



Staff Report

PLANNING DIVISION
DEPARTMENT of COMMUNITY and NEIGHBORHOODS

To: Salt Lake City Planning Commission
From: Anthony Riederer, Principal Planner
anthony.riederer@slcgov.com – or – 801-535-7625
Date: November 29, 2017
Re: PLNPCM2017-00819 – Text Amendment for Vintage Signs

Zoning Text Amendment

PROPERTY ADDRESS: N/A
PARCEL ID: N/A
MASTER PLAN: N/A
ZONING DISTRICT: Citywide

REQUEST: This proposal would amend Salt Lake City's zoning code to create a process by which currently non-conforming signs that meet certain criteria could be granted the ability to be restored, adaptively reused, and relocated. As a text amendment, the changes would apply citywide.

RECOMMENDATION: Based on the information in this staff report and the factors to consider for zoning text amendments, Planning Staff recommends that the Planning Commission forward a positive recommendation to the City Council regarding this proposal.

ATTACHMENTS:

- A. Proposed Ordinance
- B. Petition Initiation Request
- C. Analysis of Factors
- D. Public Process and Comments
- E. Departmental Comments

PROJECT DESCRIPTION:

The character of Salt Lake City's unique neighborhoods and business districts are defined by a number of elements including the dimensions of the street and sidewalk, the availability of diverse types of housing and commercial businesses, and the architectural character of the buildings.

One significant, but occasionally under-appreciated, contributor to a neighborhood or district's character is the presence of vintage signs. These signs reflect unique eras in the development of Salt Lake City through their creative use of shape, hand-lettering, mechanical animation, or lighting technique.

Because many Vintage Signs are currently considered nonconforming, there are significant restrictions on what an owner can do with them. Essentially, this means that the signs can continue to be used "as is, where is", without any account taken of redevelopment or changing uses on the site. This creates significant barriers for an owner who wishes to improve, relocate, or modify a sign. As a result, many times, vintage signs can be lost to due to disrepair and removal.

The Salt Lake City Council initiated a petition on June 9, 2016 requesting that the Planning Division review issues surrounding Salt Lake City's vintage signs and propose some changes to the zoning code to allow for the continued retention, restoration, and reuse of these important objects.

This project is the result of that petition and focuses on the following key elements:

1. Creating additional clarity about the maintenance options available for nonconforming signs.
2. Establishing a process for property owners to nominate potential vintage signs for designation and modification.
3. Producing criteria to ensure that designated signs have characteristics that make them worthy of additional flexibility.
4. Providing a framework of options that will support property owners in retaining these signs.

As a text amendment, the changes would apply citywide. In Salt Lake City's Local Historic Districts, the established standards and guidelines related to signage would continue to govern decisions about the appropriateness of any modification or relocation, in addition to the criteria established by this project.

KEY ISSUES:

The key issues listed below have been identified through the analysis of the project, neighbor and community input and department review comments.

1. Clarification of Code Related to Non-Conforming Signs
2. Process for Proposed Designations and Modifications
3. Criteria for Designation and Modification of "Vintage Sign"
4. Flexibility for Designated Vintage Signs
5. Mandated Retention and Preservation of Vintage Signs

Issue 1 – Clarification of Code Related to Non-Conforming Signs

Signs that have become nonconforming, through changes to Salt Lake City's zoning code, can continue to be used 'as is, where is'. Though they are allowed to continue, there are significant restrictions on what can be done with them. 21A.46.140 states that "...a nonconforming sign shall not be reconstructed, raised, moved, replaced, extended, altered or enlarged unless the sign is changed so as to conform to all provisions of this chapter."

This has led to some confusion among owners about whether nonconforming signs must be repaired in place, or may be temporarily removed for repair and then reinstalled in the same location.

Staff proposes the inclusion of language clarifying that routine maintenance of a nonconforming sign may include the temporary removal, off-site repair, and reinstallation of the sign in the same location and manner as it was prior to removal.

