

SECTION XIV. SIGN ORDINANCE (adopted March 1994)

- A. SCOPE:** This Sign Ordinance provides for the installation, maintenance and display of signs in the Town of Hollis. The provisions of this section shall govern the construction, alteration, repair and maintenance of all signs together with the associated appurtenant and auxiliary devices in respect to structural and fire safety.

When reading and using this document, the INTENT of each section should carry more weight in decision making than the specific wording of each section. An attempt is made to state the intent at the beginning of each section. This statement of intent should be used as a guide to interpretation of any specific paragraph, article or provision.

It is the intent of this Sign Ordinance to support the general provisions of the 1991 Hollis Town Master Plan, which seeks to preserve the visual New England rural character of Hollis and its Historic District. The following provisions were designed to encourage reasonable uniformity in the size, treatment and presentation of signs used to call attention to the existence of a business, activity, product or service. The ultimate goal of this Sign Ordinance is to ensure traffic safety, prevent obstructions in rights-of-ways, allow the existence of signs that aid orientation and identification of uses and activities to the public without degradation of the surrounding property or properties in any area, while, at the same time, understanding and meeting the need for adequate business identification and advertising.

B. DEFINITIONS

1. **ADMINISTRATIVE BOARD:** The person(s) or board appointed by the Board of Selectmen to be responsible for the interpretation and administration of the provisions of this Sign Ordinance.
2. **AWNING SIGN:** Any visual message incorporated into an awning attached to a building.
3. **COPY-CHANGE SIGN:** A sign on which the visual message may be periodically changed. Example: Reader boards.
4. **DIRECTIONAL SIGN:** A sign limited to providing directional or guide information on the most direct or simple route for on-site public safety and convenience. Directional signs may be located adjacent to driveways. Examples: "IN", "OUT", "ENTRANCE", "EXIT", and "PARKING".
5. **EVENT-SPECIFIC SIGN:** A non-prohibited temporary sign to be used to announce an event such as a festival, dance, business opening, sale, meeting, fund-raiser, parade and information about political candidates and other events which have a short term conclusion.
6. **FREE STANDING SIGN:** A self-supporting sign not attached to any building, wall or fence but separate and affixed in or upon the ground. Included are pole signs, pylon signs, monolith and masonry wall-type signs. This does not include portable or mobile trailer type signs.
7. **GRANDFATHERED SIGN:** A non-conforming sign which legally exists and is allowed to remain even though it may not meet the terms of this ordinance.
8. **GROUND SIGN:** A sign supported by uprights or braces in or upon the ground surface.
9. **HISTORIC PLAQUE:** A marker, erected by federal, state, or local authority, identifying a historic place, name and/or date.
10. **HOLIDAY PERIOD:** A 30 day, or less, period of time surrounding a state recognized holiday, all of which time may be spent before or after the holiday.
11. **HOME OCCUPATION SIGN:** A sign which identifies a home occupation.
12. **ILLUMINATED SIGN:** Any sign illuminated by electricity, gas or other artificial light either from the interior or exterior of the sign and which includes reflective and/or phosphorescent surfaces.
13. **INFORMATION SIGN:** A sign, without advertising, designed and intended to convey information about a permitted use, to convey regulations or restrictions, or otherwise to provide needed guidance to the general public.
14. **LINEAL BUILDING FRONTAGE:** The length of a ground level straight line or lines parallel to and equaling the length of the building front that includes the main public entrance(s) or the side of the building fronting on the principal roadway. In the case of a multi-unit development, the frontage of each separate building is additive for the purpose of determining permissible sign area.

