

SECTION 9 SIGN REGULATIONS BY ZONE

PURPOSE:

The purpose of this section is to further promote the public health, safety and welfare by providing adequate standards to control the location, height, size, number, illumination and overall design of signs. The specific requirements and standards of this section have been formulated to prevent undue distraction of motorists and pedestrians, to insure compatibility of signs with permitted land uses, to provide reasonable standards by which uses within various zones may relate their function to the general public, and to preserve the general welfare by controlling the aesthetics and attractiveness of signs in order to:

- A. protects the residential, commercial, industrial and recreational character of each zone;
- B. mitigates any negative impact on adjoining properties;
- C. assists in achieving a more desirable environment in order to maintain property value and to encourage economic growth.

The general sign guidelines and standards provided for in this section are intended to offer town residents and businesses a basic introduction to the key elements of importance in signage, as well as to encourage both creativity and innovation in sign design.

Permanent and temporary sign must conform to design standards.

9.1 RESIDENTIAL ZONES

Permanent signs are permitted in all residential zoning districts subject to the following approvals:

1 sign up to 6 square feet in size	OK
1 sign greater than 7 square feet no to exceed 12 square feet in size	ZP
1 sign greater than 13 not to exceed 32 square feet in size	SE
ZP = Zoning Permit SE = Special Exception OK = No permit necessary allowed within Zoning District NO– Not allowed in Zoning District	

9.2 NON-RESIDENTIAL ZONES

This section applies all the Business, Professional, Office, and Industrial Zoning Districts. Each site is required to develop a sign plan. Sign plans are subject to site plan approval by the Commission.

The total area of free standing, wall mounted, and canopy signage shall be one square feet for every one foot of building frontage along a public right of way.

Type of Sign	Total Permitted	Design Standards	Approval Required
Free Standing	1 per property	Total area not to exceed 32 square feet, 10 feet in height, and 12 feet in length. Landscaping along base of sign to be provided 4 feet around base of sign	Site Plan
Wall Mounted/Canopy	N/A	Wall mounted/ Canopy signs are not to exceed 2/3 of the building's frontage along a public right of way.	Site Plan

9.3 SIGN PLAN REQUIREMENTS

Submit an application for the sign plan along with the required fee. The application must include:

- a. A map of the property, or at least enough of the property to clearly indicate where the sign will be erected;
- b. A detailed plan of the proposed sign showing the dimensions, colors, and materials of the sign and all supporting structures, the lighting and the landscaping (a full color drawing would be helpful).

The Commission shall consider the size, scale, landscaping, and support of the sign in relation to its specific location, purpose of the sign, other buildings and signs in the immediate vicinity and how closely the sign conforms to the Town of Simsbury's Design Guidelines.

9.4 TEMPORARY SIGNS

Temporary signs are permitted in all Zoning Districts. Temporary signs can be banners, pennants, posters, or advertising displays.

9.4.1 Temporary Signs in Residential Districts

Temporary signs are permitted in residential zoning districts.

The table below highlights the required approvals for temporary signs located in residential zoning districts based on size:

Sign not exceeding 6 square feet	OK
Sign between 7 and 12 square feet; Sign is to be removed after 90 days	ZP
Sign that is greater than 13 square feet not to exceed 32 square feet; Sign is to be removed after 90 days	SP
ZP = Zoning Permit SE = Special Exception SP = Site Plan OK = No permit necessary allowed within Zoning District NO = Not allowed in Zoning District	

9.4.2 Temporary Signs in Non-Residential Districts

Temporary signs are permitted in non-residential zoning districts.

The table below highlights the required approvals for temporary signs located in residential zoning districts based on size:

Sign not exceeding 6 square feet; displayed at the property for not more than 90 days per calendar year	OK
Sign between 7 and 12 square feet; displayed at the property for not more than 30 days per calendar year	ZP
Sign between 13 and 32 square feet; displayed at the property for not more than 30 days per calendar year	SP
ZP = Zoning Permit SE = Special Exception SP = Site Plan OK = No permit necessary allowed within Zoning District NO = Not allowed in Zoning District	

9.5 Sign Prohibitions

Any sign that is erected pursuant to this regulation shall not

- A. Movable or portable signs, including those which may be attached to a vehicle when such vehicle is not an integral part of the operation of the business which the sign advertises.
- B. Signs which allow light to project through the face of the sign or where the lights themselves make up the lettering or symbols. Also signs which have flashing, rotating, or other forms of intermittent lighting are prohibited.
- C. Signs which rotate or are otherwise designed to move.
- D. No sign shall be erected or placed in a public right of way
- E. No sign shall be erected or placed on town owned property unless written permission is provided by the Town Manager or his/her designee