CITY OF BURLINGTON

Administration Department
300 N. Pine Street, Burlington, WI, 53105
(262) 342-1161 – (262) 763-3474 fax
www.burlington-wi.gov

AGENDA
HISTORIC PRESERVATION COMMISSION
THURSDAY, OCTOBER 24, 2019 at 5:30 P.M.

Common Council Chambers, 224 East Jefferson Street, Burlington, WI 53105

Darrel Eisenhardt, Chairman
Susan Kott, Aldermanic Representative
Frank Capra, Commissioner
Steve Wagner, Commissioner
Ken Morrison, Commissioner
Kevin O'Brien, Commissioner
Bernard Petersen, Commissioner

1. Call to order

2. Roll Call

3. Citizen Comments

4. Approval of minutes of September 26, 2019

5. Letters and Communications: None

6. Old Business: None

7. New Business:

   A. To consider approving a Sign Permit application from Megan Schroeder for property located at 133 E. Chestnut Street to install vinyl signage on the windows and door.

8. Discussion items:

   A. Review of Façade Grant Funding Status.

   B. Discussion regarding items for sale and/or displayed on the sidewalk in front of a business in the HPO district.

9. Adjournment.

NOTE: Citizen Comments – each person will be allowed a maximum of (3) three minutes to speak.

NOTE: If you are disabled and have accessibility needs or need information interpreted for you, please call the City Clerk's Office at 262-342-1161 at least 24 hours prior to the meeting.

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HISTORIC PRESERVATION COMMISSION
MEETING MINUTES
THURSDAY, SEPTEMBER 26, 2019

The meeting was called to order by Chairman Darrel Eisenhardt at 5:30 p.m. Aldermanic Representative Susan Kott; Commissioners Steve Wagner; Ken Morrison; Kevin O'Brien; and Bernard Petersen were present. Commissioner Frank Capra was excused. City Administrator Carina Walters; Gregory Guidry, Building Inspector; and Tanya Fonseca, Graef, were also present.

CITIZEN COMMENTS
None

APPROVAL OF MINUTES
Commissioner Wagner moved, and Commissioner Morrison seconded to approve the minutes of August 22, 2019.

LETTERS AND COMMUNICATIONS
None

OLD BUSINES
None

NEW BUSINESS

A. To consider approving a Certificate of Appropriateness (COA) and Sign Permit application from Vickie Winkler for property located at 517 Milwaukee Avenue to install a hanging sign.

- Chairman Eisenhardt introduced and opened this item for discussion.
- Gregory Guidry, Building Inspector, explained the projecting sign meets all regulations with size, color and location.
- Chairman Eisenhardt questioned where the sign was going to be placed. Dennis Spankowski, Burli Signs, responded the sign is being placed between the first and second window on the left side.
- There were no further comments.

1) Motion for COA

- Commissioner O'Brien moved, and Commissioner Wagner seconded to approve the COA to install the sign.

- All were in favor and the motion carried.

2) Motion for Sign Permit

- Commissioner O'Brien moved, and Commissioner Morrison seconded to approve the Sign Permit.

- All were in favor and the motion carried.

B. A Façade Grant Program application from Vickie Winkler for property located at 517 Milwaukee Avenue to install a hanging sign.

- Chairman Eisenhardt introduced and opened this item for discussion.

- There were no comments.

- Commissioner O'Brien moved, and Commissioner Morrison seconded to approve the Façade Grant for the sign, but not to exceed $250.00.

- Roll call: Chairman Eisenhardt; Aldermanic Representative Kott; Commissioners Wagner; Morrison; O'Brien; and Petersen.

- All were in favor and the motion carried.

C. To consider approving a Certificate of Appropriateness application from Luanne Clark for property located at 401 N. Pine Street to install three awnings.

- Chairman Eisenhardt introduced and opened this item for discussion.

- Tanya Fonseca, Graef, explained the awnings meet the requirements. However, the owner was requested to bring a sample of the awning material, and confirme the height and depth of the awnings. Ms. Fonseca further explained the memorandum has suggestions for any future façade repairs. Luanne Clark, owner, stated the color of the awning is like a dull gray and green.

- Commissioner Wagner commented that he found a photograph from 1926 showing the awning depth and where it is located in relation to the transoms above the windows on N. Pine Street.

- Ms. Clark stated the new awning on Washington Street side will cover up the white board, and will be the same height as the awning on N. Pine Street. Aldermanic Representative Kott asked if the frame for the awning will be the same. Ms. Clark replied no, the frame will be new and made of aluminum, as well as scalloped like the existing awning with no signage.
- There were no further comments.

