

HISTORIC LANDMARK COMMISSION STAFF REPORT



Planning and Zoning
Division
Department of Community
Development

Washington Square Cafe PLNHLC2009-00552 Washington Square Signs 451 South State Street July 1, 2009

Applicant: Salt Lake City
Corp. Facilities Division
Staff: Nick Norris 535-6173
email: nick.norris@slcgov.com
Tax ID: 16-06-307-001
Current Zone: PL Public lands
Master Plan Designation:
Institutional (Central
Community Master Plan).
Council District: District 4;
Luke Garrott
Lot size: 10 acres
Current Use: Government
Office
**Applicable Zoning
Regulations:**

- 21A.34.020
- 21A.32.070

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. Site Plan
- B. Elevations of proposed
signs
- C. Photographs

Request

The Facilities Division of Salt Lake City Corporation is proposing to install 5 signs for the Washington Square Café at various locations on Washington Square. The property is a Landmark Site and is subject to the Historic Overlay Zoning District regulations. Because this is public property, the Historic Landmark Commission has the decision making authority on this matter.

Staff Recommendation

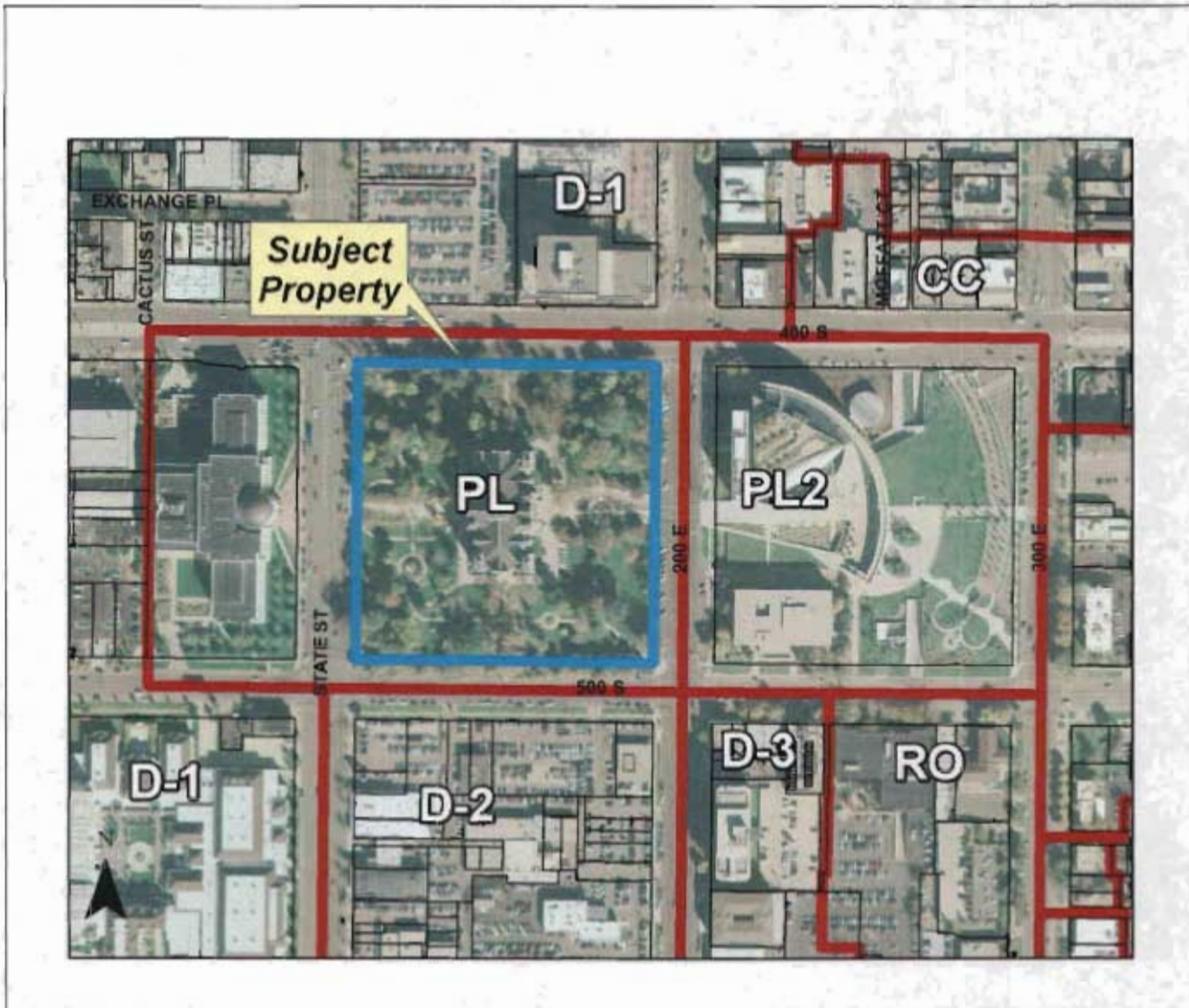
Staff recommends that the Historic Landmark Commission deny petition PLNHLC20089-00552 for the following reasons:

1. The proposed alterations do not comply with Standard 2 because the proposed signs alter the historic nature of the property;
2. The proposed alterations do not comply with Standard 5 because the proposed signs alter the nature of the historic landscape of the property.
3. The proposed alterations do not comply with Standard 118 because the proposed signs alter the historic character of the Landmark Site.

