

Weare Economic Development Committee Minutes - October 16, 2007

The meeting opened at 7:04pm

Present: Heleen Kurk, George Malette, Liz McSweeney, Alice Morris
Visitor Neal Kurk

September minutes were approved.

There was a long discussion of changes to article 34, the sign ordinance. Attached is the version agreed on at the meeting. This draft will be sent to the Planning Board via Naomi Bolton.

The next meeting will be on Nov. 20.

The meeting adjourned 9:38.

Alice Morris, secretary

ARTICLE 34

34 SIGN ORDINANCE

34.1 PURPOSE: It is the intent of this Sign Ordinance to support the general provisions of the Weare Master Plan which seeks to preserve the visual New England rural character of Weare while, at the same time, understanding and meeting the need for adequate business identification and advertising. To further regulate signs in all districts, the provisions of this article supersede those in any other article where the provisions may be in conflict.

34.2 DEFINITIONS: Sign shall mean any permanent or temporary display visible from public ways or public property which consists of structures, objects, words, graphics, designs and/or symbols and which is intended to attract the attention of the public. A temporary sign is a sign displayed for sixteen (16) or fewer days in any sixty-day (60) period. All other signs are permanent signs.

34.3 PERMIT: A permit from the code enforcement officer shall be obtained before the installation of any sign. The permit number and date of issuance shall be affixed to each sign. Permits are not required for temporary signs or for signs identifying a private residence.

34.3.1 In addition to the permit required by 34.3, the design and placement of all signs that are part of a site plan review or change of use application must also obtain the approval of the Planning Board.

34.4 ILLUMINATION STANDARDS:

34.4.1. The illumination of any sign shall be from a steady or continuous, non-flashing, shielded white light from exterior light sources only. The sign must be lit from above and shall illuminate the sign only, without the light source being visible from any residential dwelling or any roadway. The light source shall be placed as close as practical to the message portion of the sign. No light shall escape above the fixture.

34.4.2 Any sign related to a business or profession or to a commodity or service sold or offered for sale may be illuminated during business hours only.

34.4.3 From Dec. 1 to Jan 10 only, holiday displays containing illuminated bulbs or strings of lights that flash or change but do not contain a message are allowed in connection with a sign.

34.5 LOCATION: A sign shall be placed in such a way that it is not a source of danger or hindrance to traffic.

- 34.6 MAINTENANCE: All permanent signs are to be constructed of durable materials and be well maintained.
- 34.7 REPLACEMENT SIGNS: When an existing sign is replaced or substantially altered, the new sign shall conform to the provision of this ordinance.
- 34.8 PROPORTIONS: Where a sign is attached to or part of an independent structure, the sign shall be the predominant visual feature in terms of size, scale, color and other aspects of appearance.
- 34.9 PROHIBITED SIGNS: The following signs are not allowed:
- 34.9.1 Any sign unrelated to a business or a profession conducted, or to a commodity or service sold or offered for sale, on the premises where the sign is located. This shall not apply to temporary signs providing location directions.
- 34.9.2 Any sign erected on or above any part of the roof of a building, including any message or symbol on any roof of a building or design in any roofing material. This prohibition shall not apply to a sign that is mounted on, and is parallel to and does not protrude beyond the edges of a vertical wall.
- 34.9.3 Any sign attached to a utility pole.
- 34.9.4 Commercial signs attached to trees, rocks or other parts of a natural landscape.
- 34.9.5 Internally lit and electronic signs, including animated, changing message or electronic moving letter signs, and signs containing reflective and/or phosphorescent surfaces.
- 34.9.6 Message board signs with movable letters displayed for seventeen (17) or more days in any sixty-day (60) period.
- 34.10 DISTRICT REGULATIONS:
- 34.10.1 In R and RA districts the following signs shall be permitted:
- 34.10.1.1 A maximum number of one (1) sign, to contain no more than two surfaces, and each surface to contain no more than six (6) square feet, shall be permitted on any one lot containing such business or establishment. The height of such sign shall not exceed five (5) feet from the ground level to the top of the sign.
- 34.10.1.2 Those uses which are granted a Special Exception by the Zoning Board of Adjustment may have a sign, which shall not exceed thirty-two (32) square feet in

surface area per side, subject to the further approval of the Zoning Board of Adjustment.