- Commissioner O'Brien moved, and Alderman Representative Kott seconded to recommend approval of the Certificate of Appropriateness to install three awnings.

- All were in favor and the motion carried.

D. A Façade Grant Program application from Luanne Clark for property located at 401 N. Pine Street to install three awnings.

- Chairman Eisenhardt introduced and opened this item for discussion.

- There were no comments.

- Aldermanic Representative Kott moved, and Commissioner Petersen seconded to approve the Façade Grant for three awnings, but not to exceed $4,428.36.

- Roll call: Chairman Eisenhardt; Aldermanic Representative Kott; Commissioners Wagner; Morrison; O'Brien; and Petersen.

- All were in favor and the motion carried.

DISCUSSION ITEMS

A. Review of Façade Grant Funding Status

- Chairman Eisenhardt introduced and opened this item for discussion.

- Chairman Eisenhardt explained Round 8 has a $0.00 balance and Round 9 will have $4,797.21 remaining after tonight's approvals.

B. Discussion regarding off-site signage/items including signage on the sidewalk in front of a business (excluding sandwich signs), and items for sale and/or displayed on the sidewalk in the HPO District.

- Chairman Eisenhardt introduced and opened this item for discussion.

- Commissioner O'Brien stated he would like to see consistency with signage. Commissioner O'Brien further stated businesses are using city property to advertise and blocking walkways on the sidewalk.

- Carina Walters, City Administrator, stated it is up to the Commissioners to decide what they would like to see displayed in the downtown area such as; clothes on racks in front of the business and hangers/hooks on the building or trees. Ms. Walters explained Roger Brooks

completed a city-wide study in 2018 to suggest businesses "dress up" their entryways with flowers, benches and small décor. Ms. Walters stated some businesses have added items for sale outside as well.

- The Commissioners had a lengthy discussion regarding items outside of the businesses in the Right-of-Way. The Commissioners agreed, and did not care for the tuxedo hanging in the tree or displaying off-site signage/items inside of other businesses. The Commissioners stated the clothes on the sidewalk should not block walkways, but racks next to the building might be okay. However, the Commissioners would like Ms. Fonseca to research other communities for guidelines on what they allow, which will be discussed at a future meeting.

ADJOURNMENT

Commissioner Wagner moved, and Aldermanic Representative Kott seconded to adjourn the meeting at 6:31 p.m. *All were in favor and the motion carried.*

Recording Secretary,

Kristine Anderson
Administrative Assistant

HISTORIC PRESERVATION COMMISSION **ITEM NUMBER: 7A**

DATE: October 24, 2019

SUBJECT: Sign Permit for 133 E. Chestnut Street

SUBMITTED BY: Gregory Guidry, Building Inspector

The HPC's role is to review the proposed Sign Permit according to the Secretary of Interior's Standards for Rehabilitation.

PROJECT/SCOPE:
Megan Schroeder, applicant, is requesting approval of a Sign Permit located at 133 E. Chestnut Street. The proposed project consists of:

- The installation of a new signage on the windows and door. Megan Schroeder, applicant, proposes to install signage that reads "Hopscotch Cakery". The vinyl logo signs will be located on the center window and entrance door. The sign measurements for the center window are 24.5 inches by 30 inches, and the door is 11 inches by 13.5 inches. These measurements are within the allowed size per the Historic District requirements.

Gregory Guidry, Building Inspector, whose memorandum is attached, recommends approval of this request, subject to conditions listed in the October 14, 2019 memorandum to the Commission.

PROPERTY FILE HISTORY:

Year Built: 1887			
COA previously issued?	**Yes: X**	**No:**	**Year:** April 26, 2012
Previous COA project details:	2012 – tuck-pointing, 2009 – paint façade		
2008 – façade repairs, 2001 – awning replacement, 2000 – façade repairs			
Previous façade grants received?	**Yes: X**	**No:**	**Amount:** $6,344.39 (2008, 2001, 2000)
Current violations on property?	**Yes:**	**No: X**	
Violation Details:			

FINANCIAL REMARKS:
The above items will be paid 100% by the owner.

RECOMMENDATION:
Staff recommends approval of this Sign Permit.

TIMING/IMPLEMENTATION:
This item is for consideration to approve the Sign Permit at the October 24, 2019 Historic Preservation Commission meeting.

