

**HISTORIC LANDMARK COMMISSION
STAFF REPORT**



Planning Division
Department of Community and
Economic Development

Orange Theory Fitness Sign-Trolley Square
PLNHLC2014-00496
602 E 500 South
Meeting Date: January 15, 2015

Applicant: Impact Signs,
representing Orange Theory
Fitness

Staff: Amy Thompson
amy.thompson@slcgov.com
(801)535-7281

Tax ID: 16-06-478-014

Current Zone: CS Community
Shopping

Master Plan Designation:
Community Commercial

Council District:
District 4 – Luke Garrott

Lot Size:
10.18 acres

Current Use:
Commercial

Applicable Land Use

Regulations:

- 21A.34.020(G)
- 21A.46

Notification:

- Notice mailed 12/31/2014
- Sign posted 1/05/2015
- Posted to the Planning
Division & Utah Public
Meeting Notice websites
12/31/2014

Attachments:

- A. Site Map/Photographs
- B. Sign Drawings
- C. Public Comment
- D. Existing Tenant Signs

Request

This is a request from Impact Signs, representing Orange Theory Fitness, the tenant of the building, for two (2) new signs on their building lease space which is a non-contributing (new) structure located within the Trolley Square Landmark Site, and the Central City Historic District at approximately 602 E 500 South. The subject property is located on the western edge of the block facing 600 East.

This request is before the Historic Landmark Commission because this is a minor alteration that staff could not approve administratively. The applicant is requesting approval for a sign constructed of plastic materials that are inconsistent with the existing character of the site. The Historic Landmark Commission has the final decision making authority.

Staff Recommendation

Based on the analysis and findings of the staff report, it is the Planning Staff's opinion that overall the project generally does not meet the applicable standards and therefore, recommends the Historic Landmark Commission deny the request.

Potential Motions

Consistent with Staff Recommendation:

Based on the analysis and findings of fact listed in the staff report, testimony and plans presented, I move that the Historic Landmark Commission deny the request for a Certificate of Appropriateness for 2 new signs located on the Orange Theory lease space located at approximately 602 E 500 South within the Trolley Square Landmark Site and in the Central City Historic District.

-or-

Not Consistent with Staff Recommendation: Based on the analysis and findings of fact in the staff report, testimony and plans presented, I move that the Historic Landmark Commission approve the request for a Certificate of Appropriateness for 2 new signs located on the Orange Theory lease space located at approximately 602 E 500 South within the Trolley Square Landmark Site and in the Central City Historic District based on the following findings: (Commissioner then states findings based on the Standards 1-11, as listed on the following page, to support the motion):

	<ol style="list-style-type: none"> 1. A property shall be used for its historic purpose or be used for a purpose that requires minimal change to the defining characteristics of the building and its site and environment; 2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided; 3. All sites, structures and objects shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create a false sense of history or architecture are not allowed; 4. Alterations or additions that have acquired historic significance in their own right shall be retained and preserved; 5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved; 6. Deteriorated architectural features shall be repaired rather than replaced wherever feasible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other structures or objects; 7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible; 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 archaeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment; 9. Additions or alterations to structures and objects shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired. The new work shall be differentiated from the old and shall be compatible in massing, size, scale and architectural features to protect the historic integrity of the property and its environment; 10. Certain building materials are prohibited including the following: <ol style="list-style-type: none"> a. Aluminum, asbestos, or vinyl cladding when applied directly to an original or historic material. 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 of this title.
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BACKGROUND

Context

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 property is located in the CS Community Shopping zoning district.

The main entrance to Trolley Square faces 700 East—an arterial street that is the eastern boundary of the district. In this area, commercial development, including office buildings, restaurants and retail centers, belies its early history. Much of the same development pattern continues along the north side of the site along 500 South. The western portion of the Trolley Square site faces 600 East, an area that begins to transition into smaller scale uses that include residential, neighborhood commercial retail, and office spaces. The north and south areas of the district are unified by the significant feature of grass park medians which are located in the center of 600 East and extend the length of the district. Several other streets in Salt Lake City were designed with these medians, with 600 East being the first to receive them in 1906. 600 East is classified as a local road and is not designed to provide through traffic movement, rather it's designed primarily to provide access to adjacent land uses.

The subject property is within the Trolley Square site, located in one of the newly constructed buildings situated on the east side of 600 East. The subject property is approximately 15,287 square feet and it capable of accommodating up to five (5) tenants. The Orange Theory Fitness lease space is the second space located on the north end of the subject property and is approximately 3,150 square feet.



