

**PLANNING BOARD  
27 School Street  
HILLSBOROUGH, NH  
October 19, 2016**

**DATE APPROVED:** November 2, 2016

**TIME:** 7:00 p.m. – 7:45 p.m.

**CHAIRMAN:** Herm Wiegelman

**FIRST VICE CHAIRMAN:** Don Solomon

**SECOND VICE CHAIRMAN:** Denise Deforest

**MEMBERS:** Terry Cutter, John Penny and Gary Sparks

**EX-OFFICIO:** James Bailey III

**PLANNING DIRECTOR:** Robyn Payson

**ALTERNATES PRESENT:** Larry Baker and Michael Reopel

**EXCUSED:** John Penny

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**MEMBERS of the PUBLIC:** Terry Yeaton, Richard Head and John Segedy

**CALL to ORDER:**

Chairman Wiegelman called the meeting to order at 7:00 p.m.

Chairman Wiegelman asked Mr. Baker to sit as a voting member in place of Mr. Penny.

**Approval of Minutes:**

Chairman Wiegelman entertained a motion to accept the minutes of October 5, 2016.

Mr. Bailey made a motion to approve the minutes. Mr. Solomon seconded the motion. The Board voted all in favor except for Mr. Sparks and Mrs. DeForest who abstained.

**WORK SESSION**

**Animated Signs:**

Mrs. Payson obtained animated sign ordinances from eight other towns and distributed them to the Board. She said they all prohibit them or are in the process of prohibiting them. She mentioned that they cause a lot of light pollution and they set a tone for the town. She said we have surveys indicating that people want to keep the New England esthetics of the town and the small town character. She added towns have never seen a business not come because they can't have an animated sign. She said if it is really important to the Board then it should be presented as a standalone article, so if it is voted down the whole sign ordinance doesn't go down with it.

Chairman Wiegelman asked if internally lighted signs would be part of this or a separate article.

Mrs. Payson said internally lighted signs are allowed and they would stay that way.

Mr. Baker said he would consider the Irving sign digital and changing not animated.

Mr. Cutter said he saw a sign in Concord which changed from time to temperature which he would consider digital not animated.

Mr. Sparks said Hillsborough doesn't need animated signs. He added a digital sign showing temperature and time should be acceptable.

Mr. Reopel said animated signs are ugly but a sign which switch prices from member to non-member or temperature to time should be allowed, as long as they are not overly bright. He suggested changing 229-35.B (1) b to reflect that signs which show time or pricing would be allowable.

Mr. Baker read the definition of animated sign under 229-35.E: "Animated sign: The presentation of pictorials and graphics on signs displayed in a progression of frames which give the illusion of motion, including but not limited to the illusion of moving objects, moving patterns or bands of light, or expanding or contracting shapes." He added as an example Cumberland Farm's sign which shows changing prices wouldn't be an animated sign under this definition.

Mr. Sparks asked if the signs which display prices, time or temperature using little lights to form the numbers has a specific name for that style of sign. He said because if there is we could use it as a reference in the definition as an allowable sign.

Mrs. Payson will look into this.

Mr. Bailey said we need to have a definition for "intensely lighted".

Mr. Baker suggested leaving "intensely lighted images" out 229-35 B (1) b.

Mr. Reopel asked about window signs.

Mrs. Payson said there is a definition but they are not addressed any place in the ordinance.

**Sign Ordinance:**

Mrs. Payson has rewritten it again. She said she created a chart regarding temporary sign for the different zoning districts.

Mr. Baker said most political signs are two by three which would total six square feet.

After further discussion the Board agreed to the following changes:

Table S-1:

1. eliminated the column labeled "Maximum Number"

2. change the “Maximum Square Feet” for “Ground Mounted Sign” to 32
3. changed all the “Maximum Square Feet” for all the other categories to 8

Table S-2:

1. eliminated the column labeled “Maximum Number”
2. eliminated the line labeled “2<sup>nd</sup> portable sandwich board”
3. change the “Maximum Square Feet” for “A ground mounted sign when there is a onetime event” to 32
4. changed the numbers 4 and 6 in the other categories under “Maximum Square Feet” column to 8
5. add to “A portable sandwich board” in column labeled “Maximum Duration (days)” “or 14 days for a onetime event”

229.35 C 2:

Remove section b.

The Board agreed that the total maximum square feet of all the signs on any one property would be thirty-two.

**Other Business:**

Mr. Baker asked if Mrs. Payson had looked into the two issues brought up at the last meeting regarding Dollar General and Family Dollar.

Mr. Bailey said when Municipal Drive was widened and there is no longer any room for a sidewalk. He said the light poles at Family Dollar have been removed but the Town never asked them to remove the pavement.

Mrs. Payson said she didn’t think Family Dollar would be receptive to that request as the project has been closed.

Mr. Bailey said we should ask them anyway.

Mr. Wiegelman said a crosswalk was supposed to be painted from VIP to Dollar General but a crosswalk has to begin and end on a sidewalk. This is why they gave us the money to build one, on their property. The Town has been negligent in constructing the sidewalk.

Mr. Bailey will look into the matter further.

**ADJOURNMENT:**

Chairman Wiegelman entertained a motion to adjourn.

Mr. Sparks made a motion to adjourn. Mrs. DeForest seconded the motion. The Board voted all in favor.

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Meeting adjourned at 7:45 p.m.

Respectfully Submitted:

Iris Campbell  
Recording Secretary