



## CITY OF KEENE LAND USE CODE AD HOC COMMITTEE

**Friday, August 2, 2019**  
**4:00 pm**  
**2<sup>nd</sup> Floor Conference Room**  
Keene City Hall  
3 Washington St, 03431

### **AGENDA**

1. Call to Order
2. Minutes of July 26, 2019
3. Review of Draft Sign Standards
4. Discussion on Public Right of Way and Access Chapter
5. Next Meeting – August 16, 2019
6. Adjourn

City of Keene  
New Hampshire

AD HOC LAND USE CODE UPDATE STEERING COMMITTEE  
MEETING MINUTES

Friday, July 26, 2019

4:00 PM

2nd Floor Conference Room,  
City Hall

**Members Present:**

Mayor Kendall Lane  
Jim Phippard  
Gary Spykman  
Maggie Rice  
Councilor George Hansel

**Staff Present:**

Rhett Lamb, Community Development  
Director  
John Rogers, Zoning Administrator  
Tara Kessler, Senior Planner

**Members Not Present:**

Councilor David Richards  
Katie Cassidy Sutherland  
Doug Barrett

1) **Call to Order**

Mayor Lane called the meeting to order at 4:04 PM.

2) **Minutes of July 12, 2019**

Councilor Hansel moved to approve the minutes of July 12, 2019, which Ms. Rice seconded, and the Ad Hoc Land Use Steering Committee carried unanimously.

3) **Continued Discussion on Form Based Zoning Draft Subdistrict Dimensional/Form Standards**

Staff heard strong feedback at the previous meeting that the proposed design standards built into the form based zoning would limit design quality and creativity. With the project goals in mind, City staff proposed a new approach, recognizing it would not allow for the same degree of streamlining of the approval process. Ms. Kessler explained that today, all development projects are potentially subject to Planning Board (PB) Site Plan Review. The current regulations include thresholds that determine which projects would require review and approval by the Planning Board and which could be approved administratively by City staff. Staff are proposing to revise these thresholds and to build in an alternative path of review in the form of a technical review committee. State statute would allow the Planning Board the ability to designate some of its review authority to this committee, which would be composed of City staff. This review committee would potentially meet more frequently than the Planning Board and notice would be given to abutters of the proposed project. These meetings of the technical review committee would be open to the public; however, they would not be public hearings.

In developing the draft thresholds for site plan review, staff reviewed those of other communities in New Hampshire. These proposed site plan thresholds would retain administrative review by the Community Development Director but provides more guidelines for their discretion authority. Minor projects would go to the technical review committee and all major projects would go before the Planning Board. At all levels of review proposed, the applicant has the option to go directly to the Planning Board and the Community Development Director can shift any project to the next level of review.

Mr. Phippard expressed concern that timing could be an issue for abutters and applicants when minor projects are reviewed by a technical review committee. He cited examples of challenges with abutters and asked who, under this scenario, will be responsible for hearing abutter concerns and appeals. Mayor Lane also questioned the abutter objection/appeal process; staff agreed that applicants can appeal staff decisions to the Planning Board. Mr. Spykman suggested any abutter objections could automatically trigger Planning Board review. Councilor Hansel thought this technical review board process could potentially put staff in a tough position. Mr. Phippard recalled that the Planning Board, at a previous point in time, heard Consent Agendas. There had been a Planning Board subcommittee that would review site plans of a certain size and provide recommendation to the Planning Board for action. The Planning Board would vote to approve or deny the Consent Agendas, for which there could be more than 10 projects monthly. Mr. Lamb said that is an interesting option. Many communities in NH are already using a staff technical review board, which Mayor Lane liked the idea of because so many projects are already reviewed by staff before being passed to the Planning Board. Mr. Lamb agreed this could streamline applications so the Planning Board can focus on larger scale development work. Councilor Hansel suggested the Planning Board Chair (or a designee) should be a part of the technical review board to ensure there is a buffer between the public and staff; Mr. Spykman agreed and said that staff consult with the Planning Board Chair in advance of meetings already.

Mr. Lamb said that the Planning Board already gives a lot of authority to the Community Development Director and staff has tried to use that jurisdiction over small projects more aggressively over the last few years, with the goal of streamlining an approval process; all while in communication with the Planning Board, which is key. He thinks there is great potential for a technical review board to work well, especially with a Planning Board liaison. The primary difference from staff review today is that abutters will be noticed; currently, the public is not aware when staff approve minor projects. However, Mr. Phippard said public notification has always been a brainstorming challenge, which these proposed criteria for minor projects could alleviate.

Staff recommend that the proposed traffic threshold for major project review by the Planning Board remain the same as it is today. Ms. Kessler discussed the change from square feet (sf) to gross floor area (gfa). The regulations currently require that any new construction of 1,000 sf or greater go before the Planning Board for approval. This threshold is focused on the size of the building footprint not the gfa. The new proposed metric is total gfa, to account for more than just one-story building impacts and massing. Mr. Spykman said he thinks of site plans as footprints for how much dirt will be disturbed; he said impacts are use dependent. For example, a warehouse or storage facility will have less impact than an office building. Mr. Lamb said this is less about the specific impacts on the site, but the reality of a bigger building. He said 1,000 sf might not be dramatically different than 10,000 gfa. Gross floor area is commonly used in other communities in the state. Councilor Hansel said the change seemed appropriate and asked if the 100 trips per day is a traffic standard, referring to the traffic threshold for

site plan review. Mr. Phippard confirmed it is a long-held NH Department of Transportation standard and a trigger to ensure a professional performs the traffic estimate. The Committee discussed examples.

Ms. Kessler said staff needed more research on the proposed percentages of gfa of existing principal buildings for additions: *greater than 25% for major projects, between 10-25% for minor projects, and under 10% for administrative review*. Staff needs to work on the math more to ensure than the percentages are logical for the variety of buildings that have appeared before the Planning Board. Mr. Lamb said a percentage is more logical to staff than sf for additions; a 1,000 sf addition downtown has a more significant impact than the same addition at Monadnock Marketplace, for example. The Committee agreed on a percentage for additions to existing buildings.

