



SECTION 64

Signs

64.0 PURPOSE

It is the purpose and intent of this section to accommodate the establishment of signs necessary for identification, direction, information, or reasonable commercial promotion while avoiding signs of a character, as well as a proliferation or expansion of signs, that would be detrimental to the public health or safety, property values or the appearance or beauty of the community.

64.1 General

- ☐ Does site identification signage establish a lasting identity of the place?
- ☐ Does signage facilitate on-site wayfinding and emergency response?
- ☐ Is information on a permanent sign necessary, sufficient, simple and direct?
- ☐ Is business promotion balanced with maintaining the attractiveness of Old Saybrook?

Unless expressly permitted otherwise, all *signs will* conform to the provisions specified in this section or to any additional conditions or limitations that the Commission may impose concerning the approval of a Site Plan or Special Exception.

No person will establish, construct, reconstruct, enlarge, extend, move, or structurally alter any *sign* until the Enforcement Officer approves an application for Certificate of Zoning Compliance or unless expressly permitted by exemption.

No *sign* will be located in a manner so as to be a hazard to traffic or pedestrians, to obstruct any door, window, ventilation system, fire escape or exit, or to cause any other hazard to public health or safety.

Decrease the “non-conformities” of an existing sign to meet current design standards:

- size
- height
- line-of-sight
- setback from property line





Services and products on Main Street

Give preference to primary information needed by in-person patrons of each business, such as types of services and hours of operation (omit secondary information such as website addresses, email addresses, advertising slogans, etc.) with little repetition between signs and buildings, regardless of the area allowed.

64.3 Standards – All Districts

- ☐ Does lighting avoid light pollution or disturbance of surrounding residential areas?
- ☐ Does each sign attached to a building preserve the historic integrity of the building?
- ☐ Is landscaping around the sign sustainable?
- ☐ Are structural materials common to the local vernacular?
- ☐ Is the sign basic enough to ensure legibility, as well as reduce visual clutter along the roadway?
- ☐ Is each sign placed where it will best fulfill its function?

Any *sign*, except as provided, will advertise, identify, or give publicity or notice only with respect to a use of land, *buildings*, or other *structures* actually being on the *lot* where the *sign* is located unless expressly permitted otherwise.

64.3.1 Location.

All occupants of any building will consolidate all wall and window signs to no more than the number of walls allowed to display signs as permitted in the underlying district.

64.3.2 Duration.

6 mos. min.

Any sign pertaining to each use will be removed or otherwise eliminated when the use is discontinued for a continuous period of 6 mos. min.

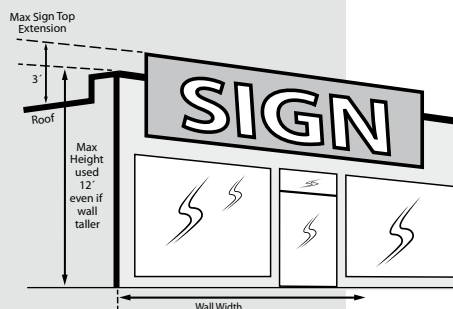
64.3.3 Maximum Area.

100 s.f. max. ea.
unless permitted by
Special Exception

A sign of 100 s.f. or more may be permitted as part of a Special Exception use in the B-2, B-4 & I-1 Districts. A sign of 100 s.f. or more associated with a Site Plan or Application for Certificate of Zoning Compliance may be approved by the Commission as a Special Exception in the B-2, B-4 & I-1 Districts.

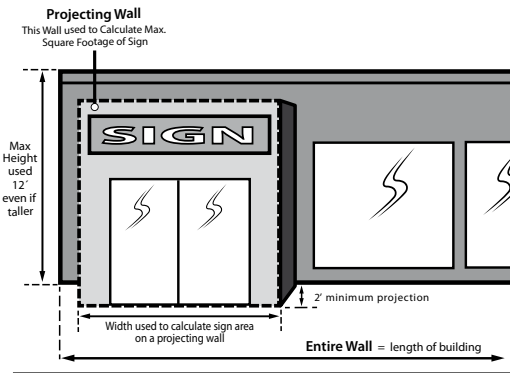
64.3.4 Area Calculations.

