



TOWN OF
NEW LONDON, NEW HAMPSHIRE

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NEW LONDON PLANNING BOARD
Sign Subcommittee Meeting

Minutes

Wednesday, December 28, 2016

MEMBERS PRESENT: Paul Gorman, Chair and Janet Kidder.

MEMBERS ABSENT: Liz Meller.

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

Call to Order: Chair Gorman called the meeting to order at 8:30 A.M.

General Discussion:

- Rationale statement to be revised to reflect the US Supreme Court decision, as the primary reason and then to make the Ordinance more user friendly.
- Discussed comments previously submitted by Joe Cardillo.
- Purpose Statement revised to state: To enhance community character by mitigating the visual affects signage has on the community.
- Discussed if need to define what a special sale or special event is. Decided to leave it as stated, as businesses need to be able to place a temporary sign without getting a permit. If approved, and if some point in the next year temporary signs are a problem, could amend the ordinance at that time.
- Removed the word “confusion”, although this is the language in the current provisions, as the word confusion is confusing.
- Political Signs. Removed and will not include any language about political signs as this could likely present the Town problems.
- The owner shall remove any signs located on a site within ninety (90) calendar days of when said Use has been discontinued. Decided 90 days is reasonable, current provisions state: Abandoned Signs shall be removed by the owner when the Use is discontinued for a minimum of one year
- Neon or tubular glass for outside display and flashing electric Signs. Revised to say: Neon, tubular and flashing electric signs for display outside the building.
- Discussed the need to permit some temporary and off-site directional signs as they are needed, but only to allow them for one (1) day the day of the event and the sign shall not exceed four square feet and to include this in “Signs Not Requiring a Permit” rather than in in the section on Prohibited Sign.

Next Meeting: Draft sign provisions amendments to be discussed at the next Planning Board meeting.

Motion to Adjourn: The meeting adjourned at 9:12 A.M.

Respectfully submitted,

Lucy A. St. John, AICP
Planning and Zoning Administrator