



**TOWN OF DURHAM**  
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***Town Planner's Recommendation***  
**Wednesday, September 9, 2015**

XII. **Henderson Project/Ballard Building – Sign Master Plan**. Proposed sign master plan for 1 Madbury Road/30 Main Street. This includes the older building at the corner and the adjacent new building on Main Street and Madbury Road. Mark Henderson, property owner. Map 4, Lot 1-0. Central Business District.

➤ I recommend that the board discuss the application and set the public hearing for October 14 (rather than September 23, see below).

Please note the following:

- 1) **Project**. See the enclosed description of the plan. This sign master plan is for the new development at/near the intersection of Main Street and Madbury Road. There are residential units on the upper floors and commercial spaces on the ground floor.
- 2) **Historic District review**. This property is located in the Historic District so the signage will need to be approved by the Historic District Commission. The Planning Board approves the overall template for signage – sizes, locations, general form of signage, lighting, and any agreed-upon template for the signs. The board does not approve the specific designs of the individual signs. However, the HDC approves all of the signage, including the specific designs.
- 3) **Process for reviews**. We will need to coordinate the reviews of both boards carefully. If all goes well, the Planning Board would endorse a general master plan on September 9, sufficient for the HDC to approve the signage at its next meeting on October 1. The Planning Board would then hold the public hearing on October 14 and approve the master plan. In this manner, the application would have been presented to each board before either board approves the signage.
- 4) **Size limitation**. There is a limit of 6 square feet for signs in the Historic District. Some of the proposed signs are a little larger than this. Perhaps breaking the directory signs into separate panels that are not connected would satisfy the ordinance (Tom Johnson and the HDC would need to okay this approach). A few of the signs are 6-2/3 square feet so these would need to come down a little.
- 5) **Information**. We need more information. I have asked Mark Henderson to provide this as soon as possible for the board can get a good sense of the plan at the meeting on September 9. We should have clear elevations/renderings of all sides of the buildings where there will be signage including identifying where the signage would go. Also, a plan should be submitted showing where the signs will go. I have asked how many commercial tenants there will be, who the sign designer is, and if the signs will be illuminated.