

**HISTORIC LANDMARK COMMISSION
STAFF REPORT**



Planning and Zoning Division
Department of Community and
Economic Development

**SHOP n GO INDIAN GROCERY
Addition/Alteration – PLNHLC2010-00611
573 East 300 South
December 1, 2010**

Applicant: Neah Parmar, represented by John Hubych of Intermountain Signs

Staff: Maryann Pickering
maryann.pickering@slcgov.com
(801) 535-7660

Tax ID: 16-06-279-010

Current Zone: RMF 35 (Moderate Density Multi Family District)

Master Plan Designation: Central Community Master Plan – Medium Density Residential (15-30 dwelling units per acre)

Council District: District 4 – Luke Garrott

Lot Size: Approximately 11,761 square feet

Current Use: Retail grocery store

Applicable Land Use Regulations:

- 21A.34.020(H)

Notification

- Notice mailed on Nov 23, 2010
- Sign posted on Nov 23, 2010
- Agenda posted on the Planning Division and Utah Public Meeting Notice websites Nov 23, 2010

Attachments:

- A. Site Plan and Elevation Drawings
- B. Historic Documentation
- C. Photographs
- D. Additional Applicant Information

Request

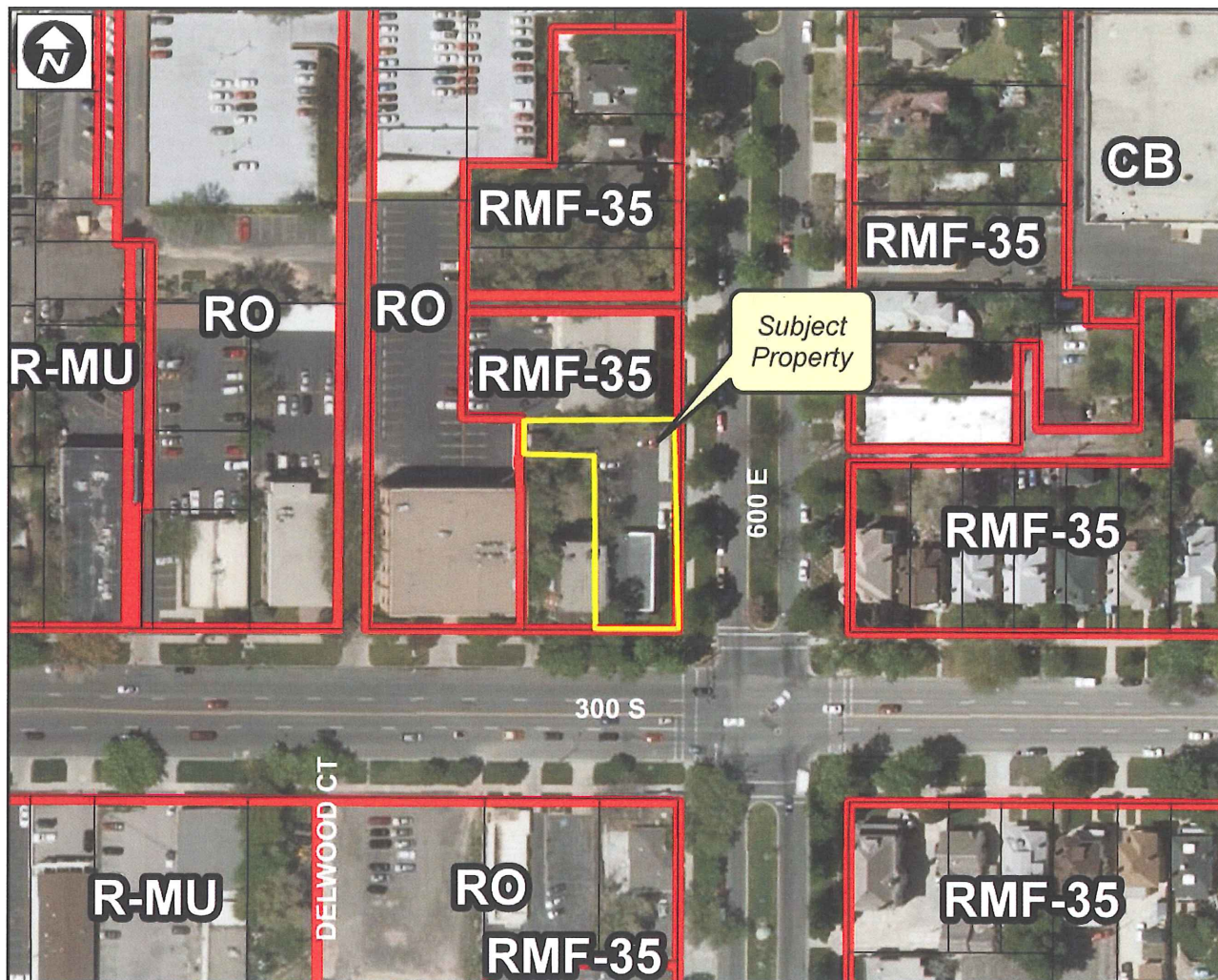
A request by Neah Parmar, represented by John Hubych of Intermountain Signs for approval of an internally illuminated vinyl awning canopy sign for a new grocery store business located at approximately 577 East 300 South. The subject property is located in an RMF-35 (Moderate Density Multi-Family District) zoning district

