



Town of Berlin

Planning and Zoning Department

240 Kensington Road
Berlin, Connecticut 06037
www.town.berlin.ct.us

Planning and Zoning Commission
Zoning Board of Appeals
Conservation Commission
Historic District Commission

SIGNAGE INFORMATION – APPLICANT WORKSHEET

PLEASE CONSULT BERLIN ZONING REGULATIONS SECTION IX.A REGARDING ALLOWED SIGNAGE INFORMATION

All new, replacement, relocated, or refaced signs require permits through the Building Department.

Note: Signage provisions are often included in a part of the design for commercial and multi-tenant buildings; please inquire to find out if there is a signage plan in place for the property.

The town has Design Guidelines for properties along Farmington Avenue and The Berlin Turnpike. Please see attached pages.

Please be prepared with the following information when filling out permit applications for all new or replacement signage. Submit permit applications to the Building Department.

Is this a new business / tenant at this location? **Yes / No**

If YES: Has a *CERTIFICATE OF ZONING COMPLIANCE* been submitted and issued? **Yes / No**

If NO: Contact the Planning and Zoning Office for paperwork and to make sure the location is approved for your use; be prepared with a narrative description of your business.

Style & Quantity of Sign(s) for this application:

- Will it be a:
Freestanding Sign (Needs exact dimension and location on a plot plan) or
Wall Sign (Needs your tenant frontage and the building height)
- Will it be illuminated? **No** **Yes** (what type of Illumination)

Property Information:

- Is this a multi-tenant property? **Yes** **No**
- Are there existing signs on the property? **Yes** (have a list ready) **No**
- Are there existing signs to be removed? **Yes** **No**
- Are existing signs to be refaced? **Yes** (provide explanation) **No**

Every Application for signage **MUST INCLUDE:**

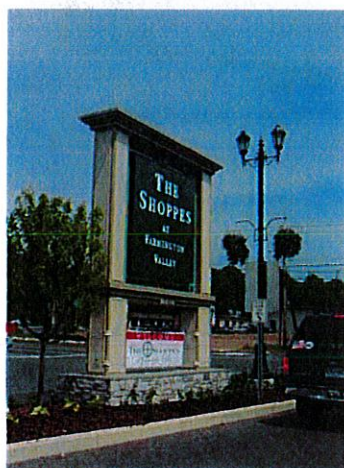
- Completed building permit application signed/countersigned by the PROPERTY OWNER or authorized designee with zoning sheet and any other applications or information required by the Building Dept.
- Wall Signs: measured elevation of façade showing the sign location (an edited photo may be acceptable)
- Scale drawing of the sign(s) with dimensions, materials, color, and construction of the sign.
- Summary of all signage on the property (including other tenant signs and signs to be removed).
- Additional information may be provided or requested to facilitate the evaluation of the application for conformance with the regulations and design standards.

This document is to be used as a guide, not an official part of the application.

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Maureen Giusti, Assistant Town Planner/ZEO. 860-828-7008. mgiusti@town.berlin.ct.us
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SIGNAGE

- Signs should be designed as an integral architectural element of the building and site to which it principally relates.
- As an architectural element, every sign should have scale and proportion in its design and in its visual relationship to the buildings and surroundings.
- Signage should provide information that is simple and legible, of a size and location that avoids obscuring the architecture of the building.
- Signage should employ colors and type faces that complement the primary architectural style of the building.
- Avoid extremely bright background colors (e.g. bright red, orange, or yellow).
- Avoid a white or off-white color in a large field of illuminated background.
- Signs should be of durable materials compatible with the materials of the building served.
- In a multiple storefront building, the signage should be of a size, location, material and color that relates harmoniously to the overall building. The signs should also reflect a consistent design theme.
- Signs on awnings or canopy fabrics advertising the name of the business or organization are encouraged.
- Avoid repetitious signage information on the same building frontage regardless of the sign area allowed in the zoning regulations.
- Use way-finding signage for projects where circulation is complex and traffic must proceed through the site along a specific path.



