



**TOWN OF WARNER, NH  
SIGN PERMIT APPLICATION  
FEE \$15.00**

1. **Owners Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Telephone #** \_\_\_\_\_

2. **LOCATION OF PROJECT:**

**Street Address:** \_\_\_\_\_

**Tax Map #** \_\_\_\_\_ **Lot #** \_\_\_\_\_ **Precinct** \_\_\_\_\_ (yes or no)

**Zoning District** \_\_\_\_\_ ( R1, R2, R3, OC-1, OR-1, B1, C1)

3. **TYPE OF SIGN:**

**Freestanding**

**Directional**

**Portable/Seasonal**

**Permanent**

**Temporary**

**On Premises**

**Off Premises**

4. **If Temporary indicate length of time:** \_\_\_\_\_

**Dimension of Sign:**      **Height** \_\_\_\_\_ **Width** \_\_\_\_\_ **Square Footage** \_\_\_\_\_

**Sign will be:**      **On building**       **In ground**       **Ground to sign height**

**Does the sign have external illumination:**      **Yes**       **No**

**Materials to be used: (i.e. granite posts, wood frames etc.)** \_\_\_\_\_

5. **Attach a scale drawing of the sign showing its location.**

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**

**ARTICLE XII**  
**SIGN REGULATIONS**

*(Amended March 2015)*

Signs advertising or identifying the occupant or activity of a lot on which they are located shall be permitted in any district subject to the regulations contained in this Article.

A. The purpose of this article is to provide standards for the size and treatment of signs within the various zoning districts. Signage can have a significant impact on the visual character of a community. Signage should not detract from the overall character of the town.

B. **SIGN STANDARDS.** Any sign or use of signs shall conform to the following standards.

1. All signs shall be designed, constructed and maintained in accordance with this Zoning Ordinance and the Town of Warner NH Building Code Ordinance. Signs shall be constructed of permanent materials and shall be properly attached to the ground, building, or other structure. Signs may also subject to State and Federal regulations.

**2. Sign Permit Process:**

a. Sign configurations and location for all non-residential, multi-family, and home occupation uses shall be approved by the Planning Board to assure compliance with the Town of Warner Site Review Regulation, prior to submitting a Sign Construction Permit application to the Board of Selectmen or their Agent. Temporary signs as listed in this Article do not require Planning Board review.

b. A Sign Permit Application must be completed, submitted to the Board of Selectmen's Office, and approved prior to erecting, altering, or relocating a sign.

c. Sign Permit Applications are approved by the Board of Selectmen if they find the proposed sign conforms to the town's Zoning Ordinance and Regulations.

3. Signs advertising or identifying the occupant or activity of a lot on which they are located shall be permitted in any district subject to the requirements contained in this Article.

4. Temporary signs requirements are in the Temporary Sign section at the end of this Article.

5. The height of any freestanding sign shall not exceed fifteen (15) feet. Building mounted signs shall be below the eave of a hip, gambrel, or other pitched roof building, or below the main roof deck line of a building with a mansard roof.

6. SIGN AREA COMPUTATION – per Article II Definitions and as defined in this Article.

7. The area of signs allowed in the C-1Business Districts and D-1 Commercial shall be per Section C and D of this Article.

8. In R-1, R-2, R-3, OC-1 Districts, one sign, not exceeding four (4) square feet in area, shall be allowed for each residence. Signs shall be a maximum of six (6) feet high and may not be located within ten (10) feet of an abutter. Signs for uses permitted by Special exception shall be subject to such conditions as the Board of Adjustment may impose.

9. One (1) sign per lot shall be permitted in any district for an approved Home Occupation. The maximum area of the sign for Home Occupation shall not exceed four (4) square feet and shall not be more than six (6) feet high.

10. Permanent Directional Signs indicating the direction to a residence or business may be located off-site from the lot of the use. Directional Sign size shall not exceed two (2) square feet. Location, size, and materials shall be approved through the Board of Selectmen sign permit process. Written permission of adjacent land owner is required.

11. Signs or lighting of signs shall not 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.

12. On-site signs associated with a legal non-conforming use shall be maintained and may be replaced in kind if necessary. Non-conforming signs shall not be expanded.

