

29-8 SUPPLEMENTARY REGULATIONS

A. SIGNS

1. Purpose: To address the need for adequate business identification, advertising and visual communication within the Town through the display of attractive, 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. Classification of Signs: Signs shall be classified by structural type and by functional type. [See Appendix A, Figure A-9]
 - a. Structural Types of Signs
 - (1) Freestanding sign: a sign placed on the ground or supported by one or more uprights, poles or other supports placed in or upon the ground.
 - (2) Wall sign: a sign attached to the exterior wall of a structure in such a manner that the wall becomes the support for, or forms the background surface of, the sign and which does not project more than 12 inches from the structure.
 - (3) Projecting sign: a sign which is wholly or partly dependent upon a building for support and which projects more than 12 inches from the building.
 - (4) Roof sign: a sign mounted on, against or directly above the roof or on top of or above the parapet of a building or structure.
 - (5) Marquee or canopy sign: a sign attached to the vertical face of a building marquee or canopy.
 - (6) Portable sign: a sign which is not permanent, and not affixed to a building, structure or the ground.
 - (7) Window sign: a sign of temporary nature, located within the building intended for viewing through the window of the structure by people outside the building, whether or not it is attached to the window.
 - (8) Poster Sign: A sign of a temporary nature, not to exceed 30" width x 42" height which shall be located in a glass case attached to a movie theater, auditorium or stage theater or inside a sign kiosk intended for viewing by people outside the building or kiosk. *
 - (9) Sign Kiosk: Open structure with one or more sides used to house a poster sign or signs. The total number of sides shall not exceed the total number of screens or stages. *

b. Functional Types of Signs

- (1) Identification sign: a sign, located on the premises, which indicates the name, address and/or identifying symbol of (i) a development containing two or more occupants such as a professional office building, a residential development, an industrial park or commercial shopping center; or (ii) a school, park, place of worship, hospital, or other public or semi-public facility.
- (2) Nameplate sign: a temporary sign, located on the premises, which indicates the name and occupation or profession of each occupant of the premises.
- (3) Real estate sign: a sign which pertains to the sale, lease or rental of the premises, or a portion of the premises, on which the sign is located.
- (4) Construction sign: a temporary sign, located on the premises on which construction is taking place during the period of such construction, which may indicate the names of the design professionals, contractors, owners, financial supporters, sponsors, and/or similar individuals or firms having a role or interest with respect to the structure or project.
- (5) Billboard: a sign which directs attention to a business, commodity, service or entertainment conducted, sold, offered or manufactured at a location other than the premises on which the sign is located.
- (6) Business sign: a sign which directs attention to a business, commodity, service or entertainment conducted, sold, offered or manufactured on the premises on which the sign is located. Such signs shall include those of individual retail, wholesale, industrial or commercial establishments.
- (7) Directional sign: a sign limited to directional messages, principally for pedestrian or vehicular traffic, such as "one way", "entrance", "parking", or to specific business when necessary.
- (8) Temporary Commercial Sign: a sign, such as a banner, single panel or double panel (A-frame) sign, used on a short-term basis for the purpose of advertising on-site business activities; including an initial business opening, sale, transitory event or the termination of business activity. *
- (9) Temporary Non-Commercial/Non-Profit Sign: a sign, such as a banner, single panel or double panel (A-frame) sign intended for use by a tax exempt group organized under Section 501 of the Internal Revenue Code as amended and maintained on a temporary basis to announce a transitory non-profit event. Temporary Non-

29-8.A.

Commercial/Non-Profit signs do not include signs protected under laws governing political speech. *

3. 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 not conflict with the corner visibility requirements of Section 29-4.B.2.
- c. Signs shall be so located as to not obstruct or interfere with the visibility of vehicular or pedestrian traffic.
- d. Signs shall be so located as to not obstruct or interfere with the view of any traffic control sign, signal or device.
- e. This section shall not prohibit or regulate the installation by the Town, State or federal government of street signs, emergency signs, traffic control signs, warning signs or directional signs.
- f. Nothing in this section shall be construed as prohibiting signs viewed principally from within a building.
- g. The area of all existing signs on a lot shall be counted toward the maximum sign area allowable on that lot by this section. The number of existing signs on a lot shall be counted toward the maximum number of allowable signs on that lot.
- h. Directional, identification and business signs shall contain no advertising. *
- i. Signs shall contain street numbers unless waived by the Commission.*

4. Sign Design and Area

a. Computation of Sign Area

- (1) The area of a sign shall be computed from the outer dimensions of the frame, trim or molding by which the sign is enclosed. For freestanding signs, vertical supports with dimensions of 6 inches by 6 inches or less shall not be included as part of the sign area. Vertical supports greater than 6 inches by 6 inches shall be included in the computation of the sign area.
- (2) When a sign consists of freestanding 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.

29-8.A.

