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# TOWN OF TROY SIGN ORDINANCE

ADOPTED MARCH 11, 1997  
AMENDED MARCH 11, 2014

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## **A. PURPOSE**

The purpose of this section is to ensure that the needs of businesses and individuals to communicate with the public is balanced against the responsibility of the Town to ensure that signs do not interfere with safe and efficient movement of traffic, as well as the desire of the Town to plan appropriately for attractive streetscapes.

## **B. APPLICABILITY**

1. The provisions of this section apply to any new signs for commercial, industrial and governmental uses, for example, stores, professional and medical offices, home occupations, manufacturing operations, automotive sales & service, etc.
2. Signs existing as of the adoption of this section are exempted from the provisions of this section. Nonconforming signs are allowed to be repaired, maintained, and/or replaced with new materials provided the use or location do not conflict with these provisions. Any sign proposed to be moved, replaced, expanded or structurally altered shall be considered a new sign and must conform to the provisions of this section.

## **C. PERMITS**

1. Before any new sign can be erected or placed in Troy, a permit from the Selectmen is required, according to the permit application procedure as set forth in Paragraph H.
2. Certain signs do not require a permit, but are nevertheless subject to the provisions of this section, as described in Paragraphs D and E.

## **D. GENERAL PROVISIONS**

1. No sign shall be located so that it creates a traffic hazard. No privately-owned sign may be located in the right-of-way area of any street or road.
2. Any sign that advertises or identifies products, businesses, services or activities that are no longer sold or available at the premises shall be removed within 60 days after notice by the Selectmen.
3. All signs must be constructed of good material, neatly lettered, and maintained in good condition and repair.
4. Any signs used for campaign or demonstration purposes must be handheld and removed after the conclusion of the event.

5. All temporary signs shall be removed promptly after the purpose for which the sign was erected has concluded. Temporary signs may not be illuminated.

**E. SIGNS NOT REQUIRING A PERMIT**

1. Premises Identification Sign, not to exceed 4 square feet.
2. Temporary construction and real estate signs (e.g., “FOR SALE” or “FOR RENT”), not to exceed 6 square feet.
3. Temporary signs advertising educational, charitable, or public events; and political signs, not to exceed 6 square feet.
4. Temporary signs advertising garage/tag sales, not to exceed 4 square feet.
5. Traffic control signs on private property.
6. Signs on service station fuel pumps identifying the name and type of fuel and price thereof.
7. Window signs, provided that their aggregate display surface does not totally cover the window or door on which they are placed.
8. Directional Signs.
9. Government Signs.

**F. SIGNS PROHIBITED IN ALL DISTRICTS**

1. Advertising Billboards.
2. Signs on utility poles, trees, and fences.
3. Roof signs.
4. Any sign that obstructs free ingress to or egress from a fire escape, door, window or other required exit.
5. Any flashing, moving or animated signs, or any signs consisting of pennants, ribbons, or streamers.
  - a. Barber poles and any structures that only illuminate time and/or temperature are exempted.
6. Oversized pennants, banners, spinners and streamers or balloons except for occasions such as grand openings and then only with a permit, which shall specify the time period for the special occasion use.
  - a. Banners containing the word “Open” are exempted, shall be no greater than 15 square feet in size and may be displayed only during business hours.

