

Poultney Town Plan 2021 Draft (08-18-21)

Discussion of Branding Initiative

The Resources // Economy

New Section: Community Branding

As of 2021 the Town of Poultney lacks a cohesive, branded identity. While various logos, slogans, banners, signage and websites have appeared over time, their creation has been need-based and not strategically considered. According to the Vermont Downtown Action Team (V-DAT) Design Tool Kit, produced by the State of Vermont, community branding "is an essential part of fostering the sense of place that keeps residents interested in downtown and that makes the community an attractive destination for visitors, potential residents and investors."

This plan supports efforts to embark on a strategic branding initiative, one which would seek to increase exposure for Poultney businesses, serve as a recruitment tool in attracting future businesses, boost retail traffic, and attract future residents. Deliverables sought by such an initiative can include, but shouldn't be limited to, a logo, color palette, typography and layout guidelines, updated signage guidelines consistent with sign regulations, town signage and banner guidelines, updated wayfinding signage, town hall signs, town slogan, town stationery, iconography guidelines, a website redesign for those web assets owned or authored by the Town, and a branding guidelines page on the town website whereby all such guidance will be readily available to interested citizens and community organizations.

Goals, Page 25

Goal X: Develop a new community brand, associated materials, and brand guidelines for the town of Poultney that both exemplifies its preserved historic charm, natural beauty and is conducive to digital advertising and online presence.

	UD	VR ¹	VC ¹	Comments
Accessory Apartment	P	P	P	
Accessory use or building	P	P	P	
Animal Boarding	C	C		See Section 401
Antique Shop	C	C		
Appliance Repair Shop			C	
Artist Studio/Gallery		S	S	
Auto Service Station			C	See Section 402
Auto Service Station w/Retail Store-Mini-Mart			C	See Section 402
Banks			S	
Bed and Breakfast Lodging	S	S	S	
Clinic, Medical			S	
Club or Lodge, Private	C		P	See Section 403
Commercial/Residential - Mixed use			S	
Community Care Facility	C	C	C	See Section 404
Compact Subdivision	P			See Article X
Cottage Industry	C			See Section 406
Daycare Facilities	P	P	P	
Dry Cleaner			C	
Dwelling:				
One Family	P	P	P	See Section 1503
Two-Family	P	P	P	See Section 1503
Multi-Family	C	C	C	See Section 407
Elderly Housing Complex	C	C	C	See Section 424
Funeral Home	C			
Garages on pre-existing small lots	C	C	C	See Section 408
Home Occupation	P	P	P	
Laboratories; Medical, Dental, other			S	

	UD	VR ¹	VC ¹	Comments
Mobile Home Parks	C			See Section 409
Municipal Building			S	
Nursing Home	C	C	C	See Section 412
Parking Lot, municipal or private			S	
Park	P	P	P	
Personal Service			S	
Professional Office-Residence	S	S	S	
Professional or Business office			S	
Recreation Facility		C	C	See Section 413
Renewable Energy Structures	C	C	C	See Section 426
Restaurants			S	See Section 414
Retail Store			S	See Section 415
School		P	P	
Theaters			P	
Veterinarians:				
Without Boarding			S	

	UD	VR ¹	VC ¹	Comments
Building Materials Sales/Showroom				
Building Trades or Excavation Center				
Camp				
Car Wash				
College owned or directed facilities				
Contractor's Yards				See Section 405
Crematorium				See Section 425
Farm Stand				
Industry, Light				
Machine Shop				
Motel				See Section 410
Motorcoach - Trailer Park				See Section 411
Motor Vehicle Sales and Service:				
New				
Used				
Printing and Publishing				
Public Storage Facility, self-service				
Research and Development Facility				
Recycling Center				
Sand, Gravel, Soil Extraction				See Section 416
Self Storage Facilities				See Section 423
Slate Mining				See Section 417
Slate Processing				See Section 418
Vehicle Repair, Garage				See Section 419
Veterinarians:				
With Boarding				See Section 420
Warehouse				
Wireless Telecommunications Facilities				See Section 422
Wholesale Distributor				