Ms. Kessler discussed the proposed thresholds for modifications to sites or buildings, and whether to have standards for each category of a site than can be altered (e.g., lighting, landscaping, façade, alteration, installation of ground mounted equipment, etc.). Mr. Lamb said he tries to use his discretion to use his authority sparingly and where it really matters; this can be challenging without thresholds for this category. Ms. Kessler said it will be helpful to have some internal guidelines for staff review of applications to ensure each case is treated fairly. Ms. Rice said it is good for the Community Development Director to use their discretion for this category as new technologies and interests change in the future for things like lighting and landscaping. Mayor Lane agreed but said the Committee should keep in mind that Mr. Lamb's tenure as Community Development Director and deep understanding of the City will end in the future. When that time comes it will be helpful to have some established guidelines in this category. Mr. Lamb agreed it is important to have some internal system that will help transition phases of staff. Mr. Spykman agreed that the fewer discretionary things the better. Mr. Lamb agreed and said staff will work to build that internal checklist. Mayor Lane said these proposed standards make more sense than those at the previous meeting.

Mr. Phippard posed the example of adding 15,000 sf to an existing building, but the addition will not add jobs, traffic, or runoff. He argued such additions should not go before the Planning Board because there is no impact and there is nothing to review. Mr. Lamb said that if the addition were less than 25% of the existing building gfa, it would be a minor project for the technical review board or administrative approval. He said that is the example of a project that staff hopes to streamline so to not trigger the Planning Board.

#### **4) Review of Draft Site Plan Development Standards**

Ms. Kessler recalled major changes at the last meeting with a reduction from 19 to 11 PB standards, and the intent to remove any further standards that can be addressed through an application or initial review process. Mr. Spykman supported reducing the number of standards for Planning Board review, especially those that be answered with a yes/no question on an application. Ms. Kessler said it is important to staff to ensure any standards eliminated from Planning Board review are still somewhere in the code if important. Ms. Kessler listed the changes, which can be found on page 19 of 28 in the meeting packet.

Regarding lighting standards, the Committee discussed how warmth of light can vary; when Mr. Spykman wants bright light, he uses 5-6,000 kelvin. Mr. Phippard finds 3,000K very low based on his

experience, while Mr. Spykman finds 3,500K very warm. The Committee discussed subjectivity of lighting standards. Ms. Kessler said the research she conducted on lighting regulations call for 3,000K or lower, which staff increased to 3,500K to increase flexibility. These numbers are maximums based on lighting standards from other communities, International Dark-Sky Association, the Illumination Engineer Society of North America, and industry guidelines. Michelle Chalice, a previous City Planner, also conducted a lot of research with lighting providers in Keene. Mr. Phippard said all lighting companies now offer free services to designers; he can send a site plan to a lighting engineer and they will quickly create a photometric plan to review and specifies fixtures. He said lighting gets very specific as the technology is changing daily. The Committee discussed challenges related to lighting including location, height, uniformity, and distortion. Mr. Phippard and Ms. Kessler will contact Ken Sweeney of Charron, a lighting company, who does on-site demonstrations at different light levels. The Committee discussed challenges to uniformity ratios. Mr. Phippard described examples of how lighting has evolved over time and noted many building/property owners he works with are unwilling to invest in expensive light fixtures. Mr. Lamb hopes to write standards to accommodate the future as much as possible.

The Committee also discussed changes to horizontal light on the ground under canopies at gas stations and an increase in foot candles. Staff tried to simplify these standards, especially for commercial parking levels. These proposed standards with one average illumination level do not increase flexibility significantly, staff think it is right to maintain uniformity in this scenario. Mr. Phippard said he has been involved with a lot of commercial property owners being sued for neglect over insufficient lighting that results injuries. These issues arise with insurance companies and owners change lights to increase levels (which is easier with LEDs today) without consulting the City.

Ms. Kessler said updates to standards for architecture and visual appearance are still under review. Staff heard Committee concerns about controlling massing through the dimensional requirements, while maintaining a focus on massing in these standards. She said materials are challenging and staff is working to build them into the standards without limiting creativity and diversity.

Ms. Rice asked if the standards on landscaping and plant selection can require native plants and preservation of the local ecosystem as much as possible. Staff said it was a good point, but complicated because there is no true native species list for NH to refer to. Mr. Phippard thinks there should be exceptions for creativity in landscaping to best suit the location; also, some native plants do not thrive in densely urban environments. In this regard, Ms. Kessler noted edits to eliminate shallow statements like, "you shall do this whenever feasible," to provide flexibility for what people want their yards to be. Mr. Lamb hopes to develop a guidance document to parallel these standards and inform developers of preferences.

Mr. Phippard felt the edit to driveway and curb cut standards were appropriate: *Wherever possible, the number of curb cuts or driveways on public streets shall be limited to one per lot.*

Mayor Lane referred to a landscaping standard: *The majority of green space required by zoning and the majority of site landscaping shall be located on the front portions of the lot, visible from public streets.* Mr. Lamb said that standard is a reference back to when landscaping was connected to parking lots. In the Downtown Core, parking must be at the rear and most parking standards have been moved

to the zoning ordinance. This standard might best apply to properties where parking is not possible at the side or rear. Staff will review the need for this standard or how to clarify.

Councilor Hansel asked if the landscaping standards can build in incentives for irrigation; he said commercial developments with irrigation provide a nicer aesthetic experience. Mr. Phippard countered that small businesses will not want to pay for irrigation, or some businesses might believe in preserving water. Councilor Hansel thinks it significantly improves the City when there is quality, irrigated landscaping at commercial buildings. Staff will look into incentives to promote irrigation versus requiring it, and develop a list of landscaping categories to promote those goals in the regulatory environment.