15. **MOBILE SIGN:** See Portable Sign.
16. **NON-CONFORMING SIGN:** A sign which does not comply with the provisions of this ordinance, but which legally existed prior to the adoption of this Sign Ordinance.
17. **OFF-PREMISES SIGN:** A sign unrelated to a business or a profession conducted, or to a commodity or service sold or offered, upon the premises where such sign is located and/or a sign placed more than 300 feet from the main vehicular entrance to the advertised business or activity.
18. **OFF-PREMISES DIRECTIONAL SIGN:** A sign for the purpose of directing the general public to a business, activity, service or community event within the Town of Hollis. Off-premise directional signs must be part of an approved Sign Master Plan.
19. **PERSON:** Any individual, corporation, unincorporated association or other legal entity.
20. **PORTABLE SIGN:** A sign capable of being readily removed or relocated, and not attached to the ground, a building, a structure or another sign. This includes moveable signs mounted on a chassis, "A" frame and/or wheels, or supported by legs.
21. **PROJECTING SIGN:** A sign that is attached to the building wall or structure and which extends horizontally more than 6 inches from the plane of such wall, or a sign which is placed perpendicular to or at no less than a 45 degree angle to the face of such wall or structure.
22. **REAL ESTATE SUBDIVISION SIGN:** A sign that is erected to inform the public that a subdivision is being constructed and that one or more real estate agents represent the sale of lots or buildings within this subdivision.
23. **REFLECTING SIGN:** A sign which uses glass beads or some artificial substance whose primary purpose is to reflect light and cause this sign to "glow" when illuminated.
24. **REPRESENTATIONAL SIGN:** A three-dimensional sign built to physically represent the object advertised.
25. **RESIDENTIAL SIGN:** A sign which gives a name to a residence or farm such as "LAZY ACRES".
26. **ROOF SIGN:** A sign which is erected, constructed and maintained above the roof of the building. This includes any painting on the roof of a structure or design in the roofing material which effectively constitutes a sign.
27. **SEASONAL AGRICULTURAL SIGN:** Sign displayed during the harvest season of the item advertised.
28. **SIGN:** Any fabricated sign or outdoor display structure, including its structure, consisting of any letter, figure, character, mark, point, plane, marquee, design, poster, pictorial, picture, stroke, stripe, line, trademark, reading matter or illuminating device, which is constructed attached, erected, fastened or manufactured in any manner so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine or merchandise, and displayed in any manner out of doors, or indoors as a window sign, for advertising purposes.
29. **SIGN DIRECTORY:** A listing of two or more business enterprises, consisting of a matrix and sign components.
30. **SIGN STRUCTURE:** The supports, uprights, bracing and framework for the sign.
31. **SIGN SURFACE AREA:** The entire area within a single, continuous perimeter enclosing all elements which form an integral part of the sign. The structure supporting a sign and pole covers or architectural embellishments shall be excluded unless the structure is designed in a way to form an integral background for the display. For purposes of calculating sign surface area, only one face of a double-faced, free-standing sign shall be included as surface or area of such sign. In the case of a sign consisting of 2 or more sides where the angle formed between any 2 or more sides or the projections exceed 30 degrees, each side shall be considered a separate sign area.
32. **SUBDIVISION SIGN:** A sign which states the name of the subdivision only and does not advertise lots and/or homes for sale nor agents to contact for such sales. Examples of such signs are: "CRESTWOOD", "FIELDSTONE", "RICHLAND ESTATES", and "SUNSET HEIGHTS".
33. **TEMPORARY SIGN:** A sign constructed of cloth, fabric, or other lightweight temporary material with or without a structural frame intended for a limited period of display.
34. **TOWN:** The Town of Hollis and/or its governing body.

35. **WALL SIGN:** A sign that is painted on, incorporated into or affixed parallel to the wall of a building and which extends not more than 6 inches from the surface of the building.
36. **WINDOW SIGN:** A sign visible from a sidewalk, street or other public place, painted onto or affixed to glass or other window material, or located inside within 2 feet of the window, but not including graphics in connection with customary window display of products.

C. **ADMINISTRATION:** This section contains the requirement and application procedures that govern all matters concerning any sign which is to be erected, displayed, altered, reconstructed or maintained, including its supporting structure and any associated auxiliary devices in respect to structural and fire safety.

1. **ADMINISTRATION:** The Board of Selectmen shall appoint an Administrative Board that shall interpret and administer this Sign Ordinance. The Administrative Board shall have great discretion in many areas, as spelled out in the Ordinance and the Administrative Board's policies.
2. **RELIEF:** Any relief, exception or variance sought from this Sign Ordinance, having been denied by the Administrative Board, may be brought before the Hollis Zoning Board of Adjustment. An appeal of the administrative decisions of the Administrative Board shall also be brought before the Hollis Zoning Board of Adjustment.
3. **ENFORCEMENT:** The Board of Selectmen shall be the enforcement authority of all provisions of this Ordinance. The Building Inspector shall report all alleged violations to the Board of Selectmen. Under the direction of the Board of Selectmen, the Building Inspector shall notify the violator(s) of the violation(s), along with any corrective action required.