- If uplighting is necessary it should be sited in an inconspicuous manner and should not cast light beyond the sign nor should it create glare or other types of visual disturbance.
- Shatterproof coverings should be used for fixtures used at lower heights.

SIGNAGE

- Signs should be designed as an integral architectural element of the building and the site to which it principally relates.
- As an architectural element, every sign should have scale and proportion in its design and in its visual relationship to the buildings and surroundings.
- Directional signage should be used in developments where internal vehicular circulation is complex and/or parking options are not easily distinguished.
- Signage should provide information that is simple and legible, of a size and location that avoids obscuring the architecture of the building.
- Signage should employ colors and type faces that complement the primary architectural style of the building.
- Avoid extremely bright background colors (e.g. bright red, orange or yellow).

- Avoid a white or off-white color in a large field of illuminated background.
- Signs should be of durable materials compatible with the materials of the building served.
- In a multiple storefront building, the signage should be of a size, location, material and color that relates harmoniously to the overall building. The signs should also reflect a consistent design theme.
- Avoid repetitious signage information on the same building frontage regardless of the sign area allowed in the zoning regulations.

LANDSCAPING

- Plant materials should be specified to provide the following:
 - year-round interest (annuals, perennials, deciduous color, spring flower, fruits, or branching patterns)
 - low water demands
 - native species, where practical
- Consider seasonal conditions as well as dimensions at maturity when specifying plant materials for required screening.
- Only vegetation reaching suitable height and habit within one year of planting should be considered for screening purposes.
- Invasive or nuisance species should not be specified in landscaping plans. Consult the Connecticut Department of

SECTION IX. SUPPLEMENTARY REGULATIONS

A. Signs.

1. *Purpose.* The purpose of Section IX.A. is to address the need for adequate business identification, indexing of the business districts, and visual communication within the town through the display of well-designed signs, while recognizing the town's responsibility to promote public safety, protect property values, minimize visual clutter and enhance the physical appearance of the town.
2. *General provisions.*
 - a. No zoning permits or site plans shall be approved if the signage indicated is not in conformance with these regulations.
 - b. Signs shall be so located as to not obstruct or interfere with the visibility of vehicular or pedestrian traffic, shall not conflict with the corner visibility requirements of these regulations and shall be so located as to not obstruct or interfere with the view of any traffic control sign, signal, or device.
 - c. This section shall not prohibit or regulate the installation of street signs, emergency signs, traffic control signs, warning signs or directional signs by any governmental agency.
 - d. Nothing in this section shall be construed as prohibiting signs viewed principally from within a building.
 - e. The number and area of all existing signs on a lot shall be counted toward the maximum number and sign area allowable on that lot by this section.
 - f. Directional signs shall contain no advertising.
3. *Sign design and area.*
 - a. Computation of sign area.
 - i. The area of a sign shall be computed from the outer dimensions of the frame, trim or molding by which the sign is enclosed including any structure surrounding the copy area which does not provide structural support.
 - ii. When a sign consists of individual letters, symbols or characters, its area shall be computed as the area of the smallest rectangle which encloses all of the letters, symbols or characters.
 - iii. When a sign consists of two or more faces, only one face of the sign shall be used in computing the sign area if the faces are parallel to and within 12 inches of each other. Otherwise, all faces of the sign shall be used to compute the sign's area.
 - b. Standards for wall signs.
 - i. All wall signs shall be parallel to the wall to which it is attached and shall not project more than 12 inches therefrom.
 - ii. A marquee sign may extend the full length of the marquee, but shall not extend beyond the ends of the marquee.
 - iii. No wall signs shall be painted directly upon any wall.

