

**BELMONT PLANNING BOARD
APPLICATION FOR BUSINESS DIRECTIONAL SIGN**

COMPLETING APPLICATION:

The applicant is responsible to submit all information correctly.

Copies of all ordinances and Regulations are on file in the Land Use Office at the Belmont Town Hall and at www.belmontnh.org. Submit applications to the Belmont Land Use Office at the Belmont Town Hall or mail to P.O. Box 310, Belmont, NH 03220. If you have any questions regarding the Ordinances, completion of the application or the application process, please do not hesitate to contact the Land Use Office.

THE FOLLOWING MUST BE SUBMITTED AS PART OF YOUR APPLICATION.

- A. Completed application form. Applications must be complete and legible, either typed or printed in ink. Incomplete or illegible applications will be returned and must be resubmitted.
- B. Authorization Letter: If sign is to be erected on private property, land owner's authorization letter must accompany application.
- C. Filing Fee: Make checks payable to "Town of Belmont".

PROPOSED LOCATION OF SIGN: _____

On a separate sheet, show diagram of highways and indicate with (X) the location where you wish to erect a business directional sign. (Show distances from intersecting highways or roads and distances from utility poles or other structures, including identification numbers of same. Signs may not be within any State of NH Right-of-way.)

INDICATE WORDING and SYMBOLS (if any) TO BE DISPLAYED ON SIGN. (Copy is limited to two lines and must comply with the ordinances and Regulations as to content.)

SYMBOL(S): _____

I hereby certify, to my best knowledge and belief, that my establishment meets the eligibility requirements for Business Directional Signs under the Ordinances and Regulations. I also hereby hold harmless the Town of Belmont, its agents and assigns, from any action, claim or liability incurred as a result of the placement of this sign and will defend said Town of Belmont against any claim so forthcoming.

Date: _____

Signature of Business Owner: _____

For use when sign will be erected on private property.

LANDOWNER'S BUSINESS DIRECTIONAL SIGN AUTHORIZATION FORM

Date: _____

Belmont Planning Board:

As the owner of Tax Lot _____ I hereby authorize the erection of one Business Directional Sign Installation on said tax lot.

By my signature, herein. I understand and agree that:

1. I have reviewed the location plans attached to this letter and agree to same.
2. Such signage must comply with the Ordinances and Regulations of the Town of Belmont and be so approved by the Planning Board.
3. Up to three signs may be placed on this one Business Directional Sign Installation and that this initial approval allows for same with no further review by the landowner.
4. I may authorize more than one Business Directional Sign Installation to occur on this lot, but must complete an additional authorization form for each such Installation and each such Installation must meet all applicable Regulations and may only be finally approved by the Planning Board.
5. This authorization will remain in effect until rescinded by the parties hereto and the Board will be so notified.

Owner's Signature: _____

Print name: _____

Mailing Address: _____ Tel No. _____

SECTION 10. BUSINESS DIRECTIONAL SIGNS

Business Directional Signage may be allowed by the Board when in conformance with the terms of the Belmont Zoning Ordinance and the following regulations. Review of applications for such signs is exempt from the requirements of Site Plan Review as designated in Sections 5. through 10. of these Regulations.

A. Procedure:

1. Application for a Business Directional Sign shall be made by the business owner in writing to the Board on an application form provided by the Planning Office.
2. Application review fee, as indicated on the Fee Schedule adopted by the Board, shall accompany application.
3. Application may be for installation within the Town's R.O.W. or on private land.
 - a. Prior to approval of an installation within the Town's R.O.W., the Board of Selectmen shall approve same.
 - b. Prior to approval of an installation on private land, a Landowner's Authorization Form, supplied by the Planning Office and signed by the land owner, must be submitted.
4. Prior to the Board's action, a copy of the application shall be submitted to the Road Agent for review and comment as to location and installation.
5. Applications shall be reviewed, and action taken, by the Board at a scheduled meeting.
6. Approval shall be in the form of a written permit issued to the owner by the Board. The Board shall also furnish to the owner the required sign specifications.
7. Permits shall expire on September 1st following each such issuance or renewal, with the exception that any permit originally issued between June 1st and August 31st shall not be required to renew until the second September following issuance of the permit.
8. Permits are required to be renewed annually. The owner is responsible to obtain the necessary renewal form from the Planning Office and submit the completed form to the Board no later than August 1st of each year. Renewal fee, as indicated on the Fee Schedule adopted by the Board, and any other required documents shall accompany application.
9. Review and action on renewals shall also be at a scheduled meeting.
10. Sign permits are transferable upon written application to and approval by the Board.
11. Sign permits may be amended as to the information presented on the sign upon written application to and approval by the Board.
12. Denial or revocation of a permit, or denial of a renewal for a permit shall be made, in writing, and only after a hearing before the Board upon 10 days' written notice to the owner, mailed by certified mail.
13. Permits shall be denied or revoked or applications for renewals denied for any of the following reasons:

- a. Failure of the sign as proposed or erected to comply with the terms of these Regulations or the Belmont Zoning Ordinance.
 - b. Any change in the business or its operations that causes the business to be in violation of these Regulations or the Ordinances.
 - c. Failure of the business to replace, repair or refurbish a business directional sign within 30 days following written notice by the Board.
 - d. Any changed condition necessitated by construction, reconstruction, maintenance or reclassification of any road.
 - e. The sign has been in nonconformity with the Zoning Ordinance for more than one year.
 - f. Failure to make timely renewal application.
 - g. Other reasons deemed appropriate by the Board.
14. If the owner applies for and is granted approval to erect a sign within the Town's R.O.W., the Town shall be indemnified by the owner for any damage occurring to the sign or any damage or injury resulting from said placement of sign.
15. Board action required for Business Directional Signs shall not require abutter notification.

B. Minimum Requirements

1. General:

- a. Total number of Business Directional Signs allowed to the one qualifying business per tax lot shall be limited to the minimum necessary to direct motorists to the intended location. The need for signage to direct motorists to the business from more than one direction must be substantiated by the owners and approved by the Board.
- b. Business directional signs approved for businesses that are not operated continuously year-round shall be removed or covered for any period of time greater than 30 days in which the business is not operating; the cover shall be an opaque material of the same color, shape and size as the sign panel. The owner shall be responsible for the covering of or the removal and storage of the sign panel but the posts may be left in place. The owner shall notify the Board prior to the sign being removed or covered and shall notify the Board at least 5 working days in advance of reinstallation of the panel, and subject to the availability of an inspector, so that reinstallation can be made under the direct supervision of the Board or its designee.

2. Materials. Signs and posts shall not be manufactured or provided by the Board, but shall be manufactured in accordance with the specifications. Signs that do not conform to the specifications shall not be approved for installation. The Town shall assume no responsibility for any dispute that may arise between an owner and his or her manufacturer or contractor. All signs and poles shall conform to the following:

- a. Base materials may be of either aluminum or plywood as described below.

- (1) Aluminum base material shall be flat sheet conforming to ASTM B 209, Alloy 6061-T6. The minimum thickness of the material shall be 0.080 inches for signs and overlay symbol panels.
 - (2) Plywood base material shall be standard form (BB grade or better), minimum 1/2", exterior type plywood, all cores and faces overlaid with 60/60 phenolic or melamine resin-impregnated surface, conforming to the requirements and tests set forth in "PS-1-83 Construction and Industrial Plywood," National Institute of Standards & Technology. Plywood shall not be allowed for overlay symbol panels.
- b. Surfaces of either base materials shall be prepared as recommended by the reflective sheeting manufacturer to ensure proper bonding.
- c. **Sign Face:**
- (1) **Background and Copy.** The sign shall have a white reflective sheeting background over the entire sign face. All copy (text, border or trim, and symbol, if used) on the sign face shall be black reflective sheeting. The reflective sheeting used for border shall be of a width as indicated in Figure 2. The border shall be flush with the edges of the sign.
 - (2) **Reflective Sheeting.** The reflective sheeting shall be Type II sheeting with retro reflective lens system, meeting the requirements of New Hampshire Department of Transportation Standard Specifications Section 718.
 - (3) **Color.** The color white shall mean white as described in Table I of Section 718.
 - (4) **Text Form.** Unless specifically indicated on the approved plans, all letters shall be upper case letters. The design of letters and the arrangement and spacing of copy shall be as provided on the plans and in Figure 7.
- d. **Edges and Backs.** The edges of plywood signs shall be sealed by painting with a sealer. Edges of aluminum signs shall be reasonably smooth and free from burrs. The backs of either plywood or aluminum sign panels shall be untreated and no markings or coloring shall be allowed on the backs of the panels.
- e. **Panel Dimensions.** The size of the sign panel and lettering is shown below. Numerals shall be the same size as required for the text. Fractions shall have a stroke and numeral size of one half that required for the text. The diagonal shall be placed so that its top is on a line with the top of the upper numeral and its bottom is on line with the bottom of the lower numeral and it is at an angle 60° above the horizontal plane.

Any sign being added to an existing installation shall be of the same dimensions (panel, text & symbols) as the initial sign(s) or the initial

sign(s) may be upgraded at the cost of the proposed sign owner and with the permission of the initial owner(s).

TABLE 1

Height of Letters	Panel Height	Panel Length
2 Inches	9 Inches	4 Feet
5 Inches	16 Inches	5 Feet

Subsequent panels shall be mounted leaving one inch between panels.

Posts shall extend beyond the top sign an equal distance and shall not exceed two inches.

f. Dimensions and Arrangements of Sign Face. Copy displayed on the sign face shall be in accordance with Figure 2. Three categories of information may be included.

- (1) Standard service symbol.
- (2) Text (maximum of two lines allowed).
- (3) Direction and distance information.

