



JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

MONICA ZOLTANSKI
MAYOR

SHANE E. PACE
CHIEF ADMINISTRATIVE
OFFICER

Staff Report Memorandum July 20, 2023

To: City Council via Planning Commission

From: Community Development Department

Subject: Amendments to Title 21 of the Land Development Code related to Sports Venue Sign Themes CA06282023-0006555

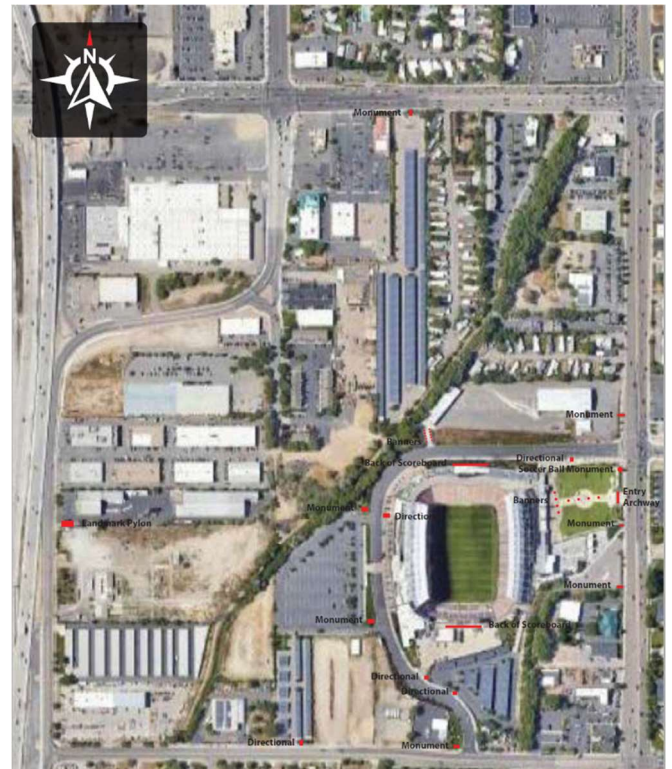
Public Hearing Notice: This item has been noticed on public websites, sent to affected entities and posted in three public locations at least 10 days prior to the Public Hearing.

Request

Tracy Baker with Allied Electric Sign and Awning (representing Real Salt Lake) has applied to amend Title 21, *Land Development Code*, Chapter 26, *Signage and Outdoor Advertising*, Section 10, *Sign Themes and Special Zones*, Subsection (c), *Signs on Major Sports Venues*; and Sec. 21-37-20 "S" *Definitions*. The purpose of the code amendments is to update the sign theme standards for major sports venues. The proposed code changes would effectively allow for more signage within and around the America First Field (formerly known as Rio Tinto Stadium) located at 9256 S. State St., that is consistent with current conditions and industry standards. The development code has not kept up with existing signage and industry practice for major sports venues. This would also bring several existing signs into legal conformity.

Background

In 2009, the City adopted regulations for sign themes at major sports venues, and the Planning Commission approved an overall sign theme for the sports stadium. Since that time, there have been several amendments to the sports stadium sign theme and code amendments related to sports field fencing signs. To ensure consistency with existing conditions and industry standards, the applicant is proposing to amend the sign theme regulations for major sports venues, as well as update the overall sign theme at the America First Sports Stadium (see concurrent application under SGN06282023-031053).



Relevant case history of code amendments is provided in the following table:

Case History	
Case Number	Case Summary
Ord. No. 09-03, CA#09-A	Code Amendment to regulate for major sports venues (Feb. 2009).
Ord. No. 11-22 CODE-8-11-1977	Code Amendment to the regulations for Signs on Major Sports Venues to define sports field fencing signs and to add regulations of such signs (Nov. 2011).
Ord. No. 14-14 CODE-4-14-3552	Code Amendment to the regulations for Signs on Major Sports Venues to add regulations for on-site fencing signs (June 2014).

Public Notice

The city issued notice of the public hearing for the proposed code amendments on public websites, mailed notice to affected entities and posted in three public locations at least 10 days prior to the Planning Commission public hearing in accordance with the Land Development Code Sec. 21-36-1 and the Utah State Code § 10-9a-205.

