

**HISTORIC LANDMARK COMMISSION
STAFF REPORT**



Planning Division
Department of Community and
Economic Development

Trolley Square-New Exterior Signs
PLNHLC2014-00843 & PLNHLC2014-00845
602 E 500 South
February 5, 2015

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

Staff: Amy Thompson
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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 & Photographs
- B. Exterior Sign Proposal
- C. Department Comments
- D. Existing Signs
- E. Example LED Tenant
Displays

Request

This is a request from Robert Pinion, architect representing Trolley Square Ventures, LLC., for new exterior signs at Trolley Square. The new exterior signs include a shopping center identification pole sign with an internally illuminated electronic changeable copy panel, a monument sign, and two flat building signs with halo illumination. Construction of a new wall is proposed on the southwest corner of the block, above the loading docks, to accommodate one of the proposed flat building signs.

Trolley Square is an individually listed landmark site on the City Register, and located in the Central City Historic District at approximately 602 E 500 South. The subject property is in the CS (Community Shopping) zoning district.

Staff Recommendation

Based on the analysis and findings of the staff report, it is the Planning Staff's opinion that the following requested items generally meet the applicable standards and staff recommends approval of the following with conditions as noted below in Staff's recommended motion:

- a) Monument sign
- b) Flat/building sign on the northwest corner of the subject parcel
- c) Flat/building sign on the southwest corner of the subject parcel and construction of a new wall on the southwest corner of the subject parcel to accommodate the southwest flat sign.

It is staff's opinion that the proposed shopping center identification pole sign with an internally illuminated electronic changeable copy panel is not generally consistent with the applicable standards; however, because of environment of the location in which the sign is proposed, it may be appropriate with conditions.

If the Historic Landmark Commission determines that the proposed shopping center identification pole sign with an internally illuminated electronic changeable copy panel is appropriate at the northeast corner of the site, staff recommends the approval be subject to decreasing the height and scale of the sign so that it does not compete with the visibility of the historic elements of the site, including the historic Water Tower:

- 1. Delegate final design approval to the Planning Director.

2. Illumination of pole sign supports is not permitted.

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 following elements of the proposal and subject to the conditions noted below:

1. Monument sign—including the proposed reconstruction of the existing retaining wall to accommodate the sign with the following condition:
 - Monument sign scale and height is decreased to a height as determined by the Commission that is more compatible with the scale of the adjacent historic building.
2. Flat/building sign on the northwest corner of the subject parcel with the following condition:
 - The position of the sign is modified so that the natural frame created by the architectural details of the storefront window frames the sign.
3. Flat/building sign on the southwest corner of the subject parcel
4. Construction of a new wall on the southwest corner to accommodate the southwest flat sign
5. Final sign drawings are submitted and final design is subject to review and approval by the Planning Director or her designee.

If the Commission is of the opinion that the Internally illuminated electronic pole sign meets the standards the Commission may decide to make the following motion:

Based on the testimony and plans presented, and finding that Trolley Square is a unique site being a Landmark Site that is a Commercial land use with tenants who stores are located entirely within buildings that have no exterior visibility, I move that the Historic Landmark Commission approves the internally illuminated electronic pole sign at the northeast corner of the site near the intersection of 500 South and 700 East. The Commission finds that this sign at this location is consistent with the applicable standards as noted below:

1. As noted in the findings of the staff report, the proposed pole sign is consistent with standards 1, 3, 4, 5, 6, 7, 9, and 10. Furthermore, the proposed pole sign is consistent with standards 2, 8 and 11 as noted in the findings below:
2. The proposed sign at the northeast location of the property does not alter features and spaces that characterize the property because the specific location is along arterial streets and surrounded by many non-contributing structures (Standard 2); and
3. The proposed sign at the northeast location of the property will not destroy significant cultural, historical, or archaeological materials and the design, if decreased in height and scale, would be compatible with the character of the property, neighborhood or environment because the specific location of the proposed sign is along arterial streets and surrounded by many non-contributing structures (Standard 8); and
4. The proposed sign at the northeast location of the property will be

consistent with the specific character of the area in which it is located because it is surrounded by non-contributing structures. Furthermore, with a condition that the sign is reduced in height and scale, and the design of the internally illuminated panel will have a dark background with subtle colors the impact to the historic character of the landmark site will be minimized. (Standard 11).

5. In addition, the Commission finds that because of the nature of the northeast corner of the site, this is the only place within the Site that is appropriate for an internally illuminated electronic sign of any type.
6. The approval of the internally illuminated electronic pole sign at the northeast corner of the site is conditioned on decreasing the height and scale to ensure it does not compete with the visibility of the historic elements of the site, including the historic Water Tower.
7. Final sign details are delegated to the Planning Director or her designee.

-or-

Not Consistent with Staff Recommendation:

Based on the testimony and plans presented, I move that the Historic Landmark Commission deny a portion of the project as requested, for the items listed below 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):

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

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| | <p>appropriate, shall be undertaken using the gentlest means possible;</p> <ol style="list-style-type: none">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. |
| | |

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.

Trolley Square is located within an 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.



 TROLLEY SQUARE SITE

The original site consisted of four main detached buildings. The site was developed in 2007 resulting in the present day Trolley Square which is made up of a mix of new construction and the original buildings. 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.

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.

Project Description

The proposal consists of the following parts:

1. New Exterior Trolley Square Signs

- a) New pole sign on the northeast corner
- b) New monument sign on the southeast corner
- c) New flat sign on the northwest corner
- d) New flat sign on the southwest corner and new construction to accommodate one of the flat signs

1. **New Exterior Trolley Square Signs**

- a) **New Pole Sign:** A shopping center identification pole sign with an internally illuminated electronic changeable copy panel is proposed for the northeast corner of property at 500 South and 700 East. The 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.”

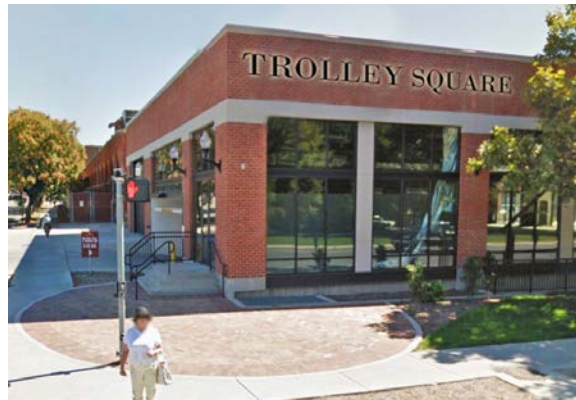
The proposed pole shopping center identification sign has a height of 18 feet 9 inches (18'9") and a width of 13 feet 8 inches (13'8"). Total sign area is 75 square feet. The 75 square foot sign frame is constructed of a steel box that is painted dark green with 1/2 inch edge trim. The sign frame incorporates the overall branding design Trolley Square has included in their Master Sign Plan proposal which includes the name "Trolley Square", gooseneck exterior light fixtures, and painted medallions. The frame of the sign encloses the internally illuminated electronic changeable copy panel. The internally illuminated copy area is 36 square feet. The sign is elevated 10 feet (10') from the ground and is supported by cast iron poles with blue backlit glass. The square cast iron poles have a width of 1 foot 6 inches (1'6"). The pole sign is situated at an angle so it projects to both north and east traffic and is visible to south and west bound traffic. The intent of the internally illuminated electronic changeable copy panel is to advertise and identify the different tenants within Trolley Square, display historical imagery, and to increase foot and vehicle traffic to the site. The proposed sign is designed with the intent to not read as an internally illuminated electronic changeable copy sign.

