



Town of Manchester Comprehensive Zoning Update

Date: 8/26/26

Recommendation 16: Update Sign Regulations

Purpose: Simplify the sign regulations and move towards a “content neutral” approach in response to Reed v. Town of Gilbert Supreme Court ruling.

Description: This recommended amendment updates and reorganizes the entire content of Section 17. Notable changes include:

- Update of purpose statement to emphasize public health, safety, and welfare basis of the sign regulation.
- Removal of regulations based on sign content (its message).
- Sign types renamed/reclassified as follows:

Existing Sign Type Name	Recommended Sign Type Name
Architectural signs	<i>Address by specific sign type</i>
Awning sign	Awning Sign
Canopy signs	Canopy Sign
Directional signs	Internal Use Sign
Electronic message board sign	Electronic Message Board Sign
Free standing directional signs	Internal Use Sign
Free standing identification signs	Freestanding Sign
Free-standing signs	Freestanding Sign
Glass storefront	Window Sign
Historical interest sign: 4 sf max.	Internal Use Sign
Wall mounted Identification Sign	Wall Sign
Marquee signs	Canopy Sign
Nameplate sign: free-standing, wall mounted, or projecting.	Incidental Sign
Novelty sign: Teardrop banners, air-activated graphics and balloon novelty signs	Temporary Sign: Novelty
Portable signs	Portable Sign
Projecting signs	Projecting Sign
Public interest sign: up to 3 weeks	Temporary Sign: Public Interest
Residential sign: Freestanding, wall mounted, or projecting	Freestanding, Wall, or Projecting
Readerboard sign	Readerboard Sign
Roof signs	<i>Eliminate</i>
Temporary sign: construction	Temporary Sign: Construction
Temporary sign: real estate	Temporary Sign: Real Estate
Temporary sign: Roadside sign: roadside stand, seasonal only, 16 sf	Temporary Sign: Roadside
Temporary sign: special event	Temporary Sign: Special Event
Time or Temperature Sign	Time or Temperature Sign
Wall signs	Wall Sign



- Addition of an exempted sign section including political signs and other types of signs.
- Addition of a prohibited sign section including sign types currently prohibited by the regulations.
- Redefinition of lighting terms including the addition of “halo” lighting as an allowed lighting type.
- Inclusion of graphics providing examples of sign types.
- Clarification of permit required (building permit) for signs requiring a permit.
- Requirements and process for repaired, modified, or replaced signage.
- Identification of signs allowed in all zones without a permit.
- Organization of permitted signs in sign tables identifying the illumination allowed, maximum sign area, maximum height of top of sign, maximum number of signs, and other restrictions and conditions and identification of those standards for all sign types including where such information is currently unspecified.
- Identification of locations where public interest signs are permitted and regulations for use.

Geographic Extents: Townwide

POCD Consistency: The Manchester Next plan does not address signage regulation, however the Plan recommends that the Town “Consider updating zoning regulations periodically to reflect the changing needs of the retail and service industry, such as the recent increase in demand for outdoor dining and drive-through services.” These recommended updates to the sign regulations would increase the flexibility of sign use, which may be beneficial to the retail and service industries. The Plan also recommends that the Town “Consider a comprehensive update of the current Zoning Regulations by simplifying, consolidating, and modernizing.”

Context: In the 2015 *Reed v. Town of Gilbert*, the U.S. Supreme Court ruled that a regulation that “on its face” requires consideration of the content of a sign is “content-based” and will be subjected to strict scrutiny. A regulation that is facially content-neutral could still be considered content-based if its purpose is related to the message on a sign. A content-based sign regulation is presumed to be unconstitutional and will be invalidated unless a government can prove that the regulation is narrowly tailored to serve a compelling governmental interest. *Reed* does not, however, cast doubt on the content-neutral “time, place or manner” regulations that are fundamental to almost all sign codes, provided they are not justified by or have a purpose related to the message on the sign.

