

7:00 PM

Aldermanic Chamber

1. ROLL CALL
2. PUBLIC HEARING

PUBLIC HEARING**O-26-022****ESTABLISHING THE VIDEO DISPLAY SIGNS OVERLAY DISTRICT**

TESTIMONY

REGULAR MEETING

3. PUBLIC COMMENT
4. DISCUSSIONS AND/OR PRESENTATIONS
 - Presentation by Spectacle Live on Electronic Sign Ordinance
 - Discussion on Inclusionary Zoning
5. COMMUNICATIONS
 - From: Sam Durfee, AICP, Planning Manager
 - Re: Referral from the Board of Aldermen on Ordinance O-26-022 establishing the Video Display Signs Overlay District
6. PETITIONS
7. UNFINISHED BUSINESS
8. NEW BUSINESS – RESOLUTIONS
9. NEW BUSINESS – ORDINANCES

O-26-022

Endorsers: Alderman-at-Large Lori Wilshire
Alderman-at-Large Michael B. O'Brien, Sr.
Alderman-at-Large Alicia Gregg
Alderman Richard A. Dowd
Alderman-at-Large Amber Morgan

ESTABLISHING THE VIDEO DISPLAY SIGNS OVERLAY DISTRICT

10. TABLED IN COMMITTEE
11. GENERAL DISCUSSION
12. PUBLIC COMMENT
13. REMARKS BY THE ALDERMEN
14. ADJOURNMENT



ORDINANCE

ESTABLISHING THE VIDEO DISPLAY SIGNS OVERLAY DISTRICT

CITY OF NASHUA

In the Year Two Thousand and Twenty-Six

The City of Nashua ordains that Chapter 190 “Land Use”, Part 2 “Zoning Districts and Supplemental Use Regulations”, Article IV “Overlay Districts”, of the Nashua Revised Ordinances, as amended, be hereby further amended to add the following new section 190-26.3 “The Video Display Signs Overlay District”:

“§ 190-26.3. The Video Display Signs Overlay District.

- A. Boundary and Applicability.** The Video Display Signs Overlay District is established to include, and shall apply to, all lots abutting Main Street between the center line of the Nashua River to the north and the center line of West Hollis Street and East Hollis Street to the south.
- B. Authority.** The City’s authority to establish the Video Display Signs Overlay District is derived from the innovative land use controls permitted under RSA 674:21, the Charter of the City of Nashua and the Master Plan of the City of Nashua [*Imagine Nashua October 12, 2021*].
- C. Video Display Signs Permitted.** Video Display Signs, defined as electronic screens that show moving images and moving text, or moving images and static text, are permitted within the Video Display Signs Overlay District, subject to the standards in § 190-108, unless such standards are modified by this section.
 - (1) **Area:** The area of a Video Display Sign is subject to the area standards in § 190-108.
 - (2) **Height:** The top of a Video Display Sign shall be no higher than 35 feet from the ground.
 - (3) **Building Integration:** Video Display Signs shall be integrated into the architectural composition of the building façade and shall not obscure, cover, or result in the removal of significant architectural features, including cornices, lintels, pilasters, transoms, or other architectural detailing.

- (4) Audio: Video Display Signs shall not emit sound.
 - (5) Brightness: Video Display Signs shall incorporate automatic brightness controls responsive to ambient light conditions and shall not exceed a luminance of 500 nits between sunset and sunrise.
 - (6) Flashing and Safety: Video Display Signs may include continuous motion imagery but shall not employ flashing, strobing, pulsating, or repetitive abrupt changes in illumination or brightness. Video Display Signs shall not be operated in a manner that impairs driver visibility or interferes with the recognition of official traffic control devices.
 - (7) Maintenance and Operation: In the event of malfunction causing excessive brightness, unintended flashing, or failure of automatic dimming controls, the sign must be deactivated until compliance with this section is achieved.
 - (8) On-Premises Only: Video Display Signs can only identify or advertise a business, activity, product, or service located, conducted, or offered on the same lot as the sign.
- E. **Procedure.** The applicant for a Video Display Sign shall follow same procedures for Changing Signs in § 190-94.
- F. **Conflict.** In the event of any conflict between the provisions of this § 192-26.3 and other provisions of the Land Use Code, the provisions of this § 192-26.3 shall control.

This legislation shall take effect upon passage.

LEGISLATIVE YEAR 2026

ORDINANCE: O-26-022

PURPOSE: Establishing the Video Display Signs Overlay District

ENDORSERS: President Lori Wilshire

COMMITTEE

ASSIGNMENT: Planning and Economic Development Committee
Planning Board

FISCAL NOTE: None.

ANALYSIS

This ordinance establishes an overlay district.

State statute (RSA 675:2) and NRO Section 190-132 require a public hearing and referral to the city planning board. The public hearing is conducted by the aldermanic planning and economic development committee with notice published in a newspaper of general circulation and posted in two public places at least ten calendar days prior to the date of the hearing. (Notice period does not include the day notice is posted or the day of the public hearing. RSA 675:7, I). See RSA 675:7, I-a for notice requirements to individual owners for changes that affect 100 or fewer properties.

A super majority vote (two-thirds (2/3)) of all members present of the board of aldermen would be required if a protest petition is filed pursuant to RSA 675:5. The Planning Board and Board of Aldermen shall consider whether the proposed zoning amendment is consistent with the Master Plan.

Approved as to form: Office of Corporation Counsel

By: /s/Celia K. Leonard

Date: July 9, 2026



City of Nashua
Planning Department
229 Main Street
Nashua, New Hampshire 03061-2019

Planning & Zoning 603 589-3090
WEB www.nashuanh.gov

MEMORANDUM

Date: August 6, 2026

To: Ald. Lori Wilshire, President, Board of Aldermen
Jim Donchess, Mayor

From: Sam Durfee, AICP, Planning Manager

RE: Referral from the Board of Aldermen on Ordinance O-26-022 establishing the Video Display Signs Overlay District.

At the Nashua City Planning Board's regularly scheduled meeting of August 6, 2026, the Planning Board voted five (5) in-favor, one (1) in-opposition, and one (1) abstaining to make an **unfavorable** recommendation to the Board of Aldermen on O-26-022. The basis for the unfavorable recommendation was that a blanket ordinance to allow such signs by-right is not appropriate in the Main Street context when there is an existing process through which to obtain relief for such a sign on a case-by-case basis—that being the variance process through the Zoning Board of Adjustment.

If you have any questions concerning this notification, please contact me at 589-3090 or via durfees@nashuanh.gov.

cc: Donna Graham, Legislative Assistant
Daniel Healey, City Clerk
Bob Bollinger, Chair, NPCB