

ARTICLE 7: SIGNS

Introduction: This Article of the Burlington Comprehensive Development Ordinance addresses the type, size, location, and design of all types of Signs throughout the city. In the regulation of Signs, it is important to understand that the City is considering only the physical aspects of the Sign, not content. Signs can be considered and permitted individually, or as part of a “Sign Master Plan” that treats all Signs within a development or complex as a group to encourage creativity.

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PART 1: GENERAL PROVISIONS

Sec. 7.1.1 Authority and Intent

These regulations are enacted under the provisions of 24 V.S.A. Section 4411 with the intent to ensure that all Signs and advertising features:

- (a) Effectively maintain a safe and orderly pedestrian and vehicular environment by being legible and not distracting to motorists, cyclists, and pedestrians;
- (b) Reduce potentially hazardous conflicts between Signs and traffic control devices;
- (c) Compliment their surroundings, and protect and promote neighborhood and community character;
- (d) Effectively optimize communication that support the community's sustained economic development, and reduce visual clutter within or directed upon the public realm; and,
- (e) Are an enhancement to the city's built environment, and are harmonious in size, design, color, material, and lighting with the building to which it relates, without removing, obscuring or detracting from the community's character, history, and architecture.

Sec. 7.1.2 Permit Required

All Signs shall require the issuance of a zoning permit subject to the standards of this Article before public erection and display unless otherwise specifically exempt by this Article. All Signs must be maintained in a condition or state of equivalent quality to which it was approved or required by the City.

Sec. 7.1.3 Exemptions

Repainting, refacing, repair, or change of lettering, logo, or colors using the same materials within an existing permitted Sign frame shall be exempt from the requirements of this Article and allowed without the requirement to obtain a new zoning permit.

The following types of Signs are permitted in all parts of the city, and shall also be exempt from the requirements of this Article and the necessity to obtain a permit:

- (a) Highway and Official Signs. Signs within the public right-of-way or along a public thoroughfare designed and placed in conformance with the Manual on Uniform Traffic Control Devices (MUTCD) published by the US Dept. of Transportation, and other public information, traffic control, identification, special event, directional, public notice, and other such Signs erected by or at the

direction of a government agency, court, or public utility in the performance of their public duty.

- (b) Street Address Identification. As required pursuant to Chapter 27 Sec. 101 of the *Burlington Code of Ordinances*, numerals that identify the street address of the property so that it can be easily identified from a public thoroughfare by patrons, guests, and emergency responders provided such numerals are a minimum of 3-inches and maximum of 10-inches in height, and the area of the numerals does not exceed two (2) square feet. In cases where the building is not located within view of the public street, the numerals shall be located on a mailbox or other suitable device such that it is visible from a public thoroughfare.
- (c) Flags:
 - 1. In all Residential and RCO zones: up to 2 flags which may or may not be attached to 1 freestanding pole per lot. Each flag may be up to 15 square feet in area with no single dimension exceeding 5-feet. Any freestanding flag pole shall meet the maximum height and minimum setback requirements per the district-specific dimensional requirements of Article 4.
 - 2. In all other Zoning or Form districts: 1 flag per 25 feet of a lot's road frontage, up to a maximum of 6 flags which may or may not be attached to up to 6 freestanding poles are permitted. Each flag may be up to 24 square feet in area with no single dimension exceeding 6-feet. The height of any freestanding flag pole shall not exceed the highest point of the Principal building on the lot or 50-feet whichever is lower, and shall meet the minimum setback requirements per the district-specific dimensional requirements of Article 4 or 14 or 10-feet whichever is more restrictive.
- (d) Property Management, Information, and Directional Signs. Non-illuminated Signs two (2) square feet or less in size controlling access to a property and/or oriented to and intended primarily for use internal to the property. Examples may include those announcing no trespassing or solicitation; warning of hidden dangers; the private nature of a road or driveway; directional and parking; and, regulating fishing or hunting.
- (e) Signs Inside Buildings. Any Sign which is located completely within an enclosed building and 12-inches or more behind a window or door provided they do not obscure more than 40% of the total window area between 4 and 7 feet above the adjacent sidewalk and otherwise preclude an unobstructed view into the establishment from the sidewalk.
- (f) Vending Machines and Gas Pumps: Signs incorporated into or upon vending machines or fuel pumps.
- (g) Signs Within an Athletic Field or Complex: Any Signs facing inward to the field of play and associated spectators such as those affixed to a wall, window, fence, or scoreboard.
- (h) Historic Marker: A non-illuminated Wall Sign sixteen square feet or less in size commemorating the historic significance of a building or site.

- (i) Temporary Signs: Temporary Signs are permitted subject to the standards found in Sec. 7.1.5 Temporary Signs below.
- (j) Murals: Non-commercial artistic expression in the form of a unique hand-produced work of visual art which is tiled, painted directly upon, or otherwise affixed or placed directly onto an exterior wall of a building or structure provided that the Mural:
 - 1. does not contain any advertising copy, symbols, lettering, logos or other such recognized branding related to products or services provided on the premises where the mural is located except where otherwise permitted and incorporated into a permitted Sign Type as provided in Secs. 7.2.2 through 7.2.14 Sign Types;
 - 2. is placed on a Secondary Frontage or non-street-facing side or rear elevation of a Building or Structure; and,
 - 3. is not illuminated.

Sec. 7.1.4 Prohibited Signs

The following types and characteristics of Signs shall be prohibited in all parts of the city:

- (a) No person shall paint, paste, brand, stamp, or in any other manner hang, place on or over, or attach to any tree, rocks, or other natural feature; and any utility pole, street light, transformer, hydrant, bench, or any similar object or surface any advertisement, bill, notice, card, Sign, or poster for any purpose unless as permitted by this Article or otherwise installed by or at the direction of the Department of Public Works or the Burlington Electric Department.
- (b) Signs that may obstruct the view of approaching or intersecting traffic, or otherwise interfere with the clear and unobstructed view of a highway or official Sign and/or the safe movement of vehicles, bicycles, or pedestrians operating within, entering, leaving, or crossing a public right-of-way, sidewalk, path, or Thoroughfare including those located within a clear sight triangle;
- (c) Any Sign and/or Sign structure that obstructs the view of, imitates, or otherwise may be confused with a governmental, traffic or safety Sign;
- (d) Any Sign and copy that mimics the City's E-911 street naming and addressing system by using a fictitious, or "vanity," address consisting of a combination of a number, name, and/or place type (e.g. "1 City Square") that has not been assigned by the City and thus may interfere with the timely and accurate response by emergency services.
- (e) Signs that interfere with free passage from or obstructs any fire escape, downspout, window, door, stairways, ladder, or Building opening or appurtenance intended as a means of ingress or egress, or providing light or air.

