

**TOWN OF BROOKFIELD
ZONING REGULATIONS**

**Signs
General Provisions - § 242-306A&B**

§ 242-306. Signs

A. Purpose:

The purpose of these sign regulations is to establish criteria based both on the zone and the use for a sign. It is recognized that signs perform important functions in identifying businesses and in general, advertising. Minimum control of signs is necessary to preserve property values by preventing unsightly and detrimental development which has a blighting influence upon residential, business and industrial uses of land. Controls are also necessary to prevent signs from reaching such excessive size that they obscure on another to the detriment of all concerned and to secure certain fundamentals of design for the Town. This regulation also governs outdoor display.

Under these Regulations, it is the intent of the Town of Brookfield, in part, to prohibit billboards, which are those signs that promote an activity or business or product that is unrelated to the site. The purpose of such prohibition is to maintain the aesthetic and historic character of the Town of Brookfield and to prevent the blighting influence of large signs. Notwithstanding anything contained in this Purpose Statement, or the Regulations below, any authorized sign may contain non-commercial copy in lieu of any other copy so long as the other provisions of these Regulations are complied with, it not being the intent of these Regulations to regulate sign content. Further, should a court of law deem any portion of these Regulations, their subparts, or referring regulations to be Constitutionally infirm, said court may strike or sever such portion it deems inconsistent with the Constitution of the United States of America or the Constitution of the State of Connecticut and leave the unoffending portions of the Regulations intact. *[amended 9/13/01]*

B. Permits:

- (1) Application for a sign permit shall be on an appropriate form required by the Zoning Commission.
- (2) The fees associated with a Sign Permit shall be in accordance with the Zoning Commission Fee Schedule (see appendix) which may be revised from time to time to reflect current administrative costs. *[8/23/01]*
- (3) No sign shall be installed, enlarged or relocated unless it conforms to the provisions of this regulation and a permit has been secured.
- (1) No streamers or banners, or other sign devices not herein defined shall be permitted.

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- (2) Permits are valid only during the time the business is in operation. Signs and all sign material shall be removed within ten (10) days after the business ceases to be operational. The period shall begin on the day following the last day that the business is open.

C. General provisions:

(1) **Construction:**

All signs shall be constructed of strong material which will not warp or distort with weather or age, firmly supported so as to withstand wind conditions normally expected throughout the year and kept freshly painted otherwise maintained in good condition and repair.

(2) **Location:**

- (a) No sign shall be located closer than thirty-five feet (35') from the center of the traveled portion of the road in any zone, except names and addresses attached to mailboxes. No sign location shall obstruct any line of sight. Where a paved or traveled portion of any street is widened, and the sign obstructs the new lines of sight, it shall be set further back to conform to the requirements.
- (b) Where a four-lane highway exists, no sign shall be located closer than fifty feet (50') from the center of the traveled portion of the road.
- (c) No sign shall be arranged so that it blocks reasonable sight lines for streets, walks or driveways. No sign should be confused with a traffic control device by reason of the sign's color, location, shape and/or other characteristics or through any other means. Glare from the sign shall not interfere with traffic.
- (d) All permitted signs must be located on the same lot as the building or use to which said signs apply.
- (e) No sign may be attached to a tree.

(3) **Wording:**

Descriptive wording may be changed, without a permit, provided that the area dedicated to changing descriptive wording, commonly called "reader boards," shall not exceed fifty percent (50%) of the total sign area and that the coloration and composition of the text is compatible with the remainder of the sign. *[amended 8/26/99]*

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(4) **Size:**

The area of a sign shall be considered to be that of the smallest rectangle, triangle or circle which encompasses all lettering, wording, design or symbols. If attached to or located on the building, the area of the sign shall include any back-ground different from the balance of the wall if such background is designed as an integral part of, and obviously related to, the sign. When the lettering is placed on a building, the area of the sign shall be computed as the area of the smallest quadrilateral capable of including all lettering or other items comprising the sign.

