

Remove the current Article V, Section K. of the Waterville Valley Zoning Ordinance, Revised March 16, 2017 and replace it in its entirety with the following:

K) Section K. – Sign Code and Regulations

- 1) Statement of Purpose and Intent - The principle guiding these regulations is that signing should not destroy or detract from the scenic vistas or compete unnecessarily with the natural environment, and should also not endanger the public health or safety by obscuring lines of sight of the traveling public.
- 2) Application Permit Requirements
 - a) All signs shall require the filing of a permit application and approval by the Board of Selectmen or their agent prior to installation or display.
 - b) An application for a sign shall include site location, sign site, method of illumination, a scaled rendition of the sign illustrating types of material and colors, and any other information that the Selectmen or their agents may reasonably require. For signs on private property there is no requirement to disclose the message on the sign. Private signs on public property are limited to providing walking/driving directions to the public. Permits will be issued by the Selectmen or their agent per the fee schedule adopted by the Selectmen.
- 3) Existing Uses and Non-Conforming Uses – Every sign lawfully existing at the time of the adoption of these regulations may continue in existence and be maintained in form and color or replaced in kind, but shall not be changed in any of its dimensions, such as height, diameter, width, thickness, circumference and perimeter, or relocated unless it is made to comply with the provisions of these regulations and a permit obtained.
- 4) Scope and Application of Signs on Private Property
 - a) The provisions of these regulations shall apply to the display, construction, erection, alteration, location and maintenance of all signs on private property within Waterville Valley.
 - b) The following are exempted from these regulations
 - i) Signs which are not visible (readable) from a public right of way.
 - ii) Signs smaller than 72 square inches.
 - iii) Signs needed for public safety or E911 regulations. Such allowed signs shall not exceed 6 sq. ft. in area per sign.
 - iv) All signs on and indicating the existence of private property. These include, but are not limited to, the following: directions (e.g. “path this way”), forbidding, trespassing, hunting, and other such activities on the property. Such allowed sign exceptions shall not exceed 6 sq. ft. in area per sign.
- 5) General Requirements for Permanent Signs (See also Article III, Definitions)
 - a) Maintenance - Signs shall be in good order and repair at all times, so as to constitute no danger or hazard to public safety and to enhance the overall attractiveness of the Town. A permit is required for any relocation, enlargement, redesign or other similar alteration of an existing sign.

- b) Prohibited Lighting for Signs- No exposed or similar type of lighting for illumination, including open light bulbs, except indirect lighting, shall be permitted. No internally lighted signs are permitted. Further, no flashing, blinking and/or moving lights shall be permitted.
 - c) Prohibited Sign Features – No action or animated signs shall be permitted. Signs cannot make sounds. Exceptions to these features will be granted in those cases where the feature is required by state law or regulation.
 - d) Construction and Aesthetic Requirements – Permanent Signs
 - i) Each outside sign requiring a permit shall be designed to withstand a wind load of at least thirty (30) pounds per square foot.
 - ii) The maximum sign size, unless further restricted by these regulations is 12x24 feet. The maximum height of a stand-alone sign is 25 feet from the top of the sign to the grade. No sign attached to a building will be higher than the drip edge of the main roof.
 - iii) Signs adjacent to roads may not restrict the view lines of pedestrians, bicyclists or motorists.
 - iv) Signs will be constructed of substantial materials designed to enhance the natural beauty of the valley. Suitable materials include wood, masonry, and metals. or substitute materials which simulate them. Lettering should be professional and either engraved, carved or painted. Use of thin sheet metal, plastic, paper or cardboard is prohibited. Use of fluorescent colors are prohibited.
 - v) Permanent banners, pennants and flags are considered to be signs. They shall be professionally printed on materials of a lasting nature
 - vi) Change panel signs are allowed as long as they conform to all other sign regulations.
- 6) General Requirements for Temporary Signs
- a) Temporary signs may be displayed once for a maximum period of 14 days and require a permit. The permit may be extended for one additional period. Once a sign is displayed for 28 days it must be removed.
 - b) Temporary signs may not exceed 9 square feet. They should be professionally constructed of materials that will last at least fourteen days in typical weather conditions.
 - c) Temporary signs must be professional lettered. Hand written paper or cardboard signs are prohibited.
 - d) Temporary Banners and flags are considered temporary signs.

