## HISTORIC LANDMARK COMMISSION STAFF REPORT

Trolley Square Water Tower Signs
Major Alterations
602 East 500 South
PLNHLC2013-00854
& PLNPCM2013-00952
December 5, 2013



Planning Division
Department of Community and
Economic Development

Applicant: Lynn Attwood, architect representing SK Hart Management

Staff: Janice Lew, 535-7625 janice.lew@sclgov.com

Tax ID: 16-06-478-014

Current Zone: CS Community Shopping

Master Plan

Designation:

Community Commercial

Council District:
District 5 - Luke Garrott

Central City
Neighborhood Council
Chair:

Thomas Mutter

Lot Size: 10.18 acres

Current Use: Commercial

Applicable Land Use Regulations: 21A.34.020

21A.38 21A.46

21A.52

Notification:

Notice wailed on November 21, 2012 Agenda posted on the Planning Division and Utah Public Meeting Notice websites

## Request

This is a request by Lynn Attwood, architect, representing SK Hart Management to remove the existing movie theater signs on the north and south sides of the historic Trolley Square Water Tower located at approximately 602 East 500 South and replace them with electronic message signs. The shopping center is located in the Central City Historic District and an individually listed landmark site on the City Register. The applicant is requesting the following:

- 1. Sign design approval, and
- 2. a special exception to locate the proposed signs higher on the water tower than the existing movie theater signs.

## Staff Recommendation

Based on the findings listed in this staff report, it is the Planning Staff's opinion that the application fails to meet the applicable standards for design review and a special exception, and therefore recommends the Historic Landmark Commission deny the applications as proposed.

## Potential Motions:

Consistent with Staff Recommendation: Deny

Based on the analysis and findings listed in the staff report, testimony and plans presented, I move the Historic Landmark Commission deny the request to approve the following items at 602 East 500 South:

- The proposed sign design, and
- a special exception to modify the sign placement on the water tower.

-or-

## November 22, 2012

## Attachment: A. Application

## Not Consistent with Staff Recommendation: Approve

From the evidence and testimony presented and pursuant to the plans submitted, I move that the Historic Landmark Commission approve the following items at 602 East 500 South:

- The proposed sign design, and
- a special exception to modify the sign placement on the water tower.

(The commissioner then makes alternative findings relating to Standard 11 of Section 21A.34.020G discussed on page 7 and the provisions of Sections 21A.46.70V and 21A.52.060 discussed on page 10 of this staff report.)

- 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, Signs.
- V. Historic District Sign: The historic landmark commission may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the design period or theme of the historic structure or district and/or will cause less physical damage to the historically significant structure.

## General Standards for Special Exceptions

- A. Compliance With Ordinance And District Purposes: The proposed use and development will be in harmony with the general and specific purposes for which this title was enacted and for which the regulations of the district were established.
- B. No Substantial Impairment of Property Value: The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located.
- C. No Undue Adverse Impact: The proposed use and development will not have a material adverse effect upon the character of the area or the public health, safety and general welfare.
- D. Compatible with Surrounding Development: The proposed special exception will be constructed, arranged and operated so as to be compatible with the use and development of neighboring property in accordance with the applicable district regulations.
- E. No Destruction of Significant Features: The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance.

- F. No Material Pollution of Environment: The proposed use and development will not cause material air, water, soil or noise pollution or other types of pollution.
- G. Compliance with Standards: The proposed use and development complies with all additional standards imposed on it pursuant to this Chapter.

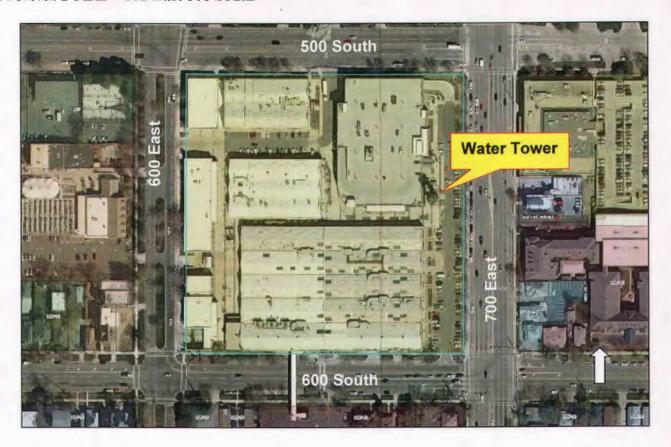
-OF-

Not Consistent with Staff Recommendation: Approve New Sign Design From the evidence and testimony presented and pursuant to the plans submitted, I move that the Historic Landmark Commission approve the proposed electronic message signs to be located in the current position of the movie theater signs at 602 East 500 South with the following findings and conditions:

(The Commissioner should make alternative findings relating to Standard 11 discussed on page 5 of this staff report.)

- 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, Signs.
- The Historic Landmark Commission shall review a new master sign plan for the shopping and entertainment center.

## VICINITY MAP - 602 East 500 South



## Background

Trolley Square is a landmark site located in the Central City Historic District, which was locally designated as a historic district in May of 1991. The base zoning of the property is CS, Community Shopping District, the purpose of which is "to provide an environment for vibrant, efficient and attractive shopping center development at a community level of scale while promoting compatibility with adjacent neighborhoods through design standards. This district provides economic development opportunities through a mix of land uses, including retail sales and services, entertainment, office and residential. This district is appropriate in areas where supported by applicable master plans, along city and state arterial streets and where the mass and scale of development is compatible with adjacent land uses. Development is intended to be oriented toward the pedestrian while accommodating other transportation modes."

The Historic Site Form prepared for this property in 1980 indicates that the car barns and repair shops were built in 1908-1910 under the direction of E.H. Harriman for Utah Light and Railway Company. After the trolleys stopped running in 1945, the buildings housed the Salt Lake City buses until 1970. The buildings were renovated in the early 1970s and converted into a shopping and entertainment center.

The water tower is a significant historic feature on the block, and dates from the period of the complex's original construction. The tower originally served a utilitarian purpose; decorative railings, the metal pinnacle atop the roof and iron filigree were added when the shopping center was developed. The water tower has become an icon as well as a large sign for the commercial development with the "Trolley Square" sign located on the tank of the structure. A movie theater sign has also been in place for much of Trolley Square's existence, at least since the mid-1970s. The theater sign has a history of changing names by means of refacing the existing cabinet, but has basically remained the same in size and position on the structure.

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. 400 South is totally commercial and auto-oriented design in design, and as a result, no historic context remains. The main entrance to Trolley Square faces 700 East, the eastern boundary of the district. In this area, commercial development, including office buildings, restaurants and retail centers, belies its early history. The southern portion of the district generally contains smaller and less elaborate homes such as the vernacular homes popular in early twentieth century western America.

## **Project Description**

SK Hart Management, represented by architect Lynn Attwood, is requesting approval to remove the two changeable copy theater signs on the north and south sides of the water tower and replace them with electronic messaging signs. This type of sign would allow for greater ease in changing the message. The proposed signs would be approximately the same size, in terms of sign face area, as the existing signs. However, the applicant would like to place the signs approximately 15 feet higher than their current position on the water tower. This would place the signs above the tree line and increase their visibility to 700 East traffic. The proposed signs would be advertising special sales, events, tenant names and community service type messages.

Outdoor LED signs are computerized programmable electronic visual communication devices, specially manufactured for the outside environment. They are capable of storing and displaying multiple messages in many formats and at varying intervals. They attract attention through animation and brightness, and are readable from a greater distance. It is important to note that animated signs are prohibited in the zoning ordinance.

In 1987, the owners of Trolley Square developed master sign plan with sign criteria for the exterior of the complex as requested by the Historic Landmark Committee. The "guidelines" list types of signs and placement of signs allowed by the owners and serves as a tool to inform new tenants on what is permissible. Tenants are encouraged to express individuality and creativity in design while maintaining compatibility and a sense of continuity between stores and the public mall areas. However, this document does not address the installation of signs on the water tower. A master sign plan for this shopping center is desirable in order to provide for consistent review of any future sign proposals, and to assist potential tenants in determining restrictions and expectations of the Historic Landmark Commission.