	UD	VR ¹	VC ¹	VI ¹	I	CC ¹	RR-1	ARR 2	ARR 5	ARR 10	LS	CD	Comments
Home Occupation	P	P	P			P	P	P	P	P	P		Parking, Def.
Hotel/Inn/Motel													Cond., Parking, Def.
Laboratories; Medical, Dental, other			S	S	S								N/A
Machine Shop				S	S								N/A
Office Use													Parking, Def.
Park	P	P	P			P	P	P	P	P	P		Def.
Parking Lot, municipal or private			S										Various
Places of Religious Worship													Def., Gen Req.
Printing and Publishing				S	S								N/A
Professional Office-Residence	S	S	S			S	S	P	P	P	S		Def.
Professional or Business office			S	S	S								N/A
Recreation Facility		C	C			C		C	C	C	C		Cond., Parking, Def.
Recreational/Equestrian facility													N/A
Research and Development Facility				S	S	S							N/A
Residential Healthcare Facility													Elderly Housing
Restaurant/Bar/Lounge													Cond., Def
Restaurants			S					C	C		C		Cond., Parking, Def.
Retail Store			S	S							C		Cond., Parking, Def.

	UD	VR ¹	VC ¹	VI ¹	I	CC ¹	RR-1	ARR 2	ARR 5	ARR 10	LS	CD	Comments
Retail/Market, incl ecommerce fulfillment													N/A
Retreat Center													Def.
School		P	P				P	P					Def.
School and School Uses													Def.
Spa													N/A
Theaters			P										Parking, Def.
Warehouse				S	S								Parking

Existing
Newly Proposed
Existing, Similar to Newly Proposed

Poultney Unified Bylaws

Proposed Uses: Relevant Language

Accessory Apartments

Section 1406: Accessory Apartments

An accessory apartment that is located within or appurtenant to an owner occupied single family dwelling shall be a permitted use if it meets the following:

- A. It is clearly subordinate to a single-family dwelling,
- B. It has facilities and provisions for independent living, including sleeping, food preparation, and sanitation,
- C. The property has sufficient wastewater capacity.
- D. The unit does not exceed 30 percent of the total habitable floor area of the single-family dwelling.
- E. Applicable setback, coverage, and parking requirements specified in the bylaws are met.

Accessory Apartment. An efficiency or one-bedroom apartment, located within or appurtenant to an owner-occupied single-family dwelling, that is clearly subordinate to a single-family dwelling, and has facilities and provisions for independent living, including sleeping, food preparation, and sanitation, provided there is compliance with all the following:

- A. The property has sufficient wastewater capacity.
- B. The unit does not exceed 30 percent of the total habitable floor area of the single-family dwelling.
- C. Applicable setback, coverage, and parking requirements specified in the bylaws are met.

Accessory use or building

Accessory Use or Building. A use or building customarily incidental and subordinate to the principal use or building and located on the same parcel of property with such principal use.

+ Various mentions within the text

Artist Studio/Gallery

Recreation Facility. Includes public or private meeting hall, place of assembly, museum, gallery, library, or place of further education, not operated primarily for profit.

Bed and Breakfast Lodging

Section 603: Parking Space Requirements

Bed & Breakfast, Motel	One and one quarter (1.25) spaces per lodging unit
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Bed and Breakfast Lodging. A house, or portion thereof, where short-term lodging rooms and meals are provided. The operator of the inn shall live on the premises or in adjacent premises.

Business Incubator

N/A

Camp

Camp. A building suitable for seasonal or temporary living purposes and never occupied for more than three (3) months in any twelve (12) month period and without indoor plumbing facilities.

Clinic, Medical

Section 603: Parking Space Requirements

Medical, Dental, Office, Clinic	Three (3) spaces for each full or part-time professional.
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Clinic, Medical. An office building used by members of the medical and dental profession for the diagnosis and out-patient treatment of human ailments.

Club or Lodge, Private

Section 403: Club or Lodge, Private

- A. There shall be a minimum lot area of two (2) acres.
- B. Structures, including accessory buildings, shall not occupy more than thirty percent (30%) of the area of the lot.
- C. There shall be minimum yards of twenty-five (25) feet on all sides of the building(s) with a minimum setback of one hundred (100) feet from all adjacent residential property.
- D. Where possible, entrances and exits to the parking lot shall be on non-residential streets.
- E. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.
- F. All driveways, entrances and exits shall be located a minimum of seventy-five (75) feet from any street intersections.

