



Work Session Memorandum

Planning Division
Community & Economic Development Department

To: Historic Landmark Commission

From: Amy Thompson, Associate Planner

Date: September 25, 2014

Re: 602 E 500 South
Major Alterations-Proposed Signs at Trolley Square

This is a request from Robert Pinion, architect, representing Trolley Square Ventures, for a Work Session with the Historic Landmark Commission to review a draft proposal for signs at Trolley Square, located at approximately 602 E 500 South in the CS Community Shopping District. Trolley Square is a Landmark Site within the Central City Historic District. Trolley Square was listed as a Historic Site by the State of Utah in 1973, and added to the National Register of Historic Places in 1996. The Water Tower at Trolley Square is individually listed on the National Register as a Landmark Site. The applicant has been working to modify the proposal to address previous concerns of the Commission, and is seeking feedback and guidance to help refine the final proposal.

The purpose of the work session is to listen to the presentation, comment, identify issues raise questions and provide direction to the applicant so they can proceed with revisions and a formal review and decision by the Historic Landmark Commission at a later date.

Work Session

Planning Staff have had phone and email correspondence with the applicant, and on two separate occasions met with the architect, the owner of the property, and the property manager, to provide feedback and review the main concerns and challenges with the draft proposal for signs Trolley Square. Following discussions with Staff, the applicant requested a work session to discuss design options and get feedback from the Commission that will inform their final proposal.

Questions for the Commission:

- a) What direction do you have for the applicant in regards to the draft proposal?
- b) Do the proposed parts seem to follow the guidelines and meet the adopted standards?
- c) What changes or modifications does the Commission suggest to get the draft proposal closer to meeting the adopted standards?
- d) Are there any main concerns that should be addressed?

New Draft Proposal

The revised request includes a proposed master sign plan, a proposal to replace the existing non conforming water tower signs, and new signs at Trolley Square. The applicant has requested a work session to get feedback and comments from the Commission on the following draft proposal items: (See Attachment A)



1. **Master Sign Plan/Branding:** Establish a Trolley Square brand for signs by developing a master sign plan that outlines guidelines and standards for future signs on the Landmark Site. (See Attachment B)

Design Guidelines for Signs in Historic Districts:

Guideline 3: A master sign plan should be developed for the entire property to guide individual sign design and location decisions.

- This is especially important when a building includes multiple businesses.
- A master sign plan should specify the location, number and size of all signs on the property.
- The materials, methods of illumination and graphic standards should also be defined.
- A master sign plan should make all sign on the building cohesive, linking one to another, ultimately creating a central theme for the site.

Related Information: Trolley Square Conditions of Approval Relative to Case #470-07-21: Trolley Square (new construction and major alterations): The Historic Landmark Commission approved this application with conditions, one of which was the applicant includes a historical walking tour that explains the history of the site with final details of the tour delegated to the Planning Director based on the input from the State Historic Preservation Office, and the Utah Heritage Foundation, and Staff, and that the Historic Landmark Commission grant final approval of the tour. (See Attachment C) This condition of approval must be met before a certificate of occupancy is granted for the buildings along 500 south. If the tour is to incorporate signs throughout the site, staff would like to see those included in the master sign plan for Trolley Square.

Questions for the Commission:

- a) Does the proposed draft Master Sign Plan provide enough guidance in regards to future signs for the Trolley Square site?
- b) Do you have suggestions of additional things that should be incorporated into the master sign plan?

- 2. Replacement of Non Conforming Signs on the Water Tower:** Replacement of 2 existing non conforming pole signs on the north and south sides of the water tower, with 2 internally illuminated electronic changeable copy signs. The existing non conforming signs measure approximately 290 square feet with an internally illuminated area of 119 square feet. The proposed signs measure approximately the same size with an internally illuminated electronic changeable copy area of 140 square feet. The applicant would like to locate the new signs approximately 15 feet lower than their current position on the water tower, and a special exception would be required to modify the location of an already non conforming sign.

The Salt Lake City zoning ordinance states:

21A.46.070(V) Historic District Signs

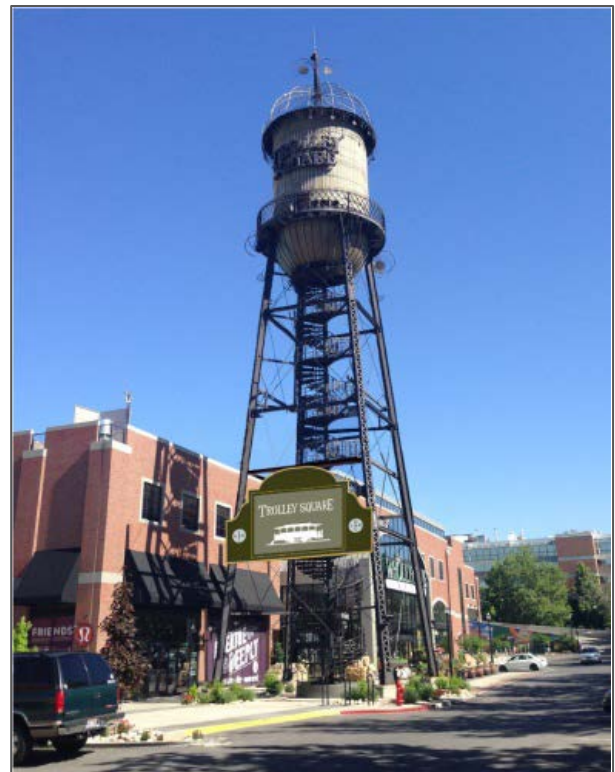
The historic landmark commission may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the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

21A.46.140 Non Conforming Signs:

A nonconforming sign shall not be reconstructed, raised, moved, replaced, extended, altered or enlarged unless the sign is changed so as to conform to all provisions of this chapter. Alterations shall also mean the changing of the text or message of the sign as a result of a change in use of the property. Alterations shall not be interpreted to include changing the text or copy on outdoor advertising signs, theater signs, outdoor bulletins or other similar signs which are designed to accommodate changeable copy.



Existing Non Conforming Internally Illuminated Changeable Copy



Proposed Internally Illuminated Electronic Changeable Copy Sign



The zoning ordinance defines an electronic changeable copy sign as:

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 intent of the internally illuminated electronic changeable copy panels on the water tower is to advertise and identify the different tenants within Trolley Square, and to increase foot and vehicle traffic to the site. The proposed signs are also designed with the intent to display historical imagery of the site, and advertise promotional events at Trolley Square.

Design Guidelines for Signs in Historic Districts:

Guideline 35: Internally illuminated signs are generally not associated with Salt Lake City’s historic districts. Nonetheless, in commercial areas, specifically within larger developments along arterial streets with many noncontributing structures, they may be appropriate.

- Internally illuminated signs are not appropriate in neighborhood commercial areas in areas with many contributing commercial structures.
- If internal illumination is considered it should be limited to individual cut out letters with only the letter face illuminated.

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.

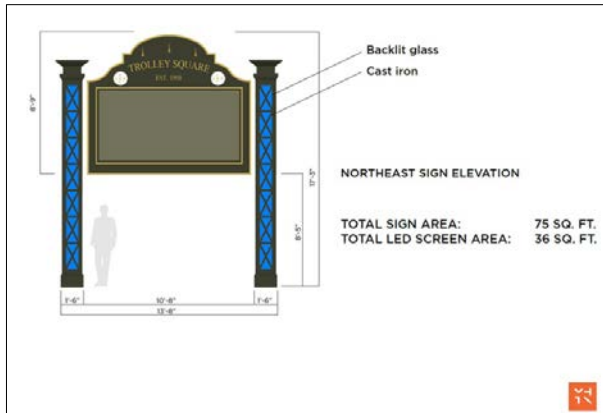
Guideline 13: Illumination of a sign should be done with the objective of achieving a balance between the architecture, the historic district and the sign.

- The color and the 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.
- Light intensity should not overpower the building or street edge.

Questions for the Commission:

- a) Is an internally illuminated electronic changeable copy sign appropriate for the water tower?
- b) Are the proposed location, design, and scale of the sign compatible with the water tower?
- c) Does changing the sign type to include electronic changeable copy increase the non conformity of the sign?
- d) Would the proposed sign overpower the historic water tower?

- 3. New Pole Sign on North East Corner:** A new pole sign with an internally illuminated electronic changeable copy panel is proposed for the northeast corner of property at 500 South and 700 East. The pole sign is situated at an angle so it projects to both the north and the east traffic.



Design Guidelines for Signs in Historic Districts:

The Design Guidelines list generally appropriate and inappropriate types of signs in Historic Districts and at Landmark Sites. The guidelines identify pole signs as a generally inappropriate sign type.

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.

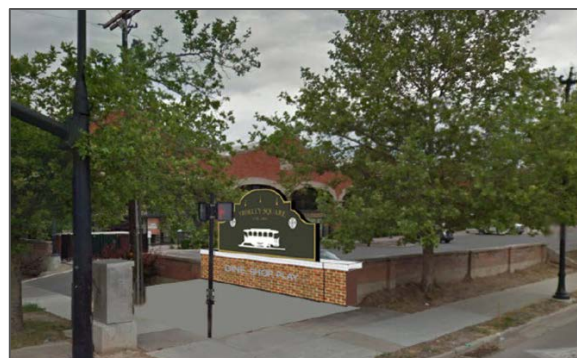
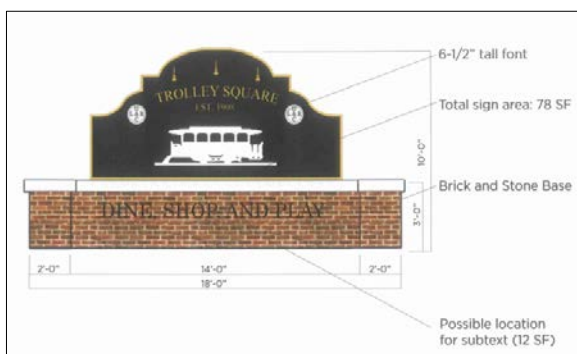
Guideline 33: Monument signs are a less obtrusive alternative to a pole sign and animated signs.

Guideline 35: Internally illuminated signs are generally not associated with Salt Lake City's historic districts. Nonetheless, in commercial areas, specifically within larger developments along arterial streets with many noncontributing structures, they may be appropriate.

Questions for the Commission:

- a) Is the proposed pole signs appropriate for the Central City Historic District and for the Landmark Site?
- b) Is the proposed type of pole sign (internally illuminated electronic changeable copy) appropriate for the site in this instance, and consistent with the character of Trolley Square?
- c) If a pole sign is considered appropriate, are the design and scale of the sign compatible with the existing character and architecture of the buildings?

- 4. New Monument Sign:** A new monument sign is proposed for the southeast corner of the subject property at 600 South and 700 East. The brick which currently wraps the southeast corner will need to be altered to meet the 10 foot (10') setback requirement for monument signs over 5 feet (5') tall.



Design Guidelines for Signs in Historic Districts:

Guideline 33: Monument signs are a less obtrusive alternative to a pole sign and animated signs.

- Signs must be compatible to the architecture of the building to which they are associated.
- Lighting of monument signs is permitted, provided that the light is shielded and directed only toward the sign.

Questions for the Commission:

- a) Does the proposed monument sign complement the scale and architecture of the contributing building on 600 South and 700 East?
- b) Is it appropriate to alter existing features on the site to make room for the proposed sign to meet required setbacks?
- c) Is there another appropriate design option or modification that could be explored for a sign in this instance?

5. **New Flat Building Sign:** A new flat sign is proposed on the northwest corner of the subject property at 500 South and 600 East. The proposed sign is 30 square feet and will be attached directly to the brick building. The sign will have halo lighting at night.

Design Guidelines for Signs in Historic Districts:

Guideline 16: Consider halo illumination as an alternative to other types of internally illuminated signs.

Guideline 22: Letter styles and sizes should be selected that will be compatible with the building front.

- Except on large buildings along arterial streets, sign letter should be determined based on the legibility from the pedestrian way, and not the street.
- A sign of lesser height will be appropriate depending upon the scale of the street frontage.



Guideline 7: Position a sign so that it does not obscure or conflict with architectural features of the building.

- A wall sign should be placed so that it is framed by the architectural details of the building.
- A wall sign should be placed to reflect the fenestration pattern of the building
- Placing or dimensioning a wall sign so that it spans the pilasters or detailing of a building should be avoided.

Questions for the Commission:

- a) Does the proposed illumination of this sign achieve a balance among the architecture, the landmark site, and the sign?
- b) Is the proposed halo illumination appropriate for this area?
- c) Is the proposed location of the sign on the building an acceptable location on the structure?

6. New Pole Sign on South West Corner: A new pole sign on the southwest corner of the subject property at 600 South and 600 East. The sign will use the same design as the other proposed signs with an internally illuminated electronic changeable copy panel, and will be attached to a new entrance that will be constructed to the loading docks. The new entrance would connect the building on 600 East with the wall along 600 South. An alternate placement of this sign is identified with a red "A" in the bottom right picture on the following page. The alternate location is not preferred by the applicant as it does not capture eastbound traffic.

Design Guidelines for Signs in Historic Districts:

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.

Guideline 35: Internally illuminated signs are generally not associated with Salt Lake City's historic districts. Nonetheless, in commercial areas, specifically within larger developments along arterial streets with many noncontributing structures, they may be appropriate



Photo above shows the existing conditions near the loading dock on the corner of 600 East and 600 South.



An arched wall would need to be constructed to connect the wall along 600 South with the building on 600 East to house the proposed sign. A final determination on the sign type would need to be made by the zoning administrator.

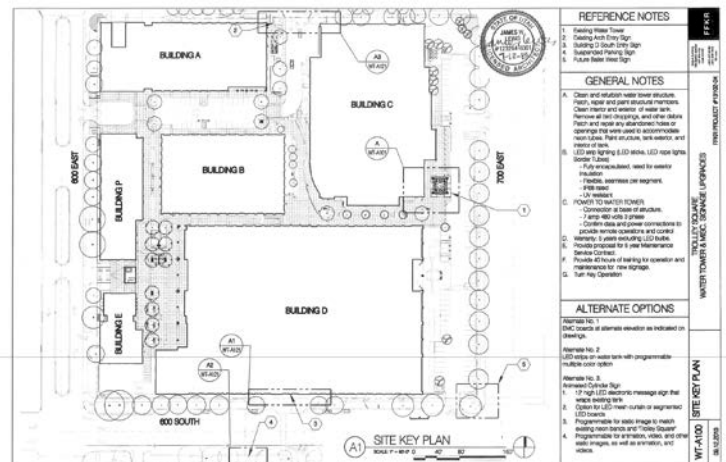
Questions for the Commission:

- a) Is an internally illuminated electronic change copy sign appropriate for the proposed location at the corner of 600 East and 600 South?
- b) Is the proposed construction of the new entrance to the loading dock compatible with the site?
- c) What options would you suggest to the applicant for signs at this particular location along 600 East and 600 South?