The use of symbols shall be limited to approved standard service symbols shown in Figure 5 or as otherwise allowed. Text size shall be as specified in Figure 7. Prior to fabrication of the sign, the copy shall be submitted to the Board for approval.

g. Application of Sheeting. Sheeting shall be applied in accordance with standard current practice as recommended by the sheeting manufacturer. Any damage to the reflective sheeting appearing in the completed sign shall be cause for rejection. Patched sheeting shall not be permitted.

h. Finishing. When recommended by the sheeting manufacturer, edge sealant and a full, glossy coat of finishing clear shall be applied in the manner specified by same.

i. Posts.

- (1) Steel posts shall be painted green and shall conform to the requirements outlined in Figure 6.
- (2) The length of the posts may vary to fit the final designated sign location and the number of panels present and the owner is cautioned to take this contingency into account.
- (3) Sign may be mounted on one post as approved by the Board.

j. Hardware.

- (1) Steel bolts, studs, and hex nuts shall be ASTM A 320, Identification Symbol B8, cold drawn (AISI type 304). Steel for washers shall be AISI type 302.
- (2) Posts shall not be set until final sign location has been designated by the on-site Town Inspector. The edge of the sign nearest the highway shall not be closer than 4 feet to the break in the shoulder

where sign is protected by guard rail. Where guard rail does not exist, the comparable distance shall be 6 feet.

- k. Posts shall be set into the ground to a depth equal to one third of the total length of the posts up to a maximum of 4 feet. Posts may be lapped to obtain required height subject to approval of length and location of lap by the Board.
- l. Signs shall be erected so that the bottom of the lowest sign shall be at a minimum height of 7 feet above the grade of the edge of pavement or traveled way unless otherwise directed by the Board.
- m. Signs shall be constructed so that the panel is centered on the post(s).

3. Text:

- a. The text allowed on Business Directional Signs shall be limited to the identification of the business and essential directional information except that the Board shall require sufficient text to describe the nature or operation of the business.
- b. Words or phrases, or third party endorsements, that describe the quality of goods or services shall be deemed as constituting advertising matter and shall not be allowed.
- c. Depending upon the length of the legend, the text may be displayed in either one or two lines of copy. Reasonable abbreviation of certain words may be allowed upon specific written request to and approval from the Board.
- d. Symbols portrayed on Business Directional Signs shall be limited to those commonly recognized symbols as shown in Figure 5. In the event that a symbol not shown in Figure 5 is proposed, it shall be subject to the specific approval of the Board. Overlay symbols to depict seasonal changes in activities or services shall be allowed upon specific written request to and approval from the Board.

4. Location/Installation:

- a. Actual installation of Business Directional Signs shall be done by the owner or his contractor under direct supervision of the Board or its designee, upon at least 5 working days' advance notice to the Board and subject to the availability of an inspector. The installation of posts and panels shall comply with the specifications and shall be in accordance with the prior approval obtained from the Board with respect to location, including but not limited to, distances from the edge of pavement or the traveled way, property lines, edge of shoulder, guard rail, or other highway appurtenances and height.
- b. Business Directional Signs shall not be allowed at intersections, where in the opinion of the Board, there would be an adverse impact on safety or aesthetics, or where such installation shall not be in conformance with all local and State regulations.

- c. Business Directional Signs shall not be allowed at intersections where the business has other signage within 500 feet whether within the Town or State ROW or on private land unless necessary to indicate a change in the direction of travel.
- d. Signs shall be allowed only at intersections of two or more Class V and/or State Roads and only when necessary to indicate direction.
- e. When a sign is erected at the intersection of a Class V Town Road and a State Road, the sign shall not be within the R.O.W. of the State Highway unless so approved by the State.
- f. Each Business Directional Sign installation may contain up to three panels. A second installation will be established only when the first installation contains the maximum number of panels allowed and only when a second installation is approved by the Board for that location. In those cases where a second or third business directional panel will be added to an existing installation, the owner for said second or third business panel, as the case may be, shall be responsible for furnishing and installing longer posts or overlapping existing posts if required.
- g. No tree cutting within the Town's or State's ROW shall occur prior to written approval from the Town or State.

