

Town of Wethersfield Sign Regulation Review

Sub Committee Meeting #6

October 5, 2017

Agenda Tonight

- * General Requirements
- * Permanent – No Permit - Any Zone
- * Temporary – No Permit - Any Zone
- * Permanent – Permit – Any Zone
- * Permanent – Permit – Residential/Conservation Zones
- * Temporary – Permit – Residential/Conservation Zones
- * Permanent – Permit - Business Zones
- * Temporary – Permit – Business Zones
- * Temporary – No Permit – Business Zones
- * Off – Premise Signs
- * Master Sign Program
- * Sign Exceptions
- * Design Guidelines

General Requirements

* Detached

- * 5 ft front setback
- * 10 ft side setback
- * 10 ft max height
- * Foundation
- * 1/building
- * Secondary sign
- * Landscaping

* Wall

- * 1/business first floor frontage
- * Area based upon tenant space
- * Projecting sign
- * Directory sign

* Temporary

- * Prohibit Internal Illumination
- * Lightweight Materials
- * Timeframes/Temporary

General Requirements

- * Multiple Signs Permitted
- * Durable Materials
- * Master Sign Program
- * Frontage 2 streets
- * Change of Copy
- * Business vs. Residential
- * On Premise
- * R.O.W.
- * Private Property Permission
- * Substitution Clause
- * Message Neutrality

Permanent –No Permit Any Zone

- * Government Signs
 - * Street Address
 - * Danger/Warning
 - * Public Notice
 - * Public Safety/Traffic
 - * Historic Property
 - * Parking
 - * Non Commercial Murals and Art

Temporary – Permit Any Zone

- * Residential Sale
- * Construction
- * Residential – Open House
- * Personal Event
- * Non Commercial Speech
- * Flags
- * Holiday

Permanent – Permit Any Zone

Detached

- * Principal Use
- * Welcome – Town of Wethersfield
- * Changeable Copy Manual
- * Non Conforming
- * Historic
- * Driveway

Wall

- * Principal Use
- * Non Conforming
- * Historic

Permanent – Permit Residential and Conservation Zones

Wall

- * Principal Use
- * Accessory Use

Detached

- * 6 ft height
- * Principal Use
- * Accessory Use
- * Residential Development

Temporary – Permit Residential and Conservation Zones

- * Athletic Fields
- * Residential Development
- * Community Event
- * Farm Stand

Permanent – Permit Business Zone

Wall

- * 1 per business permitted for Ground Floor Occupancy
- * 2 sf/linear ft.
- * Multiple Permitted
- * 125 sf max
- * Residential Use

Additional Wall Signs

- * Directory
- * 2 Stories or More
- * Canopy/Awning
- * Projecting – VB Zone
- * Suspended
- * Manual Changeable
- * Window – Internally Illuminated

Permanent – Permit Business Zone

Detached

- * Residential
- * Single Tenant
- * Multi Tenant
- * Shopping Center
- * VB Zone
- * GB and RC Zone
 - * Fuel Station
 - * Electronic/Digital

Additional Detached Signs

- * Secondary
- * TC, GB and RC Zone - Drive Thru

Temporary – Permit Business Zone

- * Special Event, Sale, etc ...
- * Flag or Banner – Non Commercial
- * Portable
- * Construction
- * Umbrellas

Temporary – No Permit Business Zone

- * Property Sale
- * Window
- * Machinery and Equipment
- * Flags

Off - Premise

- * Directional – Open House
- * Directional – Tag or Garage Sale
- * Event
- * Neighborhood
- * Wayfinding
- * Street Banners
- * Bus Shelter

Master Sign Program

- * Commercial or Mixed Use Development
- * Incentive For Superior Design, Creativity
- * Modify – Height, Area, Setback and Number of signs
- * Unify Multiple Tenants
- * PZC – Special Permit
- * DRAC Recommendation
- * Findings

Exceptions

- * Special Permit
- * Increase for Number, Location, Area and Height
- * Unusual Site Factors
- * Foregoes Detached Sign
- * Preferred Design Features
- * Significant Building Setbacks

Design Guidelines

- * Scale and Proportion
- * Architectural Integration
- * Materials and Colors
- * Letter Styles and Sizes
- * Lighting
- * Number of Graphic Elements
- * Compatibility
- * Prototypes
- * Brand Names or Symbols
- * Multi Tenant Buildings
- * Cabinet or Box Signs
- * Encourage/Recommend
 - * Opaque
 - * Raised Letters
 - * Texture
 - * Simple Copy
 - * Natural Materials