

**HISTORIC LANDMARK COMMISSION
STAFF REPORT**

**Trolley Square Water Tower Signs
Major Alterations
602 East 500 South
PLNHLC2013-00854
February 6, 2014**



Planning Division
Department of Community and
Economic Development

Applicant: Lynn
Attwood, architect
representing SK Hart
Management

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

Tax ID: 16-06-478-014

Current Zone: CS
(Community Shopping)

**Master Plan
Designation:**
Community Commercial

Council District:
District 4 – Luke Garrott

**Central City
Neighborhood Council
Chair:**
Michael Iverson

Lot Size: 10.18 acres

Current Use:
Commercial

**Applicable Land Use
Regulations:**
21A.34.020
21A.46

Notification:

- Notice mailed on
January 23, 2014
- Agenda posted on
the Planning
Division and Utah
Public Meeting
- Notice websites
January 23, 2014

Request

This is a request by Lynn Attwood, architect, representing SK Hart Management to reface 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 install electronic message signs. The shopping center is located in the Central City Historic District and an individually listed landmark site on the City Register.

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 therefore recommends the Historic Landmark Commission deny the application 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 reface the existing movie theater signs on the Trolley Square Trolley Tower and install electronic message signs.

-or-

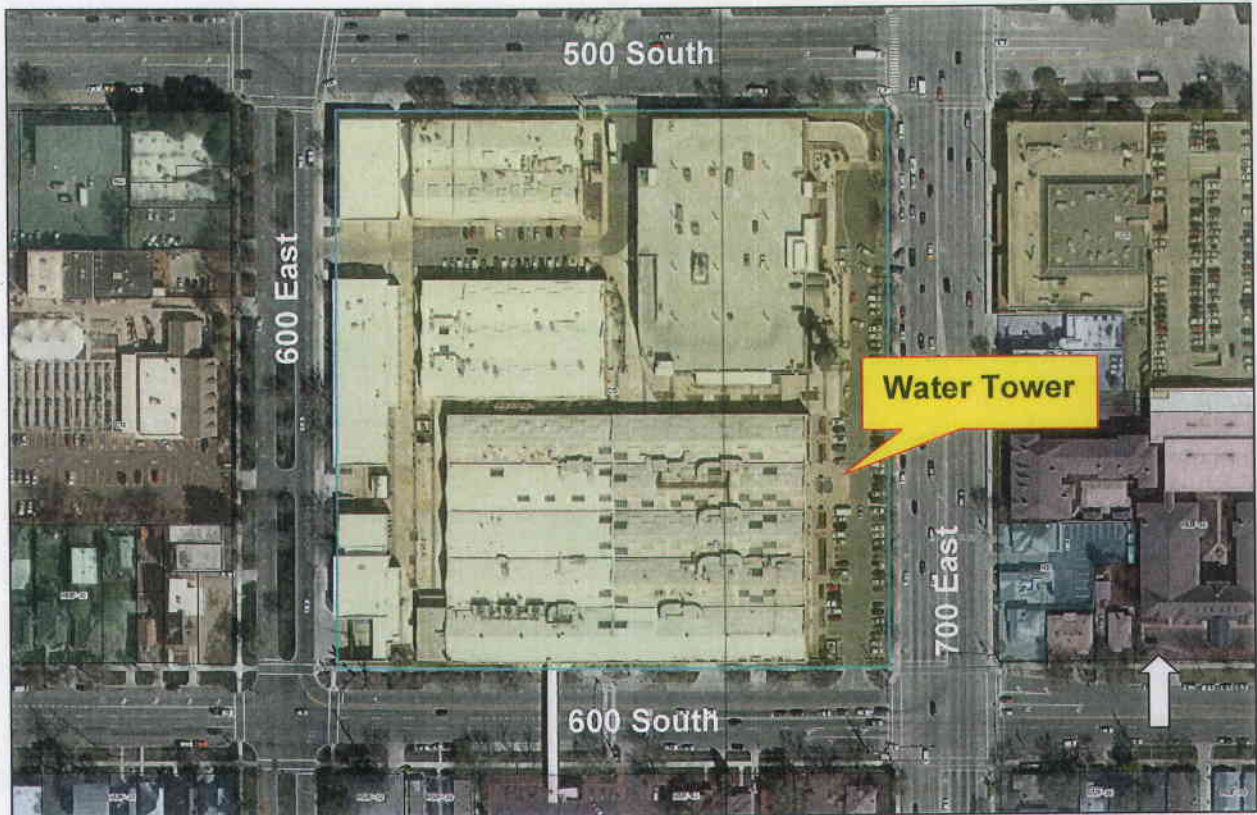
Not Consistent with Staff Recommendation: Approve

From the evidence and testimony presented and pursuant to the plans submitted, I move that the Historic Landmark Commission approve the request to reface the existing movie theater signs on the Trolley Square Trolley Tower and install electronic message signs.

(The commissioner then makes alternative findings relating to Standard 11 of Section 21A.34.020G discussed on page 5.)

<p>Attachment: A. December 5, 2013 Minutes B. Application C. Public Comment</p>	<p>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</p>
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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

This item was tabled from the December 5, 2013 Historic Landmark Commission meeting. The applicants presented their proposal 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. The proposed signs were approximately the same size, in terms of sign face area, as the existing signs. However, the applicant wanted to locate the signs approximately 15 feet higher than their current position on the water tower and requested a special exception to modify the location of the proposed signs.

The Commission agreed with staff's determination that the proposal did not meet the standards for signs in historic districts. Commissioner's concerns focused mainly on the type of sign proposed. The Commission indicated that an electronic messaging sign was not appropriate for the area or compatible with the historic character of the site. The Commission requested that the applicant continue to work with staff to modify the petition in a way that addresses the Commission's concerns and asked the applicant to consider a master sign plan for the shopping center. The minutes of the December meeting are attached to this staff report (Attachment A).

