# HISTORIC LANDMARK COMMISSION STAFF REPORT

# Trolley Square Building B PLNHLC2008-00885 Minor Alterations for the Pottery Barn expansion 602 East 500 South January 7, 2008



Planning and Zoning
Division
Department of Community
Development

**Applicant:** McCall Design Group, representing Trolley Square Associates.

**Staff**: Nick Norris 535-6173 email: nick.norris@slcgov.com

**Tax ID:** 16-06-478-007

Current Zone: CS Community

Shopping

#### **Master Plan Designation:**

Community Commercial (Central Community Master Plan).

Council District: District 4:

Luke Garrott

**Lot size:** 435,600 square feet **Current Use:** Retail shopping

center

## **Applicable Zoning Regulations:**

• 21A.34.020

• 21A.26.040

**Public Notice:** Public notice was mailed to all property owners within 85 feet and posted on the City and State websites as well as emailed to the Division's list serve.

#### **Attachments:**

- A. Applicant narrative on proposed changes
- B. Site Plan
- C. Elevations
- D. Photographs

#### Request

This request is for alterations to Building B at Trolley Square. A tenant (Pottery Barn) of Building B is proposing an expansion within the existing footprint of the building. The expansion would result in exterior alterations including additional signage and store fronts. The awnings shown on the east elevation of sheet A-201 are not a part of this proposal.

#### **Staff Recommendation**

Staff recommends that the Historic Landmark Commission approve petition PLNHLC2008-00885 with the following condition:

- 1. That all signs comply with Zoning Ordinance 21A.46.090.B;
- 2. That all signs are illuminated by spot lighting, neon tube on the face of the sign or by halo illumination;
- 3. That the existing sign be illuminated in a manner that is consistent with how it was approved in 1997.

#### **Options**

- 1. The HLC may deny the proposed alterations by adopting staffs findings and recommendation. Denying the proposal would keep the original approval in place.
- **2.** The HLC may approve the proposed alterations upon finding that the proposed changes comply with the applicable standards and design guidelines and is in the best interest of the City;
- **3.** The HLC may continue the item and request additional information from the applicant and/or staff.

#### **VICINITY MAP**



#### Background:

The subject property is the site of a large scale expansion that has been approved by the Historic Landmark Commission. This proposal focuses on external modifications to Building B at Trolley Square. Building B is located in the middle of Trolley Square

#### **Project Description**

The proposed project includes expanding an existing tenant space to occupy the vacant, eastern portion of Building B. As part of the expansion, the tenant is proposing to add signage and storefronts

The proposed signage will be similar to the existing Pottery Barn signage that exists on the building. The existing signs are attached to the original masonry near the top of the building and were approved in 1997. The PLNHLC2008-00885

Published Date: December 24, 2008

original approved signs were identified as "halo illuminated" signs. However, the existing sign is internally illuminated. This is a different design than what was approved. Similarly sized and placed signs are proposed for the east elevation of the building. The number and type of signs allowed is regulated by Zoning Ordinance section 21A.46.090B. This section allows one flat sign per storefront and one flat sign per building frontage. Building B does not have frontage on a street, so the building is limited to one flat sign per storefront. The existing store has a storefront on the north and south elevations of the building. The expansion will add a storefront to the east elevation. Only one sign per elevation is allowed by the Zoning Ordinance. The north elevation already has an existing sign. No additional flat signs can be added to the north elevation. The Zoning Ordinance does not grant the HLC the authority to approve additional signs. The Historic Landmark Commission has adopted a sign policy. That policy states that the "HLC encourages the spot lighting of buildings rather than illuminated signs in mist cases. Back lit plastic and animated signs are discouraged. Indirect lighting is preferred."

Black aluminum store fronts will be placed in the existing openings on the north, east and south elevations of the building. The storefronts are similar to the existing store fronts on the building. Awnings will be placed on the north elevation on the existing storefronts. Some of the storefronts already have awnings. The new awnings will match the existing awnings.

#### **Comments**

#### **Public Comments**

No public comment has been received.

#### **Department Comments**

Due to the nature of this proposal, department review is not necessary. Building Services will review the proposal when the applicants submit for appropriate building permits.

