



TOWN OF DURHAM
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Town Planner's Recommendation
Wednesday, April 22, 2015

- XI. **Madbury Commons – Sign Master Plan.** 17 and 21 Madbury Road. Review of proposed Sign Master Plan for multi-use development for 525 residents, office/retail, and several public spaces. Golden Goose Properties, c/o Ken Rubin, Eamonn Healey, Barrett Bilotta, applicant. Tax Map 2, Lots 12-3 & 12-4. Central Business District. **Recommended action:** Discussion and setting a public hearing for May 13.

➤ I recommend discussion and setting a public hearing for May 13.

Please note the following:

- 1) **Master Plan.** The sign master plan for Madbury Commons is enclosed. Page 1 shows the 2 freestanding signs. The drawing shows the panels for individual tenants but the actual signs would be different depending on the needs of the tenants. The second sheet shows the locations of each of the signs on the site plan, including #1 and #2 for the freestanding signs, and EX-1 through EX-12 for the building signs (mostly wall signs with some projecting signs). The third sheet shows the sign locations on the buildings. The fourth sheet shows the signs by tenant (in right column), along with excerpts from the Town's Sign Ordinance.
- 2) **More information.** The applicant will provide more information about each of the proposed signs to give a better picture of how the sign fits on the building. I will forward this information when I receive it. *It is difficult to discern details on the building signs on the small drawing on sheet 2.*
- 3) **Public hearing.** Pursuant to Planning Board practice, a public hearing should be held on the plan.
- 4) **Ordinance.** The Planning Board reviews a sign master plan per the Sign Ordinance:

L. Multi-Tenant Developments.

New Multi-Tenant developments shall submit a Signage Master Plan to the Planning Board for approval. Existing multi-tenant developments shall submit a signage master plan to the Code Enforcement Officer for approval. The following signage standards shall apply:

Free Standing or Ground Mounted Sign – an entrance sign shall be allowed with a maximum of sixty (60) square feet of sign area, and a maximum height of twenty (20)

feet. This signage will not count toward the individual businesses total allowable signage. However, a maximum of one hundred (100) square feet may be allowed with Planning Board approval.

- 5) Scale of signs and building. The applicant will confirm that the scale of the signs shown on the buildings is accurate. The number, locations, scale, and types of signs seems generally appropriate for the buildings. I will look at this more carefully later.
- 6) The exact locations of the freestanding signs needs to be clarified.
- 7) Theme of plan. With a sign master plan it is helpful if there is a way to incorporate some harmony among the signs while allowing for flexibility since tenants will change and tenants have specific requirements. The sign locations, types, and sizes should be fixed, however. The applicant has offered to have a template with dark red background and white lettering to the extent workable with tenants. I think this is a good plan. Thus, most (all if possible) signs would have a portion that is the tenant's logo etc. as requested by the tenant and the rest, background would be red, with white lettering as appropriate.
- 8) 2 Freestanding Signs. Tom Johnson, Zoning Administrator, has determined that it is acceptable to have 2 freestanding signs, one at each end of the boulevard, as there are 2 separate entrances to the development.
- 9) Illumination. Illumination will be clarified. Generally, it is best for a small light to be placed at the top of the sign (when illuminated), designed and arranged so there is no glare. A top light is better than a bottom light to prevent skyglow.