

The subject building is located on the corner of Church Street and Pearl Street. The Pearl Street (northern) façade is subject to the review criteria of this section. One new parallel awning sign is proposed on this elevation. It will be externally illuminated with acceptable gooseneck light fixtures. This awning sign is acceptable as it is under the standard height limit of 14' or the ceiling height of the first floor and appears to have at least 8' clearance above the public sidewalk. Overall sign area on this façade is acceptable at just 4.84 sf (200 sf maximum possible). Note that an encumbrance permit must be obtained for projection into the Pearl Street right-of-way. **(Affirmative finding as conditioned)**

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. The southern façade is perpendicular to the street and is visible from the Marketplace and is also subject to review under this section. All signs along the Marketplace are subject to review and approval by the Church Street Marketplace District Commission. The Commission approved the sign plan May 21, 2014. Along the Church Street façade, parallel and projecting signs are proposed.

Total parallel sign area on the Marketplace is limited to 1.5 sf signage per 1 linear foot of building frontage. The building has 85 linear feet of frontage along Church Street, and therefore, is allowed 128 sf parallel sign area along Church Street and, in this case, the southern building elevation. The master sign plan includes two existing and five new parallel signs (including 2 window signs) along Church Street and three more new parallel signs on the building's southern façade. In total, 126.98 sf parallel sign area is proposed (the two 0.46 sf window signs, at less than 25% of the window area, are not included in the total sign area). Parallel sign placement is acceptable, including on the southern elevation where height above the 14' limit is needed for visibility from Church Street. Note that the existing master sign plan allows parallel signs in this location and height.

One existing and three new projecting signs are proposed. They comply with the 7.5' minimum clearance required along the Church Street Marketplace. The new projecting signs are dimensionally compliant at no more than 4 sf each. More than one projecting sign per establishment is proposed and may be approved as part of a master sign plan.

The proposed signs are either externally illuminated with acceptable gooseneck lighting fixtures or not illuminated at all. **(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 proposed master sign plan varies from the standard sign regulations in terms of sign placement (i.e. above the 1st story) and sign type (i.e. multiple projecting signs). Proposed sign placement and type are acceptable. 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 sign design is consistent throughout and fairly simple in appearance. The proposed signage does not overwhelm, or detract from, the historic integrity of the building. New signs to be installed on the brick exterior of the building under this master sign plan approval must be installed in such a way as to be anchored into the mortar of the building's exterior and not into the bricks themselves. **(Affirmative finding as conditioned)**

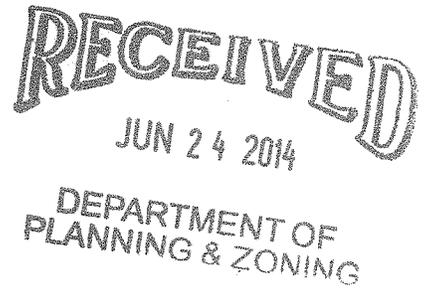
II. Conditions of approval

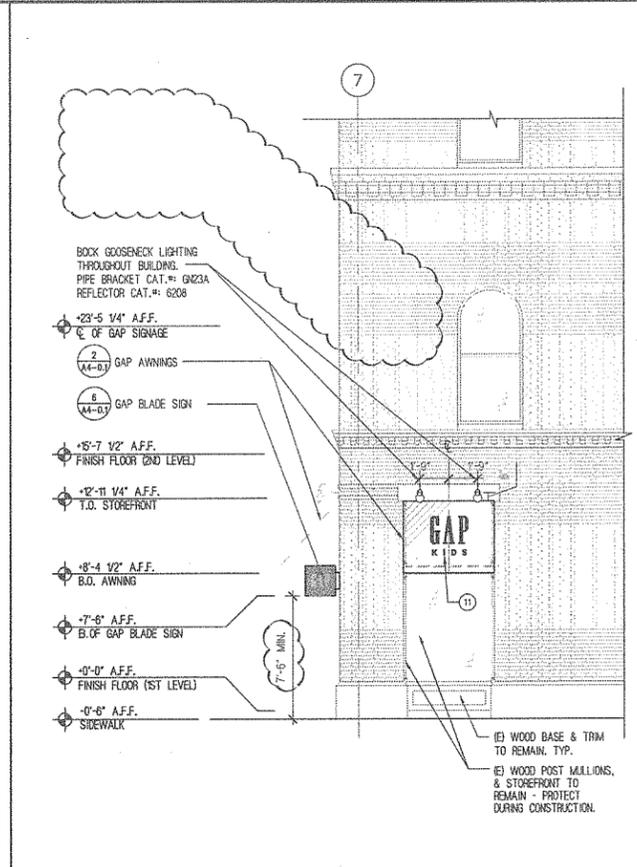
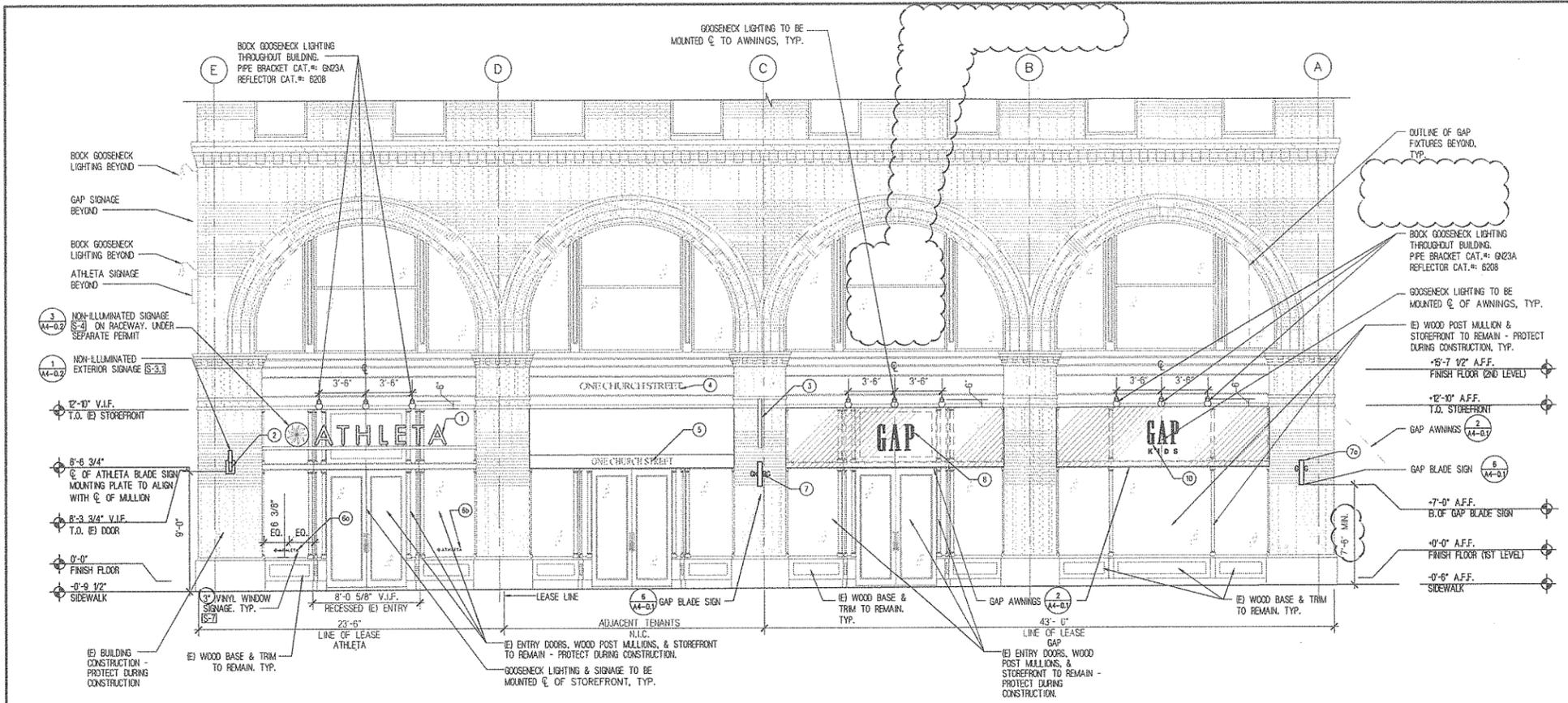
1. The individual signs included in this Master Sign Plan are subject to separate zoning permits.
2. All signs installed on the brick exterior of the building under this master sign plan approval must be installed in such a way as to be anchored into the mortar of the building's exterior and not into the bricks themselves.
3. The proposed awning sign on the Pearl Street (north) elevation shall not be installed until an encumbrance permit is secured through the Department of Public Works and City Council.