- b) **New Monument Sign:** A new shopping center identification monument sign is proposed for the southeast corner of the subject property at 600 South and 700 East. The applicant proposes to alter the existing 3 foot (3') brick wall which currently wraps the southeast corner to meet the 10 foot (10') setback requirement for monument signs over 5 feet (5'). The existing wall which forms a



90 degree angle on the corner will be modified to a curved shape with the proposed monument sign incorporated into the wall. The monument sign is situated at an angle and projects to both south and east. The proposed monument sign has a height of 10 feet (10') and a square footage of 78 square feet. Secondary copy on the base of the sign reads "Dine Shop Play" and is constructed of metal halo lit 12 inch (12") tall pin mounted letters. Two parking spaces will be removed to accommodate the proposed sign. The monument sign incorporates the Trolley Square brand that is proposed in the Master Sign Plan.

- c) **New Flat/Building Sign on the Northwest Corner:** A new shopping center identification flat building sign is proposed for the northwest corner of the subject property at 500 South and 600 East. The flat sign is approximately 36 square feet and the individual letters are constructed of painted metal halo lit 18 inch (18") tall letters that will be attached directly to the exterior of the building. The flat sign has a length of 24 feet (24').



- d) **New Flat/Building Sign on the Southwest Corner and Minor Alteration to Accommodate the Sign:** A new shopping center identification flat sign is proposed on the southwest corner of the subject property at 600 South and 600 East. The flat sign is approximately 75 square feet and the individual letters are constructed of painted metal halo lit 18 inch (18") tall letters that will be attached to a new building wall that will be constructed to the loading doors. The flat sign has a length of 25 feet (25') and a height of 4 feet (4'). The newly constructed building wall would connect the building on 600 East with the wall along 600 South. The proposed wall will be constructed of brick that matches the existing building. The loading doors will be painted silver to blend in with the existing concrete on the building. The height of the proposed wall will not exceed the height of the wall to the south that it is anchored to.



COMMENTS

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

Department Comments

Transportation: The proposal is in compliance with the City's standard sign regulations and any encroachments into the public right of way are to comply with the Salt Lake City Real Estate Services review process for approval.

Zoning: The proposed New Exterior Signs appear to meet the requirements of the existing sign ordinance table for the CS zone.

ANALYSIS AND FINDINGS

Standards of 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.”

21A.34.010(A) Overlay District General Standards

“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.”

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 proposal 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. Shopping center identification signs are limited to the name of the shopping center and the names of tenants or businesses located in the shopping center. In addition to the name of the shopping center and the names of tenants or businesses within Trolley Square, the proposed pole shopping center identification sign also includes historic images. The Historic Landmark Commission has the authority to authorize this request if a determination is made that the request is compatible with the landmark site and historic 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 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.

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.

21A.34.020.G

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;

Analysis:

1. New Pole Sign

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.

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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 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.

The proposal does not include the removal of historic material; however, signs have a direct impact on the character of the site. The large height and scale of the proposed shopping center identification pole sign would be inconsistent with the scale of the Landmark Site and surrounding streetscape. At the proposed scale, the internally illuminated electronic changeable copy sign would be highly visible from a distance and may detract from the iconic water tower, a landmark site, and the existing neon “Trolley Square” sign that is located on the water tank. In addition, because of the two existing marquee signs on the water tower, the water tower is considered a non conforming pole sign. The existing non conforming signs also have internal illumination. The proposal would increase the intensity of the illumination on the street frontage and the level of illumination may dominate the street edge.

The proposed location of the sign is adjacent to a non contributing building (new construction) on the Landmark Site, as well as adjacent structures that are just outside of the Central City Historic District. Because of this, the Commission may determine that an internally illuminated electronic changeable copy pole sign at this location is appropriate and consistent with Guidelines 35. If the Commission is of the opinion that an internally illuminated electronic changeable copy sign at this location meets the standard, It may want to condition any approval of such with a requirement that the height and scale of the proposed pole sign is decreased to help decrease the intensity of the sign and to help ensure it does not detract from the historic character of the water tower and other historic elements of the Landmark Site.

2. New Monument Sign

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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.

The monument sign is adjacent to a contributing structure on the Landmark Site. The proposed monument sign has a width of 14 feet (14’), a height of 7 feet (7’) and sits on top of a 3 foot (3’) brick retaining wall, and therefore will have a height of 10 feet (10’) as viewed from street and sidewalk level. A monument sign of this scale would visually block the historic architecture that characterizes the site and diminish views of the adjacent trolley barns. Monument signs are appropriate if the size and scale is compatible with the mass and scale of the site.

3. New flat sign on the Northwest Corner

4. New Flat Sign on the Southwest Corner and New Construction to Accommodate the Flat Sign

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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 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.

The proposed flat signs are compatible with the scale of the buildings where they are proposed. The design of the proposed signs is consistent with character of the site and surrounding district.

Finding:

New Pole Sign

For the reasons set out in the analysis above, the scale and illumination of the proposed pole sign would be an alteration that is inconsistent with scale and character of the Landmark Site and the addition of an internally illuminated electronic changeable copy sign would increase the illumination intensity and dominate the street scene. However, the proposed location of the sign is adjacent to many non contributing structures and is within a large development on an arterial street and therefore, the Commission may determine the proposal is appropriate for this location. If the sign is approved at this location, it should be decreased in height and scale so it does not compete with the historic contributing elements of the site, including the historic Water Tower.

New Monument Sign

As outlined in the analysis above, the monument sign as a sign type is generally consistent with the standards however, in relationship to retaining historic character of the site the monument sign should be compatible with the adjacent architecture. With the condition of a reduction in height and scale as recommended by staff, this standard is met.

New Flat Signs

For the reasons outlined in the analysis, the proposed signs are consistent with the character of the property. The proposed minor alteration to the southwest wall is also consistent with the character of the property. This standard is met.

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 new signs 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 new signs which have not acquired historic significance in their own right.

Finding: The standard does not apply.

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

Analysis: The proposal, including the minor alteration to the southwest wall, does not alter any distinctive finishes or construction techniques.

Finding: This standard is met.

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;

Analysis:

1. New Pole Sign

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.

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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 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 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.

The adopted design guidelines for signs encourage the use of sign types, styles and materials based on historic examples, such as signs at street level or of a human scale. Such signs respect the historic quality of the Central City Historic District, distinguish the property from other contemporary shopping center types of development and promote walkability. In as much as this standard relates to contemporary additions and design compatibility of the proposal, staff is of opinion the proposed shopping center identification pole sign is not compatible with the size, scale and character of the landmark site or the historic district. Section 21A.46 of the Salt Lake City zoning ordinance identifies sign requirements for pole signs, one of which is a minimum clearance of 10 feet (10’) between the sign and the ground. This requirement contributes to an increase height and scale of pole signs.

