

Bradford Zoning Ordinance

Article VII SIGN REGULATION

A.) GENERAL PURPOSE

The purpose of this article is to provide ~~uniformity in~~ guidance in the process and sign use size and treatment of signs within the Town of Bradford. The Town recognizes the need to provide opportunities for businesses in Bradford to advertise, communicate and to ~~and be~~ uniquely identified. With this in mind the Town of Bradford sign regulation is intended to provide public safety and welfare while ensuring the rural character of the town is maintained.

~~, while protecting public safety and welfare, and the rural character of the Town.~~

B.) PROCESS

1. A sign permit must be obtained from the ~~Selectmen~~ Planning Board or their designee before erection or placement of any sign requiring a permit.
 - i. Applications for the Sign Permit are available at the Town Office and Online at <http://www.bradfordnh.org/departments/forms/>
 - ii. The Planning Board meets at regularly scheduled Planning Board Meetings. Please see town website for more information.
 - iii. Sign permit applications submitted to the Planning Board will be placed on the next Planning Board agenda for consideration.
3. iv. Sign permit applications are approved by the Planning Board if they find the proposed sign conforms to the town sign regulations. Usually this determination can be made when first presented to the board.
2. All signs that require a permit must be ~~depicted~~ drawn on an approved site plan- prior to the issuance of a permit for placement or erection.
 - i. Items to be displayed on the site plan:
 1. Location
 2. Methods of illumination
 3. Depiction of all signage, with size and layout.
 - ii. Applications for Site Plan Review are available at the Town Office and online at <http://www.bradfordnh.org/departments/forms/>
 - iii. Planning Board assistance or for Site Plan Review please attended a regularly scheduled monthly meeting.

~~The location, method of illumination and a depiction of all signage must be~~

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~~clearly indicated on the site plan.~~

- ~~4. Applications for Site Plan Review and sign permits are available at the Town Office.~~

C.) GENERAL PROVISIONS

- ~~5. Property owners or tenants with business, professional, or other service enterprises shall be allowed a maximum of two advertising signs relating only to the use or uses conducted in the building or on the immediate premises thereof.~~

All signs shall conform to the following general regulations:

1. Location: No sign shall project over a public way, or project more than three feet beyond the frame of a building, or be located in such a position to endanger traffic by interfering with the sight lines from driveways, intersections, along streets or roads, or otherwise present a safety hazard. No freestanding sign may be placed closer than thirty (30) feet from the center of a road or as mandated by State law.
2. Size and Materials: The size of the sign shall be based on overall dimensions (including moldings, trim, decorations, etc.) but excluding posts and installation devices. Every fixed sign permitted hereunder shall be constructed of durable materials and shall be maintained in good condition and repair at all times.
 - i) All signs shall be limited to the following sizes (measured in square feet) by zoning district.

<u>Sign Type</u>	<u>Residential Business</u>	<u>Residential Rural</u>	<u>Conservation</u>
<u>Building Mounted</u>	<u>32 sf</u>	<u>32 sf</u>	<u>NA</u>
<u>Freestanding (first business)</u>	<u>24 sf</u>	<u>24 sf</u>	<u>NA</u>
<u>Freestanding Multiple</u>	<u>8 sf each up to 64</u>	<u>8 sf each up to 64</u>	<u>NA</u>
<u>Off Premises</u>	<u>6 sf</u>	<u>6 sf</u>	<u>NA</u>
<u>Temporary/Seasonal</u>			
<u>Directional</u>	<u>4 sf</u>	<u>2 sf</u>	<u>2 sf</u>

3. Illumination: Signs may be illuminated only by downward facing continuous external lighting. Illuminating fixtures shall be arranged to direct the light away from streets so that their glare will not constitute a safety hazard to street or high-way traffic. They shall also be directed away or screened from nearby structures. -Signs may be illuminated only between the hours of 7AM - 9PM or with site plan approval, during the hours the premises are open to the public.

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Temporary Signs: Temporary informational signs or signs advertising a local event including political signs are allowed to be displayed without a permit for a time period no longer than 30 days in a given calendar year. These signs shall conform to other

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4. ~~section~~ other sections of this article. ; however, the Board of Selectmen may, at their discretion, waive any of the requirements of this paragraph if they deem it to be in the best interest of the Town of Bradford. The sign must be removed by the owner of the sign after 30 days. If it is not removed the Board of Selectmen or its designee shall remove the sign at the owner's expense.

