

## Department of Planning and Zoning

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**TO:** Development Review Board  
**FROM:** Scott Gustin   
**DATE:** August 2, 2016  
**RE:** 12-0764MP; 29-35 Church Street

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**Note: These are staff comments only; decisions on projects are made by the Development Review Board, which may approve, deny, table or modify any project. THE APPLICANT OR REPRESENTATIVE MUST ATTEND THE MEETING.**

Zone: D                      Ward: 3C  
Owner/Applicant:      Nick & Morrissey Development

**Request:** Amend master sign plan for building to include additional projecting signs

**Applicable Regulations:**

Article 6 (Development Criteria & Guidelines), Article 7 (Signs)

**Background Information:**

The applicant is seeking approval to amend an existing master sign plan to include locations for four additional projecting signs. The master sign plan presently includes projecting, parallel, and freestanding signs for the mixed use, multi-tenant building at the corner of Church and Cherry Streets. This request is very simple and amounts to placement of four projecting signs, two on each side of the building facing Church and Cherry Streets. Per Sec. 7.3.5, *On the Record Review*, this application is reviewed on the record by the DRB.

**Recommendation:** Consent approval as per, and subject to, the following findings and conditions:

**I. Findings**

**Article 7: Signs**

**Sec. 7.2.3 Signs in Mixed Use Districts**

The Cherry Street (southern) façade of the building is subject to the review criteria of this section. Two new projecting signs are proposed along Cherry Street, one at the corner and one further west.

Projecting signs are limited in size to 4 sf, and they must be placed at least 7' 6" above the sidewalk and extend no higher than 18'. They may not project further than 4' from the building. Both projecting signs are within these limitations. **(Affirmative finding)**

**Sec. 7.2.4 Signs Regulations for Church Street Marketplace**

The Church Street (eastern) façade of the subject building is located along the Church Street Marketplace and is subject to review under this section. All signs along the Marketplace are

subject to review and approval by the Church Street Marketplace District Commission. Along the Church Street façade, two additional projecting signs are proposed.

Projecting signs are limited in size to 8 sf, and they must be placed at least 7' 6" above the sidewalk and extend no higher than 18'. Both projecting signs are within these limitations. **(Affirmative finding)**

### **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 located on a single lot with three or more tenants or owners may be granted a zoning permit if the signs comply with a sign master plan submitted by the building owner and reviewed and approved by the DRB under the provisions of Sec. 7.3.4 below and Article 6.*

The subject property is located within the Downtown (mixed use) zone. The building contains more than 3 tenants and is eligible for a master sign plan. **(Affirmative finding)**

### **Sec. 7.3.4 Flexibility from Existing Standards**

*The sign master plan shall be compatible with the site and buildings and character of the surrounding area pursuant to the provisions of Article 6. While individual signs in the plan may vary from the restrictions of Sec. 7.2.3 (signs in Mixed Use Districts), 7.2.4 (signs for the Church Street Marketplace), 7.2.5 (signs in Enterprise Districts), and 7.2.6 (Signs in the Institutional District) in the type and placement of signs on a structure or lot, no individual sign may exceed the size limitations as per Sec. 7.2.3 (a) (3).\**

*Except for such variations approved by the development review board by acceptance of a master sign plan pursuant to this Article, all other requirements, permits, and restrictions regarding signs shall remain in effect.*

*\*In no case, however, may the total area of all parallel signs exceed the lesser of two hundred (200) square feet or fifteen (15%) per cent of the area of the façade to which they are attached for the length of frontage devoted to such establishment.*

The existing master sign plan varies from the standard sign regulations in terms of sign placement (i.e. above the 1<sup>st</sup> story) and type (two freestanding signs along Church Street). The new projecting signs included in this proposal do not require any flexibility from standard provisions. They are simply being incorporated into the master sign plan for consistency and ease of future permitting. Article 6 is addressed below. **(Affirmative finding)**

## **Article 6: Development Review Standards**

### ***Part 1, Land Division Design Standards***

Not applicable.

### ***Part 2, Site Plan Design Standards***

#### ***Sec. 6.2.2, Review Standards***

Not applicable.

### ***Part 3, Architectural Design Standards***

#### ***Sec. 6.3.2, Review Standards***

*(g) Make advertising features complimentary to the site*

The projecting signs in this proposal are a minor addition to the building's existing master sign plan. They conform to standard sign provisions and reflect the overall design theme for building signs at this property. Halo (i.e. backlit) sign illumination is proposed and is acceptable within the mixed use and Church Street sign provisions. **(Affirmative finding)**

## **II. Conditions of Approval**

1. All signs included in this master sign plan are subject to separate sign permits prior to installation.