1. Notice

Documents:

PLANNING AND ZONING - SIGNAGE AND LIGHTING REGULATIONS REVIEW
MEETING NOTICE - 5-20-22.PDF

2. Minutes

Documents:

PLANNING AND ZONING - SIGNAGE AND LIGHTING REGULATIONS REVIEW
MEETING MINUTES - 5-20-22.PDF
MEETING AGENDA

1. Lighting Discussion
   a. Issues to address:
      i. Glare
      ii. Dark Sky provisions
      iii. Sign lighting
      iv. Others?
2. Draft Revisions to Existing Signage Regulations
   a. Organization
   b. Definitions
   c. New/revised signage provisions
   d. Permitting/approval process
3. Design Guidelines
   a. Approach and initial concepts
4. Next Steps
   a. Additional meeting on approval/enforcement process
   b. Town Homework:
      i. Review draft signage regulations
   c. BFJ Team work:
      i. Draft Design Guidelines Portfolio
      ii. Case studies
      iii. Work on lighting provisions
      iv. Assistance with stakeholder outreach?

The Town complies with all applicable federal and state laws regarding non-discrimination, equal opportunity, affirmative action, and providing reasonable accommodations for persons with disabilities. If you require an accommodation to participate, please contact the Commissioner of Human Services at 203-622-3800 or demetria.nelson@greenwichct.org as soon as possible in advance of the event.
This memo summarizes an initial round of proposed revisions to Greenwich’s Building Zone Regulations pertaining to signage. We outline below the initial revisions, with areas identified for further discussion and review by the Working Group.

Division 2 (Administrative Provisions)

- The definition of a sign has been simplified for clarity. Other changes to this definition are:
  - Signs installed behind windows within 6 feet of the window and visible outside the building constitute a window sign (increase from 3 feet in existing definition).
  - The provision limiting the size of flags (which are not defined as signs) has been relocated elsewhere in the section.
- New definitions have been added for:
  - Animated signs
  - Banner signs
  - Center signs
  - Directional signs
  - Hanging signs
  - Monument signs
  - Roof signs

Division 16 (Signs)

- A section on the purpose and applicability of the sign regulations has been added (6-163).
- Several existing sections have been relocated and/or streamlined:
  - Prohibited Signs (currently 6-174, now proposed as 6-164). Based on best practices research, additional prohibitions are provided for:
    - Banners, pennants, balloons, etc. that are designed to call attention rather than contribute to the establishment décor.
    - Portable signs unless as permitted on a temporary basis.
    - Signs whose lighting, location, or appearance would give the appearance of traffic safety or municipal vehicle warnings.
    - Signs attached to a parked vehicle or trailer, unless the vehicle or trailer is in use in the function of the related establishment.
    - Roof signs.
    - Animated signs.
    - Abandoned signs.
  - 6-165 (Measurement of Sign Area), 6-166 (Location of Sign), 6-167 (Height Restrictions), 6-168 (Illuminated Signs), 6-169 (Design and Lettering), and 6-170 (Special Devices) have been combined into a new Section 6-167 (General Sign Standards). The specific provisions of these sections has not changed; some require further discussion.
- A new Section 6-166 (Sign Permits) incorporates the existing 6-175 (Permit Procedure) and also incorporates new language on signs exempt from permit requirements.
Issues for Further Consideration and Discussion

- **Window signs**: Consider limiting the number of individual signs that may be placed in or within any one window (currently, the limit is 15% of the area). Also considering requiring a permit for permanent window signs.

- **Projecting signs**: These are defined as signs that extend more than 15 inches from the wall façade, and elsewhere the regulations state that no sign can extend more than 9 inches over a public right of way. Does the Town have interest in encouraging small projecting signs in pedestrian-oriented commercial areas (often called blade signs) and if so, should these be excluded from total area calculations?

- **Temporary signs**: There appear to be no provisions on the duration that temporary signs can be posted and whether they can be placed anywhere other than a window (except real estate or construction signs).

- **Window and wall sign height**: The current maximum is 4 feet, which seems quite large as a blanket maximum. Suggest instead providing that no sign may cover more than a certain percentage of the façade or window where it is placed (in addition to the sign area limit based on linear feet of the façade).

- **Design and lettering**: The provision on the number of colors that may be used is not permissible under State law. However, the Town could consider limiting the number of distinct elements (e.g. business name, logo, phone number, address, slogan) on any one sign. Additional design provisions will be addressed in the design guidelines and can be referenced in the regulations.

