



Memorandum

To: Planning Commission
From: Niall Connolly
Date: August 29, 2025
Re: A-frame and Portable Signs

Introduction

At the August 6th meeting, the Planning Commission discussed potential regulations for A frame signs. The commission instructed staff to make the following additions/ edits to the draft ordinance:

- The Commission noted that the draft language made no distinction between the sign face and the sign frame. Many standard A frame signs have a 6 sq ft sign face, but the frame is slightly larger than this. The Commission instructed staff to take this into account in the ordinance language.
- The Commission wished to regulate the colors of the sign (or poster) itself, in addition to the frames. The Commission wished to allow black and white, as well as any color within the color palette for signage.
- The Commission wished to allow more than one portable sign per property, in cases where more than one business operates on a single property. The ordinance language has been updated to allow one portable sign per business, so long as each business has more than 1,000 sq ft of dedicated floor space.
- The Commission wishes to clarify that such signs can have a sign face on the front and back of an A Frame, but may not have multiple sides of advertising (e.g. be shaped like a cone, or cube etc). The definitions section of the sign ordinance (Chapter 10-24-18) already defines sign “Area” as:

- A. *The number of square feet enclosed within the smallest polygon containing no more than ten sides within which the sign face can be enclosed. **If the sign consists of more than one section or module, all areas will be totaled. In determining the area of an individual sign which has more than one sign face, only one side of a back to back or double face sign covering the same subject shall be computed when the signs are parallel or diverge from a common edge by an angle of not more than 45 degrees;** or*
- B. *The property and buildings or structures adjacent to and within a 500 foot radius of the sign, building, property or item in question.*

The part of this definition in **bold** confirms that if a sign has more faces than a simple “back to back” design, then the sign areas on all sides are deducted from the maximum sign area. Therefore, while it does not specifically prohibit signs with more than a back to back face, it significantly limits the amount of sign area allowable on such signs. The Commission may wish to

consider whether this existing clause is sufficient to address this concern, or whether additional language would be preferable.

- The Commission wished to prohibit balloons being attached to portable signs.
- The Commission also wished to prohibit motorized signs. However, such signs already appear to be prohibited by ordinance, and therefore it may be unnecessary to add further language regarding this. Section 10-24-2 (Prohibited Signs) M & N state:
 - *A sign that has components or elements that move, shimmer, or contain reflective surfaces*
 - *A mobile commercial sign affixed to a vehicle or trailer that is parked on a public right of way or on private property in such a way as to attract attention to or advertise a business.*

Planning Commission Action

The Planning Commission should discuss the updated ordinance language and provide staff with direction on next steps.

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, except as specifically allowed by other sections 10-24-9B of this Titlee Town Code.~~
 - Y. A dilapidated sign.
 - Z. Video displays.

10-24-9: EXEMPT SIGNS; NO PERMIT REQUIRED:

- A. A sign is exempt from all regulations under this chapter if it is displayed, owned, or maintained by the Town of Springdale, Washington County, the Hurricane Valley Fire District, the Washington County School District, the State of Utah, or Zion National Park.
- B. The following signs are exempt from the permitting requirements of this chapter, but are otherwise subject to the other regulations of this chapter:
 - 1. *Incidental signs:* An incidental sign, provided that there are no more than two incidental signs affixed to the same structure.
 - 2. *Non-illuminated seasonal:* Non-illuminated seasonal decorations.
 - 3. *Flags:* Flag, provided that there is no more than one flag per parcel, and it does not exceed eight feet long in its largest dimension, is placed on a flagpole that is not attached to a building or structure, and is no more than 25 feet in height.
 - 4. ~~*Portable sign:* A nonilluminated, portable sign placed on a property in the village commercial or central commercial zones that has a sign face with an area is no larger than six square feet and is a maximum of less than four three feet tall, including the sign frame. Only one such sign is allowed at any time on any single parcel, unless there is more than one licensed business on a single parcel. In cases where more than one licensed business is present on a single parcel, one such sign is allowed for every licensed business that has at least 1,000 square feet of dedicated business floorspace. The sign must be freestanding and must not be located in setback a minimum of ten feet from the public right of way. It must not obstruct any exit or entrance, or impede the free flow of pedestrian or vehicular traffic. The sign frame must be constructed of wood or metal. The and the colors of both the frame and the sign face must be black, white, or comply with section 10-17-4(-A)-(2) of the Town Code. Balloons or other inflatable items may not be attached to any such sign.~~
 - 4. *Temporary commercial sign:* A nonilluminated, portable sign placed on a lot or parcel that is for sale or for rent (other than one that is offered for rent as a transient lodging facility, in which case the temporary commercial sign is not allowed) at the time the sign is displayed, and seven days after, provided that the sign is four square feet or less, and less than four feet tall.
 - 5. *Temporary noncommercial signs:* One noncommercial sign may be displayed on a residential parcel on a temporary basis for no longer than 90 days at a time, provided that the sign is four square feet or less, and less than four feet tall.
 - 6. *Window signs:*
 - a. *Permanent:* Non-illuminated permanent window signs may be painted on or otherwise displayed, provided the total copy area of such signs shall not exceed a maximum of 25 percent of the total window area of the building face on which it is displayed, or one square foot per linear front foot of the premises occupied, whichever is the lesser;