The proposed sign has a height of 18 feet 9 inches (18’9”) and the proposed location is in a landscaped area that is approximately 3 feet (3’) from the grade of the sidewalk making the sign a height of approximately 21 feet 9 inches (21’9”) from sidewalk grade. The proposed sign meets the underlying zoning requirements, as well as the maximum height for pole signs in the CS (Community Shopping) zoning district. However, as proposed, the scale and illumination of the sign dominates the street frontage, the existing buildings, and is out of scale with the context of the neighborhood.

The design guidelines also take into consideration the need to balance the size and illumination of signs relating to larger scale development along arterial streets. The proposed location is adjacent to two arterial streets (500 South and 700 East) and 700 East is the east boundary of the Central City historic district. The Commission may make findings that the proposed sign type is appropriate for this particular

location that is adjacent to many non historic structures. If the Commission finds that this type of sign is appropriate at this location, as a condition of approval, the height, size, scale and illumination intensity of the sign should be decreased to ensure compatibility with the character of the landmark site.

2. New Monument Sign

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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.

The proposed monument sign has a height of 7 feet (7') and sits on top of a 3 foot (3') brick retaining wall that will need to be altered to meet the setback requirement for monument signs over 5 feet (5'). The monument sign will have a height of 10 feet (10') from grade. The location of the proposed monument sign is adjacent to a contributing structure on 600 South and 700 East. Monument signs are a less obtrusive than pole signs, but the scale should be compatible with the site and existing buildings. As proposed, the proposed height of the monument sign would obscure views and compete with the unique character defining features of the historic property. As a condition of approval, the height of the monument sign should be decreased to minimize visual impacts.

3. New flat sign on the Northwest Corner

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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(2) **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.

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

The proposed scale of the sign does not dominate the buildings appearance. The sign is constructed individually mounted halo lit metal letters. Signs should be positioned to be framed by the architectural details of the building. As a condition of approval, staff is recommending the location of the sign is modified so it is complimentary to the building and framed within the existing natural frame created by the architectural details of the storefront windows.

4. New Flat Sign on the Southwest Corner and New Construction to Accommodate the Flat Sign
Design Guidelines for Signs in Historic Districts
Applicable Sign Guidelines:
Same as noted for flat sign above

The proposed scale of the sign does not dominate the buildings appearance. The sign is constructed individually mounted halo lit metal letters and positioned in the center of a new building wall that will be constructed above the existing loading doors. It is in this area, that the district begins transitioning to smaller scale uses and the residential portion of the district. The proposed halo illumination is less obtrusive than other types of illumination. The newly constructed building wall would connect the building on 600 East with the wall along 600 south. The proposed wall will be constructed of brick that matches the existing building.

Finding:

New Pole Sign

For the reasons set out in the analysis above, the proposed pole sign would not conflict with the first two objectives of this standard, but as proposed would in staff's opinion, be inconsistent with the last objective which relates to design compatibility and scale. If the Commission determines that in this location the sign is compatible with the property, neighborhood or environment, then staff is of the opinion that a condition should be placed on any approval that the scale and height of the pole sign should be decreased.

New Monument Sign

As outlined in the analysis above, the monument sign as a sign type is generally consistent with the standards however, in relationship to scale compatibility, monument signs should be compatible with the architecture of the site. With the condition of a reduction in height recommended by staff, this standard is met.

New flat sign on the Northwest Corner

For the reasons outlined in the analysis, the proposed sign is consistent with the design and scale of the site. As a condition of approval, staff is recommending the position of the sign is modified so that natural frame created by the architectural details of the storefront window frames the sign. With conditions imposed, this standard is met.

New Flat Sign on the Southwest Corner and New Construction to Accommodate the Flat Sign

The proposed sign is compatible with the size, scale, material and character of the property. The minor alteration to the wall on the southwest corner is consistent with the standard. This standard is met.

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 could be removed without negatively impacting the essential form and integrity of the structure or site. 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 and minor alteration to the southwest wall 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;

Analysis:

1. New Pole Sign

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.

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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 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 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.**

Trolley Square is a unique site in the sense that it is a Landmark Site that 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 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. Sign illumination, scale, positioning, color and materials all play an important role. Illumination of signs should be done with the objective of achieving a balance between the architecture, the historic district and the sign.

The proposed height and illumination of the Shopping Center Identification pole sign with an internally illuminated electronic changeable copy panel is not a sign type that is typical for Landmark Sites or in local historic districts because the size, height and internal illumination may detract from the historic architecture and character of the site. 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 be expected from an internally illuminated electronic changeable copy panel sign, and if approved, content is not something that can be regulated.

The steel supports for the pole sign are proposed to have backlit glass. The visual impact of signs should be minimized; the adopted sign guidelines discourage illumination, and pole signs are generally not an appropriate sign type, illumination of the pole sign supports is not appropriate. For pole signs, the required minimum clearance of 10 feet (10') between the sign and the ground is dictated by section 21A.46.070(C) of the Salt Lake City zoning ordinance. The scale of the pole sign would dominate the streetscape, and the proposed illumination would make it highly visible. However, the proposed location of the shopping center pole sign is in the northeast corner of the site. The proposed sign may be appropriate at this site because it is surrounded by non-contributing structures, is on a major arterial street, and it would provide a means of identifying the various shops located within the shopping center that do not have visibility from the public right of way.

2. New Monument Sign

Design Guidelines for Signs in Historic Districts

Applicable Sign Guidelines:

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.

The monument sign is designed within reconstructed retaining wall, and the design and materials are compatible with the character of the site. The location of the proposed monument sign is adjacent to a contributing structure on 600 South and 700 East. The scale of the monument sign should be compatible with the site and existing buildings. As proposed, the proposed height of the monument sign would obscure views of unique character defining features of the historic property. As a condition of approval, the height of the monument sign should be decreased to minimize visual impacts.

3. New flat sign on the Northwest Corner
Design Guidelines for Signs in Historic Districts
Applicable Sign Guidelines:

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 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

The proposed scale of the sign is compatible with building and the design and materials are consistent with the character of existing flat signs located throughout the site. The sign is constructed of individually mounted halo lit metal letters. Signs should be positioned to be framed by the architectural details of the building. The proposed placement of the sign would increase visibility; however, modifying the placement would help emphasize architectural details of the building. As a condition of approval, staff is recommending the position of the sign is modified so that the natural frame created by the architectural details of the storefront window frames the sign.

4. New Flat Sign on the Southwest Corner and New Construction to Accommodate the Flat Sign
Design Guidelines for Signs in Historic Districts
Applicable Sign Guidelines:
Same as noted for flat sign above

It is in this area, that the district begins transitioning to smaller scale uses and the residential portion of the district. The proposed halo illumination is less obtrusive than other types of illumination and consistent with the character of existing signs throughout the site. The newly constructed building wall would connect the building on 600 East with the wall along 600 South. Proposed materials for the wall will match the materials of the existing brick building. During the October 2014 Work Session, the Commission had some discussion regarding the construction of the new wall to the loading dock and that it may create an area that appears to be an entrance when it is not actually a public entry point to the mall. Another option that may be appropriate is to place this proposed sign on the parking structure wall just to the north of where the sign is now proposed.