Club or Lodge, Private. Building and facilities owned and operated by a corporation, association, person or persons for a social, educational, or recreational purpose, but not primarily for profit or to render a service which is customarily carried on as a business.

College owned or directed facilities

Dormitory. A building used as group living quarters for a student body, religious order, or other group as an associated use to a college, university, boarding school, convent, monastery, or other similar use. Dormitories do not include kitchen facilities except a group kitchen facility to serve all residents.

Community Facility

Senior Center. A community facility intended to service the needs and activities of elderly persons.

Daycare Facilities

Section 603: Parking Space Requirements

Daycare	One (1) space per employee
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Daycare Facility. A state registered or licensed facility serving seven or more children.

Distillery/Winery/Brewery/Meadery with acc. Retail

N/A

Dwellings

Dwelling Unit. Building or part thereof used as a living quarters for one family. The terms "dwelling", "one-family dwelling", "two-family dwelling", "multi-family dwelling", or "dwelling group" shall not include a motel, hotel, boarding house, bed and breakfast lodging, or similar structure but shall include mobile home.

Dwelling, One-Family. Detached building used as living quarters by one family. A residential care home or group home to be operated under state licensing or registration, serving not more than eight persons who have a handicap or disability as defined in 9 V.S.A. § 4501, shall be considered by right to constitute a permitted single-family residential use of property, except that no such home shall be so considered if it is located within 1,000 feet of another existing or permitted such home. 24 V.S.A. § 4412(G).

A state registered or licensed day care facility serving six or fewer children shall be considered by right to constitute a permitted single-family residential use of property.

Dwelling, Multi-family. Building used as living quarters by three or more families, living independently of each other.

Dwelling, Two-family. Building used as living quarters by two families, living independently of each other. A two family dwelling is a structure with two independent

living units, connected directly, or by a permanent passage having a common wall and is not in excess of 12 ft. long. A State permit is required.

Section 407: Multi-Family Dwelling

- A. When served by a municipally operated water and sewage disposal system, the minimum lot size shall be five thousand (5000) square feet per dwelling unit with a maximum of five (5) dwelling units.
- B. In districts not served by municipal water and sewer a maximum of five (5) dwelling units is permitted.
- C. Dimensional requirements of the appropriate district shall apply to the overall lot. When not served by a municipally operated water and sewage disposal system the applicant shall also meet applicable local and state regulations for on-site water and sewage disposal systems.
- D. The conversion of any existing single family house into 3 or more units will require a local water and or sewer permit where such system is available. Additional parking standards must be met as set forth in Section 603.

Farm Stand

N/A

Food and Beverage Production and Processing Facilities, with acc. Retail

Section 415: Retail Store

- A. There shall be a minimum lot area of two (2) acres.
- B. Structures, including accessory buildings, shall not occupy more than thirty percent (30%) of the area of the lot.
- C. There shall be minimum yards of twenty-five (25) feet on all sides of the building(s) with a minimum setback of one hundred (100) feet from all adjacent residential property.
- D. Where possible, entrances and exits to the parking lot shall be on non-residential streets.
- E. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.
- F. All driveways, entrances and exits shall be located a minimum of seventy-five (75) feet from any street intersections.

Home Occupation

Section 603: Parking Space Requirements

Home Occupation	Two (2) spaces in addition to the requirement for the dwelling
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Home Occupation. Any use conducted entirely within a primary dwelling and carried on by the occupants thereof, which use is clearly incidental and secondary to the use of the

dwelling for living purposes and does not change the residential character thereof. See Section 1205. Self-employed contractors/tradesmen (i.e. painter, carpenter, plumber, mason, electrician, landscaper) are considered home occupations.

Section 1405: Protection of Home Occupations

No provision of this bylaw shall infringe upon the right of any resident to use a minor portion of a dwelling for an occupation which is customary in residential areas and which does not have an undue adverse effect upon the residential area in which the dwelling is located. The home occupation shall be carried on by residents of the dwelling unit. One additional employee who is not a resident of the dwelling unit is permitted. Home occupations are:

- A. Accessory uses to residential properties, which are clearly incidental and secondary to the residential use.
- B. Conducted wholly within the principal structure and occupy less than 25% of the entire floor area of such structures.
- C. No retail store.

