



SANDY CITY COMMUNITY DEVELOPMENT

JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

KURT BRADBURN
MAYOR

MATTHEW HUISH
CHIEF ADMINISTRATIVE OFFICER

MEMORANDUM

May 16, 2019

To: Planning Commission
From: Community Development Department
Subject: Sandy Towers Sign Theme
99 E. Sego Lily, 111 E. Sego Lily, and 9985 S. State St.
[Community #5]

SIGN-05-19-5652
Zoned CBD
11 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

DESCRIPTION OF REQUEST

The applicant, Tyson Williamson, for Stack Real Estate, is proposing a sign theme for the three properties associated with the Sandy Towers Development located at 99 East Sego Lily Drive, 111 East Sego Lily Drive, and 9985 South State Street (*See Exhibit #1 – Application Letter*).

The applicant’s goal is to provide a design that anticipates the demands of potential tenants that will occupy the office and retail spaces in the Sandy Towers Development, and to make the overall development have uniformity in the sign design.

The applicant is proposing to install signage along the crown of the buildings with a range of 100 to 500 square feet. The signs will be aluminum channel letters with an acrylic face and black returns flush mounted to the wall (*See Exhibit #2 – Sign Renderings*). The channel letters will be illuminated with white LED. (These signs would be similar in design to Exhibit B and C in the sign renderings.)

The applicant is proposing to install three wall signs on the southwest façade of the future office building at the corner of Sego Lily Drive and State Street. The applicant is proposing three wall signs facing north on the existing 5-story office building that fronts

on to Sego Lily Drive. There are two existing 166 square foot (each) wall signs on the west and south façades of the building.

In addition to the two office buildings proposed, two retail buildings will also be included in the sign theme. The quantity and location of these signage for these two retail sites has not been determined as the applicant does not have a current architectural design for these buildings. These retail buildings will be subject to **Section 15A-26-07(J)** of the Sandy City Land Development Code regarding wall sign square footage. Staff would prefer this update come back as an amended sign theme at the time of site plan review.

NOTICE

The Sandy Towers Development is located in Community #5. Surrounding properties are primarily office uses, with a few apartment buildings. 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 11 acres and has 405 feet of street frontage. There are two 166 square foot signs on the existing building. Staff believes that these signs meet the design criteria outlined in the code (Landscaping is not applicable to the proposed wall signs). It is anticipated that the proposed signs would also meet the required design criteria outlined in the code.

Per **Section 15A-26-07(J)(4)** of the Sandy City Land Development Code, signs on multi-tenant buildings fall under the following regulations:

1. Ground floor tenants, which have direct access from grade into their tenant spaces may utilize the standards specified for single tenant buildings. 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.

STAFF CONCERNS

The proposed sign theme is difficult to determine. Many of the buildings with the Sandy Towers Development have not had an approved site plan, so determining the signage needed for the building is difficult to ascertain.

The applicant is proposing to install three wall signs on one facade of the two 5-story office buildings. Staff reviewed the number of wall signs on office towers in the Cairns District and found that the most signs attached to one facade is two (*See Exhibit #3 – Office Tower Signs*). Three signs on one facade would be more than what has been approved on office buildings throughout the Cairns District. However, some of the office buildings have three separate signs on the building, though these signs are on different facades.

Staff is concerned with the 100-500 square foot range that is being proposed by the applicant. Staff feels that three signs on one facade, with a maximum square footage of 500 square feet (1,500 square feet total), is excessive. The recent office tower sign themes approved by the Planning Commission are presented in a spreadsheet below. The largest wall signs approved in a sign theme have an average square footage of 334 square feet. The Jordan Commons Office Tower was the largest wall sign approved at 870 square feet, but this is a single wall sign and is an outlier in the data set. The MACU Office Building is larger due to the fact that there is only one sign on the east and west facades. Staff feels that capping the allowable wall signage at 300 square feet for an individual sign is compatible with the surrounding office buildings.

