



# TOWN OF NEW LONDON, NEW HAMPSHIRE

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## SIGN SUBCOMITTEE NEW LONDON PLANNING BOARD MINUTES

Monday, August 17, 2015  
Sydney Crook Conference Room  
8:00 AM

Present: Paul Gorman (Vice Chair and Subcommittee Chair), Liz Meller (Subcommittee member), Bill Helm and Bill Dietrich.

Staff: Lucy St. John, Planning and Zoning Administrator.

Others: Tom Cottrill, Jeff Hollinger, Sue Andrews, Vahan Sarkisian, Gerry Coogan and Deb Zeller.

The meeting was called to order at 8:00 a.m. by Subcommittee Chair. Paul Gorman suggested a format for the discussion. He explained that this is a continuation of the discussion from the July 27, 2015 Subcommittee meeting.

Tom Cottrill (former Planning Board Chair) comments:

- ✓ What is the real issue with the current provisions?
- ✓ How many people really complaint about the current provisions?
- ✓ We don't need a complete change, the previous Planning Board did their homework.
- ✓ Finds the proposed draft language just as confusing.
- ✓ Why change the size of signs?
- ✓ What is the real motivation to change what has been working?
- ✓ Too many signs in the Town of New London.
- ✓ Most real estate business is done on-line, don't need the signs.
- ✓ Ken McWilliams and Peter Stanley used to do sign enforcement.
- ✓ Nothing against Lucy St. John or Kim Hallquist, but responses seem wishy-washy.
- ✓ In the last 3-4 years, things have been muddled.
- ✓ Asked how wide is the Right-of-Way near the Barn Playhouse and Everett Park
- ✓ Questions on banner, sandwich board, real estate and temporary sings.
- ✓ Has a long list of comments and concerns.

Jeff Hollinger (former Planning Board Vice Chair) comments:

- ✓ What is the driving need to make any changes?
- ✓ Proposed size is an increase from 25 square feet to 36 square feet. This is too big.
- ✓ Losing the charm of what people think of New London.
- ✓ Who is enforcing what we already have?
- ✓ The current proposed have served the Town well, why make these changes.
- ✓ With GPS don't really need more real estate signs. Real estate signs are less relevant now.

- ✓ Too many signs makes the economy look worse than it really is.
- ✓ Colonial Building needs to do better job maintaining the building, signs aren't the real issue.
- ✓ Window sign – lots of them

Gerry Coogan comments:

- ✓ Agrees with Tom Cottrill's and Jeff Hollinger's comments
- ✓ Sign regulations are fine the way they are.
- ✓ If something isn't broke, don't fix it.
- ✓ Existing situation of the Colonial building is grandfathered.
- ✓ Not in favor of more real estate signs
- ✓ Need incremental changes to the ordinance, too many changes proposed.

Vahan Sarkisian comments:

- ✓ Doesn't like the Police Department posting signs along the road, Temporary Police Order near the New London Barn Playhouse, this is not good public relations.
- ✓ If something is a Fire Lane, it should be posted as such.
- ✓ Who wants larger signs?
- ✓ When someone is looking for a house they often use real estate magazines, signs not that important.
- ✓ Don't like directional signs.
- ✓ Questioned the comment made by Jeff Hollinger about what is wrong with the Colonial building.
- ✓ The Planning Board should convey to the Board of Selectmen concerns about no parking signs, driveways and fire lanes signs.
- ✓ Ok to have a real estate lot on a lake front property, as some people will see it from the water.

Deb Zeller comments:

- ✓ New London is a lovely town, quaint.
- ✓ Has visitors from all over the world, keep New London quaint.
- ✓ No need for larger signs. Don't really want or need bigger signs.
- ✓ Maybe a directory sign would be helpful at the Colonial building

Sue Andrews comments:

- ✓ Current sign ordinance has served the Town well.
- ✓ Existing ordinance is concise.
- ✓ Why not use the parameter and format of the current provisions.
- ✓ Suggest reorganizing the format.

Subcommittee and other Planning Board members in attendance comments:

- ✓ Enforcement is a concern and issue.

- ✓ Size – some real estate agents want bigger signs and to place signs other places.
- ✓ Need to accommodate commercial businesses.
- ✓ Contractors and others want to be advertised.
- ✓ Recent Supreme Court decision will change how Towns look at signs.
- ✓ Need better provisions for multiple commercial uses on a site.
- ✓ Existing discrepancies between the current sign table and text.
- ✓ Some of the comments can be addressed with reformatting the proposed text and table.
- ✓ Not the intention to change the character of the Town, but to address the variety of opinions on the type, size of signs and variety of businesses.

The meeting adjourned at 9:30 am.

Next meeting date to be determined.

Respectfully submitted,

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