

**CITY OF DOVER**

## SIGN COMMITTEE – MINUTES

Meeting Type: Regular Meeting  
Meeting Location: 2<sup>nd</sup> Floor Conference Room, City Hall, Dover NH  
Meeting Date: Thursday, June 5, 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:** Mike Leary

The meeting was convened by Green at 8:02 AM.

### 1. APPROVAL OF MINUTES

*Clark motioned to approve the minutes of May 22, 2014 with corrections, Roy seconded. Vote: Unanimous*

### 2. Citizens Forum

Leary: Why is citizen forum now at the beginning?

Green: It gives citizens a chance to speak before the end and they don't have to sit through the whole meeting if they have something quick to say.

Leary: I want to be a resource so letting me speak only at the beginning limits that. I could help you reduce discussions with some information. You can have different types of message centers signs in different zones and vary the size of them by district. Studies show that message signs in construction zones have to be changed every 20 days because drivers get used to them. Make message centers allowed only as a percent of the total sign size. Temporary signs are an issue. Business owner complained about having to get a permit for a sign that is up for 2 weeks. City doesn't have to follow its own rules – look at all the signs around the pool. You should come up with a permitted size for temporary signs and just let them have one of a certain size.

Green: Carri Eisner is no longer in the running to be a member. Members can ask citizens in the audience a question if they want.

Barufaldi: I agree with much of what Leary says. Small businesses are working hard to stay afloat and they have enough regulations to deal with.

Skinner: I am willing to talk to any citizen after the meeting if they have more to say.

### 3. Old Business

#### a. Page by page review

Green: Let's start on page 135.

Clark: On top of page 140 – building inspector should be changed to zoning administrator.

Skinner: Take out whole section after the word "vision".

This change was agreed to by consensus.

Skinner: What do we mean by temporary?

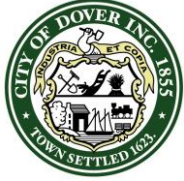
Roy: I think we should allow one temporary sign per business. Add banner or flag to the definition.

What do they call those flags?

Leary: Tear drop flag is the term used.

Barufaldi: We should devise an inclusive term for temporary sign.

Bird read examples of temporary sign definitions from Somersworth and Portsmouth.



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Green: Would Roy be willing to work with staff on the definition of temporary sign?

Skinner: It should have its own definition separate from “Temporary Portable Sign”.

Roy: Temporary flag signs can be unsafe and should not be allowed downtown.

Skinner: I need to review the mill motif language on page 137 to make sure it is consistent with the proposed wording that I came up with. Why can't a sign be lit in the Office District if the business is open past 9:00 pm?

Roy: It should only be allowed if the business is open past 9:00 pm.

Bird: You can always leave it at 9:00 and let the out of the ordinary business get a variance.

Clark: Let's do as a conditional use permit granted by the Planning Board in the B-1 and Office Districts.

Bird: Ordinance language and criteria would have to be developed.

Green: In the interest of time, let's leave off at page 141.

Clark: Let's finish sections M and N because the rest is mill motif.

Green: Any issues with those sections?

None were raised.

Skinner: Only mill motif issue is fonts which are not current. Let's just remove the specific fonts listed. After discussion, it was decided to use “e.g.” instead of “i.e.” and leave the fonts.

### **b. Approve Report from Tom Clark – How City measures illumination**

Clark: This was a lot tougher than I thought. Measuring at sign face is not feasible especially for free standing signs. I looked for a way to convert from NITS to foot candles. I looked at the lighting standards in Chapter 149 and found that canopy lighting is limited to 22 foot candles. I suggest using a foot candle standard measured at 4 feet above the ground at the property line.

Barufaldi: I would like to hear from Leary on this issue.

Leary explained the difference between NITS and foot candles.

Skinner: I looked at other community sign ordinances and they are doing no better.

Roy: Businesses want message boards not necessarily EMC's. I have come up with separate definitions for the terms.

Green: Clark needs to develop language for illumination for the next meeting.

Green: We need to skip to agenda item #7 due to time.

### **c. Electronic sign discussions**

### **d. Review definition of flashing signs**

#### **4. NEW BUSINESS :**

#### **5. CORRESPONDENCE:**

#### **6. MEMBER COMMENTS:**

#### **7. NEXT MEETING**

Green: Next meeting will be June 19<sup>th</sup> at 8:00 am.

#### **8. ADJOURNMENT**

*Skinner motioned to adjourn at 9:23 AM. Barufaldi seconded. Vote: Unanimous*