#### Project Review

#### Staff Analysis and Findings

Zoning ordinance section 21A.34.030 (G) states the standards for alterations of a landmark site or contributing structure. Building B is a contributing structure and Trolley Square is listed on the City's Register of Cultural Resources. The standards and analysis are as follows:

# 1. A property shall be used for its historic purpose or be used for a purpose that requires minimal change to the defining characteristics of the building and its site and environment;

Analysis: Building B was originally used as a service building to provide support to the trolley system. In the early 1970's the trolley barns of the Utah Light and Traction Company were converted to a commercial shopping center and has been used as such since that time. The areas where the new storefronts are being proposed have had storefronts in them in the past. The store fronts would not change the defining characteristics of the building. The proposed signs would be attached to historic material in a similar manner as the existing Pottery Barn signs on the building. The number of proposed signs is in excess of the number of signs allowed under Zoning Ordinance section 21A.46.090B. The design of the sign does not comply with the HLC adopted policy on signs, specifically the method in which it is illuminated. The existing sign does not match the sign that was approved in 1997. Internally illuminated signs have not been approved at Trolley Square in the past. Although the existing sign is a simple design, the sign shall be consistent with the approved sign.

**Finding:** The proposed alterations to Building B do not impact the historic use or the recent use of the property. The proposed store fronts comply with this standard. The proposed flat signs do not comply with this standard because they are not consistent with the adopted sign policy and are inconsistent with past sign approvals at Trolley Square.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided;

**Analysis:** The proposal does not include the removal of historic material. The proposed store fronts and awnings on the north elevation are similar to what has been approved in the past. The proposed flat signs are internally illuminated and not consistent with the HLC adopted policies on signs

**Finding:** The proposed storefronts or awnings on the north elevation do not alter the historic character of the property. The proposed signs are illuminated in a manner that is not consistent with the adopted sign policies.

3. All sites, structures and objects shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create a false sense of history or architecture are not allowed;

**Analysis:** The proposed alterations are similar to other alterations to Trolley Square that have been approved in the past. The alterations reflect the current use of the property and are not created to portray a false sense of history.

**Finding:** The proposal complies with this standard.

4. Alterations or additions that have acquired historic significance in their own right shall be retained and preserved;

**Analysis:** There are no historical alterations or additions that would be altered by this proposal.

**Finding:** The proposal complies with this standard.

5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved;

**Analysis:** The proposed signage will be attached to the historic material. The signs will be installed in a manner that has been approved by the HLC in the past. The proposed store fronts will not remove historic materials and will replace store fronts that were installed after the site was used as retail shopping center. The additional awnings on the north elevation will be attached to the store fronts and will not impact historic material.

**Finding:** The proposed alterations do not destroy or impact distinctive features, finishes and construction techniques or examples of craftsmanship that characterize the building or the site. The proposal complies with this standard.

6. Deteriorated architectural features shall be repaired rather than replaced wherever feasible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, texture and other visual qualities. Repair or replacement of missing architectural

features should be based on accurate duplications of features, substantiated by historic, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other structures or objects;

**Analysis:** The proposal does not include removing historical architectural features. There are not historic architectural features that need to be repaired as part of this proposal.

**Finding:** This standard does not apply because the change in materials will not impact any existing architectural features.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible;

**Analysis:** The proposed alterations will not require any chemical or physical treatments of a historic building material. However, if any treatments are required, a separate certificate of appropriateness is required.

**Finding:** This standard does not apply to the proposed change in building materials.

8. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant cultural, historical, architectural or archaeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment;

**Analysis:** The proposed alterations would not destroy significant cultural, historical or architectural materials. The signs would be attached to the mortar in a similar fashion as the existing signs on the building.

**Finding:** The proposal complies with this standard.

9. Additions or alterations to structures and objects shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. The new work shall be differentiated from the old and shall be compatible in massing, size, scale and architectural features to protect the historic integrity of the property and its environment;

**Analysis:** The signs and storefronts could be removed without negatively impacting the essential form and integrity of the structure. The holes drilled to support the signs and store fronts would need to be filled with appropriate materials to prevent further damage if such items were to be removed in the future.