CITY OF BURLINGTON

Building & Zoning Department
300 N. Pine Street, Burlington, WI 53105
(262) 342-1163 – (262) 763-3474 fax
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To: City of Burlington Historic Preservation Commission

From: Gregory Guidry, Building Inspector

Date: October 14, 2019

Re: Sign Permit Application, 133 E. Chestnut Street

Desired Outcome: Installation of a new signage on the windows and door

Location: 133 E. Chestnut Street

Summary: Megan Schroeder, applicant, proposes to install signage that reads "Hopscotch Cakery". The vinyl logo signs will be located on the center window and entrance door. The sign measurements for the center window are 24.5 inches by 30 inches, and the door is 11 inches by 13.5 inches. These measurements are within the allowed size per the Historic District requirements.

Recommendation: Staff recommends that the Historic Preservation Commission approve the submitted Sign Permit for 133 E. Chestnut Street. This approval is subject to the following conditions.

1. All work shall be per the application materials submitted on September 30, 2019.
2. The applicant shall obtain a sign permit for the work.

Analysis of Request against Applicable City Ordinance Requirements and Guidelines

Applicable Review Standard	Evaluation	Comments
Has Applicant Submitted All Required Application Materials?		
(1) For Certificate of Appropriateness	NA	
(2) For Sign Permit Application	Complete	
Standards for Signage in the HPO Historic Preservation Overlay District (Section 315-74)		
(1) Prohibited Signs	NA	
(2) Wall, fascia (including transoms), and awning signs 315-74 and page 19	NA	
(3) Projecting and Hanging Signs 315-74 C	NA	
(4) Illumination of Signs 315-74 D	NA	
(5) Limitations on types of window signs 315-74 (E)	Met	Vinyl signage.
(6) Signage Color 315-74 (F)	Met	The letters for the signs are white.
(7) Sign Letter and overall size 315-74 B (3)	Met	All letters will meet the maximum size of 12 inches per HPC requirements.

GENERAL STANDARDS FOR (HPO) HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-42)		
District Standards 315-42(B)	Met	Colors, materials, and other details of sign comply with district standards.
Limitation on Structural/Appearance Changes 315-42(E)	NA	
CITY OF BURLINGTON HISTORICAL PRESERVATION DISTRICT STANDARDS & GUIDELINES		
Design Issues (pg. 19)	Met	The signs meet the required specifications.
Maintenance and Repair (pg. 23)	NA	
Lighting (pg. 16)	NA	
Screening (pg. 24)	NA	
Doors and Entrances (pg. 14)	NA	
Secretary of Interior's "Standards for Rehabilitation" (pg. 6)	NA	
OTHER CITY OF BURLINGTON ZONING ORDINANCE STANDARDS		
Article VII (Signs)	Met	The signage meets the ordinance.

APPLICATION FEE: $150

Application for the Historic Preservation Overlay District Sign Permit

PROJECT ADDRESS:
133 E Chestnut St, #A, **Burlington, WI**

Property Owner Information	Property Applicant Information
FRANK TROOST	Megan Schroeder
Owner of Property	Applicant Name
120 E CHESTNUT ST	34510 Walburg Lane
Owner's Address	Applicant Address
BURLINGTON, WI 53105	Burlington, WI 53105
City, State and Zip Code	City, State and Zip Code
262-671-2414 888-611-4191	262-716-9159
Phone Number Fax Number	Phone Number Fax Number
michelle@mpcpm.com	megan.schroeder@gmail.com
Email Address	Email Address
Owner's Signature	Applicant's Signature

Name of Business: Hopscotch Cakery

Contractor's name and address: Burlisigns #125 Front St Burlington

Include the Following with Application

Please attach a **recent photograph** of the entire façade of the building upon which the sign is proposed to be placed (minimum size of 3 inches by 5 inches) and a drawing or other graphic display of the proposed signage (drawn to a known architectural or engineering scale and properly dimensioned). This display must include all details that are applicable to said application including the following:

- ☑ Proposed sign placement on the building with scaled dimensions indicating placement, distance extension from building and height of the sign relative to the abutting sidewalk (or surrounding grade if there isn't a sidewalk) for each sign proposed.
- ☑ The actual building dimensions, height and length of window(s) and/or door(s) for the proposed sign placement.
- ☐ The material composition of the sign and its various elements.
- ☑ The color(s) of the sign(s) proposed.
- ☑ Scale of the drawing or graphic noted.
- ☐ Date of the drawing or graphic noted.
- ☐ Name of the preparer of the drawing noted.
- ☑ Notation if you are using a product or company logo

Street Windows

Hopscotch Cakery

Logo Size 24.5″ x 30″
(Proportionate in this image)

only the white logo
will go on the window.
No gray.

