

Town of Wethersfield Sign Regulation Review

Sub Committee Meeting #3

July 20, 2017

Town Website Updates

The screenshot shows a web browser window displaying a page from the Town of Wethersfield website. The browser's address bar shows the URL: <http://wethersfieldct.com/content/279/289/336/15799/default.aspx>. The page title is "PZC Sign Regulation Subcommittee". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The page content is as follows:

Government » Boards & Commissions » Planning and Zoning Commission » Sign Regulation Subcommittee » PZC Sign Regulation Subcommittee

Sign Regulation Review Committee

The Wethersfield Planning and Zoning Commission (PZC) at its July 6, 2016 meeting agreed to establish a committee to review the Town's sign regulations in light of the 2015 United States Supreme Court decision in *Reed v. Town of Gilbert, Arizona*. This decision changed a major part of the legal underpinnings for modern sign regulation. The Committee has been tasked to review the existing regulations and provide recommended revisions. Several members of the Commission and several members from the [Design Review Advisory Committee \(DRAC\)](#) have volunteered to work with Town Staff on this effort.

BACKGROUND

The Town of Wethersfield first adopted sign regulations in 1926. Over the years, numerous revisions to the regulations have been approved. The most notable changes were made in 1956 when a specific section of the zoning regulations was adopted for the sole purpose of regulating signs. In 1978 the old regulations were repealed and a more detailed set of standards was adopted. In 2004 the regulations were comprehensively revised and the Design Review Advisory Committee was established and charged with the authority to review all sign applications. Since 2004 several minor amendments have been made to the regulations.

'SIGN REGULATION SUBCOMMITTEE'

- > [PZC Minutes Establishing Sign Regulation Review Committee-July 6, 2017](#)
- > [Staff Memo Sign Regulations-June 30, 2016](#)
- > [Wethersfield Sign Regulations-Revised February 19, 2008](#)

On the right side of the page, there is a "GOVERNMENT" navigation menu with the following items:

- Agendas & Minutes
- Boards & Commissions
- Board of Education
- Government Access TV - Meeting Broadcast Schedule
- Job Opportunities
- Other Links
- Permits and Forms
- Reports & Publications
- Town Budget
- Town Charter & Code
- Town Council
- Town Manager
- Wethersfield Housing Authority
- Wethersfield Public Schools

Section 6.3 Sign Regulations

Existing

- * Purpose
- * Measurement Sign Area
- * Sign Content
- * Signs Any Zone
- * Signs Residential Zones
- * Signs Business and Industrial
- * Temporary Signs
- * Location
- * Construction and Illumination
- * Maintenance and Abandonment
- * Exceptions
- * Permits
- * Non-Conforming

Proposed

- * Purpose, Intent and Applicability
- * General Requirements
- * Prohibited
- * No Permit - Any Zone
- * Permit - Any Zone
- * Permit – Residential Zones
- * Permit – Agricultural Zone
- * Permit - Business Zones
- * Illumination
- * Administration, Enforcement and Interpretation
- * Maintenance and Abandonment
- * Permit Requirements
- * Master Signage Program - Exceptions
- * Non-Conforming
- * Substitution and Severability

New Definitions

- * Abandoned Sign
- * Awning Sign
- * Banner Sign
- * Billboard
- * Bulletin Board
- * Canopy Sign
- * Changeable Copy Sign
- * Digital Display
- * Driveway Sign
- * Flag
- * Government Sign
- * Mural
- * Off Premise Sign
- * Permanent Sign
- * Portable Sign
- * Temporary Sign
- * Window Sign
- * Yard Sign

Purpose, Intent and Applicability

Existing

- * number,
- * size,
- * location,
- * height,
- * Lighting
- * type of signs

Proposed

- * Applicability
- * Design,
- * Motion
- * Enforcement,
- * Maintenance

Purpose, Intent and Applicability

Existing

- * public health,
- * safety,
- * general welfare

Proposed

- * property values
- * physical appearance
- * enhance the aesthetics
- * means of expression
- * appropriate for the zoning district
- * means of communication

Purpose, Intent and Applicability

Existing

Proposed

- * prevent visual clutter
- * Plan of Conservation and Development
- * free speech
- * content neutral manner
- * Reduce the distractions
- * To prevent property damage

