

# Memorandum

Planning Division  
Community & Economic Development Department

**To:** Historic Landmark Commission

**From:** Janice Lew, Principal Planner

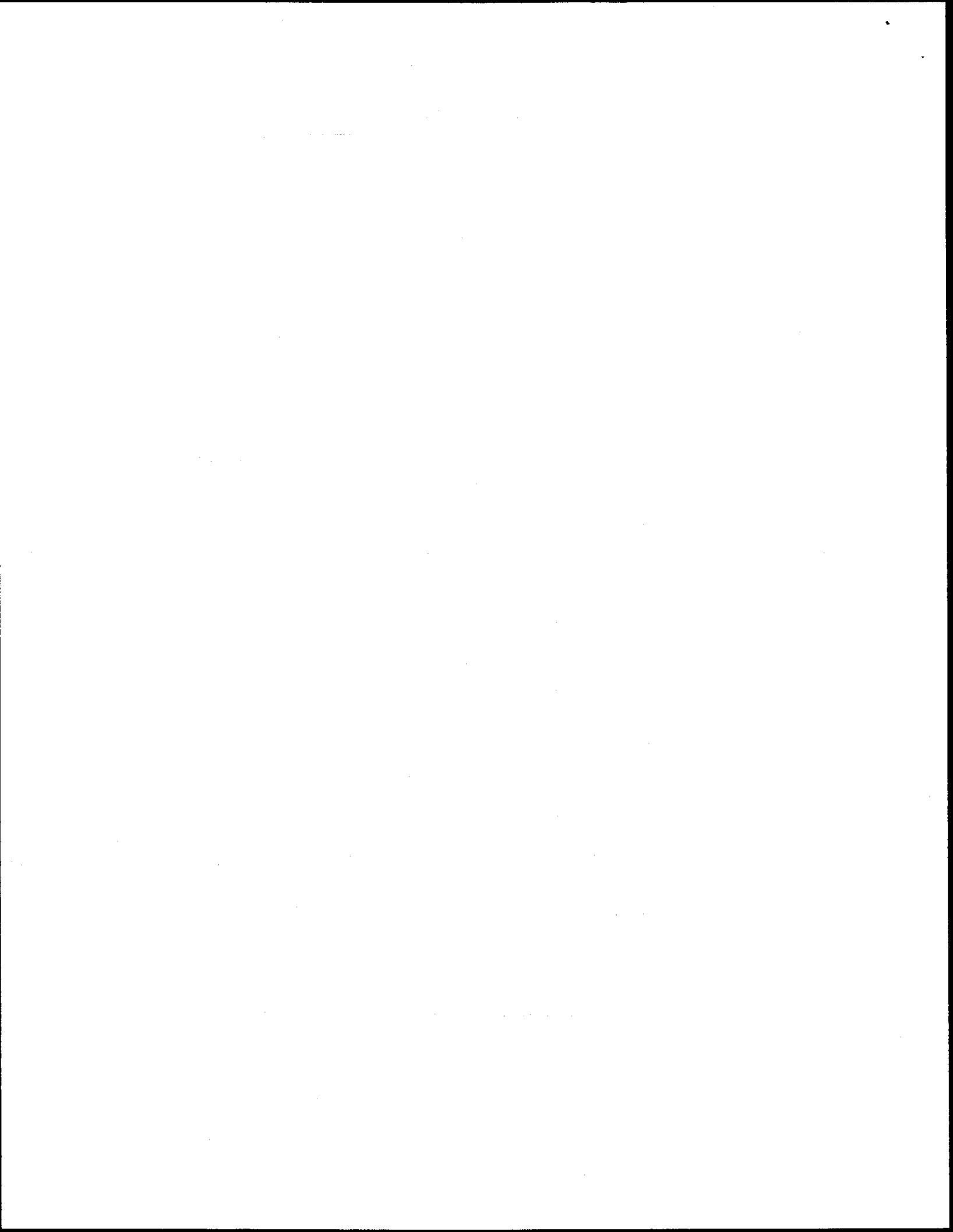
**Date:** October 29, 2009

**Re:** **PLNPCM2009-00628 Commercial Design Guidelines**

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November's discussion will be dedicated to signage and the remainder of the rehab section. Copies of these sections were e-mailed to the Commission on October 27<sup>th</sup>. The attached material is provided as a resource for the Commission to assist in your review of these items.

On October 11<sup>th</sup>, the Commission received a copy of the district and styles sections of the commercial design guidelines working document. Since these sections are more informational, I would appreciate your comments, corrections or redlines of the text which you can bring to the November 4<sup>th</sup> meeting.



- Masonite particle board roofing; and
- Others as may be specified by the Historic Landmark Commission.  
(Adopted by HLC 9/30/1980)

## 5.0 SIGNS

A sign is an integral part of the building façade in both design and function and should complement the building in terms of location, size, illumination, materials, style, and color. The Historic Landmark Commission considers the entire principal façade as the "sign" (i.e. in context). Signs should relate to the architecture of the building and not have a negative impact on neighboring properties and the streetscape.

In commercial areas of historic districts (such as South Temple), the Historic Landmark Commission encourages the use of low-key, sophisticated signage such as brass lettering, painted signs in an historical character etc. The Historic Landmark Commission encourages the spot-lighting of buildings rather than illuminated signs in most cases. Back-lit plastic and animated signs are discouraged. Indirect lighting is preferred.

The Historic Landmark Commission considers the request for a sign in the context of the owner's comprehensive (total) signage plan for the building. For office/commercial uses, only one building identification sign will be approved by the Historic Landmark Commission. Tenants should be identified in an interior building directory.

## 6.0 REVIEW OF LARGE SCALE PROJECTS

The Historic Landmark Commission, in order to both expedite the review process

and promote a well thought out design effort, encourage applicants of large-scale projects to develop master plans which can be approved and serve as the parameters for individual decisions for the owner. This procedure improves the design of a project by providing a coordinated and comprehensive concept and a long-range overview of the project for the owner, tenant, and Historic Landmark Commission. It avoids a piecemeal approach which is often not in the best interests of the project, causes time delays, and creates a fragmented decision making approach for all concern. Good planning is essential. Examples of this master plan approach have been used in such areas as site development, landscaping, and signage.

In the applicant's responsibility to prepare these master plans and submit them for the Historic Landmark Commission's review. Once these are approved, staff may, through the administrative review process, screen individual portions of each proposal as they arise and are presented for permits (either by the developer or the tenant). This involves minimal time.

## 7.0 EXPIRATION OF APPROVALS

All plans for new construction and demolition approved by the Historic Landmark Commission expire one year from the date of Historic Landmark Commission meeting at which approval was granted. Upon written request by the applicant, the Historic Landmark Commission may grant an extension of time for an additional six months. However, the Historic Landmark Commission may elect to have the plans submitted by the applicant as a new case.

***DESIGN STANDARDS FOR CENTRAL CITY, continued...***

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**Commercial Area Standards**

**13.31 Minimize the visual impacts of automobiles as seen from the sidewalk by pedestrians.**

Provide landscaped buffer areas to screen and separate the sidewalk from parking and drive lanes within individual commercial sites.

**13.32 Screen service areas from the residential portions of the historic district.**

Use fences, walls and planting materials to screen service areas. When feasible, locate service areas away from residential portions of the historic district.

**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.

**13.34 Shield all site lighting such that it does not spill over into residential portions of the historic district.**