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CHIEF ADMINISTRATIVE OFFICER

Staff Report Memorandum July 20, 2023

To: Planning Commission
From: Community Development Department
Subject: America First Field (Sign Theme Amendment)
9256 S. State St.
[Civic Center, Community #2]

SGN06282023-031053
RC Zone District
21.42 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, Tracy Barker with Allied Electric Sign and Awning (representing the owner of Real Salt Lake), is requesting a sign theme amendment for America First Field (formerly known as Rio Tinto Stadium) located at 9256 S. State St. This request is to update the previously approved sign theme to add existing signs that were not previously approved and add other proposed signs such as a roof mounted sign to the west side of the stadium (see Exhibit A for the application materials).

Background

The subject property is a soccer stadium located to the west of State St. and north of 9400 S. The stadium is on 21.42 acres in the Real Salt Lake subdivision. The stadium has been operating since 2008.

The original sign theme was approved in 2008 and has had several amendments in 2009, 2013, 2014, 2015, and 2017. The sign theme consists of signage on the interior and exterior of the stadium structure, wayfinding signs in parking lots, and a landmark pylon freeway sign. Signs located on the stadium consist of advertising and sponsor names as well as identifying the main tenant, Real Salt Lake. Since the last sign theme was approved, there has been a major change in ownership and management, which has led to several signs being installed without updating the sign theme.

America First Field is located in the Regional Commercial (RC) zone. The surrounding properties to the north, east, and west are in the RC zone and are all commercial businesses. The property to the south is the SD(MDM) zone and is a medical device manufacturing business.



SGN06282023-031053
Sign Theme
9256 S STATE ST
Sandy City, Community Development Department

Property Case History	
Case Number	Case Summary
CUP #08-19	<ul style="list-style-type: none"> • Partial Master Sign Theme • ReAl Salt Lake Stadium – Marquee Sign • Ford Wall Sign, South Bleacher Signage, Grand Staircase Banners, Storage Shed wall, South Parking Lot Monument • South Scoreboard
M#08-04	<ul style="list-style-type: none"> • Final Master Sign Theme • Hot Dog and Drink Corner Scrim Signage
Sign-1-15-4113	Rio Tinto Stadium Sign Theme – Additional Signage
Sign-12-16-5171	Monument sign with an incorporated LED

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 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

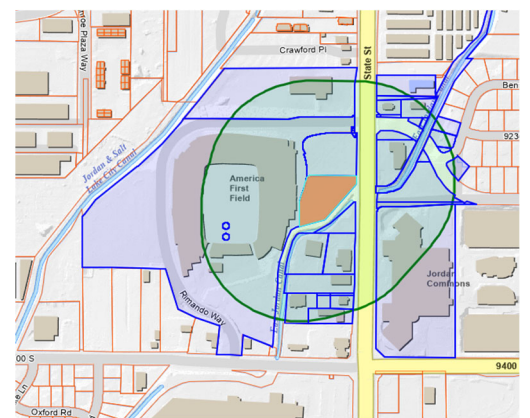


Figure 1.

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 sign theme was originally approved in 2008 and has gone through several amendments. In addition to these amendments several signs were installed that were not included in any of the sign theme iterations. The applicant is requesting to include all signs that are currently installed into this sign theme amendment in order to bring all signs into compliance with the sign theme and the Sandy City Land Development Code.

Included in this proposed sign theme amendment are several signs that are not permitted under the current code. These signs are comprised of a roof sign on the west side of the stadium and adjustments to the size allowances are proposed to bring current and future signs into conformance. Accordingly, a code amendment to the Signs on Major Sports Venues section of the Sandy City Land Development Code is required in order for any amendment to the sign theme to be approved. The applicant is aware of this and is applying for a code amendment concurrently with the sign theme.

Code Amendment

Roof signage is not currently an allowed sign type for major sports venues. (Section 21-26-10(c)). There is currently a code amendment in process to address roof signage on major sports venues. Any approval of this sign theme amendment is contingent on modifications to the current code.

Proposed Signs

South Side

The south end signage on the back section of the scoreboard already exists (Figure 2). This sign is being used as a naming opportunity for American First Field and is visible from the street. This sign has already been installed and will be added to the sign theme. Bleacher covers are being proposed along the bottom section of the south end bleachers (Figure 3).

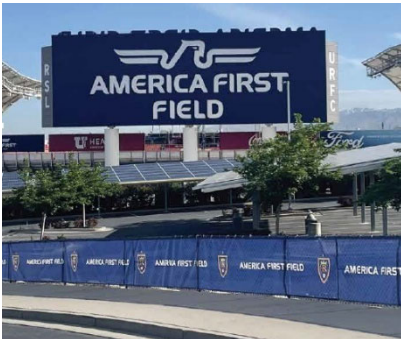


Figure 2. Existing sign.

