



# SANDY CITY COMMUNITY DEVELOPMENT

JAMES SORENSEN  
COMMUNITY DEVELOPMENT  
DIRECTOR

KURT BRADBURN  
MAYOR

MATTHEW HUISH  
CHIEF ADMINISTRATIVE OFFICER

## MEMORANDUM

February 7, 2019

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**To:** Planning Commission  
**From:** Community Development Department  
**Subject:** 114 Retail Center Sign Theme Amendment  
 [Community #9 – South Towne]  
 11376 S. State St.

SIGN-01-19-5601  
 Zoned CBD  
 21 Acres

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**HEARING NOTICE:** *This item has been noticed to property owners within 500 feet of the subject area.*

PROPERTY CASE HISTORY	
Case Number	Case Summary
SPR-12-10-1627	Site Plan Review 114 Retail Center Phase I. Approved by PC
SPR-12-10-1627	114 Retail Center Architectural Review and Site Plan. Approved by PC
SPR-05-12-2338	Site Plan Review for the 114 Retail Center Phase II. Approved by PC

### DESCRIPTION OF REQUEST

The applicant, Richard Piggott for Duluth Trading Company, is proposing a sign theme amendment to the 114 Retail Center Sign Theme, for the Duluth Trading Company site located at 11376 South State Street. Staff attached the proposed sign theme amendment renderings to this staff report. Further detail of the proposal is listed below (*See Exhibit #1 – Application Letter*).

The applicant’s goal is to provide signage that balances the Duluth Trading Company brand, while complimenting the overall sign theme for the 114 Retail Center. Further detail of the proposal is listed below under “Wall Signs”, “Awning Signs”, “Blade (Projecting) Signs”, and “Tenant Vinyl Signs”. (*See Exhibit #2 – Sign Renderings*).

Wall Signs. The proposed wall signs will be located on the north, south, east, and west sides of the building.

The north and south elevation wall signs will be 133 square feet (20’ x 6’8”) and consist of channel letters. The channels letters will be built to UL Specifications with 5” deep black 0.040” aluminum sidewalls. The channel letters will be 3/16” (#2793) red acrylic

faces with white perforated vinyl applied to the surface. The channel letters will be backed with a 0.090" aluminum backs with 1" black trimcaps. The channel letters will be internally illuminated with red LEDs. The letters will be mounted to the façade with 1" spacers. The proposed wall signs constitute 4% of the north and south building facades.

The east and west elevation wall signs will be 133 square feet (20' x 6'8") and consist of channel letters. The channels letters will be built to UL Specifications with 5" deep black 0.040" aluminum sidewalls. The channel letters will be 3/16" (#2793) red acrylic faces. The channel letters will be backed with a 0.090" aluminum backs with 1" black trimcaps. The channel letters will be internally illuminated with red LEDs. The letters will be mounted to the façade with 1" spacers. The proposed wall signs constitute 3% of the east and west building facades.

Awning Signs. The applicant is proposing to install two 60 square foot (15' x 4') awning signs on the east and west side of the north façade of the building. The proposed awnings will be nine feet from the ground. The awning signs will be welded aluminum tube frame finished Mathews Black, with Sunbrella awning fabric stretched over the frame. The fabric will consist of 3M 7725-99 Fawn vinyl copy applied to the surface, and will be externally illuminated with gooseneck lamps.

Blade (Projecting) Signs. The applicant is proposing to install two 19 square foot (1'8" x 11'4") blade signs on the east and west façade attached to false chimney architectural features. The blade signs will be fabricated and installed according to UL Specifications. The blade signs will be welded aluminum frame covered in 0.090" aluminum finished to match the SW 4017 graphite and Benjamin Moore Paint (Providence Olive HC-98). The letters will be routed out and backed with #2793 red acrylic that are internally illuminated with red LEDs, with 2" x 6" brushed aluminum accents along the spine. The sign will be mounted to the building with 3" tubing and mounting plate, with aluminum mounting covers and square tubing finished to match SW 4017 Graphite.

