

**HISTORIC LANDMARK COMMISSION
STAFF REPORT**



Planning Division
Department of Community and
Economic Development

Trolley Square-Master Sign Plan

602 E 500 South
February 5, 2015

Applicant: Robert Pinion,
architect representing Trolley
Square Ventures, LLC.

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 1/22/2015
- Sign posted 1/26/2015
- Posted to the Planning
Division & Utah Public
Meeting Notice websites
1/22/2015

Attachments:

- A. Site Map
- B. Master Sign Plan
Proposal
- C. Site Photographs
- D. Existing Signs
- E. Department Comments

Request

This is a request by Robert Pinion, architect representing Trolley Square Ventures, LLC., for review and adoption of a Master Sign Plan for the Trolley Square site. The purpose of the Master Sign Plan for is identify permitted locations and types of future signs, and define a set of guidelines for each of the permitted sign types to provide a consistent review process for sign proposals from existing and future tenants of Trolley Square.

Staff Recommendation

Based on the analysis and findings of the staff report, it is the Planning Staff's opinion that the Master Sign Plan generally meets the applicable standards and guidelines. Staff recommends the Historic Landmark Commission adopt the Trolley Square Master Sign Plan with conditions as noted below in the motion below titled Consistent with Staff Recommendation.

Potential Motions

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 to adopt the Trolley Square Master Sign Plan subject to the following conditions of approval:

The applicant submit a revised master sign plan with the following changes:

1. The proposed number and specific location of pole signs, monument signs, and shopping center identification signs should be clearly identified so that future sign proposals can be reviewed for compliance with the zoning regulations related to number of permitted signs and other applicable standards. The Trolley Square Master Sign Plan should reflect the following:

Pole Sign:

The pole signs should be limited to the water tower pole sign, the arched pole sign at the 500 South vehicular entrance and if approved by the Historic Landmark Commission the proposed Shopping Center Identification Pole sign on the northeast corner of the block at 500 South 700 East.

Shopping Center Identification Sign

The shopping center identification signs should be limited to seven

total including the existing Water Tower Pole Sign (the water tank is a form of shopping center identification sign), the existing arched pole sign at 500 South vehicular entrance, the flat sign on the south entrance of the main building and the four other proposed shopping center identification signs if approved by the Historic Landmark Commission.

Internally Illuminated Electronic Changeable Copy

Maximum of 1 sign

- If the Historic Landmark Commission finds that this type of signage at the specific location proposed is appropriate, then internally illuminated electronic changeable copy panel (LED screen) is limited to the shopping center identification pole sign proposed for the northeast corner of the site at 500 South and 700 East.

2. Illumination of the pole sign supports is not permitted
3. Internal illumination of monument signs is not permitted
4. Dimensions of monument signs will be determined based on the location and compatibility of mass and scale of adjacent buildings.
5. Exterior Lettering is combined with Flat Building/Storefront sign type.
6. Directional sign is identified as an Information sign.
7. Information sign height is reduced to height of 6 feet (6') and limited to external lighting.
8. Minimum clearance of Projecting Storefront sign shall be increased to 10 feet (10') to meet City sign regulations for safety.
9. Tenant Flat/Building signs along 600 East are limited to halo illumination or may be externally lit.
10. Standards for Awning Signs should be included in the Master Sign Plan.
11. Internal Illumination of Awning signs is not permitted.

-or-

Not Consistent with Staff Recommendation:

Based on the testimony and plans presented, I move that the Historic Landmark Commission deny the request to adopt the Trolley Square Master Sign Plan as requested, for the items listed below based on the following findings (Commissioner then states findings based on the following standards to support the motion):

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.

21A.46.070(V) Historic District Signs

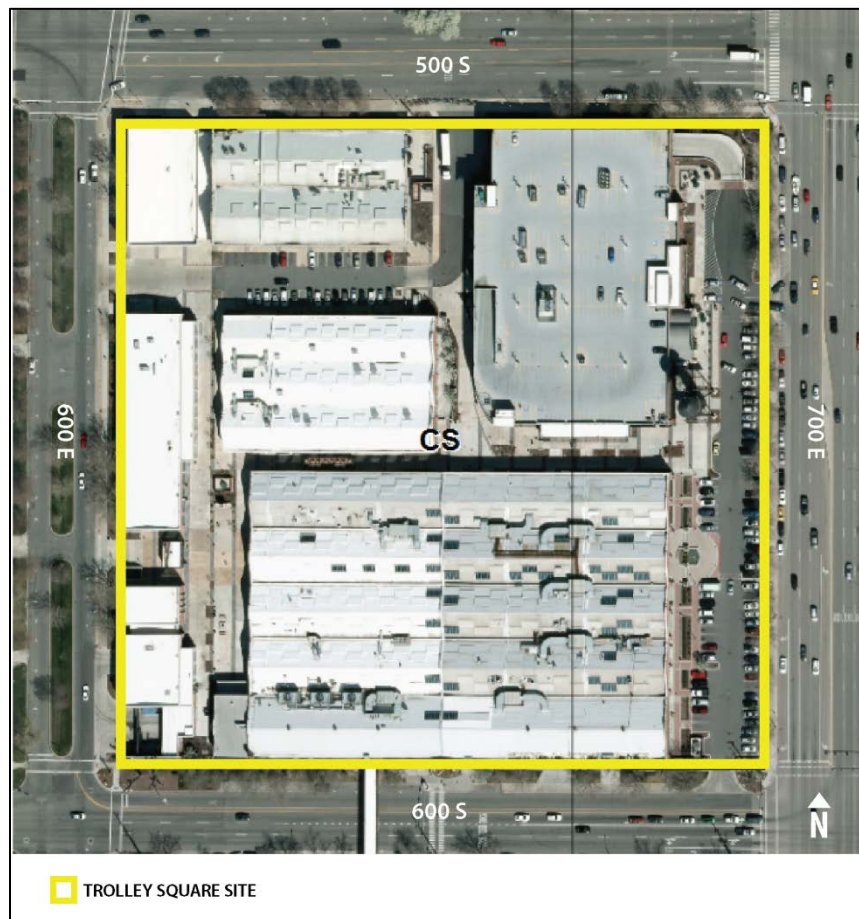
The historic landmark commission may authorize, as a special exception, modification to an existing sign or the size or placement of a new sign in a historic district or on a landmark site if the applicant can demonstrate that the location, size and/or design of the proposed sign is compatible with the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

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, included on the Salt Lake City Register of Cultural Resources in 1976 and added to the National Register of Historic Places in 1996. The property is located at approximately 602 East 500 South and is in the CS Community Shopping zoning district.

Trolley Square occupies the entire block between 500 and 600 South, and 600 and 700 East. The location of present day Trolley Square dates back to 1889, when it was the site of the Tenth Ward Square and later used for the territorial fairgrounds until 1901. In 1906 the property was purchased by the Utah Light and Railway Company. The car barns and repair shops were built under the direction of Mr. E.H. Harriman from 1908-1910.



The water tower is a significant historic feature on the block, and dates from the period of the complex's original construction. The 50,000 gallon capacity tank was used to store water for emergency fire fighting and other purposes. After the last Trolley run in 1945, the buildings housed the Salt Lake City buses until 1970. The buildings were renovated in the early 1970's and converted into a shopping and entertainment center. The water tower has become an icon as well as a large sign for the commercial development with the "Trolley Square" sign located on the tank of the structure. Two movie theatre signs were placed on the tower in the mid-1970's but have not had signage on them for many years since the movie theatres were closed. 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. With signs attached to the water tower, the structure is considered a

non conforming pole sign because the sign exceeds the allowable height and sign face area requirements of the ordinance. The maximum height of a pole sign is 25 feet and the maximum allowed sign face area is 75 square feet. There are two pending applications that have been submitted for modifications to the existing non conforming signs on the historic water tower (Special Exception PLNHLC2014-00844 & Major Alterations PLNHLC2014-00842). The request includes replacement of the non conforming signs with internally illuminated electronic changeable copy signs with the consistent Trolley Square branding design. The applicant is not proceeding with a new sign on the water tower at this time.

There are three main sets of regulations in the zoning ordinance relating to signs in local historic districts.

1. The first is the set of regulations relating to signs based on the zoning district in which the sign will be located. In this instance, the property is zoned Commercial Shopping (CS), which identifies the type and number allowed in the CS zoning district.
2. The second set of regulations relates to the Historic Preservation Overlay zoning district standard which specifically relates to the criteria for which a sign can be approved for location on a Landmark Site or in a local historic district. As an overlay district, the Historic Landmark Commission may further limit the location, type and number of signs to ensure that it is in keeping with the character of the historic site or district.
3. The third set of regulations provides the Historic Landmark Commission the authority to allow types of signage that would not otherwise be allowed in the Zoning District if the Commission finds that the signage would be appropriate and in keeping with the historic character of the site or district.

Specifics relating to the above regulations are found in the Analysis section of this staff report.

Current Status

The applicant presented a draft proposal for new signs and a Master Sign Plan during a Work Session with the Historic Landmark Commission that was held on October 2, 2014. The purpose of the work session was to address previous concerns of the Commission and get feedback and guidance for refinement of the proposal. If adopted, the Master Sign Plan would update the existing Master Sign Plan that was adopted September 11, 1987.

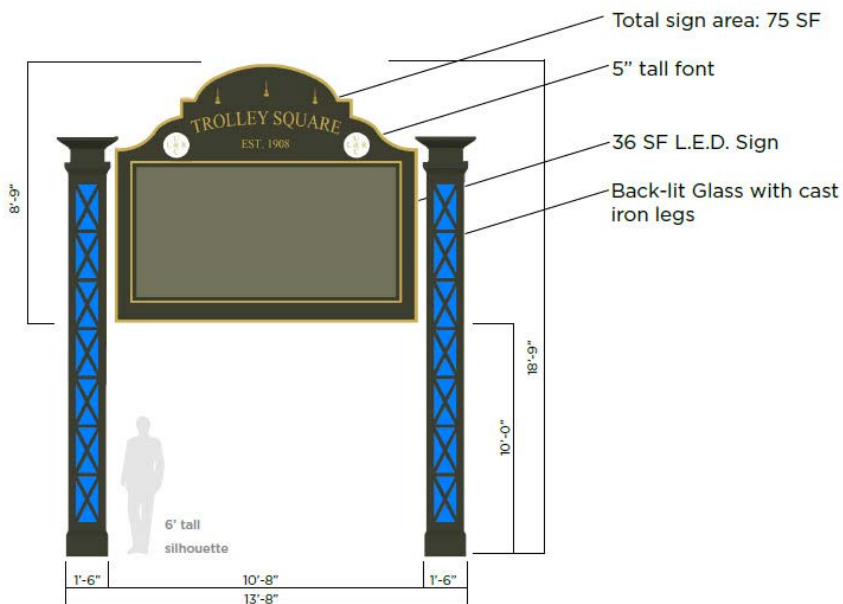
Project Description: Master Sign Plan

As suggested in the adopted Design Guidelines for Signs in Historic Districts, both the Historic Landmark Commission and Planning Staff have expressed to the applicant the importance of an overall Master Sign Plan for Trolley Square that shows locations and types of future signs, and also defines a set of guidelines for each of the proposed signs. In response to this feedback, the applicant worked to develop a Master Sign Plan for Trolley Square that includes an overall branding concept and theme for the site.

