

Proposed Amendments to Title 21
Sandy Land Development Code
Related to Major Sports Venue Sign Themes

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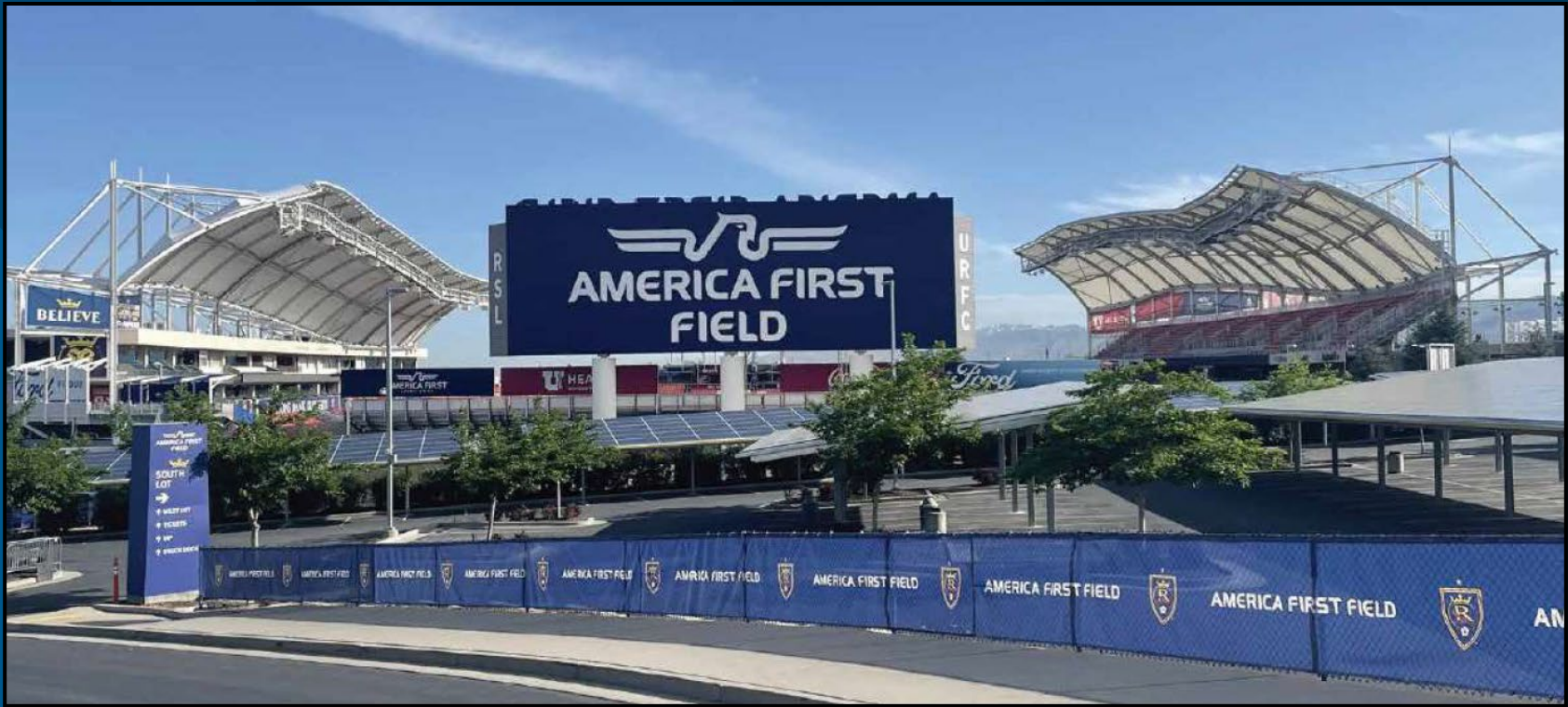
Case File: CA06282023-0006555



America First Field

9256 S State Street





Section 21-26-10 (c)
Sign Themes and Special Zones
Signs on Major Sports Venues

Section 21-37-20 "S" Definitions.

Effect of Code Amendments

- The development code has not kept up with existing signage and industry practice for major sports venues.
- Allows more signage within and around the *America First Field* (former *Rio Tinto Stadium*).
- Consistent with current conditions and industry standards.
- Amendments would bring several existing signs into legal conformity.



Code Changes

- Amends definitions:
 - Changeable copy on “field board” signs
 - Double-face signs on “grandstand” signs
- Changeable copy in wall signs
- Individual lettering roof signs

Code Changes

- Interior: Unlimited number of stadium signs
- Exterior:
 - Non-changeable copy signs on entire exterior face of scoreboard
 - Staff approval for freestanding signs (vs. Planning Commission approval)
 - Wall signs:
 - Above the wall fascia
 - 2% changeable copy
 - 30% of the total wall face



Conclusion & Recommendation

- The Planning Commission recommended the City Council amend Title 21, related to the Sign Theme Standards for Major Sports Venues
 - As shown in Exhibit "A"
 - Based on the findings in the staff report
- No action required at this work session
- Decision scheduled for August 8th