

**LAND USE REVIEW COMMITTEE MINUTES  
TOWN OF UNITY  
WEDNESDAY, OCTOBER 23, 2013  
LOCATION: MASONIC LODGE, UNITY, MAINE**

**MEMBERS PRESENT:** Jim Kenney, Randy Reynolds, Barry McCormick, Tony Avila, Charlie Porter

**OBSERVERS:** None.

**MODERATOR:** Jim Kenney

**REPORTER:** Sherry Powell-Wilson

18:35:39 Jim Kenney: You have the Minutes. Any comments?

18:35:45 Randy Reynolds: I make the motion to accept as read. [Seconded]

18:35:52 Jim Kenney: Approved.

18:35:59 Randy Reynolds: One thing I noticed a few minutes ago is that there is more on the lights and signs. It doesn't say much different than what we've already been through but there is one sentence that I think we should put in with what we've already got. That's down on page B, commercial parking areas being illuminated while the business is open.

18:36:36 Barry McCormick: Is that under lighting or signage? [Lighting]

18:36:39 Randy Reynolds: This is all to do with signs and light.

18:36:57 Barry McCormick: Signs and lit signs, not lights.

18:37:00 Randy Reynolds: Lights coming down off the top to a sign. We actually have very few for exterior lights.

18:37:09 Barry McCormick: I just see it as two different items. It's like I don't have any signs on a building, it doesn't even have to be a business with no exterior parking area lights. I agree with what it says. You see what I'm saying?

18:37:29 Randy Reynolds: Displays - all right, it's A and not B. Commercial activities may not illuminate exterior displays of products. Sorry about that. I think that's a good one to keep. Otherwise, you could have a Wal Mart shopping center.

18:37:31 Barry McCormick: Would you also maybe add to that no illuminating business products after hours? Car dealerships do it all the time, light the cars and stuff like that. Say if Tony has a deal on tires down there by the road, light them up so people can see them.

18:37:31 Jim Kenney: And we do know that Family Dollar has racks out there until they close, they wheel them in.

18:37:35 Randy Reynolds: Everything that we do, I have here. I've just added that one to the back of this.

18:37:36 Barry McCormick: How about commercial activities may only illuminate exterior displays of products during open business hours. They're saying that you can't do it at all here.

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18:37:39 Randy Reynolds: Let's leave that right now and go back and start on what we have. I would like to get through these tonight.

18:39:28 Barry McCormick: A sign permit must be obtained to erect any sign that is larger than 10 square feet or illuminated. A sign permit will be issued by the Code Enforcement Officer.

18:39:50 Let's take one at a time.

18:39:58 Jim Kenney: Let's do it this way. If you like it, don't grunt. If you don't like it, let us know. Right? Does that work?

18:40:12 Randy Reynolds: The 10 square feet could be changed.

18:40:16 Barry McCormick: Why does it make difference whether it's illuminated or not if it's over 10 square feet. I mean, an 8 square foot one can be illuminated?

18:40:28 Randy Reynolds: That's why it's in there, to see the best way to go.

18:40:39 Charlie Porter arrived.

18:40:51 Barry McCormick: A sign permit must be obtained to erect any sign that is larger than 10 feet square or illuminated. A sign permit will be issued by the Code Enforcement Officer. Any question?

18:41:28 Randy Reynolds: I would say the 10 square feet is in question, and I would say that's it. Do you see I put that in here, the Code Enforcement Officer will issue all sign permits.

18:41:46 Charlie Porter: That's what was in the other one except for. ...

18:41:46 Randy Reynolds: We're going to have some more on that later on. I think you'll like it.

18:41:48 Barry McCormick: A property owner shall conform to the following standards for commercial signs whether or not a sign permit is required. Flashing, rotating, moving signs, foil, streamers and balloons, are prohibited, except signs considered an electronic sign.

18:42:06 Randy Reynolds: Any questions on that one?

18:42:13 Charlie Porter: Streamers and balloons, is that really necessary?

