

Lucy St. John

From: Joe Cardillo <joe@hospitalityrealestate.com>
Sent: Thursday, December 15, 2016 10:55 AM
To: Lucy St. John
Cc: Town Administrator
Subject: Signs/Banners

Good Morning Lucy,

I wanted to follow up on our brief discussion from earlier today about the evolution of our sign ordinances. As discussed, there seems to be an ongoing conversation in town with regard to promoting some growth and attracting some new business. In recent conversations with a variety of groups and individuals there have been discussions about the possibility of giving Main Street or our business district a little more visibility by placing some banners along our streets that affix to the lamp posts or telephone poles.

I know a few years back for a short period of time, we had the American flag hanging from a number of telephone poles along Main Street. I know that the way they hung and issues with tangling caused some problems and it seems like the project was terminated. As I travel throughout New England, I see many towns that have a more permanent banner system that displays a town crest or logo or perhaps is changed seasonally. Following are some links to the type of sign that we are talking about:

<http://www.polebanners.com/>

https://www.google.com/search?q=pole+banners+and+signs&safe=strict&biw=1438&bih=631&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwj408zkv_bQAhXEEZAKHVgdCqgQsAQILQ&dpr=0.95

I understand that this type of project would take the cooperation of a variety of groups as we are dealing with poles that are probably owned by Eversource, a state road and of course local zoning issues. I have read over the minutes of the sign ordinance subcommittee and have some concern that a blanket ban of "banners" would eliminate any possibility to move this discussion forward. Personally, I think that with the right guidance, this project could serve a number of different purposes and engage a variety of groups. I would think we could coordinate an effort with Colby Sawyer College getting involved (students from their Graphic Arts Department??); the Chamber of Commerce and even New London Hospital. I would also suggest that with the right collaboration, a project like this would not seek any new tax dollars from the New London residents.

I know we are getting close to a point where some changes to the sign ordinances will be voted on. I am hopeful that whatever language is adopted we take into consideration this type of project. Perhaps if spearheaded by an organization or department that is affiliated with the town, we would have more flexibility with certain regulations.

Please let me know your thoughts on how to proceed and further this discussion. Feel free to forward or share this information with the Planning Board or others. I look forward to continuing this conversation.

Thanks You,

Joe

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