

**TOWN OF CHESTERFIELD, NH
PLANNING BOARD**

Monday, November 17, 2014

Present: James Corliss, Jon McKeon, Joe Parisi, Brad Chesley, Mike Lynch, and Rolland Volbehr
Susan Lawson-Kelleher (7:40)

Call to Order

Corliss called the meeting to order at 7:06

Seat Alternates

Joe Parisi seated for Susan Lawson-Kelleher

Mike Lynch seated for John Koopmann

Review of the Minutes

November 3, 2014

Chesley motioned to accept the minutes as amended from November 3, 2014. The motion was seconded by Parisi and passed unanimously.

Appointments

Items for Discussion

Master Plan update

A meeting is being planned for this Thursday, November 20, 2014 at 7PM. Lachenal will check on a meeting room.

Chesley noted that there is no work being done by SWRPC until they get the survey from the Master Plan Committee

Route 63/9 traffic study update

McKeon noted that the committee has to go before two committees within the state before they come back to the selectmen with options.

Browne Limited Partnership

McKeon noted that a local site contractor has asked for the name of the Chief of the Chesterfield Fire Department. Parisi would like to make sure that Code Enforcement is aware that there is still an outstanding bond issue.

Signs

At the November 3, 2014 meeting, the board discussed the need for some changes/additions to the current sign ordinances.

McKeon typed up some suggestions for the board. They are as follows:

Process change- Signs permanently attached and Free Standing signs must be reviewed and approved by the planning board in the site plan review.

Possible Definitions to be added

- A. PERMANENTLY ATTACHED SIGN-** sign that is attached to the primary building as approved by the Planning board in the site plan review.
- B. PERMANENTLY ATTACHED SIGN** Any sign attached parallel to the building wall or other surface to which it is mounted that does not extend more than fourteen (14) inches from said surface and has only one (1) sign face that is intended to be read parallel to the wall or other surface to which it is mounted. This sign also includes any sign established on any other part of a building provided that the sign is on a plane parallel to the wall of the building. Wall/Building signs may not project above the top of a parapet, wall or the roof line at the wall, whichever is highest. A wall/building sign is also a sign established on a false wall or false roof that does not vary more than thirty (30) degrees from the plane of the building’s parallel wall.
 - 1. FREE STANDING SIGN-** Any (Permanent) sign as defined in zoning definitions, that is separate from main building and is supported by means other than the primary building as approved by the Planning board. This shall also include gas station canopies.
 - 2. FREE STANDING SIGN-** A sign established on a freestanding frame, mast or pole and not attached to any building. Also known as detached sign, freestanding sign, pole sign, ground sign or pylon sign.

TEMPORARY SIGN- “temporary sign” is any sign, handbill, or poster which is placed to advertise or announce a specific event, or which pertains to a particular event or occurrence, *or vendor product display/endorsement*, or which is not designed or intended to be placed permanently. This section excludes political campaign signs which are regulated by state RSA. Examples of temporary signs include, but are not limited to, signs, handbills or posters relating to garage sales, concerts, swap meets, summer sale, clearance sales, new pricing of product, product endorsement, etc.

Proposed change to Temp sign ordinance-

Real estate signs for properties for sale, rent or lease, provided they are removed ten ~~(10)~~ (5) days after the property is sold, rented or leased.
 Directional real estate signs are allowed off premises, one per length of same road, provided they are removed ten ~~(10)~~ (5) days after the property is sold, rented or leased. Signs are to be limited to ~~(4)~~ (6) square feet for two sided side perpendicular or parallel with the road. These signs are exempt from the permit fee.

401.2 Area

- A. Surface Area per Sign: No business sign may have a surface area larger than thirty-two (32) square feet per business.
- B. No home occupation sign may have a surface area larger than six (6) square feet.
- C. Signs intended to be seen from two directions (e.g., back- to-back signs erected perpendicular to a lane of traffic) may have thirty-two (32) square feet of surface area visible to each lane of traffic.
- D. Cumulative Signage: No business may have more than a total of sixty-four (64) square feet accumulative of advertising signs intended for exterior viewing (including product and trade signs and disregarding one side of back-to-back signs).
- E. No business shall have more than one free standing business sign.

Proposed Changes:

401.2 Area

- A. Surface Area per Sign: No business signs have a total cumulative surface area larger than thirty-two [32] square feet per business. This includes all types of signs permanently attached or otherwise visible from the Road. Exempt from calculation is a 2 square foot sign indicating open or closed.
- B. No home occupations sign may have a surface area larger than six [6] square feet per side with a two (2) side minimum.
- C. Signs intended to be seen from two directions (e.g., back-to-back signs erected perpendicular to a lane of traffic) may have thirty-two (32) square feet of surface area visible to each lane of traffic
- D. Cumulative Signage: No business may have more than a total of sixty-four [64] square feet accumulative of advertising signs for intended for exterior viewing [including product and trade signs].
- E. No business shall have more than one free standing sign, which is to be included in the total allowable sign coverage under sections A. and D. Buildings that contain multiple businesses shall have one directory sign with a square footage no more than 32 Sq. ft. each side. ADA signs are exempt from calculation.