Office Building	Address	Largest Wall Sign
Boyer Office Building	280 W. 10200 S.	190
Boyer Office Building	9490 S. 300 W.	130
MACU Office Building	9800 Monroe St.	376
Hale Centre Theatre	9886 Monroe St.	104
Jordan Commons Office	9350 S. 150 E.	870
	Average:	334

STAFF RECOMMENDATION

Staff recommends that the Planning Commission approve the proposed sign theme for Sandy Towers located at 99 East Sejo Lily Drive, 111 East Sejo Lily Drive, and 9985 South State Street to allow the installation of the proposed wall signs, with a maximum allowable square footage for the wall signs to be at 300 square feet for each sign, with a maximum of two signs per façade, subject to the following findings and conditions:

Findings

1. Staff finds that the proposed sign theme 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 anticipates that the proposed future buildings will be in similar size and scale to the existing building. The proposed signs should be compatible with the existing signs.

Conditions

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

1. That installed signage match the location as shown on the renderings or as approved by the Planning Commission.
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.
3. That the applicant cap the allowable sign area for the wall signs at 300 square feet up to 600 square feet per façade.
4. That the two 5-story office buildings be allowed two signs per façade.
5. That all future signs be aluminum channel letters with an acrylic face and black returns flush mounted to the wall. Each sign must comply with the sign design elements outlined in the Code and this sign theme.
6. That the applicant bring back the sign theme for amendment at the time of site plan review to address the future retail buildings signage.

Planner: Wade Sanner Reviewed by: RM

Wade Sanner, *Planner*

File Name: S:\USERS\PLN\STAFFRPT\2019\SIGN-05-19-5652 Sandy Towers Sign Theme

Exhibit #1 – Application Letter



Wednesday May 8th, 2019

Attn: Wade Sanner
Sandy City Planning
10000 S Centennial Pkwy
Sandy, UT 84070

East Village: Sandy Towers Subdivision - Crown Signage Plan

Mr Sanner,

Please see the attached documents for the Sandy Towers Subdivision Crown Signage proposed plan.

Sandy Towers Subdivision sits in the East Village Mater-development. Ease Village has been designed and built to attract the best and brightest. It offers high-grade housing options to residents and Class A Office space for some of the State's top talent.

This crown signage proposal is designed to anticipate the demands of the potential Tenants that will occupy the office and retail spaces in the development. In our experience Tenants that occupy at least 30,000 SF of a building are desirous to have crown signage. We would like to propose that each of the Office buildings have up to 4 crown signs allowed for each building. As you can see in Exhibit A, we have demonstrated the potential locations of such signs.

The estimated sizing of the crown signage could range from 100 SF to 500 SF based off of design. Please see exhibit B for a reference to the existing sign (125') and the proposed size and location of a second sign (470'). The typical sign will be aluminum channel letters with an acrylic face. They will also have LED illumination for night-time presentation. Each sign presented for the buildings will most likely have some adjustments to their sizing and material type, but this is relatively typical for the Crown Signage found on most buildings. Exhibit B demonstrates the sizing and location of a 2nd sign to the Eastern office building (Sandy Towers East). This is the typical size, design, and materials that we have on many of our office buildings.

The site is also home to two smaller buildings which we anticipate could be medical office, retail, or restaurant sites. The qty and location of signage on these buildings is still undetermined as we don't have a current architectural design. Multiple smaller food tenants would require crown signage for each. A medical office could be limited to 2-3.

We are desirous to get approval for the Sandy Towers Subdivision to proceed with up to 4 signs per office building. Each sign will be submitted through a Sign Application. We are also desirous to receive approval of the general concept of signage on the retail buildings. These also will be subject to review in a final Sign Application.

STACK

Sincerely,

Tyson Williamson
STACK Real Estate

Attached:

Exhibit A - Development Site Plan

Exhibit B - Proposed sign sizing, material, and location for Eastern office building.

Exhibit C - Example of similar signage on an office Building in Lehi, UT.