18:42:21 Barry McCormick: A lot of grand openings, people use balloons and stuff for things like that.

18:42:27 Randy Reynolds: We could take out foils, streamers and balloons. That was in Bob's sheet that he gave us.

18:42:40 Barry McCormick: It's just, if you're having a yard sale or a baby shower.

18:42:45 Jim Kenney: Stop. We're not in private. We're in commercial.

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18:42:51 Tony Avila: It's hurting people's businesses by not allowing it. Like when you go up by my car lot, we use streamers to catch people's attention, we use balloons if we're running a special up there.

18:43:13 Barry McCormick: Balloons and streamers don't last that long.

18:43:17 Jim Kenney: You would propose striking that?

18:43:21 Charlie Porter: Well, like Barry has a business there and he wants to put a few balloons out front to advertise his special whatever is going on. I don't see where that should have to be...

18:43:34 Jim Kenney: So you would propose striking it?

18:43:37 Charlie Porter: Foil and streamers are not necessary.

18:43:45 Randy Reynolds: So foil, streamers, balloons, take those right out?

18:43:45 Jim Kenney: Agreed.

18:43:48 Barry McCormick: A lit sign may only be lit when the business is open for business.

18:43:53 Tony Avila: I think that's a bad one.

18:43:56 Randy Reynolds: I think it's actually good. If you have a 24-hour business you can have your sign on.

18:44:02 Tony Avila: I'm not even thinking like me. You take somebody in town who has a business the barber shop, he's got that pole, which he'd like to light, which I think he should.

18:44:21 Jim Kenney: Isn't it lit?

18:44:21 Charlie Porter: He has permission to light it.

18:44:25 Tony Avilla: I was there. I spoke to him and I think his understanding is while his business is closed he cannot have it spinning and lit.

18:44:36 Charlie Porter: Most barber shops, that thing is only going when your there.

18:44:43 Randy Reynolds: That shows that you're open.

18:44:45 Jim Kenney: Traditionally, that's the way it has been.

18:44:47 Barry McCormick: I think the biggest problem I ran into with lit signs is neighbors. I can understand that.

18:44:58 Tony Avila: I think we need like a timeframe. When people are out and about, some businesses are closed and, if anything, I think we should kind of inquire with the business people in town what their opinion is.

18:45:16 Randy Reynolds: If you do that, you should check with every neighbor.

18:45:23 Barry McCormick: I think business people would probably want to leave it on all night. I think Tony is somebody who has, last week we talked about you having the towing and stuff. People need to be able to find you. To me, that's a 24-hour service.

18:45:39 Jim Kenney: Isn't that addressed down here?

18:45:43 Barry McCormick: Like, 'm closed at 9. It doesn't do me any good to drive by and see me when I'm closed, and the neighbors, the lights, I can see why they wouldn't want it on.

18:45:55 Randy Reynolds: Nine is a good time.

18:45:59 Tony Avilla: I think if we have a time, because some businesses close early. That's like George Reid down. He's got a car business, he closes up early. It's just an additional benefit for advertising.

18:46:37 Randy Reynolds: The biggest problem I see with that is if a new business comes in that we're not used to, and they have strange hours, and if you try to put a time on that, how can you guess what's coming in as far as businesses.

18:46:53 Tony Avilla: If they're open until 12 o'clock, they can have their sign on right?

18:47:00 Randy Reynolds: You can't say shut them down by 9.

18:47:07 Tony Avilla: Well, the way it's set up is as long as your business is open you can have your sign on.

18:47:24 Charlie Porter: If you're not there, what good is that sign being on?

18:47:30 Tony Avilla: For advertising and looks, I think it's crucial to be on. Especially people driving down the road, even if they're not open, oh, yeah, there's a hardware store there. Here it is, Barry is open until 9, he's got his light on until 9, but let's say the Pit Stop closes at 5. Their place is all black.

