

Town of St. Johnsbury

Design Advisory Committee

51 Depot Square, 3rd floor, St. Johnsbury, VT 05819

Design Advisory Committee

April 16, 2025, 5PM

Minutes

Members present: Mary Hughes, Lorna Higgs, Gillian Sewake, Diane Cummings, Sarah Gagne, Matt Walsh

Approval of Minutes - Minutes from February 10, 2025, approved

New Business – Sign Applications

- **History & Heritage Museum, Summer Street:** The sign will be on lawn space in front of the building, perpendicular to the sidewalk. Wooden posts will be painted, and sign details and colors will match the building. The image and lettering will match the museum’s historic character and will be lit with concealed strip lighting focused down from the frame header. Approved.
- **Whirligig Brewing & Bistro, Railroad Street:** Building will soon undergo facade renovations. The DAC recommends 1) that the new sign be reduced slightly to fit on the brick surface, so it does not block the building’s horizontal architectural panels; 2) that the placement of the sign be centered across the front of the building for visual balance instead of over the doors.
Also: Paint vent pole and trim to correspond with building/ trim color; **Question:** Will the window decals remain?
- **Universalist Unitarian Church, Cherry Street:** Proposed sign for parking lot will be white with red trim, black lettering and no lighting. The DAC recommends 1) sign be reduced to 3’x2’ to comply with bylaws and omit line: “upper parking.” Create a separate (temporary) hanging panel with “Upper Parking” lettering and

attach it to the main sign when needed. The DAC also recommends changing the font to complement the historic architectural style of the church.

Old Business -

- **Updated Bylaws** - The new bylaws are still waiting to be adopted. Matt Walsh explained that the section related to the DAC's function and responsibilities needs to be rewritten. He is addressing this. Because there is still time, committee members are asking him to insert language related to "temporary signage" that was presented to him at the Feb. 10th meeting:

Proposed 461.1 (new)

h) Prior to the completed application for permanent signage being approved, a business is granted 90 days to display temporary signage on the property that does not adhere to the above requirements. After this 90 day grace period, permanent signage which adheres to the above requirements (461.1 a-g) is the only signage permitted.

Proposed 461.3 (revised)

k) Banners: In the commercial zoning district and in all other zoning districts, all banners are considered temporary. Banners must only relate to a time-sensitive event, not exceed one hundred forty (140) square feet, and may not be displayed for more than three (3) weeks.

- **Welcome Signs at St. Johnsbury's gateway points:** Two handsome sign options are being presented to the public for vote! The April selection process will lead to installation this summer. The project has been guided by Discover St. Johnsbury's Marketing Committee and the designs were created by the local firm ChamberlinChamberlin Communications.

Other Business –

- **Good Shepherd Catholic School** is seeking guidance for sign installation.

- **1586 Main Street** - Major construction on the iconic red barn continues. Permit applications have not been submitted. Matt Walsh will make a site visit.

Meeting adjourned at 6:15 PM

Next Meeting: May 12, 2025 @ 5:00 pm

Submitted by Lorna Higgs, DAC Co-Chair