Tenant Vinyl Sign. The applicant is proposing to install an 80 square foot (16' x 5') vinyl signs to the existing pylon sign on the west side of the property adjacent to the I-15 on ramp. The proposed tenant vinyl is proposed to be 3M Red (3630-33) vinyl applied first surface on the existing faces.

#### **NOTICE**

The 114 Retail Center is located in Community #9, which only includes commercial properties. Based on the limited impact to adjacent users, and no impact to residential uses, a neighborhood meeting was not held.

#### **ANALYSIS**

**Section 15A-26-10** of the Sandy City Land Development Code states that developments of seven or more acres and having more than 300 linear feet of frontage may vary from the regulations set forth in the Sign Ordinance with Planning Commission approval under the following conditions:

1. The proposed sign exceptions are not in conflict with the purpose and intent of this chapter,
2. The proposed signs are in architectural harmony with the development,
3. The proposed signs appropriately utilize those elements listed in the design criteria of this chapter, as follows:

**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 current sign design and locations at the 114 Retail Center were approved as part of the site plan and architectural review (SPR-12-10-1627) by the Planning Commission (*See Exhibit #3 – Approved Sign Theme*).

Per **Section 15A-26-07(I)** of the Sandy City Land Development Code, blade (projecting) signs are only allowed in the Historic Sandy Business District, mixed-use projects, or other developments, which have an approved sign theme. The following shall apply:

1. Blade (projecting) signs are allowed by themselves or in conjunction with signs on awnings. They will not be allowed in conjunction with other wall signs.
2. The sign should blend with the aesthetics of the building and the surrounding natural and manmade environment. The color, style, size, scale, and proportion of the sign should enhance the exterior of the building and not place too much bulk nor be an excessive external distraction on the building's exterior. Equal treatment and design consideration should be given to any mounting and supporting structure for the sign.
3. No sign shall be larger than 16 square feet.
4. Blade (projecting) signs shall not extend more than 6 feet nor have less than a 6-inch spacing from the attached vertical wall. They shall have a minimum clearance of 9 feet from the sidewalk or finished grade and shall be no more than 12 inches thick. There must be a horizontal separation of 20 feet from other projecting signs.
4. Electronic message centers or changeable copy signs are not allowed.
5. Only street level tenants in a multi-story building may use projecting (blade) signs.

The applicant is proposing blade (projecting) signs on the east and west sides of the building in conjunction with channel letter wall signs. This is part of the branding of the Duluth Trading Company buildings. Though this may not meet the provisions of blade (projecting) signs, a sign theme does permit the planning commission to approve variations from the development code. The only variation that the applicant is requesting is the combination of the blade (projecting) signs with the wall signs on the east and west facades. Staff feels that the proposed sign theme, with the projecting signs, enhances the exterior of the building and does not place too much bulk nor be an excessive external distraction on the building's exterior.

The proposed Duluth Trading Company site plan and 114 Retail Center sign theme amendment was reviewed by the Civic Center Architecture Review Committee on December 12, 2018. A positive recommendation was forwarded to the Planning Commission by this committee.

### **FINDINGS**

1. Staff finds that the proposed sign theme amendment meets the requirements of **Section 15A-26-10** of the Sandy City Development Code regarding approval by Planning Commission for developments of seven or more acres and having more than 300 linear feet of frontage.
2. Staff finds that the proposed wall signs meet the requirements of **Section 15A-26-10** Wall Area Standards of the Sandy City Land Development Code. Staff finds that the proposed sign theme amendment is in harmony with the design, size, scale and location of the future Duluth Trading Company building.
3. The Civic Center Architecture Review Committee has forwarded a positive recommendation for the site plan and amended sign theme to the Planning Commission.