Ms. Kessler briefly discussed the proposed Neighborhood Redevelopment subdistrict. Staff proposed taking this subdistrict out of the downtown and spending more time studying the best steps for those areas in the future. Adding another layer of downtown regulations may be irrelevant in those areas. Staff is concerned there has not been enough outreach in these corridors to take action there. Mayor Lane agreed the areas in question are largely residential and questioned if/when they will transition to something else in the future. This was intended as a downtown zoning update that should not include strictly residential areas. Because the Comprehensive Master Plan does not target these areas as shifting from residential to mixed-use, staff proposed maintaining these zones as High Density. The Committee agreed these neighborhoods essentially got wrapped into this zoning update and the desire to draw straight lines around downtown; the Committee cannot envision a future shift in these neighborhoods clearly enough to justify rezoning. There is also a lot of residential flux in the community with new developments and changing college populations.

With Committee consensus, staff will remap the downtown eliminating the Neighborhood Redevelopment zones.





- 5) **Next Meeting – August 2, 2019**
- 6) **Adjourn**

Hearing no further business, Mayor Lane adjourned the meeting at 5:24 PM.

Respectfully submitted by,  
Katie Kibler, Minute Taker  
July 31, 2019

Reviewed and edited by Tara Kessler, Senior Planner

## 2020 Building Better Together (UDO)

 <p><b>BUILDING BETTER TOGETHER</b> KEENE NEW HAMPSHIRE</p>	 <p><b>SIMPLE</b> New regulations will be easy to navigate &amp; will include graphics to outline a clear process, from start to finish.</p>	 <p><b>EFFICIENT</b> The updated structure will provide a set of clear procedures for development queries, &amp; will create a more streamlined application process – eliminating the need to navigate multiple points of contact.</p>	 <p><b>THOUGHTFUL</b> Although our regulations have worked in the past, they can be outdated &amp; confusing. This update will help guide us into the future, while protecting the crucial elements that make this a great place to live, work, &amp; play.</p>	<p><b>Draft Sign Standards</b></p> <p>Draft as of August 1, 2019</p>
--	---	---	---	--

### BACKGROUND:

The City's Sign Regulations are a part of the Keene's Zoning Ordinance. The current sign regulations address standards for signs by district and by type of sign. The full text of the existing Sign Regulations is available at: [https://library.municode.com/nh/keene/codes/code\\_of\\_ordinances?nodeId=PTIICOOR\\_CH102ZO\\_ARTVIIIISIRE](https://library.municode.com/nh/keene/codes/code_of_ordinances?nodeId=PTIICOOR_CH102ZO_ARTVIIIISIRE)

### SUMMARY OF MAJOR CHANGES & REASONS:

- Staff reorganized the regulations into a more graphical and tabular format to make them easier to read and navigate.
- The current regulations have an extensive definitions section. Staff have incorporated terms into the text of the chapter to better describe each sign type.
- Staff propose increasing the number of menu board signs to two per site or business, as the City is seeing more requests for two drive-through lanes at fast food establishments to reduce queue lengths.
- 

### REMAINING ISSUES/QUESTIONS

- Should banner signs be allowed in the Commerce District? Staff are still working to address banner standards.
- More work is needed to finalize the formatting of this chapter. Illustrations of sign types will be added to the Section of Specific Sign Standards. Graphics will also be added to the section on Rules of Measurement.
- Sign Permit Application Procedures will be located in a separate chapter of the Land Development Code.

### ALIGNMENT WITH PROJECT GOALS:

- **Simple and Efficient:** The text of this chapter has been streamlined and modified to make the regulations easier to read and navigate. Tables and graphics have been included as a quick reference.
- **Thoughtful:** Staff have proposed changes to some of the standards in response to feedback received from the development community. An example of these changes include the increase in the number of menu board signs allowed, and the elimination of the association of ingress/egress locations with the determination of primary and secondary frontage.

### ATTACHMENTS:

- A. Draft Development Standards Dated August 1, 2019.



## SIGN REGULATIONS

### I. APPLICABILITY

Unless otherwise provided in this article, it shall be unlawful for any person to construct, erect, replace, alter, attach, or relocate within the city, any sign or sign structure, as defined herein, without first obtaining a sign permit from the Community Development Department and demonstrating compliance with the provisions of this article.

### II. EXEMPT SIGNS

- A. The signs listed in Table 1 shall not require a sign permit, unless otherwise provided in this article.
1. Such signs shall conform to all building, structural, and electrical codes and regulations of the city.
  2. Building permits may be required to erect such signs even though the signs do not require a sign permit.

**Table 1. Exempt Signs**

EXEMPT SIGN TYPE	CONDITIONS FOR EXEMPTION
Signs Required by Law	
Signs in the Public Right-of-Way	<ul style="list-style-type: none"> <li>• Subject to Chapter 46 of City Codes of Ordinance.</li> </ul>
Government Signs or Flags	
Interior Merchandise Display	
Bulletin Boards (Less than 20 sf)	<ul style="list-style-type: none"> <li>• Shall be located on the premises of a noncommercial organization.</li> <li>• Building Permit is required</li> </ul>
Informational or Directional Sign (Less than 4 sf)	
Memorial Signs & Plaques	<ul style="list-style-type: none"> <li>• Shall be attached to or cut into the building or masonry surface or a plaque constructed of bronze or other incombustible material.</li> </ul>
Political Sign	<ul style="list-style-type: none"> <li>• Subject to NH RSA 664:17.</li> </ul>
Restrictive Sign	<ul style="list-style-type: none"> <li>• As authorized by NH RSA 635:4 .</li> </ul>
Sign Face Replacement	<ul style="list-style-type: none"> <li>• Shall be in a permitted sign cabinet.</li> <li>• Sign Permit is required if in Central Business District.</li> </ul>
Business Sign (Less than 4 sf)	<ul style="list-style-type: none"> <li>• Shall be attached or otherwise affixed to the business frontage in a covered common walkway of a shopping center.</li> </ul>
Fuel Price Sign (Less than 10 sf)	<ul style="list-style-type: none"> <li>• Shall be located at business enterprises that sell fuel for retail.</li> <li>• Shall only display the grade of fuel and price per unit for said fuel.</li> </ul>
Window Sign (Less than 20 sf)	<ul style="list-style-type: none"> <li>• When affixed outside of a window, the total sign square footage shall be subtracted from the max allowable area permitted for parallel signs as per the zoning district in which the sign is located.</li> </ul>