Analysis

The proposed code amendments update the sign theme standards for major sports venues. These code changes allow for more signage within and around the America First Field, consistent with current conditions and industry standards. The specific amendments to the Land Development Code are included as Exhibit “A” (red-lined version) and Exhibit “B” (clean version).

The following is a summary of the proposed changes to Title 21. Example images of sign types are included as Exhibit “C.”

1. Allows changeable copy in wall signs.
2. Allows individual lettering roof signs.
3. Removes content requirements for signs because it is unlawful to regulate content.
4. Removes definition language to avoid duplication with the definitions chapter of the code.
5. Interior stadium signs:
 - a. Allows an unlimited number of signs within the interior of the stadium.
 - b. Allows wall signs above the wall face by four feet.
 - c. Removes the number and size limitation of non-changeable copy signs on the scoreboard.
 - d. Allows half of a non-changeable copy sign with individual lettering above the scoreboard fascia.
 - e. Removes the size limitation on blade signs,
 - f. Removes the number and size limitation on grandstand signs and allows double-faced grandstand signs.
6. Exterior stadium signs:
 - a. Removes some of the location criteria for sponsorship scrim panels.
 - b. Wall signs:
 - i. Allows wall signs to be placed above the wall fascia.
 - ii. Allows wall signs to have up to 2% of changeable copy.
 - iii. Limits walls signs to 30% of the total wall face square footage.
 - iv. Establishes that roof, blade, and grandstand signs count towards the allowable amount of wall signage.
 - c. Allows non-changeable copy signs on the entire exterior face of the scoreboard.
 - d. Removes the number and size limitation on blade signs.
 - e. Removes the number, size, and location limitations for on-site fencing signs.
 - f. Allows banners on streets, plazas, and stairways in addition to the parking lot areas.
 - g. Freestanding signs:
 - i. Allows staff to approve freestanding signs by removing the need for Planning Commission approval.

- ii. Allows up to 10 directional signs within the interior road system, in addition to the street frontage signs.
7. Amends definitions to allow changeable copy on “field board” signs and double-face signs on “grandstand” signs.

Non-Conforming Uses

This code amendment would not create any non-conforming situations but would resolve some existing ones.

Land Development Code Purpose Compliance

The Sandy City Land Development Code in 21-1-3 lists the criteria explaining the intent and purpose of the Ordinance. The purpose is:

21-1-3 Purpose

This Code is adopted to implement Sandy City’s General Plan and to promote public health, safety, convenience, aesthetics, welfare; efficient use of land; sustainable land use and building practices; transportation options and accessibility; crime prevention; timely citizen involvement in land use decision making; and efficiency in development review and land use administration. Specifically, this Code is established to promote the following purposes:

1. General

- a. To facilitate the orderly growth and development of Sandy City.*
- b. To facilitate adequate provision for transportation, water, sewage, schools, parks, and other public requirements.*
- c. To stabilize property values.*
- d. To enhance the economic well-being of Sandy City and its inhabitants.*

2. Implementation of General Plan

To coordinate and ensure the implementation of the City’s General Plan through effective execution of development review requirements, adequate facility and services review and other goals, policies, or programs contained in the General Plan.

3. Comprehensive, Consistent and Equitable Regulations

To establish a system of fair, comprehensive, consistent and equitable regulations, standards and procedures for review and approval of all proposed land development within the City.

4. Efficiently and Effectively Managed Procedures

- a. To promote fair procedures that are efficient and effective in terms of time and expense.*
- b. To be effective and responsive in terms of the allocation of authority and delegation of powers and duties among ministerial, appointed, and elected officials.*
- c. To foster a positive customer service attitude and to respect the rights of all applicants and affected citizens.*

The proposed code amendment is consistent with the purpose of the Land Development Code because the proposal promotes the public health, safety, and welfare; ensures consistency and equitable standards; establishes efficiency in development review and land use administration; and is consistent with the Sandy City General Plan.

General Plan Compliance

The Sandy City General Plan encourages appropriate development standards for all uses and zoning categories within the city. The proposed code amendment furthers that goal and objective by establishing appropriate land development standards for all uses and zoning categories within Sandy City.