18:48:08 Barry McCormick: I'm there to service people. I would love to do what you're thinking, I'm trying to give and take a little bit here. If we can get this so we can illuminate them first of all, and if went to vote in the town, there is no way this would pass.

18:48:43 Tony Avilla: You're not being fair.

18:48:45 Randy Reynolds: But George has the option to keep his business open until 9 every night just like he does.

18:48:50 Tony Avilla: But what happens if you've got a business owner who doesn't want to stay open until 9 o'clock?

18:49:55 Charlie Porter: The trouble is, your logic to me, let's say I close at 5 but I want my sign to run till 1 o'clock in the morning. You're doing any earthly good for that business, nothing because if I need that bottle of water and you're not there, and I go knocking on your door and you're not there I'm not coming back. If that sign is off, you know he's not there.

18:49:30 Tony Avilla: I just feel you're not playing both sides of the fence on that. Let's say somebody comes into town and they're open until 11 o'clock, so their sign gets to be on until 11 o'clock. That's not being courteous to the neighbor but that's legal because the law says your sign can be on.

18:50:05 Charlie Porter: That's why I think the fairest way is when your business is closed your sign goes off.

18:50:11 Randy Reynolds: Just like the barber's sign - turn it on you're there, turn it off, you're gone.

18:50:40 Barry McCormick: I see both sides. Like with my neighbors, for example, I realize that that light shining over there, in my particular instance they can't hardly see it because of trees, however, if there wasn't you've got to admit that's kind of an annoyance. However, like you say, I need it for the business, because of the safety and stuff like that so people don't get mugged or hurt or run over.

18:51:26 Barry McCormick: Okay, put a checkmark on that one. Any sign, such as for a home based business, Masonic Hall, church, etc., must utilize low glare lighting that is directed downward onto the sign.

18:51:39 Jim Kenney: What does the direction of the light have to do with anything?

18:51:44 Randy Reynolds: So it's not facing out blinding people coming up the road. If you put it on the ground facing up, with wintertime you're not going to see it anyway.

18:51:54 Jim Kenney: But isn't that the decision made by the owner?

18:52:00 Charlie Porter: Down. Always down. Like he said, you're going down the road and somebody has got these big PAR 38 floods near the road or on his plot shining on the sign, you think. The college had one that actually shown up the road and was blinding people.

18:52:28 Barry McCormick: I would like to make a suggestion. Instead of saying a certain type of business, home based or whatever, why couldn't we just say any lit sign, any noninternally lit sign that is externally lit, must be focused downward.

18:53:01 Randy Reynolds: Any sign in compliance.

18:53:02 Barry McCormick: Right, must use low-glare lighting that is directed downward onto the sign. Say it again? Any sign that is externally lit, in compliance, that is externally lit must utilize low-glare lighting that is directed downward onto the sign. Any other question on that? Hearing none we're going to move on. No sign may be placed in a way that creates a hazard to pedestrian or vehicular traffic. No sign, or any portion of said sign, may be located in a public right of way.

18:54:18 Charlie Porter: That's just common sense.

18:54:24 Randy Reynolds: Now you got something to back it up.

18:54:28 Barry McCormick: Would that apply to any sign or just a permanent sign?

18:54:35 Randy Reynolds: Actually, you're not supposed to put any sign.

18:54:45 Jim Kenney: I would like to pause a moment.

18:54:58 Charlie Porter: Well you had trouble with a sign.

18:54:58 Barry McCormick: That was a permanent one, I had to take it out. I had to move it.

18:54:60 Jim Kenney: This is only a thought. The second sentence might stand alone. No sign or any portion of said sign may be located in a public right of way. I see that needing to stand on its own legs.

18:55:42 Randy Reynolds: What would make the difference. Either having here or further down.

18:55:51 Jim Kenney: Because it would stand and be identifiable.

18:55:56 Randy Reynolds: We all approve? [Yes]

18:56:01 Barry McCormick: A sign's height may not exceed the height of the building it advertises. F, a business classified as a home occupation as defined may not erect a sign larger than 10 square feet (i.e., 4' x 2.5' or 2' x 5' or any combination that equals more than 10 square feet) without being classified as a home-based enterprise as defined.

