

CITY OF DOVER

SIGN COMMITTEE – MINUTES

Meeting Type: Regular Meeting
Meeting Location: 2nd Floor Conference Room, City Hall, 288 Central Avenue
Meeting Date: Wednesday, November 12, 2014
Meeting Time: 8:30 AM

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

STAFF PRESENT: Steve Bird (City Planner)

OTHERS PRESENT: None

The meeting was convened by Green at 8:50 PM.

1. APPROVAL OF MINUTES

Skinner asked to add “using” before loophole on last paragraph on page 1.

Skinner motioned to approve the minutes of October 7, 2014 as corrected, Barufaldi seconded. Vote: Unanimous

2. Citizens Forum: None

3. Old Business

a. Wrap Up Sign Tables & Diagrams

Green: We are still waiting for work from the Career Technical Center at the high school.

b. Wrap Up Electronic Message Centers

Skinner described a handout he had prepared that describing each zoning district and the area of a freestanding sign allowed.

Skinner: I had a couple meetings with Bird to work out the details of what we wanted to propose. I would recommend that we allow EMC's in the B-3 and B-5 districts only on freestanding signs.

For the size limit I recommend no minimum size limit and an upper limit of 48 square feet, not to exceed 50% limit of total sign. Sign content would be limited to alphabet, numbers and punctuation marks.

Clark: This is excellent. Is this related to the work that Roy did?

Green: One difference is the 50% which is a change from the 25% we agreed to before.

Barufaldi: I think you did a good job explaining your proposal.

Green: I prepared a handout for EMC's that includes a proposed definition.

Barufaldi: In section 1a you need to allow symbols like dollar signs.

Skinner: Are you envisioning a policy document that would not be part of Chapter 170?

Green: Yes the policy document would be adopted by the Planning Board, but not part of Chapter 170.

Skinner: Restrictions have to be in the ordinance.

Green: I just refer to the zoning tables for the allowable sign area.

Skinner: I don't know what section 2 – fixed technology from sign manufacturers, means.

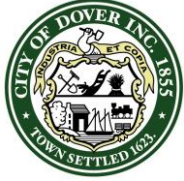
Green: This is from the Watchfire e-mail.

Bird: Is the intent to allow EMC's only at vehicle refueling and charging stations?

Green: No not really.

Bird: If you allow a vehicle refueling and charging station to use electronic signs in all districts, but not at the hardware store next door, you run into an equal protection issue.

Skinner: I agree you cannot discriminate.



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Clark: You can't allow it for one and not the other.

Barufaldi: You could make it more specific to fuel sales only.

Green: We have gone astray from our original intent. Is it going to be 50% or 25%? We have agreed on a 48 square foot limit of size.

Clark: Why can't any business be allowed a price sign if we allow it for gas?

Green: I am leaving for Florida in December for three months. We need to come to some agreement soon.

Skinner: Let's go through my proposal first and then move onto Green's.

The committee discussed how to calculate the % limit. Is it the total sign for the lot or for the freestanding sign only?

Barufaldi: What do you think will pass the Planning Board?

Green: It is not proper for Planning Board members and planning staff to prejudge the issue. They should have all the information before they make a decision.

Clark: I changed my mind based on the technology information presented.

Skinner: Gas stations will always have a need to have a sign for fuel.

Green: There is a consensus for setting the limit of the EMC at 25% of the total sign area permitted in the district, with Clark opposed.

Barufaldi: EMC's should be allowed in every district, not just the B-3 and B-5.

Bird: Do you mean all non-residential districts.

Green: I think we should allow them in every district.

Barufaldi: It could be a problem with the Planning Board.

Skinner: The nobler we are, the harder it is going to be to pass.

Green: That is not our issue. We should propose what is best. The consensus is to allow EMC's in all districts, with Skinner opposed.

Bird: The next issue is to limit EMC's to freestanding signs.

Green: I think that is up to the owner how to divvy up the signs allowed by the ordinance. The consensus is to allow any sign type.

Clark made a motion to allow EMC's on any sign type, Skinner seconded. Vote: Unanimous.

Skinner: What about content limits?

Skinner made a motion to limit EMC content to alphabet, numbers and punctuation marks, Barufaldi seconded. Vote: Unanimous.

Committee discussed the proposal to limit the EMC to 48 square feet.

Skinner made a motion to limit the size of an EMC sign to 48 square feet, Barufaldi seconded. Vote: Unanimous.

Green: We need a definition of EMC's. Let's look at my proposal.

Clark: I like using Electronic Message Board instead of Electronic Message Center.

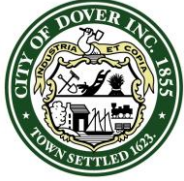
Barufaldi: We need to say that EMB's can't be flashing.

The committee discussed the issue of how many times a sign can change per day.

Barufaldi made a motion to allow EMC's to change content twice a day, Skinner seconded. Vote: Unanimous.

4. WRAP UP OF MATERIAL TO PRESENT TO PLANNING BOARD

Green: Bird and I will put together the final document. We will need one more meeting.



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5. NEW BUSINESS:

A. Political Advertizing Signs Discussion

Green: There has been a concern about the size limit on political signs.

Barufaldi: Both parties want larger signs.

Green: The consensus is to not address the size limit for political signs.

6. CORRESPONDENCE: NONE

7. MEMBER COMMENTS:

Green: I just want to thank the committee members for all their hard work.

8. NEXT MEETING

Green: Next meeting will have to be before December 15th. It will be at the call of the Chair.

9. ADJOURNMENT

Barufaldi motioned to adjourn at 10:25 AM. Clark seconded. Vote: Unanimous