

**7. C SIGNAGE (EFFECTIVE 10-1-2018)**

**7. C.1 PURPOSE**

This Section of the Regulations is intended to manage signage in order to:

1. encourage or require appropriately designed and located signs that serve a legitimate public function, are consistent with the neighboring characteristics and;
2. discourage or prohibit signs which might create confusion or impair the public’s general health, safety, and welfare.

**7. C.2 SIGNS PERMITTED**

**7. C.2.1 Business Identification Signs**

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>Basic Wall Sign</b> – A wall sign identifying the name of a business and/or products sold	Sign Permit (ZEO)	One (1) per tenant space	Two square foot of sign area per lineal foot of building frontage occupied by the tenant (40 SF maximum)
<b>Large Wall Sign</b> – A wall sign identifying the name of a business and/or products sold  Modifications to existing sign:  New Construction:	Sign Permit (ZEO)  Site Plan approval (PZC)	One (1) per tenant space in lieu of a basic wall sign	Three square feet per lineal foot of building frontage occupied by the tenant (75 SF maximum)  May be increased by 25% when building setback is at least 200 feet from public right of way
<b>Monument Sign</b> – Freestanding sign identifying the name of the property or one or more of the business(es) on the premises  <b>Pylon Sign</b> – Freestanding sign identifying the name of the property or one or more of the business(es) on the premises Greater than 8 ft. in height	Sign Permit (ZEO)  Special Permit (PZC)	One (1) per property  One (1) per property	40 SF maximum Maximum height = 8 ft.  As approved By the Commission
<b>Interstate Sign</b> - Freestanding sign identifying the name of an office park directed towards an interstate highway	Special Permit (PZC)	One (1) per office park	As approved By the Commission
<b>Electronic Message / Changeable copy signs ( 7.C.3.3)</b>	Special Permit (PZC)	One (1) per property*	80% of total sign area permitted

**Comprehensive Sign Plan (CSP)** A coordinated program of all signs, including exempt and temporary signs for a business, or businesses if applicable, located on a development site. The sign program shall include, but not be limited to, indications of the locations, dimensions, colors, letter styles and sign types of all signs to be installed on a site.

The submission of A Comprehensive sign plan is required for all new developments that have more than one business or tenant on site.

**7. C.2.2 Real Estate Signs**

Any of the following signs shall be removed within seven (7) calendar days of sale or lease of the premises.

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>Residential (on-site)</b> - temporary sign identifying the sale or lease of the premises on which the sign is displayed (not permitted in Town or State right of way)	None	One (1) per property	6 SF maximum
<b>Residential (off-site)</b> - temporary sign identifying an open house event on the day of the event only	None (permission of property owner required)	Two (2) per open house event	6 SF maximum each sign
<b>Commercial Tenancy</b> - temporary sign identifying the lease of space in a multi-tenant building on the premises on which the sign is displayed (not permitted in Town or State right of way)	None	One (1) per tenant space	6 SF maximum each sign
<b>Commercial Building</b> - temporary sign identifying the sale or lease of the entire premises on which the sign is displayed (not permitted in Town or State right of way)	None	One (1) per property	32 SF maximum

**7. C.2.3 Civic and Institutional Uses**

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>Wall Identification Sign</b> - Wall sign for municipal, civic, or institutional facilities on the premises on which the sign is displayed	Sign Permit (ZEO)	One (1) per property	0.5 square feet of sign area per lineal foot of building frontage (80 SF maximum)
<b>Detached Identification Sign</b> - Freestanding sign for municipal, civic, or institutional facilities on the premises on which the sign is displayed	Sign Permit (ZEO)	One (1) per property	40 SF maximum if less than 4 feet high 60 SF maximum if more than 4 feet high
<b>Bulletin Board / Notice Board</b> – Detached sign(s) on the premises not intended to be legible from the street	None	One (1) per property	12 SF maximum

**7. C.2.4 Temporary Signs**

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>On-Site</b> - Temporary freestanding sign identifying a special event on the premises on which the sign is displayed	Sign Registration (ZEO)	One (1) per property	6 SF maximum To be displayed only during business hours
<b>Off-Site</b> - Temporary freestanding sign identifying a special event at a location other than the premises on which the sign is displayed (not for a business or commercial purpose)	Sign Registration (ZEO) (permission of property owner also required)	One (1) per property	6 SF maximum (may be placed up to 7 calendar days prior to the event and shall be removed within 2 calendar days of completion of the event)
<b>Off-Site</b> - Temporary freestanding sign for a business or commercial purpose	Not Allowed	None	None
<b>Community Event</b> - Temporary freestanding sign(s) identifying a special event sponsored by the Town of Rocky Hill	None	N/A	N/A
<b>Political Signs</b> - Temporary freestanding sign(s) relating to an issue on an official local, state, or national ballot (Not on Town or State Property)	None	N/A	N/A shall be removed within 10 calendar days of completion of the vote

Temporary signs will be permitted for the purpose of advertising a special sale, promotion or other important business event and will be subject to the following conditions.

