

# Exterior Signage

## Madbury Commons

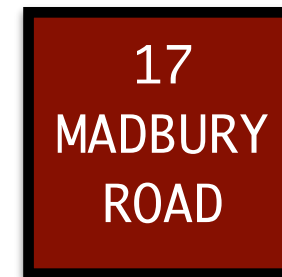
Metal Color



**Terra Cotta NEW**  
R 34.8 • E.89 • SRI 37.9

# MADBURY COMMONS

MONACO  
Concept



- All signs to have maroon background color
- Text is outlined as Monaco or similar to align with Madbury Commons Logo / Style
- All text is white in color on maroon background
- Logos are determined by the tenant but will be on top of maroon background (need to finalize with tenant if logo is on white background on maroon or if logo is directly on maroon background)
- Sign sizes are outlined further in document and conform to Durham Ordinance



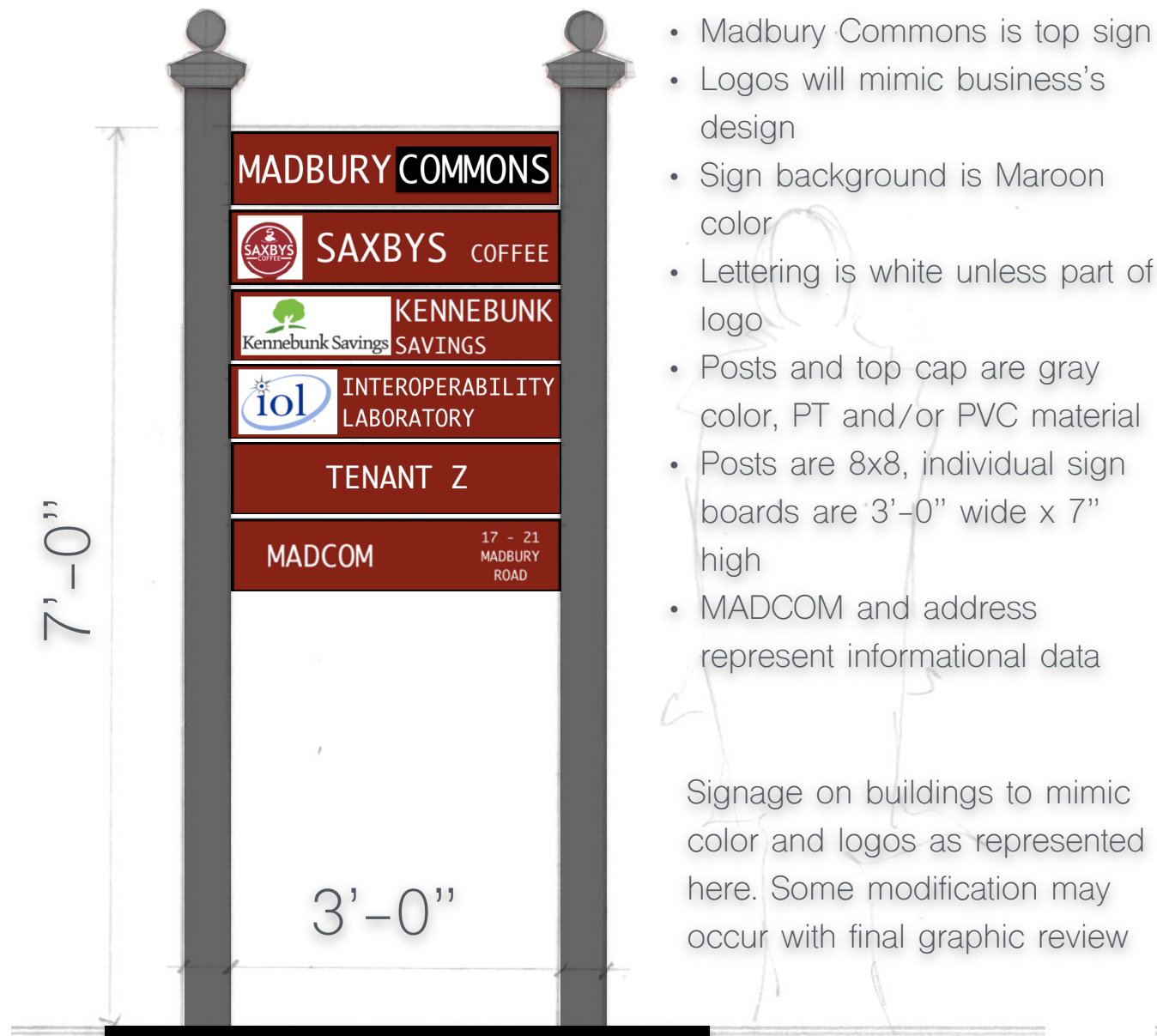
# Exterior Signage Package

## Madbury Commons

## Multi-Tenant Signage

1: Pettee Brook Side: Located along new walk way into site

2: Madbury Road Side: Located by new entrance to site: North side of entrance.