A Master Sign Plan is desirable to show potential additional signs and their locations on the site, and provide a basis for consistent reviews of future sign proposals that fit within the overall Master Sign Plan as well as Salt Lake City's adopted standards and guidelines for signs located in Historic Districts and at Landmark Sites. The Master Sign Plan should provide adequate guidance for future signs for the Trolley Square site. A defined sign plan would help provide a more streamlined and consistent review process for sign proposals from existing and future tenants of Trolley Square.

The following charts identify the signage proposed by the applicant for Trolley Square. The chart includes the permitted sign types, location, applicable zoning regulations and staff recommendations.

POLE	# of Signs	Proposed Location	CS Zoning Allows	Staff Recommendation
<p><u>Proposed</u> Height: 18 ft 9 in Width: 13 ft 8 in Total Sign Area: 75 sq ft Internally Illuminated Electronic Changeable Copy Panel Area: 36 sq ft Pole sign is supported by 1'6" cast iron poles with blue backlit glass.</p>	<p>Total number and location of future pole signs not identified in Master Sign Plan.</p>	<p>Prominent locations on the periphery of Trolley Square. Most appropriate at corners; however, the context / background of each location should be carefully examined.</p>	<p>Max Area: 75 sq. ft Max Height: 25 ft Min Clearance: 10 ft Min Setback: 15 ft # Permitted: 1 per pad site (4 pad sites on Trolley Block) Combined # of Sign Types: The applicant could choose between a pole or monument sign for each pad site but cannot have both a pole and monument sign. Zoning ordinance would allow for 8 pole signs on the site.</p>	<p>Maximum of 3 pole signs for the block. This would include the existing pole sign at the 500 South vehicular entrance (arched sign) If the water tower is used as a sign, that would also be a pole sign. This number of pole signs and allowance of an internally illuminated electronic changeable copy sign on the northeast corner of the block The poles supporting the sign should not have any illumination.</p>



Staff Recommendation: If the Commission determines pole signs are an appropriate sign type and consistent with the historic character of the Landmark Site and Historic District, Staff recommends a maximum of 3 pole signs for the site:

- **One** existing pole sign at the entrance on 500 South. The arch that has the words “Trolley Square” is considered a Shopping Center Identification pole sign.
- The water tower is considered a Shopping Center Identification pole sign and is included as one of the 3 allowed pole signs.
- **One** Shopping Center Identification pole sign on the northeast corner at 500 South and 700 East that is proposed in the exterior sign plan by the applicant.

Internally illuminated electronic changeable copy should be limited to the shopping center identification pole sign on 500 South and 700 East. Illumination of sign supports/poles should not be permitted on any of the pole signs.

Summary of applicable guidelines from *Design Guidelines for Signs in Historic Districts*:

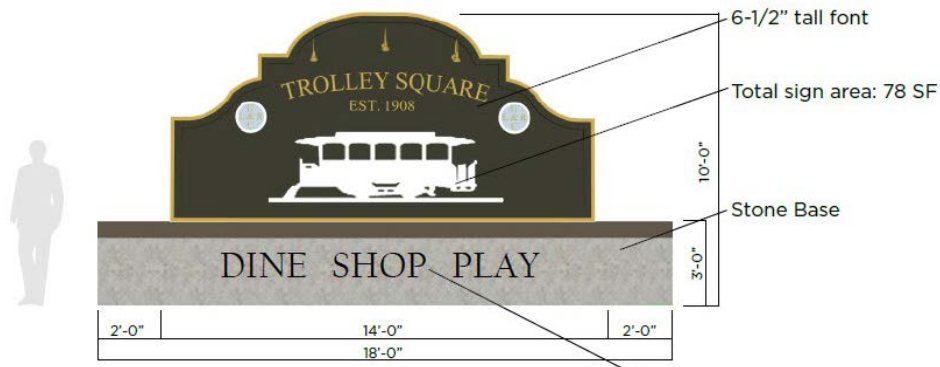
- Pole signs generally inappropriate sign type.
- Internal illumination is discouraged.
- Visual impact of signs should be minimized.
- Increased scale and vehicular orientation of a larger building on an arterial street may provide a location appropriate for illumination.

Reasoning:

The adopted *Design Guidelines for Signs in Historic Districts* identify pole signs as a generally inappropriate sign type, and as such, permitted number should be limited. The sign design guidelines also discourage internal illumination of signs, and the use of large panel internally illuminated signs is not recommended. If the Commission determines internally illuminated electronic changeable copy signs are appropriate, they should also be limited.

The location of 500 South and 700 East may be an appropriate location for a shopping center identification pole sign with an internally illuminated electronic changeable copy panel because of the increased scale of vehicular orientation along an arterial street, and the location is adjacent to non contributing structures. In contrast, internal illuminated electronic changeable copy signs are not appropriate for 600 East because it is a less intensive area that begins to transition into the residential portion of the historic district. Internal illuminated electronic changeable copy signs are also not appropriate for the water tower.

MONUMENT	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
<u>Proposed</u> Height: 7 ft 3 ft base Total Sign Area: 100 sq ft Externally illuminated Internally Illuminated Monument signs are not appropriate. Secondary copy on the sign base.	Proposed 4 total	Permitted on the periphery of Trolley Square	Max Area: 100 sq ft Max Height: 12 ft; 6 ft Min Setback: 10 ft; 5 ft # Permitted: 1 per pad site Combined # of Sign Types: Only 1 monument or pole sign per pad site	Height will be determined based on the location and compatibility of mass and scale of adjacent buildings



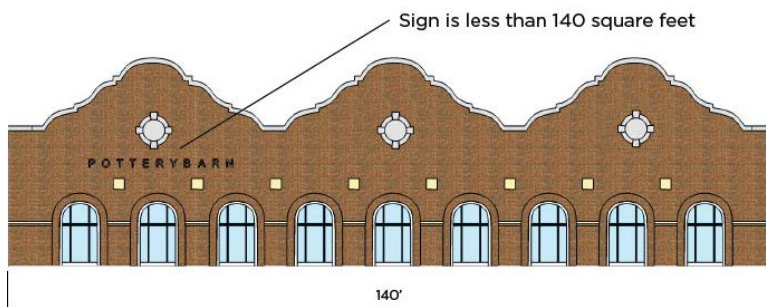
Staff Recommendation: Maximum of 4 monument signs permitted on the site. As a condition of approval, monument sign height will be determined based on the location and visual compatibility of mass and scale of adjacent buildings in the Landmark Site and surrounding district. The height of a monument sign should not block the visibility to the important contributing historic structures on the site.

Summary of applicable guidelines from *Design Guidelines for Signs in Historic Districts*:

- Monument signs are less obtrusive than pole signs.
- Internal illumination of monument signs is discouraged.
- Visual impact of signs should be minimized.
- Sign should be compatible with building architecture/scale

Reasoning: The combined height of the proposed monument sign is 10 feet (3 foot base + 7 foot sign) and would be out of scale with the context of the site and the adjacent historic architecture. The visual impact of signs should be minimized. As a conditional of approval, staff recommends the height of monument signs will be determined based on the proposed location, visual impact of the sign on the historic site and impact to the visibility of the historic structures and compatibility of mass and scale of adjacent buildings. The applicant’s proposed Master Sign Plan identifies that internal illumination of monument signs is not appropriate, but permits LED screens (internally illuminated electronic changeable copy) on monument signs. This information is conflicting. The adopted *Design Guidelines for Signs in Historic Districts* discourage internal illumination of monument signs. Monument signs should be limited to external lighting.

FLAT/ BUILDING	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
<p><u>Proposed:</u> Total Sign Area: 1 sq ft per linear ft of building/store frontage</p> <p>Neutral letter returns Positioned to align with building features</p>	<p>Total number of future flat signs not identified in Master Sign Plan. Plan does not specify Shopping Center Identification Signs (Trolley Square flat signs) vs. tenant signs</p>	<p>Any exterior facade</p>	<p>Max Area: 1 square foot per linear foot of building frontage</p>	<p>Tenant signs would be determined by specific building or store frontage.</p> <p>Placement of flat signs should be in a location on the building that does not detract from unique architectural features such as medallions. The preferred location for a flat sign is on the metal facing of the storefront fascia where feasible. (See Attachment C)</p> <p>What the applicant identifies as exterior lettering is defined in the zoning ordinance as a flat sign.</p>



Staff Recommendation: The proposed flat building signs are consistent with the character of the site, and compatible with the existing signs. Flat signs that are shopping center identification signs for Trolley Square should be consistent with the recommendations in the shopping center identification sign matrix. The guidelines and standards related to this proposed permitted sign type are in line with the historic district sign guidelines and standards. Future

tenant flat sign proposals are not limited but will be reviewed for compliance. Placement of flat signs should be in a location on the building that does not detract from unique architectural features, such as medallions, and some locations of the exterior facade may be more appropriate for locating a sign than others.

Reasoning: The proposed flat buildings signs are consistent with the character of the site and district and are in line with the adopted City guidelines. The adopted *Design Guidelines for Signs in Historic Districts* discuss that placement of signs on upper levels of a building should be limited because they will be visible over an extended distance. In addition, at Trolley Square the upper levels of the historic contributing buildings is where the historic brick is located and a different location may be more appropriate to further preserve the historic materials. Signs in historic districts should be pedestrian oriented, which is also a scale that is consistent with the character.

Exterior Lettering:

Staff Analysis: Exterior lettering is defined as a flat sign by the Salt Lake City zoning ordinance. The Master Sign Plan should be changed to reflect this.

Reasoning: Same as above for flat/building signs.

