



HPC Docket # 15-003

Certificate of Appropriateness for 22 East Exterior Wall Mural located at 22 East Center Street, TIN # 06-029-0011

REPORT SUMMARY...

<i>Project Name:</i>	22 East Center Exterior Wall Mural
<i>Owner/Proponent:</i>	Temple Fork Holdings / Andrea McCulloch
<i>Request:</i>	A Certificate of Appropriateness
<i>Current Zoning:</i>	Town Center - Historic District (TC-HD)
<i>Staff Recommendation:</i>	Conditionally Approve
<i>Date of Hearing:</i>	June 15, 2015
<i>Presented By</i>	Russ Holley, Senior Planner

RECOMMENDATION

Staff recommends that the Historic Preservation Committee conditionally approve HPC Docket # 15-002, 22 East Center, for a wall mural located at 22 East Center; TIN # 06-029-0011.

PROJECT

The property is approximately 0.06 acres in size with an existing two-story commercial building that essentially covers the entire site. The two-story masonry building is approximately 23' wide and 92' long with a narrow 11' alleyway located directly to the east that is part of the Edwards Furniture property located on south Main Street. On the west side of the property is the Center Street Grill single-story building and parking lot which exposes the majority of the west façade.

HISTORIC PRESEVATION COMMITTEE APPROVAL

The Land Development Code (LDC) §17.40.070.A.8 states that some signs may require additional approval by the Historic Preservation Committee (HPC). The Planning Commission, after advisement from the City Attorney, decided that additional approval by the HPC is appropriate for this particular application.

Historic District Design Standards

The Historic District Design Standards (HDDS) Signage chapter states the following:

"Signs are an important part of any new commercial establishment. When choosing signs for a new structure in the District, it is important that they complement the character of the area. The Future for Downtown Logan plan discusses the general idea of developing a sign system for the downtown commercial area. Although signage is regulated primarily by the sign ordinance within the Land Development Code, the following principles should be considered for signs in the Historic District.

- a. Use simple signage that advertises the use of the structure but does not overshadow or dominate the character of the structure.*
- b. Place signs on the sign band of the storefront or perpendicular to the front façade (wall or blade sign).*
- c. Perpendicular or blade signs are recommended.*
- d. Choose a sign that is compatible in size and scale to the building façade.*
- e. Limit the number of signs on a building (one wall sign is permitted on each façade that faces a street or other public area).*
- f. Use indirect lighting for surface mounted signs on the structure.*
- g. Keep signs simple.*
- h. Signage shall not be backlit.*
- i. Individual letters are preferred over cabinet signs."*

PROPOSAL

This request is to adhere a wall-art mural consisting of a thin 25' by 25' aluminum printed material on the west façade near the front of the building as shown in the submitted drawings. The mural depicts a blacksmith and his young apprentice working together; however the proposed program is to periodically change out the wall art content to showcase different artist and different pieces of artwork. The proposed mural does not contradict with the buildings architectural style because the side façades are relatively blank and do not contain the architectural elements that distinguish or give historic value or character to the structure. Although artistic content cannot be regulated as per Constitutional rights, obscenities and commercial advertisement can and are prohibited as per Logan City codes and ordinances.

PUBLIC NOTICE

Legal notices were published in the Herald Journal on 4/27/15, and the Utah Public Meeting website on 4/17/15. Public notices were mailed to property owners within 300 feet of the project site on 4/27/15.

PUBLIC COMMENTS

Several public comments were received and given at the May 14, Planning Commission. The vast majority of the comments have been in support of the project.

RECOMMENDED CONDITIONS OF APPROVAL

This project is subject to the proponent or property owner agreeing to comply with the following conditions as written, or as may be amended by the Historic Preservation Committee.

1. Any representations by the proponent at the Historic Preservation Committee hearing that is approved shall be incorporated into the final action as conditions of approval and recorded on the Certificate of Appropriateness.
2. The Historic Preservation Committee approves the proposed wall-art mural as proposed with a size limitation of 25' x 25'.
3. The location of the wall-art mural is limited to the location shown on the west façade of the building.
4. The wall-art mural may only be lit by a down-casts dark sky compliant concealed source light fixture that is entirely location on the proponent's property.
5. Any new signage requires a separate sign permit to be issued by the Community Development Department.
6. The proponent is responsible to ensure that any construction is appropriately permitted and inspected by the Building Safety Division through timely scheduled inspections.
7. Failure to comply with any conditions of approval shall void the permit and require a new Historic Preservation Committee hearing.