## **Public Comments**

Notice of the meeting was sent to property owners within 300 feet, Community Council chairs, and other groups and individuals whose names are on the Planning Division's List serve. Notice was also posted on the property and City and State websites. No public comment regarding this application has been received.

## **Project Review**

## Noncomplying Structure Standards of Review

The water tower is considered a non-complying structure because of its height. At approximately 125 feet it exceeds the 45 foot height limitation in the CS zoning district. With signs attached to the water tower, the structure may also be considered a pole sign which is an allowed use in the CS district. However, the pole sign exceeds the allowable height and sign face area requirements of the ordinance as well. The maximum height of a pole sign is 25 feet and the maximum allowed sign face area is 75 square feet.

The expansion or modification of noncomplying structures may be deemed appropriate based on the regulations for noncomplying structures found in Chapter 21A.38 of the zoming ordinance. The following are the standards applicable to this case:

Section 21A.38.050B Continuation of Noncomplying Structure: A noncomplying structure that was legally constructed on the effective date of any amendment to this title, that makes the structure not comply with the applicable bulk regulations and/or with the standards for front yard, side yards, rear yards, buffer yards, lot area, lot coverage, height, floor area of structures, driveways or openspace for the district in which the structure is located may be used and maintained, subject to the standards and limitations in this chapter.

**Analysis:** As stated above, the water tower and attached signs are noncomplying as to today's zoning standards. They, however, have been legally in existence prior to 1995.

Section 21A.38.090A Repair, Maintenance, Alterations And Enlargement: Any noncomplying structure may be repaired, maintained, altered or enlarged, except that no such repair, maintenance, alteration or enlargement shall either create any new noncompliance or increase the degree of the existing noncompliance of all or any part of such structure.

Analysis: The proposal is to remove two (2) approximately 300 square foot movie theater signs positioned on the water tower at a height of approximately 40 feet and replace them with a similar sized sign at a height of approximately 55 feet. Since the maximum allowed height of a pole sign is 25 feet in the CS zoning district, staff is of the opinion that raising the position of the sign faces would increase the degree of the existing noncompliance.

## Sign Standards of Review

The zoning ordinance, in Section 21.06 allows the Historic Landmark Commission the ability to grant special exceptions to modify an existing sign or the size or placement of a new sign pursuant to section 21A.46.070 of the ordinance. The following is the standard applicable to this case:

Section 21A.46.070V Historic District Signs: The Historic Landmark Commission may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the design period or theme of the historic structure or district and/or will cause less physical damage to the historically significant structure.

**Analysis:** No application for a special exception shall be approved unless the Commission determines that the proposed special exception is appropriate in the location proposed based upon its consideration of the General Standards for Special Exceptions.

<u>Summary Finding:</u> The water tower and signs may be used and maintained since they were legally in existence prior to 1995. The degree of noncompliance would increase with this proposal and is inconsistent with Section 21A.38.090A of the ordinance. The Commission can allow modifications to the sign regulations if it finds that a proposal meets the provisions of Section 21A.52.060 of the ordinance discussed below.

## 21A.34.020 H Historic Preservation Overlay District

G. Standards for Certificate of Appropriateness for Alteration of a Landmark Site or Contributing Structure. In considering an application for a certificate of appropriateness for alteration of a landmark site or contributing structure, the historic landmark commission, or the planning director, for administrative decisions, shall find that the project substantially complies with all of the following general standards that pertain to the application and that the decision is in the best interest of the city.

Of the standards outlined in this section of the zoning ordinance, Standard 11 is the standard most relevant to this request and is reviewed below:

## Standard 11

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, Signs.

## Preservation Objectives and Design Guidelines for Signs

## General Objectives

- 1. To ensure that all signs within the various local historic districts or on landmark sites are compatible with the special character of Salt Lake City's historic past.
- 2. To help convey the sense of excitement and vitality envisioned for the historic district.
- 3. To encourage signs which, by their appropriate design, are integrated with and harmonious to the buildings and sites which they occupy.

- 4. To preserve and improve the appearance of the City as a historic community in which to live and work.
- 5. To allow each individual business to clearly identify itself and the goods and services which it offers in a clear and distinctive manner.
- 6. To promote signs as pedestrian oriented rather than automotive, which is consistent with the historic character.
- 7. To ensure that the installation of a sign does not damage the historic fabric, nor detract from the historic character of a historic district or landmark site.

## **Design Guidelines for Central City**

## 15.15 The visual impacts of signs should be minimized.

- 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.

## **Guidelines for Signs**

## Guideline 13

Illumination of a sign should be done with the objective of achieving a balance between the architecture, the historic district and the sign.

- The color and intensity of illumination are central to achieving a complementary balance of building and signs.
- Unless historically documented, intermittent or flashing light sources should be avoided.
- The sign illumination source should be shielded and directed only toward the sign to minimize glare.
- Light intensity should not overpower the building or street edge.
- Small and discreet modern light fittings may provide an unobtrusive alternative to traditionally styled lamp units.

## Guideline 18

The increased scale and vehicular orientation of a larger building along arterial streets may provide an appropriate setting for a greater level of illumination.

 Sign dimensions and proportions should relate to the facade and location of the building.

## Guideline 19

The use of internally illuminated sign faces should be limited to individual cut out letters. The use of large panel internally illuminated signs is not recommended.

- The plastic or vinyl faces used for internally illuminated signs are discouraged in the historic district.
- Individual pan-channel letters with a plastic face or individual cutout letters and letters routed out of the face of an opaque cabinet sign may be used.
- The light source for internally illuminated signs should be white.

Guideline 19(2)

Sign materials should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.

- Painted wood and metal are appropriate materials for signs. Their use is encouraged.
- Unfinished materials should be designed and used carefully.
- Highly reflective materials that will be difficult to read may not be appropriate.
- The use of plastic on the exterior of a sign is usually not appropriate.

## Guideline 20

Sign colors should complement the colors of the building.

- The number of colors used on a sign should be limited. In general, no more than three (3) colors should be used, although accent colors may also be appropriate.
- Sign colors should be coordinated with overall building colors.
- Color should be used both to accentuate the sign design and message, and also to integrate the sign or lettering with the building and its context.

Analysis: Although not all buildings within the shopping center are historic, the adopted design guidelines for signs encourage the use of sign types, styles and materials based on historical examples, such as signs at street level or of a human scale. Such signs would respect the historic quality of the Central City Historic District, distinguish the property from other contemporary shopping center types of development and promote walkability. On the other hand, the design guidelines also take into consideration the need to balance the size and illumination of signs relating to larger scale development along arterial streets.

The applicant is proposing a sign type which is internally-illuminated with programmable text and pictures. Staff is of the opinion that the proposed design of the signs appears too modern, would be highly visible from a distance, and the size and light intensity would overpower the structure, landmark site and street scene. As such, this type of sign would compete with the unique character-defining features of the historic property as well as most areas of the historic district. At 300 square feet in size and a height of 55 feet, the proposal would also be out of scale with the shopping center and would not fit well into the context of the neighborhood.

Finding for Standard 11: Staff finds that the type, size and scale of the proposed signs are not compatible with the historic character of water tower because the signs would overshadow the historical significance of the structure and the existing "Trolley Square" sign. Staff further finds the proposed design visually intrusive and detracts from the historical and architectural significance of the landmark site, nearby historic buildings and historic district. The proposal is inconsistent with this standard.

## 21A.46.070: General Standards:

V. Historic District Sign: The historic landmark commission may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the design period or theme of the historic structure or district and/or will cause less physical damage to the historically significant structure.

**Analysis:** The proposed alterations exceed the regulations relating to size and placement. The Commission can allow modifications to the sign regulations if it finds that the project meets the provisions of Section 21A.52.060, and the applicant is requesting these modifications by the Commission. The standards are as follows:

**Standard A. Compliance With Ordinance And District Purposes:** The proposed use and development will be in harmony with the general and specific purposes for which this title was enacted and for which the regulations of the district were established.