PROJECTING STOREFRONT	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
<p><u>Proposed:</u> Letter Height: 10"-12" Max Sign Area: 8 sq ft Min Clearance: 9 ft</p>	<p>Total number of future projecting signs not identified in the Master Sign Plan. Will be determined on a tenant by tenant basis.</p>	<p>Pedestrian friendly facades. Most effective on facades that have entrances into tenant spaces.</p>	<p>Projecting storefront signs are not permitted in the CS zone. However, HLC may allow other signs as a Special Exception where it is found to be consistent with historic character. Min Clearance: 10 ft</p>	<p>Change the proposed Master Sign Plan to identify the clearance a minimum clearance to 10 ft</p>



Staff Recommendation: Staff is of the opinion that projecting storefront signs are an appropriate sign type because they are consistent with the historic character of the site, are in keeping with the pedestrian orientation recommended in the sign guidelines, and tend to cause less damage to the historic structure when installed. As required by section 21A.46.070(C) of the zoning ordinance, the minimum sign clearance of projecting signs is 10 feet and the Master Sign Plan will need to comply with this regulation. Projecting storefront signs are not permitted in the CS zoning ordinance, however section 21A.46.070(V) gives authority to the Historic Landmark Commission to authorize other signs as a special exception where it is found the sign is consistent with the character of the Landmark Site or historic district. Special exception approval will be required for projecting sign proposals.

Summary of applicable guidelines from *Design Guidelines for Signs in Historic Districts*:

- Generally an appropriate sign type
- Pedestrian oriented and compatible scale
- Should be positioned to not visually intrude architectural details and designed with the mass and scale of the building

Reasoning: Projecting storefront signs, both lettered and symbolic, were common historically. Projecting storefront signs are usually an appropriate type of sign for an historic structure because their installation is such that it requires minimum anchoring to the building and therefore does less damage. The adopted *Design Guidelines for Signs in Historic Districts* encourages projecting storefront signs, particularly on a more pedestrian oriented corridor.

SHOPPING CENTER IDENTIFICATION	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
Proposed: Height: 25 ft Max Sign Area: 200 sq ft Min Setback: 10 ft Limited to pole, monument, or flat signs.	Total number of future signs not identified in the Master Sign Plan.	Proposed locations not identified. The site has 3 existing Shopping Center Identification signs, 4 additional Shopping Center signs are proposed in the Exterior Sign Plan	Max Area: 200 sq. ft Max Height: 25 ft Min Setback: 10 ft # permitted: 1 per street frontage which equates to 4 on the Trolley Site. Limited to tenant/business names only	Maximum not to exceed 7 Shopping Center signs which includes 2 existing pole signs, and one existing flat sign. Recommendations for pole, flat and monument signs identified in the previous charts apply to shopping center identification sign. Additional Shopping Center Identification signs will require a special exception.



Staff Recommendation: Shopping center identification signs can take the form of pole signs, monument signs, or flat signs. The proposed Master Sign Plan should clearly identify where the shopping center identification signs are proposed, and what type of sign (pole, monument, flat) they will be. A maximum of four shopping center identification signs are permitted in the CS zoning district. The site currently has 3 Shopping Center Identification signs:

- One flat sign on 600 South
- One pole arch sign on 500 South
- And the signage on the water tank is considered a Shopping Center Identification sign.

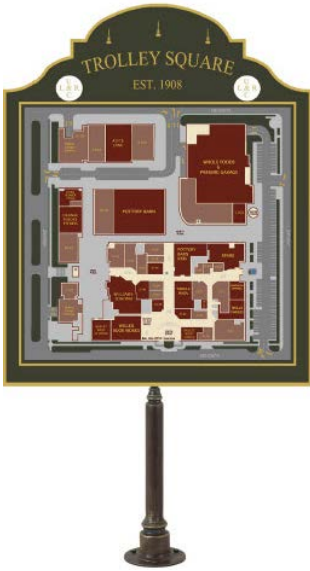
The applicant is proposing four additional Shopping Center identification signs in their Exterior Sign proposal:

- One pole sign with an internally illuminated electronic changeable copy panel on the corner of 500 South and 700 East.
- One monument sign on the corner of 600 South and 700 East.
- Two Flat Building signs; one on the corner of 500 South and 600 East, and the other on the corner of 600 South and 600 East.

Although the underlying CS zoning only permits one Shopping Center Identification sign per street frontage (a total of 4 signs for Trolley Square) section 21A.46.070(V) of the zoning ordinance gives authority to the Historic Landmark Commission to authorize additional signs through the Special Exception process if the proposal is compatible with the character of the Landmark Site. If additional Shopping Center Identification signs are permitted in the Master Sign Plan, a Special Exception will be required. Staff is of the opinion that the proposed four additional shopping center identification signs are appropriate because most of the signs are flat signs and this type of signage is more appropriate in the historic context of Trolley Square than pole signs. Staff is recommending the Commission limit the number of pole signs to three. Internally illuminated electronic changeable copy should be limited to only the shopping center identification pole sign on 500 South and 700 East. Illumination of sign supports/poles should not be permitted on any of the pole signs.

Reasoning: The adopted *Design Guidelines for Signs in Historic Districts* identify pole signs as a generally inappropriate sign type, and as such, permitted number should be limited. (See pole sign analysis above)

DIRECTIONAL (Information Sign)	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
Proposed: Max Height: 9 ft Max Sign Area: 30 sq ft Map showing location of current Trolley Square tenants.	Total number of future signs not identified in the Master Sign Plan.	Interior or exterior. Not permitted on the perimeter sidewalks.	This sign is classified as an Information Sign in the Zoning Ordinance.	The sign plan should identify this as an identification sign to comply with the zoning ordinance. Reduce scale to 6 ft. Informational signs are limited to external illumination.



Staff Recommendation: To maintain consistency with the zoning ordinance sign definitions and regulations, this sign should be identified as an “Information Sign” In the proposed Master Sign Plan. Staff is recommending the scale of these signs is reduced to a maximum height of six feet (6’) to maintain a human or pedestrian oriented scale. Informational signs should be limited to external illumination.

Reasoning: The sign is designed to orient visitors to the mall and provide information about tenants and their location. The design incorporates the overall Trolley Square theme and branding helping to tie them together visually with the other proposed signs. Sign height should be reduced to 6 feet so its human or pedestrian oriented.

LED SCREENS	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
<p>Proposed: Internally Illuminated Electronic Changeable Copy/LED Screens:</p> <p>Limited to pole signs or monument signs.</p>	Total number of future signs not identified in the Master Sign Plan.	<p>Proposed future locations not identified; permitted wherever pole and monument signs are permitted.</p> <p>Monument: Permitted on the periphery of Trolley Square</p> <p>Pole: Prominent locations on the periphery of Trolley Square. Most appropriate at corners; however, the context / background of each location should be carefully examined.</p>	<p>This is not a sign type but rather an illumination source.</p> <p>Defined as an internally illuminated electronic changeable copy sign by the Salt Lake City zoning ordinance. Message must be displayed and fully readable within 3 sec. Animation of signs is not permitted.</p> <p>Sign regulations (height, size, setbacks, #permitted) is determined by sign type (see previous charts)</p> <p>The ordinance would allow for up to 12 internally illuminated electronic changeable copy signs. (8 pole signs and 4 monument signs.</p>	<p>Only allow this type of illumination for the one shopping center identification pole sign on the northeast corner of the site (500 South 700 East). No other signs on the site should be allowed to have internal illumination.</p>

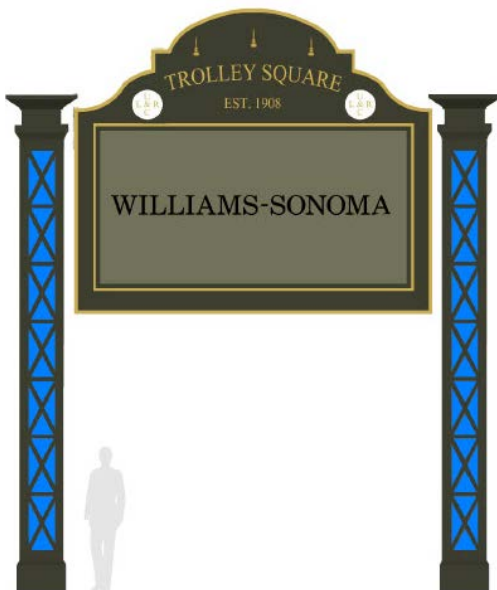
The Salt Lake City zoning ordinance defines internal illumination and electronic changeable copy signs as:

Internally Illuminated Sign

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

Electronic Changeable Copy Sign

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



Tenant Advertisement

Staff Analysis: The proposed Trolley Square Master Sign Plan identifies that internally illuminated electronic changeable copy signs (referred to in the Master Sign Plan as LED panels) can be pole signs or monument signs, and as such they are proposing that they should be permitted wherever pole and monument signs are permitted. The CS (Community Shopping) zoning district permits one monument sign per pad site, for a total of four monument signs on the Trolley Square block. Without staff recommendations imposed, the Master Sign Plan would permit up to 12 internally illuminated electronic changeable copy signs (CS zoning would permit up to 8 pole signs and 4 monument signs on the site). Staff is of the opinion that the only place internally illuminated electronic changeable copy signs may be appropriate on this block is the proposed pole sign on the northeast corner of the block at 500 South and 700 East. This recommendation is based on the character of this location. Staff is of the opinion that this type of illumination is not appropriate anywhere else on this block.

To help facilitate review of the proposal, the applicant has agreed to bring in examples of what the design of the internally illuminated electronic changeable copy signs will look like, as well as a mock-up of the proposed sign panel and frame depicting the Trolley Square themed design.

Summary of applicable guidelines from *Design Guidelines for Signs in Historic Districts*:

- Internally illumination is discouraged.
- The use of large panel internally illuminated sign is not recommended.
- New signs should be consistent with the historic character of the Landmark Site or historic district.

Reasoning: The adopted *Design Guidelines for Signs in Historic Districts* discourage internal illumination of signs and the use of large panel internally illuminated signs is not recommended. If the Commission determines internally illuminated electronic changeable copy signs are appropriate, they should be limited.

The northeast corner of the block at 500 South and 700 East may be an appropriate location for a shopping center identification pole sign with an internally illuminated electronic changeable copy panel because of the increased scale of vehicular orientation along an arterial street, and the location is adjacent to non-contributing structures. In contrast, internal illuminated electronic changeable copy signs are not appropriate for 600 East because it is a less intensive area that begins to transition into the residential portion of the historic district. It is also not appropriate for the southeast corner of the block (700 East 600 South) due to the adjacency of contributing historic structures. Signs should be designed with the intent to minimize visual impact rather than detract from the historic character of the site.