Calculations to determine the percentage of wall area permitted in a District will be measured to a maximum height of twelve feet (12') above ground level even if the wall is higher than twelve feet (12').





When a *sign* is proposed on a wall that projects more than two feet (2') from another wall of a *building*, the wall calculation will be based on the wall where the *sign* is being placed (not by using the overall length of the entire building).



The Commission excludes the area of any “Exempt Sign” (Section 64.4) in calculating the area of any other *sign* otherwise permitted on a lot in each district.

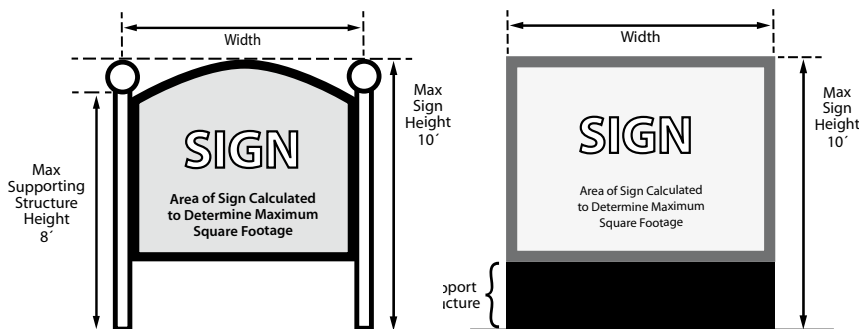


Window display space on Route 1

Faux windows, glazed windows, or windows otherwise appearing solid in nature are not eligible to be counted as that area permitted as a window sign.

64.3.5 Height including decorative finial 10' max.

64.3.6 Support structure height 8' max.



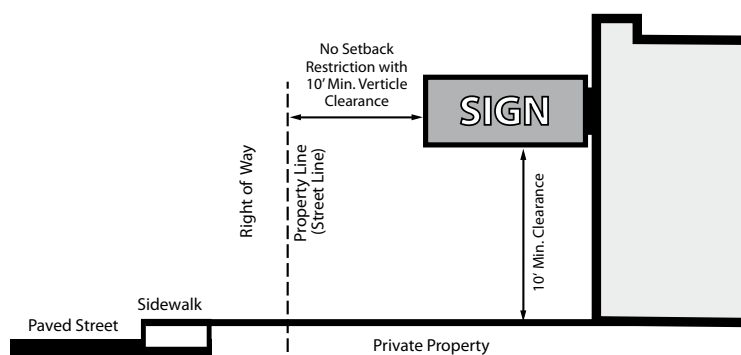
Finials atop Route 1 sign support structure

Limit the height of the support structure to no higher than the face of the sign itself, and balance the height with decorative elements.

Avoid placing a freestanding sign where blocked by trees, brush or on-street parking; locate signage where on- or off-site snow plowing operations will not disturb it.

64.3.7 Setback.

These regulations specify a minimum setback per district subject to review by the Commission to ensure public health and safety.



Similarly, maintain a line-of-sight so that an automobile driver leaving a site can safely see to enter oncoming road traffic.



Visibility for pedestrians on Main Street

Locate a projecting sign on a building facade facing the street or an on-site walkway.



Legibility for pedestrians on Main Street

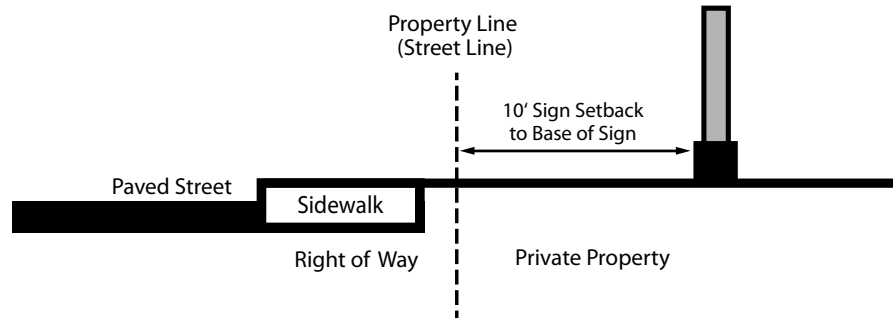
Size the lettering and graphics on a projecting sign appropriately for viewing by pedestrians.