Analysis: The subject property is located in the H Historic Preservation Overlay District, which is intended to protect and preserve areas of the city and individual structures and sites having historic, architectural or cultural significance, and support redevelopment that is compatible with the historic character of existing development. The standards for a certificate of appropriateness for alterations of a landmark site encourage contemporary designs for alterations and additions that are compatible with the size, scale, color, material and character of the property, neighborhood or environment. The sign regulations for the CS district are intended to encourage coordinated signs between multiple buildings/uses on a site, achieve consistency of materials, and integrate signs with landscape and architectural design expressions.

Standard B. No Substantial Impairment of Property Value: The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located.

**Analysis:** No evidence has been presented to the City that approval of the proposal will substantially diminish or impair the value of the property within or adjacent to Trolley Square.

**Standard C. No Undue Adverse Impact:** The proposed use and development will not have a material adverse effect upon the character of the area or the public health, safety and general welfare.

Analysis: Whereas the proposed sign design would compete with the historic features of this property as discussed in Standard 11 above, staff is of the opinion that the signs will have an adverse effect upon the character of the water tower, landmark site and historic district. At 300 square feet in size and a height of 55 feet, the proposal would be out of scale with the shopping center and would not fit well into the context of the neighborhood.

With regard to public health, safety, and general welfare, the installation of new signs will be regulated and inspected by the City through the building permitting process to ensure protection of the public health, safety, and general welfare.

Standard D. Compatible with Surrounding Development: The proposed special exception will be constructed, arranged and operated so as to be compatible with the use and development of neighboring property in accordance with the applicable district regulations.

Analysis: The proposed signs would serve as on site advertising for the shopping and entertainment center which is consistent with the purpose statement of the CS zoning district. Staff is of the opinion that as long as the applicant obtains the appropriate City approvals and permits, the continued use and maintenance of the water tower as a pole sign would be compatible with the development of neighboring property and in accordance with commercial zoning district regulations and the H Historic Preservation Overlay District.

Standard E. No Destruction of Significant Features: The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance.

Analysis: No destruction, loss or damage of natural, scenic or historic features is evident.

**Standard F. No Material Pollution of Environment:** The proposed use and development will not cause material air, water, soil or noise pollution or other types of pollution.

Analysis: No potential pollution of air, water, soil, or noise is evident by the request.

Standard G. Compliance with Standards: The proposed use and development complies with all additional standards imposed on it pursuant to this Chapter.

Analysis: There are no other standards that apply to a special exception request of this nature.

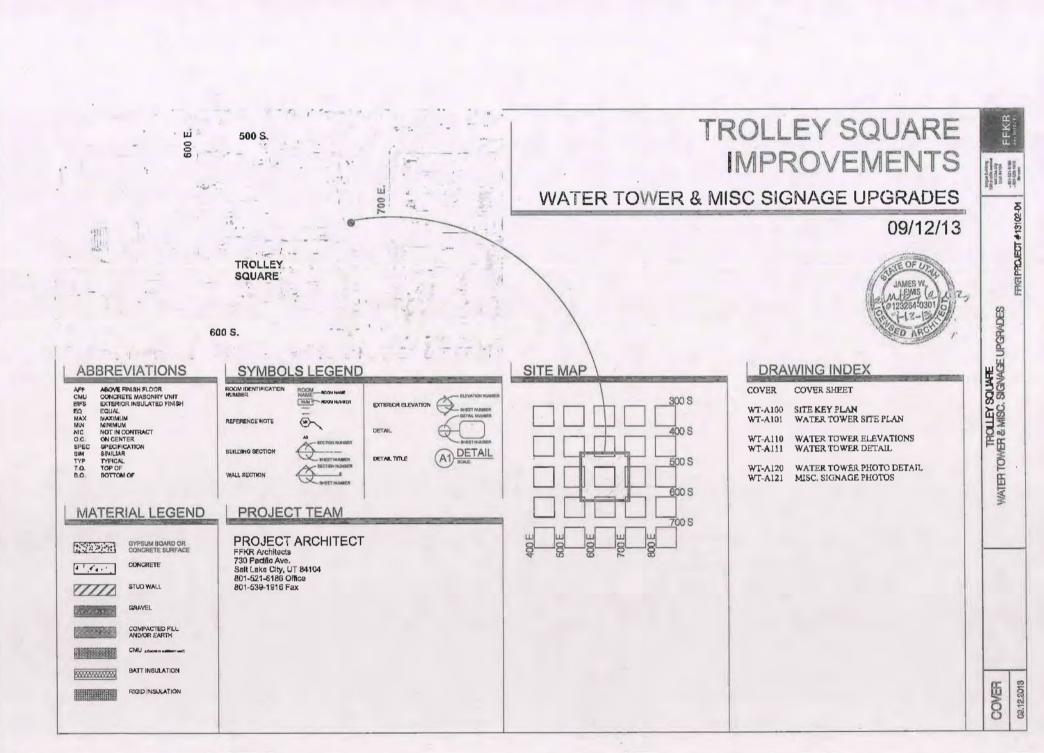
Summary Finding: The zoning ordinance, in Section 21.06 allows the Historic Landmark Commission the ability to grant special exception to modify an existing sign or the size or placement of a new sign pursuant to Section 21A.46.070V. Staff finds the special exception request inappropriate in this location because the location, size and/or design of the proposed signs are not compatible with the design period or theme of the historic structure as discussed in Standard 11 above or district nor will they cause less physical damage to the historically significant structure. Furthermore, the proposal does not meet Special Exception standards A and C because the size and position of the signs are not compatible with the historic character of the water tower, landmark site and district.