D. **GENERAL REQUIREMENTS**

1. Unless otherwise specifically provided for in other sections of this Ordinance, no person shall erect, display, relocate, repair or reconstruct any sign, sign structure or outdoor display structure, in any district without first obtaining a permit from the Building Department.
2. All signs and their structures that are to be erected, altered, relocated, repaired or reconstructed in any district must be approved by the Administrative Board.
3. In the Historic District, all signs and their structures that are to be erected, altered, relocated, maintained, repaired or reconstructed are subject to the provisions of the Historic District Ordinance and must be approved by the Historic District Commission.
4. A permit and/or approval from the Administrative Board is not required for maintenance of an existing sign as long as the maintenance does not include the cutting away of the sign structure or any alteration changing the original sign's appearance including, but not limited to, color, wording, and other sign attributes.

E. **APPLICATION FOR PERMIT**

1. All applications for sign permits shall be filed, by the property owner, building owner or owner in fee. Applications shall be filed with the Building Inspector, on forms provided by the Building Department. All applications shall bear the signature of the building or property owner or shall include a signed affidavit, by the owner, granting authorization for the applicant to apply for and install the proposed sign. All approved applications shall bear the signature of an authorized member of the Administrative Board, Historic District Commission or Zoning Board of Adjustment, whichever applies.
2. All applicants for sign permits shall indicate all proposed materials to be used, including the support system configuration and design. The location of the proposed sign shall be included, showing all dimensions and measurements to property lot lines, principal building and other permanent structures.
3. All applicants for sign permits shall submit construction documents that include a scale drawing of the proposed sign showing size, color and lettering styles.
4. All applicants for sign permits shall include any and all information deemed necessary by the Building Inspector, to insure that the proposed sign complies with all applicable codes and Zoning Ordinance regulations.
5. All applicants for sign permits shall be required to submit a fee for filing and no permit shall be deemed complete until all applicable fees are paid to the Town of Hollis, NH. A schedule of fees for sign permits will be established and/or amended from time to time by the Board of Selectmen. Such fee changes shall not be deemed to be an

amendment to this Ordinance.

F. PERMITS

1. The Building Inspector shall review and act upon all applications for sign permits and amendments thereto, within 7 days after filing. If the application or the construction documents conform to the Sign Ordinance or Building Code and are complete, the Building Inspector shall submit the application to the Administrative Board, which shall act upon the application at its next regularly scheduled meeting or within 30 days, whichever is later. If the application or the construction documents do not conform or are not complete, the Building Inspector shall notify the applicant in writing, stating the deficiencies and advising the applicant of his right to amend and resubmit the application or appeal directly to the Administrative Board.
2. Any permit issued shall become invalid if the sign is not erected within 6 months after the date of issuance.
3. Any person, applicant or agency representing a property owner who has been denied a permit can appeal such decision by the Administrative Board to the Zoning Board of Adjustment, within 20 days after receipt of the notice of denial for a permit.
4. Violations of this Ordinance shall be subject to fines and penalties specified in the NH Revised Statutes Annotated.

G. GENERAL PROVISIONS: Unless specifically addressed under a particular section, all signs must comply with the general provisions listed under this section. This section also provides guidance and standards for construction of signs requiring permits and shall also serve as guidance for the construction of exempt signs.

1. **SIZE:** Reference by this Ordinance to size of a sign shall mean the sign surface area of a sign as defined herein.
2. All signs and sign structures shall be painted/fabricated in a professional manner in keeping with generally accepted construction standards of quality and design.
3. All signs, sign structures, and their appurtenant illumination devices shall be constructed in accordance with the Town adopted codes and regulations.

