



## **Memorandum**

**To:** Town Council  
**From:** Niall Connolly  
**Date:** October 3, 2025  
**Re:** A-frame and Portable Signs

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### **Introduction**

The Planning Commission has worked over the last number of months on adjusting the signage ordinance, in particular as it relates to A frame and other similar signs. In the July Town Council meeting, staff presented the Commission's recommendations to the Council. The Commission recommended a small adjustment to the Code, to clarify that the ban on A frames should also be extended to other similar portable commercial signage.

Following public comment and Council deliberation, the Town Council determined that A frame and other portable signs should be allowed. This was, in part, to create consistency with the Town's occasional use of A frame signs. However, they directed that some criteria/ limitations should be placed on them, in order to avoid some of their potential negative impacts (such as street clutter).

Following this direction, the Planning Commission now recommends the adjusted ordinance language, which is attached. The proposed language removes the ban on A frame signs, but places limits on them in a number of ways:

- The total number of A frame signs allowed on any one property.
- The materials and colors that can be used.
- Maximum sign dimensions.
- The hours when such signs may be placed outdoors.
- They must not be in the public right of way, or obstruct or impede pedestrian or vehicular traffic.

### **Springdale's Overarching Signage Policy**

While the General Plan is largely silent on signage, the Town Council may wish to refer to the "Purpose and Objectives" section of chapter 10-24 in making a recommendation on the proposed changes. This section reads as follows:

- A. *The Town has a national and international reputation for its natural beauty. Signs have a strong visual impact on the quality and character of the community; they can attract the viewing public, enhance the safety for both pedestrians and motorists and set an overall tone for the community. Accordingly, the Town adopts these regulations to provide for a healthy business environment considering safety aspects while maintaining those aesthetic qualities reflective of the natural surroundings.*

B. *The goals of these sign regulations are:*

1. *To provide effective identification of businesses.*
2. *To allow sufficient creativity for each business to reflect its character and image through signage while still maintaining the Town's character and unique sense of place.*
3. *To provide harmony within the Town's signage while allowing for competitive opportunities and protection of property values to preserve a healthy business environment and a sustainable economy.*
4. *To promote a Town image that reflects the relationship with Zion National Park and the surrounding natural scenic grandeur.*
5. *To maintain the safety of pedestrians and motorists and promotion and protection of the public welfare.*

***Planning Commission Motion***

This is the recommending motion from the Planning Commission, at their meeting on September 17th, 2025:

**Motion made by Terry Kruschke that the Planning Commission recommends 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 September 17, 2025. This motion is based on the following findings:**

1. **The proposed changes to Chapter 10-24 balance the needs of a healthy business environment with the need for public safety and retaining the aesthetic qualities of Springdale's village character, natural beauty, and in the park feel.**

**The motion includes the following conditions:**

1. **Add an allowance for plastic signs as long as they meet the color requirements.**
2. **Signs must be put away overnight, as defined by some amount of time after sunset (as recited by the staff) or a business closing, and an amount of time before sunrise.**
3. **The signs are to be maintained in good repair and sturdy condition.**

**Second by Rich Swanson.**

**Discussion of the motion:** There was no additional discussion.

**Vote on Motion:**

**Kenaston: Aye**

**Kruschke: Aye**

**Bhatti: Aye**

**Swanson: Aye**

**The motion passed unanimously.**

***Town Council Action***

The proposed ordinance language is appended to this report. The Town Council should review this language, deliberate, and decide either to adopt this ordinance revision, adopt it with changes, or not to adopt it. The Council may use the following sample motion 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 Council meeting on October 8th, 2025:*

*[LIST FINDINGS]*



**ORDINANCE 2025-17**

**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 the Town wishes to remove this restriction, subject to certain conditions, 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 and Title 10-24-9 of the Town Code are amended as follows:

*Adopted by the Springdale Town Council this 8<sup>th</sup> day of October, 2025.*

\_\_\_\_\_  
Barbara Bruno, Mayor

Attest:

\_\_\_\_\_  
Aren Emerson, Town Clerk

**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.
  - V. A marquee or reader board.
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W. Inflated sign.

X. A frame sign. ¶

XY. A dilapidated sign.

YZ. Video displays.

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#### 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 commercial 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 no larger than six square feet and is a maximum of fifty inches 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 the public right of way. It must not obstruct any exit or entrance, or impede the free flow of pedestrian or vehicular traffic. It must be brought indoors one hour after sunset, or the close of business, whichever is later, and must remain indoors until one hour prior to sunrise. The sign frame must be constructed of wood, metal or plastic. 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. The sign must be in good repair and of sturdy construction, and must be designed and placed so that it will not be easily blown over in the wind.
    - 5. *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.
    - 65. *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.
    - 76. *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;
      - 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.
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