- **Sign review, administration, maintenance, penalties, and fees**: Suggest a new section that would cover the role of the ARC, enforcement, fees, and penalties. For discussion at a future Working Group meeting.

- **Lighting**: Additional provisions may be needed in the new Section 6-167 (General Standards) to reflect any changes to Division 14 (Lighting Requirements) based on discussion with the Working Group.
DIVISION 2. ADMINISTRATIVE PROVISIONS

Sec. 6-5 DEFINITIONS.

Sign shall mean any device visible from a public right-of-way that displays either commercial or noncommercial messages by means of graphic presentation of letters, symbols, or representations. For the purposes of the regulations set forth in Division 16, public visibility shall include attachment to any structure, or any natural object, such as a tree, rock, bush, or the ground itself, or installation behind windows within six (6) feet thereof and visible outside the building, part thereof or device attached thereto or painted or represented thereon that shall be used to attract attention to any object, product, place, activity, person, institution, organization or business, or which shall display or include any letter, figure, character, word, model, banner, flag, pennant, insignia, device, or representation used as, or which is in the nature of, an announcement, direction or advertisement, including windows, or permanently installed behind windows within three (3) feet thereof and visible outside the building, provided however, for the purposes of Sections 6-163 and 6-164 the term "sign" shall not include (i) temporary holiday decorations and (ii) the flag, pennant or insignia of any nation, state, city or political unit; or (iii) the official flag of any political, educational, charitable, philanthropic, civic, professional, or religious institution or of a company whose executive or division offices are located on the premises as the primary occupant of a building. No such flag shall be more than 60 square feet and flown from a pole not more than 40 feet in height. For the purpose of this Chapter signs shall be considered to include and be further classified as follows: (7/3/93)

A. Free-standing sign shall mean a sign on supports placed on or anchored in the ground and not attached to any building or other structure. (7/3/93)

B. Nameplate sign shall mean a sign giving the name or address of a property and/or the occupant or a building marker containing such information and dates and details of construction. (7/3/93)

C. Portable sign shall mean a sign, not permanently anchored to the ground or other permanent structure, designed to be transported, including without limitation, a sign designed to be on wheels, a menu or sandwich board sign, and a sign attached to or printed on a vehicle parked and visible from the right of way unless the vehicle is regularly used in the normal day-to-day operations of the business. (7/3/93)

D. Projecting shall mean a wall sign attached in such a manner that its leading edge extends more than twelve fifteen (12 1/2) inches beyond the face of the wall, whether affixed parallel or perpendicular to the wall. (7/3/93)

E. Real estate sign shall mean a sign used to advertise the sale, lease, rental, availability or location of real estate or a real estate development. (7/3/93)

9 State law reference: As to administrative provisions for Zoning Commission and Zoning Board of Appeal, see C.G.S. Title 8, §1-13. (9/28/2010)
F. Temporary sign shall mean a sign that is not permanently mounted and is intended for a limited period of display. (7/3/93)

G. Wall sign shall mean a sign printed on or attached to a building wall. (7/3/93)

H. Window sign shall mean a sign consisting of lettering or designs inside a window (up to six (6) feet) or upon the pane visible from the exterior of a window. Window shall include the entire glassed area within the frame. (7/3/93)

I. Animated sign shall mean any sign that uses movement or change of lighting to depict action or to create a special effect or scene or the illusion of movement.

J. Banner sign shall be a type of temporary sign on a flexible substrate, on which copy or graphics may be displayed.

K. Center sign shall be a type of freestanding sign on the site of a property with multiple tenants or occupants, which is sized or designed to incorporate the total number of tenants or occupants.

L. Directional sign shall mean a sign that is designed and erected for the purpose of providing direction for pedestrian or vehicular traffic.

M. Hanging sign shall mean a sign designed to hang from a building canopy, awning, awning sign, or a frame or other mechanical device attached to a building wall and oriented at a ninety-degree (90-degree) angle from the plane of the building façade.

N. Monument sign shall mean a type of freestanding sign in which the sign face is supported by a continuous and solid base which extends the full length of the sign face or is supported by posts of not more than six (6) inches above the ground on which the sign face is mounted.

