

Department of Planning and Zoning

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MEMORANDUM

To: Development Review Board
From: Ryan Morrison, Associate Planner
Date: December 19, 2017
RE: ZP18-0518MP, 208 Flynn Avenue

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.

File: ZP18-0518MP

Location: 208 Flynn Avenue

Zone: ELM **Ward:** 5S

Date application accepted: November 22, 2017

Applicant/ Owner: Stack 208, LLC

Request: Master sign plan for property containing several businesses.

Applicable Regulations:

Article 6 (Development Review Standards), Article 7 (Signs)

Background Information:

The applicant is seeking approval for a master sign plan for a mixed-use, multi-tenant property at 208 Flynn Avenue. The master sign plan includes 3 new signs in addition to several other existing signs.

Sign plans offer flexibility as to sign type and location but are required to be compatible with the site and buildings and character of the surrounding area pursuant to the provisions of Article 6 (that includes design standards). Individual signs in the plan may vary from the restrictions of Sec. 7.2.5 (signs in the Enterprise Districts) if approved by the Development Review Board (DRB) by acceptance of a master sign plan pursuant to this Article. Except for such variations approved by the DRB through a master sign plan, all other requirements, permits, and restrictions regarding signs shall remain in effect.

Recommendation: Denial, per the following findings and conditions:

I. Findings

Article 6: Development Review Standards

Part 1, Land Division Design Standards

Sec. 6.1.2, Review 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 total sign area included in this master sign plan is compliant. There are several existing signs that will remain, in addition to the new signs proposed under the master sign plan. Overall, the sign design is consistent throughout, and simple in appearance. Given the broad scale of the front building, the proposed signage does not overwhelm, or detract from, the integrity of the building. **(Affirmative finding)**

Article 7: Signs

Part 1: General Provisions

Sec. 7.1.9 Types of Signs

(a) Freestanding Signs

The height of freestanding signs shall be measured from the official street grade to the top of the light standard or supporting standard, whichever is higher. Only one freestanding sign is permitted for each separate street frontage devoted to an establishment. A sign that stands without supporting elements, such as “sandwich sign” or interchangeable message boards on wheels, is considered a freestanding sign.

The property fronts only on Flynn Avenue, thus limiting the number of freestanding signs to 1. The proposal includes 2 freestanding signs. The business directory sign lists each business located on site. The freestanding address sign exceeds 2 sf in area, and thus cannot be considered exempt under Sec. 7.1.3 Exemptions. The address sign has to be viewed as a regulated freestanding sign, which in combination with the business directory sign, results in 2 freestanding signs. **(Adverse finding)**

Part 2: District Regulations

Table 7.2.1-1: Sign Regulation Summary

Sign Type	Dimensional Requirements	All Enterprise Districts
Parallel	Size	2-sf¹
	Maximum Height	14-ft²
	Illumination	Yes
Freestanding	Size	1-sf¹
	Maximum Height	6-ft
	Illumination	Yes

1. Size is determined per each linear foot of building frontage allocated to the establishment

2. Or ceiling height of the first floor, whichever is less, except in D, D-T, E-LM and NMU-NAC where the sign may be above 14 feet as per Sec 7.2.3(a)4, Sec. 7.2.4 (c)2D, or Sec. 7.2.4(c)6C.
3. Illuminated freestanding signs are not permitted in NMU district.
4. No signs shall be permitted in the Urban Reserve District.

The parallel sign is proposed at a height greater than 14 ft. Footnote 2 above allows for this within the ELM zoning district subject to Sec. 7.2.3(a) 4, which states:

“A sign above 14 feet may be allowed where the first floor of the building has a floor-to-ceiling height in excess of 14 feet, subject to the following:

- A. *In no instance shall a sign be allowed above the floor level of a second story, or the cornice line of a structure whichever is lower;*
- B. *Such signs shall be architecturally compatible with the design of the structure; and*
- C. *No such sign can be internally illuminated.*

The building to which the ‘208’ parallel sign is to be attached is a single story, with a floor to ceiling height exceeding 14 feet. As a result, the sign may locate at a height greater than 14 feet and below the cornice line.

The proposed freestanding business directory sign complies with the 6 ft height limitation. However, the proposed ‘208’ freestanding address sign exceeds the 6 ft height limitation with a height of 7 ft. **(Adverse finding)**

Sec. 7.2.5 Signs in Enterprise Districts

The property is zoned Enterprise – Light Manufacturing (ELM), and signage is subject to this section. The total area of any parallel sign cannot exceed 2 square feet for each linear foot of building/establishment frontage, or 200 square feet, whichever is less. The property fronts only on Flynn Avenue, and the front building wall totals 264 feet in length – which would result in 528 sf of parallel sign area. However, all parallel signage will be limited to a total of 200 sf of area. Existing parallel signage on the building’s frontage totals approximately 86 sf, which leaves approximately 114 sf of new parallel signage area potential. At the time of this report, the dimensions of the proposed ‘208’ address sign on the building have not been submitted. This sign will need to be limited to a maximum size of 114 sf. The sign does not appear to exceed this size limitation. There are several other parallel signs located throughout the development advertising the various businesses. These signs are not visible from Flynn Avenue.

Freestanding signs are limited to 6 ft in height, and an area of ½ square foot per 1 linear foot of building/establishment frontage or a total of 60 square feet, whichever is less. The building’s frontage totals 264, which would result in a maximum allowance of 132 sf of freestanding sign area. However, as required, freestanding signage is limited to 60 sf in area. The existing freestanding directory sign exceeds 6’ in height, but its area totals 12 sf. This sign will be replaced with a new directory sign totaling 5.6 ft in height and 20.7 sf in area. The proposed freestanding ‘208’ sign (7.8 sf) exceeds the 6 ft height limitation with a height of 7 ft. In addition to the limitation of 1 freestanding sign per street frontage requirement, the ‘208’ freestanding address sign also exceeds the 6 ft height limitation. **(Adverse finding)**

Part 3: Sign Plans

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 Enterprise – Light Manufacturing (enterprise) zone. The buildings contain 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 Sections 7.2.3, 7.2.4, 7.2.5 and 7.2.6 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.

This provision allows for individual signs to vary from the restrictions of Section 7.2.5 (Signs in Enterprise Districts) in the type and placement of signs on a structure or lot. This provision does not provide for an increase in the number of signs or the total sign area allowed for a property. Sec. 7.1.9 (a) limits freestanding signs to one per each separate street frontage. The property fronts only on Flynn Avenue, and thus is limited to just 1 freestanding sign. Additionally, Sec. 7.2.5 (d) specifically limits freestanding signs to 6' in height. The freestanding '208' address sign is proposed to be 7' in height. This particular section only allows flexibility in the type and placement of signs on a structure or lot. Flexibility is being sought to allow for additional freestanding signage, and to exceed a height limitation. Neither request is applicable to the provisions of a master sign plan. **(Adverse finding)**

II. Reasons for Denial

1. Per the adverse findings above.