- (3) 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 area.

b. Standards for Wall Signs

- (1) No wall sign shall extend beyond the outer edge of any wall of the building to which it is attached.
- (2) A marquee sign may extend the full length of the marquee but shall not extend beyond the ends of the marquee.
- (3) A wall sign shall be parallel to the wall to which it is attached and shall not project more than 12 inches therefrom.
- (4) No wall sign shall be painted directly upon any wall.
- (5) No wall sign shall extend above the eaves of the building to which it is attached.

c. Standards for Freestanding Signs

- (1) In residential districts, the height of any freestanding sign shall not exceed six feet. For adaptive use properties, the height of any freestanding sign shall not exceed seven feet, six inches. In nonresidential 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.
- (2) 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.
- (3) No part of any freestanding sign shall be located within five feet of any property line.
- (4) 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 and Marquee or Canopy Signs

- (1) The bottom edge of a projecting sign shall be at least seven feet above ground level when located in an area where the public walks.

29-8.A.

- (2) No projecting sign shall extend more than six feet from the wall to which it is attached.

e. Standards for sign kiosks *

- (1) The footprint of the sign kiosk shall not exceed nine (9) square feet in area.
- (2) The height of the sign kiosk shall not exceed fourteen (14) feet.
- (3) The sign kiosk may only display one poster sign on each of the sides of the kiosk.
- (4) The sign kiosk shall be set back a minimum of five (5) feet from the property line.
- (5) The sign kiosk shall not rotate or have any moving parts.

5. Sign Illumination

- a. No signs shall be internally illuminated in any district.
- 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. An externally 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 PM and 7:00 AM.
- d. Signs shall not utilize or contain flashing or moving lights.

6. Prohibited Signs: The following signs shall be prohibited in all districts, except as otherwise permitted by these regulations.

- a. Rotating, moving or animated signs.
- b. Temporary A-frame, sandwich board or portable signs.
- c. 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.
- d. Roof signs.
- e. All signs not expressly permitted by this section.

29-8.A.

- f. Any sign which could be mistaken for or confused with a traffic control sign, signal or device.
- g. Signs permanently painted, posted or otherwise attached to any rock, fence, tree, automobile, truck, or utility pole.
- h. Billboards.
- i. Internally illuminated signs, including gas-lit signs.*
- j. Off-site signs except sign kiosks in accordance with the provisions of Section 29-8.A.4.e and Section 29-8.A.7.f(1). *

7. Permitted Signs

- a. Signs permitted in all districts without a sign permit.
 - (1) One real estate sign for each street frontage of the lot on which the sign is located, such sign not to be illuminated nor exceed six square feet in area in residential districts or 18 square feet in area in nonresidential districts.
- b. Signs permitted in the DRB Retail Business, GB General Business and WC Wilton Center District without a sign permit.
 - (1) Window signs, the total area of such signs not to exceed 25% of the area of the windows, and such signs not to be illuminated.
- c. Signs Permitted in All Districts With a Sign Permit.
 - (1) Signs pertaining to service club meetings, such signs not to exceed six square feet in area.
 - (2) Temporary Commercial Sign, one sign per business tenant when located on a commercially-zoned parcel or on any parcel possessing legal frontage on Danbury Road, subject to adherence with the following provisions: (a) Such signs shall only be allowed following the issuance of a sign permit from the Zoning Enforcement Officer; (b) Signage shall be situated and restricted to the parcel on which the business activity is located; (c) An application request shall include written authorization from the owner of the property on which the sign is to be located; (d) Banners shall not exceed an area of 45 square feet and single or double panel signs shall not exceed an area of 16 square feet; (e) Subject to the issuance of a permit for each occasion, an applicant may erect up to three (3) temporary commercial signs within any calendar year, provided that no more than one (1) sign is maintained at any given time, each permissible occasion is limited to a period of not more than fourteen (14) days and a minimum of thirty (30) days is maintained between each issued permit; (f) A temporary commercial sign shall not be located within the public right-of-way (including street, sidewalk, public utility poles or

29-8.A.

landscaped shoulder) nor maintained in a manner that obstructs vehicular or pedestrian visibility or results in any other unsafe condition; (g) No temporary commercial sign shall be situated and maintained within fifty (50) linear feet of a similar type sign and; (h) Such signs shall not be illuminated and shall be removed from public view immediately following termination of permit. *

- (3) Temporary Non-Commercial/Non-Profit Signs. A non-profit organization, as defined in these regulations, may display not more than 20 signs throughout Wilton for a period of not more than 14 days for any sponsored non-profit event. Banner signs shall not exceed 45 square feet in area and single or double panel signs shall not exceed 16 square feet in area. Such signage shall be subject to written authorization from the owner of the property on which the sign is erected. Temporary Non-Commercial/Non-Profit Signs shall be removed no later than 48 hours following an event. No more than one sign shall be displayed on any given parcel. *
- (4) One construction sign for each street frontage of the lot on which the sign is located, such sign not to exceed six square feet in area in residential districts or 18 square feet in area in nonresidential districts.
- (5) One identification sign, not to exceed nine square feet in area, to identify a public or semi-public 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.
- (6) Directional signs not to exceed two square feet in area.