- (f) Signs located on any property without prior authorization granted by the Property Owner;
- (g) Any Sign which advertises goods, products, or services which are not sold, manufactured, stored, or distributed on or from the property on which the Sign is located.
- (h) Signs located on the roofs of Buildings or Structures, or that project above the roof or parapet line;
- (i) Signs mounted, attached, or painted on a trailer, boat, motor vehicle, or other mobile conveyance when parked, stored, or displayed conspicuously close to or within the public right-of-way in a manner intended to attract the attention of the public for advertising purposes, except where the motor vehicle or trailer is regularly and consistently used and moved to conduct normal business activities; and,
- (j) Signs of any of the following types or with any of the following features or characteristics:
 - a. Any Sign, portion of a Sign, or other advertising device with:
 - i. visibly moving or movable parts; or,
 - ii. flashing, animated, or intermittent illumination except for those specifically allowed in Sec. 7.1.9 or Sec. 7.2.7; or,
 - iii. fluorescent paint or tape, mirrors, disks, reflectors, or similar devices which has the effect of intensifying reflected light.
 - b. Inflatable Signs, such as but not limited to balloons, gas inflated Signs, blimps, or similar inflated Signs;
 - c. Portable Signs, except for Sandwich Board Signs as permitted under Sec. 7.2.11 below or by the Department of Public Works for placement in the public right-of-way;
 - d. Windblown devices such as but not limited to, streamers, spinners, banners, pennants, and Flags other than those specifically allowed in Sec. 7.1.3 (d); and,
 - e. Searchlights, outdoor image projections, or any other similar displays projected from an external light source into the sky or onto any Building, Structure, right-of-way, or Thoroughfare, except as may be allowed on a limited basis for special events by the Church Street Marketplace Commission, Public Works Commission, Parks Recreation and Waterfront Commission, or City Council.

Sec. 7.1.5 Temporary Signs

The following types of Temporary Signs are allowed in all Districts without the requirement of a zoning permit provided they meet the standards found in Table 7.1.5-A - Temporary Signs below:

Table 7.1.5-A Temporary Signs

Temporary Banner	
Number of Signs	1 on a primary street frontage
Types Allowed	Wall
Sign Area	50 sf max.
Sign Height	No higher than the floor level of the 2nd story.
Illumination	None
Duration/Frequency	Shall not exceed 30 consecutive days and a maximum of 2 display periods per calendar year separated by a minimum of 30 days between display periods.

Temporary Sign	
Number of Signs	1 on a primary street frontage
Types Allowed	Freestanding, Wall, or Window
Sign Area	6 sf max. for any individual Sign
Sign Height	<u>Freestanding</u> : 4' max above the finished grade (including supports), 3' max if located within a Clear Sight Triangle <u>Wall or Window</u> : No higher than the floor level of the 2nd story.
Illumination	None
Duration/Frequency	Shall not exceed 30 consecutive days and a maximum of 2 display periods per calendar year separated by a minimum of 30 days between display periods.

Real Estate Sign	
Number of Signs	1 on a primary street frontage of a property offered for rent or sale
Types Allowed	Freestanding, Wall, or Window
Sign Area	6 sf max.
Sign Height	<u>Freestanding</u> : 4' max above the finished grade (including supports), 3' max if located within a Clear Sight Triangle <u>Wall or Window</u> : No higher than the floor level of the 2nd story.
Illumination	None
Duration/Frequency	Shall not be erected prior to the property being offered for sale or rent, and shall be removed within 3 days after a rental agreement has been executed or title to the property has been transferred.

Table 7.1.5-A Temporary Signs

Election Period Sign	
Number of Signs	6 Signs max. per property
Types Allowed	Freestanding, Wall, and/or Window including Banners
Sign Area	6 sf max. for any individual Sign
Sign Height	<ul style="list-style-type: none"> • <u>Freestanding</u>: 4' max above the finished grade (including supports), 3' max if located within a Clear Sight Triangle • <u>Wall or Window (including Banners)</u>: No higher than the floor level of the 2nd story.
Illumination	None
Duration/Frequency	Shall not be erected earlier than 60 days prior to an election, and shall be removed within 3 days afterwards.
Construction Site Sign	
Number of Signs	1 per street frontage max.
Sign Types Allowed	Freestanding or Wall
Total Sign Face Area	32 sf max in a Residential or RCO district; or, 64 sf max in all other districts.
Sign Height	8' max.
Illumination	None
Location	Installed on the premises of a project under construction
Duration/Frequency	Installed no sooner than one week prior to the commencement of construction and shall be removed within 24 hours of completion of construction or if the project ceases construction for 12 months or longer.
Construction Site Wrap	
Number of Signs	1 per street frontage max.
Sign Height	12' max.
Illumination	None
Location	Installed along the perimeter of the premises of a project under construction. Must not be located within any public street right-of-way unless permitted by the Department of Public Works
Duration/Frequency	Installed no sooner than one week prior to the commencement of construction and shall be removed within 24 hours of completion of construction or if the project ceases construction for 12 months or longer.

Table 7.1.5-A Temporary Signs

Construction/Real Estate Window Wrap	
Number of Signs	1 per window and door max.
Sign Area	May fill the entire glazed portion of the window and/or door.
Sign Height	No higher than the ceiling level of the 1st story
Illumination	None
Location	Installed on the premises of a project under construction.
Duration/Frequency	Shall not be erected prior to the property being offered for sale or rent, or one week prior to the commencement of construction, and shall be removed within 3 days after a rental agreement has been executed or title to the property has been transferred or within 24 hours of completion of construction.

Sec. 7.1.6 Non-Conforming Signs

Any legally pre-existing Sign or other advertising device which does not conform to the current provisions of this Article shall be deemed a non-conforming Sign. Non-conforming Signs may remain in use at the same location, and ordinary maintenance and repair of such Signs shall be permitted.