Left Window 34″ x 92″

Center Window 52″ x 92″

Right Window 52″ x 92″

Door

Hopscotch Cakery

Logo Size 11″ x 13.5″
(Proportionate in this image)

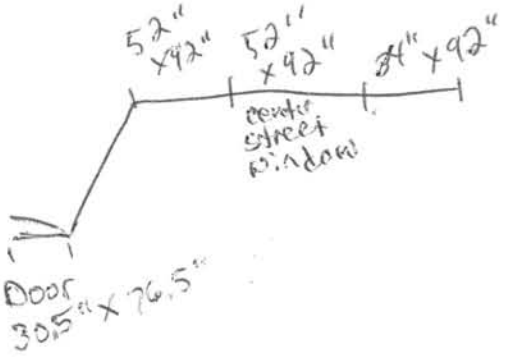
Door Window 30.5″ x 76.5″

only the white logo will go on the door. No gray.

Logo Example

Only the white of the logo to go in center street window & on door

Logo will be 24.5" x 30" on center window



Megan Schroeder
Hopscotch Cakery Logo
9-29-19

153
The Loop

HISTORIC PRESERVATION COMMISSION **ITEM NUMBER: 8A**

DATE: October 24, 2019

SUBJECT: Façade Grant Funding

SUBMITTED BY: Gregory Guidry, Building Inspector

The HPC's role is to review the Façade Grant Funding summary for projects requesting grants.

DETAILS:
Attached please find the Façade Grant Funding report for Round 9 dated October 9, 2019 with $4,797.21 remaining. Round 8 dated October 9, 2019 with a balance of $0.00 with 3 properties under construction.

EXECUTIVE ACTION:
This item is for discussion only at the October 24, 2019 Historic Preservation Commission meeting.

Burlington HPC - Façade Grant Funding, Round #9 - $10,000

Applicant Name/Company	Property Address	Total Improvement Amount	Grant Amount Approved for Funding	Notes	Approved Date	Expiration Date	Funded	Amount Funded	Date Paid
Bevin Dawson	488 Milwaukee Avenue (East)	$15,292.35	$524.43		7/25/2019	7/25/2020	*Pending*	*Pending*	*Pending*
Vickie Winkler	517 Milwaukee Ave.	$2,724.00	$250.00		9/26/2019	9/26/2020	*Pending*	*Pending*	*Pending*
Luanne Clark	401 N. Pine St.	$8,856.72	$4,428.36		9/26/2019	9/26/2020	*Pending*	*Pending*	*Pending*

Obligated Funds:	**$ 10,000.00**
Total Distributed to Date	**$0.00**
Pending	**$5,202.79**
Actual Balance Remaining: $50,000 Less Total Disbursed and Pending =	**$ 4,797.21**

Updated: **10/9/2019**

NOTES:

(a)Total Round 8 funding includes: $50,000 allotment (2018)

** LuAnne Clark (401 N. Pine) received funds from Round 7 and Round 8 for full approved grant amount

**Rear façade at 572 N. Pine not approved by HPC Response Team. Front was approved 11/8/18 and front funds disbursed. Holding rear façade funds until completion

