



CITY OF DOVER

SIGN COMMITTEE – MINUTES

Meeting Type: Special Meeting
Meeting Location: 2nd Floor Conference Room, City Hall, Dover NH
Meeting Date: Thursday, April 17, 2014
Meeting Time: 8:30 am

MEMBERS PRESENT: Gary Green (Chair), Tom Clark, Lee Skinner, Dan Barufaldi

STAFF PRESENT: Steve Bird (City Planner), Dave White

OTHERS PRESENT: Mike Leary, Carrie Eisner, Peter March, John McIntyre

The meeting was convened by Green at 8:32 AM.

Green welcomed everyone and explained how the meeting would run. This is intended as an outreach session. Each company will get 15 minutes. Leary has requested to go last.

Clark motioned to approve the revised agenda as requested, Barufaldi seconded. Vote: Unanimous

1. New Business

A. Sign Company Presentations

a. Portsmouth Sign Company – Carri Eisner

Eisner gave some background on her experience. Wood has gone out of favor. HDU is preferred because it is more durable, easier to shape and can be any color. Digital printing is an emerging technology that is very popular. I want Dover to keep up with trends. A matrix of sign requirements would be helpful for businesses. Digital kiosks would be useful in the downtown.

Barufaldi: Are there various grades of HDU?

Eisner: Gloss is based on the finishes used.

Clark: If everyone has smart phones, I don't see the need for digital kiosks.

Green: Not everyone has that technology.

b. NH Signs – Peter March

March explained that the company is from Londonderry. We used to be able to put up electronic message centers (EMC) but not anymore. Meineke Mufflers was the last one. LED's for gas stations are shaped like numbers only and can be only one color. They don't flash or rotate. The old manual method is difficult in bad weather and not safe for employees. EMC's are safer, more readable, and have less liability. Message centers use letters, numbers, symbols and animation. The code should regulate gas prices differently. An LED graphic is no different than a painted sign. The three issues are the transition of the message, frequency and brightness. Transition is how the sign changes the message. Code could limit the type, duration and frequency of image. Derry has recently rewritten their code to allow EMC's. It allows transition every 15 seconds. There are three measures of brightness – NITS, watts and foot candles. NIT's do not take background light into account. Foot candles are the best way to measure. Derry used 0.3 foot candles above ambient levels.

Clark: How is price change done?

March: It is done remotely with a small control. It can't be programmed to change.

White: Did Derry regulate colors?

March: No, black and white is not possible.

Green: Do you have any information with respect to legal opinion on gas station LEDs.

March: Cumberland Farms won't allow manual signs due to liability issues. I am not aware of any other legal opinion.



CITY OF DOVER

SIGN COMMITTEE – MINUTES

Meeting Type: Special Meeting
Meeting Location: 2nd Floor Conference Room, City Hall, Dover NH
Meeting Date: Thursday, April 17, 2014
Meeting Time: 8:30 am

Green: I would like to see information on technology that prevents flashing and only numbers.

c. Timberline Signs - John McIntyre

I don't have much to add. I am a resident of Dover. You have a very accommodating system with dealing with permitting in Dover. One concern is temporary signs. Enforcement is difficult and issue of requiring permits or not. Sign regulations have served the City well.

d. Sundance Signs – Mike Leary

Leary have been doing signs for 20 years. I have a report that I will e-mail to bird for distribution. Ambient light is a big factor. You need to use foot candles and adopt standards for how to measure. Way finding signs are an emerging technology that we have installed at Pease. Kiosks can identify attractions in the downtown. LED is replacing neon. Mill motif issues related to the material for letters is tough because some plastics look like wood and can be painted gold or any color. Once applied to sign you can't tell the difference. Wood is an inferior product that doesn't last. Color is another challenge – more than 3 colors are not allowed. Leary shows some examples on nice looking signs with more than 3 colors. Shades of colors are not addressed. Mill motif is hard to regulate but could be kept as an incentive for additional area.

Barufaldi: Do you use Pantone or hue?

Leary displayed a color book.

Barufaldi: Would it be better to say three colors in addition to black and white?

Leary: Yes that would be better, with more options. Would like to see mill motif stay.

Skinner: We should not mandate wood signs. He confirmed that most customers start by asking for wood but change their mind once presented with options that work better.

Eisner: Digital printing is really growing in popularity.

Skinner: We should try to minimize loopholes.

White confirmed that all EMC's are LED's.

Bird: Are there nicer looking sign choices for temporary signs than plastic?

Consensus was yes but it is a cost issue and durability issues.

Clark: With the illumination issue, I checked with Jim Maxfield and he agreed that using NIT's as an outside measurement doesn't make sense.

Skinner: We need to use something that is measureable.

March: It is difficult to create a sign that meets specific light level requirements due to all the factors.

2. CITIZEN FORUM: NONE

3. MEMBER COMMENTS

Barufaldi and the committee thanked the sign companies for attending.

Bird distributed copies of the sign ordinance so that all members would have the same version.

Green asked members to send specific questions to Corwin in advance of the meeting next week, no later than Monday.

4. ADJOURNMENT

Barufaldi motioned to adjourn at 9:55 AM. Clark seconded. Vote: Unanimous