

**TOWN OF NEW LONDON  
PERMIT APPLICATION  
FOR TEMPORARY ANCILLARY SALE OR OTHER EVENT  
PURSUANT TO SECTION II, ARTICLE 14  
OF THE NEW LONDON ZONING ORDINANCE**

**INSTRUCTIONS TO APPLICANTS**

*Article II, Section 14 of the New London Zoning Ordinance (revision 3/1009):*

14. Temporary Ancillary Sales

- a. **Temporary Yard Sales:** The conduct of a temporary yard sale or garage sale offering private goods for the sale for purchase by the general public shall be permitted within the R-1 Residential District, the R-2 Residential District, the Agricultural and Rural Residential District, and the Conservation District or on property within the Commercial or Institutional Districts used primarily for residential purposes, provided all of the following conditions are met:
  - 1) Such sale is conducted for one period not to exceed two consecutive days in any one calendar year (Jan-Dec) by the property owner or occupant.
  - 2) Multi-Family yard sales at the residence of one of the participants are permitted, however, the individual(s) involved must be residents of the Town of New London; and, all goods sold at the yard sale must be the property of said resident(s). Goods that are the property of a business or produced for commercial sale are disallowed.
  
- b. **Temporary Tent/Sidewalk Sales:** Temporary tent/sidewalk sales conducted by established businesses in the Town of New London shall be allowed within the Commercial District without the benefit of Site Plan Review by the Planning Board, subject to the following conditions:
  - 1) Such sales shall be limited to the sale of the individual business's normal inventory, and shall not include sales items belonging to another business or individual.
  - 2) Such sales shall be limited to 6 such occasions in any one calendar year (Jan-Dec) not to exceed 4 consecutive complete working days including the setup and takedown.
  - 3) Applicants for temporary tent/sidewalk sales shall obtain a permit in compliance with paragraph f.
  - 4) 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.
  - 5) Exterior displays consisting of owner's merchandise are allowed so long as the display does not inhibit access to sidewalks or infringe on parking.
  
- c. **Temporary Fund Raising Events for Non-Profit Organizations:** The conduct of such events involving either sale of goods or sale of services shall be allowed in all Zone Districts subject to the following conditions:
  - 1) Each organization shall be required to obtain written permission/consent/approval from the individual property owner for Use of the property where the event is to be held.
  - 2) Applicants for temporary fund raising events shall obtain a permit in compliance with paragraph f.
  - 3) One temporary on-premise Sign is permitted. The size of the Sign would be controlled by that allowed by the underlying Zone District for permanent Signs. Any type of Sign is permitted

including a sandwich board Sign, a banner etc. Any temporary Sign shall not be erected more than 7 days prior to the event and shall be removed within 24 hours after the conclusion of the event.

e. **Temporary Events:** Events such as grand openings, dedications, graduations and other similar activities shall be allowed in all Zones Districts subject to the conditions outlined below. Gatherings, parties and weddings at private residences are specifically excluded from this regulation and are permitted activities.

- 1) Events shall be permitted to run on consecutive days up to a maximum of 3 days.
- 2) Event parking shall be managed to preclude blocking emergency vehicle access on neighboring streets and driveways. The need for an event parking person will be determined by the Police Chief during the permit process and the applicant shall be responsible for all costs incurred. Adequate parking shall be provided so as not to interfere with normal traffic flow.
- 3) The event shall comply with the nuisance provision in the New London Zoning Ordinance.
- 4) The event organizer shall be required to obtain written permission/consent/approval from the individual property owner for the use of the property where the event is to be held.
- 5) Applicants for events shall obtain a permit in compliance with paragraph f.
- 6) One temporary on-premise sign is permitted the days(s) of the event only. The size of the Sign shall be controlled by that allowed by the underlying Zone District for permanent Signs.

f. **Permits**

- 1) Permits must be obtained from the Selectmen or their designated representative where application forms are available.
- 2) Approval must be obtained from the Police Chief regarding traffic flow and parking. Should the use of a police officer be required, the applicant shall be responsible for all costs incurred.
- 3) Approval must be obtained from the Fire Chief for gatherings of 50 or more people in a structure or in an enclosed tent for which there is no current permit of assembly. Should the use of a firefighter be required as a fire watch, the applicant shall be responsible for all costs incurred.
- 4) Any temporary Signs shall be in compliance with Article II, Paragraph 10. Signs, Subparagraph f.(2) or a temporary Sign no larger than the size permitted by the underlying zone district. A temporary Sign permit must be obtained from the Selectmen.
- 5) It is the responsibility of the business or organization to provide liability insurance.

*Article 10, Section d of the New London Zoning Ordinance (revision 3/10/09):*

**10. Sign Regulation**

**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.
- 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.

**General Information:**

- 1) Off-site directional signs are specifically not allowed.
- 2) Parking must be provided by the applicant and must not block passage on public roadways by emergency vehicles or the general public.
- 3) Auction permits must be approved by the Chief of Police in advance of the Selectmen's approval. The chief may require the presence of Police Officer(s) for traffic control during the auction at the applicant's expense with the cost, as estimated, to be paid in advance.
- 4) Games of chance, such as casino nights, Monte Carlo nights, Las Vegas nights, etc., fall under the jurisdiction of the Chief of Police and the State of New Hampshire Attorney General. Non-profit organizations must apply to both entities for a permit (applications are available from the New London Police Department).
- 5) Sales or auctions conducted without a permit will be closed by the Police Department.

**PERMIT APPLICATION  
FOR TEMPORARY ANCILLARY SALE OR OTHER EVENT  
PURSUANT TO SECTION II, ARTICLE 14**

*Incomplete forms will not be accepted.*

Type of event (circle): Sidewalk/Tent Fundraiser Multi-family Auction Other: \_\_\_\_\_

Explanation of event: \_\_\_\_\_  
(i.e. speaker, concert, Christmas in our Town, meeting etc.)

Name of business or  
Beneficiary of fundraiser: \_\_\_\_\_

Location of Event: \_\_\_\_\_ Tax/Map/Lot: \_\_\_\_\_

Date(s) and time(s) of event: \_\_\_\_\_

Name of Applicant responsible for event: \_\_\_\_\_

Address of Applicant: \_\_\_\_\_

Home telephone: \_\_\_\_\_ Cell phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Indoors      Outdoors (specify parking lot, lawn, etc.): \_\_\_\_\_

How many people are expected?    0-50                      51-100                      Over 100

Will alcohol be served?      Yes    No

Zone District:      Commercial \_\_\_\_\_ Residential \_\_\_\_\_

*By signing this application, I agree that I have read and will conform to all of the requirements of the New London Zoning Ordinance, including but not limited to the attached sale and sign regulations.*

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Property Owner's Signature (required if different from applicant)

**TO THE APPLICANT: Return completed application to the Board of Selectmen's Office.**

*To be completed by Town officials*

Chief of Police \_\_\_\_\_ Approved/Denied Date \_\_\_\_\_

Zoning Administrator \_\_\_\_\_ Approved/Denied Date \_\_\_\_\_

Fire Chief \_\_\_\_\_ Approved/Denied Date \_\_\_\_\_

Town Administrator \_\_\_\_\_ Approved/Denied Date \_\_\_\_\_

Notes: \_\_\_\_\_