**Finding:** The proposal complies with this standard.

- 10. Certain building materials are prohibited including the following:
  - a. Vinyl or aluminum cladding when applied directly to an original or historic material, and
  - b. Any other imitation siding material designed to look like wood siding but fabricated from an imitation material or materials:

**Analysis:** The proposal does not include any prohibited materials.

**Finding:** The proposal complies with this standard.

11. Any new sign and any change in the appearance of any existing sign located on a landmark site or within the H historic preservation overlay district, which is visible from any public way or open space shall be consistent with the historic character of the landmark site or H historic preservation overlay district and shall comply with the standards outlined in part IV, chapter 21A.46 of this title;

Analysis: The proposed flat signs are consistent with the existing sign on the north elevation. However, this sign is different than what was originally approved by the HLC in 1997. The Trolley Square sign policy does allow internally illuminated signs to be mounted on exterior walls. As discussed on Page 3 the proposed number of signs exceeds the number allowed by the Zoning Ordinance. Only wall flat sign per storefront is allowed. The proposed signs comply with the applicable standards in terms of size. Projecting signs are not allowed in the CS zoning district. The proposal could be consistent with this standard if there was only one flat sign per storefront and the signs were illuminated by spotlighting or halo lighting. The other signs placed in the windows and above the doors comply with this standard.

**Design Guidelines 13.33 Minimize the visual impacts of signs.** This is particularly important as seen from within the residential portions of the historic district. Smaller signs are preferred. Monument signs and low pole-mounted signs are appropriate.

**Finding:** The proposal does not comply with this standard. The proposal would comply with this standard provided there was only one flat sign per storefront and the sign was illuminated by spot light or halo illumination.

#### 12. Additional design standards adopted by the historic landmark commission and city council.

Analysis: Trolley Square does have an adopted sign policy that regulates signs on the outside of buildings. It does allow for flat signs to be installed on the exterior of the buildings and to be attached to the masonry. The Trolley Square sign policy allows for neon lighting on the face of the sign or spot lighting of signs. Halo illuminated signs have also been found to be consistent with the Trolley Square sign policy as evident in past approvals. The existing sign is inconsistent with the Trolley Square sign policy because it is internally illuminated. The sign is also inconsistent with the original approval for the sign. The proposed signs do not comply with Trolley Square sign policy.

In addition, the HLC has adopted a sign policy that "encourages the use of low-key, sophisticated signage such as brass lettering, painted signs in historical character, etc." The policy also encourages spot lighting rather than back lit signs. The proposed signs are not consistent with the sign policy adopted by the HLC.

**Design Guidelines: 13.33 Minimize the visual impacts of signs.** This is particularly important as seen from within the residential portions of the historic district. Smaller signs are preferred. Monument signs and low pole-mounted signs are appropriate.

**Finding:** The proposal is not consistent with Trolley Square sign policy or the HLC sign policy because the signs are not illuminated through an approved method. The proposed and existing signs could be consistent with the adopted policies if they were illuminated in a manner that is consistent with the adopted policies.

А	tt	a	C	h	n	ne	r	J.	t	Æ	I
---	----	---	---	---	---	----	---	----	---	---	---

Applicant narrative on proposed changes



#### MEMORANDUM

Too

Nick Norts

SLC Planning Division 451 S. State, Room 215 Salt Lake City, UT 84114

801-535-7700

Date:

12/3/08

Subject:

HLC: Major Alterations Submittal Pottery Barn at Trolley Square

Project No.:

208108

Reason for Request:

The following changes are requested as part of the store expansion to achieve a consistent brand image by proposing a coherent architectural

language throughout the expanded areas of the building

#### Description of the Project:

- 1. Addition of aluminum storefront system at the existing openings (material and architectural sections to match the existing):
- 2. Addition of face-lit signage (Material and color to match the existing): (2) proposed above the additional entries added in the expansion, (1) at the prominent corner of the building facing the mall entry
- 3. Addition of black canvas awnings at the East façade (material and color to match the existing)
- 4. Addition of canvas banner sign (White letters on black background)
- 5. Addition of stainless steel signage above the entry doors (Black)
- 6. Addition of vinyl customer pick-up sign (White letters on black background)