- iv. No wall sign shall extend above the eaves of the building to which it is attached.
- c. Standards for freestanding signs.
 - i. In residential districts, the height of any freestanding sign shall not exceed six feet. In nonresidential districts and sites limited to office uses in the POR districts, the height of any freestanding sign shall not exceed the height of the building to which it relates or a height of 16 feet, whichever is less. If the premises on which the sign is located does not contain a principal building, the sign shall not exceed a height of six feet. The height of the sign shall be measured from the ground to the top of the sign.
 - ii. In nonresidential districts, the bottom edge of a freestanding sign shall be at least seven feet above ground level when located in an area where the public walks or where it would impair visibility.
 - iii. No part of any freestanding sign shall be located closer than ten feet of any property line, except for properties having their principal access from the Berlin Turnpike.
 - iv. Except as otherwise provided herein, only one freestanding sign shall be permitted on a lot for each street from which the lot has vehicular access, even if there is more than one building or use on that lot.
- d. Standards for projecting signs, marquee or canopy signs.
 - i. The bottom edge of a the sign shall be at least seven feet above ground level when located in an area where the public walks.
 - ii. No sign shall extend more than six feet from the wall to which it is attached, except that canopy signs may project as approved by the Planning and Zoning Commission.
 - iii. No part of a sign shall be above the height of the building.
 - iv. No projecting sign shall be located within ten feet of the street lot line.
- 4. *Sign Illumination.*
 - a. When a sign is internally illuminated, the light source shall be completely covered.
 - b. When a sign is externally illuminated, the light source shall be shielded so that the beams or rays of light do not shine or reflect directly onto adjacent properties or streets.
 - c. Any illuminated sign located on a lot adjacent to, or across the street from, a residential district shall not be illuminated between the hours of 10:00 p.m. and 7:00 a.m.
 - d. Signs shall not utilize or contain flashing or moving lights.
 - e. In residential zones, no signs shall be internally illuminated.
 - f. Illuminated signs in within the geographic limits of the Farmington Avenue Design Standards dated March 2008 or as amended or the Berlin Turnpike Design Guidelines dated December 2008 or as

amended shall have no more than one third (1/3) of the sign having a white or off-white color of illuminated background. (6/27/2019)

5. *Prohibited signs.* The following signs shall be prohibited in all districts:
 - a. Rotating, moving or animated signs.
 - b. Roof signs on the principal roof of any given structure. Such signs may only be permitted if attached and are over porches or porticoes which are attached to the principal building and are located at the entrance to a building.
 - c. Billboards, except as otherwise permitted by Section IX.A.6.c.vi.
 - d. Signs permanently painted, posted, or otherwise attached to any rock, fence, tree, motor vehicle, or utility pole except as otherwise permitted by Section IX.A.6.c.vi.
 - e. Attention-getting devices such as banners, pennants, valances, flags (except governmental flags), streamers, searchlights, string or festoon lights, flashing lights, balloons or similar devices designed for purposes of attracting attention, promotion or advertising.
 - f. Any sign which could be mistaken for, or confused with, a traffic control sign, signal or device.
 - g. All signs not expressly permitted by this section.
 - h. Portable signs.
6. *Permitted signs.*
 - a. Signs permitted in all districts without a sign permit.
 - i. One real estate sales sign for each street frontage of the lot on which the sign is located, such sign not to be illuminated nor exceed four square feet in area in residential districts or 18 square feet in area in nonresidential districts.
 - b. Signs permitted in business districts without a sign permit.
 - i. Window signs, the total area of such signs not to exceed one square foot of sign area for each linear foot of building frontage; such signs not to be illuminated.
 - c. Signs permitted in all districts with a sign permit.
 - i. Signs pertaining to service club meetings; such signs not to exceed four square feet in area.
 - ii. Temporary signs, provided that:
 - (1) A temporary permit has been issued by the ZEO indicating the nature, size, location and tenure of the signs;
 - (2) The permit shall be valid for a period not to exceed 30 days;
 - (3) The Signs shall be removed within 24 hours after the event; and
 - (4) Such signs shall not be illuminated.
 - iii. One construction sign for each street frontage of the lot on which the sign is located, such sign not to exceed four square feet in area in residential districts or 18 square feet in area in

