



**TOWN OF DURHAM**  
8 NEWMARKET RD  
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### **NOTICE OF DECISION**

**Project Name:** Sign Master Plan  
**Address:** 1 Madbury Road/30 Main Street  
**Applicant:** Mark Henderson  
**Map and Lot:** Map 4, Lot 1-0  
**Zoning:** Central Business District  
**Date of approval:** October 14, 2015

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The sign master plan is approved as submitted with the following terms, clarifications, and changes.

- 1) The master plan is based on the documentation submitted by Mark Henderson, property owner, and Reedy Signs and Designs.
- 2) The illustrations for the individual signs are for example only and the colors and design may change if desired by the tenants and with future tenants. However, the size, location, and other parameters of the signs is established as stated herein.
- 3) Historic District. The subject property is located in the Durham Historic District and the specific designs of all individual signs are subject to approval of the Historic District Commission.
- 4) Sign Ordinance. All pertinent requirements of Article XXIII – Signs and Communications Devices – of the Durham Zoning Ordinance shall apply.
- 5) Reference material. The master plan is keyed to the drawing of the site showing signs A through F and the photographs showing sample signs.
- 6) Material. The sign material will be a synthetic material similar in feel to wood.
- 7) Finish. Use of a matte finish sign face shall be used to the extent possible.
- 8) Illumination. None of the signs will have direct illumination except for Sign F, below (Some will be lit by the porch lights).
- 9) At its meeting on October 1, 2015, the Durham Historic District Commission approved the applicant’s signs for B, C, E, and F.

- 10) Sign A. This includes up to 3 panels on Main Street above the storefronts. The panels may serve 1 or 2 businesses depending upon occupancy of the spaces under the panels. The panels may be filled as shown in the sample photo as may be approved by the Historic District Commission, and may exceed 6 square feet in size (the maximum permitted in the Historic District) if approved by the HDC and by variance or other appropriate method. (No specific sign has been presented as of this date.)
- 11) Sign B. This is the directional/directory wall sign to be located on the Ballard Building. The sign has two parts – the upper part that says 1 Madbury Road and the lower part that will hold panels for individual tenants. Each part will be a maximum of 6 square feet.
- 12) Sign C. This is the directory wall sign to be located facing Madbury Road under the overhang. It will be 1 sign with a maximum of 6 square feet.
- 13) Sign D. This is for one wall sign as shown in the sample photo for each tenant. The signs will be located in the band under the eaves as shown. The signs shall be located as shown in front of the entrance doors. In the event there is a third tenant in this part of the building, a third sign may be placed in the middle, in the band between the two sets of entrance doors.
- 14) Sign E. This is the wall sign to be placed under the overhang above the steps. It will be a maximum of 6 square feet. The tenant is Bikram Yoga but it may change in the future.
- 15) Sign F. This is a 2-sided projecting sign to be hung near the steps along Madbury Road. The sign will measure approximately 2 feet x 3 feet. There will be a light on one side, the side closer to Main Street. The light must be directed solely on the sign and must not cause glare. The hardware will be similar to that used for the Douglass Group on the Ballard Building.
- 16) Sign permit. A sign permit from the Building Official is required for all signs, unless otherwise determined by the Building Official.
- 17) Minor adjustments. Minor adjustments in the sign master plan that are clearly consistent with the intent of the sign master plan and this approval may be approved administratively by the Town Planner.