



SANDY CITY COMMUNITY DEVELOPMENT

JAMES SORENSEN
COMMUNITY DEVELOPMENT
DIRECTOR

MONICA ZOLTANSKI
MAYOR

SHANE E. PACE
CHIEF ADMINISTRATIVE
OFFICER

Staff Report Memorandum October 3, 2024

To: Planning Commission
From: Community Development Department
Subject: Shops at South Town Sign Theme Amendment
10450 S. State St.
[Community #9, Commercial Area]

SGN09232024-034543
CBD Zoning District
Cairns District
Approx. 52 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.

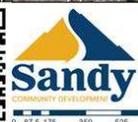
Request

The applicant, Jim Olson, on behalf of Smith Entertainment Group, is requesting approval of a sign theme amendment for the Shops at South Town, located at 10450 S. State St. The request is for a temporary sign (3,150 square feet) to be placed on the southwest wall of the old Macy's building during the construction of the Utah Hockey practice facility. See Exhibit A for details of the application.

Background

The Shops at South Town property is approximately 52 acres. The mall has been operating since its construction in 1985. The original sign theme was approved at that time. There have been multiple amendments over the years as changes and updates to the property have been made. The most recent amendments were made in 2015 and 2016. The amendments were made during the rebranding and update of the Shops at South Town and the 2015 amendment included temporary signs to announce those upcoming updates, similar to the request being made now.

The Shops at South Town are located in the Central Business District (CBD) zone. Properties to the east and south are in the CBD zone. Properties to the north are in the CBD zone as well as the CBD-Parkway Subdistrict and CBD-Office subdistrict zones. To the west is I-15 and the city of South Jordan.



SGN09232024-034543
Sign Theme
10450 S State St

Sandy City, UT
Community Development Department

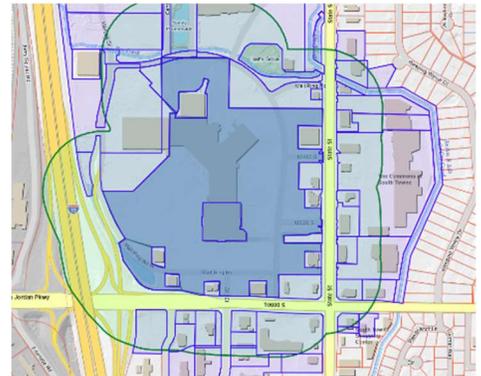
Property Case History	
Case Number	Case Summary
SPR 85-05	South Towne Mall Construction
Sign 91-28	Sign Theme Amendment
SPR 92-16	South Towne Mall Phase II Expansion
SPR 96-46	South Towne Dillard’s Construction
CUP 07-42	Revised South Towne Master Sign Theme
SIGN-11-15-4778	South Towne Mall Temporary Scrim Signs
SIGN 2-16-4922	South Towne Mall Sign Theme Phase I
SIGN-7-16-5106	South Towne Mall Sign Theme Phase II

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 statuary 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:



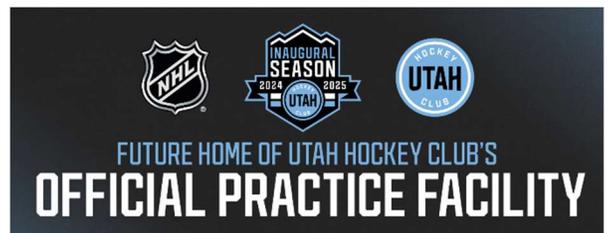
- a. The proposed sign exceptions are not in conflict with the purpose and intent of this chapter;
- b. The proposed signs are in architectural harmony with the development; and
- c. The proposed signs appropriately utilize those elements listed in the design criteria of this chapter

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 Smith Entertainment Group is requesting to amend the Shops at South Town sign theme to allow for a temporary sign to be placed on the southwest side wall of the old Macy’s building. The proposed sign will be in place for up to a year during the construction of the new hockey practice facility. The proposed sign is 90 feet x 35 feet (3,150 square feet). The Sandy City Land Development code in Section 21-26-8(a) discusses temporary signage (See Exhibit B). The proposed temporary sign follows the provisions outlined in that section. Section 21-26-8(d)(6) of the Sandy City Land Development allows for signage to be displayed when properties are subject to



development or construction (See Exhibit C). In accordance with the allowable construction and temporary signage, the sign theme amendment would allow for the proposed sign to be larger than what is allowed for temporary signage and for the sign to be up for the extended period of up to a year.