RECOMMENDED FINDINGS FOR APPROVAL

The Historic Preservation Committee bases its decisions on the following findings supported in the administrative record for this project:

1. The project complies with all requirements imposed by Title 17 of the Logan Municipal Code.
2. The building is considered a "B" evaluation in the 2011 Reconnaissance Level Surveys, and considered eligible and contributory to the historic district.
3. The project substantially complies with standards outlined in the *Historic District Design Standards* and the *Secretary of the Interior's Standards for Rehabilitation and Reconstruction*.

This staff report is an analysis of the application based on adopted city documents, standard city development practices, and available information. The report is to be used to review and consider the merits of the application prior to and during the course of the Historic Preservation Committee meeting. Additional information may be revealed by participants at the Planning Commission meeting which may modify the staff report and become the Certificate of Decision. The Director of Community Development reserves the right to supplement the material in the report with additional information at the Historic Preservation Committee meeting.



APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

June 15

Date Received 5-14-15	Received By	Receipt Number	Zone TC-HD	Application Number HPC 15-003
PROJECT NAME 22 E. Center - Exterior Wall mural				
PROJECT ADDRESS 22 E. Center St.			COUNTY PLAT TAX ID # 06 - 029 - 0011	
AUTHORIZED AGENT (Must be accurate and complete) Andrea McCulloch			MAIN PHONE #	
MAILING ADDRESS 75 S. 600 W.		CITY Logan	STATE UT	ZIP 84321
EMAIL ADDRESS andrea@milieudesign.com				
PROPERTY OWNER OF RECORD (Must be listed) Temple Fork Holdings			MAIN PHONE #	
MAILING ADDRESS SAA		CITY	STATE	ZIP
EMAIL ADDRESS				
DESCRIBE THE PROPOSED PROJECT AS IT SHOULD BE PRESENTED (Include as much detail as possible - attach a separate sheet if needed) Ref: HPC 15-002 & PC 15-030 mural on west facade of building. Conditionally approved by Planning Commission 5/14/15. (See attached LDC reference) 17.40.070-8			Total Lot Size (acres) 0.06	
			Size of Proposed New Building (square feet)	
			Number of Proposed New Units/Lots	
- NO SITE ACTIVITY MAY OCCUR UNTIL AFTER APPROPRIATE COMMITTEE APPROVAL -				
I certify that the information contained in this application and all supporting plans are correct and accurate. I also certify that I am authorized to sign all further legal documents and permits on behalf of the property owner.			Signature of Property Owner's Authorized Agent	
I certify that I am the property owner on record of the subject property and that I consent to the submittal of this project. I understand that all further legal documents and permits will be sent to my authorized agent listed above.			Signature of Property Owner	

4. Permit applications for freestanding signs shall require scale site plans showing the location of the sign(s) on the property, streets, property lines, buildings, driveways, landscaping, parking areas and other items as determined by staff.
 5. The permit number plaque provided by the Department of Community Development shall be affixed to the lower right hand side of the sign cabinet or to a location identified by a Department official when the permit is issued.
 6. Freestanding and perpendicular signs require plans stamped by a professional engineer licensed to practice in the State of Utah as required by the International Building Code.
 7. All signs require plans meeting the requirements of the International Building Code for installation and mounting of signs.
 8. Depending upon the sign type and/or location of sign installation, certain signs may require an additional approval from the Planning Commission (see Table's 17.40.030.B1 & B2), the Historic Preservation Committee (signs to be placed in the Logan Center Street Historic District), or both.
 9. All permanent signs for which a permit was issued will be considered legally existing signs. If legally existing signs no longer conform to current regulations, they will be considered legally existing non-conforming. A permit is not necessary to replace only the graphics or the face of a legally existing, non-conforming sign. This section, however, does not authorize the replacement or modification to the cabinet or frame of a legally existing non-conforming sign.
 10. All permanent signs that are valued at \$1,000 or more are required to be installed by a licensed sign contractor.
 11. All signs shall comply with applicable provisions of the International Building Code (IBC) and Article 600 of the National Electrical Code (NEC) (UL or approved listing required).
- B. Inspections.
1. Inspection of all mounting brackets, electrical work, and freestanding sign bases shall be required as specified in the International Building Code;
 2. Freestanding signs require an inspection of the forms and size of hole prior to the pouring of concrete;
 3. Failure to obtain the minimum inspections may result in a prohibition against using the freestanding sign base without further code compliance; and
 4. Inspections are not required for re-faces of legally existing signs, painted building signs, wall art, window signs or other types of signs as determined by the Department of Community Development.
- C. Message Substitution on Permanent Signs.
- A noncommercial message of any type may be substituted for any permitted or allowed commercial message or any permitted or allowed noncommercial message; provided, that the sign structure or mounting device is legal without consideration of message content. Such substitution of message may be made without any additional approval or permitting.

