



SANDY CITY COMMUNITY DEVELOPMENT

JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

KURT BRADBURN
MAYOR

MATTHEW HUISH
CHIEF ADMINISTRATIVE OFFICER

MEMORANDUM

October 18, 2018

To: Planning Commission
From: Community Development Department
Subject: Shops at South Town Sign Theme Amendment – SIGN-10-18-5499
 Dillard’s Site 52.78 Acres
 10450 S. State St.
 [South Towne, Community #9] Zoned CBD

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#85-05	South Towne Mall Construction, sign locations called out as part of site plan. Approved by PC.
SPR#85-50	Sign Theme Amendment for ZCMI wall sign. Approved by PC.
SPR#87-04	Sign Theme Amendment to modify freestanding signs along State Street and I-15. Approved by PC.
SPR#89-19	Sign Theme Amendment to modify freestanding sign along I-15. Approved by PC.
SPR#92-16	South Towne Mall Phase II Expansion. Approved by PC.
SPR#96-46	South Towne Dillard’s Construction. Approved by PC.
CU#07-42	Revised South Towne Master Sign Theme. Approved by PC.
SIGN-02-16-4922	Sign Theme Phase I Rebranding of site including wall signs
SIGN-07-16-5106	Sign Theme Phase II Rebranding of site including monument and pylon signs. Approved by PC.
SIGN-03-18-5368	Sign Theme Amendment for Round I. Approved by PC.

DESCRIPTION OF REQUEST

The applicant, John Lee for The Shops at South Town, is proposing a sign them amendment to compliment the overall sign theme for the mall, and to guide future sign placement of the former Dillard’s site (west building) (See Exhibit #1 – Application Materials). The former Dillard’s site was renovated to include ten new tenant spaces. With the inclusion of more retail stores, the tenants have requested wall signs on the

exterior of the mall. Since the mall is under one sign theme, the Planning Commission must approve any additional signage not shown in the approved sign theme.

The proposed wall signs would be located on the north, south and west sides of the building. The applicant is proposing the following amendments to the existing sign theme:

- Sign locations be assigned to specific tenant spaces.
- Sign area for each individual sign shall be no greater than 350 square feet.
- All signs shall be face-illuminated LED channel letters with white faces, black trim cap and painted black letter bodies.
- Tenants with 20,000 square feet or greater shall be allowed letters of up to 5’ in height, logo elements may be up to 6’6” in height. Tenants with less than 20,000 square feet shall be allowed letters up to 3’ in height.

Staff attached the proposed sign theme amendment renderings to this staff report, with further detail of the proposed wall signs listed below under the specific building elevations.

South Elevation: The south elevation is proposed to consist of individual channel letters with white translucent faces to match the existing wall signs. The applicant is proposing: two large tenant signs with a total maximum square footage of 700 square feet (350 square feet each), and five smaller tenant signs with a total maximum square footage of 500 square feet (100 square feet each). The total sign area proposed for the south façade is 1,200 square feet, which is 7% of the wall area.

South Elevation	
Tenant	Max SF
K3 Tenant (Urban Air)	350
F2 Tenant (Home Goods)	350
B2 Future Tenant (Store B)	100
D2 Future Tenant (Store D)	100
E2 Future Tenant (Store E)	100
C2 Future Tenant (Store C)	100
A2 Future Tenant (Store A)	100
Total Sign Area South Elevation	1,200
Approx. Wall Area South Elevation	17,000
Percentage South Elevation	7%

West Elevation: The west elevation is proposed to consist of individual channel letters with white translucent faces to match the existing wall signs. The applicant is proposing: four large tenant signs with a total maximum square footage of 1,400 square feet (350 square feet each), and five smaller tenant signs with a total maximum square footage of 500 square feet (100 square feet each). The total sign area proposed for the south façade is 1,200 square feet, which is 12% of the wall area.