O. Roof sign shall mean a sign erected on the roof of the building, including portions of the roof such as mansard facades, facades of a pitched roof, or eaves.
DIVISION 16. SIGNS.10

Sec. 6-163 PURPOSE AND APPLICABILITY

A. The purposes of this Division are to:
   1. Protect the health, safety, and welfare of the public, including the users of the streets and sidewalks in the Town of Greenwich.
   2. Preserve and enhance property values.
   3. Provide for the neat, clean, orderly, and attractive appearance of the community and preserve or enhance Town aesthetic, environmental, and historical value by requiring new and replacement signage which is:
      (a) Compatible with the surroundings;
      (b) Free from excessive and unnecessary visual clutter;
      (c) Appropriate to the type of activity to which it pertains; and
      (d) Appropriately sized in its context so as to balance readability with established scale.
   4. Improve the effectiveness of signs.
   5. Provide for safe location, construction, erection, and maintenance of signs.
   6. Minimize adverse visual safety factors for the traveling public.
   7. Comply with all applicable provisions of state and federal law regarding freedom of speech and sign content neutrality.

B. All signs within the Town boundaries shall be established, altered, changed, erected, constructed, reconstructed, moved, enlarged, demolished, or maintained in accordance with this Division.

C. This Division shall be interpreted and enforced so as to avoid violation or inconsistency with applicable state or federal law.

Sec. 6-1674. PROHIBITED SIGNS

The following signs shall be prohibited in any zoning district, unless specifically permitted by another provision of Greenwich regulations, or other Town, state, or federal law:

A. Any sign that is the structure, building, any part thereof, or any associated structure designed to symbolize and/or identify by its shape or color a particular product, service, organization or business is prohibited.
B. Banners, pennants, balloons, etc., that are designed to call attention rather than contribute to the establishment’s décor.
C. Portable signs, unless as permitted on a temporary basis by these regulations.
D. Signs whose lighting, location, or appearance would cause such signs to have the appearance of traffic safety or municipal vehicle warnings.

10 State law reference: As to authority to regulate signs, See C.G.S. § 8-14.
E. Signs attached to a parked vehicle or trailer, except for signs that meet the following standards:
   1. The primary purpose of such a vehicle or trailer is not the display of signs; and
   2. The signs are magnetic, decals, or painted upon an integral part of the vehicle or trailer; and
   3. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets, and actively used or available for use in the regular function of the establishment to which such signs relate.

F. Roof signs.

G. Animated signs, including but not limited to signs that use strobe lights and/or flashing lights.

H. Abandoned signs, including but not limited to any on-premises sign that relates to an establishment that no longer occupies or operates on the property where the sign is located.

Sec. 6-165 SIGN REPLACEMENT, REPAIR, ALTERNATION, RELOCATION OR REMOVAL

A. No sign shall be replaced, altered or relocated without conforming to the existing requirements of this Article at the time of such replacement, alteration or relocation.

B. It shall be the responsibility of the property owner to remove or cause to be removed all business signs within one (1) month from the time the premises are vacated.

Sec. 6-171 SIGN REPAIRS; ALTERATIONS

C. Signs may be repaired by repainting or by replacing of lettering, wording and accompanying symbols. Such repair shall not be considered an alteration within the meaning of this Chapter provided that the outside dimensions of signs as measured above are not changed; the location, height or illumination of a sign is not changed; and no substantial change in lettering, wording or symbols is made. (7/3/93)

D. Nothing in this Section shall prevent a sign from being altered so as to become more conforming with the existing regulations provided that a permit where required under Section 6-175 is obtained.

Commented [SF3]: Combines existing Sections 6-171, 6-172, and 6-173.

Commented [SF4]: May not be consistent with State law, which prohibits amortization.

Sec. 6-166 SIGN PERMITS

A. The following shall be exempt from a requirement to obtain a sign permit under Section 6-175, but shall be required to comply with other applicable provisions of this Section, unless an exception or deviation from those standards is authorized by another provision of these regulations or other Town, state, or federal law:

   1. General Signs
      (a) Official notices authorized by a court, public body, or public safety official.
      (b) Directional, warning, or informational signs authorized by a government entity.
      (c) Memorial plaques, building identification signs, and building cornerstones when cut or carved into a masonry surface or when made into an integral part of the building or structure.
(d) Works of art containing no form of advertising.
(e) Signs in the display windows of a business which are incorporated in a display of merchandise.
(f) Rearrangement of panels or letters for advertising programs at a theater or for prices at a gas station, to indicate changes in program or pricing, provided that the sign on which the removable panels or letters are located has been approved previously under a sign permit.