By: Angela Hong

angelah@mccalldesign.com

\$50 Keerny Street Suite 710 Ion Francisco CA 94108 415.248.4150

www.mccalldeslas.com

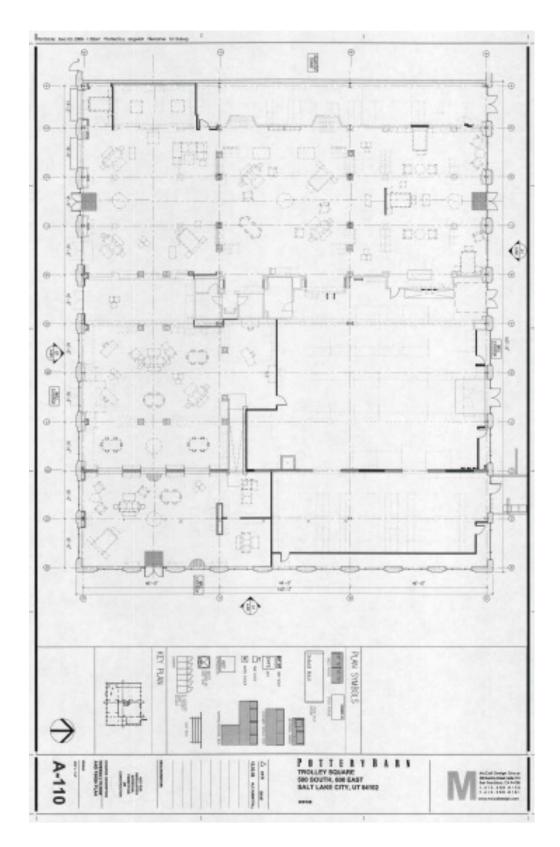