Staff Recommendation

Based on the analysis and findings of this staff report, it is the Planning Staff's opinion that the project overall fails to substantially comply with all of the standards that pertain to the application and therefore, recommends the following:

1. That the Historic Landmark Commission denies the request for a new internally illuminated awning canopy sign as shown in the application attached to this staff report. The design fails to respect the historic character of the adjacent neighborhood. Staff is of the opinion that a different style of sign would be more appropriate for the historic area.

VICINITY MAP



Background

Project Description

The applicant proposed to construct an internally illuminated awning canopy sign. The proposed awning canopy will be 54 feet in length and will be located on the east side of the building, facing 600 East. The sign will be three feet tall and will project approximately two feet from the building. The total square footage for the awning is 162 square feet. Vinyl is the material proposed for the awning canopy.

The awning canopy is proposed to have the name of the business on either end and two statements of what is available to purchase at the retail store. The two additional statements are 'Authentic Indian Groceries' and 'Fresh Indian Produce'. The total square footage of all the wording on the awning canopy is approximately 35 square feet.

The awning canopy will be white with a green band along the top. The name of the business will be printed in red and the two additional statements will be green text.

Comments

Public Comments

No public comments regarding this application have been received at the time of the finalization of this report.

Project Review

Staff initially reviewed the proposed sign as an alteration of a non-contributing building (noted as a 'D' in the most recent survey) within a historic district subject to Section 21A.34.020(H) of the Zoning Ordinance. These standards relate more specially to the design of a new 'building'. However, it is not reasonable to expect a sign to have similar design elements. But it is reasonable to expect it to be compatible with the overall character of the streetscape of the historic district in terms of good urban design. The proposal is contemporary in design and reflects the scale, materials and illumination used for more modern commercial business throughout the area.

The original proposal was for two internally illuminated awnings. One awning was proposed on the east and south elevations. Staff met with the applicant and explained that the awning canopy was not compatible with the character of the historic district, including the internal illumination. It was suggested that individual letters be placed on the building and that they are either spot lit or internally illuminated. Staff is of the opinion that by changing the sign from the awning canopy to the individual letters and changing the type of illumination, the sign would do more to enhance the visual quality of the area and the historic district.