Recommendation

Staff recommends that the Planning Commission forward a positive recommendation to the City Council to amend Title 21, of the Sandy Municipal Code, related to the sign theme standards for major sports venues, as shown in Exhibit “A”,

based on the following findings:

Findings:

1. The City Council may amend land use ordinances consistent with the purposes of the Sandy Land Development Code, the Sandy City General Plan, and the Utah Code, Municipal Land Use, Development, and Management Act per Title 21 Chapter 5 of the Sandy Municipal Code.
2. The proposal is reviewed by the Planning Commission and City Council in accordance with the requirements of Title 21 Chapter 5 of the Sandy Municipal Code.
3. The proposal complies with the purpose of the Land Development Code under Section 21-1-03 by creating consistent and equitable standards and procedures for review and approval of all new development projects within Sandy City.
4. The proposal complies with the Goals and Policies of the General Plan by establishing appropriate development standards for all uses and zoning categories within Sandy City.

Planner:



Melissa Anderson
Zoning Administrator

Exhibits:

- A. Proposed code amendments (red-lined version)
- B. Proposed code amendments (clean version)
- C. Example images of sign types

File Name: \\FSUSERS\CH-USERS\USERS\PLN\STAFFRPT\2023\CA06282023-0006555 SPORTS VENUE SIGN THEME\STAFF REPORT\STAFF REPORT - SPORTS VENUE SIGN THEME.FINAL.DOCX

Sec. 21-26-10. Sign Themes and Special Zones.

...

(c) *Signs on Major Sports Venues.*

- (1) All major sports venues must submit a proposal for an overall sign theme showing design concepts and approximate placement of ~~all-on-premises~~ signs. This sign theme may be approved if the Planning Commission can determine that:
 - a. The proposed signs are not in conflict with the purpose and intent of this chapter, and consistent with the General Plan;
 - b. The proposed signs and sign locations are ~~consistent~~ compatible with the architecture of the development; and
 - c. The proposed signs appropriately utilize ~~those~~ the elements listed in the design criteria of this chapter.
- (2) The proposed sign theme may include the following:
 - a. A combination of cabinet and individual lettering signs, is allowed. Changeable copy may be incorporated into approved wall signs.
 - b. The use of individual lettering roof signs if they are mounted to the top of the exterior parapet wall and compatible with the architecture of the development.
- (3) Signs permitted on major sports venues may include the following:
 - a. *Interior Stadium Signs.* Those signs designed to be viewed by spectators and visitors to the sports venue and only incidentally seen from the exterior or areas accessible by non-paying visitors. Interior signs may include: but are not limited to sponsorship scrim panel signs, wall signs, blade signs, grandstand signs, scoreboard signs, field boards, murals, posters, flags, banners, and wayfinding signs. The number or size of these signs shall not be limited, except as described below:
 1. Sponsorship scrim panel signs: to be located between the seating structure and the canopy of the stadium. May be any color and show a sponsor message or company logo. Limited to 20 sign
 2. Wall signs: may be of channel letter or cabinet design. Signs will not be allowed on the fascia above the seating levels in the area below the canopy. these signs are allowed above the wall fascia by no more than four feet.
 3. Blade signs: to be located upon pedestrian corridors within the venue. M must be at least eight feet above the walking surface, and no greater than ten inches wide by eight feet high.
 4. Grandstand signs: single face signs that are only directed toward the interior of the stadium must either be hidden from exterior view or be architecturally compatible with the structure when viewed from the exterior. Limited to four signs and 360 square feet total.
 5. Scoreboard sign: includes changeable copy typically used for scores, game updates and replays located on a structure facing the playing field. It may also include no more than five permanent, non-changeable copy signs not exceeding 1200 square feet. must be located on a structure facing the playing field. It may also include permanent, non-changeable copy signs. Permanent non-changeable copy signs with individual lettering may be placed above the scoreboard fascia by up to 50 percent of the sign itself.