Background Information

First Public Hearing

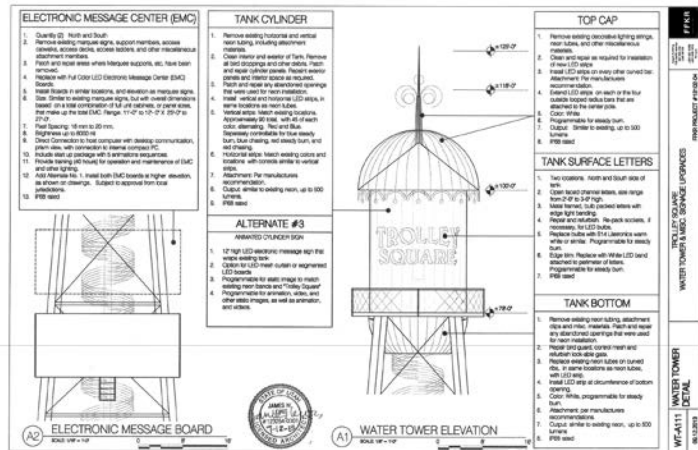
On December 5, 2013 the Historic Landmark Commission held a public hearing to consider a proposal to replace two existing nonconforming signs on the north and south side of the water tower, with two internally illuminated electronic changeable copy signs. The water tower is



considered a non-complying structure because of its height. At approximately 97 feet it exceeds the 45 foot height limitation in the CS zoning district. The signs attached to the tower are considered a pole signs 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 Design Guidelines for Signs in Historic Districts discourage pole signs, and instead recommends monument signs as a less obtrusive alternative. However, noting that there is an existing non complying pole sign, a replacement of that non complying sign was considered. The proposed internally illuminated electronic changeable copy 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's main concerns centered on:

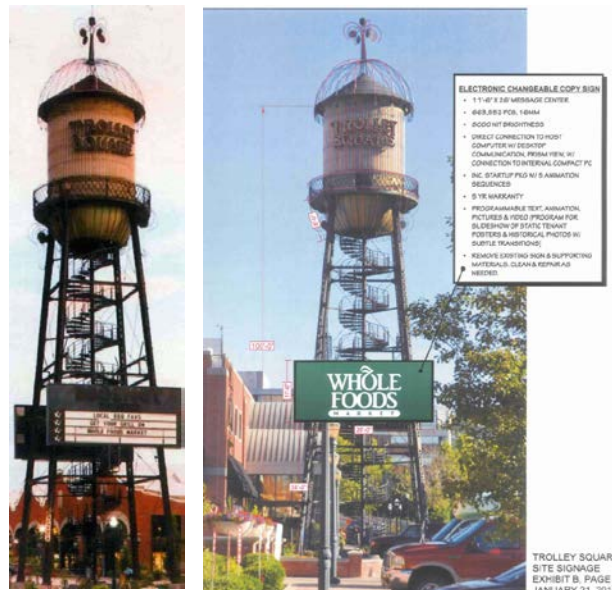
- a) The overall plans for signs at Trolley Square. The commission expressed the importance of developing a Master Sign Plan that meets the standards and follows the adopted Historic District Sign Guidelines.
- b) The type of sign proposed: An internally illuminated electronic changeable copy sign was not consistent with the historic character of the site.
- c) The historic appropriateness of the proposal for the site. The water tower is unique, and a character defining feature of the site, and the proposed signs should be complementary to the site and not the main focal point.



The members of the Commission elected to table the project for further discussion, at a future meeting, to allow time for the applicant to modify the petition in a way that addressed the Commission's concerns. (See Attachment D)

Second Public Hearing

On February 6, 2014 the Historic Landmark Commission considered an alternative sign design for the water tower. The desire for an internally illuminated electronic changeable copy sign had not changed with the alternative design proposal; however the special exception request to replace the sign to a higher location on the water tower was withdrawn. Although the presented design had been slightly modified, ultimately Staff was not able to change the recommendation because the proposal was not consistent with the adopted standards. Initial concerns remained, and the Commission agreed the proposal did not meet the standards in the ordinance, and was not consistent with the historic character of the site. The Commission acknowledged the water tower itself functioned as a sign and could be highlighted to enhance the property. (See Attachment E)



Appeal of Decision

Trolley Square Ventures filed an appeal of the decision made by the Salt Lake City Historic Landmark Commission to deny the application for a Certificate of Appropriateness to alter the existing signs on the water tower located on the Trolley Square site.

A hearing before the Appeals Hearing Officer was held on April 16, 2014. The decision to deny the Certificate of Appropriateness was upheld because it was supported by substantial evidence in the record. The appeal request failed to meet the standards of section 21A.34.020-Standard 11. That standard provides that "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 of the Salt Lake City Code." The appeal was denied on May 7, 2014. (See Attachment F)

Attachments:

- A:** Trolley Square Draft Sign Plan
- B:** Trolley Square Draft Sign Guidelines
- C:** Finding & Order Case #470-07-21
- D:** December 5, 2013 HLC Minutes (excerpt)
- E:** February 6, 2014 HLC Minutes (excerpt)
- F:** May 7, 2014 Denial of Appeal
- G:** Existing Trolley Square Master Sign Plan (adopted September 11, 1987)

ATTACHMENT A

Trolley Square Draft Sign Plan



UPDATED SEPTEMBER 2014



TROLLEY SQUARE EXTERIOR SIGNS

23 September 2014

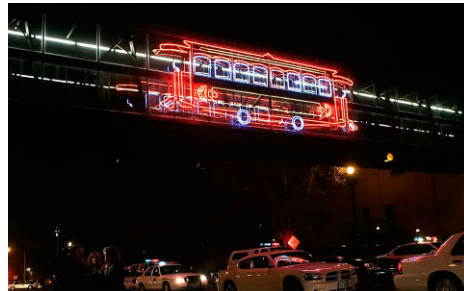




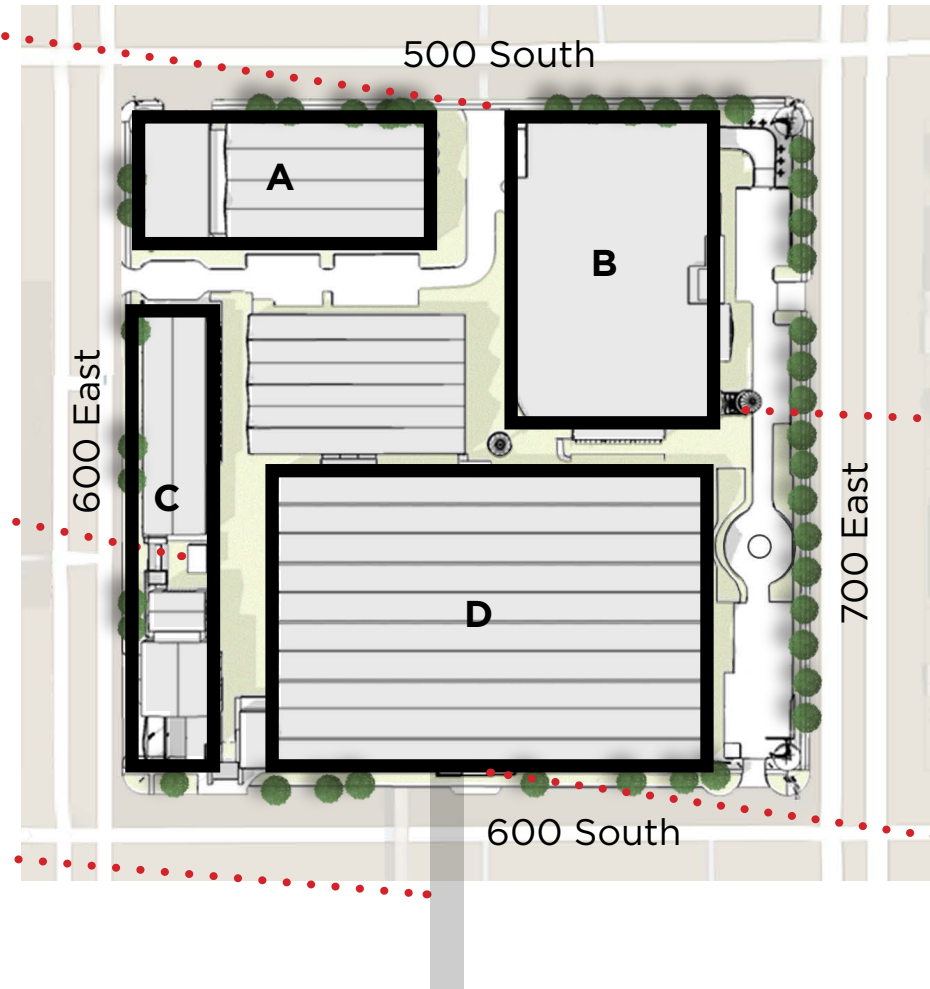
pole sign (pad site A)



signage on glass (pad site C)



Neon sign



pad site



existing pole sign
(non-conforming,
non-compliant)



exterior lettering/flat sign (pad site D)

EXISTING SIGNS

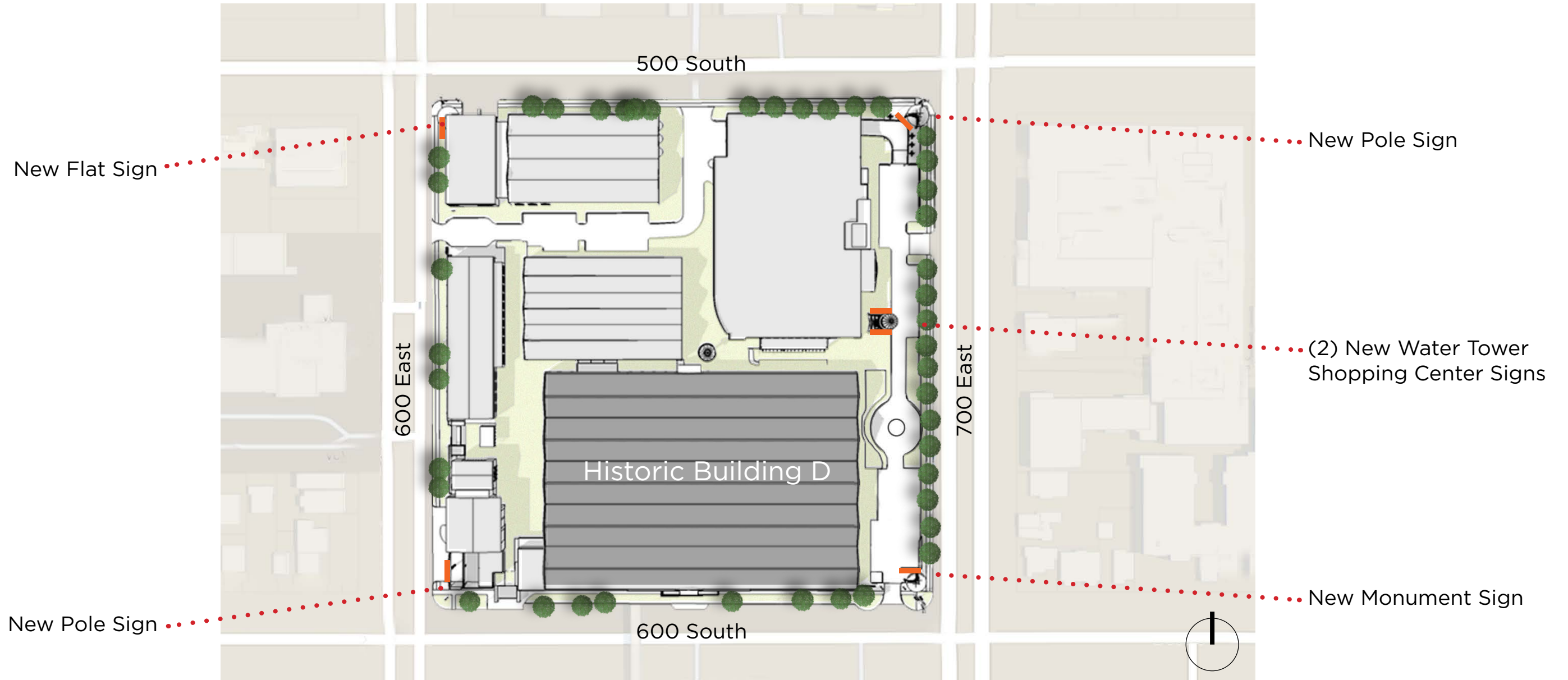
This diagram of existing signs includes the signs for Trolley Square as a whole, not for individual tenants. Each pad site is allowed a maximum of one pole sign and one monument sign.

Pad site "A" has an existing pole sign to the east of the building. The other various signs currently located at Trolley Square include applied signage on glass, LED / neon lighting, shopping center identification signs, and exterior lettering.



PROPOSED NEW SIGN LOCATIONS

UPDATED SEPTEMBER 2014

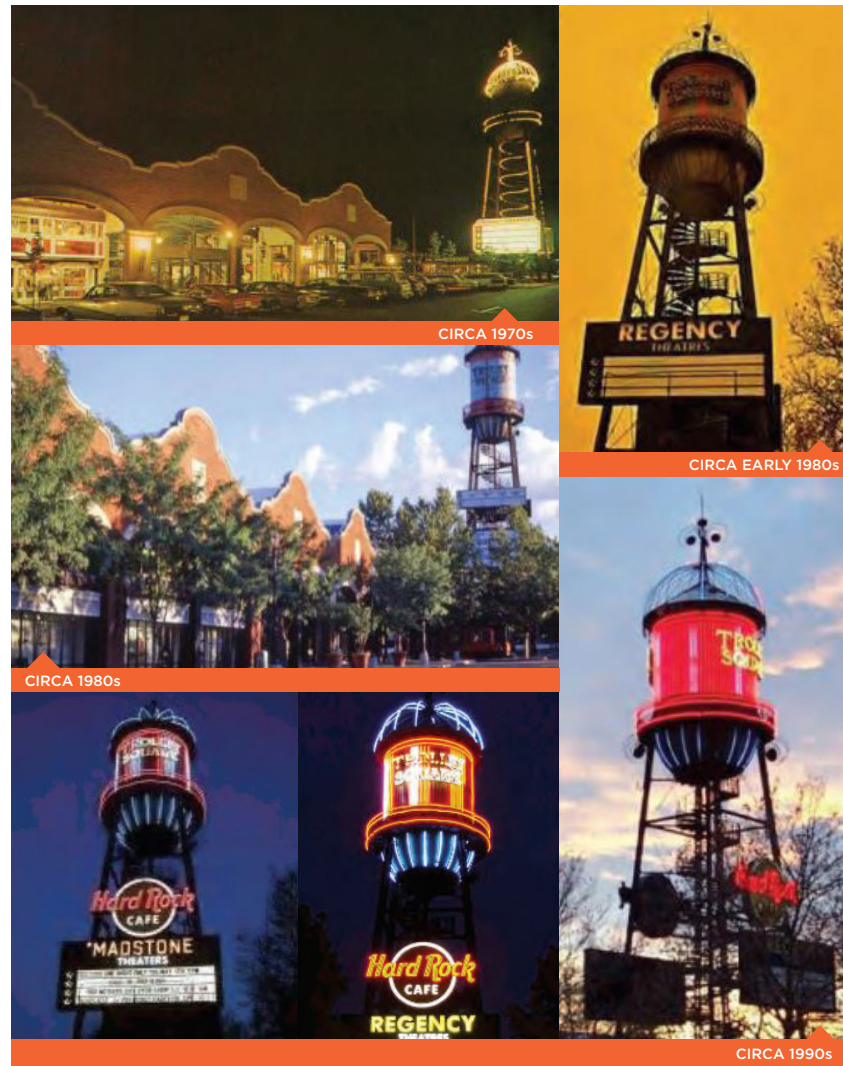


WATER TOWER SIGNAGE HISTORY

The story behind the signage at the Trolley Tower dates back to the early 1970s when the function of Trolley Square was converted into a public shopping destination. As seen in these photos, the signage has functioned to enhance the experience and advertise various types of venues. Lighting has always been part of the iconic tower, with several approaches used ranging from incandescent to neon.

The signs have varied in size over time, mostly being scaled appropriately within the context of the Tower and Water tank. The theater type billboards perhaps have been the most large in size as their legibility was critical to the effectiveness of the information provided. Today's sign measures approximately 11'2" x 26'-0" or 291 SF.

This study presents a solution for consideration that explores a new historic stylized LED sign within similar contexts of days of old.





NEW WATER TOWER LED SIGN

This study uses an LED display size of 140 square feet to fit inside the historic backdrop.

