

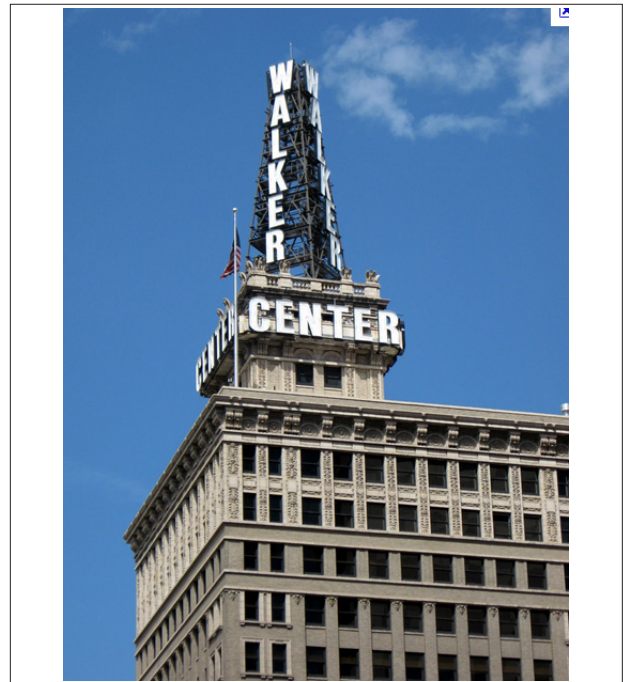
Sign Types - Specific Design

Sign types vary widely and a range may be considered appropriate either individually or in combination. The important principle is that signs should not overwhelm the architecture of the building. The placement or location of a sign is perhaps the most critical factor in maintaining the order and integrity of the historic building. Consistent placement of signs according to building type, size, location and even building materials creates a visual pattern that the pedestrian or driver can easily interpret and utilize to the mutual benefit of merchants, tourists and customers.

Historic Signs

Historic signs can contribute mightily to the architectural and historic character of Salt Lake City's buildings and districts. They can complement or even define an individual building. The impact may be at street level or higher, with roof mounted signs contributing to the city skyline.

Many signs are valued independently, apart from the buildings or sites to which they are attached. Nonetheless, the preservation of historic signs may present challenges of repair. Sign preservation may appear to conflict with general community goals such as encouraging artistic expression in new signs, and reconciling business requirements with preservation. Frequently, however, these goals may be complementary rather than conflicting. When issues arise, it is important to remember that the intrinsic merit of many signs, as well as their contribution to the overall character of a place, make the effort of preservation worthwhile. The guidelines below can help preserve both business and history.



The Walker Bank roof sign was rehabilitated.



Even though the use has changed, This sign remains an important component of the building.

Guidelines for Signs



This mid-20th Century metal sign has been refurbished and reused for the new use in the building.



The First Security bank roof sign atop the building on 100 South Main Street is an icon of downtown even though the name of the bank has changed.

The overall goal in the repair and rehabilitation of historic signs is to restore a sign that is largely intact or otherwise whole. Recognize, however, that the apparent age of historic signs is one of their major features, expressing the maturity of the building or district; do not “over restore” signs so that all evidence of their age is lost, even though the appearance and form may be recaptured. In particular, signs painted on building side walls gradually fade with age, conveying information about previous business and impressions of historic commerce.

Guideline 25

Historic signs, as a distinctive feature of Salt Lake City, should be retained and, where appropriate, restored.

- Keeping a historic sign is encouraged, even if the business or product promoted is no longer on site. Retaining the sign can exploit the recognition value of the old name and play upon the public’s fondness for the old sign, especially when the sign is a community landmark.
- Signs should remain as they were originally designed.
- Historic signs which are faded with age and weathering contribute to the sense of age and time in the district.
- Additional signs that would detract from the appreciation of a historic sign may be inappropriate.

Guideline 26

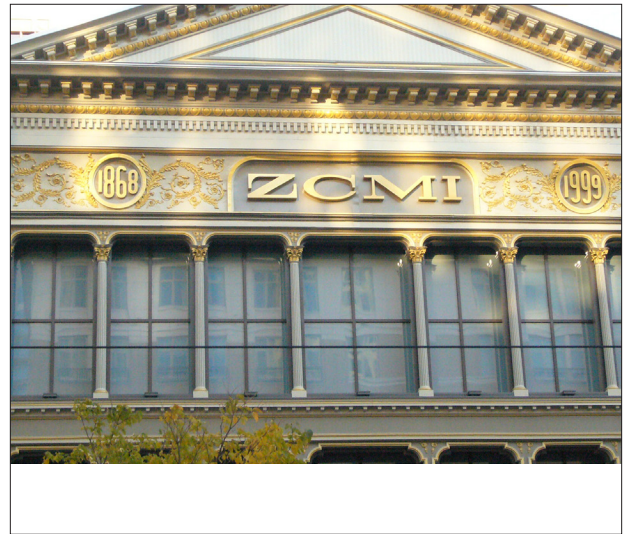
Historic signs should be preserved, maintained, and repaired.

