



TOWN OF  
NEW LONDON, NEW HAMPSHIRE

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NEW LONDON PLANNING BOARD

**Sign Subcommittee Meeting**

Wednesday, Oct 19, 2016

**MEMBERS PRESENT:** Paul Gorman, Chair and Liz Meller

**MEMBER'S ABSENT:** Janet Kidder

**OTHERS PRESENT:** Lucy St. John, Planning & Zoning Administrator.

**Call to Order:** Staff called the meeting to order at 7:35 A.M.

**Minutes of September 6, 2016:** Motion by Liz Meller, seconded by Paul Gorman to approve as presented. All approved.

Paul Gorman inquired about the large political sign located at on Route 11 and 114. Staff noted information about political signs can be found on the New Hampshire Department of Justice website and specific RSAs regarding political signs.

**General Discussion:**

- Reviewed and discussed several handouts including:
  - ✓ NHMA -2016 NH Municipal Law Series handout- The First Amendment and Your Town's Sign Regulations, Addressing Reed v. Town of Gilbert Step-by-Step.
  - ✓ Town of Warner, Sign provisions adopted March 8, 2016.
  - ✓ Handout titled draft ideas for discussion dated Oct 19, 2016.
- Discussed the handouts and the draft document and suggested some changes including:
  - ✓ Prohibited Signs- want to list that separately in the document, so it stands out.
  - ✓ Include (d) and (e) from Warner's prohibited list, Item (d) - Signs on a vehicle or trailer located for the purpose to advertise the business on site; and Item (e) - Signs that my project over a public right-of-way or sidewalk unless the situation is such that the building to which the sign is attached is closer than five 950 feet from the public way or sidewalk. In such situations the sign shall be at an adequate height so as not to be interfering with pedestrians, vehicular traffic or snow removal.
  - ✓ Purpose statement- need to include.
  - ✓ Flexibility needs to be incorporated into the sign provisions for the Institutional Districts.
  - ✓ Suggestion to include diagrams or photographs of signs we want to allow or prohibit.
  - ✓ Business temporary signs- noted businesses are struggling, how to track temporary signs, suggest that Town approval would only be needed if say they have already had

- five (5) temporary signs in the calendar year, limit the number of temporary signs a business can have in one year.
- ✓ Residential property- how many signs and maximum allowed, for example could someone have a for sale/rent sign, a sign promoting a local event (example booster club, etc.), a contractor working at the house, and etc. Need to specify a maximum square footage allowed. Is four (4) square feet enough for a residential property, or each residential use (two-family, multifamily).
  - ✓ Window displays- how much can be covered, discussed 35%, 50%, 100%.
  - ✓ Stay with current maximum square footage requirement for each type of sign (as stated in the current Zoning Ordinance).

**Next Meeting:** Tuesday, October 25, 2016 at 7:30 a.m.

**Motion to Adjourn:** The meeting adjourned at 8:25 A.M.

Respectfully submitted,

Lucy A. St. John, Planning and Zoning Administrator