| Sign ID | Exist/New | Materials, Description | type | Length (in) | Height(in) | Area (sf) | Illumination |
|--------------|-----------|---|------------|-------------|------------|---------------|-------------------|
| 1 | New | "Athleta" Metal letters on raceway | Parallel | 146 | 18 | 18.25 | external (Note 1) |
| 2 | New | "Athleta" Blade Sign- metal | Projecting | 30 | 19.5 | 4.06 | none |
| 3 | Existing | Existing Blade sign, office directory (Note 2) | Projecting | 46 | 50.5 | 16.13 | none |
| 4 | Existing | "One Church Street" in sign band- plastic letters on wood | Parallel | 96 | 8 | 5.33 | none |
| 5 | Existing | "One Church Street" on maroon canvas Awning | Parallel | 72 | 6 | 3.00 | none |
| 6a | New | Athleta window signage (vinyl lettering, intr. side of glazing) | Window | 22 | 3 | 0.46 | none |
| 6b | New | Athleta window signage (vinyl lettering, intr. side of glazing) | Window | 22 | 3 | 0.46 | none |
| 7 | New | "GAP" blade sign -aluminum & plexiglass | Projecting | 24 | 24 | 4.00 | none |
| 7a | New | "GAP" blade sign -aluminum & plexiglass | Projecting | 24 | 24 | 4.00 | none |
| 8 | New | "GAP" lettering- white on navy blue canvas awning | Parallel | 24 | 31.875 | 5.31 | external (Note 1) |
| 9 | | deleted | | | | | |
| 10 | New | "GAP KIDS" lettering- white on navy blue canvas awning | Parallel | 25 | 27.875 | 4.84 | external (Note 1) |
| 11 | New | "GAP KIDS" lettering- white on navy blue canvas awning | Parallel | 25 | 27.875 | 4.84 | external (Note 1) |
| 12 | | deleted | | | | | |
| 13 | New | "GAP KIDS" wall sign- aluminum & plexiglass- mounted on brick | Parallel | 72 | 72 | 36.00 | external (Note 1) |
| 13a | New | "GAP" wall sign- aluminum & plexiglass- mounted on brick | Parallel | 72 | 72 | 36.00 | external (Note 1) |
| 14 | New | "Athleta" wall sign- aluminum & plexiglass- mounted on brick | Parallel | 146 | 18 | 18.25 | external (Note 1) |
| TOTAL | | | | | | 160.94 | Note 5 |

Notes:

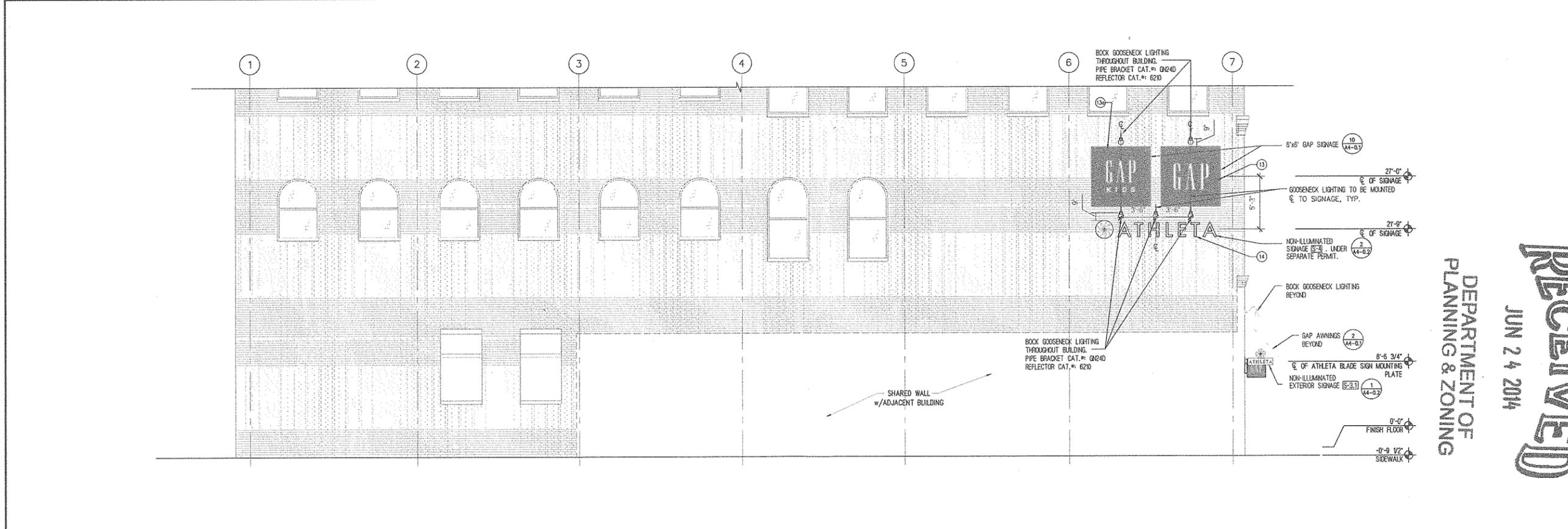
- (1) Gooseneck fixtures per original master sign permit
 - (2) See drawings in original master signage application
 - (3) Sign is mounted outside of glass within second story arched window opening; GAP store will occupy most of the second floor and part of first.
 - (4) Same as or in lieu of sign in existing master signage permit
 - (5) There is a total of 186' of street frontage on Church and Pearl streets, or about 0.865sf of signage per linear foot of frontage.
- Note that existing package was for one story of retail and general zoning permits and leases are in place for two stories of retail; construction permit applications have also been filed for the retail tenant and fitup scope is being bid.
- All dimensions are total size of sign, except awnings, where dimensions of lettering/ graphics is given





EXTERIOR ELEVATION - EAST (CHURCH STREET)

EXTERIOR ELEVATION - NORTH (PEARL STREET)



EXTERIOR ELEVATION - SOUTH

NEW STORE

ATHLETA
GAP

GAP INC.
CORPORATE ARCHITECTURE
1 HARRISON STREET
SAN FRANCISCO, CA 94105

GAP STORE NO.: 4296
ATHLETA STORE NO.: 7114

STORE NAME:
CHURCH STREET

STORE LOCATION:
1 CHURCH STREET
BURLINGTON, VT 05401

GAP PROJ. I.D.: 0000050812
ATHLETA PROJ. I.D.: 0000050957

GAP PROTOTYPE V10 DATE:
11/01/13

ATHLETA PROTOTYPE DATE: 05/15/13
PROTOTYPE VERSION 3.0
OPENING 2013 / 2014

REVISION 1-06/24/14

CONSULTANT INFO:

PROFESSIONAL STAMP:

ARCHITECT INFO:

ChipmanDesign
Architecture, Inc.
145 S. MAIN STREET, SUITE 200
BURLINGTON, VT 05401

ISSUE TYPE:
EXTERIOR PACKAGE ISSUE

DATE: 04/25/2014

DRAWN BY: CKJ

A&E JOB NO.:
GAP: 14-7211
ATHLETA: 14-7114

SHEET TITLE:
EXTERIOR ELEVATIONS

DEPARTMENT OF
PLANNING & ZONING

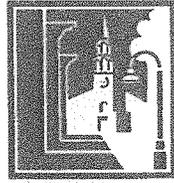
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JUN 24 2014

SHEET NUMBER:
A4-0

| | | | | |
|----------|----------|---|--------------------------------------|---|
| | | | | <p>NEW STORE</p> <p>ATHLETA</p> <p>GAP</p> <p>GAP INC. CORPORATE ARCHITECTURE 1 HARRISON STREET SAN FRANCISCO, CA 94105</p> <p>GAP STORE NO.: 4296 ATHLETA STORE NO.: 7114</p> <p>STORE NAME: CHURCH STREET</p> <p>STORE LOCATION: 1 CHURCH STREET BURLINGTON, VT 05401</p> <p>GAP PROJ. I.D.: 0000050812 ATHLETA PROJ. I.D.: 0000050957</p> <p>GAP PROTOTYPE V10 DATE: 11/01/13</p> <p>ATHLETA PROTOTYPE DATE: 05/15/13 PROTOTYPE VERSION 3.0 OPENING 2013 / 2014</p> <p>REVISION 1-06/24/14</p> <p>CONSULTANT INFO:</p> <p>PROFESSIONAL STAMP:</p> <p>HEREBY CERTIFY THAT THESE PLANS HAVE BEEN PREPARED BY MY OFFICE AND UNDER MY SUPERVISION AND THAT TO THE BEST OF MY KNOWLEDGE, THE SAME COMPLY WITH ALL LAWS, RULES, REGULATIONS AND ORDINANCES OF BURLINGTON, VT. RELATIVE TO STRUCTURES AND BUSINESS.</p> <p>ARCHITECT INFO:</p> <p>ChipmanDesign ARCHITECTS & ENGINEERS 2072 FINE LINE ROAD BURLINGTON, VT 05405 TEL: 802.249.1000 FAX: 802.249.1001</p> <p>ISSUE TYPE: EXTERIOR PACKAGE ISSUE</p> <p>DATE: 04/25/2014</p> <p>DRAWN BY: CKJ</p> <p>A&E JOB NO.: GAP: 14-7211 ATHLETA: 14-7114</p> <p>SHEET TITLE: ATHLETA SIGNAGE DETAILS</p> <p>SHEET NUMBER: A4-0.2</p> |
| NOT USED | NOT USED | NOT USED | STOREFRONT EXTERIOR WALL SIGN DETAIL | 3 |
| | | | | |
| NOT USED | NOT USED | NOT USED | SIDE EXTERIOR WALL SIGN DETAIL | 2 |
| | | <p>RECEIVED JUN 24 2014 DEPARTMENT OF PLANNING & ZONING</p> | | |
| NOT USED | NOT USED | NOT USED | EXTERIOR WALL BLADE SIGN DETAIL | 1 |