5. Maintenance:

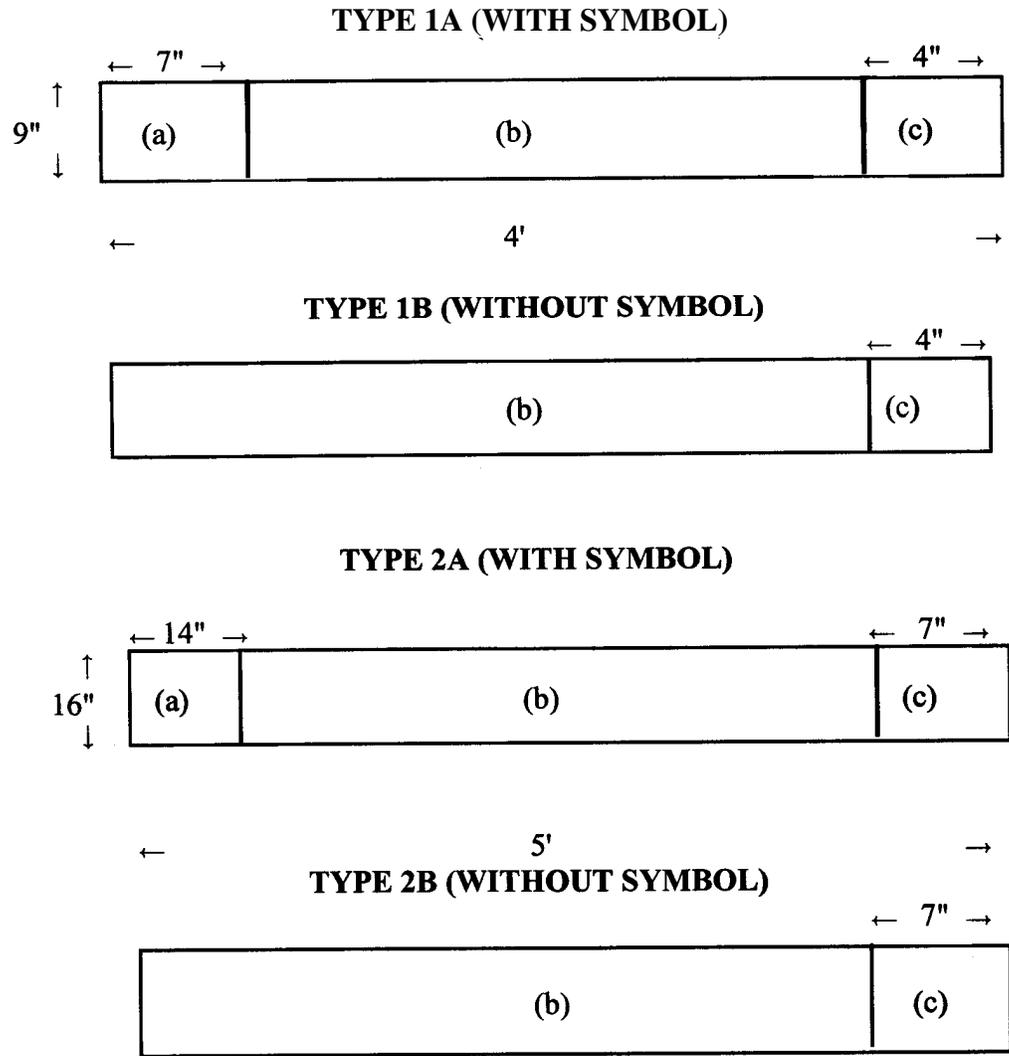
Routine maintenance and replacement of Business Directional Signs necessitated by weathering, normal deterioration or damage by accident or vandalism shall be at the Board's direction. Said maintenance or replacement shall be accomplished by the owner or his contractor under the direct supervision of the Board or their designee at the owner's cost and shall be completed within 30 days of written notification from the Board requiring such maintenance or replacement.

a. Removal:

- (1) An Order to remove a sign because of nonconformance with any applicable Ordinance or Regulation shall be in writing from the Board to the owner. Signs are required to be removed within 30 days of such Order. The cost of removal and replacement shall be borne by the owner.
- (2) Signs which are not removed within 30 days of the issuance of an Order to Remove shall be removed and disposed of by the Board or its designee. A removal fee shall be assessed against the business owner and no further sign applications shall be reviewed until said fee is paid in full.

FIGURE 2

DIMENSIONS AND ARRANGEMENTS - BUSINESS DIRECTIONAL SIGNS
(Not to scale)



NOTE:

1. Dimensions and layout variable - (a) Symbol
(b) Text
(c) Direction/Distance
2. For signs for upcoming left turn or straight ahead (a) and (c) above to be interchanged.
3. Not shown are: Type C (with symbol but without distance block)
Type D (with neither symbol nor distance block)
4. Where text consists of a single line of copy, it is to be centered vertically.

FIGURE 3

Arrangement of text and placement of directional arrow, with and without distance.

See Figure 4 for typical arrows.

