



SANDY CITY COMMUNITY DEVELOPMENT

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Staff Report Memorandum November 6, 2025

To: Planning Commission
From: Community Development Department
Subject: Hale Centre Theatre/MACU (Sign Theme Amendment)
9886 S. Monroe St.
[Community #2, Civic Center]

SGN10232025-038019
CBD-O
10.7 acres

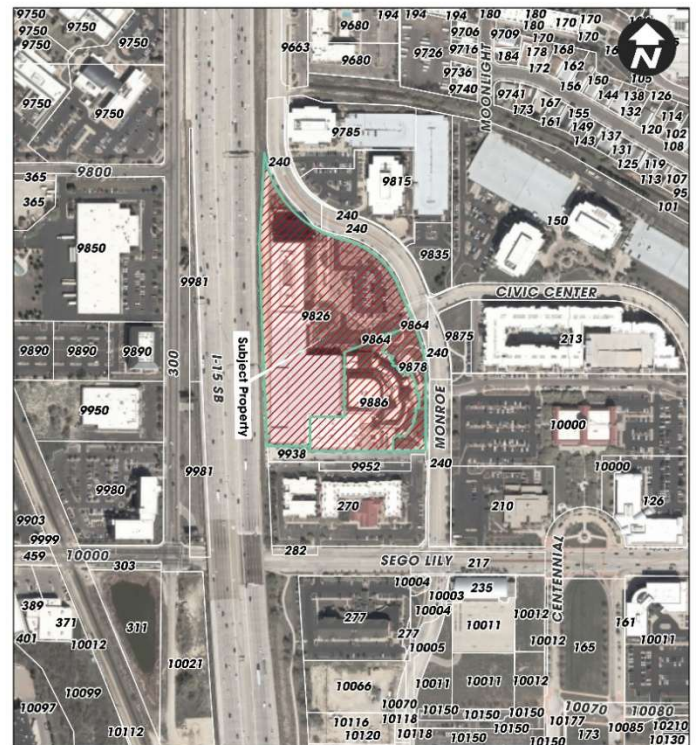
Public Meeting Notice: This item has been noticed to property owners within 500 feet of the subject area, and on public websites.

Request

The applicant, Kacey Bryne, from Adaptive Fabrication, on behalf of Hale Centre Theatre, is requesting approval of a sign theme amendment for a property located at 9886 S Monroe St. The request is for a sign theme amendment to allow for four additional signs related to the Mountain America Arts and Education Beehive building addition to the Hale Centre Theatre, which includes the Beehive Theatre (the new children's theater building) and rehearsal and storage space for the main theater. See Exhibit A and B for details of the application.

Background

The subject properties are approximately 10.7 acres (466,092 square feet) and are located in the Central Business District – Office (CBD-O) zone. The Hale Centre Theatre, Mountain America Credit Union office building, parking garage, and Mountain America Arts and Education Beehive building addition make up the site for the sign theme area. The original sign theme was done in 2017. Properties to the north, east, and south are zoned CBD-O. Property to the west is in the Research and Development (RD) zone.



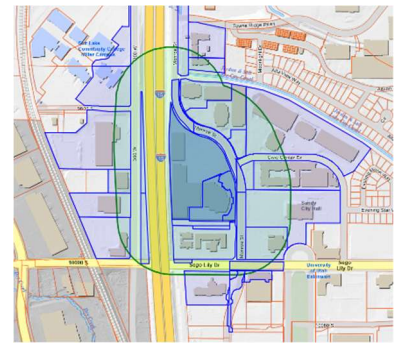
SGN10232025-038019
Sign Theme Permit
9886 S MONROE ST

Community Development Department
Sandy City, UT

Property Case History	
Case Number	Case Summary
SPR 05-16-5083	MACU Site Plan
SPR 5-15-4386	Hale Centre Theatre
CUP 5-15-4385	CUP to allow a performing arts center in the CBD-O zone
SPR 06-16-5094	Cairns Plaza – Hale Centre Theatre
SIGN 06-17-5227	Hale Centre Theatre/MACU Sign Theme
SPR10112023-006636	Hale Centre Beehive Theatre addition

Public Notice and Outreach

This item has been noticed to property owners within 500 feet. A neighborhood meeting was not held for this project, due to the property being in an established commercial area. Staff have not received any emails or phone calls regarding the project.