Recommended Zoning Amendments (text to be removed in ~~strike through~~, text to be added in red)

1. Amend Section 7.24.2 Design Standards – Seasonal Outdoor Dining Areas to remove reference to sign content and provide reference to existing portable sign allowance and regulation instead of the menu board sign currently permitted.

G. Signs: No sign shall be allowed at any seasonal outdoor dining area except for ~~the name of the establishment~~ signage on an awning valence or umbrella fringe. One menu board portable sign may be displayed as permitted by Section 17.11, except that it may be displayed within the outdoor dining area and shall not be subject to the locational or orientation requirements of Sections 17.11.I.1. ~~mounted on an easel or other easily removable fixture. The sign shall not exceed 6 square feet.~~



2. Amend Section 11.2.3 Permitted Uses (of Off-Street Parking Zone regulations) to remove sign regulations and replace with a reference to Section 17.

D. Accessory uses may include:

1. **Signs as permitted by Section 17.14.** ~~Traffic directional signs not exceeding two square feet in area per sign.~~
2. Lighting fixtures for illuminating the parking area, provided that the source of light for any part of the premises, or any sign thereon, is suitably shaded and so arranged that the lighting facilities will neither unreasonably disturb occupants of adjacent residential properties nor interfere with traffic.
3. One shelter for an attendant that is not larger than 50 square feet, nor higher than 8 feet, outside dimensions.
4. ~~One free-standing identification sign, situated at or near each entrance, will be permitted, provided that no portion of the same is higher than 8 feet above ground level and no dimension thereof exceeds 4 feet.~~

3. Add the following definition of "establishment" to Section 23 to support the use of this term in Section 17:

Establishment: An individual non-residential use or operation occupying all or a portion of a building or premises that is distinct from other uses or operations that may be within the same building or premises.

4. Replace existing Section 17 with the following (see following pages).

Due to the extent of revisions, a line-by-line markup of changes is not provided. Compare to existing Section 17 as needed.

Section 17. Sign Regulations

17.1 Purpose

The purpose of this Section 17 is to establish content-neutral regulations governing the location, number, size, height, illumination, and other physical characteristics of signs. The standards of this Section are intended to provide adequate opportunities for signage while protecting public health, safety, and welfare, by allowing for the sharing of information and the promotion of safe and efficient pedestrian and vehicular movement while protecting the environment from visual clutter.

17.2 Exempt Signs

The following types of signs are exempt from these Regulations:

- A. Government Signs: Signs erected, maintained or otherwise posted, owned or leased by the U.S. government, State of Connecticut, or Town of Manchester.
- B. Historical Markers or Plaques: Markers or plaques associated with an historic event, or an historic place or structure listed on the State or National Register, or on a property located within a Local Historic District provided such marker or plaque does not exceed two square feet and is not illuminated.
- C. Indoor Signs: Signs contained solely within a building and intended solely for inside use and not for attracting attention from the outside.
- D. Legal Obligations: Any sign required by a valid and applicable federal, state, or local law, regulation, ordinance, or judicial order not exceeding 6 square feet or the minimum size required by the pertinent law, regulation, ordinance, or order.
- E. Political Signs: Any temporary sign expressing a political view or supporting a candidate for office.
- F. Traffic Signs: Any sign or traffic control device installed by an authorized agency or as required or recommended by the Manual of Uniform Traffic Control Devices.
- G. Signs affixed to vehicles that are used on a regular basis by the business that they advertise and are not designed or used exclusively as signage.

17.3 Prohibited Signs

The following signs are prohibited unless otherwise expressly permitted by these Regulations:

- A. Any sign installed without a permit, if a permit is required by this Section 17.
- B. Off-premises signs (including but not limited to billboard signs) directing attention to a business, activity, product, service, or event that is not located on the premises where the sign is displayed. Excludes approved temporary public interest signs.
- C. Signs located in a public right-of-way unless the location is approved by the Zoning Enforcement Officer.
- D. Signs mounted on or displayed from vehicles or trailers that are not actively used in the normal operation of the business or activity being advertised.
- E. Signs containing flashing, blinking, scrolling, rotating, animated, or other intermittent lighting or electronic displays, other than approved electronic message board or time or temperature signs.
- F. Signs that imitate or could reasonably be confused with emergency warning lights, an official traffic control device, or a governmental sign.
- G. Signs attached to utility poles, trees, or plants.