H. PROHIBITED SIGNS: This section intends to list specifically some prohibited signs. This list is not meant to be inclusive. Rather, it should be representative of the kinds of signs which are prohibited in the community. The following are examples of prohibited signs:

1. Animated or moving signs, or signs which are made to appear to move;
2. Any internally lit signs, reflecting signs or "neon" signs which emit light or utilize any flashing light;
3. Any off premises sign advertising or identifying a non-agricultural business;
4. Any off-premises directional signs bearing advertising or which are not a part of an approved Sign Master Plan;
5. Mobile or portable signs except as may be permitted at the discretion of the Administrative Board;
6. Roof signs;
7. Free standing signs exceeding 16 feet in height as measured from the average ground or road elevation, whichever is greater, to the top of the sign or its supporting structure;
8. Signs which impair or cause confusion of vehicular or pedestrian traffic in their design, color, placement or display characteristics. No sign shall impair visibility for the motorist at a street corner or intersection by placement and location within 25 feet of the intersection of the street or highway lines;
9. Banners, pennants, ribbons, streamers, spinners or similar moving fluttering or revolving devices except OPEN FLAGS as described in EXEMPTIONS section;
10. An advertising message extended over more than one sign placed along a street or highway unless as an integral part of a Sign Master Plan;
11. Signs attached to fences, trees, utility poles, rocks or other parts of a natural landscape, or in a position that will obstruct or impair traffic or in any manner create a hazard or disturbance to the health, safety and welfare of the general public;
12. Two permitted or exempt signs combined to create a larger sign;

13. Representational signs;
14. Outdoor displays or display structures, except that display stands on a farm premises shall be permitted, subject to other provisions of the Zoning Ordinance;
15. Temporary signs except as may be permitted as an EVENT-SPECIFIC sign;
16. Umbrella signs except as may be permitted by the discretion of the Administrative Board;
17. Any other sign not expressly permitted by this Sign Ordinance.

- I. *EVENT-SPECIFIC SIGNS:*** This section provides for any sign, which is not intended for permanent display with the exception of some real estate signs as described in the REAL ESTATE SIGNS section and seasonal agricultural signs. This section is intended to allow for event-oriented signs including but not limited to signs which display information about political candidates, festivals, dances, business openings, sales, meetings, fund-raisers, parades and events which have a definite short term conclusion. It is the intent of this section that a single physical sign, with the exception of copy-change signs, or different signs displayed consecutively shall be considered as one sign and the days that these signs are displayed shall be cumulative. Such signs shall not be displayed for more than 35 days in any 12 month period (this is not intended to mean a calendar year).

Any sign which is displayed for more than 35 days in any consecutive 12 month period is considered a permanent sign and shall not be considered under this section of the Ordinance. It will be the discretion of the Administrative Board to require a permanent sign such as a copy-change sign, window sign, etc. as an alternative to a proposed event-specific sign.

1. Event-specific signs must have permission of the property owner.
 2. Event-specific signs must receive a permit from the Building Inspector, be approved by the Administrative Board and display the permit number on the sign.
 3. Event-specific signs may be displayed no more than 30 days in advance of an event (including the date of the event) and must be removed no more than 5 days after the event.
 4. Event-specific signs may not be attached to utility poles nor positioned where they will obstruct or impair traffic or in any manner create a hazard or disturbance to the health, safety and welfare of the public.
 5. Event-specific signs shall not exceed 32 square feet of sign surface area.
 6. Political posters shall not exceed 6 square feet of sign surface area.
 7. Multi-business locations with Master Signs will not be allowed more than three event-specific signs at one time.
 8. The Administering Board has the discretion to vary the terms and conditions identified in this EVENT-SPECIFIC SIGNS section.
- J. *ILLUMINATION STANDARDS:*** This section is intended to allow for the illumination of signs for public visibility during non-daylight hours. Any device and/or electrical component shall illuminate the sign only and shall not cast light, glare or reflected light on adjacent buildings or roadways or create a nuisance to abutters. Nor shall such illumination cause distraction to drivers of passing vehicles. Illumination shall be of low intensity and shall be directed so that the sign is adequately lit with a subdued light falling only on the subject sign. The minimum amount of lighting required to allow this sign to be visible shall be used and be appropriate to the character of the sign and surroundings.
1. A sign shall be illuminated only by a steady or continuous white light.
 2. A sign must not flash either from interior or exterior light sources.
 3. A sign shall not contain any "neon" lighting.
 4. Holiday displays are the only instance when illuminated bulbs or strings of lights are allowed, except for those lights directed at and intended to illuminate a sign. Holiday displays may only remain lighted during the specific Holiday period.
 5. Signs shall be illuminated so that no hazard is created to pedestrian or vehicular traffic due to intensity or direction of illumination.

