



SANDY CITY COMMUNITY DEVELOPMENT

JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

KURT BRADBURN
MAYOR

MATTHEW HUISH
CHIEF ADMINISTRATIVE OFFICER

MEMORANDUM

June 20, 2019

To: Planning Commission
From: Community Development Department
Subject: Town Ridge Sign Theme
75 W. Town Ridge Pkwy
[Community #2 – Civic Center]

SIGN-06-19-5667
Zoned CBD
8.2 Acres

HEARING NOTICE: *This item has been noticed to property owners within 500 feet of the subject area.*

PROPERTY CASE HISTORY	
Case Number	Case Summary
SPR-01-15-4111	WCF Master Plan. Approved by PC

DESCRIPTION OF REQUEST

The applicant, Zane Latimer for IG Sign and Construction, is proposing a sign theme for the office building at 75 West Town Ridge Parkway. The applicant is proposing a total of eight wall signs on the two office towers, with three signs being proposed on the northeast tower, and five signs on the southwest tower. The applicant’s goal is to modernize the signage throughout the development while providing a uniform pleasing aesthetic. Further detail of the proposal is listed below under the heading of “Tower I” and “Tower II” and attached to this staff report (*See Exhibit #1 – Sign Renderings*).

Tower I

Tower I is located in the northeast corner of the property. The tower is 125,000 square feet and contains five stories. The applicant is proposing the following signage for Tower I: 1) a new wall sign for the south elevation of the building, 2) retain the existing wall sign for the west elevation, and 3) retain the existing wall sign on the east elevation of the building. The north elevation is proposed to remain without any signage.

Sign #1: South Elevation. The proposed south elevation wall sign will be a new sign mounted to the upper right corner of the building. The applicant is proposing the size to be 150 square feet (5’ x 30’). The wall sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3” returns. The

sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Sign #2: West Elevation. The west elevation wall sign is an existing sign mounted to the upper portion of the middle of the building. This sign will remain on the building. The existing wall sign is 175 square feet (5' x 35'). The wall sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Sign #3: East Elevation. The east elevation wall sign is an existing sign mounted to the upper left corner of the building. This sign will remain on the building. The existing wall sign is 175 square feet (5' x 35'). The wall sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Tower II

Tower II is located in the southwest corner of the property. The tower is 125,000 square feet and contains five stories. The applicant is proposing the following signage for Tower 2: 1) a new wall sign for the south elevation of the building, 2) replace the existing sign on north elevation of the building as well as install a new sign on the lower portion of the building, and 3) retain the existing wall sign on the east elevation of the building, as well as install a new sign on the lower portion of the building. The west elevation is proposed to remain without any signage.

Sign #4: South Elevation. The proposed south elevation wall sign will be a new sign mounted to the upper right corner of the building. The applicant is proposing the size to be 180 square feet (6' x 30'). The wall sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Sign #5: North Elevation. The north elevation wall sign is an existing sign mounted to the upper portion of the middle of the building. The applicant is proposing to replace the existing sign with a new tenant in the building. The existing wall sign is 175 square feet (5' x 35'). The wall sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Sign#6: North Elevation. The applicant is also proposing to install a second new sign on the north elevation mounted to lower portion of the right side of the building. This new sign will be front or reverse illuminated pan channel letters, with

acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Sign #7: East Elevation. The east elevation wall sign is an existing sign mounted to the upper left corner of the building. This sign will remain on the building. The existing wall sign is 150 square feet (5' x 30'). The wall sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

Sign #8: East Elevation. The applicant is proposing to install a second new sign on the east elevation mounted to the lower portion of the left side of the building. The new wall sign is proposed to be 100 square feet (4' x 25'). This new sign will be front or reverse illuminated pan channel letters, with acrylic/aluminum faces with a minimum of 3" returns. The sign will be white LED front or reverse halo illuminated. The lettering will be mounted to individual or full panel raceways painted to match the wall.

NOTICE

The Town Ridge Office Towers are located in Community #2. Based on the limited impact to adjacent users, and no impact to residential uses, a neighborhood meeting was not held.

ANALYSIS

Section 15A-26-10 of the Sandy City Land Development Code states that developments of seven or more acres and having more than 300 linear feet of frontage may vary from the regulations set forth in the Sign Ordinance with Planning Commission approval under the following conditions:

1. The proposed sign exceptions are not in conflict with the purpose and intent of this chapter,
2. The proposed signs are in architectural harmony with the development,
3. The proposed signs appropriately utilize those elements listed in the design criteria of this chapter, as follows:

Sign Design. 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

The proposed site meets the criteria of a sign theme. The development site is 8.2 acres and has approximately 525 feet of street frontage. It is anticipated that the proposed signs would also meet the required design criteria outlined in the code in style, color, locations, and architectural compatibility (Landscaping is not applicable to the proposed wall signs).