Options

1. The HLC may deny the proposed alterations by adopting staff's findings and recommendation.
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:

Washington Square has played a significant role in the history of Salt Lake City. The Square began as an entry point for early immigrants to the City and later became the site of the Utah Fair. In 1894, the City and County Building was constructed to house the City and County governments. The building housed both governments until the County government moved to a new location, at which point in time the Salt Lake City Corporation took over the entire building. In the mid to late 1980's the City and County Building went through an extensive renovation project. For some time the City and County Building has had a café on the first floor. The café is privately owned and operated.

Project Description

The Facilities Division is proposing to add 5 signs to Washington Square. One sign would be located near each corner of the block (total of four signs) and one sign located at the driveway to the building on 200 East. The signs will match the existing signs on the site in materials and design. The purpose of the signs is to direct

costumers to the Washington Square Café. The signs would be a total of 48 inches tall, with sign face being 18 inches. Each sign would be approximately three square feet in size.

Comments

Public Comments

No public comment has been received.

Department Comments

The proposal was routed to the Transportation Division for review. The Division's comments and recommendations are as follows:

The division of transportation review comments and recommendation are as follows:

The five signs are shown to be on the Washington Square property and not within the public roadway right of way.

The sign location on the north side of the 200 East signalized driveway entrance needs to be placed a minimum of 18" away from the driveway curb.

The remainder of the signs are shown behind the sidewalk and need to be placed so that they do not conflict with the pedestrian walk ways.

In addition, the proposed signs have been reviewed by the City and County Conservation Board. This Board recommended approval of the signs at their meeting on December 17, 2007. The petition was submitted to the Planning Division on May 11, 2009.

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. Washington 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: The property serves a number of important roles in the City. In addition to housing the City government, the building is also an important public gathering place where citizens can engage their government. The grounds surrounding the building serve a critical function as well, as a public gathering place that hosts numerous events and as open space in Downtown. The existing signage on the property is related to the role the building and the square play in the ongoing history of Salt Lake. They provide those engaging the City with direction and order. They are generally oriented to those coming to do business directly with the City or to those interested in learning about the history of the site. The proposed signage is commercial in nature because they advertise a private business located within the City and County Building.

These signs would be the first commercial signs on the property. The other signs on the property display the name of the building or indicate where parking, entrances, etc. are located.

Finding: The proposed signs would result in a change to the defining characteristics of the building and the its site and environment because the signs would be placed at the entrances to Washington Square, where there are existing signs.

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 adds 5 total signs to the grounds of Washington Square. The signs, despite their small size, add a new element to Washington Square that has not existed in the past.

Finding: The proposed signs would alter the spaces around the building and alter the historic landscape of Washington Square.

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 signs are designed to match the existing site features and directional and informational signs on the property.

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 placed in the open space around the building. The landscape design of the property adds to the historic character of the property and is a distinctive feature of the property. Adding commercial signage to the property takes away the role the historic landscape plays.

Finding: The proposal would add signs to a historic landscape which is a distinctive feature of the site. The signs visually alter the landscape and negatively impact the landscape. The proposal does not comply 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 or repairing historical architectural features.

Finding: This standard does not apply because the proposed signage will not be attached to any historic material.

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.

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 signs will be similar in material and design to other site features found on the property. Adding signs that advertise a commercial business would be a new feature to the landscape that does not currently exist. Commercial signage in the landscape on Washington Square detracts from the environment created by the historic landscape.

Finding: The proposal adds signs to areas of the landscape where signs advertising the City and County Building already exist. Adding additional signs alters the character of the property, specifically the environment that surrounds the City and County Building.

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 could be removed without negatively impacting the essential form and integrity of the property.

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 landscaped grounds of Washington Square do not currently contain any signs that advertise a commercial business. The proposed signs contain the generic name "Washington Square Café" and not the name of the business that occupies the Café. Zoning Ordinance section 21A.46.120.E allows private directional signs in the PL Public Lands Zoning District. A directional sign is defined as "an on premise sign designed to guide vehicular or pedestrian traffic by using such words as Entrance, Exit, parking, One Way or similar directional instruction, and which may include the identification of the building or use, but which does not include any advertising message." The proposed signs comply with the applicable standards in Chapter 21A.46 but are not consistent with the historic character of Washington Square.

