



*Creating Great Communities For All*

# Connecticut Chapter of the American Planning Association

**Testimony regarding  
Proposed Bill No. 5135– AN ACT CONCERNING THE REGULATION OF SIGNS  
BY ZONING COMMISSIONS**

CCAPA supports this Proposed Bill, which removes the word “advertising” from the CGS Section 8-2 zoning enabling statute in regards to the municipal regulation of signage and billboards. This change would align the statutes with federal case law.

The 2015 U.S. Supreme Court decision in the case *Reed v. Town of Gilbert* provided guidance to municipalities on sign regulation. In brief, the Supreme Court prohibited municipalities from regulating signage differently on the basis of **content**; all signage had to be treated essentially equally. An advertising sign must be treated equally with political or ideological signs, and not be given more stringent (or different) standards about size, manner of placement, etc. Since that time, municipalities across the country, including in Connecticut, have been seeking to update their signage regulations to comply with this standard. Municipalities can still regulate elements of size, height, location, and illumination, but these regulations must be content-neutral. The Proposed Bill, by removing the qualifying word “advertising,” will treat a municipal regulatory authority of all signage in the same way. This respects the Supreme Court’s *Reed v. Town of Gilbert* decision and clarifies this statute for all Connecticut communities.

---

## WHO WE ARE

The Connecticut Chapter of the American Planning Association (CCAPA) has over 420 members who are governmental and consulting planners, land use attorneys, citizen planners, and other professionals engaged in planning and managing land use, economic development, housing, transportation, and conservation for local, regional, and State governments, private businesses and other entities. CCAPA has long been committed to assisting the legislature and State agencies with developing and furthering responsible growth management principles. The APA is an independent, not-for-profit, national educational organization that provides leadership in the development of vital communities.

---

## CONTACTS

CCAPA Govt. Relations Committee Co-Chairs  
John Guskowski, AICP  
Jenna Montesano, Esq.  
Phone: (860) 455-8251  
[ctplannersgovrel@gmail.com](mailto:ctplannersgovrel@gmail.com)

CCAPA President  
Rebecca Augur, AICP  
Phone: (203) 344-7887  
[raugur@mminc.com](mailto:raugur@mminc.com)