

Chapter 160

SIGNS

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[HISTORY: Adopted by the Selectboard of the Town of Hartford 2-3-2004.
Amendments noted where applicable.]

GENERAL REFERENCES

Highway signs — See Ch. 75.
Street and road signs — See Ch. 181.

Signs uses by itinerant vendors — See Ch. 238.
Zoning Regulations — See Ch. 260.

§ 160-1. Title.

This chapter shall hereafter be known and cited as the "Town of Hartford Sign Ordinance."

§ 160-2. Authority.

This chapter is enacted by the Selectboard under the authority it is granted to regulate signs set forth in 24 V.S.A. § 2291(7). This chapter shall constitute a civil ordinance within the meaning of 24 V.S.A. Chapter 59.

§ 160-3. Purpose.

- A. The purpose of this chapter is to promote the public welfare and safety by regulating existing and proposed signs. The intent is to allow the display of signs for the purposes of providing information and advertising, in an orderly, effective and safe manner.
- B. This chapter recognizes business as an essential part of the community. Since businesses need identification and the public needs direction, the following chapter is intended to

create an attractive environment which is conducive to business, industry and tourism; encourage the use of street graphics which are compatible with the community character, readable, clear and maintained in safe and good repair; maintain and enhance the aesthetic environment and the Town's ability to sustain economic development and growth; facilitate safe pedestrian and vehicular traffic; and enable the fair and consistent enforcement of this chapter. This chapter intends to further the objectives and policies of the Town of Hartford Master Plan.

§ 160-4. Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

ADMINISTRATIVE OFFICER — Any individual designated by the Selectboard to administer and enforce this chapter.

ATTACHED SIGN — Any sign which is attached to a building. This includes wall signs, roof signs, and projecting signs.

AWNING SIGN — Any sign that is part of or attached to an awning, canopy, or other fabric, plastic or other structural protective cover over a door, entrance, window or other outdoor service area. This does not include a fuel island canopy.

BANNER — Any lightweight plastic, fabric, or other material bearing words, graphics, or colors designed to draw attention.

BULLETIN BOARD SIGN — A freestanding or attached sign constructed of corkboard or similar material within a frame. This does not include projecting or roof signs.

DIRECTIONAL SIGN — Any sign displayed to provide direction and/or orientation for pedestrian or vehicular traffic, including signs marking entrances, exits, parking, one-way drives, service areas, pickup and delivery areas, or similar informational wording.

FACADE — The exterior walls of a building exposed to public view.

FLAG — Any fabric containing distinctive colors, patterns, or symbols.

FREESTANDING SIGN — Any sign not attached to or part of any building, but permanently affixed, by any other means, to the ground. Includes monument, pole and post-and-arm signs.

LOT (LOT OF RECORD) — A lot which is part of a subdivision recorded in the office of the Town Clerk, or a lot or parcel described by metes and bounds, the description of which has been so recorded.

ON PREMISES — Referring to signs which are on the same lot as the business they advertise.

PARAPET — The extension of the main walls of the building above the roof level.

PENNANT — Any sign constructed of lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, used in a series, designed to move in the wind. (For single pennants, refer to "flag.")

PERSON — Any individual, firm, partnership, association, corporation, company, organization or entity of any kind.

PORTABLE SIGN — Any sign that is not permanently affixed to a building, structure, or the ground.

PREEXISTING NONCONFORMING SIGN — Any lawful sign existing as of the effective date of the adoption of this chapter and which could not be displayed under the terms of this chapter.

PREMISES — The area comprised by a lot. It may contain one or more businesses.

PROJECTING SIGN — A form of attached sign with two sides, mounted perpendicularly to the building to which it is attached and that projects more than 12 inches from such building.

PROMOTION — Any special event of limited duration, such as a sale, grand opening, open house, etc., often using banners, pennants, flags, etc., to attract attention.

SIGN AREA — A measurement of the total square footage of a sign as specified in § 160-12.

SIGN HEIGHT — The maximum allowable height is measured from grade level to the top of the sign or any part of its structure.

SIGN PERMIT — A written authorization by Town government to erect a sign, which is required for all signs, except where exceptions are listed under § 160-8.

SIGN — Any device designed to inform or attract the attention of persons.

STREAMER — A narrow strip of material, sometimes a pennant.

STREET BANNER — Any banner sign which is stretched across and hung over a public or private street right-of-way.

TEMPORARY SIGN — Any sign used for a limited period of time for advertising or informational purposes supplementary to or replacing existing permanent signs.

THREE-DIMENSIONAL SIGN — A special type of two-sided sign, whether freestanding or projecting. This sign type allows for incorporating three-dimensional objects or creating an effect with a third dimension.

WALL SIGN — Any sign that is painted on, incorporated into, or affixed parallel to the wall of a building and that does not project more than 12 inches from such building.

WINDOW SIGN — A sign visible from a sidewalk, street or other public place, affixed to or painted on glass or other window material. This may be a permanent or temporary sign, and attached to either the exterior or interior surface.

§ 160-5. Permit required.

Prior to the placement, erection, construction or modification of any permanent or temporary sign, except signs as described in § 160-8, a sign permit shall be secured from the Administrative Officer.

§ 160-6. Application for sign permit.

Applications for sign permits shall be made on the sign permit form provided by the Town. Action on the application shall be taken by the Administrative Officer within 10 working days after the date of filing a complete application. All sign permit applications shall contain a sketch or rendering of the face of the sign, including dimensions. The sign dimensions and mounting information may be submitted without a photo of the sign graphics. However, a photo must be submitted no later than one week after sign installation.

§ 160-7. Permit fees; waiver.

The fee for a sign permit shall be established by the Selectboard. Said fee shall accompany each application for a permit. No application shall be deemed complete unless accompanied by the appropriate fee. The fee is waived for sign permit applications submitted with zoning permit applications for approved site development plans.

§ 160-8. No permit required.