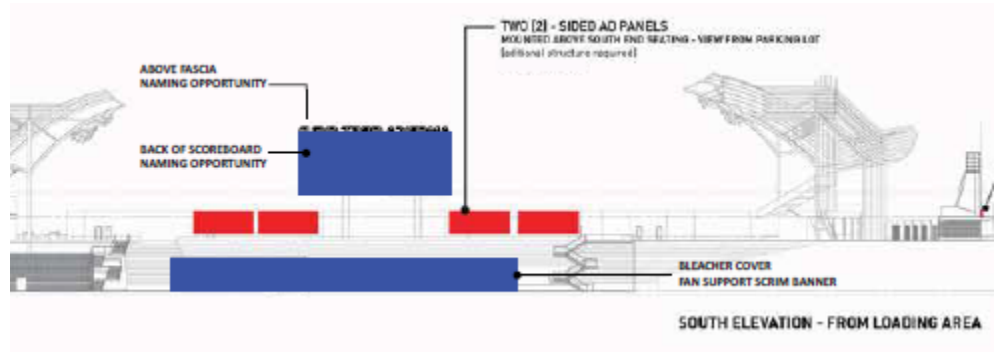


Figure 3. Proposed bleacher covers shown in blue.

East Side

No new signs are being proposed on the East side of the stadium.

West Side

A sign on the main entrance to the west side of the stadium has been added (Figure 4). It is a white sign with the blue America First Credit Union logo. A roof mounted sign is being proposed to be added to the west side of the stadium (Figure 5). The sign is proposed to say America First Field in white letters to be placed on the roof. The sign letters will be approximately 16 feet in height. Along the southwest fence and wall the applicant is proposing to use the space as potential ad space.



Figure 4. Existing sign.



Figure 5. Proposed roof sign.

North Side

The north end exterior videoboard is partially covered with an existing sign (Figure 6). It is proposed to add additional scrim panels to cover the remaining space on the back of videoboard (Figure 7). Four signs along the exterior wall are also being proposed (See Exhibit A).



Figure 6. Existing sign.

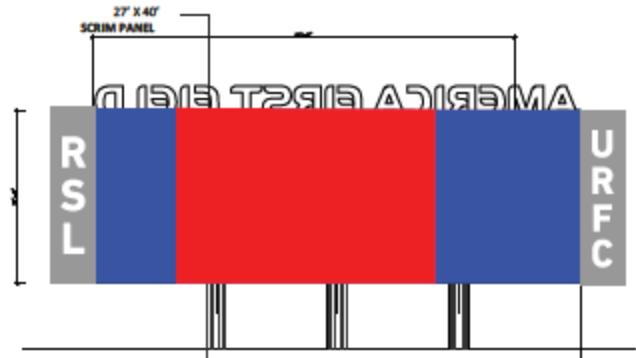


Figure 7. Proposed additional signage in shown in blue.

Staff Concerns

Staff has no concerns. The proposed alterations to the sign theme are in keeping with the current and proposed changes to the major sports venue code section.

Recommendation

Staff recommends that the Planning Commission approve the sign theme amendment for the Real Salt Lake America First Field located at 9256 S. State St. 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:

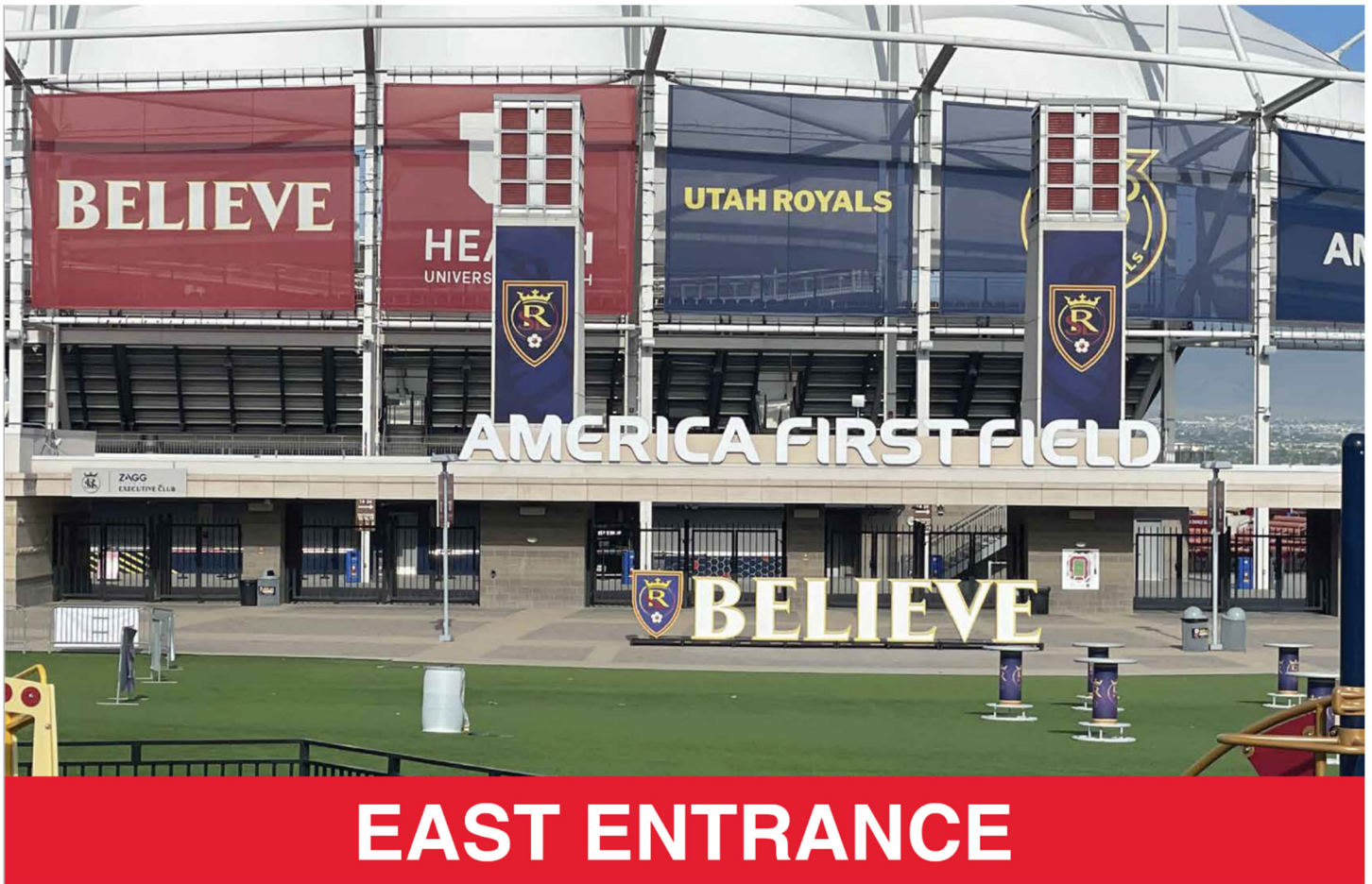
1. That all sign installations have the proper Sandy City sign permits.
2. That the signs installed meet all requirements set forth in the Sandy City Land Development Code and sign code.
3. Any additions or alterations to the Sign Theme be approved by the Planning Commission prior to being installed.
4. That the proposed code amendment be approved and adopted by the City Council prior to application for building permits.

