

ORDINANCE NUMBER 01-07-19-1

AN ORDINANCE OF THE CITY OF NEW LONDON, CONNECTICUT, PROVIDING STOREFRONT STANDARDS FOR COMMERCIAL PROPERTIES.

WHEREAS, the City of New London (hereinafter "City") has a large stock of commercial properties within its limits; and

WHEREAS, much of the said commercial properties have high visibility, and are closely located, to public streets and rights of way; and

WHEREAS, the City has adopted a Property Maintenance Code and the Blight Enforcement Ordinance in order to regulate how properties within the City are seen and presented to members of the public and the citizens and guests of the City; and

WHEREAS, General Statute §7-148(c)(7)(A)(ii) provides that the City may regulate the mode of using any buildings within the City for the purpose of promoting the general welfare of the inhabitants of the municipality; and

WHEREAS, General Statute §7-148(c)(10) provides that the City may make all lawful ordinances in furtherance of any general powers as enumerated under General Statute §7-148; and

WHEREAS, regulating how vacant properties and/or properties under construction and renovation look visually to the public and to neighboring and surrounding properties increases the value and esteem of the subject properties, neighboring properties, and the City as a whole; and

WHEREAS, whereas the City wishes to protect the welfare and property values of all of its properties, property owners, citizens and guests.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF NEW LONDON:

Section 1. That the Code of Ordinances of the City of New London be amended by adding a section to read as follows:

A. When commercial property is finished and vacant or under construction and has windows that face out onto a public street or right of way, the owner of said commercial property shall be required to keep the said property, and its interior, pursuant to one of the following criteria:

(1) Visually unblocked from the public street or right of way only if the interior space that can be seen from the public street or right of way is finished and kept neat and clean and free of all debris, tools, building materials and/or construction activity;

(2) Cover any and all windows facing out to a public street or right of way with vinyl graphics which shall conform to one of the following types:

- a. A translucent etched glass film style;
- b. A zero transparency black window tint style; or
- c. Vinyl graphic art or marketing designs which may identify the space as available for rent and may include contact information for the owner, property manager and/or real estate agent.

Any vinyl graphics chosen pursuant to this subsection shall be of the same and identical type or style in all windows in the same commercial space, the intent being uniformity in style and appearance for the same property; or

(3) Display visual art in any and all windows facing out to a public street or right of way. Said visual art shall include sculptures, paintings, photography, video displays and murals, with all other space being kept neat and clean and free of all debris, tools, building materials and/or construction activity. If an owner chooses to display visual art under this subsection, the owner may be allowed to use temporary finished partitions upon which visual art may be hung or displayed.

(B) Notwithstanding the requirements of Section (A) herein, if commercial property and space is under construction and has windows that face out onto a public street or right of way, the owner shall have the option of utilizing black masking paint, or a similar paint, that has a zero transparent finish to completely cover any and all windows.

(C) The following materials and/or covers shall not be permitted in any windows in commercial property and space that face out onto a public street or right of way, whether said commercial property and space is vacant or occupied:

1. Construction paper;
2. Blank or incomplete painters canvas;
3. Trash bags or other plastic sheets or coverings;
4. Tarps;
5. Hand-written signage;
6. Real estate signage that is not hung on any glass and properly centered in any window; or
7. Displays that are out of season.

Section 2.

A. Any person who violates any provision of this ordinance shall receive a citation and be fined Two Hundred Fifty (\$250.00) Dollars.

B. Each day on which a violation occurs or continues after the time for correction of violation given in any order has elapsed shall be considered a separate violation of this ordinance.

C. All ordinances or parts of ordinances in conflict with this ordinance are hereby repealed.

D. If any provision of this ordinance or the application thereof to any person or circumstances is held to be invalid, such invalidity shall not affect other provisions or applications of any other part of this ordinance that can be given effect without the invalid provisions or applications; and to this end, the provisions of this ordinance and the various applications thereof are declared to be severable.

E. This ordinance shall become effective after its passage as set forth in Section 27 of the City of New London Charter.

Date Approved by City Council: January 7, 2019

Effective Date: February 7, 2019

Signed: Don Venditto, Jr.

Don Venditto, Jr., City Council President

Countersigned: Jonathan Ayala

Jonathan Ayala, City Clerk