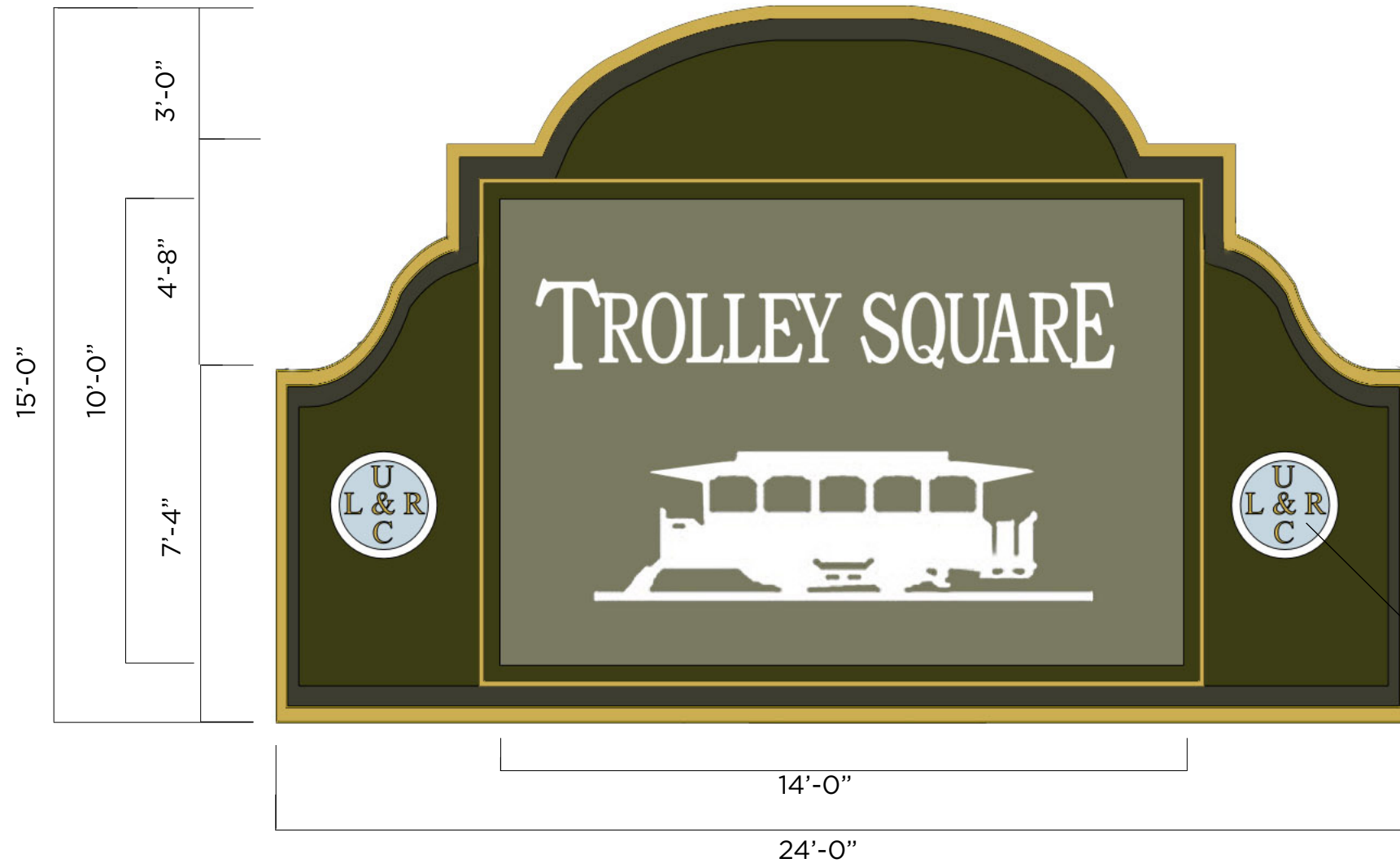
The color of the sign is still being studied, however it is anticipated that the detailing will be as shown with gold leaf trim (color only) and differing depth to create a shadow boxing effect.

The U L&R medallions are being provided to again pay tribute to this historic nature of Trolley Square. From a conservation stand point all medallions on the buildings are also being restored.

Trolley Square was establishment in 1908, and such historic nod seems appropriate to continue in fitting the sign into a historic site.

The sign is attached to the Tower at 22' above the sidewalk for effective pedestrian exposure to shops located at Trolley Square.





WATER TOWER SIGN ELEVATION

TOTAL SIGN AREA: 290 SQ. FT.
TOTAL LED SCREEN AREA: 140 SQ. FT.

Non-illuminated emblem





NEW SOUTHEAST MONUMENT SIGN

This proposed monument sign has been designed to fit into the historical context of Trolley Square.

The brick wall which currently wraps the south east corner will be altered to meet the code setback requirement of 10 feet. The sign has a total area of 78 square feet, and will be attached to the brick wall.

The words “Dine, Shop, Play” (or a similar tagline) will be mounted to the brick wall below the Trolley Square sign. These words will add another 12 square feet to the sign, bring the total up to 90 square feet, still below the allowed 100 square feet. The sign will be halo-lit at night.

As this is the most historic corner of Trolley Square, the monument sign will not include a modern LED screen, but will have the historic Trolley Square logo.

The U L&R medallions are again being provided to pay tribute to this historic nature of Trolley Square.





SOUTHEAST SIGN ELEVATION

TOTAL SIGN AREA: 78 SQ. FT.

Possible location for subtext (12 SQ. FT.)



NEW NORTHEAST POLE SIGN

A new LED pole sign near the northeast corner of Trolley Square will help advertise for tenants and upcoming events.

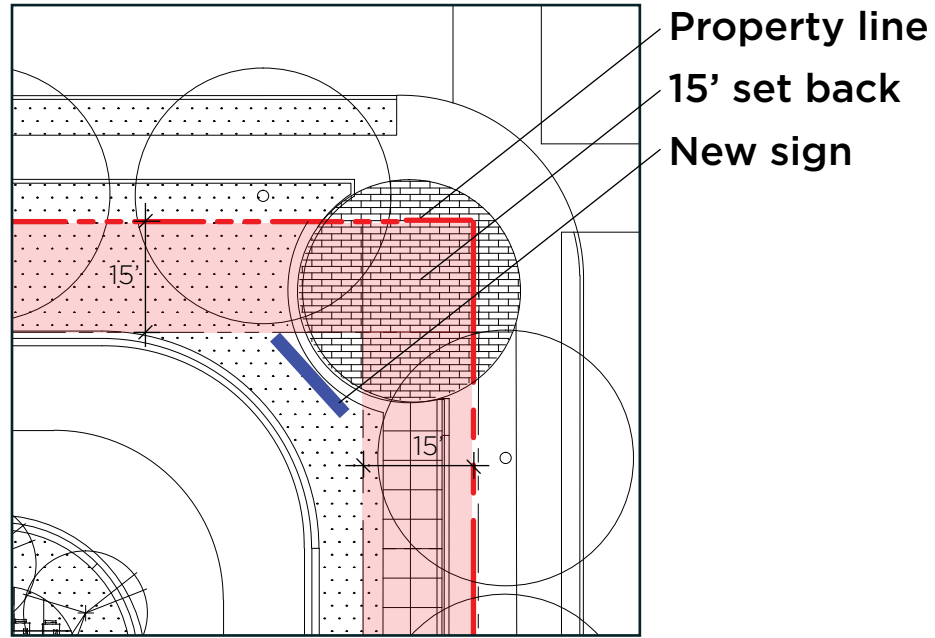
The sign will sit behind the existing curved bench and will not interfere with the existing landscaping.

The sign has a total area of 75 square feet, a LED screen of 36 square feet, and will be mounted on two metal and glass poles.

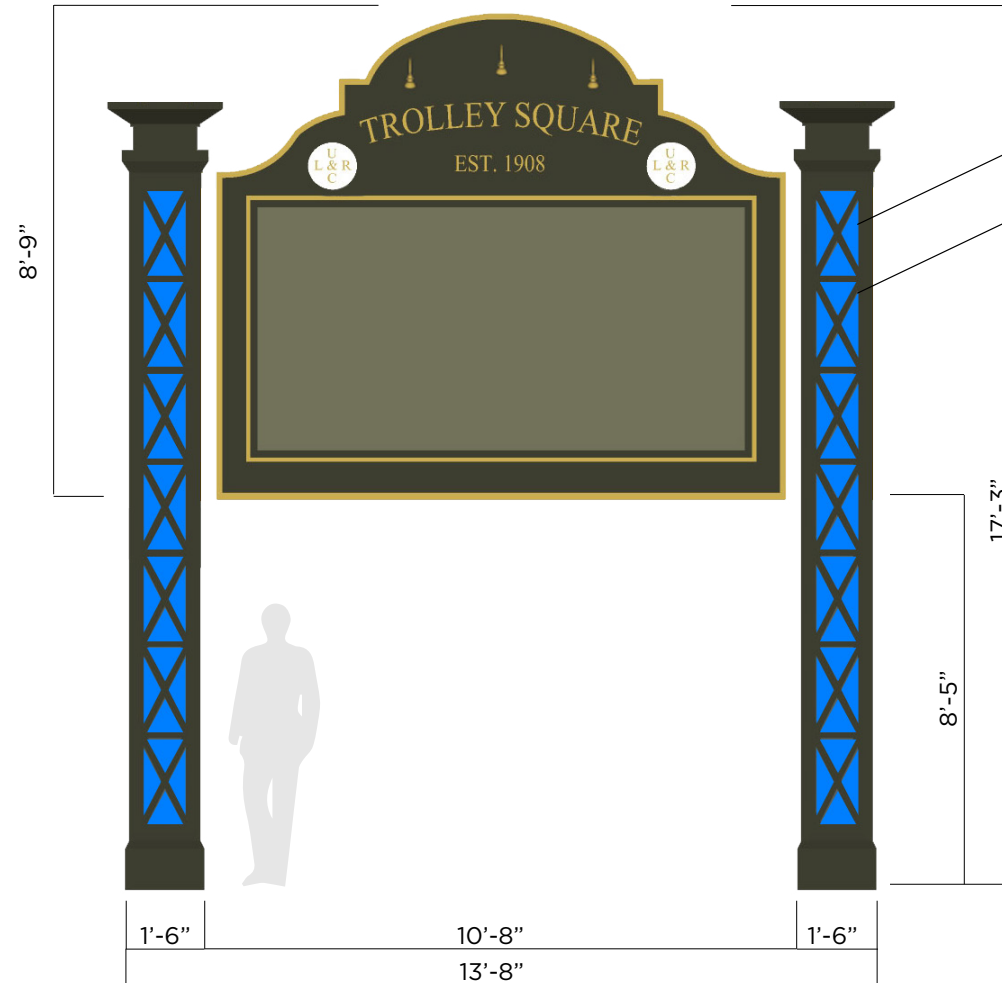
The green color of the sign will match the other new signs and the detailing will be as shown with gold leaf trim (color only) and differing depth to create a shadow boxing effect. The goose neck light fixtures are also gold in color to stand proud of the sign as they may have been in the early 20th Century.

The U L&R medallions are again being provided to pay tribute to this historic nature of Trolley Square.





SITE PLAN



Backlit glass
Cast iron

NORTHEAST SIGN ELEVATION

TOTAL SIGN AREA:	75 SQ. FT.
TOTAL LED SCREEN AREA:	36 SQ. FT.





NEW NORTHWEST WALL SIGN

The Northwest corner of Trolley Square will feature a flat wall sign.

The sign has an area of 30 square feet, and will be attached directly to the brick building. It will read, "TROLLEY SQUARE," and will have halo-lighting at night.

The building facade is approximately 120', therefore the length of lettering is within the allowable 120 square feet allowable.





TROLLEY SQUARE

30'-0"

1'-0"

NORTHWEST SIGN ELEVATION





NEW SOUTHWEST POLE SIGN

This proposed sign has an LED screen of 64 square feet, and an overall sign face of 140 square feet.

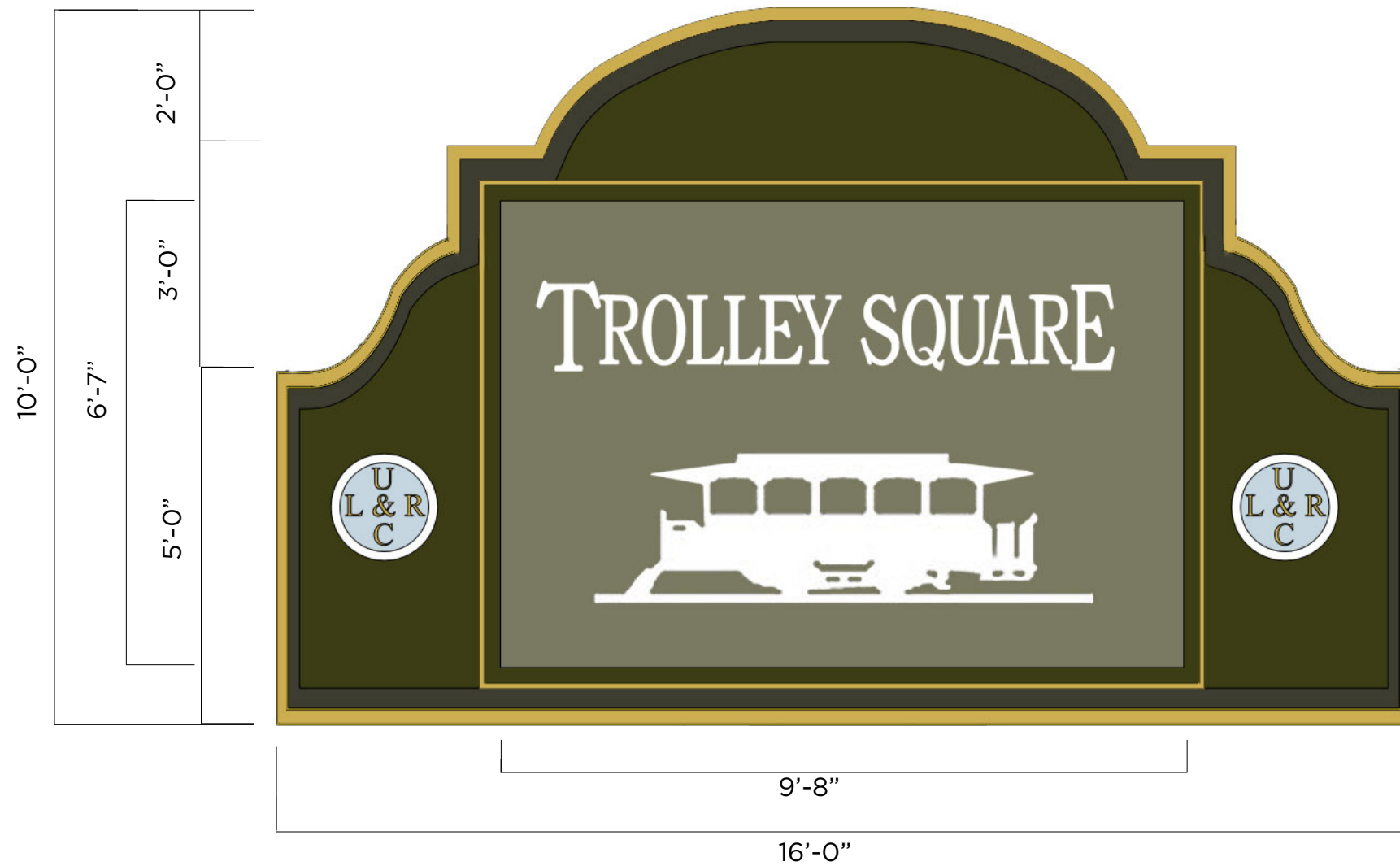
A new entrance to the loading dock will be added to match the existing style of the trolley barns. The new wall-mounted LED sign will be located on the west face of this new entrance for effective vehicular exposure to shops located at Trolley Square.

The green color of the sign will match the other new signs and the detailing will be as shown with gold leaf trim (color only) and differing depth to create a shadow boxing effect.

The U L&R medallions are again being provided to pay tribute to this historic nature of Trolley Square.

As an alternate location, the LED sign can be located on the South Facing wall, identified with the symbol A. This location will require further coordination as it faces residential parcels to the south. This location is not preferred as it does not capture the attention of vehicles travelling east bound.





SOUTHWEST SIGN ELEVATION

TOTAL SIGN AREA: 140 SQ. FT.
TOTAL LED SCREEN AREA: 64 SQ. FT.



