

# 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 29, 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.**

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### **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. If approved, digital menu boards would be added to this list of exceptions.

As the Applicant stated in the narrative, the digital menu board and the pre-browse menu board expedite the ordering process, getting customers through the drive-through lane quicker. They are oriented to the customer who is already in the drive-through lane and wouldn't even be considered “signs” if it weren't for Newington's very encompassing definition of “sign”.

I recommend approval effective upon publication.

cc:

Town Engineer  
McDonald's  
file

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