1. A temporary sign registration with the Planning and Zoning Division is required and may be issued by the Zoning Enforcement Official. All applicants will be required to fill out the sign registration listing timing and location of proposed sign, property owner’s signature, provide a sketch of the sign, site plan and pay the registration fee.
2. All temporary signs must be constructed of weather resistant materials, have clear legible lettering and may be double sided.
3. Temporary signs will be permitted up to 4 times a year for intervals not to exceed 14 days with a minimum time of 30 days between the expiration and start of a new registration. The timeframes may, at the discretion of the ZEO, be modified to allow the use of longer intervals at a time to accommodate advertising needs of businesses. A maximum of 8 weeks total is permitted for the year.
4. Temporary signs must be located:
  - On private property
  - 100 feet from another temporary sign along the road frontage (exemption for Political signs)
  - Outside of any sight line from an ingress / egress
  - Not in a parking stall, drive lane, or right of way
  - Placed with pedestrian and traffic safety in mind
5. Any temporary sign placed in violation of this regulation will result in a violation notice and the business’s temporary sign registration privileges will be denied for the remainder of the year.
6. Help wanted signs are exempt from this regulation.

**7. C.2.5 Farm Signs**

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>Wall Identification</b> - Wall sign (including signs painted on a wall) giving the name of the farm on the premises	None	One (1) per property	32 SF maximum
<b>Freestanding Identification</b> - Freestanding sign giving the name of the farm on the premises	Sign Permit (ZEO)	One (1) per property	32 SF maximum
<b>Farm Product</b> - Temporary freestanding sign identifying farm produce for sale at that time	None	One (1) per property	12 SF maximum

**7. C.2.6 Construction Signs**

Any of the following signs shall be removed within seven (7) calendar days of receipt of a Certificate of Occupancy.

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>Residential (on-site)</b> - temporary sign identifying one contractor on the premises on which the sign is displayed	None	One (1) per property	6 SF maximum

<b>Commercial</b> - temporary sign(s) identifying one or more contractors on the premises on which the sign is displayed	None	One (1) per contractor	6 SF maximum per contractor 36 SF maximum per property
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**7. C.2.7 Other Signs**

Type	Type Of Permit	Maximum Number	Maximum Area Per Sign
<b>Housing Building-</b> Wall sign identifying a housing complex at the location on which the sign is displayed	Sign Permit (ZEO)	One (1) per property	One square foot of sign area per lineal foot of building frontage (40 SF maximum)
<b>Housing Development-</b> Freestanding sign for identifying a housing development or a subdivision at the location on which the sign is displayed	Sign Permit (ZEO)	One (1) per property or one (1) per driveway entrance	36 SF maximum if less than 4 feet high 24 SF maximum if more than 4 feet high
<b>Residential Name -</b> Freestanding sign or wall sign on a single-family residential property giving the name of occupant or property or the use of the premises	None	One (1) per property	2 SF maximum
<b>Miscellaneous Commercial Signage</b> – Miscellaneous wall signage or window signage not intended to be legible from a public street	None	N/A	Total area of signage shall occupy less than 5% of the window or wall area

<b>Secondary Entrance Wall Sign –</b> For buildings that maintain a secondary entrance on a building wall not facing a public street	Sign Permit (ZEO)	One (1) per tenant	A second wall sign on the secondary entrance façade not exceeding 10 SF
<b>Secondary Entrance Detached Signage –</b> For buildings that maintain an entrance to a second public street	Sign Permit (ZEO)	One (1) per tenant	A second freestanding sign on the secondary entrance not exceeding 10 SF
<b>Internal Directory Signage –</b> Miscellaneous wall signage with a directory of building tenants not intended to be legible from a public street	None	N/A	4 SF maximum
<b>Internal Directional Signage –</b> Miscellaneous freestanding signage guiding internal	None	N/A	4 SF maximum

circulation and not intended to be legible from a public street			
<b>Traffic Signs</b> - Any sign erected by the State or the Town of Rocky Hill specified in the "Manual on Uniform Traffic Control Devices for Streets and Highways" by the U.S. Department of Transportation, Federal Highway Administration, as amended	None	N/A	N/A
<b>( left blank intentionally for Way Finding Signs)</b>			

