

**OFFICIAL**

**MEETING MINUTES  
TOWN OF HOOKSETT  
SIGN COMMITTEE  
Monday, October 28, 2013**

MEETING CALLED TO ORDER AT 5:43 P.M.

**PRESENT:** Richard Marshall, Matt Mercier, Chris Pearson, David Scarpetti, Tom Walsh

**Town Staff:** Jo Ann Duffy (Town Planner), Carolyn Cronin (Assistant Town Planner)

Note: The Planning Board appointed members of the Sign Committee but never set a number of members. The quorum will be determined by the number of appointed members, i.e., 7 members will require a quorum of 4 members.

**ELECTION OF CHAIR AND VICE CHAIR**

**Tom Walsh was elected Chair.**

**David Scarpetti was elected Vice Chair.**

**DISCUSSION**

The Town's sign ordinances limits the size and the number of signs a business can have depending on the type and location of the building. The Sign Committee was asked to come up with a simplified version of the ordinance.

February 20<sup>th</sup> is the last day to post for March 3<sup>rd</sup> public hearing and March 7<sup>th</sup> for March 12<sup>th</sup> public hearing. The proposed amended sign ordinance should be finalized by end of January in order to be added on the ballot.

Legal opinion should be obtained as to whether the (3) articles could be combined into one yet managed differently, re: waivers and variances.

C. Cronin presented waiver/variance requests for signs in the last 5 years.

Chair Walsh shared some information obtained from the USSC (US Sign Council). They recommend the size of the sign depending on the road speed limit and the distance of the building from the road.

Suggestions:

1. Define what constitutes a "sign" and what adds to the square footage of the sign. Directional signs should not be considered signs.
2. Combine Route 3A and Performance Zone sign ordinances. Route 3A is governed by the ZBA and Performance Zone is governed by the Planning Board. One ordinance that covers all zones would be ideal.
3. Amend the ordinance in such a way that less waivers/variances would be required.
4. Add aesthetic requirements.
5. Add intent of the sign regulations to the ordinance.
6. Need to change the height limit on monument signs and the number of signs allowed per business.
7. Signs should be visible from both sides of the road, i.e., corner buildings should be allowed to have (2) signs.
8. Signs should be based on the size of the building or the square footage of the front of the building, not the number of units.
9. Define temporary/portable signs.
10. Review interval of LED sign messages, which is currently at 15 seconds.

Public informational meeting to be scheduled on November 5<sup>th</sup> at 6 pm. Jutras Signs and Barlo Signs to be invited to the meeting.

Sign companies to be asked the following questions:

- What technologies are coming forth that should be considered and could impact signs?
- What issues have you encountered in Hooksett and/or other towns?

Following the informational meeting, staff will draft the proposed ordinance to be presented to the sign committee for their review.

Meeting schedule to be determined depending on members' availability.

**ADJOURNMENT**

The meeting was adjourned at 7:22 pm.

Respectfully submitted by,

Evelyn F. Horn  
Administrative Assistant