Exhibit #2 – Sign Renderings

EXHIBIT A

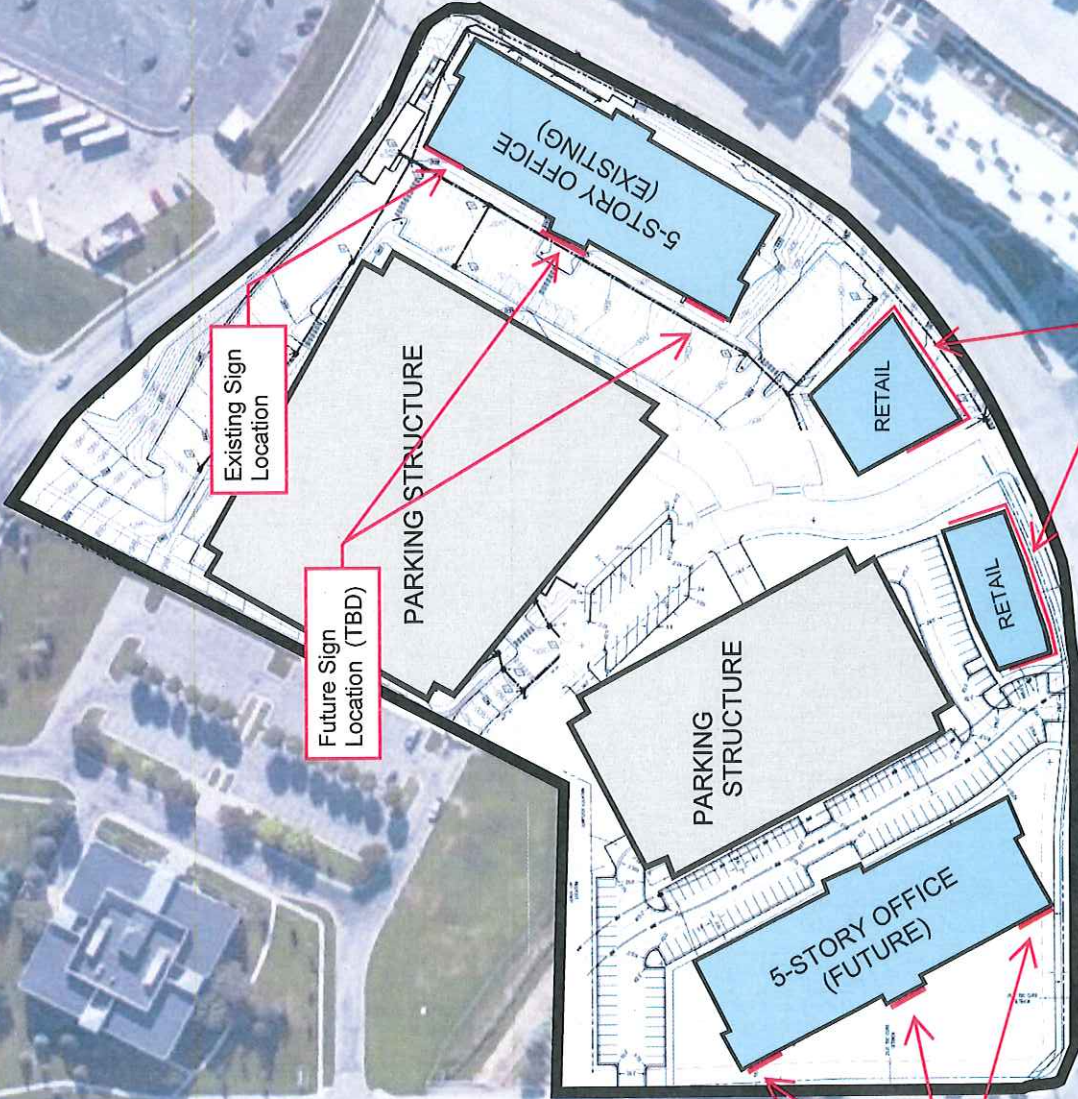
SITE MAP



BEETDIGGER BLVD,

STATE STREET

SEGO LILY DRIVE



Existing Sign Location

Future Sign Location (TBD)

Future Sign Location (TBD)

Retail Buildings: Crown signage reserved for multiple tenants. TBD

EXHIBIT C

Signage Examples



Exhibit #3 – Office Tower Signs