A non-conforming Sign shall not be relocated, enlarged, replaced, redesigned, or altered in any way (except for repainting, refacing, repair or a change of lettering, logo, or colors using the same materials within the existing Sign frame) except to bring the Sign into complete or substantially greater compliance with this Article. In such cases, the DRB may allow a new Sign to be in substantially greater compliance than the existing nonconforming Sign subject to the applicable requirements of this Article. Nonconforming signs that are destroyed or damaged by 50% or more of their value shall not be rebuilt or repaired after one (1) year except in full conformance with this Article.

Sec. 7.1.7 Discontinuance and Removal

Any Sign advertising an activity, business, service, or product must be removed, or the Sign face replaced with a blank face, within 60 days of the activity, business, or service promoted by the Sign being discontinued on the premises where the Sign is displayed. If the use is not reestablished, or a new use is not established, within one (1) year, then the entire Sign Structure and mounting hardware shall be removed.

Sec. 7.1.8 Sign Permit Applications, Submission Requirements, Review and Decision-making

An application as provided in Article 3 is necessary for those requests pertaining to all Signs covered by the requirements of this Article. Submission requirements shall also include all the following as applicable:

1. A completed application form, and signed by the property owner, along with the applicable fee;
2. A scaled rendering of the proposed Sign indicating its dimensions in square inches or feet (length, width, height), and all materials and colors used;
3. Applications involving Freestanding, Freestanding Yard, and Monument Signs shall include a scaled site plan indicating the location of all existing and proposed Signs on the lot, all setbacks in feet from the property lines and/or rights-of-way, and the location of any Clear Sight Triangle.
4. Applications involving Awning, Blade, Canopy, Marquee, Nameplate, Outdoor Display Case, Projecting, Window, and/or Wall Signs shall include scaled building elevations indicating the location of all existing and proposed Signs on the building facade and the frontage dedicated to the establishment in linear feet.
5. Where applicable, the type and method of illumination (i.e. external, internal, or backlit), including the fixture style, placement, and bulb wattage and type. Applications involving an Electronic Changeable Message must also provide written certification from the sign manufacturer that the luminance of the display has been factory pre-set so that it will not exceed 5,000 nits.
6. The total square footage of all existing Signs for the establishment; and,
7. Photographs of the building or site where the Sign is proposed.

Sign Permit requests shall receive administrative review and approval pursuant to the procedural requirements of Sec. 3.2.7 and the requirements and standards of this Article except as provided for in Sec. 7.1.6 for modifications to a non-conforming sign and Sec. 7.3.2 Master Sign Plans which shall receive review and approval by the DRB.

The Church Street Marketplace District shall be afforded an opportunity to review and comment on any application for a Sign placed within the Church Street Marketplace prior to final action under this Article.

Sec. 7.1.9 Calculation of Sign Area and Height

(a) The following shall govern the calculation of a Sign's area:

1. The area of a Sign shall include all numerals, lettering, designs, logos, or symbols, together with the background, whether open or enclosed, upon which they are displayed. Not included are any supporting framework incidental to the display itself unless specifically indicated otherwise under Secs. 7.2.2 through 7.2.14 Sign Types.
2. Where a Sign consists of only individual numerals, letters, logos, or symbols attached, painted, or applied directly to a door, wall, or window, the area shall be considered to be the smallest polygon which would enclose the sign encompassing all the letters and symbols. (See Figure 7.1.9-1).
3. If a Sign has two or more faces, the area of all faces is included in determining the maximum area of the Sign, unless the two faces are identical and placed back to back or are no more than two feet apart. In such case, the Sign area is calculated as the area of one face. If the two faces are unequal in area, the area of the larger face is used to calculate Sign area.
4. The Sign area of a three-dimensional, free-form, or sculptural (non-planar) Sign is calculated as 50% of the sum of the area of the four vertical sides of the smallest cube that will encompass the Sign.
5. The maximum allowable area of a Sign shall include all permanent Signs attached, painted, or applied to a building facade. If an establishment has walls fronting on two (2) or more streets, the Sign area for each street shall be computed separately.
6. Limitations on the height of lettering shall pertain only to the height of individual characters.

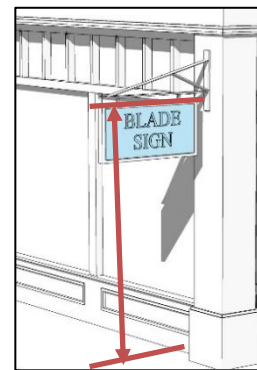
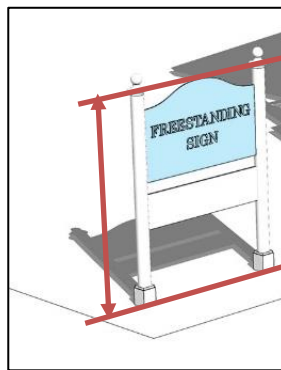


Figure 7.1.9-1 Area of a Sign affixed directly on a wall or window.

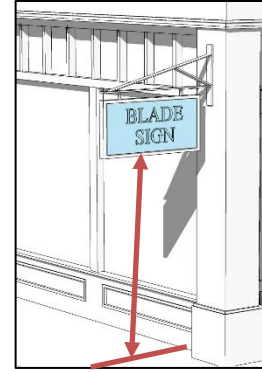


(b) Unless described otherwise under Secs. 7.2.2 through 7.2.14 Sign Types, the following shall govern the calculation of a Sign's height:

1. Sign height overall is measured as the vertical distance from the finished grade at the base of a freestanding Sign, or of a building or structure for an attached Sign, to the highest point of the Sign.



2. For Signs attached to and projecting from a building or structure, vertical clearance is measured as the vertical distance from the finished sidewalk level to the lowest point of the Sign or Sign structure.