**7. C.3 SIGN STANDARDS**

**7. C.3.1 Building Signs**

1. Building-mounted signs may be illuminated subject to the following:
  - a. For signs illuminated externally by floodlights or recessed lights (including halo lighting), the light source shall be entirely shielded from public view and abutting property by visors, landscaping or other means.
  - b. For signs illuminated internally, the sign shall be constructed so that at night it appears as a dark background and light letters.
  - c. Sign lighting shall in no way distract or obscure the vision of any motorist, nor shall it cause a nuisance to, or interfere with, the use and enjoyment of other properties in the area.
2. Roof top signs shall not be permitted and no portion of any sign or sign light attached to a building shall project above the parapet or roof line of the building wall on which it is mounted.
3. All wall signs within a development or park are encouraged to be of a consistent design and theme and said design shall be provided at the time of Site Plan approval.
4. Overhead projecting signs may, with approval of the Town Engineer and the Commission, project into a road right-of-way provided they allow for adequate clearance for the walking public and motor vehicles.
5. Wall signs (other than overhead projecting signs):
  - a. shall not project more than 18 inches from the wall to which they are attached, and
  - b. may with approval of the Town and the Commission, project into a road right-of-way provided they allow for adequate clearance for the walking public and motor vehicles.
6. Canopies as signs are prohibited, except as may be approved by the Planning and Zoning Commission through Site Plan review.
7. No flashing, rotating, or intermittent illumination shall be permitted, nor shall any sign producing an illusion of movement unless specifically approved and authorized by the Commission by Special Permit.
8. Video streaming is prohibited.
9. No building sign utilizing exposed light emitting diode (LED) illumination in a panel array or similar configuration, whether the image is static or dynamic, shall be permitted unless specifically approved and authorized by the Commission by Special Permit , Sections 7.C.3.3 and 9.D.

### **7. C.3.2 Freestanding Signs**

1. Freestanding signs may be illuminated subject to the following:
  - a. For signs illuminated externally by floodlights or recessed lights (including halo lighting), the light source shall be entirely shielded from public view and abutting property by visors, landscaping or other means.
  - b. For signs illuminated internally, the sign shall be constructed so that at night it appears as a dark background and light letters.
  - c. Sign lighting shall in no way distract or obscure the vision of any motorist, nor shall it cause a nuisance to, or interfere with, the use and enjoyment of other properties in the area.
2. No freestanding sign shall be attached to any tree, fence, or utility pole.
3. When reviewing applications for freestanding signs, the Commission shall consider the size, scale, landscaping, and support of the sign in relation to its specific location, purpose, and other buildings in the vicinity of the sign.
4. Freestanding signs shall not obstruct sight lines.
5. Movable or portable signs, including those which may be attached to a parked vehicle when such vehicle is being used for the purposes of advertising and not in conjunction with its designed use as primary transportation are prohibited.
6. Vehicles displaying advertising directly on their surface are considered freestanding signs and such vehicles shall not be parked within 40 feet of the street line of the site in a business zone where the business is located during the hours when the business is not open.
7. Novelty signs, (banners, feather signs, inflatable objects, costumed characters, and the like) are prohibited except for the following; Banners are permitted by a sign permit for the purpose of a Grand Opening only. The maximum size banner is 2 feet by 10 feet.
8. Billboards, other than those existing prior to these Regulations, are prohibited.
9. No flashing, rotating, or intermittent illumination shall be permitted, nor shall any sign producing an illusion of movement unless specifically approved and authorized by the Commission by Special Permit.
10. Video streaming is prohibited.
11. No freestanding sign utilizing exposed light emitting diode (LED) illumination in a panel array or similar configuration, whether the image is static or dynamic, shall be permitted unless specifically approved and authorized by the Commission by Special Permit, Sections 7.C.3.3 and 9.D.

### **7. C.3.3 Electronic Message / Changeable Copy Signs**

1. Changeable copy by non-electronic means may be utilized on any permitted sign.
2. Electronic message center (EMC) signs are not permitted in the Town Center and Waterfront Districts
3. In the Commercial and Regional commercial districts electronic message center (EMC) signs are permitted provided that the copy does not change more than once every 7 seconds and the electronic message center does not exceed 80 percent of the total sign area permitted unless approved and authorized by the Commission by Special Permit.
4. Only one electronic message center (EMC) sign is permitted on a lot unless additional EMCs are approved and authorized by the Commission by Special Permit.

5. All EMCs are required to have automatic dimming capability that adjusts the brightness to the ambient light at all times of the day and night.

## **7. D ENFORCEMENT**

7.D.1 Enforcement of sign regulations by Zoning Enforcement Officer following procedures in Zoning Regulations, Connecticut State Statutes and Town Code



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