



TOWN OF OLD SAYBROOK
Architectural Review Board

302 Main Street • Old Saybrook, Connecticut 06475-1741
Telephone (860) 395-3131 • FAX (860) 395-1216
www.oldsaybrookct.org

Executive Board
Susan Missel, Chair
Anthony Brodeur Vice Chairman
Barbara D'Agostino, Secretary

Theodore Pendleton
Donna Perrotti Leake
Alternate Members
Jennifer Hoben
Emily Grochowski

MINUTES - Regular Meeting
Monday June 12, 2017 at 7:00 P.M.
Town Hall, 2nd Floor Conference Room - 302 Main Street

Attendant Members

Susan Missel
Donna Perrotti Leake
Emily Grochowski, seated for A. Brodeur

Absent Members

Anthony Brodeur
Theodore Pendleton
Jennifer Hoben

Attending Staff

S. Beckman, Economic Development Director
S. Beaudoin, Recording Clerk

Audience: Judy Sullivan, Chamber of Commerce

S Missel called the meeting to order at 7:02 p.m. S Missel stated that she reserves the right to change the order of the agenda.

II. NEW BUSINESS

A. Temporary Sign Discussion

Old Saybrook Chamber of Commerce Sign Task Force

Judy Sullivan presented on behalf of the Chamber of Commerce Sign Task Force. J Sullivan stated that since the sign sweep which was conducted last fall, the Chamber has received numerous calls from businesses looking for ways to work with the Town to develop a strategy for temporary signs. The Chamber developed a sign task force for which several in-town businesses participated to include Sweet Luna, Allstate Insurance, Fred Astaire dance studio, Kennedy Real Estate, Esty, Feed Bag, Harris Outdoors, Design Essence and Ely designer.

J Sullivan stated that the task force put out a sign survey to member businesses and received thirty-one responses; 75% use temporary signs; 50% stated that they were not aware of a sign regulation; 50% utilized A-frame signage, 20% utilized banner style signage and 30% of the businesses utilized stake-in-ground signage. The A-frame provided the highest return on the investment of their money.

J Sullivan stated that she investigated other surrounding towns for feedback on how the temporary signage is handled and presented those findings to the Zoning Commission who asked that the Sign Task Force develop the language for the sign regulation and return to the Commission with the draft.

S Beckman stated that she is the Economic Development Commission representative on the Sign Task Force and she noted that many of the businesses using temporary signs are small mom and pop, unique shops operating on limited budgets and whom would benefit from the most support for their design budget. S Beckman noted that cost effective advertising and temporary signage makes the most sense for the small business owners who wish to maintain the character and charm of the Town. The businesses are seeking input on how to advertise in a way that will be beneficial for both sides.

J Sullivan stated that the Chamber is seeking input from the Board on preferences related to sign aesthetics. Members briefly discussed options to include portable signage.

C Costa, Old Saybrook ZEO stated that in the past A-frame signs were prohibited and the zoning regulations which address temporary signs allowed free-standing signs or banners. The application process allowed for use of these temporary signs for a time period of 15 days at a time with a 45-day maximum.

C Costa stated that many business owners do not realize that there are sign regulations in place. The Zoning Commission decided to open up the regulations to allow feather flag signs and stick-in-the ground signs. However, with the usage of the temporary signs, quickly became cluttered throughout the Town. The Zoning Commission then determined that all temporary signs were disallowed. Currently, a flag attached to the building is one of the few signs permitted along with temporary landscaping signs, etc. and are allowed to be installed for a very limited amount of time. The ZEO stated that churches are exempt as they are protected under the Land Use Protection Act.

S Missel asked what the first steps are to bringing the businesses into compliance and she suggested that the Chamber work with those businesses to get them into compliance.

The ZEO stated that policing the in-town signs for compliance would require full time enforcement. The ZEO stated that the zoning regulations can standardize the size, color and location, and inasmuch as the Town can regulate the duration, it is almost impossible for one person to police the in-town signage.

S. Beckman stated that she and members of the Sign Task Force spoke with zoning enforcement officers in the Towns of Madison, Chester, Essex, Stonington, W. Hartford and Westerly, RI whom are among several of the towns with summer population and tourist destination. S Beckman stated that all of the towns with whom she spoke stated that they experience trouble with the temporary signs. The Town of Madison has an Advisory Committee for Community Appearance in place and Madison will allow temporary signs with certain, specific linear footage, which they have indicated works relatively well.

S Missel suggested the allowance of temporary signs in one location, such as Main Street, for a period of perhaps one year and at the end of the year, the Task Force will have an idea of how effective the temporary signs are.

The Board thanked Ms. Sullivan for her presentation and her time.

B. Workshop: Zoning Questions & Answers

Christina Costa, CZEO, Zoning Enforcement Officer

The ZEO stated that she is here this evening to answer questions regarding ARB applications and the role of the Commissioners. The ZEO discussed the special exception process, the criteria and site plan review, and the issuance of a Certificate of Compliance. The ZEO stated the Architectural Review Board is charged with the task of reviewing the details of a sign and landscaping proposal. Upon review of a proposal, the ARB must make a determination to approve, deny or table the application before it goes before the Zoning Commission.

I. REGULAR BUSINESS

A. Minutes

MOTION to approve to the May 22, 2017 regular Meeting Minutes as presented; **MADE** by S Missel; **SECONDED** by D Leake; **APPROVED** by S Missel, E Grochowski, D Leake; **OPPOSED**: None; **ABSTAINING**: None; (3-0-0)

Correspondence & Announcements

Resilience Corridor Workshops – Town of Old Saybrook and Consulting Team are conducting two resilience corridor workshops to review the near to long term risks of future coastal flooding and sea level rise scenarios. The workshops will be conducted at the Duffy Pavilion at Saybrook Point Park, 155 College Street on June 20 and August 1, 2017 from 3:00 – 5:00 p.m.

B. Committee, Representative & Staff Reports

IV. ADJOURNMENT

MOTION to adjourn the meeting at 9:42 p.m. to the Regular Meeting scheduled meeting to be held on Monday, June 26, 2017 at the Old Saybrook Town Hall, 2nd floor conference room, 302 Main Street at 7:00 p.m; **MADE** by A Brodeur; **SECONDED**; S Missel; **APPROVED** by S Missel, A Brodeur, D Leake; **OPPOSED**: None; **ABSTAINING**: None; (3-0-0)

Respectfully submitted,

Stella Beaudoin
Recording Secretary