



TOWN OF BURLINGTON  
ZONING BYLAW REVIEW COMMITTEE  
SIGNAGE SUBCOMMITTEE MINUTES

March 15, 2021

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

**Time:** 5:35PM

**Members Present:** Sally Willard, Ernie Covino, Mike Murray

**Members Absent:** -- Betsey Hughes, Shari Ellis, Andy Ungerson

**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.

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**1. Introduction and Overview**

- none
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**2. Meeting Minutes:**

- Minutes from prior meetings tabled to next meeting
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**3. Zoning Bylaw Article XIII Section 13.3**

- Discussion of Wall Signs, Under Awning Signs, Window Signs
- The Wall Sign discussion focused on the dimensions of the signs, their height and length as well as lettering and images.
  - Mike raised the issue of conformity among signs on individual buildings. Regarding the location of signs and a preference that they not block windows, Ernie noted that the 3A Committee wanted the front of buildings to have a “colonial” appearance with paned windows.
  - The discussion was focused on the dimensions of signs in relation to the space available and the difference between signs consisting of individual letters and more traditional signs that may or may not have a border. Mike will CAD to illustrate differences in sizing based on the business front and letter sizing; and suggested we might consider different dimensions based on where the building is located and where the building faces. For example, at “Murray Plaza” all of the storefronts face Cambridge St while at the Shops at Simmonds entrances face the parking area even though many also face Cambridge St.
- Under Awning Sign (UAS) are signs that are visible to people walking on a sidewalk that is covered by one or more awnings. A person leaving a store, looking up or down the sidewalk would be able to see the names of the stores.
  - A sign’s face must be perpendicular to the building, mounted under the awning.
  - There should be minimum distances between signs based on the businesses’ front footage.



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- Regarding the size of the signs, this is the type of sign that sign area might be an appropriate measurement. The sign and text and images should be pedestrian scale lettering.
- The bottom edge of the UAS must be no less than 7 feet from the surface of the walking area. The size of the sign (height) determines and may be determined by the height of the awning.
- By stipulating in the bylaw that all tenants in a building have the same sign type, i.e., under awning or projecting, the landlord has some flexibility in determining the look of the property. There was discussion about a definition of a plaza.
- The discussion included the need for encouraging collaboration with other tenants/neighbors: If one business has an existing sign the other businesses should not add signs that would block the any of their neighbors' signs.
- Illumination unique to the sign is prohibited. Members discussed whether prohibiting illumination of signs would enable an appeal to the ZBA or would prohibit an appeal because illumination would be equivalent to a change of use.
- Window Signs are not allowed in the TCBD

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**4. Other Business**

- *none*

**5. Next Meeting**

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

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**Documents Referenced:**

- Draft Article XIII Town Center Sign Overlay document

**Motion to Adjourn:** 7:00 PM

*Respectfully Submitted,  
Sally Willard*

**Approved: 6:42pm June 7, 2021, ZBRC Signage Subcommittee meeting [ 4-0-0 ]**