Actual "signage area" = 12 sf+/-

Actual "signage area" = 12 sf+/-



# Exterior Signage Madbury Commons

1: Pettee Brook Side: Located along new walk way into site

2: Madbury Road Side: Located by new entrance to site



Anticipated Light Fixture style:  
2700K-3000K light temperature.  
Quantity of lights per sign to be  
reviewed once final sign color  
has been selected.



TMS Lighting Sign  
7 Black Option 1



Hinkley Lighting  
Nexus T Sign Light  
Option 2



# Exterior Signage

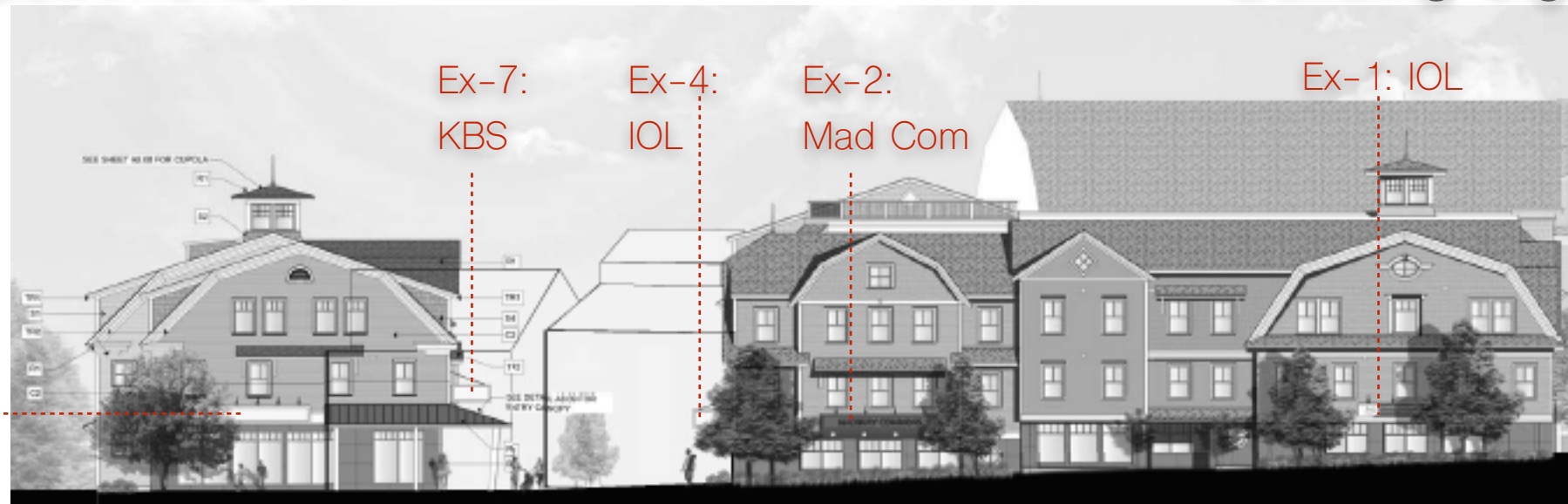
## Madbury Commons

## Building Signage

Ex-# = Specific Sign

Signage List / Size:

- Ex-1: 2.5'x14': IOL
- Ex-2: 2'x 9": Madbury Commons
- Ex-3: 2'x 9": Madbury Commons
- Ex-4: 2.5'x 4': IOL
- Ex-5: IOL: Inside doors (see Ordinance)
- Ex-6: 2'x 10': Saxbys
- Ex-7: 2'x 10': Saxbys
- Ex-8: 2.5'x 4': Kennebunk Savings
- Ex-9: 2.5'x 14': Kennebunk Savings
- Ex-10: 2.5'x 4': Madbury Commons
- Ex-11: 2.5'x 9': Tenant Z
- Ex-12: 2.5'x 9': Tenant Z