Exhibit "A"

6. Field boards: ~~are allowed around the entire perimeter of the field, located upon edge of the playing field.~~
- b. *Exterior Stadium Signs.* Those signs, designed to be viewed from the exterior of the building. Exterior signs may include:
 1. Sponsorship scrim panel signs: ~~to may~~ be located between the seating structure and the canopy of the stadium or exterior of scoreboard structure. ~~One sponsorship scrim panel. These signs may also be located on the southwest corner of the canopy structure and which may not be higher than the interior scrim signs. It is prohibited to install any sponsorship scrim panel signs on the west side of the stadium. May include a sponsor logo and name only on a neutral colored background that complements the architecture of the venue or a naming rights sign.~~ Limited to 20 signs.
 2. Wall signs: ~~may show naming rights or guide and directional signs. Limited to 20 total signs, must be mounted to wall fascia. These signs are allowed above the wall. The amount of signs is limited to 30 percent of the total exterior wall face square footage. Changeable copy signs may be incorporated into two percent of the total wall signage.~~
 3. ~~Roof Signs: as regulated in the Section above, may be used in combination with wall signs and are counted towards the allowable amount of wall signage.~~
 4. ~~Scoreboard signs: that are viewable from the exterior may include permanent, non-changeable copy signs not exceeding 100 percent of the total square footage of the scoreboard. The scoreboard signs do not count towards the allowable amount of wall signage.~~
 35. Blade signs: to be located above pedestrian areas on the exterior of the venue. ~~M~~ must be at least eight feet above the walking surface, ~~and no greater than two feet wide by 20 feet high. Limited to 12 signs.~~ These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
 46. Grandstand signs: ~~limited to four signs and 360 square feet total. signs that are intended to be viewed outside the stadium. They must back up to an interior grandstand sign. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.~~
 57. On-premises freestanding signs: ~~the Planning Commission may approve up to one sign per street frontage. The signs are is~~ limited to 30 feet in height and 100 square feet in sign face area. Up to 10 directional signs within the internal road system is limited to 15 feet in height and 100 square feet in sign face area.
 68. ~~Parking lot banners: Banners: are allowed in all private parking lots, streets, plazas, and stairways, and~~ must comply with existing banner regulations.
 79. On-site fencing signs: ~~a maximum of two~~ single faced signs ~~permanently~~ attached to the fence surrounding the parking lot south of the stadium are allowed, provided they comply with the following provisions: ~~can be complied with:~~
 - (i) The proposed sign is not in conflict with the purpose and intent of this chapter, and:
 - (ii) The fence is not located on a property line.
 - (iii) ~~The proposed sign shall not be on any fencing that is located adjacent to, or within 100 feet of, any public street.~~
 - (iv) ~~The proposed sign shall not exceed four feet in height.~~
 - (v) ~~The proposed signage copy shall not occupy more than 15 percent of the total floor area of the fence that is covered.~~

Exhibit "A"

~~(vi) The sign shall be made from a vinyl mesh material.~~

- (d) *Sports Field Fencing Signs.* All applications for sports field fencing signs within a private park, which park is associated with a major sports venue, shall be reviewed by the Planning Commission, which shall determine the following:
- (1) The proposed signs are not in conflict with the purpose and intent of this chapter, and are consistent with the General Plan, and:
 - (2) The proposed signs appropriately utilize those elements listed in the design criteria of this chapter.
 - (3) The proposed signs shall not be on any fencing that is located adjacent to, or within 50 feet of, any public street.
 - (4) The proposed signs shall not exceed six feet in height, or the height of the fence, whichever is lower, and shall be permissible only on the field side of the fence.
 - (5) The proposed signage shall not occupy more than 50 percent of the total length of the fence line surrounding the sports field.
 - (6) Either one six-foot-tall evergreen or one 1½-inch caliper deciduous tree shall be planted on the site for every 150 lineal feet of fencing which contains a sports field fence sign.
 - (7) The sign shall be made from a vinyl mesh material.

Sec. 21-37-20. "S" Definitions.

...

- (44) *Sign, field boards,* means ~~non-illuminated, static graphics on a portable hard surface~~ portable signs that are inside a major sports venue. Changeable copy is allowed.

...

- (52) *Sign, grandstand,* means ~~single-face~~ signs that are attached to fixed seats.

Sec. 21-26-10. Sign Themes and Special Zones.

...

