

OFFICIAL

MEETING MINUTES TOWN OF HOOKSETT SIGN COMMITTEE Tuesday, November 20, 2013

Note: This is not an official meeting due to lack of quorum.

MEETING CALLED TO ORDER AT 5:20 PM

PRESENT: Richard Marshall, David Scarpetti, Tom Walsh, Don Winterton

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

DISCUSSION

Drafting an Amended Sign Ordinance

T. Walsh suggested merging the current articles and eliminating the redundancy. The only issue is the sign ordinance pertaining to Performance Zone. Can the Town legally amend it?

J. Duffy stated according to the Town Legal Counsel, it can be legally amended. The sign ordinance will have to be taken out of Performance Zone Ordinance. There will be a separate sign ordinance. It doesn't have to be a part of the Performance Zone ordinance.

Discussion on how to proceed with drafting an amendment.

J. Duffy: Normally, we start with what we have and mark the changes but this is different. I think it will be easier to start from scratch.

The group discussed recommendations from the USSC (US Sign Council) and how it could be applied to the Town. USSC recommendation for freestanding signs perpendicular to the road with 4 lanes at 35 MPH is 42 square feet and 20 feet high; parallel to the road is 90 square feet and 20 feet high.

Discussion on using the USSC recommendations and the distance/size formula.

D. Marshall: We have to keep in mind the highest speed limit in Town.

Other Topics of Discussion

- Portable Signs – Currently allowed for no more than a total of 90 days per year.

D. Marshall: If you put it in the regulations, you have to enforce it.

T. Walsh: By keeping it in the ordinance, it keeps it to a minimum.

C. Cronin shared some information gathered from other towns.

- Window Signs - Limitations on the window sign. Needs to be based on the percentage of the windows, i.e., no more than 20% of the windows may be covered with signs.
- "No Streamers" – Will be kept as part of ordinance.

- Sandwich Boards – Consider allowing during business hours only. Have to be brought inside after business hours.
- Flags and Banners – Will put limitations on these signs.
- Seasonal Signs, i.e., Farmer's Market, Farm Stands, etc. – Should be allowed with permit.
- Logos – Logos on directional signs will be allowed.
- Digital Signs

D. Marshall: The only thing that bothered me about the presentations from the sign companies is the statement from Kathie Champagne, "If a sign gets someone's attention, it's not the sign's fault..." It's human nature to take a look. It's a combination of the driver and the sign.

Discussion regarding the duration of messages. Manchester has 5 seconds.

- Grandfathered Signs – Currently, a sign is "grandfathered" in the way they were originally approved. If a "grandfathered" sign is changed in any way, it needs to conform to the new ordinance. With the exception of special circumstances, i.e., DOT project, etc.
- All new directory signs should have addresses and should be lit. Currently, lighting is not required for signs.
- Applying number of signs to table or formula – Directional, menu, etc. does not count as sign.
- Awnings – should be added to the ordinance.

C. Cronin will draft an amended sign ordinance to be reviewed by the committee at their next meeting on Monday, Nov. 25th at 5 pm.

ADJOURNMENT

The meeting adjourned at 6:20 pm.

Respectfully submitted by,

Evelyn F. Horn
Administrative Assistant