

## ORDINANCE # 23-10

AN ORDINANCE REVISING TITLE 21 OF THE SANDY CITY MUNICIPAL CODE CHAPTER 26, “SIGNAGE AND OUTDOOR ADVERTISING”, SECTION 10, “SIGN THEMES AND SPECIAL ZONES”, AND CHAPTER 37, “DEFINITIONS”, SECTION 20, ““S” DEFINITIONS”; ALSO PROVIDING A SAVING CLAUSE AND EFFECTIVE DATE FOR THE ORDINANCE.

WHEREAS, a request has been made to revise Title 21 of the Sandy City Municipal Code, Chapter 26, “Signage and Outdoor Advertising”, Section 10, “Sign Themes and Special Zones”, Subsection (c), “Signs on Major Sports Venues”, and Chapter 37, “Definitions”, Section 20, ““S” Definitions”. The purpose of the code amendments is to update the standards for major sports venues which would effectively allow for more signage within and around the America First Sport Stadium, consistent with current industry standards; and

WHEREAS, the Planning Commission held a public hearing on July 20, 2023, which meeting was preceded by notice posting in Sandy City Hall, the Sandy City Parks & Recreation Building, Salt Lake County Library – Sandy, on the Sandy City Website – <http://www.sandy.utah.gov>, and the Utah Public Notice Website – <http://pmn.utah.gov> on July 3, 2023; and

WHEREAS, following the public hearing before the Planning Commission, the Commission recommended the amendment to the City Council; and

WHEREAS, a public meeting was held by the Sandy City Council on August 8, 2023 to consider adoption of the proposed amendment; and

WHEREAS, the City Council has been given specific authority in Title 10, Chapter 9a, Utah Code Ann. to adopt land use regulations to regulate the erection, construction, reconstruction, alteration, repair and uses of buildings and structures, and the uses of land; and

WHEREAS, the State legislature has granted welfare power to the City Council, independent, apart from, and in addition to, its specific grants of legislative authority, which enables the City to pass ordinances which are reasonable and appropriate to the objectives of that power, i.e., providing for the public safety, health, morals, and welfare; and

WHEREAS, the forgoing legitimate governmental objectives are achieved by reasonable means, in that any adverse impact on private property value or use has been carefully balanced against the corresponding gain to the public; and the regulations have been calculated, on recommendation of City planning staff to permit property owners to beneficially use their properties for the practical purposes to which the property is reasonably adaptable; and procedures have been established by the Land Development Code and Utah Code Ann. Whereby appeals can be heard and decided if it is alleged that there is legislative or administrative error, or where a special exception or variance to the ordinance is required.

NOW, THEREFORE, BE IT ORDAINED by the City Council of Sandy City, State of Utah, as follows:

Section 1. Amendment. Title 21 is amended as shown on **Exhibit “A”**, which is attached hereto and by this reference made a part hereof.

Section 2. Severable. If any part of this ordinance or the application thereof to any person or circumstances shall, for any reason, be adjudged by a court of competent jurisdiction to be unconstitutional or invalid, such judgement shall not affect, impair or invalidate the remainder of this ordinances or the application thereof to other persons and circumstances, but shall be confined in its operation to the section, subdivision, sentence or part of the section and the persons and circumstances directly involved in the controversy in which such judgment shall have been rendered. It is hereby declared to be the intent of the City Council that this section would have been adopted of such invalid section, provisions, subdivision, sentence or part of a section or application had not been included.

Section 3. Effective. This ordinance shall become effective up on publication of a summary thereof.

PASSED AND APPROVED this \_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
Alison Stroud, Sandy City Council Chair

ATTEST:

\_\_\_\_\_  
City Recorder

PRESENTED to the Mayor of Sandy City for her approval this \_\_\_\_ day of \_\_\_\_\_, 2023.

APPROVED this \_\_\_\_ day of \_\_\_\_\_, 2023.

\_\_\_\_\_  
Monica Zoltanski, Mayor

ATTEST:

\_\_\_\_\_  
City Recorder

PUBLISHED this \_\_\_\_ day of \_\_\_\_\_, 2023.

**Sec. 21-26-10. Sign Themes and Special Zones.**

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(c) *Signs on Major Sports Venues.*

- (1) All major sports venues must submit a proposal for an overall sign theme showing design concepts and approximate placement of ~~all-on-premises~~ signs. This sign theme may be approved if the Planning Commission can determine that:
  - a. The proposed signs are not in conflict with the purpose and intent of this chapter, and consistent with the General Plan;
  - b. The proposed signs and sign locations are ~~consistent~~ compatible with the architecture of the development; and
  - c. The proposed signs appropriately utilize ~~those~~ the elements listed in the design criteria of this chapter.
- (2) The proposed sign theme may include the following:
  - a. A combination of cabinet and individual lettering signs, is allowed. Changeable copy may be incorporated into approved wall signs.
  - b. The use of individual lettering roof signs if they are mounted to the top of the exterior parapet wall and compatible with the architecture of the development.
- (3) Signs permitted on major sports venues may include the following:
  - a. *Interior Stadium Signs.* Those signs designed to be viewed by spectators and visitors to the sports venue and only incidentally seen from the exterior or areas accessible by non-paying visitors. Interior signs may include: but are not limited to sponsorship scrim panel signs, wall signs, blade signs, grandstand signs, scoreboard signs, field boards, murals, posters, flags, banners, and wayfinding signs. The number or size of these signs shall not be limited, except as described below:
    1. Sponsorship scrim panel signs: to be located between the seating structure and the canopy of the stadium. ~~May be any color and show a sponsor message or company logo. Limited to 20 sign~~
    2. Wall signs: ~~may be of channel letter or cabinet design. Signs will not be allowed on the fascia above the seating levels in the area below the canopy. these signs are allowed above the wall fascia by no more than four feet.~~
    3. Blade signs: to be located upon pedestrian corridors within the venue. ~~M~~ m must be at least eight feet above the walking surface, ~~and no greater than ten inches wide by eight feet high.~~
    4. Grandstand signs: ~~single face~~ signs that are only directed toward the interior of the stadium must either be hidden from exterior view or be architecturally compatible with the structure when viewed from the exterior. ~~Limited to four signs and 360 square feet total.~~
    5. Scoreboard sign: ~~includes changeable copy typically used for scores, game updates and replays located on a structure facing the playing field. It may also include no more than five permanent, non-changeable copy signs not exceeding 1200 square feet. must be located~~ on a structure facing the playing field. It may also include permanent, non-changeable copy signs. Permanent non-changeable copy signs with individual lettering may be placed above the scoreboard fascia by up to 50 percent of the sign itself.