The architect has provided a response to the issues raised during the December meeting as well as information he considers important to the Commission's discussion of the proposed project (Attachment B). The applicant's desire to install electronic messaging signs on the water tower has not changed. However, the special exception request to replace the sign to a higher location on the water tower has been withdrawn. The applicant states that the continued use of electronically illuminated signs on the water tower has established a "historically significant" development pattern. In addition, the applicant believes an electronic message sign would be a contemporary design solution which is not discouraged by the zoning ordinance standards.

Based upon the Commission's request, the applicant has been working with Planning staff to develop a master sign plan to assist potential tenants in determining restrictions and expectations of the Historic Landmark Commission. Staff is currently reviewing the draft document for consistency with the zoning ordinance.

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. Staff has attached all public comment received as of the publication of this report (Attachment C).

Project Review

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.

Since the trend for using the water tower for advertising purposes does not fall within the historic period in which the landmark site made its important contributions to the community, staff is of the opinion that the signs are not a historically significant aspect of the property's past. At 300 square feet (26' x 11.5') in size and a height of 40 feet, staff also asserts that the existing signs are out of scale with the shopping center and do not fit well into the context of the neighborhood.

Finding for Standard 11: Staff finds that the proposed sign type is not compatible with the historic character of the 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.

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 the sign proposal is approved, the applicant can apply for a building permit to reface the existing theater signs at their current position on the water tower and start construction when the permit is issued.

If there are aspects or impacts of the project that can be adequately mitigated by conditions, the Historic Landmark Commission can place those conditions on any approvals granted.

Attachment A
December 5, 2013 Minutes

**SALT LAKE CITY
HISTORIC LANDMARK COMMISSION
Minutes of the Meeting
Room 326, 451 South State Street
December 5, 2013**

A roll is being kept of all who attended the Historic Landmark Commission Meeting. The meeting was called to order at 5:29:26 PM. Audio recordings of the Historic Landmark Commission meetings are retained in the Planning Office for an indefinite period of time.

Present for the Historic Landmark Commission meeting were: Vice Chairperson Polly Hart, Earle Bevins III, Thomas Brennan, Arla Funk, Heather Thuet and Charles Shepherd. Chairperson Sheleigh Harding and Commissioner Robert McClintic were excused.

Planning Staff members present at the meeting were: Michaela Oktay, Planning Manager; Joel Paterson, Planning Programs Coordinator; Janice Lew, Senior Planner; Ray Milliner, Principal Planner; Michelle Moeller, Senior Secretary and Paul Neilson, City Attorney.

FIELD TRIP NOTES:

A field trip was held prior to the work session. Historic Landmark Commissioners present were: Earle Bevins, Heather Thuet and Polly Hart. Staff members in attendance were Joel Paterson, Michaela Oktay, Janice Lew and Ray Milliner.

The following locations were visited:

- **Smiths, 402 6th Ave** - Staff gave an overview of the project.
- **Trolley Square** - Staff gave an overview of the project.

DINNER

Dinner was served to the Commission and Staff at 5:00 p.m. in room 126 of the Salt Lake City and County Building.

REPORT OF THE CHAIR OR VICE CHAIR 5:30:11 PM

Vice Chairperson Hart stated she had nothing to report.

REPORT OF THE DIRECTOR 5:30:17 PM

Ms. Michaela Oktay, Planning Manager, stated the January HLC meeting was scheduled for January 2, she asked the Commission if they would be willing to change the date of the meeting to better accommodate the public.

The Commission stated they would like to meet on the third Thursday both in January and July.

Mr. Joel Paterson, Planning Programs Coordinator, reviewed the applications for the proposed three new Historic Districts in the Yalecrest area, explained the process for the applications and stated they should be brought before the Commission in January for review.

APPROVAL OF THE NOVEMBER 7, 2013 MINUTES 5:32:20 PM

MOTION 5:32:45 PM

Commissioner Bevins moved to approve the minutes of November 7, 2013, with the corrections. Commissioner Thuet seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS 5:33:02 PM

Vice Chairperson Hart opened the Public Comment period, seeing no one in attendance wished to speak, Vice Chairperson Hart closed the Public Comment period.

PUBLIC HEARINGS 5:33:20 PM

Staff explained the Applicant for the Smith's Monument Sign petition was not in attendance. The Commission agreed to hear the other petitions and allow time for the Applicant to arrive.

5:34:21 PM

Trolley Square Water Tower Signs at approximately 602 East 500 South - SK Hart Management, represented by Lynn Attwood, AIA, is requesting approval from the City to remove the existing movie theater signs on the north and south sides of the water tower and replace them with electronic message signs. The applicant also requests a special exception to modify the size and placement of the new sign faces. This type of project must be reviewed for a Certificate of Appropriateness for construction in a Historic District and because the applicants are requesting a special exception which must be authorized by the Historic Landmark Commission. The subject property is an individually listed landmark site on the City Register and located in the Central City Historic District, in the CS (Community Shopping) zoning district and in City Council District 4, represented by Luke Garrott. (Staff contact: Janice Lew, 801 535-7625, or janice.lew@slcgov.com)

- a. **MAJOR ALTERATION - In order to build the proposed project noted above, a certificate of appropriate is required. (Case number PLNHLC2013-00854)**

b. SPECIAL EXCEPTION FOR MODIFICATION AND PLACEMENT OF NEW SIGNS -

The applicant has proposed to locate the new electronic signs higher on the water tower and than the existing movie theater signs. In order to modify the sign, the size or the sign placement, the applicant must receive special exception approval which can be authorized by the Historic Landmark Commission. (Case number PLNHLC2013-00952)

Ms. Janice Lew, Senior Planner, reviewed the petition as presented in the Staff Report (located in the Case File). She stated Staff was recommending the Historic Landmark Commission deny the petition as presented.

