



TOWN OF BURLINGTON
SIGN BYLAW SUBCOMMITTEE (SBS) of the
ZONING BYLAW REVIEW COMMITTEE (ZBRC) MINUTES
March 1, 2021

Call the Meeting to Order

Chairman Sally Willard called the March 1, 2021 Sign Bylaw Subcommittee to order at 5:35 PM on Zoom.

Voting Members Present: Sally Willard, Ernie Covino, Mike Murray, Betsey Hughes, Andy Ungerson

Voting Members Absent: Shari Ellis

Non-Voting Members Present: none

Also Present: none

1. Introduction and Overview: no discussion
2. Review and approval of minutes of prior meetings:
 - a. 12/7/20: approved 2-0-3
 - b. 1/4/21: approved 4-0-1
 - c. 2/8/21: approved 4-0-1
3. Zoning Bylaw Article XIII Section 13.3
Town Center Business District Regulations
Freestanding Signs (Monument, Pole, Yard),

Mike Murray noted that the definitions in the information being discussed were as they had previously been written. The discussion was of the dimensions, number of signs allowed and regulations for each of the freestanding sign types: Directory (Pole Only), Monument (not directory), Pole (not directory) and A-Frame.

- Only 1 pole or monument (not directory) sign is allowed per building.
- Directory Sign
 - Pole Only
 - Maximum size will be determined by the type of sign and its distance from the closest right of way (ROW).
 - Signs must be at pedestrian scale.
 - Directory signs may be a single-pole or a two-pole sign.
 - Poles may be of ornate metal, wood, or of a wood-look material.
 - Individual signs must be 5 ft. above the ground.
 - Coloring and lettering must be consistent with the design criteria in the Town Center Districts Design Review Rules and Regulations (design_regs)
- Monument Sign
 - A monument sign may be used to identify a building or plaza name and must include the street address.
 - A monument sign may not be used as a directory sign.
 - Sign lettering must be block style and meet the size requirements so as to be easily readable from the roadway.
 - Lettering height maximum 12 inches
 - Illumination: May be backlit with lumens less than 90 per square foot.



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- A monument sign must have a natural stone, rectangular base
- The sign may be a container with plantings, or it may be surrounded by a landscaped area.
- The maximum height of the sign will be determined by its placement with a maximum of 3 ft. and a maximum length of 12 ft.
- It must meet the line of sight regulation in the zoning bylaw.
- Monument signs are considered way finding signs.
- A-Frames
 - The purpose of an A-Frame is to inform passersby of an event occurring or services rendered at the business such as a service sale, menu special, event, etc.
 - Must have a wooden frame and be capable of changeable content
 - Cannot reduce the sidewalk to less than 5 feet.

The is a limit to the number of signs each business can have. The limit is TBD.

Sally will compile results/work accomplished to date.

Andy Ungerson asked that we include a prohibition on neon lighting or lighting that accents the building silhouette creating light pollution or traffic distractions. The prohibition would include lighting that serves as advertising. This would exclude seasonal decoration.

Documents Referenced:

- List of document titles and where they can be located or attach to these minutes

Motion to Adjourn: 7:15 and 5-0-0

*Respectfully Submitted,
Sally Willard, Chair*

Approved: June 7, 2021, ZBRC Signage Sub meeting (4-0-0)