



**CITY OF DOVER**

## SIGN COMMITTEE – MINUTES

Meeting Type: Special Meeting  
Meeting Location: 2<sup>nd</sup> Floor Conference Room, City Hall, Dover NH  
Meeting Date: Thursday, May 8, 2014  
Meeting Time: 8:00 am

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

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

**OTHERS PRESENT:** Mike Leary, Carrie Eisner, Steve Brewer

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

### 1. APPROVAL OF MINUTES

*Barufaldi motioned to approve the minutes of April 24, 2014, Skinner seconded. Vote: Unanimous*

### 2. Old Business

#### a. Continue Mill Motif Redraft Discussion – Lee Skinner

Skinner presented a PowerPoint on the mill motif.

Barufaldi: In terms of color, I would suggest 3 colors plus black and white.

Clark: Don't use the term "discernable" as it is too subjective.

Green: We need to take time to review Skinner's information.

Skinner: We should handle gut reactions now but put the topic on the next agenda.

Clark: We should remove all subjective terms such as must and should.

Skinner: Do we want to make mill motif more desirable, if we can't why extend it to gateways?

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

Clark: I spoke with Jim Maxfield, City Electrical Inspector. He uses lumens for measuring emergency lights. While NITS are a valid measurement, it is not useful for field measurement. You could use a different maximum lumens level at night versus during the day.

Skinner: How about using a standard of lumens levels above ambient light levels?

Barufaldi: I would use one standard so you don't have to dim signs at night.

The Committee reached a consensus on using one light level.

Clark agreed to work on developing some wording.

Barufaldi: I would like Clark to consult with sign companies on this.

#### c. Report from Erik Roy - Report on Non Profit sign policy

Roy: I could not find much in the ordinance on this. I worked with Corwin to develop a form to make enforcement easier.

Barufaldi: We should require proof of non-profit status.

Roy: Corwin has reviewed the form and his changes are incorporated.

Skinner: Is the text on the form up for changes? I would suggest using "operating" in bullet B instead of "based".

Bird: As part of the review we need to incorporate some of this into the ordinance text.

Skinner: Why list the areas in bullet F?

Bird: The ordinance says all districts.

Roy: I will check with Corwin on bullet F.



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### d. Report from Meeting with City Attorney

#### i. Political/Election signs

Green: Bird and I met with Anthony Blenkinsop, the city attorney on May 6<sup>th</sup>. He referred to RSA 236 and said that political signs are the same as political advertising.

#### ii. Electronic sign discussions –discuss research

Green: I spoke with a sign manufacturing company in Dallas and found that signs can be made to be non-flashing and that can only be changed manually. I know there is considerable concern among staff and other Planning Board members about allowing electronic signs even if just numbers for gas stations.

Barufaldi: You cannot write regulations to specify one manufacturer.

Clark: I see that the committee supported electronic signs at the last meeting. I wanted to say that I am against all electronic signs and wanted to let you know I will oppose them at the Planning Board. I don't think you can allow only one type of electronic sign.

Green: The Planning Director told me he would oppose any changes to allow electronic signs. We should not increase the amount of sign enforcement staff effort if possible.

Skinner: I don't think we should require signs be made to restrict the occurrence of changes. I want signs to be safer.

Barufaldi: I agree that without limiting the sign technology, enforcement is impossible.

Roy: Let's put it in the ordinance and then deal with any problems later. We need new technology to attract new businesses.

Green: The message from the city attorney was anytime we stray from the strict prohibition, it will be more difficult to defend in court.

Barufaldi: Lawyers always say what you can't do but if we limit what businesses can do we start a death cycle.

Skinner: Can we put in a 3 year sunset clause to allow electronic signs for a time period?

Green: I will continue my research with sign companies.

#### iii. Review definition of flashing signs

We will skip iii and iv due to time constraints.

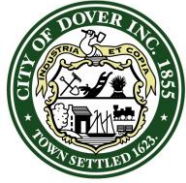
#### iv. Definition for a non-flashing electronic sign

### 3. CONTINUE WITH PAGE BY PAGE REVIEW

Green: We will skip this item due to time.

### 4. NEW BUSINESS : NONE

### 5. CITIZEN FORUM:



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Brewer: I would not delete the graphics in mill motif ordinance. I would not restrict fonts at all. Symbols are desirable. Halo signs are good. There are conversions between foot candles and lumens. We should be moving towards LED's and away from fluorescents. I would ask the committee to consider regulating window signs that contribute to sign clutter. For mill motif, remove incentive and require it for all signs in downtown. Business identification signs are important, not all the other product information.

Leary: Mill motif logos are a concern. I like trademarks. You will run into first amendment issues with limiting content of signs. Deal with gas station prices as a different definition than other electronic signs. LED's need to be brighter during the day and dimmer at night. Neon signs and fluorescent signs can't be dimmed. Ambient lighting is the key to appearance of brightness. Not all LED's are dimmable. Many studies have been done on the distraction to drivers and have concluded that there is no evidence the EMC's are dangerous. I challenge the City to produce evidence otherwise.

Barufaldi left the meeting at 9:30 am.

White: How do we want to present ourselves as a community? I don't mind being old school. It is easier to not allow all EMC's.

Leary: You could control EMC's by zoning district.

**6. CORRESPONDENCE: NONE**

**7. MEMBER COMMENTS: NONE**

**8. NEXT MEETING**

Green: Next meeting will be May 22<sup>nd</sup> at 8:00 am. Do we need to start to meet weekly to get done sooner?

Clark: I do not support weekly meetings. Let's not rush this.

**9. ADJOURNMENT**

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