

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

ARTICLE 8. SIGNS

- | | |
|---|--|
| § 8.1 Purposes | § 8.8 Signs Not Requiring A Permit |
| § 8.2 Applicability - Effect | § 8.9 Signs Exempt from Regulation |
| § 8.3 Measurements | § 8.10 Design, Construction, and Maintenance |
| § 8.4 Standard Signs Requiring a Permit | § 8.11 Non-Conforming Signs |
| § 8.5 Master Signage Plan | § Table 8.12 Standard Sign Allowance |
| § 8.6 Directory Signs | § Table 8.13 Master Signage Plan Standards |
| § 8.7 Permits Required | |

8.1 Purposes – ~~The purposes of these sign regulations are: to encourage the effective use of signs as a means of communications in the town; to maintain and protect the established character and beauty of the town; to enhance the town's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the adverse effect of signs on nearby public and private property; and to enable the fair and consistent enforcement of these sign regulations.~~ This Article is adopted for the regulation of signs in the town and is based on the compelling government interests of protecting pedestrian and traffic safety, serving the requirements of emergency response, protecting the property rights or the rights of persons on property, protecting property values, preserving and protecting the established character and beauty of the town, supporting and enhancing the local business community, and enhancing the visual environment of the town.

8.2 Applicability - Effect – A sign may be erected, placed, established, created, modified or maintained in the town only in conformance with the requirements of this ordinance.

8.2.1 Outline of Effect – The intention of this ordinance is to provide the following specific effects:

- 8.2.1.1 **Permit System** – This administrative permitting procedure allows for a variety of sign types in commercial and industrial districts and a limited variety of signs types in other districts subject to compliance by the owner of each lot with the prescriptive standards and procedures of this ordinance.
- 8.2.1.2 **Master Signage Plan** – This land use review and approval procedure allows for increased signage benefits to industrial or commercial property owner(s) ~~in exchange for the submission to and a~~ that voluntarily submit to review by the Planning Board of a comprehensive ~~and the parameters associated with a~~ Master Signage Plan.
- 8.2.1.3 **Offsite Directory Signs** – This Town-administered program allows for the installation and maintenance of signs to safely and efficiently direct traffic to industrial and commercial businesses having locations remote from main roads.

- Yellow highlighted text is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

- 8.2.1.4 Incidental Signage – Allows certain signs that are small, unobtrusive and incidental to approved land use(s) subject to substantive requirements of this ordinance and their enforcement, but without a requirement for permits.
- 8.2.1.5 Signs Not Allowed – The signs listed in this section are not allowed in any zoning district in the town.
- (a) Any sign type or application not specifically allowed by this ordinance.
- (b) Any sign erected without a permit where a permit is required.
- (c) Any sign not in compliance with this Article, erected or displayed pursuant to a valid permit where a permit is required.
- (d) Offsite signs, except signs erected pursuant to Sections ~~8.4.10, Special Outdoor Event Signs;~~ 8.6, Directory Signs; ~~8.8.4, Real Estate Signs;~~ 8.8.6, Farm Produce Signs; and ~~8.8.7, Charitable/Non-Profit Organization Event Signs.~~
- (Amended 03/10/09, War. Art. 7)

8.2.2 General Provisions

- ~~8.2.1.6~~ 8.2.1 Enforcement – Enforcement of this ordinance shall be consistent with RSA 676:15, RSA 676:17, and other sections of the Gilford Zoning Ordinance.
- 8.2.2.2 Severability – If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article is declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect any other part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Article.

8.3 Measurements – Sign measurements such as area and height shall be made in conformance with this section.

8.3.1 Computation of Individual Sign Area – The area of a sign face shall be computed by means of the smallest geometric shape (square, rectangle, triangle, trapezoid, circle, ellipse, etc.) or combination of such shapes that will encompass the extreme limits of the writing, representation, emblem, picture, or other image, together with any material or color forming a composite part of the design, but not including architectural building decorations, supporting framework, or bracing that is structurally incidental to the sign.

8.3.2 Multifaced Sign Area – The area of multifaced signs shall be computed in conformance with this section.

- 8.3.2.1 Sign Area of More Than One Face – The area of a sign with more than one (1) face shall be the sum of all sign faces visible from any one (1) point.
- 8.3.2.2 Back to Back Signs – Identical signs placed back to back so that both faces cannot be viewed at the same time and the sign faces are not more than eighteen (18) inches apart but attached to the same support structure, shall be computed by the measurement of one (1) sign face. In the event that back-to-

- Yellow highlighted text is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

back signs are not identical in area and visual image, they shall be computed separately.

