

**Town of Waterbury
Interim Sign Bylaw Amendments
Draft – May 2, 2019**

ARTICLE XV INTERIM SIGN BYLAW AMENDMENTS

Section 1500 Enactment and Authority

The Town of Waterbury has adopted these interim bylaws in accordance with and as authorized by the *Vermont Municipal and Regional Planning and Development Act*, 24 V.S.A. Chapter 117, §4415, Interim Bylaws.

Section 1501 Purpose

The purpose of these interim sign bylaws is to protect the general public welfare and provide for orderly physical and economic growth of the area in the vicinity of the Main Street Reconstruction project. This bylaw facilitates businesses in the Main Street Reconstruction area to promote their services and products, and to advertise the fact that they are open for business during the period of time that the Main Street Reconstruction Project is in process, which is expected to be approximately two to three years.

Section 1502 Applicability

The applicable area is the immediate vicinity of the Main Street Reconstruction project along North and South Main Street and portions of the nearby side streets as shown in a yellow outline and yellow shading on the attached Interim Sign Bylaw Area Map.

Section 1503 Exemption

Temporary banners, while subject to all general provisions of Article VIII of the Waterbury Zoning Regulations which regulate signs, may be erected without a permit provided they comply with the following provisions:

- (a) **Size, location, and maintenance:** The maximum size for each banner shall be no greater than 16 square feet, with minimum dimensions of 2 feet by 2 feet. Each banner shall be located on either the façade of the principal building where the business is located or on the facade of an accessory building on the same parcel as the business being promoted. There shall be no more than one banner for each business located on a parcel. Banners displayed as freestanding ground signs shall be prohibited. Any banners displayed under these bylaws shall be maintained in good condition without any torn fabric.

- (b) **Design guidelines:** The graphic design for each banner shall be in conformance with the *Waterbury, Vermont Brand Guidelines* available at https://revitalizingwaterbury.org/uploads/files/Waterbury%20Brand%20Standards_2019_lores.pdf **and** the attached Banner Design Guide Supplement approved by the Board of Revitalizing Waterbury, Inc.

- (c) **Effective period:** These temporary banners may remain in place for the duration of the effective period of this interim bylaw that will be in effect for two years from the date of adoption by the Select Board that is May 2, 2019, with the option of a one year extension that will also require adoption by the Select Board. Any banners in place under these bylaws shall be removed no later than the expiration date of these interim bylaws.

Section 1504 Enforcement

Enforcement of these Interim Bylaws shall be as provided for in 24 V.S.A. Chapter 117, §4451, and Section 310 of the Waterbury Zoning Regulations as amended through May 16, 2016.

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Area



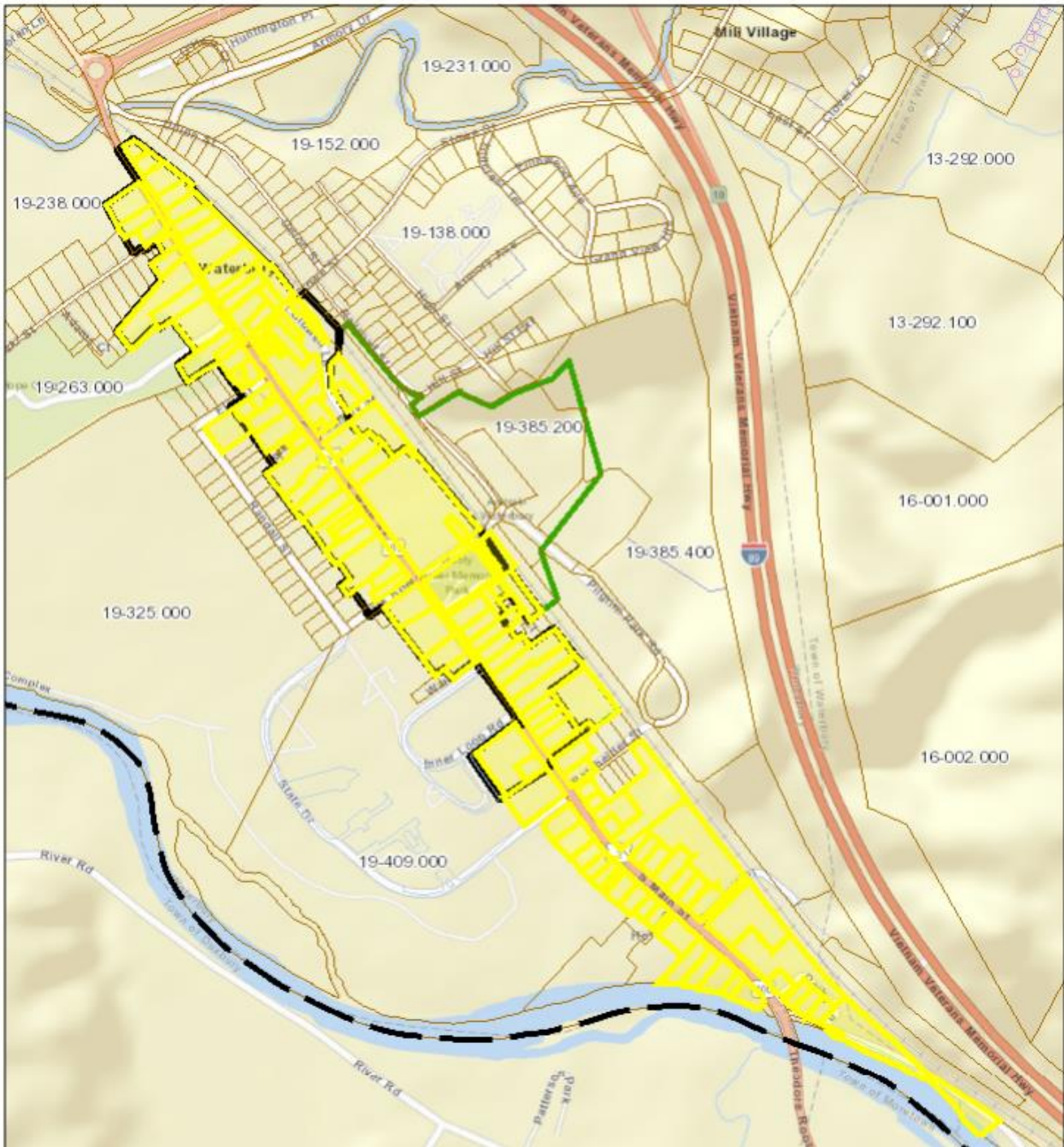
Bylaw Area Map

February 8, 2019

1 inch = 700 Feet



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Banner Design Guideline Supplement

The following guidelines are intended to complement and extend beyond the *Waterbury Brand Guidelines* to provide additional uniformity in banners.

To this end, the following standards will apply to banners:

- (1) Banners must have a solid background color, which must be one of the colors defined in the Historic Pallet, Brightened Historic Pallet, or Waterbury Works Pallet.
- (2) All text on the banner (unless included in (4) below) must be in white, black, or a tan or grey defined in Brand Guidelines. All text must be the same color throughout the banner.
- (3) No more than three separate blocks of text may appear on the banner. Text must be in Trend Slab, Trend Sans, or Minion Pro font.
- (4) Up to 30% of the total banner may be used for a business name and/or logo which does not conform to the above standards. The 30% area will be determined by the size of the geometric shape that contains all aspects of the logo and associated non-brand text.

Samples of banners that conform to the above standards can be found on the following page.

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Sample Banners that Conform to the Banner Design Guideline Supplement