Sign, Real Estate: A temporary non-electrical ground or wall sign that either:

- i. Advertises the on-site sale, rental or lease of the premises or a portion thereof; or
- ii. The off-site advertising (including balloons) of an open house.

Board discussion:

The board discussed the suggested definitions for Permanently Attached Sign. Parisi asked if a cardboard sign attached to a building is temporary or permanent. McKeon noted that any sign attached to the building is permanent. Parisi noted that current businesses have many cardboard signs attached to the buildings and he does not believe that is keeping with the character of the town. Lynch noted that the second suggested definition is very long and hard to follow, the simple definition gets the point across. The consensus of the board is that they are happy with choice A. Which is as follows:

Permanently Attached Sign- sign that is attached to the primary building as approved by the Planning board in the site plan review.

Where to put “Signs permanently attached and Free Standing signs must be reviewed and approved by the Planning Board on the site plan review.” It was suggested that it be made into its own regulation listed under 401.9. Lawson-Kelleher asked if a business was going to be required to come back to the board if they wanted to change their sign. McKeon noted they would be able to change their sign as long as it was the same size sign put in the same location. The board would like to use change the wording to be:

Permanent signs either attached or Free Standing must be reviewed and approved by the Planning Board.

The board discussed the need for a definition for “freestanding signs”. It was noted that there is a need to define it as it is used in the regulations.

The board discussed gas station canopies and the feeling of the board about the canopy logo/wording being included in the calculation of the cumulative 64 sq ft. requirement, if it should not be included, or if it needs separate regulations. The sense of the board is that gas station canopies should have some regulations of their own. The board will deal with this in the future.

The board prefers to use the second suggested Free Standing Sign definition, and would like to add the word permanent to the description. It is changed as follows:

Permanent Free Standing Sign - A sign established on a freestanding frame, mast or pole and not attached to any building. Also known as detached sign, freestanding sign, pole sign, ground sign or pylon sign.

The board discussed the suggested definition for Temporary sign. The board is in agreement that the definition is acceptable as follows:

Temporary Sign - “temporary sign” is any sign, handbill, or poster which is placed to advertise or announce a specific event, or which pertains to a particular event or occurrence, *or vendor product display/endorsement*, or which is not designed or intended to be placed permanently. This section excludes political campaign signs which are regulated by state RSA. Examples of temporary signs include, but are not limited to, signs, handbills or posters relating to garage sales, concerts, swap meets, summer sale, clearance sales, new pricing of product, product endorsement, etc.

The board reviewed the definition suggested for Real Estate Sign. The board added “and directional signs”, making the final definition as follows:

Sign, Real Estate: A temporary non-electrical ground or wall sign that either:

- i. Advertises the on-site sale, rental or lease of the premises or a portion thereof; or
- ii. The off-site advertising (including balloons and directional signs) of an open house.

Parisis noted that there needs to be regulations for temporary on-premises signs. need a regulation for

Proposed change to Temp Sign Ordinance –

The board reviewed the proposed changes to 401.2 Area. It was noted that the board likes the proposed A-D (with one word change in C), but would like different wording for E, as it is not clear. McKeon will rework "E" and add an F to help it be more clear. Making the proposed ordinance as follows:

401.2 Area

- A. Surface Area per Sign: No business signs have a total cumulative surface area larger than thirty-two [32] square feet per business. This includes all types of signs permanently attached or otherwise visible from the Road. Exempt from calculation is a 2 square foot sign indicating open or closed.
- B. No home occupations sign may have a surface area larger than six [6] square feet per side with a two (2) side maximum.
- C. Signs intended to be seen from two directions (e.g., back-to back signs erected perpendicular to a lane of traffic) may have thirty-two (32) square feet of surface area visible to each direction

D. Cumulative Signage: No business may have more than a total of sixty-four [64] square feet accumulative of advertising signs for intended for exterior viewing [including product and trade signs].

With new wording coming for E and F

The board would like to add a regulation stating that Real Estate signs are allowed within the front setback.

It was noted that the board should have gas station canopies in the back of their mind for a later discussion.

Items for Information

Other Business

McKeon – would like to have the board participate in classes and seminars.

Items for Signature

Adjournment

Parisi moves to adjourn at 9:17 PM. Peach seconds the motion which passes unanimously.

The next meeting will be held in the Town Offices at 7:30 PM December 1, 2014.

Respectfully Submitted by:

Patricia Lachenal

Planning Board Secretary

Approved by:

James Corliss, Chairman

Date