Issue 2 – Process for Proposed Designations and Modifications

When embarking on this project, it was important to staff that the manner by which the designation of (or modifications to) a vintage sign are evaluated be fairly straightforward and fit within a process already established in the city's zoning code. After reviewing the various processes, staff determined that the Special Exception process, provided for in 21A.52, would be the most reasonable way to manage these applications. Staff came to this decision based on the following factors.

- Special Exceptions provide for notification to the adjacent property owners, who might be most impacted by any changes to signage on a site.
- Special Exceptions provide for adjacent property owners to submit comments and additional information that might not be readily available to staff as they determine the potential impacts of a request.
- Special Exceptions are already subject to significant general standards which are explicitly designed to insure that “the proposed special exception is appropriate in the location”.
- Special Exceptions can be granted with specific conditions to minimize adverse effects upon other property and improvements in the vicinity of the special exception.
- Special Exceptions have an established path for review of an application subject to the standards of Salt Lake City's local historic districts.
- Special Exceptions allow for the possibility of both administrative approval and review by either the Planning Commission or Historic Landmark Commission, depending on the complexity of an application and its compliance with ordinance standards.

The Special Exception process allows for applications from only the owner of the subject property or the owners authorized agent. Though there has been some interest from citizens in the ability for community members to nominate signs independent of the owner, in the opinion of staff this would be a potential infringement on private property rights. As such, it has not been included in the proposed text amendments.

Issue 3 – Criteria for Designation and Modification of “Vintage Sign”

As mentioned above, of the general Special Exception standards, which are designed to ensure that the proposed special exception is “appropriate in the location proposed” shall apply. However, not every sign that is merely nonconforming has specific characteristics that distinguish it as unique or notable (and thus worthy of additional flexibility).

For instance, a nonconforming sign might not continue to retain enough of its original design character justify special flexibility. An example of this might be a hand-lettered sign that, while it retains its original form, has been entirely painted over. In some cases, the original character of such a sign could be restored based on historic evidence such as drawings or photographs.

Given that the ultimate goal is to retain signs that provide unique character that is specific to their context, billboards will not be candidates for vintage sign designation. Likewise, signs that have already been granted flexibility from the standards of the base zoning district (for example, through a Localized Alternative Signage Overlay District, planned development approval, or by

the Historic Landmark Commission) will not be eligible for Vintage Sign designation.

Additionally, a sign must meet at least four criteria from a list designed to ensure that only those signs that have qualities worthy of conservation are granted “Vintage Sign” status.

These criteria include whether the sign:

1. Was specifically designed for a business, institution, or other establishment on the site where the sign is located;
2. Bears an unique emblem, logo, or another graphic specific to the city or region;
3. Exhibits specific characteristics that enhance the streetscape or identity of a neighborhood;
4. Is characteristic of a specific historic period;
5. Is integral to the design of the site or building where the sign is located; or
6. Represents an example of craftsmanship in the application of lighting technique, use of materials, or design.

Issue 4 – Flexibility for Designated Vintage Signs

At its core, the purpose of Vintage Sign designation is to provide additional assurance and flexibility to the owners of these signs, to support their retention, restoration, and reuse into the future. The current draft of the ordinance provides that a designated Vintage Sign may:

1. Be relocated within its current site.
2. Be modified to account for changing uses within its current site. These modifications shall be in the same style as the design of the original sign. This includes:
 - Shape and form
 - Size
 - Typography
 - Illustrative elements
 - Use of Color
 - Character of Illumination
 - Character of Animation
3. Be relocated to a new site for use as a piece of public art, provided that the original character and design of the sign is intact and it advertises a business no longer in operation. Given the potential for off-site impacts of relocated vintage signs, relocation for use as art is to be restricted to certain higher-intensity commercial districts.