West Elevation	
Tenant	Max SF
G1 Tenant (Future Tenant)	350
K2 Tenant (Urban Air)	350
H2 Round 1 (Existing)	350
F1 (Home Goods)	350
A1 Future Tenant (Store A)	100
B1 Future Tenant (Store B)	100
C1 Future Tenant (Store C)	100
D1 Future Tenant (Store D)	100
E1 Future Tenant (Store E)	100
Total Sign Area South Elevation	1,900
Approx. Wall Area South Elevation	15,938
Percentage South Elevation	12%

North Elevation: The north elevation is proposed to consist of individual channel letters with white translucent faces to match the existing wall signs. The applicant is proposing three large tenant signs with a total maximum square footage of 1,050 square feet (350 square feet each). The total sign area proposed for the south façade is 1,050 square feet, which is 6% of the wall area.

North Elevation	
Tenant	Max SF
H1 Tenant (Round 1)	350
K1 Tenant (Urban Air)	350
G1 Tenant (Future Tenant)	350
Total Sign Area South Elevation	1,050
Approx. Wall Area South Elevation	17,000
Percentage South Elevation	6%

Each sign will consist of 3/16” thick white translucent acrylic plastic individual channel letters. All letters edging will be constructed with 0.04” aluminum returns painted black. The sign lettering will be back lit LED lighting mounted to the inside-backs of the channel letters, with 1” wide black trim cap material.

NOTICE

The Shops at South Town are located in Community 9, which only includes commercial properties. 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

Malls throughout the country are rebranding themselves to enhance their appeal and attract shoppers. Most renovations are redesigning common areas and turning the retail store fronts from an interior orientation to an exterior orientation, similar to what has been done at the Fashion Place Mall in Murray, UT. The Shops at South Town are following this trend by breaking up the large anchor tenants in to smaller tenant spaces and creating more exterior entrances to the mall. In association with changing the mall to an exterior orientation, each new smaller tenant is wanting visibility through signage on the exterior of the mall. To accommodate this request from its tenants, The Mall has been installing more exterior entrances and enhanced pedestrian features, while keeping signage consistent and minimal. Further, The Mall has been trying to meet the intent of the “Where Mountain Meets Urban” theme of The Cairns District by installing more windows, wood panels, and exterior murals in an effort to make the mall more pedestrian-oriented.

Staff is comfortable with this proposal as it is consistent in color and design with the approved sign theme. The sign theme seeks to strike the balance of clean, consistent signage for its tenants, while creating a more pedestrian-oriented feel. The current sign design and locations at the Shops at South Town were approved under two master sign theme updates approved by the Planning Commission in February and July of 2016 (SIGN-02-16-4922 and SIGN-07-16-5106).

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-26-07(J)** Wall Area Standards of the Sandy City Land Development Code. Staff finds that the proposed wall signs are consistent with the existing sign theme, including design, size, scale and location of the existing wall signs.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission approve the sign theme for 10450 South State Street to allow the installation of wall signs as shown in the applicant’s attached plans, subject to the following conditions:

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 sign theme, with any future themes to be reviewed by the Planning Commission.

Planner: _____



Reviewed by: _____



Wade Sanner, *Planner*

File Name: S:\USERS\PLN\STAFFRPT2018\SIGN-10-18-5499 South Town Mall Sign Theme Amendment - Dillards Site

Exhibit #1 – Application Materials

SCOTT AG

October 10, 2018

Wade Sanner
Planner
Sandy City Corporation
Community Development Department
10000 Centennial Parkway
Sandy, UT 84070

Re: The Shops at South Town Anchor Renovation Sign Theme application

Dear Mr. Sanner,

Please find attached our application for a Sign Theme specific to the South Town Anchor Renovation project at The Shops at South Town located in Sandy. The Sign Theme for the main mall and site will remain intact. This document will be the guideline for signage in the former 2-story Dillard's department store.

Following are key points of the Sign Theme for the project:

- Sign locations have been assigned to specific tenant spaces.
- Sign area for each individual sign shall be no greater than 350sqft.
- All signs shall be face-illuminated LED channel letters with white faces, black trim cap and painted black letter bodies. See the letter section and specifications included in the Sign Theme package.
- Tenants with 20,000sqft of GLA or greater shall be allowed letters of up to 5' in height, logo elements may be up to 6'-6" in height. Tenants with less than 20,000sqft of GLA shall be allowed letters up to 3' in height.