Finding: The proposed signs comply with the Zoning Ordinance section 21A.46. Introducing additional signs on the property directing visitors to a commercial establishment takes away from the historic character of the property. The proposal does not comply with this standard.

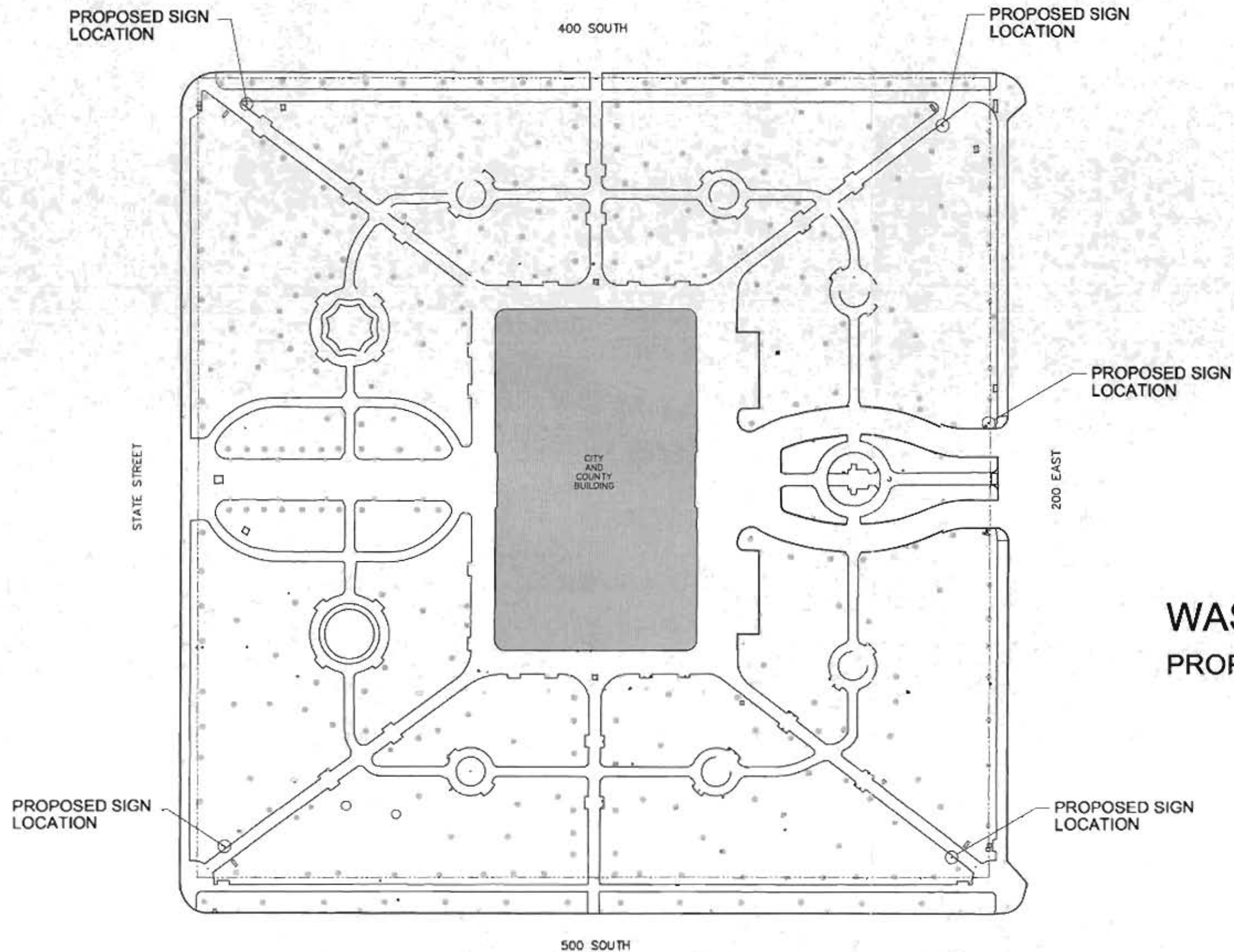
12. Additional design standards adopted by the historic landmark commission and city council.

Analysis: Salt Lake City has established a City and County Conservation Committee who serves as the curator for the building and the grounds surrounding the building. According to the applicant, the Committee reviewed this proposal and approved it at their meeting on December 17, 2007.

Finding: The proposal has been reviewed and approved by the City and County Conservation Committee. The proposal is consistent with this standard.