(Not to scale)

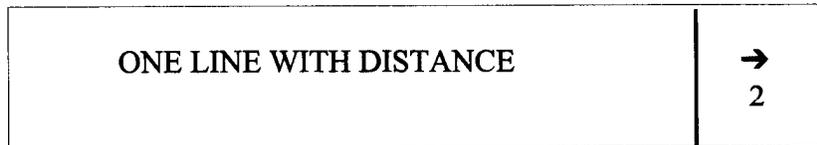
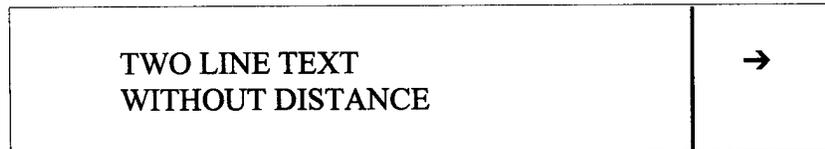
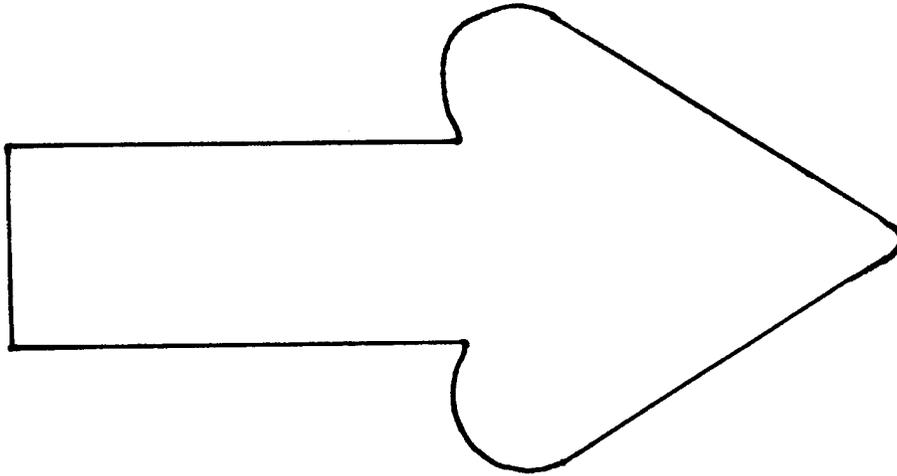


FIGURE 4

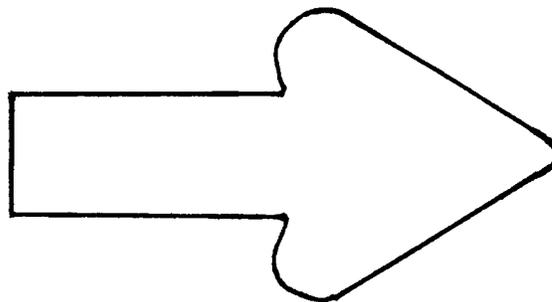
DIRECTIONAL ARROW

(Full scale)

Type 2 A&B



Type 1 A&B



NOTES:

1. See spaces designated "C" in Figure 2.
2. See note 2 in Figure 5.

APPROVED SERVICE SYMBOLS

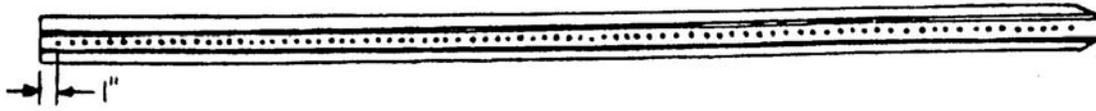


- NOTES:
1. The size of the symbol character shall be proportional to figure 5 for the largest square that can be entered within the symbol area provided by the type of sign being used. (See spaces designated (a) for sign types A and C in Figure 2.)
 2. The size of directional arrows shall be as presented in Figure 4. Directional arrows shall be located as shown in Figure 3.
 3. For the sign types shown in Figure 2, directional arrows shall be placed in the space designated (c) and as shown in Figure 3.

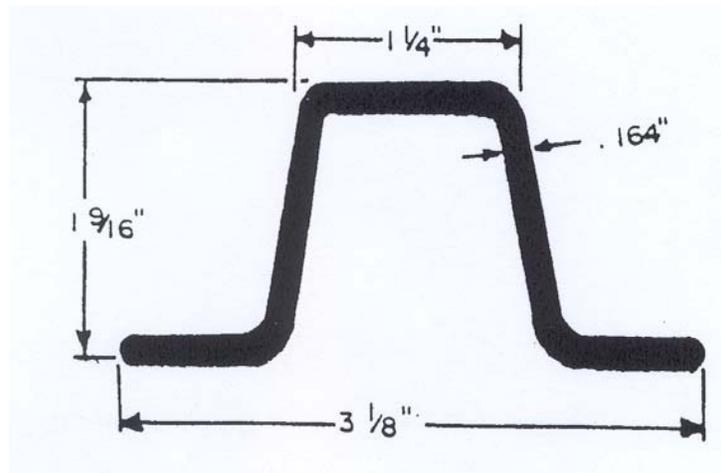
LEGEND

- | | | |
|----------------------|---------------------------|------------------------|
| 1. Restaurant | 6. Camping - Trailer | 11. Stables |
| 2. Lodging | 7. Summer Sports | 12. Golf |
| 3. Automotive | 8. Winter Sports | 13. Telephone |
| 4. Automotive-Diesel | 9. Skiing - Cross Country | 14. Skiing - Down Hill |
| 5. Camping | 10. Marina | |

STEEL SIGN POST



- Length: P-11, 11'-0"; P-12, 12'-0"; P-14, 14'-0"; P-16, 16'-0".
- Weight per linear foot: 2.50 lbs (min.)
- Holes: 3/8" dia. 1" C-C full length.
- Steel: Shall conform to ASTM A-499 (Grade 60) or ASTM A-576 (Grade 1070-1080).
- Finish: Shall be painted with two coats of an approved medium green, baked on or air dried, paint of weather resistant quality.