## **G. REQUIREMENTS FOR SIGNS SUBJECT TO PERMIT APPLICATION**

### **I. Standards**

1. Lighted Signs:
  - a. Signs may be internally or externally lit. If externally lit, the direction of lighting shall be downward-focused on the sign. No type of lighting shall leave the property or reflect or cause glare onto other properties or roads.
  - b. Outside of the Highway Business and the Village Districts, signs may only be lighted between the hours of 7:00 AM and 11:00 PM, or during hours of operation. Signs serving as safety or security lighting may be exempted by the Board of Selectmen.
2. Signs on roads that have been designated as Scenic by a Town Meeting vote shall not be illuminated, nor shall they exceed 6 square feet in size. The design and construction of the sign shall be in harmony with the character of the area, reflecting the nature of the scenic designation.
3. Wall signs shall not (a) extend above the top of the wall on which they are mounted, (b) project more than 10 inches from the wall, (c) extend beyond the left and right extremities of the wall.
4. Projecting signs shall not (a) project more than 5 feet beyond the structure to which they are attached in the direction of the street, (b) be closer than 2 feet to the face of the street curb, (c) be less than 8 feet above grade level, (d) have a vertical dimension greater than 6 feet.
5. Off-Premise signs are only allowed when the use being advertised is not visible from the premises on which the sign is proposed to be placed. Off-premise signs shall not exceed 6 square feet in area, be illuminated, obstruct views or create any traffic hazard.
6. Signs for Home Occupations may not exceed 6 square feet (see ARTICLE XIV,G.1.g.).

### **II. Number and Dimensional Requirements**

1. Allowable number of signs per lot:
  - a. For Individual Establishments, one (1) freestanding sign and one (1) building sign per lot.
  - b. Multiple-Use Establishments may use one common directory sign on the lot not to exceed 75 square feet. Each separate business may have one building sign as specified in Table 1.
  - c. When a premise is located on a corner lot and has public entrances on more than one public way, one (1) additional sign may be erected.
2. No sign shall be located closer than 15 feet to any side or rear property line.

3. The total square footages set forth in Table 1 for each district shall be considered the maximum allowable area for signs on each lot (except when a common directory sign is used).
4. Portable Signs may only be placed on the property when the allowable square footage for the freestanding and the building signs have not been met, except that the addition of portable sign(s) may not result in the allowable square footage being exceeded.

**TABLE 1:  
SIZE AND HEIGHT REQUIREMENTS FOR SIGNS BY ZONING DISTRICT**

<b>ZONING DISTRICT</b>	<b>FREESTANDING SIGN SQUARE FOOTAGE &amp; HEIGHT</b>	<b>BUILDING SIGN SQUARE FOOTAGE</b>	<b>TOTAL PERMITTED SQ. FEET</b>
VILLAGE	24 SQ.FT/15' HIGH	16 SQ.FT.	40
RESIDENTIAL	6 SQ.FT/6' HIGH	6 SQ.FT.	12
RURAL	6 SQ.FT/6' HIGH	12 SQ.FT.	18
MOUNTAIN	6 SQ.FT/6' HIGH	12 SQ.FT.	18
HIGHWAY BUSINESS	24 SQ.FT/25' HIGH	16 SQ.FT.	40
LIGHT INDUSTRIAL	24 SQ.FT/15' HIGH	16 SQ.FT.	40
MILL	24 SQ.FT/15' HIGH	16 SQ.FT.	40

**H. ADMINISTRATION**

1. This ordinance is adopted pursuant to RSA 674:21 – Innovative Land Use Controls, and as such authorizes the Planning Board to grant conditional use permits to waive or modify the standards of the ordinance provided the applicant can demonstrate to the Board's satisfaction that the proposed waiver or modification will continue to carry out the purposes and intent of this ordinance.

**2. Permit Application Procedure**

All applications for signs shall be submitted on forms provided by the Selectmen, and shall contain at a minimum, the following information.

- a. The location of the proposed sign, by street name, tax map and lot number.
- b. The name and address of the sign owner and the owner of the premises where the sign is proposed to be located, if other than the sign owner.

- c. A scale drawing showing the proposed construction, method of installation or support, colors, dimensions, location of the sign on the site, and method of illumination, if any.
- d. The Selectmen shall review the application and render a written decision within 14 days of receipt of the application.
- e. In the case of a permit denial, the applicant may appeal to the Board of Adjustment.

