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Staff Report Memorandum July 20, 2023

To: City Council via Planning Commission

From: Community Development Department

Subject: Amendments to Title 21 of the Land Development Code related to Sports Venue Sign Themes CA06282023-0006555

Public Hearing Notice: This item has been noticed on public websites, sent to affected entities and posted in three public locations at least 10 days prior to the Public Hearing.

Request

Tracy Baker with Allied Electric Sign and Awning (representing Real Salt Lake) has applied to amend Title 21, *Land Development Code*, Chapter 26, *Signage and Outdoor Advertising*, Section 10, *Sign Themes and Special Zones*, Subsection (c), *Signs on Major Sports Venues*; and Sec. 21-37-20 "S" *Definitions*. The purpose of the code amendments is to update the sign theme standards for major sports venues. The proposed code changes would effectively allow for more signage within and around the America First Field (formerly known as Rio Tinto Stadium) located at 9256 S. State St., that is consistent with current conditions and industry standards. The development code has not kept up with existing signage and industry practice for major sports venues. This would also bring several existing signs into legal conformity.

Background

In 2009, the City adopted regulations for sign themes at major sports venues, and the Planning Commission approved an overall sign theme for the sports stadium. Since that time, there have been several amendments to the sports stadium sign theme and code amendments related to sports field fencing signs. To ensure consistency with existing conditions and industry standards, the applicant is proposing to amend the sign theme regulations for major sports venues, as well as update the overall sign theme at the America First Sports Stadium (see concurrent application under SGN06282023-031053).



Relevant case history of code amendments is provided in the following table:

Case History	
Case Number	Case Summary
Ord. No. 09-03, CA#09-A	Code Amendment to regulate for major sports venues (Feb. 2009).
Ord. No. 11-22 CODE-8-11-1977	Code Amendment to the regulations for Signs on Major Sports Venues to define sports field fencing signs and to add regulations of such signs (Nov. 2011).
Ord. No. 14-14 CODE-4-14-3552	Code Amendment to the regulations for Signs on Major Sports Venues to add regulations for on-site fencing signs (June 2014).

Public Notice

The city issued notice of the public hearing for the proposed code amendments on public websites, mailed notice to affected entities and posted in three public locations at least 10 days prior to the Planning Commission public hearing in accordance with the Land Development Code Sec. 21-36-1 and the Utah State Code § 10-9a-205.

Analysis

The proposed code amendments update the sign theme standards for major sports venues. These code changes allow for more signage within and around the America First Field, consistent with current conditions and industry standards. The specific amendments to the Land Development Code are included as Exhibit “A” (red-lined version) and Exhibit “B” (clean version).

The following is a summary of the proposed changes to Title 21. Example images of sign types are included as Exhibit “C.”

1. Allows changeable copy in wall signs.
2. Allows individual lettering roof signs.
3. Removes content requirements for signs because it is unlawful to regulate content.
4. Removes definition language to avoid duplication with the definitions chapter of the code.
5. Interior stadium signs:
 - a. Allows an unlimited number of signs within the interior of the stadium.
 - b. Allows wall signs above the wall face by four feet.
 - c. Removes the number and size limitation of non-changeable copy signs on the scoreboard.
 - d. Allows half of a non-changeable copy sign with individual lettering above the scoreboard fascia.
 - e. Removes the size limitation on blade signs,
 - f. Removes the number and size limitation on grandstand signs and allows double-faced grandstand signs.
6. Exterior stadium signs:
 - a. Removes some of the location criteria for sponsorship scrim panels.
 - b. Wall signs:
 - i. Allows wall signs to be placed above the wall fascia.
 - ii. Allows wall signs to have up to 2% of changeable copy.
 - iii. Limits walls signs to 30% of the total wall face square footage.
 - iv. Establishes that roof, blade, and grandstand signs count towards the allowable amount of wall signage.
 - c. Allows non-changeable copy signs on the entire exterior face of the scoreboard.
 - d. Removes the number and size limitation on blade signs.
 - e. Removes the number, size, and location limitations for on-site fencing signs.
 - f. Allows banners on streets, plazas, and stairways in addition to the parking lot areas.
 - g. Freestanding signs:
 - i. Allows staff to approve freestanding signs by removing the need for Planning Commission approval.

- ii. Allows up to 10 directional signs within the interior road system, in addition to the street frontage signs.
7. Amends definitions to allow changeable copy on “field board” signs and double-face signs on “grandstand” signs.

Non-Conforming Uses

This code amendment would not create any non-conforming situations but would resolve some existing ones.

Land Development Code Purpose Compliance

The Sandy City Land Development Code in 21-1-3 lists the criteria explaining the intent and purpose of the Ordinance. The purpose is:

21-1-3 Purpose

This Code is adopted to implement Sandy City’s General Plan and to promote public health, safety, convenience, aesthetics, welfare; efficient use of land; sustainable land use and building practices; transportation options and accessibility; crime prevention; timely citizen involvement in land use decision making; and efficiency in development review and land use administration. Specifically, this Code is established to promote the following purposes:

1. General

- a. To facilitate the orderly growth and development of Sandy City.*
- b. To facilitate adequate provision for transportation, water, sewage, schools, parks, and other public requirements.*
- c. To stabilize property values.*
- d. To enhance the economic well-being of Sandy City and its inhabitants.*

2. Implementation of General Plan

To coordinate and ensure the implementation of the City’s General Plan through effective execution of development review requirements, adequate facility and services review and other goals, policies, or programs contained in the General Plan.

3. Comprehensive, Consistent and Equitable Regulations

To establish a system of fair, comprehensive, consistent and equitable regulations, standards and procedures for review and approval of all proposed land development within the City.

4. Efficiently and Effectively Managed Procedures

- a. To promote fair procedures that are efficient and effective in terms of time and expense.*
- b. To be effective and responsive in terms of the allocation of authority and delegation of powers and duties among ministerial, appointed, and elected officials.*
- c. To foster a positive customer service attitude and to respect the rights of all applicants and affected citizens.*

The proposed code amendment is consistent with the purpose of the Land Development Code because the proposal promotes the public health, safety, and welfare; ensures consistency and equitable standards; establishes efficiency in development review and land use administration; and is consistent with the Sandy City General Plan.

General Plan Compliance

The Sandy City General Plan encourages appropriate development standards for all uses and zoning categories within the city. The proposed code amendment furthers that goal and objective by establishing appropriate land development standards for all uses and zoning categories within Sandy City.

Recommendation

Staff recommends that the Planning Commission forward a positive recommendation to the City Council to amend Title 21, of the Sandy Municipal Code, related to the sign theme standards for major sports venues, as shown in Exhibit “A”,

based on the following findings:

Findings:

1. The City Council may amend land use ordinances consistent with the purposes of the Sandy Land Development Code, the Sandy City General Plan, and the Utah Code, Municipal Land Use, Development, and Management Act per Title 21 Chapter 5 of the Sandy Municipal Code.
2. The proposal is reviewed by the Planning Commission and City Council in accordance with the requirements of Title 21 Chapter 5 of the Sandy Municipal Code.
3. The proposal complies with the purpose of the Land Development Code under Section 21-1-03 by creating consistent and equitable standards and procedures for review and approval of all new development projects within Sandy City.
4. The proposal complies with the Goals and Policies of the General Plan by establishing appropriate development standards for all uses and zoning categories within Sandy City.

Planner:



Melissa Anderson
Zoning Administrator

Exhibits:

- A. Proposed code amendments (red-lined version)
- B. Proposed code amendments (clean version)
- C. Example images of sign types

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