
SIGN REGULATIONS

*City of New London,
Connecticut*



*Zoning Regulations Amended To
December 21, 2012*

(Last Revision Date to Sign Regulation August 1, 2010)

Section 210 Definitions

Awning - An architectural projection that provides weather protection, identity or decoration, covered with flexible material, including, without limitation, fabric, supported entirely from an exterior wall of a building, by a lightweight, rigid skeleton that may be retracted, folded, or collapsed against the face of the supporting building. (Amended 8/28/99)

Banners - Attention getting devices of various shapes, sizes and colors that typically are made of, but not limited to, flexible materials such as cloth, fabric or plastic and that does not typically include rigid supporting framing materials. (Amended 8/28/99)

Building Frontage - The horizontal, linear dimension of that side of a building measured at ground level that abuts a street, parking area, or other circulation area open to the general public and that has either the primary window display of the enterprise or the primary public entrance to the building. Where more than one use occupies a building, each such use having a primary window display or primary public entrance for its exclusive use is considered to have its own building frontage, which is the front width of the portion of the building frontage occupied by that use. (Amended 8/28/99)

Bulletin Board - A sign erected by a charitable, civic, philanthropic, community, educational or religious institution, organization or a public body, which is erected upon the same property as said institution, and that contains the name of the institution or organization, the names of the individuals connected with it and the events which are held on the premises. (Amended 8/28/99)

Canopy - A roofed architectural projection that provides weather protection, identity or decoration which is supported by an exterior wall of a building and by additional supports, including, without limitations, columns, upright poles, or braces extended from the ground. A canopy is comprised of a rigid structure or stanchions over which a covering is attached. (Amended 8/28/99)

Flags - A piece of cloth or bunting varying in color and design, used as, but not limited to, a symbol, standard, emblem or insignia identifying a governmental agency or any civic, charitable, religious, institutional, patriotic, corporate, fraternal or similar organization, flags of foreign nations having diplomatic relations with the United States and any other flag adopted or sanctioned by the legislative body of a governmental jurisdiction. (Amended 8/28/99)

Historical Marker/Plaque - A sign, tablet, or plaque memorializing a person, event, structure, or site. (Amended 8/28/99)

Parapet Wall - Any portion of the vertical extension of a perimeter or exterior wall, constructed of materials similar in appearance to those used on the exterior wall below and extending above the roof. (Amended 8/28/99)

Sign - Any device, object or display or part thereof, attached to or painted on a building, pole, tree or structure, which shall include without limitations any letter, figure, word, model, insignia, symbol, or representation which is in the nature of, or which is used as an announcement, direction or advertisement or attention getting device. A sign includes any message, neon tube, string of lights, or similar device outlining, hung, painted upon, or attached to part of a building or lot. (Amended 8/28/99)

Sign, Abandoned - A sign that no longer identifies or advertises a location, product, or activity conducted on the premises on which the sign is located. (Amended 8/28/99)

Sign Area - Sign area shall be measured as follows:

- When such sign is on a plate or framed or outlined, all of the area of such plate or the area enclosed by such a frame or outline, including such frame or outline, shall be included.
- Sign area excludes the supporting structure.
- When such a sign consists only of letters, designs, or figures engraved, painted, projected or in any manner affixed on a wall, the total area of such sign shall be deemed the area of the smallest triangle, rectangle or circle within which all of the matter of which such sign consists may be inscribed.
- In computing the area of a sign standard mathematical formulas for regular geometric shapes, including, without limitation, triangles, parallelograms, circles, ellipses, or combinations thereof.
- The total surface area of signs composed of more than one sign element includes the vertical and horizontal spacing between each element of the sign. (Amended 8/28/99)

Sign, Awning/Canopy - A sign displayed on or attached flat against the surface or surfaces of an awning or canopy. (Amended 8/28/99)

Sign, Changeable Copy/Readerboard/Readograph - A sign that is designed so that characters, letters, or illustrations can be changed or rearranged by manual or remote methods. (Amended 8/28/99)

Sign, Construction - A temporary sign giving the name or names of the building, project, principal contractors, architects, engineer, sponsors, lending institutions or other persons, individuals or firms involved in the construction of a site. (Amended 8/28/99)

Sign, Directional - Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrians or vehicular traffic. (Amended 8/28/99)

Sign, Directory - A wall, hanging or free standing sign on which the names and locations of occupants, businesses or the use of the building is given. (Amended 8/28/99)

Sign, Flashing - An illuminated sign designed to attract attention by the inclusion of lighting that is not in a constant state of intensity and/or color except for a time-temperature device. (Amended 8/28/99)

Sign, Free Standing - A sign principally supported by one or more columns, poles, or braces placed in or upon the ground, if no part of the sign is attached to any part of a building or structure other than its own supports. (Amended 8/28/99)

Sign, Ground - A sign which is different from a free standing sign and is mounted on the ground attached either to footings or a base with no open space between the ground and the sign face.