(A) WEST VIEW OF THE ORANGE THEORY FITNESS LEASE SPACE



(B) EAST VIEW OF THE ORANGE THEORY FITNESS LEASE SPACE

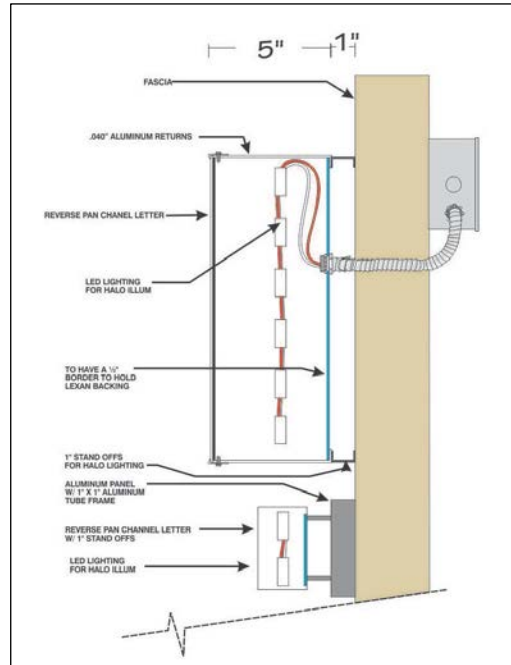


Project Description

The applicant is requesting a Certificate of Appropriateness for two (2) halo illuminated flat signs on the west and east side of the Orange Theory Fitness lease space. The proposed signs have back lit halo illuminated pan channel letters. All illumination for the sign will be with white lighting. The letters that spell out “Orange Theory” are individual pan channel letters with faces constructed of an orange and red colored plastic type material. The primary copy has 5 inch (5”) aluminum returns, with 1 inch (1”) stand offs. The primary copy projects from the fascia a total of 6 inches (6”). The secondary copy letters, “Fitness”, are individual reverse pan channel letters with letter faces and 2 inch (2”) returns painted white. The secondary copy letters are mounted onto an aluminum frame copy cabinet with 1 inch (1”) stand offs. The face of the aluminum copy cabinet is painted gray, and the copy cabinet projects 1 inch (1”) from the fascia.



West view and drawing of proposed sign



Projection of proposed signs

The number and type of signs allowed in the CS zoning district are regulated by Zoning Ordinance section 21A.46.090B. This section allows one flat sign per storefront and one flat sign per building frontage. The maximum size for the sign face is limited to 1 square foot per linear foot of store or building frontage. Both the west and east sides of the Orange Theory Fitness lease are 42 linear feet (42'). The proposed sign on the west side of the building along 600 East has a height of 3 feet 8 inches (3'8") a length of 13 feet 8 inches (13'8") and measures 41.79 square feet, and the proposed sign on the east side of the building has a height of 3 feet 6 inches (3'6") a length 12 feet 2 inches (12'2") and measures approximately 33.52 square feet.

This application is being brought before the Commission because a new Master Sign Plan is currently being developed for Trolley Square, but has not yet been formally reviewed and approved by the Commission. Tenants are beginning to occupy the newer buildings on the site and in locations where signs have not existed previously. Staff met with the tenant of Orange Theory Fitness and General Manager of Trolley Square on site to discuss staff's recommendations for the proposed Orange Theory signs on August 22, 2014. The initial sign proposal was for a front lit internally illuminated sign. The applicant made some modifications to the proposed sign based on recommendations made by planning staff to limit the illumination to backlit or halo illumination, however the applicant is still requesting approval for signs with letter faces constructed of plastic materials that are inconsistent with the existing character of the site and conflict with the adopted Design Guidelines for Signs in Historic Districts as well as the Master Sign Plan Trolley Square has submitted for review.

COMMENTS

Public Comment

Email:

As of the publication of this staff report, one email was received from a property owner expressing opposition to the proposed sign. The key issue of concern expressed is the proposed internal illumination of the sign on a non arterial street. This comment was received prior to the modification of the sign proposal from internal illumination to halo or backlit channel letters. (See Attachment C).

Project Review

Zoning Ordinance Considerations

21A.26.040 CS Community Shopping District: “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. 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.”

21A.46.090B Sign Regulations for CS Community Shopping District: “Signage in the CS district should be appropriate for the type of coordinated commercial development the CS district was established to promote. The sign regulations for this district are intended to encourage coordinated signage between multiple buildings/uses on a site, achieve consistency of materials, and integrate signage with landscape and architectural design expressions.”

Analysis: Staff has reviewed the proposal for compliance with applicable standards in the CS zone and well as specific standards for signs in the sign section of the zoning ordinance as they relate to this application, and found that the proposal meets the standards for sign area and the number of signs allowed in the CS zone. The maximum size for the sign face is limited to one square foot per linear foot of store or building frontage. Both the east and west sides of the Orange Theory Fitness lease spaces are 42 linear feet (42’), therefore, each sign can be a maximum of 42 square feet. The proposed sign on the west side of the building along 600 East is 41.79 square feet, and the proposed sign on the east side of the building that faces the interior of the site is approximately 33.52 square feet, and therefore, the amount of signage they are proposing is within the amount allowed in the underlying CS zoning district.

Finding: The proposal meets the standards for signs in the CS zoning district. The Historic Landmark Commission has the authority to further regulate signs to ensure that new and altered signs are appropriate for the historic setting.

ANALYSIS AND FINDINGS

Standards of Review

21A.34.020.G Historic Preservation Overlay District: Standards for Certificate of Appropriateness for Altering 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 shall find that the project substantially complies with all of the general standards that pertain to the application and that the decision is in the best interest of the City.