Please feel free to contact me with any questions regarding the Sign Theme.

Sincerely,

Michael J. Burch
Managing Partner
ScottAG, LLC

Attachments:

- The Shops at South Town Environmental Graphics Planning Submittal, 10/10/18
- General Development Application

SCOTT AG, LLC

1275 NORTH DUTTON AVENUE SANTA ROSA CALIFORNIA 95401

707.545.4519 FAX 707.577.7802 SCOTTAG.COM

THE SHOPS AT
SOUTH
TOWN

SOUTH TOWN
ANCHOR REMODEL
SIGN THEME

October 10, 2018

SCOTT | AG

SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
SCOTTAG.COM

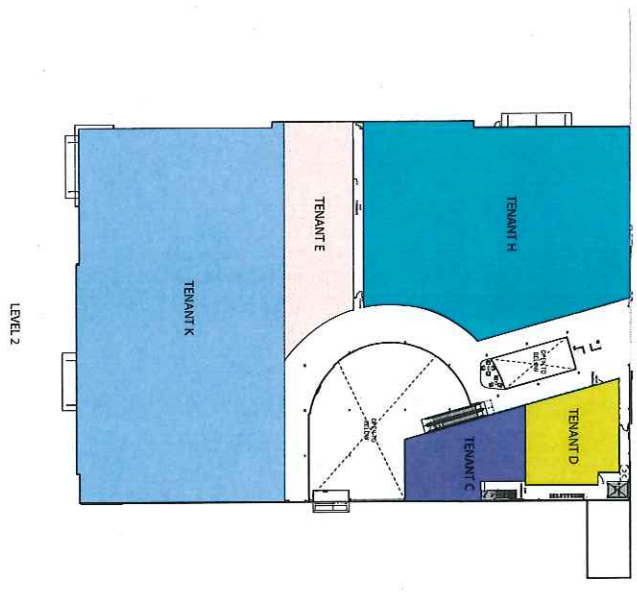
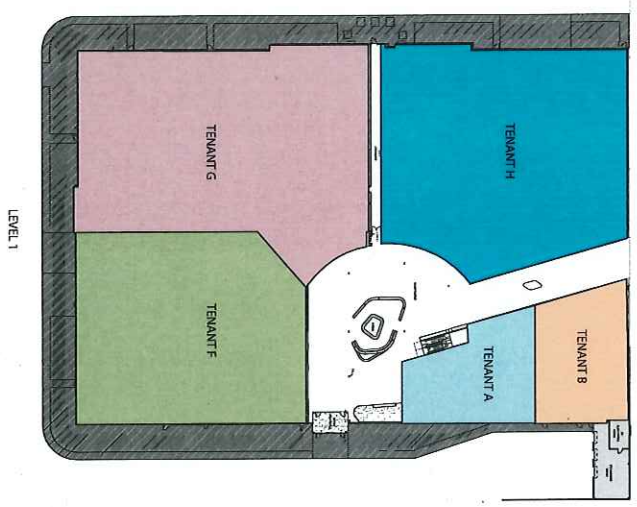
Gensler
PACIFIC
RETAIL

SIGN TYPE KEY

■	Tenant A Wall ID
■	Tenant B Wall ID
■	Tenant C Wall ID
■	Tenant D Wall ID

NAME & DESCRIPTION	MAX POSITIONS	MAX SF EACH	MAX SF TOTAL
K: Tenant K Wall ID's	3	350 sf	1050 sf
H: Tenant H Wall ID's	2	350 sf	700 sf
G: Tenant G Wall ID's	2	350 sf	700 sf
F: Tenant F Wall ID's	2	350 sf	700 sf
E: Tenant E Wall ID's	2	100 sf	200 sf
A: Tenant A Wall ID's	2	100 sf	200 sf
B: Tenant B Wall ID's	2	100 sf	200 sf
C: Tenant C Wall ID's	2	100 sf	200 sf
D: Tenant D Wall ID's	2	100 sf	200 sf

EACH WALL ID SIGN GUIDELINE:
 Tenants whose spaces exceed 20,000 square feet may have a sign up to 5 feet in height, but not to exceed 350 square feet in total area. Other tenants may have a sign up to 3 feet in height, and 100 square feet in total area. Please reference sheet #10-3 for typical sign fabrication.



