



TOWN OF BURLINGTON
ZONING BYLAW REVIEW COMMITTEE
SIGNAGE SUBCOMMITTEE MINUTES

2/8/2021

Location: Zoom - Remote meeting, all present were accessing the Zoom web meeting

Time: 5:35PM

Members Present: Sally Willard, Betsey Hughes, Ernie Covino, Shari Ellis, Andy Ungerson

Members Absent: -- Mike Murray

Call the Meeting to Order

Chair Sally Willard called the February 8, 2021 Zoning Bylaw Review Signage Subcommittee to order at 5:35 PM. Sally stated that the meeting was being recorded.

1. Introduction and Overview

- none
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2. Meeting Minutes:

- Minutes from 11/16/20, 12/7/2020 and 1/4/2021 tabled to next meeting
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2 Zoning Bylaw Article XIII Section 13.3

- Review of Awning, Bulletin Board and Canopy Signs from last meeting
- Andy Ungerson's comments:
 - Consider using business **front** – and then may not need a definition for storefront
 - awning signs should be “**grade level**” only, business side of the building is side of building that is seen from the street (some businesses have two sides facing street); use **primary entrance** for sign location
 - consider referencing the definition for general definition (i.e. reference awning definition in the awning sign definition)
 - consider amending awning definition in Section II: **Awning:** internal frame with external material (maybe fabric, metal, cladding); however, not a structural component of the building
 - Consider whether a trademark of a color scheme – is that a sign? A color scheme or pattern.
- *Shari leaves the meeting 6:10pm*
 - In general regulation section: Projecting signs: not projecting more than 4 feet or 2/3 of depth of fronting sidewalk, whichever is less. Not allowed on buildings that are on street. Not allowed within 3 feet of property line
- Sally will contact Melissa Tintocalis, and consider getting input from Economic Development Director, for TCO. What is her vision and needs to align with her vision? Brief the committee on the recent survey results.
- Bulletin Board – agreed to regulations.
- Canopy sign – not allowed in TCO
- Continuous awning – signs hanging from under the “overhang” (blade signs)



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- Signs above the door on the first floor, may not extend more than 12” above; thereby not allowing the sign to be “off-precise” sign
- **Parapet sign** definition and ban them in TCO
- **Continuous awning** definition needed and under building projection (overhang)
- **Window signs** – prohibit in TCO
- **Illumination** – no greater than (90 lumens per square foot)
- **“Number of sign” regulations** – consider how many of what types for a total number of signs
- Intent of regulations to create character; meet with BOA to discuss intent. Review TCO Rules and regulations to align signage with the intent.
- Consider freestanding directory signs to allow businesses in back of properties tpo have sufficient signage; eliminating the need for truck / car signs parked in the lot
- Reference Bedford for freestanding signs/ monuments
- Property Address should be requirement on a freestanding directory sign

5. Other Business

- *none*

6. Next Meeting

- Next meeting Monday March 1, 2020 5:30 PM – Zoom

Documents Referenced:

- Draft Article XIII Town Center Sign Overlay document

Motion to Adjourn: 7:30 PM

*Respectfully Submitted,
Shari Ellis*

Approved: [5/3/2021] ZBRC Signage Subcommittee meeting [4-0-1]