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DIRECTOR

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MAYOR

SHANE E. PACE  
CHIEF ADMINISTRATIVE OFFICER

## Staff Report Memorandum September 7, 2023

To: Planning Commission  
From: Community Development Department  
Subject: Quarry Bend Sign Theme (Sign Theme Amendment)  
1000 E. 9200 S.  
[Quarry Bend, Community #7]

SGN08162023-031489  
SD(X) Zone District  
29.97 acres

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

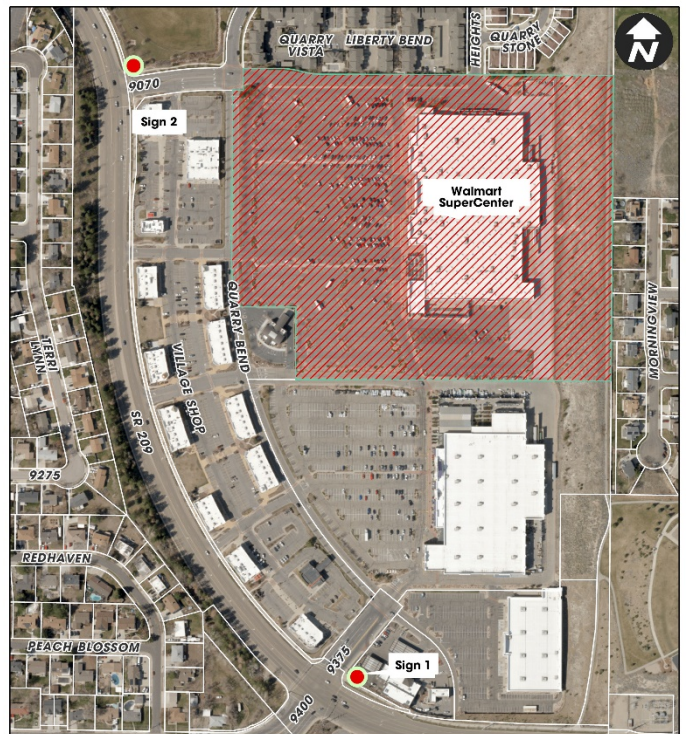
### Request

The applicant, Abi Rushing with SGA Design Group, P.C. representing the Walmart Real Estate Business Trust, with permission from the Boyer Group, is requesting a sign theme amendment for the signs at approximately 1000 E. 9200 S. This request is to amend the previously approved sign theme to add changeable copy in the form of digital fuel price signs on the existing multi-tenant development signs. (see Exhibit A for the application materials).

### Background

The subject property is Quarry Bend Retail Development at approximately 1000 E. 9200 S. The original sign theme was approved in 2005 as part of the Quarry Bend development site plan review.

Walmart is located in the SD(X) zone. To the south and west is commercial business in the SD(X). To the north is apartments in the SD(X) zone. To the east is the Pebblebrook Golf Course in the A-1 zone and residential homes in the R-1-8 zone.



0 80 160 320 480 640 800 Feet

SGN08162023-031489  
Sign Theme Permit  
9081 S Quarry Bend  
● Sign Location  
Sandy City, UT  
Community Development Department

Property Case History	
Case Number	Case Summary
SPR 05-04	Walmart at Quarry Bend
SPR 04-45	Quarry Bend Master Development
SIGN-11-15-26584	Walmart Sign Theme Amendment
SGN04252022-027872	Revised Paint and Signage

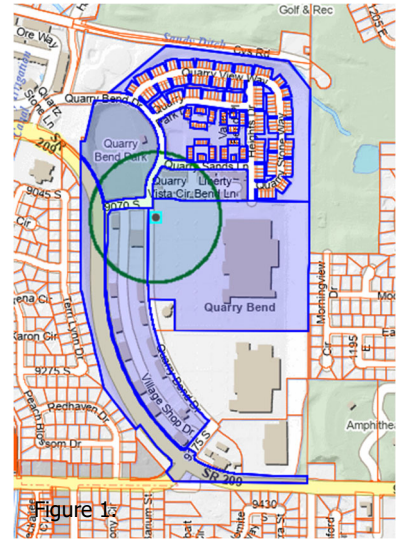
**Public Notice and Outreach**

This item has been noticed to property owners within 500 feet (Figure 1). A neighborhood meeting was not held for this project due to the nature of the request and limited impact to surrounding properties. 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:

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



**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

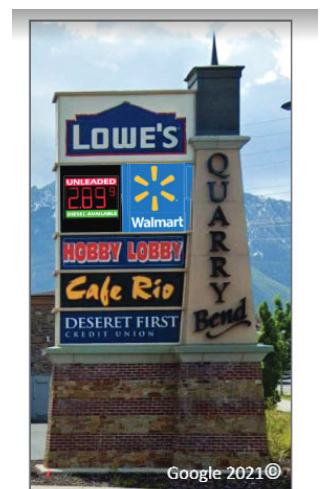
The Quarry Bend Retail Development sign theme was originally approved in 2005. The Walmart sign theme was also approved in 2005 and went through an amendment in 2022 for a new color scheme and updating signage. This sign theme amendment is to allow for changeable copy type signs to the retail development pylon signs. Walmart intends to use this change to allow for signs for the proposed gas station addition to their site.