- A. The following signs may be displayed without a permit so long as they are not internally illuminated. The area of such signs shall not be counted in meeting the requirements of § 160-10B(2).
- (1) Signs not exceeding one square foot in area and bearing only property numbers, post box numbers, names of occupants of premises, or other identification of premises not having commercial connotations.
 - (2) In any zoning district, flags of any government.
 - (3) Legal notices, identification, informational, warning or directional signs displayed in accordance with governmental regulations or requirements.
 - (4) Historic markers authorized by the Hartford Historic Preservation Commission.
 - (5) Integral decorative or architectural features of buildings; memorial signs or tablets denoting the names of buildings and dates of erection when cut into the masonry or constructed of bronze or other nonflammable material and attached to the wall.
 - (6) Signs for the direction, instruction or convenience of the public including signs which identify rest rooms, public telephones, automated teller machines, and signs directing and guiding traffic and parking on private property, provided that they bear no advertising matter, do not exceed four square feet and are not located within the right-of-way. Exceptions may be allowed by the Vermont Agency of Transportation for state rights-of-way or by the Hartford Department of Public

Works for Town rights-of-way provided that the sign does not obstruct, obscure or interfere with other traffic control devices.

- (7) "For sale" or "for rent" signs and signs of a similar nature not exceeding six square feet located on lots that are for sale or on lots where there are premises being offered for sale or lease. Such signs shall not exceed one per structure or per street lot frontage and shall be removed immediately upon sale or lease of the lot or premises. (See state regulations.)
- (8) In residential zoning districts, a maximum of two decorative, "Open" or "Welcome" flags per lot on which there is no other wording, not to exceed 15 square feet in area per flag.
- (9) In commercial zoning districts, a maximum of one "Open" or "Welcome" flag per entrance on which there is no other wording. Such signs shall not exceed 15 square feet in area.
- (10) In commercial zoning districts, a maximum of one decorative flag per 15 linear feet of building facade. Such flags shall bear no commercial symbol or message and shall not exceed 15 square feet in area each. If a business has a facade less than 15 feet, one decorative flag is allowed.
- (11) In residential zoning districts, one on-premises sign not exceeding six square feet in area advertising a garage sale, tag sale, or other temporary sale; such signs must indicate the date of the event and may be displayed for a period of up to 48 hours in advance of the sale and must be removed within 12 hours after the completion of the sale.
- (12) Bulletin boards for public use located on the property of schools, churches, community centers, or neighborhood commercial facilities and not exceeding 32 square feet.
- (13) On-premises temporary construction signs, subject to the following limitations set forth below. Such signs shall be removed immediately upon completion or cessation of work.
 - (a) Residential and rural land districts: not exceeding 32 square feet per site total for all contractors. Signs must meet a ten-foot setback requirement from any property line.
 - (b) Commercial/Industrial districts: 32 square feet per contractor, not to exceed 160 square feet total per site. Signs must meet a ten-foot setback requirement from any property line.
- (14) One identifying sign attached to each bin or dispenser containing items for sale (ice, newspapers, etc.).
- (15) Interior window signs which do not exceed the following percentages of the total window area on the facade and story where they are displayed (or, if the business occupies only a portion of the building, of the window area for the space occupied by the business):

- (a) Permanent window signs: 20%.
 - (b) All window signs (permanent plus temporary): 50%.
- (16) Awning lettering not to exceed six inches per letter and located on the lower edge or fringe of an awning, displaying one time the name of the business. In addition, any street number may be expressed twice in numeral form. Any other lettering or graphics of any size will constitute a sign and requires a permit. (See illustration of awning signs on Attachment 2 at the end of this chapter.)
- (17) Political and campaign signs on private property if displayed not more than 60 days before an election and removed the day after the election. The property owner is responsible for all removal.
- (18) Menu signs for restaurants (attached), provided that they do not exceed six square feet.
- (19) Signs on registered and regularly operated motor vehicles.
- (20) Portable signs, including sidewalk signs (see illustration on page 15) except signs prohibited under § 160-9C. Portable signs must meet the following standards:
- (a) Not to exceed one sign per business;
 - (b) No wider than 26 inches;
 - (c) No taller than 48 inches;
 - (d) Except for sidewalks, not located within public right-of-way;
 - (e) Placed so that they do not block pedestrian and vehicular traffic or create a public hazard;
 - (f) To be maintained in good repair and taken in at night; and
 - (g) Should merchandise be placed on said sign, the merchandise must not stick out beyond the sign's perimeter.
- (21) Signs for the outdoor display of merchandise provided that they meet the following standards:
- (a) The number of signs does not total more than 12 signs per business;
 - (b) Each sign does not exceed four square feet in size;
 - (c) The signs are for items that are approved to be permanently stored outdoors; and
 - (d) The signs are located on the merchandise.
- (22) Vehicle window signs (signs located on a window or within a vehicle) as long as the sign is related to selling that particular product.

- (23) Banners, pennants, ribbons, streamers and balloons for businesses or nonprofit, civic, philanthropic, religious or arts organizations are allowed in commercial zoning districts.
- B. For banners, each business or organization shall be provided an allowance based on 0.5 square feet of banners per one linear foot of the chosen facade of the building with the maximum banner size and total area for banners based on the zoning district. (See chart below in Subsection C.) Each business shall be allowed to choose one facade on which the banner allowance is calculated, provided that the facade chosen has visibility from the street on which the property fronts. A maximum of six banners are allowed per business or organization, provided that the individual banners and the total banner area do not exceed the total allowance for the zoning district. (See chart below in Subsection C.) These banners may be displayed on more than one side of the structure, but the total amount of banners shall not exceed the allowance of 0.5 square foot per one linear foot of the building facade for that particular facade, except for the minimum allowance for that zoning district. (See illustration of banner allowance on Attachment 2 at the end of this chapter.) Banners must be affixed to the building or attached to an existing freestanding sign and shall not be affixed to roofs.
- C. Street banners for a community-wide campaign, drive or event of a nonprofit, civic, philanthropic, religious or arts organization may be displayed within the public right-of-way, not to exceed 128 square feet and may be displayed for up to two weeks. Street banners require signoff from the Department of Public Works prior to their being displayed.

