

TOWN OF NEWINGTON

131 Cedar Street Newington, Connecticut 06111

Town Plan and Zoning Commission

To: Town Plan and Zoning Commission
From: Town Planner Craig Minor, AICP
Date: June 17, 2020
Subject: **Petition #20-20: Zoning Text Amendment (Sec. 6.2.1.E and 9.2)**
regarding Digital Menu Board Signs. The McDonald's Real Estate Company, owner/applicant; Chris Russo, 2507 Post Road, Southport CT, contact.

Description of Petition #20-20:

McDonald's has petitioned TPZ to amend the sign regulations to allow digital menu boards. See attached petition for the proposed amendment and more information.

Staff Comments:

The Newington sign regulations prohibit the digital menu boards that fast food restaurants such as McDonald's like to use to inform their drive-through customers of available items and prices. Section 6.2.1.E forbids any sign with

“...digital controls that produce an illusion of movements such as, but not limited to, flashing, running, rotating, video graphics, change in color and brightness or scrolling advertisement message”

The only exceptions are for time and temperature signs and gas station price signs.

I took the liberty of referring this amendment to CRCOG when it was submitted last week. The public hearing can be conducted at the next TPZ meeting on July 8, 2020 if the Commission wishes. I recommend keeping the July 22, 2020 TPZ meeting clear of normal business, because that is the night of the POCD public hearing.

cc:
Town Engineer
McDonald's
file

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