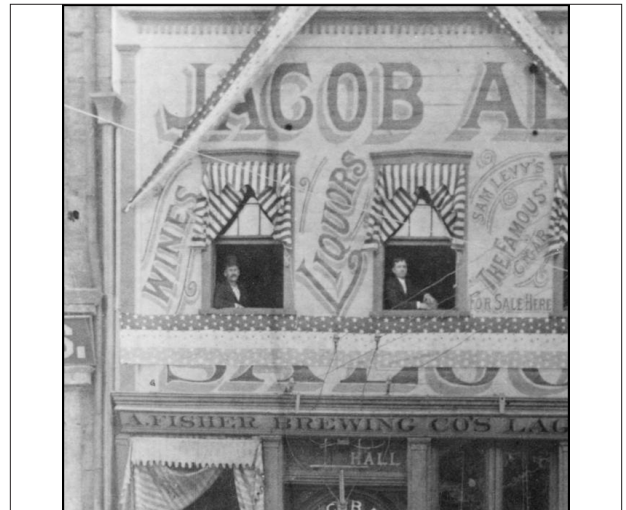


Objectives

It is anticipated that these guidelines will help both private and public projects preserve and enhance the form, scale, and visual character that make Salt Lake City unique. These design guidelines 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.



Nineteenth century buildings in downtown Salt Lake City were often covered with signs. The building at 109 S Main Street shown ca. 1876 has painted wall signs, a painted sign board over the storefront and signs on the display windows (Photo courtesy of the Utah Historical Society).



The E.P. Charlton Company installed a large wall sign over the storefront to advertise its business at 249 South Main Street in 1909. An upstairs tenant, Dr. West used signs on the awning valence and painted window signs. (photo courtesy of the Utah Historical Society)