

Town of Wethersfield Sign Regulation Review

Subcommittee Meeting #4

August 3, 2017

Tonight's Agenda

- * Business Zone Signs
- * Temporary Signs
- * Master Signage Program
Exceptions

Business and Industrial Zones

Wall Signs

I

- * Residential
 - * With Detached 1 s.f./1 l.f.
 - * No Detached 2 s.f./1 l.f.
 - * Open – Signs, flags or banners
12 s.f.
 - * Max 125 s.f.
- * No PZC approval required

Wall Signs

W/out Detached Sign

- * 2 SF per lineal foot of building frontage
- * No wall sign or combination of wall sign areas shall be larger than 125 s.f.

W/Detached Sign

- * 1 SF per lineal foot of building frontage
- * No wall sign or combination of wall sign areas shall be larger than 125 s.f.

Wall Signs

- * Revise Ratio 2 s.f./linear foot?
- * Penalty For Having Detached Sign?
- * Keep maximum 125 s.f.?
- * Vary Based on Zoning District?
- * Wall signs on Upper Stories?
- * Directory Signs?

Detached Signs

a. Properties with less than 100 feet of frontage and sign height 8 feet or less. 1/building 25 SF

b. Properties with more than 100 feet of frontage and sign height 8 feet or less. 1/building 32 SF

c. Properties with more than 100 feet of frontage and sign height 5 feet or less. 1/building 40 SF

d. Properties with more than 100 feet of frontage and sign height less than 5 feet above the ground when:

1. both signs are one-sided and are integrated into the landscape as stone walls or similar features;
2. only one sign will be visible from any traveling direction on the adjacent street;
3. the proposed design is attractive and is incorporated into the landscape on the particular site. 2/lot 50 SF per sign face

e. Properties in the Village Business District (VB). 1/building 25 SF

Permitted In Bus. and Ind. Zones

Detached

- * Gas Price - 12 sf max, 15" max letter height, 8 foot sign height
- * Park Type Development - 12 sf
- * Menu Board Drive Thru - 18 sf
- * Portable IN VB Only - 8 sf
- * PZC Approval For Gas Price

Business Zone Signs

- * VB Zone – Wall Mounted Sign may project or hang over 18”, over ROW, driveway or roadway
- * RC or GB Zones, access more than 1 street may display on each front
- * Business Signs prohibited in Residential Zones may not face Residential Zone

Business Zone Signs - Revisions

- * Canopy
- * Awning
- * Detached
 - * Single Tenant
 - * Multi-Tenant
- * Window Signs – Internally Illuminated
- * Driveway Signs/Traffic Control – Logos
- * Portable
- * Drive Thru
- * Open Signs

Detached Signs

Existing Regulations

- * Size Based Upon Lot Frontage and Sign Height
- * Max Area Ranges From 25 s.f. to 50 s.f.
- * Max Height 8 Feet
- * Five (5) foot setback all prop lines
- * 1/building
- * 2/lot For Lots +100' Frontage and 5' High Sign

Issues

- * Single Tenant Building/Site
- * Multi Tenant Properties
- * Larger Sites/Buildings
- * Differentiate Between Zones
- * VB, TC, O, GB, RC, BP
- * Differentiate Between Uses
- * Size Based on Frontage Only
- * Required Landscaping

Detached Signs

Single Tenant



Multi Tenant



Canopy Signs

- * Existing Regulations Do Not Provide Any Guidance
- * Wall Sign or Free Standing Sign?
- * Size Based Upon Building Frontage or Canopy Frontage?
- * Size Based Upon Ratio 1/1 or % of Canopy Face?
- * Lighting – Sign Only or Entire Canopy?

Canopy Signs



Portable or A-Frame Signs

- * Only Permitted in VB Zones – During Business Hours, In Front of Business, No Obstruction Pedestrians – 1/business, 8 s.f. in Size, Zoning Permit
- * Illumination
- * Wind Loads
- * Changeable Message
- * Zoning Districts
- * Permit



Window Signs



Window Signs (Temporary)

Existing Regulations

- * No Definitions Provided
- * No Permit Required
- * Inside Display Windows
- * Max of 25% of window space/glass area

Issues

- * Illumination?
- * Timeframe?
- * Permanent Window Signs?
- * Upper Story Windows?
- * Max #?

Open Signs

Existing Regulations

- * “Open”
- * Signs, Flags or Banners
- * Zoning Permit Required
- * 1/Business
- * 12 sf
- * During Operating Hours Only
- * Hanging From or Attached To Building

Issues

- * Illumination?
- * Window Signs

Changeable Copy Signs - Existing

- * No sign shall contain flashing or intermittent illumination, moving parts, exposed neon lights or animation unless specifically approved by the Commission.
- * No sign shall be used so that the message content can be periodically changed, except menu boards, unless specifically permitted through the issuance of a Special Permit by the Commission.
- * Church – Bulletin Boards?
- * Any Zone?