an architectural corporation

From: Angela Hong

## **Attachment B**

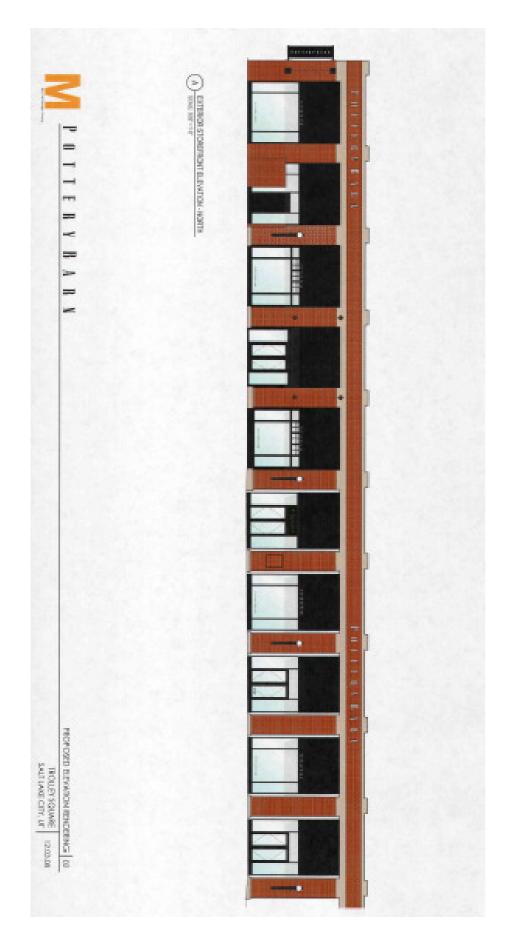
Site Plan

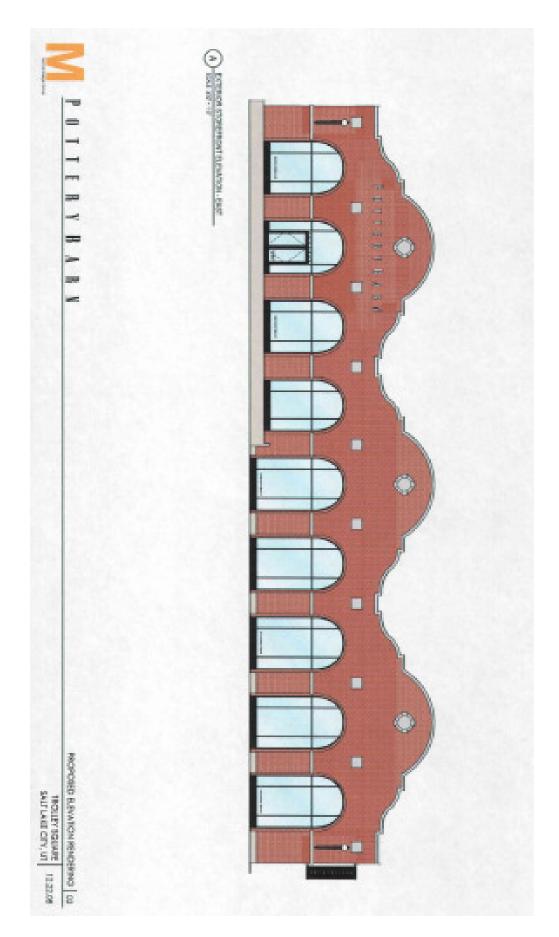