### III. PROHIBITED SIGNS

The signs in Table 2 shall be prohibited in every zoning district of the City, unless noted otherwise in this Article.



**Table 2. Prohibited Signs**

PROHIBITED SIGN TYPES	EXCEPTIONS
<b>Abandoned or Nonapplicable Signs</b> that advertise or publicize an activity or business no longer conducted on the premises or that has been abandoned.	Monument Signs are allowed
<b>Signs with a sign face area greater than 200 sf</b>	
<b>Signs erected on or attached to Central Square Common and/or Railroad Square</b>	
<b>Animated Signs</b> displaying motion, the illusion of motion, action or flashing, or other light and color changes that are activated by environmental, mechanical, electrical, or other non-natural means, including wind-activated signs (e.g. flags, pennants, or banners).	<ul style="list-style-type: none"> <li>• Revolving Barber Poles 4' high by 1' wide or less. Such poles may be internally illuminated and mounted on the business frontage.</li> <li>• 1 flag per tenant frontage that is 15 sf or less, removed at closing, attached to a wall, and does not interfere with travel or maintenance of the public right of way.</li> </ul>
<b>Channel Letter Signs and Reverse Channel Letter Signs</b> with internal illumination of a translucent sign face or signs with box letter sign copy that has lighting behind an opaque sign face.	Allowed in the Central Business Ltd, Commerce, Commerce Ltd., Industrial, Industrial Park, Industrial Park Ltd, Corporate Park, and Regional Health Care Districts
<b>Internally illuminated Signs</b> where artificial light is emitted from within a sign directly through transparent or translucent material.	Allowed in the Central Business, Central Business Ltd, Commerce, Commerce Ltd., Industrial, Industrial Park, Industrial Park Ltd, Corporate Park, and Regional Health Care Districts
<b>Electrically Activated Changeable Copy Signs</b> whose letters, characters, or copy may be changed electronically, including time and/or temperature.	
<b>Fluorescent Signs</b> whose color reflects not only their own color, but also converts the shorter wavelengths into radiant energy causing them to appear 3 to 4 times as bright as ordinary color.	
<b>Obscene Signs</b> wherein their copy or graphics depict material that meets the definition of "harmful to minors" and/or "sexual conduct" as set forth in NH RSA 571-B:1.	
<b>Balloon Signs</b> displayed on, or suspended from, a balloon that is greater than 24" in diameter.	Allowed as a Temporary Sign subject to Section VII of this Article
<b>Off-premises Sign</b> that directs attention to a development, business establishment, commodity, service, or entertainment that is conducted, sold or offered at a location other than the premises upon which the sign is located.	Allowed if permitted by state law
<b>Reflectorized Sign</b> containing material that reflects light back toward its source in an intensity greater than would be reflected by a white painted	

surface (e.g. reflective sheeting, glass beads, plastic reflectors, etc.)	
<b>Roof Sign</b> mounted on the main roof portion of a building or on the highest edge of a parapet wall of the building, said sign being wholly or partially supported by such building.	May be mounted on architectural projections (e.g. canopies, marquees), eaves, or mansard facades
<b>Snipe Sign</b> that is tacked, nailed, pasted or otherwise attached to trees, poles, stakes, fences, or other objects not owned by the owner of the sign.	

#### IV. GENERAL STANDARDS FOR ALL SIGNS

##### A. Placement and Location:

1. Each sign shall be located on the same site as the subject of the sign.
2. No sign, other than signs placed by agencies of government with appropriate jurisdiction, shall encroach upon or over a public right-of-way without approval from City Council.
3. No sign shall cover any portion of any building wall opening or project beyond the ends or top of the building wall to which it is affixed.

##### B. Construction and Maintenance.

1. No sign shall be erected, constructed, relocated, or otherwise maintained such that it:
  - a. Obstructs the free and clear vision of motorists or pedestrians in their travels;
  - b. Causes distraction to motorists on adjacent public rights-of-way;
  - c. Obstructs, interferes with, or may be confused with any government sign, restrictive sign, directional sign or other authorized traffic sign, signal, or device;
  - d. Uses a revolving beacon;
  - e. Obstructs any ingress/egress, inhibits light and ventilation, or constitutes a fire hazard.
2. All signs and sign structures, including supports, braces, guys, and anchors, shall be kept in good repair and appearance in accordance with the provisions of this article, and shall comply with all applicable construction standards, codes and regulations.

##### C. Sign Area

###### 1. Wall Mounted Signs:

- a. The maximum allowance for sign face area per building or tenant frontage is included in Table 4, unless otherwise noted in Section V of this Article.
- b. The total wall-mounted sign area for a building is derived by calculating the sum of sign areas for each wall mounted sign on the building.

**Table 4. Maximum Sign Area for Wall Signs**

	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Max Sign Area Per Linear Foot of Building or Tenancy Frontage:</b>						
<b>Primary Frontage:</b>	1 sf	2 sf	2 sf	2 sf	1 sf	1.5 sf
<b>Secondary Frontage:</b>	0.5 sf	1 sf	1 sf	1 sf	0.5 sf	0.75 sf
<b>Parking Lot Frontage:</b>	0.25 sf	0.5 sf	0.5 sf	0.5 sf	0.25 sf	0.5 sf

2. Freestanding Signs

- a. The maximum allowance for the number and area of freestanding signs per site is included in Table 5, unless otherwise noted in Section V of this Article.
- b. The total freestanding sign area for a lot is derived by calculating the sum of sign areas for each freestanding sign on a site.