Sec. 7.1.10 Sign Lighting

The following requirements shall pertain to the lighting of all Signs:

- (a) The eligibility of lighting for any Sign shall be as indicated under Secs. 7.2.2 through 7.2.14 Sign Types.
- (b) All Signs shall be illuminated such that the illumination is steady and stationary, directed solely at the Sign or internal to it, and does not create glare or unduly illuminate the surrounding area.
- (c) The luminance of any Sign shall not exceed 250 nits between dusk and dawn, as measured from the brightest element of the Sign's face. Dusk and dawn are defined as, respectively, the time starting at one-half hour before sunset and one-half hour after sunrise, as determined by the National Weather Service (actual time).
- (d) External Illumination:
 1. Light fixtures shall be located, shielded, and directed such that the light source is directed only onto the Sign face.
 2. Neither the light source or reflective surfaces of the fixture shall be visible from the public way or surrounding properties.
 3. Light fixtures used to illuminate signs shall be top mounted and shall direct the light downward toward the sign.
 4. Ground mounted lights shall not be used unless under special circumstances where conditions of (3) above cannot be met. In such cases, the receptacle or device housing the light source shall not extend more than 12 inches above ground, and shall be fully screened and housed.
 5. Projecting light fixtures must be simple and unobtrusive in appearance and not obscure the Sign.
- (e) Reverse Channel Illumination (i.e. Backlit):
 1. Backlit Signs shall light lettering and logo and other related Sign elements only, and lighting design shall be such that no excess light spill or glare results from the back lighting fixtures and/or source.
 2. The light source shall not be visible from the public way or surrounding properties.

3. Illumination levels shall not increase the measurable vertical light level at any point 20 feet distant from the Sign in any direction.

(f) Internal Illumination:

1. Internally illuminated Signs shall be designed such that light passes through the lettering, logo, and other related Sign elements only, and the background shall remain opaque and light transmission shall be blocked.
2. The Sign cabinet shall fully enclose the light source so that it is not visible from the exterior of the Sign.
3. The background must be opaque and a darker color than the message of the Sign.

(g) Direct Illumination (i.e. the use of exposed lamps, such as neon tubes and LED's, that have no shielding and are visible to the eye):

1. Direct illumination is limited to letters, numbers, symbols, and accents.

(h) Raceways, Conduit, Wiring, and Transformers

1. All electrical raceways, conduits, and wiring shall be contained completely within the Sign assembly or inside the wall and shall not be exposed.
2. If a raceway is necessary, it cannot extend in width or height beyond the area of the Sign.
3. A raceway must be finished to match the background wall or canopy, or integrated into the overall design of the Sign.
4. Visible transformers are not allowed.

(i) Electronic Changeable Message:

Where permitted as provided in Secs. 7.2.2 through 7.2.14 Sign Types, Electronic Changeable Message displays shall:

1. Not have any distracting appearance of motion including but not limited to flashing, blinking, shimmering, animation, video, or scrolling advertising.
2. Limit the luminance of the display not to exceed 5,000 nits at any time.
3. Have characters of sufficient size to be easily discerned and must not constitute a safety hazard by distraction of drivers where readily visible to drivers of vehicles on any public way.
4. Consist only of alphabetic or numeric characters on a plain background, and shall not include any graphic, pictorial, video, or photographic images.
5. Utilize a maximum of only one color for the message on a dark background of only one color.
6. Have a minimum display time of two (2) minutes. When the message changes, it must complete the transition within 1 second or as rapidly as is technologically practicable whichever is less with no phasing, rolling, scrolling, flashing, or blending.

7. Be equipped with a light detector/photocell that automatically adjusts the display's brightness according to natural ambient light conditions.
8. Contain a default mechanism that freezes the changeable message in one position, or shuts off the device entirely, in the event of a malfunction.
9. Limit the area occupied by the electronic changeable message to no more than (50) percent of the maximum total allowable Sign area as provided in Secs. 7.2.2 through 7.2.14 Sign Types.
10. Be limited to a maximum of three (3) lines of characters including all letters, numbers, spaces, or other symbols dedicated to the electronic changeable message.

Sec. 7.1.11 Alternative Compliance

Minor variation and relief any non-numerical standard found in this Article, and any numerical standard by no more than 20% of such requirement, may be granted by the Development Review Board after review and recommendation by the Design Advisory Board and a Public Hearing.

Decisions by the DRB regarding any Alternative Compliance granted shall be made in writing, and upon affirmative findings that:

- (a) the relief sought is necessary in order to accommodate a unique circumstance or opportunity;
- (b) the relief, if granted, will yield a result equal to or better than strict compliance with the standard being relieved;
- (c) the relief, if granted, is the minimum variation necessary from the applicable standard to achieve the desired result;
- (d) the relief, if granted, will not impose an undue adverse burden on adjacent properties; and,
- (e) the remainder of the Sign will otherwise be developed consistent the purpose of this Article, and all other applicable standards.

PART 2: SIGN TYPES

Sec. 7.2.1 Sign Types

All Signs shall meet the standards set forth in this Article, and the Sign Types described in this Part in Secs. 7.2.2 through 7.2.14 below.

(a) Mixing Multiple Sign Types:

1. Mixing multiple Signs types on a single building or site in any combination is permitted unless otherwise limited by the Sign Type or Table 7.2.1-A below.

Table 7.2.1-A Sign Type Combinations

	Awning & Canopy Sign	Band Sign	Blade Sign	Directory Sign	Freestanding Sign	Freestanding Yard Sign	Marquee	Monument Sign	Outdoor Display Case	Projecting Sign	Sandwich Board	Wall Sign	Window Sign
Awning & Canopy Sign		●	●	●	●	●	○	●	●	●	●	●	●
Band Sign	●		●	●	●	●	●	●	●	●	●	●	●
Blade Sign	●	●		●	●	○	○	○	●	○	●	●	●
Directory Sign	●	●	●		●	●	●	●	●	●	●	●	●
Freestanding Sign	●	●	●	●		○	○	○	●	○	●	●	●
Freestanding Yard Sign	●	●	○	●	○		○	○	●	○	●	●	●
Marquee	○	●	○	●	○	○		○	●	○	●	●	●
Monument Sign	●	●	○	●	○	○	○		●	○	●	●	●
Outdoor Display Case	●	●	●	●	●	●	●	●		●	●	●	●
Projecting Sign	●	●	○	●	○	○	○	○	●		●	●	●
Sandwich Board	●	●	●	●	●	●	●	●	●	●		●	●
Wall Sign	●	●	●	●	●	●	●	●	●	●	●		●
Window Sign	●	●	●	●	●	●	●	●	●	●	●	●	
<p>○ - Sign Types are <u>not</u> permitted on the same frontage or elevation.</p> <p>● - Sign Types are permitted on the same frontage or elevation.</p>													

2. Multiple signs on a facade shall be designed and organized in a manner consistent and complementary with the overall architecture of the Building, and employ complimentary materials, colors, design, and scale of letters.