- nonresidential districts. Such signs shall be permitted for a maximum of 90 days.
- iv. One identification sign, not to exceed four square feet in area, to identify a public or semipublic facility. The identification sign for a place of worship, school, museum or similar institution may include as part of its sign area, a non-electronic bulletin board on which messages and announcements of activities and programs can be displayed.
 - v. Directional signs not to exceed two square feet in area.
 - vi. Signs for the advertisement of goods and services at a facility for spectator sports, such as baseball, softball, football or soccer, provided that the facility is a noncommercial facility, and the signs are intended for viewing only by the spectators within the facility, and Willow Brook Park.
- d. Signs permitted in Planned Residential districts.
- i. One identification sign, not to exceed 16 square feet in area, to identify a unified development.
- e. Signs permitted on properties with frontage on Farmington Avenue, New Britain Road, Mill Street or Webster Square Road which are zoned Commercial Core District-1, Commercial Core District-2 or General Commercial.
- i. One freestanding sign not to exceed 40 square feet in area; and
 - ii. One wall or marquee sign per building occupant not to exceed the linear feet of building frontage of the occupant multiplied by one-tenth of the building height; or
 - iii. One projecting sign per building occupant not to exceed eight square feet in area;
 - iv. Freestanding signs shall be located no farther than ten feet from the principal structure as measured from the closest point of the sign, nor 20 feet as measured from the farthest point of the sign. If, however, a principal structure is located greater than 75 feet from the street line, this location will be permitted a freestanding sign no part of which would be closer than 50 feet from the street line, thus eliminating the ten-foot/20-foot rule.
- f. Signs permitted with frontage on Webster Square Road or the Chamberlain Highway which are zoned Planned Shopping A.
- i. One freestanding sign not to exceed 50 square feet in area; and
 - ii. One wall or marquee sign per building occupant not to exceed the linear feet of building frontage of the occupant multiplied by one-tenth of the building height; or
 - iii. One projecting sign per building occupant not to exceed eight square feet in area;
 - iv. For all land uses on at least ten acres and having 400,000 square feet of building area, the following provisions are applicable.

- (1) The maximum area of freestanding signs shall be 64 square feet per face;
 - (2) Double-faced signs are permitted;
 - (3) The size of freestanding signs may be increased by one square foot in area for each two feet of additional distance that the side of the building nearest the sign is set back from the property line beyond the minimum setback required by these regulations, provided said signs shall not exceed 128 square feet in area and shall not exceed 20 feet in height regardless of the height of the building;
 - (4) All such uses located on corner lots may have one freestanding sign for each road frontage exclusive of direction signs, provided that only one such sign may be increased to more than 64 square feet as regulated by this section; and
 - (5) Land uses and outside entrances may have signs attached to the building, provided each use shall be limited to one sign per entrance which signs, in the aggregate may not exceed 1.5 square feet for each linear foot of the front façade of the buildings. The linear frontage of the building(s) shall be determined by measuring the distance with a straight line through the main axis of the building(s). All signs shall be of such scale, color and illumination as to conform to a consistent design theme throughout the site. All freestanding signs shall be located in a landscaped area; and
 - (6) One interior directory sign is permitted listing the occupants of the site, provided such signs do not exceed 24 square feet nor a height of eight feet.
- g. Signs for properties with frontage on the Berlin Turnpike which are zoned GC and CCD-1.
- i. One freestanding sign per lot not to exceed 64 square feet; and
 - ii. One wall or marquee sign per building occupant not to exceed the linear feet of building frontage of the occupant multiplied by one-tenth of the building height; or
 - iii. One projecting sign per building occupant not to exceed eight square feet in area.
- h. Signs permitted for properties having frontage on Main Street, Brook Street, or Kensington Road which are zoned CCD-1, CCD-2 or GC.
- i. One freestanding sign per lot not to exceed 40 square feet; and
 - ii. One wall or marquee sign per building occupant not to exceed the linear feet of building frontage of the occupant multiplied by one-tenth of the building height; or