- Historic signs add to the overall appearance and character of historic commercial buildings; treat them as significant features of the property.

Guideline 27

Historic painted wall signs and “ghost” signs should be retained where feasible.

- Painted wall signs on a building façade should be left intact; avoid painting over or removing them.



This historic sign was repaired and preserved as part of a larger development, even though ZCMI is no longer in business.

Awnings and Canopy Signs

A well designed and well placed awning can make a good impression, attract potential customers and unify a streetscape. By contrast, a confused, poorly designed or poorly placed sign or awning can overwhelm buildings, detract from the area, and potentially damage historic materials or finishes. Historically, awnings were attached to and placed near buildings. New awnings can use similar features to both enhance the character of the building and convey the necessary information to the public.

Awning Signs are typically located on the awning valance. In addition to identifying a business, awnings can provide sun damage protection for merchandise and reduce solar heat gain, and are a good option for businesses that are orientated to the south or west. In general, they help protect buildings and products from the weather – heat, rain, snow etc. Signs should not be the primary purpose of an awning; rather they should be subordinate to the primary reason for placement on a building.



A well done awning sign.

Guidelines for Signs



Signs should be pedestrian in scale.



The materials and shape of this awning are discouraged.

Guideline 28

Signs on Awnings should be designed with the historic character of the building and district in mind. Awning signs should create visual interest, and promote commercial identity.

- Signs should occupy a maximum of twenty percent (20%) of the valance (vertical surface) area on each face of an awning.
- Awnings and canopy signs should project no more than thirty-six inches (36") from the face of the building except when used as entrance canopies.
- The design should be compatible with the architecture of the building and should not obscure architectural details of the building. Further, awnings should serve as an accent to the building's design but should not be the dominant architectural feature.
- Awning styles at typical sign locations such as rounded balloon awnings or flat mounted wall awnings are discouraged.
- Awnings and canopy signs should be located in a traditional manner above doors, windows or walkways.
- Nylon, canvas or other similar materials are suitable. Material should be high quality, colorfast and sun fade resistant.
- Vinyl or plastic materials are not appropriate.

Guideline 29

Illumination of awnings may be considered in certain situations.

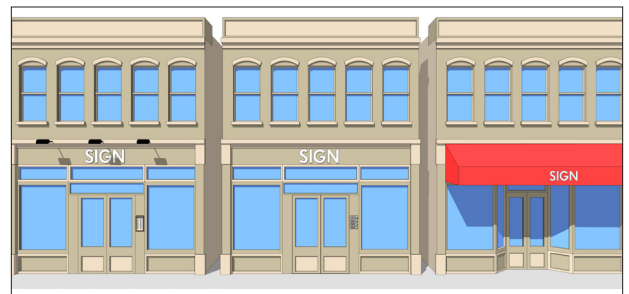
- Illuminated/back-lit translucent awnings or translucent letters on opaque backgrounds are discouraged.
- Canvas awnings illuminated with approved light sources that are down directed and shielded are encouraged.

Wall Signs

Wall signs were one of the most common types of sign used historically in Salt Lake City. Wall signs, placed on the fascia or horizontal band between the storefront and the second floor, were among the most common. This area is often called the “signboard,” and as the word implies, provides a perfect place for a sign. Similar to fascia signs were signs between the levels of windows across the upper facade. Such signs were mounted on horizontal boards or painted on the building. Whether wall signs featured text or images, they sometimes became major features of the building. Signs in the form of plaques, shields, and ovals were used on many nineteenth-century buildings. Such signs had the advantage of being easily replaced as tenants came and went. They also easily incorporated images as well as lettering.

For more information, see Preservation Brief 44 from the National Park Service.

<http://www.nps.gov/history/hps/tps/briefs/brief44.htm>



Position a wall sign on the building in a manner that does not obscure architectural details.



Position a wall sign on the building in a manner that does not obscure architectural details.

Guidelines for Signs



This wall sign is flush with the wall, and compatible with the building.

Guideline 30

Well designed flush-mounted wall signs are encouraged.