STANDARD UPPER CASE ALPHABETS
FOR HIGHWAY SIGNS

The Standard UPPERCASE Alphabet series for highway signs were prepared by the Bureau of Public Roads at the request of the National Joint Committee on Uniform Traffic Control Devices and approved by that committee.

This 1966 edition has eliminated the tables of dimensions by printing the characters in exact detail for two-inch letter height. The characters may be enlarged to the desired letter height with any conventional enlarging process such as: photographic, shadowgraph, or by manual transfer and the letters will remain in the proper proportion. A one-quarter inch grid has been superimposed on the letters to facilitate the enlarging process.

A set of spacing tables is provided for each alphabet series. These tables give the letter and numeral width by direct reading for several standard letter heights. In addition, the recommended dimension for space between any combination of letters or numerals may be obtained through a two-step process described in the table. This space is the distance measured horizontally between the extreme right edge of the preceding letter and the extreme left edge of the following letter. No part of these letters may extend into this space.

The width of a word or name may be readily determined by adding the sum of the letter widths to the sum of the space between letters.

All characters having an arc at the top or bottom are extended slightly above or below the grid lines. This is in accord with accepted practice for rounded letters.

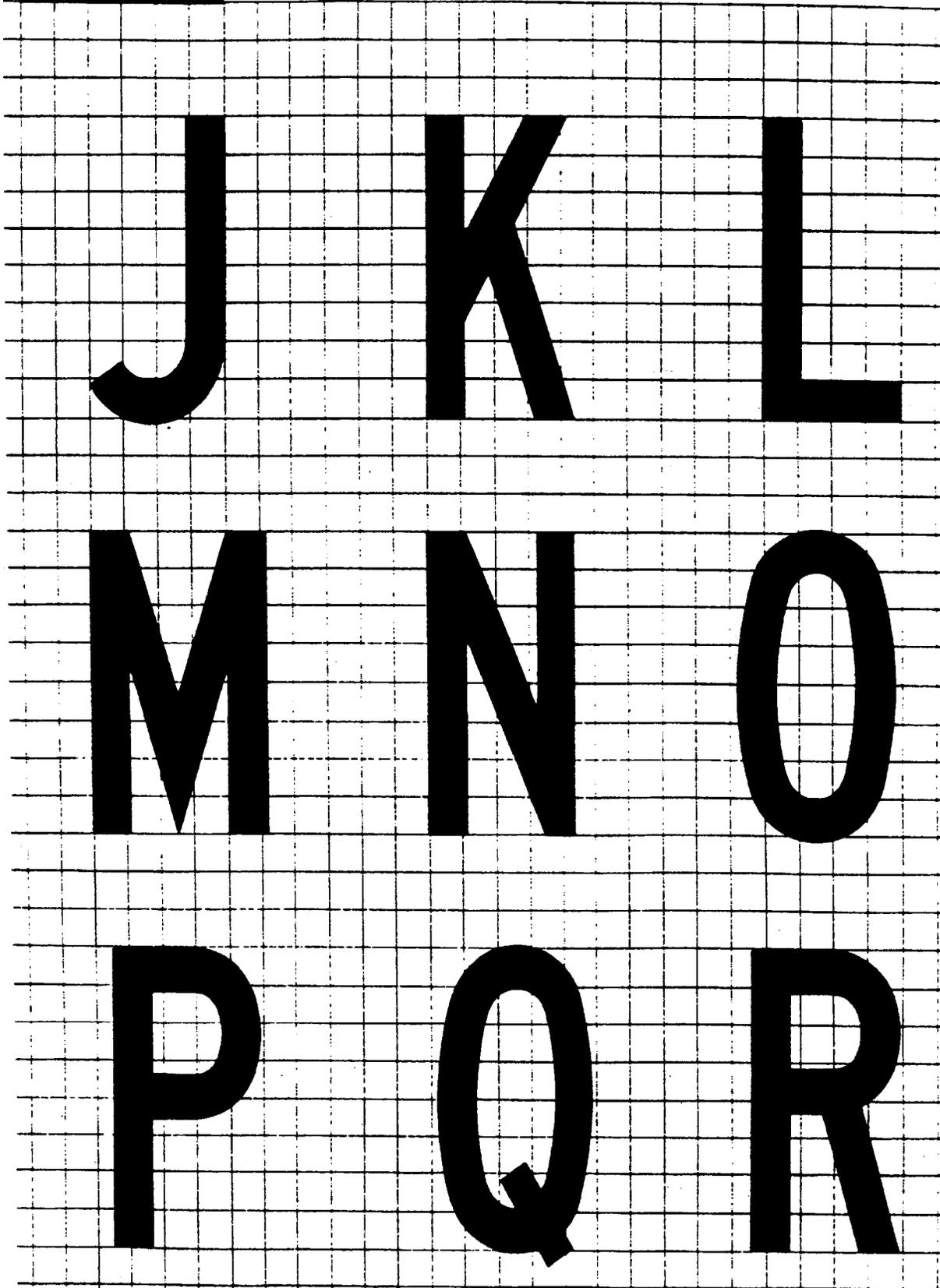
SERIES C

A B C

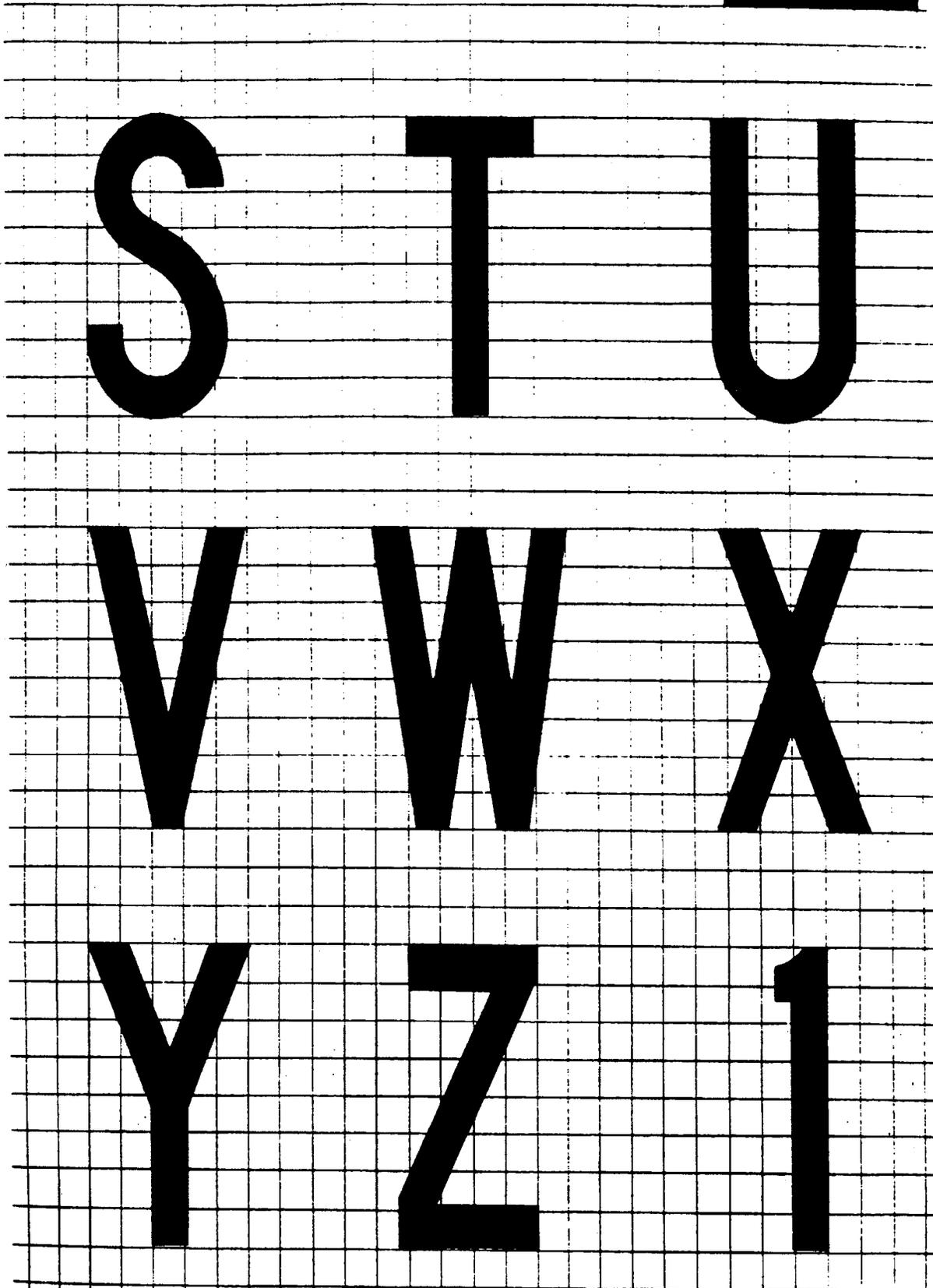
D E F

G H I

SERIES C



SERIES C



SERIES C

2

3

4

5

6

7

8

9

&

SERIES C

LETTER & NUMERAL WIDTHS and SPACE between letters or numerals

To determine the proper SPACE between letters or numerals, obtain the code number from table I or II and enter table VI for that code number to the desired letter or numeral height.

