



City Center Initiative Committee  
Tuesday, May 19, 2015 at 5:15 p.m.  
The Visitor Center, 14 North Street

**MINUTES**  
**Approved 6/16/2015**

**Present:** Tom Rock, David Putnam, James Feleen, Catherine LaCasce, William Carpenter, Roselyn Caplan, Angela Biggs, Melissa Richmond, Timothy Frisch

**Absent:** Marty Davis, David Messier

**Staff:** Nancy Merrill, Director Planning & Development; Kurt Beek, Project Manager; Zachary Williams, Business Development Coordinator

**Agenda**

Mr. Putnam asked to move *City Center Business – North & Main Directional Signage* to the top of *Old Business*.

**Motion:** To accept the amended agenda as complete

**Made by:** Mr. Rock    **Second:** Ms. Caplan    **Vote:** Unanimous in favor

**I. Meeting Minutes**

**a. April 21, 2015**

**Corrections/Additions/Deletions** – Ms. Biggs asked to have her last name added to the second paragraph under *Energy*.

**Motion:** To accept the minutes of April 21, 2015 as amended.

**Made by:** Mr. Carpenter    **Second:** Ms. Caplan    **Vote:** Unanimous in favor

**II. New Business**

**a. City Center Business**

**i. North & Main Directional Signage**

Mr. Beek informed the committee that he had met with Interim City Planner, Mike McCrory, to discuss the directional signage and to formulate some recommendations for the committee. He showed to the committee several pictures of the existing signage taken at the intersections of North and Main Streets, North and Washington Streets, and Main Street and Plains Road. He and Mr. McCrory suggested adding panels to the existing waypoint signs or, if the committee preferred new signage, then utilizing the text, colors and materials that are in the *Welcome to Claremont* signage (granite posts, white sign with black letters).

Mr. Beek said that he feels the existing signage works well, but there are places where the signage is not as visible as it might be. The sign at North and Main is too close to the intersection and should be moved further west. He recommended ensuring that the signs are properly located to give motorists sufficient time to read them.

The Committee discussed ideas and suggestions for recommendations.

**Motion:** To recommend that North and Main directional signage:

- stays consistent with the existing waypoint signs in size and materials, receiving more panels as needed; and
- be moved as needed to make them more visible.

**Made by:** Mr. Carpenter      **Second:** Ms. Biggs

**Vote:** Unanimous in favor

### III. Old Business

#### a. City Center Energy – Final Recommendations

**Motion:** To make the following recommendation:

Over the course of the year the City Center Initiative Committee has heard presentations from:

- 1) Hot Zero District Energy – Dick Henry, Mike Jesanais with a focus on minimal impact, economic development, and zero carbon footprint;
- 2) Eversource (PSNH) Energy Efficiency Services – Ann Karczmarkczyk & Frank Melanson with a focus on energy efficiency programs for commercial, municipal and residential projects and finance options;
- 3) Vital Communities Solarize Program – Sarah Simonds with a focus on solarize Upper Valley, weatherization & energy efficiency, education & opportunity for alternative energy sources, and the cost of energy for business.

The following recommendations emerged as an analysis of information by the CCIC.

The CCIC strongly recommends adding an Energy Chapter in the Master Plan which would include:

- Formation of a standing Energy Committee that is representative of the community.
- An assessment of the community’s energy needs.
- Baseline energy data. Where is the City now?
- Impact of energy costs on economic development.
- Review of the zoning ordinance for opportunities to facilitate improved efficiency.
- Raising awareness of understanding of energy efficiency in homes and incentives.
- Programs or incentives to help renovate existing or historic buildings and improve energy efficiency.
- Opportunities for the municipality to lower operation costs by improving energy efficiency.
- A policy of requiring full cut-off lighting.
- A precise, working document that all residents could utilize.

**Made by:** Mr. Feleen      **Second:** Ms. Richmond      **Vote:** Unanimous in favor

#### b. City Center Zoning – Sign Ordinance

The committee reviewed the draft changes to the sign ordinance. There was much discussion regarding the sizes of hanging signs in the city center and allowable signage for upper-story businesses. There appeared to be no maximum size for hanging signs in the ordinance. Sign directories, awnings, and temporary signs were also discussed.

Based upon the discussion, the committee agreed to the following recommended changes:

- Under *Permitted signs*, put a 14-day duration for promotional signs for specific events (22-603:6)
- (22-604:6) Add new section for hanging signs specifically – 16 SF and 4-ft protrusion
- Hanging signs for 2<sup>nd</sup> floor to be discussed further (smaller than main level)

- Context for directory signs and maximum size
- Add definition of *pennant sign*
- No temporary signs in traffic islands

**Motion:** To temporarily approve this draft of the sign ordinance with the changes recommended by the committee and move forward with the new draft.

**Made by:** Ms. Caplan **Second:** Mr. Carpenter **Vote:** Unanimous in favor

#### IV. New Business

##### a. City Center Business

i. **North & Main Directional Signage** (Discussed earlier in the meeting)

##### ii. Banners

The Committee viewed and critiqued various banner designs for the city center. Based on feedback from the group, Mr. Williams will continue creating designs and will come back to the next meeting.

##### iii. Safety for the Community

The committee discussed the concept of *Safety for the community* and various ideas for improving it. Ms. Merrill asked the members to visualize what this means and prepare recommendations for the staff. It was agreed to continue the discussion under *City Center Neighborhoods: Community Well-Being*.

b. **City Center Transportation** – these topics will be discussed at the next meeting.

i. **Pedestrian & Bicycle Access**

ii. **Traffic Pattern Study**

iii. **Truck Route**

#### V. Other

#### VI. Adjourn

**Motion:** To adjourn the meeting.

**Made by:** Mr. Rock **Second:** Mr. Carpenter **Vote:** Unanimous in favor

The meeting adjourned at 7:20 PM.

Respectfully submitted,  
deForest Bearse