



TOWN OF EXETER

10 FRONT STREET
EXETER, NH 03833
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SIDEWALK SIGN AND DISPLAY PERMIT APPLICATION

(WC-Waterfront Commercial and C-1 Central Area Downtown Commercial District ONLY)

Please complete this application, without omitting any information. The application must be complete in order for permit to be valid.

1. Permit is valid upon by approval by the Building Department.
2. Proof of insurance is required; such insurance must include a one-million dollar (\$1,000,000.) liability insurance policy naming the Town of Exeter, N.H. as a co-insured entity.
3. Only one (1) sandwich board sign per business use is permitted. These type of signs are only allowed in the WC-Waterfront Commercial and C-1, Central Area Commercial (Downtown) zoning districts as outlined in Section 502.a.(1.) of the Town's Ordinance (see reverse side).
4. In accordance with Section 502.2a. (3.) of the Town's Ordinance, this application shall specify the proposed location of the sign and include a dimensional drawing of the proposed sign depicting the design and construction materials (plastic and/or molded signs are not permitted).
5. Any sign that does not have a valid permit or is found not be in compliance with a previously issued permit will be removed by the Town.

Name of Business _____ Phone # _____

Sign and/or Display Location _____

Address _____ Tax Map Parcel # _____

I, the Applicant for this sign/display, do hereby agree to the conditions of this permit and have filed a plan with the Building/Code Enforcement office showing the location of the sign and the necessary proof of insurance.

Applicant's Signature _____ Date _____

Printed Name _____

Approved by _____ Date _____

Douglas Eastman, Building Inspector/Code Enforcement Officer

502.2a(1) Sandwich board or A-frame signs are allowed only along the Waterfront Commercial zone and along the following downtown streets: Water Street between Great Bridge and Main Street, Center Street, and Front Street from Spring Street to Water Street. Only one sandwich board sign per business establishment shall be permitted. All sandwich board signs shall be removed at the end of the business day for the respective business.

502.2a(2) Dimensions and placement To encourage signs that are of a quality design, and are appropriate in size and materials, sandwich board signs shall meet the following criteria:

(A) A sandwich board sign shall have dimensions no greater than 42 inches in height, 24 inches in width, and shall extend into the right-of-way or sidewalk no more than 24 inches. CHAPTER 5 HIGHWAY USE REGULATIONS TOWN OF EXETER, NH 03833-2792

(B) No balloons, flags, illumination or other decorations may be placed upon a sandwich board sign.

(C) Sandwich board signs may not be permitted on sidewalks where the width of the sidewalk will be significantly diminished by placement of the sign.

(D) Business establishments requesting a permit for a sandwich board sign shall demonstrate that the business has premises and general liability insurance in the amount of \$300,000/\$1 million, which contains coverage for said business' use and activity upon the right-of-way or sidewalk, and shall cause the Town of Exeter to be named as an additional insured under the policy. 502.2a(3) Permit Required

Any person, firm or corporation seeking to place a sandwich board sign in or on a public right-of-way or sidewalk under 502.2a shall apply to the Town's Building Inspector for a permit for such sign. Such application shall specify the proposed location of the sign and the design and materials of the sign along with a dimensioned drawing of the proposed sign. Any modifications to the sign after approval by the Building Inspector must be re-submitted for approval. If approved, the applicant will be issued a Town sandwich board sign sticker to be placed prominently on the outside surface of the sign.

502.2a(4) Any person, firm or corporation seeking to place a merchandise display in or on a public right-of-way or sidewalk shall apply to the Town's Building Inspector for a permit for such display. Such display shall also be limited to 24 inches in width and shall extend into the right-of-way or sidewalk no more than 24 inches.

(A) Any person, firm or corporation seeking the use of the sidewalk for an infrequent sidewalk sale shall petition the Board of Selectman, in a regular session, for permission to do so.