- (a) **Building signs** shall be limited in total square footage to the amount of “linear building frontage” facing each street, main access drive or interior courtyard/pedestrian mall. In multi-occupant buildings, the allowable signage facing each street, main access drive or interior courtyard/pedestrian mall shall be proportionally divided according to the percentage of the “linear building frontage” attributable to each occupant on that street, main access drive or interior courtyard/pedestrian mall, or such other method as may be approved by the Commission in unique or unusual circumstances. *[amended 1/23/97, 10/28/99]*
- (a) **Roadside signs** are to be limited to one (1) per building with a maximum size of forty-five (45) square feet, except as specified in §242-306F(2) & G(2) of this chapter. *[amended 7/6/82]*
- (b) Where a **double-facing sign** is allowed, the maximum permitted sign area shall apply to each face. All framing shall be included in computing the sign. Where the sign is not contained within the outer dimensions of a frame, then the area of the sign shall be computed as the area of the smallest quadrilateral encompassing all lettering and other items comprising the signs. Legs posts, pedestals or monuments supporting the sign shall not be considered in computing the maximum area of the sign.

(5) **Height:**

- (a) **Height:**
If a permitted sign is **independent of a building**, the top of said sign or support shall be not higher than eighteen feet (18’) above mean ground level in the immediate area in which the sign is located. If the sign is mounted on a monument or pedestal type base which is more than one foot (1’) wide, the height of the monument type or pedestal base shall not exceed five feet (5’) above mean ground level. Support legs or posts shall not exceed twelve inches (12”) in diameter or width. *[amended 8/26/99]*

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- (b) A **sign supported by a wall** shall not be set out more than twelve inches (12”) from said wall and shall not project above the roofline or beyond the side of said wall.
 - (c) No **building sign** shall extend above the roofline or parapet wall. *[added 7/16/87]*
- (6) **Special setback and size requirements:**
- (a) On a **building not using a roadside sign**, the square footage of the building sign may be increased by twenty-five percent (25%).
 - (b) On a **building not using a roadside sign**, for each twenty-five feet (25’) of additional setback over seventy-five feet (75’), the area of the sign may be increased twenty-five percent (25%) to a maximum increase of one hundred percent (100%) in sign area. With a one hundred percent (100%) setback increase, the sign may be doubled in size.
- (7) **Illumination:**
- (a) **Animation, flashing, moving, audio advertising devices and festoon lights** shall not be permitted.
 - (b) Where a **building fronts on two (2) streets**, each frontage is to be considered individually, with the limitations applied as for two (2) separate units.
 - (c) **Illuminated signs** may be permitted by the Zoning Commission and subject to the following regulations:
 - [1] A drawing showing the general appearance of the proposed illuminated sign from each street from which such sign may be visible.
 - [2] A plot plan showing the location of the proposed illuminated sign with relation to existing buildings on the same lot and on all adjacent lots, including lots which would be adjacent but for the existence of a street. The names of the owners of such lots shall be clearly shown thereon.
 - [3] Internally illuminated or back lit signs shall not exceed fifteen (15) watts of power for every square foot of signage. *[added 11/18/99]*

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- (d) Signs which are illuminated by a light source directed onto the sign shall have such light sources shielded so as not to be directly visible from any public right-of-way or from outside of the lot lines.

(8) **Outside display area:**

(a) **Residential Zones, R-7, R-40, R-60, R-80, R-100:**

Nothing may be displayed outside of a house as a result of a home occupation. *[amended 6/6/77]*

(b) **Commercial establishments:**

Display of products for sale must be at least thirty-five feet (35') from the shoulder of the road, not in an area dedicated for parking, and may not obstruct walkways or sidewalks.

(c) **Industrial establishments:**

Storage or display of products or materials used in process or for sale must not be in the front setback or in any area reserved for parking, or walkways or sidewalks.

