

Sign Regulations

10. Sign Regulation

- a. Sign Definition: Any combination of letters, numerals, lines, symbols, shapes or designs, in any medium, on any surface, intended to convey the identity of, or information about, any person, place, thing, product or service.
- b. General Provisions
 1. No Signs or lighting of Signs shall be placed in such a position as to endanger traffic on a Street or pedestrians on a sidewalk by interfering with motorist's vision by obscuring a clear view or by confusion with official Street signs or signals.
 2. Property/Sign owners are encouraged to maintain their Signs in good condition and repair at all times.
 3. Abandoned Signs shall be removed by the owner when the Use is discontinued for a minimum of one year, and in no case longer than 10 days after receiving written notice from the Board of Selectmen or its designee. If not removed, then the Board of Selectmen or its designee shall remove the Sign at the owner's expense.
 4. Permanent Signs shall not be placed in the Street Right-of-Way. Temporary Signs as allowed by sections d. and f. may be located in the Right-of-Way and must be placed a minimum of 6 feet from the edge of the pavement or travel surface of the abutting Street. As a general rule of thumb, most Town roads have a Right-of-Way 50 feet wide or 25 feet each side of centerline.
 5. One temporary Tree-mounted Sign is permitted per premise for Signs allowed by section d(2) and d(3) during the winter period (November 1-May 1) except along all primary and secondary state highways where Tree mounted Signs are prohibited by RSA 236:75. Such Tree-mounted Signs must be replaced by a free standing or Building mounted Sign by May 1.
 6. The size and Height of Signs shall be computed as follows:
 - a. The size of a Sign shall be computed based on overall dimensions, including moldings, trim, decorations, etc., but excluding posts, brackets, or other installation devices.
 - b. In computing the size of a Sign which consists of raised or painted letters, figures or other devices directly affixed to or painted on a permanent wall of a Building, only the area surrounding the raised or painted materials comprising such letters, figures or other devices shall be counted.
 - c. Height of a Sign: The maximum Height permitted for a free standing Sign is 15 feet.

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- c. Sign Permit Process
 1. A Sign Permit Application to Alter, erect or relocate a Sign is available from the Board of Selectmen's Office. This Sign Permit Application needs to be completed and then submitted to the Board of Selectmen's Office for approval prior to Altering, erecting or relocating a Sign.
 2. The Board of Selectmen conducts a business meeting almost weekly. Sign Permit Applications submitted to the Board of Selectmen's Office will be placed on the next available Board of Selectmen's agenda for consideration.
 3. Sign Permit Applications are approved by the Board of Selectmen if they find the proposed Sign conforms to the town's Sign regulations. Usually this determination can be made when first presented to the Board of Selectmen.
 4. Signs in the Institutional District, Institutional/Recreational District, and Hospital Institutional District shall be approved by the Planning Board through the Site Plan Review Process.
- d. Signs Not Requiring a Permit
 1. Residential Signs such as those identifying the name of the owner, occupant, or Tree Farm with a maximum combined size of 4 square feet. Such Signs may be Tree-mounted on private property, as long as the Tree is not in the town Right-of-Way or state Right-of-Way.
 2. One temporary on-premise Sign per site advertising the sale of property which is no larger than 4 square feet. Such Signs may include a maximum of two Riders, as defined in Article III Definitions. This Sign must be removed within 10 days after the closing/sale of the property. In addition, in Planned Unit Developments and Cluster Developments where the individual units are remote from the main road, a single sign (one sign for any and all units, not one sign for each individual unit) advertising that a unit in the development is for sale or having an open house may be placed on the common land at the main entrance to the development, provided the above size requirements are complied with.
 3. One temporary Sign no larger than 4 square feet advertising the building contractor, architect, painter, paving company or other company involved in the design and construction of the site is permitted on each individual lot or one such sign is permitted at the entrance to the Development, but not both. This Sign must be removed within 10 days of occupancy of the Building or completion of the project. If not removed, then the Board of Selectmen or its designee shall remove the Sign at the owner's expense.
 4. Traffic and pedestrian control and safety Signs. Stipulations to include: no logo material or advertising of the business on the premises, the Signs must be on-premise and the Signs would be limited to a maximum of 3 square feet in size.

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5. Signs indicating open, closed, sale or business hours. These Signs are not allowed to include any logo or advertising material, must be located on-premise and be limited to no more than one square foot in size.
6. Flags. They must be located on-premise, include no logo or advertising material and are limited to a maximum size of 16 square feet. The size limitation does not apply to national or state flags.
7. Signs regulating or defining access to private property which are under one square foot in size. This includes, for example, Signs such as those indicating whether or not someone could trespass, hunt, hike or snowmobile on private property.
8. Political Signs which comply with the size limitation of the underlying Zone District. These Signs must be removed within 10 days after the election. If not removed, then the Board of Selectmen or its designee shall remove the Sign at the owner's expense.
9. Window displays which do not have the name or logo of the business on the premise and which are temporary display advertising for products or services.
10. Signs warning of Hazards.
11. A Sign on the door of a Commercial Business identifying the business name and/or logo which is no larger than two square feet.
12. Signs for Temporary Events for Nonprofit Organizations
 - a. One temporary on-premise Sign to be erected not more than 7 days prior to the event and removed within 24 hours after conclusion of the event. The size of the Sign is controlled by that allowed under the underlying Zone District for permanent Signs. Any type of Sign would be permitted including a sandwich board Sign, a banner, etc.
 - b. Temporary off-site directional Signs are permitted for non-profit events that involve a Street tour over a circuitous route (such as bicycle tours, walkathons, garden tours, house tours, etc.) provided they are erected the day of the event and are removed within 24 hours after conclusion of the event. Each temporary off-site directional Sign shall not exceed one (1) sq. ft. in size.
13. Sign for Temporary Yard Sale
 - a. One temporary on-premise Sign not exceeding 4 square feet in size to be placed not more than 24 hours prior to the opening of the sale and to be removed within 24 hours after conclusion of the sale.