The Commission and Staff discussed if there was an option to mount the sign on the building and not the water tower and what the standards would be if that was done. Staff stated the electronic message sign was not appropriate for the historic character of the landmark site.

Mr. Matthews reviewed the proposal and the changes to the water tower lighting were given a Certificate of Appropriateness. He stated the Property Owner was looking to upgrade the property substantially and would be coming to the Commission for approvals on future projects. Mr. Matthews reviewed the signage on the property and the proposal for the new sign on the water tower. He stated the existing sign was an eyesore and needed to be updated. Mr. Matthews stated the digital sign was appropriate because Trolley Square was a shopping center, with businesses on all sides, and it would help the tenants at the square. He stated the intent was to bring in customers and the proposal was for the latest technology. Mr. Matthews reviewed the technology for the sign, the operation and the cost savings of the sign. He stated they would be willing to work with the Commission on the brightness of the sign and its location.

Mr. Bill Baker, Impact Signs, reviewed the use, construction and materials of the sign. He explained the technology and the benefits of the new signage.

Mr. Matthews stated the sign would not be video or animated, it would be static with an eight second rotation and could be used for public information or community announcements as well as the advertisement of the tenants of Trolley Square.

The Commission and Applicant discussed the proposed elevations of the sign.

Mr. Matthews stated the intent was to have the sign be visible over the trees. He stated they would work with the Commission to make the existing sign frame work digital if that was the desired direction of the Commission.

The Commission and Applicant discussed if any other options had been considered and why those options did not work for the site.

Mr. Matthews stated the alternative would be a static, generic sign, which would not benefit the tenants of the building. He stated they had looked at re-facing the existing sign but due to its nature it would not be ideal for the proposal or site.

Mr. Bill Baker, Impact signs, stated it was a concession for Trolley square to redo the sign, the proposed sign would fit inside the existing sign and would take care of all the tenants without the use of multiple signs on the property.

Mr. Paul Nielson stated the Applicant had explained the benefits to Trolley square but did not address how it met the standards for approval. He asked the Applicant if they would like to review how the proposal met the standards.

Mr. Matthews stated Trolley Square was a commercial building, the signage use on the water tower was consistent historically and would not change with the proposal. He stated the proposal would give the owners more control over what was displayed and enhance the existing sign.

The Commissioners discussed the maximum height for a pole sign, if a pole or monument sign had been considered and if a different sign location been considered.

Mr. Matthews re-stated the question of where it may be feasible and of which building could the sign be mounted on. He stated that due to the existence signs on the water tower other locations had not been considered.

The Commission and Applicant discussed if rotating the sign was considered. The Applicant stated they considered wrap around signs, different displays that used the existing framework and replacing the sign with something similar to the existing sign.

PUBLIC HEARING 6:10:03 PM

Vice Chairperson Hart opened the Public Hearing.

Ms. Cindy Cromer reviewed the history of the trolley sign on the bridge, located on 600 South. She stated the water tower was a historical element and changing signs were a distraction to drivers. Ms. Cromer stated if the sign ordinance did not cover issues such as this, it needed to be amended. She stated the current shape was awkward and a new sign would not turn Trolley Square's business around.

Mr. Matthews stated the Owner was not anticipating the sign alone would turn Trolley Square around however; it will benefit the tenants and the City more than what existed. He stated the Commission had the ability to approve the petition under the current guidelines and the sign would enhance the area.

Vice Chairperson Hart closed the Public Hearing.

DISCUSSION 6:13:33 PM

Vice Chairperson Hart asked Mr. Paterson to review the sign ordinance and guidelines for the area.

Mr. Paterson reviewed the ordinance and standards for signs and the rotation time for the static images.

The Commission and Staff discussed the standards for illumination or light output for the signs.

The Commission discussed the existing signage and asked what the overall sign strategy was for Trolley Square and if the Property Owner would be asking for additional signs in the near future.

Staff stated the Staff Report indicated there was a master sign plan for the complex from the 80's. Staff stated they would like a sign master plan for the site and the Commission could request one be submitted.

The Commissioners stated there was concern over the overall plan for signs at Trolley Square and how the existing signs would be addressed. They stated the proposal should meet the current standards; electronic signs were not historically appropriate for the area and were too distracting to drivers. The Commission and Staff discussed the definition of animation in the sign ordinance. They stated the water tower was unique and the proposed sign should be complimentary to the site it was advertising. The Commission asked what would happen if the sign was not approved and asked the Applicant if he would be willing to submit an overall sign plan before the sign was approved.

Mr. Matthews stated the sign master plan was approved 30 years ago and that he did not have a copy of the plan.

The Commission asked Mr. Matthews if they would be willing to put together a sign plan.

Mr. Matthews stated they were currently working on a plan and would be requesting approval for exterior changes and additional signage both indoor and outdoor in the near future. He stated they would like this sign considered on it's individually and its own merits as the existing signage was not acceptable and the proposal represents a much needed improvement.

The Commission and Applicant discussed the importance of making the sign master plan comply with the Historic District Sign Guidelines and if the Applicant would prefer the Commission deny the proposal or table the discussion allowing them to return with new options.

The Applicant stated if the vote was to deny the proposal, then perhaps it would be better to come back with an overall plan.

The Commission discussed if it was better to have an overall plan for the site or an alternative option to the proposal. They discussed tabling the petition and allowing the petitioner to address the concerns.

MOTION

Commissioner Funk stated regarding PLNHLC2013-00854 and Special Exception PLNHLC2013-00952, consistent with the Staff recommendation the Historic Landmark Commission believed the sign did not meet the standards for signage in the historic district, therefore she moved that the petition be tabled for further discussion, at a future meeting, Staff and the Historic Landmark Commission will continue to work with the Applicant to modify the petition in a way that addresses the Commission's concerns. Commissioner Shepherd seconded the motion. The motion passed unanimously.

