



Memorandum

To: Town Council
From: Kyndal Sagers, Zoning Administrator
Date: February 4, 2026
Re: 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.

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 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 February 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 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; 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 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.
 - 1.2. A banner must not be displayed in the PU zone for more than 14 calendar days. Each property within the PU zone shall not display more than twelve banners per year. No consecutive approval will be granted. There must be a minimum interval of 14 calendar days between the time a banner is removed from a property and the subsequent display of a banner on the same property.
 - 2.3. A banner may not exceed 20 square feet.
 - 3.4. No more than one banner per property or business center or community group may be displayed at any one time.
 - 4.5. 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.
 - 5.6. A banner must not be placed near the intersection of any streets in a manner that obstructs the free and clear vision of traffic.
 - 6.7. No banner shall be placed or maintained so as to interfere with free ingress or egress from any door, window or fire escape.
 - 7.8. No banner shall be placed or maintained in any manner which will interfere with any opening required for ventilation.
 - 8.9. 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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I would like to make a comment on item one of the upcoming planning commission agenda.

As a business who uses banners, I just want to clarify a few things.

1. Does the town and commission feel appropriate for banners to be installed with stakes on either side of them? I don't feel it's appropriate for banners to be installed near the right ways or put up with posts. Banners should be installed and away on the existing building or structure in which the applicant houses. They should not be allowed to be placed in yards or frontages along SR nine without them being attached to an existing structure.
2. As a former tenant and also landlord of 25 years, I would say it's a bit of an overreach to ask for a letter from the property owner every time a banner gets hung up. I could understand the letter being necessary if there's permanent installations or changes happening on the property, such as a new freestanding sign, or modifications to the building, which would impact the owner at a deeper commitment. Having a banner hung up for two weeks is incidental and part of potentially normal operations for an entity and is outside the necessity of property Owner interaction.
3. Site plans sometimes can be obscure especially for hanging a 10ft.² banner. It would be better to request a photographic rendering that shows where the banner will be on the building or structure. That way enforcement even on a drive-by could see if it matches with the applicant original picture where they said the banner was going to be placed versus them having to get out and do a scale measurement off the property drawing, in which lot lines are never obvious especially on SR 9, where the right away is not always contiguous with the sidewalks or buildings.

Thank you for these considerations,

With regards,

Jonathan Zambella
Owner
Zion Guru-Namastay

CERTIFICATE OF POSTING

I, Robin Romero, acting on behalf of the Town of Springdale, hereby certify that accurate copies of Ordinance 2026-02, were posted at three places within the municipality: Springdale Town Hall, Springdale Post Office, and the Canyon Community Center on the _____ day of _____, 2026.