Ex-6: Saxby's

Ex-7:  
KBS

Ex-4:  
IOL

Ex-2:  
Mad Com

Ex-1: IOL

Ex-5:  
IOL

Ex-4: IOL  
Ex-3: Mad Com



Ex-12:  
Tenant Z  
on west face



Ex-7: Saxby's

Ex-8: KBS

Ex-9: KBS

Ex-10: Mad Com

Ex-11: Tenant Z

4-20-2015

**TMS**  
architects

# Exterior Signage

## Madbury Commons

### 175-127. General Provisions/Application Process.

Application for a permit to erect a sign shall be made in writing to the Code Enforcement Officer, Town of Durham, for all signs, except snipe signs, in excess of six (6) square feet of total exposed surface area or six (6) feet in height, vending machines, awnings, marquees, canopies, public time pieces, and thermometers and such application shall contain the following information:

Note: Signs shall only be permitted for the promotion of goods and services sold on the site in question.

A. Name, address and telephone number of applicant;

B. Proposed location and position of sign or structure;

C. Plans or drawings with dimensions and specifications;

D. Written consent of owner of the building or land;

E. Such other information as the Code Enforcement Officer may require including load calculations prepared and submitted by a Registered Professional Engineer.

### 175-129. Placement of Signs.

A. All signs shall be prohibited within public rights-of-way (ROWs) with the exception of necessary traffic control devices and directional signs deemed essential for the public welfare and safety and which are authorized by municipal and state agencies.

B. The location of all sandwich board signs shall be limited to the outer edge of the sidewalk within the public ROW and no closer than within one (1) foot of the curb line. The sandwich board sign placement shall be within ten (10) feet of the primary entrance of the establishment, shall not obscure or impede pedestrian travel, and shall allow a minimum of a four (4) foot accessible path along the side walk.

C. No sign shall be designed or placed so as to endanger, obscure or confuse or otherwise create a hazardous condition to motor vehicles or pedestrians.

D. No sign shall project above the roof or parapet line of a building.

E. Vending machines and Automated Teller Machines (ATMs) shall not be permitted on the exterior surface of any building or structure, or on any sidewalk or thoroughfare.

F. This section is not intended to regulate or restrict signs expressing political, non-commercial, or non-advertising messages.

### 175-130. Illumination of Signs.

A. Signs may be illuminated only by exterior white light sources, and shall be placed so that they will not contribute to light pollution or constitute a hazard to street or highway driving by glare. The maximum amount of lighting permitted shall be the minimum amount of lighting necessary to illuminate the sign, and the spillover of light beyond the sign surface shall be minimal to nonexistent.

B. No flashing or animated signs, nor signs with visible moving parts or intermittent lighting to create the visual effect of movement shall be permitted.

C. No neon or tubular gas filled signs shall be allowed in any district.

D. Signs will be illuminated only during business hours.

### 175-133. Permitted Signs, by District.

A. **Total Sign Area.** Each business establishment will be allowed a total of forty-eight (48) square feet of signage. This can be composed of any combination of signs in accordance with this ordinance. Each business establishment in the Central Business District is permitted one additional Sandwich Board sign or Reader Board sign.

B. **Snipe Signs.** The use of snipe signs is permitted on private property only for non-commercial events and elections. The limitations that follow are intended to allow for political speech while minimizing any visual distraction that could become a hazard to the traveling public, and also to preserve the visual and rural environment of the town. Snipe signs larger than that permitted below create an unsightly clutter which detracts from the visual appearance of the town, and create a danger to the traveling public by obscuring sight lines, entering and exiting traffic, and curb cuts and adjoining intersections. Such signs are limited to a period of 45 days preceding and seven (7) days after the relevant event, except political advertisements which are governed by RSA 664:17, provided:

1. The size of any snipe sign shall not exceed thirty-two (32) square feet; nor be more than five (5) feet above the adjacent finished ground level.

2. The number of such signs is limited to one per lot in Residence A and B Districts and to two per lot in other districts; provided that this provision does not apply to signs that express political speech such as an endorsement of a candidate for office or an issue on an election ballot.

3. Such signs are not permitted on public property.

4. Signs within a public right-of-way are allowed provided they comply with RSA 664:17 and that the top of the sign extends no more than three (3) feet above the ground surface so as not to restrict vehicle sightlines.

H. **Directory Signs.** Directory Signs, for businesses located on Secondary Streets within the CB District, may be allowed in the Town right-of-way if permission is granted by the Durham DPW and the Town Administrator. A plan must be in place to identify all businesses, and signage must be updated as uses change over time.

