

Article XI - Signs

SECTION 1 - Purpose & Intent: The purpose of this article is to permit and regulate signs in a manner that protects the public safety and enhances the economic advantages enjoyed by Newington property owners, advantages which rest to a great extent on the quality of the town's appearance.

SECTION 2 - Sign Permit Required: No sign, except those that are specifically exempted by the terms of this article, shall be erected without a *Sign Permit* issued by the Town Planner.

SECTION 3 - Dimensional Limits: All signs, except those addressed in Section 4 of this article, shall adhere to the dimensional requirements set forth in *Table XI-3*. In determining the surface area of a free standing sign, *one* side of the sign shall be measured.

Table XI-3 - *Dimensional Limits*

		Commercial Zone	Office, Airport & All Industrial Zones	All Other Zones
<i>Free Standing Signs</i>	Maximum # of signs per lot	1	1	1
	Maximum sign area, per side	100 sf*	50sf*	2sf
	Maximum aggregate sign area, all sides	200sf	100sf	4sf
	Maximum height above grade	35'	20'	6'
<i>Attached Signs</i>	Maximum aggregate area			
	On building front	**	150sf	4sf
	On building sides & rear (each side)	75sf	25sf	4sf

* 1.5 square feet of sign area allowed for every linear foot of building frontage, up to the maximum specified.

** 1 square foot of sign area allowed for every linear foot of building frontage of each individual business.

SECTION 4 - Other Permitted Signs: In addition to the signs that are permitted by Section 3 of this article, each lot shall be allowed the signs permitted by *Table XI-4*:

Table XI-4 - Other Permitted Signs

	Maximum # per lot	Maximum Area per Sign Face	Maximum Duration	Sign Permit Required
Entrance & Exit signs, no higher than 3' above grade	2 per driveway	4sf	no limit	yes
Directional Signs	no limit	4sf	no limit	yes
Signs offering the premises for sale, rent or lease	1*	16sf	no limit	no
Contractor's sign	no limit	32sf	6 months**	no
Temporary sign	1*	32sf	2 months	yes
Yard Sale sign	1*	8sf	1 week	no
Signs endorsing candidates for political office	no limit	16sf	2 months	no
Signs for agricultural products grown or produced on the premises	no limit	32sf	6 months	no
Special Event displays	1*	100sf	Discretion of Selectmen	yes
Signs installed per order of Selectmen for a public purpose	no limit	no limit	no limit	no

* 2 signs shall be permitted on corner lots, but no more than 1 shall be permitted along each street frontage.

** or the duration of the project, whichever is less.

SECTION 5 - Setbacks: All signs except *entrance & exit signs, directional signs,* and *yard sale signs* shall adhere to the minimum setbacks from property lines required by this ordinance of principal buildings.

SECTION 6 - Prohibited Signs & Devices: The following are prohibited:

- A - Signs that are **animated, moving, flashing,** or signs that emit **noise**.
- B - Rotating **beacons**.
- C - **Off-Premise** signs.
- D - Signs **painted on** or **attached to a vehicle or trailer** parked for the purpose of advertising or directing people to a business or activity.
- E - Signs that, in the judgment of the Selectmen, **impede the view** of traffic, traffic safety signs, or traffic signals.
- F - Signs that contain **pornographic** words or pictures.
- G - Signs made of highly **combustible** materials.
- H - Free standing signs that are **not permanently anchored** to the ground.
- I - Attached signs which extend above the building's **parapet** or **eaves**.
- J - Any sign or any sign location that is **not specifically permitted** by this article.

SECTION 7 - Shielding: Light directed toward signs shall be shielded in such a way that the source of said light is not visible three feet above grade at the lot line.

SECTION 8 - Neon Lighting & Signs: The secondary voltage of the transformer(s) shall not exceed 7,500 volts. All exterior mounted electric-discharge tubing shall be protected from the weather.

SECTION 9 - Sign Maintenance: Every sign shall be maintained in good structural condition at all times. The Selectmen or their designee shall have the authority

to order the painting, repair, alteration or removal of any sign. Upon failure to comply with an order to repair or remove said sign within 30 days, the Selectmen are hereby authorized to cause the removal of said sign. All expenses associated with any such repair or removal shall be borne by the owner of the land upon which said sign is situated.

SECTION 10 - Signs on Public Property: The Selectmen shall immediately remove from public property any unauthorized sign which does not comply with the terms of this ordinance.

SECTION 11 - Abandoned Signs: Abandoned signs are prohibited, and shall be removed by the land owner immediately. The advertisement of any subsequent business, product or service shall be restricted to signs which comply with the terms of this article.

SECTION 12 - Non-Conforming Signs: Signs installed prior to January 1, 1993 and that do not conform to the standards set forth in this ordinance shall not be altered, enlarged, moved, or replaced, except in a manner that would bring the sign into conformance with the terms of this article, provided, however, nothing herein shall prevent any change in the message portion of any non-conforming sign.

SECTION 13 - Sign Permit Expiration: If the work authorized under a sign permit has not been completed within six months after the date of issuance, said permit shall become null and void.