Zoning District	Minimum Total Allowance for Banners (square feet)	Maximum Total Allowance for Banners (square feet)	Maximum Size of an Individual Banner (square feet)
RC-2, VB, VR-C, QG	15	30	15
CB	24	66	30
I-C	24	100	30

- D. Pennants, ribbons, streamers and balloons are allowed and may be displayed by a business or organization individually or in a series. The maximum size for individual pennants, ribbons, streamers and balloons shall not exceed two feet in any dimension. (See illustration of permitted promotional items on Attachment 2 at the end of this chapter.)
- E. All promotional materials must be kept in good repair at all times.

§ 160-9. Prohibited signs.

The following signs may not be erected in any zoning district:

- A. Off-premises signs, except § 160-10B(6), that is, signs which are located on lots other than the one where the advertised business, product or activity is located or sold. (See state regulations.)
- B. Signs on vehicles, including trailers, if those vehicles are regularly or continually located at a site primarily for the purpose of display. This standard is not intended to prevent a business owner from parking his/her vehicle in front of the business. (See state regulations.)
- C. Signs mounted on wheels or trailers.
- D. Signs which contain, include or are illuminated by any flashing, intermittent or moving lights, or moves, or have any animated or moving parts, except that this restriction shall not apply to a traffic control sign, time and temperature displays, or barber poles. (See state regulations.)
- E. Signs which prevent a driver of a motor vehicle from having a clear and unobstructed view of official traffic control signs or otherwise interfere with visibility or traffic safety. (See state regulations.)
- F. Signs which extend into the public right-of-way or across lot lines, except as permitted under §§ 160-10B(4) and 160-8A(6) and (20).
- G. Signs or displays which are placed on the sidewalk or in the public right-of-way, except as permitted under § 160-8A(20) and those placed to protect public safety during road and utility repairs.
- H. Signs which are located so as to be readable primarily from a limited access highway. (See state regulations.)
- I. Signs which interfere with, imitate or resemble official traffic control signs or attempt or appear to attempt to direct the movement of traffic. (See state regulations.)
- J. Signs located on trees, painted or drawn on a rock or other natural feature, except that this restriction shall not apply to residential or hiking/recreational trails directional signs. (See state regulations.)

§ 160-10. Signs requiring a permit.

All signs not listed in § 160-8 must conform to the following requirements and receive a permit from the Administrative Officer before they are erected:

- A. General requirements:
 - (1) All signs must be made of durable materials and maintained in good condition.
 - (2) All permanent signs must be attached to a building or mounted on a supporting structure which is securely set in the ground.

- (3) Signs must meet a ten-foot setback requirement from any property line in all residential and rural lands zoning districts. In commercial zoning districts where setbacks exist, signs must meet a ten-foot setback from any property line.
- B. Specific requirements: Except as provided under § 160-8, signs per business shall not exceed the following: **[Amended 2-24-2009]**
- (1) Multitenant commercial building(s): Where two or more business establishments are located within the same structure or multiple structures on one lot, one common multibusiness (freestanding or attached) sign will be permitted for the development as a whole based on the provisions under Attachment 1 at the end of this chapter. No other signs may be erected, except that:
 - (a) If the development has a second vehicular entrance and the first sign cannot be seen from this entrance, a second multibusiness sign may be erected based on Attachment 1 at the end of this chapter.
 - (b) Each business may have two signs whose total area shall not exceed one square foot of sign for each linear foot of that business' portion of the facade based on Attachment 1 at the end of this chapter.
 - (c) In a multitenant commercial building, any tenant whose place of business is not located facing the street at ground level (i.e. upper floors, basement, side or rear locations), may, with the landlord's approval, mount one sign for maximum visibility, in conformance with the minimum sign area allowance per business for that zoning district.
 - (d) A directory sign, no larger than 12 square feet, may be mounted on a multitenant commercial building at each entrance. The directory sign shall only list the business names and location within the building. The directory sign must use one uniform typeface, and no additional logos or advertising matter.
 - (2) Signs may not extend above the ridge of the roof or parapet of a building except as a conditional use in the I-C and CB Zoning Districts. In no case, shall the sign extend more than 10 feet above the ridge or parapet. (See state regulations.)
 - (3) Illuminated signs shall be shielded in such a way as to produce no glare, undue distraction, confusion or hazard to the surrounding area or to vehicular traffic. Illumination shall be focused upon or from within the sign itself. (See state regulations.)
 - (4) Projecting signs are limited to a maximum size of 36 square feet depending on the particular zoning district. Projecting signs may project up to six feet out from buildings over the sidewalks, provided that the bottom edge of such signs is at least nine feet above the sidewalk, and the sign remains one foot less than the width of the sidewalk and does not exceed five feet wide.
 - (5) With the approval of the Hartford Zoning Board of Adjustment, the area of signs more than 50 years old which are in good repair may be excluded in calculating

the total allowable area under Attachment 1 at the end of this chapter in the interest of preserving their historical value or significance.

- (6) Signs erected and maintained by the Town of Hartford which show the place and time of public or private/nonprofit meetings and events in Town, and may identify the name of Town or Village, including "Welcome to," not to exceed 64 square feet in area. Not more than two such signs may be erected and maintained readable by traffic proceeding in any one direction on any one highway. Approval by the Selectboard is required. This may include off-premises signs. (See state regulations.)
- (7) Municipal informational and guidance signs in the right-of-way (excluding interstate highways) to assist persons in reaching destinations that are transportation centers, geographic districts, historic monuments, and significant or unique educational, recreational or cultural landmarks, provided that such destinations are not private, for-profit enterprises. The maximum size of the signs shall be 12 square feet and shall not exceed 12 feet in height. Such signs shall be uniform throughout the Town regarding color, shape and placement. A proposal shall be submitted to the Planning Commission for review. The Selectboard shall make a final decision on the proposal. (See state regulations.)
- (8) Home occupations: for an approved home occupation, a sign not exceeding six square feet may be displayed in all zoning districts.
- (9) Home businesses: for an approved home business, a sign not exceeding 16 square feet may be displayed in all zoning districts.
- (10) Planned developments: The Planning Commission may allow variations in the sign allowance for planned developments consistent with § 260-47A(2) of Chapter 260, Zoning Regulations.