Finding:

New Pole Sign

For the reasons set out in the analysis and staff report, an internally illuminated electronic pole sign is generally inconsistent with this standard. Typically these types of signs are not consistent with the historic character of the Landmark Site or the Historic District and the proposed sign type, size and scale are visually intrusive and detract from the historical and architectural significance of the site and historic district. However, if the Commission finds that this standard is met and is consistent with Guideline 35, because the location is a in commercial area, specifically within larger developments along arterial streets with many non contributing structures, then it is staff’s opinion that the scale and the height of the sign should be decreased.

New Monument Sign

As outlined in the analysis above, the monument sign is generally consistent with this standard. However, signs on the site generally have a smaller scale and monument signs should be compatible with the architecture as well as the character of existing signs. As a condition of approval, staff is recommending the height of the monument sign be reduced to something more compatible with the adjacent building. With conditions imposed, this standard is met.

New flat sign on the Northwest Corner

For the reasons outlined in the analysis, the proposed sign is consistent with the design and scale of the site. As a condition of approval, staff is recommending the position of the sign is modified so that the natural frame created by the architectural details of the storefront window frames the sign.

New Flat Sign on the Southwest Corner and New Construction to Accommodate the Flat Sign

The proposed sign is compatible with the size, scale, material and character of the property. The proposed alteration to the wall is consistent with this standard. This standard is met.

ATTACHMENT A
Site Map & Photographs



 TROLLEY SQUARE SITE



View of northeast corner of the site where the shopping center identification pole sign with an internally illuminated electronic changeable copy panel is proposed. The proposed location just behind the brick wall is approximately 3' above sidewalk grade. The proposed 18' 9" sign would have a height of 21' 9" above sidewalk grade. Scale and height of the sign should be consistent with the character of the site.



The proposed location of the shopping center identification pole sign with an internally illuminated electronic changeable copy panel is on a corner adjacent to non contributing and non historic buildings on 500 South and 700 East. The Commission may determine this is an appropriate sign for this location.



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.



Proposed location of Monument sign on 600 South and 700 East. The proposed height of the monument sign (7' sign + 3' base) and 14' wide would visually block views of the historic architecture.



View of proposed location for the monument sign looking south. Wall will be reconstructed to a curved shape.



View of the southeast corner of the site where the monument sign is proposed.



View of northwest corner of the site. A flat shopping center identification sign is proposed in this location. Sign should be placed so the natural frame created by the architectural details of the storefront window frames the sign.



View of the southwest corner where a new shopping center identification flat sign is proposed on a wall that will be constructed over the loading docks. An alternate option that may be appropriate is to place the proposed sign over the parking garage just north of where the sign is now proposed.

ATTACHMENT B
Trolley Square New Exterior Signs Proposal



TROLLEY SQUARE NEW EXTERIOR SIGNS

21 January 2015



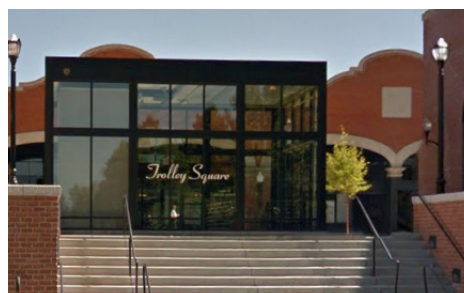


EXISTING TROLLEY SQUARE SIGNS

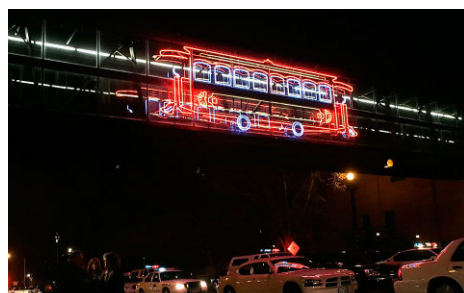
UPDATED JANUARY 2015



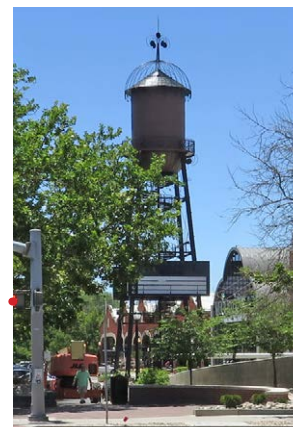
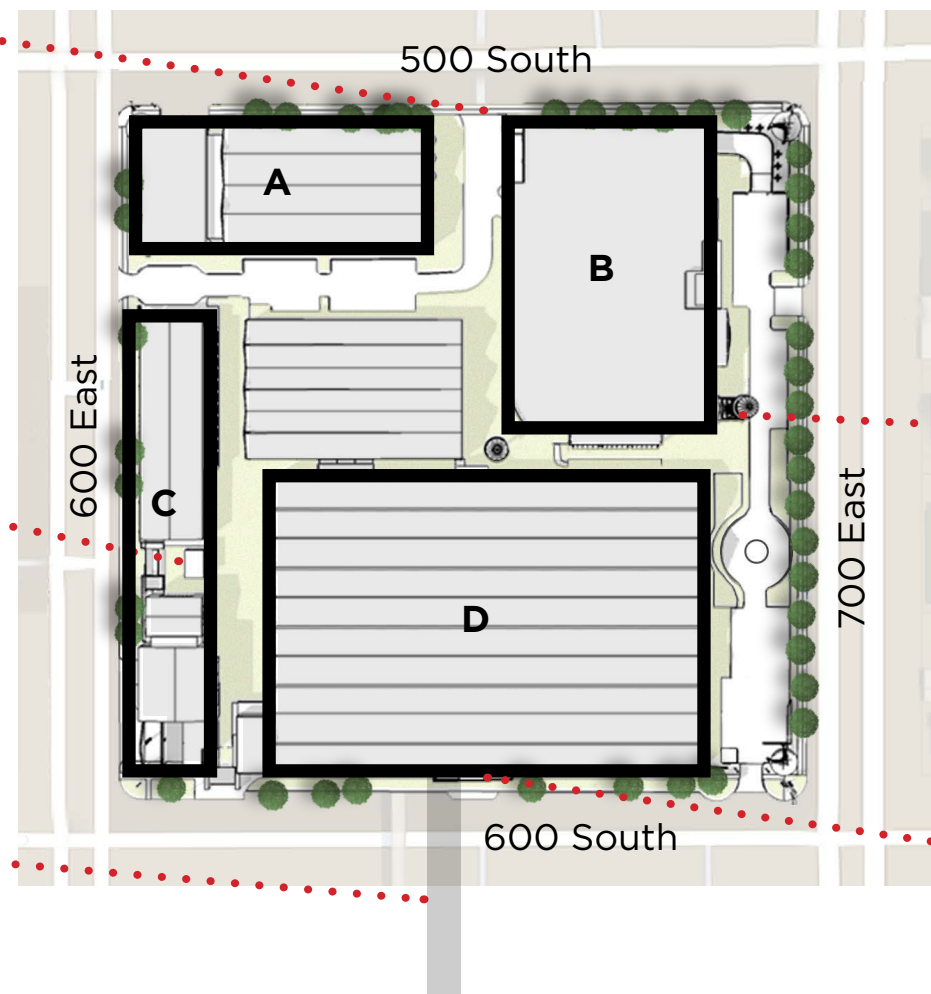
pole sign (pad site A)



signage on glass (pad site C)



