

Guilford Planning and Zoning  
**OUTSIDE DISPLAY OF MERCHANDISE**

Fax to 203.453.8034 or mail to P&Z, 50 Boston Street, Guilford (questions? Call 203.453.8039)

Year \_\_\_\_\_

Name of Business, Organization or Enterprise: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Applicant: \_\_\_\_\_

Phone: \_\_\_\_\_ Date submitted: \_\_\_\_\_

**Display Design Submit drawing or sketch**

Location (submit map): \_\_\_\_\_

Type of materials/merchandise: \_\_\_\_\_

Signed \_\_\_\_\_  
Applicant

Signed \_\_\_\_\_  
Owner, if multiple tenancy

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

**APPROVED Zoning Amendment to 273-47 Regarding Display of**

**Merchandise Revise 273 -47 as follows;**

**"273-47A. Site maintenance.**

**No commercial truck, trailer, van or van body or temporary shelter, storage container or building shall be located on any lot for the purpose of an office or storage or processing of construction materials in connection with a construction project on the lot except as approved by the Zoning Enforcement Officer [the Commission] for a limited period of time.**

**273-47B. Temporary display of merchandise.**

**Limited outside display of merchandise shall be permitted in all commercial zones when formally approved by the Zoning Enforcement Officer provided that the following standards are met.**

- 1. The display is for retail products.**
- 2. The display does not obstruct safe pedestrian use of the sidewalks and pedestrian areas and is not located in parking areas.**
- 3. The display cannot be on a grass strip of median that does not abut the storefront.**
- 4. Merchandise displayed must be purchased inside the store.**
- 5. Only products customarily sold at the store may be displayed.**
- 6. Displayed merchandise must be removed to interior storage at the close of store operating hours each day.**
- 7. The display must be consistent with the natural aesthetics of the zone**
- 8. Displays must be maintained in a clean and attractive manner.**
- 9. Clothing cannot be displayed on racks.**
- 10. Displays may not contain any items which may be deemed, unsafe, harmful, inflammatory, or offensive**
- 11. Displays must be stable and secure as to not fall or blow over as a result of being bumped into, wind or weather.**
- 12. Displays may not emit, fire, light, smoke, vapors, odors, fumes, sound, or any substance which may pose a health risk.**
- 13. Appeals from decisions by the Zoning Enforcement Officer may be taken to the Commission.**
- 14. The merchant or property owner shall indemnify the Town for any claim caused by the display.**
- 15. This section does not apply to the annual sidewalk sale and previously approved site plans.**
- 16. Violations will be subject to enforcement action and may include a citation fine as provided by Guilford Town Code Article II, § 1-12 and pursuant to Section 8-12(a) of the Connecticut General Statutes, Rev. 1958, as amended.**