Randy Reynolds: This was in the other one. I added it.

18:56:37 Jim Kenney: Are we going to add the definition there?

18:56:40 Randy Reynolds: The definitions are in the back of the Ordinance.

18:56:43 Jim Kenney: Okay, but when we go forward with the new one.

18:56:49 Randy Reynolds: You want to bring it from the back of the Ordinance.

18:57:06 Charlie Porter: Yes, right into this.

18:57:16 Barry McCormick: Ten square feet, other than that would have to get a permit right?

18:57:36 Randy Reynolds: Well, they would anyway. Anything larger than 10 square feet.

18:57:53 Jim Kenney: But here, if I can get a permit from the CEO for an 11 square foot as a commercial anywhere in town, why can't I out in home occupation?

18:58:20 Charlie Porter: Well, you can. It kicks it up to a home-based enterprise as defined.

18:58:38 Barry McCormick: Let's say that I want one that is 20 square feet.

18:58:42 Charlie Porter: The same applies.

18:58:45 Barry McCormick: Don't I just get a permit for it?

18:58:49 Jim Kenney: Why am I changing my classification?

18:58:54 Charlie Porter: Because of the size of the sign.

18:58:58 Barry McCormick: Why is that paragraph even in there?

18:59:03 Randy Reynolds: Good point.

18:59:04 Barry McCormick: Because up to 10 square feet you don't need a permit whether you're home based, commercial or anything.

18:59:16 Jim Kenney: Your suggestion rings well with me.

18:59:18 Randy Reynolds: We wouldn't even have to bring it up as defined. Scratch the whole thing.

18:59:22 Jim Kenney: What is written under F right now, strike it in its entirety. A sign is a sign.

18:59:44 Randy Reynolds: It makes sense. We've got more coming up on that subject.

18:59:48 Barry McCormick: No more than 2 free-standing signs may be placed on each lot unless the development is a large one that triggered development review and through that process the Planning Board agreed to allow additional signs.

19:00:35 Tony Avila: So those little signs that you stand beside the road sometimes, are those considered in that?

19:01:07 Charlie Porter: There is no size to it.

Two free-standing signs, this is free standing. You've got your building signs, that says TAs, and now you want to stick one out by the road that says TAs Tires, you're going to have 2 of them. It can be double sided.

19:02:09 Jim Kenney: How do you go from the one on the wall of the house to the one on the road?

19:02:12 Charlie Porter: That's not free standing.

19:02:15 Jim Kenney: That's not in here at all. [Right] So now no more than two signs free standing. What if I wanted 3rd one? What does that mean to the town?

19:02:29 Barry McCormick: Why would the development review process allow you to have more signs?

19:02:39 Charlie Porter: They want it to go before the Planning Board.

19:02:44 Randy Reynolds: Most towns allow two 4x8 signs, to get to the plan of it, the name of where to go but with this you can't do that, and if you went through development review, which is a subdivision process, they would be able to allow that to happen.

19:03:01 Jim Kenney: What you just described, you could do. You could have two signs. This is saying no more than two so if you wanted a 3rd one, you couldn't have it unless you go before the Planning Board. Why would you need that for a sign?

19:03:17 Tony Avila: So, any sign. It doesn't if it's it says boo on it. Any sign.

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19:03:33 Barry McCormick: Free standing, not in the ground.

19:03:36 Jim Kenney: Free standing is not attached to the structure.

19:03:41 Randy Reynolds: Free standing is alone, out on the edge of the property or in the middle.

19:03:41 Jim Kenney: Would it be on a post driven into the ground?

19:03:51 Randy Reynolds: It means you can put a post into the ground like what I've got.

19:03:59 Tony Avila: So now you've got the Common Ground Fair. You see they put signs going down Depot Street.