Planner:


Sarah Stringham
Planner

File Name: S:\Users\PLN\STAFFRPT\2023\SGN06282023-031053 RSL Sign Theme Amendment

Exhibit "A"
Sign Theme Documents
(see the attached file for the full contents)



BELIEVE

HEA
UNIVERS

UTAH ROYALS



AMERICA FIRST FIELD

ZAGG
EXECUTIVE CLUB



BELIEVE

EAST ENTRANCE



EAST ELEVATION



WEST ELEVATION



South Elevation

AMERICA FIRST FIELD



NORTH SCOREBOARD



NORTHWEST ENTRANCE



AMERICA FIRST FIELD

PROPOSED SIGNAGE



TEAM STORE / NORTH ENTRANCE



SOUTHWEST ELEVATION

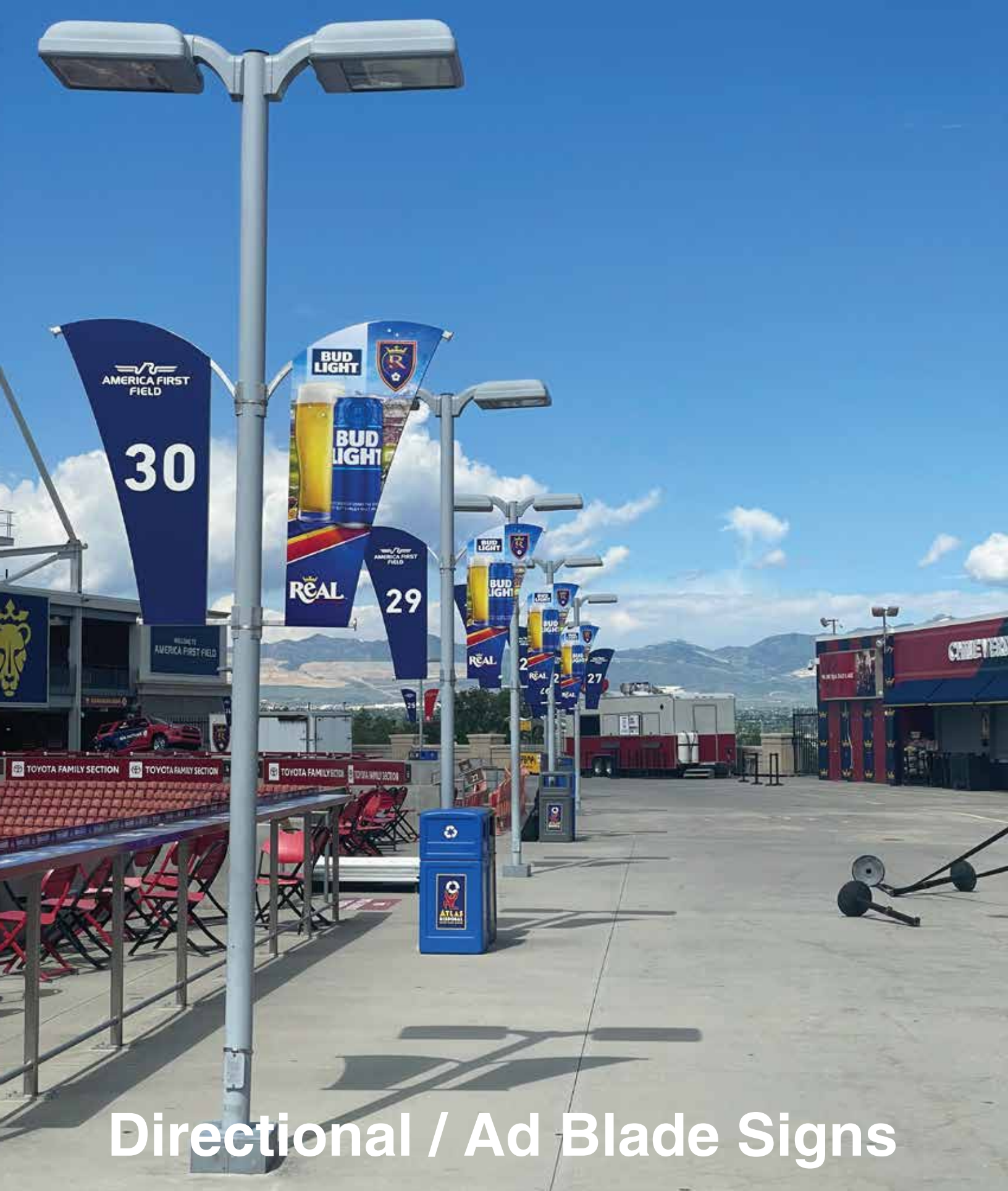


NORTH STAIRWAY TO NORTH PARKING LOT

INTERIOR SIGNAGE

Examples of Interior Signage

- Fan Excitement
 - Directional
 - Sponsor



Directional / Ad Blade Signs

NORTH CONCOURSE



CONCESSIONS

GRIED & JENSEN

Proud Sponsor Of
Real Salt Lake!



**AMERICA FIRST
FIELD**

- ➔ U of U HEALTH PLAZA
- ➔ GUEST SERVICES
- ➔ FIRST AID
- ← STADIUM BAR
- ← SECTION 24 - SECTION 13
- ← INTERFORM CLUB SUITES



