



SIGN REGULATIONS

ZONES AFFECTED:

All zones, whether residential or non-residential, must comply to sign regulations.

Single Family Residen-

R-12—Medium Density

R-20—Low Density

R-40—Rural Residential

Multi-Family Residential

RM-U—Urban Density

RM-SU—Suburban Density

Commercial

B-1—Neighborhood Business

B-3—Thoroughfare Business

B-4—Hotel/Retail

B-5—Rural Commercial/

Industrial

I-1—Restricted Industrial

I-2—Rural Restricted Indus-

I-4 –Office and Assembly

ETP—Enterprise/Technology

Mixed Use

CWD—Cochecho Waterfront

CBD—Central Business

O—Office

For More Information:

*Department of Planning and
Community Development*
288 Central Ave.
Dover, NH 03820
(603) 516-6008

How to read the Sign Ordinance

Commercial Districts:

In commercial and mixed use districts the sign ordinance is written to promote aesthetic quality alongside the need to identify ones business

Various types of signs are allowed and each zones has its own regulations, and dimensions which can be found in the table of dimensional regulations.

Residential Districts:

In residential districts the sign ordinance is written to protect residential abutters, while understanding that there are certain home based occupations that are lawfully allowed and those occupations necessitate a sign for identification.

- The maximum size a sign, in a residential zone, can be is 16sf;
- Only freestanding and projecting signs are allowed;

- Any freestanding sign must remain 10 feet off any lot line;
- Only one sign per lot is allowed.
- Development signs are allowed.

General Restrictions:

There are 20 general sign regulations. The most frequently asked about are below.

- Rotating signs are not allowed;
- Signs shall not be illuminated in a flashing manner;
- Signs shall not be painted or affixed directly to any building;
- All signs are prohibited in the public Right of Way;
- Electronic Message Centers are not allowed.

Permit Process:

For all signs, which are not directional signs, residential nameplates or real estate signs, a permit is

issued by the Zoning Administrator, provided that the sign meets all the regulations of this section, after the submission of a set of plans to an appropriate scale, showing site location, dimensions, method of illumination, if any, and types of materials to be used in construction. Replacement of existing signs and support structures, where the area, location or materials are being altered, shall require a permit, and such replacement shall conform to the regulations of this section

Mill Motif:

Within Dover's downtown area, there is an opportunity to have a larger sign than the normal allowance. In order to take advantage of this opportunity, one must conform to certain material and color restrictions.

The intent of the mill motif is to apply Dover's Mill architecture signs for aesthetic purposes.

PURPOSE OF THE SIGN ORDINANCE

- To create a legal framework for signage regulations that is intended to facilitate a flexible and agreeable communication between people.
- To acknowledge the need to protect the safety and welfare of the public,
- To acknowledge the need for a well-maintained and attractive appearance throughout the City.
- To acknowledge the need for adequate business identification, advertising and communication.
- To promote a high aesthetic quality of Dover's commercial districts