§17.40.080 Window Signs and Window Coverings

- A. Permanent window signs or window coverings are allowed on the ground floor windows only. They shall not be located as to block clear view of exits or entrances or to create a safety hazard. The following shall also apply:
1. Window signs or window coverings shall not cover more than 50 percent of the entire surface area of a group of windows;
 2. Window signs or window coverings shall not exceed 64 cumulative square feet in size; and

22 East Center

Renovated Building Exterior



75 South 600 West, Logan UT 84321 www.milieudesign.com Telephone 435.752.4544 Fax 435.787.9094





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AlumiGraphics® SMOOTH - Up Close



Gone are the days of dragging around long extension cords several stories up, damaging painted surfaces and burnt fingers due to heat guns to apply inferior vinyl wall wrap. AlumiGraphics® SMOOTH is here!

As shown in this photo, AlumiGraphics® aluminum-based substrate allows the graphic to naturally conform to the textured surface of this brick wall. Installers simply use rollers and fingers to work the material between the brick. For large graphics, AlumiGraphics® SMOOTH can be overlapped or butted up against each other. The specially-formulated adhesive keeps the graphic in place until you're ready to take it down. As with all AlumiGraphics® decals, graphics can be removed with little to no residue. Both install and removal is a snap!

The benefits don't stop there! AlumiGraphics® SMOOTH requires no over-laminate...making AlumiGraphics® even better value.

AlumiGraphics® SMOOTH Suggested Applications

Below are photographs of both interior and exterior wall graphics printed with AlumiGraphics® SMOOTH media. Note the various surfaces they're applied to...brick, cement and stucco. Also important to note are the custom-cut shapes - AlumiGraphics® can be cut with ease using scissors, die-cutters or plotter-cutters. Images look like they're painted directly to the surface they're applied to - turns ordinary concrete into brilliant concrete graphics and turns asphalt into works of art! Like the idea of reflectivity? Remember, AlumiGraphics® GRIP can also be used on exterior walls!

AlumiGraphics® Line



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Exterior brick, stucco and cement walls.

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Debbie Zilles <debbie.zilles@loganutah.org>

Fwd: Tonight's Meeting

1 message

Amber Reeder <amber.reeder@loganutah.org>
To: Debbie Zilles <debbie.zilles@loganutah.org>

Thu, May 14, 2015 at 5:04 PM

----- Forwarded message -----

From: **Gene Needham** <gene@seneedham.com>
Date: Thu, May 14, 2015 at 5:00 PM
Subject: Tonight's Meeting
To: russ.holley@loganutah.org, Amber.Reeder@loganutah.org
Cc: Andrea McCulloch <andrea@milieudesign.com>

To Whom it May Concern,

As the design committee of the Logan Downtown Alliance, we are in full support of the project at 22 East Center Street in Logan. We have seen design work and site details that we find captivating and conducive for downtown Logan. We feel that the project follows the vision portrayed in the specific plan of downtown. We are also in support of the art component on the west wall of the said building. We feel this could be an attractive and interesting addition to downtown. We feel this would contribute, if tastefully done by a skilled artist.

Gene Needham IV
Design Committee Chairman

--
Amber Reeder, AICP
Planner II

Logan City
Community Development Department
290 North 100 West
Logan, Utah 84321
www.loganutah.org

Phone: 435-716-9036
Fax: 435-716-9001

22 East Center

2 messages

Julie Hollist <julie@explorelogan.com>

Thu, May 14, 2015 at 3:07 PM

To: andrea.r.mcculloch@gmail.com, amber.reeder@loganutah.org, debbie.zilles@loganutah.org, planning.commission@loganutah.org, russ.holley@loganutah.org

Hello There,

I've had a chance to review the concepts for Andrea McCulloch and Temple Fork Holdings's renovation of 22 E. Center. I'm so happy that someone has noticed the potential for the space and is doing something about it.