TABLE I LETTER TO LETTER CODE NUMBER Following Letter				TABLE IV WIDTH of LETTER in inches							
Preceding Letter	B, D, E, F, H, I, K, L, M, N, P, R, U	C, G, O, Q, S, X, Z	A, J, T, V, W, Y	Letter height							
				4"	5"	6"	8"	10"	12"	18"	
A	2	2	4	A	2.50	3.12	3.75	5.00	6.25	7.50	11.25
B	1	2	2	B	2.19	2.73	3.28	4.38	5.47	6.56	9.84
C	2	2	3	C	2.19	2.73	3.28	4.38	5.47	6.56	9.84
D	1	2	2	D	2.19	2.73	3.28	4.38	5.47	6.56	9.84
E	2	2	3	E	2.00	2.50	3.00	4.00	5.00	6.00	9.00
F	2	2	3	F	2.00	2.50	3.00	4.00	5.00	6.00	9.00
G	1	2	2	G	2.19	2.73	3.28	4.38	5.47	6.56	9.84
H	1	1	2	H	2.19	2.73	3.28	4.38	5.47	6.56	9.84
I	1	1	2	I	0.56	0.70	0.84	1.12	1.41	1.69	2.53
J	1	1	2	J	2.00	2.50	3.00	4.00	5.00	6.00	9.00
K	2	2	3	K	2.19	2.73	3.28	4.38	5.47	6.56	9.84
L	2	2	4	L	2.00	2.50	3.00	4.00	5.00	6.00	9.00
M	1	1	2	M	2.59	3.23	3.89	5.19	6.48	7.78	11.67
N	1	1	2	N	2.19	2.73	3.28	4.38	5.47	6.56	9.84
O	1	2	2	O	2.31	2.89	3.47	4.62	5.78	6.94	10.41
P	1	2	2	P	2.19	2.73	3.28	4.38	5.47	6.56	9.84
Q	1	2	2	Q	2.31	2.89	3.47	4.62	5.78	6.94	10.41
R	1	2	2	R	2.19	2.73	3.28	4.38	5.47	6.56	9.84
S	1	2	2	S	2.19	2.73	3.28	4.38	5.47	6.56	9.84
T	2	2	4	T	2.00	2.50	3.00	4.00	5.00	6.00	9.00
U	1	1	2	U	2.19	2.73	3.28	4.38	5.47	6.56	9.84
V	2	2	4	V	2.44	3.05	3.66	4.88	6.09	7.31	10.97
W	2	2	4	W	3.00	3.75	4.50	6.00	7.50	9.00	13.50
X	2	2	3	X	2.34	2.92	3.52	4.69	5.86	7.03	10.56
Y	2	2	4	Y	2.50	3.12	3.75	5.00	6.25	7.50	11.25
Z	2	2	3	Z	2.19	2.73	3.28	4.38	5.47	6.56	9.84

TABLE II NUMERAL TO NUMERAL CODE NUMBER Following Numeral				TABLE V WIDTH of NUMERALS in inches							
Preceding Numeral	1, 5,	2, 3, 6, 8, 9, 0,	4, 7,	Numeral height							
				4"	5"	6"	8"	10"	12"	18"	
1	1	1	2	1	0.81	1.02	1.22	1.62	2.03	2.44	3.66
2	1	2	2	2	2.19	2.73	3.28	4.38	5.47	6.56	9.84
3	1	2	2	3	2.19	2.73	3.28	4.38	5.47	6.56	9.84
4	2	2	4	4	2.44	3.05	3.66	4.88	6.09	7.31	10.97
5	1	2	2	5	2.19	2.73	3.28	4.38	5.47	6.56	9.84
6	1	2	2	6	2.19	2.73	3.28	4.38	5.47	6.56	9.84
7	2	2	4	7	2.19	2.73	3.28	4.38	5.47	6.56	9.84
8	1	2	2	8	2.19	2.73	3.28	4.38	5.47	6.56	9.84
9	1	2	2	9	2.19	2.73	3.28	4.38	5.47	6.56	9.84
0	1	2	2	0	2.31	2.89	3.47	4.62	5.78	6.94	10.41

TABLE III WIDTH of STROKE		TABLE VI SPACE in inches measured horizontally from the extreme right edge of the preceding letter to the extreme left edge of the following letter (numeral).							
Letter Height	Stroke Width in inches	CODE NUMBER	4"	5"	6"	8"	10"	12"	18"
4"	0.56	1	0.84	1.05	1.26	1.68	2.11	2.53	3.79
5"	0.70	2	0.67	0.84	1.01	1.34	1.69	2.03	3.04
6"	0.84	3	0.45	0.56	0.68	0.90	1.12	1.36	2.04
8"	1.12	4	0.22	0.28	0.34	0.44	0.56	0.68	1.02
10"	1.41								
12"	1.69								
18"	2.53								