ATTACHMENT B

Trolley Square Draft Sign Guidelines



UPDATED SEPTEMBER 2014



TROLLEY SQUARE SIGNAGE STANDARDS

23 September 2014





HISTORY

UPDATED SEPTEMBER 2014

Trolley Square has been part of Utah's heritage since 1847, when Mormon leader Brigham Young designated the area as the Tenth Ward. The ten-acre block later served as fairgrounds, until Union Pacific magnate E. H. Harriman chose the site for his state-of-the-art trolley car system. He invested \$3.5 million to construct the unusual mission-style car barn complex in 1908. Within six years, more than 144 trolleys served the valley from the site until the transit line was discontinued in 1945.

Trolley Square is now 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."





SIGNAGE OVERVIEW

UPDATED SEPTEMBER 2014

The following design guidelines for historic districts were set forth by Salt Lake City. They provide property owners, tenants, City staff, and the Historic Landmark Commission with a guide toward making consistent and fair decisions.

- A sign should preserve, complement, or enhance the architectural composition and features of the building.
- Signs should be designed in proportion and scale with the building.
- Signs should have a human scale, and be pedestrian oriented.
- The sign illumination source should be shielded and directed only toward the sign.
- The use of internally illuminated signs are not appropriate.
- Sign materials should be compatible with those of the historic building. Plastic is not appropriate.
- Sign colors should complement the colors of the building.
- The use of neon may be considered, as long as it does not become visually obtrusive and dominate the street frontage.
- L.E.D. displays are acceptable if incorporated within the historical context and display graphics in harmony with the brand.

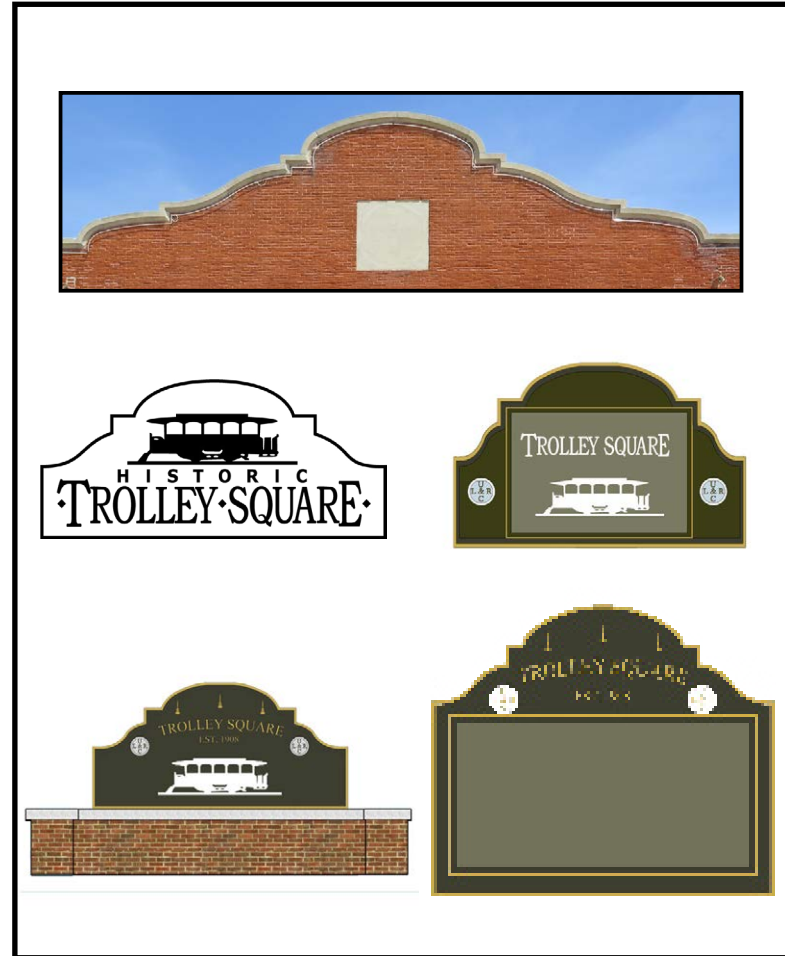




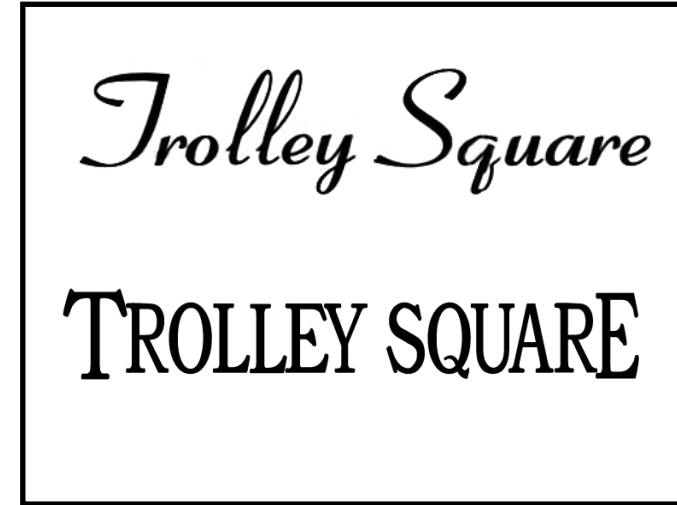
EXISTING TROLLEY SQUARE BRANDING

UPDATED SEPTEMBER 2014

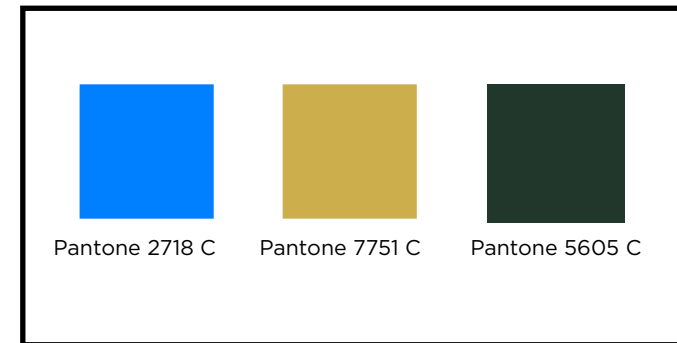
SHAPE



FONT



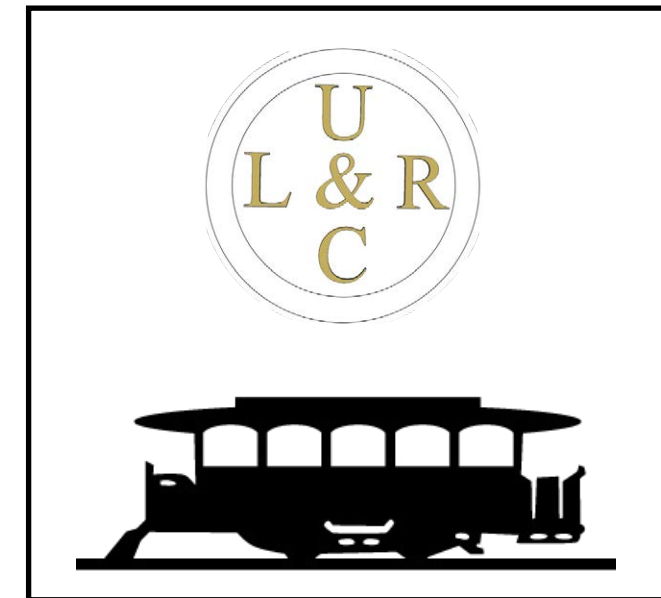
COLORS



LAMPS



SYMBOLS



ARCHITECTURE





TROLLEY SQUARE TENANT BRANDING

UPDATED SEPTEMBER 2014

Tenants are responsible for the design, fabrication, installation, and maintenance of their own signs. Permanent signs are limited to trading name, logo, and decorative treatment. They may not advertise items sold. Tenants' unique fonts, symbols, logos, and brands may be used on their storefront. Trolley Square branding elements, such as sign shape and the image of the trolley may also be used, but are not required.

Tenants may use varied sign types inside the building including (but not limited to) flat wall signs, neon signs, reversed pan channel letters, pin-mounted letters, projection signs, and menu boards. All signs must be appropriately integrated into storefront design and respect the historical nature of Trolley Square.

All interior signage is subject to the Landlord's review and approval.





EXTERIOR SIGNAGE STANDARDS

UPDATED SEPTEMBER 2014

Tenants with only an exterior store entrance shall design, fabricate, install, and maintain a sign which is integrated into their storefront design. It shall be limited to trading name, logo, and decorative treatment. Sign design should continue and reflect the tradition of unique, historical, and sophisticated store design and merchandising established at Trolley Square.

Prior to construction, the tenant shall provide complete working drawings and specifications for the fabrication of the sign. The tenant must receive written approval from the landlord, and then approval from the Salt Lake City Historical Landmarks.

The following sign types are allowed:

- Pole Signs
- Monument Signs
- Flat Wall Signs
- Exterior Lettering
- Applied Signage on Glass
- Projection Signs
- Shopping Center Identification Signs
- Directional Signs





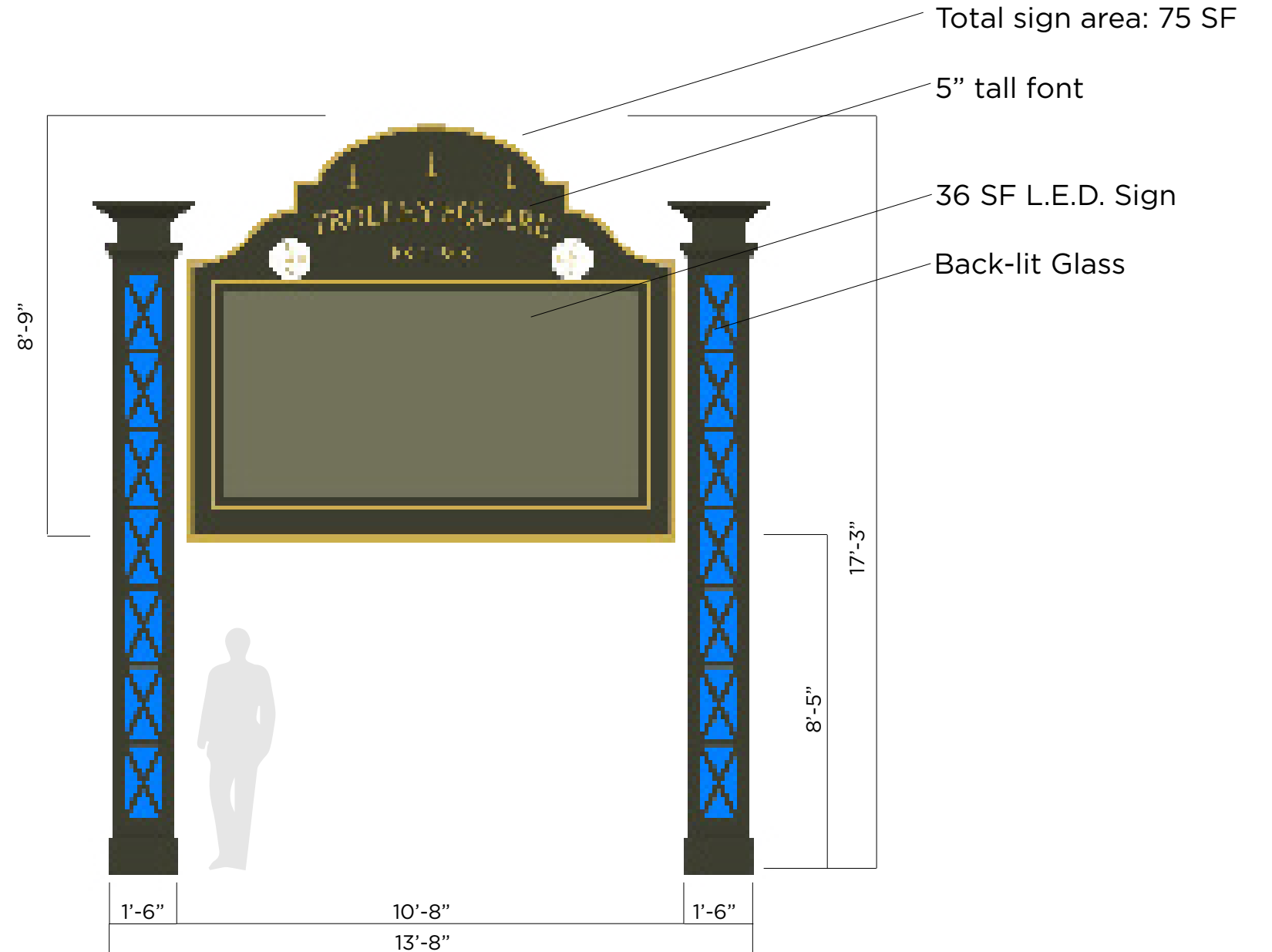
POLE SIGNS

UPDATED SEPTEMBER 2014

DEFINITION: A freestanding sign other than a monument sign erected and maintained on a pole(s) and not attached to any building.

REQUIREMENTS: (per SLC code)

- 75 square feet maximum area per sign face
- 25 feet maximum sign height
- 15 feet minimum setback with a 6 foot projection





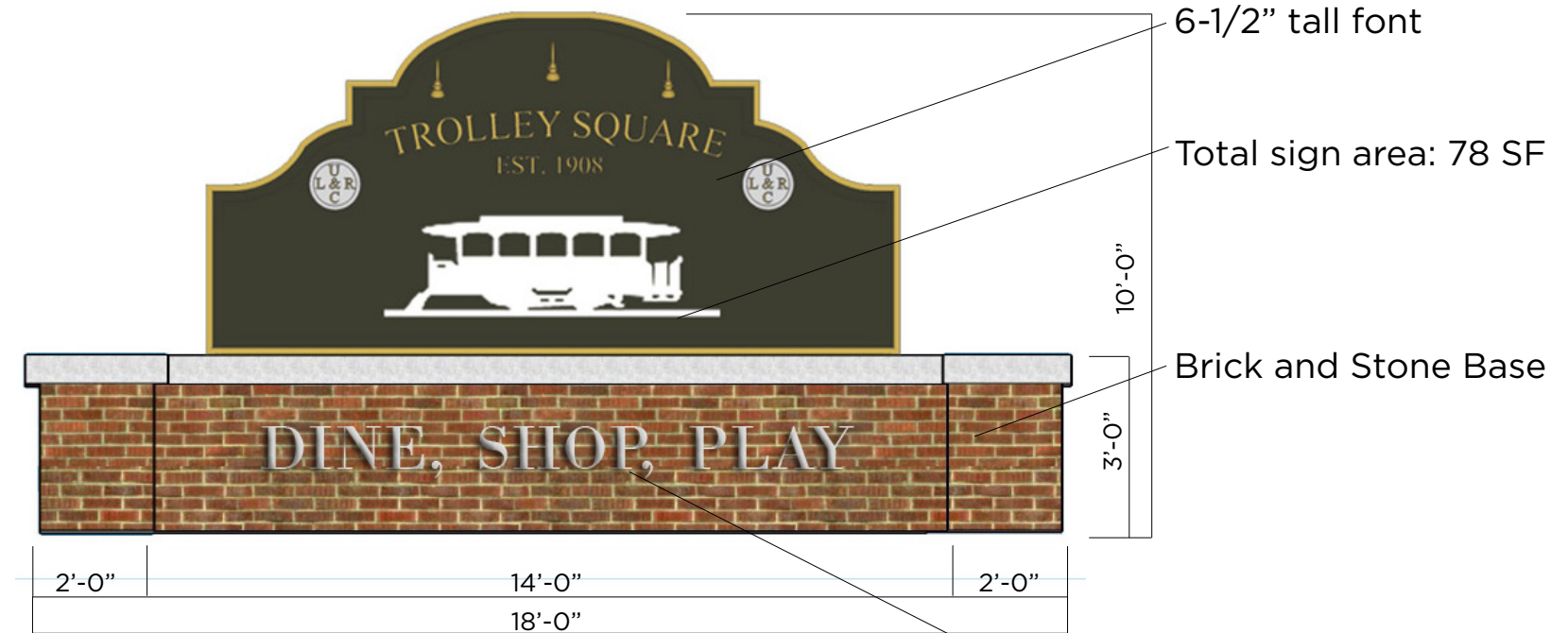
MONUMENT SIGNS

UPDATED SEPTEMBER 2014

DEFINITION: A sign that is supported by one or more uprights or braces which are fastened to, or embedded in the ground or a foundation in the ground and not attached to any building wall.