17.4 Definitions

For the purpose of this Section 17, the terms below shall be defined as follows:

Illumination, External: Any artificial light external to a sign that is directed to the sign for the purpose of illuminating the sign.

Illumination, Halo: A method of sign illumination in which a light source is mounted behind opaque sign letters, symbols, or a sign panel so that light is directed onto the surface behind the sign, creating a soft, diffuse “halo” or backlit glow around the sign elements. The light source itself is not directly visible from off the premises.

Illumination, Internal: Any artificial light emitted directly or through a transparent or translucent material from a source of light within the sign.

Sign: Any object, device, display, structure, or part thereof, located indoors or outdoors and visible from outside a building, that is designed or used to attract attention to, identify, advertise, direct, or communicate information regarding a person, property, business, product, service, event, organization, institution, or location through the use of words, letters, figures, symbols, designs, colors, illumination, projected images, or similar means.

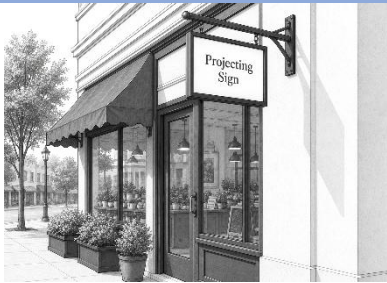
Sign Area: The area of a sign as measured from its outside dimensions. Where a sign consists of individual characters and/or other symbols, the area shall be determined from the smallest rectangle enclosing all characters, symbols and design features. Structural supports and other structural elements that are not an integral part of the sign display shall not be included in the sign area. The area for wall signs shall be measured by the smallest rectangle enclosing all signs or sign elements per building face. For a double-faced sign or A-frame sign with sign faces of equal size and mounted back-to-back, the sign area shall be measured as the area of one sign face only.

17.5 Allowed and Permitted Signs

Only the following sign types are allowed or permitted by these Regulations:

Sign	Description	Example
Awning Sign	A sign that is printed, painted, applied, or otherwise permanently affixed directly to the surface of an awning, integral to the awning, and not projecting or extending beyond the awning.	
Canopy Sign	A sign placed on the vertical panels of a permanent canopy or marquee.	

Sign	Description	Example
Electronic Message Board Sign	A sign or portion of a sign designed to use electronic technology to display text, symbols, graphics, images, or other visual information as static messages provided such display does not change more than two times during any 24-hour period.	
Freestanding Sign	A sign permanently embedded in the ground or supported by a structure permanently embedded in the ground. Unless otherwise permitted by these regulations, no part of a freestanding sign shall be within 5 feet of a public right-of-way.	
Incidental Sign	A small permanent wall, projecting, or freestanding sign typically containing information relevant to the property. Examples include an address sign, identification sign, or nameplate sign.	
Internal Use Sign	A permanent sign located within a property and intended primarily to serve the operational needs of the property by providing direction, identification, or other information to persons on the property. Internal use signs shall not be located or oriented to be primarily visible from outside the property.	
Portable Sign	A freestanding sign not permanently anchored, attached, or secured to the ground including A-frame or sandwich board signs.	

Sign	Description	Example
Projecting Sign	A sign supported by a building and projecting more than 18 inches with the sign face generally perpendicular to the building face.	
Readerboard Sign	A freestanding sign comprised of a visual display board that conveys information using changeable letters and/or graphic symbols that must be physically manipulated to change the message.	
Temporary Sign	<i>Construction:</i> A freestanding sign located on a site with an active construction project for which a building permit has been issued. Such signs shall be removed immediately after the project has been completed and shall be displayed for a maximum of 18 months. <i>Contractor:</i> A freestanding sign displayed by a contractor on a construction site where the contractor is actively conducting work. Such signs shall be removed immediately after the project has been completed and shall be displayed for a maximum of 18 months. <i>Novelty:</i> A sign, banner, pennant, valance or advertising display, teardrop banner or portable message center sign, constructed of cloth fabric, cardboard or other light material including air-activated graphics and balloon signs. <i>Public Interest:</i> A sign informing the public of matters of public interest associated with fraternal, social, charitable, religious or service organizations and displayed only in approved locations. See Section 17.17 for a list of locations and additional standards. <i>Real Estate:</i> A sign used in association with a property for sale or lease and only during such time that the property is available for sale or lease. <i>Roadside:</i> A sign used on a seasonal basis in association with the sale of products conducted at a roadside stand.	 