D. Residential zone: signs permitted without a permit:

Only the following signs are permitted for the uses indicated without a permit:

- (1) **One (1) sign bearing the name and occupation of the occupant** of the premises, including directional signs. Maximum size shall be four (4) square feet.
- (2) **One (1) sign advertising the sale or rental of the premises** on which it is located. Maximum size shall be four (4) square feet.
- (3) **Open House Signs:**
 - (a) No more than a total of three (3) open house signs per listing will be allowed.
 - (b) No more than one (1) sign shall be permitted at any one (1) intersection.
 - (c) The period of use will be limited to Sunday between the hours of 12:00 noon and 6:00 p.m. and Monday between the hours of 10:00 a.m. and 3:00 p.m.
 - (d) The signs shall be generic in nature and display no advertising.

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- (e) No sign shall exceed four (4) square feet as per Zoning Commission standards for said sign.
 - (f) No sign shall be placed as to block sight lines for streets, walks and driveways, as determined by Zoning Enforcement Officer.
 - (g) No sign shall be located on any private property without the express written consent of the property owner.
 - (h) No sign shall be placed within a town right-of-way without the express written consent of the abutting property owner.
 - (i) No sign shall be placed in a state right-of-way.
 - (j) Violators shall be fined according to a schedule established by the Zoning Commission.
- (3) A **temporary sign**, displayed only during the appropriate season, advertising farm produce grown on the premises and sold at a roadside stand, with the approval of the Zoning Commission. Maximum size shall be four (4) square feet.
- (4) One (1) double-faced sign, including any flag, badge or insignia, identifying any **civic, charitable, religious, patriotic, fraternal or similar organization** and its meeting hours, located on the lot where regular meetings are held. Maximum size shall be six (6) square feet.
- (5) **Historical markers** may be placed on a bona fide historical organization or by a governmental agency. Maximum size shall be three (3) square feet.
- (6) Names and addresses required to be placed on **mailboxes** by the United States Post Office may be in addition to signs permitted.
- (7) **Traffic or other directional signs** erected by the state, Town or county, including direction signs to schools, libraries, parks or governmental buildings. Said signs may include flag, badge or insignia of any governmental agency.

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- (8) One (1) temporary sign may be erected, on the premises of an owner/resident only, indicating said owner/resident's **political** preference. Such sign may be erected sixty (60) days prior to Election Day and must be removed within one (1) week thereafter. Signs may not be affixed to utility poles, trees or structures; may not be placed within a public right-of-way or any other public area; and may not be placed in such a manner as to impede lines of sight or otherwise adversely affect traffic safety. Maximum size shall be four (4) square feet.

A. Residential Zone: signs requiring a permit:

The following signs and only the following signs are permitted for the uses indicated with a permit:

- (1) Three (3) official **tag sale signs** as furnished by the Zoning Commission; deposit: fifteen dollars (\$15.); refund: nine dollars (\$9.) upon return of signs within fifteen (15) days. Maximum size shall be one and one-half (1 ½) square feet.
- (4) Single-facing signs prohibiting **trespassing**, hunting, fishing, trapping or picnicking on property likely to be used for same or used as a passageway by unauthorized persons may be posed. Four (4) signs per acre may be erected, provided that they are placed within the boundaries of the lot. Maximum size shall be one (1) square foot.
- (3) One (1) temporary sign limited to a period of six (6) months to advertise a **subdivision**. An extension of time may be granted by the Zoning Commission. All such signs must be removed after completion of said subdivision. Maximum size shall be twelve (12) square feet.
- (4) One (1) temporary sign limited to a period of six (6) months listing the contractor, engineer, architect and other pertinent data associated with any **construction** project. An extension may be granted by the Zoning Commission. All such signs must be removed after completion of said project. Maximum size shall be twelve (12) square feet.
- (5) One (1) double faced, permanent landscaped sign containing the Planning Commission approved name of a **subdivision or multifamily dwelling project**, may be erected at the entrance drive to such projects. Maximum size shall be twelve (12) square feet. *[amended 8/26/99]*