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JUN 24 2014

DEPARTMENT OF
PLANNING & ZONING



CHURCH
STREET
MARKETPLACE

May 27, 2014

TO: Austin Hart, Chair, Development Review Board
City of Burlington
39 Cliff Street
Burlington, Vermont 05401

FROM: Ron Redmond, Executive Director
Church Street Marketplace District
2 Church Street, Suite 2 A
Burlington, Vermont 05401
802-238-5598
rredmond@burlingtonvt.gov



cc: Jeff Nick, J.L. Davis Realty
Peter Collins, Paul Frank + Collins
Nic Anderson, Burlington Planning & Zoning

Dear Austin, hope this finds you well. I'm writing to you on behalf of the Church Street Marketplace District Commission.

At it's May 21, 2014 meeting, the Commission voted unanimously to approve the Gap/Athleta sign package for One Church Street (Masonic Temple).

Please let me know if you need additional information.

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JUN 24 2014

Department of Planning and Zoning

149 Church Street, City Hall
Burlington, VT 05401-8415
Phone: (802) 865-7188
Fax: (802) 865-7195

www.burlingtonvt.gov/pz

Existing Approved
Master Sign Plan

DEPARTMENT OF
PLANNING & ZONING

Burlington
Planning and Zoning

Zoning Permit Application

Use this form for ALL zoning permit applications. See the relevant checklist for specific requirements.

| | |
|--|---|
| PROJECT LOCATION ADDRESS: <u>ONE CHURCH STREET</u> | |
| PROPERTY OWNER: <u>ONE CHURCH STREET PARTNERSHIP LLP</u> | OWNER'S REPRESENTATIVE: <u>Peter M. Collins</u> |
| <small>*If condominium unit, written approval from the Association is also required</small> | |
| POSTAL ADDRESS: <u>P.O. Box 1307</u> | POSTAL ADDRESS: <u>P.O. Box 1307</u> |
| CITY, ST, ZIP: <u>BURLINGTON VT 05402</u> | CITY, ST, ZIP: <u>BURLINGTON VT 05402</u> |
| DAY PHONE: <u>802 658 2311</u> | DAY PHONE: <u>802 658 2311</u> |
| EMAIL: <u>PCOLLINS@PFCLAW.COM</u> | EMAIL: <u>PCOLLINS@PFCLAW.COM</u> |
| SIGNATURE: <u>[Signature]</u> | SIGNATURE: <u>[Signature]</u> |
| <small>I duly authorize the owner's representative to act on my behalf for all matters pertaining to this zoning permit application.</small> | |

Description of Proposed Project: EXTERIOR SIGNS FOR RETAIL TENANTS
See SKETCHES & PHOTOS (5 SIGNS IN TOTAL)

Existing Use of Property: Single Family Multi Family: # ___ Units Other: OFFICE & RETAIL

Proposed Use of Property: Single Family Multi Family: # ___ Units Other: OFFICE & RETAIL

Will 400 sq ft or more of land be disturbed, exposed and/or developed? Yes No

For Single Family & Duplex, will total impervious area be 2500 sq ft or more? Yes No

Are you proposing any work within or above the public right of way? Yes No

Estimated Construction Cost (value)*: \$ 2,500 ±
(*Estimated cost a typical contractor would charge for all materials and labor, regardless of who physically completes the work)

- Within 30 days of submission, the permit application will be reviewed for completeness, and, if complete, will be processed administratively or referred to a board for review. All permit approvals or denials are subject to an appeal period (15 days for administrative permit; 30 days for board permit).
- A building (and/or electrical, mechanical, plumbing, curb cut) permit will also be required. Contact the Department of Public Works at 802-863-9094 to inquire.
- Please ask for assistance if you have any questions about filling out this form. Call the Planning and Zoning at 802-865-7188, or visit the office in the lower level of City Hall, 149 Church Street.

Office Use Only: Zone: _____ Eligible for Design Review? _____ Age of House _____ Lot Size _____

Type: SN ___ AW ___ FC ___ BA ___ COA 1 ___ COA 2 ___ COA 3 ___ CU ___ MA ___ VR ___ HO ___ SP ___ DT ___ MP _____

Check No. _____ Amount Paid _____ Zoning Permit # _____

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1

Check All that Apply, Specify Number and Sizes:

DEPARTMENT OF PLANNING & ZONING
Type: Freestanding # _____ Parallel # 2 Projecting # _____ Window # _____

Illumination: None # _____ External # 2 Internal # _____

Materials: Metal Neon Plastic Wood Other: _____

Building: Length of Building Frontage Devoted to your Business = 196 ft.

Sign A: Length = 8 in. ft. Height = 10 in.
Area = 6.6 square feet. Height to top of sign = 14 ft.

Sign B: Length = 8 in. ft. Height = 10 in.
Area = 6.6 square feet. Height to top of sign = 14 ft.

