

SECTION 17

OUTDOOR SIGNS

17.1 Statement of Purpose

Haddam is a town with an essentially residential and rural character. It is a town with a rich history of agriculture, industry and commerce. It contains many areas of historical and aesthetic importance. The purpose of this chapter is to permit such signs that will not, by their quantity, size, height, location, construction or manner of display, endanger public health and safety; and to permit objectives set forth in the Zoning Regulations.

17.2 Signs Regulated

No sign as defined by this regulation shall be erected or maintained within the limits of the Town of Haddam except those specifically permitted by these regulations, for which a registration in accordance with the regulation has been received by the Zoning Enforcement Officer or the Planning and Zoning Commission.

17.3 Signs Allowed Without Registration In All Zones

Anything to the contrary in this regulation notwithstanding, the following signs are permitted of right and do not require a registration unless they vary from the allowable standards set herein:

A. Flags.

National flags, flags of political entities and subdivisions and State, town or local flags. Flags indicating weather conditions and flags which are emblems of religious, charitable, public or non-profit organizations are included.

B. Identification Signs (on remises).

One sign, painted upon or applied to a building or free-standing, either fixed or changeable, setting forth or denoting the name of any subdivision, group, housing project, school, college, park, church, charitable service, religious, governmental, Educational or non-profit organization or other public facility when located on the premises of such institution, provided such sign face shall not exceed twenty-four (24) square feet in area.

C. Identification Signs (off premises).

Public, charitable, fraternal, religious or other non-profit institutions may erect permanent off-premises signs not more than three (3) in number and not more than four (4) square feet in area per sign, listing

the name of the organization, the time and place of meeting and other pertinent information. Such signs may contain a logo or distinguishing mark or character associated with the organization.

D. Address Signs.

Occupants of a residence may display their names, the names of their residence and/or its street address on a single sign per parcel of land not exceeding six (6) square feet in area.

E. Newspaper Boxes.

Boxes, tubes or receptacles for the delivery and receipt of newspapers may be placed along roadways or on buildings or premises and may contain the name of the newspaper or other publication, provided that the total area of signage of any such item shall not exceed one (1) square feet in size.

F. Plaques.

Commemorative or informational plaques placed by public interest organization or agencies recognized by the Town of Haddam, State of Connecticut or United States government. Such plaques are not to exceed 6 square feet in size.

G. Public and Civic Signs.

Signs of a public or non-commercial nature, which shall include community service information signs, public bulletin boards, public transit service signs, public utility information signs, safety signs, danger signs, trespassing signs, signs indicating scenic or historical points of interest and all signs erected by a public officer in the performance of a public duty, including State and Town traffic, locational and directional signs.

H. Home Occupation(s) Signs.

Home Occupations as permitted by Section 23.7.7. B. of these regulations may have one sign not to exceed nine (9) square feet.

I. Temporary Signs.

1. Construction Signs.

One sign per building which is under construction or structural alteration or repair announcing the character of the building enterprise or the purposes for which the building is intended, including the names of architects, engineers, contractors, developers and lending institutions responsible for the construction on the site, provided the area of such sign shall not exceed six (6) square feet in residential districts or thirty-two (32) square feet in other districts. Such signs shall be removed within thirty (30) days of the completion of construction.

2. Real Estate Signs.
One sign per street frontage not exceeding six (6) square feet in residential districts or any thirty-two (32) square feet in other districts, advertising the sale, rental or lease of the premises on which displayed.
3. Auction Signs:
One temporary sign not more than twelve (12) square feet in area, advertising a public auction of property located in a residential district may be displayed on the premises on which the property is located, provided that the duration of the display shall not exceed thirty (30) days in any one calendar year.
4. Tag, Yard, Barn or Similar Sale Signs.
One temporary sign not more than six (6) square feet in area, advertising the sale of items of personal property owned by a person residing on the premises may be displayed on the premises providing that such sign shall not be erected more than twelve (12) days in advance of the sale date and shall be removed with two (2) days after the sale. In addition, each tag sale is permitted two (2) off-premises directional sign not to exceed two (2) square feet each. Such signs shall be displayed only in the areas in which their display is not prohibited by state or local law or regulation and, if placed in front of property owned by another, then signs may be displayed only with written permission of the property owner.
5. Roadside Stands.
One temporary sign not more than twelve (12) square feet in area is allowed for each temporary roadside stand for the Seasonal sale of farm produce allowed pursuant to these Regulations.
6. Temporary Business Signs.
In addition to all other permitted signage, each business shall be allowed one (1) on-premises sign per street frontage for the purposes of advertising help wanted or other similar special needs. Each sign shall not exceed six (6) square feet in area.
7. Political Signs.
Any political campaign sign or sign concerning a matter of public interest or controversy including any poster, banner, writing, picture, painting, light, model, display, emblem, notice, illustration, insignia, symbol and any other advertising device, the purpose of which is to announce the candidacy of any person or

persons seeking public office of offices or to state a position or opinion on a matter of public interest or controversy. Each sign shall not exceed thirty-two (32) square feet and may only be displayed ninety (90) days before an event (if applicable) and must be removed within two (2) days of the event. Such signs shall be displayed only in areas in which their display is not prohibited by state or local law or regulation.

