



**Town of Henniker**

18 Depot Hill Road  
Henniker, NH 03242  
Phone (603) 428-3221 / Fax (603) 428-4366  
www.henniker.org

Assigned Permit #: \_\_\_\_\_

Date Issued: \_\_\_\_\_

Fee Paid: \_\_\_\_\_

**SIGN PERMIT APPLICATION**

**STREET ADDRESS OF SIGN LOCATION:** \_\_\_\_\_ **MAP:** \_\_\_\_\_ **LOT:** \_\_\_\_\_

**ZONE:**  RV  RN  RR  CH  CM  CR  CR1  CV  ED

**PROPERTY OWNER(S)**

**NAME:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**SIGN INSTALLER CONTRACTOR**

**NAME:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**PROPOSED SIGN**

For each sign, please provide the following information. Use additional paper if necessary.

Type of sign:  Attached business sign  Projecting  Freestanding  Directional

Dimensions	
Square Footage (1 side only)	
Ground-to-Sign height	
Will the sign be illuminated? If yes, please explain.	
Location	
Materials to be used	

**You must attach a scaled drawing of the sign with location.**

**Sign Permit Fee: \$50.00**

**APPLICANT'S CERTIFICATION**

I hereby certify that I am the owner of record of the named property or that I have been authorized by the owner to make this application as their authorized agent (a signed authorization letter from the owner must accompany this permit application) and agree to conform to all applicable local, state & federal laws & codes for this project. I certify that the Building Inspector/Code Enforcement officer or the Town's authorized representative shall have the authority to enter areas covered by such permit at a reasonable hour to enforce the provisions of the code(s) applicable to such permit. I certify that the information given is true and correct to the best of my knowledge. No changes from the above information will be made without approval of the Building Inspector/Code Enforcement Officer.

**PRINT NAME:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**SIGN PERMIT APPROVAL:**

\_\_\_\_\_ **DATE:** \_\_\_\_\_

**TOWN OF HENNIKER SIGN ORDINANCE**  
**Updated March 13, 2012**

**ARTICLE XI**  
**Signs**

**133-43 PURPOSE**

It is the purpose of this article 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. Signs should not detract from the overall character of the town, nor negatively impact the safety or welfare of the public. They should complement the historical and aesthetic look of Henniker and should provide reasonable and adequate business identification and advertising.

**133-44 SIGN REGULATIONS**

- A. Unless specifically excepted in Article XI, all signs, flags or advertising devices that are placed on any premises or visible from the outside of any structure in the Town of Henniker shall meet the specifications of this article.
- B. If signs are located in an area in which signs are subject to regulation either by the federal government, because they are appurtenant to interstate and federal-aid primary highways, or by the State of New Hampshire, because they are appurtenant to primary or secondary highways and roads of the state, then all applicable federal, state and local sign regulations must be complied with.
- C. **Flashing signs**: No sign shall be intermittently illuminated or flashing, nor be of a traveling or changing light type, except such portions of a sign that consist solely of internally lighted indicators of time or temperature.
- D. **Illumination**: No internally lighted signs or neon or similar tubular glass signs shall be permitted in any district. In all districts, signs may be externally illuminated such that the light source or filament is not directly visible when looking at the sign, and only between the hours of 7:00 a.m. and 11:00 p.m., or during the hours the premises are open to the public, except that residential nameplates, street directional and government signs may be illuminated at any time. Illumination fixtures shall be arranged to direct the light away from streets and away from adjoining structures.
- E. **Sign movement**: No sign shall contain moving parts or be designed to move in its entirety so as to attract attention.
- F. **Maintenance**: All surfaces and supporting or mounting structures, whether placed prior to the effective date of this chapter or not, shall be kept in a manner that maintains the integrity and safety of the sign. Failure to correct a condition within 30 days after notification shall constitute a violation of this chapter.
- G. **Government sponsored signs**: Signs, markers, and plaques sponsored by any governmental entity (federal, state, or local) shall be exempt from these regulations.
- H. **Location**: A privately owned sign may project over a public way or sidewalk only in situations where the building to which such sign is attached is closer than 5 feet from the public way or sidewalk. In such situations, the sign will be at an adequate height so as to not interfere with pedestrians, vehicular traffic, or snow removal activity. No privately owned sign shall project above the parapet or eaves of a building or be located in such a position as to endanger highway, street or alley traffic by obscuring a clear view or by confusing the official traffic control signs and signals.  
  
No sign shall project across or over a private property line. There is no setback for a sign except that a setback for a sign may be required when, in the opinion of the Board of Selectmen or their designee, the sign will interfere with the sight distance from driveways, intersections, along streets or roads, or otherwise present a safety hazard.
- I. **Sign height**: The height of signs shall not exceed 30 vertical feet from ground level of the sign support to the top of the sign and any of its appendages.
- J. **Nonconforming**: Any sign placed prior to the adoption of this chapter may be continued and maintained. Such signs may be changed as long as such changes do not expand a current nonconformity, or create a new reason for nonconformity that was not already present.
- K. **Sign framework**: The supporting framework and bracing is not included as part of the sign measurement as long as it is incidental to the sign. The supporting framework and bracing shall not be designed to attract attention and shall not contain lettering or advertising.
- L. **Exemptions**: Sign types that are exempt from the provisions of this Ordinance include, but are not limited to political signs, yard sale signs, holiday signs and decorations, barber poles, temporary fundraising event signs, safety, hazard or warning signs, traffic flow or parking control signs, "posting" signs, or signs placed on residential property for location/owner identification purposes.
- M. **The term "business"** as used in Article XI is meant to mean any entity or organization that is a corporation, non corporation, LLC, PLLC, sole proprietor, or otherwise, that operates either for profit, or not for profit, including but not limited to traditional commercial or professional enterprises, educational institutions, service organization, religious groups, and home businesses.

