park Blvd

Introduction

At its May 14, 2026 meeting, the Art Review Board reviewed an application for a mural at Iceberg Restaurant, 849 Zion Park Blvd. During the meeting, the Board discussed several aspects of the mural's compliance with the Town's Public Art and Art Review Board Policy, including illumination, color palette compliance, and the inclusion of references to the business within the mural.

The Board elected to table the application to allow members an opportunity to view the mural at night and further consider these issues. This report is provided to assist the Board in continuing its review of the application.



Figure 1. The mural at Iceberg Restaurant

Staff Analysis

Signage and Advertising

At the previous meeting, the Board discussed the depiction of the words "Iceberg Drive Inn" within the mural. Prior to that meeting, the word "Iceberg" had been covered. The words "Drive Inn" remain visible within the mural.

The Board may wish to discuss whether the remaining text affects the mural's compliance with the Town's mural policy.

Illumination

At the previous meeting, the Board expressed an interest in viewing the mural during nighttime conditions in order to further consider whether illumination of the mural surface occurs when interior lights are on. Board members have now had an opportunity to observe the mural at night.

The Board may wish to discuss its observations and conclusions regarding this issue.



Figure 2. Illumination

Color Palette

At the previous meeting, the Board discussed whether colors that are not included within the Town's adopted color palette could be considered artistic contrast or highlights within the mural, as contemplated by the Town's mural policy. Board discussion suggested that some members were inclined toward this interpretation; however, no conclusion was reached.

The Board may wish to continue its discussion of this issue.

Art Review Board Action

At its previous meeting, the Art Review Board tabled the mural application to allow members an opportunity to view the mural at night and further consider issues relating to illumination, color palette compliance, and signage.

The Art Review Board should continue its discussion of these issues and determine whether to approve, conditionally approve, or deny the mural application.

The following sample motion language may be used:

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

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 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: - only use colors which are on the Town's color palette, - OR - are 100 square feet or less in size.		X	
All other murals.			X