- iii. One projecting sign per building occupant not to exceed eight square feet in area.
- i. Signs permitted in the Planned Shopping B district, provided that all signs be of such scale, color and illumination as to conform to a consistent design theme throughout the site.
 - i. One freestanding sign, located in a landscaped area, not to exceed 64 square feet in area, except that the size of freestanding signs may be increased by one square foot in area for each two feet of additional distance that the side of the building nearest the sign is set back from the property line beyond the minimum setback required by these regulations, provided said sign shall not exceed 128 square feet in area and shall not exceed 25 feet of height regardless of the height of the building; the shopping center or office park may have one freestanding sign for each side of the shopping center or office site which abuts on a state highway exclusive of directional signs, provided that only one such sign may be increased to more than 64 square feet as regulated by this section; and
 - ii. One interior directory sign listing the occupants of the site provided such signs do not exceed 24 square feet nor a height of eight feet;
 - iii. Traffic and directional signs, each not to exceed four square feet in area; and
 - iv. One marquee or wall sign for each store with an outside entrance, per entrance, not to exceed 1.5 square feet for each linear foot of the front façade of the buildings.
- j. Signs permitted in the office laboratory, general industry and planned industry districts.
 - i. One wall identification sign per each occupant of the building, each sign not to exceed the area obtained by multiplying the linear feet of the building frontage of the occupant multiplied by 1/20 of the building height; or
 - ii. One freestanding identification sign per each street on which the tract abuts, each sign not to exceed 32 square feet in area;
 - iii. Industrial parks may have one identification sign at the entrance to the park not to exceed 80 square feet in area.
- k. Signs permitted as part of a planned office development.
 - i. One freestanding sign pertaining to the use of the entire POD, for the purpose of identifying the development, may be erected on any lot in the POD. Such sign shall not exceed 40 square feet in area nor a height of eight feet.
 - ii. One freestanding sign pertaining to each principal structure within the development may be erected on any lot in the POD. Such sign shall be located within 100 feet of the building.
- l. Public service signs may be permitted only after issuance of a special permit by the Commission. These signs may be permitted in the GC,

PS-A, PS-B, CCD-1, and CCD-2 zones, provided they meet the following criteria:

- i. The premises upon which the signs are to be located shall have frontage on a state highway.
- ii. Signs shall be located at least ten feet from the street line.
- iii. No such sign shall be permitted within a 3,000-foot radius of another public service sign.
- iv. No sign shall exceed 20 square feet in area nor 12 feet in height.
- v. If the use of said sign is discontinued for a continuous period of 90 days, the commission may revoke said special permit and take action to cause said sign to be removed.

7. *Sign permits.*

- a. Except as otherwise provided herein, no sign shall be constructed, erected, altered or otherwise changed unless a sign permit has been issued by the ZEO.
- b. All applications for a sign permit shall be signed or countersigned by the owner of the lot on which the sign will be located and shall be accompanied by the following:
 - i. For freestanding signs, a plot plan of the premises and, for any signs attached to structures, a measured elevation drawing of the building façade, each drawn to scale, showing the location, dimensions and area of all existing and proposed signs on the premises; and
 - ii. Plans and specifications of the proposed sign, including its dimensions, area, maximum and minimum height, proposed message and design, materials, colors, method of construction and method of illumination.

8. *Sign maintenance and removal.*

- a. All signs, together with their supports, braces, guys and anchors, shall be kept in good working order and safe condition.