Sign, Hanging - A sign other than a wall sign or an awning sign that is attached to, projects from, or hangs down from a building or structure. (Amended 8/28/99)

Sign Height - Sign height means the vertical distance measured from the lowest point of the finished grade within ten (10) feet of the sign, to the highest point of the sign or sign structure, whichever is higher. (Amended 8/28/99)

Sign, Illegal Non Conforming - Any existing sign that was erected in violation of these regulations governing the sign at the time of its erection and that has never been approved by the zoning authority of the City. (Amended 8/28/99)

Sign, Illuminated - A sign characterized by the use of artificial light, either projecting through its surface(s), or reflecting off its surface(s). (Amended 8/28/99)

Sign, Illumination, External - Lighting by means of a light source that is directed at the reflecting surface in such a way as to illuminate the sign from the front or by a light source that is designed to illuminate the building façade upon which a sign is displayed. (Amended 8/28/99)

Sign, Illumination, Internal - Lighting a sign by a light source that is within a sign having a translucent background and silhouettes, opaque letters, or designs, or that is within letters or designs that are themselves made of translucent material. For the purpose of these regulations the use of neon to illuminate a sign shall not be considered as internal illumination. (Amended 8/28/99)

Sign, Inflatable - A display capable of being expanded by air or a gas lighter than air, such as helium or other gas and used on a permanent or temporary basis to advertise a product or event. (Amended 8/28/99)

Sign, Integral - Memorial signs or tablets, names of buildings and date of erection, when cut into any masonry surface or when constructed of materials mounted on the face of a building and made an integral part of the structure. (Amended 8/28/99)

Sign, Interior - Any sign placed within a building, not intended or oriented so as to be legible from a street or other property, but not including window signs. (Amended 8/28/99)

Sign, Legal Non-Conforming - An existing sign that was lawfully erected and maintained under any previous versions of these regulations but which does not conform to the requirements of these regulations as a result of the amendments to these regulations. (Amended 8/28/99)

Sign, Marquee - A sign attached to or hung from a marquee canopy or other permanent, roof like covered structure projecting from and supported entirely by a building and extending beyond the building wall, building line or street lot line. (Amended 8/28/99)

Sign, Menu Board - A permanently mounted sign associated with restaurants, which gives a detailed lists of foods served. (Amended 8/28/99)

Sign, Moving or Animated - A sign which rotates, moves, or in any way simulates motion as to give a viewer the illusion of moving parts or messages. (Amended 8/28/99)

Sign, Off Premise/Outdoor Advertising Billboard - A sign including without limitations, a billboard or outdoor advertising sign whose message content advertises or directs attention to a business, profession, commodity, entertainment service, or activity, conducted, sold, or offered elsewhere than on the same property or within the same building upon which such sign is located. (Amended 8/28/99)

Sign, political - A temporary sign intended to advance a political statement, cause, issue, or candidate for office. (Amended 8/28/99)

Sign, portable - Any sign not permanently attached to the ground or to a building or building surface such as an "A" frame sign. (Amended 8/28/99)

Sign, Public - Signs of a non-commercial nature and in the public interest erected by, or on the order of, a public officer in the performance of his/her public duty, such as traffic safety signs, directional signs, and regulatory notices. (Amended 8/28/99)

Sign, real estate - Any temporary sign erected to advertise the sale, rental or lease of a building or property. (Amended 8/28/99)

Sign, real estate development - A permanent sign erected to identify the name and address of an approved multi-unit apartment or condominium complex or the name of an approved subdivision or cluster development. (Amended 8/28/99)

Sign, Roof - Any sign erected and maintained upon the main roof of a building, or projecting above the roof line of a structure. The roof line shall be considered the top of the cornice of a flat roof, the eave line of a pitched roof and the bottom edge of any sloping section. (Amended 8/28/99)

Sign Structure - any supports, uprights, braces, or framework of a sign. (Amended 8/28/99)

Sign, Temporary - A sign which is designed to advertise or announce a particular event or series of events, to solicit political support, or to announce the availability for sale of a particular item which will be available for a limited period. (Amended 8/28/99)

Sign Vehicular - Signs on vehicles of any kind, provided the sign is painted or attached directly to the body of the original vehicle and does not project or extend beyond the original manufactured body proper of the vehicle. (Amended 8/28/99)

Sign, Wall - A sign which is attached to or painted on the wall of a building. (Amended 8/28/99)

Sign – Window - A sign placed inside or on a window and intended to be viewed from the exterior of the building. (Amended 8/28/99)

Section 615 Signs

All of Section 615 of the Zoning Regulations (Signs) including the illustration found on page VI-45 are hereby deleted and the following is inserted in its place. *(Amended 08/23/99)*

A. Purpose and Intent

- 1) The purpose of this section of the zoning regulations is to promote, preserve, enhance and protect the public health, safety, and welfare of the City by regulating signs of all types on public and private property through the establishment of standards to control the location, number, size, height, maintenance and character of signs. The indiscriminate construction, erection and maintenance of signs can create undue distractions to motorists and pedestrians, may tend to depreciate property values and may be detrimental to the preservation and enhancement of the aesthetic and historical values of the City. These regulations are intended to:
 - a) Provide specific and enforceable standards to protect the community.
 - b) Protect property values.
 - c) Encourage the installation of signs that assist in the creation of a more attractive economic and business climate so that travelers, visitors, residents and business people patronize the City's commercial establishments.
 - d) Enhance and protect the aesthetic appearance and historical heritage of the City.
 - e) Provide adequate identification, communication and advertising for land uses.
 - f) Distinguish between the City's various zoning districts and the desired character and development patterns of each district.
 - g) Ensure that signs are compatible with their surroundings.
- 2) In evaluating all sign applications, the Planning & Zoning Commission (PZC) and the Zoning Enforcement Officer (ZEO) shall insure that the sign:
 - a) Reduces distractions, confusion and obstructions that may contribute to unsafe traffic conditions.
 - b) Minimizes the adverse effect on adjacent property and the general public.
 - c) Reduces hazards that may be caused by signs overhanging or projecting over public rights-of-way.
 - d) Improves the appearance of the City.