REQUIREMENTS: (per SLC code)

- 100 SF maximum area per sign face
- 10 feet minimum setback with 12 feet maximum sign height
- 5 feet minimum setback with 6 feet maximum sign height
- Internally illuminated monument signs are not appropriate.



Possible location for subtext (12 SF)

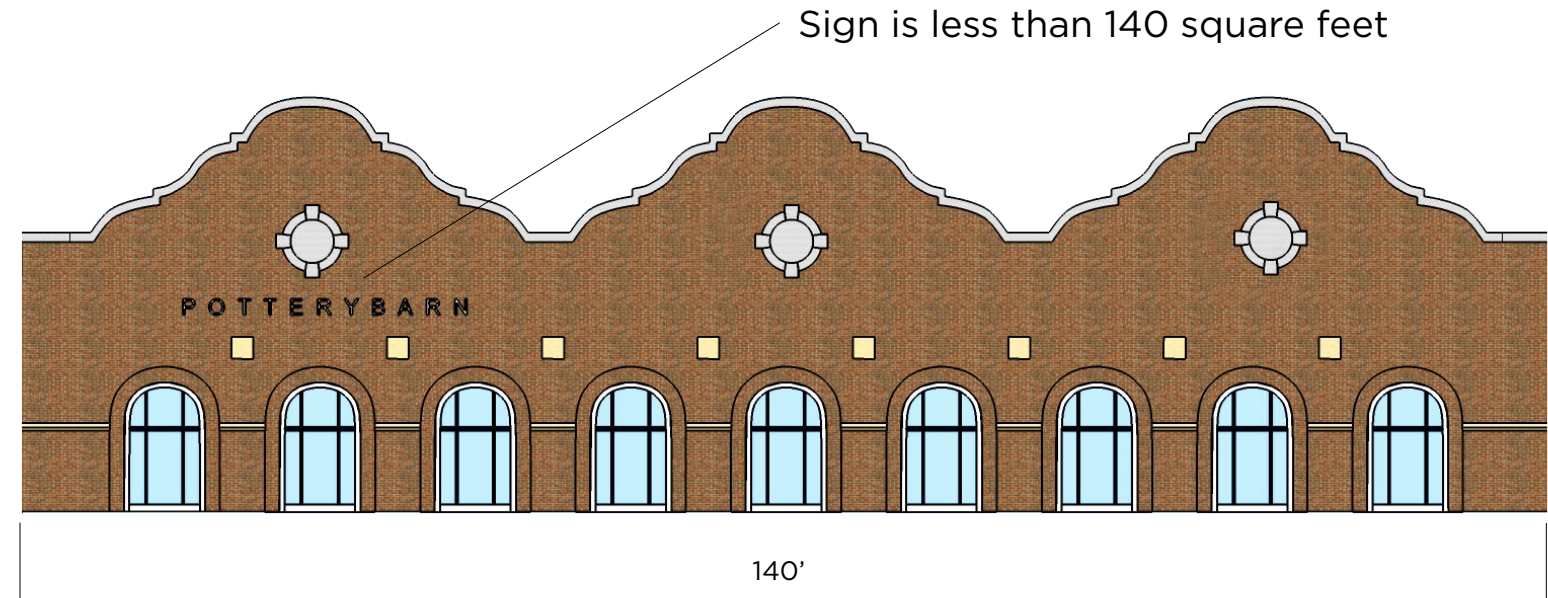




FLAT WALL SIGNS

UPDATED SEPTEMBER 2014

DEFINITION: A sign with messages or text erected parallel to and attached to or painted on the outside wall of a building.



REQUIREMENTS:

- 1 square foot per linear foot of building frontage maximum area (per SLC code)
- Must be placed so that it is framed by the architectural details of the building
- Neon signage behind glass shall not cover more than 50% of the width of the store
- Interior neon letters shall be between 10" and 12" tall, with a maximum diameter of 12 mm
- Exterior neon letters shall be between 1'4" and 2' tall, with a maximum diameter of 15 mm
- Centrally located on building or on the tenant's space

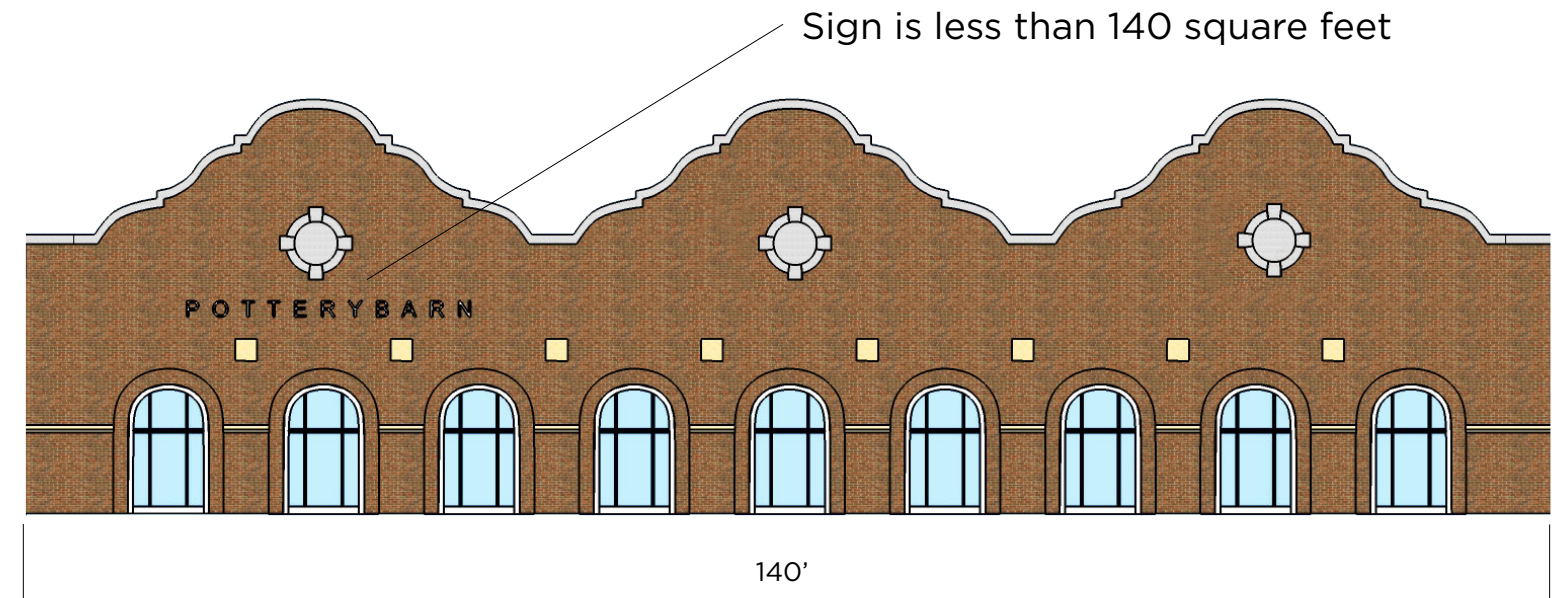




EXTERIOR LETTERING

UPDATED SEPTEMBER 2014

DEFINITION: Metal or wooden letters or reversed pan channel lettering (illuminated reverse channel letter directing light against the surface behind the letter and producing a halo lighting effect) mounted directly onto the building or pin mounted.



REQUIREMENTS:

- 1 square foot per linear foot of building frontage maximum area (per SLC code)
- Must be placed so that it is framed by the architectural details of the building (Design Guidelines)
- Internally lit lettering is not allowed





APPLIED SIGNAGE ON GLASS

UPDATED SEPTEMBER 2014

DEFINITION: The use of gold/silver leaf, vinyl, or etched letters/logos on glass.

REQUIREMENTS:

- Shall not cover more than 50% of the storefront window area
- Shall be of letters and graphics only, without solid backgrounds
- Letter size shall be between 10" - 12" in height





INTERIOR SIGNAGE ON GLASS

UPDATED SEPTEMBER 2014

DEFINITION: The use of lettering or signage inside of a tenant's space that is visible from the exterior of the building.

REQUIREMENTS:

- Shall not cover more than 50% of the storefront window area
- Shall be of letters and graphics only, without solid backgrounds
- Letter size shall be between 10" - 12" in height
- Neon and lit lettering is acceptable if appropriately integrated into the storefront design and respect the historic nature of Trolley Square



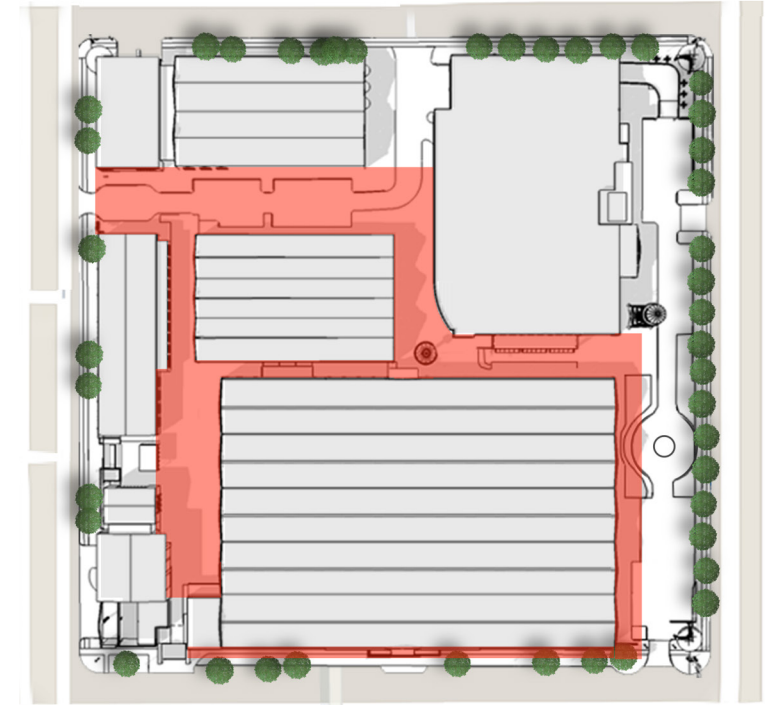
DEFINITION: A two-sided sign attached to a building or other structure whose sign face is displayed perpendicular or at an angle to the building wall.



REQUIREMENTS:

- 6 - 8 square feet in size with a 5 foot maximum projection
- 9 foot minimum from ground to the underside of the sign
- May not be internally lit
- Must be designed to be viewed by pedestrians from the sidewalk
- Must be placed where it will not damage or visually intrude upon architectural details

areas where projection signs are allowed





SHOPPING CENTER SIGN

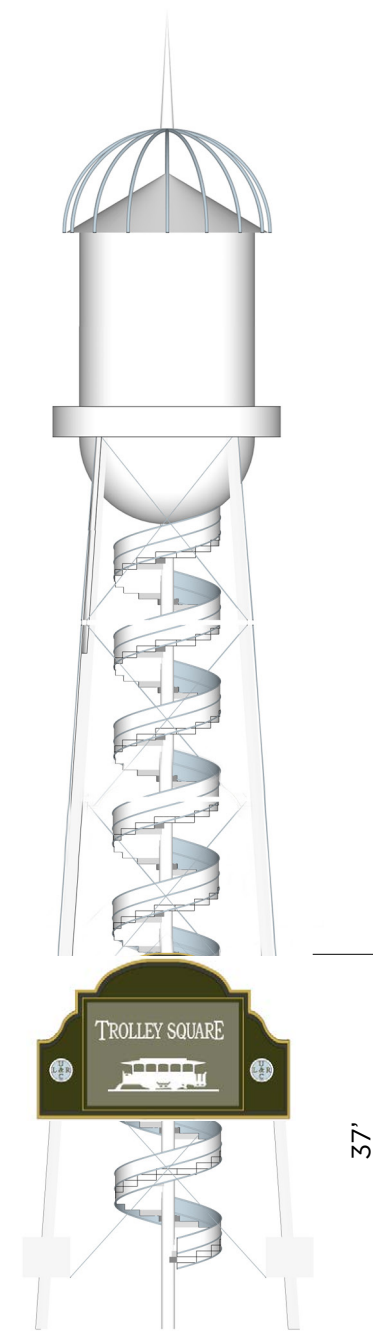
UPDATED SEPTEMBER 2014

DEFINITION: A pole, monument, or flat sign limited to the name of the shopping center and the names of tenants or businesses located in the shopping center. No advertising other than business names are permitted.

REQUIREMENTS: (per SLC code)

- 200 square feet maximum area per sign face
- 25 feet maximum sign height
- 10 feet minimum setback

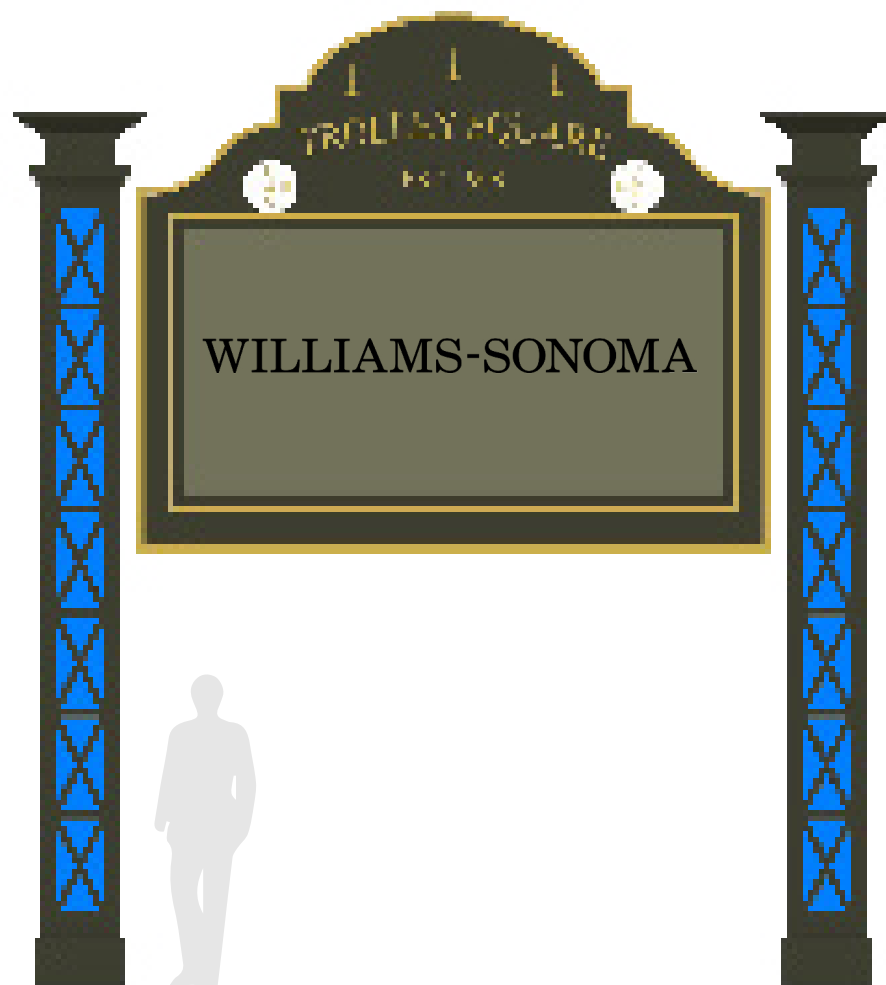
NOTE: because the water tower sign has historically been 290 square feet, a replacement sign at this location may be as large as the original