(b) The Sign Types permitted in each form or zoning district shall be as defined in Table 7.2.1-B below:

Table 7.2.1-B Sign Types Permitted by Form/Zoning District											
	Mixed Use							Enterprise & Institutional			Sign Type Standards
Sign Type	FD6	FD5	DW-PT	NAC	NAC-CR	NAC-RC	NMU	E-LM	E-AE	I	
Awning & Canopy Sign	●	●	●	●	●	●	●	●	●	●	7.2.2
Band Sign	●	●	●	●	●	●	●	●	●	●	7.2.3
Blade Sign	●	●	●	●	●	●	●	●	●	●	7.2.4
Directory Sign	●	●	●	●	●	●	●	●	●	●	7.2.5
Freestanding Sign	●	●	●	●	●	●	●	●	●	●	7.2.6
Freestanding Yard Sign	●	●	●	●	●	●	●	●	●	●	7.2.7
Marquee	●	●	●	●	○	○	○	○	○	●	7.2.8
Monument Sign	●	●	●	●	●	●	●	●	●	●	7.2.9
Outdoor Display Case	●	●	●	●	●	●	●	●	●	●	7.2.10
Projecting Sign	●	●	●	●	●	●	●	●	●	●	7.2.11
Sandwich Board	●	●	●	●	●	●	●	●	●	●	7.2.12
Wall Sign	●	●	●	●	●	●	●	●	●	●	7.2.13
Window Sign	●	●	●	●	●	●	●	●	●	●	7.2.14
● - Sign Type is permitted							○ - Sign Type is <u>not</u> permitted				

Table 7.2.1-B Sign Types Permitted by Form/Zoning District (continued)								
	Residential			Civic, RCO & Urban Reserve				Sign Type Standards
Sign Type	RH	RM/ RM-W	RL/ RL-W	Civic & RCO-R/G	RCO-A	RCO-C	UR	
Awning & Canopy Sign	●	○	○	○	○	○	○	7.2.2
Band Sign	○	○	○	○	○	○	○	7.2.3
Blade Sign	●	●	●	●	●	●	○	7.2.4
Directory Sign	●	●	●	●	●	○	○	7.2.5
Freestanding Sign	○	○	○	●	○	○	●	7.2.6
Freestanding Yard Sign	●	●	●	●	●	●	●	7.2.7
Marquee	○	○	○	○	○	○	○	7.2.8
Monument Sign	○	○	○	●	○	○	●	7.2.9
Outdoor Display Case	○	○	○	●	●	○	○	7.2.10
Projecting Sign	○	○	○	●	○	○	○	7.2.11
Sandwich Board	○	○	○	●	●	●	●	7.2.12
Wall Sign	●	●	●	●	○	○	○	7.2.13
Window Sign	●	●	●	●	●	●	○	7.2.14
● - Sign Type is permitted					○ - Sign Type is <u>not</u> permitted			

7.2.2: Awning & Canopy Sign



Description

This Sign type consists of one or more faces, and is integrated within or part of an Awning or Canopy extending over a principal entrance and/or first floor windows on a Primary or Secondary Frontage, or spanning across an individual storefront or an entire building façade.

Specifications

Location	Only Awnings and Canopies on ground floor doors or windows may contain signs.
Quantity (max)	<ul style="list-style-type: none"> • 1 per Awning • 3 per Canopy
Area, Lettering (max)	<ul style="list-style-type: none"> • 75% of the area of the Valance or Canopy face • 25% of the area of the sloping plane of an Awning
Height, Lettering (min/max)	<ul style="list-style-type: none"> • 5-in min; 10-in max on the Valance, or 18-in max on sloping plane of an Awning • 24" max. on a Canopy

Miscellaneous

Canopy Signs may be placed on the face and sides of the Canopy, or extend above or below the Canopy face provided 8-ft min. clear height above the sidewalk is maintained.

Awning Signs may only be placed on the Valance or sloping plane of the Awning, not both.

Awning Signs shall not be internally illuminated or backlit. Canopy Signs may only be backlit.

Awning or Canopy Signs in a Residential district shall not be illuminated.

Any encroachment into or over the public right-of-way must also be approved by the Dept. of Public Works and/or City Council as may be applicable.

7.2.3: Band Sign



Description

This Sign type consists of a single face, and is placed within a Sign Band that is architecturally integrated into the overall design of the building façade over a principal entrance and spanning across an individual storefront or the entire façade on a Primary Frontage.

Specifications

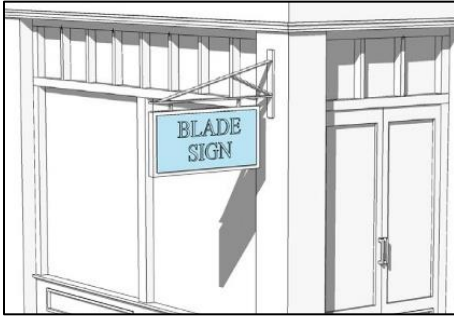
Quantity (max)	1 Band Sign per street-level storefront, except that where a Primary Frontage contains more than one architecturally distinguishable Sign Band, 1 Band Sign shall be permitted per Sign Band.
Width, Sign (max)	Length of the street-level storefront frontage
Height, Sign (max)	3-ft
Height, Overall (max)	the lesser of the floor level of the second floor or 18-ft above the finished sidewalk.
Depth/Projection, lettering (max)	7-in from the face of the Sign Band
Area, Sign (max)	75% of that portion of the Sign Band associated with the street-level use

Miscellaneous

Band Signs shall include only characters, background, lighting, and an optional logo.

If illuminated, Band Signs may only be externally illuminated or backlit.

7.2.4: Blade Sign



Description

This Sign type consists of 1-2 faces, and projects perpendicular from the Building facade on a Primary or Secondary Frontage, or elevation where street frontage is not available.