- 8.3.2.3 Corner Signs – On a corner lot having two (2) or more front setbacks, the area of a corner sign having two (2) identical faces placed parallel with the intersecting rights-of-way shall be computed by the measurement of one (1) sign face. The two (2) sign faces so computed may not comprise one (1) continuous sign message.

8.3.3 Height of Signs – The height of all signs shall be computed as the distance between the highest point of the sign face and the average elevation of the ground below the sign within a radius of one hundred (100) feet of the sign. For purposes of establishing compliance with this section, the Town may require a ground elevation to be established by a licensed land surveyor at a cost to the property owner.

8.4 Standard Signs Requiring A Permit – The following listed signs may be displayed on lots only after the owner of the lot secures a permit from the Director or his designee, prior to installation of the sign.

8.4.1 Building Signs – Each lot, ~~having one (1) or more approved Article 4, Commercial, Industrial, Institutional use(s) or a protected nonconforming use,~~ is allowed building sign(s), as defined by Article 3, where allowed by and in accordance with Table 8.12.

8.4.2 Freestanding Signs – Each lot, ~~having one (1) or more approved Article 4, Commercial, Industrial, or Institutional use(s) or a protected nonconforming use,~~ is allowed one (1) freestanding sign, as defined by Article 3, where allowed by and in accordance with Table 8.12.

~~**8.4.3 Fuel Station Signs** – In addition to signs permitted elsewhere in this ordinance, businesses qualifying as Fuel Stations, sign(s) conforming to Table 8.12, for combustible fuel sales is/are allowed.~~

8.4.43 Garlands—Pennants – In addition to signs permitted elsewhere in this ordinance, garlands/pennants, as defined by Article 3, shall be permitted where allowed by and in accordance with Table 8.12.

~~**8.4.5 Theater Signs** – In lieu of Building and Freestanding signs, uses qualifying as Theater may be permitted Theater Signs in accordance with Table 8.12.~~

8.4.64 Banner Signs – ~~Where allowed by Table 8.12, banner sign(s) may be permitted for each lot, having one (1) or more approved Section 4.3 Commercial, Section 4.4 Industrial use(s), or a protected nonconforming use.~~ Each lot is allowed a banner, as defined by Article 3, where allowed by and in accordance with Table 8.12.

- Yellow highlighted text is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

8.4.75 Window Signs – ~~Where allowed by Table 8.12, w~~ Window signs, as defined by Article 3, may be displayed ~~in businesses having one (1) or more approved Section 4.3 Commercial, Section 4.4 Industrial use(s), or a protected nonconforming use~~ on lots where allowed by and in accordance with Table 8.12.

8.4.86 Changeable Copy Signs – Where allowed by Table 8.12, building or freestanding signs may ~~be utilized as~~ utilize changeable ~~message~~ copy sign(s), in which text can be changed to communicate to the public messages of short duration. Signs of this type are not allowed ~~as in~~ additions to other sign types but are allowed as proportional parts thereof as specified in Table 8.12.

(Amended 03/10/15, War. Art. 4)

Changeable copy signs that display and change messages by electronic means (herein also referred to as “Electronic Changeable Copy” signs) are permitted provided they meet the following criteria:

- 8.4.86.1 **Frequency of Change** – Except for electronic changeable copy signs displaying time and temperature information only, messages shall change no more frequently than once every five (5) minutes.
- 8.4.86.2 **Hours of Operation** – Except for electronic changeable copy signs displaying time and temperature information only, illumination of signs shall be permitted only from 7:00 a.m. to 11:00 p.m.
- 8.4.86.3 **Prohibited Methods** – Electronic changeable copy signs shall not employ the following display methods:
- (a) Flashing, strobing, animation, electronic or mechanical image movement or the effect of image movement, laser beams, or beacons.
 - (b) Overlapping alternating messages (where alternating, different messages appear in the same or nearby space).

