

OFFICIAL

MEETING MINUTES TOWN OF HOOKSETT SIGN COMMITTEE Tuesday, November 25, 2013

MEETING CALLED TO ORDER AT 5:15 PM

PRESENT: Richard Marshall, Matt Mercier, Mark Sanborn, David Scarpetti, Don Winterton

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

APPROVAL OF MINUTES

Minutes for 9/23/13, 10/28/13, 11/05/13 and 11/20/13 were approved. D. Winterton abstained for 9/23/13, 10/28/13 and 11/5/13, not present at those meetings.

DISCUSSION

Size of the Sign – Base/Formula

C. Cronin presented the draft amended sign ordinance (attached). She also presented a table showing the town's current signs for Walmart, Applebee's and Ocean State Job Lot compared to how big those signs would be using the formulas from other communities (Concord, Salem, Kittery, ME & Miramar, FL) (attached).

D. Marshall stated he thinks the signs perpendicular to the road are adequate. It's the parallel signs that need to be addressed.

M. Mercier stated the perpendicular signs need to be addressed as well as he feels they are not adequate.

There was a consensus to come up with a base sign size then consider adding the setback bonus for distance from the road.

The group discussed what should be used for a base sign size. Concord uses 1 SF of signage per linear feet of frontage with a cap at 200 SF. Salem uses 1.5 SF per SF per linear feet with a cap of 100 SF. Kittery, Maine uses 1.5 SF per linear feet with a cap of 300 SF.

J. Duffy suggested going back to how it was before, based on the wall area, not to exceed 15% of the wall area, window size allowed as part of the calculations, pole size 25 feet and 35 feet high.

D. Marshall suggested considering the total square footage of the unit for the size base with a maximum of 100 SF.

D. Winterton stated the board has to make data-driven decision. He suggested coming up with the size of the sign based on the total square footage of the unit.

C. Cronin was asked to put together some information based on the total square footage of each unit in the (3) major shopping plazas (K-Mart, Hooksett Landing and Shaw's).

Business Logos

Need to look up the definition of business logo. Should it be a part of the business sign?

J. Duffy: Dunkin Donuts asked for awnings with a silhouette of a coffee cup.

M. Mercier: I think we should leave the awnings alone. Businesses should be able to put anything on their awnings.

D. Marshall: What if Applebee's wanted to put their name on all of the awnings? I wouldn't be opposed to putting logos on the awnings but no text.

M. Sanborn: Some business logos have texts on them.

Other Items Discussed

- Banners – Consider changing for businesses using banners while waiting for their permanent signs. Should be added with streamers and flags.
- Air Dancer Sign – A large inflatable device comprising a long tube attached to a fan which causes the tube to move in a dancing or flailing motion. This should be added with promotional signs.
- Monument Sign or Ground Sign – A separate structure supported from the grade to the bottom of the sign with a base or wall that is larger than the sign. Consider increasing the height from 10 feet to 15-20 feet. Landscaping required.
- Directory Sign – A separate structure supported from the sides used for identification of the business or center as a whole and for listing the major tenants.
- Electronic Sign – Decide on the programming and duration of the messages.

Next meeting date to be determined.

ADJOURNMENT

The meeting adjourned at 7:05 pm.

Respectfully submitted by,

Evelyn F. Horn
Administrative Assistant