Standard 1: A property shall be used for its historic purpose or be used for a purpose that requires minimal change to the defining characteristics of the building and its site and environment;

Analysis: The use of the structure will remain commercial/retail. No change is proposed.

Finding: The standard is met.

Standard 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided;

Design Guidelines for Signs in Historic Districts

- 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 sign.
 - Light intensity should not overpower the building or street edge.
- Guideline 16** Consider halo illumination as an alternative to other types of internally illuminated signs.
- Reversed pan-channel letters with an internal light source reflecting off of the building may be used for “halo” illumination.
 - The light source should not be visible.
- Guideline 19** Sign materials should be compatible with those of the historic building. Materials characteristic of the buildings 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.
 - The use of plastic on the exterior of a sign is usually not appropriate.
- 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 lettering should be determined based on the legibility from the pedestrian way, and not the street.
 - A sign letter of lesser height will be appropriate depending upon the scale of the street frontage.

Analysis: The proposal does not include the removal of historic material, however sign quality and character has a direct impact on how Salt Lake City’s historic districts and landmark sites are perceived. The character of existing tenant signs on the site contributes to the overall historic character of Trolley Square. The proposed halo illuminated signs are similar to signs that currently exist along the interior of the site, but this sign will have street frontage on 600 East. The setback of the storefronts along 600 East

is minimal, and the buildings are close to the public sidewalk. It's in this area, that the district begins transitioning to smaller scale uses and the residential portion of the district.

As mentioned earlier in the report, the subject property has the capacity for up to (5) tenants that will each have building frontage on 600 East for signage. There are two other buildings that are currently unoccupied that also have building frontage on 600 East for signage if requested. The southwest corner abuts RO Residential Office and CN Commercial Neighborhood zoning, and careful consideration should be taken here regarding the appropriateness and intensity of internal illumination. Proposals should retain the historic character of the site and district, while minimizing impacts on nearby uses. It's in Staff's opinion that if an internally illuminated sign is allowed on 600 East, the sign should be limited to backlit channel letters.

Currently, none of the signs located at Trolley Square are constructed of plastic material. (See Attachment D: Existing Tenant Signs). The plastic type material that is being proposed for some of the exterior lettering of the sign is not consistent with the existing quality and character of exterior tenant signs on the Landmark Site, with the adopted Design Guidelines for Signs in Historic Districts, or with the Master Sign Plan that has been submitted by Trolley Square for future review by the Historic Landmark Commission.

Finding: The proposed halo illuminated signs are consistent with the objectives of this standard and do not alter the historic character of the property, however the intensity of the illumination along 600 East needs to be carefully considered in the context of multi tenant buildings with street frontage so that illumination does not dominate the street frontage and become visually obtrusive. The proposed plastic type material for the sign is not consistent with the historic character of Trolley Square and is not compatible with existing sign quality on the site. The proposal is in conflict with this standard.

Standard 3: All sites, structure and objects shall be recognized as products of their own time. Alterations that have not a historical basis and which seek to create a false sense of history or architecture are not allowed;

Analysis: This is a proposal for a new sign and the proposal does not seek to create a false sense of history.

Finding: The standard is met.

Standard 4: Alterations or additions that have acquired historic significance in their own right shall be retained and preserved.

Analysis: This standard does not relate to this proposal. This is a proposal for a new sign which has not acquired historic significance in its own right.

Finding: The standard is met.

Standard 5: Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved;

Design Guidelines for Signs in Historic Districts

Guideline 19 Sign materials should be compatible with those of the historic building. Materials characteristic of the buildings 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.
 - The use of plastic on the exterior of a sign is usually not appropriate.
- Guideline 23** Letters that create signs that are out of character with the historic district or building, or that would alter the character of the historic district would be considered inappropriate.
- Use letters and fonts that enhance rather than detract from the historic design of the building.
 - Lettering and fonts should emphasize legibility rather than any sort of stylistic agenda.

Analysis: In as much as this standard relates to site features and finishes, signs have a direct impact on the overall sense of place that characterizes Trolley Square. The existing signs within Trolley Square are compatible with the character of the site. The proposed plastic sign material would introduce a new material that is inconsistent with the historic nature of the site and incompatible with existing tenant sign quality and materials.

Finding: For these reasons outlined in the analysis the proposal would conflict with the objectives of this standard because a sign constructed of plastic type material would not be in character with the site and would be inconsistent with the existing signs and their context. The proposal does not meet this standard.

Standard 6: Deteriorated architectural features shall be repaired rather than replaced wherever feasible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other structures or objects;

Analysis: The proposal does not include replacement or repair of deteriorated architectural or existing features. This standard does not relate to this proposal.

Finding: The standard does not apply.

Standard 7: Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible;

Analysis: The proposal does not include treatments of existing historic materials. This standard does not relate to this proposal.

Finding: The standard does not apply.

Standard 8: Contemporary designs for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant cultural, historical, architectural or archaeological material, and such design is compatible with the size, scale, color, material and character of the property, neighborhood or environment;

Design Guidelines for Signs in Historic Districts

Guideline 4 A sign should be designed to be in proportion and scale with the building.