(Amended 03/11/08, War. Art. 2)

- 8.4.86.4 **Brightness and Dimmer Control** – Because unduly bright electronic changeable copy signs are hard to read, result in unwanted illumination of adjoining properties and roadways, and are a distraction and safety hazard for drivers, this section establishes brightness control standards to reduce the likelihood that such conditions will occur. All electronic changeable copy signs shall conform to the following illumination control standards:
- (a) **Brightness.** No sign shall exceed a maximum brightness of 5000 nits (candelas per square meter) during daylight hours and a maximum brightness of 500 nits (candelas per square meter) during the period from sunset to sunrise.
 - (b) **Measuring Brightness.** The brightness of a sign shall be measured using a light meter that measures nits or candelas per square meter. All pixels, bulbs, and/or sign lighting elements shall be turned on at the time brightness is measured. Brightness shall be measured perpendicular to the

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

face of the sign from a distance equal to the narrowest dimension of the sign.

- (c) Dimmer Control. Each sign shall have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between sunset and sunrise.

(Amended 03/10/15, War. Art. 4)

- 8.4.86.5 **Malfunxions** – When malfunctioning, all electronic changeable copy signs shall either be turned off or display a blank, unlit screen. All electronic changeable copy signs shall be equipped with a switch accessible to law enforcement and emergency services personnel to allow them to shut off the sign.

(Amended 03/10/15, War. Art. 4)

~~8.4.9 Residential Subdivision Sign – Duly approved subdivisions having five (5) or more tracts may display a Residential Subdivision sign giving the name of the development in accordance with the provisions of Table 8.12.~~

8.4.7 Development Sign – For the purpose of aiding pedestrians, motor vehicle operators, and emergency personnel, and improving traffic and motor vehicle safety, Development Signs may be installed pursuant to the following provisions:

8.4.7.1 **Residential Zones** – Duly approved developments in the Natural Resource Residential, Limited Residential, and Single Family Residential Zones having five (5) or more approved lots or dwelling units, may display a Development Sign in addition to other signs allowed, giving the name of the development and related information.

8.4.7.2 **Non-Residential Zones** – Duly approved developments in the Commercial, Resort Commercial, Professional Commercial, and Industrial Zones which meet the minimum Applicability standards for a Master Signage Plan in Section 8.5.1, may display a Development Sign, in addition to other signs allowed, giving the name of the development and/or the names of businesses or institutions located within the development and related information. An approved Master Signage Plan is not a prerequisite for a Development Sign in these zones.

8.4.7.3 **Easement Required** – A Development Sign is considered an on-site sign; however, if the development is comprised of more than one (1) lot, the Development Sign shall be placed entirely within a sign easement, duly executed and recorded.

~~8.4.10 Special Outdoor Event Signs – Signs for temporary outdoor events permitted elsewhere in this ordinance, may be permitted subject to the provisions of Table 8.12 and written permission from owners of private property other than the permittee of the event, to display sign(s). Such signs may be directional only, stating the location and name of the event and the direction by arrow(s) and may not contain a commercial message.~~

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

~~**8.4.11 Temporary Signs** – Owners of lots, may, upon approval of a conforming land use, display temporary signs whose sign face area does not exceed the provisions of Table 8.12, for a period not to exceed thirty (30) days after securing a permit therefor. Upon their expiration, such temporary signs shall be removed and no further permits for temporary signs may be issued unless a new land use is approved.~~

~~**8.4.12 Identification Sign** – Non profit organizations and civic groups may display not more than two (2) signs, thirty two (32) square feet or less in aggregate sign face area, at the principal location of said organization or group.~~

8.5 Master Signage Plan – To promote a uniform and aesthetic message presentation to the general public utilizing comprehensive design and coordinated elements, owners of properties located within the Industrial, Commercial, Resort Commercial, and Professional Commercial Zones and having a permitted use may voluntarily submit and be subject to a Master Signage Plan may be developed by owner(s) of properties having permitted commercial or industrial uses with and, in doing so, receive benefits of increased signage subject to review and approval by the Planning Board.

8.5.1 Applicability – The standards of a Master Signage Plan program shall be applicable to the following:

- (a) Not more than two (2) businesses or institutional uses (Article 4, Commercial, Institutional, and/or Industrial uses) located on one (1) lot or several abutting lots, provided that the aggregate gross floor area of all businesses and institutional uses shall be at least fifteen thousand (15,000) square feet.
- (b) Not less than three (3) businesses or institutional uses (Article 4, Commercial, Institutional, and/or Industrial uses) in a single development on a single lot.
- (c) Three (3) or more businesses or institutional uses (Article 4, Commercial, Institutional, and/or Industrial uses) located on abutting lots.