I. **Projecting Signs.** Within the CB, PO, CH, C, CC, OR, MUDOR, ORLI, and DBP Districts, only one accessory projecting sign shall be permitted for each business ownership; it shall not project horizontally in excess of six (6) feet; it shall be erected at a height of not less than eight (8) feet above the sidewalk or ground level; and it shall not exceed twenty (20) square feet in surface area on each of two sides nor a total of forty (40) square feet on all sides.

J. **Wall Signs.** Within the CB, OR, MUDOR, ORLI, and DBP Districts, no wall sign shall exceed ten percent (10%) of the area of the building face to which it is attached, but in no case shall it exceed forty-eight (48) square feet in size. Within the PO, CH, C, and CC Districts, the cumulative size of permitted signs on any one business establishment shall not exceed forty-eight (48) square feet.

K. **Window Signs.** Signs may be displayed in a window inside a building without a permit as long as they do not cover more than 25% of the total visible window area.

### 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:

1. 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.

# Building Signage

Signage Per Tenant / Size:

Madbury Commons (Mad Com)

Ex-2: 2'x 9' = 18sf

Ex-3: 2'x 9' = 18sf

Ex-10: 2.5'x 4' = 10sf

**Total: 46sf**

Allowed: 48sf

Difference = -2sf

IOL:

Ex-1: 2.5'x14' = 35sf

Ex-4: 2.5'x 4' = 10sf

Ex-5: Inside Glass (not counted)

**Total: 45sf**

Allowed: 48sf

Difference = -3sf

Saxby's:

Ex-6: 2'x 11' = 22sf

Ex-7: 2'x 11' = 22sf

**Total: 44sf**

Allowed: 48sf

Difference = -4sf

Kennebunk Savings (KBS)

Ex-8: 2.5'x 4' = 10sf

Ex-9: 2.5'x14' = 35sf

**Total: 45sf**

Allowed: 48sf

Difference = -3sf

Tenant Z:

Ex-11: 2.5'x 9' = 22.5sf

Ex-12: 2.5'x 9' = 22.5sf (not shown-would be on west face of

Tenant Z space)

**Total: 45sf**

Allowed: 48sf

Difference = -3sf

Directory Signage: **24 sf total** (up to 60sf allowed per L.)