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- (6) One (1) double faced sign as permitted by §242-301A (**municipal signs**) with a maximum size of forty-five (45) square feet, inclusive of all frame and structure. The maximum size of the quadrilateral encompassing all lettering and other design elements of the sign, however, shall not exceed eighteen (18) square feet. *[amended 8/30/90]*
- (2) A maximum of six (6) **temporary directional signs**, for a period not to exceed thirty (30) days, advertising a **not-for-profit special public event**. The maximum size of the sign shall be twelve (12) square feet. An application for such signs must indicate the time period involved, the proposed design of the sign, and the proposed locations of the signs. The application must be accompanied by the written consent of the property owner upon whose property the signs are proposed to be located. The signs shall be placed in such a manner as to not impede lines of sight or otherwise adversely affect traffic safety. Applications for such signs will be processed on a first come - first served basis. Not more than two (2) independent signs may be placed at specific locations within the same time period. *[amended 3/14/91]*
- (3) **Municipal Greeting Sign:**
- One (1) single or double faced sign with a maximum size of sixty (60) square feet on each side to provide a municipal greeting to individuals entering the Town of Brookfield. In addition, the sign may include any badge, insignia or seal identifying any civic, charitable, religious, patriotic, fraternal, government agency or any similar organization operating within the town and the meeting hours and location of such organizations. The design of said sign shall be acceptable to the Commission. Said sign(s) may be erected on town property with the written authorization of the Board of Selectmen or on private property with the written consent of the property owner. Such sign(s) may be erected within any zoning district and are not restricted solely to residential districts. *[eff. 1/28/99]*

B. Commercial establishments:

The following signs are permitted for commercial establishments:

(1) **Commercial buildings:**

All signs permitted in the residential zone, if said use is a permitted use and being conducted in any commercial building, except a shopping center.

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(2) **Roadside signs:**

One (1) roadside sign pertaining to a commercial building or three (3) commercial buildings in a group, provided that it refers to a permitted use on the premises only. If there is more than one (1) establishment, the sign may contain the names of all occupants. The name of each occupant may appear on a panel. Maximum size shall be forty-five (45) square feet. If the establishment is a retail service station, an additional sign or signs denoting prices of fuel only, not to exceed a total of twenty-four (24) square feet, may be located on the trademark sign stanchion. *[amended 7/6/82, 3/7/83]*

(3) **Other roadside signs:**

Roadside signs for **fraternal, religious, civic and other nonprofit organizations** may be approved by the Zoning Commission. They may not exceed twelve (12) square feet.

(4) **Building signs:**

One (1) building sign per store, shop, office or business, provided that the total area of the sign does not exceed in square footage the frontage length of the building; as permitted in §242-306C(4)(a).

(5) **Off-premises directional signs:**

Off-premises directional signs only, not to exceed one and one-half (1 ½) square feet, are permitted with the approval of the Zoning Commission and the written consent of the property owner.

(6) **Entrance and exit signs:**

Entrance and exit signs shall not exceed two and one-half (2 1/2) feet in height and shall not exceed three (3) square feet in size. One (1) at each street opening. *[added 5/8/97]*

(7) **Special Event Signs:**

One (1) temporary sign advertising a special event, sale or promotion in conjunction with Section 242-308 C(2)., for a period not to exceed fifteen (15) days, once annually. The sign may be a double-faced sign and of a maximum size of twenty-four (24) square feet. It shall be located so as to conform to Section 242-306 C(2) (a) through (e). In the case of multiple occupancy buildings, only one (1) such sign may be permitted at a time for the entire complex. It shall be promptly removed after the fifteen (15) day period has expired. *[added eff. 10/29/98]*

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(8) **For Sale/Rent/Lease Signs:** *[amended 7/16/87, 7/27/02]*

One (1) sign issued to the Owner/Operator of the premises advertising the sales/rent/lease of a property. Such sign(s) need only be applied for once. No renewal is necessary for a subsequent change of sign message thereafter. All such signs are subject to the following conditions:

- (a) Maximum size shall be twenty four (24) square feet.
- (b) No more than one (1) such sign shall be permitted per each premises.
- (c) If the premises has frontage on two (2) streets, one (1) sign shall be permitted on each street frontage.
- (d) No sign shall be placed so as to block lines of sight for streets, drives and walkways as determined by the Zoning Enforcement Officer.
- (e) No sign shall be placed in a state or town right-of-way.
- (f) No sign shall be placed closer than four (4) feet from a property line.
- (g) Such signs may be added below a permitted roadside sign.
- (h) The applicable fee shall be for each premises regardless of the number of signs permitted.

G. Shopping Centers:

- (1) **Store signs**, while they may reflect individuality, should be controlled by the Commission through an approved overall plan so as to preserve the unity of the center.
- (2) One (1) **directory-type sign** that may include the name of the shopping center. The name of each store, shop, office or business in the shopping center may be included on this sign. Maximum size shall be forty-five (45) square feet. If a shopping center has four (4) or more commercial establishments and a road frontage of six hundred (600) feet or more, two (2) roadside signs may be used at separate locations. Maximum size shall be forty-five (45) square feet each. Within the Village Business District (VBD), the above shall also apply except that the term "road frontage" shall be superseded by the term "lot width" which shall mean the distance calculated by the Zoning Enforcement Officer between two (2) parallel lines drawn approximately perpendicular to the street line and each such line containing a point which is the farthest extremity of each side lot line. *[amended 7/6/82, 2/27/97]*

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- (3) One (1) **building sign** per store, shop, office or business, as permitted in §242-306C(4)(a).
- (4) Where a **covered pedestrian walkway** exists in a shopping center, a hanging sign perpendicular to the building line may be used to indicate the name of the store, Maximum size shall be one and one-half (1 ½) square feet.
- (5) **Theaters** may have two (2) signs:
 - (a) One (1) roadside sign. Maximum size shall be forty-five (45) square feet.
 - (a) One (1) building or marquee sign. Any sign placed on a marquee shall be placed flat against a face of such marquee and shall not extend beyond any edge of such face. The marquee signs are to be limited in the square footage to the frontage length of the building.
- (6) **Special Event Signs:**

One (1) temporary sign advertising a **special event, sale or promotion** in conjunction with Section 242-308 C(2)., for a period not to exceed fifteen (15) days, one time annually. The sign may be a double-faced sign and of a maximum size of twenty-four (24) square feet. It shall be located so as to conform to Section 242-306 C (2) (a) through (e). Only one (1) such sign may be permitted at a time for the entire shopping center. It shall be promptly removed after the fifteen (15) day period has expired. *[eff. 10/29/98]*
- (7) **For Sale/Rent/Lease Signs:** *[amended 7/27/02]*

One (1) sign issued to the Owner/Operator of the premises advertising the sales/rent/lease of a property. Such sign(s) need only be applied for once. No renewal is necessary for a subsequent change of sign message thereafter. All such signs are subject to the following conditions:

 - (a) Maximum size shall be twenty four (24) square feet.
 - (b) No more than one (1) such sign shall be permitted per each premises.
 - (c) If the premises has frontage on two (2) streets, one (1) sign shall be permitted on each street frontage.

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- (d) No sign shall be placed so as to block lines of sight for streets, drives and walkways as determined by the Zoning Enforcement Officer.
- (e) No sign shall be placed in a state or town right-of-way.
- (f) No sign shall be placed closer than four (4) feet from a property line.
- (g) Such signs may be added below a permitted roadside sign.
- (h) The applicable fee shall be for each premises regardless of the number of signs permitted.