8.5.2 Requirements – Total sign area permitted for the master sign planned development shall be determined by Table 8.13. Other than allowed freestanding signs, signs shall be attached to buildings, walls, soffits, or other architectural projections, and shall be coordinated in material, shape, lettering, color, and/or decorative elements. Information and directional signage within the development, with the exception of uniform traffic control devices, shall be consistent with the general sign design of the development and is exempt from the sign area calculation provided that it does not contain advertising.

- 8.5.2.1 **Design** – Signs shall be designed to be compatible with the surroundings and appropriate to the architectural character of the building on which they are placed. Sign panels and graphics should relate with and not cover architectural features, and should be in proportion to them.
- 8.5.2.2 **Types** – Signs should be appropriate to the types of activities they represent.

- Yellow highlighted text is new text proposed to be inserted.
- Strikethrough text is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

- 8.5.2.3 Layout – Layout should be orderly and graphics should be of simple shape, such as rectangle, circle or oval.
- 8.5.2.4 Colors – The number of colors used should be the minimum consistent with the design and must provide a reference or relationship to the enterprises or activity being advertised.
- 8.5.2.5 Illumination – Illumination should be appropriate to the character of the sign and surroundings and shall bear a relationship to the operating hours of the enterprise or activity being advertised. Illumination of signs permitted only from one (1) hour before opening until one (1) hour after closing.
- 8.5.2.6 Grouping – Groups of related signs shall express uniformity, create a harmonious appearance, and provide a visual and aesthetic coordination of the information presented to the public.
- 8.5.2.7 Height – Height and physical placement shall be consistent throughout the master planned area.

8.5.3 Application Review – Upon receipt of an application for a Master Signage Plan accompanied by a plan meeting the requirements enumerated on the official site plan application form, showing all signage proposed, the Planning Board shall, at a public hearing(s), review the design for compatibility with the general design of the development, functionality of messages, color coordination, visibility, public safety and aesthetic details.

8.6 Directory Signs – In addition to other signs permitted by this ordinance, the town in its discretion operates a Directory Sign program for the benefit of permitted uses. The purpose of this Directory Sign program is to reduce traffic and enhance driver and pedestrian safety by guiding motorists and pedestrians to specific destinations. Participation in the directory signs program shall be ~~permitted for~~ limited to qualifying lots.

8.6.1 Qualifications – Permit for Directory Signs shall be limited to lots, meeting the following qualifications:

- 8.6.1.1 Compliance – All lots, together with structures and existing signs, must be in compliance with other provisions of this article. Lot(s) containing nonconforming signs are not eligible for participation on a Directory Sign.
- 8.6.1.2 Participation Criteria – All lots participating in a Directory Sign shall meet the applicability standards for a Master Signage Plan set forth in Section 8.5.1. Participation in a Master Signage Plan program is not required for a permit of a Directory Sign.

8.6.2 Where Allowed – Directory signs may be located within (a) a Town right-of-way, or (b) on private land owned by one (1) or more applicants or a third party ~~or one (1) or of the more applicants,~~ where a permanent easement for said private land, has been granted in favor of the Town. Where a directory sign is to be located within the Town right-of-way,

- Yellow highlighted text is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

the applicant(s) must obtain location approval from the Board of Selectmen, prior to making application to the Planning Board.

8.6.3 Design – Directory signs approved under this section shall be of uniform design throughout the town **and shall be at the town’s sole discretion**. The design will follow the following general guidelines in this section. Minor variations as approved by the Planning Board to the Department of Public Works may be permitted.