Specifications

Location (max)	within 4-feet of a principal entrance.
Quantity (max)	1 per ground floor tenant
Width, Sign (max)	3-ft
Height, Sign (max)	3-ft
Depth, Sign (max)	6-in
Offset from Building (min/max)	6-in min and 12-in max from the facade
Projection (max)	4-ft from the facade
Area, Sign (max)	9 sqft
Height, Clear (min)	8-ft min. above finished sidewalk (the lowest portion of the overhanging sign and/or bracket)
Height, Overall (max)	The lesser of the floor level of the second floor or 18-ft above the finished sidewalk.

Miscellaneous

The bracket must be an integral part of the Sign design.

A Blade Sign erected on a building that adjoins the intersection of 2 streets may intersect at a 45 degree angle to the corner of the building.

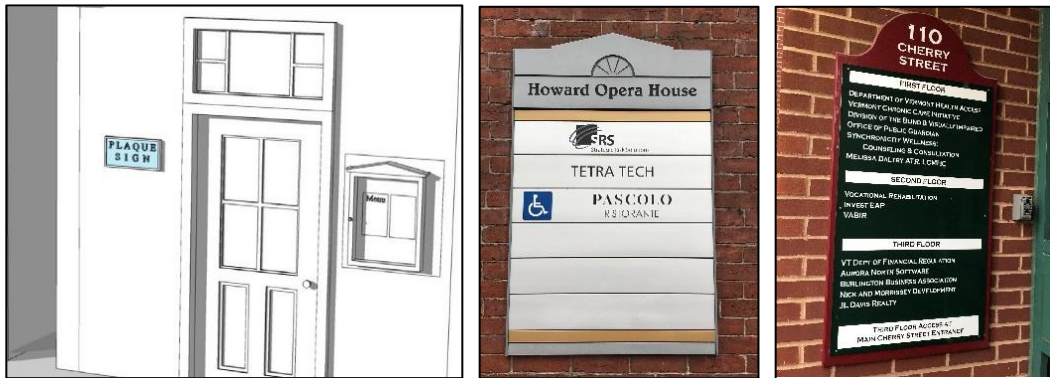
A Blade Sign may be attached to the face or underside of a canopy

If illuminated, Blade Signs shall only be externally illuminated.

Blade Signs in any Residential, RCO, or Urban Reserve district shall not be illuminated.

Any encroachment into or over the public right-of-way must also be approved by the Dept. of Public Works and/or City Council as may be applicable.

7.2.5: Directory Sign



Description

This Sign type has a single face and consists of either a panel or individual letters applied directly to a building wall, typically listing the names of building tenants.

Specifications

Location (max)	within 4-feet and to the side of a principal entrance.
Quantity (max)	1 per principal entrance
Width (max)	18-inches
Height (max)	36-inches
Depth/Projection (max)	3-inches from the facade

Miscellaneous

If illuminated, Directory Signs may only be backlit.

Directory Signs in any Residential, RCO, or Urban Reserve district shall not be illuminated.

7.2.6: Freestanding Sign



Description

This Sign type consists of 1 or 2 faces, is fully detached from a Building, and placed in a front yard with external support consisting of 1-2 posts.

Specifications

Quantity (max)	1 per primary street frontage
Width (max)	8-ft (not including supports)
Height	10-ft (not including supports)
Depth (face-to-face) (max)	1-ft
Sign Area (max)	60 sf. (not including supports) or 0.5 sf per linear foot of street facing building frontage whichever is less.
Setback (min)	The lesser of 3-ft from the front property line or in-line with the building façade, and 5-ft from any side property line
Height, Overall (max)	14-ft above the finished grade (including supports).

Miscellaneous

No part of a Freestanding Sign may encroach or overhang upon a public right-of-way, clear sight triangle, driveway, parking area, or walkway.

Freestanding Signs associated with a Fuel Service Station may include an electronic changeable message only for the display of numerals.

Freestanding Signs may only be internally or externally illuminated or backlit.

7.2.7: Freestanding Yard Sign



Description

This Sign type consists of 1 or 2 faces, is fully detached from a Building, and placed in a front yard with external support consisting of 1-2 posts.

Specifications

Location	primary street frontage
Quantity (max)	1 per lot.
Width (max)	6-ft (not including supports)
Height	4-ft (not including supports)
Depth (face-to-face) (max)	1-ft
Area (max)	20 sf (not including supports)
Setback (min)	The lesser of 3-ft from the front property line or in line with the building façade, and 5-ft from any side property line
Height, Overall (max)	6-ft above the finished grade (including supports).

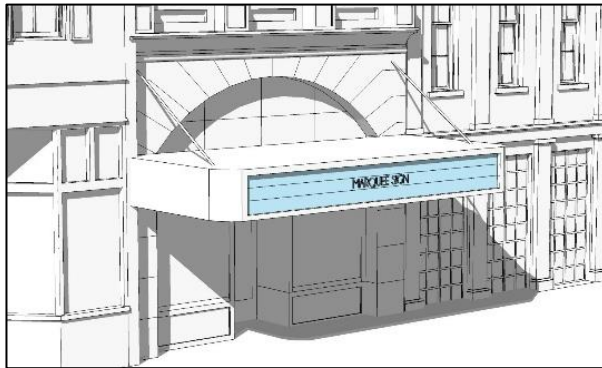
Miscellaneous

No part of a Freestanding Yard Sign may encroach or overhang upon a public right-of-way, clear sight triangle, driveway, parking area, or walkway.

Freestanding Yard Signs may only be externally illuminated.

Freestanding Yard Signs in any Residential, RCO, or Urban Reserve district shall not be illuminated.

7.2.8: Marquee



Description

This Sign type consists of 1-3 faces on an iconic structural feature of a Building that projects perpendicular from the façade over a principal entrance.

Specifications

Quantity (max)	1 per primary street frontage.
Width (max)	Width of the street-level frontage associated with the principal entrance
Projection (min/max)	6-ft min.; 10-ft max. from the facade
Setback (min)	No closer than 3-ft from the back of the curb
Area, Sign (max)	75% of any face of the Marquee
Height, Clear (min)	10-ft above the finished sidewalk
Height, Overall (max)	The top of the Marquee shall be no more than the lesser of the floor level of third Story or 35-ft above the finished sidewalk

Miscellaneous

Marquees shall be allowed only for the following uses: Cinemas, Conference/ Convention Centers, Performing Arts Centers, and Recreation Facility - Indoor.