### **STAFF RECOMMENDATION**

Staff recommends that the Planning Commission approve the amended sign theme for the 114 Retail Center located at 11376 South State Street to allow the installation of the proposed wall signs, awning signs, blade signs and tenant vinyl signs as shown in the applicant's attached plans, subject to the following conditions:

### **Conditions**

If the Planning Commission does approve the sign theme amendment, staff recommends the following conditions:

1. That installed signage match the location and design of the submitted renderings.
2. That a sign permit be obtained from the Community Development Department for the proposed sign theme, with any future themes to be reviewed by the Planning Commission.

Planner:  Reviewed by: 

Wade Sanner, *Planner*

File Name: S:\USERS\PLN\STAFFRPT\2018\SIGN-01-19-5601 Duluth Sign Theme

**Exhibit #1 – Application Letter**



City of Sandy,

Duluth Trading Co. is requesting to add signage to their building located at 42 W 11400 S, Sandy UT 84070. The signage we are proposing is ES1 and ES2, which are (2) sets of front-lit channel letters mounted to the façade; one being at the north elevation, the other one being at the south elevation. We then have ES3 and ES4, which are (2) sets of front-lit channel letters mounted to the façade; one being at the east elevation, the other one being at the west elevation. Additionally, we will have ES5 and ES6, which are (2) internally illuminated vertical blade signs that will both be mounted to the sides of the building; one mounted on the west elevation, and the other one mounted to the east elevation. We will also include (2) externally illuminated awnings that will mount flush to the fascia of the north elevation. Finally, we will propose (2) sets of vinyl for the double-faced pylon sign.

For many years, Duluth Trading Co. has served customers nationwide, and has been expanding into local markets with New Construction and Remodel build outs. The signage being requested at Sandy, UT is consistent with Duluth Trading Co.'s signage and branding at multiple locations. We respectfully request approval for the proposed signage layouts as designed.

Thank you,

A handwritten signature in black ink that reads 'Andrew Chapman'. The signature is written in a cursive, flowing style.