MY PIE PIZZA

*activation
nation*



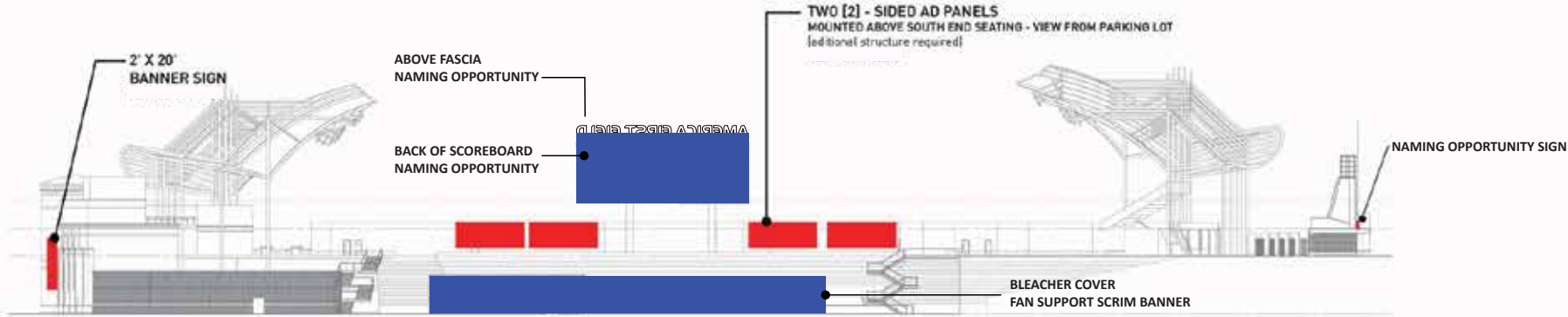
CONCESSIONS

RED = PERMITTED
BLUE = PROPOSED

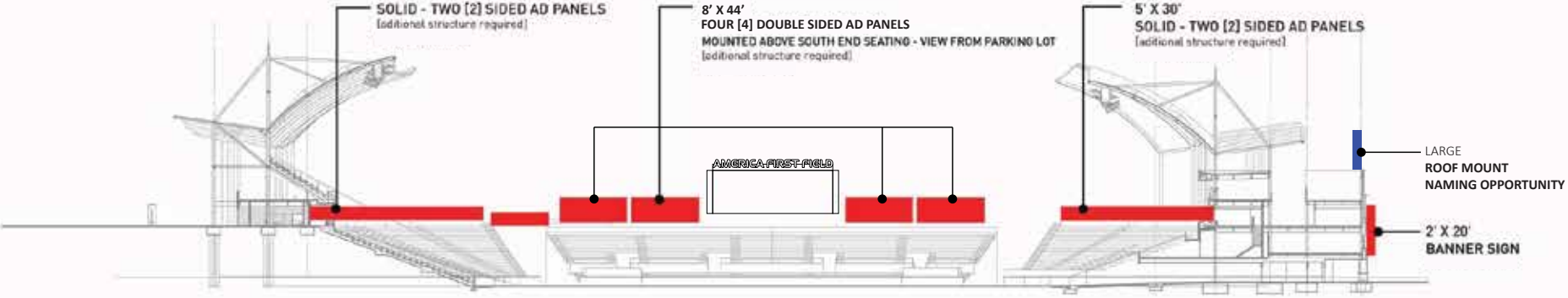
REAL /// ADVERTISING OPTIONS

ROSSETTI 09.05.08

+3 SOUTH END SIGNAGE



SOUTH ELEVATION - FROM LOADING AREA