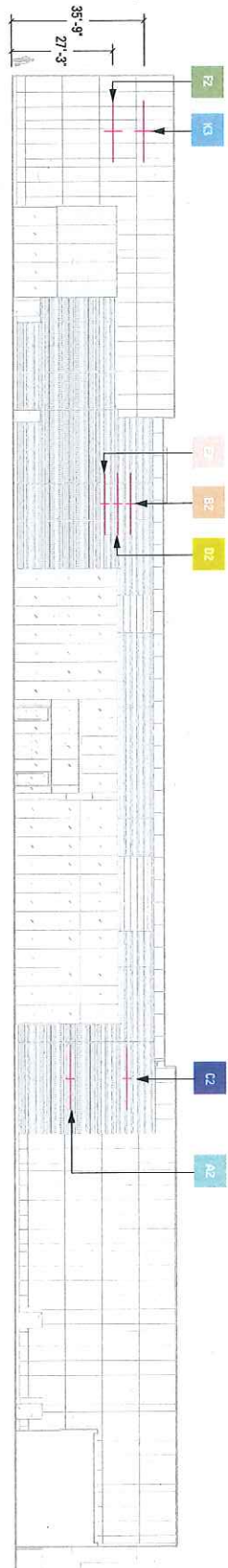
PHASE:	Design Development
LOCATION:	Tenant Key Map
SHEET:	PLAN A.0-0

ISSUE/REVISION	
7/05/18	MJW
7/23/18	MJW

© 2017 All data, arrangements, and signs indicated or proposed by the above drawings are the property of Scott AG, LLC and were created, revised, and developed for use on and in connection with the above described project. No part of the above drawings, design, arrangements or other matters shall be reproduced or used for any purpose whatsoever without the express written permission of Scott AG, LLC.



SOUTH ELEVATION RENDER
M/S



SOUTH ELEVATION
Scale = 1" = 30'

© 2017 All ideas, arrangements, and plans included or represented by the above drawings are the property of Scott AG, LLC and were created, revised, and developed for use in and in connection with the above described project. No part of the above drawings, design, arrangements or ideas therein shall be reproduced or used for any purpose whatsoever without the express written permission of Scott AG, LLC.

SCOTT AG
 ENVIRONMENTAL GRAPHICS
 1275 NORTH DUTTON AVENUE
 SANTA ROSA, CALIFORNIA 95401
 SCOTTAG.COM 707.545.4519

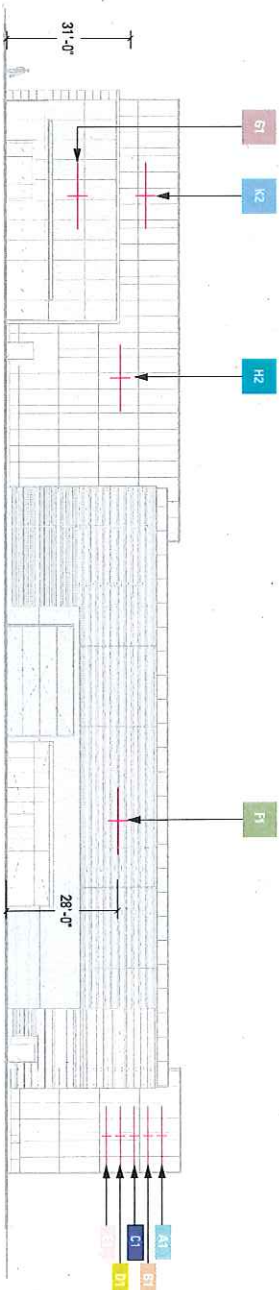
THE SHOPS AT
SOUTH TOWN
 10450 S. STATE STREET
 SANDY, UT
 494.8-100

ISSUE/REVISION	DATE	BY
07/05/18	MLV	MLV
07/23/18	MLV	MLV
08/28/18	MLV	MLV
10/10/18	MLV	MLV

PHASE	Design Development
LOCATION	SOUTH ELEVATION
SHEET	e1.0-0



WEST ELEVATION RENDER
NTS



WEST ELEVATION
Scale = 1" = 30'