Proportionately space a wall sign between shutters, window trim or other architectural elements of the building and well below the fascia or cornice.



Minimal illumination on Main Street

Use an opaque background material for an internally-illuminated sign so that visible light emanating at night is restricted through only the translucent letters, symbols or graphics.



64.3.8 Horizontal projection.

4' max. for signs

12 s.f. or less

15' max. for signs of

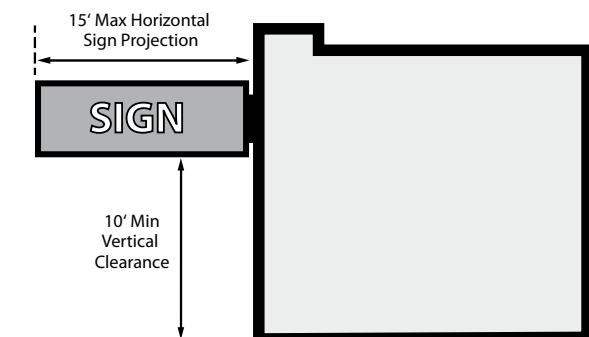
12 s.f. or more

No *sign* will be located in a setback, right-of-way, driveway, roadway, access way, or over a sidewalk, with the exception of a *sign* with a *horizontal projection* or an off-site *sign* specifically permitted by these regulations.

Vertical clearance.

10' min.

Any *sign* attached to and projecting horizontally from the wall or under the roof of a *building*, a *structure* or a post may project into or hang over a sidewalk, right-of-way, driveway, roadway, access way, or setback if the *horizontal projection* maintains a vertical clearance from the ground of 10' min.



64.3.9 Vertical projection (pitched roof).

3'

No *sign* will be located on any roof, and no *sign* attached to a *building* will extend above the top of the wall of the *building*, except if these regulations specify a maximum *vertical projection* above the wall of a building with a pitched roof in a specific district.



64.3.10 Illumination. 1 hour max. after close of business

These regulations permit external illumination of *signs* in all district; internal illumination, as indicated in each district.

Where permitted, illumination of any *sign* must be set on a timer to shut off no later than 1 hr. max. after close of business.

64.4 EXEMPT SIGNS

The Commission excludes any exempt *sign* in calculating the area of any other *sign* otherwise permitted on a lot.

The Commission allows exempt *signs* in all districts and zones without a Certificate of Zoning Compliance in addition to any other *sign* otherwise permitted on a lot providing the exempt *signs* comply with any requirement of the underlying district and the specifications below:

64.4.1 Private directional sign or Warning sign. 4 s.f. max. ea.

Per lot, four (4) private directional or warning signs.

64.4.2 Development sign. 32 s.f. max. total

Per *lot*, where a Subdivision, Affordable Housing Development, Incentive Housing Development, Planned Residential Development, or Special Exception use is permitted, one (1) development *sign* not referring to any other premises. The *sign* will be removed no later than thirty (30) days after the completion of the project or sale or lease of the available space.

64.4.3 Real Estate, Contractor or Designer Identification sign. 12 s.f. max. total

Per *lot*, where the premises are for sale, for rent or under construction, one (1) *sign* not referring to any other premises. The property owner will remove the *sign* within thirty (30) days after completion of the project or sale or rental of property.

64.4.4 Real Estate Open House sign. 12 s.f. max. total

Off the *lot*, one (1) directional *sign* to an open house for the sale or rental of real estate during the day of each event only; the *sign* must not obstruct sight lines, vehicular traffic or create a hazard.



