



Memorandum

To: Art Review Board
From: Niall Connolly, Principal Planner
Date: Jul 23, 2025
Re: Town Public Art Plan Discussion

Introduction

The Art Review Board is in the process of writing a Public Art Plan for Springdale. On October 14th, the Board held a mobile tour in order to look for the locations in town which would best accommodate public art. While no actions were taken at the meeting, the broad conclusions of the Board were as follows:

- **The Municipal Complex** (comprising the outdoor areas surrounding the Town Hall, Community Center, Town Gazebo etc) offers many opportunities for public art. There are expansive landscaped areas - all of which are Town owned - where sculptures or other works of art could easily be added. However, the Board's general feeling was that public art investment should be focused on the SR-9 corridor, where the residents and visitors are more likely to be able to enjoy it. The Board's sense was this location should be a lower priority/ future phase.
- **Lion Blvd right of way** - similar to above, this was deemed a lower priority location because it would be less visible to visitors and residents. Also, the RV parking on the street would be a visual obstacle
- **Le Macaron (formerly Cafe Soleil)** - this was identified in the Streetscape Master Plan as a potential location. The Board's view, however, was that this location does not provide a large enough space to accommodate public art. In addition, there is already some outdoor art on this property, and so further sculptures could give a cluttered impression. Therefore, this location is a low priority.
- **Town Center/ Central Commercial Zone area** - the Board's view was this area is quite densely developed and that there would be limited space to absorb public art in this area. This area is therefore a low priority.
- **Springdale Elementary School** - the Streetscape Plan suggested that an interactive piece of art could be placed here, working in partnership with the school. The Board's view was that there is limited space in the school's front yard to accommodate something here, and so this is a low priority.
- **Lawns in front of Springhill Suites, Hampton Inn and Hyatt Place hotels** - the Art Review Board considered that this general area has a high potential for public art. In particular, the landscaped area at the junction of SR-9 and Canyon Springs Road. This is on private property, and so any art installation at this location would be subject to agreement with the property owner. The Art Review Board would like to explore this further.

- **George A Barker River Park and Marj Bonner Dog Park** - the Board would like to explore the idea of a sculpture garden for the River Park. The Town plans to expand the River Park and to make some adjustments to its layout. A sculpture garden could be part of those plans. The Board also mentioned the possibility of some natural form sculptures in the Dog Park, to reflect the natural, serene setting of that area.
- **Montclair Hotel** - the Streetscape Plan identified the front landscaped area of this property as a potential location for public art. The property owner has indicated a willingness to have a conversation with the Town, if this was something the Town wanted to pursue. The Art Review Board's response to this location was that this would be a medium property
- **Retaining walls on SR-9** - the Board was interested to explore whether public art could be applied to some of the new retaining walls that run alongside SR-9. All of these retaining walls are on land owned by UDOT. Agreement with UDOT would be required.



- **The Springdale Sign at the southern entry to Town** - the Board considered that this entry point to the Town offers a remarkable first vista of Zion Canyon, which does not need to be enhanced. The Board was concerned that adding art work at this location could detract from the natural splendor.
- **The Traffic Sign at the Shuttle Bus turnaround, opposite Hotel de Novo** - the Art Review Board considered that this would be a good location for some public art. The property is owned by UDOT, but the Town owns and operates the traffic sign. Any art at this location would need to be designed so as not to be an obstruction or distraction to drivers from reading the messages on the electronic sign.



Next Steps

Having completed this field trip, the Art Review Board may now wish to work towards finalizing the Public Art Plan. Contact should be made with the relevant property owners to ensure they would be open to the possibility of partnering with the Town on public art projects. The draft plan is appended to this report for reference.

Appendices

- A. Draft Public Art Plan

Appendix A: Draft Public Art Plan

SPRINGDALE PUBLIC ART PLAN (template)

1.0 Introduction

Insert introduction. I've added some potential text below:

This document establishes a framework for Springdale's public art program. Public art has the power to transform spaces, inspire residents, attract visitors, and reflect the unique character and history of our town. Springdale's General Plan seeks to promote the Town as an arts community. This plan identifies the types of locations where public art should be encouraged, and how the Town will administer its public art program.

This plan builds on previous public art initiatives in Springdale, including the Lion Blvd mosaics, the "Art is Electric" project, as well as other public art installations such as the "Heart of Zion" sculpture at Hoodoos Market.

2.0 Vision and Goals

Insert vision and goals. I've added some options below:

- Enhance public spaces
- Promote cultural enrichment
- Foster community engagement
- Support local artists
- Diversify the local economy

3.0 Potential Locations for Public Art

Insert text on potential locations

Public art installations should be strategically placed to ensure a visually coherent aesthetic and to maximise the impact of any public investment. Public property is preferred for art which is publicly funded.

3.1. Public property

If the Art Review Board wishes to prioritize public property, here is some information on that. The Town of Springdale owns a number of properties in Springdale. Some of these are in relatively remote areas of town which would probably not be suitable for public art. Here are the main Town owned properties which are more accessible to the public:

- Lion Blvd Right of Way
- Winderland Lane Right of Way
- Paradise Road Right of Way
- The Town Hall complex, including the Canyon Community Center Grounds, the Ballfield, Town Park, Historic Bishop's Granary area, Public Works Building area

- The currently undeveloped parcel immediately to the southeast of Town Hall (intended in the longer term for the future medical clinic and potentially other municipal buildings)
- The Pioneer Cemetery Parking Lot (by the junction of Winderland Lane and Paradise Road)
- The Town Plaza
- The George A Barker River Park

There are other properties in Springdale which are not owned by the Town, but are owned by other public entities:

- The SR-9 Right of Way (Utah Department of Transport)
- Springdale Elementary School (Washington County Board of Education)
- The Fire Station (Hurricane Valley Fire Special Services District)

3.2 Locations identified in the Streetscape Plan for Public Art

The Town's Streetscape Plan (adopted in 2023) identifies some locations which could be suitable for public art. The Streetscape Plan's recommendations on public art are not binding, but are definitely worth considering. It recommends:

- A public private partnership at the Montclair Hotel property to create a seating node with an interactive art feature.
- A partnership with the elementary school for some shaded seating and interactive art for the children to enjoy in that part of town.
- Partnership with the owners of the "Le Macaron" property (formerly Cafe Soleil) to create signage or art and shaded seating in that area.

3.3. Other Potential Locations

- Gateways/ entrances
- Street intersections

4.0 Types of Public Art

Sculpture, murals, photography, travelling installations...

Functional art (e.g. decorative benches, planters, light fixtures, shade structures, shuttle stops, accent walls etc)

Interactive Art

Assessment criteria?

5.0 Funding

Public Art plans for other communities include various ideas for funding, which we may wish to consider in Springdale. These include:

- An annual budget allocation in the Town's general budget
- Grants from bodies such as the Utah Division of Arts and Museums and the National Endowment for Arts
- Voluntary round up contribution on utility bills (South Jordan does this)
- Recreational, Arts and Parks Tax (RAP Tax)
- Private Donations
- Community mural painting
- Impact fee added to building permits for public art
- Development incentives to include public art on new commercial developments.

Deciding when and how the Town will do a call(s) for public art

6.0 Maintenance and Deaccessioning

Maintenance - some communities set aside 5% -10% of each public art project's budget and put it into a dedicated maintenance fund. Some communities require artist's warranties. Others make sure to keep a record of vendor lists, so that if repairs are needed, they know who to contact. Some communities have an annual check up on all public artwork, and then a more intensive, detailed check up every five years.

Should include some text on our deaccessioning process - there is boilerplate language we can use.