§ 160-11. Removal of signs.

When a business or organization closes, moves or otherwise terminates, an advertised product ceases to be offered, or an advertised event has occurred, all graphics and text signs pertaining to that use, service, product or event must be removed from the location within 180 days unless an extension of time is approved as a conditional use by the Zoning Board of Adjustment.

§ 160-12. Calculation of sign area.

- A. Signs on panels. The area of any sign regulated under this subsection shall be calculated by measuring the smallest rectangle or other geometric shape or combination of shapes which includes all of the display and all of the elements of the matter displayed. Frames and panels are included in this computation, but structural supports not bearing advertising matter are not included. (See illustrations of Calculating Panel and

3-Dimensional Sign Area and Area of Signs on Panel on Attachment 2 at the end of this chapter.) The area of a sign that is painted on both sides is counted only once. (See state regulations.)

- B. Individual letters or graphics. Where individual letters or graphics are mounted on the surface of a building with no backing or panels, the area of a sign will be calculated by measuring the smallest rectangle or other geometric shape or combination of shapes around the perimeter of each word and figuring the area within those lines. (See illustrations of Calculating Panel and 3-Dimensional Sign Area and Area of Signs on Panel on Attachment 2 at the end of this chapter.)
- C. Three-dimensional signs. The area of three-dimensional signs will be calculated as a special case of a two-dimensional sign where the widest plan view shall be considered to be the area of the sign for freestanding and projecting signs. The area will be calculated by measuring the smallest rectangle or other geometric shape or combination of shapes following the perimeter of the entire sign, graphic panels, graphic symbols, and/or physical items, and figuring the area within that perimeter. (See illustration of Calculating Panel and 3-Dimensional Sign Area on Attachment 2 at the end of this chapter.) Three-dimensional signs also are subject to the same height and projection restrictions as other projecting signs. [See § 160-10B(4). Any lettering or graphics on the top or bottom surfaces of a sign will be counted as sign area. (See illustrations of Calculating Panel and 3-Dimensional Sign Area and Area of Signs on Panel on Attachment 2 at the end of this chapter.)]

§ 160-13. Calculation of number of signs.

For the purpose of determining the number of signs, a sign shall be considered any device designed to inform or attract the attention of persons. Where matter is displayed in a random manner without an organized relationship of elements, each element shall be considered to be a single sign. (See illustration of Number of Signs on Attachment 2 at the end of this chapter.)

§ 160-14. Nonconforming signs.

Nonconforming signs that were otherwise lawful on the effective date of this chapter may remain in use for that location, provided that the use has not been abandoned or discontinued for more than 180 consecutive days. (See § 160-11.)

§ 160-15. Changes to signs.

- A. A permit is required if:
 - (1) The sign remains the same size, but graphics or text on the sign are altered. This permit is for the record only, and requires no waiting period for approval.
 - (2) A different-sized sign is replacing a permitted sign.
- B. No permit is required to refresh or repair existing graphics.

- C. Prior to any changes to signs, the property owner/business owner should confirm with the Administrative Officer that the existing sign is properly permitted or is a lawful nonconforming sign.

§ 160-16. Appeals.

Any person aggrieved by any action of the Administrative Officer, may appeal such action to the Town of Hartford Zoning Board of Adjustment. Such appeal shall be filed on an application form with the appropriate fee and submitted to the Clerk of the Zoning Board of Adjustment. Such notice of appeal must be filed within 15 days of the date of the decision or act and a copy of the notice of appeal shall be filed with the Administrative Officer. In deciding appeals, the Zoning Board of Adjustment may make such order or take such action, including the issuance of a permit or the revocation of same as is consistent with this chapter. The Zoning Board of Adjustment, however, may not grant variances, exemptions, extraordinary relief or otherwise alter, amend, enlarge or modify the provisions of this chapter, it being the intent of this section to merely provide for appeals of decisions of the Administrative Officer and not to provide for variances or exceptions hereto.

§ 160-17. Civil penalty.

Any person who violates any provision of this civil ordinance shall be subject to a civil penalty of up to \$250. Each day the violation continues shall constitute a separate violation. The Administrative Officer or other designee of the Selectboard shall be authorized to act as issuing municipal officials to issue and pursue before the Judicial Bureau a municipal complaint for a violation of this chapter. The Administrative Officer or other designee of the Selectboard shall issue a written warning for a violation of this chapter before issuing a municipal complaint for a first offense of this chapter in any calendar year.

§ 160-18. Waiver fee.

- A. Waiver fee from municipal complaint. An issuing municipal official is authorized to recover a waiver fee, in lieu of a civil penalty, in the following amount, for any person who declines to contest a municipal complaint and pays the waiver fee.²
- (1) First offense: \$25.
 - (2) Second offense: \$50.
 - (3) Third offense: \$75.
 - (4) Fourth offense: \$100.
 - (5) Fifth and subsequent offenses: \$150.
- B. Civil penalty for ordinance violation. An issuing municipal official is authorized to recover civil penalties in the following amounts for each violation of this chapter:

2. Editor's Note: Amended at time of adoption of Code; see Ch. 1, General Provisions, Art. I.

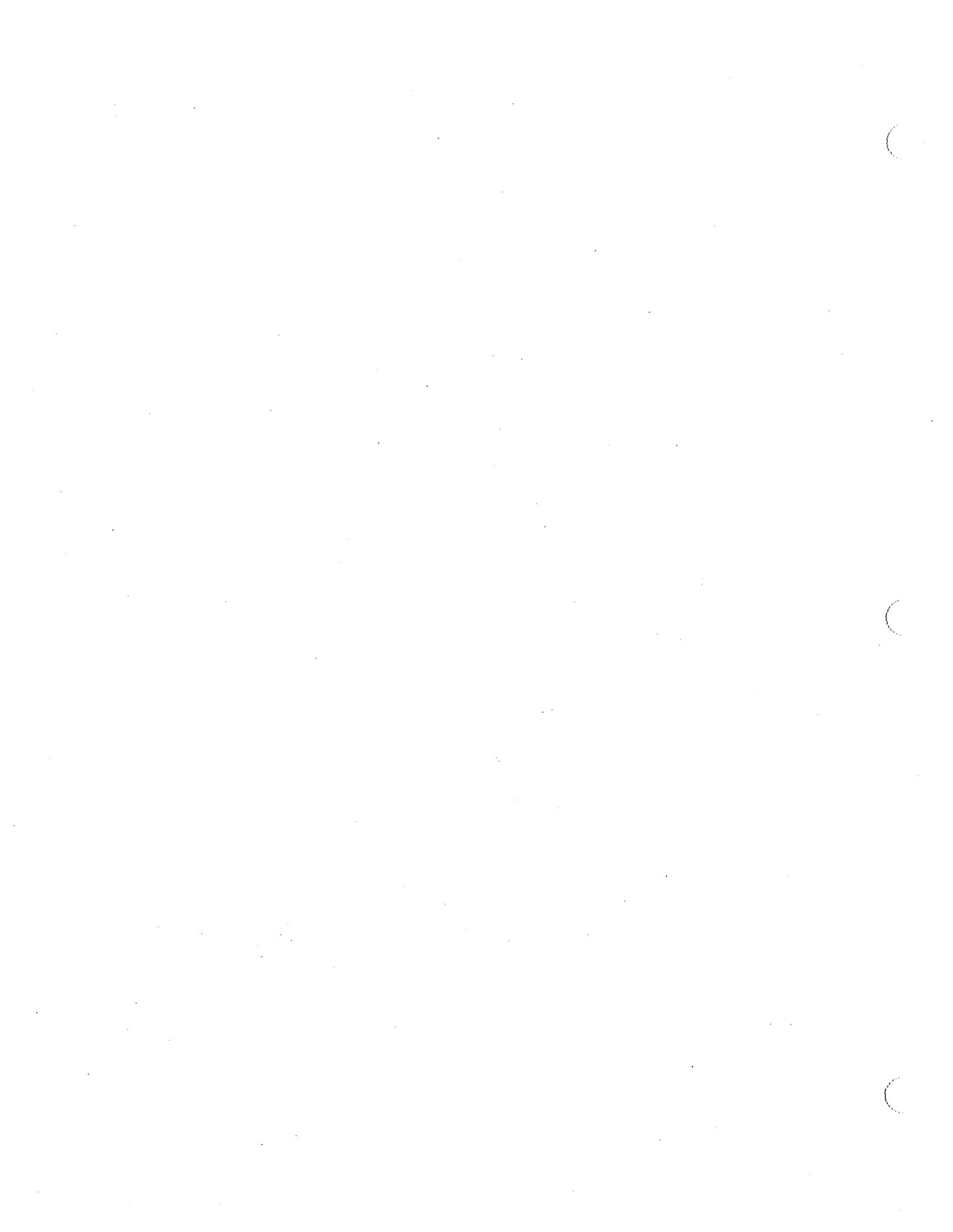
- (1) First offense: \$50.
- (2) Second offense: \$100.
- (3) Third offense: \$150.
- (4) Fourth offense: \$200.
- (5) Fifth and subsequent offenses: \$250.

§ 160-19. Effect.

This chapter shall take effect 60 days following adoption by the Selectboard unless a petition requesting voter approval is submitted within 44 days following adoption as provided in 24 V.S.A. § 1973. Adoption of this chapter shall be deemed to repeal such portions of the Town of Hartford Zoning Regulations adopted March 1, 1962, and any amendments thereto, which are inconsistent with the provisions of this chapter.

§ 160-20. Amendments.

This chapter may be amended from time to time after a Selectboard public hearing as provided by 24 V.S.A. §§ 1972 and 1973, Chapter 59, as amended.



SIGNS

160 Attachment 1

Town of Hartford
Sign Allowance by Zoning District

KEY:
 FS freestanding sign
 att. attached sign
 bus. business
 MB multibusiness sign (can be freestanding or attached)

Zoning District	Number of Businesses on Lot	Minimum Sign Allowance Per Business (square feet)	Maximum Sign Allowance Per Business Based on 1 Square Foot of Sign Per 1 Linear Foot of Building Facade ¹ (square feet)	Maximum Number of Signs by Type	Maximum Sign Area (square feet) for Freestanding or Multibusiness Signs	Maximum Height Above Ground for Freestanding Sign or Multibusiness Signs (feet)
IC	1	150	Up to 200	3 total, 2 freestanding signs	100 FS sign	25
	2	50	Up to 200	2 att. per bus., 1 MB ³	50 MB sign	25
	3	28	Up to 200	2 att. per bus., 1 MB ³	75 MB sign	25
	4 or more	28	Up to 200	2 att. per bus., 1 MB sign ³	100 MB sign	25
CB	1	50	Up to 100	3 total, 1 freestanding sign ²	50 FS sign	15
	2	28	Up to 100	2 att. per bus., 1 ³	30 MB sign	15
	3	28	Up to 100	2 att. per bus., 1 ³	40 MB sign	15
	4 or more	28	Up to 100	2 att. per bus., 1 ³	50 MB sign	15
VB, VRC, RC2	1	32	Up to 50	3 total, 1 freestanding sign ²	32 FS sign	10
	2	20	Up to 50	2 att. per bus., 1 ³	24 MB sign	10
	3	20	Up to 50	2 att. per bus., 1 ³	28 MB sign	10
	4 or more	20	Up to 50	2 att. per bus., 1 ³	32 MB sign	10
QG	1	32	Up to 50	3 total, 1 freestanding sign ²	32 FS sign	10
	2	20	Up to 50	2 att. per bus., 1 ³	30 MB sign	10
	3	20	Up to 50	2 att. per bus., 1 ³	40 MB sign	10
	4 or more	20	Up to 50	2 att. per bus., 1 ³	50 MB sign	10
RL, 2, 3, VR-1, VR-2, RL1, 3, 5	1	20	20	1 att. and 1 freestanding sign ²	12 FS sign	8
	2	20	20	1 att. per bus., 1 ³	16 MB sign	8
	3	20	20	1 att. per bus., 1 ³	20 MB sign	8
	4 or more	20	20	1 att. per bus., 1 ³	24 MB sign	8