The Commissioners stated they would like to work with the Applicant to accommodate their needs and help the tenants of the building. They discussed the need to advertise each business individually and the importance for the signage to compliment the building.

The Applicant stated the intent would be to highlight each tenant and they would put their best effort to comply with the standards. He stated they would bring a sample of what the sign would do to the next presentation.

The Commission stated the physical sign was the key discussion point not the content of the message on the sign. The Commission clarified that they nor the City regulate the sign message content.

Attachment B
Application

TROLLEY SQUARE

SITE SIGNAGE

JANUARY 21, 2014

TROLLEY SQUARE SITE SIGNAGE
EXECUTIVE SUMMARY
JANUARY 21, 2014

The purpose of this document is to provide Salt Lake City Planning and the Historic Landmark Commission responses and additional information requested relating to a Special Exception request for alteration of existing Trolley Square Water Tower signage and a Master Sign Plan for the shopping center Petition No's. PLNHLC2013-00854 and PLNPCM2013-00952 for review and approval. Responses to Historic Landmark Commission Staff Report dated December 5, 2013, Salt Lake City Planning Notice of Decision dated December 9, 2013 regarding their review of the Special Exception request and detailed information regarding specific elements of the requested shopping center Master Sign Plan follow.

TABLE OF CONTENTS

- Site Signage Narrative:** Responses to Historic Landmark Commission Notice of Decision regarding a Special Request for alteration of existing Water Tower signage and detailed information regarding specific elements of the proposed shopping center Master Sign Plan
- Site Signage Exhibit A:** Master Sign Plan
- Site Signage Exhibit B:** Impact Signs Water Tower and 600 South Bridge sign graphics and technical information
- Site Signage Exhibit C:** Original "Trolley Square Improvements - Water Tower and Misc. Signage Upgrades: Petition No's. PLNHLC2013-00854 & PLNPCM2013-00952
- Site Signage Exhibit D:** Exterior Signage Criteria & Guidelines
- Site Signage Exhibit E:** Historic Landmark Commission Staff Report dated December 5, 2013
- Site Signage Exhibit F:** Salt Lake Planning Notice of Decision dated December 9, 2013



S.K. HART MANAGEMENT

Trolley Square Ventures, LLC.

TROLLEY SQUARE SITE SIGNAGE
SALT LAKE CITY PLANNING
PETITION NO'S. PLNHLC2013-00854 & PLNPCM2013-00952
RESPONSE AND NARRATIVE
JANUARY 21, 2014

Following is a narrative describing additional information for the petitions the Historic Landmark Commission requested at their December 5, 2013 hearing and following December 9, 2013 Notice of Decision. The narrative also includes a description of proposed additional site signage elements.

1. Proposed repair/alteration of Water Tower theater signs:

Alteration of existing water tower Internally Illuminated Signs - Petition numbers PLNHLC2013-00854 & PLNPCM2013-00952 (Historic Landmark Commission - Special Exception):

The petitions request alteration of two (2) existing Internally Illuminated Signs on the Trolley Square Water Tower to Electronic Changeable Copy Signs as indicated in attached SITE SIGNAGE IMPROVEMENTS EXHIBIT A. The initial request for this was presented to Historic Landmark Commission (HLC) at their meeting on December 5, 2013. A notice of decision was issued dated December 9, 2013 to table the request with a statement that "The Commission will continue to work with the applicant to modify the petition in a way that addresses the Commission's concerns."

S.K. Hart Management, Trolley Ventures, L.L.C. is requesting the alteration of the subject Water Tower signs for the following reasons:

- The existing signs are damaged/disfigured and are an eyesore on the Water Tower in their present condition.
- The existing signs are difficult to access to change messages and are unsafe to individuals involved in that process.
- Due to the difficulty of access and safety issues, messages are not changed/updated as frequently as Trolley Square management would desire.
- Trolley Square tenants would like the ability to prominently display their business names.
- Trolley Square management would like the ability to advertise special events or other messages relating to Trolley Square.
- Desire the ability to prominently display community service type messages.
- To better fulfill the stated purpose of the CS District in the zoning ordinance: "The purpose of the CS community shopping district is to provide an environment for vibrant, efficient and attractive shopping center development at a community level scale while promoting compatibility with adjacent neighborhoods through design standards." The existing signs are not consistent with this purpose.

Following are Staff comments and Architect's responses to the Historic Landmark Commission Staff Report Project Review dated December 5, 2013 pertinent to this re-submission:

Staff Comments:

Refer to Staff comments in attached Exhibit E relating to **Noncomplying Structure Standards of Review and Signs Standards of Review.**

Architect's Response:

The original request 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 is withdrawn with this submission and should no longer be considered.

Staff Comments:

(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 or 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 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.

Summary Finding: 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.38.009A 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.

Architect's Response:

Refer to attached SITE SIGNAGE EXHIBITS A, B, C, E and F for the following. As stated above the request to remove and replace the signs to a higher location on the water tower has been withdrawn. With this submission we are only requesting repair/alteration of the two (2) existing damaged/disfigured **Internally Illuminated Signs** with two (2) **Electronic Changeable Copy Signs** (see definitions below).

Section 21A.46.020 DEFINITIONS:

INTERNALLY ILLUMINATED SIGN: A sign which has characters, letters, figures, designs or outlines internally illuminated by electric lights, luminous tubes or other means as a part of the sign proper.

ELECTRONIC CHANGEABLE COPY SIGN: A sign containing a computer generated message such as a public service, time, temperature and date, or a message center or reader board, where different copy changes of a public service or commercial nature are shown on the same lamp bank or message facility. The term "electronic changeable copy sign" shall not be defined as a type of "animated sign" if the message displayed is fully readable within three (3) seconds.