- A sign should be in scale with the facade of the building.
 - Signs that would cover more than 20 percent of the facade should be avoided.
- Guideline 5** A sign should be designed to be a part of the overall building composition.
- A sign should be located on a building so it emphasizes the architectural elements of the facade.
 - A sign should be mounted to fit within existing architectural features
- Guideline 6** Signs should have a human scale and be pedestrian oriented.
- Signs that are illegible when viewed from the sidewalk, or are located too high upon a building are not encouraged.
- Guideline 8** Position a sign primarily to serve the pedestrian at the street level.
- The majority of signs should be concentrated at the street level close to the entrance of the building.
- Guideline 10** The projection of a wall sign should be minimized to the depth of the sign panel or letter.
- A sign should be relatively flush with the building facade.
 - A wall sign should be designed to sit within rather than forward of the fascia or other architectural details of the building.
- Guideline 19** Sign materials should be compatible with those of the historic building. Materials characteristic of the buildings 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.
 - 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 incorporated with overall building colors.
 - Color should be used to both accentuate the sign design and message, and also to integrate the sign or lettering with the building and its context.
- Guideline 23** Letters that create signs that are out of character with the historic district or building, or that would alter the character of the historic district would be considered inappropriate.
- Use letters and fonts that enhance rather than detract from the historic design of the building.
 - Lettering and fonts should emphasize legibility rather than any sort of stylistic agenda.

Analysis: In as much as this standard relates to design compatibility of the proposal, the proposed signs are positioned to be framed by the architectural details of the building, and the proportions and scale of the sign do not dominate the buildings appearance, but the proposed sign on the east elevation is located high on the building and is not positioned in a way that is pedestrian oriented or has a human scale. The sign colors proposed are part of Orange Theory Fitness’s logo and branding, and because of this the proposed colors are not coordinated with the overall building colors. The “O” in the word orange is of different font and also part of the Orange Theory Fitness brand. A corporate logo or color scheme incorporated into a building design work as an effective sign, but it should not detract from the historic character of the site. Colors and lettering should be integrated into the building and its historic context. The applicant modified the initial proposed placement of the sign so that the sign is framed by the

architectural details of the building, and the placement is compatible with the neighboring tenant's sign (CorePower Yoga).

Finding: For the reasons set out above, the proposal would not conflict with the first two objectives of this standard, but would in staff's opinion, be inconsistent with the last objective which relates to design compatibility. This standard is not met.

The Commission may recommend that the proposed sign colors are modified so they are integrated into the building colors and context of the site. Plastic is not an appropriate material for the sign; signs should be constructed of materials that are compatible with the existing pallet of materials used for signs throughout Trolley Square, and consistent with the materials recommended in the Design Guidelines for Signs in Historic Districts. Existing sign materials include metal, wood, and neon may be considered if it does not dominate the street frontage and if the Commission determines the level of illumination of neon is appropriate for signs on this multi-tenant building located along 600 East.

One of the objectives the Design Guidelines for Signs in Historic Districts has been created to achieve is to promote signs as pedestrian oriented rather than automotive. The Commission may consider alternate placement of the sign that is more appropriate such as with the west elevation sign locating the secondary copy ("Fitness") so that it's positioned on the gray fascia band just above the windows (see the Alice Lane Home Collections sign in Attachment D). The proposed sign on the east elevation of the tenant lease space is located high on the building, and is not positioned primarily to serve the pedestrian at street level. An alternative sign type such as a projecting sign (see the Sam Weller's sign in Attachment D) may be more appropriate for the east elevation and more consistent with the objective of promoting pedestrian oriented signs. The underlying CS (Community Shopping) zoning district does not identify projecting signs as a permitted sign type, however section 21A.46.070(V) of the Zoning Ordinance gives authority to the Historic Landmark Commission to authorize, as a special exception, placement of a new sign in a historic district or Landmark Site if the applicant can demonstrate that the location, size and/or design is compatible with the design period or them of the historic district.

Standard 9: Additions or alterations to structures and objects shall be done in such a manner that if such additions or alteration were to be removed in the future, the essential form and integrity of the structure would be unimpaired. The new work shall be differentiated from the old and shall be compatible in massing, size, scale and architectural features to protect the historic integrity of the property and its environment;

Design Guidelines for Signs in Historic Districts

Guideline 12 Sign attachment parts should be reused in their original location (holes in the facade or fixing positions) to protect the original building materials.

- Sign attachment parts should avoid damaging any architectural details or features of the building.
- When creating new fixture areas on brick buildings, drill holes in the mortar rather than the brick.

Guideline 14 Wiring conduit for sign lighting should be carefully routed to avoid damage to architectural details and to be concealed from view as much as possible.

- The power supply may be routed directly through a wall or window, hidden behind the sign.

Analysis: The proposed signs are on a newly constructed non contributing (out of period) building and could be removed without negatively impacting the essential form and integrity of the structure. The

holes drilled to support the signs would need to be filled with appropriate materials to prevent further damage if such items were to be removed in the future.

Finding: The proposed signs are consistent with the objectives of this standard.