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- b. *Illumination:* Illuminated window signage positioned to be primarily visible from outside the business structure is allowed only if there are no more than two illuminated window signs per business space and each sign measures less than three and a half square feet. Such signs must not be illuminated when the business is closed;
 - c. *Non-illuminated:* Non-illuminated window signs must conform to the color palette standards for signage found in chapter 17 of this title.

10-24-18: DEFINITIONS:

The words, phrases and terms used in this chapter have the meanings assigned to them by this section:

Abandoned sign: A sign, including all structural, support and other componential elements, that is: a) located on a property, premises or structure which becomes vacant and unoccupied for a period of 180 days or more; b) no longer used by the person who constructed or displayed the sign, as determined by the cessation of the use of the property where the sign is located; or c) damaged, and repairs and restoration are not started within 90 days of the damage, or the repair and restoration are not diligently pursued once started.

Alter or alteration: Any change or rearrangement of the structural parts or its design.

Area:

- A. The number of square feet enclosed within the smallest polygon containing no more than ten sides within which the sign face can be enclosed. If the sign consists of more than one section or module, all areas will be totaled. In determining the area of an individual sign which has more than one sign face, only one side of a back to back or double face sign covering the same subject shall be computed when the signs are parallel or diverge from a common edge by an angle of not more than 45 degrees; or
- B. The property and buildings or structures adjacent to and within a 500 foot radius of the sign, building, property or item in question.

Awning: A shelter, cover or roofed structure placed so as to extend outward from the building with supports extending back to the building, supported entirely by the building.

Awning sign: Any sign or graphic attached to, painted on, or applied to, an awning.

Background: The entire area of a sign on which copy could be placed, as opposed to the copy area, where copy is in fact painted or otherwise attached.

Banner: A flexible sign characteristically supported by two or more points and hung on a building or otherwise suspended down or along its face, or across a public street. The banner may or may not include copy or graphic symbols. It is generally made of fabric or other nonrigid materials with no enclosing frame.

Billboard: A commercial sign that has an area of more than the largest allowable area for a sign in the applicable zone.

Building face or wall: A window or wall area of a building in one plane or elevation.

Building frontage or front footage: The linear width of that side of a building which contains the main entrance for pedestrian ingress and egress. If more than one main entrance exists, the one that more nearly faces or is oriented to the street of highest classification as portrayed on the comprehensive street plan shall be considered the building frontage. If all streets are of the same classification, the side of the building with the smallest linear dimension shall be considered the building frontage for measurement purposes.

Bulletin board: A sign on a premises which accommodates changeable copy and displays information on activities and events.

Business center: A group of two or more duly licensed businesses associated by a common agreement or common ownership with common parking facilities or housed in one structure.

Canopy: An awning which may or may not be totally supported by the building to which it is attached. A canopy shall be considered an awning for purposes of these sign regulations.

Changeable sign: A sign on which copy or side panels may be changed manually, electronically or automatically, such as boards with changeable letters or pictorial panels, reader boards, message centers or "time and temperature" signs.

