

- 3.11.6.3.2 Freestanding (Ground) Signs - One (1) ground sign is permitted for each parcel having frontage on a public right-of-way.
- 3.11.6.3.3 Any sign not exceeding four (4) square feet in area, limited solely to directing traffic within a parking area or indicating parking restrictions in the use of such parking area.
- 3.11.6.3.4 Any sign not exceeding six (6) square feet in area solely indicating entrance and exit driveways.
- 3.11.6.3.5 Any sign not exceeding six (6) square feet indicating only the date of erection of a building.
- 3.11.6.3.6 Off Premise - An off-premise sign which identifies the name and location of business located in the Town of Londonderry may be allowed by special exception from the Zoning Board of Adjustment provided the following conditions are met.
 - 3.11.6.3.6.1 No more than one (1) off-premise sign shall exist on an individual parcel.
 - 3.11.6.3.6.2 No business shall be advertised on more than two (2) off premise signs except as provided in section 3.11.6.4.2.3.2.
 - 3.11.6.3.6.3 Off-premise signs located in an Industrial or Commercial district shall have a maximum surface area of twenty-five (25) square feet.
 - 3.11.6.3.6.4 Off-premise signs located in districts other than Industrial or Commercial shall have a maximum surface area of eight (8) square feet.
 - 3.11.6.3.6.5 Directional Signs - where a business is located a significant distance from commonly traveled ways, and a need is demonstrated, the Board may allow one (1) or more additional directional signs. Such signs shall be limited to the name of the business and specific directions. The maximum size of a directional sign shall be two (2) square feet.
 - 3.11.6.3.6.6 The sign must otherwise conform to other applicable regulations of this ordinance.
 - 3.11.6.3.6.7 Other conditions or restrictions as the Board of Adjustment may deem to be in the public interest.
- 3.11.6.3.7 Open House - "Sandwich" Board signs and Open House signs will be allowed in Residential districts in conjunction with an Open House or Model Home demonstration conducted by a Realtor for two (2) days before the opening of such a demonstration and up to two (2) days after for total of six (6) days. The location and date of display of these signs shall be recorded with the Building Inspector. Where the Open House or Model Home is maintained for an on-going project, these time limits do not apply.
- 3.11.6.3.8 Temporary, Residential, Commercial and Industrial Signs - Banners, posters, pennants, "A" frame, sandwich board, and portable signs shall not be used on a permanent basis. The location and date of display of these signs shall be recorded with the Building Inspector. Such signs will be permitted at the opening of a new business or reopening of an existing business under new management or special sales in a Residential, Commercial, or Industrial district on one occasion per calendar year for a total period not to exceed thirty (30) consecutive days unless otherwise permitted by the Building Inspector.
- 3.11.6.3.9 Other Signs
 - 3.11.6.3.9.1 Up to two (2) incidental signs may be attached to a freestanding sign structure or to a building wall, but may not be attached perpendicular to the wall. Such signs are restricted to trading stamps, credit cards accepted, and official notices of services required by law or trade affiliations. Area of each sign may not exceed four (4) square feet; the total area of all such signs may not exceed eight (8) square feet.