© 2017 All ideas, arrangements, and plans indicated or represented in the above drawings are the property of Scott AG, LLC and were created, revised, and developed for use in and in connection with the above described project. No part of the above drawings, design, arrangements or data shown shall be duplicated or used for any purpose whatsoever without the express written permission of Scott AG, LLC.

SCOTT AG
SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
1275 NORTH DUTTON AVENUE
SANTA ROSA, CALIFORNIA 95401
SCOTTAG.COM 707.545.4519

THE SHOPS AT
SOUTH
TOWN
10450 S. STATE STREET
SANDY, UT
#518-100

ISSUE/REVISION	DATE	BY
07/05/18	MLW	
07/23/18	MLW	
08/28/18	MLW	
10/10/18	MLW	

PHASE
Design Development

LOCATION

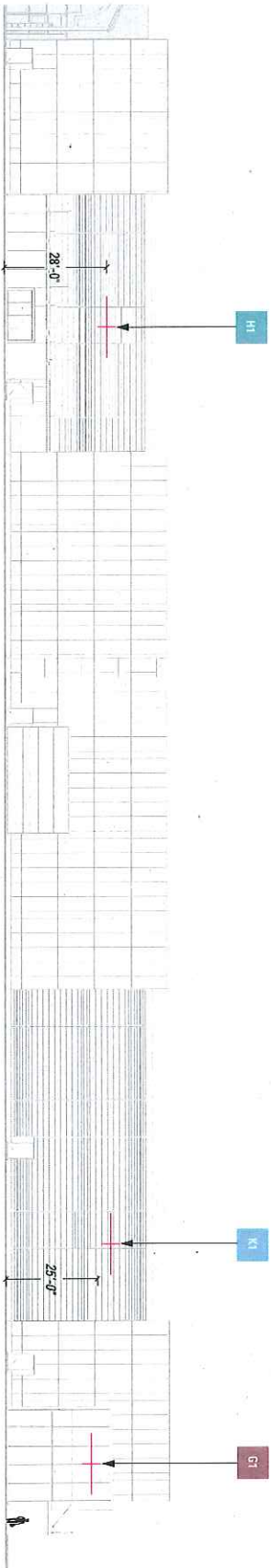
**WEST
ELEVATION**

SHEET

e1.0-1



NORTH ELEVATION RENDER
NTS



NORTH ELEVATION
Scale = 1" = 30'

© 2017 All ideas, arrangements, and plans indicated or represented by the above drawings are the property of Scott AG, LLC and have been created, prepared, and developed for use on and in connection with the above specified project. No part of the above drawings, design, arrangements or ideas therein, shall be duplicated or used for any purpose whatsoever without the express written permission of Scott AG, LLC.

SCOTT | AG
SCOTT AG, LLC
ENVIRONMENTAL GRAPHICS
1225 NORTH DUTTON AVENUE
SANTA ROSA, CALIFORNIA 95401
SCOTTAG.COM 707.545.4519

THE SHOPS AT
SOUTH
TOWN
10450 S. STATE STREET
SANDY, UT
#5418-100

ISSUE/REVISION
07/05/18 MLW
07/23/18 MLW
08/28/18 MLW
10/10/18 MLW

PHASE
Design Development

LOCATION
NORTH
ELEVATION

SHEET
e1.0-2

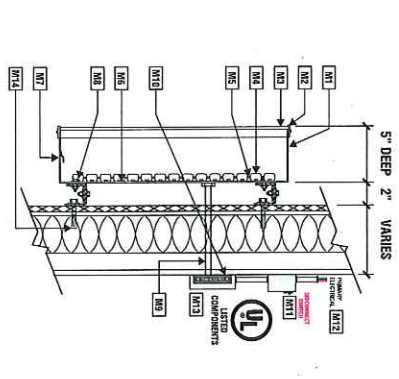


1 SOUTH ELEVATION / SIGN B / FACE-LIGHTING CHANNEL LETTER WALL SIGN
SCALE: 1/16" = 1'-0"



2 FRONT VIEW / SIGN B / FACE-LIGHTING CHANNEL LETTER WALL SIGN
SCALE: 1/4" = 1'-0"

SQUARE FOOTAGE: 132.03 SQ. FT.
QUANTITY: ONE (1)



