VIRGIN TOWN

Staff Report —Ordinance No. 2026-XX — Sponsorship Signs at Town Parks and Facilities

To: Virgin Town Planning Commission / Town Council

From: Ryker Steglich, Town Planner, Sunrise Engineering

Date: October 23, 2026

Subject: Ordinance 2026-XX – Sponsorship Signs at Town Parks and Facilities

AT A GLANCE

Application	Town initiated text amendment to the Virgin Municipal Code
Subject	New exempt temporary sign category in VMC 16.52.04(B)(8) allowing Town-authorized sponsorship signs at Town parks, facilities, and Town-sanctioned events
Prepared By	Ryker Steglich, Town Planner, Sunrise Engineering
Next Step	Planning Commission public hearing and possible recommendation; Town Council adoption

I. BACKGROUND

The Town contracts with a private operator to run the Town's BMX track. The lease contemplates sponsorship signs at the facility and provides for 4' x 8' vinyl banners placed along the interior track fence and on top of the berms and turns. The exhibit makes all signage "subject to regulations per Town Code."

The current Sign Regulations (VMC Chapter 52) do not allow these signs. Three provisions stand in the way:

1. Off-premise signs. VMC 16.52.05(B) prohibits any sign advertising a business, product, or organization not located on the property. A sponsor banner identifies a business that is not located at the park.
2. Signs on public property. VMC 16.52.05(K)(5) prohibits signs affixed to fences or other surfaces on public property, except by a public employee or as permitted by law.
3. No applicable category. No existing exemption or permit category addresses sponsor recognition. Staff would have no standards for size, placement, duration, or removal.

At its October 14, 2026 work meeting, the Town Council reviewed example language provided by the Town Manager. The Council referred the matter to the Planning Commission for a recommendation. Staff has taken the example language and developed enforceable standards that fit the existing structure of Chapter 52.

II. DESCRIPTION OF PROPOSED ORDINANCE

The ordinance adds one new subsection to the list of exempt temporary signs. Placing sponsorship signs among the existing exemptions follows the pattern Chapter 52 already uses for political, real estate, and special event signs, each of which carries its own standards in that section. No other section of Chapter 52 is amended.

- Section 1 – Sponsorship Signs (new VMC 16.52.04(B)(8)). Allows temporary signs recognizing individual, business, or non-profit sponsors of Town parks, Town facilities, and Town-sanctioned events, on Town-owned property only. The subsection opens with a "notwithstanding" clause that overrides the off-premise and public-property prohibitions for these signs alone. Every other standard in Chapter 52 continues to apply. The subsection is organized as follows:
    - Authorization (a). Signs may be displayed only by the Town, by a facility operator under a Council-approved agreement, or by the organizer of a Town-sanctioned event. The number, size, location, and method of attachment of the signs are set by that agreement or event permit, so no separate sign permit is required, consistent with the other exempt temporary signs. Signs are not allowed in any public right-of-way.
    - Size and mounting (b). There is an enforceable cap of 32 square feet per sign. Signs must be matte or non-reflective vinyl, or another Town-approved material. They must be mounted flat on fences or Town-approved structures, or on posts, stakes, or frames authorized in the agreement or permit. They must be secured so they do not flap in the wind. Existing setback, clear-view, and color standards still apply.
    - Orientation and illumination (c). Signs must face the interior of the park or event area and may not be oriented toward a public street, including SR-9. Signs may not be illuminated, and electronic and changeable-copy displays remain prohibited under VMC 16.52.05.
    - Copy (d). Sign copy is limited to the sponsor's name, logo, and website, and a statement identifying the sponsor.
    - Duration (e). Event sponsor signs may go up 7 days before an event and must come down within 3 days after, matching the existing special event standard.

Facility sponsor signs may remain for the term of the sponsorship, but not beyond the operator's agreement. They must be removed within 10 days after either ends. Sponsorship signs do not count toward the size limits for special event signs in VMC 16.52.04(B)(7).