Burlington HPC - Façade Grant Funding, Round #8 - $50,000

Applicant Name/Company	Property Address	Total Improvement Amount Proposed	Grant Amount Approved for Funding	Notes	Approved Date	Expiration Date	Funded	Amount Funded	Date Paid
LuAnne Clark	401 N. Pine Street (south side)	$4,793.00	$2,396.50	**	12/28/2017	12/28/2018	Yes	$ 319.04	1/29/2018
Itzin's Shoes & Repair	420, 428, & 436 N. Pine St.	$14,000.00	$7,000.00		7/26/2018	7/26/2019	Yes	$6,825.39	11/29/2018
Al Strelbecki	572 N. Pine St. (front & rear)	$8,450.00	$4,225.00	**	5/24/2018	5/24/2019	*Rear expired*	$ 3,380.00	11/8/2018
Brian Torgerson	164 E. Washington St. (front)	$18,875.51		Council approved 6 months	1/29/2019	8/31/2019	*$5000 Recinded by applicant*	*Recinded by applicant*	*Recinded by applicant*
Brian Torgerson	164 E. Washington St. (side)	$9,241.51		Council approved 6 months	1/29/2019	8/31/2019	*$4620.76 Recinded by applicant*	*Recinded by applicant*	*Recinded by applicant*
Brian Torgerson	164 E. Washington St. (rear)	$9,400.00		Council approved 6 months	1/29/2019	8/31/2019	*$4700 Recinded by applicant*	*Recinded by applicant*	*Recinded by applicant*
Teacher Place	533 Milwaukee Ave.	$16,061.00	$5,000.00		5/23/2019	5/23/2020	*Pending*	*Pending*	*Pending*
Teacher Place	541 Milwaukee Ave.	$11,182.00	$5,000.00		5/23/2019	5/23/2020	*Pending*	*Pending*	*Pending*
Dustin & Molly Elsbury	164 E. Washington St. (front)	$27,037.25	$5,000.00		6/27/2019	6/27/2020	*Pending*	*Pending*	*Pending*
Dustin & Molly Elsbury	164 E. Washington St. (side)	$16,692.81	$5,000.00		6/27/2019	6/27/2020	*Pending*	*Pending*	*Pending*
Dustin & Molly Elsbury	164 E. Washington St. (rear)	$14,850.30	$5,000.00		6/27/2019	6/27/2020	*Pending*	*Pending*	*Pending*
Bevin Dawson	488 Milwaukee Avenue (West)	$16,015.49	$5,000.00		7/25/2019	7/25/2020	*Pending*	*Pending*	*Pending*
Bevin Dawson	488 Milwaukee Avenue (North)	$48,120.76	$5,000.00		7/25/2019	7/25/2020	*Pending*	*Pending*	*Pending*
Bevin Dawson	488 Milwaukee Avenue (East)	$15,292.35	$4,475.57		7/25/2019	7/25/2020	*Pending*	*Pending*	*Pending*

Obligated Funds:	**$ 50,000.00**
Total Distributed to Date	**$10,524.43**
Pending	**$39,475.57**
Actual Balance Remaining: $50,000 Less Total Disbursed and Pending =	**$0.00**

Updated: **10/9/2019**

NOTES:

(a)Total Round 8 funding includes: $50,000 allotment (2018)

** LuAnne Clark (401 N. Pine) received funds from Round 7 and Round 8 for full approved grant amount

**Rear façade at 572 N. Pine not approved by HPC Response Team. Front was approved 11/8/18 and front funds disbursed. Rear façade funds ($845) expired 5/24/19

HISTORIC PRESERVATION COMMISSION **ITEM NUMBER: 8B**

DATE: October 24, 2019

SUBJECT: Discussion regarding items for sale and/or displayed on the sidewalk in front of a business in the HPO district.

SUBMITTED BY: Gregory Guidry, Building Inspector

DETAILS:
Attached is a memorandum of ideas for discussion regarding temporary outdoor sidewalk displays and furnishing guidelines, which was requested at the September 26, 2019 HPC meeting.

Also attached are the sidewalk measurements for the downtown historic district.

Staff seeks recommendations from the HPC regarding the aesthetic of the downtown in respect to outdoor displays (i.e. plants, benches, signs, etc.). Based on the recommendation, the City can remain status quo or amend ordinances as appropriate. Should an ordinance be requested, the ordinance(s) would come before the HPC, Plan Commission and the Common Council, as well as have a public hearing with notification to all owners within the HPO district.

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GRāEF

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MEMORANDUM

TO: Historic Preservation Commission
City of Burlington

FROM: GRAEF
Tanya Fonseca, AICP

DATE: October 14, 2019

SUBJECT: For Discussion - Sidewalk Display & Furnishing Guideline Ideas

Included are some potential policies and guidelines to consider for sidewalk displays and furnishings in downtown Burlington. At the September 26, 2019 Historic Preservation Commission meeting, many opportunities and potential guidance for downtown business owners were discussed to strengthen the overall downtown and business branding, character, and atmosphere for visitors to the district.

While the group wishes to not over-regulate what downtown business owners do for their outdoor displays, the group recognizes that some proactive guidance could be beneficial in creating an interesting shopping environment that promotes walking and supporting local businesses, while adding to the aesthetic appearances of the historic downtown. The group would like to be mindful of the fact that outdoor displays can also detract for the district if not implemented thoughtfully – displays can sometimes be cluttered or outdated, and even create physical and/or visual obstructions for pedestrians and motorists.