- 8.6.3.1 **Header** – Each sign shall have an identifying header naming the street on which the businesses identified are located and shall be size proportioned to the business signs.
- 8.6.3.2 **Business Signs** – Each business **or institutional use** participating in a directory sign program shall be entitled to one (1) forty-eight (48) inch wide and fourteen (14) inch high sign module identifying the street number and name of the business. **Additional information or commercial message(s) are not permitted shall not be included** on a Directory Sign.
- 8.6.3.3 **Design Composition** – Directory Signs may group Business Signs, **as defined by Article 8.6.3.2**, in not more than two (2) vertical columns, except where the Planning Board finds that the number of participants requires additional columns for readability **and to avoid distraction**.
- 8.6.3.4 **Colors - Lettering** – The Planning Board shall establish standard colors to be used by the Department of Public Works to manufacture and maintain all signs permitted under this section. Other colors shall not be used.
- 8.6.3.5 **Illumination** – The Planning Board shall establish standard, white, shielded lighting to be used by the Department of Public Works where illumination is permitted.
- 8.6.3.6 Reservation of Rights** – The town reserves the right to limit the number of or exclude businesses or institutional uses from a Directory Sign if, in the judgment of the Planning Board, the number of identified businesses or institutional uses creates visual clutter or creates hazardous or distracting conditions.

8.6.4 Installation and Maintenance – All Directory Signs shall be installed and maintained in accordance with this section.

- 8.6.4.1 **Ownership** – Directory Signs displayed throughout the town shall be the property of the Town.
- 8.6.4.2 **Fees** – The Director of Public Works shall fix the cost of manufacturing, installing and maintaining each Directory Sign and shall publish a schedule thereof. All fees, including annual costs of maintenance, shall be borne by the qualifying businesses. Maintenance fees shall be a prorated share of maintaining all Directory Signs in town.

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

8.6.5 Application – Application for directory signs shall be made to the Planning Board in the same manner and form as required for Master Signage Plan except that a site plan will not be required for a Directory Sign.

8.7 Permits Required – If a sign requiring a permit under the provisions of this ordinance is to be placed, constructed, erected or modified on a lot, the owner of the lot shall secure a sign permit prior to the construction, placement, erection, or modification of such a sign in accordance with the requirements of this article. Signs approved under the master signage plan provisions require a permit. No sign permit of any kind shall be issued for an existing or proposed sign unless such sign is consistent with the requirements of this ordinance in every respect and with the Master Signage Plan in effect for the subject property.

8.7.1 General Permit Procedures – The following procedures shall govern the application for, and issuance of, all sign permits under this ordinance, and the submission and review of Master Signage Plans.

8.7.1.1 Applications – All applications for sign permits of any kind and for approval of a Master Signage Plan shall be submitted to the Director on an application form or in accordance with application specifications published by the Director.

8.7.1.2 Fees – Each application for a sign permit or for approval of a Master Signage Plan shall be accompanied by the applicable fees, which shall be established by the Selectmen.

8.8 Signs Not Requiring A Permit – The following listed signs shall not require a permit but must comply with Sections 8.3 and 8.9:

8.8.1 Nameplates – One (1) sign per dwelling unit, not exceeding one and one half (1.5) square feet in area, stating the name, address, and occupation of the resident.

~~**8.8.2 Announcements** – Non profit organizations may display two (2) signs for each event, not to exceed thirty two (32) square feet in the aggregate, during a period not to exceed two (2) weeks before and three (3) days after said event.~~

~~**8.8.3 Construction Signs** – Not more than three (3) signs identifying the owner, contractor and the design professionals having an aggregate sign area not to exceed twenty four (24) square feet, may be displayed at an active construction site, commencing on the date a construction permit is issued by the Director, for a period not to exceed thirty (30) days after a certificate of use or occupancy has been issued by the Director for said construction.~~

8.8.42 Real Estate Temporary Signs – Not more than two (2) temporary, non-illuminated on-site signs are permitted for the following purposes: (a) advertising the sale or lease of the premises thereon and open houses related thereto; (b) yard sales, garage sales, estate sales,

- Yellow highlighted text is new text proposed to be inserted.
- Strikethrough text is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

and other similar non-recurring events occurring on the property; (c) farm produce and agricultural products grown or made on the lot; or (d) contractors, design professionals, and similar professionals presently performing construction on the lot. ~~Real Estate advertising signs~~ Such Temporary Signs shall not exceed six (6) square feet in the NRR, SFR, LR and IR zoning districts and shall not be more than thirty-two (32) square feet in all other districts. Temporary Signs may be displayed as early as seventy-two (72) hours prior to the products being available, services being provided, or events happening and shall be removed within twenty-four (24) hours after the products cease being available for sale or the services or events have ended. ~~In addition, not more than one (1) offsite directional sign, containing no commercial message, limited to an indication of property for sale and direction by arrow, may be displayed at each intersection in the Town right-of-way, subject to approval by the Board of Selectmen.~~ No Temporary Sign may be erected within the Town right-of-way or attached to a tree, utility pole, utility equipment or utility equipment cover, official street sign or traffic control sign, building or vehicle. Any sign posted within the Town right-of-way is subject to removal by the Town at any time.

