



CITY OF DOVER

SIGN COMMITTEE – MINUTES

Meeting Type: Regular Meeting
Meeting Location: Room 323, McConnell Center, Dover NH
Meeting Date: Thursday, July 10, 2014
Meeting Time: 8:00 am

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

STAFF PRESENT: Steve Bird (City Planner)

OTHERS PRESENT: None

The meeting was convened by Green at 8:08 AM.

1. APPROVAL OF MINUTES

Skinner motioned to approve the minutes of June 5, 2014, Clark seconded. Vote: Unanimous

2. Citizens Forum: None

Green wanted to confirm that members had received the Word document.

3. Old Business

a. Tom Clark – How City measures illumination

Clark: I met with Roy and Mike Leary to discuss lighting of signs. We can't get rid of NITS. We need to have manufactures verify that the sign is made to our specifications. You can't measure NITS in the field.

Roy: You would have to verify by looking at the program.

Barufaldi: Can you lock in the NIT number so it can't be changed by the owner?

Roy: I think so. The manufacturer can give us a demonstration. LED lights can't be measured by foot candles.

Clark: The problem is not with the sign, it is the sign owner.

Green: If the sign can be locked in at the manufacturer, that might solve the problem.

Roy: You need to be able to change the brightness at night.

Skinner: What happens when the City changes the standard?

Clark: We have used NITS for years. Why would we change the standard? We should require certification that the sign is manufactured to the required standard.

Barufaldi: Since the technology is moving to LED's, we need to leave the NIT standard in the code. The committee reviewed the language proposed by Roy in his handout.

Skinner: You can't measure NITS in the field so the standard in the code now is not helpful for non-LED signs.

Barufaldi: I suggest changing Roy's section "i" to require manufactures certification.

Green: We need to have Roy's language inserted into the ordinance with tracked changes.

Clark: We need to be consistent in where we measure the brightness from.

b. Sign Definitions

i. Electronic signs

ii. Variable message signs

Roy: This is the wrong term; it needs to be electronic message centers (EMC).



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The committee reviewed language in the handout from Roy.

Roy: EMC is limited to 25% of total sign area. It could be used for commodity pricing only, but civic and charitable events are allowed. Section “d” is an issue due to fairness.

Consensus was to remove section “d” to eliminate legal challenges.

Committee discussed section “e” that doesn’t allow EMC’s on non-conforming signs.

Skinner: Height should be the same as all signs.

Clark: We need to meet with staff to figure out which districts EMC’s will be allowed in.

Green: This will be on the next agenda.

c. Mill motif

Skinner: I was not able to print out copies. I will give you one clean version to put in the Word document. Mill motif is an option that is an incentive for more signage, so you can add restrictions that you could not otherwise, like the number of colors. We should not make mill motif mandatory for temporary signs.

Green asked Bird to find out what Corwin feels about this.

Barufaldi: I am not in favor of a lot of strict standards even if we can for temporary signs. We should invite Corwin to our next meeting.

Green: Let’s ask him to attend.

d. Flashing Signs

Clark: This was in Roy’s handout.

Bird read the current definition.

Clark: Roy’s definition is better.

Barufaldi: I would remove “for the purposes of drawing attention to the sign” because that is subjective.

Skinner: I would keep the existing definition and eliminate the electronic section.

Bird: I am concerned that we could end up with multiple versions of the same document. There should be one person making all the changes to the Word version.

Green: When we present to the Planning Board, should each member make a presentation?

Consensus was to have Green make the presentation with support from members.

e. Review of Sign tables and Diagrams

Skinner: Maybe the chapter can exist without the diagrams. They are not clear due to making photocopies again and again.

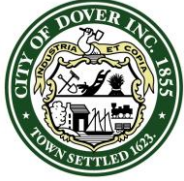
Clark: I don’t think they have been used much.

Barufaldi: We should ask Corwin his opinion. I would request one document with all the changes agreed to date.

Green: Yes we will work on that for the next meeting.

Roy: I think we are one meeting away from that point.

4. NEW BUSINESS : NONE



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5. CORRESPONDENCE: NONE

6. MEMBER COMMENTS:

Skinner: I spoke with the manager of Janetos to talk about EMC's. She complained about all the signs up at the pool. City should follow the same rules.

Green: That topic has come up before. I support that idea.

Barufaldi: I would suggest talking with Gary Bannon before you go to a City Council meeting to get a better understanding.

Clark: Those signs help the businesses and raise money for the youth leagues and City.

Green: I am not sure this is a topic for this committee.

Clark: In my opinion we should not factor our decisions based on potential first amendment challenges.

7. NEXT MEETING

Green: Next meeting will be July 17th at 8:00 am.

8. ADJOURNMENT

Skinner motioned to adjourn at 9:40 AM. Clark seconded. Vote: Unanimous