In order to ensure that a home occupation will not have an undue adverse effect upon the residential area in which the dwelling is located, the owner must demonstrate that it will comply with all of the following standards:

- A. All business activities or transactions associated with the home occupation shall be carried on entirely within the dwelling unit; no outside storage shall be permitted.
- B. No traffic shall be generated which would be uncharacteristic of the neighborhood.
- C. New parking required for the home occupation shall be provided off-street and shall not be located in front yards.
- D. No objectionable vibration, odor, smoke, dust, electrical disturbance, heat, noise, or glare shall be produced by the home occupation.
- E. Exterior displays other than those normally permitted in the district shall be prohibited excepting signs which do not conflict with applicable ordinances.

Where it is determined by the zoning administrator that the proposal does not meet the definitions or standards of home occupations above, the applicant may apply for a permit under the broader use regulations (commercial, industrial, etc.) as determined by the district in which the parcel is located.

Hotel/Inn/Motel

Section 410: Motel

- A. Structures, including accessory buildings, shall not occupy more than thirty percent (30%) of the area of the lot.

- B. There shall be minimum yards of twenty-five (25) feet on all sides of the building(s) with a minimum setback of one hundred (100) feet from all adjacent residential property.
- C. Entrances and exits shall be on non-residential streets and shall be located a minimum of seventy-five (75) feet from any street intersection.
- D. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.

Section 603: Parking Space Requirements

Bed & Breakfast, Motel	One and one quarter (1.25) spaces per lodging unit
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Motel. Building containing rooms which are rented as a series of sleeping units for automobile transients, each sleeping unit consisting of at least a bedroom and bathroom.

Laboratories; Medical, Dental, other

N/A

Machine Shop

N/A

Office Use

Section 603: Parking Space Requirements

General Office, Retail	Two (2) spaces per one thousand (1,000) square feet of GLA (Gross Leasable Area).
Medical, Dental, Office, Clinic	Three (3) spaces for each full or part-time professional.

Park

Recreation, Public. Includes golf driving range, golf pitch and putt course, par three golf courses, hunting preserves, skating rinks, swimming pools, parks, beaches, tennis courts, marinas, and other similar publicly owned or operated recreation facility.

Recreation, Private. Includes indoor bowling alley, theater, table tennis and pool hall, skating rink, gymnasium, swimming pool, health club, hobby workshop, yacht club, golf course, and archery range, riding stables, park, lake and beach, tennis court, skiing facility, and similar places of recreation privately owned and operated.

Recreation Uses: Such as parks, picnic grounds, tennis courts, golf courses, golf driving ranges, archery ranges, hiking and riding trails, riding stables, hunting and fishing areas, game farms, fish hatcheries, wildlife sanctuaries, nature preserves, swimming areas and boat launching sites.

Parking Lot, municipal or private

+ Various mentions within the text

Places of Religious Worship

Religious Institution. Includes church, temple, parsonage, rectory, parish house, convent, seminary, retreat house, and associated buildings.

Section 1407: Churches, Temples, Religious Institutions

- A. There shall be a minimum lot area of two (2) acres.
- B. Structures, including accessory buildings, shall not occupy more than thirty percent (30%) of the area of the lot.
- C. There shall be minimum yards of twenty-five (25) feet on all sides of the building(s) with a minimum setback of one hundred (100) feet from all adjacent residential property.
- D. Where possible, entrances and exits to the parking lot shall be on non-residential streets.
- E. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.
- F. All driveways, entrances and exits shall be located a minimum of seventy-five (75) feet from any street intersections.

Printing and Publishing

N/A

Professional Office-Residences

Professional Office/Residential Mixed Use: A use of a structure for one (1) professional office and one (1) single family residential use.

Professional Residence-Office. Residence in which the occupant has a professional office of an architect, accountant, chiropractor, dentist, doctor of medicine, landscape architect, land surveyor, lawyer, optometrist, osteopath, physiotherapist, consultant, podiatrist, engineer, or psychologist, which does not change the residential character thereof.

Professional or Business office

N/A

Recreation Facility

Section 413: Recreation Facility

- A. There shall be a minimum lot area of one (1) acre unless a greater lot area is required by Article V.
- B. The total lot coverage shall not be more than thirty percent (30%) of the area of the lot.
- C. There shall be minimum front, side and rear yard setbacks of twenty-five (25) feet.
- D. In addition to the yard requirements above, every building shall be set back a minimum distance of one hundred (100) feet from any adjacent residential property line.
- E. No building shall be erected to a height in excess of two (2) stories.
- F. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty-five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.