Sign C: Length = _____ in. Height = _____ in.
Area = _____ square feet. Height to top of sign = _____ ft.

How many existing signs on the building or property are associated with your business? 1

How many existing signs are being replaced? NINE

Total Cost of Proposed Sign(s): \$ 1,600 - \$2,200. ±

Size of each existing sign: 17' x 36"

Proposed Signage Use: Retail Restaurant Office
 Home Occupation Other _____

There are two (2) Retail spaces on the first floor. We propose ONE SIGN LIKE THE SAMPLE ABOVE THE DISPLAY WINDOW OR DOOR OF EACH RETAIL TENANT.

Existing Approved
Master Sign Plan

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DEPARTMENT OF PLANNING & ZONING

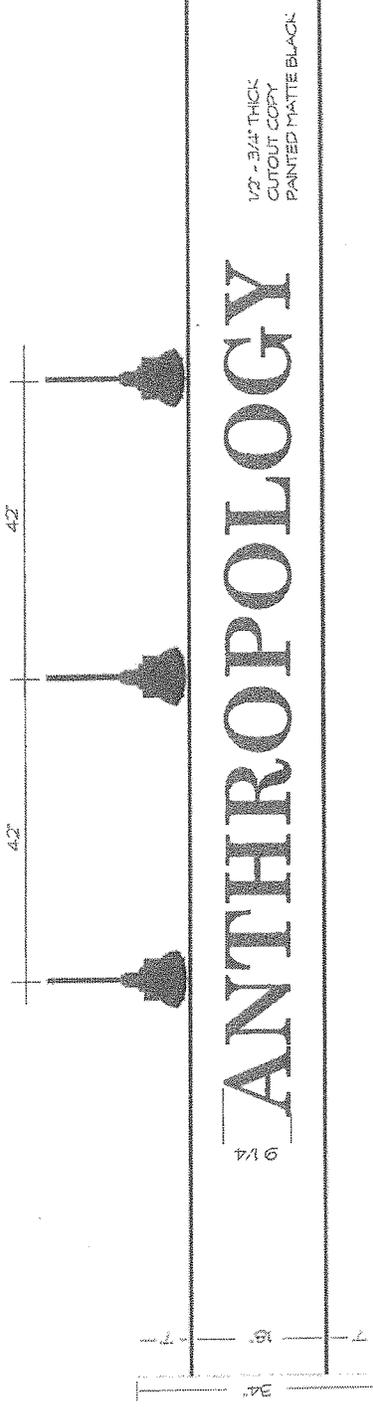
JUN 24 2014

CHURCH STREET
ON SURE FRONT
CLIAMOUNT
ANNAN

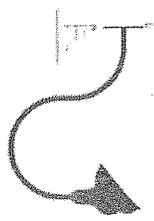
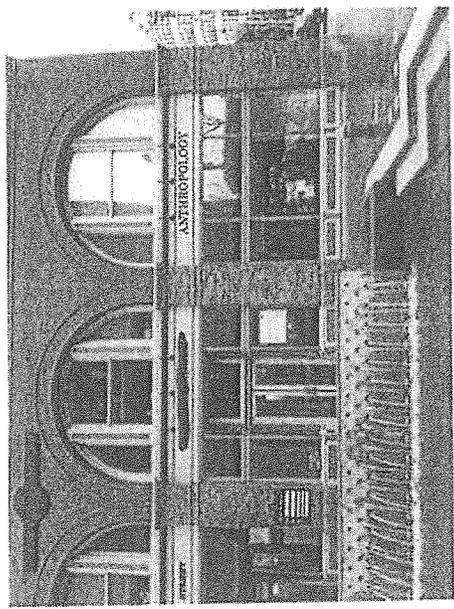
| | |
|-----------|-------------------|
| detail | ONE CHERRY STREET |
| scale | 3/4" = 1 FOOT |
| file name | FRONT NORTH RI |
| date | 10/10/12 |
| drawing | GMD |

SEARLY POTTER
DESIGN GROUP

WOOD & WOOD
 DESIGN • SIGN SYSTEMS
 INTERIOR • EXTERIOR SIGNS
 2413 FIELD YEAHURT 04873
 802-498-3000
 802-498-7916 FAX
 woodwood@nashville.com



ANTHROPOLOGY



LIGHTING SIDE VIEW

6" DIA.
 HISTORIC REFLECTOR
 WITH SCREW IN SOCKET
 WILL ACCEPT INCANDESCENT,
 CFL, LED AND OTHER TYPES
 OF LIGHT SOURCES

APPROVED
DATE

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Master Sign Plan

APPROVED
DATE

SAMPLE OF
 TWO RETAIL SIGNS ON
 CHURCH STREET

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2

Check All that Apply. Specify Number and Sizes:

DEPARTMENT OF PLANNING & ZONING
Type: Freestanding # _____ Parallel # 2 Projecting # 1 Window # _____

Illumination: None # _____ External # 1 Internal # _____

Materials: Metal Neon Plastic Wood Other: _____

Building: Length of Building Frontage Devoted to your Business = 196 ft.