~~**8.8.5 Yard Sale Signs** – Not more than two (2) signs with an aggregate sign face area not to exceed twelve (12) square feet may be displayed within twenty-four (24) hours of the opening and closing of a yard sale.~~

~~**8.8.6 Farm Produce Signs** – Owners of lots, where farm produce is offered for sale at the same location as where the produce is grown or made, may display signs not to exceed sixteen (16) square feet in sign face area. One (1) offsite directional sign, meeting the standards for real estate directional signs, is permitted.~~

~~**8.8.7 Charitable/Non-Profit Organization Event Signs** – Signs for public events held by charitable or non-profit organizations may be erected without a permit provided the signs meet the requirements herein. No more than twenty (20) off-site signs may be posted per event. Signs shall not exceed six (6) square feet. Signs shall not be erected more than one (1) week prior to the event and shall be removed by the sponsoring organization within two (2) days after the event. Organizations shall notify the Department of Planning and Land Use of event dates and sign posting prior to erecting signs so compliance can be monitored.~~
(Amended 03/13/07, War. Art. 3)

8.9 Signs Exempt From Regulation – The following listed signs shall be exempt from regulation by this ordinance.

8.9.1 Government Signs – Any sign displayed by a local, county, state, or federal government in the official discharge of their duties within their territorial jurisdiction.

8.9.2 Interior Signs – Any sign displayed in the interior of a building or developed site, where the sign is not visible from a distance of more than three (3) feet beyond the lot line.

- Yellow highlighted text is new text proposed to be inserted.
- ~~Strikeout text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

If any interior sign becomes visible beyond the limit set by this section, then such sign shall be brought into conformance with this ordinance.

8.9.3 [Reserved]

(Amended 03/14/06, War. Art. 7)

8.9.4 Traffic Control Signs – Signs regulating motor vehicle and pedestrian traffic on private property, meeting state Department of Transportation standards.

8.10 Design, Construction, and Maintenance – All signs installed under this ordinance shall be considered structures and their design, construction and maintenance shall meet the standards of this ordinance and all other standards regulating structures.

8.10.1 Design – Signs under this ordinance shall be designed to be safe in all conditions likely to be encountered and shall avoid the use of prohibited methods of display.

8.10.1.1 Code Compliance – All signs installed in the town shall meet all applicable provisions of the Gilford Building Code and all other codes and standards referenced therein.

8.10.1.2 Illumination – Signs may be illuminated internally through diffuser panel(s), externally by a completely shielded light fixture, or by the use of translucent tubing containing electrostatically illuminated gases. Illumination of signs is limited to the hours between 7:00 a.m. and 11:00 p.m., or to hours that the signed premises are open to the public except that residential nameplate and directory signs may remain illuminated at any hour.

8.10.1.3 Prohibited Methods – Signs installed in the town shall not employ the following display methods:

- (a) Flashers, strobes, laser beams, or beacons.
- (b) Superimposed alternating messages (where alternating, different messages appear in the same or nearby space).
- (c) Vehicles containing commercial messages parked for the purpose of advertising.
- (d) Electronic or mechanical animation by image movement.

8.10.2 Construction and Materials – All signs except banners, window signs and garland pennants, under this ordinance, shall be constructed of durable, permanent materials and shall be permanently attached to the ground or building in a structurally secure manner.

8.10.3 Maintenance – Permitted signs shall be maintained in a condition to fully comply with the applicable regulatory codes. Sign message text and images shall be kept legible and readable in accordance with the permitted purpose. Illegible, faded signs shall be deemed not maintained. Sign structures left with no sign face for a period of one (1) year or more shall be deemed not maintained. Functional failure of the structural support(s) or connection(s) of any sign, when caused by failure to maintain the functional integrity of said

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

supports or connections, and any sign that is deemed not maintained shall constitute abandonment of the sign and shall cause any applicable permits or protections from nonconformance to be void.