~~Directional Signs: A sign remotely located from the principal place of business that does not contain advertising in any form is considered a directional sign. On town roads, one directional sign per business may be placed at each intersection indicating the direction to travel. Directional signs shall not be greater than 24 square feet. Location of these signs must be approved by the Planning Board Selectmen or their designee during the Site Plan Review process. Written consent must be granted by the owner of the property on which the directional sign is placed and a copy placed on file with the Site Plan.~~

~~Non-conformity: Any non-conforming sign erected prior to the adoption of this regulation may be continued so long as it is properly maintained. Any changes thereafter to such sign shall be made in conformance with this ordinance.~~

~~Whenever a particular business ceases to operate at a particular location, all signs relating thereto shall be removed within 30 days; and, unless permitted as a matter of right under this regulation, no new signs shall be erected in their place.~~

5.

~~Any sign which no longer advertises an ongoing business conducted on the premises (or referred to by an off-premise sign) shall be removed by the owner, agent or person having use of the building or property within thirty (30) days of the business ceasing operation.~~

6. The following specifics shall apply to the Residential Business District:

~~1.~~
a) Non-residential Uses at One Location:

Property owners or tenants with business, professional, or other service enterprises shall be allowed a maximum of two advertising signs relating only to the use or uses conducted in the building or on the immediate premises thereof. No more than one of the two signs shall be a free standing sign. Please refer to the size chart under #2.

b) Multiple Non-residential Uses Businesses at One Location:

If there is more than one commercial businesses in a single premise, each commercial use is permitted a total of two

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signs. No more than one free standing sign with all commercial businesses on a single lot shall be permitted. If a business shares a sign then it is permitted one additional building mounted sign. Please refer to the requirements below.

c) Each residence, in this instance all single family, a duplex dwelling unit, or manufactured housing unit, shall be allowed to have up to a single eight (8) square foot permanent sign.

7. Building Mounted Sign: shall not exceed a total of 32 square feet of surface area and not to extend more than three (3) feet beyond and above the building regardless of the number of businesses located in a single operating space.

8. Free Standing Sign: One sign for each business shall not exceed 24 square feet for the first business, then eight (8) square feet of additional area for each additional business up to a total not to exceed fifty-four (54) square feet in size. The maximum height of any free standing sign is fifteen (15) feet. Signs may be double sided provided the two faces are parallel to each other.

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9. Off Premise Sign: While generally discouraged in order to maintain the small town character, a special exception may be granted by the Zoning Board of Adjustment. The conditions for granting a special exception are:

a) ~~that the s~~Sign may not exceed ~~eight~~six (68) square feet in size, ~~that~~

b) ~~e~~Consent be granted in writing by the owner of the property on which the sign is placed.

c) ~~S~~that the sign must be in compliance with state and local distances required from the centerline of the nearest road~~be greater than thirty five (35) feet from the centerline of the nearest road, and that t~~

d) ~~he~~Location of the sign be approved by the Road Agent to ensure it does not interfere with public safety.

6.

D.) PROHIBITED SIGNS

The following types of signs are prohibited:

1. N~~neon~~ or tubular gas and flashing electric sign.

4-2. I~~nternally~~ illuminated signs except for filling stations to advertise the brand of gas sold.

2-3. F~~lashing~~ electric (except police and town of Bradford departments).

3-4. M~~mobile~~ or portable signs (except police, town of Bradford departments and state of New Hampshire).

4. S~~igns~~ that move or have contents that change or move.

5. ~~signs on trees,~~

6. Signs on utility poles.

5-7. S~~igns~~ on public property (including in the right of way, trees, rocks, or other natural surfaces).

6-8. A-frame or sandwich board signs (may only be used in accordance with section 4 as Temporary signs).

E.) SIGNS ALLOWED WITHOUT PERMIT The following types of signs are allowed without permit (all may be no larger than 4 square feet):

1. Signs identifying the name of the owner, house number and name of occupant. 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 Tree-farm sign. Such signs may be tree-mounted on private

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- property, as long as the tree is not in the town right-of-way or state right-of-way.
3. Conservation easement signs such as identifying the easement holder and property boundaries.
- ~~7.4.~~ One state inspection sign as required by the state, not to be counted towards the total square footage of allowable signage.
8. ~~5.~~ One temporary on-premise on premise sign per site, no larger than 4 square feet, advertising the sale of property or rental of property.
9. ~~6.~~ One temporary sign no larger than 4 square feet advertising companies involved in the design and construction of the site
7. Temporary Directional sign for and event such as a yard sale or wedding, not exceeding six (6) 4-square feet in size. In this instance sign may be displayed for up to 48 hours prior and up to 24 hours after the event.
8. Traffic and pedestrian control, safety signs placed by town or utility workers.
9. 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 two square feet in size.
- ~~10.~~ 10. Flags attached to a building. No more than two (2) flags may be displayed at any one time.
- ~~11.~~ 11. Sign for a home business that conforms with to the Zoning Ordinance.

