



Town Hall
8 Community Avenue
Plainfield, CT 06374

Telephone (860) 230-3030
Fax (860) 230-3029

THE PLAINFIELD TOWN HALL

PLAINFIELD • CENTRAL VILLAGE • MOOSUP • WAUREGAN

PLANNING AND ZONING DEPARTMENT

July 17, 2024

Please be advised that a text amendment to the Planning and Zoning Regulations has been submitted pertaining to Advertising Billboards along Interstate 395. A public hearing will be held on August 13, 2024.

Please see the attached proposal.

Respectfully,

Ryan Brais, CZEO
Town Planner
Town of Plainfield

Proposed Text Amendment of P & C, LLC, of 630 Norwich Road, Griswold, CT 06351
requesting a modification to
Section 13 – Sign Regulation: To allow for the construction of new billboards that advertise to Interstate 395.

Statement of Purpose:

To allow for the construction of new billboards that advertise to motorists on Interstate 395.

Proposed Text:

Modify:

Section 13.5 Sign Regulation

SIGN, ADVERTISING: BILLBOARD

Add New Section:

13.56.6 NEW Billboards may be constructed on property along Interstate 395 in accordance with any other Billboard Regulations of the Town of Plainfield.

1. The faces of the billboard may be increased in size, not to exceed 14' x 48'.
2. No more than 2 faces are to be displayed and must be directed exclusively to Interstate 395. The faces may be flush (back-to-back) or in a "V" formation, located on a single structure.
3. The overall height of the structure shall not exceed 50' above grade and shall not be closer than 30' to an adjacent property (excluding the 395 right-of-way).
4. Digital/Electronic billboards are permitted provided that they meet the following requirements:

Brightness During daylight hours between sunrise and sunset, luminance shall be no greater than seven thousand five hundred (7,500) nits. At all other times, luminance shall be no greater than three hundred (300) nits. One (1) nit is equal to one (1) candela/square meter.

All electronic advertising signs shall be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness as provided above and must be maintained in proper working order.

The text, image, or display on an electronic advertising sign may not change more than every eight (8) seconds and must remain stationary for the duration of the advertisement. The sign must not be located closer than 400' to a residential dwelling at the time of construction.

5. Billboards may be permitted by Special Permit.