

SPRINGDALE Utah

Memorandum

To: Town Council
From: Niall Connolly
Date: July 3, 2025
Re: A-frame Signs

Introduction

The Planning Commission has recommended some minor changes to the section 10-24 (signage) of the Town Code. The Code currently prohibits A frame signs, but it is unclear whether this restriction applies to other portable signs which are similar in function and appearance (see examples in figures 1 and 2 below):



Figure 1. Examples of A Frame Signs



Figure 2. Examples of other portable signs which are not “A frame”

The Planning Commission recommends that the Code is clarified to state that all such portable signs are prohibited.

Background Discussion

The Planning Commission debated whether or not it would be appropriate to remove the restriction on A frame signs altogether, or to allow them subject to certain design criteria. Some reasons in favor of removing the restriction included:

- To allow businesses the opportunity to promote their goods, services and special events to potential customers.
- To create consistency with the Town's occasional use of A-frame signs. The Town is exempt from the sign standards (see section 10-24-9A of the Code), and does use A-frame signs from time to time. Most of the time, this is in our parking enforcement role. For example, during busy holiday weekends, the Town has used A-frame signs on streets such as Winderland Lane to inform visitors that they cannot park there. This has proved an effective way to help avoid illegal parking. Some business owners have questioned the fairness of the Town's use of A-frame signs, while businesses are prevented from using them. The Town's occasional use of A-frame signs is legal, and allowing others to use them in certain, defined circumstances may be worthwhile considering.
- Allowing A-frame signs in certain, defined circumstances might free up some of the Town's code enforcement resources. Although not a large drain on Town resources, enforcement of illegal A-frame signs is a persistent issue, and is sometimes undermined by the Town's own use of A-frame signs.
- A-frame signs can be designed to attract pedestrian and bicycle customers, as opposed to customers arriving in vehicles. Allowing pedestrian scale signage could help promote more use of active transportation and less use of vehicular transportation in the commercial areas.

On balance, however, the Planning Commission was of the opinion that the Town should maintain its restriction on A frame signs. They expressed concern that allowing the use of A frame signs could lead to sign clutter, obstructions to pedestrian flow, and militate against the Town's stated aim of creating harmony within signage in the Town.

The Commission does however recommend a minor change to the signage ordinance, to clarify that other portable signs are also prohibited. The proposed ordinance language is appended to this report.

Planning Commission Motion

This is the motion the Planning Commission's motion:

Motion made by Terry Kruschke that the Planning Commission recommend the approval of the proposed changes to Chapter 10-24 of the Springdale Town Code regarding A-Frames and other portable signs as discussed in the Planning Commission meeting on June 18, 2025, This motion is based on the following findings:

1. *This change to Chapter 10-24 of the Springdale Town Code clarifies that portable signs of various designs beyond just A-Frame signs are prohibited.*

Second by Jennifer McCulloch.

Discussion of the motion: There was no additional discussion.

Vote on Motion:

Kenaston: Aye

Kruschke: Aye

Zimmerman: Aye

McCulloch: Aye

Bhatti: Aye

The motion passed unanimously.

Town Council Action

The Town Council should review the proposed ordinance revision language. The Council should make a motion on the basis of its deliberations. The Council may wish to use the following sample language:

*The Town Council **approves/ denies** the proposed changes to Chapter 10-24 of the Springdale Town Code regarding A-frames and other portable signs, as discussed in the Town Council meeting on July 9th, 2025. This motion is based on the following findings:*

[LIST FINDINGS]



ORDINANCE 2025-10

AN ORDINANCE OF THE SPRINGDALE TOWN COUNCIL REVISING THE TOWN'S LAND USE REGULATIONS CLARIFYING THE RESTRICTIONS ON PORTABLE SIGNS

Whereas, the Code currently prohibits A frame signs, but it is unclear if this restriction applies to other portable signs which are not A frame in shape, and

Whereas, the Town wishes to clarify this point in order to avoid any inconsistency, and

Whereas, the Planning Commission and Town Council have both reviewed and vetted the proposed revisions to the Town's land use regulations regarding A frame signs and find they will promote public health and well-being in the Town of Springdale, and

Whereas, the necessary public hearings and procedures required to amend the Town's land use ordinances have been fulfilled,

Now, Therefore, be it ordained by the Springdale Town Council that Title 10-24-2 of the Town Code is amended as follows:

ADOPTED by the Springdale Town Council this 9th day of July 2025.

Attest:

Aren Emerson, Town Clerk

Barbara Bruno, Mayor

ROLL CALL VOTE		
R. Aton	Yes	No
B. Bruno	Yes	No
J. Burns	Yes	No
P. Campbell	Yes	No
K. Topham	Yes	No

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10-24-2: PROHIBITED SIGNS:

It is unlawful for any person, whether acting as owner, occupant, or contractor, or otherwise, to display, erect, install, suspend, attach, move, enlarge, replace, convert, or alter a sign unless the sign is authorized under this chapter.

The following signs are specifically prohibited in all zones:

- A. Any sign that is unlawful under this chapter.
- B. A sign for which a permit is required but has not been obtained by the sign owner.
- C. Any sign displayed on property that is owned or controlled by the Town of Springdale, the State of Utah, or Zion National Park, including but not limited to any right-of-way, building, park, or street pole.
- D. Abandoned signs (including all structural and support elements).
- E. Roof mounted signs.
- F. Flying signs.
- G. Lighted beacons, searchlights, and other lights or lighted devices that attract attention to a property.
- H. Billboards, outdoor advertising, and off-site signs (except as specifically allowed in this chapter).
- I. Electronic changeable signs and video signs.
- J. A sign that includes intensely lighted or exposed luminary sources such as exposed bulbs or tubes.
- K. A sign that is visible from a public way that is tacked, posted, or otherwise affixed to the wall of a building (except as specifically allowed in this chapter), barn, or shed, or on a tree, pole, post, fence, or other similar structure.
- L. A sign that is painted on or affixed to any natural object in its natural location such as, but not limited to, a boulder, tree or cliff face.
- M. A sign that has components or elements that move, shimmer, or contain reflective devices.
- N. A mobile commercial sign affixed to a vehicle or trailer that is parked on a public way or on private property in such a way as to attract attention to or advertise a business.
- O. A sign that includes pornographic or obscene content (as defined by the U.S. Supreme Court in *Miller v. California*, 413 U.S. 15, 24 (1973)).
- P. A sign that emits audible sound, odor or visible matter.
- Q. A sign that, because of its size, location, movement, content, coloring or manner of illumination, could be confused with or construed as a traffic control sign, signal or device, or the light of an emergency or road equipment vehicle, or which hide from view any traffic or street sign or signal or device.
- R. A sign, other than one that is specifically required by law, that interferes with free ingress to or egress from any door, window, or fire escape.
- S. A sign that is attached, maintained, painted or otherwise affixed to any public property, including but not limited to any curb, sidewalk, post, pole, hydrant, bridge, bench, tree or other surface on public property or over or across any street or public thoroughfare.
- T. A flag that is faded, torn, or stained.
- U. A sign that is not in compliance with adequate safety and maintenance standards or that is dangerous or defective.

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- V. A marquee or reader board.
 - W. Inflated sign.
 - X. ~~A frame sign.~~ A portable sign, including A frame signs, sandwich board signs and sidewalk signs.
 - Y. A dilapidated sign.
 - Z. Video displays.