

East Lyme Zoning Commission Subcommittee on sign regulations

Meeting of October 22nd. 1996

The meeting was opened at 7:30 pm at the town hall after having been duly posted in the town clerk's office.

Those present were ; Chris Mullaney, (resident and member of the zoning commission) Michele Masse, (Small business owner and member of the down town merchants association) Robert Simpson, (resident and real estate business owner) Lewis Bull (resident and commercial farmer), and Ted Denesha (representing the town's veterans organizations)

The above, made up the ad hock subcommittee who's purpose is to review the town's zoning sign regulations with the intent to assure they fit the **intent** of the regulations, the **character** of the town and at the same time assure that they are clear and business friendly.

The committee has read the regulations and generally expressed their agreement that they are well written and need little change.

The committee was instructed that the entire sign regulation was fair game for comment and suggested change, but that in particular there were three areas which the zoning board was interested in studying. They are; Temporary signs, Neon signs, community bill board and or civic organization signs.

The committee has met four times, (April 22nd., May 28th., June 18th and this last meeting on October 22nd.) This October meeting is the final meeting of the committee and the results of this meeting are to be forwarded to the zoning commission as recommendations for changes in the Town of East Lyme Zoning Regulations, Section 18 Sign Regulations.

The following are our comments and suggestions for changes;

18.1.7.1 For clarity and ease of communication, add after the second paragraph on page 80 words to the effect that a current list of the sign committee members will be maintained in the zoning enforcement office.

18.1.9.2 For clarity and ease of understanding, add an explanation of what is considered a public right of way. Suggested wording is; "A public right of way is considered the area of a public road way extending from the center of the road out to the further side of the side walk or shoulder"

18.1.11.2 For the convenience of merchants and local civic organizations; Change the title of this section to read; "Temporary Business / Identity Signs and Community bulletin Boards

add a paragraph, with words to the effect that; Temporary Portable signs may be displayed without first having to obtain a permit in the CA, CB, and CM Zones during business hours only. These signs are to be removed when the business is not open and must conform to all other requirements contained in these regulations.

add a paragraph with words to the effect that, Temporary portable public service signs will be allowed to be erected advertising public service events 14 days prior to and must be removed 7 days after such event.

(This latter paragraph would legitimize the erection of public service signs in the park which is the unauthorized practice to day)

Community activity signs; There is presently no language in the regulations which address this type sign. It has been suggested that a large bulletin board type sign might be advantageous to the community. This committee felt that such a sign or signs may well fit this community. Further that by special permit such community bulletin board might be erected by; an individual, company ,

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10/30, 1996 at 2:20 PM

Esther B. Williams

EAST LYME TOWN CLERK

community of businesses or civic organization or group of such organizations.

The following is an adaptation of the town of Cheshire regulations which might be appropriate for East Lyme;

add after existing paragraph 18.1.11.2

"Community Bulletin boards: The Town of East Lyme may have two (2) community bulletin boards for the purpose of advertising community events which are sponsored by any civic or non-profit organization recognized as having its permanent address within the town of East Lyme and which events are open to the general public and take place within the town of East Lyme. These signs may be erected on public or private land and internally or externally lit but such lighting must be shielded from all property lines. These signs shall have 4" high changeable letters and shall not exceed an area of 80 sq. ft. These signs may also contain the symbols of local business or service groups who may elect to maintain and service these signs."

This committee has arbitrarily placed a cap on the number of community bulletin board type signs allowed in East Lyme at two (2), so as not to permit the uncontrolled proliferation of this type sign while recognizing that the town is presently divided into two distinct areas and has any number of major accesses.

18.1.12 In order to be consistent with the wording suggested above delete from the list of prohibited signs " portable signs, except temporary business / identity signs (Sec. 1.11.2)"

18.1.12.1 The majority of this committee felt that current proliferation of unauthorized Neon signs is generally not in the best interest of the character of the town. But that Neon signs may be allowed if there were some practical control and a reasonable compliance from the merchants who wish to advertise their business or product. The committee therefore suggests that the word " special" be deleted from this paragraph.

By deleting this word, it was felt that the cost of obtaining a permit would become more reasonable and thereby allow the merchants to advertise in a legal manner rather than their present practice. Further it was felt that should a proposed Neon sign be deemed not in the best interest of the town due to its size, shape, color or content by the sign review committee that a permit need not be granted.

It is noted that one of our members, Ms. Masse, felt that even the \$20 fee listed in the fee schedule found on page 95 was high but, that by eliminating any additional fees which may be associated with special permits (noted in section 25), this would be more palatable than no action at all.

It should be noted that the local veterans groups were contacted by Mr. Denesha for their input to this committee's work, and the no formal responses have been obtained.

Without exception, the work of this committee is considered complete.

Respectfully submitted 29 October 1996

Christopher Mullaney
Committee Chair

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