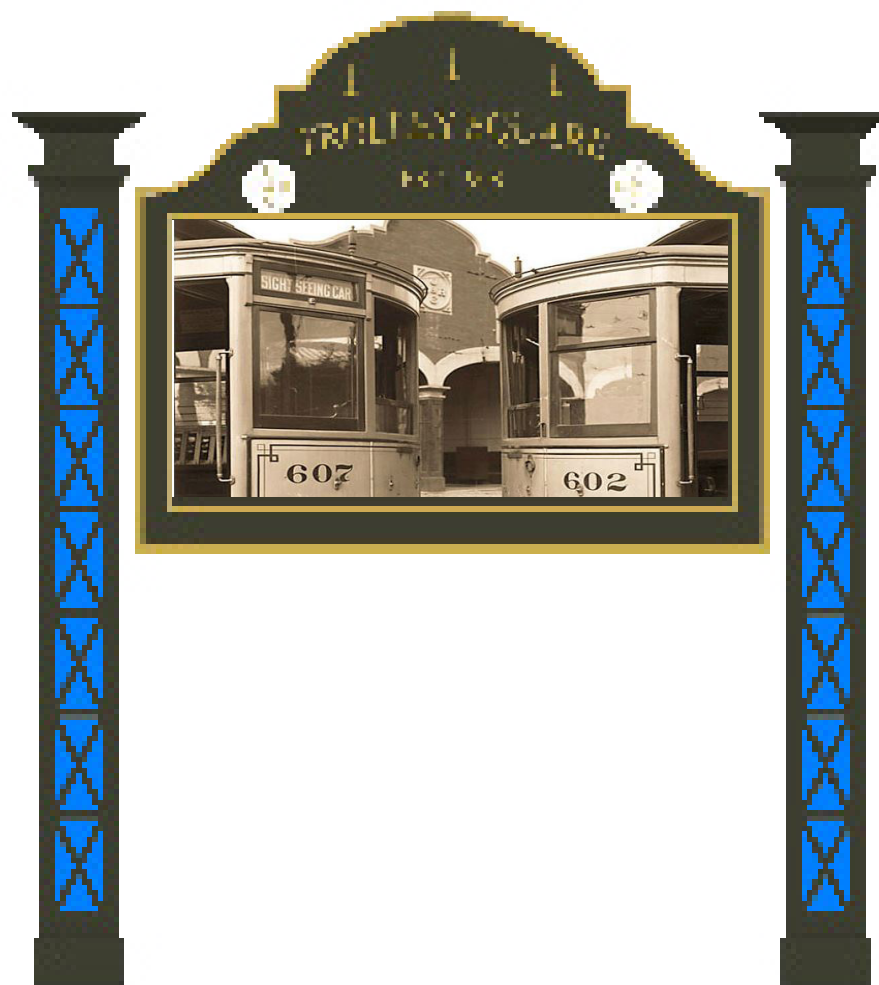


POSSIBLE L.E.D. DISPLAYS

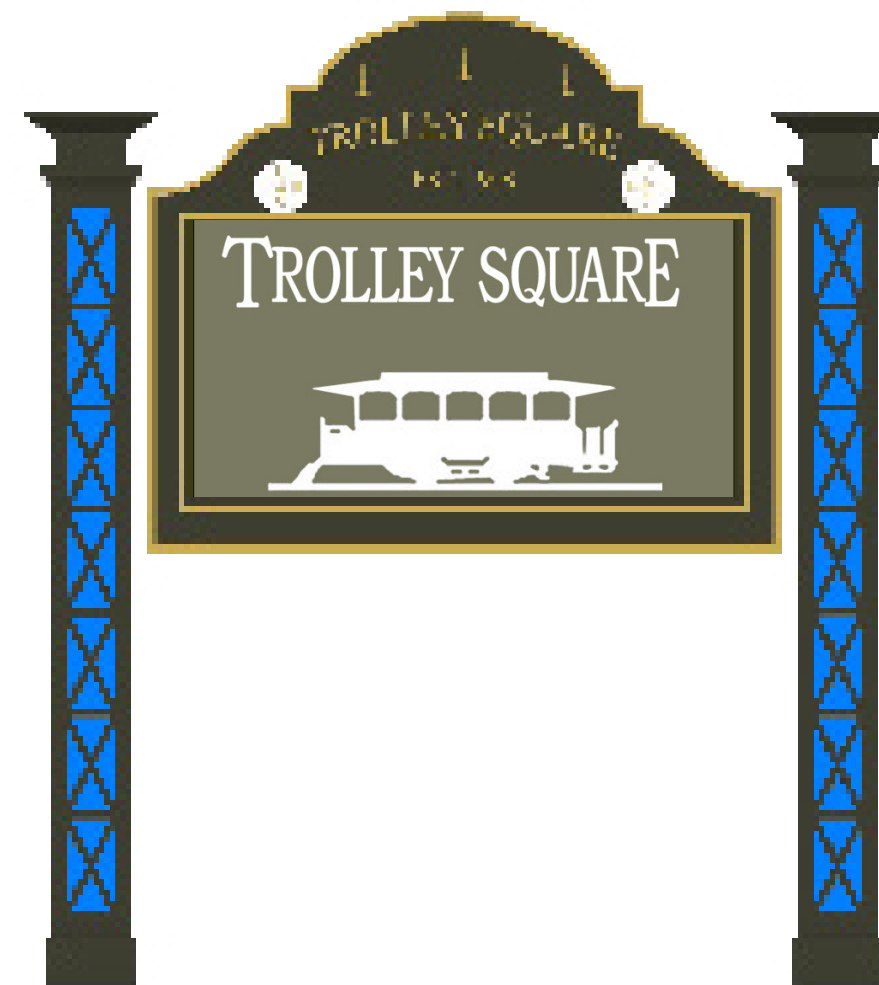
UPDATED SEPTEMBER 2014



Tenant Advertisement



Historical Imagery



Branding Imagery





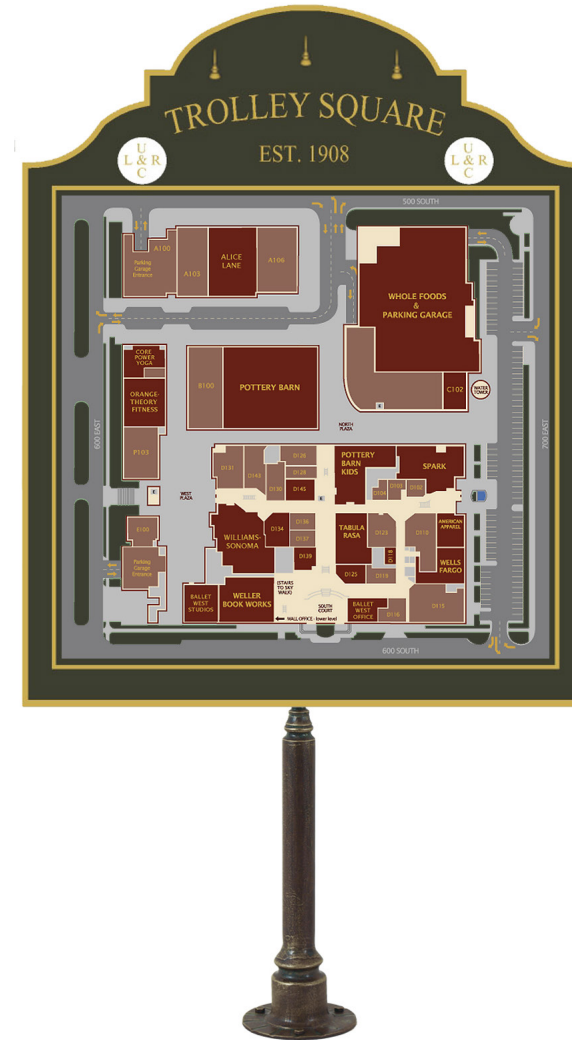
DIRECTIONAL SIGNS

UPDATED SEPTEMBER 2014

DEFINITION: A map showing the location of the user and the location of current tenants at Trolley Square.

REQUIREMENTS:

- 30 square feet maximum area per sign face
- 9 feet maximum sign height





APPENDIX

SALT LAKE CITY CODE

UPDATED SEPTEMBER 2014

Supplementary Regulations:

- a. **Sign Structures:** Structures supporting monument and shopping center identification signs shall be compatible with exterior materials used in building exteriors within the shopping center.
- b. **Landscape:** Freestanding signs shall be located within landscaped areas not less than two hundred (200) square feet in size. Planting within such landscaped areas shall be approved by the zoning administrator.
- c. **Items Of Information:** Shopping center identification signs shall be limited to the name of the shopping center and the names of tenants or businesses located in the shopping center.

Notes:

- 1. For height limits on building signs, see subsection [21A.46.070 J](#) of this chapter.
- 2. Permitted only for freestanding buildings within shopping centers.
- 3. The total number of signs permitted from the sign types combined.
- 4. Not applicable to temporary signs mounted as at signs.
- 5. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation at signs to construct 1 larger sign.
- 6. Storefront at signs limited to locations on the lower 2 floors.

Types Of Signs Permitted	Maximum Area Per Sign Face	Maximum Height Of Freestanding Signs ¹	Minimum Setback ⁴	Number Of Signs Permitted Per Sign Type	Limit On Combined Number Of Signs ³
Awning sign/canopy sign	1 square foot per linear foot of storefront/building total not to exceed 40 square feet (sign area only)	See note 1	May extend 6 feet from face of building, but shall not extend across a property line	1 per first floor door/window	None
Canopy, drive-through	40% of canopy face if signage is on 2 faces. 20% of canopy face if signs are on 4 faces	See note 1	n/a	1 per canopy face	None
Construction sign	64 square feet	12 feet	10 feet	2 per building	None
Flat sign (storefront orientation) ⁶	1 square foot per linear foot of store frontage ⁵	See note 1	n/a	1 per business or storefront	None
Monument and pole signs:					
Monument sign ²	100 square feet	12 feet 6 feet	10 feet 5 feet	1 per pad site	1 per pad site
Pole sign ²	75 square feet	25 feet	At the approved landscape setback with a 6 foot projection, but shall not extend across a property line	1 per pad site	
Nameplate	2 square feet	See note 1	n/a	1 per entry	None
New development sign	200 square feet per sign	12 feet	10 feet	1 per street frontage	None
Political sign	32 square feet	8 feet	10 feet	No limit	None
Private	8 square feet	4 feet	5 feet	No limit	None
Public safety sign	8 square feet	6 feet	10 feet	No limit	None
Real estate sign	64 square feet	12 feet	10 feet	1 per building	None
Shopping center identification sign	200 square feet	25 feet	10 feet	1 per street frontage	None
Wall or flat sign (general building orientation)	1 square foot per linear foot of building frontage ⁵	See note 1	n/a	1 per building frontage	None
Window sign	25% of total frontage window area per floor	See note 1	n/a	No limit	None

Source: Salt Lake City, Utah City Code updated May 6, 2014.

Seterling Codifiers, Inc. www.sterlingcodifiers.com



ATTACHMENT C
Finding & Order Case #470-07-21

BEFORE THE SALT LAKE CITY HISTORIC LANDMARK COMMISSION FINDINGS
AND ORDER, CASE NO. 470-07-21.

On Wednesday, September 5, 2008, the Salt Lake City Historic Landmark Commission held a public hearing to receive comments on Case No. 470-07-21, a request for approval of new construction and alterations to a Historic site located in the Central City Historic District.

Salt Lake City Historic Landmark Commission Minutes September 5, 2007:

Case No. 470-07-21 Trolley Square (new construction and major alterations) — a request by Trolley Square Associates, LLC, to build multiple new structures at Trolley Square, located at approximately 602 East 500 South. The new structures include a 10,372 square foot addition to an existing structure, a new 52,293 square foot building and a 23,500 square foot building. Trolley Square is designated as a Historic Landmark Site on the Salt Lake City Register of Cultural Resources and is located within the Central City Historic District. The property is zoned Community Shopping (CS). (This item was tabled at the August 1, 2007 meeting.)

(This item was heard at 4:49 p.m.)

Mr. Norris provided the background for the application and stated that the case was tabled so that the applicant and Staff would have sufficient time to address the following items and to meet for an architectural subcommittee meeting on August 15, 2007. Notes of that meeting are included in the Staff Report.

Mr. Norris discussed each concern, item by item, that the Commission expressed in the meeting on August 1, 2007.

1. The applicant was to investigate options to reduce the mass of Building C by either reducing the size of the building or redesigning the roof structure to allow the south elevation to be terraced to improve sight lines into the site;
2. Investigate redesigning of Building P Central to increase sight lines to Building B from 600 East;
3. Provide updated drawings;
4. Provide some sort of commitment to an outdoor historical walking tour (working with the State Historical Preservation Office and the Utah Heritage Foundation) to tell the history of Trolley Square;
5. Provide a three dimensional model or perspective drawings of the proposed plan that reflect changes requested by the HLC; and
6. Provide a list of issues raised at the Issues Only Hearing. This list is included in the Staff Report as Attachment A.

Mr. Norris noted that Staff Recommended approval of the application with conditions.

Mr. Norris stated that he did get a report back from an arborist hired by the applicant and the Salt Lake City Urban Forester regarding the two Poplar trees and it is a similar situation as to what had just been discussed regarding the trees in Pioneer Park. The

two Poplar trees at Trolley Square are in poor health due to age related reasons. The recommendation from the Urban Forester is included in the Staff Report.

Commissioner Lloyd stated that one of the recommendations from the subcommittee was regarding the evaluation of parking along 500 South. He asked if that recommendation was addressed in the Staff Report or if Mr. Norris could reply to the recommendation.

Mr. Norris responded that the Deputy Community Development Director could respond to that as she had agreed to bring the possibility up with the Transportation Division as it is outside the purview of the Historic Landmark Commission.

Ms. De La Mare-Schaeffer reported that she spoke with the Transportation Division directly after the meeting and she could follow up with them to obtain further clarity, but the Division is familiar with the case and that if the development does go forward, that there will be a need for the Transportation Division to look at what is happening in regards to traffic.

The applicant was invited to approach the Commission to add to the presentation and to answer questions from the Commission. The applicant, Marc Blancharte apologized for the record as the last time the case was heard before the Commission, the updated plans had not been provided for Commissioner use. He stated that they now have the latest update and they reflect a number of changes made as a result of the subcommittee meeting. He demonstrated those changes in a PowerPoint presentation which is filed with these minutes.

- Specifically; Trolley Square will celebrate its 100 year anniversary in 2008. After discussion with Kirk Huffaker at the Utah Heritage Foundation, he has determined to designate ten points of interest for the walking tour. He will be working with Mr. Huffaker and the State Office of Historic Preservation to develop verbiage for those sites.
- He also showed the Commission the west exposure of Building C which faces the future Trolley Lane. The location is the site of proposed future artwork.
- The Building height along the entire western elevation has been lowered an additional foot.
- The south elevation of Building C has been cut out which allows a courtyard in the corner of 500 South and 700 East.
- Moving Building C to increase the site line view of Building B.
- Enclosing the loading dock on the Building C and Building P south exposure with solid roller doors.
- The applicant requested the opportunity to work with Staff or a subcommittee to help tie the exposure in with the theme of the project with additional artwork on the roller doors.

The architect, Gary Larson, demonstrated the new plans in a projected 3 dimensional image to allow the Commission to get a better perspective of view corridors from different angles and an overall vision of the project.

The Commission commended the applicant for his patience and the willingness to incorporate changes in response to feedback from the subcommittee meeting.

Commissioner Hunter stated a concern regarding truck staging. Specifically, she inquired about the trucks using public streets to wait for an opening to open up into the loading docks.

Mr. Blancarte responded that in the early stages of the project his team ran a truck staging template through the project and found the proposed solution as the best solution for the project

Commissioner Oliver clarified with Mr. Larsen that the illustrated enclosed glass terrace on the south side of Building C is actually an open area with sight lines down to Building D.