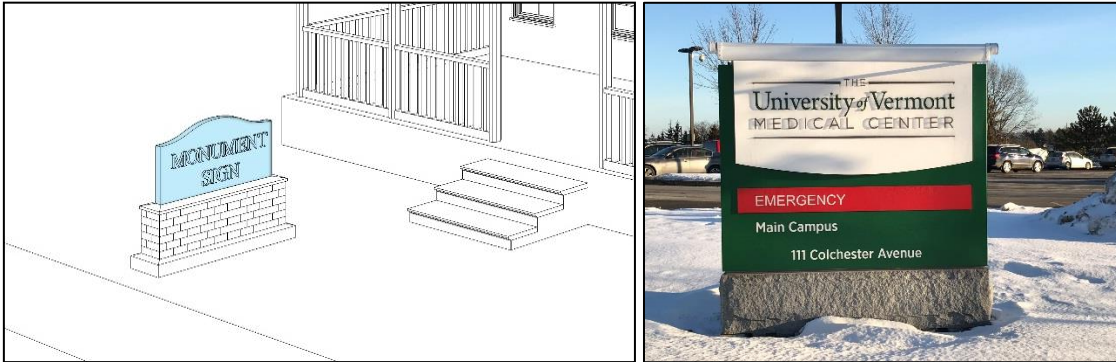
A Marquee erected on a Building that adjoins the intersection of 2 streets may intersect at a 45 degree angle to the corner of the Building.

Marquees shall be cantilevered or supported from above. Columns or Posts extending to the ground are prohibited.

Marquees may be illuminated internally and directly, and may include manual or electronic changeable message. Marquees may include intermittent blinking and flashing lamps and borders.

Any encroachment into or over the public right-of-way must also be approved by the Dept. of Public Works and/or City Council as may be applicable.

7.2.9: Monument Sign



Description

This Sign type consists of 1-2 faces, is placed in a front yard fully detached from a Building, and is supported along the entire length of its base.

Specifications

Quantity	1 per primary street frontage.
Depth (face-to-face) (max)	2.5-ft
Setback (min)	<ul style="list-style-type: none"> • The lesser of 3-ft from the front property line or in line with the building façade. • 5-ft from any side property line.
Area (max)	60 sf (not including supports) or 0.5 sf per linear foot of street facing building frontage whichever is less.
Height, Overall (max)	6-ft from the finished grade

Miscellaneous

No part of a Monument Sign may encroach upon a public right-of-way, clear sight triangle, driveway, parking area, or walkway.

If illuminated, a Monument Sign may only be internally or externally illuminated or backlit.

Monument Signs in a Residential or RCO district shall not be illuminated.

A Monument Sign associated with a public or civic use may include manual or electronic changeable message.

7.2.10: Outdoor Display Case



Description

This Sign type has a single face and consists of a metal or wood framed cabinet mounted onto a building facade on a Primary or Secondary Frontage with a transparent window and a lockable opening allowing the contents, such as menus or posters, to be kept current.

Specifications

Quantity (max)	1 per tenant*
Width(max)	3-ft
Height (max)	4-ft
Area (max)	6-sf*
Depth/Projection (max)	3-in from the Facade

* Cinemas, Performing Arts Centers, and Performing Arts Studios may have up to 4 Outdoor Display Cases per street frontage, each not exceeding 12-sqft in area, not to exceed fifteen (15%) per cent of the area of the Façade associated with the tenant.

Miscellaneous

Outdoor Display Cases may only be illuminated from inside the display case, and shall not include electronic changeable messages.

7.2.11: Projecting Sign



Description

This Sign type consists of 2 faces on an iconic structural feature of a Building that projects perpendicular from the Façade.

Specifications

Quantity (max)	1 per Primary street Frontage
Width, Sign (max)	4-ft
Height, Sign (max)	10-ft
Depth, Sign (max)	6-in
Offset from Building (min & max)	6-in min and 12-in max from the Façade
Projection (max)	5-ft from the Façade (incl brackets)
Area, Sign (max)	40 sqft
Height, Clear (min)	the greater of the floor level of second Story or 15-ft above finished sidewalk
Height, Overall (max)	the lesser of the floor level of third Story or 35-ft above the finished sidewalk

Miscellaneous

The bracket must be an integral part of the Sign design.

A Projecting Sign erected on a building that adjoins the intersection of 2 streets may intersect at a 45 degree angle to the corner of the building.

A Projecting Sign shall be cantilevered or supported from above. Columns or Posts extending to the ground are prohibited.

A Projecting Sign may be illuminated externally, internally, and directly.

Any encroachment into or over the public right-of-way must also be approved by the Dept. of Public Works and/or City Council as may be applicable.

7.2.12: Sandwich Board



Description

This Sign type is a two-sided, portable sign that is constructed in the form of an “A” or similar tent-like shape, or attached to a heavy base in the form of an inverted “T”.

Specifications

Quantity (max)	1 per ground floor tenant; and 1 per 4 upper story or below grade tenants
Area (max)	8 sf
Height (max)	4-ft above the finished grade; 3-ft if placed within a clear sight triangle
Width (max)	3-ft
Location	<ul style="list-style-type: none"> • 15-ft max. from a principal entrance • no closer than 10-ft from a street intersection or crosswalk • no closer than 12-ft from another Sandwich Board

Miscellaneous

A Sandwich Board shall not interfere with ingress and egress points and the flow of pedestrian traffic, and a minimum of 5-feet of sidewalk clearance must be maintained at all times.

A Sandwich Board shall only be displayed during business hours, and must be taken indoors when the business is closed.

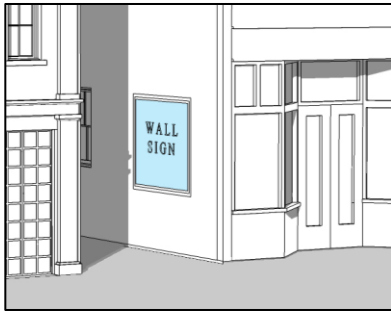
A Sandwich Board must be freestanding, and shall not be attached to the ground or any other structure or object.

