

Section 7 – SIGNAGE POLICY

All Signage at the Laconia Airport must be approved by the Laconia Airport Authority and the Town of Gilford in accordance with any Lease Agreement and with adherence to the Town of Gilford's Signage Ordinance.

1.0 LOCATION SIGNS

- 1.1 Definition and Purpose: Location Signs are airport-owned and are located at the entrances to Airport Road and Aviation Drive. Their purpose is to list businesses and organizations that are located on the airport's interior roadways.
- 1.2 Size and Format: Individual Signs on an airport Location Sign are to be no more than 12" in height and no more than 72" in length. Logos are permitted.
- 1.3 Approval Process: Any airport Tenant or Lessee that desires to erect a sign on an airport Location Sign shall present its proposal to the Airport Manager for approval by the Laconia Airport Authority. The Laconia Airport Authority will obtain the necessary approval from the Town of Gilford. Any costs associated with this process will be reimbursable to the Laconia Airport Authority by the Lessee or Tenant.
- 1.4 Maintenance: The Laconia Airport Authority will maintain and repair its Location Signs and any related lighting. The Tenant or Lessee is responsible for the maintenance and appearance of their individual sign on an airport Location Sign. The Laconia Airport Authority reserves the right to require or to effect the removal of any sign not so maintained.

2.0 DIRECTORY SIGNS

- 2.1 Definition: Directory Signs are airport-owned. Currently there is one located at the terminal building. Their purpose is to list the businesses and organizations located in a building or complex.
- 2.2 Size and Format: Individual signs on an airport Directory Sign are standardized blue lettering on white background, the signs are approximately 6" in height and 48" in length. The overall height of the sign will be a function of the number of signs to be located on the airport's Directory Sign face and of the allowable face dimensions per the Town of Gilford Sign Ordinance.
- 2.3 Costs: The Laconia Airport Authority is responsible for all Directory Signs at the Laconia Airport. The Laconia Airport Authority will contract with the sign company and the Lessee or Tenant shall pay the cost of their individual sign.
- 2.4 Approval Process: Any Lessee or Tenant that desires to erect a Directory Sign shall present its request in writing to the Airport Manager for approval by the Laconia Airport Authority. The Laconia Airport Authority will obtain the necessary approval for the Tenant's or Lessee's Directory Sign from the Town of Gilford.

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- 2.5 Costs: Any costs associated with this process will be reimbursable to the Laconia Airport Authority by the Lessee or Tenant.
- 2.6 Maintenance: The Laconia Airport Authority will maintain and repair Directory Signs and any related lighting. The cost to replace an individual sign is reimbursable to the Laconia Airport Authority by the Tenant or Lessee.

3.0 PREMISES SIGNS

- 3.1 Definition: Premises Signs are Tenant or Lessee owned and are located on the leased premises.
- 3.2 Size and Format: Premises Signs must be in connection with the Tenant's or Lessee's approved business operations for the leased premises.
- 3.3 Approval Process: Any Lessee or Tenant that desires to have a Premises Sign shall present its request in writing to the Airport Manager for approval by the Laconia Airport Authority. The Lessee or Tenant will be responsible for obtaining the Sign approval from the Town of Gilford, and copies of the permit shall be furnished to the Airport Manager.
- 3.4 Costs: All costs and fees associated with obtaining the permits and approval, the erection, construction, and maintenance of a Premises Sign are the responsibility of the Tenant or Lessee.
- 3.5 Maintenance: The Tenant or Lessee is responsible for the maintenance of their Premises Sign. The Laconia Airport Authority reserves the right to require or to effect the removal of any sign not so maintained.
- 3.6 Illumination of premises signs is permitted only for approved commercial operators providing services to the traveling public.

<i>Adopted 4-21-05</i> <i>Reaffirmed 2-08, Amended 4-17-08</i> <i>Reaffirmed 1-28-10</i>
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