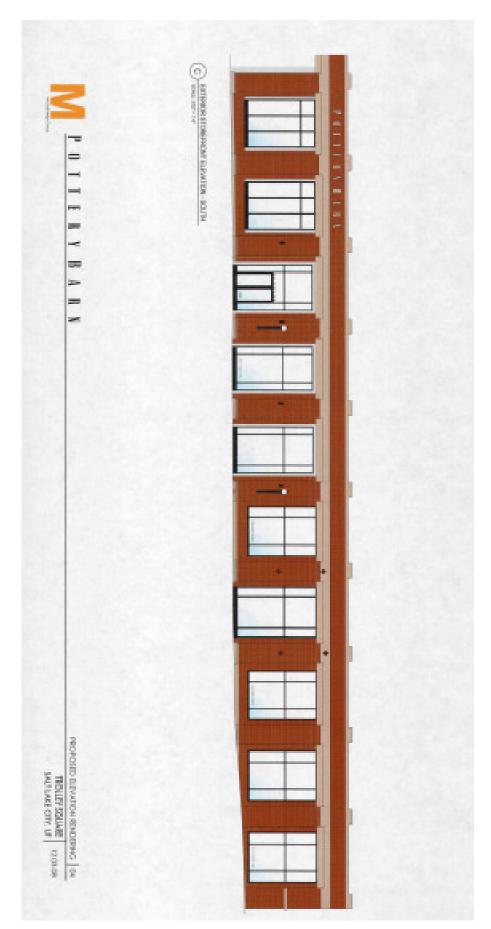


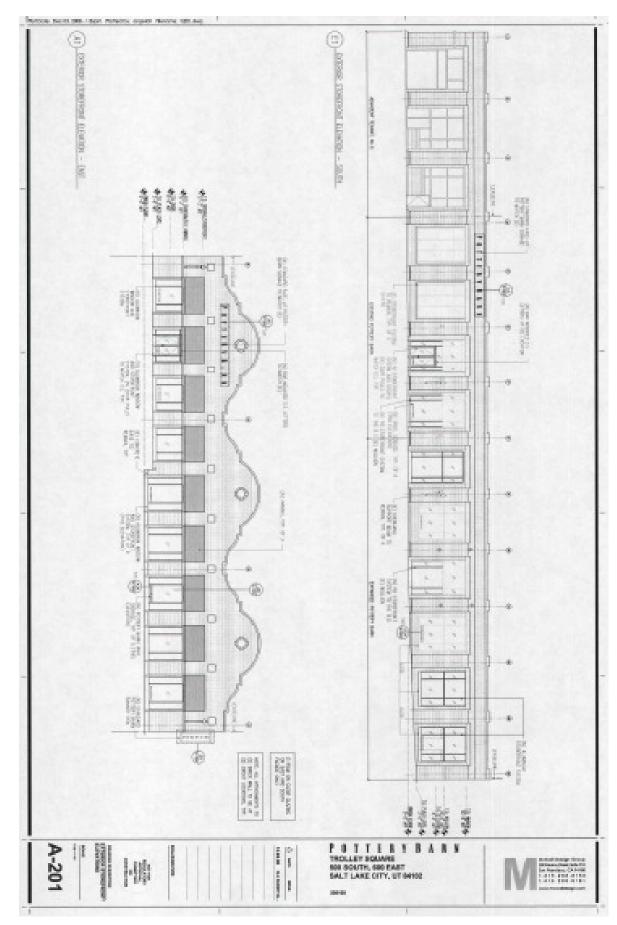
# **Attachment C**

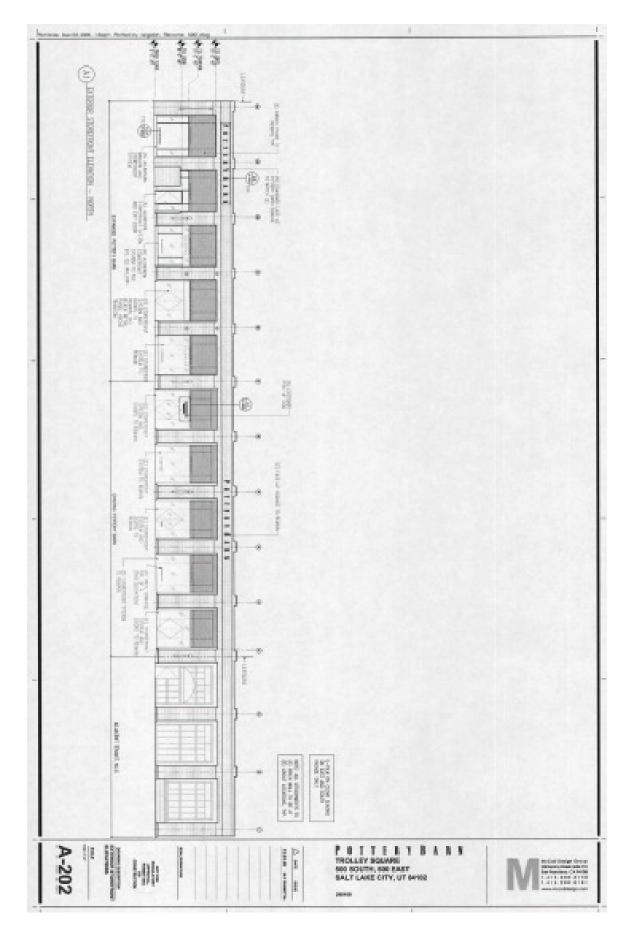
Elevations