B. Applicability and Permit Requirements

- 1) No sign, except as provided in this section, shall be constructed, altered, repaired, established, reconstructed, maintained, replaced, and relocated until a permit is issued either by the Zoning Enforcement Officer (ZEO) or the Planning & Zoning Commission (PZC) where required.
- 2) Before a sign is erected a permit must also be obtained from the Building Official
- 3) Any sign not specifically listed, is not permitted, except where specific exceptions to this rule have been identified in these regulations.
- 4) The City has prepared a sign “handbook and guidelines” document to advise those considering applying for a sign permit. The document is available at the Office of Development and Planning.
- 5) Applications for a sign permit shall be made on the sign application form provided by the Zoning Enforcement Officer. After reviewing the application for compliance with these regulations the ZEO or PZC shall either approve, modify and approve or deny the application. The ZEO shall issue to the applicant a written notification of this action and in the case of an approval, a permit evidencing compliance with these regulations.
- 6) Persons aggrieved by the actions of the ZEO may appeal said decisions to the ZBA as prescribed by Section 1000 of these regulations.
- 7) This regulation does not require that a legal non-conforming sign be made to comply with the regulation or be removed by the owner or occupant of the land and premises unless the sign is altered in some way.
- 8) All applications for sign permits, shall include:
 - a) The complete information required on the application form supplied by the Zoning Enforcement Official.
 - b) The necessary drawings, sketches and site plans of the proposed sign(s) which shall show the following information: the size, height, dimensions, copy, letter type, materials, colors, location, electrical, landscaping, attachment details, lighting and other information that the ZEO or PZC may require to indicate full compliance with these regulations.

- c) The size, dimensions, lighting, and location of all signs existing on the premises at the time of making said application.
 - d) The appropriate fee as prescribed by the City's fee schedule.
 - e) The application shall include the written consent of the owner of the property upon which the sign(s) is to be erected.
 - f) Any other information required by the ZEO or the PZC necessary to determine compliance with these regulations.
- 9) Submission of an incomplete application shall be a reason for denial of the application.
 - 10) The Planning and Zoning Commission shall have the sole authority to review and approve the following types of signs: (All other signs shall be reviewed and approved by the ZEO)
 - a) Marquee.
 - b) Secondary freestanding.
 - c) Modifications.
 - d) Institutional signs that exceed regulations.
 - e) Roof.

C. General Standards and Criteria

In implementing these regulations the following general standards and criteria shall be adhered to except where more restrictive or more specific requirements are applicable:

- 1) Unless otherwise permitted, each site shall only be permitted to have one (1) wall sign per business frontage and one free standing sign per building.
- 2) Any sign may be two sided and only one face shall be counted in determining conformity to sign area limitations.
- 3) The total combined square footage for all permanent signs on a lot shall not exceed two and one half (2.5) square feet for each linear foot of building frontage.
- 4) Standard, approved methods of constant internal and external illumination shall be permitted on signs, provided, however, they shall concentrate the illumination upon the area of the signs so as to prevent direct glare upon the street or adjacent property. (Flashing signs are prohibited except for clocks and customary time and temperature devices.)
- 5) All ground or free standing signs shall be affixed to one or more vertical supports, with no guy wire or bracing.

- 6) No signs, other than those specifically authorized elsewhere within these regulations shall be erected within the right-of-way lines of any street, sidewalk or public way.
- 7) No sign or sign structure shall be erected at the intersection of any street or driveway in such a manner as to distract free and clear vision. Nor shall any sign be erected where it may interfere with or obstruct the view of or be confused with any authorized traffic sign, signal, or device.
- 8) Where signs are proposed for the Central Business District or any special design district the sign shall be reviewed for compliance with the established design standards/guidelines.
- 9) All permanent ground and free standing signs shall be provided with an appropriately landscaped planting bed surrounding the base of the sign consisting primarily of low growing shrubs, annuals, perennials, or ground cover except for any such area that is actively devoted to some other use.
- 10) Multiple tenant buildings or lots containing more than one tenant or occupant shall submit a unified signage program for approval before permits for new signs are issued for the site. The unified signage program is intended to insure that all signs proposed for a multi-tenant complex shall be in harmony and of a compatible shape, lettering, materials, and placement on the building(s). To this end, as a means to encourage unified signage applicants may apply for and receive modifications to these regulations as specified by Section G.
- 11) No person shall erect, install, remove, re-hang, or maintain, over public property, any sign for which a permit is required under the provisions of this regulation until an insurance policy for public liability and property damage shall have been filed with the City with coverage in an amount satisfactory to the City's Law Director.
- 12) No sign shall be designed so that the message content can be periodically changed unless specifically permitted under the terms of these regulations.
- 13) No illegal, non-conforming sign shall be altered, reconstructed, or changed in any way unless a permit is issued by the ZEO and the sign is made to conform to the requirements of these regulations. A new name or the changing of the advertising copy or message shall be deemed to be a change. No signs described above shall be relocated unless it results in eliminating or reducing the non-conformity. Nothing shall preclude the ordinary maintenance and repair of an illegal nonconforming sign.
- 14) Unless otherwise specified elsewhere in these regulations, all signs shall pertain to the principal use, service rendered or product sold on, or immediately abutting the premises on which the sign is located, and no sign shall include advertisement, identification, publicity or notice of goods, services,

establishment, enterprises, activities, persons, organizations and facilities which are not located on the premises.