HARTFORD CODE

NOTES:

- ¹The business shall be allowed to choose one facade on which the sign allowance is calculated, provided that the facade chosen has visibility from the street on which the property fronts. The sign allowance may be divided among more than one side of the structure, but the amount of signage shall not exceed the one square foot of signage per one linear foot of the building facade for that particular façade. (See illustration.) For business in multitenant commercial buildings, each business measures the portion of the facade that its business occupies. The multibusiness sign allowance is in addition to the standard sign allowance per business.
- ²If the site has a second vehicular entrance and the freestanding sign cannot be seen from this entrance, a second freestanding sign can be substituted for an attached sign.
- ³If the site has a second vehicular entrance and the multibusiness sign cannot be seen from this entrance, a second multibusiness sign is allowed.

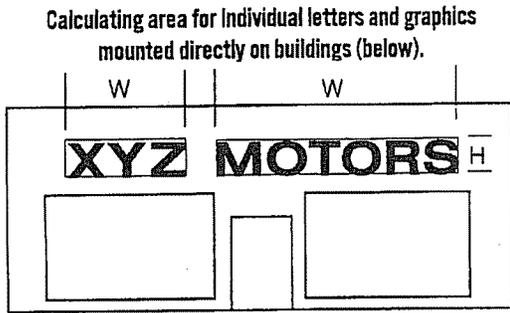
SIGNS

160 Attachment 2

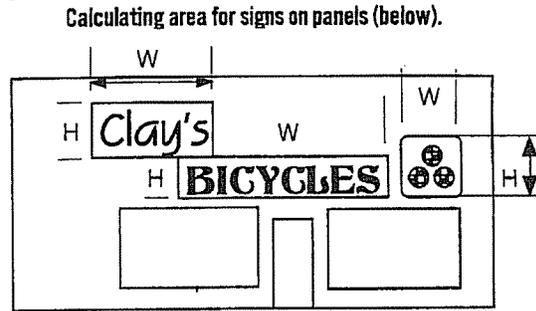
Town of Hartford

Sign Illustrations

Calculating Area

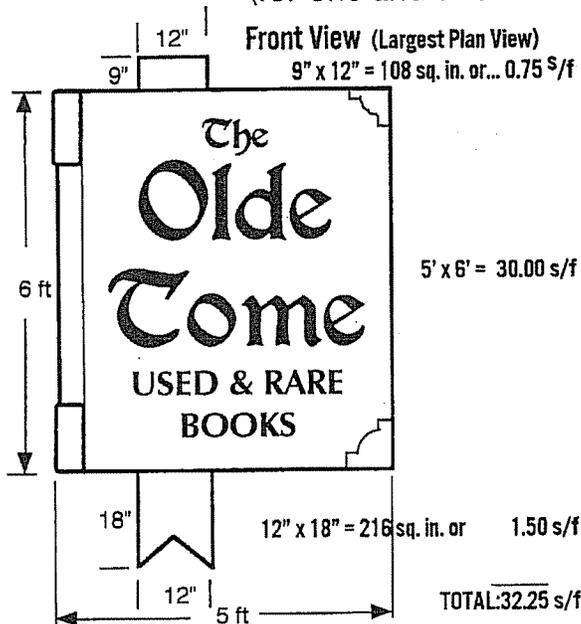


Outlined areas show area for individual letters and graphics. The area of these are measured as words. The word areas are added up to arrive at the total sign area. See Section 12(b).



Signs on panels area is calculated by figuring each panel's area, then adding together the areas to arrive at the total sign area. See Section 12(a).

Calculating Panel and 3-Dimensional sign area
(for one and two-sided or 3-D signs)



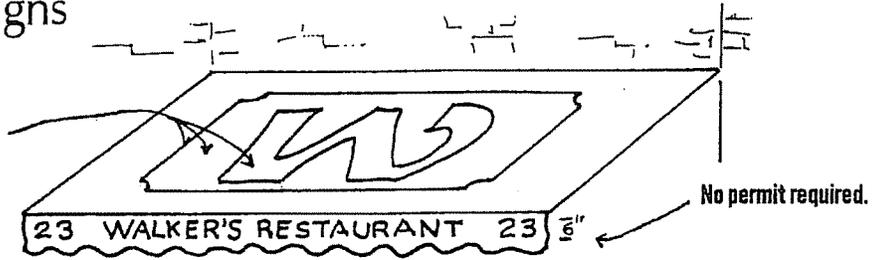
For 3-D signs, the area is defined as the area enclosed by largest plan view (left drawing.) See Section 12(c).
 The side view (right drawing) is not counted
 This calculation applies to all 3 dimensional signs, freestanding or projecting.

The area calculation for a single-sided or two sided sign will be the same as above. See section 12(c).