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- e. Prohibited Signs
 - 1. Off-site Signs, directional or Signs not on the premises to which they refer except as provided in Section 10.d.2 & 12(b).
 - 2. Neon or tubular glass for outside display and flashing electric Signs.
 - 3. Signs that move.
 - 4. No permanent Signs shall be mounted on Trees, except as permitted in Section d(1). One Tree mounted temporary Sign is permitted as provided in Section 10. b. General Provisions, Sub-section 5.
 - 5. Portable Signs.
 - 6. Sandwich Board Signs: No commercial sandwich board Signs except as provided in Section 10. d. 12(a).
 - 7. Signs extending above the deck line of a mansard roof or above the eave of a hip, gable, gambrel or other pitched roof Building.
 - 8. Signs lit internally except for filling stations to advertise the brand of gas sold.
- f. Signs Requiring a Permit: All Signs, except as provided in Sections d. and e. above, need a permit to Alter, erect or relocate a Sign.
 - 1. Permanent Signs Requiring a Permit:
 - (a) Signs for commercial or Home Business Uses as long as the Sign complies with the underlying size and number regulations for that Zone District as stated in Section (g) below.
 - (b) Signs naming residential Developments/neighborhoods: One on-premise Sign located on the common land or on private property and not in the road Right-of-Way. The size is regulated by the underlying Zone District.
 - 2. Temporary Signs Requiring a Permit: (Amended May 2014, to include this subsection (c) below).
 - (a) Sign for Temporary Tent/Sidewalk Sale
 - 1) One temporary on-premise Sign not exceeding 4 square feet in size to be placed not more than 24 hours prior to the opening of the sale and to be removed within 24 hours after conclusion of the sale.
 - 2) Please refer to the temporary tent/sidewalk sales permit process in Article II, Section 14.b.

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- (b) Sign for Temporary Auction
 - 1) One temporary on-premise Sign not exceeding 4 square feet in size to be placed not more than 24 hours prior to the opening of the sale and to be removed within 24 hours after conclusion of the sale.
 - 2) Please refer to the temporary auction permit process in Article II, Section 14. d.
 - (c) Sign for Temporary Off-Site Seasonal- acknowledging contributions made by civic organizations.
 - 1) The number and location shall be approved by the Board of Selectmen.
 - 2) Each sign shall be a maximum of three (3) square feet.
 - 3) Language on the signs shall be non-commercial.
- g. Size And Number Of Permanent Signs Permitted By Zone District: The following outlines the permanent Signs permitted by Zone District. The temporary Signs permitted by these regulations are in addition to the permanent Signs enumerated below.
- 1. Commercial District:
 - (a) Individual commercial businesses occupying a single premise shall be permitted two advertising Signs and no more than one of the two permitted Signs shall be a free standing Sign. The maximum size of any one Sign shall be 15 square feet. Any one business is permitted two Signs.
 - (b) When two or more commercial businesses occupy a single premise, each Commercial Use is permitted a total of two Signs. No more than one free standing Sign encompassing all of the commercial businesses on the single premise shall be permitted, no larger than 25 square feet in size. If a business shares a free standing Sign, then it is permitted one additional Building mounted Sign with a maximum size of 15 square feet. If the business does not use a free standing Sign, then it is permitted two Building mounted Signs with a maximum size of 15 square feet each.
 - 2. Residential Districts including the Residential Districts (R-1 and R-2), the Agricultural & Rural Residential District (ARR), the Conservation District and for residential Uses in the Institutional District: Refer to Section d(1) for permanent Signs not requiring a permit. In addition, commercial, institutional or Home Business Uses shall be permitted one free standing or Building mounted Sign with a maximum size of 4 square feet.
 - 3. Institutional District, Institutional/Recreational District and Hospital Institutional District: Because of the size and unique needs of the institutional uses, the size, number and location of all permanent signage shall be subject to approval by the Planning Board through the Site Plan Review process. However, the maximum

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size of any one sign shall not exceed 15 square feet for any institutional use. Temporary event signage for these Zone Districts shall comply with Section d(12) above.

4. All Districts: Signs naming residential developments/neighborhoods: One on-premise Sign, with the size regulated by the underlying Zone District, which must be located on the common land or on private property and not in the road Right-of-Way.
- h. Nonconforming Signs: See Article XX for provisions on Nonconforming Uses and Structures.
- i. Enforcement & Penalties: Persons violating the Sign regulations may be fined up to \$275 per day. See Article XXVII for provisions on enforcement and penalties.