D. Prohibited Signs

The following signs are prohibited:

- 1) Signs not specifically permitted under these regulations.
- 2) Signs, which do not comply with the requirements of these regulations.
- 3) Any flashing sign or device with intermittent lights with changing degrees of intensity, except for approved time and temperature displays.
- 4) Vehicular signs when the vehicle is used primarily for the purpose of such advertising display.
- 5) Signs that are illuminated to an intensity to cause glare or brightness to a degree that could constitute a hazard or a nuisance as visible from any public right-of-way, any residential districts or from adjacent properties. Specifically, the performance standards of Section 613 of these regulations shall be used to measure glare.
- 6) Signs that use any combination of forms, words, colors, or lights, which imitate standard public traffic regulation or emergency signs or signals.
- 7) Signs attached or maintained upon any tree, public or private utility pole or structure.
- 8) Signs containing any obscene, indecent or immoral matter.
- 9) A sign encroaching onto a required fire lane designated by the City's Fire Chief or designated agent.
- 10) An off-premise sign or outdoor advertising billboard except as specifically permitted by this regulation.
- 11) A sign located so as to obstruct the view of any pedestrian or motor vehicle so as to cause an unsafe condition.
- 12) A sign located so as to obstruct or impede any flue, air intake, fire escape, fire exit door, window, skylight, or exhaust or so as to impede free access by fire fighters to any part of a premises.
- 13) A sign consisting of pennants, ribbons, streamers, spinners, strings of lights, or other similar devices unless otherwise permitted by these regulations.
- 14) Abandoned signs.

- 15) Portable, electric signs.
- 16) Permanent inflatable signs.
- 17) Signs located in any required buffer area.
- 18) The use of strings of lights or exposed tubes which contain luminescent inert gases to outline buildings, structures or other ornamental features, except as used on approved signs.
- 19) Roof signs, except as otherwise permitted.

E. Exempt Signs not requiring a permit

The following signs are permitted and may be erected without a permit, however, they shall be subject to the following requirements as well as the general standards of Section C and the special regulations of Section G of these regulations.

- 1) Public signs required by law or as required by the City of New London.
- 2) Signs for regulating traffic, street signs, legal notices, or railway closing warnings and all other such signs pertaining to public safety.
- 3) In residential zones Real Estate signs not in excess of six (6) square feet in area.
- 4) In non-residential zones, Commercial Real Estate advertising signs not exceeding sixteen (16) square feet in area.
- 5) The display of the National, State or any other flag adopted or sanctioned by the legislative body of a governmental jurisdiction. No freestanding flagpole shall exceed fifty (50) feet in height and no flagpole attached to or placed upon any building or other structure shall project more than twenty (20) feet above the roofline of any building or structure.
- 6) A sign erected in a bus shelter owned or operated by, or under the jurisdiction of the City that is in full compliance with an agreement entered into with the City.
- 7) Any “No Trespassing”, “Private Parking”, “Exit”, “Entrance”, or other similar signs not exceeding two (2) square feet for each sign.
- 8) Integral signs.

- 9) Directional signs on private property, provided such signs are not internally illuminated, have no advertising matter and do not exceed two (2) square feet in area.
- 10) Political signs. (see Section G of these regulations for the special requirements for political signs)
- 11) Temporary displays, signs, or lighting as a customary part of a national, state or religious holiday decoration, may be displayed over a period not to exceed a total of sixty (60) days per calendar year.
- 12) Identification sign for the address, name of occupant and, use of the premises, not to exceed two (2) square feet in area, provided such signs are not internally illuminated.
- 13) Temporary or permanent Window signs (See Section G Special Regulations).
- 14) Construction signs with message limited to project name, building name, architects, engineers, contractors, sponsors or other individuals or firms involved with the construction, provided such signs do not exceed one sign per site. These signs shall not exceed an area of twelve (12) square feet for single family or duplex construction and thirty two (32) square feet for multi-family or non residential construction, and are removed within seven (7) days of issuance of a Certificate of Occupancy.
- 15) Yard or garage sales signs which are removed within seven (7) days of installation.
- 16) Interior signs placed within buildings and which are not intended to be visible beyond the premises on which the signs are located.
- 17) Gasoline price per gallon or credit card signs mounted on pump islands only, with maximum total area of any sign not to exceed four (4) square feet.
- 18) Words and images attached to machinery or equipment which are necessary or customary to the business, including but not limited to devices such as gasoline pumps, vending machines, ice machines etc. and provided that the words and images refer exclusively to products or services dispensed by the device.
- 19) Vehicular signs if the sign meets the following requirements:
 - a) The vehicle must be in operable condition and is being used in the normal course of the business;
 - b) The sign must be painted on or securely affixed on all edges to the surface of the side of the body of the vehicle;

- c) The vehicle shall be parked on a location so that the sign is not visible from the public right-of-way or;
 - d) If the site does not allow the vehicle to be parked in the above referenced manner the vehicle must be parked as far away from the public right-of-way as is practical.
- 20) One flag or banner per use not exceeding sixteen (16) square feet containing no advertising.
- 21) Street banners sponsored or installed by the City of New London.

