

Subject to approval

ADVISORY COMMITTEE ON COMMUNITY APPEARANCE
Regular Meeting May 10 2022
Minutes

The Regular Meeting of the Advisory Committee on Community Appearance (ACCA) was held on Tuesday, May 10, 2022 via Zoom Video Conference, with Matt Williams presiding.

Members present: Acting Chair Matt Williams, Ron Zollshan, Fred Murphy

Members absent: Peter Clement, Chair E. Ardolino

Others present: John J De Laura, CZEO (Zoning Enforcement Officer). Jerry Davis, property owner and Harold L. Blank/Madison Arts Cinema at 5:19 pm.

M. Williams called the meeting to order at approximately 5:06 p.m.

The following pages contain the recommendations for the applications presented.

Minutes:

Approval of Minutes: March 8, 2021. Tabled to the next regular meeting.

Adjournment:

Motion: By M. Williams to adjourn at 5:45 pm, second by F. Murphy, all members present in favor.

Respectfully submitted,
John J De Laura, CZEO

Application:

22-09DVD. 761 Boston Post Rd. Map 38, Lot 96; DVD; Owner: Davis Realty; Applicant: Harold L, Blank/Madison Arts Cinema; Major Alteration in the Downtown Village District per Section 30 for digital sign.

In the absence of Mr. Blank at the start of the meeting, Mr. Davis presented an overview of the Marquee as to what changes are being requested. The approval for the marquee was in 2017 and a recap of that approval was briefly reviewed.

Mr. Blank arrived online at 5:19 to join the meeting and discussed what was thought he would like to see the marquee be able to do. He thought messages could change every 45 seconds to advertise specials or promotions for tickets. The R. Zollshan asked why would it be necessary to promote specials every 45 seconds for the entire day, that seemed to be a lot in a day.

F. Murphy asked if the Marquee changing that often would be a distraction to traffic and Mr. Blank responded, no not really.

M. Williams asked what the change rate is presently and was informed by Mr. Blank it is 5 minutes. M. Williams thought it was not a safety concern but animation on the Marquee could very well be a concern.

Mr. Blank responded that there would not be animation just still changes.

Mr. Zollshan requested Mr. Blank expand on what would not be done with the Marquee in more detail and Mr. Williams asked if an example of other similar marquees could be videoed and sent in for review.

F. Murphy agreed that a video of other signs and a narrative of what the Marquee will not do would be helpful.

R. Zollshan motioned to continue the review pending receiving the video and details on what Marquee is expected to not do. F. Murphy second, all approved.