On-site wayfinding along Route 1

Use a scaled-down monochromatic icon or logo on directional signage consistent in size and shape at the point at which a driving or walking patron would become confused in trying to locate one business among many.



Job opportunity on Middlesex Turnpike

Avoid visual clutter by closely relating the design and placement of a temporary sign to the existing sign system, landscape improvement, or the building design.

Consider a simple two-color palette for off-site leader signs.

Designate a secondary, predictable location where patrons can find updates to the rules, regulations and other precautionary information.



Thanking volunteers who tend the grounds at Founders Memorial Park

Be mindful of blocking a scenic view with a freestanding sign or otherwise detracting from the experience of visiting a municipal facility or living in a particular neighborhood.

Designate a typical location on the building, such as windows, to promote brands or temporary sales.



An enticing preview of Bridge Street fare

Limit the size of any menu-board mounted outside the entrance to a restaurant to the size of the menu handed to a seated restaurant patron.

64.4.5 State or Municipal use, Neighborhood association, Park or conservation area or Farm sign.

On a *lot*, informational *signs* not visible from any road, public way or adjacent property.

A. Freestanding sign multiple per lot

1. **Area** 16 s.f. max.
2. **Height** 10' max.
3. **Support structure** height 8' max.
4. **Setback**
 - from street line not visible
 - from rear & other property line not visible
5. **Horizontal projection** 4' max.

B. Wall sign 2 per bldg.

1. **Area** 10% max.
 - for 1st *sign* 40 s.f. max.
 - for 2nd *sign* 16 s.f. max.
2. **Horizontal projection** 4' max.
3. **Vertical projection** (pitched roofs) not permitted

64.4.6 Informational flag or Decorative flag. 40 s.f. max.

On a *lot*, for each occupant of a *building*, one (1) flag on a pole anchored by a permanent bracket to the *building* and removed at the close of business each day. Flags attached to residential buildings for other than commercial purposes may remain attached twenty-four (24) hours a day.

64.4.7 Window sign.

In any window of a permitted business, the regulations permit the following area of any window to display signage, some of which may be internally illuminated where permitted in the underlying district:

- A. **No internal illumination,** 25% max. total
the lesser of: or 50 s.f. max.
- B. **Internal illumination,** 10% max. total
the lesser of: or 10 s.f. max.
- C. **Combination,** 20% max. total
the lesser of: or 25 s.f. max.
 - no internal illumination 15% max. or 25 s.f. max.
 - internal illumination 5 % max. or 5 s.f.



64.4.8 Landmark sign.

6 s.f. max.

On any *lot*, one (1) *sign* identifying or explaining the name or significance of a location having historic, cultural, scenic, archaeological, or other significance as would be of interest to the public; expressly excluding any commercial message or *use*.



Distinguishing window on Main Street

Use a pedestrian-level window for business identification where a freestanding sign is not feasible.



Easy viewing at Ft. Saybrook Monument Park



Clear view for "walk-ins" on Main Street

Comprise a permanent window sign of individual letters, logos or design elements (avoid a solid or opaque background) so as to not obscure the view through the windows.

Use native materials, such as wood or multiple per lot stone, in the base structure and frame.



Protective plantings on Route 1

Protect the base of a sign from rot or damage from lawnmowers and weedwackers.



Evergreens on Elm Street

To make a seasonal impression, supplement year-round vegetation with low-maintenance perennials.

64.5 PERMITTED SIGNS

64.5.1 All Districts

In addition to any *sign* allowed on any lot within each district, the Commission or its agent may permit the following *signs* on a lot pursuant to the following specifications and the standards for the district where not specified. The Commission excludes the area of the following *signs* in calculating the area of any other *sign* otherwise permitted on a lot in each district.

A. **Scoreboard sign** at each permitted recreational field on any lot

1. Area 48 s.f. max.
2. Height 14' max.



Wind-secured sales event on Route 1

Secure a temporary banner from folding or flipping in the wind so content is not obscured.