(Amended 03/10/15, War. Art. 5)

8.10.4 Abandonment – Any sign deemed abandoned by the Director or Code Enforcement Officer shall be removed and may not be replaced except in conformity with this ordinance and subject to the issuance of a new permit from the Director or his designee.

(Amended 03/10/15, War. Art. 5)

8.10.5 Location – All signs permitted by this ordinance shall be located in conformance with this section.

8.10.5.1 Front Setback – Signs may be located not less than fifteen (15) feet from the front lot line but may not be so located that said sign(s) interferes or obstructs visibility and/or view necessary for the safety of the motor vehicle traffic.

8.10.5.2 Side and Rear Setbacks – Signs along the side and rear lot lines shall be located not less than twenty (20) feet from side and rear lot line(s).

8.10.6 Sign Height – The height of all signs allowed by this ordinance shall conform to this section but in no event may the height of any sign create a hazard to aviation or motor vehicle traffic.

8.10.6.1 ~~Building and Theater~~ Signs may be not less than five (5) feet from the ground and shall project not more than four (4) feet above finished roofs having a pitch of three to twelve (3/12) or less and not more than two (2) feet above finished roofs having a pitch greater than three to twelve (3/12).

8.10.6.2 Freestanding, Development, and Banner Signs shall not be more than twenty-five (25) feet from the ground in accordance with Section 8.3, “Measurements”. Where a freestanding or banner sign is within twenty-five (25) feet of the edge of a road or a driveway, which intersects with another road or driveway, such sign shall not be less than five (5) feet from the ground to prevent interference with motor vehicle sight lines.

8.10.6.3 ~~Garlands/Pennants, Residential Subdivision, Nameplates, Announcement, Construction, Real Estate, Yard Sale, and Farm Produce~~ **and Temporary** Signs may not be less than two (2) feet from the ground and shall not be more than fifteen (15) feet from the ground, in accordance with Section 8.3, Measurements.

8.11 Non-Conforming Signs – Any sign lawfully installed prior to the date of adoption of this Article shall be deemed a protected non-conforming structure and may be continued as long as it is properly maintained. Such protected non-conforming sign may not be modified by relocation, enlargement, or alteration of shape unless it is brought into conformity with this Article. Protected non-conforming signs which have been removed without a permit to replace or which have been destroyed by natural causes shall be deemed to be structurally deficient and

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

abandoned by negligence and if the removal or destruction exceeds fifty percent (50%) replacement value, the sign may not be restored or replaced except in conformity with this Article. Signs damaged or destroyed by any criminal act may be restored or replaced to their original size, form and location provided they are restored or replaced within one (1) year of being damaged or destroyed.

(Amended 03/10/15, War. Art. 5)

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

TABLE 8.12 – STANDARD SIGN ALLOWANCE								
TYPE OF SIGN	NRR	SFR	LR	IR	PC	RC	C	I
BUILDING	9,10	9,10	9,10	N	3	2	1	2
FREESTANDING	9,10	9,10	9,10	N	6,11	5,11	4,11	4,11
FUEL STATION	N	N	N	N	46	46	46	46
GARLAND — /PENNANT	N	N	N	N	N	14	14	N
THEATER	N	N	N	N	N	47	47	47
BANNER	N	N	N	N	7,12	7,13	7,13	7,12
WINDOW	N	N	N	N	15	15	15	15
CHANGEABLE COPY	N	N	N	N	48,16	48,16	48,16	48,16
RESIDENTIAL SUBDIVISION	8	8	8	N	8	8	N	N
SPECIAL OUTDOOR EVENTS	40	40	40	N	40	40	40	40
DEVELOPMENT SIGN	8	8	8	N	5,17	5,17	4,17	4,17

Note: To determine the compliance of any sign, the aggregate sign face area of all existing and proposed signs must be considered.

N denotes sign type not allowed in zoning district.