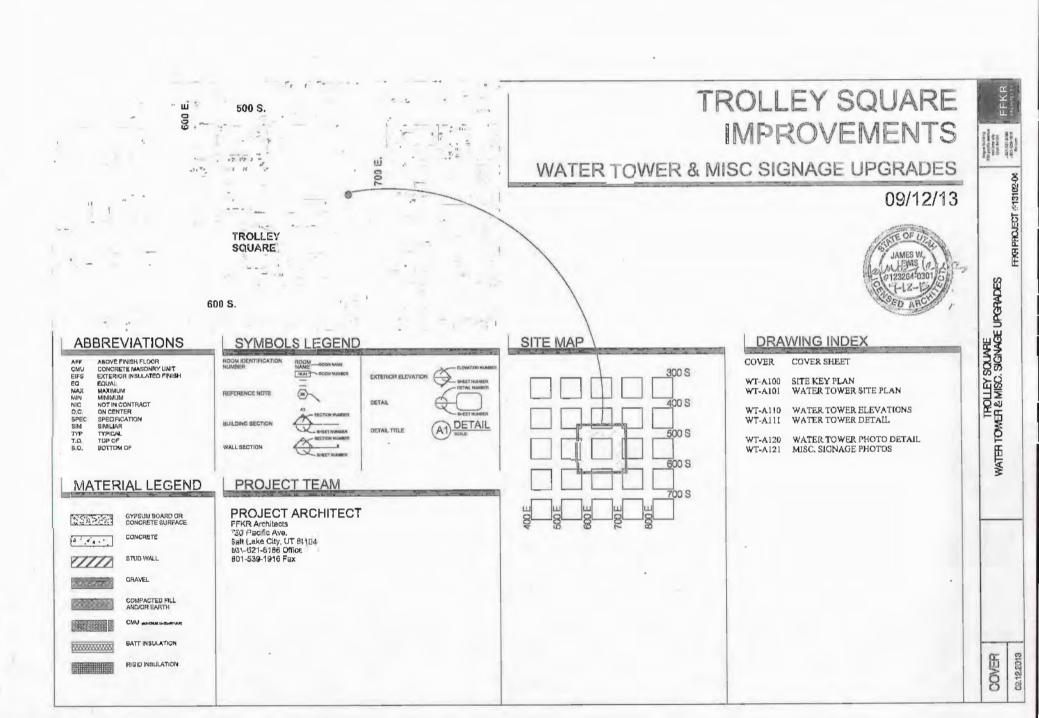
## **Commission Options**

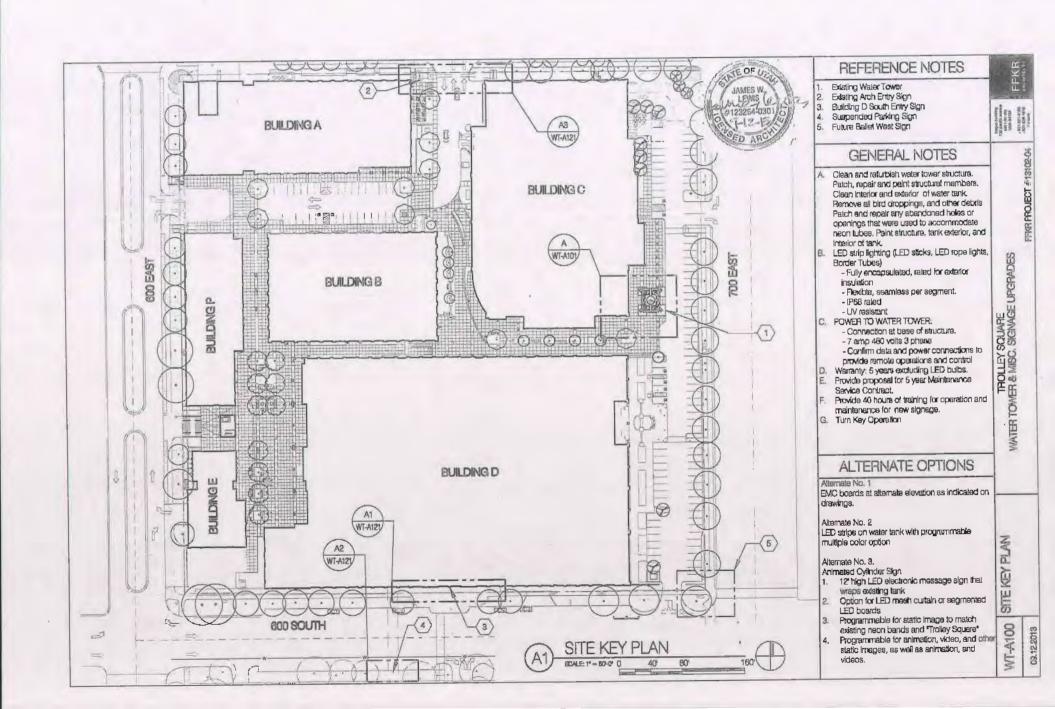
If the proposal is denied, the applicant can continue to use the existing signs as they currently exist or reface the signs with an appropriate design.

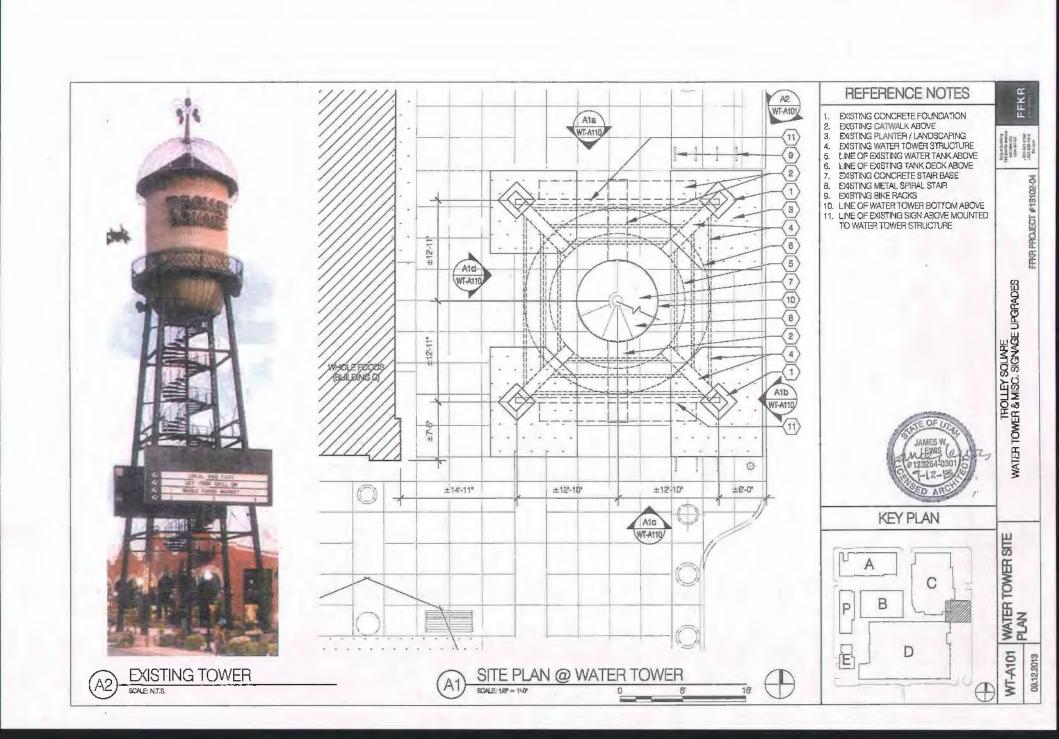
If only the new sign design is approved, the applicant could replace the existing theater signs at their current position on the water tower.

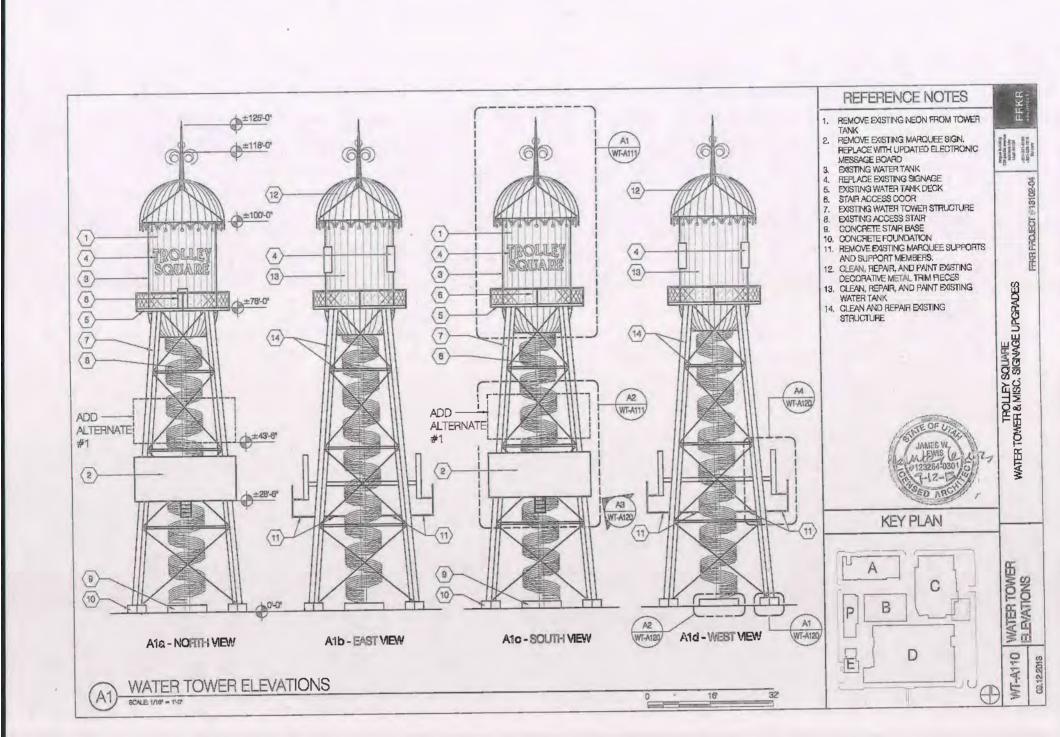
# Attachment A Application











Quantity (2) North and South

Remove existing marques signs, support members, access catwalks, access decks, access ladders, and other miscellaneous attachment members.

