



# City of Middletown Department of Land Use

245 deKoven Drive  
Middletown, CT 06457  
(860)638-4590  
www.MiddletownCT.gov

## FAST-TRACK SIGN PERMIT APPLICATION

### Location Information

Project Address: \_\_\_\_\_  
Map: \_\_\_\_\_ Lot: \_\_\_\_\_ Parcel ID: \_\_\_\_\_ Zone: \_\_\_\_\_ Lot Area: \_\_\_\_\_

### Applicant Information

Name: \_\_\_\_\_ Firm Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

### Property Owner(s) Information

Same as Applicant:   
Name: \_\_\_\_\_ Principal: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

\*Authorizing the applicant to apply on the owner's behalf and authorizing any town official and/or employee that the town deems necessary may enter the property to verify information submitted with this application.

### Application Requirements

- Proposed plans including dimensions, type of illumination, colors, description of materials
- Photo(s) of Existing Site

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### To be completed by Land Use Staff only:

Decisions:

Approved                       Approved w/Conditions                       Denied

Staff Notes and Conditions: \_\_\_\_\_

\_\_\_\_\_  
Design Review Board Staff

\_\_\_\_\_  
Zoning Enforcement Officer

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**Fee: \$25.00**  Check # \_\_\_\_\_  Cash

Received by: \_\_\_\_\_

Application # \_\_\_\_\_

# Staff Checklist: Fast-Track Signage Permit Signage Policy & Signage Standards

## General Requirements

- Must comply with requirements described in Section 4.18 of the Zoning Code. \_\_\_\_\_
- Scale must be appropriate to the project and relation to neighboring signs. \_\_\_\_\_
- Context of design fits in well with its surroundings. \_\_\_\_\_
- Character of the sign either maintains or improves the character of the neighborhood. \_\_\_\_\_
- Fast-track signage is intended for high-quality signage that goes above and beyond the minimum required standards. \_\_\_\_\_

## Height or Location

- Signage must be placed within a traditional signage band, no higher than the first story. \_\_\_\_\_
- No signs allowed on the roof. \_\_\_\_\_
- Freestanding signs must be monument style, no higher than 6 feet. \_\_\_\_\_

## Illumination

- Only logos and lettering may be illuminated. \_\_\_\_\_
- Background must be opaque, using an approved opaque material, such as aluminum or wood.
  - (opaque vinyl not approved.) \_\_\_\_\_
- Styles of illumination allowed: halo, stencil, channel-letter, goose-neck provided it meets the above two requirements. \_\_\_\_\_
- Illumination should not interfere or distract from the message conveyed by the sign. \_\_\_\_\_
- Illumination shall not create a glare for pedestrians or vehicles either in a public street or on any private premises. \_\_\_\_\_
- Illumination should be appropriate for the location, use and character of the neighborhood. \_\_\_\_\_
- Illumination should be integrated in to building façade or property neighborhood character. \_\_\_\_\_
- Flashing, blinking, revolving or rotating lights are not permitted. \_\_\_\_\_

## Colors

- No more than 3 colors. \_\_\_\_\_
- No photos or “clip-art”. \_\_\_\_\_

## Sign Clutter/Other Items

- Additional information such as phone number or website address is not allowed for a fast-track signage permit. \_\_\_\_\_
- Building or properties with more than two existing signs are not allowed a fast-track signage permit. \_\_\_\_\_
- Static or LED Reader boards are not allowed for a fast-track signage permit. \_\_\_\_\_

Examples of conforming signage styles and implementation:

Halo Style Signage



Channel Letter Signage



Stencil Cut Signage



Externally Illuminated Overhead Goosenecks



Externally Illuminated- Spots in Monument Base



Externally Illuminated Overhead Recessed



The above standards will be used to allow staff to approve signs that meet a high standard of signage for businesses. Staff will review a proposed signage application and determine if it meets the standards described above. If the sign meets these standards, then staff can issue a permit for the application. If the sign does not meet the standards above, the applicant will be required to present before the Design Review and Preservation Board.