The Electronic Changeable Copy Signs would be placed in the same metal housing structure that the Internally Illuminated Signs are currently situated in. The existing metal housing and support structure for the signs will be refurbished as part of the overall water tower refurbishment per Certificate of Appropriateness dated November 25, 2013 for Petition No. PLNHLC2013-00854. Section 21A.38.009A of the ordinance states: "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." We refer you to photos of the existing Internally Illuminated Signs on page 6 of attached Site Signage Exhibit A, which document the disfiguration of the existing signs, where the name of the former "REGENCY THEATERS" has been blacked out at the top of the signs but are still legible in the right light. We contend that the proposed alteration of the existing signs will not create any new noncompliance or increase the degree of the existing noncompliance for the following reasons: the Electronic Changeable Copy Signs would be placed in the same metal housing structure that the Internally Illuminated Signs are currently located in and the signs have always been electronic in that they have historically been Internally Illuminated, so neither the location or electronic nature of their illumination will be changed. Thus we believe the proposed repair/alteration is consistent with the intent of Section 21A.38.009A.

Staff Comments:

21A.34.020 Historic Preservation overlay District

G. Standards For Certificate Of Appropriateness For Alteration Of A Landmark Site Or Contributing Structure Including New Construction Of An Accessory 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 chapter 21A.46, Signs.

Architect's Response:

While staff has appropriately referenced Standard 11, we believe the term "historic character of the landmark site or H historic preservation overlay district" must be carefully considered in light of other standards of 21A.34.020 G. as follows:

- H Historic Preservation Overlay District 21A.34.020 G.4:
"Alterations or additions that have acquired historic significance in their own right shall be retained and preserved."
Architect's commentary: Refer to pages 5 and 6 of attached SITE SIGNAGE EXHIBIT A for historic photos of the Trolley Square Water Tower with electronic signage circa 1970's to Present. We would contend that by this standard of the ordinance the theater signs have achieved historic significance as an addition to the tower by virtue of having been in place as electronic lit signs during nearly half the existence of the Water Tower (circa 1908-1910), though at various heights, sizes and degrees of brightness since the 1970's. The fact that most or all of these electronic lit signs have been in place since Trolley Square became a Landmark site in 1973 is of historic significance also, since some or all of the signs, presumably had to have been approved by preceding Salt Lake City Planning administrations and Historic Landmark Commissions.
- H Historic Preservation Overlay District 21A.34.020 G.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 archeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment."
Architect's commentary: We believe this provision of the ordinance speaks to the issue of altering the existing electronic Internally Illuminated Signs to Electronic Changeable Copy Signs i.e. a "contemporary design" which is not to be discouraged. Further since the electronic Internally Illuminated Signs may be considered historic by 21A.34.020 G.4 above, we do not believe the alteration of the Internally Illuminated Signs to Electronic Changeable Copy Signs will "destroy significant cultural, historical, architectural or archeological material..." since the electronic lit signs have been a historical addition to the tower since the 1970's.

Conclusion: We believe our request for alteration of the existing electronic Internally Illuminated Signs to Electronic Changeable Copy Signs satisfies the provisions of the above referenced H Historic Preservation Overlay District ordinance. We respectfully request the Commission's approval of this Special Exception request.

Proposed Additional Signage:

2. Add monument signs at the corners of the block as indicated on pages 2 and 3 of attached SITE SIGNAGE EXHIBIT A complying with the requirements of the 21A.34.020 H Historic Preservation Overlay District and 21A.26.040 Community Shopping District ordinances.

3. Add arched "TROLLEY SQUARE" overhead signs at the 600 East driveway entrance and 600 East pedestrian stairway entrance matching the existing overhead arched "TROLLEY SQUARE" sign at 600 South driveway entrance (between Whole Foods and Building A) as indicated on pages 2 and 4 of attached SITE SIGNAGE EXHIBIT A.

4. Add way finding /directory signs as indicated on pages 2 and 4 of attached SITE SIGNAGE EXHIBIT A complying with the requirements of the 21A.34.020 H Historic Preservation Overlay District and 21A.26.040 Community Shopping District ordinances.