Analysis

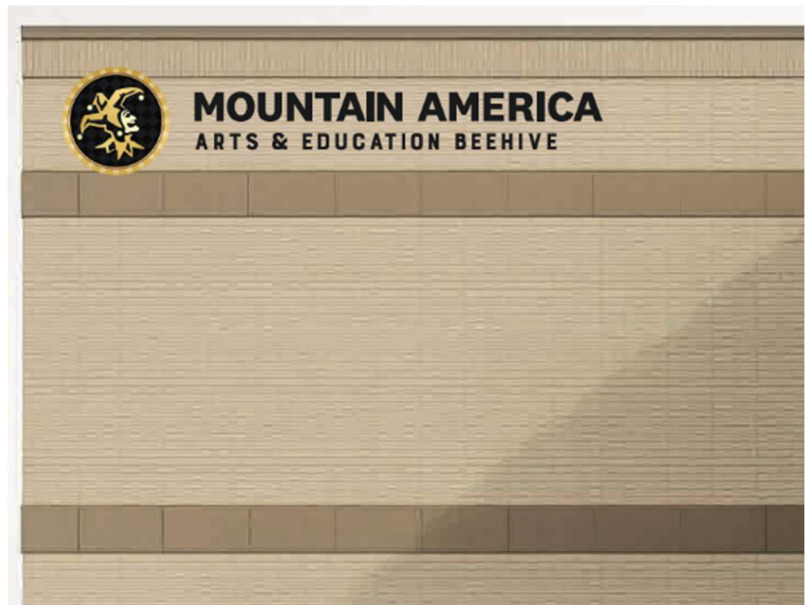
Section 21-26-10(b) of the Sandy City Land Development code states that upon Planning Commission approval, the design and placement of on-premises signs (including any proposed advertising statutory signs) for developments of seven acres or larger and having at least 300 lineal feet of frontage may vary from the regulations set forth herein. The Planning Commission must determine that:

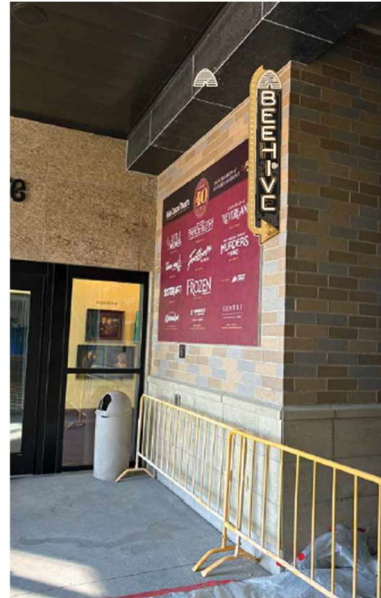
- The proposed sign exceptions are not in conflict with the purpose and intent of this chapter;
- The proposed signs are in architectural harmony with the development; and
- The proposed signs appropriately utilize those elements listed in the design criteria of this chapter

Sign Design is set forth in Sec. 21-26-9(a) of the Sandy City Land Development Code. Each sign submitted for approval shall incorporate the following elements:

1. Architectural compatibility
2. Size, scale, proportion (balance)
3. Illumination
4. Color and style
5. Location
6. Landscaping

East Elevation – The applicant is proposing a 5' x 5' (25 square feet) Jester medallion wall sign with LED light rays emanating from within. Next to the jester is a proposed halo lit channel letter wall sign that is approximately 60 square feet. The proposed signs will help to unify the site's visual identity with the main Theatre complex.





North Elevation – There are two proposed signs in this area of the theatre. The first sign is above the entrance doors to the Beehive Theatre that is a corridor between the existing Hale Theatre and the parking garage. The proposed wall sign is 90 square feet and is approximately 30% of the 294 square foot wall. Part of the sign has changeable copy that is approximately 30% of the sign. The changeable copy will be used to announce current and upcoming performances. The proposed location of the sign covers some of the architectural components of the building. The proposed Beehive wall sign is 5' x 1' and will project off the wall so the sign is viewable from two directions. The sign is proposed to be located on the wall that leads between the Hale Centre Theatre and parking garage to help guide people to the theatre (See Exhibit B for site plan).

South Elevation – The proposed sign is 8' 5.5" x 1' 5" (18 square feet) vinyl lettering wall sign that will go above the door of the south rehearsal hall entrance.

Staff Concerns

Staff has no concerns with the proposed sign theme amendment.

Recommendation

Staff recommends that the Planning Commission approve a sign theme amendment for Hale Centre Theatre/MACU center as described in the staff report for the property located at 9886 S. Monroe St. based on the following findings and subject to the following conditions:



Findings:

1. Staff finds that the proposed sign theme meets the intent of Section 21-26-10 of the Sandy City Development Code regarding approval by the Planning Commission for developments of seven or more acres and having more than 300 linear feet of frontage.

Conditions:

1. That the north elevation wall sign of the Mountain America Arts and Education Beehive building be allowed to occupy no more than 30% of the wall façade and have no more than 30% of changeable copy area.

2. That the sign on the north elevation of the Mountain America Arts and Education Beehive building be allowed to cover some of the architectural features of that façade as shown in the application materials.
3. That the proposed signs be installed to meet all requirements set forth in the Sandy City Land Development Code and sign code.
4. Any signs installed go through the proper sign permitting process.
5. Any additions or alterations to the Sign Theme be approved by the Planning Commission prior to installation.

Planner:



Sarah Stringham
Planner

File Name: S:\USERS\PLN\STAFFRPT\2025\SGN10232025-038019 - HALE CENTER BEEHIVE SIGN THEME\STAFF REPORT TEMPLATE - BEEHIVE.DOCX

Exhibit "A"

Narrative for Signage Theme Modification – Hale Center Theater

The Hale Center Theater respectfully requests approval for a modification to the existing signage theme to accommodate the addition of a new **Children's Theater building** on the property. This new facility expands the theater's programming and community engagement, providing a dedicated venue for youth performances and educational productions.