Pettee Brook: 12 sf

Madbury Road: 12 sf

5 tenants @ 48sf maximum each = **240 sf** total allowed

All tenant signage (building mounted, projecting) = **225 sf**



# Exterior Signage

## Madbury Commons



Ex-4: 2.5' x 4': IOL

Ex-2: 2'x 9': Madbury Commons

Ex-1: 2.5'x14': IOL



**MADBURY COMMONS**



**INTEROPERABILITY  
LABORATORY**

# Exterior Signage

## Madbury Commons



Ex-5: IOL: Inside doors



Ex-4: 2.5'x 4': IOL

Ex-3: 2'x 9": Madbury Commons



4-20-2015



# Exterior Signage

## Madbury Commons

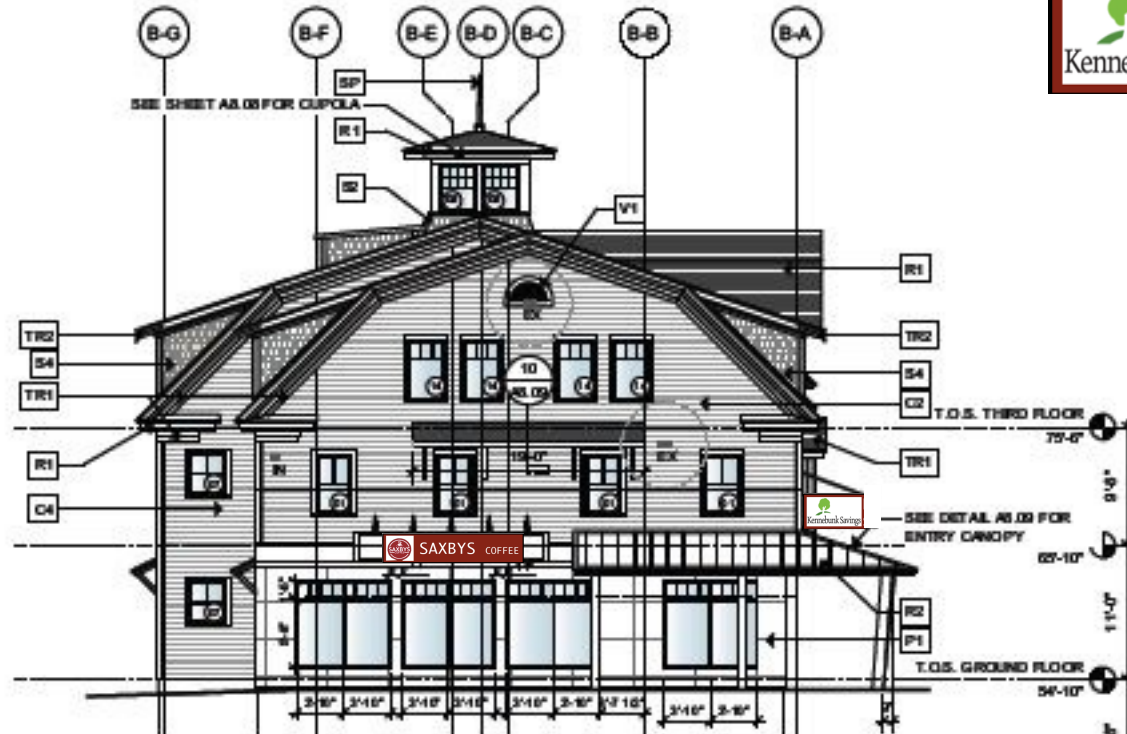
MADBURY  
COMMONS



MADBURY COMMONS

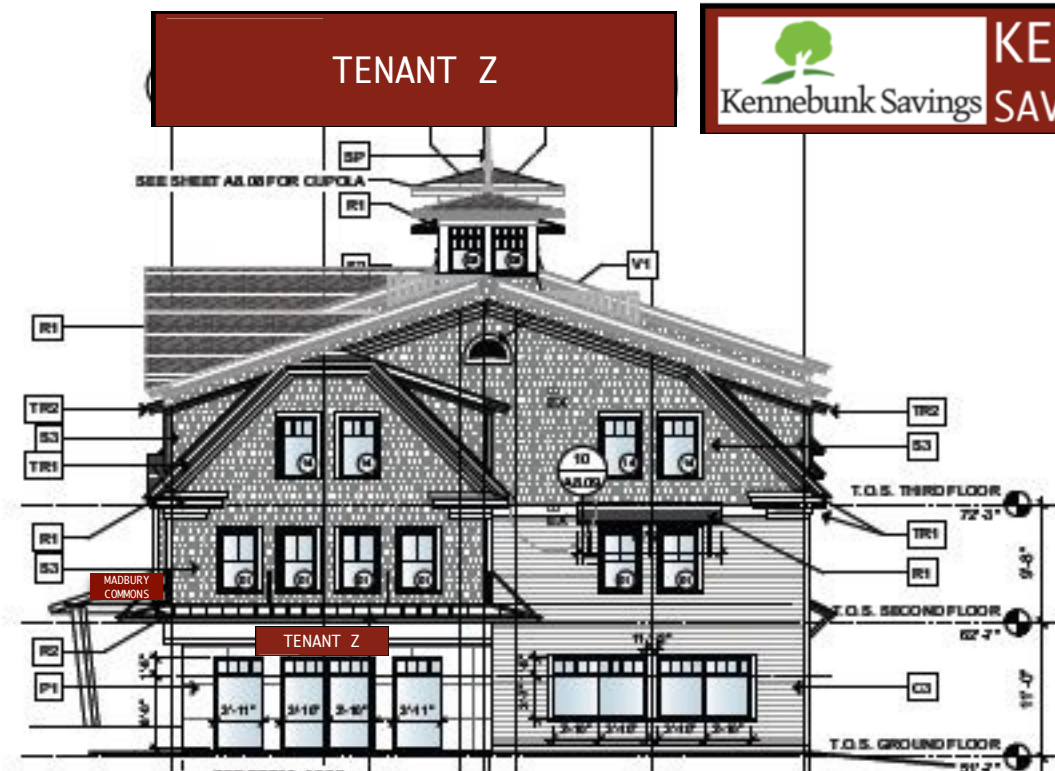


SAXBYS COFFEE



Ex-6: 2'x 10': Saxbys

Ex-8: 2.5'x 4':  
Kennebunk Savings



Ex-10: 2.5'x 4':  
Madbury Commons

Ex-12: 2.5'x 9': Tenant Z



Ex-7: 2'x 10': Saxbys

Ex-8: 2.5'x 4':  
Kennebunk Savings

Ex-9: 2.5'x 14':  
Kennebunk Savings

Ex-10: 2.5'x 4':  
Madbury Commons

Ex-11: 2.5'x 9': Tenant Z