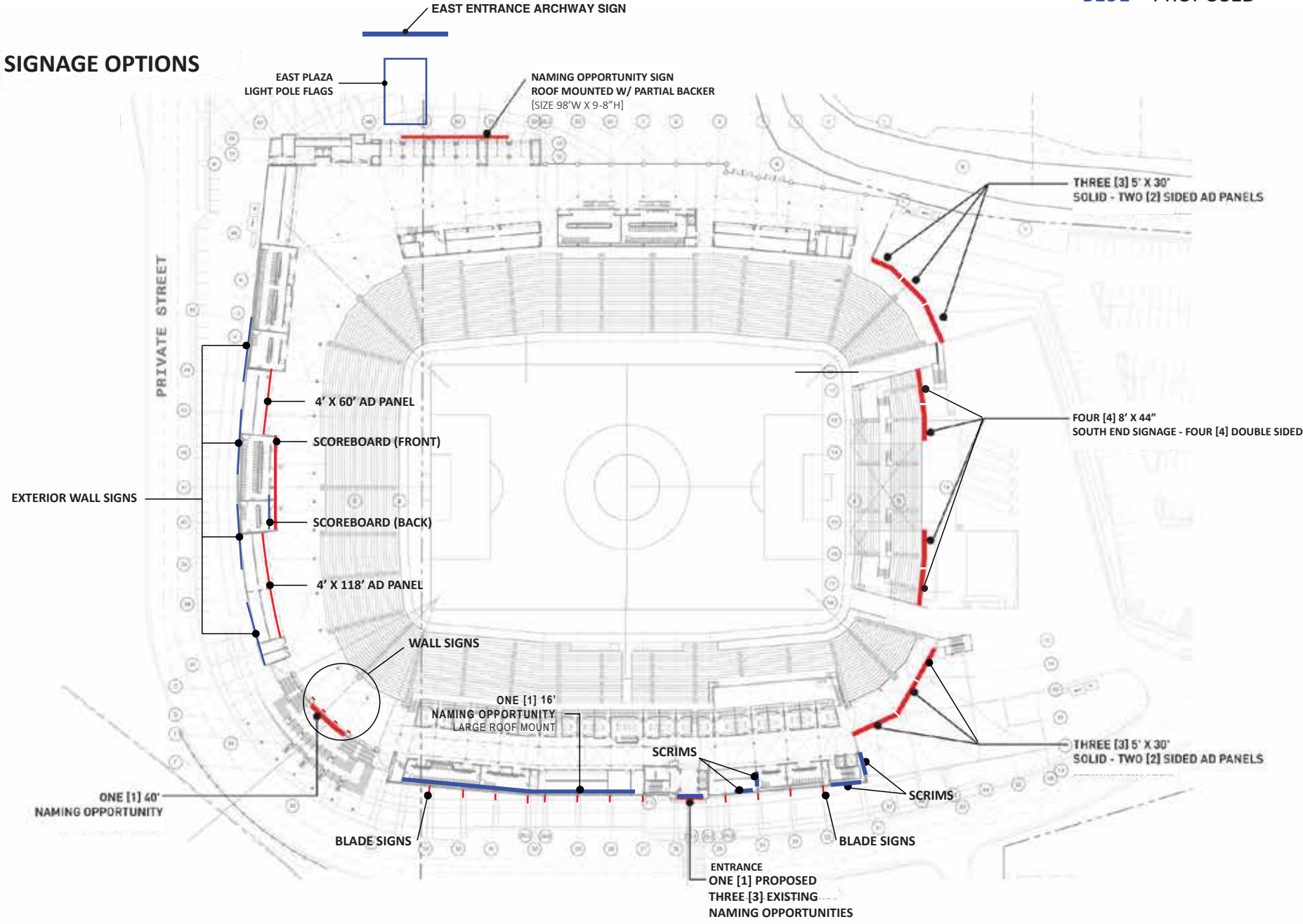
INTERIOR BOWL VIEW - LOOKING SOUTH

RED = PERMITTED
BLUE = PROPOSED

REAL /// SIGNAGE OPTIONS

ROSSETTI 09.05.08

+2



RED = PERMITTED
BLUE = PROPOSED

REAL /// ADVERTISING OPTIONS / SCRIMS

ROSSETTI 09.05.08

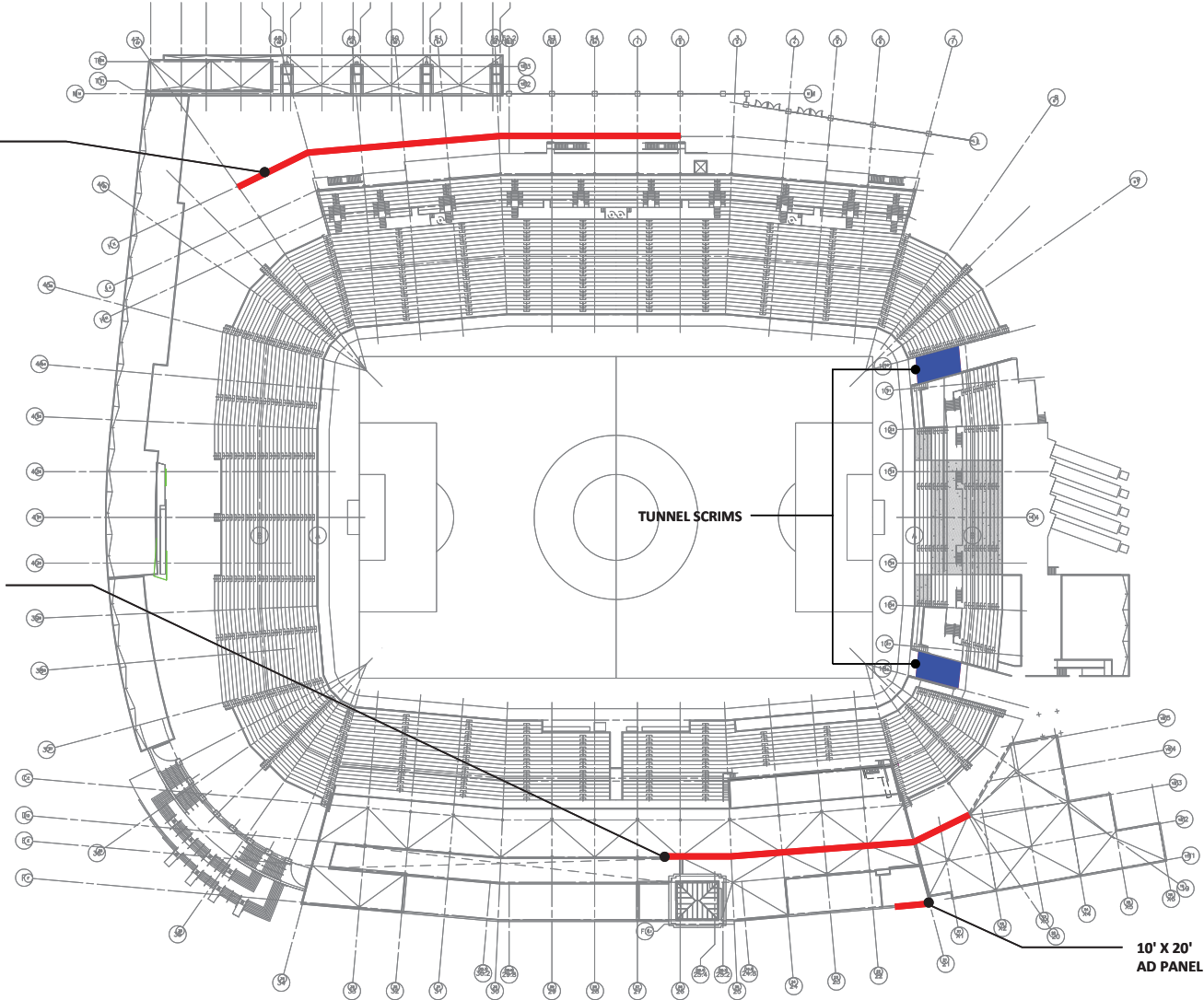
+7