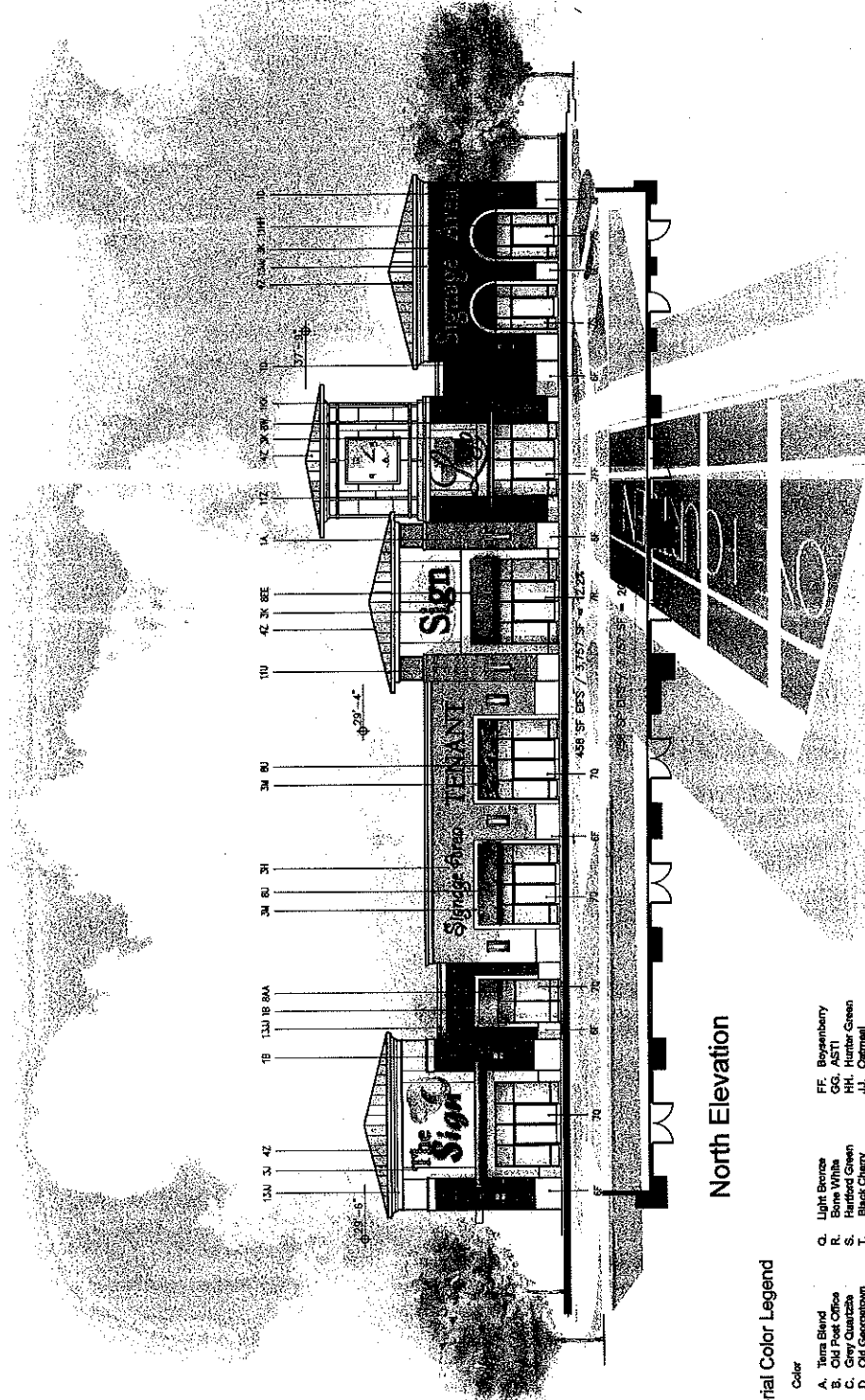
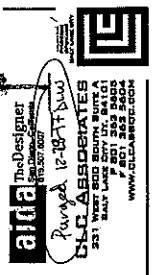
Andrew Chapman

**Exhibit #2 – Sign Renderings**



**Exhibit #3 – Approved Sign Theme**

Retail A, B, C → Final Arch. Elevations



**Retail A - Elevations**  
1/8" = 1'-0"  
March 22, 2013

**PROPOSED DEVELOPMENT - 11400TH SOUTH & STATE ST - SANDY, UTAH**

**North Elevation**

**Material Color Legend**

- |                             |                         |
|-----------------------------|-------------------------|
| <b>Material</b>             | <b>Color</b>            |
| 1. Brick                    | FF. Boysenberry         |
| 2. Stone Veneer             | GG. ASTI                |
| 3. Plaster                  | HH. Hunter Green        |
| 4. Roof                     | JJ. Charnell            |
| 5. Tower Metal              | KK. Jefferson College   |
| 6. Ornamental Precast Conc. | LL. Millstone           |
| 7. Aluminum Storefront      | MM. Sutherland          |
| 8. Metal Finishes           | NN. Burgandy            |
| 9. Metal Panels             |                         |
| 10. Not used                |                         |
| 11. Decorative Metal        |                         |
| 12. Glazing                 |                         |
| 13. Ornamental Limestone    |                         |
|                             | OO. Pueblo Tin          |
|                             | PP. Light Bronze        |
|                             | QQ. Bone White          |
|                             | RR. Hardford Green      |
|                             | SS. Black Cherry        |
|                             | TT. Champagne           |
|                             | UU. Copper Bronze       |
|                             | VV. Copper              |
|                             | WW. Plain Bronze Mirror |
|                             | XX. Bronze Grenox       |
|                             | YY. Champagne           |
|                             | ZZ. Pacific Blue        |
|                             | AA. Cork                |
|                             | BB. Brick               |
|                             | CC. Brick               |
|                             | EE. Pueblo Tin          |

