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Staff Report Memorandum February 6, 2025

To: Planning Commission
From: Community Development Department
Subject: Boyer South Towne II Sign Theme
10150 S. Centennial Parkway
[Community #9, Commercial Area]

SGN12092024-035154
CBD Zoning District
Cairns District
7.63 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, Spencer Summerhays, on behalf of the property owner Boyer-South Towne II, LC, is requesting approval of a sign theme for the Boyer South Towne II office building, located at 10150 S. Centennial Parkway. The request is for a sign theme to allow for multiple signs on a multi-story multi-tenant building. See Exhibit A and B for details of the application.

Background

The property is in the Central Business District – Office (CBD-O) zone and is approximately 7.63 acres. The office building was constructed in 1995 and at the time the entire building was leased to Aetna. The building has approximately 135,000 rentable square feet. Property to the north and west is zoned CBD-A&C (Arts and Culture). Property to the south and west is zoned CBD-O and to the east property is zoned CBD-P (Parkway).



SGN12092024-035154
Sign Theme
10150 S CENTENNIAL PKWY

Sandy City, UT
Community Development Department

| Property Case History | |
|-----------------------|---|
| Case Number | Case Summary |
| SPR#94-34 | Aetna/HAI – Site plan approval of the office building. |
| SPR-05-14-3648 | Boyer South Town II Parking Lot Expansion |
| SPR05302024-006777 | Boyer South Town II Modified Site Plan & Building Modifications |

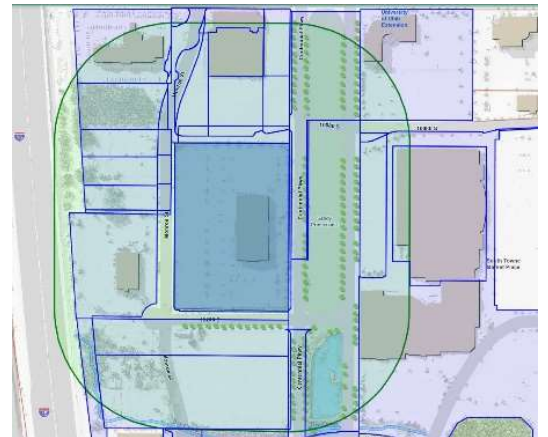
Public Notice and Outreach

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:

- 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 applicant is proposing a sign theme for the Boyer South Towne II office building. When constructed in 1995, the entire building was leased to one tenant. As that tenant has downsized its office space the Boyer group has started leasing out space to multiple users. With multiple users the applicant has seen an increased demand for signage. Boyer is completing a capital investment project to modernize the exterior façade and as part of that update is proposing to add additional opportunities for signage on the building. The property is 7.63 acres and has approximately 700 feet of frontage on Monroe Street and Centennial Parkway. All proposed signs would follow the standards for wall signs as set forth in the Sandy City Development Code in Sec. 21-26-7(j). The proposed signs are as follows:

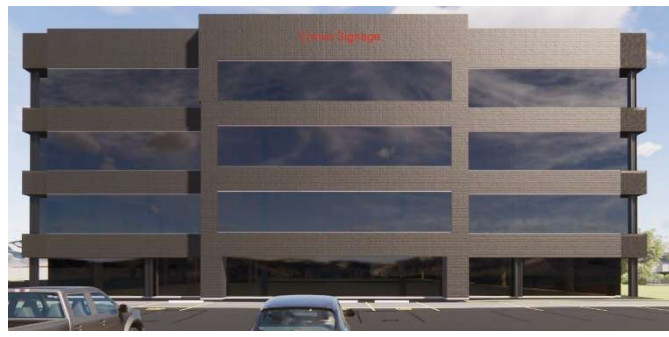
West Elevation: There is an existing sign for Cementation that is to remain on the west elevation facing Monroe Street. The applicant is proposing to have one other space for crown signage on the opposite corner and one lower area for eyebrow signage.



East Elevation: The east elevation facing Centennial Parkway is proposed to have two spaces for crown signage on each corner of the building.



North and South Elevation: The north and south elevations are proposed to have one space for crown signage in the center of the building on each elevation.