Sign	Description	Example
Time or Temperature Sign	A sign with a changing display message consisting of only the current time and temperature.	
Wall Sign	A sign placed on a wall of a building but not extending above roof level or any higher than the top of a parapet wall.	
Window Sign	A sign that is applied to or attached to the exterior or interior of a window or located in such manner within a building that it is visible from the exterior of the building through a window but excluding merchandise in a window display.	

17.6 General Standards

The following standards apply to all signs in all zoning districts:

- A. Except for temporary signs and window signs, all signs, including their supporting structures and sign faces, shall be constructed of opaque, durable, and rigid materials designed for permanent outdoor installation; corrugated plastic signs are prohibited. Where internal illumination is permitted, translucent sign faces may be used.
- B. All externally illuminated sign light fixtures shall be shielded and directed so that no direct light or glare is cast onto adjacent properties or public rights-of-way.
- C. Any sign projecting over a pedestrian-accessible area shall provide a minimum vertical clearance of 7.5 feet above the finished grade.
- D. No sign shall obstruct sight lines necessary for the safe ingress to or egress from a street or abutting property.
- E. All signs and their supporting structures shall be maintained in a safe and good state of repair. Signs shall be kept structurally sound, securely fastened, clean, and free of deterioration, including broken or missing components, torn or faded sign faces, rust, corrosion, peeling paint, exposed wiring, and other conditions that create a safety hazard or substantially impair the sign's intended function.

17.7 Permit Requirements

- A. Reference to a permit requirement for signs in this Section 17 or any section of these Regulations shall mean a building permit.
- B. All signs shall require zoning approval by the ZEO prior to issuance of a building permit except as specified by Item C below.
- C. Signs requiring a building permit in the Family Mansion, Silk Mill, Central Business District, Special Design Commercial, or Design Overlay Zones shall require review and approval by the Chair of the Planning and Zoning Commission and the Director of Planning & Economic Development and may be referred to the Planning and Zoning Commission for review and approval prior to issuance of a building permit.

17.8 Repair, Modification, or Replacement of Signs

- A. Signs may be repaired without requiring the issuance of a new building permit or zoning approval if such repair is consistent with the approved sign and does not expand the size of the sign, relocate the sign, or change the illumination type.
- B. Any sign that is to be replaced or repaired or modified in a way that is inconsistent with the approved sign, or any sign for which a sign face is replaced with a new sign face, shall require zoning review and approval prior to issuance of a building permit in accordance with Section 17.7 above.

17.9 Signs Allowed in all Zones Without a Permit

The following signs are allowed in all zones (except for the Off-Street Parking Zone) without a permit, except as may be required for illumination, in accordance with the following and other requirements of this Section 17:

Sign Type	Illumination Allowed	Maximum Sign Area or Dimension	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Incidental Sign	External	2 sf each, 6 sf each in the IND Zone	5 ft above grade if freestanding, no higher than ground floor if wall mounted	1 per principal building + 1 per establishment	—
Internal Use Sign	External or Halo	3 sf each, 6 sf each at shopping mall		As needed	—
Temporary Sign: Construction	No	32 sf each, 100 sf each in the FBZ	6 ft above grade	1 per street frontage, up to 2 per site	Non-residential, subdivision, and multi-family projects only
Temporary Sign: Contractor	No	4 sf each	4 ft above grade	1 per contractor	—
Temporary Sign: Roadside	No	16 sf per stand	4 ft above grade if freestanding	Up to 2	—

Sign Type	Illumination Allowed	Maximum Sign Area or Dimension	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Temporary Sign: Real Estate	No	4 sf each residential zones, 32 sf each in the IND Zone, 24 sf each in other zones	5 ft above grade	1 per principal building or street frontage	Max. 4 sf each for residential properties with 9 or fewer dwelling units in non-residential zones.