Standard 10: Certain building materials are prohibited including the following: Vinyl or aluminum cladding when applied directly to an original or historic material;

Analysis: The proposal does not include the use of vinyl or aluminum cladding applied to original or historic material.

Finding: The standard does not apply.

Standard 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 of this title;

Design Guidelines for Signs in Historic Districts

Guideline 19 Sign materials should be compatible with those of the historic building. Materials characteristic of the buildings period and style, used in contemporary designs, can form effective new signs.

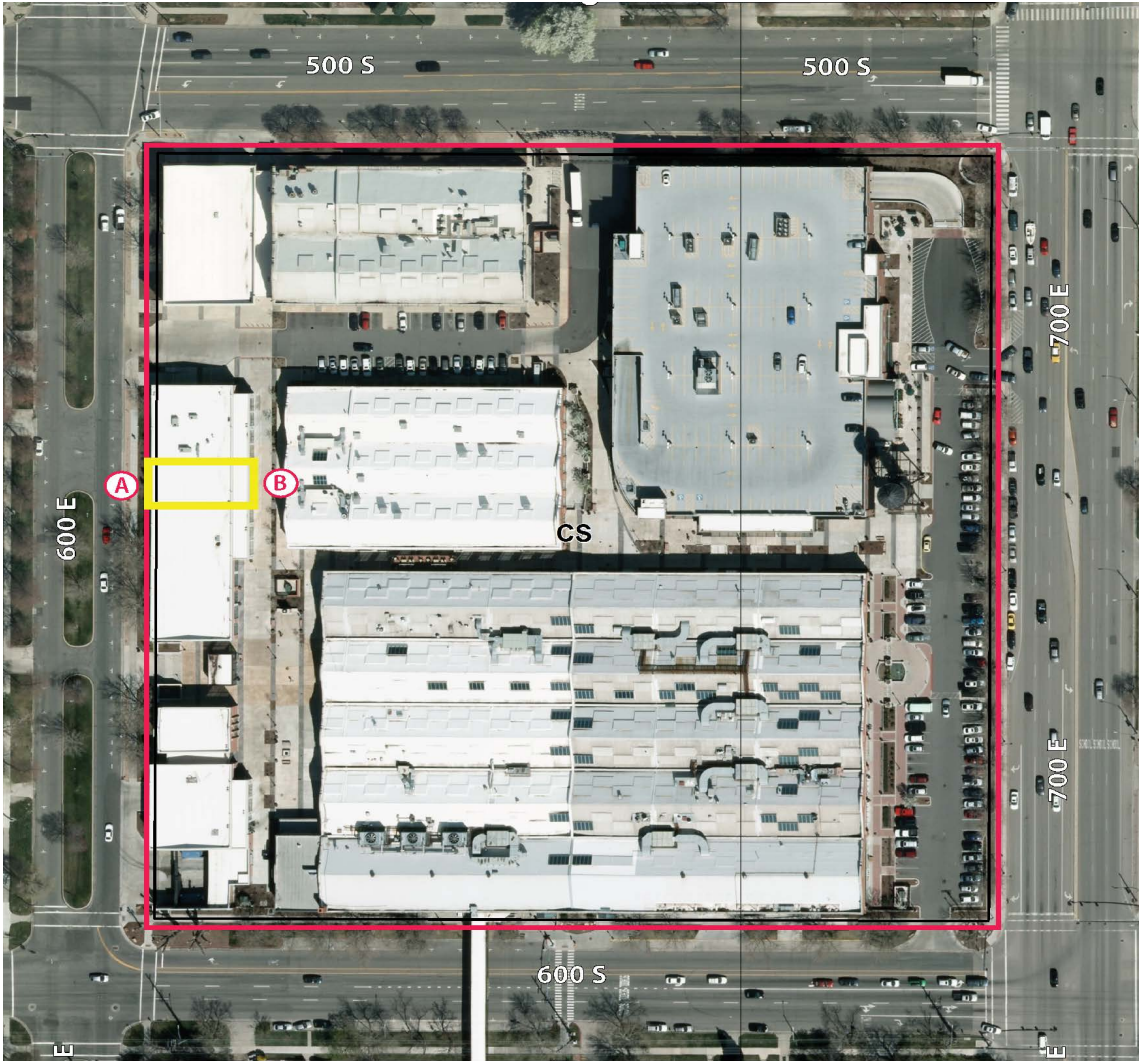
- Painted wood and metal are appropriate materials for signs. Their use is encouraged.
- The use of plastic on the exterior of a sign is usually not appropriate.

Analysis: Trolley Square is a unique site in the sense that it is a commercial retail center. The need for tenant advertising requires a careful balance between signs and historic context of the site. Careful thought and attention to detail has gone into the existing signs throughout Trolley Square. Sign quality and character has a direct impact on how the landmark site is perceived. The character of existing tenant signs on the site contributes to the overall historic character of Trolley Square. Sign illumination, scale, positioning, color and materials play an important role in the overall character. None of the existing tenant signs at Trolley Square are constructed of plastic type materials, and the introduction of plastic would be inconsistent with the existing signs that help characterize the site. The proposal conflicts with the adopted Design Guidelines for Signs in Historic Districts as well as the Master Sign Plan Trolley Square has submitted for review.