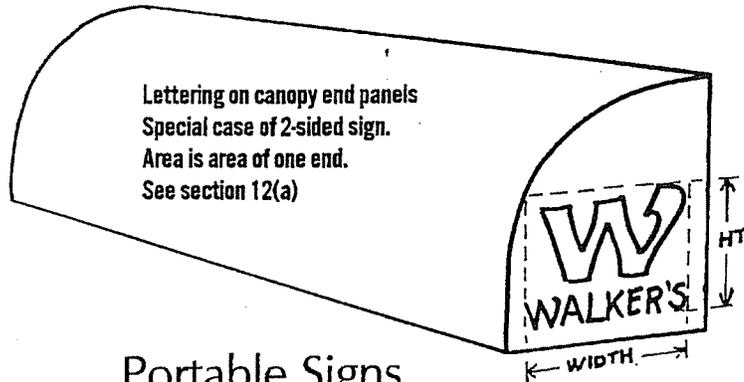
HARTFORD CODE

Awning Signs

SIGN:
requires
a permit

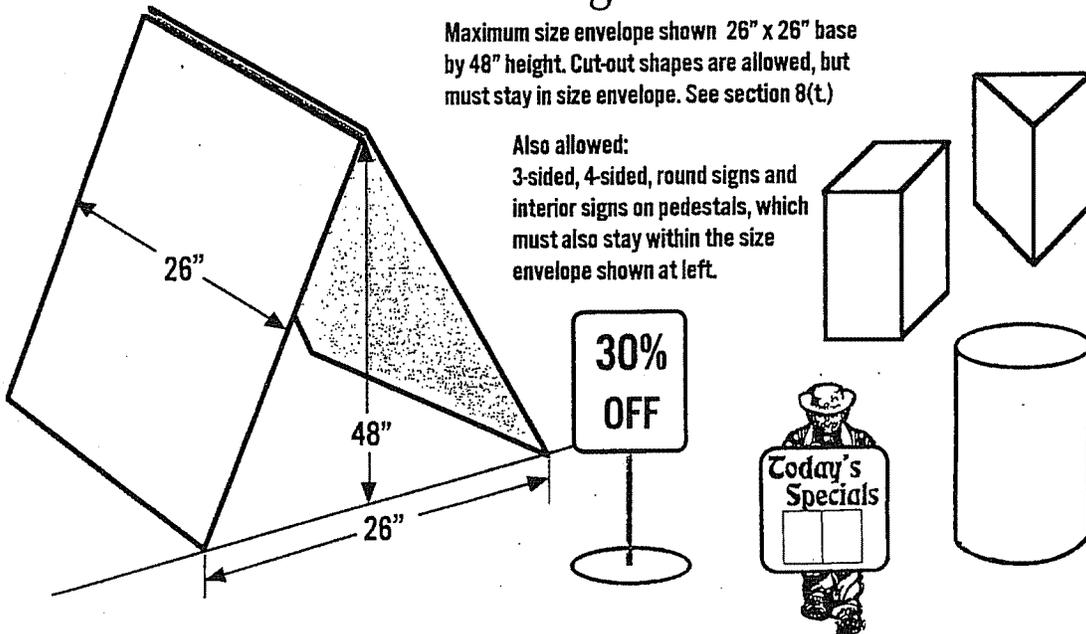


Section 8(p) Awning lettering not to exceed 6" cap height per letter and located on the lower edge or fringe of an awning, displaying one time the name of the business. In addition, any street number may be expressed twice in numeral form. Any other lettering or graphics will constitute a sign and requires a permit.



Portable Signs

Maximum size envelope shown 26" x 26" base by 48" height. Cut-out shapes are allowed, but must stay in size envelope. See section 8(t)

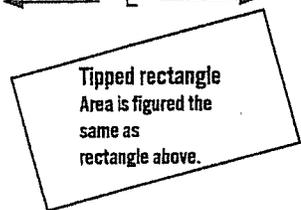
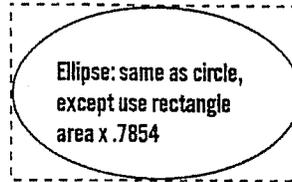
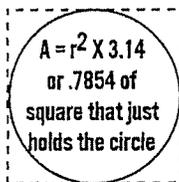
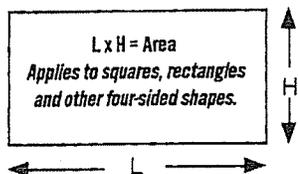


Also allowed:
3-sided, 4-sided, round signs and interior signs on pedestals, which must also stay within the size envelope shown at left.

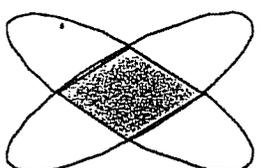
SIGNS

Area of signs on panels, with formulas to figure area

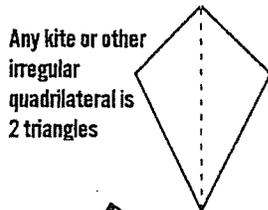
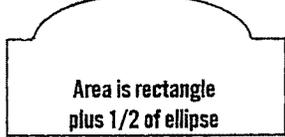
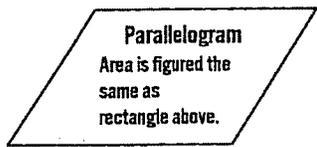
All areas are actual panel size, measured as one or more shapes, *regardless of orientation*. See tipped rectangle below, and section 12(b).



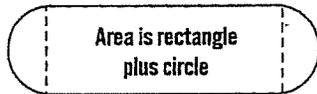
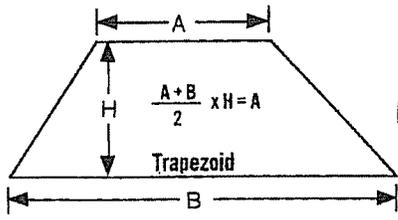
Multiple shapes and overlaps examples



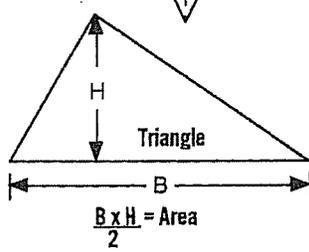
Area is 2 ellipses minus shaded diamond in center (diamond is parallelogram)



Any kite or other irregular quadrilateral is 2 triangles

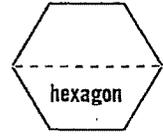
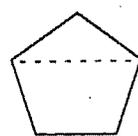
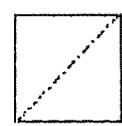
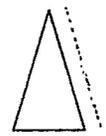
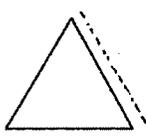
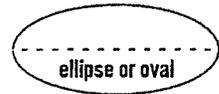
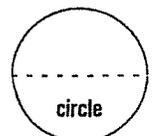


