

<b>Town of Exeter</b>	Policy Number	Adopted by <b>Select Board</b>
Subject: <b>Sign Policy</b>	Adoption Date: <b>September 17<sup>th</sup>, 2018</b> Revision Date: n/a	Supersedes:  04-01 Use of Town Property section 5 & 6

1. Purpose of the Policy:

To define the approved uses of temporary signage.

2. Definition of Sign

- a. A sign is defined as any notice providing identification, advertising or directional information for a specific business, service, product, person, organization, place or building. Included in this definition are graphic devices such as logos, attention-attracting media such as banners, pennants, flags or logo sculpture, and obtrusive colored fascia or architectural elements.

3. Town Plywood Signboard (located to the left of Town Hall)

- a. Sign insert material must be 1/4" or 3/8" waterproof, plywood or hardboard;
- b. Size of sign is maximum 4' x 6' with minimum size of 3' x 5' to be hung;
- c. Lettered insert attaches to sign with existing wing nuts and 3/8" bolts;
- d. User is responsible for putting up and taking down sign.
- e. Permits are for a two week limit beginning on a Sunday and taken down on Saturdays.
- f. Annual signage use for any one group is limited to a maximum of 6 weeks in total.

4. Town Poster Signboard (located to the right of Town Hall)

- a. Poster dimensions are 2' x 3' with a minimum no less than 18" x 30" to be hung;
- b. User is responsible for putting up and taking down poster. Key is available at the Town Manager's office.
- c. Permits are for a one week limit beginning on Monday and taken down on the following Monday morning.
- d. Posters can be picked up at the Town Manager's office for one week after it is removed from the sign case, then it will be discarded.
- e. Annual signage use for any one group is limited to a maximum of 6 weeks in total.

5. Electronic Signboard

- a. The electronic signboard is not permitted for any use other than road notifications and/or town official notifications.

6. Free standing signs
  - a. Permitted for advertising an event to be held in a Town facility. Such signs may only be placed immediately in front of the facility or the entrance to the Bandstand.
  - b. In the case of the Town Hall, signs may be placed on the porch and/or steps.
  - c. Event signs may not be placed off site or to the side of the facility being used.
  - d. Such signs will be limited to a total of 72 square feet per event, regardless of the number of Town facilities being used.
  - e. All signs will be free standing and in **no** case will signs be affixed to any Town property or right of way.
  
7. Political campaigns are reminded that New Hampshire Revised Statute Annotated 664:17 provides in pertinent part: “No political advertising shall be placed on or affixed to any public property including highway rights-of-way or private property without the owner’s consent.” In general, the public right-of-way runs from the street to the building side of the sidewalk or telephone poles.