Finding: For the reasons outlined in the analysis and the staff report, the proposal does not meet the objectives of this standard. The plastic type material that is being proposed for the faces of the exterior lettering of the sign is not consistent with the existing quality and character of exterior tenant signs on the Landmark Site or with the adopted Design Guidelines for Signs in Historic Districts.

ATTACHMENT A

Site Map & Photographs



ORANGE THEORY FITNESS LEASE SPACE
 TROLLEY SQUARE SITE

A B PROPOSED SIGN LOCATIONS



A PROPOSED SIGN LOCATION-WEST ELEVATION



B PROPOSED SIGN LOCATION-EAST ELEVATION



West elevation view from 600 east. The subject property has space for up to 5 tenants.



West elevation of the Orange Theory Fitness lease space where one of the signs is proposed. Image taken from July 2014 Google streetview.



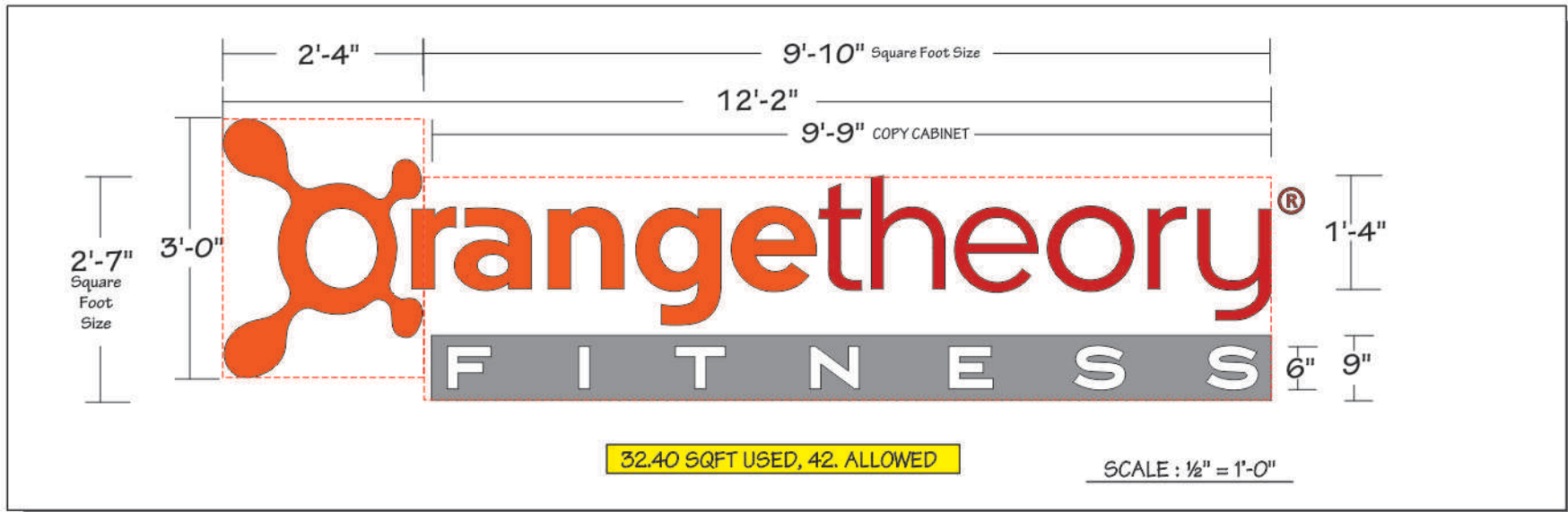
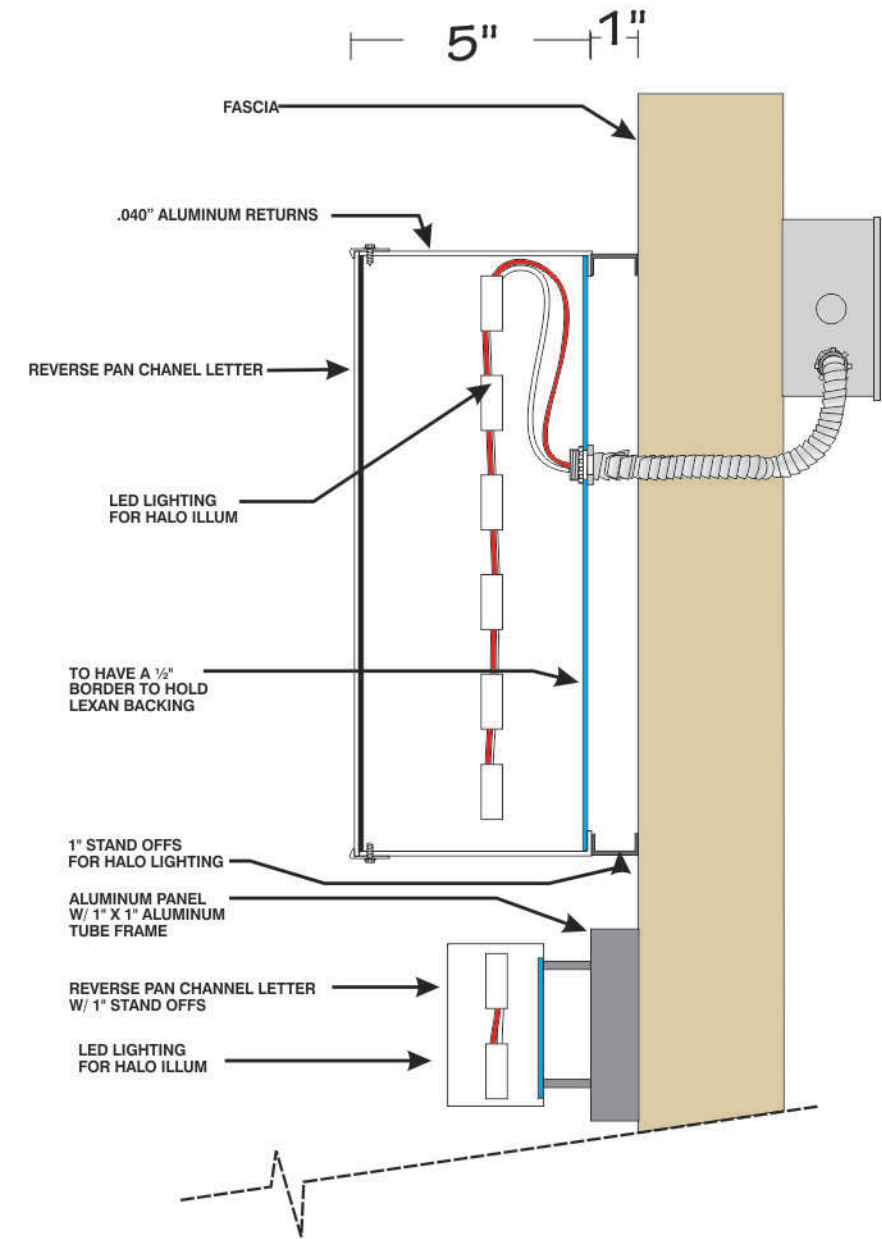
Pedestrian view of the of east elevation looking north. The building faces one of the Landmark Site's contributing structures. The subject property is one of the newly constructed structures on the site, and the Orange Theory Fitness sign is the first tenant sign proposal for the east elevation of the subject property; the adjacent historic building remains unoccupied and therefore doesn't currently have any tenant signs.