Neon sign



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



exterior lettering/flat sign (pad site D)

EXISTING SIGNS

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

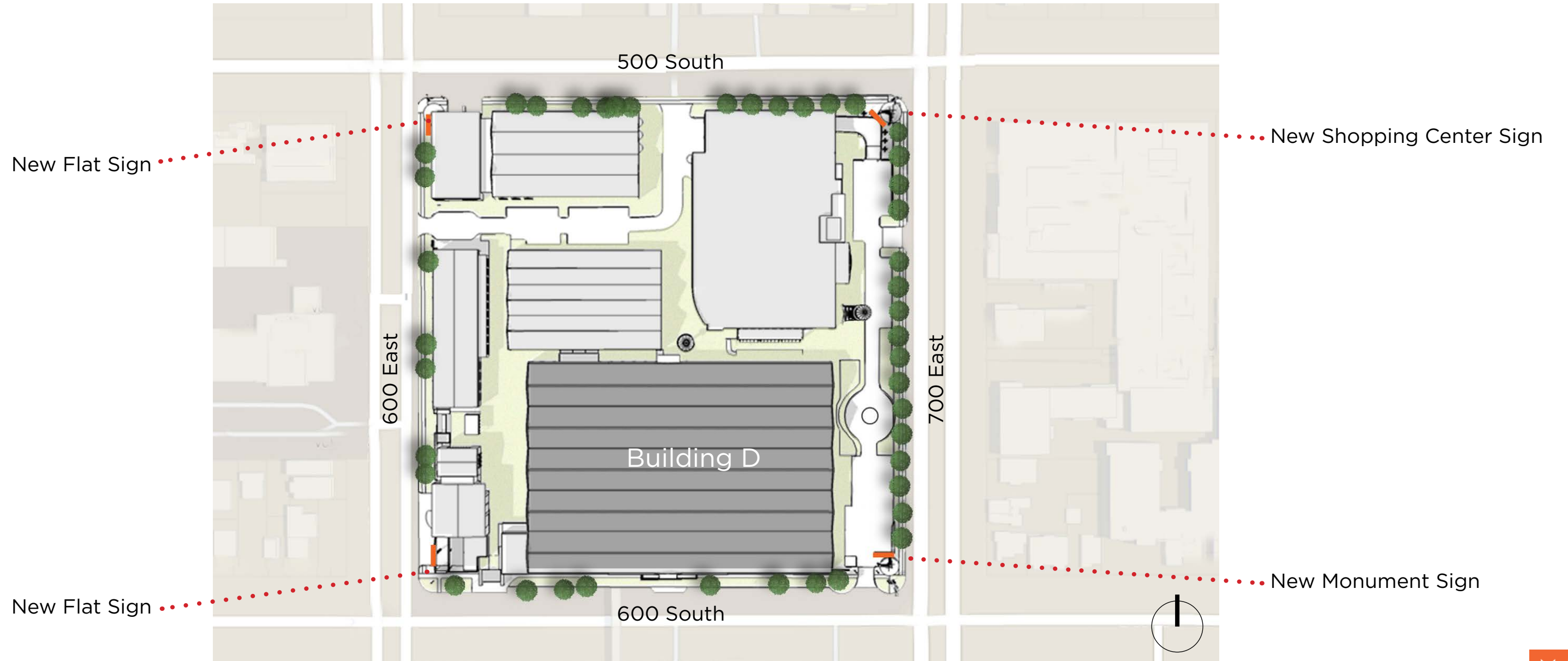
Pad site "A" and "B" have existing pole signs to the east of each building. The other various signs currently located at Trolley Square include applied signage on glass, LED / neon lighting and exterior lettering.





PROPOSED NEW SIGN LOCATIONS

UPDATED JANUARY 2015





NEW SOUTHEAST MONUMENT SIGN

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

The masonry wall which currently wraps the south east corner will be altered to curve around the corner. The sign has a total area of 78 square feet, and will be mounted on a matching masonry base behind the wall.