Zoning Considerations

The property is located within the RMF-35 Moderate Density Multi-Family District. Because this is a commercial business located in a residential zoning district, the business is considered to be nonconforming for all sign regulations. Section 21A.46.080(B)(4) states that nonconforming business in the multi-family residential districts are subject to the sign regulations of the CN Neighborhood Commercial zoning district. The sign regulations for this district are intended to allow signage that is appropriate for small scale commercial uses. Since this zoning district is located near residential areas that contain a mix of residential/commercial uses, the intent of this regulation is to minimize potential impacts on nearby residential uses. The sign requirements and their compliance with the Zoning Ordinance are listed as follows:

Requirement (Awning/Canopy Signs)	Standard	Proposed	Meet?
Maximum Area per Sign Face	1 square foot per linear foot of storefront; building total not to exceed 40 square feet (sign area only)	Sign area proposed on the awning is 35 square feet.	Yes
Maximum Height of Freestanding Signs	Awning signs shall not be located above the second floor level of the building (21A.46.070(J))	Building is one story.	Yes
Minimum Setback	May extend 6 feet from face of the building, but shall not extend across a property line	Proposed awning extends 2 feet from the building	Yes
Number of Sign Permitted per Sign Type	1 per first floor door/window	One sign is proposed	Yes
Limit on Combined Number of Signs	None	N/A	N/A

Analysis and Findings

The Historic Landmark Commission has the following options regarding this proposal:

- Approval:** If the Commission finds that the proposed project meets the standards of the ordinance, the application should be approved provided the structure conforms to the requirements of the International Building Code and all other applicable City ordinances. This option would require the Commission to state alternative findings to support the motion to approve the fence.
- Denial:** If the Commission finds that the proposed project does not meet the standards of the ordinance the application should be denied.
- Continuation:** If the Commission finds that additional information is needed to make a decision, then a final decision may be postponed with specific direction to the applicant or Planning Staff regarding the additional information required for the Commission to take further action.

Standards of Review

The standards of review for a special exception are set forth in Section 21A.34.020 of the Salt Lake City Zoning Ordinance. The standards are as follows:

- H. Standards for Certificate of Appropriateness Involving New Construction or Alteration Of A Noncontributing Structure.** In considering an application for a certificate of appropriateness involving new construction, or alteration of noncontributing structure, the Historic Landmark Commission, or Planning Director when the application involves the alteration of a noncontributing structure, shall determine whether the project substantially complies with all of the following standards that pertain to the application, is visually compatible with surrounding

structures and streetscape as illustrated in any design standards adopted by the Historic Landmark Commission and City Council and is in the best interest of the City:

1. Scale and Form:

- a. Height and Width: The proposed height and width shall be visually compatible with surrounding structures and streetscape;
- b. Proportion of Principal Facades: The relationship of the width to the height of the principal elevations shall be in scale with surrounding structures and streetscape;
- c. Roof Shape: The roof shape of a structure shall be visually compatible with the surrounding structures and streetscape; and
- d. Scale of a Structure: The size and mass of the structures shall be visually compatible with the size and mass of surrounding structure and streetscape.

Design Guidelines for Residential Historic Districts in Salt Lake City (Central City)

13.33 Minimize the visual impact 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.

Analysis: Consistent height, width and scale of the proposed signs are characteristics of the historic district in this area. Building and structures differ in scale due to the variety of uses permitted and mix of both contemporary and historic types of development. This combination of functions and building types creates a diverse neighborhood.

The north portion of the Central City Historic District that lies between South Temple and 400 South Streets developed as somewhat of a southern extension of the high-style South Temple Street Historic District. This portion of the district contains more substantial residential buildings with a significant number of homes designed and built by architects. The southern portion of the district generally contains smaller and less elaborate homes such as the homes that were popular in the early twentieth century.

Although most of the homes along 600 East extending to the north from the subject property are not considered to be contributory, there remains a historic sense the street. This is in part due to the number of residential structures primarily built in the early 1900's and the wide landscaped median which is located in the middle of 600 East.