19:04:06 Randy Reynolds: That's temporary.

19:04:11 Charlie Porter: I wouldn't touch that with 20 foot pole.

19:04:25 Randy Reynolds: No, we need to stay away from those.

19:04:29 Jim Kenney: Let's use Randy's place as an example. He has in view distance a sign that says what it says. And couldn't he have a 3rd one if he wanted?

19:04:53 Randy Reynolds: Charlie has the right to give him two but beyond that there should be some process.

19:05:00 Charlie Porter: You've got to go to development review.

19:05:00 Barry McCormick: I'm still having an issue with free standing. You're talking about stand alone and this says free stranding. To me, that means one of those white signs that have the legs on it that can be moved around.

19:05:22 Jim Kenney: I believe in the context of this sentence, free standing means not attached to the structure.

19:05:43 Charlie Porter: Let's look it up, what is the definition? Let's look it up folks.

19:05:59 Barry McCormick: Those realtor's signs are standalone in the ground. Free standing you can move it anywhere you want to.

19:06:30 Jim Kenney: You have free-standing signs at your place. They announce the price of gas.

19:06:41 Barry McCormick: That's not a free standing. It's a stand alone.

19:06:51 Randy Reynolds: I'll get into that.

19:06:54 Barry McCormick: Why would you need that sentence in there?

19:07:02 Randy Reynolds: First off, we need to clarify what free standing and stand alone are.

19:07:09 Jim Kenney: You have that action? [Definition of free standing and standalone.]



19:07:37 Charlie Porter: By the way, a flag is not considered a sign. Well, I'll qualify that. A flag, pendent, or insignia of any nation, so if you want to run a flag pole out there, it's not considered a sign. I had somebody ask me that the other day, if we permitted flag poles.

19:08:06 Barry McCormick: H, These standards also apply to any exterior vending machine that is clearly visible from a public road. These standards do not apply to temporary signs as defined or seasonal decorations.

19:08:25 Charlie Porter: I'd strike the vending machine.

19:08:31 Randy Reynolds: You don't think that's going to come up in conversations?

19:08:36 Tony Avila: If you have a vending machine inside your business, we're going to dictate what people can leave on inside their business?

19:08:47 Randy Reynolds: That's what's in the old one.

19:08:47 Charlie Porter: One guy in town wanted it and they put it in there.

19:09:05 Tony Avilla: What's next, Christmas trees?

19:09:11 Jim Kenney: Here's what's going to happen if it's not addressed in some way, shape or manner, somebody will put it in. A determination should be made by this team on vending machines and state it.

19:09:28 Barry McCormick: These standards do not apply.

19:09:32 Charlie Porter: If we were having issues, say if every business in town had six of them, but we don't.

19:09:40 Randy Reynolds: This makes sure we don't. Why couldn't we have this first sentence on H, when the business closes the machine is turned off.

19:09:54 Charlie Porter: The trouble is, it's probably all connected up. If you turn the light off the machine gets turned off.

19:10:06 Barry McCormick: If you're going to allow it, just scratch the first sentence and write these standards do not apply to any temporary signs, vending machines, or seasonal decorations.

19:10:47 Randy Reynolds: I'll go along with that.

19:10:51 Barry McCormick: Leave the first sentence right out and start with these standards...

19:11:10 Randy Reynolds: We should state what the standards are.

19:11:11 Barry McCormick: We're going to scratch the first sentence and it's going to say, these standards do not apply to temporary signs as defined, vending machines or seasonal decorations.

19:11:16 Jim Kenney: The standard is a sign permit must be obtained.

19:11:27 Randy Reynolds: Yes, that should go right to the bottom.

19:11:40 Barry McCormick: Going to I, These standards do not prevent the repair of previously existing signs, provided that the repair does not increase non-conformity.

19:11:50 Charlie Porter: Nothing wrong with that.

19:11:54 Jim Kenney: What is this excepting?

19:11:59 Barry McCormick: Let's say I have a sign that's 800 square feet, it's been there 20 years, if something happens to it I can fix it.