H. Industrial establishments:

The following signs are permitted for industrial establishments:

- (1) All signs permitted in the residential zone and on commercial establishments if said use is a permitted use and being conducted in an industrial building, except in industrial parks.
- (2) One (1) **roadside sign**. Maximum size shall be forty-five (45) square feet.
- (5) One (1) **building sign**, as permitted by §242-306C(4)(a).
- (6) One (1) **yard sign**, properly landscaped, may be used in lieu of a roadside sign. Maximum size shall be forty-five (45) square feet.
- (7) **For sale/rent/lease signs:** *[amended 7/16/87, 7/27/02]*

One (1) sign issued to the Owner/Operator of the premises advertising the sales/rent/lease of a property. Such sign(s) need only be applied for once. No renewal is necessary for a subsequent change of sign message thereafter. All such signs are subject to the following conditions:

- (a) Maximum size shall be twenty four (24) square feet.
- (b) No more than one (1) such sign shall be permitted per each premises.
- (c) If the premises has frontage on two (2) streets, one (1) sign shall be permitted on each street frontage.
- (d) No sign shall be placed so as to block lines of sight for streets, drives and walkways as determined by the Zoning Enforcement Officer.

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- (e) No sign shall be placed in a state or town right-of-way.
- (f) No sign shall be placed closer than four (4) feet from a property line.
- (g) Such signs may be added below a permitted roadside sign.
- (h) The applicable fee shall be for each premises regardless of the number of signs permitted.

I. Industrial park signs:

The following signs shall be permitted in industrial parks:

- (1) Where a street has been constructed to serve an industrial subdivision, a **directory-type sign** may be maintained on a corner lot formed by the intersection of such street with a highway maintained by the state or with a minor collector street. Said sign will serve to identify the industrial park and may contain the names of businesses or industries located within the subdivision. If the sign is located on property other than that owned by the subdivider, application must be made by the owner of the land on which the sign is located. Maximum size shall be forty-five (45) square feet.

- (2) One (1) **building sign**, as permitted by §242-306C(4)(a).

- (1) One (1) **yard sign**, properly landscaped, may be used in lieu of a building sign. Maximum size shall be forty-five (45) square feet.

- (2) **For Sale/Rent Lease Signs:** *[added 7/27/02]*

One (1) sign issued to the Owner/Operator of the premises advertising the sales/rent/lease of a property. Such sign(s) need only be applied for once. No renewal is necessary for a subsequent change of sign message thereafter. All such signs are subject to the following conditions:

- (a) Maximum size shall be twenty four (24) square feet.
- (b) No more than one (1) such sign shall be permitted per each premises.
- (c) If the premises has frontage on two (2) streets, one (1) sign shall be permitted on each street frontage.
- (d) No sign shall be placed so as to block lines of sight for streets, drives and walkways as determined by the Zoning Enforcement Officer.

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- (e) No sign shall be placed in a state or town right-of-way.
- (f) No sign shall be placed closer than four (4) feet from a property line.
- (g) Such signs may be added below a permitted roadside sign.
- (h) The applicable fee shall be for each premises regardless of the number of signs permitted.

J. Inspection and removal of signs:

- (1) The Zoning Commission maintains the right to inspect any sign at any time and order such repairs as are, in its judgment, necessary for the safe and proper maintenance of such sign. It shall be the duty of the owner to make the repairs that the Zoning Commission orders within ten (10) days of receipt of such order. If said owner does not comply within the allotted time, the Zoning Commission is automatically empowered to have the sign declared a menace to public safety and have it removed at the owner's expense. If said sign is, in the opinion of the Commission, unsafe, and the owner of the sign cannot be located, the Commission shall be empowered to order its removal by the owner of the property on which said sign is placed. The Commission shall have the power to order the removal of the sign at the property owner's expense.
- (2) Notwithstanding any fines levied pursuant to Subsection K below, illegal signs may be promptly removed and destroyed by the Zoning Enforcement Officer after giving written notice of violation to the offending party. *[added 7/6/82]*

K. Penalty:

Any person maintaining any sign contrary to the provisions of this section of this chapter shall be fined in accordance with the provisions of the Zoning Violation Penalty Ordinance. *[added 5/8/97]*

L. Validity:

The invalidity of any section of these regulations shall not invalidate any other section or provision hereof.