- When feasible, place a wall sign such that it is compatible with others on the block.
- When planning a wall sign, determine if a horizontal sign board exists on the building. If so, locate flush-mounted signs such that they fit within panels formed by moldings or transom panels on the façade.
- Obscuring significant architectural façade features should be avoided.
- In general, wall signs should be oriented toward the pedestrian, and therefore, fixed on a lower section of the building.

Projecting Signs

Projecting signs, both lettered and symbolic, were also common historically. Projecting signs are generally two sided signs, suspended from an iron bracket or building element, mounted perpendicular to the face of the building. Projecting signs are usually an appropriate type of sign for an historic structure because their installation is such that it requires minimum anchoring to the building and therefore does less damage.



Projecting sign.

Guideline 31

A projecting sign, which projects from the building front, is encouraged, particularly on a more pedestrian oriented corridor.

- A projecting sign should be mounted perpendicular to the building façade and provide eight feet of clearance between the sidewalk and bottom of the sign.
- A projecting sign should be located near the business entrance.
- Exposed surfaces of projecting signs should be constructed of metal, high-density foam board, or solid wood.
- The sign materials should be compatible with the face of the building and should be colorfast and resistant to corrosion.



Projecting signs should be located at a human scale and near the doorway.

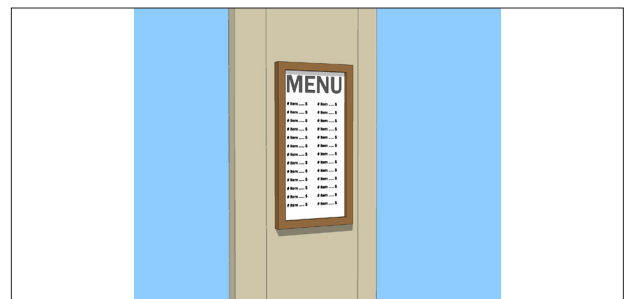
Menu Boards

A menu board is a weather tight box with a glass or Plexiglas front that is used to display menus, sign bulletins, photographs etc. These signs are attached to an exterior building wall near the main entrance. A well designed menu board is an essential and appropriate use of sign area for a restaurant.

Guideline 32

In the case of a restaurant, a menu board is essential and will usually be considered appropriate.

- The board should be positioned to avoid obscuring or damaging architectural detail.
- The board should be positioned near the main restaurant entrance.



Menu Board

Guidelines for Signs



Monument Sign

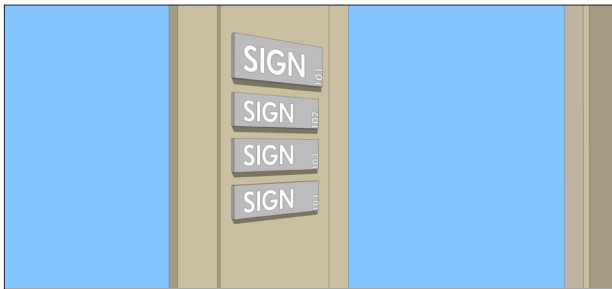
Monument Sign

Monument Signs are not attached to the building. They can include information on one or two sides, spanning between two posts, or suspended from one post that is set in paving or landscape areas. The monument sign is usually located on the edge of the property near a pedestrian corridor or vehicle access point.

Guideline 33

Monument signs are a less obtrusive alternative to a pole sign and animated signs.

- Signs must be compatible with the architecture of the building to which they are associated.
- Lighting of monument signs is permitted, provided that the lighting is shielded and directed only toward the sign.
- Internally illuminated monument signs should be avoided.



Directory or Tenant Sign

Directory or Tenant Signs

Directory signs or tenant signs are attached to a building and are often used for professional offices. They include information about several businesses on a single larger sign, with an identifying building address and/or building name. Although they are usually located within the building, sometimes they are placed on the exterior.

Guideline 34

Use directory signs on multi-tenant sites to reduce the visual clutter of many signs.

- Where several businesses share a building, signs should be coordinated. Align several smaller signs, or group them into a single panel to make them easier to locate.
- Similar forms or backgrounds should be used for the signs to tie them together visually, identify them as serving the same premises and make them easier to read.
- The individual nameplates on the sign should match each other in size, colors, letter size, case and styles.



Directory Sign

Internally Illuminated Signs

Internally Illuminated signs are built with a sign face which is lit or outlined by a light source located within the sign. The face is generally made of colored plastic, vinyl or other transparent material. They generally are used as wall signs or as monument signs.



Internally Illuminated Sign



Internally Illuminated Sign

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 noncontributing 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.
- Letter height should be determined based on the size and design requirements in the Zoning Ordinance.