Alternate circle formula:
 $3.1416 \times \text{radius}^2$
(radius is 1/2 diameter)



3-D cross-sections for ellipses and polygons

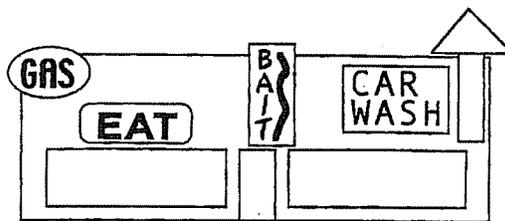
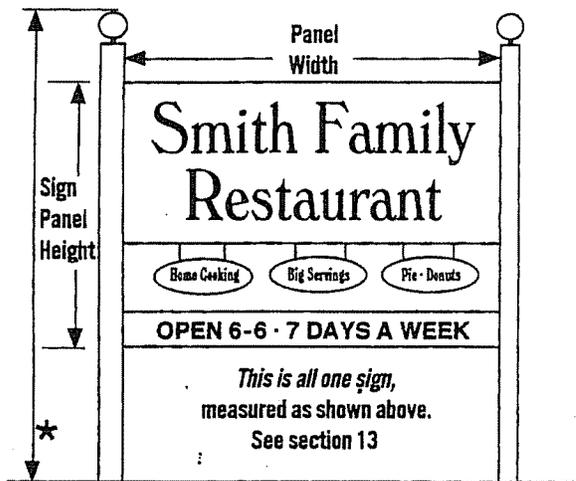
The dotted line marks the largest plan view (the most you can see from one point) as seen from above. This will be used to calculate the width of 3-D signs.



All regular polygons (even-sided, even-angled) of 6 or more sides can be sized as the same width as a circle that will just enclose them. Any distortions will cause the longest axis to be used, just as in an ellipse (oval). See section 12(c).

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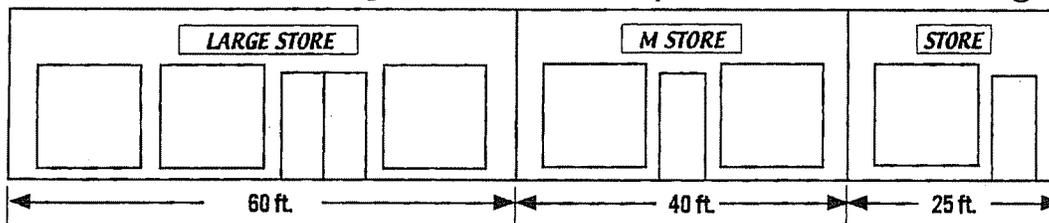
Number of signs



Multiple signs on a storefront. Because they are displayed in a random manner, each is a separate sign. See Section 13

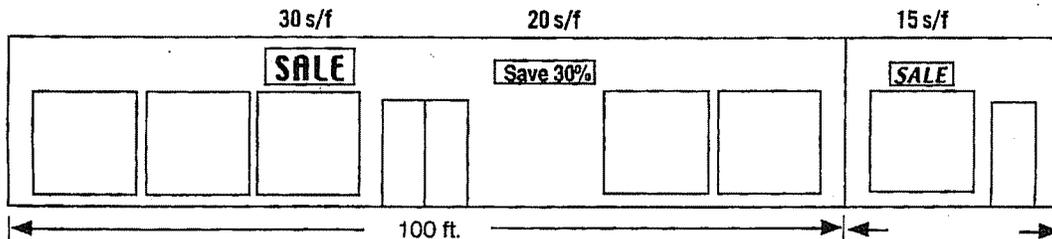
* Overall sign structure height includes posts and ornaments

Calculation of Sign Area - Multiple Tenant Building



Multiple stores in a building. Each store is entitled to signs proportional to the part of the building front that it occupies. The sign allowance for each store is 1 sq. ft. per lineal foot of storefront, whether letters or panel signs. See Section 12.

Banner Allowance



Banners are permitted allowed in the amount of 1/2 sq. ft. per lineal foot of frontage, with a 75 s/f total. and no more than 6 banners. This store can have 50 sq. ft., with no single banner bigger than 30 square feet. See section 8w and chart therein.

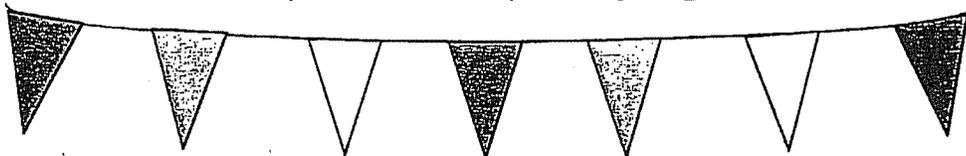
Store 25 ft. Banner 12.5 s/f, 15 s/f allowed. (min in reg.)

SIGNS

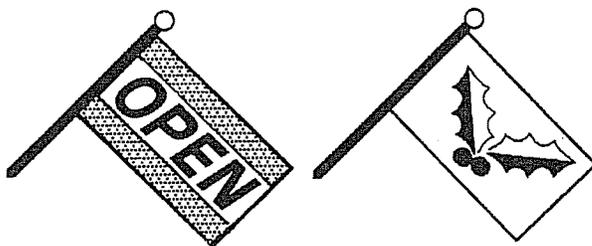
Permitted Promotional Items, No Permit Required

See section 8(w)

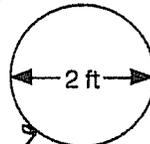
Pennants: are permitted. No individual pennant may be larger than 2 ft. x 2 ft.



Flags
are permitted promotional items, no permit needed.
Sections 8(h,i,j)



OPEN or WELCOME Flags no bigger than 3' x 5' are permitted, as are decorative flags carrying no words or advertising graphics.



Balloons:
no bigger than 2'
across (diameter)



Varies by zone and storefront width.
See other illustration, p. 17.

