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**PERMANENT SIGN REQUIREMENTS**  
**BUSINESS ZONES**

This summary is designed to assist as a guide and does not provide all details for all signs permitted in the Town.

For a more detailed explanation of the Town's sign regulations and requirements please review **Section 6.3** of the Town's zoning regulations. These regulations were comprehensively revised in December 2018.

In addition, **Appendix C, Section 6** of the zoning regulations includes a series of design guidelines for signs.

**Wall Signs**

For the purposes of determining the permitted sign area for a wall sign each business shall be allowed a total sign area that is based upon the linear distance of that portion of the building wall frontage that the business occupies.

In business zones, wall signage is permitted at a rate of 2 square foot of sign area per linear foot of building frontage.

For example, a business with 40 feet of building frontage is permitted to have up to 80 sq. ft. of wall signage.

Maximum square footage of all wall signs shall not exceed 125 square feet for any individual business.

On corner lots a business has two (2) frontages. Each front shall be determined separately for permitted sign square footage. Maximum signage for all combined frontages shall not exceed 125 square feet.

**Detached Signs**

Detached signs shall be located at least five (5) feet from any property line.

Detached (free standing) signs are permitted at a rate of one (1) per building based upon the following:

- Property containing a single tenant may have a sign up to 8 feet or less in height and the sign can be up to 24 square feet in area.
- Property containing multiple tenants may have a sign that is 10 feet or less in height and the sign can be up to 32 square feet in area.
- Property containing a shopping center may have a sign height up to 10 feet in height or less and the sign can be up to 50 square feet in area.
- Property located on a corner lot may have an additional sign with a sign height less than 8 feet in height (see additional conditions) the sign can be up to 18 square feet in area.
- Properties in the Village Business zone can have a detached sign that is 24 square feet in area.

## **Application Procedures**

### **Design Review**

All permanent signs shall be reviewed by the Design Review Advisory Committee prior to the issuance of a sign/building permit. (Except for the replacement of sign panels which shall not require the approval of the DRAC).

### **Historic District**

Any sign located in the Historic District shall obtain the necessary approvals from the Historic District Commission prior to the issuance of a sign/building permit.

The zoning regulations permit a wide variety of signage for a variety of uses. Some signs do not require a permit, others can be approved by the Zoning Enforcement Official and others require approval from the Planning and Zoning Commission. The zoning regulations contain a detailed table which specifies the required approvals and standards.

All permanent signs shall obtain a building permit from the Building Department before the sign is erected.

### **Submission Requirements**

An application for a sign shall include:

- A completed application form.
- Any required fees.
- A plan (drawing) of the sign including colors.
- The location of the sign on the site, include a plot or site plan (Show setback of sign).
- The location of the sign on the building, include an elevation drawing or a photo of the building facade.
- The height, width and area of the sign.
- Proposed lighting of the sign.
- The total area, and gross area of all other signs on the site.
- The linear frontage dimension of the business.