



THE PLAINFIELD TOWN HALL

PLAINFIELD-CENTRAL VILLAGE-MOOSUP-WAUREGAN

Town Hall
8 Community Avenue
Plainfield, CT 06374
Telephone (860) 230-3001
FAX (860) 230-3001

SELECTMANS OFFICE

Dear Plainfield Business Owner:

The Town of Plainfield is introducing a Directional Signage Program for its businesses. The Program will offer you the opportunity to advertise your business along with the Town's street signage. Attractive off-site directional signage is designed to give information in a consistent, recognizable manner.

The signs will be blue with reflective white lettering. A directional arrow and distance will also be included, if appropriate. The signs will be placed on existing street sign posts, under the street names. The Highway Department will be responsible for installation of the Business Directional Signage. You may request two locations at intersections within ¼ mile of your business, and two additional locations between ¼ mile – 1 mile of your location. The cost of one off-site sandwich-type directional sign will be \$150, payable to the Town of Plainfield.

The signage guidelines and request form are included with this letter, and are also available on the Town's website at www.plainfieldct.org. **If you have any questions, please contact Cathy Tendrich, First Selectman's Office, at (860) 230-3001.**

On the application form please indicate where you would like your sign placed; however, **not all requests will be fulfilled due to State right-of-ways on State roads.** The Selectman's Office will contact you if necessary.

Plainfield is proud to have you as a business in our community, and we want to let customers know that **Plainfield is open for business!** We hope that you will participate in this Program.

Very truly yours,

Cathy M. Tendrich
First Selectman



TOWN OF PLAINFIELD GUIDELINES FOR THE BUSINESS DIRECTIONAL SIGNAGE PROGRAM

Off-site directional signs shall be a blue background with white reflective lettering and arrows, not to exceed 9" x 36" in size and posted only on official street sign posts in coordination with the Director of Public Works. All costs for such installation are included in the cost of each sandwich-type sign and borne by the applicant.

Sign Specifications

- Signs will not exceed 9" x 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 Plainfield identification;
 - Distance, measured in miles, will be placed conspicuously on the sign along with a directional arrow. and
- Off-site directional signs are designed and installed in accordance with Plainfield street sign standards as determined by the Department of Public Works. This includes the sign face, materials, text font, 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 mile – 1 mile of the establishment;
- Traffic control devices shall take precedence over the location of off-site directional signs; and
- To reduce sign pollution and to promote driver's safety, off-site signage for businesses located on State roads will be allowed with State approval.

Installation and Maintenance

- Sign costs shall be borne by the sign applicant and are determined by the Town;
- Public Works shall be responsible for installation of the sign(s);
- 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;** and
- All signage is subject to the approval of the Director of Public Works.



Town of Plainfield

Business Directional Sign-Request Form
Return forms, with payment, to the First Selectman's Office.
Plainfield Town Hall, 8 Community Ave., Plainfield, CT 06374

Date: _____ Business Name: _____

Contact Person: _____

Phone: _____/Fax: _____

Email: _____

Mailing Address: _____

Business Location: _____

Requested Intersection(s) &
Approx. Distance to Business
For Signage: _____

Name on Sign: _____
Up to 21 letters ONLY

Fee Paid: _____
(\$150 per (each sandwich); \$75 replacement cost
Check payable to Town of Plainfield; put Business Street Sign in Memo Section)

For Office Use Only
Authorization: _____, First Selectman
Request to Public Works to have sign made: _____
Date
Sign Installed: _____
Date Initials
Notification to Business: _____
Date

Example (all information will be centered on final printed sign):
(Finished sign color will be BLUE/business name/distance, arrow will be white)

