



Tanya D. Lane
Town Manager

TOWN OF NEWINGTON

131 Cedar Street Newington, Connecticut 06111

Office of Zoning Enforcement

Craig Minor, AICP
Town Planner

November 16, 2017

Dear Newington Chamber Member

On behalf of Newington's Town Plan and Zoning Commission, we are reaching out to businesses who have been identified as having applied for temporary sign permits in the past or regularly locate temporary signs outside of their businesses for advertising purposes.

In September, the Town Plan and Zoning Commission adopted a new set of regulations which allow businesses to display approved temporary signage for up to three (3) months, with multiple three month renewals possible.

The primary goal of this letter is to make you aware of this new program and to inform you of the process and requirements. Attached herein is a full copy of the new regulations and a brief explanation. You are encouraged to read through all the provided documentation and reach out to Planning and Zoning staff should you have any questions about the requirements or to begin the application process.

The Town of Newington understands that as with any other new regulation or ordinance there is a period of time in which business owners need to be made aware of the changes that have been made. However, because protecting the overall aesthetics of the community, and safety to pedestrians and motorists is a paramount concern, the Town will be strictly enforcing the newly adopted rules to ensure compliance from all businesses in Town.

If you are the owner of a commercial building in Newington, we ask that you please forward this information to your tenants so they may be aware of this new program.

If you have questions, concerns or would like to file your application please feel free to call Planning and Zoning at 860-665-8575 or stop into the office Monday-Friday 8:30am-4:30pm

Best Regards,

Michael D'Amato
Zoning Enforcement Officer
Assistant Town Planner

Phone: (860) 665-8575 Fax: (860) 665-8577
mdamato@newingtonct.gov
www.newingtonct.gov

NEWINGTON PLANNING AND ZONING

TEMPORARY SIGN APPLICATION PROCEDURE

1. Application for Temporary Sign Permit must be made on the permit application provided by Planning and Zoning. Fee \$15.00
2. Only “A” Frame or “tent” style signs are eligible for a 3 month permit, other temporary signage is allowed, but only as specified in **Section 6.2.2 I.**
3. The applicant must provide all applicable information on the application form including; name, address, sign location, sign size, sign height and owner authorization.
4. Authorization from the owner must be provided via signature on the application form or separately via email or fax.
5. Permits may be approved for up to 3 months. Renewals **MUST** be requested by the applicant prior to expiration of the initial permit.
6. A photo/drawing/rendering of the proposed sign is **HIGHLY** recommended.
7. If the proposed sign location is within a Town sidewalk, prior approval from the Town Manager as well as proof of

liability insurance which specifically names the Town of Newington **are required.**

ZONING REGULATIONS
SECTION 6.2.2: TEMPORARY SIGNS

[approved September 13, 2017; effective September 15, 2017]

(new) 6.2.2. Temporary Signs

The intent of this regulation is to promote public safety, protect property values, create an attractive business climate, enhance the physical appearance of the community, and protect the quality of life from the impact of excessive temporary signage. TPZ-approval of temporary signs must be obtained in accordance with this Section prior to installation.

- A. Permits for temporary ground signs in any commercial zone and in any building may be approved by the Town Plan and Zoning Commission for a three month period, and may be renewed for one or more additional three month period. Permits for other temporary signage in any commercial zone may be approved by the Town Plan and Zoning Commission in accordance with Section 6.2.2.I.
- B. Temporary ground signs are not permitted in the front yard setback area of any parcel with frontage on the Berlin Turnpike.
- C. In a multi-tenant building, temporary ground signs may be permitted on the walkway or sidewalk in front of the applicant's leased portion of the building on privately-owned property where the Town Plan and Zoning Commission finds that such signs will not create excessive clutter nor impede pedestrians. Temporary ground signs may be permitted on a Town-owned sidewalk when the applicant has obtained prior approval from the Town Manager and agrees to provide proof of commercial liability insurance that names the Town of Newington as an additional insured. All other provisions of this Section shall apply.
- D. Temporary ground signs shall be "A-Frame" or "tent" style only. "H" or "I" frame signs and "wind waver" signs are prohibited. Temporary ground sign material may be wood, metal or plastic.
- E. Temporary ground signs shall have no more than 12 square feet of message area (e.g. 2' x 3' x two sides) and be no more than four feet in total height.
- F. Temporary ground signs shall be placed not more than 5 feet from the main entrance to the business, shall be not less than 25' apart, and shall not impede pedestrian traffic.

- G. Temporary ground signs shall be displayed during normal business hours only, and shall not be placed in any street right-of-way except as provided in Section 6.2.2.C. Temporary ground signs in a street right-of-way except as approved under Section 6.2.2.C are subject to immediate confiscation by the Town.
- H. Temporary ground signs shall not be lighted, flashing, digital or rotating, and may be denied if determined by the Town Plan and Zoning Commission to be a hazard to the public.
- I. "Other temporary signage" includes cold air inflatables and banners attached to the building, not to exceed two in number. Banners shall be no larger than one square foot for each linear foot of building frontage, and may be displayed for not more than fifty days per year in increments of not more than twenty-five days. Not more than one ground mounted cold air inflatable sign, not to exceed 18 feet in height, is permitted. No roof mounted sign or cold air inflatable sign tethered to the roof is permitted. Other temporary signage may be permitted on multi-tenant buildings where not otherwise prohibited by these regulations.
- J. Temporary sign permit applications must be signed by the property owner as well as by the applicant, if different.
- K. One "for sale" or "for rent" sign not larger than 6 square feet is allowed in any residential zone. One "for sale" or "for rent" sign not larger than 9 square feet is allowed in any commercial zone. Such signs must be no closer than 10 feet to any property line, and must be removed within 30 days of sale or being under contract for sale or lease.

APPLICATION FOR TEMPORARY SIGN PERMIT
PLANNING AND ZONING DEPARTMENT
TOWN OF NEWINGTON, 131 CEDAR STREET, NEWINGTON, CT 06111
Telephone (860) 665-8575 Fax: (860) 665-8577 -

LOCATION OF SIGN (ADDRESS) _____

BUSINESS NAME: _____

BUILDING FRONTAGE ON _____

OWNER'S NAME _____ TELEPHONE NO. _____

OWNER'S ADDRESS _____

DESCRIPTION OF SIGN:

PROPOSED TIMEFRAME SIGN WILL BE DISPLAYED:

NUMBER OF SIGN(S) REQUESTED _____ TOTAL AREA OF SIGN(S) REQUESTED _____

TYPE OF SIGN:

A FRAME BANNER REAL ESTATE OTHER

TOTAL SIGN AREA: _____ TOTAL SIGN HEIGHT _____

TPZ APPROVAL: _____ DATE: _____

CONDITIONS: _____

DATED APPROVED: _____

SIGNED: _____
OWNER (date) (telephone no.)

SIGNED: _____
APPLICANT (date) (telephone no.)

Please print name _____

RECEIVED BY: _____

ZONING FEE \$15.00

DATE: _____

OTHER FEE: _____

TOTAL PAID\$ _____

PERMIT NO. _____ APPROVED BY _____ APPROVED BY: _____

DATE: _____ DATE: _____