ILLUMINATION	# of Signs	Proposed Location	CS Zoning	Staff Recommendation
<p>Proposed: Illumination of signs may be achieved with halo, neon, or exterior lighting.</p> <p>Internal illumination of signs is not permitted with the exception of LED Screens.</p>	<p>Not identified in Master Sign Plan.</p> <p>Tenant signs determined on a tenant by tenant basis.</p>	<p>On the exterior of buildings.</p>	<p>See analysis for LED Screens.</p>	<p>Illumination should not dominate the street frontage.</p> <p>Consideration in multi tenant buildings</p> <p>Some areas may be more appropriate for certain types of illumination than others.</p> <p>LED Screen: Maximum of 1 for the block and that location would be on NE corner if Commission determines the sign type is appropriate.</p>



Staff Recommendation: The proposed Master Sign Plan indicates Illumination of proposed permitted signs can be achieved with neon, halo/backlit, and LED Screens, but does not identify specific location of this type of illumination so it can be assumed these types of illumination would be permitted throughout the site. Portions of the Trolley Square site abut residential zoning districts, and careful consideration should be taken in these areas regarding the appropriate level of illumination.

Tenant spaces along 600 East should be limited to halo illumination or external lighting fixtures. If the Commission considers LED screens and determines they are appropriate, internally illuminated electronic changeable copy (LED screen) should be limited to the proposed northeast shopping center identification pole sign on the northeast corner.

Summary of applicable guidelines from *Design Guidelines for Signs in Historic Districts*:

- Internally illumination is discouraged.
- Illumination should not dominate the street frontage.

Reasoning: Proposals should retain the historic character of the site and district, while minimizing impacts on nearby residential uses. The Commission may determine that areas of the Trolley Square site adjacent to the arterial street of 700 East may be an appropriate location for increased illumination. The location of the buildings on 700 East are also set back from the public sidewalk, and buffered by a parking lot, which minimizes potential visual impacts of illuminated signs.

In contrast, the area along 600 East transitions into the residential zoning portion of the district and smaller scale uses become more prevalent. The tenant spaces along 600 East do not have much of a setback from the public sidewalk, and 600 East is designated as a local road as opposed to an arterial street. Signs and lighting should be subtle, and halo lighting or external lighting would be appropriate and consistent with this area.

COMMENTS

Department Comments

Zoning: The Master Sign Plan shows Projecting Signs, with corresponding sign regulations. Projecting Signs are not an allowed sign type in the existing sign ordinance table for the CS zone. However, one existing projecting sign has been approved by Planning as a special exception, based on 21A.46.070.V. This practice could continue or the CS sign table could be amended to include projecting signs as an allowed sign type.

The Master Sign Plan shows Directional Signs that do not meet the size and height requirements of the existing sign ordinance table for the CS zone. However, they might be re-named as Informational Signs, which are generally not required to have a sign permit. They would still need historic approval, and would need to be located on the interior portions of the block and be oriented towards pedestrians and not be generally seen from the street by vehicular traffic.

Public Comment

Notice of the meeting was sent to property owners and tenants within 300 feet of the proposal, Recognized Organizations as well as other groups and individuals whose names are on the Planning Division's List serve. Notice of the public hearing was posted on the property and City and State Websites. As of the date of this staff report, no public comment has been received.

ANALYSIS AND FINDINGS

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.46.090(B) 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."

21A.34.010(A) Statement Of Intent: An overlay district is intended to provide supplemental regulations or standards pertaining to specific geographic features or land uses, wherever these are located, in addition to "base" or underlying zoning district regulations applicable within a designated area. Whenever there is a conflict between the regulations of a base zoning district and those of an overlay district, the overlay district regulations shall control.

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.

Analysis: Staff has reviewed the information submitted in 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 with Staff recommendations noted in the various matrixes above, the proposal generally meets the standards for sign area, required setbacks and the number of signs allowed in the CS zone. Section 21A.46.090(B)(5)(C) of the Salt Lake City zoning ordinance identifies supplementary regulations for signs in the CS (Community Shopping) zoning district. The proposed number and location of pole signs, monument signs, and shopping center identification signs should be identified so that future sign proposals can be reviewed for compliance with the CS zoning regulations.

Although projecting storefront signs are included in the proposed Master Sign Plan as a permitted sign type; they are not permitted in the CS (Community Shopping) zoning district. Staff is of the opinion that projecting storefront signs are an appropriate sign type for historic structures, including the Trolley Square site. Section 21A.46.070.V: gives authority to the Historic Landmark Commission to authorize this sign type as a special exception 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 district or Landmark Site. The Historic Landmark Commission has delegated approval authority for Special Exceptions of this type to the Planning Staff. Therefore, each Special Exception that is applied for, could be reviewed and approved where standards are met, by the Planning Staff.

Finding: With Staff recommendations imposed, the proposal generally 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 signs and alterations to existing signs are appropriate for the historic setting.

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.

Of the standards outlined in this section of the zoning ordinance, Standard 11 is most relevant to this request for a Master Sign Plan for the Landmark Site.

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;

The adopted *Design Guidelines for Signs in Historic Districts* have been created to achieve the following objectives:

1. To ensure that all signs within the various local historic districts or on landmark sites are compatible with the special character of Salt Lake City's historic past.
2. To help convey the sense of excitement and vitality envisioned for the historic districts.

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

Design Guidelines for Signs in Historic Districts

Applicable Design Guidelines

- 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.
- 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 13 **Illumination of the 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 the 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 18 **The increased scale and vehicular orientation of a larger building along arterial streets may provide an appropriate setting for a greater level of illumination.**
- Sign dimensions and proportions should relate to the facade and location of the building.

- Guideline 19 **The use of internally illuminated sign faces should be limited to individual cut out letters. The use of large panel internally illuminated signs is not recommended.**
- 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.
- 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.
- 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 non contributing 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.

Design Guidelines for Central City

- 15:15 **The visual impact of signs should be minimized.**
- This is particularly important as seen from within the residential portions of the historic district.
 - Smaller signs are preferred.

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. Sign character has a direct impact on how the landmark site is perceived. The character of existing signs on the site contributes to the overall historic character of Trolley Square. The amount of signage, sign illumination, scale, positioning, color and materials all play an important role. Signs should be designed with the intent of minimizing visual impact and should blend in with the overall context of the Landmark Site and district. Illumination of signs should be done with the objective of achieving a balance between the architecture, the historic district and the sign. Signs should not detract from the historic architecture or character of the site. Size and scale of signs should be consistent with the mass and scale of the buildings and should not dominate the streetscape.

The guidelines identify pole signs as a generally inappropriate sign type and if permitted, the number allowed should be limited. Generally internal illumination of signs is discouraged in historic districts, and therefore, if the Commission determines that illumination is appropriate it should be limited. The Commission may determine the northeast location of the site is an appropriate setting for the proposed level of illumination on the Shopping Center Identification Pole Sign because of the increased scale and vehicular orientation in the proposed location and its proximity to non contributing structures. The guidelines recommend that if illumination is considered, it should be limited to individual letters. The proposed internally illuminated electronic changeable copy sign has an illuminated panel area, and

although is designed with a dark background with the intent that the displays will read as individual letters, the sign is capable of achieving levels of illumination that would exceed appropriate illumination levels in an historic context and be expected from an internally illuminated electronic changeable copy panel sign.

Because Trolley Square is a unique site, staff is of the opinion that allowing some of the signs that typically are not associated with historic districts would not set precedence for other commercial landmark sites or areas with contributing commercial structure within historic districts. However, allowance of those non-typical signs, should be limited. If adopted, the Master Sign Plan would provide staff with a consistent basis for reviewing signs, and also help to ensure that visual elements of signs are tied together creating a theme for the site. The Master Sign Plan also provides guidance for future and existing tenants so that new signs and alterations to existing signs are designed in a way that is consistent with the character of the site.

Staff recommends the following modifications to the proposed Trolley Square Master Sign Plan prior to adoption:

1. The proposed number and specific location of pole signs, monument signs, and shopping center Identification signs should be clearly identified so that future sign proposals can be reviewed for compliance with the zoning regulations related to number of permitted signs and other applicable standards. The Master Sign Plan should be modified to reflect the following:

Pole Sign:

Maximum of 3 pole signs (including existing)

- One existing Shopping Center Identification arch/pole sign at the entrance on 500 South.
- The water tower sign is considered a pole sign.
- If internally illuminated electronic copy is considered, it should be limited to the proposed shopping center identification pole sign on 500 South and 700 East.
- Illumination of the pole sign supports is not permitted.

Monument Sign

Maximum of 4 monument signs

- Internal illumination of monument signs is not permitted
- Dimensions of monument sign should be determined based on the location and compatibility of mass and scale of adjacent buildings.

Shopping Center Identification Sign

Combined maximum not to exceed 7 (including existing)

- Sign type should be limited to maximum amounts identified in each of the recommendations for pole, monument, and flat signs.