G.L.G. ASSOCIATES  
231 WEST 900 SOUTH SUITE A  
SANDY, UTAH 84055  
P. 801.255.5024  
WWW.G.L.G.ASSOCIATES.COM



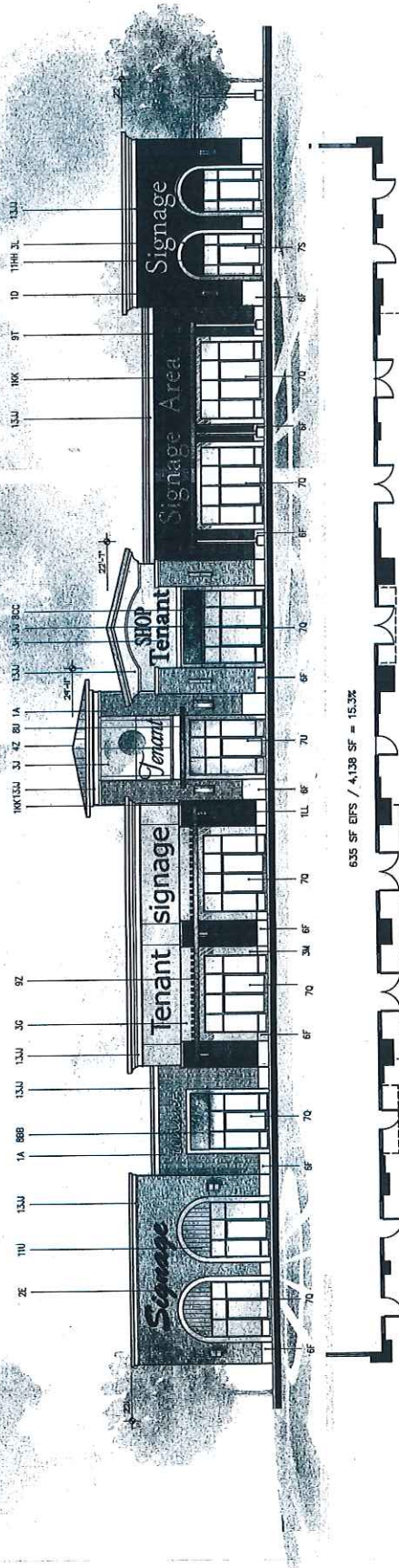






# 14

ONEFOURTEEN



## West Elevation

### Material Color Legend

Material	Color
1. Brick	A. Terra Blend
2. Stone Veneer	B. Old Post Office
3. Plaster	C. Gray Quartzite
4. Roof	D. Old Georgetown
5. Tower Metal	E. Orange
6. Ornamental Precast Conc.	F. Classic Color
7. Metal Shoring	G. Blank
8. Metal Joists	H. Pigments Past
9. Metal Trusses	I. Bunting
10. Not Used	J. Spigody
11. Decorative Metal	K. Kid Glove
12. Glazing	L. Crude
13. Ornamental Limestone	M. Medium Bronze
Concior, Moldings and Trim	N. Pueblo Tin
	O. Light Bronze
	P. Bone White
	Q. Hartford Green
	R. Black Cherry
	S. Jefferson College
	T. Jefferson College
	U. Jefferson College
	V. Antigua Bronze
	W. Gold Grasse
	X. Plain Bronze Mirror
	Y. Bronze Grasse
	Z. Champagne
	AA. Pacific Blue
	BB. Cork
	CC. Brick
	DD. Brick
	EE. Pueblo Tin
	FF. Boysberry
	GG. ASTI
	HH. Hunter Green
	II. Hunter Green
	JJ. Jefferson College
	KK. Jefferson College
	LL. Williamstown
	MM. Summit
	NN. Burgandy

**Retail C - Elevations**  
 March 22, 2013  
 1/8" = 1'-0"

**PROPOSED DEVELOPMENT - 11400TH SOUTH & STATE ST - SANDY, UTAH**