Included in this memorandum is a compilation of some best practices that fosters an attractive historic downtown setting, while still being business friendly and accessible to implement. These ideas are for discussion purposes – some policies or ideas may be adopted and shared, while others may not. The group is encouraged to consider what is included in this memorandum and consider additional ideas to bring to the next Historic Plan Commission meeting on October 24th. Ultimately, a quick front and back flyer could be created to communicate the guidelines and downtown business encourage participation in activating the public outdoor spaces of downtown Burlington. This could include graphics with dimensional requirements and other visuals to demonstrate what is possible.

Included as an attached are the downtown sidewalk dimensions, provided by Gregory Guidry, City Building Inspector. These are to consider for the potential dimensional guidelines for outdoor displays and furnishings to ensure a clear path for pedestrians on all downtown sidewalks.

Overview

The public realm is extremely important in downtown districts. While parks and plazas offer areas for people to rest, enjoy the farmers' market, or eat a meal, sidewalks make up a larger percentage of the public realm and can be enhanced by businesses to attract customers. Merchandise displays and furnishings in the downtowns can create an interesting shopping environment that promotes walking and supports our local businesses. As a result, many store owners have taken to displaying merchandise on sidewalks as 'teasers' to what else is in store for potential customers. These merchandise displays and furnishings in the downtowns can create an interesting shopping environment that promotes walking and supports our local businesses.

The City is eager to support the continued momentum of fostering pride in our historic downtown and its unique shopping experience and has developed [draft] guidelines to support the efforts of our business community and keep our downtown attractive and safe. All businesses that engage in outdoor furnishings and merchandise displays this shall comply with the following (*note to Commissioners: ideally this will be communicated through visuals as possible, with bullets of text as needed to make the information as user-friendly as possible*):

1. Items displayed shall be limited to merchandise sold by the business.
2. Outdoor display shall only include incidental outdoor display items, consisting of a small sample of merchandise or decorative items, placed outdoors adjacent to the responsible business, which represent or complement the goods and services sold or provided by the responsible business. This could also include furnishings, such as a sidewalk furnishes (benches for instance), planter boxes, or an A-frame (sandwich board) sign.
3. Each business is allowed use of either an outdoor merchandise display or one A-frame (sandwich board) sign. The business may not have both at the same time. A sandwich board sign does not apply to the overall signage allowance of each business. Each face of the sign shall be no more than 6 square feet, and the sign may be no more than 3 feet high.
4. Display items shall only be placed outdoors during the time the responsible business is open to the public and shall be removed prior to the close of business each day.
5. The business owner shall maintain a minimum 5-foot clearance for use of the sidewalk by the general public. In no case shall the location of an outdoor display occur within an area required for vehicular circulation, parking or loading, or emergency vehicle access. Unobstructed access shall be provided to all building entrances, including at least a 2-foot linear clearance on each side of a building entrance for universal access (for ADA accessibility).
6. Outdoor displays and furnishings should fall within the following dimensions:
   - 6 feet in length;
   - 5 feet in height;
   - 2 feet in width;
   - and comprise of a total maximum merchandise display area of 12 square feet.
7. The display items shall not obstruct any display windows, entries, exits, permitted signs, mailboxes, utilities, public seating, or public safety measures.
8. Outdoor merchandise display fixtures shall be of good quality, durable materials and construction, and shall be maintained in such a manner as to enhance the downtown area. Outdoor merchandise displays shall be organized and maintained in a safe, orderly, and visually attractive manner.
9. City Staff shall have authority to request that item(s) be removed from public or private property if it is felt the item(s) constitute a potentially hazardous distraction to vehicular or pedestrian traffic; constitute a potential health or safety hazard; are not appropriately maintained or located; are excessive in size or quantity; or compromise the public peace, morals or welfare. If City Staff request item(s) be removed, the business owner shall cause the item(s) to be removed immediately.

Other considerations

Businesses interested in any of the following should contact the City of Burlington staff (Zoning Administrator, Building Inspector, or Planner) for guidance:

- Café seating
- Bicycle racks
- Parklets
- Public art

Tips & Tricks

- Leave sufficient sidewalk space for pedestrians to walk.
- Keep the path to the store's entrance clear from any physical barriers.
- Provide a teaser of products or services to customers, so customers will want to come inside the business.
- Maintain a neat, organized and relevant display or sidewalk furnishing arrangement.
- Switch out and rotate the merchandise you put on display outside regularly – at least every few months and ensure the display racks are organized and tidy.
- Maintain a good image for the corridor and your business will only reap the benefits.
- Curate and get creative with your outdoor merchandise display.

10/14/19
Sidewalks