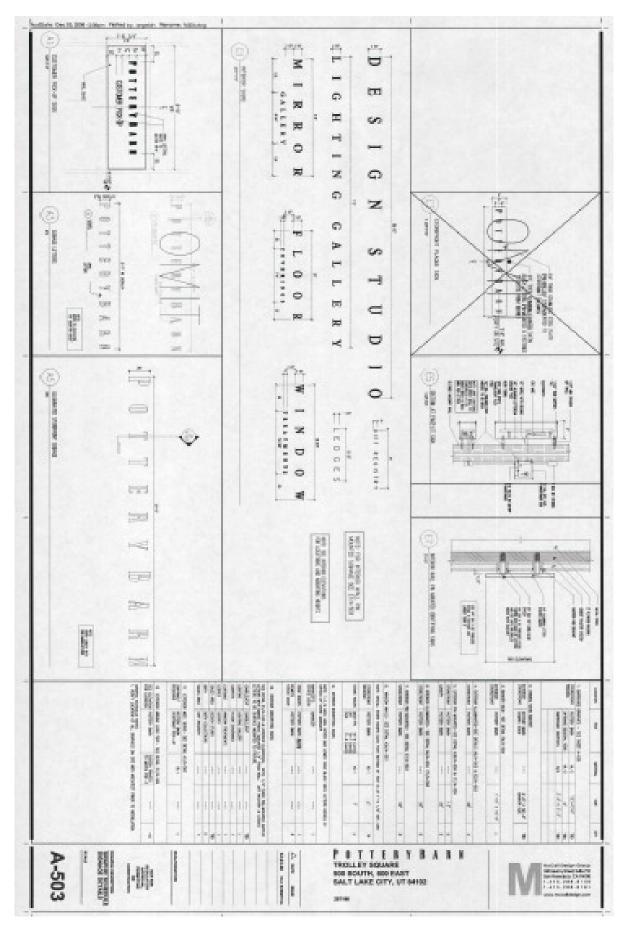


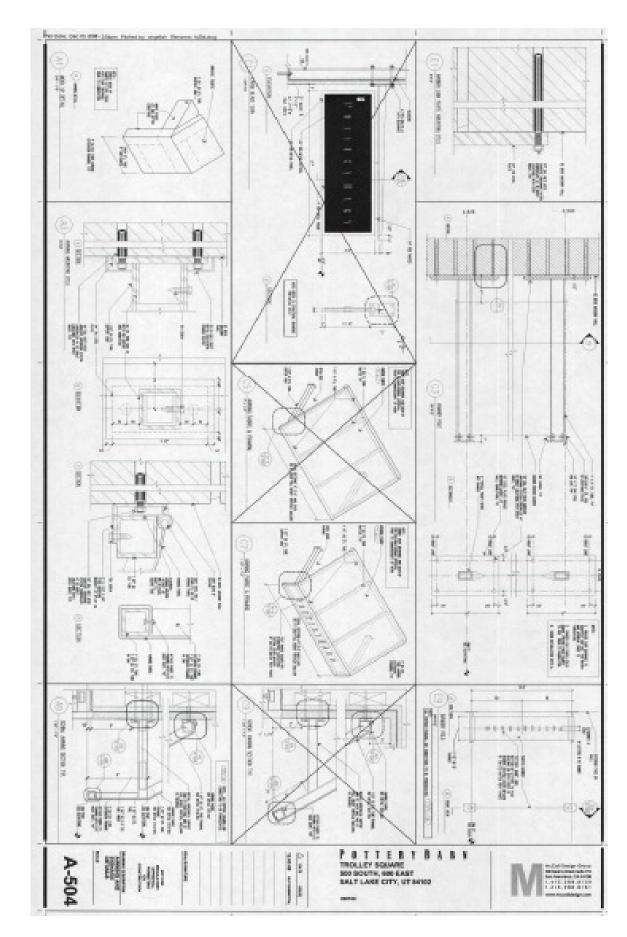


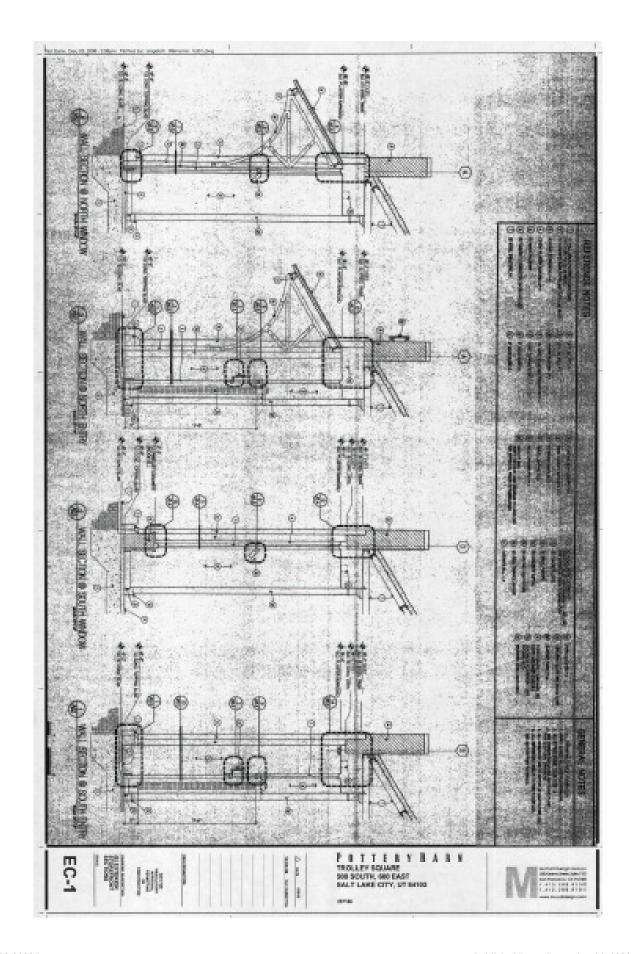












## **Attachment D**

Photographs