- Maintenance and removal (f). Signs in disrepair must be repaired or removed within 5 days of notice. The Town may remove noncomplying signs and recover its removal costs from the responsible operator or event organizer.

Coordination with the BMX lease. The banners described in Exhibit B of the lease comply with the proposed standards: 4' x 8' vinyl, on the interior fence, secured with zip ties. Because Exhibit B specifies the size, location, and attachment of the banners, it serves as the sign authorization for the BMX track. Future leases and event permits that allow sponsorship signs should include dimilar detail.

Coordination with the sign lighting amendments. This ordinance and the pending sign lighting amendments both amend Chapter 52. They do not overlap: sponsorship signs may not be illuminated under either version of VMC 16.52.06(D).

III. FINDINGS AND RECOMMENDATION

Staff finds that the proposed amendment:

- Is consistent with the purposes of the Virgin Municipal Code and the Town's General Plan goals of supporting community recreation while protecting rural character, scenic quality, and the night sky;
- Implements the sponsorship signage contemplated in the Town's BMX track lease and provides for sponsor recognition at Town-sanctioned events, consistent with the Town Manager's proposal;
- Limits sponsorship signs to Town-owned property, Town-authorized parties, and inward-facing, non-illuminated temporary signs, so the existing prohibitions on billboards and off-premise signs remain in full effect elsewhere in the Town;
- Provides objective, enforceable standards for size, placement, duration, maintenance, and removal; and
- Uses objective, viewpoint-neutral copy standards appropriate to Town-owned property.

Recommendation. Staff recommends that the Planning Commission hold a public hearing and forward a recommendation of approval of Ordinance 2026-XX to the Town Council.

VIRGIN TOWN
ORDINANCE NO. 2026-XX
Sponsorship Signs

AN ORDINANCE OF THE TOWN OF VIRGIN, UTAH, AMENDING CHAPTER 16.52, SIGN REGULATIONS, OF THE VIRGIN MUNICIPAL CODE TO ALLOW SPONSORSHIP SIGNS AT TOWN-OWNED PARKS, FACILITIES, AND TOWN-SANCTIONED EVENTS; ADDING SUBSECTION 16.52.04(B)(8); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

RECITALS

WHEREAS Virgin Town ("Town") is a Utah municipal corporation and political subdivision of the State of Utah, organized and existing under the provisions of Utah Code Annotated Title 10.

WHEREAS pursuant to Utah Code Ann. 10-20-502 and 10-20-503 the Virgin Town Council ("Town Council"), acting in its capacity as the governing and legislative body of the Town, has enacted land use regulations found in Title 16 (Land Uses) of the Virgin Municipal Code ("VMC"), including Chapter 52 (Sign Regulations).

WHEREAS Chapter 16.52 currently prohibits off-premise signs, and signs on public property, and does not provide for signs recognizing sponsors of Town facilities or Town events.

WHEREAS the Town has entered into a lease agreement for the operation of the Town's BMX track, which contemplates sponsorship signs at the facility subject to the regulations of the Town Code.

WHEREAS Town-owned property is not a public forum for signs, and the Town may reasonably and in a viewpoint-neutral manner regulate the signs it authorizes on its own property.

WHEREAS the Town Council reviewed proposed sponsorship sign language at its work meeting on October 14, 2026, and referred the matter to the Planning Commission for a recommendation.

WHEREAS the Planning and Zoning Commission held a public hearing on this ordinance on _____, 20___.

WHEREAS the Virgin Town Planning and Zoning Commission recommended in a __ to __ vote that the Town Council [*approve/deny*] these amendments on _____, 20___.