**Table 5. Maximum Sign Number and Area for Freestanding Signs**

	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Max number of signs per frontage:</b>	1	1	1	1		
<b>Max number of Signs per lot:</b>	2	2	2	2	1	2
<b>Max sign area:</b>	1 sf per 5 lf of building frontage, not to exceed 20 sf	1 sf per 1 lf of frontage not to exceed 100 sf or 200 sf in the Commerce District if the frontage is	0.5 sf per 1 lf site frontage not to exceed 40 sf	0.5 sf per 1 lf site frontage not to exceed 40 sf	32 sf	1 sf per 2 lf of lot or site frontage, or a total of 20 sf, whichever is smaller

D. Rules of Measurement. The rules of measurement described in Table 3 shall apply to all signs.

**Table 3. Rules of Measurement for Signs**

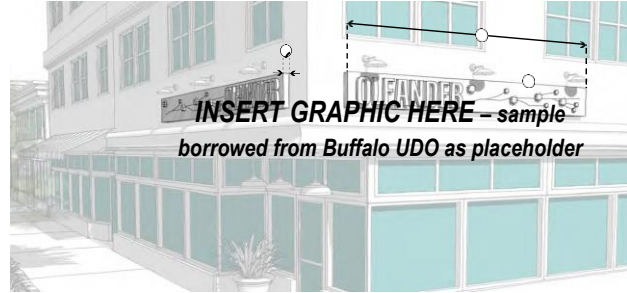
MEASUREMENT TYPE		CALCULATION
<b>Sign Face Area</b>	<i>Freestanding Sign:</i>	<ul style="list-style-type: none"> <li>• The sign structure area shall be included in the measurement of sign face area, excluding the portion of the sign structure acting as a base that contains no sign copy, related display copy, or decoration.</li> <li>• Rectangular Sign Face Area = Length x Width</li> <li>• Round Sign Face Area = Pi (3.14159265) x radius<sup>2</sup></li> <li>• For signs with multiple sign faces oriented in the same direction, the sign faces are counted together as one sign face. Only one side of a double-sided sign face is counted.</li> <li>• Ratio of sign area to sign face is equal to 3:1 for monument signs and 2:1 for all other</li> </ul>
	<i>Wall Sign:</i>	<ul style="list-style-type: none"> <li>• Sign face area = Perimeter around the sign copy</li> <li>• When sign copy is constructed of individual components attached to a building wall, sign face area shall be the perimeter around each component.</li> <li>• When signs are incorporated into canopies or awnings, the entire panel containing the sign copy is counted as the sign face area.</li> </ul>
<b>Sign Height:</b>		Measured from the grade directly below the sign to the highest point of the sign or sign structure.
<b>Sign Clearance:</b>		Measured from the grade directly below the sign to the bottom of the sign structure enclosing the sign face.

**V. SPECIFIC SIGN STANDARDS**

**A. PARALLEL SIGN**

**1. Description:**

A sign attached, painted, or otherwise mounted or affixed parallel to a building wall or other vertical building surface.



**2. Specific Standards:**

- a. *External Illumination.* Parallel Signs shall not be externally illuminated before the start of business or 8:00 a.m., whichever is later, and after the end of the business day or 9:00 p.m.

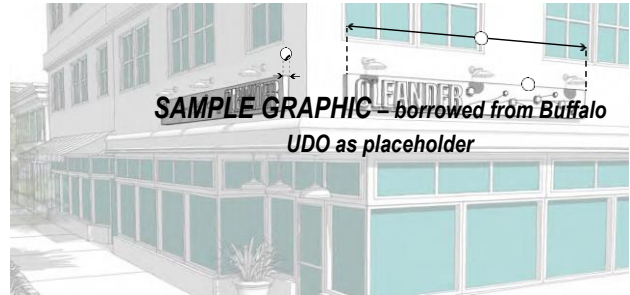
**3. Dimensional Requirements:**

	ZONING DISTRICT					
	Office; Neighborhood Business; <u>Legal non-conforming commercial property in any district</u>	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Sign Area Not to Exceed:</b>	12 sf per business with a max of 36 sf per building	200 sf	See Table IV	See Table IV	See Table IV	See Table IV
<b>Max Height:</b>	Shall not extend above the bottom windowsills of the 2nd building story above grade	-	7'	7'	-	For 1 <sup>st</sup> story businesses: signs shall not extend above the bottom windowsills of the 2nd building story (above grade); No sign shall extend higher than the window header for each story, except window signs.
<b>Min Clearance:</b>	7'	7'	7'	7'	-	7'
<b>Max Projection from Wall:</b>	1'	1'	1'	1'	1'	1'

**B. PROJECTING SIGN**

**1. Description:**

A sign other than a parallel sign that is attached to or projects more than 18" from a building face, wall, or structure whose primary purpose is other than the support of said sign.



**2. Specific Standards:**

- a. If a projecting sign is used in the Office, Neighborhood Business Districts or on legally non-conforming commercial property in any District, no freestanding sign shall be allowed.