SCRIM PANELS
SIZE VARIES

SCRIM PANELS
SIZE VARIES

TUNNEL SCRIMS

10' X 20'
AD PANEL



RED = PERMITTED
BLUE = PROPOSED

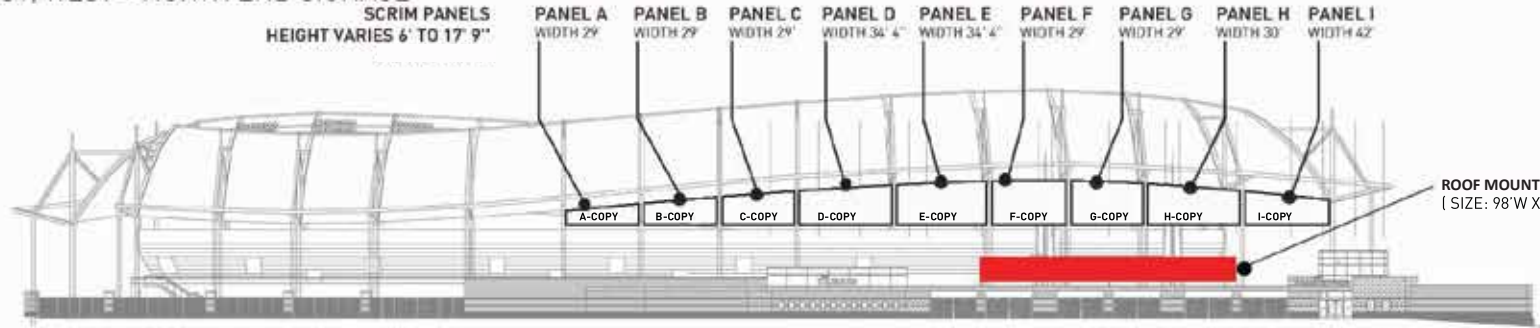
REAL /// SIGNAGE OPTIONS

ROSSETTI 09.05.08

+5

EAST, WEST + NORTH END SIGNAGE

SCRIM PANELS
HEIGHT VARIES 6' TO 17' 9"