East elevation of the Orange Theory Fitness lease space where one of the signs is proposed.

ATTACHMENT B
Sign Drawings

42'-0" Lease Line



REVERSE PAN CHANNEL LETTER DISPLAY W/ EXPOSED NEON SECONDARY COPY

MANUF. & INSTALL 1 EACH REVERSE PAN CHANNEL LETTER DISPLAY. FACES TO HAVE BLACK VINYL APPLIED TO THE INSIDE OF THE LETTER FACES. ALUMINUM BACKS TO HAVE 1/2" BORDER & THEN INSTALL CLEAR LEXAN BACKS. HALO/ILLUM W/ WHITE L.E.D. LIGHTING. SECONDARY COPY CABINET TO BE CONSTRUCTED FROM 1" X 1" ALUMINUM TUBE FRAME W/ .090" ALUMINUM FACE PAINTED GREY. "FITNESS" TO BE REVERSE PAN CHANNEL W/ FACES & 2" RETURNS PAINTED HALO/ILLUM W/ WHITE L.E.D. LIGHTING WHITE. INSTALL W/ 1" STAND OFFS TO FASCIA.

ORANGE THEORY FITNESS



2236 S. 3270 W. Salt Lake City, UT
www.impact-signs.com

Office: 801-972-5101
Fax: 801-972-2530

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 reserved.