F. Temporary Signs

The Zoning Enforcement Officer may approve zoning permits for the following types of temporary signs as specified:

- 1) A sign or banner for municipal, charitable, or non profit organizations not exceeding twenty four (24) square feet for a period not to exceed thirty (30) days.
- 2) A sign announcing anticipated occupancy of a commercial establishment or anticipated land development of a site or building for a period not to exceed three (3) months. Such sign shall not exceed twenty-four (24) square feet if it is free standing and shall not exceed the maximum permitted for a permanent wall sign if it is affixed to a building.
- 3) Banners not to exceed (24) square feet, or other attention getting devices such as search lights, tents, bannerettes, laser light shows, pennants, streamers or string of lights may be used to announce special sales for commercial businesses for a period not to exceed thirty (30) days in any calendar year.
- 4) Grand opening or new management signs, flags or banners, for a period not to exceed thirty (30) days not to exceed thirty-two (32) square feet in area.
- 5) Street banners or signs advertising a public entertainment event installed not more than thirty (30) days before any event and removed within seven (7) days after the event.
- 6) One rooftop or other inflatable balloon sign per site for a maximum of one (1) week during any calendar year. The vertical dimensions of the inflatable cannot exceed twenty five (25) feet.
- 7) A sign displayed during the period after the approval of an application for a permanent sign until the permanent sign has been erected. The temporary sign shall conform to the same all dimensional requirements as the permanent sign.
- 8) Signs associated with a political campaign, drive, or movement at the central headquarters for the campaign for a period of not more than ninety (90) days before and ten (10) days after the event. Such sign shall not exceed twenty four (24) square feet if it is free standing and shall not exceed the maximum permitted for a permanent wall sign if it is affixed to a building.
- 9) Signs for activities in other special cases, subject to such conditions as the Zoning Enforcement Official may reasonably require for a specific period of time.

G. Special Regulations

In addition to all the other requirements of these regulations these special regulations shall apply to the following:

- 1) Awning/Canopy Sign (See Table 1)
 - a) No metal bar or other solid or hollow framing shall be less than eight (8) feet above the ground or sidewalk.
 - b) The flexible cloth, canvas or similar skirt may not hang more than twelve (12) inches below the lowest bar or part of the framing.
 - c) If placed parallel to the façade the area shall not exceed and shall be deducted from the maximum area permitted for a wall sign.
 - d) If placed at right angles to the façade the area shall not exceed and shall be deducted from the maximum area permitted for a hanging sign.
 - e) The maximum sign area shall not exceed the maximum area permitted for a wall sign.
 - f) Shall be affixed flat to the surface of the awning or canopy.
 - g) If an awning sign is internally illuminated through translucent material, the entire illuminated area of the awning or awning sign shall be included in the calculation of the area of the sign.

- 2) Bulletin Board
 - a) If free standing, shall be set back a minimum of 10 feet from all property lines.
 - b) May be affixed to a wall.
 - c) Shall not exceed a height of eight (8) feet.
 - d) Shall be limited to one sign/site.
 - e) The message can be changed manually.
 - f) Shall not exceed an area of twenty-four (24) square feet.

- 3) Directory Sign
 - a) One (1) free standing directory sign may be permitted at each public entrance to a site or building.
 - b) One (1) wall mounted directory sign at each public entrance to a building.
 - c) No directory sign shall exceed a maximum sign area of twenty-four (24) square feet.
 - d) Free standing directory signs shall not exceed a height of eight (8) feet.

- 4) Free-Standing Sign (See Table 1)
 - a) In the case of corner lots, one (1) free standing sign shall be allowed.
 - b) For through and triple frontage lots and for sites with more than one principal building secondary free standing signs may be permitted after approval of a Special Permit from the Planning and Zoning Commission that will not exceed fifty (50%) percent of the maximum sign area of the

principal free standing sign. The sign shall comply to all other requirements of the regulations. If a site has more than one principal building secondary signs may be permitted in a ratio of one per building.

- 5) Gas Station Product Sign
 - a) Gas stations may have one changeable copy sign in addition to other permitted signs. A product sign may indicate the product sold, service provided, or product price. Size shall not exceed twelve (12) square feet.
 - b) The sign shall be mounted on the pump island, wall or free standing sign.
 - c) Gasoline price per gallon or credit card signs may be mounted on pump islands only with maximum total area of any sign not to exceed four (4) square feet.

- 6) Hanging/Projecting Sign (See Table 1)
 - a) The construction and method of securing such signs to the structure shall be approved by the Building Official.
 - b) The bottom of the sign shall be at least eight (8) feet above the sidewalk, public way or walkway.
 - c) Shall be double faced.
 - d) Shall not extend above the soffit, parapet, or eave line of the building to which it is attached.
 - e) Shall not project more than six (6) feet from the building to which it is attached.

 - f) The sign face shall be mounted at right angles to the building.
 - g) There shall be no more than one (1) hanging sign per business with building frontage.

- 7) Historical Marker
 - a) May only be placed by a bona fide historical organization or by a governmental agency.

- 8) Institutional Zones
 - a) In the institutional zone, signs for the institution which exceed the regulations shall be permitted, provided the sign is in accordance with a signage plan for the institution and approved by the Commission as a part of a Special Permit.

- 9) Marquee Sign (See Table 1)
 - a) Shall be built into and form a part of the marquee structure.
 - b) Shall not extend beyond the edge of the marquee.
 - c) Are limited to announcing the name of the establishment and a changeable list of the on-premise shows or events.
 - d) Shall not extend more than six (6) feet from the building.
 - e) Shall not be less than ten (10) feet above the ground or sidewalk at the lowest point.
 - f) The sign area for the marquee shall be based upon the maximum sign area formula permitted for a wall sign.
 - g) Messages may be manually or electronically changed.

