



TOWN OF  
NEW LONDON, NEW HAMPSHIRE

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NEW LONDON PLANNING BOARD

**Sign Subcommittee Meeting**

Thursday, July 28, 2016

9:30 a.m.

Town Office 2nd Floor

Planning and Zoning Administrator's Office

**MEMBERS PRESENT:** Paul Gorman, Chair; Michele Holton 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 9:30 A.M.

**Discussion Topics:**

- ✓ 2015 sign amendment process, public process, who was opposed and why.
- ✓ Aging population- need to be able to see and read the signs
- ✓ Businesses need to advertise special events and sales, maybe allow temporary signs 3-7 days in advance. Need to be responsive to all the members of the community, businesses are struggling.
- ✓ Diagram helpful in understanding concepts- what is allowed or not allowed
- ✓ Information Booth – Town property and too many signs, suggest some alternative locations.
- ✓ Institutional Districts- suggest allowing Planning Board determine size and number, as these districts are unique.
- ✓ Other town regulations- looked at Hanover, staff will provide example from Alton.
- ✓ Suggest starting fresh, not using the existing format in the current ordinance.
- ✓ Traffic control signs in parking lots need to be improved, and use uniform Traffic Control signage.
- ✓ Want to make it simple, short and concise.

**Next Meeting:** Scheduled for Tuesday, August 16 at 7:30 a.m. Notice to be posted.

**Motion to Adjourn:** The meeting adjourned at 10:40 A.M.

Respectfully submitted,

Lucy A. St. John, Planning and Zoning Administrator