Internally Illuminated Electronic Changeable Copy

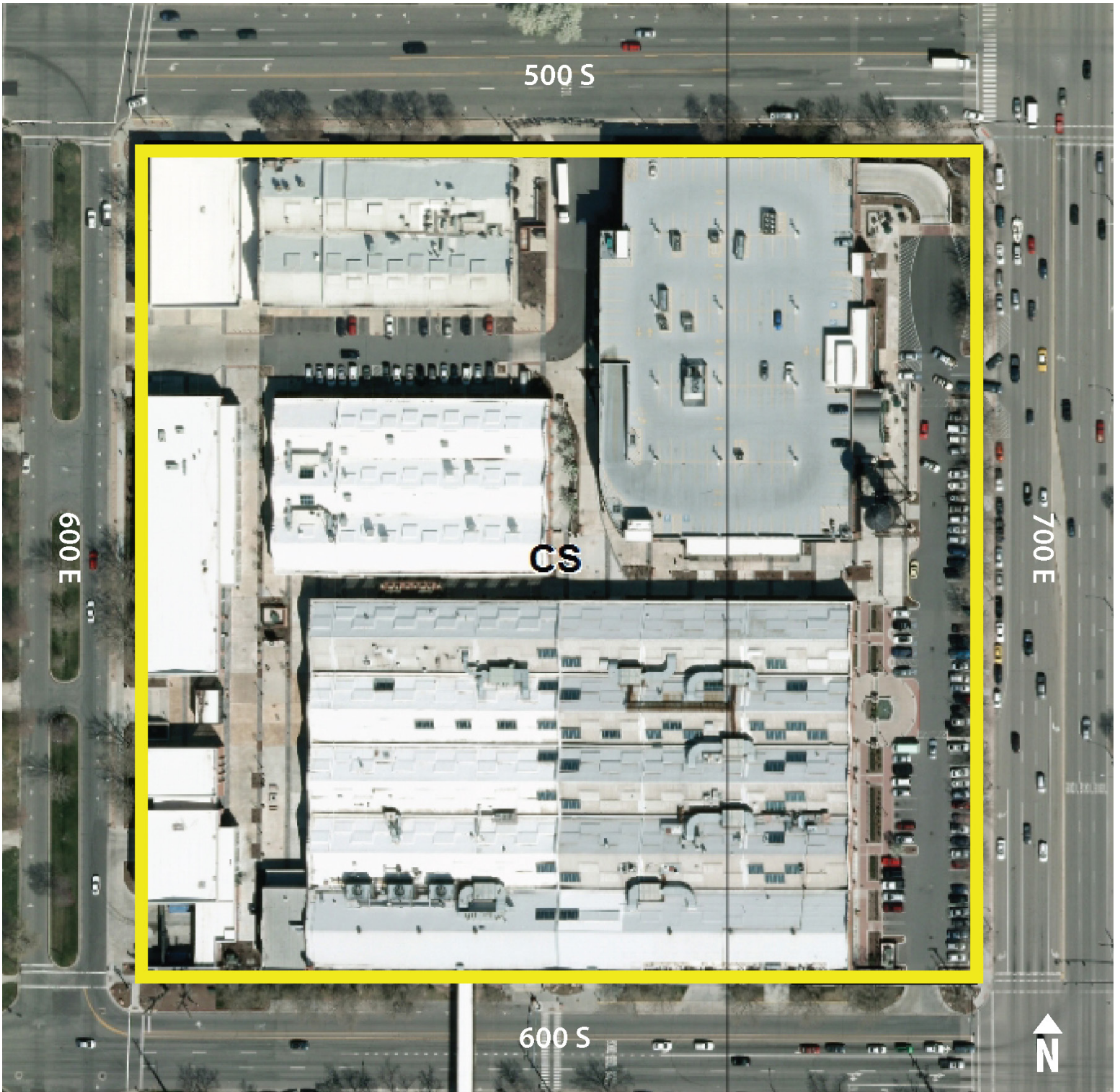
Maximum of 1 sign

- Internally illuminated electronic changeable copy panel (LED screen) is limited to the shopping center identification pole sign proposed for the northeast corner of the site at 500 South and 700 East. Illumination of sign supports/poles should not be permitted.

2. Exterior Lettering is combined with Flat Building/Storefront sign type to maintain consistency with zoning ordinance definitions of signs.

3. Directional Sign is identified as an Information Sign in the Master Sign Plan. Information signs should have a maximum height of 6 feet (6'), and limited to external lighting.
4. Minimum clearance of Projecting Storefront Sign shall be increased to 10 feet (10') to comply with the general standards for signs as outlined in section 21A.46.070(C) of the Salt Lake City zoning ordinance.
5. Tenant Flat/Building signs along 600 East are limited to halo illumination or may be externally lit.
6. Standards for Awning Signs should be included in the Master Sign Plan. Illumination of Awning signs is not permitted.

ATTACHMENT A
Site Map



 TROLLEY SQUARE SITE

ATTACHMENT B
Trolley Square Master Sign Plan Proposal



TROLLEY SQUARE MASTER SIGN PLAN

21 January 2015





HISTORY

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 carbarn 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 and has been a landmark site since 1973 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 JANUARY 2015

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. Color, light intensity / lumens (with ambient light sensors) to be carefully incorporated.

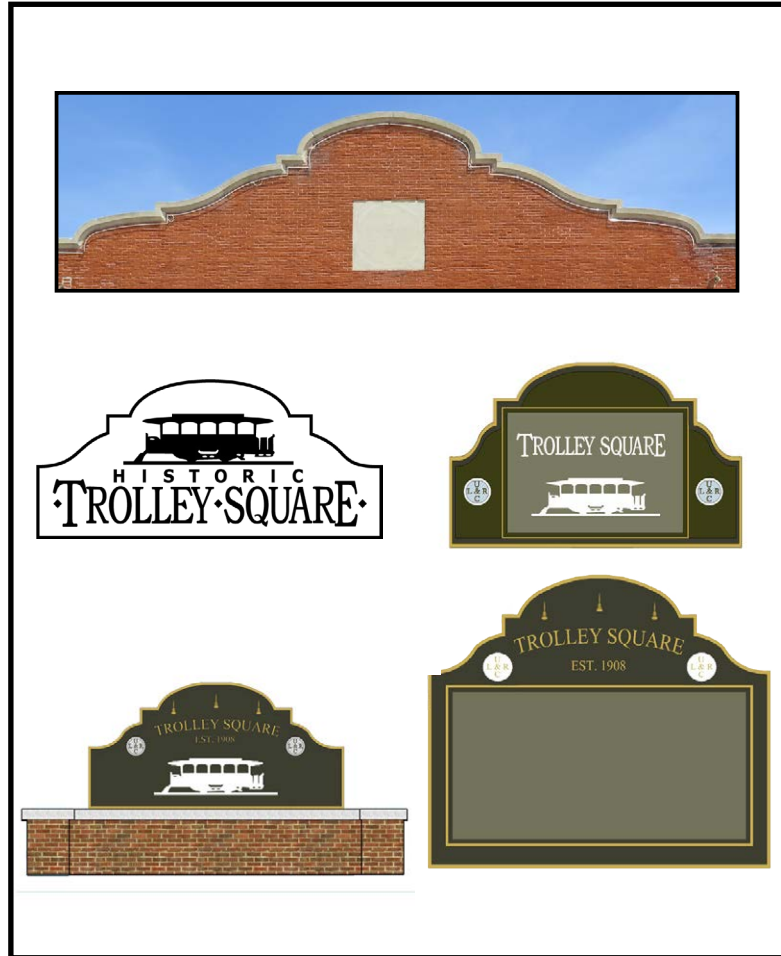




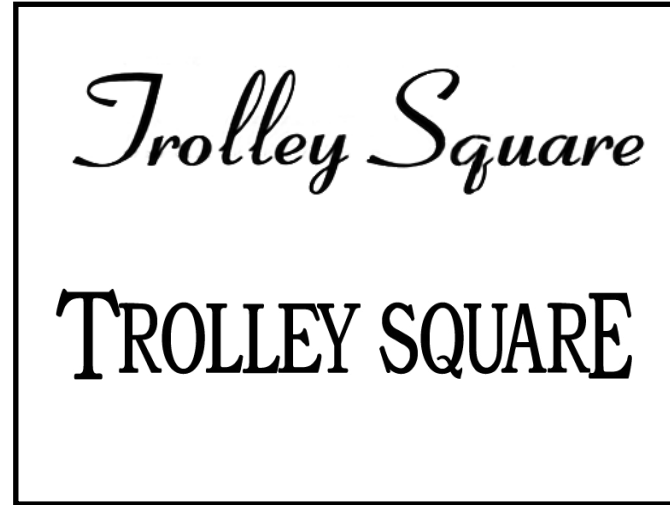
EXISTING TROLLEY SQUARE BRANDING

UPDATED JANUARY 2015

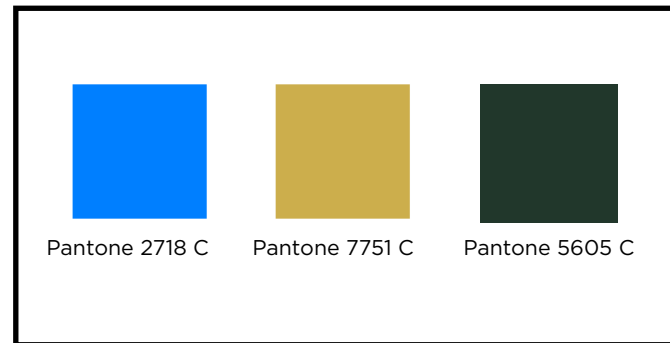
SHAPE



FONT



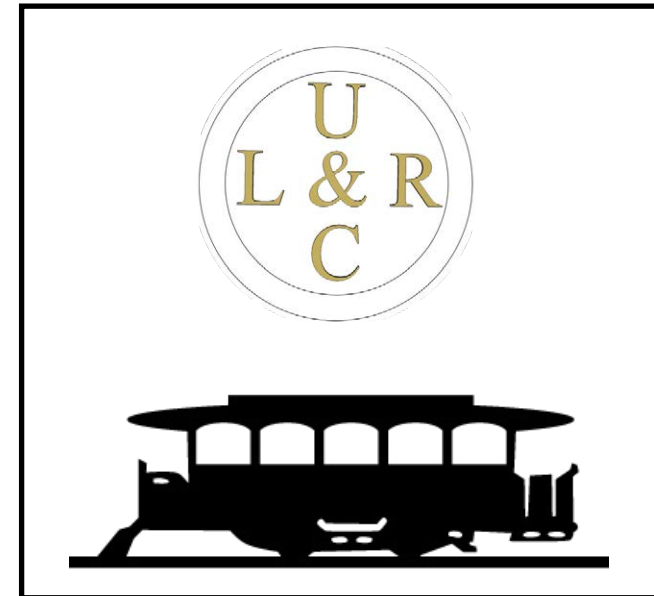
COLORS



LAMPS



SYMBOLS



ARCHITECTURE





TROLLEY SQUARE TENANT BRANDING

UPDATED JANUARY 2015

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.

All exterior signage is subject to the Landlord's review and approval and then must be approved by the City as Trolley Square is a Historic Landmark site and within the Central City Historic District. The whole site is a Landmark Site and subject to the Historic Preservation Overlay zoning district standards. It is also noted that Buildings A, B, D and the Water Tower on the Historic Registry.





EXTERIOR SIGNAGE STANDARDS

UPDATED JANUARY 2015

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

The use of LED screens at Trolley Square is fundamental in being able to provide signage for all the tenants. By being dynamic, using modern technology within a sign with historical relevance, the screens provide a method to showcase all businesses in a subtle and controlled way. The LED screens as such bring the same effect that flat signs could using modern day technology. Lumen output would be controlled according to ambient light and the color palette shall be in harmony with the historic nature of this Landmark site. Trolley Square is in a unique position as a Landmark site to serve the public as a Shopping Center. The integration of standard pole / monumental signs with multiple logos is viewed as a cluttered distraction to the unique and historic brand thus the integration of LED screens. The use of LED screens is limited to pole / monument signs where store logos are to be displayed.