B. Parking and Loading.

1. *Purpose.* An adequate supply of parking and loading spaces shall be provided, in the opinion of the Commission, to meet the needs of persons making use of structures or land uses within the Town of Berlin. In making such determination, the Commission shall be guided by a finding that adequate parking will be available for the proposed uses due to on-street parking, dedicated shared parking arrangements with other uses, the use of dedicated off-site parking, the availability of public parking, off-peak demands, and other considerations.
2. *Amount of parking required.*
 - a. No building or structure shall be erected, enlarged, modified, or its use changed unless permanently maintained parking and loading spaces are provided in accordance with the provisions of these regulations. In addition, no alterations, improvements or modifications to an existing

off-street parking lot or the establishment of a new off-street parking area may be permitted until a site plan has been approved by the Commission as specified in these regulations. In addition, the issuance of an encroachment review response or STC review response from the Conn DOT shall not prohibit or preempt the commission from requiring more restrictive requirements in accordance with this section. This section shall also govern the location and control of access drives from a public right-of-way.

- b. Structures and land uses in existence, or for which building permits have been approved at the time of the adoption of these regulations shall not be subject to the parking or loading space requirements of these regulations provided that should any existing parking and loading facilities exceed such requirements, they shall not be reduced below such requirements. Required parking and loading facilities, however, shall be provided as a condition for issuance of any zoning permit for any enlargement of such structures or change of use in the future.
 - c. Required parking facilities which, after development, are later dedicated to and accepted by the town, shall be deemed to continue to serve the uses or structures for which they were originally provided.
 - d. When two or more different uses occur on a single lot, the total amount of parking facilities required shall be the sum of the requirements for each individual use on the lot, except that the applicable commission may approve the joint use of parking space by two or more establishments, the total capacity of which space shall be no more than 20 percent less than the sum of the spaces required for each, provided it is demonstrated by the applicant to the commission that the capacity to be provided shall substantially meet the intent of this section by reason of variation in the probable time of maximum usage by patrons and employees among such establishments.
3. *Improvement and maintenance.* Required off-street parking and loading facilities may be enclosed in a structure or may be open, except as otherwise required, provided that all off-street parking and loading facilities shall be properly graded, surfaced, drained and suitably maintained to the satisfaction of the applicable commission, to the extent necessary to avoid nuisances of dust, erosion or excessive water flow across public ways or adjacent lands. Required off-street parking and loading facilities shall be properly maintained as long as the use or structure exists which the facilities are designed to serve.
4. *Handicapped parking.* Parking spaces for the physically handicapped shall be located as close as possible to ramps, walkways, and building entrances and shall be so arranged as to eliminate or minimize the need for physically handicapped persons to wheel or walk behind parked cars to reach entrances, ramps and walkways. The number, size, designation, location, and markings of parking spaces for the handicapped shall be as required by the Connecticut General Statutes and designed in accordance with the Federal Americans with



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MEMORANDUM

TO: Kate Wall, Town Clerk

FROM: Maureen K. Giusti, AICP, Acting Town Planner & ZEO

DATE: February 18, 2020

RE: **Approved Zoning Text Amendment**
Berlin Zoning Regulation Section IX.A. Supplementary Regulations. Signs
Regarding Public Service signage with electronic messaging

The following text amendment to the Berlin Zoning Regulations was approved by the Berlin Planning and Zoning Commission on February 6, 2020. The approval was published in the New Britain Herald on February 12, 2020. Per BZR §XVI.D. the effective date will be February 19, 2020.

[**Bold Text:** Added

~~Strikethrough Text:~~ Deleted

Amendment:

II. Definitions.

Sign, electronic display, including ***electronic message center (EMC)***: the lettering or display area of a sign which is illuminated through use of changeable copy or messages that are electronically controlled, often remotely. An electronic message sign shall not be defined to include time/temperature displays or stagnant price digits within approved fuel signs.

5. *Prohibited signs.*

- i. Electronic display and EMC signage except as expressly allowed in these regulations for public service signs.