Use a portable sign for a temporary occasion to convey specific information, alert the public to special events, or announce new businesses.



Uniform sign band on Main Street

Avoid overwhelming a building's facade with crowding, variety or disproportionate sign sizes.

Omit advertising features such as greater-than-life size models of food or other products, replicas of spokespersons associated with commercial products, rows of flags or banners, or internally lit bands of color across a facade, awning or canopy.

B. Community Event sign 5 max. per ea. event

1. Duration

days (consecutive) per event 15 days max.
total days per ea. 60 total days max.
calendar year

2. Area

2 max. stick-in-the-ground *signs* 4 s.f. max. ea.
3 max. freestanding *signs/flags* 24 s.f. max. ea.
2 max. banners-on-posts 24 s.f. max. ea.
1 wall *sign/flag/banner* per 24 s.f. max. ea.
tenant/occupant per 2 walls max.

3. Setback

from *street line* 5' min. ea.

4. Internal illumination

not permitted

C. Special sales event sign on any lot where event occurs: 5 max. per ea. event

1. Duration

events per year 4 events max.
days (consecutive) per event 15 days max.
total days per ea. calendar year 60 total days max.

2. Area

2 max. stick-in-the-ground *signs* 4 s.f. max. ea.
3 max. freestanding *signs/flags* 24 s.f. max. ea.
2 max. banners-on-posts 24 s.f. max. ea.
1 wall *sign/flag/banner* per 24 s.f. max. ea.
tenant/occupant per 2 walls max.

3. Setback

from *street line* 5' min. ea.

4. Internal illumination

not permitted



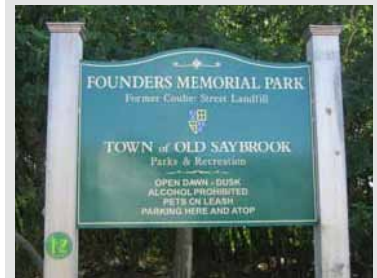
64.5.2 Residence Districts, Saybrook Point SP-1 & SP-3 Districts

- A. **Identification sign.** 1 per lot
On any *lot*, a freestanding or wall *sign* giving only the name of the premises or of the occupant, or announcing a permitted business use on the premises:
1. **Area** 3 s.f. max.
 2. **Height** 10' max.
 3. **Support structure height** 8' max.
 4. **Internal illumination** not permitted
- B. **State or Municipal use, Neighborhood association, Park or conservation area, Farm or Special Exception use sign.** 1 per lot
On any lot, a freestanding *sign*:
1. **Area** 16 s.f. max.
 2. **Height** 10' max.
 3. **Support structure height** 8' max.
 4. **Internal illumination** not permitted
- C. **Electronic Message sign.** 1 per lot
On any *lot* located in a Residence district (excluding MC, SP-1 & SP-3 Districts), a freestanding *sign* with electronic letters illuminated by a non-flashing, internal source of artificial light for a Special Exception Use that occupies a *gross floor area* of 25,000 s.f. or more:
1. **Area** 40 s.f. max.
 2. **Height** 10' max.
 3. **Support structure height** 8' max.
 4. **Internal illumination** permitted



Front door detail on Essex Road

Save fancy scripts and scrolled lettering for pedestrian settings, slow speeds, or at stops; reduce the size of the lettering and graphics for up-close viewing.



Predictable placement of typical rules at Founders Memorial Park

Make room on the identification sign for immediate notices about seasonal or temporary conditions (beach closed, seasonal use, sunrise to sunset, parking lot full, etc.).

If visible, then use a shape, color palette, trim and details in which the support structure for a freestanding sign and the frame of the wall sign complements the architecture of the building without distracting from the message of the sign.



Legible at higher speeds and distance on Route 1

Consider your audience: use a monument sign in an automobile oriented setting.



A collective approach to customizing a building on Main Street

Fit each tenant within a sign band without extending beyond or leaving unfinished gaps.



Contrast adds variety on Main Street

Create harmony rather than uniformity among identification signs for multiple tenants.