Staff Concerns

Staff does not have any concerns with the proposed sign theme.

Recommendation

Staff recommends that the Planning Commission approve the sign theme for the Boyer South Town II building located at 10150 S. Centennial Parkway 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 the signs installed meet all requirements set forth in the Sandy City Land Development Code and sign code.
2. Any signs installed go through the proper sign permitting process.
3. Any additions or alterations to the Sign Theme be approved by the Planning Commission prior to being installed.

Planner:



Sarah Stringham
Planner

File Name: S:\USERS\PLN\STAFFRPT\2024\SGN12092024-035154 - BOYER SOUTHTOWNE 2 SIGN THEME\BOYER SOUTH TOWN II SIGN THEME.DOCX

Exhibit "A" see attached application



**Boyer SouthTowne 2
Sign Theme Proposal and Narrative
Sandy City Planning Commission – For Consideration and Approval**

Building History and Background:

- The Boyer SouthTowne 2 Office Building (the “Building”) was constructed in 1995 as a build-to-suit development for Aetna (now CVS). Aetna leased the entire building and only one sign was needed to service the Building.
- The Building consists of 135,378 rentable square feet on four floors (approximately 33,845 square feet per floor).
- The site includes approximately 780 feet of lineal feet Monroe Street frontage.
- The building consists of approximately 265 feet of lineal feet building elevation frontage.
- For many years, Aetna occupied the entire building or a large majority of the Building. As such, there was not a demand or need for additional Building signage.

Recent Sandy City Infrastructure Changes:

- In 2015, Monroe Street was extended north of 10200 South.
- By September 2018, the I-15/Monroe Street ‘fly-under’ was completed creating a continuous connection between 10600 South and 9000 South passing directly to the west of the Building.
- This connection significantly altered the wayfinding, directions, and arrival to the Building.
- Whereas the Building ‘facing’ was Centennial Parkway in the past, Monroe Street entrance became the effective ‘front door’ to the Building.

Recent Building-Specific and General Market Changes:

- A repeated theme of which we are all aware...COVID = Work From Home = Less Demand of Office Space
- Up until June 2022 lease expiration, Aetna leased 84,009 square feet.
- On July 1, 2022, Aetna renewed but downsized to 18,976 square feet.
- In Spring 2024, Aetna indicated that they would most likely be downsizing to approximately 8,000 sf.
- In Fall 2024, Aetna revised their downsize approximation to 4,000 sf.
- As of November 2024, Aetna has indicated that they will not be renewing any lease space in the building effective June 2025.
- With the departure of Aetna, there are multiple large spaces for which prospective tenants have requested signage.

Building Capital Investment – Exterior Remodel/Repositioning:

- Boyer is nearing the completion of an approximately \$1,250,000 capital investment project to modernize and enhance the Building as follows:
 - Complete enhancement of the exterior of the Building – removed outdated cylindrical columns, exposed steel columns, repainted entire exterior with a more modern color.
 - Replace the outdated, small entry canopy with a new, modern, welcoming canopy.

- Complete minor site work to 'realign' the drive approach from Monroe to the front entry.

Economic Impact:

- Property tax is based on Building valuation.
- Building valuation is based on occupancy/leasing.
- Additional signage enhances occupancy/leasing opportunities.
- Additional signage contributes to additional property tax revenues.

Balancing Aesthetic Appeal and Tenant Brand/Name Recognition:

- With the departure of Aetna, there are multiple large spaces for which prospective tenants have requested signage.
- Signage for signage's sake? No.
- We believe building signage can go too far. Signage theme must not be overbearing or oppressive.
- We believe our proposed signage theme balances aesthetic appeal with the ability to satisfy user demand and economic sustainability.