19:12:09 Randy Reynolds: The Masonic sign out here is a good indication.

19:12:14 Charlie Porter: Technically, changing a light bulb in a sign would fit on this paragraph.

19:12:21 Randy Reynolds: Let's just note that one and read on because I have some other stuff, I think maybe we can tie this into another sentence.

19:12:28 Barry McCormick: J, Any preexisting signs that require maintenance are allowed to do so as long as they do not increase nonconformity. The Code Enforcement Officer shall be notified before any updates are done to the sign to make sure it will remain in conformance with this ordinance.

19:12:49 Jim Kenney: I'm going to repair my sign and I'm not going to ask anyone's concurrence, and neither will you. Any preexisting signs that require maintenance are allowed to do so as long as they do not increase nonconformity. I would put a period after to do so period.

19:13:27 Randy Reynolds: Why don't we take the whole paragraph right out?

19:13:21 Jim Kenney: No, because there is going to be somebody who comes along and says you can't repair it.

19:13:39 Jim Kenney: My sign might be conforming, and it might not be conforming.

19:13:48 Barry McCormick: What if it's not conforming and you want to fix it and you say, while I'm here let's add another six feet to it.

19:13:55 Randy Reynolds: Why not take the second sentence right out and leave the whole of the first.

19:38:58 Jim Kenney: I agree to that.

19:14:04 Randy Reynolds: I've been trying to give Charlie some say about what happens because I know he has trouble with some people on this.

19:14:13 Barry McCormick: All signs and their supporting structures shall be properly maintained to prevent rust, rot, peeling or similar deterioration.

L, On-premises sign shall not extend over or project into any public right of way.

19:14:39 Randy Reynolds: We can do away with that because we've already got that one earlier up.

19:14:42 Barry McCormick: Wall signs shall not be attached to or obstruct any window, door, stairway or other opening intended for ingress, egress, or for ventilation or light.

19:15:23 Jim Kenney: I look at that and it says the sentence starts here and in my mind it says because we think you're stupid, you cannot do the following things. And they're really going to read this, okay.

19:15:40 Barry McCormick: It gives us some leverage if we see an issue.

19:15:49 Randy Reynolds: If somebody sees a stairway going down out of the back of the building for business, they come down the fire escape but somebody puts a sign up there so you can't go, you can't say anything unless you've got something in here to back it up.

19:16:18 Charlie Porter: I'll just call the Fire Marshall's Office.

19:16:18 Barry McCormick: N, Signs on motor vehicles, boats and/or trailers, which are determined by the Code Enforcement Officer to be circumventing the intent of this ordinance are prohibited. Circumvention shall include, but not limited to, signs which are continuously in the same location or signs that extend beyond to height, width or length of the vehicle.

19:17:02 Tony Avila: So who doesn't like my sign on my car? [Laughter] Where did that come from?

19:17:08 Barry McCormick: It means I don't need a permit, if I put a big sign in a boat and park it out front of my store.

19:17:15 Charlie Porter: Let's take your old business, you had Jim's Salad on the side of that truck and you wanted to park it out in the road, is this saying no you can't have that sign there? The trouble is, if you've got a licensed vehicle, you're properly licensed and you've got a business, and you want to put Depot Store on there or Subway and whatever else on that truck, and park it on a road or in your parking lot...

19:18:04 Jim Kenney: What are you saying? Do you want this struck?

19:18:11 Charlie Porter: I don't know.

19:18:13 Charlie Porter: That exceeds beyond the height and the width and the length of the vehicle, I think the cops would have something to say about it.

19:18:34 Randy Reynolds: Well, if you've got a trailer out there, snowmobile trailer, and you try to put a 20-foot sign on it, it's saying you can't go beyond the limits of the actual body of the trailer.

19:18:42 Barry McCormick: Let's say I'm only allowed 400 square feet of signage on my property, and I need another sign or I think I do, I can go buy a trailer or a boat or anything and park it out in the parking lot and leave it there. That's what this is for.