Identifying place name on North Main Street

Create cache with a place name on the freestanding entrance sign of a destination with minimal, if any, additional wording to identify individual tenants on-site.

64.5.3 Central Business B-1 District

- | | |
|--|---|
| A. Freestanding sign | 1 per lot |
| 1. Area | 12 s.f. max. |
| 2. Height | 10' max. |
| 3. Support structure height | 8' max. |
| 4. Setback | |
| from street line | 0' min. |
| from rear & other property line | 5' min. |
| 5. Internal illumination | permitted |
| B. Wall sign | 2 per tenant |
| 1. Area | |
| for 1st sign, the lesser of: | 20% max. of 1st wall or 100 s.f. max. ea. |
| for 2nd sign, the lesser of: | 5% max. of 2nd wall or 40 s.f. max. |
| 2. Horizontal projection | |
| for sign 12 s.f. or less | 4' max. |
| for sign 12 s.f. or more | 15' max. |
| 3. Vertical projection
(pitched roofs) | not permitted |
| 4. Internal illumination | permitted |

64.5.4 Incentive Housing Mixed-use IH-MU Zone

- | | |
|--|---|
| A. Wall sign (non-residential uses) | 2 per tenant |
| 1. Area | |
| for 1st sign, the lesser of: | 20% max. of 1st wall or 100 s.f. max. ea. |
| for 2nd sign, the lesser of: | 5% max. of 2nd wall or 40 s.f. max. |
| 2. Horizontal projection | |
| for sign 12 s.f. or less | 4' max. |
| for sign 12 s.f. or more | 15' max. |
| 3. Vertical projection
(pitched roofs) | not permitted |
| 4. Internal illumination | permitted |



64.5.5 Shopping Center Business B-2 & Gateway Business B-4 Districts

- A. **Freestanding sign.** 1 per lot
1 add'l per lot

On any *lot*, a freestanding *sign*; plus a 2nd sign for any permitted special exception use on any lot with frontage on separate streets and with two (2) or more vehicular entrances located more than fifteen hundred feet (1,500') apart measured along the *street lines*.

1. **Area**

for 1st <i>sign</i>	50 s.f. max.
for 2nd <i>sign</i>	25 s.f. max.
2. **Height** 10' max.
3. **Support structure height** 8' max.
4. **Setback**

from <i>street line</i>	10' min.
from rear & other property line	5' min.
5. **Internal illumination** permitted

- B. **Wall sign** 2 per tenant

1. **Area**

for 1st <i>sign</i> , the lesser of:	20% max. of 1st wall or 100 s.f. max. ea.
	unless permitted by Special Exception
for 2nd <i>sign</i> , the lesser of:	5% max. of 2nd wall or 40 s.f. max.
	unless permitted by Special Exception
2. **Horizontal projection**

for <i>sign</i> 24 s.f. or less	8" max. ea.
for <i>sign</i> 24 s.f. or more	15" max. ea.
3. **Vertical projection** 3' max. ea.
(pitched roofs)
4. **Internal illumination** permitted



Showing the marketplace of Saybrook Junction' entrance on Route 1

Make predictable the size and location of business names for individual tenants by limiting location to a coordinated freestanding directory sign or a sign band across all building facades on a site with capacity and flexibility now to accommodate multiple tenants in the future.



Tastefully lit sign at Saybrook Shopping Center on Route 1

Consider internally-lit "channel" letters and logos rather than whole panels; avoid light creases that detract from the content of the sign when using a single solid panel of facing material for an internally-illuminated.



Clear identification on Boston Post Road

Clarify wayfinding with a hierarchy of minimal information (i.e., address most prominent, name of place / building / development, direction to primary tenant, other tenants, exits).



Discreet signage for a professional office in a residence on the Old Post Road

Consider your audience: use a post sign in a pedestrian-oriented setting.



Artful reflection of nearby natural resources on Essex Road

Consider "local flavor" to make relevant to Old Saybrook the iconography of any business trademark (omit logos, slogans or other messages on a sign other than for occupants of the property or a franchisee of a business located on the property).



