

Town of Wethersfield Sign Regulation Review

June 29, 2017

Sign (Building) Permits

*2014 – 23

*2015 – 27

*2016 - 18

ZBA Permits

- * Reviewed ZBA Applications 2010-2015
 - * Twenty-Nine Applications Reviewed, One (1) Denied
 - * Fifteen (15) Wall Signs
 - * Seven (7) Free Standing Signs
 - * Six (6) Temporary Signs
 - * One (1) Menu Board

ZBA Applications

- * Twelve (12) Area of Wall Signage
- * Four (4) Area of Free Standing Signage
- * Four (4) Temporary Sign - Timeframe
- * Four (4) Temporary Sign - Area
- * Three (3) Wall Sign % Logo
- * Three (3) Wall Sign Over Roofline

Sign Variances – 2010 -2015 (36)

- * 15 Wall Signs
- * 7 Detached Signs
- * 6 Temporary
- * 14 Area
- * 3 Logos
- * 3 Roof Line
- * 2 Setback
- * 1 Menu Board - Panera
- * 1 Landscaping
- * 1 Height
- * 1 Off Site
- * 1 # Items
- * 1 Denial – Free Standing Sign 1155 SDH New Life Church

Amanti's Salon – 1281 SDH



- * Wall Sign
- * 51 s.f. approved
- * 16 s.f. permitted
- * 3.66' x 14'
- * Site has Free Standing sign

Family Dollar – 125 SDH



- * Wall Sign
- * 47 s.f. approved
- * 10.5' x 4.5'
- * Site has free standing sign

Buffalo Wild Wings – 1267 SDH



- * Wall Sign
- * Above Roof Line
- * 11' x 16' Panel
- * 2 – 48 s.f. = 96 s.f.
- * 2 – 78 s.f. = 156 s.f.
- * 252 s.f. Total

Romp N Roll – 1275 SDH



- * Wall Sign
- * 100 s.f. approved
- * 10' x 10'
- * 58 s.f. permitted

- * Site has Free Standing Sign

Dunkin Donuts – 1030 SDH



- * Wall Sign
- * Above Roof Line

CBS Xerox – 100 Great Meadow



- * Wall Sign
- * 2 Signs Approved
- * 33' x 3' and 13' x 6'
- * 148 s.f. each
- * 296 s.f. Total
- * % Logo Area
- * 125 s.f. max permitted

Conroy Orthodontics – 465 SDH



- * Detached Sign
- * 6 feet height
- * 4' x 4.5' sign panel
- * 18 s.f. approved
- * 4 s.f. permitted
- * Facing Residential zone
- * # Items displayed

709-725 SDH



- * Free Standing
- * Off-Site
- * 7 feet high
- * 4' x 6' sign panel

1290 SDH



- * 2 Wall Signs
- * 38' x 2.5'
- * 90 s.f. each
- * 180 s.f. Total
- * 125 s.f. max permitted

1290 SDH



- * Free Standing Sign
- * 5' x 12'
- * 60 s.f.
- * 12 Feet Height
- * 50 s.f. max permitted

1812-1816 Berlin Turnpike



- * Wall Sign
- * 173 s.f.

176 Cumberland Avenue



- * Wall Sign
- * 20' x 20'
- * 247 s.f.
- * 125 s.f. max permitted

Roof Sign - 1129 SDH



- * Wall Signs – Area – 324 s.f.
- * 125 max permitted
- * Wall Sign - # Items
- * Wall Sign – Above Roof Line

Drive-Thru 1129 SDH



- * Menu Boards
- * 14 s.f. Preview
- * 35 s.f. Menu
- * Total 49 s.f.
- * 18 s.f. max permitted

Measurement of Sign Area

1. The sign area shall be the smallest area rectangular that encompasses all letters, designs, symbols, logos or other information including the advertising surface. However, when a sign consists of individual letters or symbols affixed to a building wall, the area of such sign shall be measured as the composite of the smallest rectangles which would contain each separate line of letters or symbols. (5/6 /05)
2. The sign area shall include any background material if such material is designed to be an integral part of the sign because of its texture, color, material, or illumination.
3. Supports which affix a sign to the ground or a building shall not be included in the area of the sign unless such supports are obviously designed to be part of the sign.
4. When attached to a wall, the area of the sign shall not include the wall itself unless the background is different from the balance of the wall and is designed as an integral part of or is obviously related to the sign.
5. Any sign may be double-faced (back to back) provided that both sides are equal in area; only one face shall be counted in determining conformity to sign area limitations.
6. For the purposes of determining the permitted sign area of a wall sign each business shall be allowed a total sign area that is based upon the linear foot of that portion of the building frontage wall that the business occupies. (5/6 /05)

Proposed Revision – Sign Area Measurement

The area **contained within the geometric shape** that encompasses **both** the **message or announcement and includes the limits of** all letters, **words**, designs, symbols, logos or other information including the advertising surface **of any panel or illuminated surface used for displaying a message that either form the integral part of the display or differentiate the sign from the background where it is placed**. However, when a sign consists of individual letters or symbols affixed to a building wall, **awning or canopy**, the area of such sign shall be measured as the composite of the smallest rectangles which would contain each separate line of letters or symbols **and shall** not include the wall itself unless the background is different from the balance of the wall and is designed as an integral part of or is obviously related to the sign. Any sign may be double-faced (back to back) provided that both sides are equal in area **and parallel to and within 12 inches of each other** and only one face shall be counted in **computing the sign's area**. **Support structures, architectural features, poles, base or uprights** which affix a sign to the ground or to a building shall not be included in the area of the sign unless such supports are obviously designed to be part of the sign message.

Wall Sign

- * For the purposes of determining the permitted sign area of a wall sign each business shall be allowed a total sign area that is based upon the linear foot of that portion of the building frontage wall that the business occupies.
- * For the purposes of determining the permitted sign area for a wall sign each business located on a first floor shall be allowed a total sign area that is calculated by the linear dimension of the building elevation wall that the business occupies and which has a public entrance and where the wall sign is placed.

Roof Sign

Roof signs are prohibited, except that the ZEO may approve a sign mounted flush with the vertical or near vertical portion of mansard roofs.

Any wall or mansard roof sign shall not extend higher than the top of the exterior wall or mansard roof of any structure to which it is affixed.

Any sign erected upon or which extends above a roof, parapet, or which is attached to any roof-mounted equipment or structure.

Wall Signs

- * Attached Wall Signage for Non-Residential Uses When No Detached Sign is Used.

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

- * Attached Wall Signage for Non-Residential Uses When A Detached Sign is Used.

- * 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 Mounted - Newington

Berlin Turnpike

2 s.f./linear ft. building frontage on Berlin Turnpike and 1 s.f./linear ft. side building.

2 s.f./linear ft. Total Max

General

1 s.f./linear ft. building frontage side of building with public entrance facing public street.

Wall Signs – Rocky Hill

- * 1) canopy @ 3 sq. ft. per 2 linear ft. of front wall; or
- * (1) marquee @ 3 sq. ft. of sign per 2 linear feet of front wall; or
- * 1) projecting @ 40 sq. ft.; or
- * (1) wall @ 16 sq. ft.