- K. *CONSTRUCTION AND SAFETY STANDARDS:*** This section provides for signs and sign structures that will be

structurally sound and built to withstand New England weather. This section also intends to provide for the safety of the general public with respect to any erected sign.

1. All signs and sign structures are to be constructed of good quality material and should be structurally safe in design and installation.
2. Signs shall not be permitted to be poorly located, improperly maintained, abandoned, or allowed to deteriorate, so as to pose a threat to public safety or to degrade the aesthetic appearance of the Town.
3. Signs shall not impede the visibility of traffic or create other dangerous conditions with respect to vehicular drivers and/or pedestrians.
4. Permanent signs should be built to last ten years or more.
5. All signs should be kept in proper repair and should not be allowed to deteriorate structurally or fade beyond recognition.
6. All signs, sign finishes, supports and electric work shall be kept clean, neatly painted and free from all hazards, such as, but not limited to, faulty wiring and loose supports, braces, guys and anchors.
7. All signs should be constructed to withstand 80 mile per hour winds and shall be maintained to continue to meet this safety standard.
8. All signs, with the exception of OPEN FLAGS, shall be securely anchored.
9. The Historic District Commission, when acting on a sign permit application for property within the Historic District, may determine specific requirements as outlined in its policies.

L. EXEMPTIONS: The following types of signs may be erected and maintained without permits or fees, provided that such signs otherwise comply with the general requirements of this Sign Ordinance, and adhere to general construction and safety standards and other conditions specifically imposed by all other regulations. Signs otherwise exempt, may nonetheless require review by the Historic District Commission, as noted below. Any sign required by state or federal regulations may supersede the requirements of this Ordinance.

1. Signs erected or posted and/or maintained for public safety and welfare or pursuant to governmental function, law, regulation or ordinance.
2. Directional signs solely indicating entrance and exit placed at driveway locations. These should contain no advertising and shall not exceed 3 square feet of sign surface area nor extend higher than 4 feet above the average ground level. Subject to Historic District Commission approval within the Historic District.
3. Signs relating to trespassing, and/or hunting, hiking, walking. These signs shall not exceed 2 square feet of sign surface area unless part of a Conservation Area Sign Master Plan. Subject to Historic District Commission approval within the Historic District.
4. Historic plaques which depict a historic site, stone, monument, marker or other item/place of historic significance. These such markers shall not exceed 2 square feet in sign surface area. This paragraph shall not be deemed to regulate any plaque which is mounted on and is a part of the historic monument, but merely the plaque which advertises such an item or place. For example, a list of names mounted on a monumental stone or other edifice shall not be regulated under this Ordinance, subject to Historic District Commission approval within the Historic District.
5. Open Flags: These are flags of approximately 3 feet by 5 feet in size, usually red, white and blue in color and solely contain the word "OPEN". Properties are limited to one Open Flag unless the property is located on a corner and has 2 sides on a public way in which case that property may use 2 Open Flags.
6. Flags and insignia of any government except when displayed in connection with commercial promotion.
7. Number and name plates identifying residents, mounted on a house, an apartment, or a mailbox, not exceeding 2 square feet in sign surface area.
8. Lawn signs identifying residents with no more than 2 faces and not exceeding 2 square feet of sign surface area per face. Such signs are to be non-illuminated except by a light which is an integral part of a lamp post if used as a support with no advertising message thereon.
9. Yard Sale/Private owner merchandise sale signs for garage sales and auctions, not exceeding 2 square feet of sign

surface area for a period not exceeding 7 days.

10. Temporary non-illuminated “FOR SALE”, “FOR RENT”, real estate signs and signs of similar nature, concerning the premises upon which the sign is located. All such signs shall not exceed 5 square feet of sign surface area and must be removed within 3 days after the sale, lease or rental of the premises. Refer to REAL ESTATE SIGNS section.
11. Non-illuminated window signs and posters not exceeding 25% of the window surface on which the sign(s) is displayed.
12. Holiday decorations and lighting may be displayed without a permit.
13. Integral graphics or attached price signs on fuel pumps at automobile service stations.
14. Decals used to reference authorized services (e.g. credit or bank cards) when not exceeding 144 square inches in total display area per business.