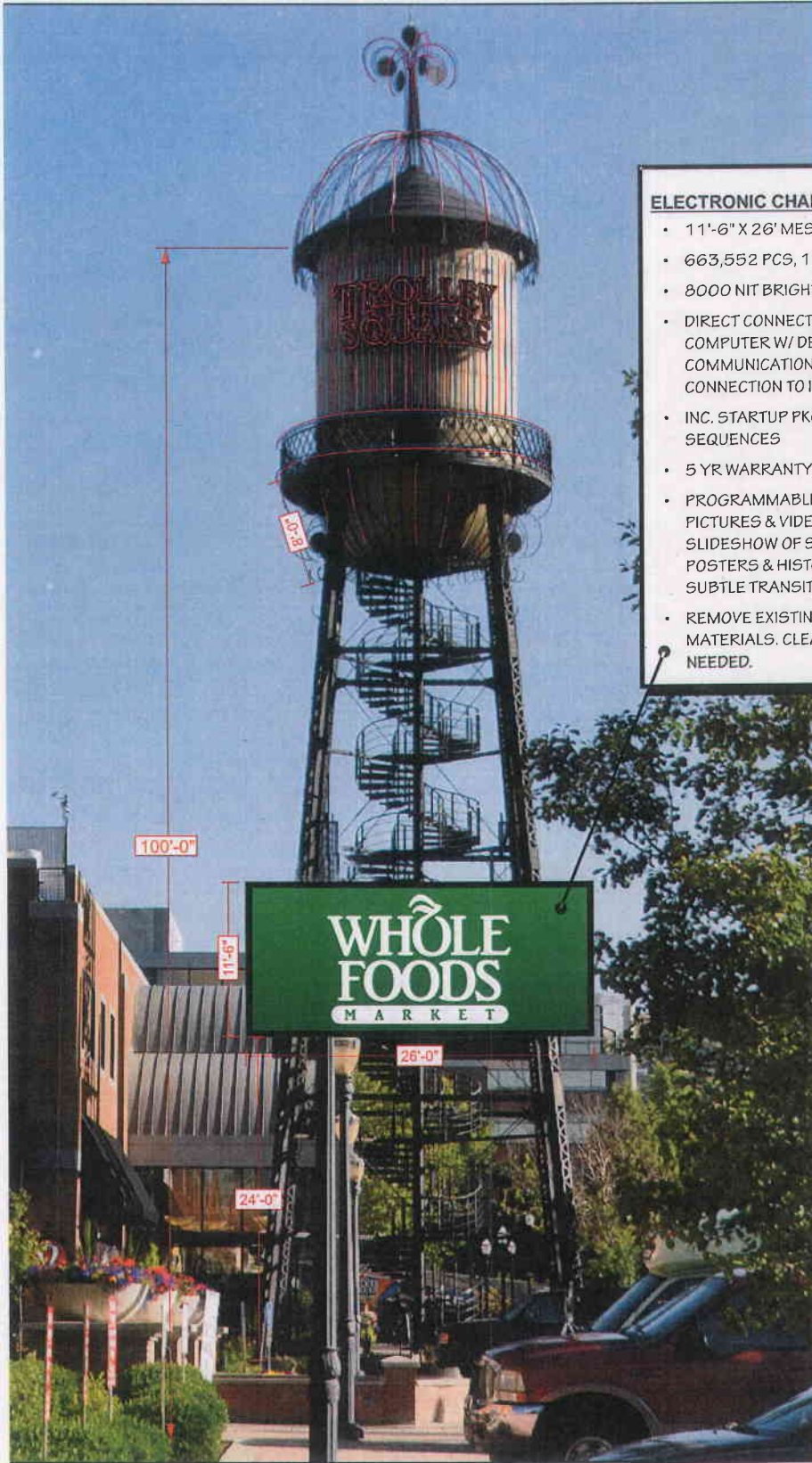
5. 600 South neon bridge signs (east and west sides bridge). Replace the existing neon bridge signs to Electronic Changeable Copy Signs as indicated on pages 2 and 4 of attached SITE SIGNAGE EXHIBIT A.

- H Historic Preservation Overlay District 21A.34.020 G.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 archeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment."

Architect's commentary: We believe this provision of the ordinance speaks to the issue of replacing two (2) existing neon signs on the 600 South bridge with two (2) Electronic Changeable Copy Signs i.e. a "contemporary design" which is not to be discouraged. Further we do not believe the replacement of the neon signs with Electronic Changeable Copy Signs will "destroy significant cultural, historical, architectural or archeological material..." since the signs have been and will continue to be electronic lit signs with the proposed replacement.

Conclusion: We believe our request to replace the existing neon Trolley bridge signs with the proposed Electronic Changeable Copy Signs satisfies the provisions of the above referenced H Historic Preservation Overlay District ordinance as well as the CS District ordinance.

ELECTRONIC CHANGEABLE COPY SIGN



ELECTRONIC CHANGEABLE COPY SIGN

- 11'-6" X 26' MESSAGE CENTER
- 663,552 PCS, 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 (PROGRAM FOR SLIDESHOW OF STATIC TENANT POSTERS & HISTORICAL PHOTOS W/ SUBTLE TRANSITIONS)
- REMOVE EXISTING SIGN & SUPPORTING MATERIALS. CLEAN & REPAIR AS NEEDED.

TROLLEY SQUARE
SITE SIGNAGE
EXHIBIT B, PAGE 1
JANUARY 21, 2014

Customer Approval

Date: _____

Impact Signs will not be held liable for any underground damage during excavations. Customer responsible for providing electrical service to sign.

Colors depicted may not match actual colors on finished product

This drawing is the property of IMPACT SIGNS All rights reserve

TROLLEY SQUARE

ADDRESS: _____

SHEET: _____ ORIGIN DATE: 6/6/2013

LAST REVISION: 1/17/2014 SCALE: 1/8" = 1'

DESIGNER: ERIN CSALES: MIKE JOB: _____



Office: 801-972-5101 Fax: 801-972-2530
2236 S. 3270 W. Salt Lake City, UT
www.impact-signs.com



1970's Daytime



1970's Night View -
Illuminated Movie Marquee, Illuminated Tower, Tower Stairs, & Tank Cap