Sign Theme Proposal:

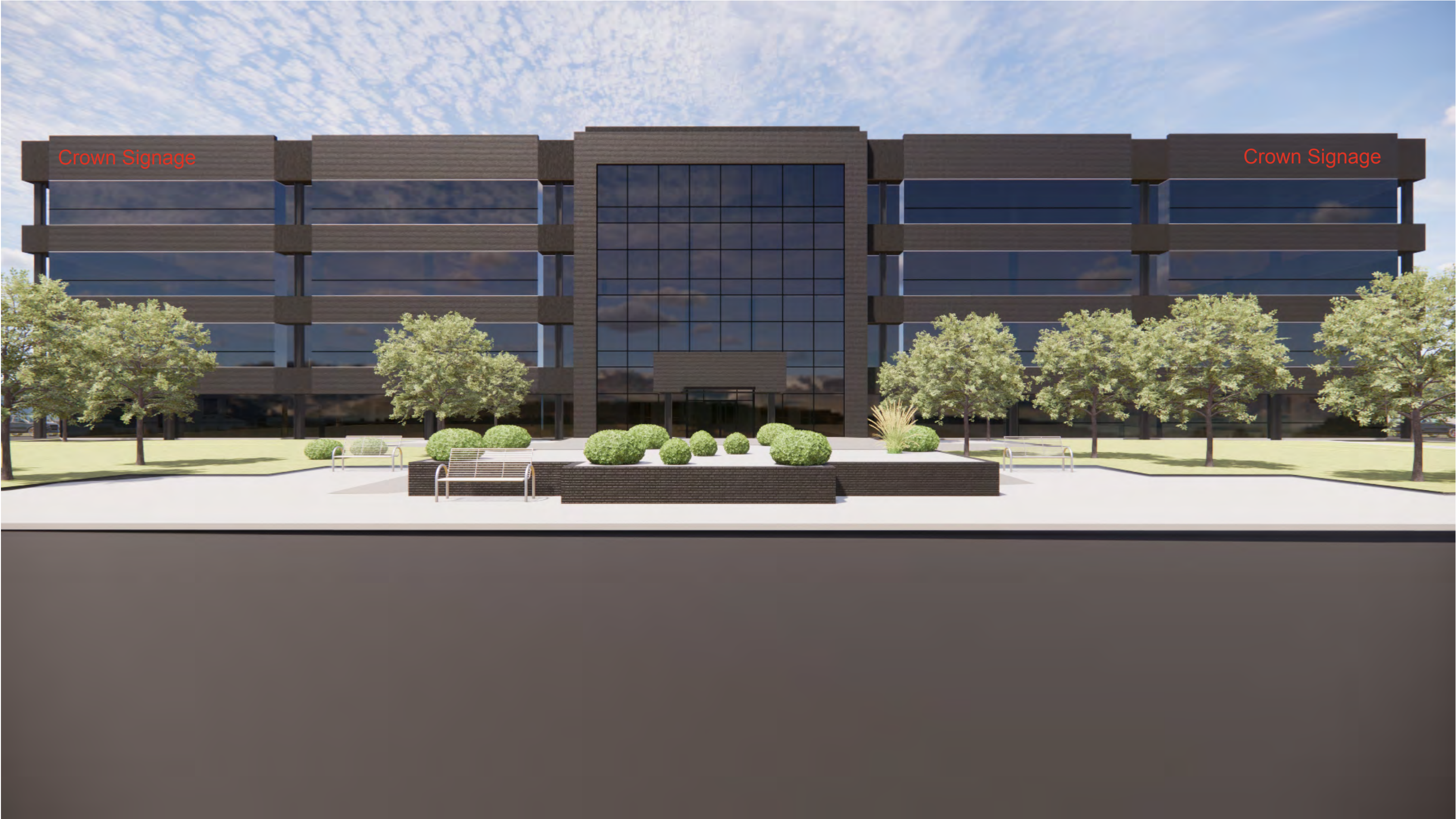
- We propose the following Sign Theme:
 - West Elevation – North and south crown signage, with one additional eyebrow sign which would be required to be substantively smaller in font and surface area.
 - East Elevation - North and south crown signage only
 - North Elevation – One centered crown sign
 - South Elevation – One centered crown sign
 - All signage materials and lighting shall be consistent with Sandy City Code

Exhibit "B" See attached documents

West Elevation - Facing I-15/Monroe Street - Effectively new 'front entry' face of building



East Elevation - Facing Centennial Pkwy



North Elevation - Facing Centennial Village



South Elevation - Facing 10200 South

