



Proposed

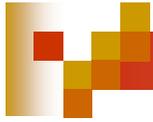
Sound View Commission

Information meeting presentation August 8 & 10, 2010



Sound View was developed in 1892 by Harry Hilliard, who firmly believed in the public's right to use the beach.

It is now considered a public beach, owned and operated by the Town of Old Lyme.



***Often referred to as a
“Diamond in the rough”
and
Connecticut's
“finest swimming beach”***

Display Ad 44 -- No Title
Jul 16, 1914;

≡≡≡ SOUND VIEW BEACH ≡≡≡

The Fastest Growing Summer Resort on the Sound!

*Pre-eminently the Most Valuable Seashore Property
Offered Today for a Summer Home or Investment*

**Dollar for Dollar it is the
Biggest Value Ever Offered in
Shore Property**

YOU GET BETTER IMPROVEMENTS AND MORE GROUND
THAN ELSEWHERE FOR YOUR MONEY.

EXTRA LARGE PLOTS, 50, 55,
60 AND 75 FEET WIDE.

NOTE THE LOW PRICES:—

\$125, \$200, \$250 and up to \$500

RESTRICTIONS THAT PROTECT YOU.

EASY TERMS, 10% FIRST PAYMENT, BALANCE 2% A
MONTH. TITLE PERFECT.

100 Extra Large and Well Located Plots

BEING THE 3RD AND LAST ADDITION NOW OFFERED FOR SALE
AT PRICES THAT ARE POSITIVELY THE LOWEST
EVER ASKED FOR SIMILAR PROPERTY

SOUND VIEW BEACH

IS LOGICALLY THE SUMMER PLAYGROUND OF HARTFORD BECAUSE
IT IS THE NEAREST BEACH TO HARTFORD AND THE EASIEST
REACHED. MORE PEOPLE VISIT THIS IDEAL RESORT DUR-
ING THE SUMMER MONTHS THAN ANY OTHER BEACH
ON THE SOUND.

SOUND VIEW BEACH LEADS EVERY OTHER BEACH THIS YEAR IN
BUILDING OPERATIONS.

SOUND VIEW BEACH HAS JUST COMMENCED TO GROW AND THOSE
WHO ARE SHREWD ENOUGH TO SEE THE FUTURE OF THIS
COMING PLACE WILL BUY NOW AT FIRST PRICES

**Thousands of Dollars Have
Been Spent in Improvements**

NEW RUNNING WATER SYSTEM JUST FINISHED. NEW
ELECTRIC LIGHT PLANT NOW BUILDING.
PROPERTY GRADED. FINE NEW GRADED
STREETS, STREET LIGHTS, STRICT
SANITARY REGULATIONS

POST OFFICE, MAIL AND EXPRESS SERVICE, STORES,
ALL CITY CONVENIENCES

ALL THE ATTRACTIONS OF A SUMMER RESORT:
TENNIS COURT, SAILING, FISHING, DANCING,
PAVILION, TEA ROOM, NEW CASINO.

The Bathing Beach is Positively the Finest in Connecticut

YOU WILL NEVER HAVE AN OPPORTUNITY LIKE THIS AGAIN. IF YOU HAVE ANY
IDEA OF SECURING A FINE SHORE LOT ON EASY TERMS, AND AT FIRST PRICES, YOU
MUST ACT QUICKLY. THERE ARE ONLY 100 LOTS AND THEY WILL NOT LAST LONG.
ARRANGE TO VISIT THE PROPERTY JUST AS SOON AS YOU CAN. PHONE, WRITE OR
CALL AT OUR OFFICE IN HARTFORD OR SOUND VIEW FOR FURTHER PARTICULARS, MAP,
AND HANDSOMELY ILLUSTRATED BOOKLET.

**Now is
the Time
to Buy**

IF YOU ARE WIDE AWAKE YOU WILL NOT ALLOW THIS OPPORTUNITY TO GET AWAY
FROM YOU. YOU MIGHT HAVE BOUGHT A LOT AT OCEAN BEACH SOME TEN YEARS AGO.
FOR ABOUT \$300, BUT DID YOU DO IT? YOU HAD THE OPPORTUNITY BUT DID YOU TAKE
ADVANTAGE OF IT? THOSE WHO DID BUY MADE ENORMOUS PROFITS.

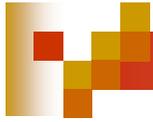
BETTER TALK OF THE PROFITS YOU MADE THAN THOSE YOU MISSED.

The Sound View Land Company,

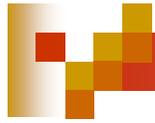
739 MAIN STREET, HARTFORD, CONN.
Telephone Charter 6532-2.

L. A. COSULICH CO., SELLING AGENTS.
Agents at the Property

SOUND VIEW, CONN.
Telephone Saybrook 145-32.



Home to a mix of seasonal & year-round residents, a small commercial district and a section of public beach, Sound View draws thousands of day-trippers during the summer months.



