

## Department of Permitting & Inspections

Zoning Division  
645 Pine Street  
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**TO:** Development Review Board  
**FROM:** Scott Gustin  
**DATE:** May 18, 2021  
**RE:** 21-0816SN; 65 Main 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: FD5                      Ward: 3C

Owner/Applicant: 65 Main Street Associates, LLC

**Request:** Install new directory sign – seeking alternative compliance as to directory sign dimensions.

**Applicable Regulations:**

Article 7 (Signs)

**Background Information:**

The applicant is seeking approval to install a new directory sign on the front façade of 65 Main Street. Directory signs are permissible and are subject to the standards of Sec. 7.2.5, *Directory Signs*, of the Comprehensive Development Ordinance. Directory signs are limited to 18” width by 36” height. The applicant is seeking approval for a 21” X 42.85” directory sign. No other relief is sought. The proposed sign location is acceptable.

Sec. 7.1.11, *Alternative Compliance*, allows for variation from the standards of Article 7 subject to review and approval by the Development Review Board upon recommendation by the Design Advisory Board. The applicant is seeking such relief in this application.

The Design Advisory Board reviewed this application April 27, 2021 and unanimously recommended approval of the directory sign. The DAB conditioned their approval noting that the dimensional relief is limited to a 20% increase over the standard directory sign dimensions.

Previous zoning actions for this property:

- 10/29/20, Approval to install two louvers in place of two transom windows
- 3/27/02, Approval to reconstruct front entry
- 10/27/92, Approval to construct handicap access ramp
- 10/6/92, Approval of new parallel signage

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

## **I. Findings**

### **Article 7: Signs**

#### **Sec. 7.1.11, Alternative Compliance**

*a) The relief sought is necessary in order to accommodate unique circumstance or opportunity;*

The proposed sign location is set next to the building's front entrance with related steps and ramp. As such, most pedestrians viewing the sign will do so from beyond the steps and ramp – about 5' from the building face. As a result, the Design Advisory Board felt that the larger directory sign was warranted. The larger size affords larger lettering and better visibility. **(Affirmative finding)**

*b) The relief, if granted, will yield a result equal to or better than strict compliance with the standard being relieved;*

The larger sign will allow for larger text, rendering it more legible than smaller text. The larger sign would be at least equally as good as a compliant sign. **(Affirmative finding)**

*c) The relief, if granted, is the minimum variation necessary from the applicable standard to achieve the desired result;*

The originally proposed sign was some 63% larger in area than a compliant sign. As recommended by the Design Advisory Board, the increase in size is limited to 20%. Revised sign details reflect this smaller size. **(Affirmative finding)**

*d) The relief, if granted, will not impose an undue adverse burden on adjacent properties; and,*

The larger directory sign has no undue adverse burden on adjacent properties. It is fully contained within the Main Street façade of the building. **(Affirmative finding)**

*e) The remainder of the sign will otherwise be developed consistent with the purpose of this Article, and all other applicable standards.*

No other relief is sought. Placement next to a building entrance and overall sign height on the ground floor of the building are acceptable. **(Affirmative finding)**

## **II. Conditions of Approval**

1. Standard permit conditions 1-15.