

Subject to approval

**ADVISORY COMMITTEE ON COMMUNITY APPEARANCE**

**Regular Meeting June 14, 2022**

**Minutes**

The Regular Meeting of the Advisory Committee on Community Appearance (ACCA) was held on Tuesday, June 14, 2022 via Zoom Video Conference.

**Members present:** Chair Elizabeth Ardolino, Matt Williams, Ron Zollshan, Fred Murphy

**Members absent:** Peter Clement

**Others present:** John J De Laura, CZEO (Zoning Enforcement Officer). Harold L. Blank/Madison Arts Cinema.

The chair called the meeting to order at approximately 5:04 p.m.

**The following pages contain the recommendations for the applications presented.**

**Minutes:**

Approval of Minutes: March 8, 2021 Approved

May 10, 2022 Approved

**Adjournment:**

Motion: By M. Williams to adjourn at 6:07 pm, second by R. Zollshan, 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.

This is a follow up from the May 10, 2022 meeting where the marquee was discussed in some detail and the Committee requested Mr. Blank provide more information as to what the marquee will not do and to present a video of a similar cinema marquee as an example.

Mr. Blank discussed what he thought he would like to see the marquee be able to do in relation to movie titles and ads. The videos of the Marblehead and Madison marquees were compared and discussed. In addition, two movie stills were shown that were designed by the movie companies, one was Billboard and the other The Shape of Water. The Committee agreed only the professional produced playbills/posters were acceptable.

E. Ardolino preferred the longer duration intervals of stills and asked what special events would be promoted. Mr. Blank mentioned events such as ballets, operas or special performances that could be live streamed with the permission of the production company. Other promotional opportunities could be theater gift cards, bargain ticket days and special movies. She thought the ratio of movie information to promotional displays should be something more than 75% movie and less than 25% other.

The Committee generally agreed that color still frame presentations at 30 seconds intervals was the most favorable display. They thought that other than movie related promotional displays would set a precedence that might be difficult to manage. It was agreed that the stills should be the studio designed images and not any other type.

F. Murphy asked if the marquee size would be changing and have the other marquees been distracting? Mr. Blank responded there is no size change to this marquee and no incidences of others being a distraction.

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.

E. Ardolino made a motion to accept the marquee with the conditions there would be only static color images produced by the production studios at intervals of 30 seconds and there would be a limited amount of non-movie specific promotional display.

F. Murphy seconded the motion, M. Williams and E. Ardolino for, R. Zollshan abstained. Motioned carried.