17.10 Signs in Residential Zones

In addition to those signs allowed by Section 17.9, the following signs are permitted in residential zones through the issuance of a building permit in accordance with the following and other requirements of this Section 17:

Sign Type	Illumination Allowed	Maximum Sign Area	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Freestanding Sign	External, Halo	50 sf per lot for all freestanding and wall signs combined	5 feet above grade	1 per street frontage	For use by non-residential uses and residential uses with 10 or more dwellings per building only
Wall Sign	External, Halo		Cornice line at roof eave or top of parapet wall	1 per principal building	

17.11 Signs in Business Zones and the CUD

A. In addition to those signs allowed by Section 17.9, the following signs are permitted in business zones (NB, AB, GB, CBD, and SDC zones) and the CUD zone through issuance of a building permit (unless otherwise stated) and in accordance with the following and other requirements of this Section 17:

Sign Type	Illumination Allowed	Maximum Sign Area or Dimension	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Awning Sign	No	0.5 sf per linear foot of front of awning	Top of awning	1 per establishment or principal building	—
Canopy Sign	Internal, External, or Halo	See Item B below	Top of canopy	1 per side of canopy	—
Electronic Message Board Sign	Internal	32 sf per lot	18 ft above grade	1 per lot	—
Freestanding Sign	Internal, External, or Halo	See Item G below	18 ft above grade	See Item G below	See Item E below

Sign Type	Illumination Allowed	Maximum Sign Area or Dimension	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Portable Sign	No	8 sf each, up to 2.5 ft wide	4 ft above grade	1 per establishment limited to 1 per each 20 feet of property frontage on a public street	CBD zone only. See Item I below.
Projecting Sign: Multi-Tenant Building	Internal, External, or Halo	12 sf each	Cornice line at roof eave or top of parapet wall	1 per establishment located on the ground floor and having direct access from the public sidewalk	See Items E and F below
Projecting Sign: Single-Tenant Building	Internal, External, or Halo	Gas stations: 32 sf each. Other uses: 1 sf per 1 linear foot of building face up to 25 sf, or up to 100 sf each if a theater	Cornice line at roof eave or top of parapet wall	1 per principal building	See Items E and F below
Readerboard Sign	Internal	Subject to freestanding sign limits. See Item G below	18 ft above grade	1 per lot	Allowed as a freestanding sign or component of a freestanding sign
Temporary Sign: Novelty	No	Teardrop, air-activated, and balloon: 3.5 ft at widest point. Other types: 32 sf each.	18 ft above grade	See Item I below	See Item I below. Prohibited for use in the CBD
Time or Temperature Sign	Internal	10 sf	18 ft above grade	1 per lot	—
Wall Sign	Internal, External, or Halo	See Item B below	Cornice line at roof eave or top of parapet wall	1 per building face See Item C below	—
Window Sign	Internal, External	25% of the window in which located	Ground floor only, except for CBD	Limited only by area of signs	No building permit required

- B. The maximum sign area for all canopy and wall signs is 3 square feet for each linear foot of the face of the structure supporting such sign. Additionally, for all zones except the CBD, the maximum sign area for all canopy and wall signs shall not exceed the following per establishment:

Distance of Face of Structure Supporting the Sign from the Street	Maximum Sign Area per Establishment
50 feet or less	32 sf
>50 feet to 100 feet	64 sf
>100 feet to 150 feet	100 sf
>150 feet to 250 feet	200 sf
>250 feet	300 sf