3 Patch and repair areas where Marquee supports, etc. have been

Replace with Full Color LED Electronic Message Center (EMC) Boards

Install Boards in similar locations, and elevation as marquee signs. Size: Similar to existing marquee signs, but with overall dimensions

based on a lotal combination of full unit cabinets, or panel sizes. that make up the lotal EMC. Range: 11'-0" to 12'-0" X 25'-0" to

Pixe's Spacing: 16 mm to 20 mm.

Brightness up to 8000 nit 8.

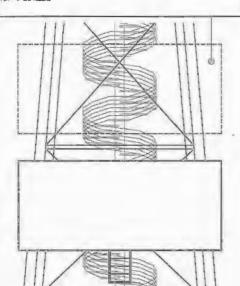
Direct Connection to host computer with desktop communication. prism view, with connection to internal compact PC.

Include start up package with 5 animations sequences.

Provide training (40 hours) for operation and maintenance of EMC and other lighting.

Add Alternate No. 1. Install both EMC boards at higher elevation, as shown on drawings. Subject to approval from local iurisdictions.

13. IP68 raled



ELECTRONIC MESSAGE BOARD

## TANK CYLINDER

neon tubing, including attachment

Patch and repair any abendoned openings

Install vertical and horizontal LED strips, in same locations as neon tubes.

Vertical strips: Match existing locations. Approximately 90 total, with 45 of each color, alternating, Red and Blue. Separately controllable for blue steady burn, blue chasing, red steady burn, and red chasing.

Horizontal strips: Match existing colors and locations with controls similar to vertical

Attachment: Per manufacturers recommendation.

Output, similar to existing neon, up to 500

## ALTERNATE #3

## ANIMATED CYLINDER SIGN

1. 12' high LED electronic message sign that wraps existing tank

Option for LED mesh curtain or segmented LED boards

Programmable for static image to match existing nean bands and "Tralley Square"

Programmable for animation, video, and other static images, as well as animation, and videos.



Remove existing horizontal and vertical materials.

Clean interior and exterior of Tank, Remove all bird droppings and other debris. Patch and repair cylinder panels. Repaint exterior panels and interior space as required.

that were used for neon installation.

strips.

lumens.

IP69 rated



±118-0

±100'-0"



Remove existing decorative lighting strings, nean tubes, and other miscellaneous

Clean and repair as required for installation of new LED strips

Install LED strips on every other curved bar. Attachment: Per manufacturers recommendation.

FEAR PROJECT (13102-04)

TROLLEY SQUARE WATER TOWER & MISC, SIGNAGE UPGRADES

WI-AIII

Extend LED strips on each or the four outside looped radius bars that are attached to the center pole. Color: White

Programmable for steady burn.

Output: Similar to existing, up to 500 lumens

8. IP68 rated

## TANK SURFACE LETTERS

Two locations. North and South side of

Open faced channel letters, size range from 2'-6" to 3-6" high.

Metal framed, bulb packed letters with edge light banding.

Repair and refurbish. Re-pack sockets, if necessary, for LED bulbs.

Replace butos with S14 Litetronics warm white or similar. Programmable for steady

Edge trim: Replace with White LED band attached to perimeter of letters. Programmable for steady burn.

IPB8 rated

## TANK BOTTOM

 Remove existing neon tubing, attachment for neon Installation.

ribs, in same locations as neon tubes,

Install LED strip at circumference of bottom

5. Color: White, programmable for steady

recommendations.

Output: similar to existing neon, up to 500



clips and misc. materials. Patch and repair any abandoned openings that were used

Repair bird guard, control mesh and rejurbish lock-able gate.

Replace existing neon tubes on curved with LED strip.

opening.

bum.

furnens



WATER TOWER ELEVATION

Attachment: per menufacturers IP66 rated



A1) WATER TOWER FOUDATION







EXISTING MARQUEE SUPPORT

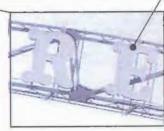
A4)





WATER TOWER STAIR BASE 8





# BLDG D SOUTH ENTRY SIGN

5TH SOUTH ENTRY SIGN Existing globe packed letters on existing

Replace existing bulbs with S14 Litetronics warm white, or similar, LED bulbs. Output: Similar to existing

- Existing globe packed letter sign.
- Clean, and refurbish metal channel letters, paint to match existing.
- Refurbish sockets if necessary to accommodate LED bulbs.

metal arch.

(P68 rated

- Replace bulbs with \$14 Litetronics warm white, or similar, LED bulbs.
  - IP69 rated

# 500 S. ENTRANCE SIGN

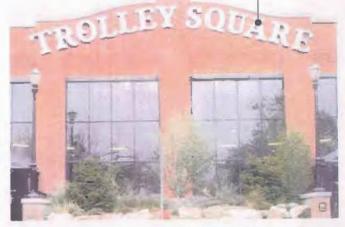


## BRIDGE "PARKING" SIGN

- 1. Clean, repair, and refurbish existing sign on both sides.
- Refurbish sockets to accommodate LED bulbs in same locations as existing.
- Replace bulbs with \$14 Litetronics warm white, or similar LED bulbs.
- Refurbish, and repaint interior and exterior metal channel letters to match existing.
- IP68 rated

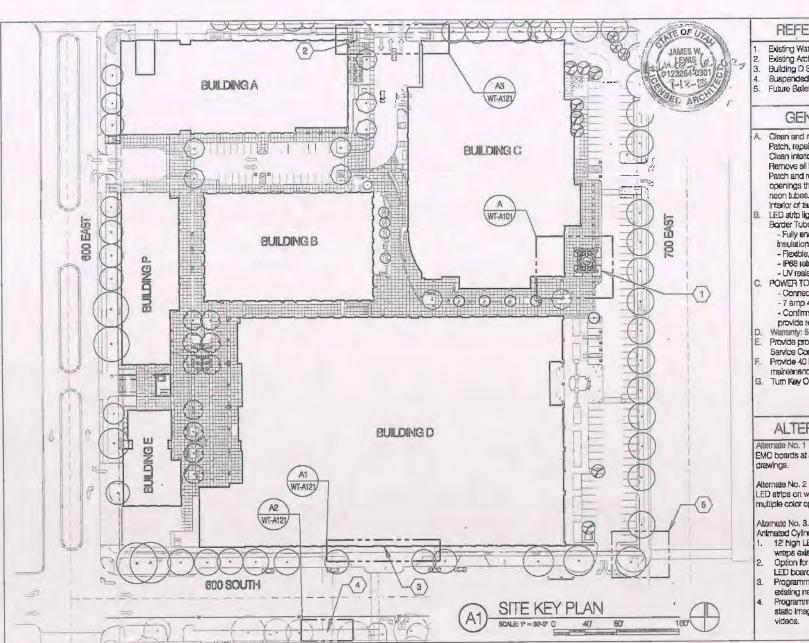






BLDG D SOUTH ENTRANCE SIGN SCALE NONE

SIGN BELOW 600 S. BRIDGE



## REFERENCE NOTES

- Existing Water Tower
- Existing Arch Entry Sign Building D South Entry Sign
- Suspended Parking Sign
- Future Ballet West Sign

## **GENERAL NOTES**

- Clean and refurbish water tower structura, Patch, repair and paint structural members. Clean interior and exterior of weter tank. Remove all bird droppings, and other debris Patch and repair any abandoned holes or openings that were used to accommodate neon tubes. Paint structure, tank exterior, and Interior of tank.
- LED strip lighting (LED sticks, LED rope lights, Border Tubes)
  - Fully encapsulated, rated for exterior insulation
  - Flexible, seamless per segment.
  - IP68 rated - UV resistant
- C. POWER TO WATER TOWER:
  - Connection at base of structure.
  - 7 amp 480 volta 3 phase
  - Confirm data and power connections to provide remote operations and control
- Warranty: 5 years excluding LED bulbs. Provide proposal for 5 year Maintananca
- Service Contract.
- Provide 40 hours of training for operation and maintenance for new signage.
- Turn Key Operation