Issue 5 – Mandated Retention/ Preservation of Vintage Signs

Members of the community have expressed a desire for this project to include some manner of restriction on what property owners can do with a vintage sign, once designated. In the formulation presented to staff by community members, this would be something akin to the process in the Salt Lake Code that evaluates and regulates the demolition of contributing structures within local historic districts and local landmark sites.

While the desire for the retention of these resources is understandable, in the opinion of staff few – if any – property owners would willingly participate in a process which placed such a significant restriction on their site. The likely result would be limited participation and the continued loss of vintage signs to disrepair and removal. Additionally, this type of restriction was not envisioned by the Salt Lake City Council’s legislative action which initiated this project.

Given the parameters of the Council’s legislative action and the likely disincentives towards participation that these restrictions would create, staff as opted not to pursue this kind of restriction. This is an area which may be ripe for reconsideration at a future date.

DISCUSSION:

Character conservation and preservation are addressed within *Plan Salt Lake (2015)*, Salt Lake City’s citywide master plan with the guiding principal of “maintaining places that provide a foundation for the City to affirm our past.” Additional context and guidance is given to this citywide objective through a series of initiatives which relate to and support the proposed changes.

Principle 1 – Neighborhoods

- Maintain neighborhood stability and character.
- Support neighborhood identity and diversity.
- Incorporate artistic elements and support cultural events on a neighborhood scale to reinforce neighborhood character and identity.

Principle 8 – Beautiful City

- Reinforce and preserve neighborhood and district character and a strong sense of place.

Principle 9 - Preservation

- Preserve and enhance neighborhood and district character.
- Retain areas and structures of historic and architectural value.
- Balance preservation with flexibility for change and growth.

An additional significant guiding document in Salt Lake City is the city’s *Community Preservation Plan (2012)*. In addition to adding context, detail, and direction in implementing the broad outlines of the city’s adopted preservation philosophy, this document provides specific guidance for the more broad practice of community character preservation.

“The goal of community character preservation, on the other hand, is to provide some assurance that the important physical characteristics of a neighborhood, as identified by the current property owners, will be preserved which in turn can help stabilize the neighborhood. The goal of preserving community character is not necessarily to the degree of protecting the overall public interest as it is with local historic preservation and therefore, the regulations are less stringent.”

The *Community Preservation Plan* specifically identifies vintage signs (using the term “historic signs”) as resources worthy of retention and advocates for changes to the zoning code to achieve that end.

Policy 3.3n (page III-28): Historic signs should be retained where practical.

Action 1: Modify the zoning ordinance to allow historic signs to be considered legal conforming signs that can be altered provided the historic character of the sign is not altered.

Action 2: Modify the zoning ordinance to allow a business to both advertise its own presence through the use of a sign while still retaining the historic sign in place on the building.

Action 3: Identify and preserve existing historic signage including historic signs no longer associated with the historic building on which they are installed.

Finally, neighborhood character conservation (and preservation) objectives are also a significant element of a number of Salt Lake City's neighborhood master plans. What follows is a sample of pertinent passages, policies and objectives from some of these documents.

Downtown Master Plan:

- "Preserving the character of many of our older buildings is an important component of downtown's image."
- p. 49 - Goal 6, Initiative 4: "Work with district stakeholders to identify character defining features of the district and create a plan to fund the features."

Central Community Master Plan:

- "Provide opportunities for smarter and more creative development practices to better serve the community."
- "Central Community gives high priority to the preservation of historic structures and development patterns."
- "Use building codes and regulations to support preservation."

Sugar House Master Plan:

- "A reiteration of a direction for the Sugar House Business District that promotes a vibrant character compatible with the historical character of the area..."
- "Strengthen and support existing neighborhoods with appropriate adjacent land uses and design guidelines to preserve the character of the area."

Westside Master Plan:

- Promote reinvestment and redevelopment in the Westside community through changes in land use, improved public infrastructure and community investment to spur development that meets the community's vision while maintaining the character of Westside's existing stable neighborhoods.

