



HOLLADAY CITY COUNCIL SUMMARY REPORT

MEETING DATE: January 5, 2017

AGENDA ITEM:

TITLE: Simulated Windows and Window Signage in the HV zone

SUBMITTED BY: Planning Commission

SUMMARY:

This amendment is an attempt to accommodate several of the proposed design features of the Harmon's grocery store building. Since the interior design of their market does not allow openings along the south elevation of the building, they are proposing to include faux windows as their chosen façade embellishment for this long unbroken building wall. Currently, faux or simulated windows, completely covered with graphics, would not meet the standards in the HV zone design guidelines (13.71.090) nor those in the HV sign regulations (13.82.200).

The attached draft introduces the terms “simulated or faux” windows and allows the Planning Commission to approve these as part of the overall building design approval in those cases where there is a conflict with the interior function of the proposed use and the desire for pedestrian view into retail spaces.

The draft text also addresses graphics that could be applied to these faux windows and allows 100% of the window to be covered. The draft includes language that encourages these faux windows to be used for seasonal or artistic displays or displays goods for sale within the store.

RECOMMENDATION:

On December 6, 2106, the Planning Commission held a public hearing and discussion on this proposed amendment. There were no public comments. After some discussion regarding the nature of the graphics that would be incorporated in the display and input from the Harmon's group, the Commission voted unanimously to recommend adoption of the text as proposed.

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EXHIBITS:

- Draft text

Chapter 13.71.090:

- B. Pedestrian Access: All new development should be designed with sidewalks, pedestrian alleys, exterior plazas, landscaping and buildings of a size and proportion that encourage and complement pedestrian activities including walking, outdoor dining and seating, public gatherings and window shopping. Commercial buildings should include clearly defined primary entrances and **large windows** that display goods and services or simulated windows where interior functional conflicts occur to create a visual unity on the street and enhance the pedestrian experience. Drive-through uses are not conducive to safe and attractive pedestrian activity and shall not be allowed.
1. At least sixty inches (60") of the sidewalk width should be preserved for pedestrian movement in front of every building fronting on a public right of way.
 2. Creatively designed, clean and functional alleys should provide for vehicular access and pedestrian linkages through mid blocks and between properties. Lighting should be provided for pedestrian safety. Mid block pedestrian street crossings should also be provided. Amenities such as seating, protection from the elements, and decorative elements such as planters and art should be provided to encourage pedestrian circulation.
 3. All plazas, arcades and open air seating shall provide handicapped access.
- C. Parking: No change
- D. Streetscape: No change
- E. Building Design: It is the intent of this subsection to encourage timeless architectural designs and building facades in keeping with the historical character of early Utah architecture that has been lost in the commercial center of Holladay. Typical design elements should include three (3) levels: the bottom or street (storefront) level, the middle or shaft level, and the top or parapet level with articulated or ornamental cornices or rooflines. Each level should have different proportions and composition of openings and ornamentation. Storefronts should include display windows, separated by simple vertical piers or classical columns, located below, for example, decorative cornices, fascia boards and divide-light transom windows with simple fabric awnings above decorative bulkheads. Signs should be mounted on the lintel above the first story or painted directly on the inside of display windows.
1. Compatibility of New Buildings: No change
 2. Building Mass: No change
 3. Pedestrian Perspective: No change
 4. Facade Embellishment: Any building wall visible from a public right of way or from a public parking structure shall incorporate architectural design embellishments which are compatible with other publicly visible parts of the building. In addition, a contiguous building wall (longer than 50 feet) shall have a building element, dividing the facade visually which may include **windows**, a recessed entrance or other appropriate variations. The Planning Commission may approve the use of simulated or faux windows where transparent glass installations conflict with necessary interior functions.
 5. Shading For Pedestrians: No change
 6. Primary Entrances: No change

7. Maintaining An Expression Line: No change
 8. Consistency of Architectural Style: No change
 9. Mixing Of Styles: No change
 10. Oriented to The Corner: No change
 11. Emphasis of Identity: No change
12. Window and Door Designs: Windows and doors shall be used to define the character of buildings by giving scale to the building and providing visual interest to the composition of individual facades. Distinct window and door designs should be used to help define building styles. Articulated, transparent facades should be created along pedestrian rights of way, including display windows as a link between pedestrians and activities in the building.

a. In keeping with the intent of these design guidelines, the following shall apply to any street level building facade:

(1) Major new construction shall have at least fifty percent (50%) of the length of the ground floor facade between the height of two feet zero inches (2'0") and eight feet zero inches (8'0") devoted to windows and doors affording views into retail, office, or lobby space. For those uses where transparent façade treatments are not possible due to interior function, simulated or faux window may be traded as per section 13.71.090 E 4 of this chapter.

(2) Highly tinted or mirrored glass windows, shades, blinds or screens that prevent pedestrian view into buildings shall not be permitted.

b. Windows on the second or third level should be vertically proportioned and the design of surrounding window casing, the depth and profile of window sash element, and the material of which they are constructed should be distinctly associated with the specific building style.

c. Awnings and canopies should contribute to the architectural theme and shall be integrated within the building design. Awnings should be constructed of traditional materials and located over windows and doors.

d. On multi-storefront buildings, separate awnings should be located within each storefront opening so that the building frame and details are revealed.

e. Retractable and fixed awnings are allowed.

f. Under awning lights that are designed to specifically illuminate the sidewalk and storefront are permitted.

13. Reinforcement of Design: No change
14. Use of Customized Components: No change

F. Building Materials: No change

13.82.200: HOLLADAY VILLAGE SIGN REGULATIONS:

- A. Purpose: No change
- B. New Signs: No change
- C. Intent: No change
- D. Signs Allowed in the Holladay Village (HV) District: For all signs in the HV zone the following regulations apply:

- 1. Total Sign Area Requirements: No change
- 2. No change
- 3. No change
- 4. No change
- 5. No change
- 6. No change
- 7. No change
- 8. No change

9. Window Signs:

a. Window signs are limited to a maximum of twenty percent (20%) of the transparent window area. Every effort should be made to integrate window signs with the window display. Colors should be compatible with the building facade.

b. Simulated or faux windows may have up to one hundred percent (100%) of the area covered in semi-permanent or static graphics if:

(1) The graphic is not a temporary sign as defined in section 13.04.040 of this title; and

(2) The graphic reflects the use within the building.

(3) Artistic, seasonal or historic displays or displays of goods available inside the use are encouraged and are not considered signage.

- 10. No change
- 11. No change
- 12. Temporary Signs:
- 13. No change