FFKR ARCHITECTS



1980's - 1990's Night View



1990's Daytime



1990's Evening



1980's



2014



2014 Damaged and Disfigured Signs



Sign Disfigurement



Unknown year - Night View

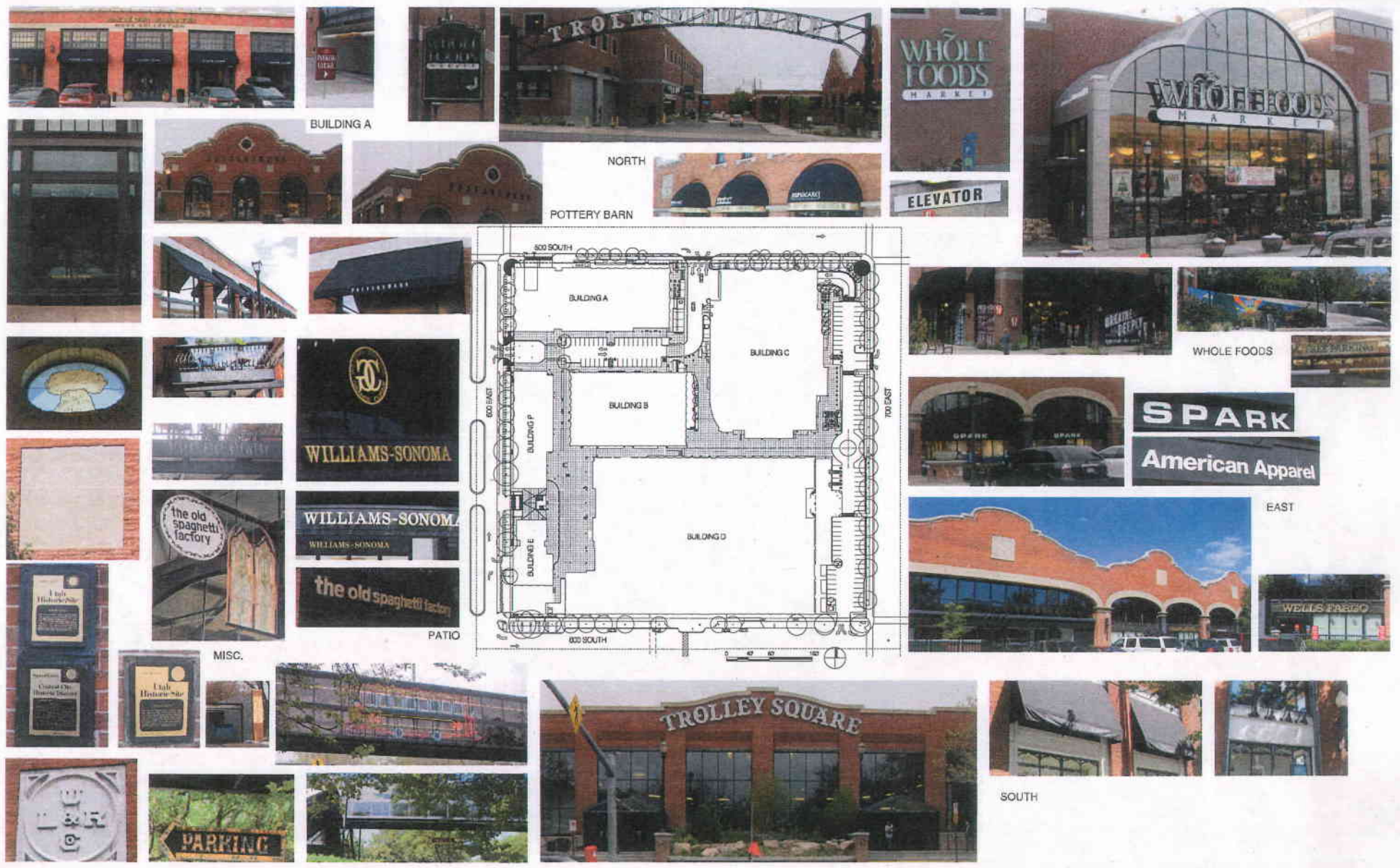


Unknown Year - Evening



2014 Existing Condition

2014 Existing



TROLLEY SQUARE EXISTING EXTERIOR SIGNAGE 7

Attachment C
Public Comment

Lew, Janice

From: Tabula Rasa Social Stationers [write@tabularasastationers.com]
Sent: Tuesday, December 03, 2013 11:47 AM
To: Lew, Janice
Subject: Case number: PLNHLC2013-00952 Trolley Water Tower

Committee Members
Salt Lake City Historic Landmark Commission
City & County Building
451 State Street
Room 326
Salt Lake City, Utah

Dear Sirs & Madams:

I write this in hopes that your committee will elect to authorize the modification and hereby grant an exception for SK Hart, Inc.

to proceed with the refurbishment and update of the Water Tower located at Historic Trolley Square. SK Hart and its representatives have my full confidence as they pursue this option in revitalizing the historic shopping plaza.

As a local business owner, I am excited for the plans SK Hart has for Trolley Square and look forward to many more years in this lovely old building. It would benefit the local community as well as the business proprietors, both inside the center and in the surrounding neighborhoods, to see this area thriving again.

Sincerely,

Sean Brady
Owner
TABULA RASA
Social Stationers

12.5.13
Rec'd HLC



December 3, 2013

Historic Landmark Commission

Re: Trolley Square proposed Water Tower signage and LED conversion

Ladies and Gentlemen:

We, the undersigned, wish to express our support for the proposed reinvigoration of the Historic Trolley Square Water Tower signage as per the plans prepared and submitted by FFKR.

The success of all retail stores is largely dependent on making our customers aware of our products and services. Given the challenges Trolley Square has experienced during the last several years, and our continued commitment to this community, the need to have a modern electronic sign board has never been greater.

Historic Trolley Square and its tenants are committed to serving the Salt Lake community. These renovations will allow us to not only tell our stories, but also those of our customers and community partners, as appropriate.

Additionally, the conversion from neon to LED lighting will improve efficiency and sustainability, and will be more aesthetically pleasing for the entire community. The repairs, painting and restoration will all be completed in accordance with accepted historical standards.

We request your approval of these proposed Water Tower improvements.

Regards.

Potters Barn Kids	Wally Suni
Tabula Rasa	Sean Bradley
Cabin Fever	Sean Bradley
Williams Sonoma	Reggie
The old spaghetti Factory	Jeff
The Pub	Mike

Shopping • Dining • Entertainment



Trolley Taffy Station	Elvestyle Studios
Too Many Legs Animation	Jan F. Finkle
Rodizio Grill	David
Spark	Dale duBaron
Rocky mtn. Chocolate Factory	G/S
Himalayan sweets	Shokhan
Golite	Over
Ypsilon DRESSES	Andrea H
RYNE ANTHONY JEWELERS	Star
Praha Yaga	James E. Miller
POTTERY BARN	Ben
the Spectacle	Ben
Brass Monicle, Inc.	Ben

Shopping • Dining • Entertainment

Lew, Janice

From: Paul Story [paulwstory@gmail.com]
Sent: Saturday, December 07, 2013 12:01 PM
To: Lew, Janice
Subject: Trolley Square Sign

Good Morning,

I am writing to express my opposition to a new electronic sign on the trolley square water tower. Reference Case Number PLNHLC2013-00854.