Each of these stated objectives would be furthered by property owners having a pathway toward additional flexibility for worthy vintage signs. Likewise, all would benefit from the retention and continued use of these important neighborhood and corridor features – precisely what the proposed amendments intend to achieve.

The purpose statement for the 21A.46 – Signs is as follows:

The regulations of this chapter are intended to:

1. Eliminate potential hazards to motorists and pedestrians by requiring that signs are designed, constructed, installed and maintained in a manner that promotes the public health, safety and general welfare of the citizens of Salt Lake City;
2. Encourage signs which, by their good design, are integrated with and harmonious to the buildings and sites, including landscaping, which they occupy;

3. Encourage sign legibility through the elimination of excessive and confusing sign displays;
4. Preserve and improve the appearance of the city as a place in which to live and to work, and create an attraction to nonresidents to come to visit or trade;
5. Allow each individual business to clearly identify itself and the nature of its business in such a manner as to become the hallmark of the business which will create a distinctive appearance and also enhance the city's character;
6. Safeguard and enhance property values;
7. Protect public and private investment in buildings and open space; and
8. Permit on premises signs as provided by the specific zoning district sign regulations included in this chapter.

The proposed amendments, in clarifying how non-conforming signs can be maintained and providing a pathway to allow flexibility to worthy non-conforming vintage signs, are consistent with these purposes.

NEXT STEPS:

The recommendations of both the Planning Commission will be forwarded to the City Council for their consideration when they take action on the proposal. The City Council is the decision making body for amendments to the zoning code.

ATTACHMENT A: PROPOSED ORDINANCE

21A.46.020(B): DEFINED TERMS:

VINTAGE SIGN: An on-premises sign with unique identifying characteristics that contributes to the historical or cultural character of the neighborhood, city, or region and designated as provided in Section 21A.46.125 of this title.

21A.46.070: GENERAL STANDARDS

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, including placement of a sign type not allowed in the underlying zone, 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. If a sign in a local historic district or on a landmark site has been designated a Vintage Sign as per 21A.46.125, the modifications allowed in that section may be authorized by the historic landmark commission subject to the appropriate standards of 21A.34.020.

21A.46.125: VINTAGE SIGNS:

- A. The purpose of this section is to promote the retention, restoration, and reuse of nonconforming signs that represent important elements of Salt Lake City’s heritage and enhance the character of a corridor, neighborhood, or the community at large.
- B. Notwithstanding any contrary provision of this title:
 1. An application for designation of Vintage Sign status as well as for modifications to or relocation of a Vintage Sign shall be processed in accordance with the procedures for a special exception, as per 21A.52:
 - a. Application: In addition to the general application requirements for special exception, an application for vintage sign designation or modification shall require:
 - (1) Detailed drawings and/or photographs of the sign in its current condition,
 - (2) Written narrative and supporting documentation demonstrating how the sign meets the applicable criteria,
 - (3) Detailed drawings of any modifications being sought,
 - (4) Detailed drawings of any relocation being sought, and
 - (5) Historic and current photographs of the sign.
 2. The Zoning Administrator shall designate an existing sign as a vintage sign if the sign:
 - a. Was not placed as part of a Localized Alternative Signage Overlay District and has not been granted flexibility from the base zoning through a Planned Development agreement or by the Historic Landmark Commission;
 - b. Is not a billboard as defined in 21A.46.020;
 - c. Retains its original design character, or that character will be restored, based on historic evidence such as drawings or photographs; and,
 - d. Meets at least four (4) of the following criteria:
 - (1) The sign was specifically designed for a business, institution, or other establishment on the site where the sign is located;
 - (2) The sign bears a unique emblem, logo, or other graphic specific to the city, or region;
 - (3) The sign exhibits specific characteristics that enhance the streetscape or identity of a neighborhood;
 - (4) The sign is characteristic of a specific historic period;
 - (5) The sign is integral to the design or identity of the site or building where the sign is located; or,
 - (6) The sign represents an example of craftsmanship in the application of lighting technique, use of materials, or design.

