

**TOWN OF EAST HARTFORD  
PLANNING & ZONING COMMISSION  
APPLICATION FORM**



*OK*

Official Receipt Date:  
7.1.19

DATE: 7/1/19

**1. APPLICATION TYPE: (CHECK ALL THAT APPLY) \*COMPLETE SECTION ON PAGE 2 OR 3**

- |  |  |
|--|--|
| <input type="checkbox"/> SITE PLAN APPLICATION   | <input type="checkbox"/> NATURAL RESOURCES REMOVAL AND FILLING |
| <input type="checkbox"/> SITE PLAN MODIFICATION  | <input type="checkbox"/> SPECIAL USE PERMIT*                   |
| <input type="checkbox"/> FLOOD HAZARD – MAJOR*   | <input type="checkbox"/> ZONING MAP CHANGE*                    |
| <input type="checkbox"/> FLOOD HAZARD – MINOR*   | <input checked="" type="checkbox"/> TEXT AMENDMENT*            |
| <input type="checkbox"/> SOIL EROSION AND SEDIMENTATION - Cumulative disturbed area (sq. ft.): _____ |  |

**2. SITE AND PROJECT INFORMATION**

PROPERTY ADDRESS: \_\_\_\_\_ ZONE: \_\_\_\_\_  
ASSESSORS MAP AND LOT: \_\_\_\_\_ PARCEL SIZE (ACRES OR SQ. FT.): \_\_\_\_\_  
PROJECT NAME: \_\_\_\_\_  
PROJECT DESCRIPTION (ATTACH ADDITIONAL SHEETS IF NEEDED):

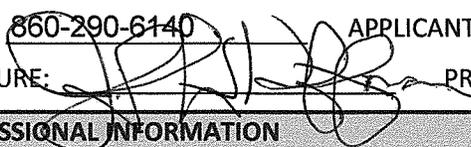
**3. PROPERTY OWNER INFORMATION  CHECK IF PRIMARY CONTACT**

OWNER OF RECORD: \_\_\_\_\_  
OWNER ADDRESS: \_\_\_\_\_  
OWNER PHONE: \_\_\_\_\_ OWNER EMAIL: \_\_\_\_\_  
OWNER SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_

The undersigned owner hereby authorizes: (1) this application, and (2) the Planning and Zoning Commission and Town of East Hartford staff the right to enter upon the property for the purposes of inspection associated with this application.

**4. APPLICANT INFORMATION  CHECK IF PRIMARY CONTACT**

CHECK IF APPLICANT IS SAME AS PROPERTY OWNER

APPLICANT: RRHT Trust Holdings LLC  
APPLICANT ADDRESS: 750 Connecticut Blvd, East Hartford, CT 06108  
APPLICANT PHONE: 860-290-6140 APPLICANT EMAIL: Jeffrey.Hoffman@hoffmanauto.com  
APPLICANT SIGNATURE:  PRINT NAME: Jeffrey Hoffman

**5. DESIGN PROFESSIONAL INFORMATION  CHECK IF PRIMARY CONTACT**

FIRM: \_\_\_\_\_ PHONE: \_\_\_\_\_  
CONTACT PERSON: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**- COMPLETE ONLY THE SECTIONS THAT APPLY TO YOUR APPLICATION TYPE -**

**C. ZONING MAP CHANGE (ATTACH ADDITIONAL SHEETS IF NEEDED)**

**1) Zoning information:**

a. Existing Zoning District: \_\_\_\_\_

b. Proposed Zoning District: \_\_\_\_\_

**2) Describe the existing and proposed use of land and buildings in zone change area:**

**3) Describe how the proposed Zone Change relates to the Plan of Conservation and Development:**

**4) Describe how the proposed Zone Change will benefit the Town of East Hartford:**

**D. TEXT AMENDMENT (ATTACH ADDITIONAL SHEETS IF NEEDED)**

**1) Section number and wording of existing Zoning Regulation proposed for amendment:**

Section 210.2(e) Sign review and approval:

(e) EMC sign/s associated with shopping center/mall may be allowed by special permit under section 207. The Commission may allow two free standing ground EMC signs or combination EMC and standard sign with maximum of thirty six feet in height. In no case shall the EMC portion of the sign face on a free standing ground EMC sign exceed fifty square feet. The sign area for EMC signs is counted towards the total allowable free-standing sign area for a shopping center/mall.

**2) Proposed revision, addition, or change in wording to the Zoning Regulations:**

Section 210.2(e) Sign review and approval:

(e) EMC sign/s associated with shopping center/mall may be allowed by special permit under section 207. The Commission may allow two free standing ground EMC signs or combination EMC and standard sign with maximum of thirty six feet in height. In no case shall the EMC portion of the sign face on a free standing ground EMC sign exceed one hundred fifty (150) square feet. The sign area for EMC signs is counted towards the total allowable free-standing sign area for a shopping center/mall.

**3) Describe the circumstance that justifies the proposed amendment:**

Please see Attachment A.

**4) Describe how the proposed amendment clarifies or improves the Zoning Regulations and improves development in the Town of East Hartford:**

Please see Attachment A.

**5) Describe how the proposed amendment relates to the Plan of Conservation and Development:**

Please see Attachment A.

**Attachment A**  
**Town of East Hartford Planning & Zoning Commission**  
**Application Form for Text Amendment**

Answer to Question D(3): “Describe the circumstance that justifies the proposed amendment”:

Section 210.2(e) regulates EMC signs associated with shopping center/mall use. As such, this section regulates EMC signs that will be located in busy shopping centers and retail areas, which means frequent and consistent traffic will be coming and going through the shopping centers and on the adjacent roads. Additionally, because shopping center/malls have a number of interconnected retail stores (not less than 5), there is a variety of signage associated with such shopping center/mall use. The increase in the square footage of the EMC signs in the shopping center/mall areas allows such passersby to more clearly view the EMC sign. The need for the increase in the permitted square footage for EMC signs also reflects the changing market of updated technology for EMC signs that favor a larger surface area for better imaging, and the updated technology also results in greater efficiency.

Answer to Question D(4): “Describe how the proposed amendment clarifies or improves the Zoning Regulations and improves development in the Town of East Hartford”:

The proposed amendment to the Zoning Regulations only affects EMC signs located within a shopping center/mall area, and therefore this change is limited in scope. As discussed above, a shopping center/mall tends to be a busy area with steady traffic in both directions. An increase in the square footage of the EMC sign to 150 square feet would allow passersby to see the EMC sign more clearly, and is consistent with the evolution of electronic messaging signage and the updated technology.

Answer to Question D(5): “Describe how the proposed amendment relates to the Plan of Conservation and Development”:

The proposed amendment is consistent with a number of the goals identified in Section 1.1 of the Plan of Conservation and Development, including “implement improvements to the Town’s commercial corridors” and “promote economic development to attract and retain business”. Additionally, Section 3 of the Plan of Conservation and Development identifies one of the land use and zoning goals as follows: “Ensure that zoning regulations support the desired use of land and appropriately control development while allowing for creativity and flexibility to achieve planning objectives.” The proposed text amendment continues the appropriate use of EMC signs in shopping centers/malls, but reflects the updated technology and understanding of how these signs are used and viewed. The proposed increase in EMC signs in shopping center/malls is consistent and complimentary with the surrounding retail areas and will further showcase the business and retail vibrancy of East Hartford to those passing by.