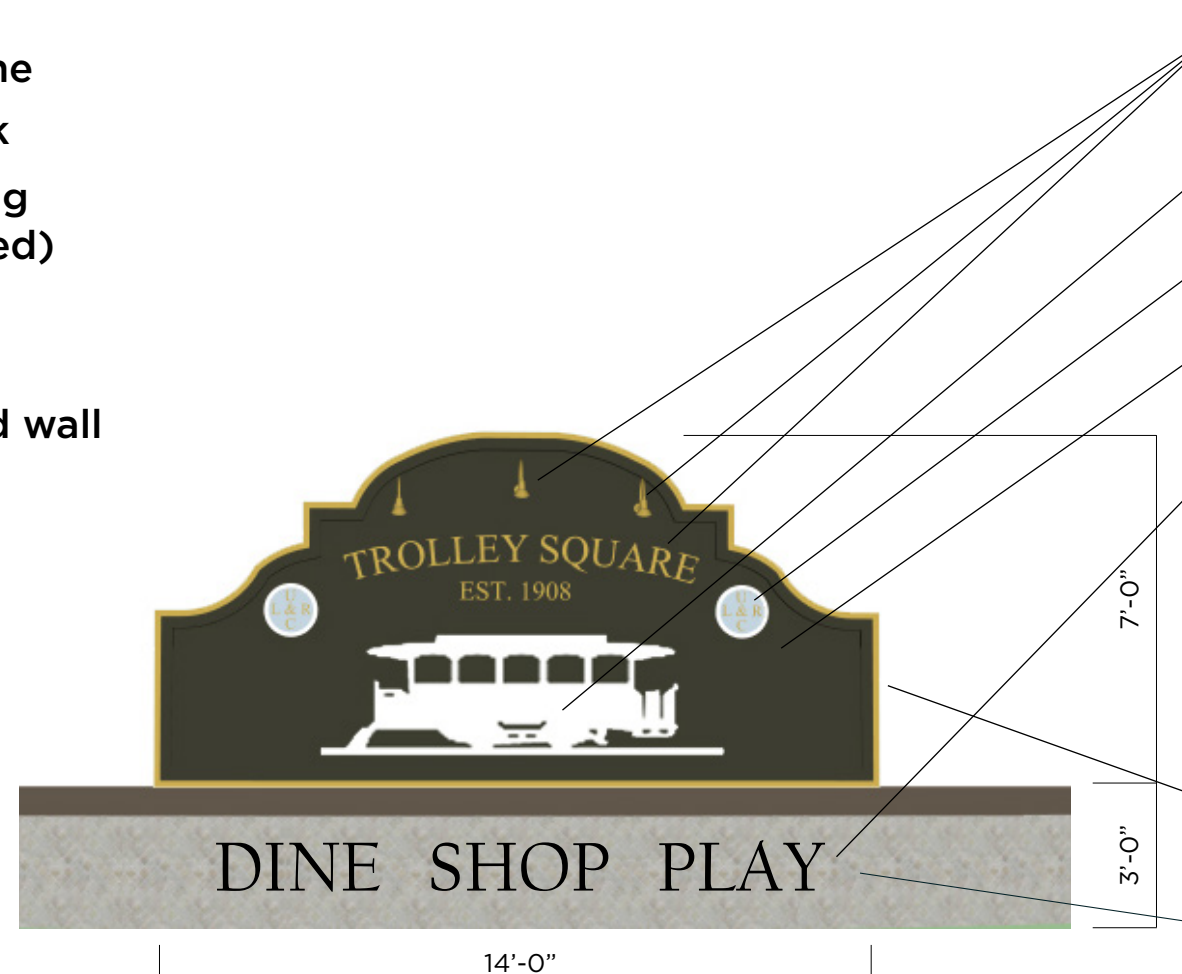
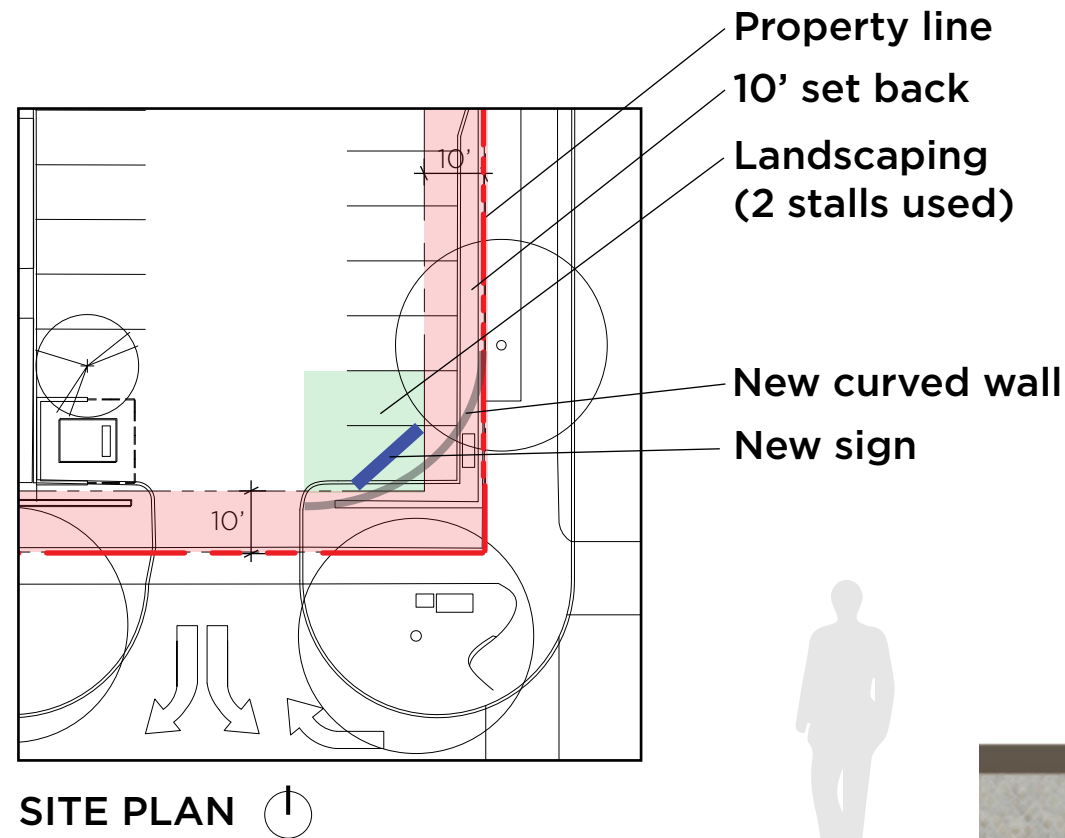
The words “Dine, Shop, Play” (or a similar tagline) will be mounted to the masonry wall below the Trolley Square sign. These words will add another 12 square feet to the sign, bring the total up to 90 square feet, still below the allowed 100 square feet. The sign will be halo-lit at night.

As this sign is adjacent to a contributing building, the monument sign will not include a modern LED screen, but will have the historic Trolley Square logo.

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

2 parking stalls have been used to accommodate this corner sign. See parking analysis provided in separate study to confirm that parking is still adequately provided using the parking lot to the south of Trolley Square.





Gold painted trim, 1/2" thick letters, goose neck light fixtures.

Painted trolley cart

1/2" thick painted medallions

18" dark-green painted steel box sign, with 1/2" edge trim

12" tall, pin mounted, halo-lighting letters

Sign Area (Trolley Arch): 78 SQ. FT.

Possible location for subtext (12 SQ. FT.)

Total Sign Area: 90 SQ. FT.

SOUTH EAST SIGN ELEVATION





NEW NORTHEAST POLE SIGN

A new LED Shopping Center sign near the northeast corner of Trolley Square will only advertise tenants and display historic images.

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

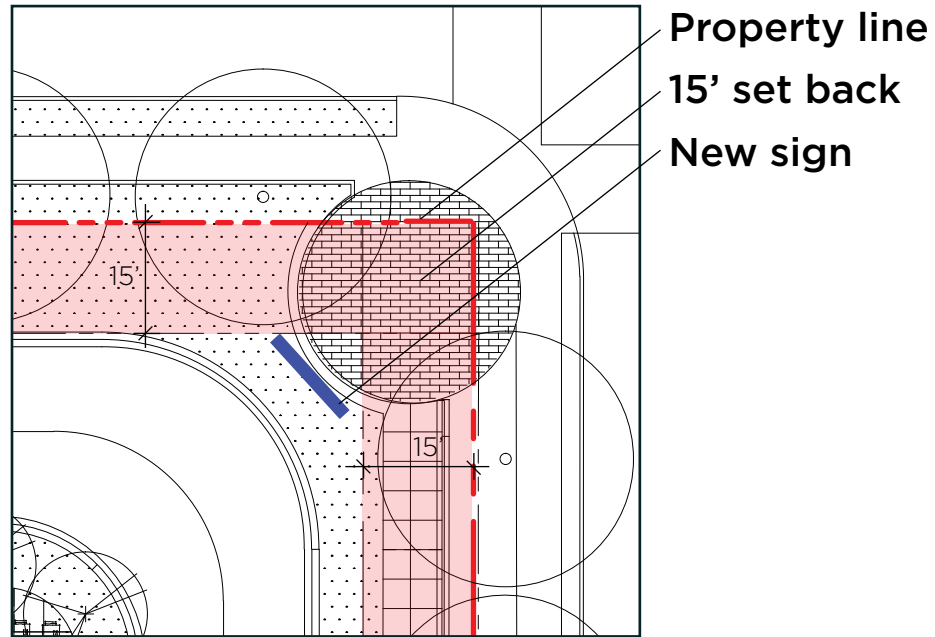
The sign has a total area of 75 square feet, a LED screen of 36 square feet, and will be mounted on two metal and glass poles.