3. A designated vintage sign may, by special exception:
 - a. Be relocated within its current site.
 - b. Be modified to account for changing uses within its current site. These modifications shall be in the same style as the design of the original sign including:
 - (1) Shape and form,
 - (2) Size,
 - (3) Typography,
 - (4) Illustrative Elements,
 - (5) Use of Color,
 - (6) Character of Illumination, and
 - (7) Character of Animation;
 - c. Be relocated to a new site for use as a piece of public art, provided that the original design and character of the sign is retained, or will be restored, and it advertises a business no longer in operation. Vintage signs may only be relocated for use as public art to sites in the following districts: D-1, D-2, D-3, D-4, G-MU, CSHBD1.
4. Once designated, a vintage sign is exempt from the calculation of allowed signage on a site.

21A.46.140: NONCONFORMING SIGNS

- A. Moving, Extensions Or Alterations: A nonconforming sign shall not be reconstructed, raised, moved, replaced, extended, altered, or enlarged unless the sign is changed so as to conform to all provisions of this chapter. A nonconforming sign may be temporarily removed for routine maintenance and reinstalled in the same location and manner. Alterations shall also mean the changing of the text or message of the sign as a result of a change in use of the property. Alterations shall not be interpreted to include changing the text or copy on outdoor advertising signs, theater signs, outdoor bulletins or other similar signs which are designed to accommodate changeable copy. Specific modifications may be permitted to nonconforming signs designated as Vintage Signs as per 21A.46.125.

21A.52.030: SPECIAL EXCEPTIONS AUTHORIZED

- A. In addition to any other special exceptions authorized elsewhere in this title, the following special exceptions are authorized under the provisions of this title:
 25. Designation, modification, or relocation of a Vintage Sign as per 21A.46.

ATTACHMENT B: PETITION INITIATION REQUEST



COUNCIL STAFF REPORT

CITY COUNCIL of SALT LAKE CITY

TO: City Council

FROM: Nick Tarbet, Public Policy Analyst

DATE: June 9, 2016 1:22 PM

RE: Motion: Zoning Text Amendment
Historic Signs

PROJECT TIMELINE:
Briefing:
Public Hearing:
Potential Action: 06/14/2016
Clearline

Legislative Sponsor: **Council Member,**
District 7 - Lisa Adams

ISSUE AT-A-GLANCE

The Council will consider initiating a legislative action pertaining to the process to restore and replace existing historic signs.

The Council discussed this proposed legislative action during the June 7 announcements and supported placing it on the June 14 agenda for consideration.

The proposed legislative action would express the intent of the Council for the administration to consider the following objectives during the review process:

- To be able to remove, restore, and replace existing historic signs
 - Allowed under current code, as 'routine maintenance'.
- To be able to move historic signs elsewhere on their current site
 - Not allowed under current code, given that most of these sign types are non-conforming.
- Change the copy of historic signs to adapt as buildings change use.
 - Not allowed under current code. Though this runs contrary to current city preservation policy, that policy can be amended to support improved preservation/reuse of historic signage.
- To be able to remove, modify, and relocate historic signs to new locations.

- Not allowed under current code. Though this runs contrary to current city preservation policy, that policy can be amended to support improved preservation/reuse of historic signage.

ATTACHMENTS:

- c1 - Motion Sheet for June 14, 2016 (DOCX)



MOTION SHEET

CITY COUNCIL of SALT LAKE CITY

TO: City Council Members

FROM: Nick Tarbet, Analyst

DATE: June 14, 2016

RE: Legislative Action: Preservation of Historic Signs

Council Sponsor: *Lisa Adams*

MOTION 1 (adopt)

I move the Council initiate a Legislative Action pertaining to the process to restore and replace existing historic signs, with the intents outlined in the staff memo.