**133-45 SIGN TYPES**

- A. **Attached (façade) business sign.** A sign for a business may be attached to the building where the business is located. It may be attached directly to the surface of the building, which is attached to the building. One attached business sign is allowed per business location and requires a permit.
- B. **Freestanding business signs.** One freestanding business sign shall be permitted per business location. In addition, a single multiple business directory sign shall be permitted as a freestanding sign for businesses that are located within a common structure or within the same area. For businesses that do not have a permanent specific business location, like service organizations or farmers markets, the Board of Selectmen or their designee shall determine the number and location of freestanding business signs which are adequate to reasonably serve the intended advertising purpose. These signs require permits.
- C. **Projecting sign.** In addition to the signs allowed in this Section, businesses shall be allowed to have one Projecting Sign. A Projecting Sign is a sign which is affixed to any building, wall or structure and extends beyond the building wall, structure, building line or property line more than 12 inches. The sign shall be at an adequate height so as to not interfere with pedestrians, vehicle traffic, or snow removal activities. These signs require permits.
- D. **Directional signs.** Signs that are not located on the property of the principal place of a local business, organization or group of residences that are solely used for way-finding shall be considered directional signs. The number of directional signs utilized to provide direction to the public shall be limited to such a number deemed by the Board of Selectmen, or their designee, to be adequate and to reasonably serve the intended purpose and shall only be located on private property.
- E. **Portable/seasonal/temporary signs.** One flag or banner, serving as an advertisement for the business at which it is located, shall be allowed per business location. This includes, but is not limited to, promotional product and event banners and flags, “open” flags, and business name flags and banners. Governmental or decorative flags, such as “Happy Spring” are not regulated under this Ordinance. In addition to a flag or banner, one sign that is not permanently affixed shall be allowed for up to 120 days in any combination per business location, per calendar year. Signs described in this section 133-45D do not require permits.
- F. **Temporary signs placed behind windows that are visible by the public.** These signs are not limited in number or duration, but are limited in illumination and movement per sections 133-44C, 133-44D, 133-44E, and limited in size as other temporary signs listed in section 133-46, but do not require a permit.
- G. **For Sale/For Rent signs.** These signs, not exceeding 32 square feet in area, advertising the sale/rental of property/buildings or construction, are allowed until such time as construction or the sale/rental is completed and shall not require a permit.

**133-46 PERMITTED SIGN SIZES IN DISTRICTS**

- A. The maximum size allowed in each district for each sign type shall be as follows:

**Maximum Size for Districts (square feet)**

Sign Type	RV	RN	RR	CV	CH	CM	CR	CR1	ED
Attached business	8	8	8	40	40	40	40	40	20
Projecting Sign	8	8	8	12	12	12	12	12	12
Freestanding business	8	8	8	40	40	40	40	40	20
Directional	3	3	3	3	3	3	3	3	3
Portable/seasonal/temporary	8	8	8	20	20	20	20	20	10

- B. **How to measure signs**
  - 1) A double-faced sign, such as a projecting or freestanding sign, shall be measured as a single- faced sign for purposes of calculating maximum sign area.
  - 2) The size of the sign shall be calculated by measuring the total surface area excluding supporting framework and bracing.
  - 3) Where the sign consists of letters, symbols and devices directly affixed to the surface of a building, the area measured shall be the smallest quadrangle, which encloses the limits of all the letters, symbols and devices.

### **133-47 SIGN PERMITS**

- A. Except for portable/seasonal/temporary signs, replacement signs, or signs excepted elsewhere in Article XI, the placement of any new sign, described in 133-46 of this article, requires the issuance of a permit by the Board of Selectmen or their designee. These signs include Attached business, Freestanding business, Multiple business directory, Directional and projecting signs.
- B. Applications for a sign permit shall include location, sign size and method of illumination. An application fee set by the Board of Selectmen shall be required.
- C. Portable/seasonal/temporary signs, including typical “open” flags commonly in use, must abide by the regulations in Article XI, but shall not require a permit.
- D. Existing signs, whether previously permitted or non-conforming but grandfathered, may be replaced without the need for a new permit as long as the location and illumination of the sign is unchanged.
- E. Signs not requiring permits include: Portable/Seasonal/ Temporary signs, Governmental, Decorative, Flags and Banners, For sale or For rent, Political, Yard sale, Holiday, Temporary fund raising, Safety, Hazard, Warning, Traffic flow, Parking control, Posting, Residential location/owner identification, Replacement signs that are replacing an existing permitted or grandfathered sign pursuant to 133-47D, and other signs not included in section 133-47A.