Finding: Staff finds that the lack of contributing structures on this block does not hinder one's ability to perceive the historic and residential character of the area because the number of historic resources remaining on the block and the primary residential character of the immediate neighborhood. The proposed signage is incompatible in size and mass with the scale of the block in that the signs are not of a human scale with would enhance the pedestrian environment of the street. As such, the proposal fails

to minimize potential negative visual impacts as seen from nearby residential properties and therefore is inconsistent with this standard.

2. Composition of Principal Facades:

- a. Proportion of Openings: The relationship of the width to the height of windows and doors of the structure shall be visually compatible with surrounding structures and streetscape;
- b. Rhythm of Solids to Voids in Facades: The relationship of solids to voids in the facade of the structure shall be visually compatible with surrounding structures and streetscape;
- c. Rhythm of Entrance Porch and other Projections: The relationship of entrances and other projections to sidewalks shall be visually compatible with surrounding structures and streetscape; and
- d. Relationship of Materials: The relationship of the color and texture of materials (other than paint color) of the facade shall be visually compatible with the predominant materials used in surrounding structures and streetscape.

Analysis: As previously noted, these standards relate more to the design of a new building and therefore it is not reasonable to expect a sign to have similar design features. Compatibility of new structures within historic districts can be achieved by using materials that appear similar in scale, proportion, texture and finish to those used historically. The use of materials that will reinforce established patterns in the neighborhood is preferred. The relationship of the material proposed is not compatible with other signs in the area and along the street or the mid-1960's design of the building.

Finding: The design and materials of the proposed sign do not appear similar to those historically used in the neighborhood. The issue of the illumination will be discussed below.

3. Relationship to Street:

- a. Walls of Continuity: Facades and site structures, such as walls, fences and landscape masses, shall, when it is characteristic of the area, form continuity along a street to ensure visual compatibility with the structures, public ways and places to which such elements are visually related;
- b. Rhythm of Spacing and Structures on Streets: The relationship of a structure or object to the open space between it and adjoining structures or objects shall be visually compatible with the structures, objects, public ways and places to which it is visually related;
- c. Directional Expression of Principal Elevation: A structure shall be visually compatible with the structures, public ways and places to which it is visually related in its orientation toward the street; and

- d. Streetscape; Pedestrian Improvements: Streetscape and pedestrian improvements and any change in its appearance shall be compatible to the historic character of the landmark site or H historic preservation overlay district.

Analysis: The relationship between buildings, streetscape and landscape features within a historic district or neighborhood help define its character. The location of the building on a hard corner with the mature trees on site enhances the pedestrian feel of the block, by creating a buffer to the corner. In addition, the location of the median along 600 East creates a more calming vehicular environment which also lends to a friendlier pedestrian environment.

Finding: Inappropriate changes to a streetscape, an important element in defining the overall character of a historic district, result in alterations that detract from the historic integrity of the block and its context. The proposal is inconsistent with this standard since the proposed design is out of scale with the residential character of the area.

4. Subdivision of Lots:

The Planning Director shall review subdivision plats proposed for property within an H historic preservation overlay district or of a landmark site and may require changes to ensure the proposed subdivision will be compatible with the historic character of the district and/or site(s).

Finding: This application has no subdivision issues.

Policy Document – Salt Lake City Historic Landmark Commission

1. **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.**

Analysis: Staff views the historic and residential quality of this neighborhood a significant element of the Central City Historic District that should be protected and enhanced.

Finding: New signs that fail to enhance a pedestrian environment negatively affect the historic and residential character of the area as seen from the street. The design of the proposal is therefore inconsistent with this standard in terms of size and illumination.

2. **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.**

Analysis: Although the building that the proposed signage relates to is not considered to be contributory, staff is of the opinion that the Commission should encourage the use of sign types, styles and materials based on historical examples, such as signage at street level or of a human

scale. Such signage would promote walkability, distinguishes this property from other contemporary buildings, and respects the historical character of the Central City neighborhood. The applicant is proposing a sign type which is an internally illuminated awning canopy. This type of signage has been determined to be unsympathetic to the character of historic buildings and most areas of the historic district as the sign appears too modern.