Attachment: c1 - Motion Sheet for June 14, 2016 (1787 : Motion: Zoning Text Amendment Historic Signs)

ATTACHMENT C: ANALYSIS OF FACTORS

ZONING TEXT AMENDMENTS

21A.50.050: A decision to amend the text of this title or the zoning map by general amendment is a matter committed to the legislative discretion of the city council and is not controlled by any one standard. In making a decision concerning a proposed text amendment, the City Council should consider the following:

Factor	Finding	Rationale
1. Whether a proposed text amendment is consistent with the purposes, goals, objectives, and policies of the city as stated through its various adopted planning documents;	The proposed amendment is consistent with the purposes, goals, objectives and policies of the city.	The proposed text amendment is consistent with adopted city documents that address the topic of character conservation and preservation. Please see the “Discussion” section for additional details.
2. Whether a proposed text amendment furthers the specific purpose statements of the zoning ordinance;	The proposed amendment furthers the specific purpose statements of the zoning ordinance.	The proposed text amendment furthers the specific purpose of the 21A.46 - Signs. Please see the “Discussion” section for additional details.
3. Whether a proposed text amendment is consistent with the purposes and provisions of any applicable overlay zoning districts which may impose additional standards;	The proposed amendment is consistent with the purpose and provisions of the base and overlay zoning districts with which it interacts.	Under the proposed amendments, where there are signs subject to the H – Historic Preservation Overlay District, the standards and guidelines of that overlay will continue to govern in addition to the criteria established by this amendment. This maintains consistency with the purposes and provisions of that overlay.
4. The extent to which a proposed text amendment implements best current, professional practices of urban planning and design.	The proposed amendment is in keeping with the best and current professional practices of urban planning and design.	The framework and structure of Salt Lake City’s zoning regulations and development standards are sound and do not require wholesale restructuring. The proposed amendments seek to provide a pathway by which non-conforming signs that demonstrate design merit and contribute to the character of a neighborhood, corridor, or the city as a whole might be adapted to changing uses or relocated for use as public art. These revisions to the 21A.46 Signs and related provisions are consistent with best practices with regard to public process and the retention of elements of civic character.

ATTACHMENT D: PUBLIC PROCESS AND COMMENTS

Public Notice, Meetings and Comments

The following is summary of the public notice that has occurred, as well a list of meetings that have been held, and other public input opportunities related to the proposed project.

Project Posted to City Websites:

- Citizen Access Portal/Accela – September 28, 2017.
- Next Door Neighborhood Discussion Forum – October 18, 2017.

Notification of Recognized Organizations:

- All recognized organizations were sent notification of the proposal via email on October 6, 2017.

Meetings

- A walking tour with members of the Sugar House Community Council was held on September 25, 2017.
- An Open House was held on October 19, 2017.
- A public walking tour of State and Main streets, south of downtown was held on October 24, 2017.
- A Planning Commission briefing and discussion was held on October 25, 2017. (Minutes are attached).
- A public walking tour of Sugar House was held on October 26, 2017
- A public walking tour of Downtown Salt Lake City was held on October 30, 2017
- The project was presented to the Sugar House Community Council for discussion at their November 1, 2017 meeting.

Notice of the public hearing for the proposal include:

- Newspaper notification on November 16, 2017.
- Agenda posted on the Planning Division and Utah Public Meeting Notice websites on November 16, 2017.

Public Comments:

- All pertinent written public comments as of the production and distribution of this staff report are included for review.
- All pertinent comments received via Next Door as of the production and distribution of this staff report are included for review.