CUSTOMER APPROVAL

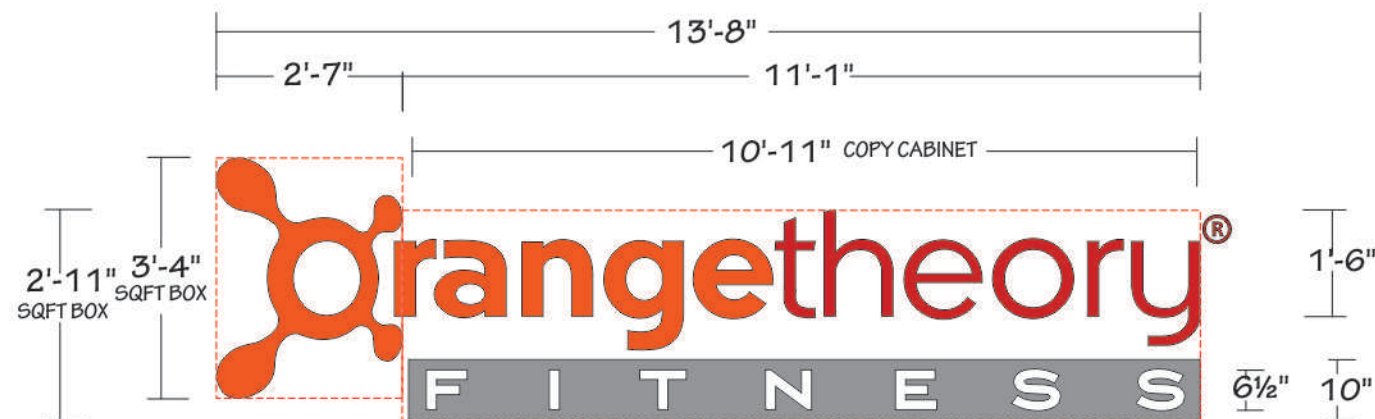
DATE

Address: TROLLEY SQUARE 700 EAST 600 S Page 1 of 3
Origin Date: 7/1/14 Last Revision: 7/2/14 Scale: 1/4" = 1'-0"
Designer: [Signature] Sales: KEVIN Job:

42'-0" Lease Line



Orangetheory
FITNESS



40.93 SQFT USED, 42. ALLOWED

SCALE : 3/8" = 1'-0"

REVERSE PAN CHANNEL LETTER DISPLAY W/ EXPOSED NEON SECONDARY COPY

MANUF. & INSTALL 1 EACH REVERSE PAN CHANNEL LETTER DISPLAY.
 FACES TO HAVE BLACK VINYL APPLIED TO THE INSIDE OF THE LETTER FACES.
 ALUMINUM BACKS TO HAVE 1/2" BORDER & THEN INSTALL CLEAR LEXAN BACKS.
 HALO/ILLUM W/ WHITE L.E.D. LIGHTING.
 SECONDARY COPY CABINET TO BE CONSTRUCTED FROM 1" X 1" ALUMINUM TUBE FRAME
 W/ .090" ALUMINUM FACE PAINTED GREY.
 BACK GROUND COPY TO BE WHITE VINYL.
 NEON TO BE 15 MM 6500 60 MA WHITE.
 INSTALL W/ 1" STAND OFFS TO FASCIA.

ORANGE THEORY FITNESS



2236 S. 3270 W. Salt Lake City, UT
www.impact-signs.com

Office: 801-972-5101
Fax: 801-972-2530

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 reserved

CUSTOMER APPROVAL

DATE

Address: TROLLEY SQUARE 700 EAST 600 S Page 2 of 3
 Origin Date: 7/1/14 Last Revision: 7/2/14 Scale: 3/16" = 1'-0"
 Designer: *Kevin* Sales: KEVIN Job:

ATTACHMENT C
Public Comment

From: [John Davis](#)
To: [Thompson, Amy](#)
Subject: Record PLNHLC2014-00496 - OrangeTheory Fitness Sign
Date: Tuesday, July 29, 2014 3:01:39 PM

Amy,

I hope you are well. I recently noted that a request for a COA was posted to Accela for Record PLNHLC2014-00496. It is my understanding you have been assigned to review this application. After reviewing the Applicant's proposed signage, I do not believe the proposed signage facing 600 East is consistent with certain guidelines for signage in the Central City Historic District. Signage Guideline No. 35, provided in part below, is particularly relevant:

"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."

In the instant proposal, the proposed exterior signage is not along an arterial street, but is rather along 600 East, a primarily residential street forming the heart of the Central City Historic District. In fact, Transportation is currently in the process of transforming 600 East into a designated bicycle boulevard with lower speed limits of 20 MPH, quite different than any arterial street. In addition, while the Trolley Square block has many non-contributing structures, it does include perhaps the most important contributing commercial structures in the entire District.

Additionally, the proposed sign would directly face a significant historic/contributing commercial structure (designated ES in the recent reconnaissance survey for the District) located directly across the street at 524 S 600 E (currently housing VCBO architecture).

In view of the above concerns, the applicants may wish to consider signage more similar to the signage currently used by Sam Weller's books on 600 South and/or Alice Lane Furniture on 500 South, and/or the window dressing signage previously used by Trolley tenant Prana Yoga, which would be more appropriate than the current internally illuminated proposal on a non-arterial street such as 600 East.

Thank you for your efforts on behalf of Salt Lake's neighborhoods and historical resources. Should you have any questions, please do not hesitate to contact me.

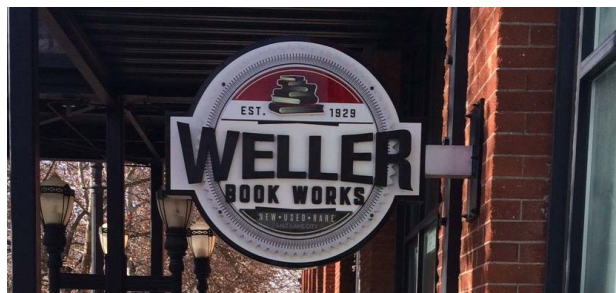
Best,

John

ATTACHMENT D

Existing Tenant Signs

EXISTING EXTERIOR TENANT SIGNS-DAY



EXISTING EXTERIOR TENANT SIGNS-NIGHT