19:19:04 Jim Kenney: And I would say why shouldn't you be able to do that?

19:19:22 Barry McCormick: It would be nice if I could do that for 2-3 days or a week if I have an event going on or something.

19:19:30 Randy Reynolds: That's why this says Code Enforcement Officer.

19:19:42 Barry McCormick: I think the part here that makes the difference is signs which are continuously in the same location. It means you just can't park it there and leave it.

19:20:10 Jim Kenney: If I had a truck body painted with a cornucopia on it and it said Jim's Produce Company with a telephone number and it's properly on my property, not within anyone's right of way, I would say I'm going to choose to do what I do.

19:20:34 Barry McCormick: But the question would be, if you're only allowed 400 square feet because of the size of your building, that makes it 480 square feet, is it legal or not because it is a sign.

19:20:47 Tony Avila: Is there a thing on here of how many square feet are allowed? [2nd page]

19:21:28 Tony Avila: I think we should take it right out.

19:22:44 Charlie Porter: I don't know. It's to the eye of the beholder, the CEO. I could say this little sign this big is no good, and then I could say this sign that is this big is okay.

19:23:06 Randy Reynolds: I think there should be something in there, even if we reword it.

19:23:13 Jim Kenney: Let's put an asterisk next to it.

19:23:25 Barry McCormick: I think it's going to boil down to square footage to cover this. Is it a sign? If not, then we don't need this in there. If it is considered a sign, then the top part will take care of it. Do we consider these things on a trailer parked side the road a sign?

19:24:15 Randy Reynolds: Yes.

19:24:29 Barry McCormick: Getting into the last one, they allow four square feet of signage allowed per linear foot of building. If Jim wants to put his truck out there, and it's a sign, then it falls under the linear square footage there is nothing you can do about it.

19:24:50 Charlie Porter: I don't know. Let it go, let it float and see what happens.

19:25:15 Randy Reynolds: We'll leave this one in there for now. We're going to go on this a couple more weeks before we're done.

19:25:44 Barry McCormick: O, sign brightness, signage should not exceed 1150 lumens per square feet of signage. That came from Bob at Bangor Neon.

19:25:59 Charlie Porter: That's okay but how am I going to determine what that is?

19:26:04 Barry McCormick: Every sign has a certification on it.

19:26:08 Charlie Porter: And how do I know they're not lying?

19:26:32 Barry McCormick: I called Bob, just so everybody knows. We've been beating this thing for two or three weeks and finally I called him and I told him we're struggling within something. We want it short and simple so people can understand it. I said think about it and let me know what you would do. He called me back and he said the only thing that people really care about is the brightness and the size. Every other town, the standard is 150 lumens/square foot. The other thing he said, there is 4 square feet per sign allowed per linear foot. That sounds like an awful lot. That to me, even the dollar store, as big as that sign is, the problem is going to be when they flip that on. If it's within the size of what they're allowed and each square foot only illuminates 1150, that seems to be the acceptable standard amongst all the towns. It's not glaring bright but it does the job of illuminating the sign.

19:27:55 Randy Reynolds: We're going to have to show people what is 1140 lumens per square foot or whatever that is.

19:28:02 Jim Kenney: There is trouble with the word should or may.

19:28:07 Charlie Porter: Should not exceed.

19:28:11 Jim Kenney: May not would be a better choice.

19:28:11 Charlie Porter: May not would be better.

19:28:29 Randy Reynolds: We need something definite.

19:28:32 Jim Kenney: If we're going to put a number on it...

19:28:36 Barry McCormick: Signage shall not exceed 1150.

19:28:42 Jim Kenney: Sign brightness shall not exceed...

19:29:13 Randy Reynolds: Charlie, can you check on it? A tester for 1140 lumens that would test the light. A hand held detector at what price.

19:29:52 Jim Kenney: Let's do the study at your place. You walked around your place with a light detector, it was hand held and it was small, and it was not complex.

