

Department of Planning and Zoning

149 Church Street
Burlington, VT 05401
Telephone: (802) 865-7188
(802) 865-7195 (FAX)
(802) 865-7142 (TTY)

David White, AICP, Director
Meagan Tuttle, AICP, Comprehensive Planner
Jay Appleton, GIS Manager
Scott Gustin, AICP, CFM, Principal Planner
Mary O'Neil, AICP, Principal Planner
Ryan Morrison, CFM, Associate Planner
Anita Wade, Zoning Clerk
Layne Darfler, Planning Technician



TO: Development Review Board
FROM: Scott Gustin *SG*
DATE: February 20, 2018
RE: 18-0620MP; 645 Pine St (& numerous city locations)

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: Multiple Ward: Citywide

Owner/Representative: Burlington Parks, Recreation, & Waterfront / Max Madalinski

Request: Master sign plan

Applicable Regulations:

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

Background Information:

The applicant is seeking approval for a master sign plan for use within city parks' facilities. There are three basic categories: Parks ID signs, parks rules and regulations signs, and bike path signs. The parks ID and bike path signs are freestanding. The rules and regulation signs will be posted on existing fencing or installed on posts. The parks ID signs are for use in just four city parks: Pomeroy, Smalley, Schmanska, and Roosevelt Parks. The other signs are for use at parks citywide and along the bike path. Each individual sign will be subject to a separate zoning permit as they are installed. Exceptions are those that are included within the bike path right-of-way.

Sign plans offer flexibility but are required to 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 standards in Article 7, Part 2: *District Regulations*, as to the type and placement of signs on a structure or lot, no individual sign may exceed the size limitations.

Except for such variations approved by the Development Review Board by acceptance of a master sign plan pursuant to this Article, all other standards regarding signs shall remain in effect.

Recommendation: Master Sign Plan approval as per, and subject to, the following findings and conditions:

I. Findings

Article 7: Signs

The proposed signs will be located in multiple zoning districts. The most restrictive sign standards apply to the RCO and Residential zones. In those zones, freestanding and parallel signs are limited to 20 sf and 6' and 14' in height, respectively. The largest of the proposed signs are the

freestanding parks ID signs. They are 13.5' sf in size and 4' 4" tall. The rules and regulation signs are smaller at just under 4 square feet. Note the dimensions vary slightly in the two examples. Both are acceptable. The bike path signs are small at under 3 sf each. The posts to which they will be affixed are 7' tall. This height is acceptable in the mixed use and downtown zones. It is too tall in the RCO and residential zones, wherein the height limit is 6.' The height must be adjusted accordingly. For those signs that are to be located within the bike path right-of-way, the 7' height may be acceptable (and exempt from zoning jurisdiction). **(Affirmative finding as conditioned)**

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 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 and number of signs on a property (i.e. such as ID sign along with a rules and regulation sign). 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 proposed master sign plan depicts signage one would typically expect to see within a parks and greenway system. The signs are fairly small and unobtrusive. They provide the necessary information and nothing else. No illumination is proposed. The proposed sign plan makes provision for comprehensive signage for city parks and the bike path while utilizing some degree of flexibility afforded in the master sign plan process. **(Affirmative finding)**

II. Conditions of Approval

1. The individual signs included in this Master Sign Plan are subject to separate zoning permits except as where they may be exempt due to location within a public right-of-way.
2. Freestanding signs in the RCO and Residential zones may not exceed 6' in height.