



TOWN OF
NEW LONDON, NEW HAMPSHIRE

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NEW LONDON PLANNING BOARD
Sign Subcommittee Meeting

Tuesday, August 16, 2016

MEMBERS PRESENT: Paul Gorman, Chair; Liz Meller and Janet Kidder.

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

Call to Order: Chair Gorman called the meeting to order at 7:30 A.M.

Discussion Topics:

- ✓ Banners – suggest allowing for a period of two (2) weeks in advance of the event and be removed within 48 hours of event. Banner important to local tourism and local events. No banners allowed in the residential districts but allow them in commercial, institutional districts, on Town property and across public roads with permission of Board of Selectmen.
- ✓ Content neutral signs- per US Supreme Court decision
- ✓ Definition of sign- use current definition.
- ✓ Goal to be have the text simple, short and concise. Start with a fresh look.
- ✓ Hanover and Alton provisions reviewed, like some components of each.
- ✓ Illuminated signs- some need to be internally lite for safety reasons and distance from the road
- ✓ Off –site signs important to real estate community
- ✓ Property owners often want to put out “grandchildren play here”, etc.
- ✓ Purpose statement – is one needed.
- ✓ Size of sign – need to consider lettering size, distance from road and overall reason for the sign noting safety important. For example do not want people to run out of gas because they can’t find the gas station or hospital.
- ✓ Town property- signs should be up to the Board of Selectmen (size, location, type).
- ✓ Types of signs we don’t want to allow.
- ✓ Watershed signs
- ✓ Welcome signs needed near the Interstate should be allowed
- ✓ Yard sale signs currently in Section #14 Temporary Ancillary Sales
- ✓ Zoning District- organize sign provisions by districts, see Hanover’s as example

Next Meeting: Scheduled for Tuesday, Sept 6 at 7:30 a.m. Notice to be posted.

Motion to Adjourn: The meeting adjourned at 8:40 A.M.

Respectfully submitted,

Lucy A. St. John, Planning and Zoning Administrator