- C. Wall signs are permitted only on a building wall facing a street or on a building wall facing a parking lot, provided that the distance between the wall facing a parking lot and the nearest residential lot line is at least 150 feet.
- D. Medical clinics, medical offices, and medical service buildings in the General Business Zone that adjoin or are located across a street from a restricted-access highway may erect one additional wall sign, not exceeding 200 square feet in area, on the building wall facing the restricted-access highway, in addition to any other wall signs permitted by these Regulations.
- E. An establishment may have a freestanding sign or a projecting sign, but not both.
- F. Projecting signs shall not be erected over a public right-of-way except within the Central Business District where such signs shall not be internally illuminated and shall not extend more than 3 feet into the right-of-way or from the wall from which it is projecting.
- G. Freestanding Signs:
1. Each establishment (except gas stations, hotels, shopping centers, and shopping malls) may have one freestanding sign. The maximum sign area shall be determined by the ground floor area of the building as follows:
 - a. Up to 1,200 square feet of ground floor area: 12 square feet for a freestanding sign if taller than 5 feet or 24 square feet for a freestanding sign up to 5 feet tall.
 - b. Over 1,200 square feet of ground floor area: Increase the maximum sign area permitted by Item a above by one square foot for each additional 200 square feet of ground floor area, up to a maximum sign area of 100 square feet.
 2. Each gas station may have one freestanding sign not exceeding 32 square feet. Gas stations adjoining a restricted access highway may erect one additional freestanding sign not exceeding 200 square feet in the rear yard if abutting the highway.
 3. Each hotel may have one freestanding sign not exceeding 100 square feet. If located on a restricted access highway the sign shall not exceed 200 square feet.
 4. Each shopping center may have freestanding signs as follows:
 - a. Sites with less than 6 acres may have one sign with an area of up to 100 square feet and a second sign with an area of up to 6 square feet per tenant up to 100 square feet in total.
 - b. Sites with 6 acres or more may have one sign with an area of up to 200 square feet and a second sign with an area of up to 6 square feet per tenant up to 200 square feet in total.
 5. Each shopping mall may have freestanding signs as follows:
 - a. Sites with less than 25 acres may have two signs of 200 square feet each.
 - b. Sites with 25 acres or more may have one sign up to 200 square feet each per vehicular access point from a public street.

H. Portable Signs:

1. Use of portable signs must comply with the following:
 - a. Signs shall be located either adjacent to the building frontage or a minimum of 18 inches from the curb and shall provide at least 5 feet of unobstructed sidewalk area for pedestrians. Signs shall not obstruct any required means of egress from adjacent buildings.
 - b. Signs shall be oriented with the sign face perpendicular to the street.
 - c. Signs may be displayed only when the establishment is open for business and must be removed from any right-of-way when the establishment is closed.
 - d. Signs must be constructed of durable, weatherproof materials, including wood, metal, or composite wood or synthetic materials. Glass, paper, laminated paper, corrugated plastic, PVC pipe frames, or similar materials are not permitted.
2. Portable signs may only be displayed following issuance of a Certificate of Use permit from the Zoning Enforcement Officer in accordance with the following:
 - a. Permits shall be issued for an operating period ending December 31st of each year. The Zoning Enforcement Officer may renew the permit on an annual basis provided a new application is submitted. The Zoning Enforcement Officer may deny renewal of a permit if the permittee has a history of violations of any of the requirements of this section.
 - b. The permittee shall provide liability insurance in an amount determined by the Director of Finance and must name the Town an additional insured on that policy. The Certificate of Use shall not be issued until the insurance certificate is provided.
 - c. The Zoning Enforcement Officer shall be empowered to notify the permittee of a portable sign that their permit has been revoked if it is found that any of the terms or requirements of this section are not met. The Town is entitled to remove a sign that violates these regulations, and said signs shall not be returned unless all violations are remedied. The Town may charge a pick-up fee in addition to any fines associated with said enforcement.
3. The Town reserves the right to prohibit the use of portable signs at any time because of anticipated or actual problems or conflicts in the use of a sidewalk area. These situations include but are not limited to festivals, parades, road races, repairs to the street or sidewalk, or hazardous weather conditions or other emergencies occurring in the area. To the extent possible the permittee shall be given prior written notice of the time period during which the prohibition is in effect, but failure to give notice shall not affect the right of the Town to prohibit portable signs at any time.