Mr. Larsen stated that the configuration of the windows on Building C were a response to comments from Staff which encouraged the applicant to bring the windows lower. There exists an upgrade at that location. As the tenant has lighting needs and would prefer skylights and a spot for display cases to meet the need, the architect has come up with a compromise which offers a possible solution: to integrate high windows and leave a portion of the wall blank for display cases. With a combination of adjustments with the ground rise and with the store remaining level, the sill will need to remain at a consistent level of around six or seven feet. In this manner the compromise serves both the tenant need and the store exterior. Planting will soften the bottom edge while allowing a view of the arches.

Commissioner Oliver stated that while she prefers the shift of the entrance, it leaves a long wall. The long cornice line comes across as very continuous and very boxy. She suggested that the edges of the cornice could be softened if that would not result in revealing the cars on the parking level.

Mr. Larsen responded that the proposal is to include a high screen at the top to prevent visibility of the cars. It will also include cutouts and some type of screens to soften them. It would be possible to add a cornice treatment to soften the appearance. The top will be a trim of a different material. The square openings at the second level could be enhanced to become richer and more apparent.

Seeing as the Commission had no further questions for the applicant or the architect, the Chair opened the hearing for public comment.

Public Comment

Kirk Huffaker, of the Utah Heritage Foundation, is in support of redevelopment of Trolley Square. He commended the subcommittee, the Commission, and Staff as well as the development team.

He did express concern regarding the permeability of 600 East. He asked the design team to think about the permeability and the process of bringing people into the project

via the arch and to not make that a hard edge. He suggested adding landscaping to the concrete or hard edges by those stairs.

Wally Wright asked if the antique trolley car would be utilized.

Mr. Blancharte replied that it would be a major focal point of the western plaza area.

Seeing as no additional members of the public expressed the desire to speak to the matter, the Chair closed the public comment portion of the hearing and moved to Executive Session.

Executive Session

Commissioner Lloyd stated that the project is dense, but it has not lost the historical character.

Commissioner Hunter stated that in the instance that the plans must be significantly altered, through the permitting process, she recommended the changes should then be heard by the Commission for appeal.

She also stated that the future plans would include signage which would eventually be heard by the Commission. She stated that she had cautioned Staff that signage on older buildings is not generally approved by the Historic Landmark Commission. She further stated that the Commission should have final approval over the historic walking tour plans.

Motion

Commissioner Norie moved to approve the application with the following conditions:

1. That the ground level windows on the east elevation of Building C be extended closer to the ground or closer to the top of the elevated planter to create a knee wall that is consistent with the store fronts of the existing buildings at Trolley Square.
2. That the parking level of Building C have cutouts that are similar in dimension to the Utah Light and Rail emblem found on the east and west elevations of the historic buildings at Trolley Square;
3. That the applicant work with Staff on the section of wall on the west elevation of Building C includes some design feature or artwork that creates a visually interesting terminus to Trolley Lane.
4. That the applicant includes a historical walking tour that explains the history of the site with final details of that tour delegated to the Planning Director based on input from the State Historic Preservation Office, the Utah Heritage Foundation, and Staff, and that the Historic Landmark Commission grant final approval of the tour.
5. That any damage that was done to the west façade of Building A by the 1970's addition be repaired.
6. That all deteriorating design features on the existing structures be repaired based on historical photographs, existing features, etc.

ATTACHMENT D
December 5, 2013 HLC Minutes (excerpt)

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 E
February 6, 2014 HLC Minutes (excerpt)

WORK SESSION [5:38:52 PM](#)

Downtown Master Plan – As part of the planning process for the Downtown Master Plan, planning Staff will brief the Historic Landmark Commission on the status of the project. We will report on the public engagement process, state of the vision, principles, goals and next steps. (Staff contact: Molly Robinson at (801) 535-7261 or molly.robinson@slcgov.com. Case number PLNPCM2013-00768)

Ms. Molly Robinson, Urban Designer, gave an overview of the Downtown Master Plan (copies available in the Planning Office). She reviewed the goals for the project explaining the idea was to have goals that were measureable and could be tracked over a time period. Ms. Robinson asked the Commission for comments and suggestions.

The Commission and Staff discussed the following:

- Conflicting goals regarding Sunday activities and business operations
- The time table of public meetings, advisory groups, open houses, workshops and other public events for the project
- Ideas for mass transportation changes

PUBLIC HEARINGS [5:47:39 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 reface the existing movie theater signs on the north and south sides of the water tower and install electronic message signs. This type of project must be reviewed for a Certificate of Appropriateness for a major alteration in a Historic District. On December 5, 2013, the Historic Landmark Commission closed the public hearing and tabled its decision. 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 at (801) 535-7625, or janice.lew@slcgov.com. Case number PLNHLC2013-00854)

Ms. Michaela Oktay, Planning Manager, 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.

Ms. Cheri Coffey stated the Public Hearing had been closed for the subject petition therefore the Commission would need to determine if further public comment would be

heard.

The Commissioners agreed to allow further public comment on the petition.

Mr. Jim Lewis, FFKR Architects, requested to address the site improvements prior to hearing the issues with the Water Tower signs.

The Commissioners decided to hear the water tower and improvement items separately and to begin with the water tower petition.

Mr. Khosrow Semnani, Property Owner, discussed the importance of Trolley Square and the need for signage to promote the tenants of the buildings. He reviewed the historical and commercial value of the property and his desire to continue to improve the property.

Chairperson Harding stated the Commission did not have purview over the economic impacts of the sign but were to review how or if it met the standards of the ordinance.

Mr. Lewis gave the history of the sign, the proposed new signage and stated that over time the sign had been modified therefore, it was not historical in nature. He stated in general the sign was not changing as the size and shape were remaining the same, only the lighting would change. Mr. Lewis stated larger signs had been located on the tower in the past such as the Hard Rock Café sign and asked the Commission to approve the sign as presented.

The Commission and Applicant discussed the current lighting of the sign.

PUBLIC HEARING [6:09:43 PM](#)

Chairperson Harding opened the Public Hearing,

The following people spoke in favor of the petition: Mr. Brian Fetzner, Mr. Stanley Adams, Mr. Wally Wright, Mr. Shawn Bradley and Mr. Mark Bouchard.

The following comments were made:

- Trolley Square had a sense of something that prevailed and it maintained its sense of place
- Signs enhance the neighborhood, giving off light for safety and ambiance for the area
- The old sign did not attract the right people or audience to Trolley Square
- The sign had changed over the years and the proposal would fit in the area

- The signage program needed to meet the needs of the consumer which the proposal did
- It was important to keep the heritage of the property
- Business owners love Trolley Square and want it to thrive
- Signs that were allowed in the past were much better than what currently existed

The following people spoke in opposition of the petition: Ms. Cindy Cromer

The following comments were made:

- The decision to allow the sign was permanent and it would be impossible to go back once the decision was made
- The sign would not make or break Trolley Square
- The proposal compromised the character of the water tower
- There are different ways to retrofit Trolley Square and reach the same goal

Chairperson Harding read the following comments

- Mr. Heston Nielson – I am in full agreement and support the proposed renovation to Trolley Square.
- Ms. Heather Bowen- Trolley Square is finally offered the opportunity to be revitalized. The proposed signage and other renovations should be fully supported.

Chairperson Harding closed the Public Hearing.

Mr. Semnani submitted a list of businesses in support of the project.

Mr. Lewis stated there was not just one thing that would help revitalize the property but the sign was a key point in the other proposed improvements for the property. He stated the overall size and location of the sign would not change.

DISCUSSION

The Commission stated and discussed the following:

- Nothing was stated as to how the sign met the standards
- The Commission was not responsible for the success or failure of Trolley Square
- The sign has the potential to make a huge impact on the neighborhood
- The sign did not meet the standards in the ordinance
- The condition and operation of the sign were not optimal
- The sign was not completely historic, there were both current and historic features of the sign therefore, changes could be made
- The sign was non-complying and rules were in place to regulate the length of time those things lasted

- The sign did not meet the National or City standards for historic districts
- Past changes were not essentially correct for the area
- The water tower itself was a sign and could be highlighted to enhance the property
- The sign was not consistent with the historic nature of the complex
- Other areas on the property may be more appropriate for these types of signs
- The history of the sign was to have it internally illuminated
- The sign would not negatively impact 700 East as larger signs had been on the tower in the past
- The sign should complement the building or center, the proposal would make it a focal point
- The sign was unique to Trolley Square and what it was trying to attract, but the sign added to the visual distraction of the area
- The lighting on the water tower was previously approved by the Zoning Administrator
- The water tower itself was the sign and fulfilled the sign feature for the structure

MOTION [6:40:58 PM](#)

Commissioner Hart stated regarding PLNHLC2013-00854, based on the findings in the Staff Report, plans presented and testimony heard, she moved that the Historic Landmark Commission deny the request to reface the existing movie theater signs on the Trolley Square Water Tower and install electronic message boards. Commissioner Thuet seconded the motion. The motion passed unanimously

[6:42:11 PM](#)

Trolley Square Site Improvements at approximately 602 East 500 South - SK Hart Management, represented by Lynn Attwood, AIA, is requesting approval from the City to improve various public spaces within the Trolley Square property. Possible improvements include, but are not limited to: new trellis features, new awnings, new lawn, new lighting fixtures, enhancements to existing entrances, portable shade structures and other minor site features. There are no changes proposed to any of the buildings as part of this petition. Currently the land is used as a shopping center and is zoned CS (Community Shopping). This type of project is a minor alteration but cannot be approved administratively by staff. Therefore, review by the Historic Landmark Commission is required. The subject property is located in Council District 4, represented by Luke Garrott. (Staff contact: Maryann Pickering at (801) 535-7660 or maryann.pickering@slcgov.com Case number PLNHLC2013-01006).

Ms. Maryann Pickering, Principal Planner, reviewed the petition as presented in the Staff

ATTACHMENT F
May 7, 2014 Denial of Appeal

Appeals Hearing Officer's Denial of Appeal
Trolley Square Water Tower Signs
PLNAPP2014-00081
May 7, 2014

This is an appeal by Trolley Square Ventures, as the Applicant, of a decision by the Salt Lake City Historic Landmarks Commission to deny an application for a Certificate of Appropriateness to alter an existing sign on property located at 602 East 500 South. The property is within the CS Community Shopping zoning district and also within the Central City Historic District. It is also listed individually on the City Register of landmark sites.

My decision is to uphold the decision of the Historic Landmarks Commission because it is supported by substantial evidence in the record. The appeal is denied.

A Landmarks Commission hearing was held on February 6, 2014, and a decision was made at that time to deny the sign permit application. A hearing before the Land Use Hearing Officer was held on April 16, 2014. Representing the Appellant Trolley Square Ventures (TSV) at the hearing were Khosrow Semnani, Principal and Doug White, Attorney. Representing the City were Paul Nielsen, Deputy City Attorney; Nick Norris, Planner; and Cheri Coffey, Assistant Planning Director.

The application which was denied was for approval of changes to a sign located in an historic district overlay zone. Such a request is subject to the standards found in Section 21A.34.020 – Standard 11. That standard provides that “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 of the Salt Lake City Code.”

The Appellant argues that the decision by the Landmarks Commission to deny the Certificate of Appropriateness was not supported by substantial evidence in the record and was not founded on adequate facts. Through several submittals, the Appellant provides good argument and rationale that would support a decision to approve the Certificate, but that is not the issue in this case. I can overturn the Landmarks Commission's decision only if the original decision was not supported by substantial evidence in the record. I cannot deny it simply because an alternative decision might also have been justified, or even if I think the evidence is stronger on the side of another alternative. The decision by the Commission does not have to be in line with the weight of the evidence or a preponderance of the evidence – it just has to be supported by some substantial evidence. Appellant claims there is not a scintilla of evidence supporting the decision, but I find that not to be the case.

The City argues that the opinions of the staff which were provided to the Commission constitute substantial evidence in the record, and therefore the decision must be upheld. I agree. If this issue were before a court, it would not be unusual for the parties to call expert witnesses. Those witnesses would provide opinions which would be fully admissible and upon which the court might rely in making a decision. The opinion of the expert goes beyond opinion and becomes evidence because of the expertise involved. Usually an expert is only allowed to testify once his or her credentials, training, and expertise are established by proper foundation. If those credentials are established, however, the opinions of expert witness clearly constitute substantial evidence under the Rules of Evidence in a litigation context.

The land use process before a commission of lay members is not nearly as formal, and for good reason. There is no need to apply the Rules of Evidence in such an informal setting. But the principle remains that when subjective decisions are to be made, the advice of professionals and the benefit of their judgment is not only admissible, but beneficial and advisable, and constitutes substantial evidence.

Those appointed to public bodies also develop expertise of their own, and that expertise also justifies some deference by appellate bodies to their expertise. See, for example, *Carrier v. Salt Lake County*:

We acknowledge that, like state agencies, local county planning commissions and boards possess a certain degree of "specialized knowledge" in their fields. This is precisely why courts afford local commissions and boards acting within the boundaries established by applicable statutes and ordinances "broad latitude of discretion" and afford their factual and legislative policy-making decisions "a strong presumption of validity."

2004 UT 98, P28 (Citations omitted). In the case of the Salt Lake Landmarks Commission, it is to be noted that under the provisions of the Salt Lake Code Section 21A-06-050(E), members of the Commission are to include those with particular interest and/or expertise in historic buildings:

Each voting member shall be a resident of the city interested in preservation and knowledgeable about the heritage of the city. Members shall be selected so as to provide, at a minimum, representation from the following groups of experts and interested parties:

1. One licensed architect representing the Utah Society, American Institute of Architects;
2. One member representing the Utah State Historical Society;
3. One member representing the Utah Heritage Foundation;
4. Six (6) citizens at large;

5. Each historic district in the city shall be represented on the historic landmark commission by a member either residing in or owning property in that district.

As stated by the Supreme Court in *Carrier*, deference must be extended to local decision-makers and their level of expertise acknowledged, particularly when subjective questions are raised as in this case. Whether or not a proposal is “consistent with the character of the historic character of the landmark site” is a judgment call reserved by the City Council through the land use ordinances for a body with particular experience, expertise and perspective, and not to an appeals hearing officer except when there is no evidence to support the Commission’s decision. This is not that case.

It is entirely appropriate for both sides of an issue to offer opinions based on expertise. In this case, there were good arguments made and evidence provided that could have supported a decision to grant the proposed Certificate, and if the Certificate had been granted and appealed, I would have to support a decision to approve the Certificate as well. This is so because there was substantial evidence for the Commission to go either way on the question before it.

I agree with the City that the advice of the staff and some of the statements made by the Commission members, either from their own expertise or in citing information that is within the realm of common knowledge, constitutes substantial evidence in the record. It is a unique characteristic of the Commission that its membership is appointed on the basis of certain expertise, and the opinions of professionals and seasoned lay persons who gain expertise by their service on the Commission could also constitute substantial evidence.

The decision to deny the Certificate of Appropriateness is upheld. The appeal is denied.

Dated this Seventh day of May, 2014.



Craig M Call, Hearing Officer

ATTACHMENT G
Existing Trolley Square Master Sign Plan

9/11/87.