Finding: Due to the size and material of the proposed design, the sign is not considered to be low-key. The applicant also proposes a sign that is internally illuminated with an awning canopy. According to the applicant, the illumination is necessary not only for the awning canopy, but also as a security measure for patrons of the business. Staff agrees that lighting may be necessary for security, but that there are other means for providing security lighting. The sign policy of the Historic Landmark Commission discourages internally illuminated signs in the historic districts. The proposed design is therefore contrary to this policy.

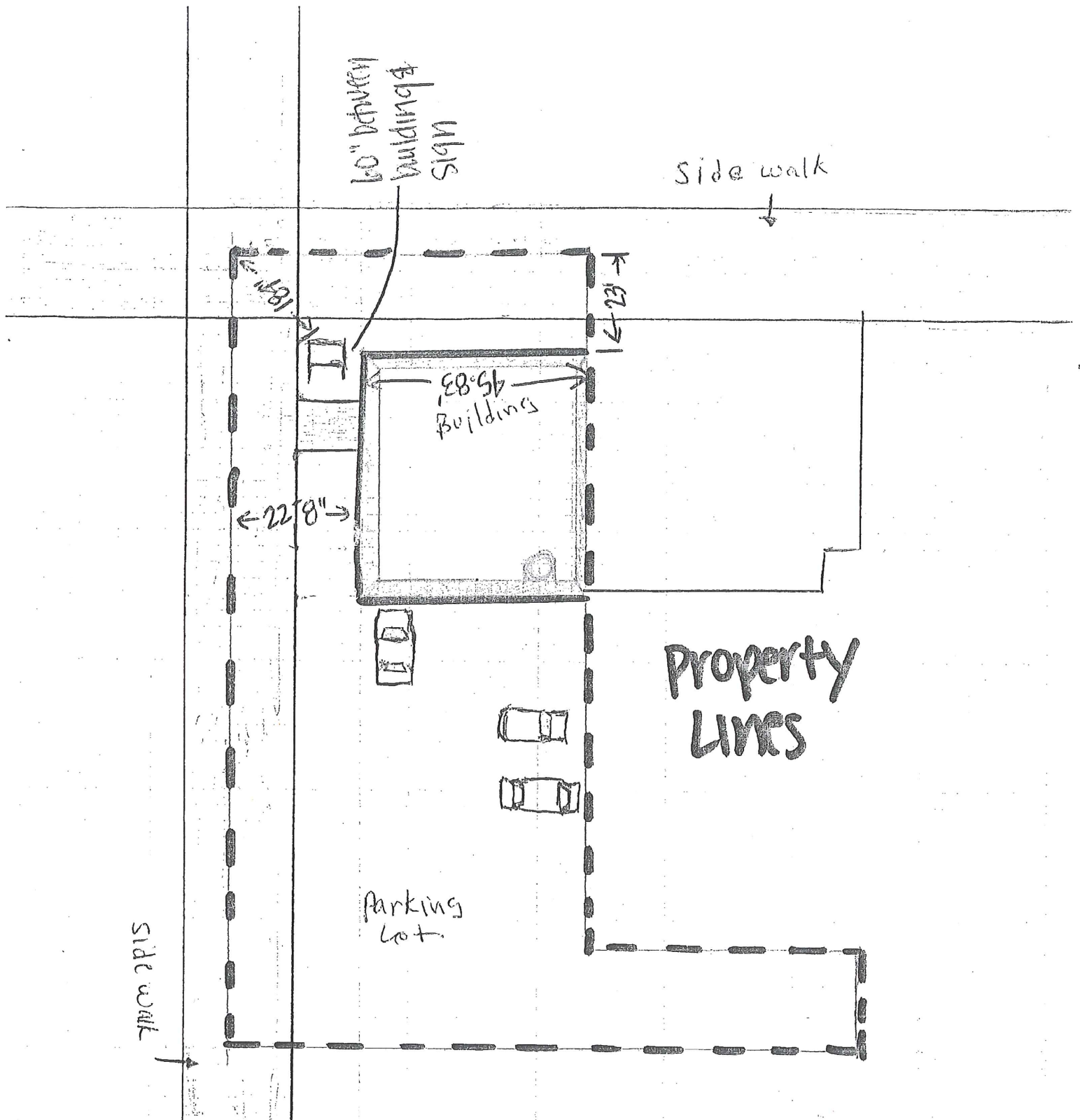
3. **The Historic Landmark Commission considers the request for a sign in the context of the owner's comprehensive (total) signage plan for the building. For office/commercial uses, only one building identification sign will be approved by the Historic Landmark Commission. Tenants should be identified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

