

# TOWN OF EAST HARTFORD A GUIDE TO SIGNAGE



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## SIGN DESIGN GUIDELINES

Requirements for sign design are specified by the Town of East Hartford's Zoning Regulations Section 210. This information sheet is provided to assist owners, tenants and sign fabricators in preparing sign applications. However, in all instances, the specific language of the sign regulations will prevail. All sign applications must be approved by the Site Plan Review Committee, the issuing authority.

## WHY ARE SIGNS REGULATED?

The East Hartford Zoning Regulations set forth design, placement and maintenance of signs. This protects all parties by ensuring that signs are appropriate, compatible with the surrounding properties, allow for safe and free flow of traffic, and that new signs do not block existing signs.

The Town's Site Plan Review Committee will review proposed sign(s), looking particularly at sign type, placement, lighting, size and height. If the proposed sign meets the specifications outlined in the East Hartford Zoning Regulations, the application will be approved. After the required building permits are secured placement and/or construction may begin.

## HOW DO I APPLY?

To apply for a sign permit, complete the following steps:

### *1. Review Sign Regulation - Section 210 of the East Hartford Zoning Regulations*

If additional information is needed feel free to contact Gary Zalucki, Assistant Zoning Enforcement Official at 291-7334 or via e-mail at [gzalucki@easthartfordct.gov](mailto:gzalucki@easthartfordct.gov) or Michael Dayton, Town Planner at 291-7301 or via e-mail at [mdayton@easthartfordct.gov](mailto:mdayton@easthartfordct.gov).

### *2. Pick up a Sign Application*

Application forms are available from Department of Development, 740 Main Street, or may be downloaded from our website at [www.easthartfordct.gov](http://www.easthartfordct.gov).

### *3. Complete the Sign Application*

A sign application requires information about the proposed sign and all other existing signs on the property. This includes locations, dimensions, sign types, construction materials and types of illumination. A scale, color drawing or photograph of all signs on the property, as well as the newly proposed sign, must be provided. Building front facade measurements are also required. The sign permit fee must also be included. If you

have questions about the application process, please contact the Development Office at 291-7300.

#### **4. Submit the application and fee.**

The completed original application and required documentation, one additional copy of the sign and the required eighty five dollar (\$85) fee will need to be submitted to the Department of Development. Upon submission, you will receive a receipt for the required processing fee and a cursory review of your application will be performed. It is important to note that sign applications need to be submitted prior to Friday of any given week in order to be on the following Tuesday's Site Plan Review Committee agenda.

#### **5. Attend Site Plan Review Committee Meeting**

The Site Plan Review Committee meets every Tuesday afternoon. The applicant or a designated representative is required to attend. The Development staff will call on Monday afternoon with the specific time for your item to be heard. If your proposal meets the specifications of the Town of East Hartford's Zoning Regulations, your application will be approved and a permit will be issued at the meeting. If additional building permits are required (typically electrical and/or structural), you or your

subcontractor will have to make separate application(s) to the Inspections and Permits Department.

#### **What if my sign is denied?**

If an applicant is dissatisfied with the final determination of the Site Plan Review Committee, the applicant may appeal the decision to the Town Planning and Zoning Commission for a re-determination.

### **Types of Signs**

The three most common sign types are listed below:

**Free Standing Sign** - A sign supported by columns or other vertical supports in the ground.

**Wall Sign** - A sign attached to the wall of a building.

**Window Sign** - A sign painted, stenciled or affixed on the inside of a window.

### **Illegal Signs**

Signs that are illegal in the Town of East Hartford include:

- Banners
- Strings of pennants
- Permanently strung and festoon lights
- Signs over the property line
- Signs projecting over the highest point of the roof
- Off-site advertising signs
- Signs painted directly on the exterior surface of any wall
- Signs which are animated and/or flashing
- Signs illuminated between the hours of 12:00 midnight and 6:00 a.m. (except signs on premises open for business during those hours).

If you wish to construct a sign which exceeds the allowable parameters, you must apply for a variance from the Zoning Board of Appeals (ZBA). A variance requires a public hearing and a fee of \$205.