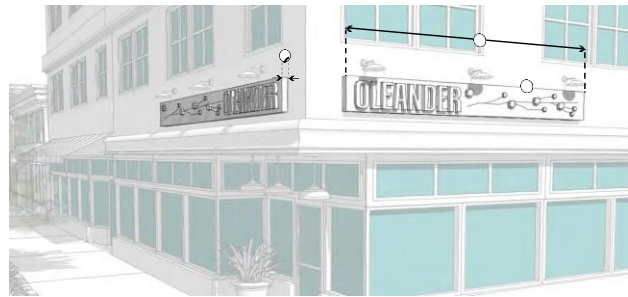
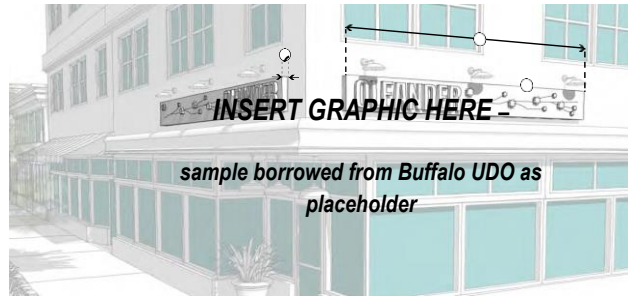
**3. Dimensional & Design Requirements:**

	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Sign Area Not to Exceed:</b>	10 sf	20 sf	Not Allowed	Not Allowed	Not Allowed	20 sf
<b>Max Number:</b>	1 per primary frontage	1 per tenancy frontage	Not Allowed	Not Allowed	Not Allowed	1 per frontage
<b>Max Height:</b>	Shall not be placed or extend above the 1 <sup>st</sup> story (above grade)		Not Allowed	Not Allowed	Not Allowed	18'
<b>Min Clearance:</b>	8'	8'	Not Allowed	Not Allowed	Not Allowed	8'
<b>Max Projection from Wall:</b>	4'	4'	Not Allowed	Not Allowed	Not Allowed	4'
<b>Sign Copy Height:</b>	Min of 1" to Max of 12"	Not specified	Not Allowed	Not Allowed	Not Allowed	Not specified

**C. MARQUEE, AWNING, CANOPY SIGNS**

**1. Description:**

- a. Marquee Sign is a sign attached to or made part of a permanent roof-like structure projecting beyond a building wall at an entrance to a building or extending along and projecting beyond the building's wall.
- b. Awning or Canopy Sign is a sign painted or attached to a roof-like covering affixed to a building and extending over a walkway or sidewalk. This covering may consist of vinyl, canvas, or similar material. This sign type may also be attached to a freestanding multi-sided structure supported by columns.



**2. Specific Standards:**

- a. Gas Station Marquee: A gas station marquee sign is a freestanding sign. The sign face area of such sign shall be subtracted from the max allowable freestanding sign area of the district in which the sign is located.
- b. Illumination: Surface and/or soffits of a freestanding canopy may be illuminated by means of internal or external sources of light.

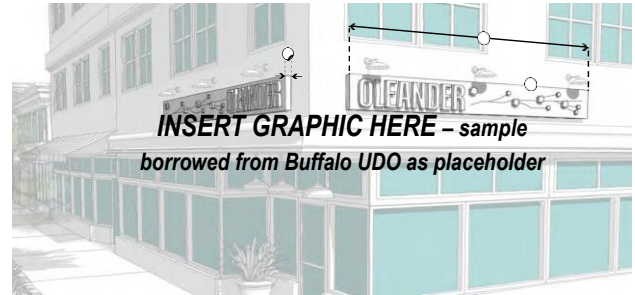
**3. Dimensional & Design Requirements:**

All Zoning Districts and Legally Non-Conforming Commercial Property	
<b>Max Sign Area:</b>	See Table IV
<b>Min Clearance:</b>	8'
<b>Min Setback from Curbline:</b>	1'
<b>Location of Sign Area:</b>	<ul style="list-style-type: none"> <li>• May have signage on the front, side, or ends of the marquee, awning, or canopy, and/or any combination thereof.</li> <li>• All such signage shall be considered as 1 sign, and may contain the same message or logo.</li> </ul>
<b>Messages or Logos:</b>	If any sign front, side, or end is greater than 10' in length, a message or logo may be repeated up to 3 times, provided each is 5' in length

**D. FREESTANDING SIGN**

**1. Description:**

A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground.



**2. Specific Standards:**

- b. *External Illumination.* Parallel Signs shall not be externally illuminated before the start of business or 8:00 a.m., whichever is later, and after the end of the business day or 9:00 p.m.

**3. Dimensional Requirements:**

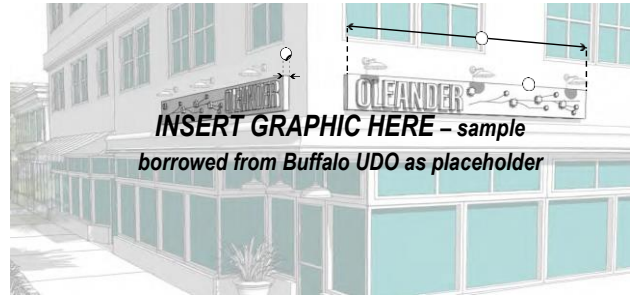
	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Sign Number and Sign Area</b>	See Table V	See Table V	See Table V	See Table V	See Table V	See Table V
<b>Max Height:</b>	8' for sign structure and 6' for sign when placed within 1/2 of the district's front setback, 14' for sign structure and 12' for sign when placed behind this line.	14' when placed within 1/2 of district's front setback; 18' when placed behind this line	8' for sign structure and 6' for sign when placed within 1/2 of district's front setback; not to exceed 15' when placed behind this line	8' for sign structure and 6' for sign when placed within 1/2 of district's front setback; not to exceed 15' when placed behind this line	12'	10'
<b>Min Setback from Property Line:</b>	5'	5'	5'	5'	5'	0'
<b>Min Distance from Building Entrance / Exits</b>	10'	10'	10'	10'	10'	10'



**E. DEVELOPMENT SIGN**

**1. Description:**

A free-standing sign located at the entrance to a site or parcel approved by the Planning Board that is planned, developed, operated, and maintained, according to the site or subdivision plan as a single entity, under a single project name, and containing 1 or more structures with appurtenant common areas.