POLE SIGNS

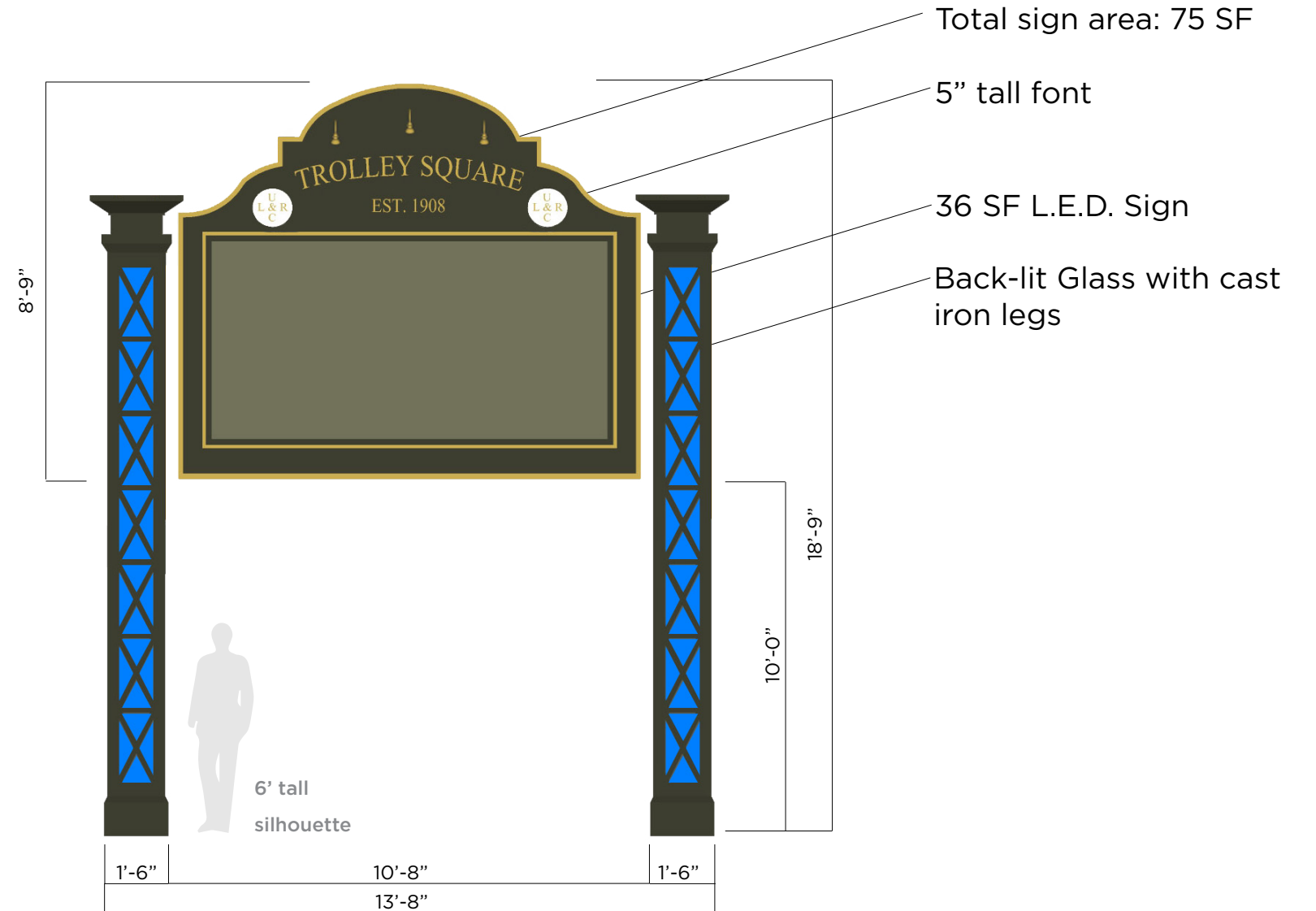
UPDATED JANUARY 2015

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

Pole signs shall be located at prominent locations on the periphery of Trolley Square. Pole signs are most appropriate at corners, however the context / background of each locations should be carefully examined.

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

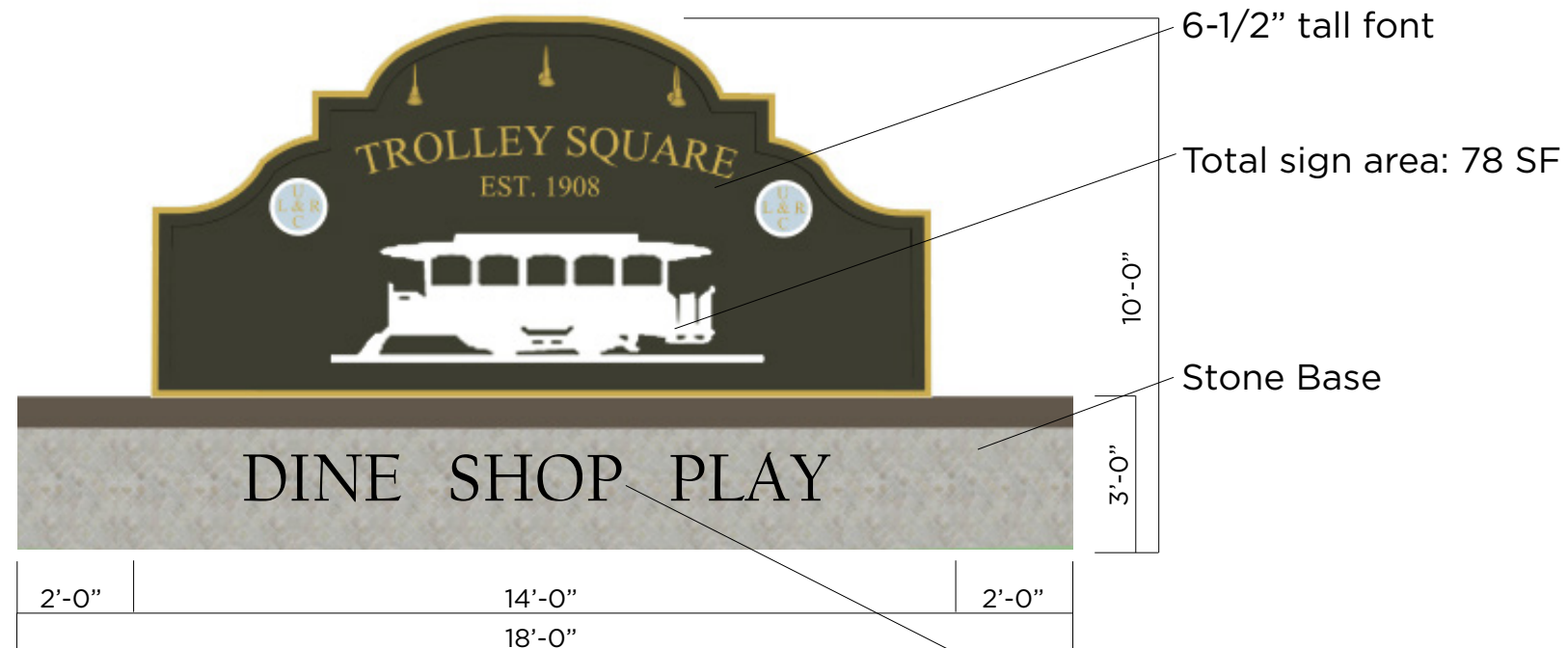
UPDATED JANUARY 2015

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.

Monument signs shall be located on the periphery of Trolley Square. Monument signs complement the era of Trolley Square in their detailing, feel and scale.

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
- Letters to be 1 1/2" off of wall with neutral standoff (bronze / anod alum) and be 2 1/2" deep (Design Guidelines)
- Internally illuminated monument signs are not appropriate.



Possible location for subtext (12 SF)
1'-0" tall pin mounted, painted black metal letters





FLAT WALL SIGNS

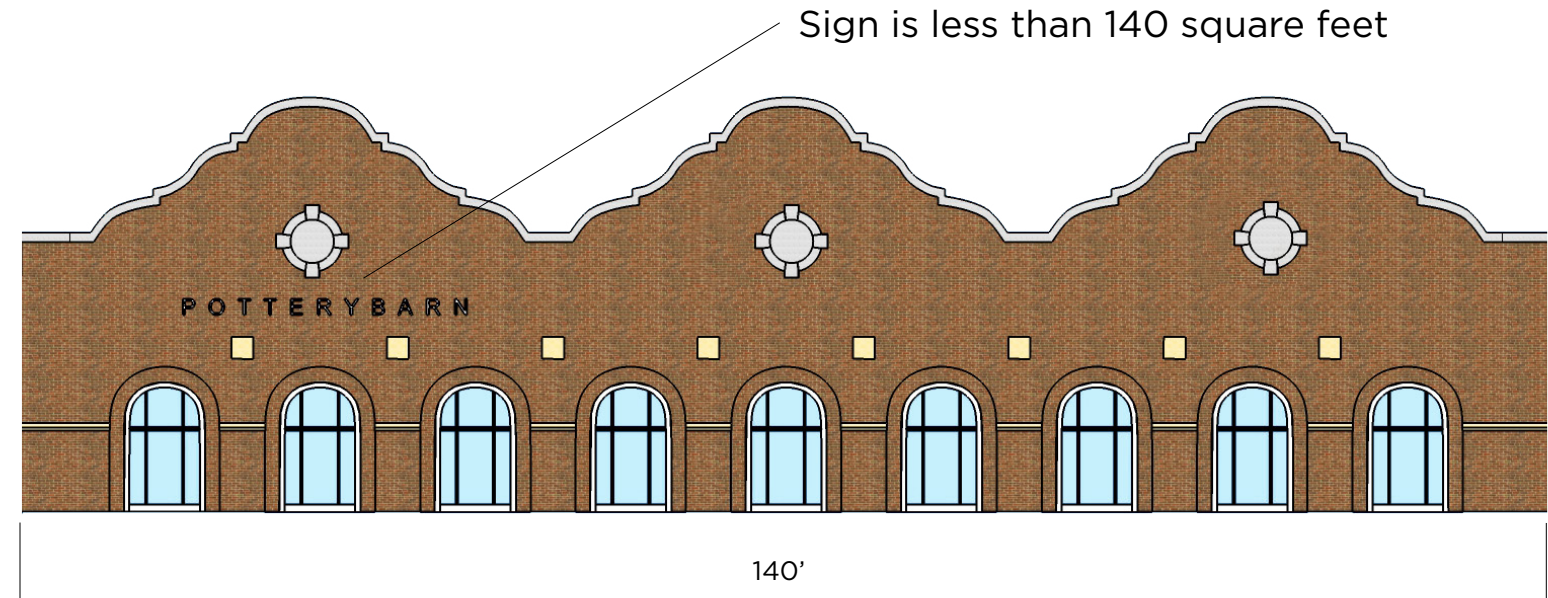
UPDATED JANUARY 2015

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

Flat wall signs are appropriate on any exterior facade. Locating a flat wall sign shall be done so as to align with building features, such as directly under and centered below a medallion or above a storefront. Flat wall signs shall be located on the outside of any given tenant, as much as possible in the center of their space. Scale, height, illumination shall be considered so that new signs are located in harmony with other signs and not over-powering existing flat wall signs.

