



Memorandum

To: Planning Commission
From: Kyndal Sagers, Zoning Administrator
Date: January 15, 2026
Re: Public Hearing: Ordinance 2026-02 Amending Chapter 10-24-7 of the Town Code Regarding Banner Permits

Introduction

Staff is proposing changes to the Banner Permit standards found in section 10-24-7 of the Town Code. These revisions are intended to enhance clarity, efficiency, safety standards, and expand the range of allowed zones. The Banner permit standards currently allow banners to be placed in the Village Commercial and Central Commercial zones; this proposed revision will also allow banners to be placed in the Public Use zone. This change will allow banners to be placed at the Canyon Community Center, Town Hall, and other properties in the Public Use zone. This will allow for more effective information and identification of community events held on these properties.

Revisions to further enhance clarity on complete application standards include a site plan showing the location of the banner on the property, a letter from the property owner authorizing the banner display, and other clear application standards. Further revisions include the addition of safety standards, such as banners not interfering with free ingress, egress, or openings required for ventilation, and not obstructing the free and clear vision of traffic.

Planning Commission Action

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

*The Planning Commission recommends **approval/denial** of the proposed changes to Chapter 10-24-7 of the Springdale Town Code regarding Banners, as discussed in the Commission's meeting on January 21st, 2026. This motion is based on the following findings:*

[LIST FINDINGS]



ORDINANCE 2026-02

REVISIONS TO TITLE 10 CHAPTER 24 OF THE TOWN CODE, BANNERS, ALTERING THE ALLOWED ZONES, APPLICATION PROCESS AND STANDARDS.

Whereas, the Town of Springdale desires to revise the standards and application requirements for Banner Permits to make the application process efficient and clear; and

Whereas, the Town of Springdale desires to expand the allowed zones in which a banner can be placed; and

Whereas, the necessary processes and public hearings required by State Law and Town Code have been fulfilled;

Now, Therefore, be it ordained by the Springdale Town Council that Title 10-24-7 of the Town Code is amended as follows:

Adopted by the Springdale Town Council this 11th day of February, 2026.

Barbara Bruno, Mayor

Attest:

Robin Romero, 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

10-24-7: BANNERS:

- A. *Permit required:* A banner is allowed in the VC, CC, and ~~CC~~ PU zones only with a permit as outlined in this section. To apply for a permit under this section, a person must submit a fully completed application on the form provided by the Town, which includes:
1. Site plan showing the location on the property where the banner will be displayed.
 2. Rendering of the banner, drawn to scale and showing the banner dimensions.
 3. Description of the banner materials.
 4. The dates the banner is proposed to be displayed on the property.
 5. A letter from the property owner authorizing the banner to be displayed on the property.
 6. The appropriate application fee, as determined by resolution of the Town Council.
- B. *Permit application review:* The Director of Community Development or designee is authorized to process banner permits. The ~~Director DCD or designee~~ will either approve or reject the banner application based on the regulations provided in subsection C. of this section.
- C. *General standards:* Banners are not subject to the general sign standards in section 10-24-3. Banners are subject to the following general standards:
1. A banner must not be displayed for more than 17 calendar days. Each property or business center shall not display more than four banners per year. No consecutive approval will be granted. There must be a minimum interval of three weeks between the time a banner is removed from a property or business center and the subsequent display of a banner on approvals received by the same property or business center.
 2. A banner may not exceed 20 square feet.
 3. No more than one banner per property or business ~~center or community group~~ may be displayed at any one time.
 4. Banners must be constructed of a strong cloth or vinyl material, with double stitched edges and corners. Grommet locations on each corner must be reinforced to prevent tearing.
 5. A banner must not be placed near the intersection of any streets in a manner that obstructs the free and clear vision of traffic.
 6. No banner shall be placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape.
 7. No banner shall be placed or maintained in any manner which will interfere with any opening required for ventilation.
 8. The Town and its agents and officials are not liable for the negligence or failure of a banner owner, or the person responsible for any damage caused by defective conditions related to a banner within the Town.
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