My home is located at 603 South and 700 East, and I believe the new sign will be a major distraction. There are numerous vehicle collisions at this intersection and the constantly changing illumination may cause more. The sign does not complement the historical image of trolley square and will be a personal nuisance to me. There is enough light pollution around that area as is.

Thank you for your time,

Paul Story
801-891-5712

Lew, Janice

From: John Davis [johnphilipdavis@gmail.com]
Sent: Sunday, December 08, 2013 5:00 PM
To: Lew, Janice
Subject: Trolley Square Water Tower Signage - PLNHLC2013-00854 & PLNPCM2013-00952

Ms. Lew,

I am a resident in the Central City historic district, living a contributing 1891 Victorian home located at 543 E. 600 S. It has recently come to my attention that the Historic Landmark Commission and the Planning Commission recently heard a request regarding the removal of certain signs and placement of new signs on the Trolley Square water tower. I would have liked to attend this hearing, but was happily occupied with the birth of my first child earlier this week. Although I appreciate that the window for public comment may already be closed, I would nevertheless like to express my strong opinion that such a project should not be approved for at least the following reasons:

- The historic nature of Trolley Square is entirely inconsistent with electronic signage of the type requested by applicants. While not a structure per se, the water tower is a key historical feature of significant importance and interest on the property. Moreover, based on my understand of the property's history, the water tower dates to the original construction of the trolley barns. Effectively placing a "jumbo-tron" or an electronic billboard on the tower would operate to destroy any historical interest associated with it, and would significantly diminish from the unique historical nature of Trolley Square. This is especially true as the proposed changes are to be located at a prominent and primary point of entry to the facility with perhaps the best street view of the historic trolley barns.
- Such signage is inconsistent with the vast majority of other signage in the district outside the 400 S. corridor. Even within this corridor, most commercial signage is passive lighted signage (e.g., not moving pictures). Outside the 400 S. corridor, almost all signage is monument signage, even on non-contributing structures.
- Based on a review of many provisions of the ordinances governing new signage in the district, I strongly believe the proposed electronic billboard signage does not comply with at least 21A.38.090A as well as multiple design guidelines delineated in 21 A.34.020 H.

I appreciate your time and consideration of the above, and sincerely hope the commission does not approve the use of electronic billboards mounted to a significant historical feature of likely the most significant historical commercial property in the district.

Best regards,

John Davis

John P. Davis
Mobile: 408.329.8174

Lew, Janice

From: help@thejewelersguild.com on behalf of Lincoln [lincoln@thejewelersguild.com]
Sent: Saturday, January 25, 2014 11:27 AM
To: Lew, Janice
Subject: Opposition to Water Tower Easel

Dear Janice, I would like the following read at the meeting on February 6, 2014 in regard to the Trolley Square Water Tower. Unfortunately, I will be out of town.

I am the owner of Trolley Cottages. The properties across the street from Trolley Square at 563 S 700 E, 575 S 700 E, & the corner 703 E 600 S. I originally was a tenant of Trolley Square in the 70's and 80's.

I remember when people used the tower as an observation deck, kind of like the Eiffel Tower. There was a certain kinetic energy to it, a fun activity. In addition, when people see other people going up and down the tower they will take notice and possibly stop. This will add traffic to the mall and area.

Unfortunately, Wally Wright put an end to all this activity for the movie theater. The theater is now gone. We no longer need an electrified easel, this is not Las Vegas!

Please put your best historical foot forward.

My Regards,

Lincoln White
Trolley Cottages

Lew, Janice

From: Pickering, Maryann
Sent: Wednesday, January 29, 2014 12:38 PM
To: Lew, Janice
Subject: FW: Trolley Square- PLNHLC2013-01006

Hi Janice.

Just wanted to let you know I got this email. In her original message, she's opposed to more signs and advertisements at Trolley Square.

Thanks.

From: Pickering, Maryann
Sent: Wednesday, January 29, 2014 12:33 PM
To: 'Katherine Leksander'
Cc: 'Alec LaLonde'
Subject: RE: Trolley Square- PLNHLC2013-01006

Hi Katherine.

Trolley Square has two active historic applications now. The one you got the card for is mine, the site improvements. The lighting for this request are pillars of LED lighting leading from the arch entrance off 500 South to the water tower area. We do not support the LED pillars and recommended they change them to the more historic looking fixtures like the black ones' on site already. LED accent lighting is also proposed throughout the property and we do not support that.

The other application they have is for the modification of the signs on the water tower. I'm not working on that request but from what I know, they want to remove the old movie theater signs and replace it was a digital sign. This item was originally considered in December and continued so you probably did not receive a new card. The reconsideration is on the agenda for next week too and you are welcome to attend for that item. A link for the agenda is provided below.

<http://www.slcdocs.com/Planning/HLC/2014/26Agn.pdf>

Thanks, Maryann

From: Katherine Leksander [<mailto:katherineleksander@gmail.com>]
Sent: Wednesday, January 29, 2014 10:17 AM
To: Pickering, Maryann
Cc: Alec LaLonde
Subject: Trolley Square- PLNHLC2013-01006

Hi Maryann,

My name is Katherine Leksander. I live near Trolley Square and am interested in the notice I received in the mail regarding the improvements to the Trolley Square building. Overall, it seems that the intent is to improve the structure, lighting, and lawns. I think that sounds delightful!

However, we, my fiancée and I, were interested in the lighting aspect. Would you be attempting to adjust the lighting to include advertisements in any way? Or is this just an attempt to make the appearance a little more attractive? We support upgrading the property, but do not support more advertisements.