## I. DEFINITIONS

1. **Animated Sign:** A sign that uses movement or change of lighting to depict action or create a special effect or scene.
2. **Banner:** A sign of lightweight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame at one or more edges.
3. **Building Sign:** A sign attached to any part of a building, as contrasted to a freestanding sign; it may be either a wall or projecting sign.
4. **Directional Sign:** A sign that directs the traveling public to specific buildings or locations.
5. **Freestanding Sign:** A sign not attached in any way to any part of a building, which is freestanding on a pole, on the ground, or on a structure designed to support the sign.
6. **Government Sign:** A sign erected and maintained by the Town of Troy, the State of New Hampshire or the Federal Government on any land, building, or structure used by such agencies for public health and safety purposes.
7. **Illuminated Sign:** A sign that has character, letters, figures, designs, or outlines illuminated by electric lights or luminous tubes with these light's sources being either internal or external.
8. **Incidental Sign:** A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance", "no trespassing," etc.
9. **Off-Premise Sign:** A sign that does not pertain to a business, industry or person occupying the premises upon which the sign is displayed.
10. **Pennant:** Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually in series, designed to move in the wind.
11. **Political Sign:** A sign that advertises or promotes a political organization, a political issue, or the candidacy of any individual for an elected local, county, state, or national office.
12. **Portable Sign:** A sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including but not limited to: signs converted to A- or T-frames; menu and sandwich board signs; balloons used as signs; and vehicles parked and visible from the public right-of-way that are used for advertising purposes.
13. **Premises Identification Sign:** A sign that identifies a building by name and/or number.

14. **Projecting Sign:** A sign that projects from, and is supported by, a wall, porch or any other part of a building.
15. **Sign:** Any structure or object that is used to identify, advertise or attract attention to any place, enterprise, profession or activity and which is intended to be seen from the off the premises or from a parking area.
16. **Sign Area:** The total area of the sign face, including any framing surrounding the sign face. The area of the supports, posts, poles and braces or other supporting structure shall not be included as part of the sign area. On dual-faced signs only the area of one sign face (the largest face) shall be used in calculating the total sign area. When individual letters are mounted separately on the surface of a building wall, the spaces between the letters shall be included in calculating the area of the sign. When signs are constructed of separate parts, such as separate boards attached to a post or hung together by hooks, the space between the boards shall be included in calculating the total sign area.
17. **Temporary Signs:** Signs that are permitted for short-term use, such as special events, etc., and are required to be removed as soon as the occasion necessitating the sign is concluded.
18. **Wall Sign:** A sign that is attached directly to, or painted on, a building wall.

**TOWN OF TROY**                      **\$50 Application Fee** \_\_\_ *paid*  
**OFFICE OF THE SELECTMEN**  
**APPLICATION FOR PERMIT TO LOCATE ADVERTISING SIGN**

1. Owner of Sign \_\_\_\_\_  
(Please Print or Type)
2. Residence or Principal Business Address \_\_\_\_\_  
\_\_\_\_\_ Telephone \_\_\_\_\_
3. Sign Location: Existing \_\_\_ Proposed \_\_\_ On: Ground \_\_\_ Roof \_\_\_ Wall \_\_\_
  - a. Road Name \_\_\_\_\_
  - b. Zoning District: \_\_\_\_\_
4. Distance from sign to:
  - a. road right-of-way \_\_\_\_\_
  - b. side lot lines \_\_\_\_\_
  - c. rear lot line \_\_\_\_\_
5. Size of sign, including base and supports: Length \_\_\_\_\_ Height \_\_\_\_\_ Area \_\_\_\_\_
6. Sign Material: \_\_\_\_\_
7. Sketch a map, indicating north direction, showing road name and information to show definite sign location. Include all pertinent property lines. (Use attached page if necessary.)
  
8. Sketch the shape of the sign and give the advertising subject matter. (Use attached page if necessary.)

Conditions: \_\_\_\_\_

Approved: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Chairman,

\_\_\_\_\_

Board of Selectmen

\_\_\_\_\_

\_\_\_\_\_ Selectman

\_\_\_\_\_

\_\_\_\_\_ Selectman