13. Signs for a use that has not operated within the previous ninety (90) days shall be removed within thirty (30) days. Seasonal businesses or businesses temporarily not in operation may be exempt from this requirement through the review and permit process. At their option, seasonal business may remove their sign at the end of the season and reinstall it at the start of the next season without needing a new permit.

14. If a sign permit has been issued to a particular business and that business is sold, a new sign construction permit will not be required if the new company has the similar type of business, the sign is the same size, the sign has the same coloring, and the sign is in the same location.

15. PROHIBITED SIGNS TYPES

A. Signs which flash, have motion, are animated, create an illusion of movement, or are internally illuminated. See Temporary Signs at the end of this Article for exceptions.

B. Signs attached to a tree or utility pole.

C. Signs that could be mistaken for traffic control signs or lights.

D. Signs painted directly on a building.

E. Signs on a vehicle or trailer located for the purpose to advertize the business on-site

F. Signs that may project over a public right-of-way or sidewalk unless the situation is such that the building to which the sign is attached is closer than five (5) feet from the public way or sidewalk. In such situations the sign shall be at an adequate height so as not to be interfering with pedestrians, vehicular traffic, or snow removal.

16. SIGNS ALLOWED but EXEMPT from a SIGN PERMIT

A. Signs required or erected by government agencies.

B. Political signs per RSA 664:14-17-a.

C. Certain Temporary Signs where indicated in this Article.

D. Signs indicating open, closed, sale or business hours located on premises and limited to one (1) square foot in area.

E. Incidental signs on-site guiding traffic related to parking spaces, loading spaces, stacking lanes, entry and exit drives, direction of traffic flow, and pedestrian ways on private property that do not exceed three (3) square feet and that bear no advertising.

F. Residential sign and house number identifying principal owner of property not exceeding four (4) square feet, six (6) feet high, and set a minimum of ten (10) feet from an abutter's property line.

G. Signs regulating or defining access to private property when the signs are less than one (1) square feet in area. This includes (for example) signs such as those indicating whether or not someone could trespass, hunt, hike, bike, or snowmobile on private property.

H. Building/historical marker signs that do not exceed four (4) square feet in area.

I. Signs indicating a State or National Register of Historic Places status of a property.

J. National and State flags, and flagpoles. (*Amended March 2015*)

C. In the Business District B-1: [Amended March 2012]

Signs shall be permitted with a combined total maximum area of not more than thirty- two (32) square feet in surface and/or image area per premises.

1. The combined total sign area may be increased to a maximum of forty-six (46) square feet if there is a free standing sign of not more than twenty-four (24) square feet with the remaining sign area used for a building mounted sign(s).
2. Such signs may have continuous, non-flashing, external illumination provided that no such light illuminates the boundary of any residential property located in any other district after 11:00 P.M.

D. In the Commercial Districts C-1 and Intervale Overlay District INT: [Amended March 2012]

Signs shall be permitted with a combined total maximum area of-not more than sixty-four (64) square feet in surface and/or image area per premises.

1. For a single building with multiple businesses on one lot, a primary sign(s) shall be permitted totaling not more than sixty-four (64) square feet in area, with each additional business in that building permitted to have one additional sign of not more than twenty (20) square feet that is attached to the building.
2. Where more than one primary business building is on a lot, each primary business building sign(s) shall be permitted at least a total of not more than 32 square feet. The maximum total sign area per primary business building shall be not more than 5% of a building's total front side wall area up to 64 square feet per primary building.
3. Freestanding Signs:
  - a. Signs which are not attached to a building (freestanding signs) shall be no more than twenty-four (24) square feet in area. These areas shall be considered as part of the maximum sign area for that premises.
  - b. When multiple businesses occupy a single lot, no more than one freestanding sign encompassing all of the businesses on in the premises shall be permitted which is no larger than 24 square feet in area. These areas shall be considered as part of the maximum sign area for that premises.
  - c. When more than one primary business building is on a lot, each primary business building may have a free standing sign not larger than 24 square feet in sign area as a part of the maximum sign area allowed for that building.
  - d. Free standing signs shall be setback not less than ten (10) feet from any property lines.
4. Signs may have continuous, non-flashing, external illumination provided that no such light illuminates the boundary of any residential property located in any other district after 11:00 P.M.
5. Signs shall not be located in or extend over a public right of way or right of way easement.

