

Exeter Historic District Commission

November 15, 2012

Call Meeting to Order

Chairwoman Pam Gjetton called the meeting to order at 7:05 pm in the Wheelwright Room of the Exeter Town Office building. Members present were Nicole Martineau, Pete Cameron, Fred Kollmorgen, Wendy Bergeron and Selectwoman Julie Gilman.

New Business: Public Hearing

Continued discussion on the application of the Exeter Area Chamber of Commerce for new signage at 24 Front Street. The subject property is in the C-1, Central Area Commercial zoning district. Tax Map Parcel #72-159. Case #12-14.

Mr. Mike Schidlovsky returned to continue the discussion on the application to add the Exeter Area Chamber of Commerce sign to the existing signage at 24 Front St. Mr. Bert Bourgeois, owner of the property, appeared at the October 25, 2012 meeting to express his intent to modify the present single-arm sign post to a double armed sign post to accommodate the Chamber's original sign. All of the details needed for the HDC to act upon the application were not known at that time i.e. exact dimensions of Chamber sign and any revised signage at that location and the material to be used in fabrication of the signs.

Mr. Schidlovsky submitted a sheet displaying the two-armed sign post with a sketch of the proposed design and placement of the three signs; included were the dimensions of the signs. The Chamber sign is 48" x 27" and the opposite signage is also to be 48" x 27" and a third lower sign listing the tenants of the Major Blake Hotel building (24 Front St.) will measure 48" x 38".

The sheet also listed the material to be used as High Density Urethane (HDF).

Upon inquiry from Ms. Gilman referencing Zoning Ordinance 5.28 stating with multiple occupancies (in the building) the owner is responsible for signage. Mr. Schidlovsky responded he is representing the Chamber and the owner, Mr. Bourgeois.

Ms. Martineau expressed her concern with the size of the signage and its scale in relation to the building; an 8 1/2 ft. spread on a single post perpendicular to the building in a limited space between building and sidewalk. Mr. Schidlovsky conceded it was a large span but were trying to accommodate the Chamber's original sign without going to the expense of creating a new sign.

Referring to the Town Zoning Ordinance section 5.7.7 *Sign Ordinances for the Historic-Commercial Zoning District* Ms. Martineau referenced the section on Free Standing Sign-Multiple Businesses stating the permitted size to be a maximum of 24 sq. ft. Using the given measurements of the three proposed signs, the calculation totaled out to 30 sq. ft.

Ms. Martineau stated she feels she doesn't have enough information on the site conditions and what is being proposed to vote on the application. Ms. Gilman stated she would like to know how many suites are in the building as that will determine what the ultimate signage will look like. The multiple tenant sign is the unknown as the proposal already exceeds the (Zoning Ordinance) allotment.

Minutes approved at March 21, 2013 meeting

Mr. Schidlovsky offered the owner has indicated he would be comfortable leaving what is there now; the objective is to get the Chamber sign up while the weather permits site work.

In clarification it was determined the application is for all the signs because the Chamber's placement (of their sign) depends on the configuration of the all the signs and its compliance within the ordinance. Mr. Schidlovsky was advised if he chose to proceed with that proposed design it would require a decision by the Zoning Board of Adjustment.

Summarizing, Mr. Schidlovsky needs to confer with owner and come back with a signage proposal not to exceed the total of 24 sq. ft. He was unsure of what the final design might be and might not have the symmetry desired. Ms. Martineau suggested they refer to the Zoning Ordinance starting with 5.7.6. She added she would like to see--from a historic standpoint--something taller not wider; to fit with the nature of the building, the street and the sidewalk. It would be more in keeping with the historic nature of the building. Ms. Gilman noted there were no height limitations; suggested talking with Doug Eastman, the Town Code Enforcement Officer, regarding adding to the present height of sign post.

It was the consensus of the HDC members present if the applicant could prepare the information needed, they would be willing to schedule a meeting to act upon the application. It was suggested to get the information to the Planning Office so the necessary steps are taken to schedule a meeting.

Ms. Gilman then made the motion to table the application pending further information; seconded by Mr. Cameron. Motion carried.

The applicant, Florence Ruffner, was not present for the application for a change in type of signage located at 185-190 Water Street. Case #12-15.

Other Business

- Request for Extension of Approval –Case #11-25 Phillips Exeter Academy, 17 Spring St. (Williams House)
Prior to any action taken on this request, Ms. Martineau asked to be recused as she is an associate of the architectural firm, TMS Architects, and is the project manager for the project.
An extension on the HDC approval from November 8, 2011 for the Academy's Williams House Dormitory project was requested in an addressed letter to the Chair.
Mr. Kollmorgen moved to approve the extension on the HDC approval of Case#11-25 until November 18, 2013; seconded by Mr. Cameron. Motion carried.
- Approval of Minutes: October 25, 2012 meeting
Action was tabled as there was not a quorum of members' present eligible to vote.

With no further business, the Chairwoman called for a motion to adjourn. Ms. Martineau so moved.
Meeting adjourned at 7:45 pm
Respectfully submitted,

Ginny Raub
Recording Secretary