Numbers denote signs allowed in zoning districts as follows:

1. Maximum sign face area $64 \text{ SqFt} + 0.8 \text{ SqFt}$ per linear foot of building front, not to exceed 160 SqFt aggregate of all signs.
2. Maximum sign face area $48 \text{ SqFt} + 0.6 \text{ SqFt}$ per linear foot of building front, not to exceed 120 SqFt aggregate of all signs.
3. Maximum sign face area $32 \text{ SqFt} + 0.4 \text{ SqFt}$ per linear foot of building front, not to exceed 80 SqFt aggregate of all signs.
4. Maximum sign face area 64 SqFt .
5. Maximum sign face area 48 SqFt .
6. Maximum sign face area 32 SqFt .
7. Maximum sign face area 24 SqFt .
8. Maximum sign face area 12 SqFt .
9. Maximum sign face area 6 SqFt ~~for approved accessory uses only.~~
10. Not more than one (1) sign (regardless of sign type) allowed on one (1) lot.
11. Not more than one (1) sign of this type conforming to the total aggregate sign face allowed on one (1) lot.
12. Not more than one (1) sign of this type permitted on one (1) lot and the sign face area shall be deducted from all other freestanding or building sign(s) allowed.
13. Not more than two (2) signs of this type allowed on one (1) lot and the sign face area shall be deducted from all other freestanding or building sign(s) allowed.
14. Not more than one (1) linear foot for each two (2) linear feet of street frontage.
15. In addition to other signs allowed, not more than 25% of the glazed area of the building front.
- ~~16. In addition to other signs allowed, one (1) primary sign stating only brand name or type of fuel offered, not to exceed 32 SqFt in the aggregate and price sign(s), stating the current price of fuels offered, not to exceed 16 SqFt in the aggregate.~~
- ~~17. In lieu of other signs allowed, one (1) primary sign stating theater name only, not to exceed 24 SqFt of sign face area and show sign(s) for each separate performance area in the theater, stating the title and time of the show, not to exceed 24 SqFt for each show area.~~

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikeout text~~ is existing text proposed to be deleted.

AMENDMENT #3
PROPOSED AMENDMENT TO
AMEND THE SIGN ORDINANCE

~~18-~~16. Not more than 30% of the maximum of all sign types allowed on a lot may be changeable copy. (Signs of this type are not allowed as additions to other sign types but are allowed as a proportional part thereof.)

17. Not more than one (1) sign of this type allowed per development. May be allowed in addition to other signs allowed. Shall meet all setback requirements of Section 8.10.5, Location.

~~19. Not more than 12^{SqFt} of temporary sign at any approved location and not less than 250 feet between any such signs unless the Board of Selectmen determines that the orderly flow of vehicular traffic and public safety require closer spacing.~~

TABLE 8.13 – MASTER SIGNAGE PLAN STANDARDS								
TYPE OF SIGN	NRR	SFR	LR	IR	PC	RC	C	I
BUILDING	N	N	N	N	3	2	1	2
FREESTANDING	N	N	N	N	6	6	6	6
FUEL STATION	N	N	N	N	5	5	5	5
GARLAND – PENNANT	N	N	N	N	N	N	N	N
THEATER	N	N	N	N	N	5	5	5
BANNER	N	N	N	N	4	4	4	4
WINDOW	N	N	N	N	5	5	5	5
CHANGEABLE COPY	N	N	N	N	5	5	5	5
RESIDENTIAL SUBDIVISION	N	N	N	N	N	N	N	N

Note: To determine the compliance of any sign, the aggregate sign face area of all existing and proposed signs must be considered.

N denotes sign type not allowed in zoning district.

Numbers denote signs allowed in zoning districts as follows:

1. Calculate the maximum allowable sign face area at the rate of 1.2^{SqFt} for each linear foot of building front.
2. Calculate the maximum allowable sign face area at the rate of 0.9^{SqFt} for each linear foot of building front.
3. Calculate the maximum allowable sign face area at the rate of 0.6^{SqFt} for each linear foot of building front.
4. Not more than two (2) signs of this type permitted in the master signage development and the sign face area shall be deducted from the aggregate allowable building and freestanding signs.
5. Maximum sign face area shall not exceed the allowance for the same sign type in Table 8.12.
6. In addition to other signs allowed, one (1) freestanding sign is allowed for each 200 linear feet of street frontage, but not closer than 200 feet from another sign of this type having a sign face area not to exceed the sign face area allowed in Table 8.12. **Exception:** A site eligible for two (2) or more freestanding signs may have one (1) freestanding sign with up to twice the sign face area allowed in Table 8.12 provided that the area of another freestanding sign is reduced in area by an equal, compensating amount. No more than one such sign shall be permitted per site.

- **Yellow highlighted text** is new text proposed to be inserted.
- ~~Strikethrough text~~ is existing text proposed to be deleted.