**2. Specific Standards:**

- a. *External Illumination.* Development Signs may only be externally illuminated.
- b. *Sign Location*
  - i. If there is more than 1 access road to a development, the signs shall be a minimum of 300 feet apart
  - ii. Shall be located on the side of the road or in an island if the road is divided.
  - iii. Shall be located either on public land or private land owned by the developer. If located on private land, said land must be owned by and a part of the development. If located within a city right-of-way, city council permission shall be required prior to the erection and construction of said sign.
- c. No temporary sign shall be attached to or otherwise hung from a development sign or any part thereof, including the sign structure.
- d. If a development is owned by more than 1 person, the application for a sign permit shall be signed by all persons that represent more than 80% of the land of the development.

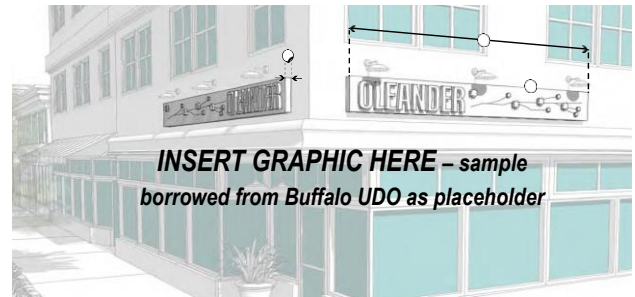
**3. Dimensional Requirements:**

	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Number of Signs Per Access Road to Development</b>	1	1	1	1	Not Allowed	1
<b>Max Sign Area</b>	50 sf	50 sf	50 sf	50 sf	Not Allowed	50 sf
<b>Max Height:</b>	10'	10'	10'	10'	Not Allowed	10'
<b>Sign Copy Height</b>	Min of 8"; Max of 18"	Min of 8"; Max of 18"	Min of 8"; Max of 18"	Min of 8"; Max of 18"	Not Allowed	Min of 8"; Max of 18"

**F. MENU BOARD AND CHANGEABLE COPY SIGNS**

**1. Description:**

- a. Menu Board is a sign (either freestanding, wall or window sign) displaying the price, products, and/or any specials being offered by a business.
- b. Changeable Copy Sign is a sign whereon provision is made for letters, characters, or other copy to be placed in or upon the surface area to provide a message which is capable of being changed.



**2. Specific Standards:**

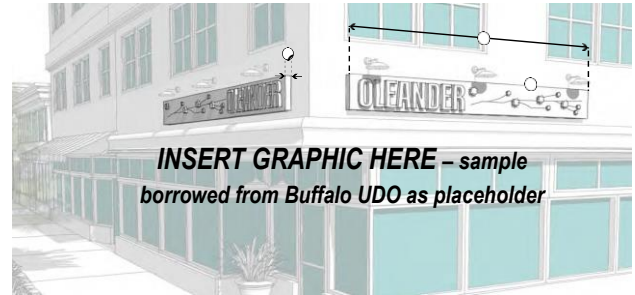
**3. Dimensional Requirements:**

	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Max Sign Area</b>	Not Allowed	16 sf per sign; max of 1 changeable copy sign per lot or building frontage	Not Allowed	Not Allowed	Not Allowed	
<b>Max Number</b>	Not Allowed	2 per lot or building frontage	Not Allowed	Not Allowed	Not Allowed	2 per lot or building frontage
<b>Max Height:</b>	Not Allowed	6' for menu board; 12' for changeable copy	Not Allowed	Not Allowed	Not Allowed	6'
<b>Max Projection from Wall</b>	Not Allowed	1'	Not Allowed	Not Allowed	Not Allowed	1'
<b>Setback</b>	Not Allowed	Shall not be in front setback	Not Allowed	Not Allowed	Not Allowed	

**G. PORTABLE SIGNS**

**1. Description:**

Any sign not permanently attached to the ground or to a building or building surface (e.g. sandwich board or vertical sign).



**2. Specific Standards:**

- a. Shall be subject to requirements of Chapter 46 of Keene City Code of Ordinances.
- b. Shall be stored indoors during storms and after business hours by the sign owner.

**3. Dimensional Requirements:**

	ZONING DISTRICT					
	Office; Neighborhood Business; Legal non-conforming commercial property in any district	Commerce; Commerce Ltd.; Central Business Ltd.; Business Growth & Reuse	Industrial; Industrial Park; Corporate Park	Regional Health Care	Conservation; Agriculture	Central Business
<b>Max Sign Area</b> <i>(counted as additional to the area calculated for free-standing signs)</i>	Not Allowed	10 sf for sandwich boards; 3 sf for vertical signs	Not Allowed	Not Allowed	Not Allowed	10 sf for sandwich boards; 3 sf for vertical signs
<b>Max Number</b>	Not Allowed	1 sandwich board; 1 vertical sign	Not Allowed	Not Allowed	Not Allowed	1 sandwich board; 1 vertical sign
<b>Max Height:</b>	Not Allowed	6' for sandwich board; 3½' for vertical sign	Not Allowed	Not Allowed	Not Allowed	6' for sandwich board; 3½' for vertical sign

## H. CENTRAL BUSINESS DISTRICT SIGN STANDARDS

### 1. Sign Placement

- a. Signs shall not cover significant architectural features of the building or facade.
- b. Signs shall not override the architectural limits set by the building's facade, window spacing, lintel depth, or pediment size.
- c. If a natural spacing is provided for on the facade the sign shall be placed within it.

### 2. Sign Colors

- a. Any 1 sign shall be limited to no more than 5 principal colors on the sign.
  - i. If natural wood is used in the sign, it shall count as 1 of the 5 principal colors.
  - ii. An additional color may be used for a border, piping, and/or shadow, but it shall not exceed 10% of the square footage of the sign.
  - iii. Any number of colors may be used in an emblem/logo/picture that does not exceed 20% of the square footage of the sign.
- b. The background color of signs shall be limited to dark crimson, dark green, dark brown, dark blue, black, dark gray, dark purple, dark gold, or shades of white.