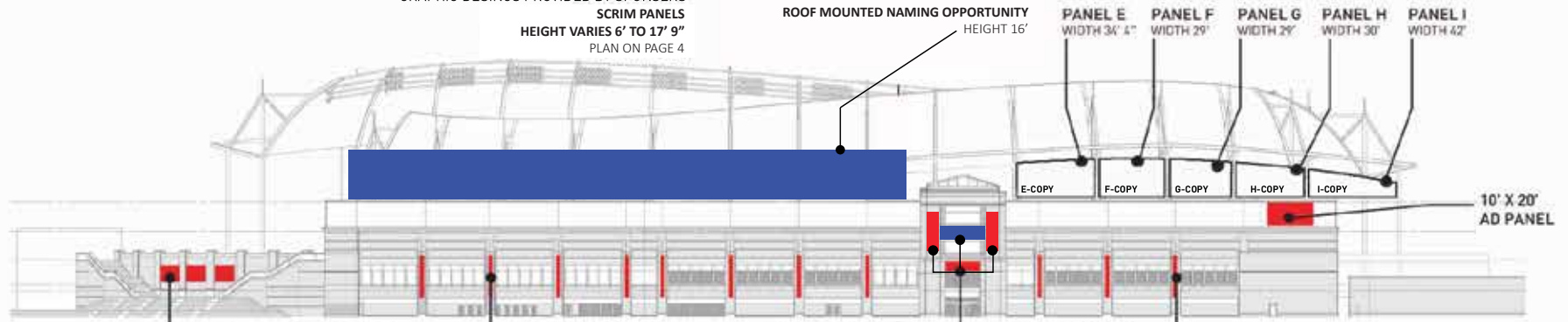
ROOF MOUNT NAMING OPPORTUNITY SIGN
(SIZE: 98'W X 9'-8" H.)

EAST ELEVATION

TYPICAL SCRIM DESIGN: WHITE BACKGROUND
GRAPHIC DESINGS PROVIDED BY SPONSORS
SCRIM PANELS
HEIGHT VARIES 6' TO 17' 9"
PLAN ON PAGE 4

ROOF MOUNTED NAMING OPPORTUNITY
HEIGHT 16'

PANEL E WIDTH 34' 4"
PANEL F WIDTH 29'
PANEL G WIDTH 29'
PANEL H WIDTH 30'
PANEL I WIDTH 42'



10' X 20'
AD PANEL

NAMING OPPORTUNITY
(3 PANELS - 10'W X 6' H EACH)

