

SIGNS ON CHURCH STREET MARKETPLACE

An excerpt from the City of Burlington Comprehensive Development Ordinance
www.burlingtonvt.gov/PZ/CDO

Sec. 7.2.4 Sign Regulations for Church Street Marketplace

The regulations of this section shall govern all signs located in the Church Street Marketplace District (hereinafter "district") as defined by Sec. 321 of the City Charter.

(a) Marketplace Commission Approval:

Prior to review and approval of an application under this ordinance for a sign, all signs, banners, kiosks, and similar advertising features must be reviewed by and consented to in writing by the Church Street Marketplace District Commission, which may make use of the Church Street Marketplace Design Guidelines in such reviews.

(b) Exemptions:

Signs at the following addresses shall be exempted from the provisions of this subpart. Such signs may be repaired or replaced so long as the repair or replacement is identical to the sign existing at the time of this ordinance. Where such repair or placement changes the appearance of the sign, the sign must meet all requirements of this subpart.

1. 34 Church Street;
2. 37 Church Street;
3. 75 Church Street (Bank Street facade);
4. 78 Church Street;
5. 107 Church Street; and,
6. 115 Church Street.

(c) Permitted Signs and Restrictions:

Unless otherwise noted, the following on-premise signs shall be permitted:

1. Parallel Signs:

- A. The total area of all parallel signs for each establishment shall not exceed one and one-half (1.5) square foot of length of that portion of such wall devoted to such establishment.
- B. If such establishment does not occupy any floor area of the ground level of the building, other than an entryway, the maximum permitted sign area shall not exceed ten (10) square feet.
- C. Signs painted on or affixed to the inside or outside of windows shall be included in the computation of subsections (A) and (B) above, if their combined area exceeds thirty (30) per cent of the area of the window they occupy.
- D. No signs, except window signs, shall be placed more than one (1) foot above the finish floor level of the second floor of a multi-story building to which they are attached. In no case shall such signs be placed more than fourteen (14) feet above the lowest point where the sidewalk meets the building line on the façade to which the sign is attached or, where there is a public canopy structure, above the top edge of the glass roof.
- E. No parallel sign shall project more than twelve (12) inches from the face of the wall to which it is attached, except as otherwise provided in subsection (3)(b) below.

2. Projecting signs:

- A. There shall be no more than one (1) such sign per establishment.
- B. The total area of such a projecting sign shall not exceed eight (8) square feet.
- C. The maximum projection of such sign beyond the building line shall not exceed four (4) feet.
- D. The maximum height to the top of such a sign, as measured from the lowest sidewalk elevation at the building line on the façade to which the sign is attached, shall not exceed eighteen (18) feet.

- E. The lower edge of such a sign must be at least seven (7) feet six (6) inches above the sidewalk directly beneath the sign.
- F. Three-dimensional signs depicting the goods or services available on the premises are allowed within the limits specified in items (A) through (E) above. The area of the smallest rectangle, which can be drawn encompassing all the parts of the sign, shall measure the area of such signs.
- G. Two-dimensional signs shall have both faces parallel, vertical and at right angles to the building line.

3. Canopies, marquees and awnings:

- A. Canopies, marquees, and awnings attached to buildings are permitted subject to development review board review.
- B. When a sign is affixed to such a canopy, marquee or awning, it shall satisfy the following requirements:
 - i. If placed parallel to the building facade, its area shall be deducted from the maximum allowable area of parallel signs; and,
 - ii. If at right angles, it shall be in substitution of any other projecting sign and shall meet the requirements of subsection (2) A, B, and D through G above for projecting signs.

4. Pedestrian Canopy Signs/Floor Mosaic Signs.

- A. Permanent verbal and nonverbal signs, satisfying the conditions of (3) above for canopies, marquees and awnings, may be attached to the Church Street pedestrian canopy provided they also satisfy the following requirements:
 - i. Such signs may be attached only to front or back columns or to cross members below the glass;
 - ii. The owner of such a sign must bear the full cost of attaching the sign to the canopy structure and must also fully restore the galvanized and painted waterproofing membranes on the canopy, which may be damaged during attachment or removal of the sign;
 - iii. The maximum height of such sign measured from the base of the sidewalk directly below shall be nine (9) feet; and,
 - iv. No person shall have more than two (2) signs located in or attached to any part of the public right-of-way or public canopy system.
- B. Mosaic signs are permitted in the floor of building entries and may fill the entire entry. Such signs may be placed within the sidewalk directly in front of building entries, subject to the following conditions:
 - i. The materials used in creating such a sign must be durable, nonskid paving materials, laid in a manner that is compatible with the existing sidewalk paving and creating no discontinuities in sidewalk surface or changes in grade;
 - ii. The width of such a sidewalk sign shall be no greater than the width of the building entry and the depth shall be no more than seven (7) feet from the building line; and,
 - iii. The owner must bear the full cost of removing the existing sidewalk pavement, assume all liabilities for structural problems in the sidewalk or accidents which may occur due to such re-paving, and restore the original pavement should any problem arise.