- h) Shall not be closer than two (2) feet to a curbline or roadway edge.
 - i) Shall be permitted by a Special Permit from the Planning and Zoning Commission.
- 10) Menu Board (See Table 1)
- a) May be permitted for all licensed food service establishments.
- 11) Modifications
- a) In order to provide for adequate visibility for commercial enterprises, to provide a bonus for property owners who are willing to install a unified signage program and while at the same time ensuring that signs do not detract from the health, welfare, and safety of the community the following provisions have been established to allow flexibility with the application of these regulations. The Planning and Zoning Commission may, at its discretion and after approval of a Special Permit, increase the height, area, setback and number of signs specified in these sign regulations. The commission must consider the applicant's written narrative explanation and justification for the modification including a discussion of the following criteria:
 - 1) The signs are part of a unified signage program.
 - 2) The increase shall not be greater than one hundred percent (100%) more than the specified standard of these regulations.
 - 3) The modification will provide a more creative, aesthetically pleasing sign design that is in harmony with the characteristics of the area.
 - 4) There are unusual site factors which impact the legibility and effectiveness of the sign as viewed from the City street system. These unusual site factors shall include, but are not limited to the location of the building, the location of the sign, the size of the use or building, the location of the surrounding buildings on other lots, the topography, or configuration of the lot.
- 12) Political Sign
- a) For a regular, primary or special election or referendum, signs may be erected no earlier than thirty-five (35) days prior to the balloting or election day.
 - b) Shall be removed within five (5) days after the balloting or the election day.
 - c) May not be erected on any public street, publicly owned property, building or structure.
 - d) Shall not exceed an area of six (6) square feet or a height of six (6) feet.
 - e) Shall only be erected on private property with the consent of the property owner.
- 13) Portable Sign (See Table 1)
- a) Shall not be mounted on vehicles, wheels or platforms.
 - b) Shall be limited to one per building.

- c) Shall not exceed eight (8) square feet in area.
 - d) Shall not exceed forty-two (42) inches in height.
 - e) Shall not be internally illuminated.
 - f) Shall not obstruct the free flow of pedestrian traffic.
 - g) Shall be restricted to use during the business operating hours.
- 14) Real Estate Development Sign
- a) One sign shall be permitted for each multi-unit apartment, condominium, subdivision or cluster development complex.
 - b) Shall be set back a minimum of ten (10) feet.
 - c) Shall not exceed an area of twenty four (24) square feet.
 - d) Shall not be internally illuminated.
 - e) The applicant shall provide written documentation which demonstrates that appropriate instruments will be executed that guarantee the perpetual maintenance of the sign. The responsibility may be assigned to a homeowners association, an individual lot owner or other appropriate entity. All appropriate documents shall be approved by the City's Director of Law and recorded in the Office of the City Clerk after the issuance of a Zoning Permit.
 - f) Where a residential development has more than one entrance road intersecting with established City streets, the ZEO may permit more than one sign.
- 15) Roof Sign (See Table 1)
- a) Permitted upon approval of a Special Permit issued by the Planning and Zoning Commission.
 - b) Any business utilizing a roof sign will not be permitted a wall sign.
 - c) The sign area shall not exceed the area permitted for a wall sign but in no case shall a wall sign exceed a maximum area of fifty (50) square feet.
 - d) One roof sign may permitted per business.
 - e) Shall not exceed the height limits established for buildings in the zone.
 - f) Shall not extend above the peak or ridgeline of a pitched roof.
 - g) May not be higher than eight (8) feet above the roofline of a flat roof.
 - h) Shall be constructed so as to conceal all sign support structures and fastenings above the sign.
 - i) The applicant must demonstrate that a roof sign would be more effective than a wall sign because of building design.
- 16) Wall Sign (See Table 1)
- a) Shall be attached to the facade of the building in a plane parallel to such facade.
 - b) Shall not extend or project more than twelve (12) inches over the sidewalk, roadway, public way, street, or highway.
 - c) Shall not extend higher than the parapet wall.
 - d) Where there are two or more occupants occupying a portion of the building frontage of a given structure, each occupant shall be entitled to a sign equivalent in size to that portion of the frontage so occupied by the business.

- e) Where multiple occupants share a common sign, the maximum sign area shall be limited as if there was a single occupant.
 - f) Where an establishment has a rear entrance on a public right-of-way, or publicly or privately owned parking lot, or frontage on two or more streets, or is a corner lot, an additional wall sign may be permitted on each frontage, up to one half (1/2) the maximum area normally permitted for that building frontage.
 - g) Wall signs shall not project beyond the ends of the wall to which it is attached.
 - h) Shall not be displayed on the wall of a mechanical room or other such roof top structure.
 - i) In the case of a covered porch or walkway, a wall sign may be hung from the overhang or may be placed on the face of the porch.
 - j) Signs which have letters or graphics mounted directly on a wall or fascia or in such a way as to be without a frame shall be permitted to exceed the maximum sign area requirement by an additional thirty-three (33%) percent.
 - k) Tenants in spaces in portions of a building that do not have building frontage may be permitted to erect a hanging sign in lieu of a wall sign.
 - l) An additional wall sign is permitted in the WD and WCI zones for sites having water frontage. All of the dimensional requirements for the wall sign shall be satisfied.
- 17) Window Sign
- a) Shall not be placed in a location that would block the view into the building from a public street of the clerk or cashier's area.
 - b) Permanent internally illuminated window signs shall not exceed an area of four (4) square feet.
 - c) The total area of all window signs shall not exceed an area of thirty-three percent (33%) of the total window area.
- 18) Allowed Off-site Signs (*Amended 08/01/10*)
- Billboards or other off-premises business, identity, or outdoor advertising signs shall not be permitted except for those businesses located on lots having no frontage on a public highway or approved City road provided the following conditions are all met:
- (a) Permitted upon approval of a Special Permit issued by the Planning and Zoning Commission in the C-2, MD, WC-I-1, WC-I-2 zones only.
 - (b) The business is of such a nature as to require location and identification by the public, as well as the City.
 - (c) The property on which the business activities are situated is clearly disadvantaged by its lack of exposure to the normal flow of traffic.