34.10.1.3 Limited to one (1) sign per lot

34.10.2 In the Village Districts, the following signs shall be permitted:

34.10.2.1 A maximum number of two (2) signs, each to contain no more than two (2) surfaces, and each surface to contain no more than twelve (12) square feet, shall be permitted on any one lot containing such business or establishment. The height of such sign shall not exceed ten (10) feet from the ground level to the top of the sign.

34.10.3 In the Commercial District, the following signs shall be permitted:

34.10.3.1 A maximum number of two (2) signs, the total combined surface area of which shall not exceed sixty-four (64) square feet, shall be permitted on any one lot containing such business or establishment. Additional signs or signs of greater combined area shall be allowed only by Special Exception.

34.10.3.2 Commercial subdivisions and commercial shopping centers may erect, by Special Exception, one (1) additional sign not to exceed one hundred (100) square feet of surface area at the principal or main entrance to said subdivision or shopping center.

34.10.3.3 The height of such sign shall not exceed fifteen (15) feet from ground level to the top of the sign.

34.10.4 In the Industrial district, the following signs shall be permitted:

34.10.4.1 A maximum number of two (2) signs, the total combined surface area of which shall not exceed one hundred (100) square feet, shall be permitted on any one lot containing such business or establishment. Additional signs or signs of greater combined area shall be allowed only by Special Exception.

34.10.4.2 Industrial and commercial subdivisions or parks and commercial shopping centers may erect, by Special Exception, one (1) additional sign not to exceed one hundred (100) feet in surface area at the principal or main entrance to said subdivision or shopping center.

34.10.4.3 The height of such sign shall not exceed fifteen (15) feet from ground level to the top of the sign.

- 34.10.5 In the Clinton Grove Historical Overlay District, the following limits and restrictions shall apply to signs:
- 34.10.5.1 On any one (1) lot there shall be no more than:
- a) one (1) sign, the surface area of which shall not exceed twelve (12) square feet per side, and
 - b) one (1) additional sign, the surface area of which shall not exceed five (5) square feet per side.
- 34.10.5.2 Any sign shall be stationary, square or rectangular in shape, with a maximum of two (2) sides and shall be constructed of durable natural materials to the greatest extent possible. Any sign shall be of modest design, coloration, and appearance compatible with the purpose and intent of the CGHOD and shall contain no fluorescent, or neon elements. No sign shall exceed eight (8) feet in height from ground level to top of sign. Unlighted historical markers and Acirca@ sign constructed of wood, brass, or bronze of modest and restrained design and measuring less than three (3) square feet in surface area shall be exempt. Signs not exceeding two (2) square feet in area and customarily associated with residential use such as nameplates, warnings, or land postings shall be exempt.
- 34.11 **APPLICABILITY:** This article does not apply to signs legally in place before the effective date of this article.

Other changes now necessary in the following areas:

ARTICLE 4

SIGN: Shall mean any permanent or temporary display visible from public ways or public property which consists of structures, objects, words, graphics, designs and/or symbols and which is intended to attract the attention of the public. A temporary sign is a sign displayed for sixteen (16) or fewer days in any sixty-day (60) period. All other signs are permanent signs.

ARTICLE 21

21. SIGNS IN (R) AND (RA) DISTRICTS: See article 34

(all else deleted)

ARTICLE 22

22.7 SIGNS: See article 34

(all else in 22.7 deleted)

ARTICLE 29

24.9 SIGNS: See article 34

(all else in 24.9 deleted)

ARTICLE 25

25.9 SIGNS: See article 34

(all else in 25.9 deleted)

ARTICLE 30-B

C.6 SIGNS: See article 34

(all else in C.6 deleted)