M. RESIDENTIAL AND SUBDIVISION SIGNS: This section addresses those signs which pertain to residences and subdivisions.

1. Residential signs (signs which names a residence or farm, such as 'LAZY ACRES') and permitted home occupation signs can contain no more than 4 square feet of sign surface area.
2. Subdivision signs (which state the name of the subdivision) shall contain the name of the subdivision only and shall not exceed 16 square feet of sign surface area. Subdivision signs shall not advertise lots and/or homes for sale nor agents to contact for such sales. Examples of such signs are: "CRESTWOOD", "FIELDSTONE", "RICHLAND ESTATES", "SUNSET HEIGHTS"

N. AGRICULTURAL SIGNS: This section addresses those signs which apply to agricultural enterprises and is intended to give more latitude to agricultural businesses in keeping with the goals of Hollis Town Master Plan to preserve the rural/agricultural character and assets of Hollis. It is also the intention of this section to encourage the adoption of a Sign Master Plan by agricultural enterprises.

1. Seasonal and off-premises agricultural signs (signs advertising a particular product during its harvest season) shall not exceed 20 square feet of sign surface area. Such signs shall require an initial permit which shall automatically renew during subsequent seasons except that a new and/or different sign and/or location shall require a new permit.
2. Permanent agricultural signs shall not exceed 20 square feet of sign surface area.
3. Agricultural enterprises may adopt a Sign Master Plan which would allow for off-premises directional signs and would increase the maximum amount of sign surface area available for marketing purposes at its primary location. Refer to the SIGN MASTER PLAN section.

O. REAL ESTATE SIGNS: This section provides for those signs normally used by real estate agents in the advertising of lots or homes for sale. Such signs are considered “Sales Signs” and are not those signs which are erected to inform the public that a subdivision is being constructed and that one or more real estate agents represent the sale of lots or buildings within the subdivision. This latter type of sign is considered a “Real Estate Subdivision Sign”, is an advertisement and should not be construed to be a SUBDIVISION SIGN as described in the RESIDENTIAL AND SUBDIVISION SIGNS section.

This section allows a new subdivision to erect a larger sign than is normally permitted at its entrance, for the purpose of marketing of lots and buildings. It is not intended to allow for the marketing of older or pre-sold homes or lots. Real Estate Subdivision Signs shall not be erected to advertise one or more lots or buildings on a particular street after the newly built subdivision has been marketed. This type of marketing calls for “Sales Signs.”

1. Sales Signs do not require a permit or approval by the Historic District Commission.
2. Sales Signs may not exceed 5 square feet of sign surface area.
3. Sales Signs shall not exceed one per lot except that corner or double frontage lots may have one on each front.
4. Sales signs shall not be used as off-premises advertising.
5. Sales Signs must be removed within 3 days after a sales transaction is complete.

6. Off-premises directional signs are allowed for the purpose of directing the public to an “OPEN HOUSE” and do not require a permit. Such signs may not exceed 4 square feet of sign surface area. Messages shall be limited to name or identification, arrow or direction, and distance. Off-premises directional signs may be erected no earlier than three (3) days prior to the “OPEN HOUSE” has begun and must be removed no later than one (1) day after the “OPEN HOUSE” has ended.
7. Real Estate Subdivision Signs require a permit.
8. Real Estate Subdivision Signs located within the Historic District shall not exceed 20 square feet of sign surface area and will be single-faced.
9. Real Estate Subdivision Signs located within an Industrial Zone shall not exceed 32 square feet of sign surface area and may be double-faced.
10. Real Estate Signs located in areas not mentioned above shall not exceed 32 square feet of sign surface area and will be single-faced.
11. Real Estate Subdivision Signs shall be removed when the active marketing of unsold lots or homes has ceased.

P. HISTORIC DISTRICT SIGNS: The intent of this section is to ensure the appropriateness of the placement, design, size, color and execution of signs within the Historic District so that they are visually compatible with structures and environment in the area.

