



PRESS RELEASE

Date: June 18, 2010

Contacts: Bob Nicholson, Community Development Director, 435.627.4205
Marc Mortensen, Assistant to the City Manager, 435.703.0953

City Council Approves Changes to Temporary Sign Policy to Assist Area Businesses

St. George, UT.- In Thursday's City Council meeting the mayor and city council approved changes to the City's policy regarding temporary signs for St. George area businesses. After months of discussion between City staff, local businesses and representatives from the St. George Area Chamber of Commerce a compromise was reached. As part of the motion to approve, the council made the changes effective immediately and instructed the City's Code Enforcement Division to carry out the new policy. Below is a copy of the policy as it was adopted:

The following "policy" adopted June 17th, 2010 does not amend the existing sign ordinance. These are policy allowances "in addition to" the sign ordinance.

1. POLICY REGARDING THE USE OF TEMPORARY ADVERTISING SIGNS AND BANNERS FOR BUSINESSES

For each place of business within a commercial, manufacturing, or A-P zone, the use of temporary signs or banners shall be permitted in conformance with the provisions and standards set forth:

A. Temporary Sign and Banner Standards:

1. The following standards apply to all temporary signs and banners unless specifically exempt.
2. Any temporary sign shall be removed or replaced immediately if it becomes torn, ragged, faded, sagging, or damaged in any way.
3. Businesses shall be allowed to use temporary wall signs as follows:
 - a. The combined square footage of total wall signage does not exceed the allowances set forth in section 9-13-4.B.2 and no more than 33% of the allowed sign area is comprised of temporary signs.
 - b. Permits for temporary signs or banners are obtained by demonstrating compliance with the area standards previously set forth. Once the temporary sign area has been determined, the changing of copy or the temporary sign itself will not require additional permitting.
 - c. Temporary wall signs or banners shall be installed flush against the building of the business they represent or appear to be installed flush against the building if necessitated by architectural elements of the building.
 - d. Temporary wall signs or banners shall not project above the roof line of the building.

4. Freestanding "A" frame or sandwich board signs shall be permitted provided they:
 - a. do not to exceed six (6) square feet in area;
 - b. are located at least 20' back of curb and are not in the public right of way or the parking lot;
 - c. do not exceed one per business entrance and are located within ten feet of the business entrance.

B. Grand Opening, Going out of Business, and Moving Banners:

1. Businesses may advertise using a temporary wall sign or banner once in order to announce the opening of a business, once in order to announce the closing of the business, or once in order to announce that a business is moving to a different location.
2. Such banners shall contain the words "Now Open," "Grand Opening," "Going out of Business," or "Moving."
3. The banner may be displayed for a maximum of thirty (30) days.
4. The business must obtain verbal approval from the Code Enforcement Office before displaying the banner.
5. A temporary sign under this provision shall not be counted as part of the maximum allowable wall sign area.

C. Special Holiday and Event Periods:

The Friday preceding each of the following holidays or major community events shall be designated "Special Holiday and Event Periods": Parade of Homes, Mother's Day, Iron Man, Memorial Day, Independence Day, Pioneer Day, Labor Day, Dixie Round-Up, St. George Marathon, Huntsman World Senior Games and one custom event or holiday for each business not to exceed 10 consecutive days (ie: anniversary sale etc). The following temporary displays shall be permitted during the Special Holiday and Event Periods as defined in this section and shall be removed the day after the Holiday or Event Period.

1. Each parcel of property or commercial complex may have one (1) temporary freestanding sign or banner, provided:
 - a. it does not exceed 32 square feet in area
 - b. the advertising copy is specifically holiday or event related
 - c. it does not extend onto or over any public property, right of way, sidewalk, street or otherwise obstruct the clear view area at any driveway or intersection
 - d. one additional freestanding sign or banner is permitted if the property or commercial complex has more than three hundred (300') feet of frontage on a dedicated public street
 2. Air noodles, sky dancers, and latex balloons, provided:
 - a. they are located at least 20' back of curb;
 - b. they are not in the public right of way;
 - c. they are maintained in good condition;
 - d. the balloons are on a lead of no more than 50';
 - e. in no event shall the air noodle, sky dancer, or latex balloon extend or be able to extend onto or over any public property, right of way, sidewalk, street or otherwise obstruct the clear view area at any driveway or intersection.
 3. No sign permit is required for the temporary signs allowed under this section **except a permit shall be obtained for any temporary sign for the "custom event or holiday"**.
 4. One (1) temporary wall sign or banner may be displayed beginning the weekend proceeding Thanksgiving Day and must be removed on or before January 5th 2nd.
- A temporary sign under this section shall not be counted as part of the maximum allowable wall sign area.

This e-mail was created by St. George Chamber of Commerce, 97 E St George Blvd St. George, 84770, and distributed by P-GEMS INC.

If for any reason you would like to discontinue receiving e-mail from St. George Chamber of Commerce, click here to [unsubscribe](#).