8. Street banners (Off Premises).

Public, charitable, fraternal, religious or other non-profit institutions may erect a single special event sign, either on or off premises, not more than thirty-two (32) square feet per side, to be displayed not more than thirty (30) days before the event being advertised and to be removed within two (2) days after the event.

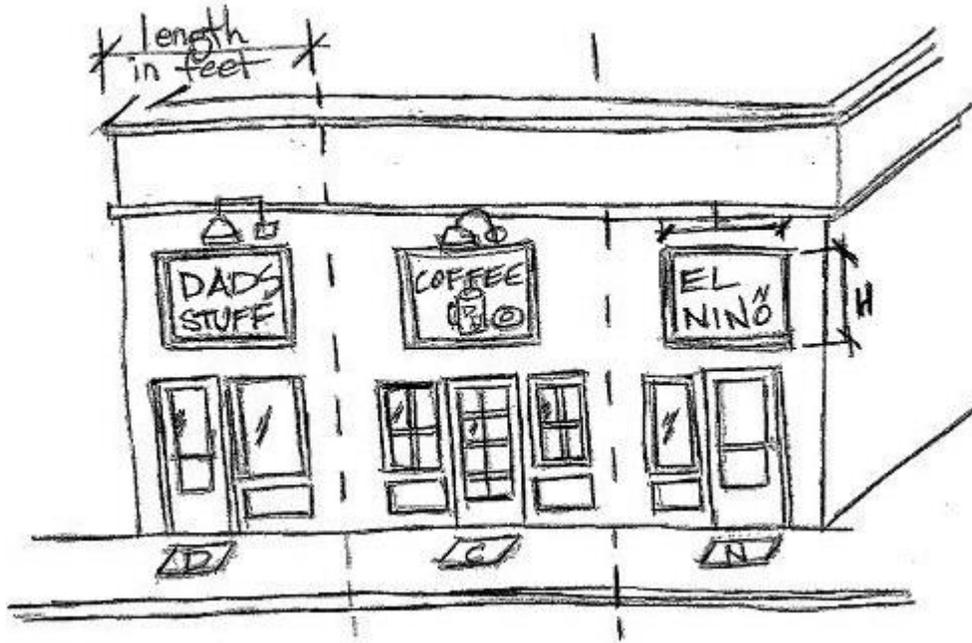
17.4 Signs Allowed With Registration In Residential Zones

Every business permitted under the provisions of Section 6.1, 6.2 and 6.3 (except home occupations as defined and regulated under Section 23) of these regulations may have on the property on which the business is conducted one plain or indirectly illuminated, non-flashing, non-rotating sign, not more than six (6) square feet in area, indicating the name of the owner or proprietor, the character of the business and/or the products or services made, sold or delivered on the premises.

17.5 Signs Allowed With Registration In Non-residential Zones

In non-residential zones, every business may erect upon the property on which the business is conducted may locate plain or directly or indirectly illuminated, attached or façade signs indicating the name of the owner or proprietor, the character of the business, the name of the business and/or the products or services made, sold or delivered on the premises. These signs may be either painted on, applied, or attached to a building or a combination of said sign types. Animated signs and electronic message center signs are prohibited. All such signs shall be subject to the following requirements and limitations:

- A. Business signs, when painted on, applied or attached to a building, either flat (façade) or hanging there from (attached), may not exceed five percent (5%) of each wall area or thirty-two (32) square feet (whichever is larger) in aggregate sign face area for façade signs, or per side for attached signs. The wall area shall be defined as that length of the exterior wall containing that business which the sign identifies times ten (10), and any such sign shall be mounted only on that portion of the exterior wall containing such business. The maximum sign area shall include interior signs, banner signs, and changeable signs but not directory or traffic signs.



Frontage Length x 10 = 10L

10L x 5% = Maximum Square Footage of Sign (L x H)

For example: Length = 30 feet x 10 = 300

300 x 5% = 15

Sign = 5 feet x 3 feet = 15 square feet

- B. No sign shall protrude above the highest portion of the roof ridge line.
- C. Signs affixed either flat or parallel (façade) to the building shall not project more than twelve (12) inches from the front of the building and shall not project beyond the side of the building.
- D. Signs that hang perpendicular to the building shall provide a clearance of at least eight (8) feet from the grade to the sign. This shall not apply to flags or banners.
- E. In the case of multiple businesses on the same lot, there may be one free-standing directory sign consisting of a header with the name of the building or development, not to exceed one square foot per 200 square feet of business floor area, with a maximum allowable size of 18 square feet and additional individual business identification signs of not more than six (6) square feet each, with an overall height not to exceed twenty two (22) feet. Such sign shall be placed such that it meets all town, state or federal regulations associated with set back from existing roadways.