(c) *Signs on Major Sports Venues.*

- (1) All major sports venues must submit a proposal for an overall sign theme showing design concepts and approximate placement of signs. This sign theme may be approved if the Planning Commission can determine that:
 - a. The proposed signs are not in conflict with the purpose and intent of this chapter, and consistent with the General Plan;
 - b. The proposed signs and sign locations are compatible with the architecture of the development; and
 - c. The proposed signs appropriately utilize the elements listed in the design criteria of this chapter.
- (2) The proposed sign theme may include the following:
 - a. A combination of cabinet and individual lettering signs. Changeable copy may be incorporated into approved wall signs.
 - b. The use of individual lettering roof signs if they are mounted to the top of the exterior parapet wall and compatible with the architecture of the development.
- (3) Signs permitted on major sports venues may include the following:
 - a. *Interior Stadium Signs.* Those signs designed to be viewed by spectators and visitors to the sports venue and only incidentally seen from the exterior or areas accessible by non-paying visitors. Interior signs may include, but are not limited to sponsorship scrim panel signs, wall signs, blade signs, grandstand signs, scoreboard signs, field boards, murals, posters, flags, banners, and wayfinding signs. The number or size of these signs shall not be limited, except as described below:
 1. Sponsorship scrim panel signs: to be located between the seating structure and the canopy of the stadium.
 2. Wall signs: these signs are allowed above the wall fascia by no more than four feet.
 3. Blade signs: to be located upon pedestrian corridors within the venue must be at least eight feet above the walking surface.
 4. Grandstand signs: signs that are only directed toward the interior of the stadium must either be hidden from exterior view or be architecturally compatible with the structure when viewed from the exterior.
 5. Scoreboard sign: must be located on a structure facing the playing field. It may also include permanent, non-changeable copy signs. Permanent non-changeable copy signs with individual lettering may be placed above the scoreboard fascia by up to 50 percent of the sign itself.
 6. Field boards: are allowed around the entire perimeter of the field.
 - b. *Exterior Stadium Signs.* Those signs, designed to be viewed from the exterior of the building. Exterior signs may include:
 1. Sponsorship scrim panel signs: may be located between the seating structure and the canopy of the stadium or exterior of scoreboard structure. These signs may also be located on the southwest corner of the canopy structure and may not be higher than the interior scrim signs. Limited to 20 signs.

Exhibit "B"

2. Wall signs: must be mounted to wall fascia. These signs are allowed above the wall. The amount of signs is limited to 30 percent of the total exterior wall face square footage. Changeable copy signs may be incorporated into two percent of the total wall signage.
 3. Roof Signs: as regulated in the Section above, may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
 4. Scoreboard signs: that are viewable from the exterior may include permanent, non-changeable copy signs not exceeding 100 percent of the total square footage of the scoreboard. The scoreboard signs do not count towards the allowable amount of wall signage.
 5. Blade signs: to be located above pedestrian areas on the exterior of the venue must be at least eight feet above the walking surface. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
 6. Grandstand signs: signs that are intended to be viewed outside the stadium. They must back up to an interior grandstand sign. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
 7. On-premises freestanding signs: one sign per street frontage is limited to 30 feet in height and 100 square feet in sign face area. Up to 10 directional signs within the internal road system is limited to 15 feet in height and 100 square feet in sign face area.
 8. Banners: are allowed in all private parking lots, streets, plazas, and stairways, and must comply with existing banner regulations.
 9. On-site fencing signs: single faced signs attached to the fence surrounding the parking lot south of the stadium are allowed, provided they comply with the following provisions:
 - (i) The proposed sign is not in conflict with the purpose and intent of this chapter, and:
 - (ii) The fence is not located on a property line.
 - (iii) The proposed sign shall not exceed four feet in height.
- (d) *Sports Field Fencing Signs.* All applications for sports field fencing signs within a private park, which park is associated with a major sports venue, shall be reviewed by the Planning Commission, which shall determine the following:
- (1) The proposed signs are not in conflict with the purpose and intent of this chapter, and are consistent with the General Plan, and:
 - (2) The proposed signs appropriately utilize those elements listed in the design criteria of this chapter.
 - (3) The proposed signs shall not be on any fencing that is located adjacent to, or within 50 feet of, any public street.
 - (4) The proposed signs shall not exceed six feet in height, or the height of the fence, whichever is lower, and shall be permissible only on the field side of the fence.
 - (5) The proposed signage shall not occupy more than 50 percent of the total length of the fence line surrounding the sports field.
 - (6) Either one six-foot-tall evergreen or one 1½-inch caliper deciduous tree shall be planted on the site for every 150 lineal feet of fencing which contains a sports field fence sign.
 - (7) The sign shall be made from a vinyl mesh material.