7) Number of Allowed Signs on Private Property by Type of Property.

Property Type	Allowable Permanent Signs	Allowable Temporary Signs	Other Limitations
Single Family and Two-Family Homes	One sign per lot limited to 9 square feet	None permitted	Home decorations are not considered to be signs
Completed Condominiums & Home Owners' Associations	<p>One sign per point of access from a town road. limited to 144 square feet</p> <p>One sign per building limited to 9 square feet</p> <p>Two signs per stand-alone business operating within the condominium complex or association limited to 36 square feet per sign. One of these signs must be attached to a building.</p>	Two signs per point of access from a town road.	The association has the right to further limit signs.
Completed Commercial properties with multiple business	<p><u>For the complex</u> Two signs per point of access from a town road limited to 288 square feet.</p> <p><u>For each business in the complex</u> Two signs per business limited to 36 square feet per sign, one of which must be attached to the building.</p>	Two signs per point of access from a town road	The property owner has the right to further limit signs.

Property Type	Allowable Permanent Signs	Allowable Temporary Signs	Other Limitations
Vacant land	None permitted	Two signs permitted	
Vacant property with approved site plan for residential/ commercial construction	One sign per town road access to the property. Sign is limited to 144 square feet	Two signs permitted	
Recreational property	One sign per point of access from a town road limited to 144 square feet Two signs per business limited to 36 square feet per sign one of which must be attached to the building	Two signs per road access	Signs, on the property, used to direct persons within the recreational venue are exempted
Residential /commercial development under construction	One sign per town road access limited to 144 square feet One sign per completed building limited to 9 square feet	One sign per road access	The owner has the right to further limit signs.

8) Regulations for Private Signs on Public Property

- a) Statement of Intent – The town recognizes that businesses need access to town road rights of way in order to construct signs that provide directions for the public to find businesses, resort amenities and special events.
- b) Approval – Approval of private signs on public property is at the sole discretion of the board of selectmen and its appointed agents and the board reserves the right to reject any sign for non-compliance with these regulations.

9) Regulations for Directional Signs on Public Property Including Road Rights of Way.

- a) Directional signs either permanent or temporary on town road rights of way are limited to the intersection of town arterial roads.

- b) Permanent or temporary directional signs should conform to the general requirements for permanent signs (Sections 5) above).
- c) Each business complex or stand-alone business if not located within a complex is allowed to have a maximum of two permanent directional signs.
- d) Directional signs for business complexes are limited to naming the amenities in the complex, names of the businesses or to highlight special events.
- e) Directional signs for stand-alone businesses are limited to naming the amenities offered, the name of the business or to highlight special events.
- f) Directional signs should be constructed in a way that facilitates easily changing the businesses or amenities on the sign.
- g) Businesses should work together to create directional signs that can accommodate all businesses, business complexes and events.
- h) The cost of erecting a new directional sign is the responsibility of the applicant. The cost of adding to an existing directional sign is the responsibility of the applicant. Once erected the maintenance of the sign will be supervised by the town; the applicant remains responsible for any needed repairs and /or replacement.
- i) Once a directional sign is established the business(es) that use the sign may not restrict a new business or event from attaching a sign. If a business leaves or is no longer operational any signs must be removed within 60 days of the business vacating or no longer being operational; if after this period the signage remains, the town reserves the right to remove it.
- j) Temporary directional signs are permitted. If possible, the sign should be added to an existing sign. Temporary signs are limited to 9 square feet. There is a limit of three temporary directional signs per permit request.

FILED WITH THE TOWN CLERK 12/21/2017

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