19:30:07 Barry McCormick: Any lighting company would have one. P, square footage allowed, four square feet of signage allowed per lineal foot of building frontage. 'T know if a sign is 1 side or 2 sides. I'll elaborate on that. When I first saw that, I said, geez, that's a lot of signage. I went out to my place and the paper that you have in front of you, again, I don't know if a sign is one-sided or two. I wrote down double. This isn't right to the square inch but it is close enough. If you do all of my signs and some of them I don't even have up yet, if it's only one side of each sign, that 216 square feet. If you go down through and add both sides and the single sides together, I've got 342 square feet.

19:31:44 Jim Kenney: What is the size of the building?

19:31:47 Barry McCormick: 400 square feet. That's how close it is.

19:31:55 Charlie Porter: So you ended up with less than what you could've had.

19:32:00 Barry McCormick: This gives you a guideline. My store, I think, is well-signed. I think we've got a Subway sign going up in the gable, and one going on the side, and then 2 other ones out underneath the pole.

19:32:45 Randy Reynolds: In a case like that, the Dollar Store can add a lot more signs.

19:32:57 Barry McCormick: They're only 50 feet wide. I'm 100. They can put 200 square feet. If that works square footage wise, now they can go 1150 lumens per square foot, they should be able to turn that baby on, if this was passed.

19:33:27 Jim Kenney: I think these are good numbers.

19:33:59 Barry McCormick: I've got a pretty active business up there. The signage is adequate for what I've got.

19:34:28 Charlie Porter: Are we being too lenient? What about 3 square feet?

19:34:23 Randy Reynolds: I don't think he has an overabundance.

19:34:29 Barry McCormick: Now does that have to be lit to be a sign? Some of these aren't even lit.

19:34:40 Randy Reynolds: We're talking lumens.

19:34:58 Jim Kenney: We have to find the words that work for a business like you just said that you like your signage, and we don't want anything in here that would make you reduce your signage. Right? You've got a good example there.

19:35:19 Charlie Porter: Is this the rule of thumb, what this fella said for most towns?

19:35:27 Barry McCormick: I asked him, what would you do if you were on our committee and he said the exact same thing as I've already said before.

19:36:47 Randy Reynolds: It's not on the list but what about exterior displays of products?

19:37:35 Jim Kenney: I don't like that. What if Barry wanted to put a rack of Coca Cola outside and put a light on it? Why not?

19:37:54 Randy Reynolds: Why couldn't we simply say unless it's in business hours or something to that effect.

19:38:11 Barry McCormick: If you're numb enough to leave a pallet of Coke out there... I'd would say Tony, me, whoever, I mean, we're in the business to sell stuff. If Tony's got a thing out there with tires on it that he wheels in and out....times changes at 4:30, he's open until 6:00 and he wants to light it up, he ought to be able to.

19:38:54 Jim Kenney: We all agree.

19:42:54 Tony Avila: What defines a sign?

19:42:58 Charlie Porter: Mine's on page 47, temporary signs is on page 48.

19:43:03 Randy Reynolds: I think that needs to go right on this page.

19:43:08 Barry McCormick: Whoa! A two-sided sign is considered as one sign for the purpose of this ordinance. So, if that's the case, I've only got 216 square feet of signage.

19:43:59 Randy Reynolds: It's something to think about. Does that mean we can allow somebody else to come in and put up twice as much? I'm just playing the devil's advocate. We're not coming up with the answer tonight.

19:48:26 Barry McCormick: I think a sign is a sign whether it's lit or not. You're allowed 400 square feet of signage, whether they're lit or not. That's the way I read it.

19:48:49 Charlie Porter: Are we still going to keep the no internally lit signs bit or are we going to do away with that.

19:48:53 Barry McCormick: We've canned that.

19:49:01 Meeting closed.

**Respectfully submitted,**  
**Sherry E. Powell-Wilson, Notary Public**  
**Approved:**