Sec. 21-37-20. "S" Definitions.

...

(44) *Sign, field boards*, means portable signs that are inside a major sports venue. Changeable copy is allowed.

...

(52) *Sign, grandstand*, means signs that are attached to fixed seats.

Scoreboard and Scoreboard Signs - Interior



Scoreboard Sign – Exterior



Roof Signs (above the wall fascia)

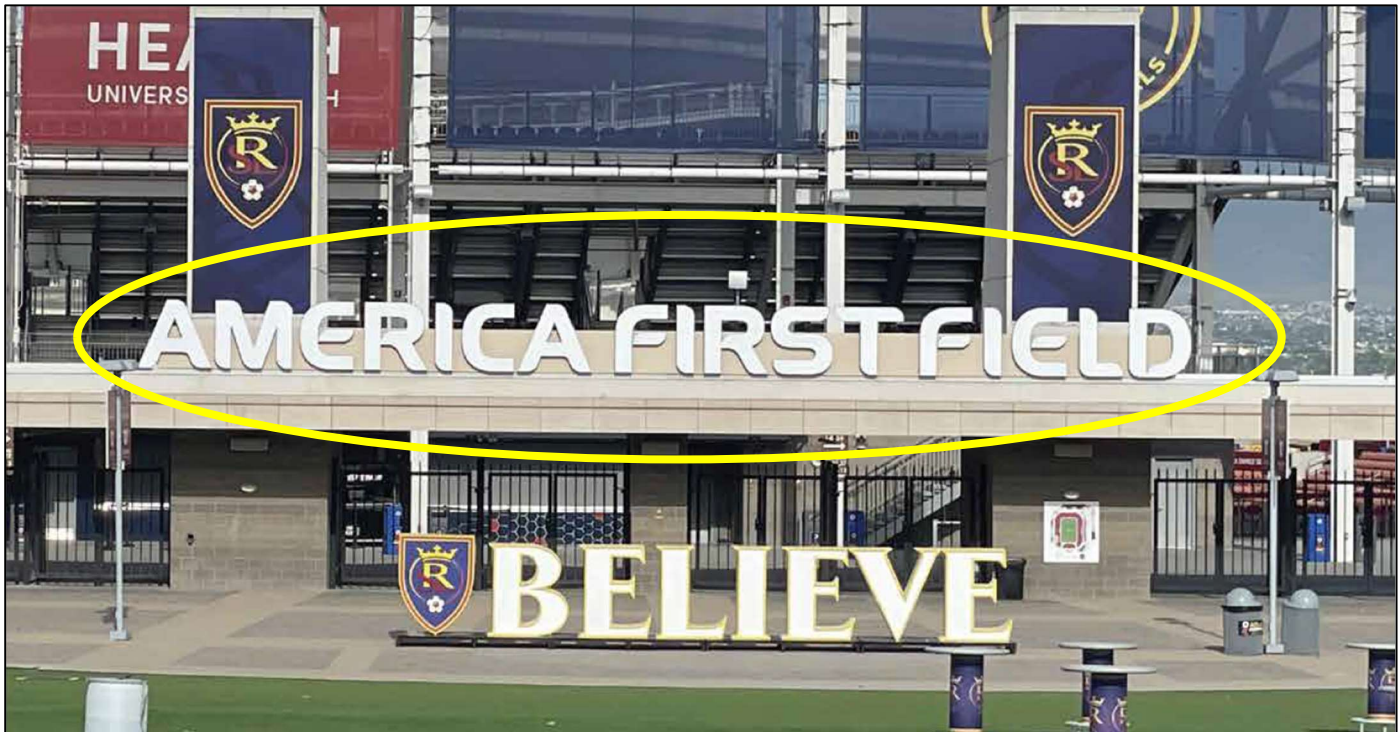
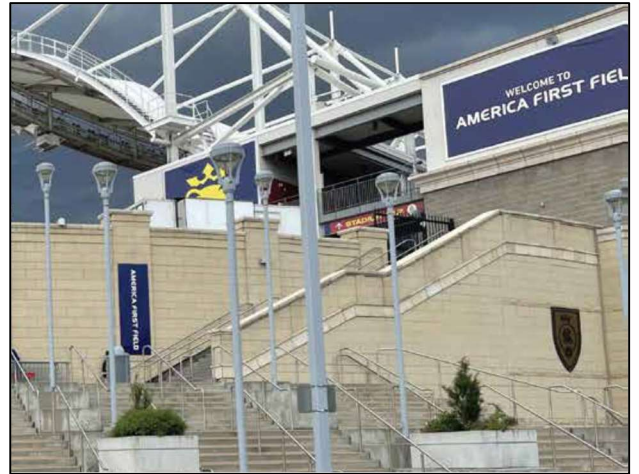