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

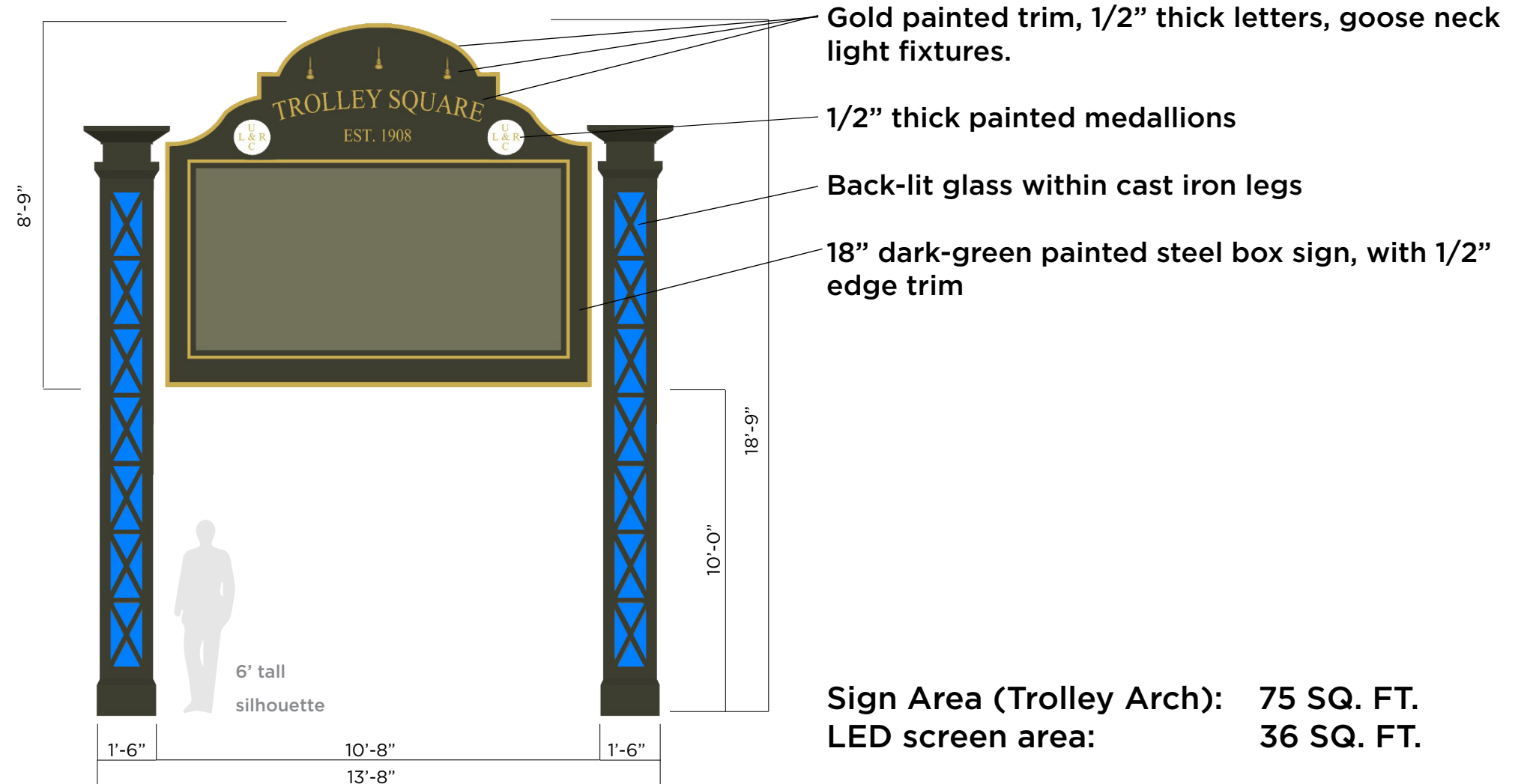
The U L&R medallions are again being provided to pay tribute to this historic nature of Trolley Square.

The LED screen is fundamental in being able to provide signage for all the tenants at Trolley Square. By being dynamic, using modern technology within a sign with historical relevance, the screen provides a method to showcase all businesses in a subtle and controlled way. The LED screen as such brings the same effect that a flat sign could using modern day technology. Lumen output would be controlled according to ambient light and the color palette has been demonstrated to be sensitive to the historic nature of this Landmark site. (See examples provided.)





SITE PLAN



Sign Area (Trolley Arch): 75 SQ. FT.
LED screen area: 36 SQ. FT.

NORTH EAST SIGN ELEVATION





NEW NORTHWEST WALL SIGN

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

The sign has an area of 36 square feet, and will be attached directly to the brick building. It will read, "TROLLEY SQUARE," and will have halo-lighting at night.

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





TROLLEY SQUARE

24'-0"

1'-6"

1'-6" tall, painted black metal pin mounted, halo-lighting letters

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

TOTAL SIGN AREA: 36 SQ. FT.

NORTHWEST SIGN ELEVATION





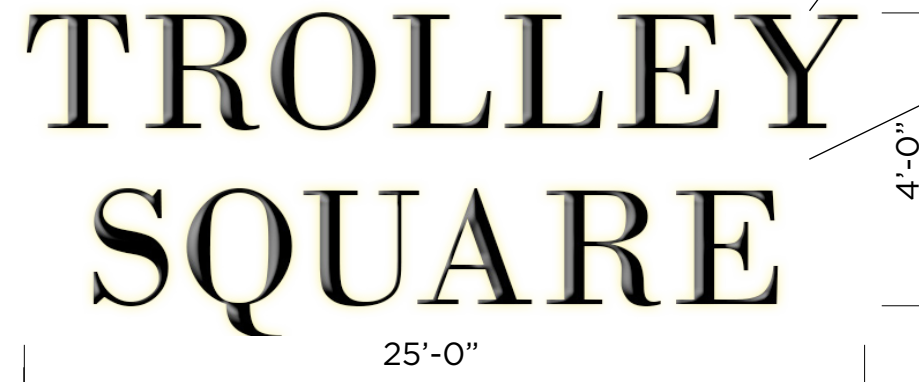
NEW SOUTHWEST POLE SIGN

The southwest corner of Trolley Square will feature a new pole sign.

A new brick wall with concrete capping will be built onto the existing loading dock door structure. The wall will match the height and style of the existing south wall.

The sign has an area of 75 square feet (excluding the space between the 2 rows), and will be attached directly to the brick wall. It will read, "TROLLEY SQUARE," and will have halo-lighting at night.





1'-6" tall, painted black metal pin mounted, halo-lighting letters

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

2 rows with 1' gap

TOTAL SIGN AREA: 75 SQ. FT.

SOUTHWEST SIGN ELEVATION



ATTACHMENT C

Department Comments

From: [Walsh, Barry](#)
To: [Thompson, Amy](#)
Subject: RE: Please Review: PLNHLC2014-00843 & PLNHLC2014-00845-Trolley Square New Exterior Signs & Master Sign Plan
Date: Tuesday, January 27, 2015 1:00:16 PM

January 27, 2015

Amy,

RE: PLNHLC2014-00843 & 00845 signs

Transportation review comments are as follows:

The proposal is in compliance with the City's standard sign regulations and any encroachments into the public right of way are to comply with the Salt Lake City Real Estate Services review process for approval.