1. Any proposed sign, sign structure or existing sign to be changed in either size, color, or lettering, and other similar attributes is subject to approval by the Historic District Commission. The following are required for application to the Historic District Commission:
 - a. A detailed, to scale drawing showing the type of lettering, all dimensions and colors;
 - b. A description of materials to be used and methods of illumination, if any; and
 - c. A plan showing the sign’s location on the building or property.
2. Signs should not contain more than 3 colors, except in instances of an illustration. Dark backgrounds with light colored lettering are encouraged. Signs with white background and traditionally colored lettering are allowed. Fluorescent or glowing colors are prohibited.
3. Signs shall not obscure important architectural details or features such as windows, transom panels, sills, moldings or cornices.
4. Signs on adjacent storefronts, within the same building, shall be coordinated in design, height, and proportion.
5. A storefront should not have more than 2 signs, one primary and one secondary.
6. Colors should harmonize with the facade color of the building.
7. The size of the signs should be restricted to ensure that signs do not overpower the facades to which they are affixed. Not more than 1.5 square feet of total signage area will be permitted per lineal foot of the storefront, not to exceed 32 square feet. The width of the primary sign shall be 2/3 of the width of the building street frontage or less.
8. Awnings can serve as signs with contrasting letters painted or sewn onto the valance. Usually, 6 to 8 inch letters are sufficient.

Q. BUSINESS AND INDUSTRIAL SIGNS: This section provides for those signs used by business entities in the Agricultural & Business Zone, Commercial Zone, and the Industrial Zone. This section is meant to address anything which advertises, names, calls attention to or informs the general public of any product sold or service performed on the premises.

1. GENERAL REQUIREMENTS

- a. A single business, single building, may have one sign per entrance not to exceed 32 square feet of sign surface area
- b. A single business, single building, which is located on a corner lot may have 2 signs facing each public view. The total maximum sign surface area is not to exceed 32 square feet.

- c. A group of 2 or more businesses and/or industrial buildings may have one sign per entrance from a public road. Each sign is limited to a maximum of 32 square feet of sign surface area and must be free standing. Individual occupants within a building or collection of buildings may have, in addition, 1 sign with up to 6 square feet of sign surface area per occupant on the exterior of the building. In addition to the above, each individual occupant may have 1 sign with up to 2 square feet of sign surface area at its rear entrance.
- d. A group of 2 or more industrial buildings located in an Industrial Zone may have one sign per entrance from a public road. Each sign is limited to a maximum of 50 square feet of sign surface area and must be free-standing. Individual occupants within a building or collection of buildings may have, in addition, one sign with up to 6 square feet of sign surface area per occupant on the exterior of the building. In addition to the above, each individual occupant may have one sign with up to 2 square feet of sign surface area at its rear entrance.
- e. The total cumulative area of all signs permitted on any lot shall not exceed 2 square feet of sign surface area per lineal foot of building street frontage and in no case shall exceed 80 square feet, whichever is less, except as allowed in Sign Master Plans.

2. MOBILE AND PORTABLE SIGNS

- a. One self-supporting freestanding (A-frame style) sign, which meets the construction standards of the ordinance, will be permitted at individual places of business. The maximum sign size is 25" x 36", with the top to be no more than 46" from the ground. Signs must be taken in at the close of business each day.
- b. An application for these signs must be submitted annually and approved by the Building Inspector using the same procedure as for event specific signs. A sticker will be issued upon registration and approval.

3. PROJECTING SIGNS

- a. May not exceed 6 square feet of sign surface area.
- b. May have a structure that is attached to the building wall or structure and extends horizontally more than 6 inches from the plane of such wall or structure and can be no closer than 2 feet from the public right of way.
- c. Must be placed at a perpendicular angle or at an angle no less than 45 degrees from the wall or structure.
- d. Shall conform to Town-adopted ground clearance codes.
- e. Which overhang a public way, private street/road or sidewalk or path where pedestrians travel shall be covered by a public liability insurance policy which indemnifies the Town of Hollis. A certificate of insurance shall be forwarded to the Town which shall also be notified by insurance company should the coverage be discontinued for any reason.
- f. Must not interfere with fire and rescue operations.