**Proposed Signs**

The applicant is proposing to add changeable copy to the two development pylon signs on the northern and southern ends of the Quarry Bend development in the form of digital fuel pricing on Walmart’s portion of sign. The changeable copy portion of the sign will be 6% of the total tenant portion of the sign. Walmart’s allotted portion of the development sign will not change.

**Sign #1 – Northern Pylon**

The proposed northern pylon sign is 5’ 3” x 10’ 2” or 53.3 square feet. The Walmart logo will be 24.2 square feet and the digital gas pricing will be 28 square feet. The gas prices are the only portion of the sign that is changeable copy. The proposed changeable copy on the northern sign is 20% of the total sign.



Proposed Sign

Sign #2 – Southern Pylon

The proposed southern pylon sign is 5' 3" x 10' 2" or 53.3 square feet. The Walmart logo will be 22.7 square feet and the digital gas pricing will be 27.5 square feet. The gas prices are the only portion of the sign that is changeable copy. The proposed changeable copy on the southern sign is 20% of the total sign.

By allowing for this change, it will open the door to allow for other tenants to add changeable copy to their portion of the pylon signs.

Staff Concerns

Staff has no concerns. The proposed alterations to the sign theme are in keeping with the current and proposed changes for this master planned development.

Recommendation

Staff recommends that the Planning Commission approve the sign theme amendment for the Quarry Bend Retail Development located at 1000 E. 9200 S. 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.
2. The proposed sign design meets the sign design elements regarding architectural compatibility, size, scale, proportion, illumination, color and style, and location as approved by the Planning Commission.

Conditions:

1. That all sign installations have the proper Sandy City sign permits.
2. That the signs installed meet all requirements set forth in the Sandy City Land Development Code and sign code.
3. Any additions or alterations to the Sign Theme be approved by the Planning Commission prior to being installed.
4. That no more than 50% of each tenant sign and the overall sign face area of these pylon signs be utilized for changeable copy type signs.

Planner:



Sarah Stringham  
Planner

File Name: S:\Users\PLN\STAFFRPT\2023\SGN08162023-031489 Wal Mart Sign Theme Amendment

Exhibit "A"



**SGA** Design Group

August 11<sup>th</sup>, 2023

City of Sandy, UT  
10000 S Centennial Pkwy  
Sandy, UT 84070

RE: Walmart Fuel Station, 9081 S. Quarry Bend Dr. - Amendment to Existing Sign Theme

Our client, Walmart, would like to respectfully request an Amendment to the Existing Sign Theme to allow digital fuel price readers to be located on the existing multi-tenant development signs. This request would not alter the existing square footage of the existing signs, only modify the existing Walmart panels so that digital price signs can be incorporated into this space, please refer to the attached exhibits.

As with any fuel station, it is imperative to inform customers as to the current price of fuel for the station to be successful. For this specific development, the only opportunity for advertising is the existing multi-tenant signs, thus the request to allow our client the same opportunity afforded to others for advertising.

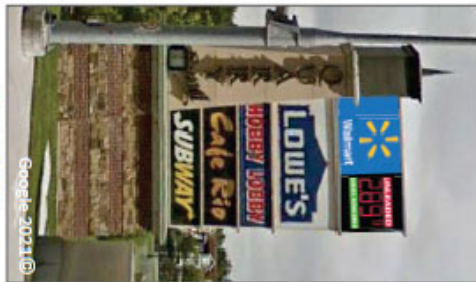
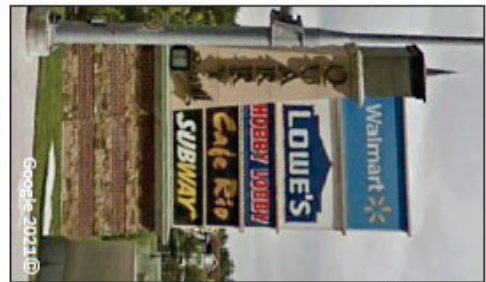
We are hopeful that this request will be granted and look forward to the Grand Opening of this project.

A handwritten signature in black ink, appearing to read 'Chris Evertz'.

Sincerely,

Chris Evertz  
SGA Design Group, P.C.

Exhibit "A" continued



Walmart Fuel #5235 Sandy, UT

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Sign Exhibit

10:14:22

SGA Design Group, Inc.

2

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