BLADE SIGNS

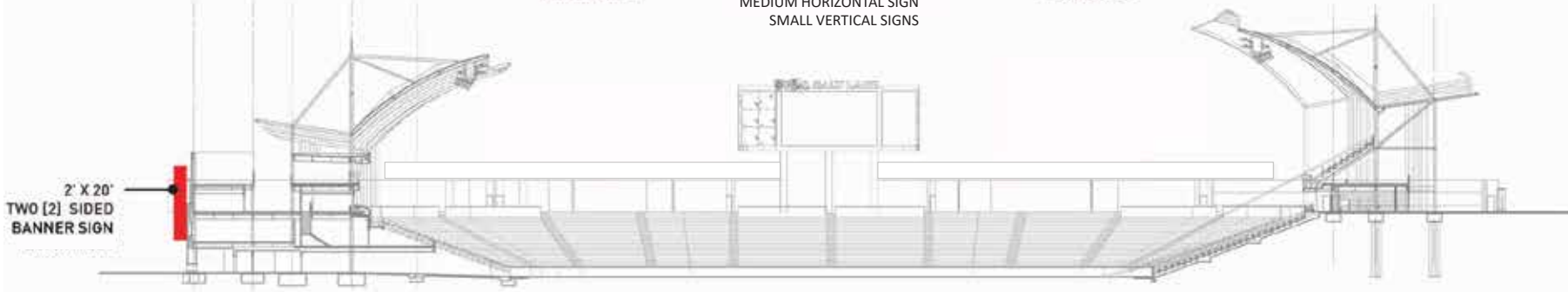
NAMING OPPORTUNITY

BLADE SIGNS

WEST ELEVATION

MEDIUM

MEDIUM HORIZONTAL SIGN
SMALL VERTICAL SIGNS



INTERIOR BOWL VIEW - LOOKING NORTH

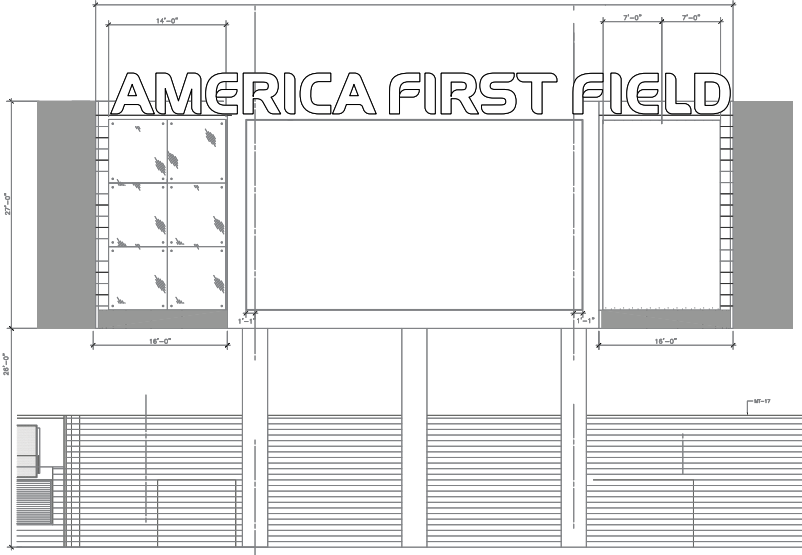
RED = PERMITTED
BLUE = PROPOSED

REAL /// SIGNAGE OPTIONS

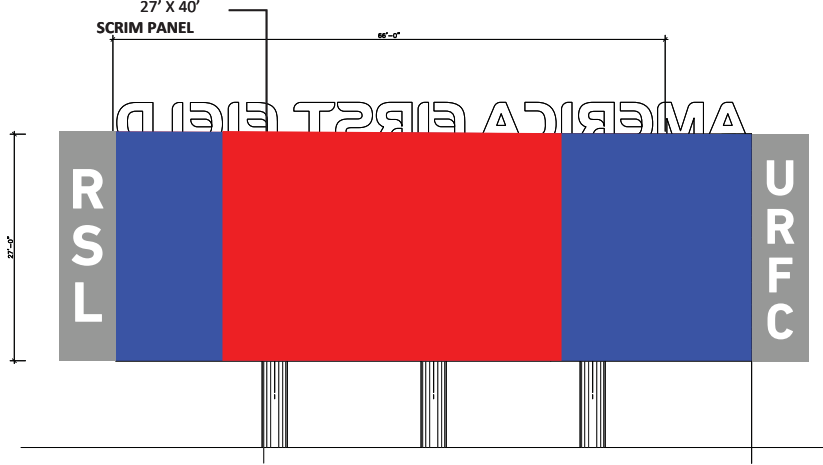
ROSSETTI 09.05.08

+6

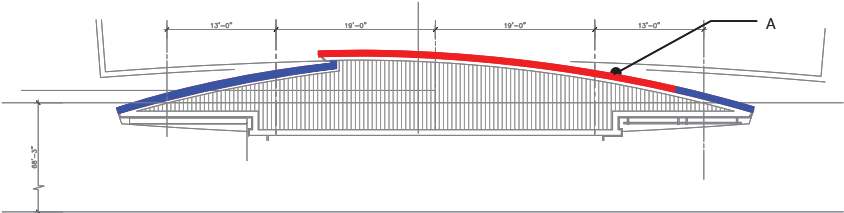
NORTH VIDEOBOARD SIGNAGE



SOUTH ELEVATION



NORTH ELEVATION



PLAN - ROOF LEVEL



NORTH SCOREBOARD (rear)

2009
MLS CUP
CHAMPIONS

CONFERENCE
2009 2013
EAST WEST
CHAMPIONS

Ford Ford

BAR STADIUM BAR Interform CLUB Interform CLUB

Interform CLUB Interform CLUB Interform CLUB

BACON BACONWORK.COM

BELIEVE

DEAL SALT LAKE
Continental TIRE Reagan Reagan Reagan UtahYouthSoccer.net

BELIEVE

REAL



INTERIOR EAST ELEVATION



INTERIOR NORTH ELEVATION



INTERIOR SOUTH ELEVATION



INTERIOR WEST ELEVATION



Monument ■

Monument —

Banners ●●●●

Back of Scoreboard —

Directional ■
Soccer Ball Monument ●

■ Landmark Pylon

Monument ■

■ Directional

Banners ●●●● ●●●● ●●●● ●●●●
Entry Archway —

Monument —

■ Directional

Monument —

Monument ■

Back of Scoreboard —

Directional ■

Directional ■

Directional ■

Monument ■

STREET SIGNAGE

STREET SIGNAGE

Examples of Freestanding Signage

- Directional
- Monument
 - Pylon



SOCCEBALL MONUMENT



LANDMARK PYLON



MONUMENT



MONUMENT



SOUTH ENTRANCE MONUMENT



AMERICA FIRST
FIELD

West
Parking
Lot

WEST PARKING DIRECTIONAL



EAST ENTRANCE DIRECTIONAL