Analysis: The applicant has received approval for a monument sign located near the hard corner of the property. This sign will have the name of the business located on each side of the monument sign. This sign will not be internally illuminated and will be lit with spotlights located in the landscape area at the base of the sign. As this business will be the only tenant in the building, the placement of a tenant identification sign is not necessary.

In addition to the proposed awning canopy sign, the applicant has already installed neon signs in some of the store windows. These signs do not have the name of the business on them, but rather the name or brand of products sold in the store. While there is no restriction on these types of signs in the windows in either the Design Guidelines or the Policy Document, they should be considered as part of the overall context for the business.

Finding: When considering the context of the other proposed signs on the property, the applicant's request for the awning canopy sign does seem excessive and inappropriate for the character of the neighborhood. The applicant has stated that their intention is to transform a previous office building into a commercial business without changing the physical appearance of the building. Staff does appreciate the willingness of the applicant to maintain the physical appearance of the building, but believes there are better solutions for signage for the building.

ATTACHMENT A
Site Plan and Elevation Drawings



UBIS
BUILDING
HANDPAINT

Side walk

EB'S
Buildings

PROPERTY
LINES

Parking
Lot.

Side walk

Lisa & Karl's

SCHMIDTTM
SIGNS

& COLLISION REPAIR

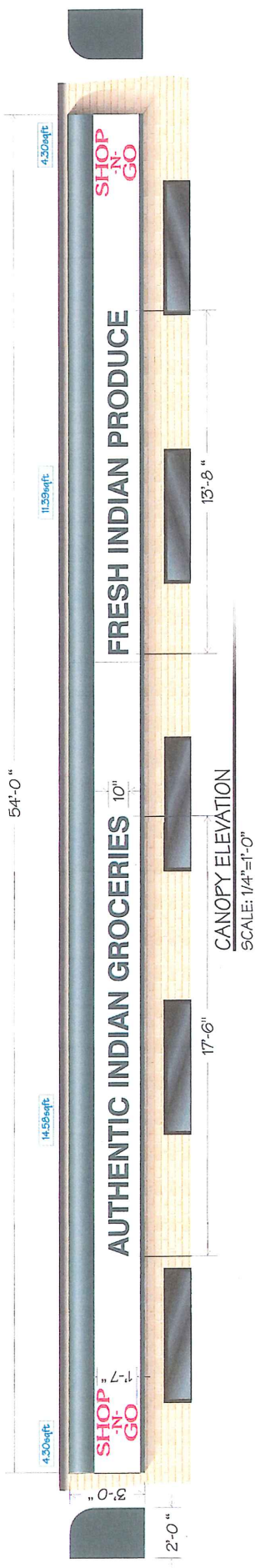
slcsigns@gmail.com

Wraps • Fleet Graphics • OSHA • Safety • Traffic
Construction • Office • Logo Design • Body Work
Heavy Haul Painting • Fleet & Passenger • Vehicle Refinish

