

**SIGN BYLAW REVIEW COMMITTEE**  
**Thursday, November 13, 2008, 7 PM**  
**Littleton Town Offices Room 103**

Call to order by Acting Chairman Joseph Knox at 7:34 PM in Room 307 at the Town Offices, noting that Chairman Janet Wilkinson was unable to attend this meeting.

Members present: Carla Picariello, Henry Christle, Joyce Halloran, Lisa Hesch, Richard Crowley, Rod Steward.

Also present: Joseph Knox, acting Chair.

1. **Call to Order** by Acting Chairman Joseph Knox.
2. **Opening Remarks** by Joe Knox regarding the origins of the Sign Bylaw Review Committee:
  - Created because the Planning Board is unable, at this time review these bylaws.
  - Roland Bernier is very busy with sign appeals partly due to bylaws.
3. **Concerns February Completion Schedule** was raised and need to be revisited. Before we review the bylaws, we need comprehensive data on how the present bylaw is serving objectives of the businesses and community signage needs.
4. **Open Discussion** was limited to discussing the signs used by Retail and other walk in commercial enterprises in the Common area. The committee's general feelings on the present signage appearance in the Common area is negative, to the point business prospects could be improved with better organized and displayed signs. A brief listing of objectionable sign qualities to be addressed.
  - Honk Tonk Route 1 appearance
  - Disharmonious, we need uniformity and consistency
  - Poorly Maintained
  - One ups man ship competition among signs hurts older signs.
  - Signs are disorganized, poorly placed.
  - Scale signs, related to viewing distance and building size.
  - Bright lighted, garish signs are counter purpose
  - Reading ease from moving vehicles
  - Signs we are critical of: GMAC, Happy Trails and Cumberland have large, lighted "shock and awe" signs.
  - Logo's need special review, control and consideration, like the big "W" in Walgreens logo.
  - Awnings and lettered signs need special attention.Favored concepts
  - Uniformity and consistency
  - Directories on Great Road at driving entrances, signs on buildings.

- Wood like looking signs
- Scale related to building size
- Easy to read from moving vehicles.
- Low indirect illumination
- Town signs we like, Concord, Lexington, Brookline, and Freeport, Me.

#### 5. Next Meeting Preparation

- Mrs. Halloran has offered to inquire of a sign professional if he would have any interest in reviewing the costs to business of upgrading their present signs with uniform, attractive signage.
- We need to familiarize ourselves with the sign bylaws of for following communities.

a. Concord [http://www.concordma.gov/Pages/ConcordMA\\_Bylaws/sign](http://www.concordma.gov/Pages/ConcordMA_Bylaws/sign)

b. Lexington paste into your browser and go to article 135-74

[http://e-codes.generalcode.com/codes/1818\\_A/1818-135.pdf#xml=http://e-codes.generalcode.com/searchresults.asp?cmd=pdfhits&index=1818\\_A&filename=1818-135.pdf&fn=D:\siteinfo\ecodes\codebooks\1818\\_A\1818-135.pdf](http://e-codes.generalcode.com/codes/1818_A/1818-135.pdf#xml=http://e-codes.generalcode.com/searchresults.asp?cmd=pdfhits&index=1818_A&filename=1818-135.pdf&fn=D:\siteinfo\ecodes\codebooks\1818_A\1818-135.pdf).

c. Freeport, Maine go link below, click on Article 23 to download pdf.

[http://www.freeportmaine.com/page.php?page\\_id=103&title=Ordinances%20&%20Codes](http://www.freeportmaine.com/page.php?page_id=103&title=Ordinances%20&%20Codes)

d. Although we did not discuss Longmeadow, their bylaws are an excellent example of comprehensive sign bylaws:

<http://www.longmeadow.org/towngovt/Zbylaws.pdf>

6. **Scheduled Next Meeting** – Tuesday, December 9, 2008, 7 PM, Room 103

**Meeting adjourned 8:45 PM**