



CITY OF DOVER

SIGN COMMITTEE – MINUTES

Meeting Type: Regular Meeting
Meeting Location: 2nd Floor Conference Room, City Hall, Dover NH
Meeting Date: Thursday, March 27, 2014
Meeting Time: 8:00 am

MEMBERS PRESENT: Gary Green (Chair), Tom Clark, Lee Skinner, Dan Barufaldi, Michelle Gilmore, Erik Roy, Carrie Eisner

STAFF PRESENT: Christopher Parker (Planning Director)

OTHERS PRESENT: Karen Weston, Mike Leary

The meeting was convened by Green at 8:00 AM.

It was announced that C.Eisner will replace M.Gilmore as the Dover Main Street Representative.

1. APPROVAL OF MINUTES

L.Skinner motioned to approve the minutes of March 13, 2014, T.Clark seconded. Vote: Unanimous

2. OLD BUSINESS

- a. Continue review of Zoning Administrator requests for consideration
 - L.Skinner reviewed notes and discussions held with Tim Corwin, regarding items T.Corwin would like the committee to review:
 - Mill Motif
 - M.Gilmore spoke to the desire to have Dover look and feel a certain way reinforcing the historic character and nature of the community.
 - Discussion ensued around developing a simplified criteria based application for temporary signs
 - Discussion ensued regarding the value vs cost of temporary signs
 - Maximum size of Freestanding signs in the Downtown Gateway District
 - Time restriction on illumination of signs in Downtown Gateway
 - G.Green informed the committee that the Planning Board is considering this change, and has posted the amendment.
 - C.Parker and T.Clark explained the amendment process
 - L.Skinner handed out the list of signs prohibited in Windham
 - Focus is on temporary signage
 - D.Barufaldi expressed concern that a lot of talk has occurred, but he has yet to see action being taken. Expressed concern about creating rules that there are not resources to enforce
 - Discussion ensued regarding the mandate of the committee, and if it should be concerned with enforcement of the ordinance.
 - C.Parker will note to Planning Board impacts of any amendment.
- b. Prioritization and review of sign regulations Chapter 170-32
 - Discussion regarding creating a prohibition of vehicular signs
 - T.Clark explained history of issue in Dover
 - Discussion ensued regarding permissive vs prohibitive ordinances



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- E.Roy stated the committee should focus on lessening the burden on the staff and the public. The committee should not be adding new things, if they are not feasible or enforceable. They should clarify existing regulations.
- Decision was made to not review and add a new prohibition
- Discussion regarding inflatable signs
 - C.Parker pointed out they are regulated as temporary signs
 - Decision was made to not review and add a new prohibition
- Discussion regarding civic a-frame signs in traffic islands
 - C.Parker explained the existing policy.
 - Decision was made to not review and add a new prohibition
- Discussion on streamlining Mill Motif to increase understanding and usability
 - L.Skinner will review the Mill Motif section
 - This will be discussed at the next meeting
- T.Clark asked that the group review and discuss changing the term “political advertising” to “election” for section L.
 - This will be discussed at the next meeting

3. NEW BUSINESS

No New Business

4. CITIZEN FORUM

K.Weston, Mayor, encouraged the Committee to review the ordinance page by page, and discuss those areas that need to be addressed. Advised against random discussions, and discussed experience of the Council Ordinance and Verification Committee.

M.Leary, seconded the page by page approach; reminding the Committee that 90% of the ordinance is in good shape and just needs some tightening up. Agreed that the big area to focus on is the Mill Motif.

5. NEXT MEETING

C.Parker supported the idea of a page by page review, encouraging Committee members to review the ordinance ahead of time, noting areas of concern, and not focusing on areas that are in good shape.

G.Green stated that the next meeting will be April 10, 2014 at 8 am. Location to be announced.

G.Green stated that on April 17, 2014 sign companies will be invited to explain to the committee any new technology that they think the Committee should be aware of. Time and location to be announced.

L.Skinner clarified that a separate public hearing will be held to gather feedback from residents and business owners relative to the ordinance.

6. ADJOURNMENT

T.Clark motioned to adjourn at 9:23 AM, L.Skinner seconded. Vote: Unanimous