General Requirements

Existing

- * Sound Materials
- * Approved Sign Concept
- * 5 foot setback detached signs
- * Attached signs shall not Project more than 18”
- * Wall Signs Coordinated Theme, height, materials, lettering, placement, illumination

Proposed

- * Multiple Sign Organization
- * Curb Protection
- * Detached Sign – Landscaping
- * Durable Materials
- * Multiple Frontage

Permitted In All Zones – No Permit

Existing

- * Flags
- * Historic
- * Resident ID
- * Face/Panel Change
- * Wall – Residential Accessory

Proposed

- * Warning/Government
- * ATM/Vending
- * Window Decals
- * Vehicle
- * Parking
- * Bus Shelter
- * Political/Candidate

Permitted All Zones – Zoning Permit

Detached

- * Public/Ed/Historic
- * Welcome
- * Religious/Municipal Bulletin
- * Farm
- * Residential Development
- * Non Conforming
- * Historic Marker
- * **Special Permit**

Wall

- * Government/Historic
- * **Murals/Art**

Zoning Permit - Residential

Wall

- * Permitted Use
- * Nonconforming

Detached

- * **Nonconforming**
- * Special Permit
- * **Home Occupation**
- * Residential Development

Permitted In Business - Permit

* Next Meeting

Temporary Signs

*Next Meeting

Illumination

Existing

- * No Flashing
- * No exposed neon
- * No colored lights that conflict
- * External Illumination shielded underground electrical
- * Internal Illumination dark background light lettering
- * Section 6.7.B. Fixtures mounted on top

Proposed

- * Shielding and Landscape Screening
- * No Internal Illumination in VB and Residential Districts
- * Fixtures Hidden
- * 5 am to 11 pm
- * Full Cut Off
- * Raceway Cabinet Match Building
- * Static Illumination
- * Conduit Painted
- * No Colored Lamps
- * Max Levels Nits

Permit Requirements

Existing

- * Application Forms
- * Design Review
- * HDC
- * Null and Void 6 months
- * Building Code

Proposed

- * Zoning Permit
- * Planning Department
- * Electronic Submissions
- * Fee
- * Consent of Owner
- * Update Submission Requirements
- * 30 day review
- * ZBA Appeal
- * Revocation

Permit Requirements

Existing

- * Plot Plan
- * Accurate Dimensions
- * Area Calculations
- * Lighting
- * Null and Void 6 months

Proposed

- * Elevation
- * Layout
- * Plans and Specs
- * Materials
- * Photo
- * Landscape Plan
- * Any Other Info

Administration, Enforcement and Interpretation

- * The zoning enforcement officer.
- * Interpret and apply the sign regulations.
- * Administer and Enforce.
- * Issue Orders and Notices.
- * Order removal of dangerous, unsafe signs.
- * Signs in ROW.

Maintenance, Abandonment

Existing

- * Good repair and in safe, neat, clean, and attractive condition.
- * *Sign maintenance*
- * *No bona fide business*
- * *30 days*

Proposed

- * No evidence of Deterioration
- * Replace Lighting
- * Blank Face
- * Repair Holes
- * Landscape Maintenance

Master Sign Program - Exceptions

*Next meeting

Non-Conforming

Existing

- * Non-conforming signs and shall be permitted to remain
- * The replacement of a non-conforming sign may be made as long as the new sign is in accordance with these Regulations.
- * No requirement sign be made to comply with the regulation or be removed

Proposed

- * Repairs, replacement, modifications or alterations permitted provided that the nonconformity is not increased or enlarged.
- * Non conforming uses
- * Removable faces permitted
- * Moved, Removed must conform
- * Variances

Non-Commercial Speech Substitution

- * Any provision of the sign regulations that imposes a limitation on freedom of speech shall be construed in a manner that is viewpoint neutral and treats expressive speech either the same as or less restrictive than commercial speech.

Severability

- * If any section, paragraph, provision, sentence, phrase, clause, term or term of this regulation, or any portion thereof, for any reason shall be determined by a court of competent jurisdiction to be invalid or unconstitutional, such decision shall not otherwise affect the validity of the remaining portions of this regulation. All portions of this regulation not declared to be invalid or unconstitutional and shall remain in full force and effect.

Next Meeting

- * Business Zone Signs
- * Temporary Signs
- * Master Signage Program – Exceptions
- * August 3rd?