EXTERIOR SIGNAGE CRITERIA

SITE PLAN

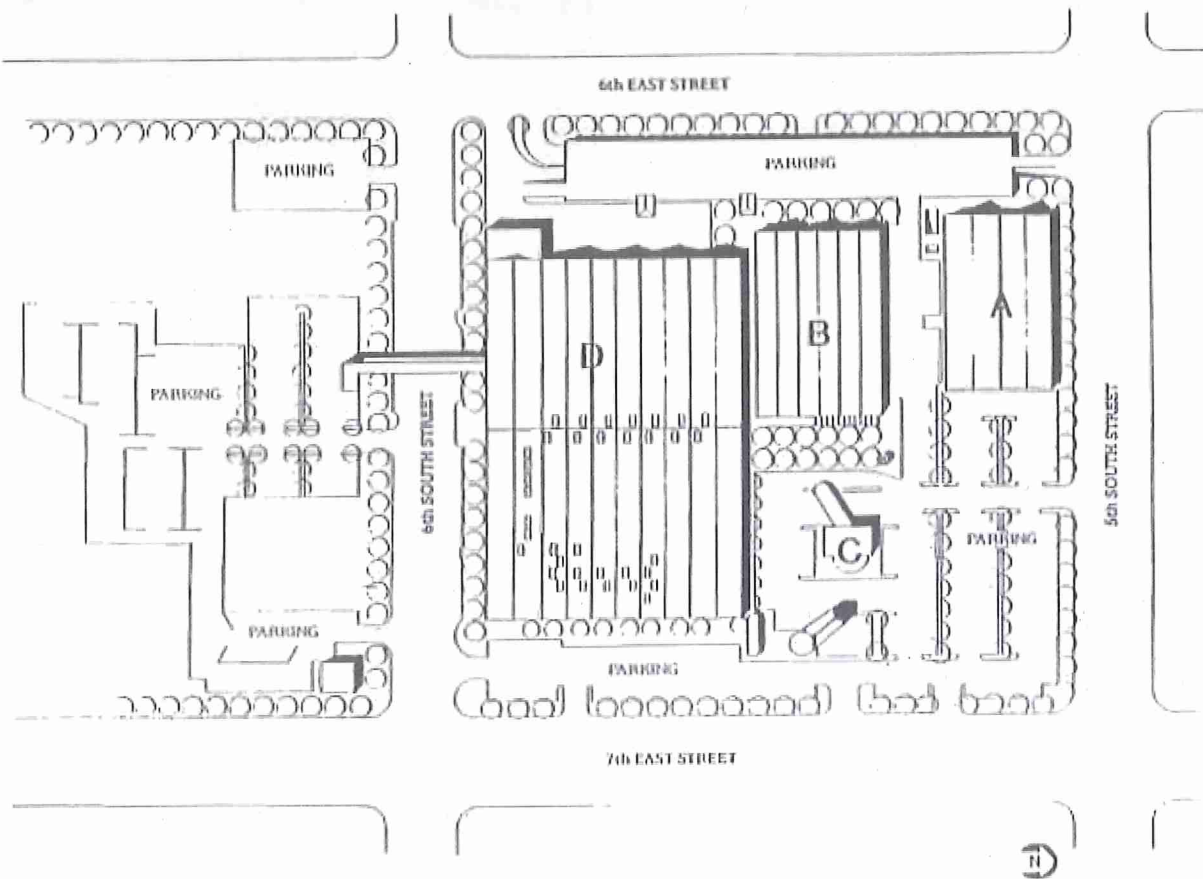


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The use of signage visible from the exterior is a tradition as old as the first market, one vendor vying to "outdo" the other to attract the customer. Over the course of time, the merchant has expanded the use of signage to the point of vulgarity, as one can readily see on the older strip shopping streets of our cities. The modern shopping center has taken the use of signage to the other extreme, allowing no merchant signage on the exterior.

PURPOSE OF DOCUMENT

As a new Tenant, or an existing Tenant planning to renovate, you are being asked to continue the tradition of unique, historical and sophisticated store design and merchandising established by the present Trolley Square Tenants. To insure this, the Landlord is requiring you to follow the guidelines in this Tenant Design Criteria. They are established to encourage individuality and creativity in your sign design. The criteria is also intended to maintain harmony and continuity between your store, that of your neighbors, and the public mall areas.

COMMUNICATIONS

Consistent, accurate communications are an absolute ingredient for the success of a major development. Trolley Square is being developed through the combined efforts of many different parties so constant and timely communications is essential.

Our goal is to maximize the efficiency of the design, specification and construction phases. To this end, all parties must establish good communication, planning and coordination.

The Trolley Square Tenant Design Criteria booklet was developed with the intention of clearly and concisely conveying information to the tenant development team. Any and all communication relating to your retail establishment shall be directed to the Landlord's Tenant Coordinator.

The Tenant with only an exterior entrance to his store shall design, fabricate, install and maintain a sign which is integrated into their storefront design. This criteria applies to buildings A, B & C only. No signage will be allowed on the exterior of Building D. It shall be limited to trading name, logo and decorative treatment. Sign design should continue and reflect the tradition of unique, historical and sophisticated store design and merchandising established at Trolley Square.

The following sign types are allowed by the Landlord:

NEON SIGNAGE

The use of neon behind clear glass, or neon on exterior mounted within channels.

Neon mounted behind clear glass, on the interior, shall not cover more than 50% of the width of the store. Letter size shall be a maximum of 12" and a minimum of 10" in height. Neon size shall be a maximum of 12 mm. See example on Page 3.

The area for neon signage on the exterior facade shall be limited to 32 SF. Letter size shall be a maximum of 2'0" and a minimum of 1'4" in height. Neon size shall be a maximum diameter of 15 mm. See examples on Page 4.

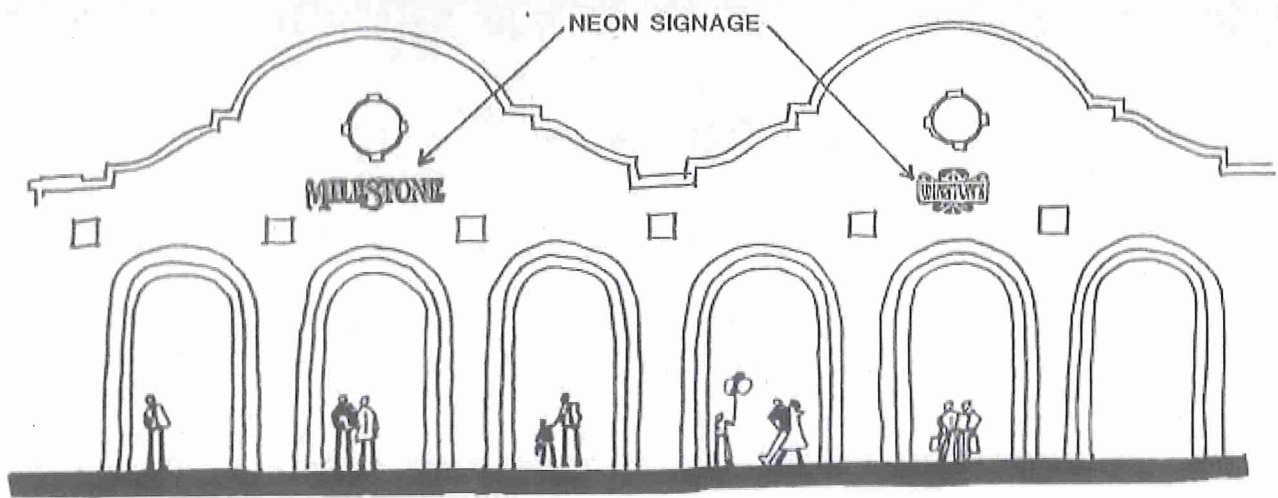
APPLIED SIGNAGE ON GLASS

The use of gold/silver leaf, or etched letters/logos on glass. Such signage shall be of letters and graphics only, without solid backgrounds. Letter size shall be a maximum of 12" and a minimum of 10" in height. Such signage shall not cover more than 50% of the storefront window area. See example on Page 5.

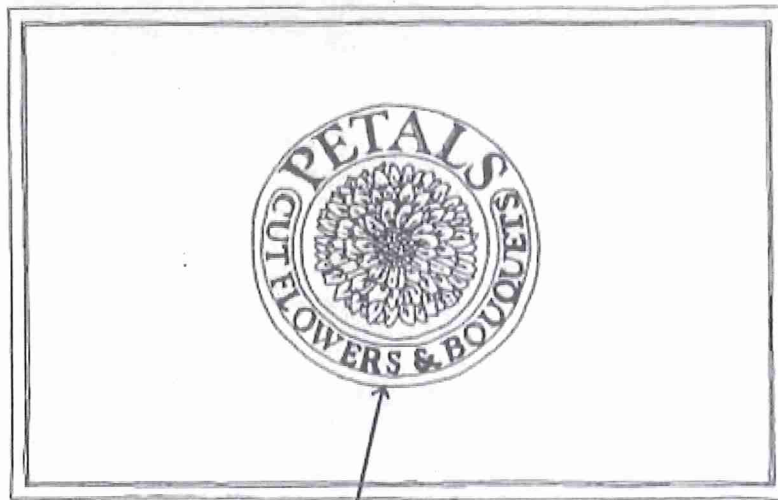


NEON MOUNTED INTERIOR OF STOREFRONT

NEON SIGNAGE - EXAMPLE



NEON SIGNAGE - EXAMPLES



GOLD/SILVER LEAF OR ETCHED GLASS

WINDOW SIGNAGE - EXAMPLE

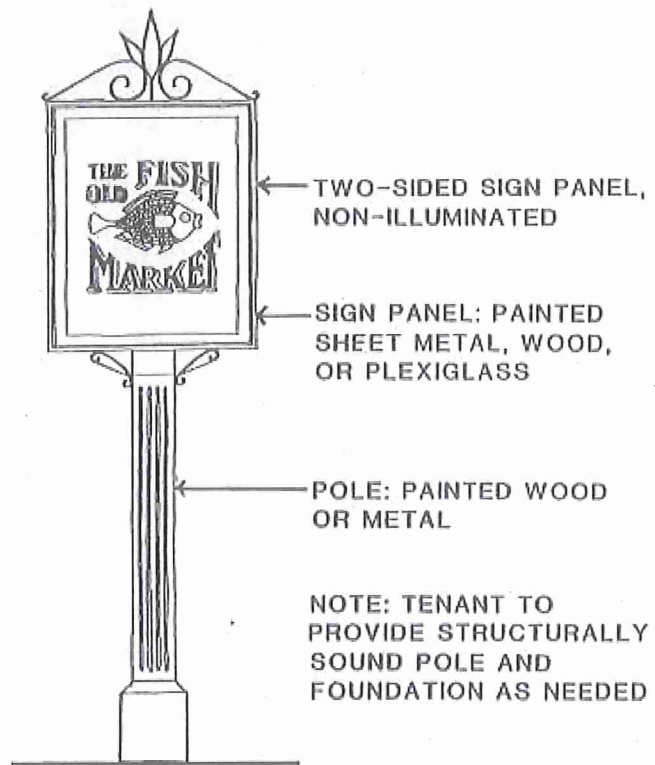
SIGNAGE CRITERIA

POLE-MOUNTED OR PROJECTING SIGNAGE

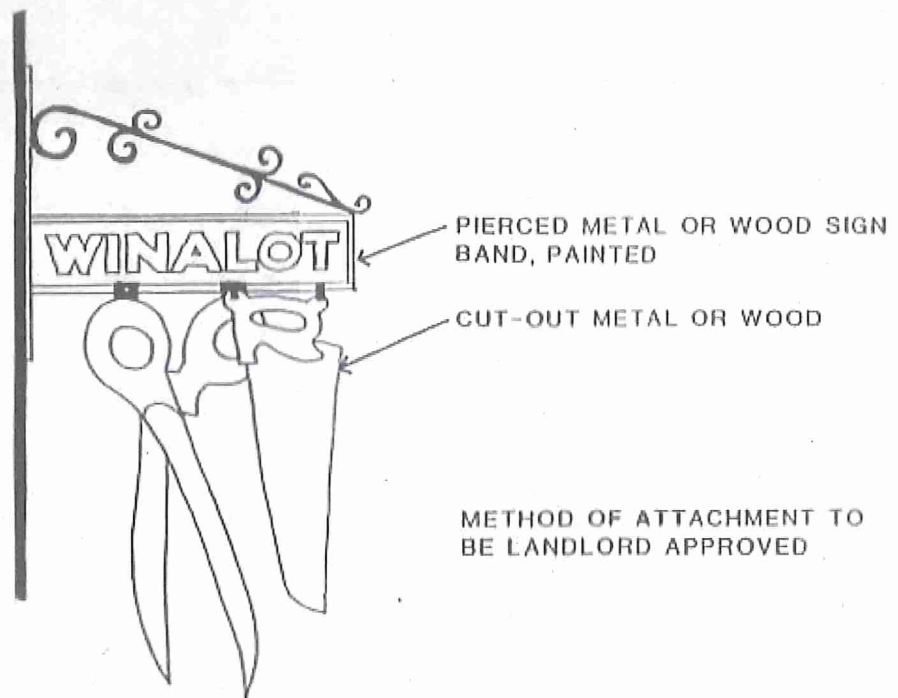
Pole-mounted or projecting signs (double-sided), limited to trading name, logo and decorative treatment.

Pole-mounted signs shall be a maximum height of 12'0" and should be located within 10'0" of the store entrance in such a way as not to block pedestrian traffic flow. Sign area shall be between 6 and 9 SF in size. Sign should be of wood, metal, or plexiglass and may have painted, applied, engraved, pierced and/or raised letters. The sign shall not be internally illuminated, but should have Tenant installed spotlights illuminating it. Pole should be fabricated of wood or metal in an old world character.

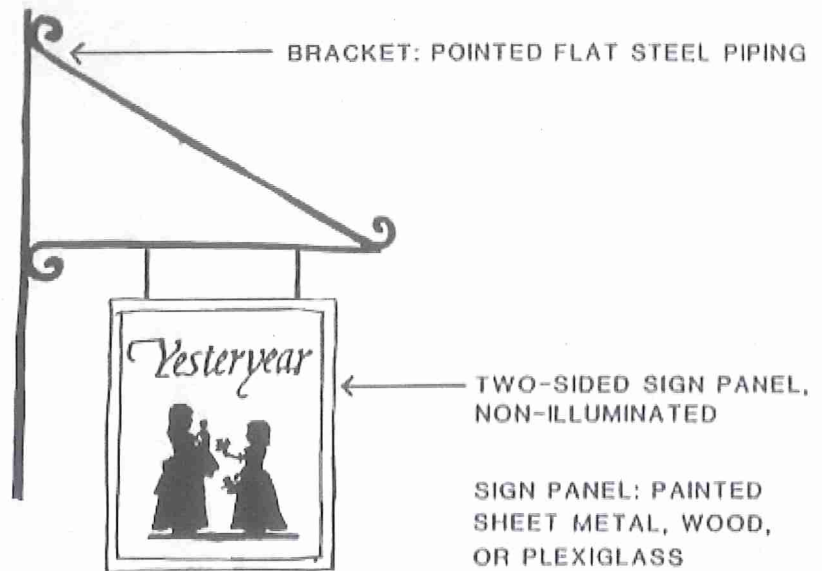
Projecting signs shall be between 6 and 8 SF in size and shall project a maximum of 5'0" from building facade. There must be a minimum of 9'0" from the ground to the underside of the sign. Signs should be of wood, metal, or plexiglas and may have painted applied, engraved pierced and/or raised letters. Sign painting and bracket design may be in an old world character.



POLE MOUNTED SIGNAGE - EXAMPLE



PROJECTING SIGNAGE - EXAMPLE



PROJECTING SIGNAGE - EXAMPLE

SUBMISSIONS & REQUIREMENTS

Prior to starting construction, the Tenant shall provide complete working drawings and specifications for the fabrication of his exterior signage, in order to receive Landlord's written approval. The Tenant must field verify the actual conditions before proceeding with final fabrication drawings.

Drawings, specifications and samples must be submitted to the Tenant Coordinator as follows:

- ° Two sets of reproducible sepiia prints.
24" x 36" maximum size.
- ° Five sets of blue line prints.
- ° Specifications, if not on drawings should be submitted on a 8-1/2" x 11" format.
- ° Samples and color chips should be firmly applied to 8-1/2" x 11" illustration boards and clearly labeled.

Submissions shall be forwarded to the Tenant Coordinator.

After receiving Landlord's written approval and prior to construction, Tenant must submit to Salt Lake City Historical Landmarks for approval. *Application forms submitted 1 week prior to next regularly scheduled mtg.*
NOTE: Tenant sign fabrication shall proceed only on the basis of drawings approved by the Landlord. LANDLORD'S APPROVAL SHALL BE IN WRITING.