To complement the architectural design of the new structure and maintain continuity with the established Hale Center Theater identity, the following three exterior signs are proposed:

1. **(1) Marquee Sign** – Installed above the main entrance doors to identify the Children's Theater and announce current or upcoming performances.
2. **(1) Donor Wall Sign** – Positioned above the secondary entrance to recognize sponsors and supporters contributing to the new theater's development.
3. **(1) Set of Illuminated Channel Letters and Logo** – Mounted on the upper east-facing façade for visibility from adjacent streets and to unify the site's visual identity with the main theater complex.

All proposed signage has been designed to harmonize with the materials, color palette, and architectural elements of the existing Hale Center Theater campus. The intent of this request is to ensure cohesive branding across both buildings while supporting the visibility and accessibility of the new Children's Theater.

Exhibit "B"

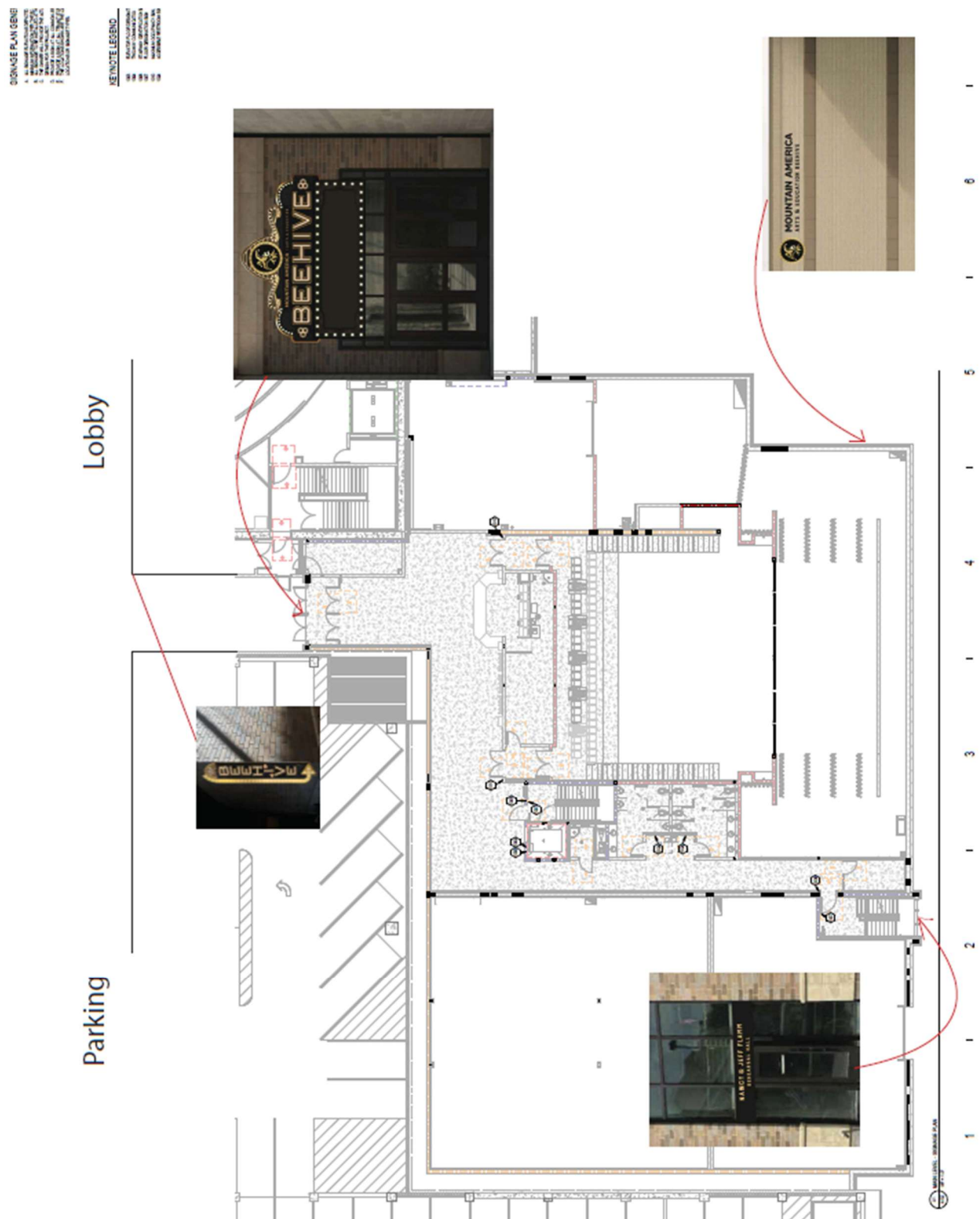


Exhibit "B" see Proposed Signs document for full plans