Exhibit "C"

Wall Sign (Exterior)



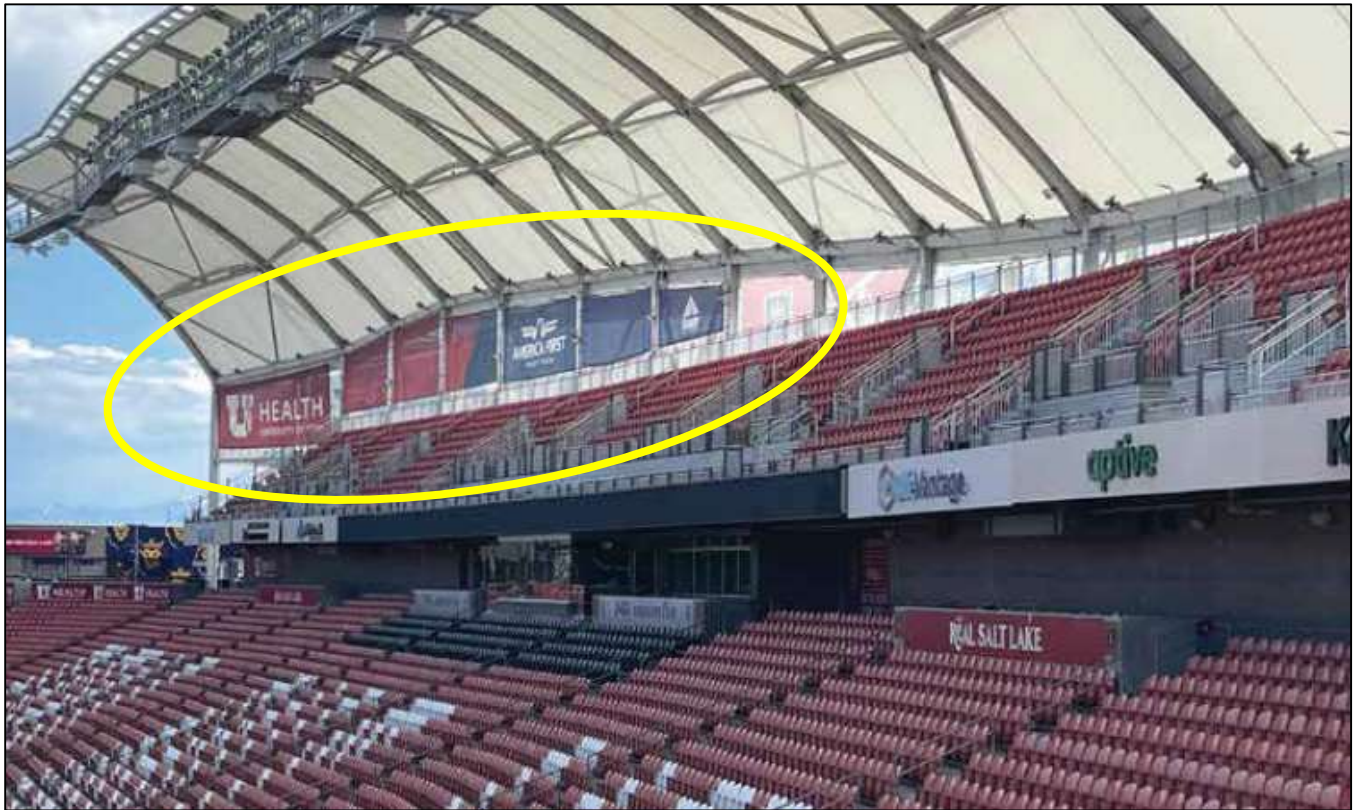
Wall Sign (Interior)