Sign A: Length = 12 in. ft. Height = 14.5 in.
Area = 208 square feet. Height to top of sign = 20 ft. +/-

Sign B: Length = 12 in. ft. Height = 14.5 in.
Area = 208 square feet. Height to top of sign = 22 ft. +/-

Sign C: Length = 46 in. Height = 44 in.
Area = 13.7 square feet. Height to top of sign = 14 ft. +/-

How many existing signs on the building or property are associated with your business? 1

How many existing signs are being replaced? NONE

Total Cost of Proposed Sign(s): \$ 1,600. +/- to \$2,200. +/-

Size of each existing sign: 17" x 36"

Proposed Signage Use: Retail Restaurant Office Home Occupation Other _____ Existing Approved Master Sign Plan

① We are proposing two (2) WALL MOUNTED SIGNS ON OUR SOUTH WALL BETWEEN THE 2nd & 3rd FLOORS. THIS COULD ALSO BE ONE (1) SIGN WITH 2 NAMES
② ALSO WE ARE PROPOSING ONE (1) HANGING SIGN ON THE PEARL STREET SIDE OF THE BUILDING NEAR THE CORNER OF PEARL & CHURCH STREETS

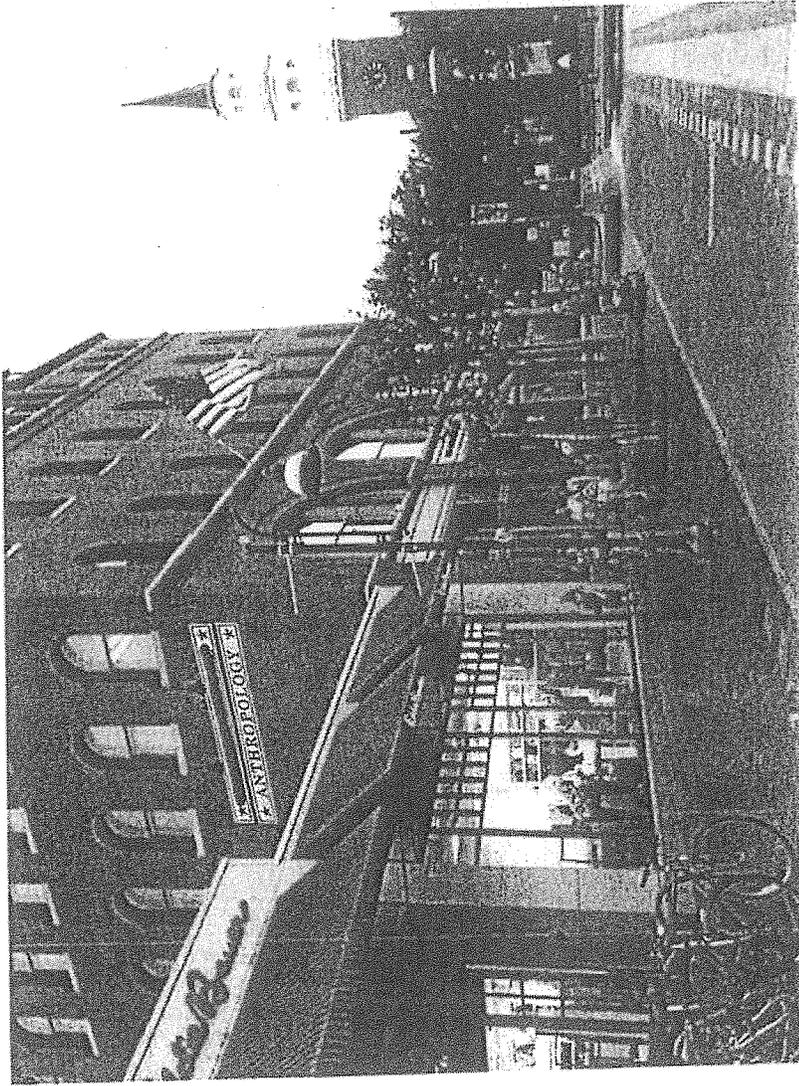
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JUN 24 2014

DEPARTMENT OF
PLANNING & ZONING

ONE CHURCH STREET
SOUTH WALL RIA

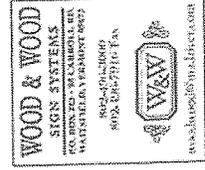
Existing Approved
Master Sign Plan



12 - 12 FOOT LONG PLAQUES PAINTED BEIGE WITH MAROON PINSTRIPE OR MOLDING & BLACK COPY
BLACK PAINTED GOOSENECK LIGHT FIXTURES WITH 10 " HISTORIC REFLECTORS