5. Kiosks.

Permanent kiosks are permitted provided that the information displayed thereon shall serve a public purpose such as the names and locations of establishments on the block in which the kiosk is located or on the Church Street Marketplace as a whole, or provision of space for changing information such as posters and announcements; and provided that such kiosks meet the following location and dimensional requirements:

- A. Such kiosk shall not impede the flow of pedestrian traffic;
- B. Such kiosk shall not interfere with any publicly funded amenity;
- C. The maximum area of the projected plan of such a kiosk shall be fifteen (15) square feet;
- D. The maximum height of such kiosk shall be ten (10) feet; and,
- E. Two-dimensional signs shall have both faces parallel, vertical and at right angles to the building line.

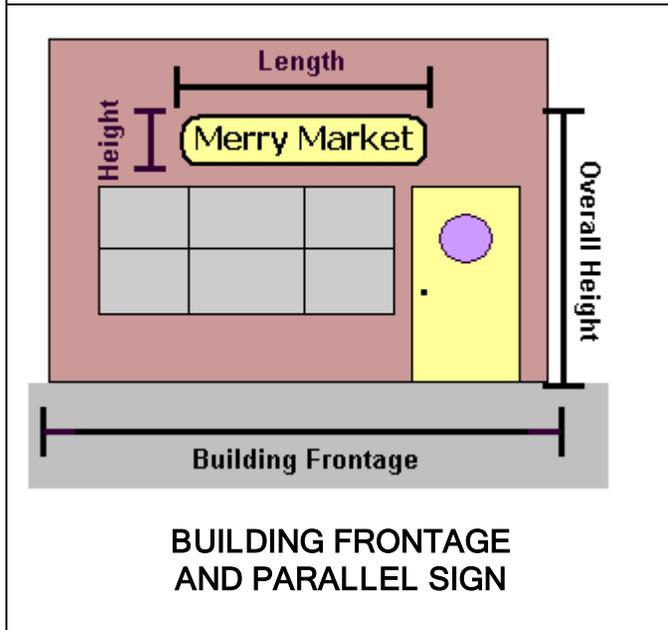
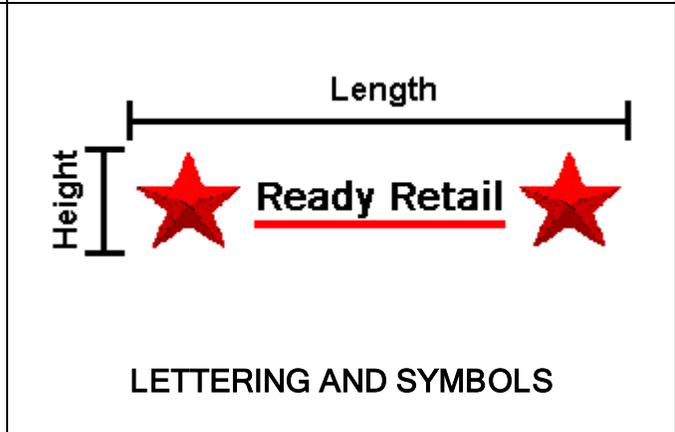
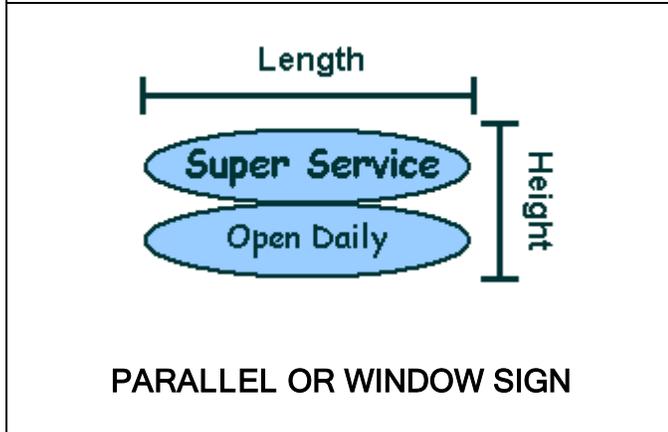
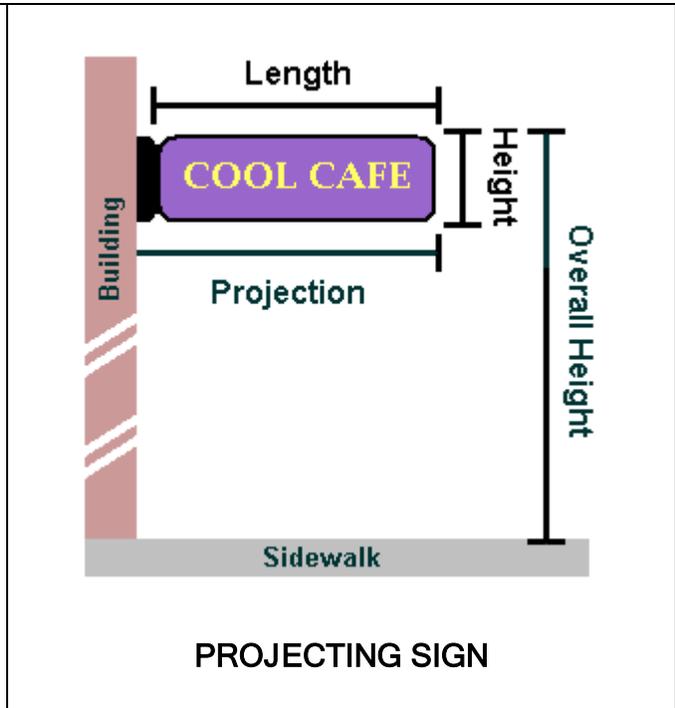
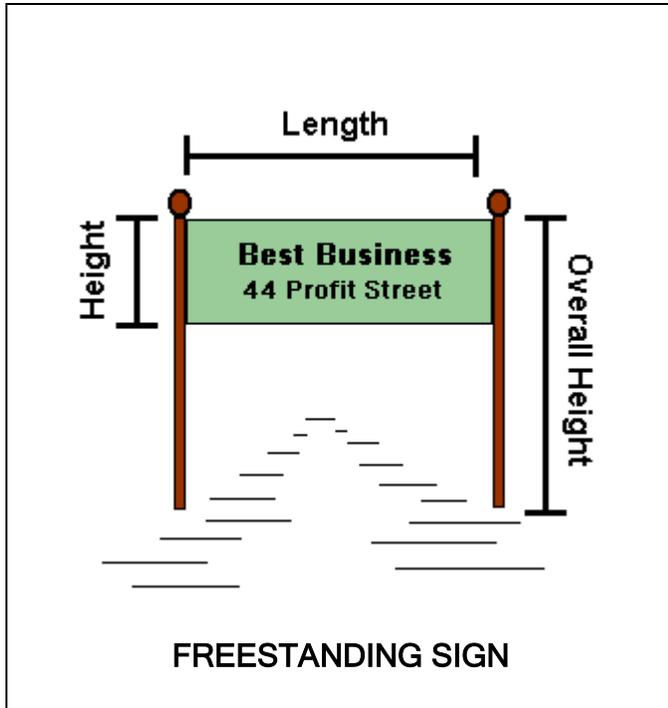
6. Other restrictions on type and placement of signs:

- A. Freestanding on-premises signs are not permitted, except as otherwise provided below.
- B. Internally illuminated signs are prohibited. Signs inside the building may be illuminated in any manner by a steady source of light. Signs external to the building envelope may be illuminated by a steady source of light external to the sign, except that linear outline neon signs with no background are permitted.
- C. Fabric banners or streamers may be mounted on the façade of a building with the written approval of the city engineer, who must be satisfied as to the structural soundness of the mounting device to withstand wind loads. All liability in case of structural failure, however, shall remain the sole responsibility of the owner. The lower edge of such a banner or streamer must be at least fourteen (14) feet above the sidewalk directly beneath the sign. The maximum projection of such banner or streamer beyond the building line shall not exceed six (6) feet.
- D. Temporary flags or banners may be attached to those light poles that have been structurally designed to receive them.

Application forms and the sign permit checklist can be found at:

www.burlingtonvt.gov/PZ/Forms-and-Checklists

Helpful Information Required Style and Measurements for Signs



- ILLUMINATION TYPES**
- None
 - External (light from outside)
 - Internal (light from inside)