

DOVER PLANNING BOARD

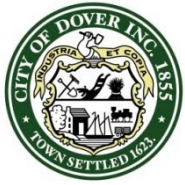


Sign Ordinance Review Committee

MEMBERS:

GARY GREEN, DAN BARUFALDI, LEE SKINNER, TOM CLARK,
MICHELLE GILMORE, ERIK ROY

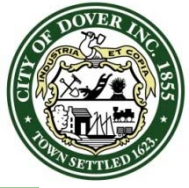
STAFF: PLANNER STEVE BIRD



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PLANNING BOARD SIGN COMMITTEE MISSION STATEMENT:

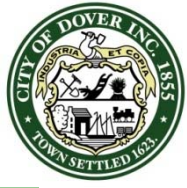
The mission of the Sign Committee is to review the City's sign ordinance, research current industry standards and the sign regulations of other communities, **ensure that the sign ordinance balances the needs of our business community with the safety, health and welfare of the community**, and to propose amendments to the Zoning Ordinance as needed to develop sign regulations that are current, comprehensive and user friendly.



Sign Ordinance Review Committee

- GOALS:

- Identify and review sign ordinances
- Hold public hearings (Citizens Forums)
- Select a local sign company to prepare a presentation on sign technologies to include:
 - Wall signs
 - Hanging/Projecting signs
 - Electronic signs
 - Signs in Form Based Code district
 - Identify sign types not in definitions
 - Prepare and present a final report to the Planning Board

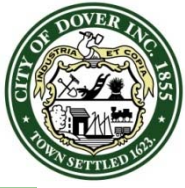


Sign Ordinance Review Committee

SIGN REGULATIONS AT ALL LEVELS OF GOVERNMENT

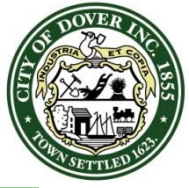
HIGHWAY BEAUTIFICATION ACT 1965

SIGN ORDINANCE CHAPTERS NEED TO BE CLEAR AND UP TO DATE



Sign Ordinance Review Committee

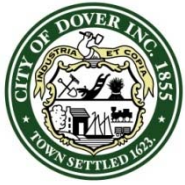
- NUMEROUS AMENDMENTS OVER THE YEARS
- RECENT SIGN ORDINANCE AMENDMENTS 2009, 2010, 2012 & 2013
- CURRENTLY, DIGITAL SIGNS ARE NOT ALLOWED
- EXISTING SIGNS WERE GRANDFATHERED AT TIME OF AMENDMENTS
- FORM BASED CODE ENACTED-Mill Motif
- TEMPORARY SIGN ORDINANCE AMENDED IN 2013



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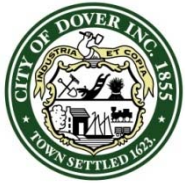


GATEWAYS



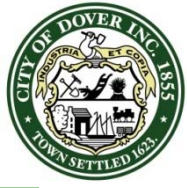
York Maine





PORTSMOUTH CIRCLE

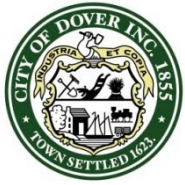




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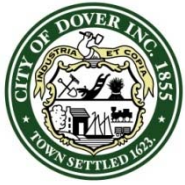


NO UNIQUE GATEWAY AT ANY OF
DOVER'S EXIT OFF RAMPS



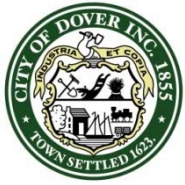
SOMERSWORTH MORTGAGE CO





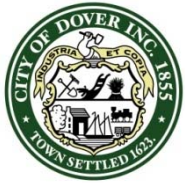
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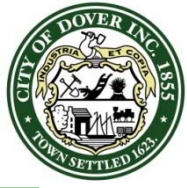
SOMERSWORTH MORTGAGE CO





IS THERE A BUILDING HERE?



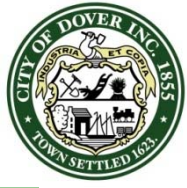


Sign Ordinance Review Committee

INITIAL LIST OF ORDINANCE CHAPTERS FOR REVIEW

- 170-32 SIGNS AND FENCES
- LIST OF DEFINITIONS
- ZONING TABLES
- APPENDICES (Sign)

TIM CORWIN SPOKE AS THE STAFF MEMBER IN CHARGE OF SIGN ENFORCEMENT



Sign Ordinance Review Committee



RECOGNIZE PLANNING DEPARTMENT

GUIDANCE

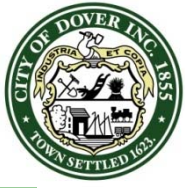
VISION

ENFORCEMENT

DOVER IS A BETTER PLACE AS A RESULT

OUR CHALLENGE IS TO DETERMINE IF IT

CAN BE MADE EVEN BETTER

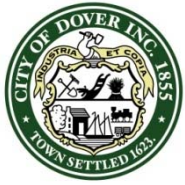


Sign Ordinance Review Committee

170-6. Definitions.

SIGN, ELECTRONIC MESSAGE BOARD means a SIGN, or portion of a SIGN, that displays an electronic image which will include only letters of the alphabet, numbers, and common punctuation marks. Such SIGNS include any SIGN, or portion of a SIGN, that uses changing lights to form a SIGN message or messages or uses electronic means to change the SIGN message. Electronic message boards include but are not limited to SIGNS also known as Electronic Reader Boards and Electronic Message Center SIGNS. ELECTRONIC MESSAGE BOARD SIGNS are not considered FLASHING SIGNS.

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Q. ELECTRONIC MESSAGE BOARD SIGNS.

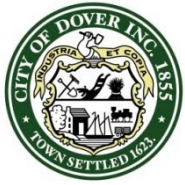
(1) ELECTRONIC MESSAGE BOARD SIGNS shall be allowed in all zoning districts.

(2) ELECTRONIC MESSAGE BOARD SIGNS shall be allowed on FREESTANDING, PROJECTING, and WALL SIGNS.

(3) The ELECTRONIC MESSAGE BOARD SIGN shall not exceed twenty-five (25) percent of the total SIGN AREA, but in no case shall the ELECTRONIC MESSAGE BOARD SIGN portion of a SIGN be larger than forty-eight (48) square feet.

(4) The content of an ELECTRONIC MESSAGE BOARD SIGN shall be limited to letters of the alphabet, numbers, and common punctuation marks.

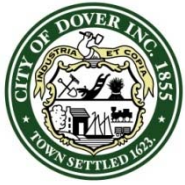
(5) The content of an ELECTRONIC MESSAGE BOARD SIGN shall change no more than two times in any twenty-four (24) hour period.



(6) Any change in content of an ELECTRONIC MESSAGE BOARD SIGN shall not produce the illusion of moving objects, blinking, flashing, expanding or contracting shapes, rotation or any similar visual effect of animation or movement.

(7) An ELECTRONIC MESSAGE BOARD SIGN shall not be installed on an existing SIGN that is nonconforming unless the entire SIGN is brought into compliance with all applicable provisions.

1.25



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