



## **Memorandum**

**To:** Town Council  
**From:** Kyndal Sagers, Zoning Administrator  
**Date:** March 5, 2026  
**Re:** Ordinance 2026-02 Amending Chapter 10-24-7 of the Town Code Regarding Banner Permits

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### **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.

One public comment letter was received prior to the Planning Commission meeting held on January 21, 2026. The public comment letter is attached for your reference.

### **Planning Commission**

During the January 21, 2026 Planning Commission meeting, the Planning Commission added the allowance on number of banners in the Public Use Zone. The Central Commercial and Village Commercial zones allow up to 4 banners per year for a display length of 17 calendar days. There is an interval of 3 weeks between the time a banner is removed, and another is displayed on the same property or business center. In the Public Use zone, the Planning Commission added the allowance of 12 banners per year for a display length of no more than 14 calendar days and a minimum interval of 14 days between the time a banner is removed, and another is displayed on the same property.

### **Planning Commission Motion**

**Motion made by Paul Zimmerman that the Planning Commission recommends approval of the proposed changes to Chapter 10-24-7 of the Springdale Town Code regarding banners as discussed in the Commission's January 21, 2026, meeting with the following modification:**

- 1. The public use zone banner periods be modified to a maximum of 14-day display, 12 per year, and**

a 14 day between the display of each of the banners.

**Discussion of the motion:**

Mr. Dansie asked for clarification from Mr. Zimmerman that the motion would only apply to banners in the public use zone and other banners would be subject to the standards that were currently drafted.

Mr. Zimmerman confirmed that was correct.

**Vote on the Motion:**

**Bhatti: Aye**

**Zimmerman: Aye**

**McCulloch: Aye**

**The motion passed unanimously.**

***Town Council***

During the February 11, 2026 Town Council meeting, the Town Council proposed adding the allowance of three banners at a time on a property within the PU zone. Staff has updated the proposed ordinance language based on the Council's discussion in the February 11 meeting.

***Town Council Action***

The Town Council should review the proposed ordinance revisions. The Council may wish to use the following sample language:

*The Town Council **approves/denies** the proposed changes to Chapter 10-24-7 of the Springdale Town Code regarding Banners, as discussed in the Town Council's meeting on March 11th, 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 11<sup>th</sup> day of March, 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

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## 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; and
  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 in the VC and CC zones for more than 17 calendar days. Each property or business center shall must not display more than four banners per year. Each property or business center within the VC or CC zone must not display more than one banner at a given time. 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.
  - 1.2. A banner must not be displayed in the PU zone for more than 14 calendar days. Each property within the PU zone must not display more than twelve banners per year. Each property within the PU zone must not display more than three banners at one given time. No consecutive approval will be granted. There must be a minimum interval of 14 calendar days between the time each banner is removed from a property and the subsequent display of another banner on the same property.
  - 2.3. 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. ~~A~~ No banner shall must not be placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape.
  7. ~~A~~ No banner shall must not 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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