Changeable – Manual



Changeable – Electronic/Digital



Changeable – Electronic/Digital

- * Should We Allow?
- * Type of Permit?
- * Gas Pricing
- * Time/Temp
- * Message Centers
- * Instant Transition
- * Display Duration/Time
- * Prohibit Motion, Animation and Video
- * Lettering Size
- * Brightness
- * Auto Dimming
- * Default Black Screen
- * Max S.F. or % of Sign
- * PZC Approval
- * Limit To Certain Zones
- * Wall and Freestanding?
- * Limited To Certain Uses
- * Limit Color/Background
- * PSA's

Existing Menu Board/Drive-Thru Regulations

- * A Business With a Drive-Thru Facility May Be Permitted To Have a Menu Board
- * Zoning Permit
- * 1/Business
- * 18 s.f. max area
- * No Height Limit

Drive Thru



Drive Thru

- * Several Variances Granted (Dunkin Donuts, Tim Horton's, Panera, CVS)
- * Height Limit
- * # of Signs
- * Size
- * Not Visible From Public Way

Traffic Control



Traffic Control Sign Regulations Driveway/Accessory

Existing

- * Signs For The Control of Traffic and Parking On A Property Provided Conformance to MUTCD and Contain No Business Name or Logo
- * No Permit
- * Any Zone
- * No Max #, size, height
- * Size Permitted As Per MUTCD or Town Engineer

Issues

- * Size Limit
- * Height Limit
- * Illumination
- * Lettering Size
- * Permit

Temporary Signs – No Permit

Existing

- * Real Estate
 - * Residential 5 ft setback, 6 sf
 - * Commercial 5 ft setback, 24 sf
 - * Sale Pending or Sold 6 sf
 - * Off Premise Open House within row – Sat/Sun/Holidays
Removed By Sunset - 4 sf

Issues

- * Illumination
- * Height
- * Wall
- * Window
- * Materials

Temporary Signs – No Permit

- * Tag/Yard/Garage Sales 2 sf
- * Max # 6
- * On Premise
- * 3 Days/Year
- * Plus 1 Off-Site Directional Sign
- * Within ROW
- * Sat, Sunday and Holidays
- * No Site Line Obstruction
- * Removed by sunset

Temporary Signs – No Permit

Political

- * Non Illuminated
- * Persons
- * Issues, Controversy or Subject To Local Referendum
- * Up To 8 Weeks
- * Before Primary, Regular, Town Meeting or Referendum
- * Removed 5 days after
- * 32 sf Max

Temporary Signs

Construction

- * Dwelling – No Permit – one - 6 sf
- * Business – No Permit – Up to 2 - 32 sf

Development

- * Development w/Lots or Homes Needs Permit – Up to 12 months – May be Extended? - Up to 2 - 32 sf

Temporary Event Signs – Zoning Permit

- * Civic Organizations - 30 days/year – No ROW – 20 ft setback side lot line - 32 sf
- * Business Grand Opening/New Management – Flags, Banner, Signs – 30 consecutive days – 60 SF
- * Special Sales or Events – Banners, Signs – 14 days Before Event – 3 times/year 32 SF
- * Off Premise Event – Public, Charitable, Educational or Religious – Up To 3 - 32 SF
- * Event – On- Site - Public, Charitable, Educational, Historical or Religious – 30 days Before Event – As Many as 6 – 32 sf
- * Off Premise – May be Placed with ROW w/ TM or designee approval – 32 sf

Temporary – New Business Identification – Zoning Permit

- * Banner On Façade – 21 days – One – 24 sf
- * Non Illuminated Detached sign – Chamber – 21 days – One - 12 sf
- * Non Illuminated Detached Sign – 21 days – One – 6 sf
- * Streamers For 30 Days After Opening Date

Temporary – Zoning Permit

- * Sponsor Signs – Municipal Baseball and Softball – 4 months/Year – Non Illuminated – Outfield Fence – No Limit on Number – 4' x 8'
- * Land Use Hearing – Public Notice – No Permit - one – 4 sf
- * Street Banners – Sponsored or Installed By Town

Require PZC Approval

- * Logo +25% Sign Area
- * Gas Price
- * Temp - Special Event +30 Days
- * Flashing/Intermittent Illumination, Moving Parts, Exposed Neon, Animation
- * Internally Illuminated Dark/Light background
- * Changing Message Content

Exceptions

Existing

- * Numbers of Items and % Logo
- * Area Internally Illuminated Wall Signs w/Opaque Letters 10%
- * Unified Signage Program – Height, Area, Setback and Number – Special Permit

Issues

- * Bonus For Increased Setback For Wall Signs
- * Additional Signs For Additional Frontage
- * Sign Design Performance Standards
- * If 2 signs Allowed and only 1 is used a % Bonus
- * Bonus % If No Freestanding Sign is Used

Next Steps

- * Draft Version Of Regulations
- * Next Meeting – September 14