Section 603: Parking Space Requirements

Assembly, Recreation Facility or Theater	One (1) space for every three (3) seats or every two hundred square feet of floor area.
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Recreation Facility. Includes public or private meeting hall, place of assembly, museum, gallery, library, or place of further education, not operated primarily for profit.

Recreational/Equestrian facility

N/A

Research and Development Facility

N/A

Residential Healthcare Facility

Elderly Housing Complex:** A development of one or more dwelling units in detached or multi-unit buildings on the same lot under common ownership that is dedicated as a housing complex for elderly persons and includes legal covenants or restrictions designed to ensure the occupancy of such buildings principally by persons 55 years of age or older or disabled persons of any age. All buildings, dwelling units and sites shall comply with all applicable state and federal handicapped accessibility requirements. Handicapped individuals of any age shall be eligible to live in an elderly housing complex.

** Various Conditions Apply

Restaurants

Section 414: Restaurant

- A. There shall be a minimum lot area of two (2) acres.
- B. Structures, including accessory buildings, shall not occupy more than thirty percent (30%) of the area of the lot.

- C. There shall be minimum yards of twenty-five (25) feet on all sides of the building(s) with a minimum setback of one hundred (100) feet from all adjacent residential property.
- D. Where possible, entrances and exits to the parking lot shall be on non-residential streets.
- E. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.
- F. All driveways, entrances and exits shall be located a minimum of seventy-five (75) feet from any street intersections.

Section 603: Parking Space Requirements

Restaurant	One (1) space for each three (3) seats, each three (3) standees and each three (3) employees.
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Restaurant. An establishment that serves food and beverages primarily to persons seated within the building. This includes cafes, tea rooms, and outdoor cafes.

Restaurants/Bar/Lounge

N/A

Retail Store

Section 415: Retail Store

- A. There shall be a minimum lot area of two (2) acres.
- B. Structures, including accessory buildings, shall not occupy more than thirty percent (30%) of the area of the lot.
- C. There shall be minimum yards of twenty-five (25) feet on all sides of the building(s) with a minimum setback of one hundred (100) feet from all adjacent residential property.
- D. Where possible, entrances and exits to the parking lot shall be on non-residential streets.
- E. Off-street parking shall be provided in accordance with Article VI and shall be located a minimum distance of twenty five (25) feet from any adjacent residential property and shall be surrounded by a planting screen or suitable fence.
- F. All driveways, entrances and exits shall be located a minimum of seventy-five (75) feet from any street intersections.

Section 603: Parking Space Requirements

General Office, Retail	Two (2) spaces per one thousand (1,000) square feet of GLA (Gross Leasable Area).
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Retail Store. Includes shop and store for the sale of retail goods, personal service shops, department stores, commercial schools, and shall exclude any drive-up services.

+ Various mentions within the text

Retail/Market, incl ecommerce fulfillment

N/A

Retreat Center

Religious Institution. Includes church, temple, parsonage, rectory, parish house, convent, seminary, retreat house, and associated buildings.

School

School. Includes parochial, private, or public nursery schools, elementary schools, high schools, colleges, universities, and associated accessory uses.

School and School Uses

Dormitory. A building used as group living quarters for a student body, religious order, or other group as an associated use to a college, university, boarding school, convent, monastery, or other similar use. Dormitories do not include kitchen facilities except a group kitchen facility to serve all residents.

Spa

N/A

Theaters

Section 603: Parking Space Requirements

Assembly, Recreation Facility or Theater	One (1) space for every three (3) seats or every two hundred square feet of floor area.
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Recreation, Private. Includes indoor bowling alley, theater, table tennis and pool hall, skating rink, gymnasium, swimming pool, health club, hobby workshop, yacht club, golf course, and archery range, riding stables, park, lake and beach, tennis court, skiing facility, and similar places of recreation privately owned and operated.

Theater. An enclosed building or outdoors amphitheater used for the showing of movies or public performances.

Warehouse

Section 603: Parking Space Requirements

Industrial, Warehouse	One (1) space per day shift employee
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