



TOWN OF NEW LONDON, NEW HAMPSHIRE

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SUBCOMMITTEE OF THE NEW LONDON PLANNING BOARD

Discussion of the Proposed Zoning Amendment language Sign Provisions- defeated May 2015

Monday, July 27, 2015
Sydney Crook Conference Room
9:00 AM

Present: Paul Gorman (Vice Chair, chairing the meeting) and Liz Meller.
Staff: Lucy St. John, Planning and Zoning Administrator.
Others: Sue Andrews.

The meeting was called to order at 9:00 a.m. by Paul Gorman. Paul Gorman suggested a format for the discussion. He explained that the Planning Board has been reviewing the provisions of the Zoning Ordinance over the last three (3) years and recognize the need for some clarification and changes. He noted that he recently learned that there is a Tweet circulating about Town, which he hasn't read about the signs allowed for NL Garden Club. He explained that the proposed zoning amendment which was put forth (and defeated) attempted to make the language simpler, more straight forward and the document more user friendly. He explained that the Planning Board members are sensitive to the economic development issues facing area businesses.

Sue Andrews identified several areas of concern and need for clarification:

- ✓ Ask why any changes are needed.
- ✓ If give me an inch, they take a mile, so why allow more signs and bigger signs.
- ✓ If there are nonconforming signs out there why isn't the Board of Selectmen enforcing the sign ordinance?
- ✓ Likes the way New London looks now, don't want to have sign everywhere.
- ✓ Doesn't see a need for a "global" change in what was proposed.
- ✓ Proposed draft is really loosening the regulations.
- ✓ More enforcement needed.
- ✓ Suggest the draft language be presented to Town Counsel for review.
- ✓ Commercial signs- proposed language would allow too many signs, why increasing size from 25 to 36 square feet, need clarification on single vs. multiple tenant business location.
- ✓ Menu board- why allow them.
- ✓ Business hours, business identification and business operation sign- more than what is currently allowed.
- ✓ Discussed real estate signs, at corners.
- ✓ College and Hospital may need more and larger signs, the ordinance should address this concern.

Other topics discussed included:

- ✓ Larger signs may be needed in some areas –safety concerns, speed at which person are viewing the signs, demographics of the community.
- ✓ Home Business- home occupation sign, proposed 6 square feet may be too big.
- ✓ Current Quick Reference table- inconsistencies with the language in the ordinance.
- ✓ Event signs- explained why the changes were included.
- ✓ Reviewed various section of the sign provisions- drive-in/drive thru, commercial district, institutional districts provisions.
- ✓ Some signs really small – one square feet hard to read by some.
- ✓ Reformat what is proposed, currently listed alphabetically, suggest it be presented in another format such as by commercial business, multi-tenant business and institutional and list the total size, type and number permitted for each.

The meeting adjourned at 905 a.m.

Next meeting date to be posted, once staff check room availability and subcommittee schedule.

Respectfully submitted,

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