Field Boards



Sponsorship Scrim Panels - Interior



Sponsorship Scrim Panels - Exterior



Freestanding Pylon Sign



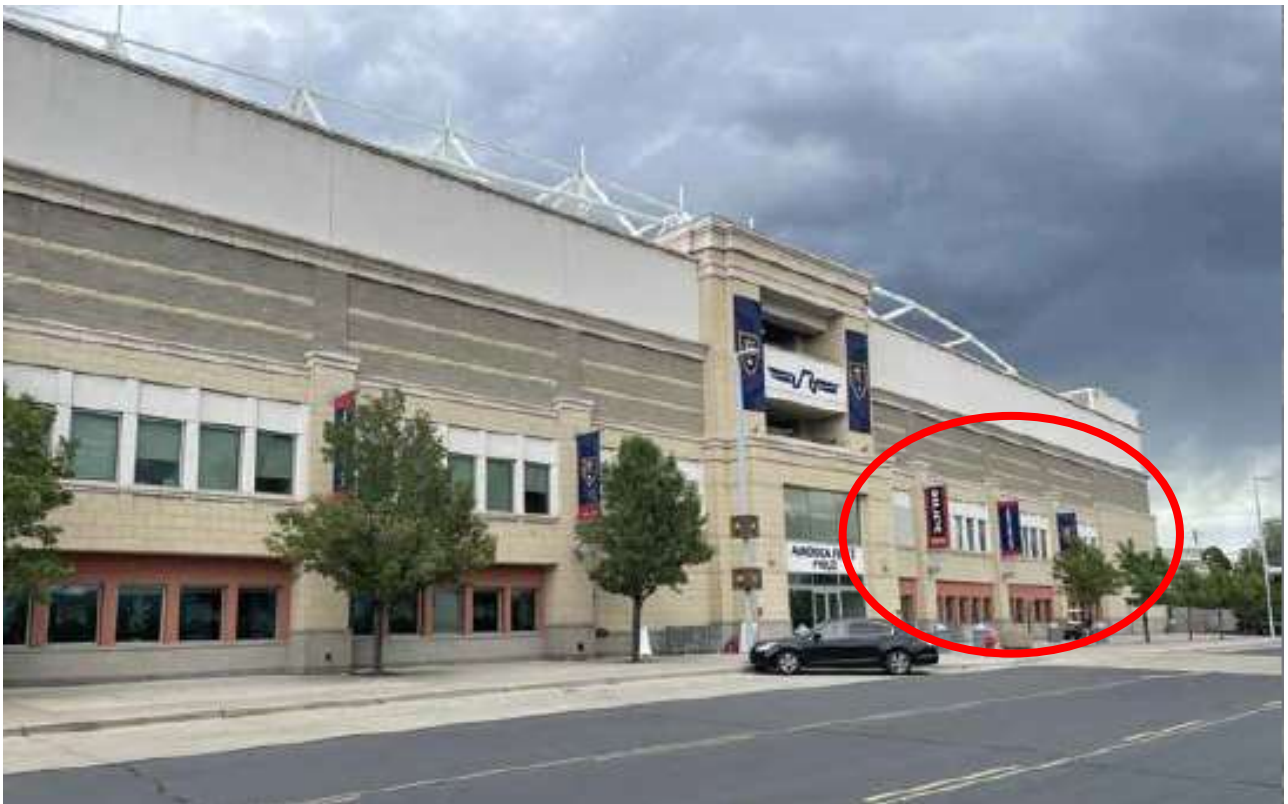
Freestanding Directional Sign



Banners



Blade Signs



On-site Fencing Signs



Sports Field Fencing Signs



Grandstand Signs

