

**Main Street Study Group
Agenda for Tuesday, March 8
Town Hall – 1st floor -- 8AM**

PRESENT: Barbara Clark, Heather Clark, Marc Gavin, Craig Stevens, Mavis Miller, Sue Berkowitz, Dean Dietrich

- 1) Review of notes / recommendations – March 1, 2016 (attached)
- 2) Review of current legislation:
 - Sandwich boards not allowed
 - Menu boxes (small / lit) are allowed- do not count as sign
 - Banners for non-profit events only
 - Each business is allowed principal sign (32sq ft), accessory sign (16sq ft), temporary window sign (15% of window), + restaurants are allowed up to two building mounted menu signs (each 3 sq ft / may be lit)

ADA 36 Inches- width needed for one wheelchair

ANALYSIS:

Negatives-

- creates cluttered look
- impedes pedestrian traffic-animal / human
- impedes cleaning
- don't always stay in place - may create traffic hazards

Positives-

- helps promote business
- provides visitors with information/ (open + specials)

Possible approaches:

- Keep current legislation
- Allow each business an additional sign – either sandwich board with 6 ft of sidewalk clearance OR wall mounted attached to building
- Allow businesses a sandwich board if they have sufficient sidewalk clearance

If sandwich boards are allowed there should be limits on size / number / design (chalkboard- natural elements)/ times of use?

Ideas will be presented at Business Association meeting

- 3) Next meeting: Tuesday March 15th at Town Hall (8 AM)
 1. Feedback from Business Association meeting
 2. Recommendation for sandwich boards / banners
 3. Start discussion of merchandise product issues / cafes