2. Temporary Signs
   (a) Holiday or seasonal decorations, provided that the duration of such symbols or decorations shall not exceed 40 days.
   (b) Signs pertaining to the sale, lease, or rental of the property on which they are located, provided that the aggregate sign area on the property is less than 12 square feet

B. Permit Procedure
   1. A permit shall be required for the erection, relocation, or alteration of a sign as listed in Sections 6-168 and 6-169.
   2. After issuance of a permit for erection of a sign with removable panels or letters for advertising programs at a theater, prices at gasoline stations, or comparable situations where the overall structure and content of the sign would not change, no new permit shall be required for rearrangement of the approved panels or letters to indicate changes in program. This relief from the need for future zoning permits shall be specified in the original sign permit.
   3. All permits will expire by limitation at the end of six (6) months from date of issuance, if not used, except that permits for approved subdivision signs shall be issued for a period of one (1) year only, with the privilege of renewal by the Zoning Enforcement Officer without additional fee for only one (1) additional year.

Sec. 6-167 GENERAL SIGN STANDARDS

A. Sign Location

Sec. 6-166. LOCATION OF SIGN.
   1. No sign shall be located on the roof of any building or on any exterior wall so as to project above the top of said exterior wall at the location of the sign. No business sign shall face any lot line of any immediately adjoining lot in a residence zone within a forty (40) foot distance.
   2. All signs on the property shall be so located that they will not interfere with the vision of a driver entering or leaving the property or interfere with visibility at an intersection or traffic light.
   3. No sign shall project more than nine (9) inches over any public traveled way.
   4. A sign may be affixed only to that portion of a building or structure wall which encloses the use to which the sign pertains.
   5. All signs that are on the public right of way are expressly prohibited except those signs erected by or on behalf of:
      (a) a governmental body to convey public information or direct pedestrian or vehicular traffic;
      (b) a public transit company bus stop or similar signs;
      (c) a public utility informational signs; or
i. (i) a hospital or educational, civic, historic, or religious institution; a neighborhood, fraternal or athletic organization; or a country club, that give directions thereto or convey public information and

ii. (ii) temporary non-commercial signs, under guidelines issued by the Office of the First Selectman or designee and for which a permit has been issued by the Zoning Enforcement Officer pursuant to such guidelines. All of such signs shall be no more than five square feet in area. (7/3/93)

6. For the purpose of enforcement of Sec. 6-163 for residential zones only the term “lot line” shall be deemed to be the line 15 feet from the edge of the adjacent road surface and the term “right of way” shall be deemed to be the area within the lot line (as so defined) and the edge of the adjacent road surface unless the lot owner or other interested person can show the true lot line or true right of way. (7/3/93)

7. Any sign on the public right of way that does not conform to this section shall be forfeited to the public and subject to confiscation without notice by any authorized officer. (7/3/93)

8. The location of flags excepted from the definition of a sign in Section 6-5(44) shall be prescribed by the Zoning Enforcement Officer. (7/3/93) Such flags shall be no more than 60 square feet and flown from a pole not more than 40 feet in height.

### B. Sign measurement

#### 1. Sign Height

**Sec. 6-167. HEIGHT RESTRICTIONS.**

(a) Free-standing signs, including posts, shall not exceed a height of ten (10) feet in a residential zone, or fifteen (15) feet overall in a business zone above the surface of the ground where located. There shall be a clear space underneath a free-standing sign located within the required front or street side yard in a business zone so that the sign will not interfere with the vision of a driver approaching a street intersection. The clear space shall be at least seven (7) feet four (4) inches, measured above the center line of the intersecting street as measured in Section 6-126, to the bottom of the sign.

(b) Window and wall signs shall not exceed four (4) feet in height.

#### 2. Sign Area

**Sec. 6-165. MEASUREMENT OF SIGN AREA.**

(a) The area of a sign shall be considered to include all lettering, wording and accompanying designs or symbols together with any background different from the building whether painted or applied when it is designed as an integral part of and obviously related to the sign, and when the sign consists of individual letters or symbols attached to, or painted on, a building wall or window, the area shall be considered to be that of the smallest rectangle which encompasses all of the letters or symbols. (6/25/94)
In the case of a free-standing sign, or a sign that can be seen from both sides, the area shall be determined by multiplying the outside dimensions of the sign, not including the vertical, horizontal or diagonal supports which affix the sign to the ground, unless such supports are evidently designed to be part of the sign.