### 3. Sign Area for Multi-story Buildings.

- a. The 2<sup>nd</sup> building story above grade plane shall only be allowed to have a sign(s) that is 50% of the calculated 1<sup>st</sup> story ground floor area.
- b. All other stories higher than the 2<sup>nd</sup> story above grade shall only be allowed to have a sign(s) that is 30% of the calculated first story ground floor area.
- c. Signage for the entire building facade shall not exceed the maximum allowable sign area calculated for the 1<sup>st</sup> story above grade.

### 4. Business directory signs composed of individual smaller panels which identify businesses, occupants, owner(s) and/or the property manager.

- a. Only 1 business directory sign per tenant frontage is permitted.
- b. Max Sign Size is limited to 2' wide by 4' high.
- c. Max Panel Sign is limited to 6" high.

### 5. Internally illuminated signs.

- a. Internally illuminated signs shall only be installed inside the glass.
- b. The total of all internally illuminated signs shall be no more than 5 sf per tenancy frontage.

## VI. TEMPORARY SIGNS

- A. *Temporary Sign Permit.* A permit shall be required prior to the erection, construction, relocation, alteration or maintenance of temporary signs, unless specifically excepted from the permit requirement as set forth below.
  1. Permits for temporary signs shall be valid for 14 days, after which time the temporary sign shall be removed.
    - a. In any 1 calendar year, a subsequent temporary sign permit may be issued, only after the previous temporary sign permit has expired and the sign has been removed for at least 30 days.
    - b. Only 4 temporary sign permits shall be issued in any 1 calendar year to the same property owner or applicant.
    - c. A single permit for a temporary sign shall include all such temporary signs on the premises.
- B. Temporary signs shall be in conformance with the provisions of this article as well as all applicable building, structural, and electrical codes and regulations of the city.

C. *Exceptions.* The temporary signs listed in Table X shall be exempted from the requirement for a sign permit unless otherwise noted in this Article.

**Table X. Temporary Signs Exempted from Sign Permit**

TEMPORARY SIGN TYPE	CONDITION FOR PERMIT EXEMPTION
Signs with sign face area no larger than 6 sf	<ul style="list-style-type: none"> <li>• Specific to the following districts: Agriculture; Conservation; Rural; Low Density; Low Density-1; Medium Density; High Density; High Density-1; Office; Neighborhood Business; Central Business; Residential Preservation</li> <li>• Only 1 sign allowed per lot</li> </ul>
Sign with sign face area no larger than 32 sf	<ul style="list-style-type: none"> <li>• Specific to the following districts: Central Business Limited; Commerce; Commerce Limited; Business Growth and Reuse; Corporate Park; Industrial; Industrial Park; Regional Health Care;</li> <li>• Only 1 sign allowed per lot</li> </ul>
Mobile Vendor Signs	<ul style="list-style-type: none"> <li>• Vendors shall be properly licensed and be selling merchandise on the property</li> <li>• The total size area of all signs on a lot shall not exceed 12 sf</li> </ul>
Business Relocation Signs	<ul style="list-style-type: none"> <li>• Sign face area shall not exceed 24 sf</li> <li>• Shall be removed within 45 days after the business has been relocated</li> </ul>
Construction Sign for	<ul style="list-style-type: none"> <li>• Shall be limited to 1 sign per lot for any development when building permits have been issued</li> <li>• Total sign face area shall not exceed 48 sf</li> <li>• Shall be removed within 20 days after the last structure has been initially occupied or upon expiration of the building permit, whichever is sooner.</li> </ul>
Temporary Event Signs	<ul style="list-style-type: none"> <li>• Only allowed in the Commerce and Central Business Limited Districts</li> <li>• Signs shall not exceed 4' by 8'</li> <li>• Shall not be placed in or within 10' of any travel lane or driveway</li> <li>• May be displayed 2 weeks prior to the event, plus the duration of the event.</li> <li>• Shall be removed within 24 hours after the event concludes.</li> <li>• Shall not be internally or externally illuminated</li> <li>• Shall be separated from other sites containing other actively permitted periodic event signs by a 1,000 foot separation as measured from property line to property line.</li> <li>• May be subject to Chapter 46 of Keene City Code</li> </ul>
Posters, bulletins, banners, notices displayed inside windows	Total sign area shall not exceed 10% of total window area of any building elevation and shall not exceed a 10 sf on each building elevation
Off-site Open House Signs	Shall be removed at the end of the day of the open house.
Temporary Signs on Public Property	Subject to requirements of Chapter 46 of the Keene City Code of Ordinances Article XIX Temporary Signs on Public Property

## VII. REMOVAL OF SIGNS

The owner of property upon which any sign or sign structure is found by the department to be unsafe or unsecure as defined in the state building code and any adopted amendments, or which has been erected, constructed, repaired, altered, relocated, or maintained in violation of the provisions of this article, shall be notified in writing to correct the

unsafe, or unsecure condition or violation. If said condition or violation is not corrected in a timely manner, the department may then order the removal of said sign or sign structure and/or revoke the permit therefore

**VIII. APPROVAL PROCESS**

- A. The department shall notify the applicant of the approval or disapproval of the application for a sign permit. If an application is approved, a permit shall be issued and forwarded to the applicant upon payment of the permit fee.
- B. The work authorized under a sign permit must commence within six months after the date of issuance, or the permit shall become null and void.
- C. If the application is disapproved, notice of such disapproval shall include a statement of the reasons for the same.

**IX. PERMIT FEES**

Prior to being granted a permit hereunder, every applicant shall pay the department such permit fee or fees in accordance with the schedule of fees as amended from time to time by the City of Keene City Council (the "city council").