For over 100 years, Sound View residents have been aware of the need to address issues of parking, sanitation, policing and general “quality of life”.





Over the years a number of plans have been attempted.

SOUND VIEW SEEKS DIVORCE FROM LYME

Aug 6, 1920;

SOUND VIEW SEEKS DIVORCE FROM LYME

(Special to The Courant.)

Sound View, Aug. 5.

That Sound View and a number of other summer resorts from Howard's beach to Crescent beach petition the state legislature at its next session to be given permission to withdraw from the township of Old Lyme in order to form a separate borough, was proposed at a meeting of property owners here Tuesday afternoon. Because of the fact, however, that a number of taxpayers were unable to be present, a second meeting has been called for Sunday afternoon at O'Connor's Hall when the matter will be thoroughly discussed, and action taken. The property owners feel that the money they are now forced to pay to the town of Lyme could be used to better advantage if all the beaches constituted a borough.

LAND OWNERS SEEK BETTER CONDITIONS

Hartford Men On Committee to Consider Sound View Plans.

(Special to The Courant.)

Sound View, Sept. 2.

As an outgrowth of agitation begun early in the summer by Sound View land owners for better living conditions, a committee of land-owners has been named to take the matter up with the selectmen of Old Lyme, the state government and such other authorities as may be necessary. This action was decided upon after the idea of forming a borough was dropped by a number of land owners who at first strongly recommended it. Subsequent opinion was that such a step would be too costly. The committee to take up the matter of improvements with the proper authorities includes three Hartford men, Daniel P. Doyle, Nathan Katz and Patrick J. Finlay. Most of the land-owners in Sound View live here only during the summer. Many of them are from Hartford.

The improvements desired are concerned with sanitary conditions, the beach, roads and electric lights, and early in the present summer, the land owners retained Abraham Katz as counsel in their efforts to secure these improvements. Mr. Katz says he thinks the improvements will be secured by next summer.

Local land owners are dissatisfied with the condition of the highway between Blackhall and Niantic, with the fact that they have electric lights only a few months of the year, and then only between the hours of 8 a. m. and 1 a. m.; with the prevalence of mosquitoes and with the poor facilities for garbage disposal. They point out that garbage is removed only when the collectors feel like doing so. A better beach patrol is also wanted.

Advocates of forming a borough maintained that under such a condition the desired improvements could be made by the Sound View land owners independent of other agencies and authorities.

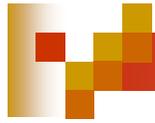
LAND OWNERS SEEK BETTER CONDITIONS

Sep 9, 1920 pg. 11

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- The first Sound View committee was formed in 1920.
 - As recently as 1992 the Economic Development Commission had an in depth study done.

And in the 2002

The enactment of the Sound View Design District (zoning)



These efforts, although significant, have had minimal positive impact.

In 2007, Sound View residents began an intensive grassroots effort to communicate with the town regarding beach concerns.



Residents began....

- Attending BOS meetings monthly
- Outlining safety & health issues
- Bringing photographic documentation
- Traffic
- Overcrowding
- Parking
- Drinking (alcohol)

Success !

- In 2009, a proposal for the prohibition of buses on local streets became law.
- 2010 has seen an unprecedented level of communication between the Town and beach communities.





**Now is the time to address these
issues with a realistic and
sustainable approach.**

- On November 3, 2008, the Old Lyme Board of Selectmen passed a motion establishing the Sound View Beach Commission Formation Committee.



Committee objectives

- “Investigate the effectiveness of creating a Sound View Beach Commission. This would include looking at various beach commissions from other towns and designing one that would be a best fit for the Sound View Beach area.”



and

- “During its existence, this committee may also come forward with recommendations for: improvements, safety, health, and quality of life issues relating to Sound View as well as proposed solutions to the OL BOS.”



Why a committee to “Investigate the effectiveness of creating a Sound View Beach Commission”, when the ***Sound View Beach Assoc.*** already exists ?



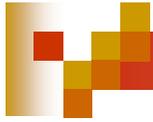
Sound View Beach Association, Inc. is:

- a voluntary, non-profit 501(c) (3) civic based charitable organization; the SVBA sponsors services and events for the entire the Sound View Beach community and surrounding area.
- By definition, SVBA cannot engage as an organization directly in governmental activities



SVBA sponsors the: July 4th Parade, Community Center, Pasta Dinners, Kids Crafts, and other community events





What is needed
is an organization,
fully integrated
within Town Government,
with a primary focus on
“Sound View” management



Sound View Beach Commission Formation Committee

- February 23, 2009, the SBCFC held its' inaugural meeting.
- Examined various public beach communities throughout Connecticut, Rhode Island, Massachusetts, and Maine
- Identifying various concerns and challenges facing Sound View



Sound View Beach Commission Formation Committee

- Similarities to other public beaches
- Unique to Sound View
- Identifying how similar communities have met these challenges.



Sound View Beach Commission Formation Committee

- The SVBCFC concluded that a coordinated management effort is necessary for the vitality and future growth of the Sound View area.