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~~12. —~~

~~13.~~

~~14. Traffic and pedestrian control and safety signs~~

~~15. Signs warning of hazards~~

~~16. Signs indicating open, closed, sale or business hours~~

~~17. Flags~~

~~18. 12. SS~~ Signs regulating or defining access to private property which are under one square foot in size.

~~19. 13.~~ 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. Size to be no greater than 12 square feet, no more than one per 8 linear feet of building frontage.

~~20. —~~ A sign, which is no larger than two square feet, on the door of a commercial business identifying the business name and/or logo (these signs shall not count toward the total square footage allowed per site)

~~21. 14.~~ Signs for temporary events, as defined in section 4.

~~22. 15.~~ Feather signs allowed in the Rural Business District with a limit of two per lot, 15' from the highway right-of-way and property boundary, kept in good repair and displayed for no longer than 60 days in any calendar year.

All other signs shall require a permit.

F.) NON-CONFORMING SIGNS:

~~23. —~~ Any non-conforming sign erected prior to the adoption of this regulation may be continued so long as it is properly maintained. Any changes thereafter to such sign shall be made in conformance with this ordinance. Whenever a particular business ceases to operate at a particular location, all signs relating thereto shall be removed within 30 days.

All signs shall conform to the following general regulations:

~~1. — Location: No sign shall project over a public way, or project more than three feet beyond the frame of a building, or be located in such a position to endanger traffic by interfering with the sight lines from driveways, intersections, along streets or roads, or otherwise present a safety hazard. No freestanding sign may be placed closer than thirty (30) feet from the center of a road or as mandated by State law.~~

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~~continuous external lighting. Illuminating fixtures shall be arranged to direct the light away from streets so that their glare will not constitute a safety hazard to street or high way traffic. They shall also be directed away or screened from nearby structures. Signs may be illuminated only between the hours of 7AM~~

~~9PM or with site plan approval, during the hours the premises are open to the public.~~

~~4. Temporary Signs: Temporary informational signs or signs advertising a local event including political signs are allowed to be displayed without a permit for a time period no longer than 30 days. These signs shall conform to other~~

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~~sections of this article; however, the Board of Selectmen may, at their discretion, waive any of the requirements of this paragraph if they deem it to be in the best interest of the Town of Bradford. The sign must be removed by the owner of the sign after 30 days. If it is not removed the Board of Selectmen or its designee shall remove the sign at the owner's expense.~~

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~~6. Non conformity: Any non conforming sign erected prior to the adoption of this regulation may be continued so long as it is properly maintained. Any changes thereafter to such sign shall be made in conformance with this ordinance.~~

~~a. Whenever a particular business ceases to operate at a particular location, all signs relating thereto shall be removed within 30 days; and, unless permitted as a matter of right under this regulation, no new signs shall be erected in their place.~~

~~b. Any sign which no longer advertises an ongoing business conducted on the premises (or referred to by an off premise sign) shall be removed by the owner, agent or person having use of the building or property within thirty (30) days of the business ceasing operation.~~

~~7. The following specifics shall apply to the Residential Business District.~~

~~a. Building Mounted Sign: shall not exceed a total of 32 square feet of surface area and not to extend more than 3 feet beyond and above the building regardless of the number of businesses located in a single operating space.~~

~~b. Free Standing Sign: One sign for each business shall not exceed 24 square foot for the first business, then 6 square foot of additional area for each additional business up to a total not to exceed fifty four (54) square foot in size. The maximum height of any free standing sign is fifteen (15) feet. Signs may be double sided provided the two faces are parallel to each other.~~

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~~e. Off Premise Sign: While generally discouraged in order to maintain the small town character, a special exception may be granted by the Zoning Board of Adjustment. The conditions for granting a special exception are that the sign may not exceed six (6) square feet in size, that consent be granted in writing by the owner of the property on which the sign is placed, that the sign be greater than thirty five (35) feet from the centerline of the nearest road, and that the location of the sign be approved by the Road Agent.~~

~~All signs shall be limited to the following sizes (measured in square feet) by zoning district.~~

Sign Type	Residential	Commercial
Building Mounted	32 sf	32 sf
Freestanding	24 sf	24 sf
Freestanding	6 sf	6 sf
Off Premises	6 sf	6 sf
Directional	2 sf	2 sf