4. AWNINGS

- a. Graphics may be painted, affixed or flat on the surface of the front or sides.
- b. Graphics shall indicate only the name and/or address of the enterprise or premises.
- c. Shall conform to Town-adopted ground clearance codes.

5. COPY-CHANGE SIGNS

- a. Are allowed to display daily specials
- b. Must be part of the permanent signage and adhere to general construction standards and be professionally manufactured. Lettering is limited to 4 inches in height and should be made from rigid polycarbonate materials.

6. CONTRACTOR'S SIGNS shall not exceed 4 square feet of sign surface area and may be displayed while the contractor is actually working on the property and shall not be displayed more than one week prior to such work commencing and no later than one week after the work is complete.

R. **VENDING MACHINES:** It is the intent of this section to control where and when exterior vending machines are allowed. This section means to provide a special process for dealing with vending machines on an individual basis.

- 1. Exterior vending machines are permitted by special exception in any zoning district where they are compatible with

the surroundings.

2. Any applicant who applies for a special exception to install a vending machine shall also specifically address in the application the method of lighting desired, if any. Approval of a vending machine does not automatically grant approval of lighting.
3. The Zoning Board of Adjustment shall hear and act on a vending machine request in the same manner as it acts on other special exception applications except that, in cases where a special exception is requested for a vending machine for a location within the Historic District, the Zoning Board of Adjustment may consider, but not necessarily be bound by, recommendations of the Historic District Commission.

S. *SIGN MASTER PLANS:* This section details additional signage allowed for those clusters of businesses and/or buildings, agricultural enterprises, and land conservation areas where adherence to the standard provisions of this Ordinance could result in a clutter of signs and detract from the aesthetic appearance of the environment. The intent of this section is to promote a uniform and aesthetic message presentation that is designed to provide information to the general public through its design and coordination of elements.

1. Unless specifically provided for in this section or at the discretion of the Administrative Board, the general provisions of the other sections of this Sign Ordinance shall govern.
2. Sign Master Plans are encouraged in the following situations:
 - a. Where groups of 3 or more contiguous commercial and/or industrial units/lots are to be located together in a development.
 - b. Where one or two businesses total not less than 20,000 square feet of gross leaseable area.
 - c. Where 3 or more individual businesses on contiguous lots so elect.
 - d. For all agricultural enterprises.
 - e. For land conservation areas.
3. The development (described in b. above) may adopt a Sign Master Plan to govern advertising and shall present such plan to the Administrative Board for approval.
4. A Sign Master Plan approved by the Administrative Board shall detail the placement, design, color coordination, visibility, informational messages and compatibility with the general design of the cluster of businesses or development.

5. *GENERAL REQUIREMENTS*

- a. Total signage area for the entire development or cluster shall be calculated at the rate of 2 square feet of sign surface area per foot of lineal building front if applicable.
- b. Each Sign Master Plan may provide for one common, free standing, sign denoting the name of the facility, not exceeding 80 square feet in sign surface area and with a bottom panel not less than 6 feet above the average ground or road elevation, whichever is greater, and a maximum height of 16 feet as measured from the same point.
- c. All secondary signs in the Sign Master Plan shall be attached to buildings, or walls and shall be coordinated in material, shape, lettering, color and/or decorative elements.
- d. Informational and directional signs, with the exception of uniform traffic control devices, shall be consistent with the general sign design of the development or cluster and are exempt from the total sign area calculation provided they do not contain advertising.

T. *GRANDFATHERED SIGNS:* It is the intention of this Ordinance to encourage GRANDFATHERED signs to come into conformity with the provisions of this Ordinance. The Administrative Board shall use its discretionary powers to grant incentives to any person who presents a plan to reconstruct their GRANDFATHERED sign to meet or better approximate the provisions of this Ordinance. Ultimately, any GRANDFATHERED sign which is to be structurally altered, relocated or replaced so as to be more compliant with other provisions of this Ordinance shall be allowed at the discretion of the Administrative Board.

1. GRANDFATHERED signs are allowed to remain even though these signs may not meet the terms of this

Ordinance. These signs may be maintained and continue to exist as long as they present the same message and image to the public eye.

2. A GRANDFATHERED sign shall not be enlarged or replaced by another more non-conforming sign.

Chairman, Hollis Planning Board

Date