ORDINANCE

NOW THEREFORE, BE IT ORDAINED by the Town Council of Virgin Town, Utah, as follows:

1. Amendment Virgin Municipal Code 16.52.04. Subsection B (Temporary Signs) of VMC 16.52.04 (Exemptions) is hereby amended to add the following:

   16.52.04 EXEMPTIONS

   B. TEMPORARY SIGNS.

8. Sponsorship Signs. Notwithstanding Sections 16.52.05(B) and 16.52.05(K)(5), temporary signs recognizing individual, business, or non-profit sponsorship of Town parks, Town facilities, or Town-sanctioned events are allowed on Town-owned property, subject to the following. Town-owned property is not a public forum, and this subsection creates no right of any person to display a sign on Town property.

    a. Authorization. Sponsorship signs may be displayed only by the Town; by an operator of a Town facility under a lease or agreement approved by the Town Council, to the extent that agreement allows; or by the organizer of a Town-sanctioned event, to the extent allowed by its special event permit or written agreement with the Town. The number, size, location, and method of attachment of sponsorship signs shall be as provided in that agreement or permit. Sponsorship signs are not allowed in any public right-of-way.

    b. Size and Mounting. Each sign shall not exceed thirty-two (32) square feet in area. Signs shall be made of matte or non-reflective vinyl or another Town-approved material. They shall be mounted flat against fences, walls, or other Town-approved structures or on posts, stakes, or frames authorized in the agreement or permit. A sign attached to a fence, wall, or structure shall not extend above its top. A sign mounted on posts, stakes, or frames shall not extend more than 6 feet above the grade immediately below the sign. Signs shall be secured at all corners and edges so they do not flap or move in the wind. Signs are subject to the setback and clear view requirements of Section 16.52.06(A) and the color standards of Section 16.52.06(C).

    c. Orientation and Illumination. Signs shall face the interior of the park, facility, or event area and shall not be oriented toward or intended to be read from a public street. Signs shall not be illuminated.

    d. Copy. Sign copy is limited to the sponsor's name, logo, website, and a statement identifying the sponsor of the park, facility, or event.

    e. Duration. Signs recognizing an event sponsor may be installed no more than 7 days before the event and shall be removed within 3 days after the event ends. Signs recognizing a facility sponsor may remain for the term of the sponsorship, but not beyond the term of the operator's agreement with the Town. They shall be removed within 10 days after the sponsorship or the agreement ends. Sponsorship signs do not count toward the limits of Subsection 16.52.04(B)(7).

f. Maintenance and Removal. Signs shall be kept in good repair. Any sign that is faded, torn, frayed, loose, or otherwise in disrepair shall be repaired or removed within 5 days of written notice from the Town. The Town may remove, without compensation, any sponsorship sign that is in disrepair, does not comply with this subsection or the agreement or permit, or interferes with Town maintenance or public safety. The Town may recover its removal costs from the responsible operator or event organizer.

2. Repealer. All Virgin Town ordinances or resolutions or parts thereof, which are in conflict herewith, are hereby repealed.

3. Severability. Should any part or provision of this Ordinance be declared by the courts to be unconstitutional or invalid, such decision shall not affect the validity of the Ordinance as a whole or any part thereof other than the part so declared to be unconstitutional or invalid.

4. Effective date. This ordinance shall take effect immediately upon adoption and posting as required by law.

PASSED AND ADOPTED BY THE VIRGIN TOWN COUNCIL on _____, 2026.

By: _____
Jean Krause, Mayor

Attest: _____
Krystal Percival, Town Clerk/Recorder

Vote	Aye	Nay	Abstain
Jean Krause, Mayor	☐	☐	☐
Paul Luwe, Council Member	☐	☐	☐
Valerie Wenz, Council Member	☐	☐	☐
April Mckeon, Council Member	☐	☐	☐
Jim Kietzman, Council Member	☐	☐	☐

RECORDED this _____ day of _____ 2026
PUBLISHED or POSTED this _____ day of _____ 2026.
CERTIFICATE OF PASSAGE AND PUBLICATION OR POSTING

In accordance with Utah Code Annotated §63G-30-102 as amended, I, the Town Clerk/Recorder of Virgin, Utah, hereby certifies that the foregoing Ordinance was duly passed and published or posted via Class A Notice at:

1) Utah Public Notice website
2) Virgin Town website, www.virgin.utah.gov

3) Virgin Town Hall

_____

Krystal Percival, Town Clerk/Recorder
Virgin Town, Utah