I. Novelty Signs:

1. Novelty signs require approval of the Zoning Enforcement Officer. No Building Permit is required.
2. Novelty signs may be approved for display for a cumulative total of not more than 12 weeks per calendar year. Each week, or portion thereof, that an individual novelty sign is displayed shall count separately toward the 12-week limitation. When more than one novelty sign is displayed during the same period, the duration of display for each sign shall be counted separately toward the cumulative 12-week limitation.

17.12 Signs in the Industrial Zone

In addition to those signs allowed by Section 17.9, the following signs are permitted in the Industrial Zone through the issuance of a building permit and in accordance with the following and other requirements of this Section 17:

Sign Type	Illumination Allowed	Maximum Sign Area	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Electronic Message Board Sign	Internal	32 sf per lot	18 ft above grade	1 per lot	—
Freestanding Sign	Internal, External, Halo	200 sf each	18 ft above grade	1 per lot	—
Canopy, Projecting, or Wall Sign	Internal, External, Halo	100 sf each	Cornice line at roof eave or top of parapet wall	1 per lot	Only one sign type permitted per lot

17.13 Signs in the Form-Based Zone

- A. In addition to those signs allowed by Section 17.9, the following signs are permitted in the Form-Based Zone through the issuance of a building permit (unless otherwise stated) and in accordance with the following and other requirements of this Section 17:

Sign Type	Illumination Allowed	Maximum Sign Area or Dimension	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
All Uses					
Awning Sign	No	0.5 sf per linear foot of front of awning	Top of awning	1 per establishment or principal building	—
Multi-Family Buildings, Municipal, and Institutional Uses					
Freestanding Sign	External	50 sf per lot in combination with wall signs	5 ft above grade	1 per lot	—
Wall Sign	External	50 sf per lot in combination with freestanding signs	Cornice line at roof eave or top of parapet wall*	1 per principal building	*Mixed-use buildings in frontage zone: wall mounted signs for ground floor uses shall not be located above the height of the ground floor

Sign Type	Illumination Allowed	Maximum Sign Area or Dimension	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Commercial Uses					
Canopy or Wall Sign	Internal or External	3 sf per sign for each linear foot of building or establishment frontage supporting the sign	Cornice line at roof eave or top of parapet wall	1 per establishment or principal building	Signs for individual establishments shall not extend beyond the frontage width of the establishment
Freestanding Sign	Internal or External	See Item E below	5 ft above grade	1	—
Projecting Sign	External	12 sf each	Cornice line at roof eave or top of parapet wall	One per establishment located on the ground floor of the building and having direct access from the public sidewalk.	If over a public right-of-way: the sign shall be externally illuminated and shall extend no more than 3 feet from the building façade
Window Sign	Internal, External	25% of the window in which located	Ground floor windows only	Limited only by area of signs	No building permit required

- B. All building signs including projecting, wall mounted, and painted or glass storefront signs shall be scaled to the pedestrian and be proportionate to the building.
- C. Colors should complement the building and storefront colors, and the letters and logos should contrast with the background for easy reading.
- D. If a sign is internally illuminated, the background shall be painted opaque so only the letters appear lit.
- E. The maximum freestanding sign area for commercial uses shall be determined by the ground floor area of the building as follows:
 1. Up to 1,200 square feet of ground floor area: 12 square feet for a freestanding sign if taller than 5 feet or 24 square feet for a freestanding sign up to 5 feet tall.
 2. Over 1,200 square feet of ground floor area: Increase the maximum sign area permitted by Item a above by one square foot for each additional 200 square feet of ground floor area, up to a maximum sign area of 100 square feet.

17.14 Signs in the Off-Street Parking Zone

Only the following sign types are permitted in the Off-Street Parking Zone:

- A. One freestanding sign, situated at or near each entrance with a maximum height of 8 feet above grade and a maximum sign area of 16 square feet each with no dimension exceeding 4 feet.
- B. Internal use signs not exceeding 2 square feet each.