E. **Temporary Signs** - Temporary signs shall comply with the following standards:

1. **Definition Temporary Sign:** Signs which are not permanent in nature. A sign that is used in connection with a circumstance, situation, or event that is designed, intended, or expected to take place or to be completed within a reasonable short or definite period of time after the erection of the sign; or a sign that is intended to remain on the location where it is erected or placed for a reasonably short or definite period of time after the erection of the sign. If the sign display area is permanent but the message displayed is subject to periodic manual changes, that sign shall not be regarded as a temporary sign.
2. Temporary Signs shall be displayed in an organized manner, properly secured, and not interfering with vehicle sight lines.
3. **Temporary Signs requiring a temporary sign permit** from the Board of Selectmen.
  - a. Reoccurring temporary Direction Signs that are located off-site indicating the direction to a residence or business. Size shall not exceed five (5 square feet). The sign shall be located on land outside the traveled right-of-way and with the written permission of the property owner adjacent to the right-of-way where the sign is to be located. The sign shall be erected no more than one (1) days prior to the use and be removed immediately after the use.

- b. Temporary signs advertising civic group, church, town, or other governmental bodies which are internally illuminated, flashing or create an illusion of motion shall be erected no earlier than is perceived as necessary by the Board of Selectmen prior to an event and be removed within one (1) day after the event.
- c. On-site banners larger than sixteen (16) square feet up to a maximum of thirty (30) square feet at the discretion of the Board of Selectmen.
- d. Construction site identification sign — On-site signage identifying the project, owner, developer, architect, engineer, contractor and sub contractor, funding source and may contain information of sale or leasing of the property. Sign shall not exceed thirty-two (32) square feet in the C-1 District or exceed sixteen (16) square feet in all other Districts, and shall not be illuminated. Sign shall not be erected prior to issuance of a building permit and shall be removed within thirty (30) days after the issuance of an occupancy permit.

#### **4. Temporary Signs Not Requiring a Permit**

- a. Special event, auction, and events for non-profit organization portable signs not exceeding six (6) square feet shall be erected no more than seven (7) days prior to an event and be removed within one (1) day after. Corresponding temporary off-site direction signs not exceeding one (1) square foot in area.
- b. One (1) portable or mobile business related on-site sign per business shall not exceed 6 square feet in area and shall be displayed on the premises only during the time the business is open.
- c. Commercial flags or banner signs on premise displaying “open” or “sale” are allowed provided that there is only one said flag or banner per principal use. These shall be no more than sixteen (16) square feet, not exceed fifteen (15) feet in height, and shall be displayed only during the hours that the business is open.
- d. Signs attached temporarily to the interior of a building window or glass door, individually or collectively, not covering more than thirty-five (35) percent of the surface area of the transparent portion to which they are attached, and for a period of time not to exceed seven (7) consecutive days.
- e. One (1) temporary sign no larger the four (4) square feet advertising the contractor working at an existing residence during the time of its work.
- f. Yard sale signs not to exceed four (4) square feet erected not more than three (3) days prior to the sale and removed within one (1) day at the conclusion of the sale.
- g. Directional signs for seasonal agriculture during the season – such as vegetables, corn, pumpkins, blueberries. Maximum area is two (2) square feet and shall be located on land outside the traveled right-of-way and with the written permission of the property owner adjacent to the right-of-way where the sign is to be located.
- h. Signs erected in connection with elections or political campaigns pursuant to RSA 664:14-17-a.
- i. Signs warnings of hazards – highway, utility, tree service, and similar work.
- j. One (1) sign is allowed per lot containing the message that the real estate (including buildings) on which the sign is located is for sale, lease or rent with information identifying the owner or agent. Such signs shall not be illuminated and shall not exceed five (5) square feet in area in residential districts and Business B-1 district, or up to thirty-two (32) square feet in Commercial District C-1. These signs shall be removed immediately after sale, lease or rent.
- k. Directional real estate signs to a subject property with maximum area of two (2) square feet are allowed off-site, but shall be located on land outside the traveled right-of-way and with the written permission of the property owner adjacent to the right-of-way where the sign is to be located. These signs shall be removed immediately after sale, lease or rent. (*Amended March 2015*)