Pertinent Comments from NextDoor Discussion Boards

 Kyle C.,

Creating and maintaining an aesthetically pleasing city that is rich in history and has so much of this is a worthwhile cause. I'm glad to see SLC working to preserve these things. Sex offenders and mail thieves come in any urban area and are addressed by an entirely different department in the city. Keep doing your job, it's not silly! I'd be excited to see some additional attention in some of the areas west of the city- there's a lot out there that is aging that could be very charming in our city.

 loren i.,

I am happy to report that we restored the Stark Steering neon sign on Hollywood Avenue in Sugarhouse in 2016 after 20 years of trying to figure out how to do this. It happened with the enthusiastic support of the City and several devoted historic preservation friends. We did learn the rules need to be changed - such as the rule to keep the sign in place while restoring it - that is crazy. I love the old neon signs of SLC and they are treasures to be protected. Hoping others will join with the City to improve the rules of restoration and hold on to the unique history these signs bring to the city. Loren Israelsen

 Ellie S., **LEAD**

The preservation of remaining vintage signs is a very high priority for me. Thank you!

 Helen B.,

I'd like to see the Salt Lake Costume Company sign somehow incorporated into whatever they are doing with the lot (probably more apartments). I remember the day when it was lit up at night and a thriving business in the Sugarhouse area. On that note, I wish they'd use our tax dollars to fix the roads!!

 John W.,

Smith-Crown Co.'s iconic vintage neon sign has been in storage for over 5 years and we have hit every possible dead end with putting it back up. This is extremely important to us to see the legacy continue with over 75 years in business in Sugar House. Please help and support us through the zoning in Sugar House. So much has changed and to see fewer of these signs leaves it unrecognizable in parts.

 Marlene F.,

It would be cool if they could do something like what YESCO in Vegas did with their old Vintage Sign "Bone Yard". They have put up a lot of the old vintage signs along and around Fremont St., and it is designated as a museum. It would be cool if they could find a slab of land here in SLC somewhere--before the developers can build another ugly 50-unit complex on it--and make it into a park and put those signs on it. There's a cool one in front of the new antique store on 2100 So. "The Rust Co." And I think that may be the name of the store? Not sure.


 Lynne O.,

The old signs are as valuable for new businesses as for remembering the old ones that defined historic Sugar House. I remember that the developer told us he never had to give a street address for 2100 Sugarhouse; he only had to say, "It's under the Sputnik sign!" and everyone knew right where to find it.

Pertinent Comments Received via Email

Hello Anthony,

I am contacting you on behalf of the Utah Sign Association and the International Sign Association, representing the on-premise sign industry. Both associations work with jurisdictions to assist in the creation of beneficial and enforceable sign regulations. We have recently become aware that the City intends to enact legislation that will assist in the retention of historic signs. We wanted to make you aware (in case you are not already aware of this ordinance) of the Historic Landmark Sign Ordinance (attached) that the City Tucson adopted in 2011, with more information available at this link, <https://www.tucsonaz.gov/pdsd/historic-landmark-signs-hls-preservation-program>. This ordinance encourages the restoration, relocation and replication of historic signs and has been pretty successful. The link above lists the signs (along with images) which have utilized this ordinance in the City. The administrative part of the ordinance is cumbersome, since approval can entail an advisory board, historic commission and the City Council. This ordinance does include some content language that may run afoul of the Reed v. Town of Gilbert U. S. Supreme Court decision (it was adopted prior to that decision). This ordinance is definitely worth a look to determine some approaches that may work well in SLC.

Please add Patti King  and I to your email list for this update as a stakeholder. Also please advise us of your project timeline and any meetings and draft language.

Do not hesitate to contact me with any questions or if you need any information.

Thanks

James B Carpentier AICP
Director State & Local Government Affairs

ATTACHMENT E: DEPARTMENTAL COMMENTS

A draft of the proposed text changes was circulated to various city departments and divisions involved in the project review and permitting process to solicit their input and feedback.

Zoning Review – Alan Michelsen

“In consideration of the vintage sign amendment please also consider revising section 21A.46.150.E:

Nonmaintained Or Abandoned Signs: The building official may require each nonmaintained or abandoned sign to be removed from the building or premises when such sign has not been repaired or put into use by the owner, person having control or person receiving benefit of such structure within thirty (30) calendar days after notice of nonmaintenance or abandonment is given to the owner, person having control or person receiving the benefit of such structure.”