Sincerely,

Barry Walsh

From: Thompson, Amy
Sent: Friday, January 23, 2015 10:44 AM
To: Vaterlaus, Scott; Butcher, Larry
Subject: Please Review: PLNHLC2014-00843 & PLNHLC2014-00845-Trolley Square New Exterior Signs & Master Sign Plan

PLNHLC2014-00843 & PLNHLC2014-00845-Trolley Square New Exterior Signs & Master Sign Plan

I've attached information regarding **HLC Minor Alterations/Major Alterations** applications for new exterior signs at Trolley Square and a Master Sign Plan for the site. The new exterior signs include a shopping center identification pole sign with an internally illuminated electronic changeable copy panel, a monument sign, and two flat building signs with halo illumination. Construction of new wall is proposed on the south west corner above the loading docks to accommodate one of the proposed flat building signs. A Master Sign Plan for the Trolley Square site has been submitted for review and adoption.

Trolley Square is an individually listed landmark site on the City Register, and located in the Central City Historic District at approximately **602 E 500 South**. The subject property is in the **CS (Community Shopping) zoning district**.

Revised plans for this proposal were submitted to me January 22, 2015. This item is scheduled for review by the Historic Landmark Commission and a public hearing on February 5, 2015, therefore comments on the proposal need to be submitted no later than **Wednesday, January 28th, 2015** to be included in the staff report. I apologize for any inconvenience the short review period may cause.

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,

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

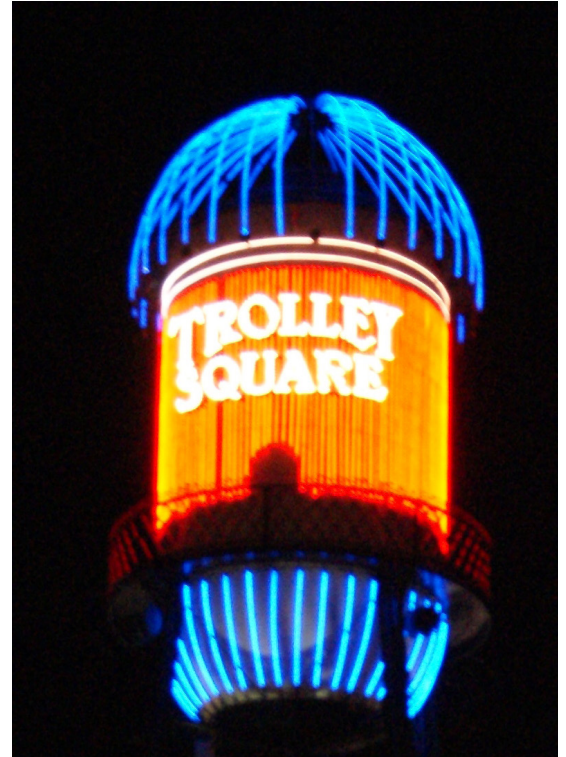


Flat sign on 600 South

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

ATTACHMENT E

Example LED Tenant Displays

ALICE LANE
HOME COLLECTION

Ballet West

~ B O U T I Q U E ~

Cabin Fever

**TROLLEY SQUARE
SALT LAKE CITY, UTAH**

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DESERT EDGE

— BREWERY —









P O T T E R Y B A R N

pottery barn kids

*Precious
Eyebrow Designers*



TABULA RASA

S O C I A L S T A T I O N E R S

THE
MACHINE
AGE





the
Spectacle

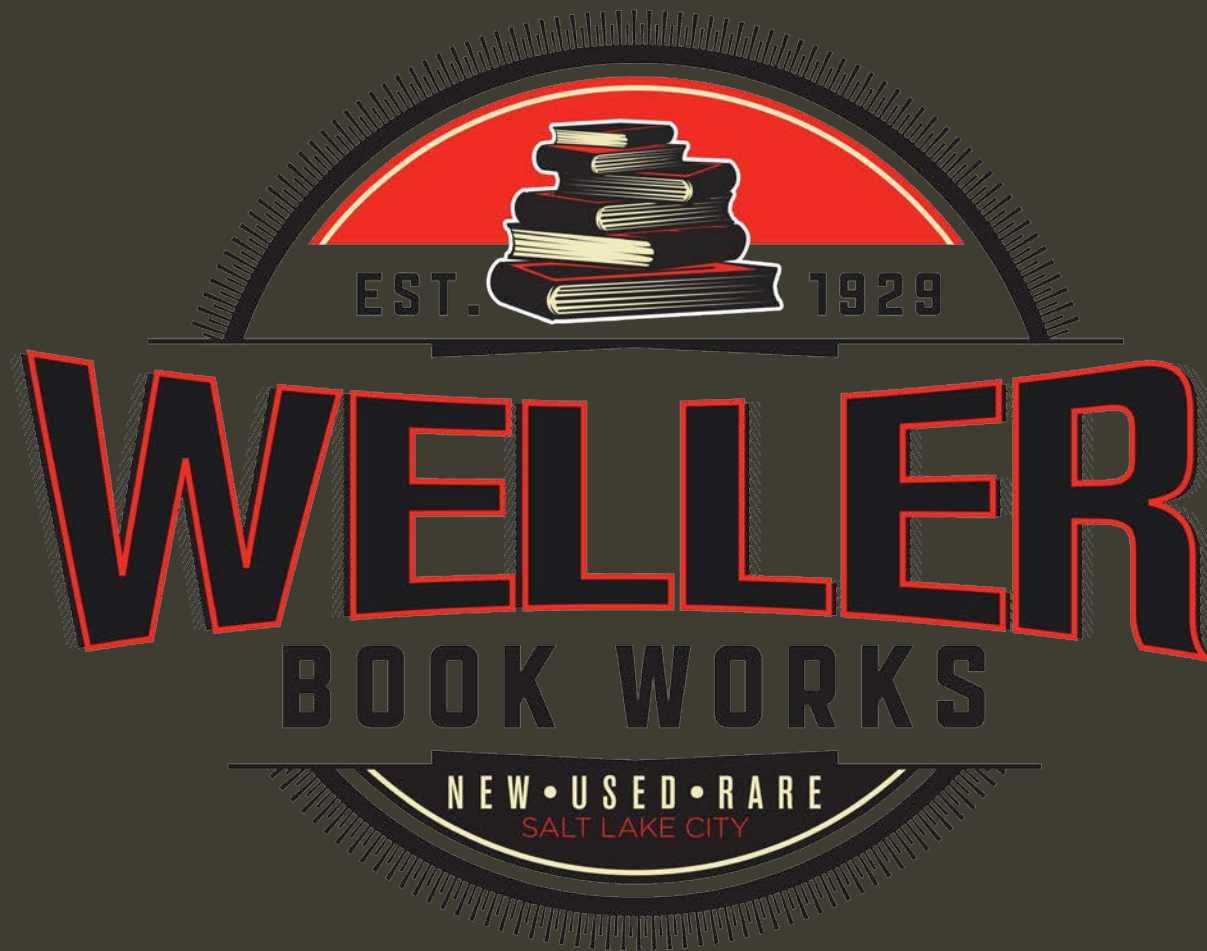
Quality Fashion Eyewear

TML STUDIOS



VITAMIN
WORLD®

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FARGO**

WILLIAMS-SONOMA

YD

YPSILON
DRESSES