DOVER PLANNING BOARD

Sign Ordinance Review Committee

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

STAFF: PLANNER STEVE BIRD
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.
GOALS: (Agenda Item this morning)

- 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
NUMEROUS AMENDMENTS OVER THE YEARS


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
Sign Ordinance Review Committee

GATEWAYS
PORTSMOUTH CIRCLE
York Maine
NO UNIQUE GATEWAY AT ANY OF DOVER’S EXIT OFF RAMPS
EXAMPLES FROM CITY OF DOVER SIGN INVENTORY
INFORMATIONAL SIGNS
MUNICIPAL AND COMMERCIAL
Sign Ordinance Review Committee
VARIETY OF TEMPORARY SIGNS

MESSAGE BOARDS
Sign Ordinance Review Committee
Sign Ordinance Review Committee
Sign Ordinance Review Committee
Sign Ordinance Review Committee
Sign Ordinance Review Committee
Sign Ordinance Review Committee
CREATIVE SIGNAGE?
LOOPHOLES?
Sign Ordinance Review Committee
Sign Ordinance Review Committee
EXAMPLES OF EXISTING AND GRANDFATHERED SIGNS IN DOVER
SILVER STREET SHELL
SILVER ST IRVING
FEDERAL SAVINGS
MEINEKE ON CENTRAL AVE
MUCH TALKED ABOUT SIGN
SURROUNDING TOWNS
MORE LIBERAL SIGN ORDINANCE?

EXAMPLES OF WHAT WE MAY NOT WANT?
MOBIL STATION IN ROCHESTER
ROCHESTER GAS STATION
SOMERSWORTH MORTGAGE CO
SOMERSWORTH MORTGAGE CO
CLEARY CLEANERS ROCHESTER
Cleary Flashing Sign
IS THERE A BUILDING HERE?
INITIAL LIST OF ORDINANCE CHAPTERS FOR REVIEW

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

TIM CORWIN WILL SPEAK AS THE STAFF MEMBER IN CHARGE OF SIGN ENFORCEMENT
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
DOVER PLANNING BOARD

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