

Zoning Commission

MINUTES

Revision of the Regulations Subcommittee Meeting  
November 3, 2014

9:30 a.m.

lower level meeting room

MEMBERS PRESENT: Mr. Reich, Mr. Solley

STAFF PRESENT: Mr. Ajello, Mrs. Hill

Mr. Solley called the meeting to order at 9:45 a.m., noting the goal was to complete the review of Section 16.

Mrs. Hill noted the portable sign regulations agreed upon at the last meeting did not address the sandwich board signs used by institutions such as the library, churches, and museum. Since many of these institutions' portable signs go up in the Green Residential District, Mr. Solley asked if a separate section to govern these signs in The Green District was needed. Mr. Ajello said input from the Historic District Commission and the churches should be sought. While Mr. Solley thought The Green lawn area should be kept clear of signs, Mr. Ajello noted that one historic purpose of town greens was for civic events and he also thought signs for churches should be regulated separately. It was agreed this issue will be considered further in the future.

Mr. Reich asked if the Commission should consider less restrictive sign regulations for the Town's non profits. It was noted that per 16.3.11 temporary signs for non profit organizations were already allowed for two weeks without a permit.

With the sandwich board sign often placed in front of the Town Hall in mind, Mr. Ajello asked if informational signs should be added to Section 16.3.10, which gives the Town the right to post signs regarding the health, safety, and welfare of the Town or to comply with state.

The sandwich board sign for the café on The Green was briefly discussed. Mr. Ajello will contact The Gunnery regarding this business sign.

Temporary signs were discussed. Rather than making this an enforcement matter at this time, Mr. Solley asked Mr. Ajello to draft a letter to be sent to the library, the churches, museum,, and any other institutions advising them that at a recent subcommittee it was noted that their use of temporary portable signs in The Green Residential District has gotten "out of hand" and to ask them for their ideas regarding how they propose to

address this problem. Mr. Reich agreed this was a good way to handle the situation as the signs were detracting from the beauty of The Green. Mr. Solley suggested that his photo showing multiple signs around The Green be included with the letter. The draft letter will be reviewed at the next subcommittee meeting.

The following revisions will be recommended to the Commission.

Additions:           **IN BOLD CAPS**  
Deletions:            [underlined in brackets]

16.5.4           Each [non residential use or activity] **BUSINESS** shall have not more than one permanent sign, except that 2 signs are permitted where the total combined area does not exceed the limits described in Sections 16.5.2 and 16.5.3 above. **ONE ADDITIONAL PORTABLE SIGN MAY BE USED DURING BUSINESS HOURS.**

16.5.5           ...provided that such signs do not project more than [10] **EIGHT** feet from the building...

16.5.8.D       **NO PORTABLE SIGN SHALL, DUE TO ITS SIZE, SHAPE, OR LOCATION BE PERMITTED TO CONFUSE, OBSTRUCT, ENDANGER, OR OTHERWISE HINDER THE FLOW OF VEHICULAR OR PEDESTRIAN TRAFFIC.**

16.5.8       **PORTABLE BUSINESS SIGNS. SANDWICH BOARD SIGNS, FLAG SIGNS, AND SIMILAR UNLIGHTED PORTABLE SIGNS ARE ALLOWED IN ALL BUSINESS DISTRICTS AND SHALL MEET THE FOLLOWING CRITERIA: (NO PERMIT REQUIRED)**

21.1.59       **SIGN. ANY OBJECT, DEVICE, DISPLAY, OR STRUCTURE, OR PART THEREOF, SITUATED OUTDOORS OR INDOORS, WHICH IS USED TO ADVERTISE, IDENTIFY, DISPLAY, DIRECT, OR ATTRACT ATTENTION TO AN OBJECT, PERSON, INSTITUTION, ORGANIZATION, BUSINESS, PRODUCT, SERVICE, EVENT, OR LOCATION BY ANY MEANS INCLUDING WORDS, LETTERS, FIGURES, DESIGN, SYMBOLS, FIXTURES, COLORS, ILLUMINATION, OR PROJECTED IMAGES.**  
(renumber following sections)

The difference between temporary and portable signs was briefly noted. Portable signs have no time limit, are allowed only during business hours, and are only permitted in the business districts, while temporary signs are allowed for either two weeks or for the duration of the project in all districts.

Lit and internally lit signs were discussed. The question was raised whether internally illuminated signs and internally illuminated or back lit signs in a window should be regulated in the same way. Currently these are both prohibited. Mr. Ajello thought small internally illuminated "open" signs should be permitted in the business districts. Mr. Ajello thought the current regulations prevented national chains from locating in Town, but Mrs. Hill pointed out that when national chains want to locate in a Town they can comply with the local regulations. She gave the McDonalds in Freeport, Maine as an example.

Mr. Solley noted he had asked the Zoning Commission to think about internally lit signs and to drive around Town to look at signs before the next meeting.

The next subcommittee meeting will not be held until December.

Mr. Solley adjourned the meeting at 11:53 p.m.

FILED SUBJECT TO APPROVAL

Respectfully submitted,

Janet M. Hill  
Land Use Administrator