Commercial sign: Any sign or banner that contains text and/or graphics designed proposing or promoting a commercial transaction or directing attention to a business, commodity, or service.

Copy: The working text on a sign surface.

DCD: The Director of Community Development or his designees.

Dilapidated: A sign where:

- A. The lettering or background material or any part of the sign has flaked, broken off, changed color;
- B. Structural supports or frame members are visibly corroded, stained, bent, broken, dented; or
- C. Sign supports are twisted, leaning or at angles other than those at which the sign was originally erected.

Eaves: That portion of the roofline extending beyond the building wall, a canopy attachment on the wall having the simulated appearance of an eaves, or the lowest horizontal line of any roof.

Electronic changeable sign: Any sign that uses electronic means such as combinations of LEDs, fiber optics, light bulbs, or other illumination devices within a display area to cause one display to be replaced by another.

Exposed luminary source: An illumination source which is the signing element to be read directly, without diffusion or reflection, such as exposed bulbs or neon.

Federal: Relating to the government of the United States of America.

Flag: A piece of cloth or other flexible material that is attached at one edge of a staff or cord.

Flying sign: A sign that is designed to be kept aloft by mechanical, wind, chemical, or hot air means that are attached to the property, ground, or other permanent structure.

Freestanding sign: A sign not attached to any building and having its own support structure.

Front footage: See definition of building frontage or front footage.

Height of a sign: The vertical distance from the average adjacent ground level to the top of the sign, including the support structure and all design elements. The average ground level shall be determined from within an eight-foot radius of the base of the sign. The adjacent ground shall not be elevated for purposes of increasing allowable sign height.

Illuminated sign: Any sign which is lighted from within or without.

Incidental sign: A sign that has an area of less than two square feet.

Inflated sign: A sign that is attached to a parcel, ground, or other permanent structure, including but not limited to balloons.

Internally illuminated sign: A sign that is illuminated by a concealed light source within the sign that projects light through the sign face.

Low profile sign: A freestanding sign erected near ground level or a wall mounted sign of small size and limited to identifying the name of a building, institution, subdivision or the like.

Majority area: An area greater than 50 percent of the total sign area.

Mansard: A roof with two angles of slope, the lower portion of which is no more than a 30-degree angle from perpendicular.

Marquee or reader board: A permanent structure with changeable letters that is used to advertise events.

Master sign program: Identification of the location, type, height, size, illumination, materials and design of signs for an overall building center to include all present or proposed businesses within the center.

Noncomplying signs: Any sign or sign structure which was legal when created, but because of subsequent changes in the regulations, no longer complies with the regulatory ordinances of the Town.

Parapet: A low wall used to protect the edge of a roof from view or an extension of a false front or wall above the roof level.

Portable sign: Any sign not permanently affixed to the ground or a structure on the site it occupies.

Projecting sign: A sign which extends out from a building face, wall or structure so that the sign face is perpendicular or at an angle to the building face, wall or structure.

Reflective sign: A sign whose surface material reflects light so as to generate a contrast between the sign and adjacent surfaces or surrounding area.

Roof mounted sign: Any sign located on, attached to or extending from any portion of a roof, mansard, eaves or parapet wall of a building.

Roofline: The highest point of a structure, including parapets, but not to include spires, chimneys or heating or cooling mechanical devices.

Sign: An object that has a visual display visible from a public right-of-way and is designed to identify, announce, direct, or inform.

Sign face: The entire area of a sign on which copy, graphics, or logos could be placed.

Sign structure: Any structure which supports, has supported or is designed to support a sign.

Sign, temporary: A sign displayed for short periods of time.

Suspended sign: A sign attached to and located below any permanent eaves, roof, canopy or awning and not mounted to a wall in any way.

Video displays: An electronic changeable message sign using instantaneous transitions and giving the illusion of motion, with no meaningful dwell time between changes in the display.

Visually consistent: Giving a visual impression of continuity and harmony.

Wall mounted sign: A sign attached to, or painted on, and parallel to, a building or wall.

Window sign: Any sign printed, attached, glued or otherwise affixed to or behind a window or similar opening for purposes of viewing from outside the premises. This term does not include merchandise located in the window.