- (d) The proposed location of the sign and supporting structure is the minimum feasible distance from the disadvantaged property required for practical location and identification of the business activities thereon.
- (e) Where a multiplicity of businesses are established on a lot having no frontage on a public highway or approved City road, all location and identification signs shall be incorporated into a single supporting structure.
- (f) Only one double-faced sign shall be allowed for each business, the exposed surface of the sign shall not exceed five square feet per side, and no sign structure shall exceed an overall height of fifteen feet above ground. When necessary, the sign may be arranged in two or more tiers within the supporting structure.
- (g) The installation of the sign and supporting structure shall not present an obstacle to the visibility and safe passage of traffic moving in all relevant directions.
- (h) Applicants for a Special Permit under the above provisions shall present the Commission with conclusive evidence of their right to erect the off-premises sign in the proposed location.

H. Enforcement

- 1) The provisions of these regulations shall be administered and enforced by the Zoning Enforcement Officer (ZEO) of the City of New London.
- 2) Every sign in the City shall be maintained in a safe, presentable, and sound structural and operational condition at all times, including the replacement of nonfunctioning, broken, defective, or missing parts, painting, repainting, cleaning, and any other acts required for the maintenance of such sign. All signs and sign supports, brackets and frames shall be kept painted or otherwise treated to prevent rust, rot, or deterioration.
- 3) Signs not meeting the standards imposed by these regulations shall be subject to removal or repair as prescribed by the ZEO.
- 4) The ZEO may suspend or revoke any permit issued under the provisions of this chapter whenever it is determined that the permit is issued in error or on the basis of incorrect or false information supplied, or whenever such permit is issued in violation of any of the provisions of this regulation.
- 5) The provisions of the enforcement of these regulations shall be effective when communicated in writing to the person to whom the permit is issued, the owner of the sign or the responsible party of the premises upon which the sign is located. The ZEO shall be guided by the provisions of Section 8 – 12 of the Connecticut General Statutes as they may be amended.

- 6) Any sign, which advertises, identifies, or pertains to an activity or business no longer in existence shall be removed by the owner or lessee of the property within thirty (30) days from the time the activity ceases. Failure to do so is subject to the enforcement provisions of these regulations.
- 7) The ZEO has the authority to periodically inspect signs for which a permit has been issued in order to determine compliance with these regulations.
- 8) The ZEO may require existing signs which extend into the public right-of-way to be modified if streets are widened, or other improvements are made in the right-of-way which result in the creation of unsafe conditions.
- 9) Any sign found by the ZEO not to have been lawfully erected shall be made to conform to the requirements of these regulations.



TABLE ONE				
NON RESIDENTIAL ZONE SIGN MATRIX				
CBD (1 & 2), NB, WD, WCI (1 & 2), LI-O, C-1, C-2, INST, OS, MD Zones				
SIGN TYPE	REQUIREMENTS	ZONING DISTRICTS		
		CBD (1 & 2), NB, WD, MD WCI (1 & 2), & LI-O	C-1 & C-2,	OS & INST
Wall Sign	Maximum Number	One Per Business*		1 Per Building
	Size Determination	1 Sq. Ft./linear ft. business frontage	2 Sq. Ft./linear ft. business frontage	1 Sq. Ft./linear ft. building frontage
	Maximum Area	30 Sq. Ft.	75 Sq. Ft.	50 Sq. Ft.
	Maximum Extension from Wall	12 Inches		
	Permit Type	ZEO (Zoning Enforcement Officer)		
	Illumination	External Only	Internal OR External	
Freestanding	Maximum Number	1 Per Building or Site**		
	Maximum Area	32 Sq. Ft.	75 Sq. Ft.	50 Sq. Ft.
	Maximum Height	8 feet	20 feet	12 feet
	Permit Type	ZEO		
	Setback	5 feet	10 feet	
	Illumination	External Only	Internal OR External	
Hanging	Maximum Number	1 Per Business		1 Per Building
	Maximum Area	8 Sq. Ft.	12 Sq. Ft.	
	Maximum Extension from Wall	6 feet		
	Minimum Clearance	8 feet		
	Permit Type	ZEO (Zoning Enforcement Officer)		
	Minimum Clearance to Curb	3 Feet		
	Illumination	External Only	Internal OR External	
Directory	Maximum Number	1 Free Standing & 1 Wall Mounted/Entrance		
	Maximum Area	24 Sq. Ft.		
	Maximum Extension from Wall	12 Inches		
	Illumination	External Only	Internal OR External	
Portable	Maximum Number	1 Per Building		
	Maximum Area	8 Sq. Ft.		
	Maximum Height	42 Inches		
	Permit Type	ZEO		
	Minimum Curb Clearance	3 Feet		
	Illumination	External Only		

