

DRAFT

Attendees: Glenn Coppelman, Mark Sikorski, Ed Beattie, Todd Santora, Eric Cimon, Will Lojek, Abby Tonry

Todd Santora called meeting to order at 6:07pm.

M. Sikorski and W. Lojek provided narratives.

M. Sikorski suggested adding 3.3.3.1. No definition currently for “Digital Sign”. M. Sikorski defined in his within his narrative memo. Digital sign would replace the “change panel portion”. Discussed the minimum elapsed time between changes of the sign. M. Sikorski suggested 15 seconds. T. Santora suggested that Hampton has a one-minute delay.

E. Beattie – what do you want Route 1 to look like 25 years from now? He assumes that the amendments in 2012 were to expand access to additional signage options. How far are we going to let this go? Every business could have one of these signs.

M. Sikorski – the digital signs are expensive which could deter people from buying them. M. Sikorski also referenced sandwich board signs. He wants to restrict misuse of the signage as much as possible. Businesses are not paying attention to the ordinances or may not understand at all. If we are able to establish some fresh guidelines, we can send out a refreshed version so that there is full awareness.

A. Tonry – thinking about what E. Beattie said. Thinks that 15 seconds is too fast and too many changes. Does believe that we need to welcome digital signs, but they should only be able to change once a day or once an hour.

W. Lojek – thinks we need to limit the size of the size of the sign. Maximum sign size is referenced in section 3.2.2. Discussion continued on the size for wall sign or freestanding signs for single business building vs. multi business building.

M. Sikorski – we are fortunate that we have not had a lot of push back on the ordinance.

E. Beattie – mentioned the colonial style signs at the plazas look better.

E. Cimon – thinks that digital signage is coming, and people will find a way to get their message out on Rt. 1 either way and they will continue to use less attractive signs. If we can restrict it, it could be tastefully managed and give people an opportunity to advertise better. We have a couple of applicants in the queue, one in Town Common District. Discussion around trying to limit in TCD.

G. Coppelman - if you think a digital sign is going to prevent people from using the other sign options or violating other restrictions, that is unlikely.

Meeting adjourned at 6:54pm