APPROVED
DATE

OCTOBER 09, 2012
NOT TO SCALE



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JUN 24 2011

DEPARTMENT OF PLANNING & ZONING

#884 SOUTH WALL EXTERIOR BRICK MOUNT TENANT PLACARD

QTY = TWO ONE-FACED

COPY FONT CENTURY SCHOOLBOOK
SIGN AREA 14.5 SQ. FT. EACH PANEL

client ONE CHURCH STREET

scale 3/4" = 1 FOOT

file name SOUTH WALL TENANT DETAIL

date 10/18/12

drawing GMD

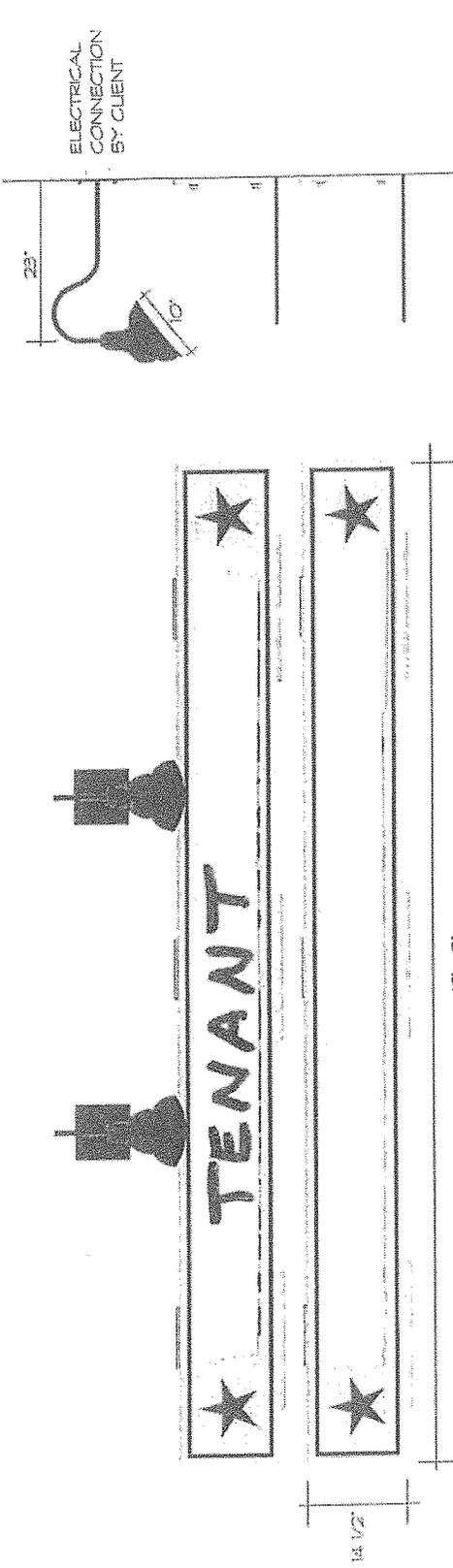
SPARKY POTTER DESIGN GROUP

WOOD & WOOD DESIGN & ARCHITECTURE INTERIOR & EXTERIOR DESIGN WATTSFIELD, VERMONT 05673



802.484.4000 802.484.7916 FAX wood@woodandwood.com

Existing Approved Master Sign Plan



COPY SIZE = 8" TENANT COPY TO BE DETERMINED

3/4" MDO SLAB PAINTED BEIGE WITH PAINTED MAROON PINSTRIPE

COPY PAINTED BLACK

STARS PAINTED BLACK

BLACK PAINTED GOOSENECK LIGHT FIXTURES WITH 10" EMBLEM REFLECTORS PAINTED BLACK ENDING WITH WALL PLATE AND WIRE PIGTAILS FOR ELECTRICAL CONNECTION BY CLIENT

SIGN ATTACHED TO BRICK WALL WITH ANGLE BRACKETS ATTACHED TO BRICK WITH LAG SCREWS INTO ANCHORS EPOXIED INTO BRICK



OPTION 1: APPLIED HALF ROUND MOLDING PAINTED MAROON



OPTION 2: APPLIED HALF ROUND MOLDING & 1 THICK SIGN FOAM CUTOUT COPY PAINTED BLACK



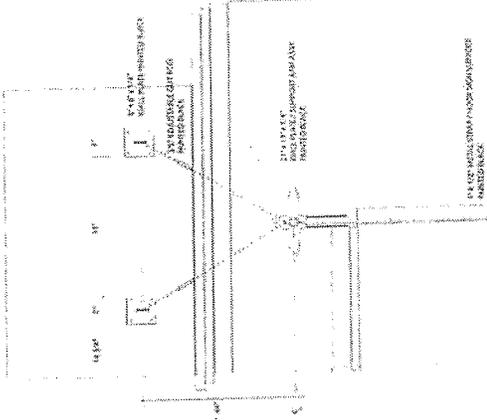
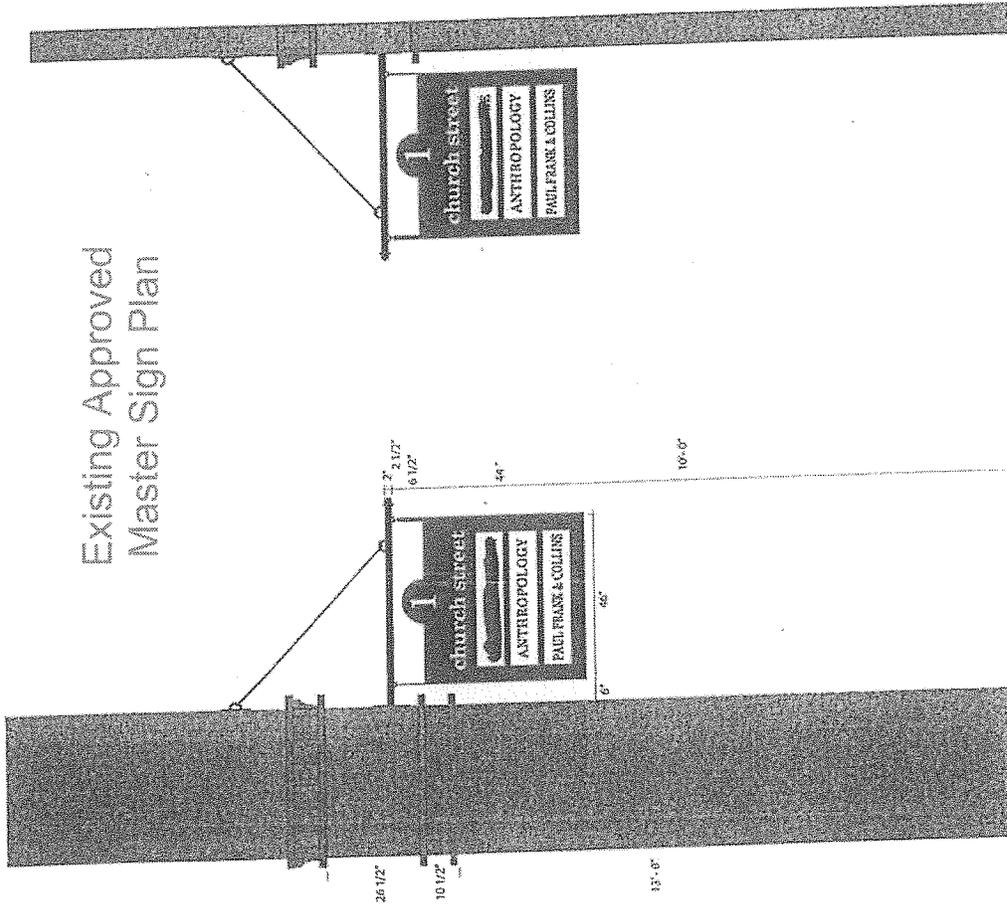
OPTION 3: APPLIED HALF ROUND MOLDING & 1 THICK SIGN FOAM CUTOUT COPY & APPLIED PRISMATIC CARVED STARS PAINTED BLACK