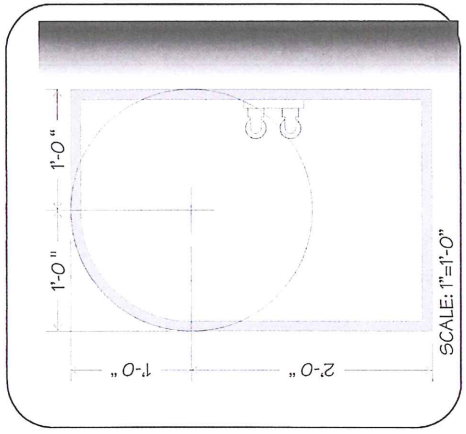
Large In-Stock Sign Selection

1265 SOUTH 300 WEST
(CORNER OF 1300 SOUTH 300 WEST)
SALT LAKE CITY, UTAH

801-486-0193



SCOPE OF WORK: MFG/INSTALL NEW 3'-0" x 54'-0" x 2'-0" <projection> AWNING ON BLDG
 MATERIAL: ALUMINUM STRUCTURE w/"GREEN" ERADICATABLE VINYL /COPY- " RED#33" VINYL



CLIENT: SHOP N GO	PHONE: PHONE
ADDRESS: 577 E 300 S SLC, UT	SCALE: 1/4"=1'-0"
SALES: JH	CLIENT APPROVAL:
DESIGN: shop n go 86000.cad / R/S	DATE: 10.04.10

COLORS USED IN RENDERING ARE TO ASSIST YOU IN PRODUCT VISUALIZATION.
 PLEASE REFER TO COLOR SAMPLES AND OR SPECIFICATIONS. ANY
 UNAUTHORIZED USE OF THIS DRAWING WILL RESULT IN A \$250. FEE.



APPROVED

ATTACHMENT B
Historic Documentation

UHCS RECONNAISSANCE SURVEY FORM -- Utah State Historic Preservation Office

300 SOUTH [] [] [] [] [] []
STREET NORTH SIDE

City SLC

County SL

21 CODE

Survey Date 01 19 94
MONTH YEAR

	HOUSE NO.	DIR.	EVAL.	CONSTR. DATE	HT. (5)	MAT.#1	MAT.#2	STYLE#1	STYLE#2	TYPE	ORIG. USE	#OB #CON	COMMENTS
1.	50918	B	B	1899	2	CA	EM	VZ	TZ	RX	RI		CLASSICK CLEANERS
2.	51118	D	D	1955	2								
3.	5158	B	B	1881	11	EA		OV	CG	RX	RI		J.H. MILDGELY HSE
4.	5258	D	D	1960	21								
5.	5378	D	D	1975									
6.	5458	D	D	1975									
7.	5558	D	D	1980	3								
8.	56918	A	A	1909	3	CA		CG		AK	RZ	111	MARKQUETTE / W.M. COVEY ARCH: DAVID C. DART
9.	5738	D	D	1965	11								
10.	60118	B	B	1895	2	CA		VQ		RJ	RI		
11.	60918	B	B	1900	25	CA	BA	VE		RB	RI		
12.	6158	B	B	1895	2	CA	BA	VE	VS	RJ	RI		
13.	62118	B	B	1900	2	CA	BA	VE		RJ	RI		
14.	6258	B	B	1895	2	CA	BA	VE		RJ	RI	111	
15.	63118	B	B	1910	2	CA	BA	VE		RJ	RI		

ATTACHMENT C

Photographs



COMING SOON
SHOP N GO
CONVENIENCE STORE
INDIAN GROCERY STORE

Budweiser
The Great American Lager
BUD LIGHT

COMING SOON
SHOP N GO
CONVENIENCE STORE
INDIAN GROCERY STORE

Budweiser
The Great American Lager
BUD LIGHT







59'-6"

12'0"

7'0"

26'9"

45'-9"

BVD LIGHT
The Best Light

573

ATTACHMENT D
Additional Applicant Information

Intermountain Signs

2924 Pennsylvania Ave. Ogden, UT

John Hulbych rep. 801.347.0355

Shop n Go Indian Groceries

577 East 300 South SLC, UT

Neah Parmar (Family Owner)

Historic Landmark Committee

We are seeking approval for signage @ 573 East 300 South. The business is an ethnic (Indian) grocery store and convenience store (Shop n Go). Our proposal is modest, it provides functional identification, safety and presents a modern, clean environment.