- F. In addition to the signs permitted by sections A. and E., each parcel may have one free-standing sign detached from any building per each 200 feet of street frontage along each street from which such parcel has vehicular access, and not to exceed one such free-standing sign per vehicular access. Such signs shall be not more than thirty two (32) square feet in sign face area per side. No free-standing sign shall have a height greater than twenty (20) feet. In any instance where a parcel has street frontage in excess of 200 feet along each street from which such parcel has vehicular access and more than one vehicular access from such street, and there is more than one (1) free-standing sign, no such additional free-standing sign shall be within 150 feet of any other free-standing or directory sign located on the same parcel or any adjoining parcel on the same side of such street. The Commission may allow a free-standing sign within 150 feet of another free-standing or directory sign where two (2) or more adjoining lots provide for a shared access driveway and the sign identifies both such businesses at such driveway. Such sign shall be placed such that they meet all town, state or federal regulations associated with set back from existing roadways.
- G. In determining the total permitted sign area, only one side of a two-sided free standing or attached sign will be considered.
- H. Traffic signs approved with a site plan shall not be included in the total allowable sign face area under this regulation.
- I. Traffic, (rate or informational) signs mandated by federal, state or local or regulation shall not be included in the total allowable sign face as unless they exceed legally required minimum sizes and then only by the amount which such sign(s) exceed such minimum sizes.
- J. In addition to the business signs allowed above, each business shall be allowed one “inverted T” or “A-Frame” non-fixed type sign, not to exceed eight (8) square feet per side. Such sign shall be displayed only in areas in which their display is not prohibited by state or local law or regulation and such sign shall only be displayed during regular business hours.
- K. In addition to all other signage, each business shall be allowed one “open” or other advertising flag to be affixed to the building of the business, not to exceed fifteen (15) square feet in size. No flag shall be placed in any areas where such display is prohibited by state or local law or regulation. Advertising flags shall be displayed only during business hours and shall be removed when the business is closed.

- L. The Zoning Enforcement Officer may permit a business in a non-residential zone to display one (1) “grand opening” or other announcement banner sign indicating a special event provided said banner sign shall not exceed 32 (thirty-two) square feet in area and shall be displayed for no more than a single period of thirty (30) consecutive days. Such Signs shall be registered with the Zoning Enforcement Officer by way of a Zoning Permit. No more than one such “grand opening” or “special event” sign shall be permitted during any calendar year, regardless of the change in occupancy of any lot or building; provided, however, that the Commission may authorize an additional “grand opening” sign where the applicant demonstrates that a bona fide change in business will take place, and not just ownership restructuring or other insubstantial change to an existing business.
- M. In addition to all elements of signage and display allowed by this regulation, any business located in a non-residential zone may display merchandise or wares of the business outside of the premises of the business. All such displays shall be in accordance with an approved site plan submitted in accordance with Section 14 of the Haddam Zoning Regulations.

17.6 Prohibited Signs

It shall be unlawful to erect or maintain:

- A. Any sign which is not included under the types of signs permitted in this regulation.
- B. Any sign or billboard which advertises or publicized an activity not conducted on the premises upon which such sign is maintained.
- C. Any portable or changeable sign, except as otherwise permitted by this regulation.
- D. Any sign placed above the highest portion of the roof of any structure or building.
- E. Any temporary sign unless otherwise permitted by this regulation.

17.7 Non-Conforming Signs

Signs in non-residential areas which predate and do not conform to the provisions of this regulation shall be subject to the following restrictions and limitations:

If said signs existed prior to January 1, 1992 and are registered by September 1, 1992, such sign may continue, except:

If said sign or billboard shall need repair or renovation which involves the rebuilding of more than fifty percent (50%) of the structure, such structure shall be removed or brought into compliance. Nothing herein shall prevent the routine repair, maintenance, repainting, relettering or reapplication of advertising materials to any validly existing sign or non-conforming sign or billboard.

17.8 Registration

No sign for which a registration is required under these regulations shall be erected unless and until a registration has been received by the Haddam Zoning Enforcement Officer. All applicants for a registration shall submit a registration to the Zoning Enforcement Officer on a form designated by the Commission. Such registration shall be kept on file for each business by the Zoning Enforcement Officer.

All signs existing prior to January 1, 1992 shall be registered prior to September 1, 1992. No fee will be charged for registrations.