TABLE ONE				
NON RESIDENTIAL ZONE SIGN MATRIX				
CBD (1 & 2), NB, WD, WCI (1 & 2), LI-O, C-1, C-2, INST, OS, MD Zones				
SIGN TYPE	REQUIREMENTS	ZONING DISTRICTS		
Roof	Maximum Number	1 Per Business		
	Size Determination	1 Sq. Ft./linear ft. business frontage	2 Sq. Ft./linear ft. business frontage	1 Sq. Ft./line ft. building frontage
	Maximum Area	30 Sq. Ft.	50 Sq. Ft.	
	Maximum Height	8 Feet Above the Roof Line		
		CBD (1 & 2), NB, WD, MD WCI (1 & 2), & LI-O	C-1 & C-2,	OS & INST
Menu Board	Maximum Number	1 Per Business		
	Maximum Area	6 Sq. Ft.	10 Sq. Ft.	6 Sq. Ft.
	Maximum Extension from Wall	12 inches		
	Permit Type	ZEO		
	Illumination	Internal or External		
	Maximum Height	6 Feet		
	Setback-Freestanding	25 Feet		
Marquee	Maximum Number	1 Per Building		
	Size Determination	1 Sq. Ft./linear ft. business frontage	2 Sq. Ft./linear ft. business frontage	1 Sq. Ft./line ft. building frontage
	Maximum Area	100 Sq. Ft.		
	Maximum Extension from Wall	6 Feet		
	Permit Type	PZC – Special Permit		
	Clearance to Curb	2 Feet		
	Minimum Clearance	10 Feet		
	Illumination	Internal or External		
Awning/Canopy	Size Determination	1 Sq. Ft./linear ft. business frontage	2 Sq. Ft./linear ft. business frontage	1 Sq. Ft./line ft. building frontage
	Maximum Area	30 Sq. Ft.	75 Sq. Ft.	50 Sq. Ft.
	Maximum Extension from Wall	5 Feet		
	Permit Type	ZEO		
	Minimum Curb Clearance	3 Feet		
	Minimum Clearance	8 Feet		
	Illumination	External Only	Internal OR External	

TABLE TWO
RESIDENTIAL ZONE SIGN MATRIX
R-1, R-1A, R-2, R-3, R-4 ZONES

The following signs require the issuance of a Zoning Permit from the Zoning Enforcement Officer. All signs within Residential Zones may only be illuminated by EXTERNAL methods.

USE	WALL Max Area	FREESTANDING			Hanging Max Area
		Setback	Max Area	Height	
Family Daycare Home	6 Sq. Ft	5 Feet	6 Sq. Ft	8 Feet	8 Sq. Ft
Utility Substation	4 Sq. Ft	5 Feet	4 Sq. Ft	8 Feet	8 Sq. Ft
Home Occupation	6 Sq. Ft	5 Feet	6 Sq. Ft	8 Feet	8 Sq. Ft
Membership Clubs	8 Sq. Ft	5 Feet	8 Sq. Ft	8 Feet	8 Sq. Ft
Library	10 Sq. Ft	5 Feet	10 Sq. Ft	8 Feet	8 Sq. Ft
Museums	16 Sq. Ft	10 Feet	16 Sq. Ft	8 Feet	8 Sq. Ft
Art Gallery	16 Sq. Ft	10 Feet	16 Sq. Ft	8 Feet	8 Sq. Ft
Place of Worship	16 Sq. Ft	10 Feet	16 Sq. Ft	8 Feet	8 Sq. Ft
Professional Business Office	18 Sq. Ft	10 Feet	18 Sq. Ft	8 Feet	8 Sq. Ft
Schools	18 Sq. Ft	10 Feet	18 Sq. Ft	8 Feet	8 Sq. Ft
Parish Home/Rectory/Convent	6 Sq. Ft	5 Feet	6 Sq. Ft	8 Feet	8 Sq. Ft
Convalescent Home	16 Sq. Ft	10 Feet	16 Sq. Ft	8 Feet	8 Sq. Ft
Boarding, Lodging, Rooming House	6 Sq. Ft	5 Feet	6 Sq. Ft	8 Feet	8 Sq. Ft
Nursery School/Pre-school	10 Sq. Ft	5 Feet	12 Sq. Ft	8 Feet	8 Sq. Ft
Professional Office in Residence	6 Sq. Ft	5 Feet	6 Sq. Ft	8 Feet	8 Sq. Ft
Office	24 Sq. Ft	10 Feet	24 Sq. Ft	8 Feet	8 Sq. Ft
Multi-Family Building	12 Sq. Ft	5 Feet	24 Sq. Ft	8 Feet	8 Sq. Ft
Real Estate Development	24 Sq. Ft	10 Feet	24 Sq. Ft	8 Feet	8 Sq. Ft
Government or Civic Organization	16 Sq. Ft	10 Feet	16 Sq. Ft	8 Feet	8 Sq. Ft
Historic Marker/Plaque	10 Sq. Ft	5 Feet	10 Sq. Ft	8 Feet	8 Sq. Ft
Parks/Open Space	18 Sq. Ft	10 Feet	24 Sq. Ft	8 Feet	8 Sq. Ft
Bulletin Boards – Religious	12 Sq. Ft	10 Feet	24 Sq. Ft	8 Feet	8 Sq. Ft
Non Conforming (Structures)	18 Sq. Ft	10 Feet	18 Sq. Ft	8 Feet	8 Sq. Ft
Non-conforming Uses	16 Sq. Ft	10 Feet	16 Sq. Ft	8 Feet	8 Sq. Ft