



**CITY OF DOVER**

## SIGN COMMITTEE – MINUTES

Meeting Type: Regular Meeting  
Meeting Location: 2<sup>nd</sup> Floor Conference Room, City Hall, 288 Central Avenue  
Meeting Date: Tuesday, October 7, 2014  
Meeting Time: 6:00 PM

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

**STAFF PRESENT:** Steve Bird (City Planner)

**OTHERS PRESENT:** Karen Weston

The meeting was convened by Green at 6:02 PM.

### 1. APPROVAL OF MINUTES

*Barufaldi motioned to approve the minutes of September 16, 2014, Skinner seconded. Vote: Unanimous*

### 2. Citizens Forum:

Weston: Thank you for all the work you have put into this project. I want to make it clear that this discussion started at the Chamber of Commerce to deal with changes in technology for signs, not for any particular business.

### 3. Old Business

#### a. Wrap Up Sign Tables & Diagrams

Green: Clark is working with the Career Technical Center at the high school on preparing new sign diagrams. However they couldn't start until school was back in session. I will work with staff and not hold up the committee.

No objections from committee.

#### b. Wrap Up Electronic Message Centers

Roy: We have discussed limiting the percent of a sign area with a limit.

Barufaldi: We had the idea of a sliding scale. I would like to limit the size for larger signs.

Roy: Small signs are the owner's decision if it is worth the money.

Skinner: I wish I had reviewed the allowable sign sizes for each district. We can establish a lower limit.

Green: Each zoning district has its own formula for sign size. We could do a not to exceed size.

Skinner: For a small sign allow a certain size for EMC, then for a medium size sign the 25% may work.

For larger size signs put on a cap.

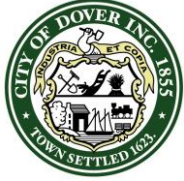
Green: We do need to try to wrap up tonight. Staff has suggested the committee needs to wrap up with the difficulty in obtaining quorums.

Barufaldi: I would ask Skinner and Bird to work together to develop the wording.

Skinner: I would be willing to work on that. We should look at the smallest EMC they make. We have put a lot of work into the ordinance and we are getting close.

Green: If we meet again on the 23<sup>rd</sup> we could wrap it up.

Skinner: I am having second thoughts on EMC's. One concern is that everything we allow is irreversible forever. People will find a way around using loopholes. Things get grandfathered. The ZBA can waive anything. No town around here has a good set of rules for EMC's. We should find an ordinance that is in place and works.



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Barufaldi: My responsibility is to find a way to allow for reasonable advertising for businesses. We need to find a way to allow for EMC's with limitations. We need to come out of the dark ages in terms of electronic signs.

Roy: I agree with Barufaldi. We are not going to get it right the first time.

Green: The ZBA can give an exception right now. Sign manufacturers can tailor signs to our ordinance requirements. We can control flashing and brightness.

#### 4. WRAP UP OF MATERIAL TO PRESENT TO PLANNING BOARD

Green reviewed three changes to the text.

Skinner: On page 7, paragraph 7, it still uses the term preferred. We should delete paragraphs 6, 7, and 8.

Barufaldi: We could end up with a bunch of cardboard signs.

Green: Did we not already agree to change this section?

Bird: I think we already discussed getting rid of the mill motif for temporary signs, but that didn't make it into the document. It happened on July 31<sup>st</sup>. I will research and add to the document what you already agreed to.

Barufaldi: I agree with that procedure.

Bird: You should figure out if there are any definitions the committee has agreed to change.

Temporary signs were discussed.

Bird will research the previous discussion to find out what was agreed to.

Barufaldi: Can we get a final printout of the document for the next meeting?

Skinner: Bird can send us a version if PDF.

#### 5. NEW BUSINESS: NONE

#### 6. CORRESPONDENCE: NONE

#### 7. MEMBER COMMENTS: NONE

#### 8. NEXT MEETING

Green: Next meeting will tentatively be October 23<sup>rd</sup> at 5:30 pm.

#### 9. ADJOURNMENT

*Barufaldi motioned to adjourn at 7:13 PM. Skinner seconded. Vote: Unanimous*