There are three existing signs on the two office towers. On Tower I, the two existing signs on the west and east elevations of Tower I (Signs #2 and #3) are 175 square feet each. The existing sign on east elevation of Tower II (Sign #7) is 150 square feet. The existing signage on the two office towers meet the size and location requirements of the multi-tenant area standards of **Section 15A-26-07(J)(4)** of the Sandy City Land Development Code, which states:

1. Ground floor tenants which have direct access from grade into their tenant space may utilize the standards specified for single tenant buildings above. Such tenants whose entrance is located under a canopy or like feature must locate their signs under such feature unless the Planning Commission has approved a sign theme stipulating otherwise.
2. Tenants who access their space through a common entrance(s) or tenants above ground level are not allowed to have individualized wall signs on the exterior of the building. They must be located on a directory sign located next to or within the common entrance of the building. If located on an exterior wall, such directory signs may not exceed 12 square feet and copy shall not exceed one inch in height.
3. In addition to ground floor tenant signs allowed above, buildings with more than two stories are required to have a building identification sign. This may be the name of the major tenant in the building. All wall signs must comply with the Planning Commission approved sign theme for the building.

The two existing signs on the west and east elevations of Tower I (Signs #2 and #3) did not receive a sign permit for their installation. Per **Section 15A-26-02(B)(1)** of the Sandy City Land Development Code, unless stipulated otherwise, a sign permit is required to erect, install, paint, or change the face of any sign, whether it be temporary or permanent in nature. This includes new signs, signs to be added to existing buildings or uses, and existing signs that are to be enlarged, changed, or modified. If no action is taken, the expiration date for such permits shall be 180 days in conjunction with building permits.

The two existing signs on Tower I (Signs #2 and #3) will need to obtain a sign permit in order to be brought in compliance. The existing sign on Tower II (Sign #7) was permitted for installation.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission approve the sign theme for the Town Ridge Office Towers located at 75 West Town Ridge Parkway to allow the installation of

the proposed wall signs on the two office towers, subject to the following findings and conditions:



Findings

1. Staff finds that the proposed sign theme amendment meets the requirements of **Section 15A-26-10** of the Sandy City Development Code regarding approval by Planning Commission for developments of seven or more acres and having more than 300 linear feet of frontage.
2. Staff finds that the proposed wall signs meet the requirements of **Section 15A-26-10** Wall Area Standards of the Sandy City Land Development Code. Staff finds that the proposed sign theme amendment is in harmony with the design, size, scale and location of the Town Ridge Office buildings.

Conditions

If the Planning Commission does approve the sign theme amendment, staff recommends the following conditions:

1. That installed signage match the location and design of the submitted renderings.
2. That a sign permit be obtained from the Community Development Department for the proposed signage.
3. That a sign permit be obtained for the existing signage on the east and west elevations of Tower I to bring the signs in compliance.
4. That any future sign themes for the property be reviewed by the Planning Commission.

Planner:  Reviewed by: 

Wade Sanner, *Planner*

File Name: S:\USERS\PLN\STAFFRPT\2019\SIGN-06-19-5667 Town Ridge Sign Theme

Exhibit #1 – Sign Renderings



May 22, 2019

Sandy

Community Development

10000 Centennial Parkway

Sandy, Utah 84070

RE: Sign Theme | Towne Ridge Tower I and Tower II

Please consider the request for an attached Sign Theme for the Towne Ridge development located at 75 West Towne Ridge Pkwy State Street, Sandy, UT 84070. We believe the requested Sign Theme modernizes the signage throughout the development while providing a uniform and pleasing aesthetic.

As part of the request, we would like to slightly deviate from existing municipality parameters and allow to have one building top sign per elevation to accommodate for identification of major tenants. Additionally, we believe this sign theme will maintain the artistic nature of their corporate branding to be in architectural harmony with the building and visibility. Lastly, we seek one ground floor tenant sign per main entrance for additional tenant identification.

Thank you for your time and consideration!

Sincerely,



Zane Latimer

880 North 100 East, UT 84043

Office: 801.766.0207 Fax: 801.407.1622

www.igsign.com



June, 2019

Sandy

Community Development

10000 Centennial Parkway

Sandy, Utah 84070

RE: Sign Theme | Towne Ridge Tower I and Tower II Square foot allowance request:

1. Sign area Dementions:5'-0" x 30'-0" /Square footage 150
2. Sign area Dementions:5'-0" x 35'-0" /Square footage 175
3. Sign area Dementions:5'-0" x 35'-0" /Square footage 175
4. Sign area Dementions:6'-0" x 30'-0" /Square footage 180
5. Sign area Dementions:5'-0" x 35'-0" /Square footage 175
6. Sign area Dementions:4'-0" x 25'-0" /Square footage 100
7. Sign area Dementions:5'-0" x 30'-0" /Square footage 150
8. Sign area Dementions:4'-0" x 25'-0" /Square footage 100

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