## ALTERNATE OPTIONS

EMC boards at alternate elevation as indicated on

LED strips on water tank with programmable multiple color option

## Alternate No. 3.

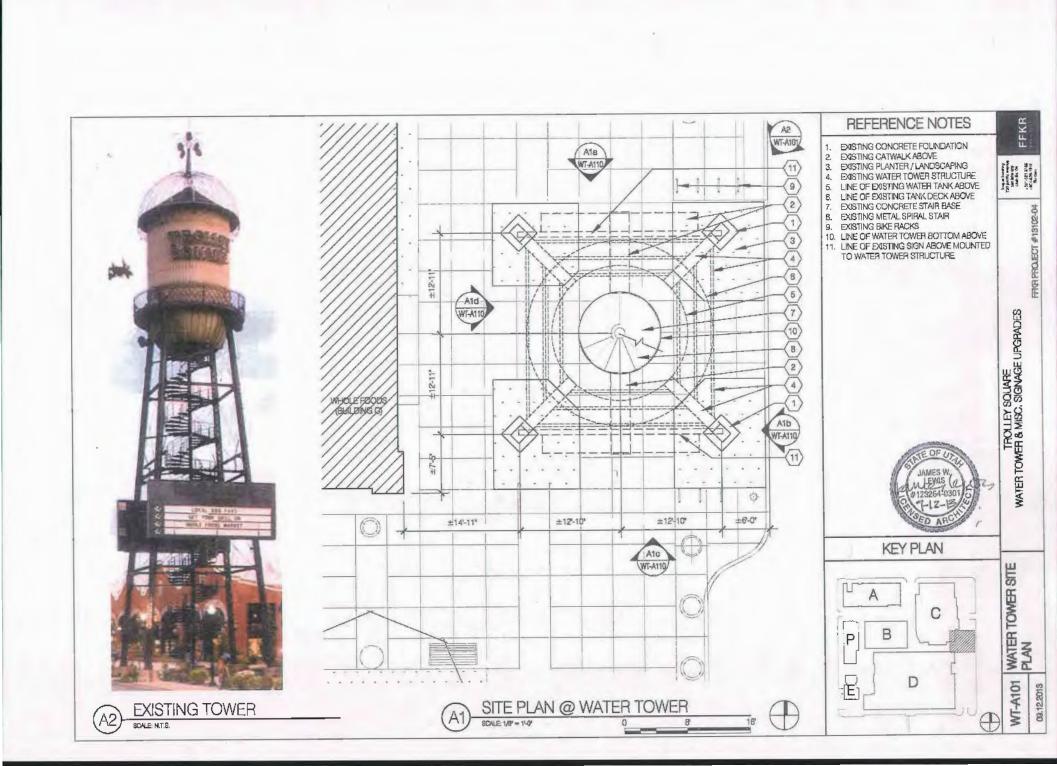
- Animated Cylinder Sign
- 1. 12 high LED electronic message sign that
- wraps existing tank Option for LED mesh curtain or segmented LED boards
- Programmable for static image to match existing neon bands and "Trolley Square"
- Programmable for animation, video, and other static images, as well as animation, and

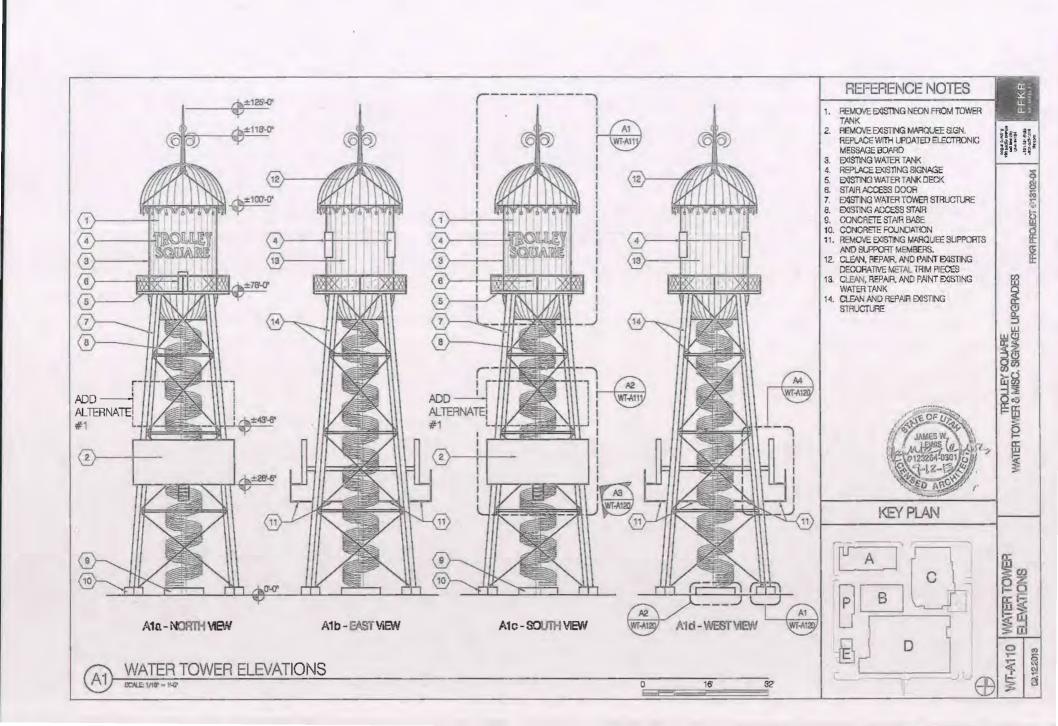
FICH PROJECT #18102-04

TROLLEY SQUARE
WATER TOWER & MISC, SIGNAGE UPGRADES

SIE

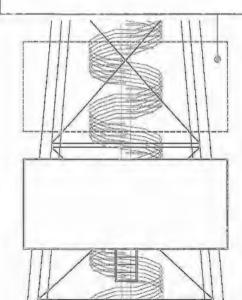
WT-A100





## ELECTRONIC MESSAGE CENTER (EMC)

- Quantity (2) North and South
- Remove existing marquee signs, support members, access catwalks, access decks, access ladders, and other miscellaneous attachment members.
- Paich and repair areas where Marquee supports, etc. have been mmwed.
- Replace with Full Color LED Electronic Message Center (EMC) **Hoerds**
- Install Boards in similar locations, and elevation as marquae signs.
- Size: Similar to existing marquee signs, but with overall dimensions based on a total combination of full unit cabinets, or panel sizes, that make up the total EMC. Flange: 11'-0" to 12'-0" X 25'-0" to 27'-0"
- Pixel Specing: 16 mm to 20 mm.
- Brightness up to 8000 nit
- Direct Connection to host computer with desklop communication. prism view, with connection to internal compact PC.
- Include start up package with 5 animations sequences.
- 11. Provide training (40 hours) for operation and maintenance of EMC and other lighting.
- 12. Add Alternate No. 1. Install both EMC boards at higher elevation, as shown on drawings. Subject to approval from local jurisdictions.
- 13. P68 rated



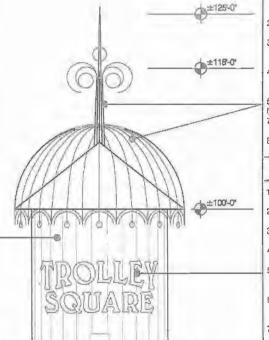
## TANK CYLINDER

- 1. Remove existing horizontal and vertical neon tubing, including attachment materials.
- Clean interior and exterior of Tank, Remove all bird droppings and other debris. Patch and repair cylinder panels. Repaint exterior panels and Interior space as required.
- Patch and repair any abandoned openings that were used for neon installation.
- Install vertical and horizontal LED strips, in same locations as neon tubes.
- Vertical strips: Match existing locations. Approximately 90 total, with 45 of each color, alternating, Red and Blue. Separately controllable for blue steady burn, blue chasing, red steady burn, and red chasing.
- Horizontal strips: Match existing colors and locations with controls similar to vertical strips.
- Attachment: Per manufacturers recommendation.
- Output: similar to existing neon, up to 500 lumens.
- IP68 rated

## ALTERNATE #3

### ANIMATED CYLINDER SIGN

- 12 high LED electronic message sign that
- LED boards
- Programmable for static image to match existing neon bands and 'Trolley Square'
- other static images, as well as animation, and videos.