Staff Concerns

If future changes to the hockey practice facility signage are needed, they will need to be approved through another sign theme amendment.

Recommendation

Staff recommends that the Planning Commission approve the sign theme amendment for the Shops at South Town located at 10450 S. State St. based on the following findings and subject to the following conditions:

Findings:

1. Staff finds that the proposed sign theme amendment 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 temporary sign installation 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. That installed temporary signage match the location and design of the submitted renderings.
4. The temporary signs be approved to be displayed during construction of the Utah Hockey Club Practice Facility and until the completion thereof or up to one year from this approval (whichever comes first), with any future time extensions to be reviewed by the Planning Commission.
5. 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\SGN09232024-034543 - SOUTH TOWNE SIGN THEME AMENDMENT\SEG SIGN THEME AMENDMENT.DOCX

Exhibit "A"

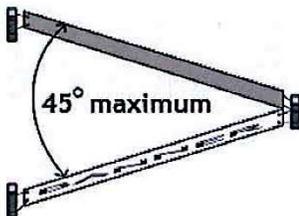


Exhibit "B"

Section 21-26-8(a) Temporary Signs

(a) *General Provisions for All Temporary Signs.* The following shall apply to all temporary signage as outlined herein:

- (1) Signs shall be removed as specified herein, unless otherwise indicated in this chapter. There are no specific timeframes for noncommercial opinion signs.
- (2) Signs may only be located on private property and must have the property owner's permission. Signs may not be placed on public property, or in a public right-of-way unless otherwise allowed herein, such as banners on public light poles and public necessity signs.
- (3) Signs shall not be erected in a manner as to constitute a roof sign.
- (4) Signs may not flash, blink, be illuminated, spin, rotate, block traffic visibility, constitute a vehicular or pedestrian traffic hazard, or cause a public nuisance of any kind.
- (5) Signs shall not be attached to utility poles, fences, or trees.
- (6) Signs must be secured to a building or the ground.
- (7) Signs may be attached to existing permanent signs only for the grand opening period.
- (8) Signs may cover or obscure an existing permanent sign only if the business has changed ownership or changed names.
- (9) No off-premises temporary signs are allowed except those specifically allowed herein.
- (10) Signs shall require application and approval from the Department for issuance of a temporary sign permit prior to installing or erecting a temporary sign, unless exempted in this section.
- (11) All temporary signage must be subordinate to and be positioned in such a way so that any permanent ground-mounted signage on the same property remains visible.
- (12) All signs and sign supports, including decorative covers, must be maintained in a graffiti-free and clean, like-new condition. Allowed banners and flags must be repaired or replaced when the surface area is frayed, torn, defaced or damaged.
- (13) Any sign not expressly allowed by this ordinance is prohibited.



- (14) Signs may be two-faced but may not be split faced if the interior angle is greater than 45 degrees.

Exhibit "C"

Section 21-26-8(d)(6) Temporary Signs

(6) *Properties Subject to Development or Construction.* Properties which have a site plan approved for development are subject to the following guidelines:

- a. Properties subject to development or construction shall be allowed one or more on-site signs, per street frontage, as shown in the table below.
- b. The size of the signs depend on the number of acres involved in the project as shown in the following table:
- c. Such sign shall be removed before permanent signs are installed.

Acreage of Development	0—4.9	5—9.9	10 or more
Maximum size of signs (square feet)	64	128	256
Maximum height (ft)	15	15	15
Split option (total number of signs). Multiple signs shall be separated by at least 100 feet.	1 (not to exceed 64 square feet)	2 (not to exceed 128 square feet)	3 (not to exceed 256 square feet)