Gooseneck lights downcast upon a wall sign on Route 1

Carefully locate, aim and shield lighting to prevent light spillage beyond the sign face.

64.5.6 Restricted Business B-3 District

- | | |
|--|--|
| A. Freestanding sign | 1 per lot |
| 1. Area | 12 s.f. max. |
| 2. Height | 10' max. |
| 3. Support structure height | 8' max. |
| 4. Setback | |
| from <i>street line</i> | 10' min. |
| from rear & other property line | 5' min. |
| 5. Internal illumination | permitted |
| B. Wall sign | 1 per tenant |
| 1. Area | 5% max. of wall area
or 100 s.f. max. ea. |
| 2. Horizontal projection | |
| for <i>sign</i> 12 s.f. or less | 4' max. |
| for <i>sign</i> greater than 12 s.f. | 15" max. |
| 3. Vertical projection
(pitched roofs) | not permitted |
| 4. Internal illumination | not permitted |



64.5.7 Marine Commercial MC & Saybrook Point SP-2 Districts

- A. **Freestanding sign** 1 per lot
1. **Area** 50 s.f. max.
 2. **Height** 10' max.
 3. **Support structure height** 8' max.
 4. **Setback**
from *street line* 10' min.
from rear & other property line 5' min.
 5. **Internal illumination** not permitted
- B. **Wall sign** 2 per tenant
1. **Area**
for 1st *sign*, the lesser of: 10% max. of 1st
wall or 100 s.f. max. ea.
for 2nd *sign*, the lesser of: 5% max. of 2nd
wall or 40 s.f. max. ea.
 2. **Horizontal projection**
for *sign* 12 s.f. or less 4' max.
 3. **Vertical projection** not permitted
(pitched roofs)
 4. **Internal illumination** not permitted

64.5.8 Industrial I District

- A. **Freestanding sign** 1 per lot
1. **Area** 50 s.f. max.
 2. **Height** 10' max.
 3. **Support structure height** 8' max.
 4. **Setback**
from *street line* 10' min.
from rear & other property line 5' min.
 5. **Internal illumination** permitted
- B. **Wall sign** 1 per tenant
1. **Area** 10% max. of wall area
or 100 s.f. max. ea.
unless permitted by
Special Exception



Easy identification on Ferry Road

Choose font-styles (e.g. san serif or block) to keep lettering readable at high speeds to prevent a safety hazard such as motorists slowing down to read them.



Period lighting on Route 1

Direct downward all top-mounted lighting fixtures in a manner that hides the light source.

Conceal electrical connections, wiring, junction boxes and other similar devices, as well as hardware if not intended as a decorative element; use weather-resistant hardware, such as stainless steel or galvanized metal, to prevent failure from corrosion or rust that could stain or discolor the building.



Clearly contrasting letters on signs on Business Park Road

Consider no more than two (2) colors on the graphic palette of a multi-tenant sign to minimize confusion and clutter.



Well-lit sign on Pond Road

Use a matte finish rather than a glossy or reflective finish for an externally illuminated sign with downcast luminaries with full cut-off shields/shrouds directed toward and focused on the face of the sign at a level sufficient to noticeably contrast the vertical surface of a sign without undue glare, reflection or overspill into the eyes of passersby.



Saybrook Junction's marketplace tenants on Route 1

Place individual business names on a building proximate to the individual entrance of each.



A danger to motorists anywhere in town

2. Horizontal projection

for sign 12 s.f. or less 4' max.

for sign greater than 12 s.f. 15" max.

3. Vertical projection

(pitched roofs) 3' max.

4. Internal illumination

permitted

64.6 PROHIBITED SIGNS

Section 11 Prohibitions.

These regulations prohibit the following signs throughout the town of Old Saybrook: *A-frame* (sandwich board) *sign*, *billboard*, *flashing sign*, *moving sign*, *painted wall sign*, *vehicle sign*. These regulations prohibit any other sign unless expressly permitted or exempted.