Sound View Beach Commission Formation Committee

- Various management entities were researched, including: Committee, Municipal Special Service District, and Commission.
- The Committee decided that the most effective management entity for Sound View would be a Town Commission.



Sound View Beach Commission Formation Committee

- With the valuable assistance of the Board of Selectmen, town departments and the community, on July 19, 2010 the Committee offered the Board of Selectmen a proposal for the establishment of the Sound View Commission.



Mission Statement:

- “Establish and preserve Sound View as a vibrant community asset to the town, while conserving the historic characteristics of the area. Promote and sponsor effective policy for health, safety, recreation, environmental and economic concerns within the area through planned development and use with a special emphasis on alliances with the arts community.”



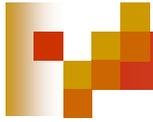
Areas of concern:

- Including but not limited to: town owned / operated assets at Sound View (*to be determined with input from the Board of Selectmen, and various Town departments*) such as: lighting, parking, beach cleaning, buoys, swim lines, snow fencing, beach maintenance, gazebos, bandstands, rafts, restroom facilities, picnic areas, bocce court, docks, lifeguards, vending machines, benches, barriers, signage, security, and contracted services.

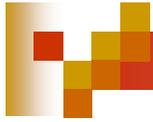


Responsibilities:

- Establish protocols and Standard Operating Procedures (SOPs) and evaluate to streamline the services provided by the Town.
- Undertake a process of coordinating existing rules, regulations and statutes within town agencies to address issues and concerns as they are identified.



- Administer and / or coordinate SOPs as appropriate.
- Act as liaison with community and various departments / agencies.
- Assist in identifying areas of concern not presently under the control of any entity and work with the town departments and the Board of Selectmen to cause these areas to be assigned to a specific department or to come under the purview of the commission.



- Assist with implementation of a long-term strategic plan for the area (future planning). Including: authority or ability to speak with private investors and or government agencies regarding improvements and obtaining grants, etc. for the area. Work with zoning, planning and private investors to develop strategic partnerships to improve the beach area. Emphasis will be placed on working with the arts community, as identified in the Mission Statement.



- Evaluate situations as they arise, so they can be resolved as close to the source as possible. Take corrective action when appropriate through existing methods, develop future plans for action.



Physical Boundaries:

- Town owned / operated / administered assets in the Sound View area as defined on Town maps and documents and in accordance with subsequent court decisions and agreements.



- The above description shall in no way be construed as to compromise any existing easements, rights of way, or other deeded rights to or over said properties.



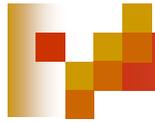
Proposed Commission Structure :

- Members appointed by the Board of Selectmen via an application process
- 5 regular members and 3 alternates
- 3 regular members shall be property owners or registered voters from within the physical boundaries of Sound View.
- Two regular members from the community at large. Alternates could be from the town at large.
- Regular members would serve 3-year staggered terms. Alternates 1 year term.



What will a Commission cost?

- The Commission will serve as other Town Commissions. Members serve on a volunteer basis. Working with the appropriate Town departments the Commission will assist and ensure the budget process is addressed for the adequacy of necessary programs and improvements



Comments Heard by the Committee:

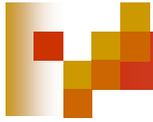
- I won't go there, it's a dump.
- It's too dangerous.
- It's too rowdy.



Reality is:

- The areas near the beach bars are undoubtedly rowdy
- Weekend days can be overcrowded
- Traffic can be overwhelming

However



- On most days, Sound View is a pleasant, family-friendly beach.
- Issues of traffic, overcrowding, and public safety have been recently addressed by the committee through meetings and action by Board of Selectmen



Sound View is Special.

- A stroll down Hartford Avenue between the hours of 7 and 9 pm yields a number of family friendly delights.
- Dee and Jerry Vowles' 1925 Allen Herschell carousel (complete with brass ring) and ice cream Shoppe.
- Vecchitto's legendary Italian lemon ice
- Old-school arcade featuring vintage skee-ball lanes.



Why should I care about Sound View?

- Because it's your beach. It's the town's public beach, and as such it attracts thousands of visitors to Old Lyme. Many of the problems associated with Sound View (noise, pollution, traffic, etc.) are a result of these “day trippers”.
- Sound View residents have been trying to address these issues for over 100 years. We are now seeing an unprecedented level of cooperation among the beach communities, town officials and police.
- If we fix the problems at Sound View, the result is improved quality of life for all town residents



Looking across Swan Lake, Sound View, Conn.



Postcard from early 1900's



Sound View is your beach !
Your taxes go towards
improvements, safety and health.

With a truly town wide coordinated
effort Sound View will thrive as a
vibrant community asset to the
entire town.



Thank you !!

- Frank Pappalardo, Chairman
- Michaelle Pearson - Secretary
- Gail Fuller - member
- David Griswold - member
- Harry S. Plaut - member
- Russell Carlo - alternate
- Joann Lishing - alternate