# wraps existing tank Option for LED mesh curtain or segmented

Programmeble for animation, video, and

# TOP CAP

- Remove existing decorative lighting strings, neon tubes, and other miscellaneous majorials.
- Clean and repair as required for installation of new LED strips
- Install LED strips on every other curved ber. Attachment: Per manufacturers recommendation.
- Extend LED strips on each or the four putside looped radius bars that are attached to the center pole.
- Color: White
- Programmable for steady burn.
- Output: Similar to existing, up to 500 lumens
- IP68 rated

## TANK SURFACE LETTERS

- Two locations. North and South side of tank
- Open faced channel letters, size range from 2'-6" to 3-6" high.
- Metal framed, bulb packed letters with edge light banding.
- Repair and refurbish. Re-pack sockets, if necessary, for LED bulbs. Replace bulbs with \$14 Litetronics warm.
- white or similar. Programmable for steady
- Edge trim: Replace with White LED band attached to perimeter of letters. Programmable for steady burn.
- IP68 rated

## TANK BOTTOM

- Remove existing neon tubing, attachment clips and misc, materials. Patch and repair any abandoned openings that were used for neon installation.
- 2. Repair bird guard, control mosh and refurbish lock-able gate.
- Replace existing nean tubes on curved ribs, in same locations as neon tubes, with LED strip.
- Install LED strip at circumference of bottom opening.
- Color: White, programmable for steady bum.
- Attachment: per manufacturers recommendations.
- Output: similar to existing neon, up to 500 lumens
- IP68 rated В.





WATER TOWER ELEVATION

ELECTRONIC MESSAGE BOARD



±78'-0"







EXISTING MARQUEE

EXISTING MARQUEE SUPPORT

A A



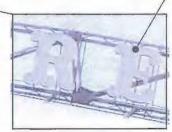
WATER TOWER FOUDATION (F)





WATER TOWER STAIR BASE \(\frac{1}{2}\)





## 5TH SOUTH ENTRY SIGN

- 1. Existing globe packed letters on existing metal arch.
  - Replace existing bulbs with S14 Litetronics warm white, or similar, LED bulbs.
- Output: Similar to existing
- IP68 rated

## BLDG D SOUTH ENTRY SIGN

- Existing globe packed letter sign. Clean, and refurbish metal channel letters, paint to match existing.
- Refurbish sockets if necessary to accommodate LED bulbs.
- Replace bulbs with \$14 Litetronics warm white, or similar, LED builbs.
- 5. IP68 rated

## 500 S. ENTRANCE SIGN SCALE NONE



## BRIDGE "PARKING" SIGN

- Clean, repair, and refurbish existing sign on both sides.
- Refurbish sockets to accommodate LED bulbs in same locations as existing.
- Replace butbs with S14 Litetronics warm. white, or similar LED bulbs.
- Relurbish, and repaint interior and exterior metal channel letters to match existing.
- IP68 rated







BLDG D SOUTH ENTRANCE SIGN

SIGN BELOW 600 S. BRIDGE

SCALE: NONE

09.12.2013

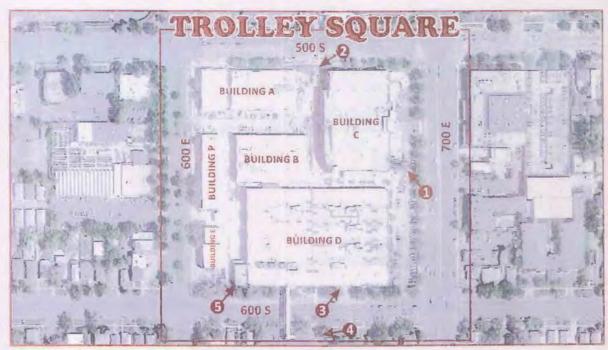


Fig. 1. Locations of Proposed Improvements

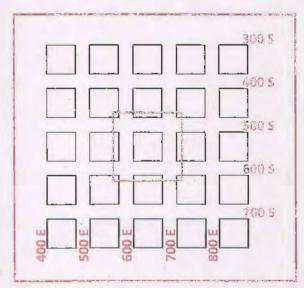


Fig. 2. Area Map

## 1 REFURBISH TOWER

- CLEAN & REPAINT TOWER
- ADD PROGRAMMABLE RGB L.E.D. RIBBONS
- REPLACE CHANNEL LETTER DISPLAY
- ADD (2) 16MM MESSAGE CENTERS

## REFURBISH 500 S ENTRY SIGN

- REPLACE EXISTING BULBS W/ WHITE L.E.D.' BULBS
- RESURBISH BUILDING D CHANNEL LETTERS
  - CLEAN & REPAINT LETTER DISPLAY
  - REPLACE EXISTING BULBS W/ WHITE L.E.D. BULBS
- REFURBISH PARKING SIGN
  - CLEAN & REPAINT SIGN/LETTER DISPLAY
  - REPLACE EXISTING BULBS W/ WHITE L.E.D. BULBS
- 5 REPLACE NEON STRIPING
  - REMOVE EXISTING NEON STRIPING AROUND TOP OF BUILDING
  - REPLACE W/ PROGRAMMABLE RGB L.E.D.'S



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TROLLEY SQUARE REFURBISHMENT PROJECT

SCALE: N/A SHEET: 2 of 7

DATE: 11/19/2013

DESIGNER: ERIN C.

# **ELEVATION: TROLLEY SQUARE TOWER**

# REPAIRS TOWER · CLEAN FULL TOWER AND REPAINT EXISTING STEEL W/ KWAL M-10 UNIVERSAL PRIMER & 2 COATS OF KWAL A-30 ALKYD URETHANE GLOSS ENAMEL (MATCH EXISTING COLOR)

## TANK CAP-LED RIBBONS

- REMOVE EXISTING LIGHTING CLEAN UP & REPAIR AS NEEDED
- INSTALL (40) 12' L.E.D. STRIPS ALONG ALTERNATING RIBS, COLORS TO ALTERNATE BETWEEN BLUE, RED, AND PROGRAMMABLE RGB.
- EXTEND L.E.D. STRIPS ON EACH OF 4
   OUTSIDE LOOPED RADIUS BARS ATTACHED
   TO CENTER POLE

# TANK CYLINDER-SURFACE

- REMOVE EXISTING CHANNEL LETTERS
- CREATE & INSTALL NEW OPEN FACE CHANNEL LETTERS, 8" DEEP ALUMINUM
- FILL LETTERS WITH EXPOSED PROGRAMMABLE RGB L.E.D.'S
- OUTLINE LETTERS WITH RED NEON

## TANK CYLINGER-LEO RISBONS

- REMOVE EXISTING NEON & REPAIR HOLES
- CLEAN EXTERIOR & REPAINT AS NEEDED
- INSTALL (90) 13' VERTICAL PROGRAMMABLE RGB L.E.D. RIBBONS IN PLACE OF NEON. ALTERNATE BETWEEN BLUE, RED, AND PROGRAMMABLE RGB.
- INSTALL (4) 74" HORIZONTAL L.E.D. RIBBONS ALONG TOP AND BOTTOM OF "FENCE" AREA, (2) RED AND (2) BLUE

## TANK BOTTOM-LED RIBBONS

- REMOVE EXISTING NEON & SUPPORTING MATERIALS, CLEAN UP & REPAIR ANY REMAINING HOLES.
- REPAIR BIRD GUARD, CONTROL MESH & REFURBISH LOCKABLE GATE
- INSTALL (40) 8' L.E.D. STRIPS WHERE NEON WAS, ALONG ALTERNATING RIBS. COLORS TO ALTERNATE BETWEEN BLUE, RED, AND PROGRAMMABLE RGB.