1. Building Appearance- The appearance of the building has to be changed. Our challenge is to transform an office building into a grocery store without drastically or permanently altering the building. The proposed awning creates a familiar and inviting storefront on the east elevation without incurring any changes to the building.

2. Identification / Area Lighting- The storefront entranceway and walkway in front of the store must be safely lit and identified. The proposed awning serves the dual purpose of providing signage and lighting.

3. Aesthetics- The proposed awning is the most neighborhood friendly option for grocery store signage.

4. The Shop n Go Indian Groceries is more than a grocery store, it is a crossroads and meeting place of the local Utah Indian and Indian-American Community which has a long history in Utah and is deeply rooted in its Arts, Commerce and Academics. This store represents a cultural door that is open to all Salt Lake City residents.

5. Fairness- Shop n Go Indian Groceries is in the same business as Whole Foods, who were allowed 4' open channel, double stroke exposed neon letters at their new location in Trolley Square. We, as local merchants, would like the same flexibility in consideration for this proposal as was accorded Whole Foods.

Sincerely:

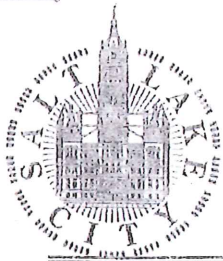
John Hulbych, Neah Parmar



10/22/10

plaque - historic review

HLC: Minor Alterations



OFFICE USE ONLY	
Petition No.	FLN HLC 2010-00601
Date Received:	9/16/10
Reviewed By:	Jerry Anderson
RECEIVED	

Use for: Minor alteration of or addition to a contributing site, substantial alteration of or addition to a non-contributing site, partial demolition of either a landmark site or a contributing structure; demolition of an accessory structure; and signage.

SEP 16 2010

Address of Subject Property: 573 East 300 South

Project Name: SHOP N. 90

Name of Applicant: SUKHWINDER S. Parmar Phone: 801-355-1963

Address of Applicant: 365 South 900 East Salt Lake City Utah 84102

E-mail Address of Applicant: Sukparmar@yahoo.com Cell/Fax: 801-652-6416

Applicant's Interest in Subject Property: Managing Partner

Name of Property Owner: SHOP N. 90 Phone: 801-652-6416

E-mail Address of Property Owner: Same as above Cell/Fax: 801-907-1844

County Tax ("Sidwell #"): 16-06-279-010 Zoning: CAS RMF-35

Legal Description (if different than tax parcel number):

Please include with the application:

Attach additional sheets, if necessary

- Recent and historic photographs of the subject property. Current photographs should include one of each elevation of the structure and close up images of details that are proposed to be altered.
- Written explanation of the reason for the request
- Description of the project that includes information such as:
 - Site plan with square footage of existing and proposed buildings and lot, percentage of lot coverage, all setback, landscaping, all elevations with dimensions called out on the drawings, all floor plans with major dimensions called out on the drawings, proposed materials for the exterior of the building, windows and door section drawings with information about materials and dimensions, as applicable.
- Other information as requested by Zoning Administrator.

Notice: Additional information may be required by the project planner to ensure adequate information is provided for staff analysis. All information submitted as part of the application may be copied and made public including professional architectural or engineering drawings which will be made available to decision makers, public and any interested party.

File the complete application at:

SLC Planning Division
 451 S State, Room 215
 PO Box 145471
 Salt Lake City, UT 84114-5480
 Telephone: (801) 535-7700

Signature of Property Owner
 Or authorized agent