

21A.46.125: VINTAGE SIGNS:

A. The purpose of this section is to promote the retention, restoration, reuse, and reinstatement 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 the reinstatement of, modifications to, or relocation of a vintage sign shall be processed in accordance with the procedures set forth in chapter 21A.08 and section 21A.46.030 as well as the following:

Application: In addition to the general application requirements for a sign, an application for vintage sign designation or modification shall require:

- a. Detailed drawings and/or photographs of the sign in its current condition, if currently existing;
 - b. Written narrative and supporting documentation demonstrating how the sign meets the applicable criteria;
 - c. Detailed drawings of any modifications or reinstatement being sought;
 - d. Detailed drawings of any relocation being sought; and
 - e. Historic drawings and/or 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 section 21A.46.020 of this chapter;
 - c. Retains its original design character, or that character will be reestablished or 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 subject site;
 - (2) The sign bears a unique emblem, logo, or another 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 or was characteristic of a specific historic period;
 - (5) The sign is or was 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:
- 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 restored or recreated, and reinstated on its original site.
 - d. 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, CSHBD2, FB-UN2, FB-UN3, FB-SC, FB-SE, TSA.
 - e. Be relocated and reinstalled on the business's new site, should the business with which it is associated move, provided that the business's new location is within the same contiguous zoning district as the original location.
4. Once designated, a vintage sign is exempt from the calculation of allowed signage on a site. (Ord. 64-21, 2021; Ord. 45-18, 2018)