# LED MESSAGE CENTERS (SEE PG 4)

- (2) 11'-6" X 26' MESSAGE CENTERS ON OPPOSITE SIDES OF TOWER
- 663,552 PC\$, 16MM
- 8000 NIT BRIGHTNESS
- DIRECT CONNECTION TO HOST COMPUTER W/ DESKTOP COMMUNICATION, PRISM VIEW, W/ CONNECTION TO INTERNAL COMPACT PC
- INC, STARTUP PKG W/ 5 ANIMATION SEQUENCES
- 5 YR WARRANTY
- PROGRAMMABLE TEXT, ANIMATION, PICTURES & VIDEO
- REMOVE EXISTING SIGN & SUPPORTING MATERIALS, CLEAN & REPAIR AS NEEDED.

Street Couplies

SCALE: 1/8" = 11

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TROLLEY SQUARE REFURBISHMENT PROJECT

SHEET: 3 of 7

DATE: 11/19/2013

DESIGNER: ERIN C.

# **DETAIL: L.E.D. MESSAGE CENTERS**

## AA SERIES OUTDOOR DISPLAY MODEL # = AA-16A

PIXEL PITCH: 16 MM

PIXEL DENSITY: 3906 PIXEL/M<sup>2</sup>

BRIGHTNESS: 8000 NIT VIEW ANGLE: 120° / 60°

GRAY SCALE: 16 BIT COLOR: 281 TRILLION

REFRESH RATE: 2000 HZ CONTRAST RATIO: 4000:1

FRAME RATE: 60 HZ

MTBF: 20000 H

LIFETIME: 100000 H

MAX CONSUMPTION: 350 W/M<sup>2</sup> AVE CONSUMPTION: 175 W/M<sup>2</sup>

DRIVE METHOD: STATIC, CONSTANT CURRENT

INPUT VOLTAGE: AC90-240V

WORKING TEMPERATURE: -20 ~ S0 °C

HUMIDITY: 10% ~ 90%

WEIGHT: 1024 X 512 X 155 MM

CABINET WEIGHT: 22 KG

CABINET MATERIAL: CAST ALUMINUM

IP RATE: FRONT IP68/REAR IP65

Fig. 3. L.E.D. Message Center Specs







Fig. 4. Examples of message centers built by Impact Signs



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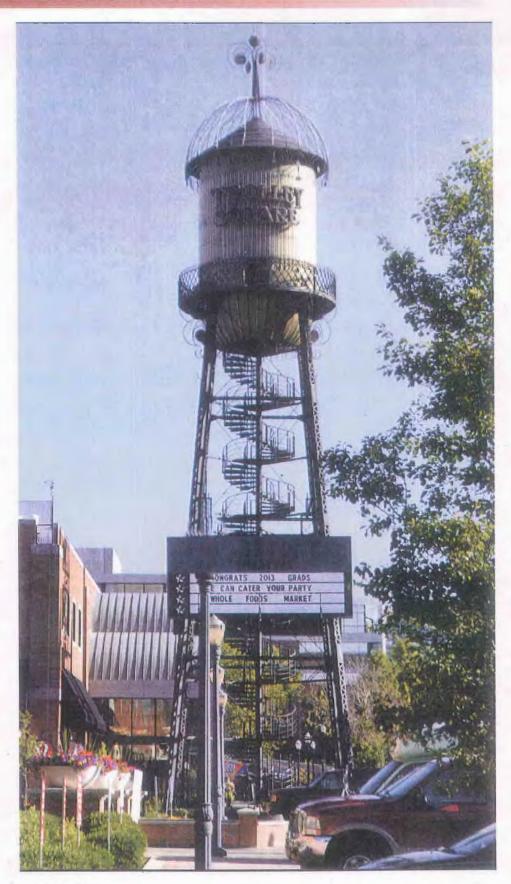
TROLLEY SQUARE REFURBISHMENT PROJECT

SCALE: N/A SHEET: 4 of 7

DATE: 11/19/2013

DESIGNER: ERIN C.

# **DETAIL: EXISTING TOWER**





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SCALE: N/A

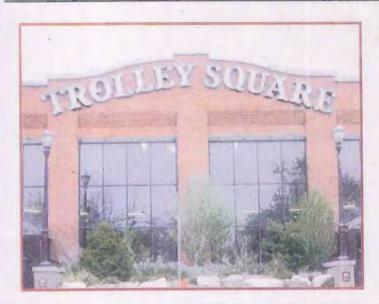
SHEET: 5 of 7

DATE: 11/19/2013

DESIGNER: ERIN C.

# **ELEVATION: CHANNEL LETTER SIGNS**





PLASTIC WHITE L.E.D. BULBS



## REFURBISH BUILDING D CHANNEL LETTERS

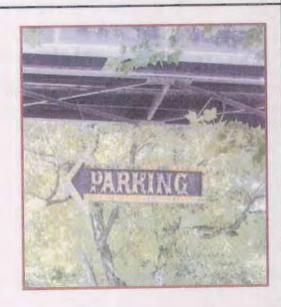
- IMPACT TO CLEAN & REFURBISH EXISTING METAL CHANNEL LETTERS, PAINT TO MATCH EXISTING
- REPLACE 465 EXISTING \$14 11-WATT INCANDESCENT BULBS AND SOCKETS W/ S14 2.25-WATT SHATTERPROOF PLASTIC WHITE L.E.D. BULBS & SOCKETS



SCALE: N/A

## REFURBISH PARKING SIGN

- IMPACT TO REMOVE EXISTING SIGN & BRING TO SHOP TO CLEAN & REFURBISH (BOTH SIDES). REPAINT TO MATCH EXISTING COLOR.
- . CLEAN, REFURBISH & PAINT INTERIOR & EXTERIOR METAL CHANNEL LETTERS TO MATCH **EXISTING**
- REMOVE 278 EXISTING \$14 11-WATT INCANDESCENT BULBS AND SOCKETS W/ S14 2.25-WATT SHATTERPROOF PLASTIC WHITE L.E.D. **BULBS & SOCKETS**





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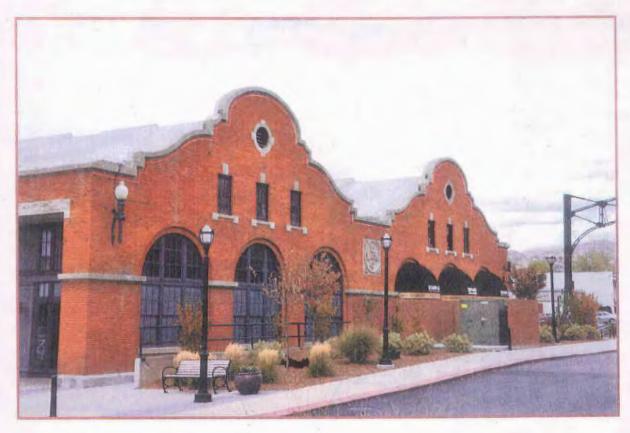
TROLLEY SQUARE REFURBISHMENT PROJECT

SHEET: 6 of 7

DATE: 11/19/2013

DESIGNER: ERIN C.

# **ELEVATION: NEON STRIPING**



# REPLACE NEON STRIPING

- REMOVE EXISTING WHITE NEON DECORATIVE STRIPE AROUND TOP OF BUILDING (1,558 FT. TOTAL ACROSS 9 FASCIAS)
- REPLACE WITH PROGRAMMABLE RGB L.E.D. ROPE LIGHTING

# L.E.D. FLEX VIVID S - RGB COLOR CHANGING MODEL # = LN-11X29-24V-RGB UL LISTED E347880

LED TYPE: SMD 5050 TRI-CHIP RGB MATERIAL: PVC-IVORY WHITE OPERATING VOLTAGE DC: 24V DC POWER CONSUMPTION: 12W/M LED COUNT PER METER: 60 LEDS LED DISTANCE: 0.66" / 16.7MM LED COUNT PER UNIT: 6 LEDS CUTTING UNIT: 3.94" / 100MM MAX. LENGTH: 65.62' / 20M

IP RATING: IP68

Fig. 5. RGB L.E.D. Rope Light Specs



SCALE: N/A

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TROLLEY SQUARE REFURBISHMENT PROJECT

SHEET: 7 of 7 DATE:

DATE: 11/19/2013

DESIGNER: ERIN C.