- M1 .040 ALUMINUM RETURNS, EXTERIOR FINISH TO BE BLACK, .063 ALUMINUM BACKS HEAVY-WELDED TO RETURNS WITH CONTINUOUS CAULK @ INSIDE SIGN, LETTER FINISHES TO BE SPRAY-PAINTED GLOSS WHITE
- M2 1" WIDE BLACK TRIMCAP MATERIAL
- M3 3/16" THICK #1328 WHITE TRANSLUCENT ACRYLIC PLASTIC LETTER FACES
- M4 WHITE LED STRIPS 5 LED'S PER FOOT @ 4 1/2" ON CENTER (NO LESS THAN 2 1/2" FROM RETURN EDGES)
- M5 INTER-CONNECT CABLES BETWEEN LED MODULES
- M6 LED STRIPS TO BE MOUNTED TO INSIDE BACKS OF CHANNEL LETTERS WITH 3/16" DIA. STAPLES AND 1/4" DIA. STAPLER. STAPLES TO BE SPACED AT THE BEGINNING AND END OF EACH STRIP EVERY 18" ON CENTER
- M7 1/4" WEEP HOLES AS REQUIRED IN LOWEST SPOT OF LETTERS (NO WEEP HOLES FOR INTERIOR WALL/STORE SIGNS)
- M8 2" X 2" X 1/8" GALVANIZED STEEL CLIPS WITH MOUNTING HARDWARE (TYPE DEPENDING UPON WALL CONSTRUCTION MATERIALS)
- M9 1/2" DIAMETER BENT CONDUIT AND CONNECTORS WITH WATER-TIGHT CAULK
- M10 1/2" DIA. VOLT. LEAD (60 WATT) POWER SUPPLIES (MOUNTED TO LETTERS 5'-0" TALL AND SMALLER SET-POINTED OVER 5'-0" TALL (QUANTITY TO BE DETERMINED BY SIZE)
- M11 (20 AMP) 1/2" DIA. VOLT. POWER DISCONNECT SWITCH (ON OUTSIDE OF LETTERS)
- M12 PRIMARY ELECTRICAL LEADS, POWER TO LETTERS TO BE SUPPLIED BY OTHERS
- M13 RECEPTACLE BEHIND WALL (HOUSE POWER SUPPLIES) WITH DISCONNECT SWITCH
- M14 1/4" DIAMETER TOGGLE BOLT ATTACHMENTS (MINIMUM FOUR (4) PER LETTER)

COLOR SPECIFICATIONS:

ACRYLIC #7328 White Translucent (3/16")	TRIM CAP Black 1" Wide	LED MODULE White LED Modules Sign Brand	PAINT Pre-Chilled Black Channel Coat

Project No: **17030 R7** Page: **04**
Quote No: 83071
Work Order No: 17030



SIGNS & SERVICES
DESIGN FABRICATION INSTALLATION SERVICE
PHONE: 1.801.743.6942
WWW.SIGNSANDSERVICES.COM

This is an Original Unpublished Design created by Signs & Services Company. It is subject to Copyright Laws. It is not to be reproduced, copied, or used in any form without the written permission of Signs & Services Company. Construction of this sign based on this Design could result in legal action.

Project Name: HomeGoods Sandy, Utah
Project Address: 10600 South & South State Sandy, UT 84070
Representative: Dave Terak
Customer Approval:

Designer's Name: Randy Schiffer
Design Date: 12-12-2017
Revision Date: 6: 08-27-2018 RS
7: 10-02-2018 RS
3: 08-27-2018 RS
15: 08-08-2018 RS