6. *Permitted signs.*

- i. Public service signs may be permitted only after issuance of a special permit by the Commission. These signs may be permitted in the BT-1, BT-2, GC, PS-A, PS-B, CCD-1, and CCD-2 zones, provided they meet the following criteria:
 - i. The premises upon which the signs are to be located shall have frontage on a state highway.
 - ii. Signs shall be located at least ten feet from the street line.
 - iii. No such sign shall be permitted within a ~~3,000~~2500-foot radius of another public service sign.

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Frances Semnoski, Land Use Administrator. 860-828-7066. fsemnoski@town.berlin.ct.us

- iv. For properties within one-half mile radius of the Berlin Train Station (building entrance), No sign shall exceed 20 square feet in area nor 12 feet in height. For properties more than one-half mile from the train station, and as otherwise permitted, the maximum allowable size of the electronic messaging copy area may be up to one-half the size allowed for the freestanding identification sign in that zone.
- v. If the use of said sign is discontinued for a continuous period of 90 days, the commission may revoke said special permit and take action to cause said sign to be removed.
- vi. Electronic message center technology (EMC) may be used provided:
 - (1) The message is stagnate, changing no more than once every ten (10) seconds, but with no flashing, rotating, animation or otherwise distracting copy so as to cause a nuisance for drivers;
 - (2) The EMCs have automatic dimming capability that adjusts the brightness to ambient light for day and night, and provided no more than one third (1/3) of the display area is of a white or bright off-white background at any time.
 - (3) Each line of message lettering is not to exceed 12 inches in height;
- (i) Sponsorship acknowledgement may be provided on the sign provided it does not exceed 20% of the total sign area, is non-electronic, carries only the name or logo of the sponsoring entity (business, institution, organization or person(s)) and does not advertise the entity by use of address, or contact information, ... etc.

APPROVED
12/13/19
[Signature]



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Amendment:

II. Definitions.

Sign, electronic display, including *electronic message center (EMC)*: the lettering or display area of a sign which is illuminated through use of changeable copy or messages that are electronically controlled, often remotely. An electronic message sign shall not be defined to include time/temperature displays or stagnant price digits within approved fuel signs.

5. *Prohibited signs.*

- i. Electronic display and EMC signage except as expressly allowed in these regulations for public service signs.

6. *Permitted signs.*

- i. Public service signs may be permitted only after issuance of a special permit by the Commission. These signs may be permitted in the BT-1, BT-2, GC, PS-A, PS-B, CCD-1, and CCD-2 zones, provided they meet the following criteria:
 - i. The premises upon which the signs are to be located shall have frontage on a state highway.
 - ii. Signs shall be located at least ten feet from the street line.
 - iii. No such sign shall be permitted within a ~~3,000~~2500-foot radius of another public service sign.

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Kate Wall
TOWN CLERK

- iv. For properties within one-half mile radius of the Berlin Train Station (building entrance), No sign shall exceed 20 square feet in area nor 12 feet in height. For properties more than one-half mile from the train station, and as otherwise permitted, the maximum allowable size of the electronic messaging copy area may be up to one-half the size allowed for the freestanding identification sign in that zone.
- v. If the use of said sign is discontinued for a continuous period of 90 days, the commission may revoke said special permit and take action to cause said sign to be removed.
- vi. Electronic message center technology (EMC) may be used provided:
 - (1) The message is stagnant, changing no more than once every ten (10) seconds, but with no flashing, rotating, animation or otherwise distracting copy so as to cause a nuisance for drivers;
 - (2) The EMCs have automatic dimming capability that adjusts the brightness to ambient light for day and night, and provided no more than one third (1/3) of the display area is of a white or bright off-white background at any time.
 - (3) Each line of message lettering is not to exceed 12 inches in height;
- (i) Sponsorship acknowledgement may be provided on the sign provided it does not exceed 20% of the total sign area, is non-electronic, carries only the name or logo of the sponsoring entity (business, institution, organization or person(s)) and does not advertise the entity by use of address, or contact information,... etc.

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BERLIN TOWN CLERK

20 FEB 18 PM 12:19

Kathy Wall
TOWN CLERK