d. **Signs Permitted** in the R-1A, R-2A, THRD, DRD and CRA-10 **Residential Districts.**

- (1) One identification sign, not to exceed six square feet in area, to identify a unified development; or
- (2) One nameplate sign, not to exceed two square feet in area, per building occupant; or,
- (3) One freestanding sign, not to exceed six square feet in area for nonresidential uses, except for the adaptive use of historic structures, as provided for in 29-5.C-5. and professional offices for nonresident occupants as provided for in 29-5.C.6, where one freestanding sign shall be permitted, not to exceed twelve square feet in area, except for properties with multiple tenants, the sign area may be increased by two square feet per tenant, however, the total signage shall not exceed 18 square feet.

29-8.A.

e. **Signs Permitted in the DRB Retail Business and GB General Business Districts.**

- (1) One freestanding sign not to exceed 18 square feet in area; and,
- (2) One projecting sign per building occupant not to exceed eight square feet in area; or,
- (3) One wall or marquee sign per building occupant not to exceed 14 square feet in area, except that business establishments having an excess of 20 linear feet of building frontage shall be allowed an additional one square foot of sign area for each two linear feet of such additional frontage; provided, however, that no such business establishment shall have a total sign area in excess of 30 square feet; and
- (4) Poster signs such that the total number of such signs shall not exceed the total number of screens or stages. The location of a poster sign shall be adjacent to the entrance of such movie theater, auditorium or stage theater. Such signs shall not be illuminated. *

f. **Signs permitted in the WC Wilton Center District.**

- (1) One freestanding sign, not to exceed 12 square feet in area, nor extend more than 10 feet in height or one sign kiosk. The sign kiosk may be located either on the property or on property abutting the premises of the movie theater, auditorium or stage theater if the entrance to such movie theater, auditorium or stage theater does not face a street as defined in Section 29-2.B.(152) of these Regulations. All applications for a sign kiosk shall be subject to site plan review subject to the provisions of Section 29-11; and, *
- (2) One projecting sign per building occupant not to exceed eight square feet; or,
- (3) One wall or marquee sign per building occupant not to exceed 14 square feet of area, except that business establishments having an excess of 20 linear feet of building frontage shall be allowed an additional one square foot of sign area for each two linear feet of such additional frontage; provided, however, that no such business establishment shall have a total sign area in excess of 30 square feet; and
- (4) Poster signs such that the total number of such signs shall not exceed the total number of screens or stages. The location of a poster sign shall be adjacent to the entrance of such movie theater, auditorium or stage theater. Such signs shall not be illuminated. *

g. **Signs Permitted in the DE-5 and DE-10 Design Enterprise Districts.**

- (1) One freestanding identification sign, not to exceed 24 square feet in area, to identify a unified office, mixed-use development or industrial development; and

29-8.A.

- (2) (a) One projecting sign per building up to a maximum of 16 square feet in area. Such sign shall be limited to a single entity or building name; or,
- (b) One wall sign per building up to a maximum of 30 square feet in area. Such sign shall be limited to a single entity or building name.*

8. Alternative Signage Program for Large Developments: Due to the complexities of site design and occupancy associated with large developments such as shopping centers, office parks, residential development in the DE-5R (Overlay), and mixed-use facilities, the owner of a unified development containing more than 10,000 square feet of gross floor area may submit to the Commission, for approval of a Sign Permit, an "alternative signage program" differing from the standards contained in this section. *

- a. Such signage program shall, at a minimum, contain the information required under 29-8.A.9.b. herein below for the issuance of Sign Permits.
- b. In approving such an alternative signage program, the Commission shall find that:
 - (1) Such signage program would be consistent with the purpose of this section.
 - (2) Such signage program would result in a more comprehensive and attractive arrangement and display of signs than could otherwise be accomplished under the standards of this section.

9. 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:
 - (1) For freestanding signs, a plot plan of the premises and, for any signs attached to structures, a sketch drawing to scale of the building facade, showing the location, dimensions and area of all existing and proposed signs on the premises; and,
 - (2) 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.

10. 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.

29-8.A.

- b. The owner of the lot on which the sign is located shall be directly responsible for keeping such sign, including its illumination sources, in good working order and safe condition.
- c. Unsightly, damaged, deteriorated signs or signs in danger of falling shall be put in order or removed upon written notice by the ZEO to the owner of the lot on which the sign is located.
- d. Any sign which pertains to a business no longer conducted on the premises where such sign is located shall be removed by the owner of the lot on which the sign is located within 5 days following cessation of the relevant activity.