A Sandwich Board shall not be illuminated.

A Sandwich Board shall be constructed of durable, weather resistant materials and finish, and sufficiently weighted to the ground to prevent blow-down. During high wind events all Sandwich Boards shall be taken indoors.

The requirements of this Sign Type do not apply to Sandwich Boards placed within the public right-of-way which must be approved by the Dept. of Public Works or the Church Street Marketplace Commission as may be applicable.

7.2.13: Wall Sign



Description

This Sign type has a single face and is attached, painted, or otherwise mounted parallel to a building or structure wall on a Primary or Secondary Frontage or elevation where no street Frontage is available.

Specifications

Height (max)	No higher than the floor level of the second story.
Area (max)	<ul style="list-style-type: none"> • 2 sf per linear foot of street frontage, or elevation where no street frontage is available, associated with a first floor tenant. • 10 sf for a second floor or above tenant with only a ground floor entryway. • In no case may the total area of all Wall Signs exceed the lesser of two hundred (200) square feet or fifteen (15%) per cent of the area of the façade or elevation to which they are attached. • A Wall Sign in any residential district shall not exceed 6-sf in area. • A Wall Sign in a RCO-R/G district shall not exceed 20-sf in area.
Depth/Projection (max)	12-in max. from the facade

Miscellaneous

A Wall Sign may not be applied on or obscure architectural features such as: windows, doors (other than egress-only), pilasters, cornices, window, door or other building trim, feature bands, and other recessed or projecting features.

A Wall Sign may not be painted on walls made of previously unpainted stone or brick.

If illuminated, Wall Signs may be externally illuminated or backlit.

7.2.14: Window Sign



Description

This Sign type has a single face, and is affixed directly onto or behind the glazing of a window and/or door on a Primary or Secondary Frontage, or elevation where no Frontage is available.

Specifications

- | | |
|-----------------------|--|
| Quantity (max) | 1 per first or second floor window and/or ground floor entry. |
| Area (max) | <ul style="list-style-type: none">• 20% of the area of any individual window located between 4 and 7 feet above the adjacent sidewalk or finished grade.• total area may not exceed 30% of the total window area of all windows with Signs per façade or elevation. |

Height, Lettering (max) 8-inches

Miscellaneous

Characters and logos shall be placed directly on the glazing or placed no more than 12" behind the glazing. Items placed more than 12" from the glazing shall not be considered a Window Sign.

Window Signs shall not be illuminated, however the use of neon as part of the Sign design is permitted.

Window Signs in any Residential, RCO, or Urban Reserve district shall not be illuminated.

Window area calculations shall include only the glazing.

Window Signs shall not interfere with the primary function of windows, which is to enable passersby and public safety personnel to see through windows into premises and view product displays.

PART 3: MASTER SIGN PLANS

Sec. 7.3.1 Intent

In order to provide for a higher degree of design quality, flexibility, compatibility, and creativity in larger buildings and building complexes with multiple tenants or uses, Signs shall be allowed as specified in a Master Sign Plan for the property.

Sec. 7.3.2 Applicability

Within any Mixed Use, Enterprise, or Institutional zoning district, all Signs located on a site, building, or a complex of buildings with three or more owners, tenants, or uses located on a single lot or adjacent lots under common ownership may be granted a Master Sign Plan submitted by the building owner and reviewed and approved by the DRB under the provisions of this Part. Signs located on City property erected by or at the direction of the City or any of its departments in the performance of their public duty or responsibility may also seek approval under the provisions of this Part.

Where a Master Sign Plan includes sufficient detail regarding the location, type, lighting, and other requirements for individual Signs, those Signs may be approved as part of the Master Sign Plan without the necessity for an individual permit(s). Otherwise the installation of individual Signs proposed pursuant to, and in compliance with, an approved Master Sign Plan shall receive administrative review and approval pursuant to the procedural requirements of Sec. 3.2.7.

Sec. 7.3.3 Submission Requirements

A Master Sign Plan shall be a comprehensive plan of all planned Signs to be located on the site(s) and on all facades of the building(s) or building complex.

Information to be included in a Master Sign Plan shall include, but not be limited to, the following in sufficient detail as necessary to render a decision for the Master Sign Plan and individual Signs as may be applicable:

- (a) Total number of Signs proposed, including any existing Signs that will remain.
- (b) Sketch of Signs clearly indicating size/dimensions of all Signs – including height above finished grade, lettering, logos or other graphics, colors, materials, texture.
- (c) Types of Signs – see Part 2.
- (d) Building elevations/photographs clearly illustrating the placement of Signs placed on all buildings.
- (e) A site plan indicating the location of all freestanding Signs, buildings, and structures.
- (f) Methods of illumination.

Sec. 7.3.4 Flexibility from Existing Standards

- (a) The Master Sign Plan must establish standards of consistency applicable to all Signs to be provided on the subject property with regard to:
- Colors;
 - Letter/graphics style;
 - Location and Sign Type;
 - Materials;
 - Methods of illumination; and/or
 - Maximum dimensions and proportion.
- (b) A Master Sign Plan shall be consistent with the intent and purpose of the form or zoning district within which the site is located and the intent of this Article, and be compatible with the site and character of the surrounding area.
- (c) All of the Signs in a Master Sign Plan shall be designed and organized in a manner consistent and complementary with the overall architecture of the Building, and employ complimentary materials, colors, design, and scale of letters while still providing diversity and differentiation among individual tenants,
- (d) Individual Signs in an approved Master Sign Plan may vary from the locational standards of Part 2 of this Article pertaining to each Sign Type, and be granted Alternative Compliance per Sec. 7.1.11. However, no individual Sign may exceed the maximum area limitations for the specified Sign Type, or conflict with the limitations and prohibitions of Sec. 7.1.4 .
- (e) Except for such variations approved by the DRB by acceptance of a Master Sign Plan pursuant to this Article, all other requirements, permits, and restrictions regarding Signs shall remain in effect.

Sec. 7.3.5 On the Record Review

Pursuant to the authority of 24 V.S.A. §4471(b), any permit request for a Master Sign Plan approval by the DRB will be on the record, so that any appeal is not a de novo review, in accordance with the Vermont Rules of Civil Procedure.