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
- Letters to be 1 1/2" off of wall with neutral standoff (bronze / anod alum) and be 2 1/2" deep (Design Guidelines)
- 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

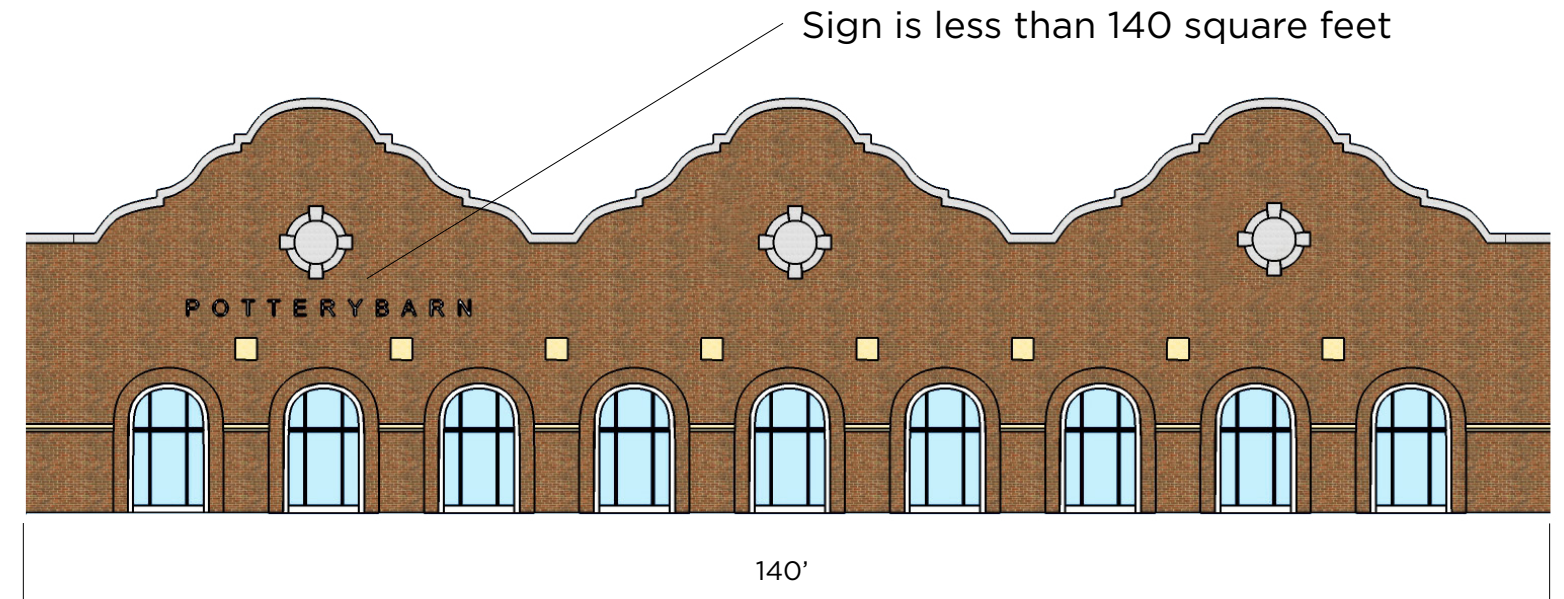




EXTERIOR LETTERING

UPDATED JANUARY 2015

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)
- Letters to be 1 1/2" off of wall with neutral standoff (bronze / anod alum) and be 2 1/2" deep (Design Guidelines)
- Internally lit lettering is not allowed





WINDOW SIGNS (APPLIED SIGNAGE ON GLASS)

UPDATED JANUARY 2015

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

Applied signage on glass shall be located on a Tenant's window. Where Trolley Square is being promoted, applied signage on glass may be in any public space, vestibule or otherwise non-tenant facade.

REQUIREMENTS:

- Shall not cover more than 25% of the storefront window area
- Shall be of letters and graphics only, without solid backgrounds
- Letter size shall be between 10" - 12" in height





WINDOW SIGNS (SIGNAGE ON GLASS)

UPDATED JANUARY 2015

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





PROJECTING SIGNS

UPDATED JANUARY 2015

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.

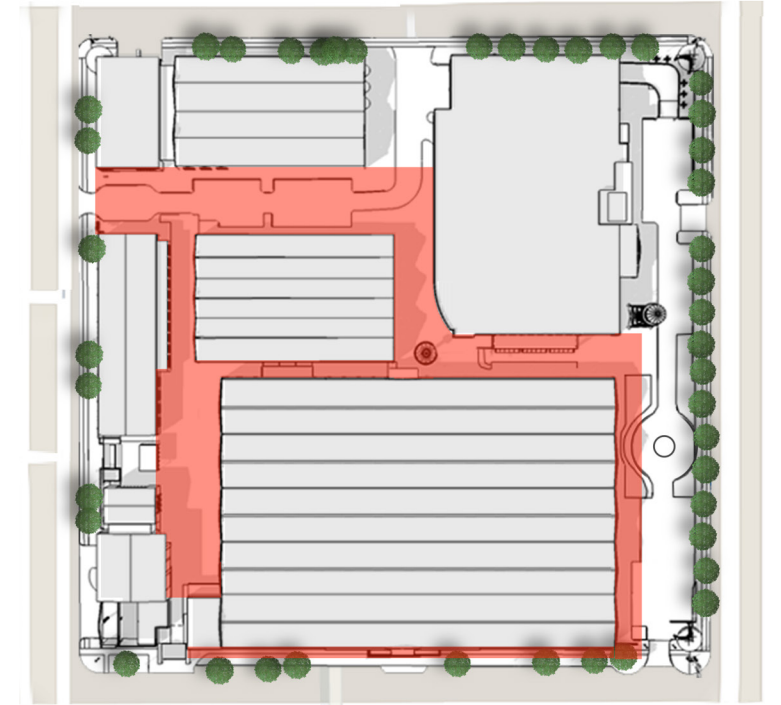
Projecting signs shall be located on pedestrian friendly facades. The height and scale shall be carefully considered. Projecting signs are most effective on facades that have entrances into tenant spaces.

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 JANUARY 2015

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



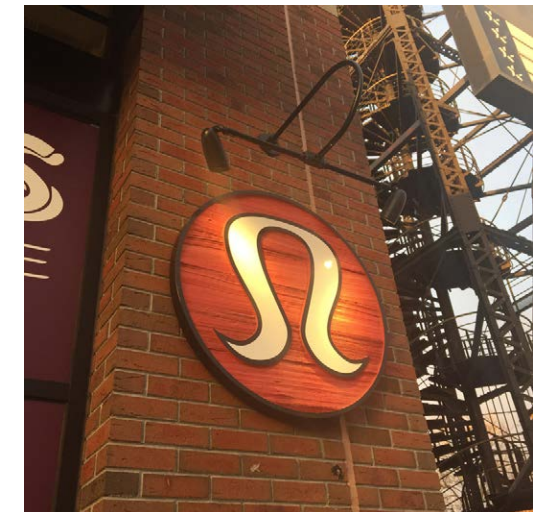


LIGHTING OF SIGNS

UPDATED JANUARY 2015

Signs proposed on the exterior of the buildings shall also address methods of lighting. The following techniques are approved for the illumination of signage:

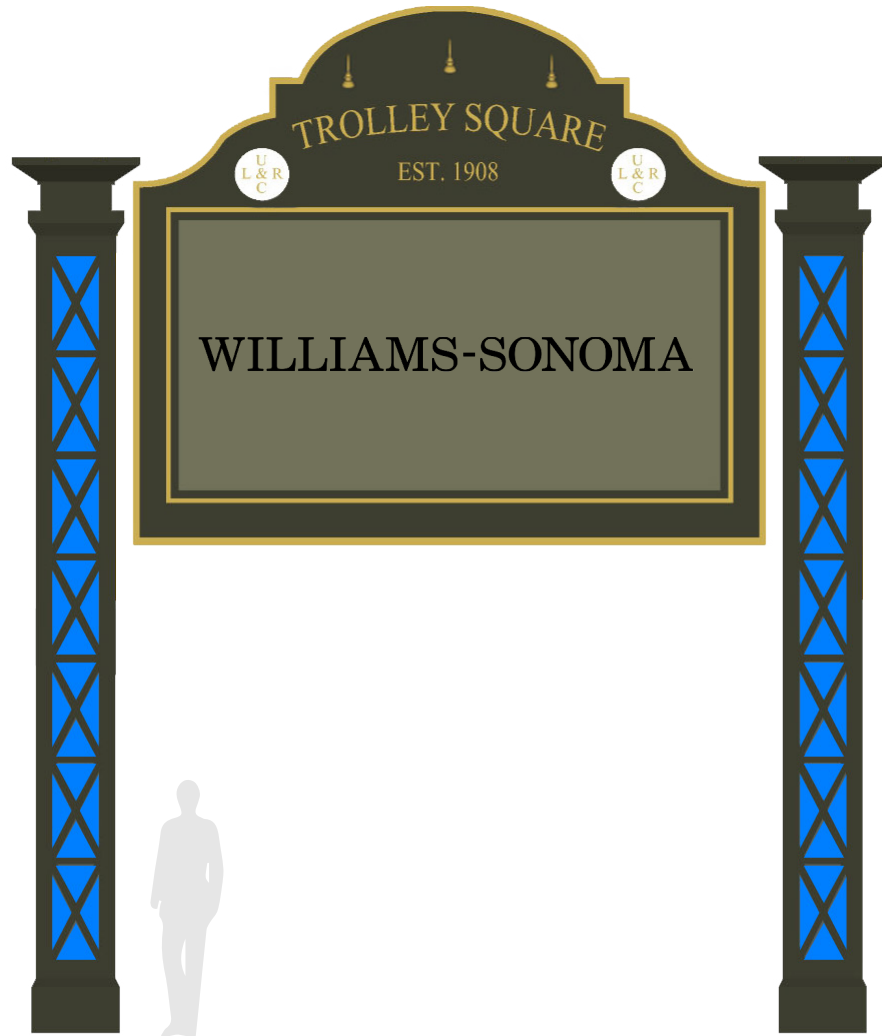
- Halo, back lighting (see Pottery Barn)
- Neon outlining (See Whole Foods, trim at top of buildings)
- Goose neck fixtures (See Wells Fargo, Lululemon)