## Exhibit "A"

6. Field boards: ~~are allowed around the entire perimeter of the field, located upon edge of the playing field.~~
- b. *Exterior Stadium Signs.* Those signs, designed to be viewed from the exterior of the building. Exterior signs may include:
  1. Sponsorship scrim panel signs: ~~to may~~ be located between the seating structure and the canopy of the stadium or exterior of scoreboard structure. ~~One sponsorship scrim panel. These signs may also be located on the southwest corner of the canopy structure and which may not be higher than the interior scrim signs. It is prohibited to install any sponsorship scrim panel signs on the west side of the stadium. May include a sponsor logo and name only on a neutral colored background that complements the architecture of the venue or a naming rights sign.~~ Limited to 20 signs.
  2. Wall signs: ~~may show naming rights or guide and directional signs. Limited to 20 total signs, must be mounted to wall fascia. These signs are allowed above the wall. The amount of signs is limited to 30 percent of the total exterior wall face square footage. Changeable copy signs may be incorporated into two percent of the total wall signage.~~
  3. ~~Roof Signs: as regulated in the Section above, may be used in combination with wall signs and are counted towards the allowable amount of wall signage.~~
  4. ~~Scoreboard signs: that are viewable from the exterior may include permanent, non-changeable copy signs not exceeding 100 percent of the total square footage of the scoreboard. The scoreboard signs do not count towards the allowable amount of wall signage.~~
  35. Blade signs: to be located above pedestrian areas on the exterior of the venue. It must be at least eight feet above the walking surface, and no greater than two feet wide by 20 feet high. Limited to 12 signs. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  46. Grandstand signs: limited to four signs and 360 square feet total. signs that are intended to be viewed outside the stadium. They must back up to an interior grandstand sign. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  57. On-premises freestanding signs: ~~the Planning Commission may approve up to one sign per street frontage. The signs are is~~ limited to 30 feet in height and 100 square feet in sign face area. Up to 10 directional signs within the internal road system is limited to 15 feet in height and 100 square feet in sign face area.
  68. ~~Parking lot banners: Banners: are allowed in all private parking lots, streets, plazas, and stairways, and~~ must comply with existing banner regulations.
  79. On-site fencing signs: ~~a maximum of two~~ single faced signs ~~permanently~~ attached to the fence surrounding the parking lot south of the stadium are allowed, provided they comply with the following provisions: ~~can be complied with:~~
    - (i) The proposed sign is not in conflict with the purpose and intent of this chapter, and:
    - (ii) The fence is not located on a property line.
    - (iii) ~~The proposed sign shall not be on any fencing that is located adjacent to, or within 100 feet of, any public street.~~
    - (iv) ~~The proposed sign shall not exceed four feet in height.~~
    - (v) ~~The proposed signage copy shall not occupy more than 15 percent of the total floor area of the fence that is covered.~~

## Exhibit "A"

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~~(vi) The sign shall be made from a vinyl mesh material.~~

- (d) *Sports Field Fencing Signs.* All applications for sports field fencing signs within a private park, which park is associated with a major sports venue, shall be reviewed by the Planning Commission, which shall determine the following:
- (1) The proposed signs are not in conflict with the purpose and intent of this chapter, and are consistent with the General Plan, and:
  - (2) The proposed signs appropriately utilize those elements listed in the design criteria of this chapter.
  - (3) The proposed signs shall not be on any fencing that is located adjacent to, or within 50 feet of, any public street.
  - (4) The proposed signs shall not exceed six feet in height, or the height of the fence, whichever is lower, and shall be permissible only on the field side of the fence.
  - (5) The proposed signage shall not occupy more than 50 percent of the total length of the fence line surrounding the sports field.
  - (6) Either one six-foot-tall evergreen or one 1½-inch caliper deciduous tree shall be planted on the site for every 150 lineal feet of fencing which contains a sports field fence sign.
  - (7) The sign shall be made from a vinyl mesh material.

### Sec. 21-37-20. "S" Definitions.

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- (44) *Sign, field boards,* means ~~non-illuminated, static graphics on a portable hard surface~~ portable signs that are inside a major sports venue. Changeable copy is allowed.

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- (52) *Sign, grandstand,* means ~~single-face~~ signs that are attached to fixed seats.