17.15 Signs in the Silk Mill Zone and for Historic Mill Conversion to Multi-Family and School Building Conversion to Residential

- A. In addition to those signs allowed by Section 17.9, the following signs are permitted in the Silk Mill zone and for a historic mill conversion to multi-family or a school building conversion to residential in any zone where permitted through the issuance of a building permit (unless otherwise stated) and in accordance with the following and other requirements of this Section 17:

Sign Type	Illumination Allowed	Maximum Sign Area	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
All Lots and Uses					
Awning Sign	No	0.5 sf per linear foot of front of awning	Top of awning	1 per establishment or principal building	—
Temporary Sign: Special Event	No	12 sf each	6 ft above grade	1 per lot	Requires ZEO approval. No building permit is required. 3 weeks maximum display. Shall not be mechanical.
Lots with only Residential Uses (in addition to signs allowed for all lots and uses)					
Freestanding Sign	External	20 sf each	4 ft above grade	1 freestanding or wall sign per street frontage per lot	Must be at least 5 feet from any property line
Wall Sign	No	16 sf each	Cornice line at roof eave or top of parapet wall		To be located at major entrances only
Lots with Mixed-Use or Non-Residential Use (in addition to signs allowed for all lots and uses)					
Freestanding Sign	External, Halo	32 sf each	6 ft above grade	1 freestanding or wall sign per street frontage per lot	Must be at least 5 feet from any property line
Wall Sign	External, Halo	1 sf per linear foot of building frontage up to a maximum of 50 sf	Cornice line at roof eave or top of parapet wall		To be located at major entrances only

Sign Type	Illumination Allowed	Maximum Sign Area	Maximum Height of Top of Sign	Maximum Number of Signs	Other Restrictions or Conditions
Non-Residential Uses (these signs are allowed in addition to those allowed for lots with mixed-use or non-residential uses)					
Projecting Sign or Wall Sign	External, Halo	12 sf each	Cornice line at roof eave or top of parapet wall	1 projecting sign or wall sign but not both. For covered walks or arcades, 1 additional projecting sign up to 2 sf is permitted per use.	A projecting sign shall extend no more than 4 feet from a building or wall and shall not extend beyond property line

- B. The Planning and Zoning Commission, in approving a Site Development Plan, may require more stringent limitations for the permitted size, location, and height of a particular sign or group of signs.
- C. The design and color of signs shall be architecturally and historically appropriate to the building and of uniform design where appropriate. Revolving signs or signs simulating motion shall not be permitted.

17.16 Signs in the Design Overlay Zone

In addition to the other requirements of this Section 17, signs in the Design Overlay Zone are subject to the following:

- A. The lighting, materials and design elements of the proposed signs shall be suitable in relation to site characteristics and shall be similar and compatible with the architecture of the building(s). Colors should complement the building and storefront colors, and the letters and logos should contrast with the background for easy reading.
- B. All building signs including projecting, wall mounted, and painted or glass storefront signs shall be proportionate to the building.
- C. In mixed-use buildings, wall mounted signs for ground floor uses shall not be located above the height of the ground floor.

17.17 Public Interest Signs

- A. Temporary public interest signs are allowed in only the following locations:
 1. The southwestern corner of South Main Street & Hartford Road.
 2. The northeastern corner of North Main Street & North School Street.
 3. The "Manchester Green" at the East Center Street, Middle Turnpike East, and Woodbridge Street island.
 4. The northwest corner of Spencer Street & Olcott Street.
 5. Other locations, as may be approved by the Manchester Board of Directors.
- B. Signs shall require approval by the Zoning Enforcement Officer prior to display.
- C. Signs shall be removed within 3 weeks of first being displayed.
- D. No sign shall be displayed by the same applicant or for the same purpose within a period of 6 weeks.
- E. Signs may be a maximum of 20 square feet, and the top of signs shall be no more than 6 feet above the ground.