I'm writing today to express my support for the concept of a mural on the exterior of the building. As you know, these murals would provide nationally renowned local artists with the opportunity to create large-scale artwork that would enhance the downtown landscape.

Many cities across the country use series of murals to beautify architecture, honor history, and attract tourists. As a Cache Valley resident who works downtown and as director of the Visitors Bureau, I see the potential of this mural project to benefit residents and visitors alike. We desperately need more ways to tout Logan as a destination for not only the performing arts but for fine art as well. We have about 30 professional artists who live in the valley and sell their work all over the country. It would be a fantastic opportunity to showcase their work. Many have national audiences who follow them and might very well travel to Logan to see a mural they have created.

I read the concerns Allen Hall Mortuary voiced and examples of graffiti murals they provided. I think they may have misunderstood the concept because that type of visual imagery does not fit our community or our community values. I would not support those types of illustrations either. However, what Ms. McCulloch is suggesting is tasteful, reflective of our great community, and pays tribute to the people, landscape, and heritage of our region. She assured me she would be willing to provide a concept review with your committee on an annual basis to ensure these high-class objectives are met.

I again provide my support for the tasteful murals included in the design of 22 East Center.

Please do not hesitate to contact me if you have questions or would like to discuss this further.

Thanks,

Julie Hollist
435-755-1890

Debbie Zilles <debbie.zilles@loganutah.org>

Thu, May 14, 2015 at 3:26 PM

To: Mike Desimone <mike.desimone@loganutah.org>, Kymber Housley <kymber.housley@loganutah.org>, Amber Reeder <amber.reeder@loganutah.org>, Russ Holley <russ.holley@loganutah.org>

[Quoted text hidden]

22 East Center Project

1 message

Sales <sales@thesportsmanltd.com>

Wed, May 13, 2015 at 1:55 PM

To: russ.holley@loganutah.org, amber.reeder@loganutah.org

Cc: Andrea McCulloch <andrea@milieudesign.com>

Dear Russ and Amber,

I am writing to express my support of the project and mural being proposed at 22 East Center St. I have seen the packet, drawings and pictures showing this project and I fully support it. I am confident that Andrea and her team will proceed with the highest degree of detail, professionalism and class. They will do it "right." I have watched that building sit alone with no love for years and this project could help all of downtown Logan turn the corner to a really bright future. I encourage any and all to support it. Let's make Logan Unique.

Thanks,

***Mark Fjeldsted
The Sportsman***

 Owner.vcf
1K



Debbie Zilles <debbie.zilles@loganutah.org>

Fwd: Mcculloch Project

2 messages

Mike Desimone <mike.desimone@loganutah.org>
To: Debbie Zilles <debbie.zilles@loganutah.org>

Tue, May 12, 2015 at 4:36 PM

for PC

----- Forwarded message -----

From: **Sandy Emile** <semile@cachechamber.com>
Date: Tue, May 12, 2015 at 4:26 PM
Subject: Mcculloch Project
To: Mike Desimone <mike.desimone@loganutah.org>

Mike DeSimone,

Regarding **Project Numbers PC 15-030 & HPC 15-002.**

I have been looking over Andrea Mcculloch's plans and I believe that there is a small risk that a mural on the side of the building could be an eye sore to someone. However I believe that it is far more probable that the art work selected would be unique and an asset to downtown. A little like our bulls which not everyone is in favor of yet they are wonderful, colorful conversation pieces which have been face booked, tweeted, and liked more than any page I have had. (That may not be saying much).

If we can have several people give a nod of approval on the artwork selected it will protect the city and Andrea and reassure our businesses that caring invested people are selecting the art to be put up. It could even be something the downtowners vote on in a survey. Don't push them away, get them involved in the selection.

This can be another tool to give down town visibility and bring the community together.

I like the project, and I just wanted to give my two cents worth even though I wasn't asked.

Have a good day.

Sandy Emile

22 East Center

Renovated Building Exterior



75 South 600 West, Logan UT 84321

www.milieu-design.com

Telephone 435.752.4544

Fax 435.787.9094