OPTION 4: APPLIED TENANT COPY FACE PANEL OF PAINTED 1/8" THICK DIBOND ALUMINUM

APPROVED DATE

Existing Approved
Master Sign Plan



| | |
|-----------|---------------------------------|
| PROJECT | # 884 |
| | ONE CHURCH STREET BLADE SIGN |
| | EXTERIOR BRICK MOUNTED |
| | QTY = ONE ONE-FACED |
| client | JEFF NICK |
| scale | 3/8" = 1 FOOT |
| file name | 1 CHURCH BLADE R2 |
| date | 10/03/12 |
| drawing | GMD |

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JUN 24 2014

DEPARTMENT OF
PLANNING & ZONING

APPROVED
DATE

PARKY POTTLER
DESIGN GROUP
WOOD & WOOD
DESIGN • SIGN SYSTEMS
INTERIORS • DECORATIVE ARTS
95 CARROLL ROAD
WATSFIELD, VERMONT 05131
802-499-5900
802-499-7316 FAX
woodwood@madriver.com



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JUN 28 2014

DEPARTMENT OF PLANNING & ZONING

CHURCH STREET
BLADE SIGN
EXTERIOR
BRICK MOUNTED
QTY = ONE
TWO-FACED

| | |
|-----------|-----------------|
| client | JEFF NICK |
| scale | 3/4" = 1' FOOT |
| file name | BLADE R2 DETAIL |
| date | 10/08/12 |
| drawing | SMD |

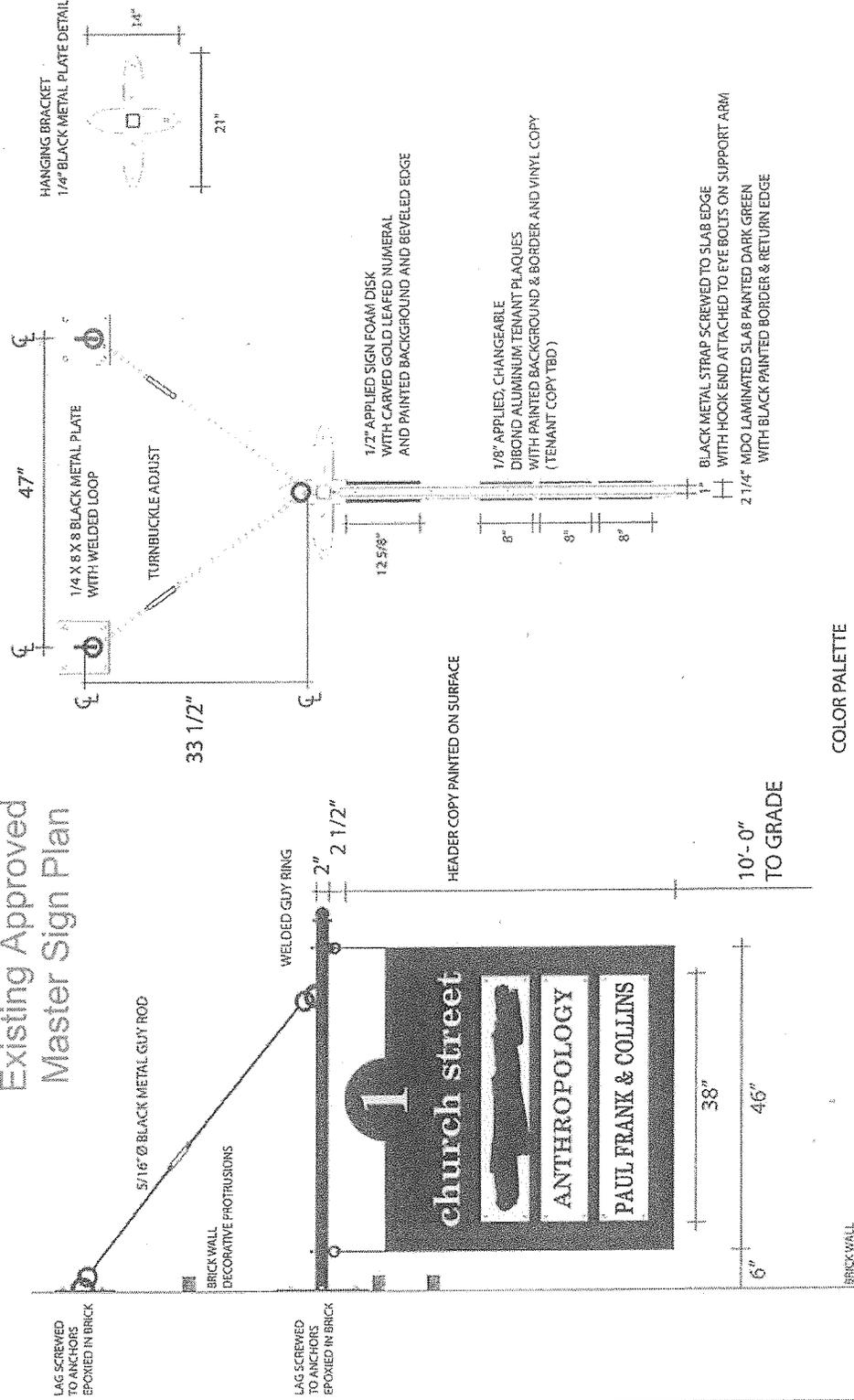
SPARKY POTTLER
DESIGN GROUP

WOOD & WOOD
INTERIORS • DECORATIVE ARTS
1115 CARROLL ROAD
LAITSPFIELD, VERMONT 05671



802-496-3909
802-496-7516 FAX
wood@woodandwood.com

Existing Approved
Master Sign Plan



COLOR PALETTE

- MAROON TBD
- DARK GREEN TBD
- CREAMY BEIGE TBD
- GOLD LEAF

APPROVED
DATE