

Guidelines for the Off-site Directional Signage Program

Section 540.2.6 - Off-site directional signs designed in accordance with standards for Killingly street signs: with white reflective lettering and arrows on maroon background not to exceed 9" by 36" in size and posted only on official street sign posts in co-ordination with the Superintendent of Public Works. All costs for such installation shall be borne by the sign applicant.

Sign Specifications

- Signs will not exceed 9" by 36" in size.
- A sign consists of two single-faced signs.
- The purpose of directional signs is to identify the location of the establishment.
- The signs may include the name of the establishment, a border, directional arrow, distance, and Killingly identification.
 - Distance, measured in miles, will be placed conspicuously on the sign along with an arrow.
- Off-site directional signs are designed and installed in accordance with Killingly street sign standards as determined by the Department of Public Works. This includes the sign face, materials, text font and size and vertical clearance.

Placement

- A maximum of two directional signs will be allowed per street sign post. In the event more than two businesses express an interest, priority will be given to the business in closer proximity.
- Each establishment is allowed two signs within ¼ mile of the establishment.
- Each establishment is allowed an additional two signs within ¼-1 mile of the establishment.
- Traffic control devices shall take precedence over the location of off-site directional signs.
- To reduce sign pollution and to promote driver's safety, off-site signage is not allowed for businesses located on state roads with the exception of municipally owned buildings.

Installation and Maintenance

- Sign costs shall be borne by the sign applicant. The costs are to be determined by the Town.
- Public Works shall be responsible for the creation and installation of the sign.
- The replacement costs for signs that become stolen, lost, defaced or otherwise damaged or deteriorated shall be borne by the owner and reinstalled by Public Works.
- Signs that become defaced or damaged may be removed by Public Works.
- **The agreement between the Town and the sign owner is valid for three years. Upon time for renewal, new applications for directional signs will be considered.**
- All signage is subject to the approval of the Director of Public Works/Town Engineer.