Attachment A

Site Plan

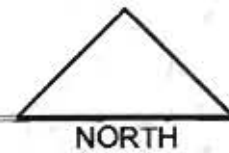


WASHINGTON SQUARE CAFE
PROPOSED SITE DIRECTIONAL SIGNAGE

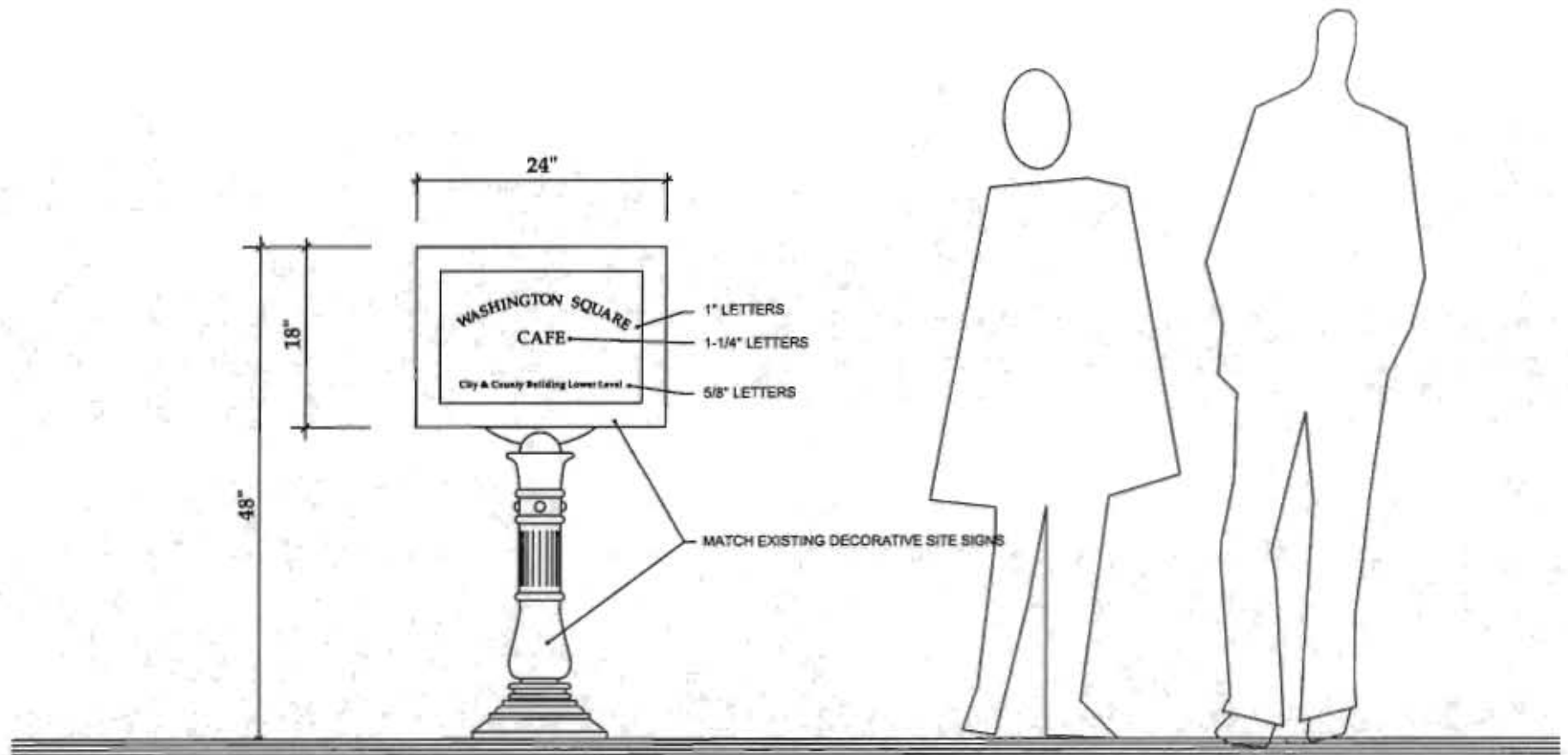
SITE PLAN

NO SCALE

9/15/08



Attachment B
Elevations of Proposed Signs



WASHINGTON SQUARE CAFE

PROPOSED SITE DIRECTIONAL SIGNAGE

3/4" = 1'-0"

Attachment C

Photographs



EAST SIDE OF BLOCK
LOOKING WEST TO EAST
BUILDING ENTRANCE



NE CORNER OF CLEGG
LOCKING SW



SW CORNER OF BLOCK
LOOKING NE



NW CORNER OF BLOCK
LOOKING SE



SE CORNER OF BLOCK
LOOKING NW



EXISTING DIRECTIONAL SIGNAGE
NEW SIGNS TO MATCH

Parking
by
Permit
Only

1