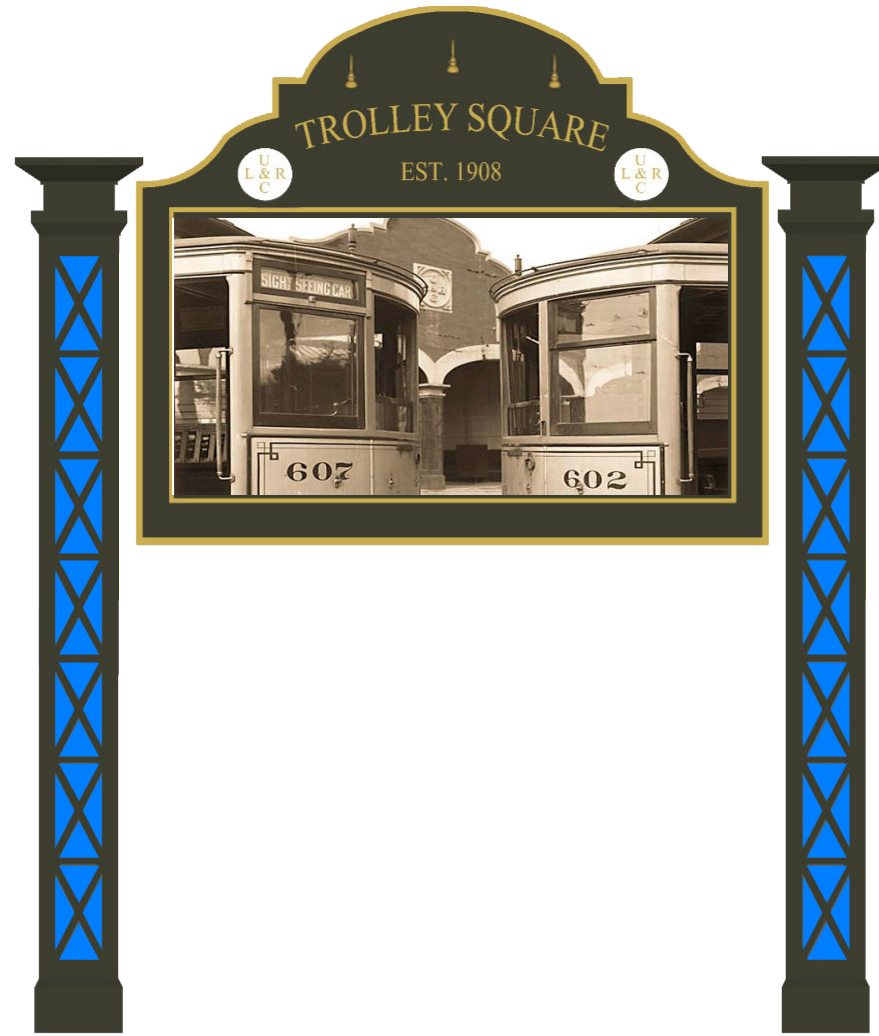


SCREENSHOTS FOR LED DISPLAYS

UPDATED JANUARY 2015



Tenant Advertisement



Historical Imagery



Branding Imagery





DIRECTIONAL SIGNS

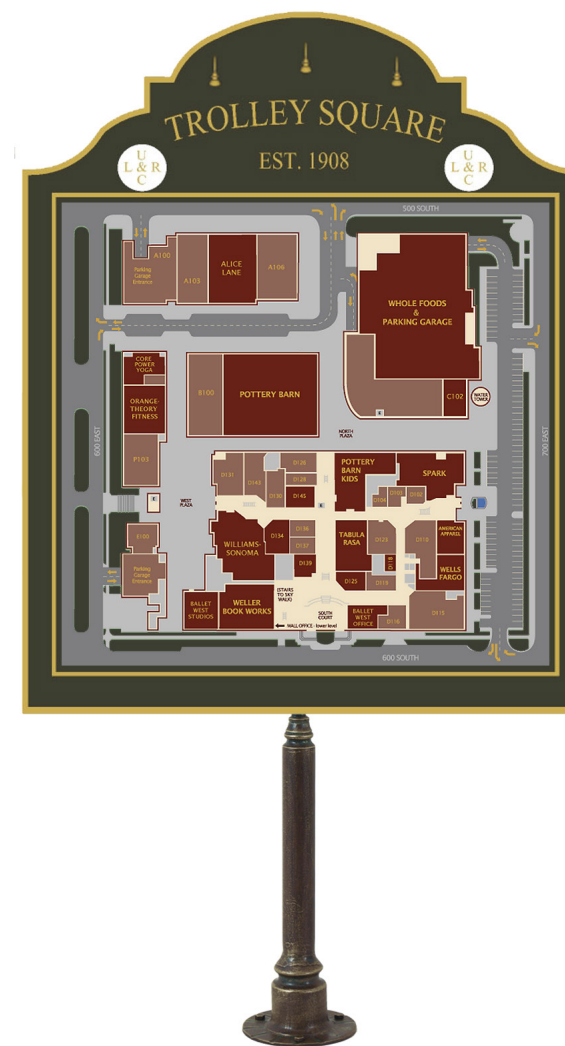
UPDATED JANUARY 2015

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

Directional signs can be either interior or exterior. The main intent is to assist pedestrians in way finding. Directional signs shall not be located on the perimeter sidewalks (outside the property).

REQUIREMENTS:

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





APPENDIX

SALT LAKE CITY CODE

UPDATED JANUARY 2015

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

Site Photographs



Tenant spaces along 600 East. Setback from the public way is minimal.



Pedestrian view of tenant spaces along 600 East. Flat storefront signs with halo or external illumination are appropriate for this area.



Tenant spaces along 700 East. Stores are setback from the public way and buffered by a parking lot.



Placement of flat signs should be on a location that does not detract from unique architectural features of the buildings, such as the medallions. The preferred location for a flat sign is on the metal facing of the storefront fascia where feasible.



Day view of 700 East. Photo taken from July 2014 google streetview.



Night view of 700 East and existing signs in the vicinity of the site. A shopping center identification pole sign with an internally illuminated electronic changeable copy panel is proposed for the northeast corner of the Trolley Square site at 500 South and 700 East.

ATTACHMENT D

Existing Signs

EXISTING SHOPPING CENTER IDENTIFICATION SIGNS: DAY



Pole sign at entrance on 500 South



The Trolley Square sign on the Water Tower is a pole sign



Flat sign on 600 South

EXISTING SHOPPING CENTER IDENTIFICATION SIGNS: NIGHT



Pole sign at entrance on 500 South

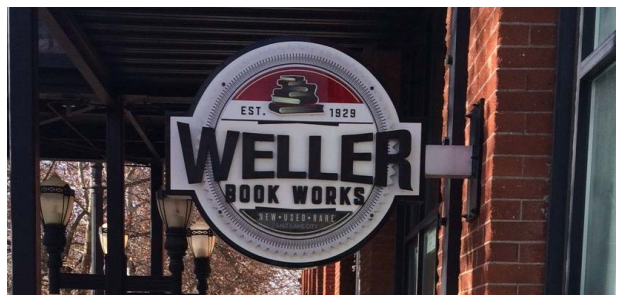
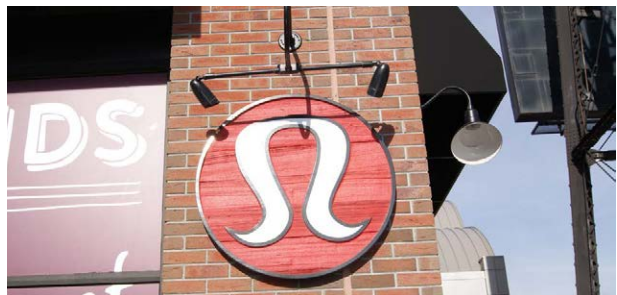


The Trolley Square sign on the Water Tower is a pole sign

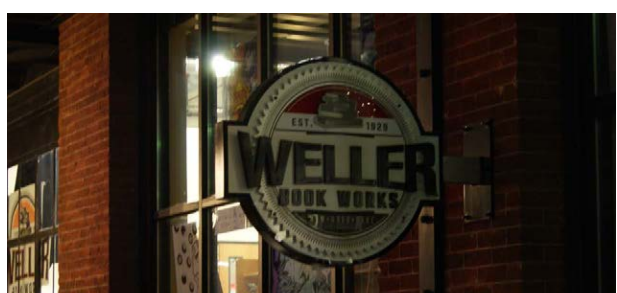


Flat sign on 600 South

EXISTING EXTERIOR TENANT SIGNS-DAY



EXISTING EXTERIOR TENANT SIGNS-NIGHT



ATTACHMENT E

Department Comments

From: [Hardman, Alan](#)
To: [Thompson, Amy](#)
Subject: PLNHLC2014-00843 & PLNHLC2014-00845-Trolley Square New Exterior Signs & Master Sign Plan
Date: Tuesday, January 27, 2015 10:59:15 AM

Hi Amy,

The proposed New Exterior Signs appear to meet the requirements of the existing sign ordinance table for the CS zone. As per our discussion this morning, I have a couple of observations regarding the proposed Master Sign Plan.

The Master Sign Plan shows Projecting Signs, with corresponding sign regulations. Projecting Signs are not an allowed sign type in the existing sign ordinance table for the CS zone. However, one existing projecting sign has been approved by Planning as a special exception, based on 21A.46.070.V. This practice could continue or the CS sign table could be amended to include projecting signs as an allowed sign type.

The Master Sign Plan shows Directional Signs that do not meet the size and height requirements of the existing sign ordinance table for the CS zone. However, they might be re-named as Informational Signs, which are generally not required to have a sign permit. A good example would be menu boards/signs at drive-thru fast food restaurants. They would still need historic approval, but would need to be located on the interior portions of the block and be oriented towards pedestrians and not be generally seen from the street by vehicular traffic. Alternatively, Directional Signs that do not meet the requirements of the sign ordinance as to size and height could possibly be approved by Planning as a special exception per 21A.46.070.V.

Thanks,

ALAN HARDMAN
Development Review Planner

BUILDING SERVICES DIVISION
COMMUNITY *and* ECONOMIC DEVELOPMENT
SALT LAKE CITY CORPORATION

TEL 801-535-7742
FAX 801-535-7750

www.SLCGOV.COM

From: Butcher, Larry
Sent: Monday, January 26, 2015 7:05 AM
To: Hardman, Alan
Cc: Anderson, Ken
Subject: FW: Please Review: PLNHLC2014-00843 & PLNHLC2014-00845-Trolley Square New Exterior Signs & Master Sign Plan

Alan,

Please review and respond to Amy

Thanks,