3. Design and Lettering

**Sec. 6-169. DESIGN AND LETTERING.**

Signs shall be designed in harmony with the building and established development, in accordance with recommendations of the Architectural Review Committee. Three dimensional signs shall not exceed three (3) feet (four (4) feet in a BEX-50 zone) in any dimension. All store units in the same building or in separate buildings in an integrated shopping center shall have a uniform design and placement of signs. No more than three (3) different colors, including black and white shall be used in a sign and no more than two (2) different colors shall be used in any lettering. Lettering and/or logos shall be no larger than eighteen (18) inches (four (4) feet in a BEX-50 zone) in height. Lettering and/or logos of permanent window and door signs shall be no larger than nine (9) inches in height except as allowed pursuant to Sec. 6-164(a)(1)(c). (1/1/87) (6/25/94) (1/30/19)

4. Illuminated Signs

**Sec. 6-168. ILLUMINATED SIGNS.**

A. A sign may be illuminated if illumination is confined to, or directed to, the surface of the sign. Flashing, rotating, or intermittent illumination, or neon illumination or other similar exposed illumination, including unshielded incandescent, LED or fluorescent bulbs shall not be permitted. The sign shall be so designed and shielded that the light sources cannot be seen from any adjacent residential zone or from the street. (5/4/2005, 4/24/2013)

B. Interior illumination of a sign shall not be permitted unless such illumination is confined to letters.

C. The Building Official shall be guided by the opinion of the Traffic Division of the Police Department in administering this Section. (4/24/2013)

D. Electronic message signs which are typically programmable and have changing or scrolling messages on display screens using LED, LCD, plasma, or functionally equivalent technology are not permitted. (4/24/2013)

5. Special Devices

**Sec. 6-170. SPECIAL DEVICES.**

The exterior use of pennants, banners, spinners, streamers, moving signs, ground signs, sales signs, special promotion signs, or other eye catching devices may be allowed for a seven (7) day period not to exceed once in any twelve (12) month period under a permit issued for special events such as openings, new management, and special promotional events. No sign or device held in the air by balloon or other means and no searchlights shall be permitted.
Sec. 6-168 RESIDENTIAL ZONES SPECIFICATIONS

(a) The purpose of the regulations contained in this section is to avoid signs that are likely to create traffic hazards or otherwise be detrimental to the public health, welfare and safety; to aid in preserving and enhancing the aesthetic, environmental and historical values of the community; to protect, conserve and enhance property values; and to maintain and preserve pleasant surroundings so as to improve life for all residents of Greenwich. Prohibition of offsite commercial signs in the following subsection should significantly reduce the number of signs cluttering residential zoned areas by removing the inducement to lot owners to erect such signs and shifting commercial interests’ advertising to other available traditional forms of media. Necessary and desirable communication by on-site commercial and on-site and offsite non-commercial signs is maintained but regulated by rules as to size, location and number to meet this regulations’ purposes. (7/3/93)

(ab) All signs that name, advertise or direct attention to a business, product, service, or other commercial activity offered or existing elsewhere than on the premises where such sign is displayed are expressly prohibited in residential zones. (7/3/93)

(bc) All signs that are on a banner, canopy, or marquee, and all portable signs are expressly prohibited in residential zones. (7/3/93)

(cd) All projecting, wall, window and lighted signs (except nameplate signs that may be wall signs and may be illuminated) are expressly prohibited in residential zones. (7/3/93)

(de) All other commercial and non-commercial free-standing signs that are located back of the lot line (as defined in Section 6-167(A)) and conform to the rules provided below are permitted in residential zones. (7/3/93)
Sec. 6-1694 BUSINESS ZONES SPECIFICATIONS.

a. The following signs are permitted in business zones and all other signs are expressly prohibited.

1. LBR, CGBR, LB, CGB, GB and WB Zones.

<table>
<thead>
<tr>
<th>MAXIMUM SIZE</th>
<th>MAXIMUM NUMBER</th>
<th>PERMIT REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Signs as permitted and regulated by Section 6-1683 – Residential Zones above.</td>
<td>See Sec. 6-1683</td>
<td>See Sec. 6-1683</td>
</tr>
<tr>
<td>(i) Total of all signs on the lot excluding window and door signs shall not exceed 2 sq. ft. for each foot of building frontage. One free standing sign which shall not exceed 25 sq. ft. in area shall be permitted, provided the area of such sign is included within the above total, and provided further, that no portion of the building is located less than 35 feet from the street curb line. When no portion of a building is located less than 65 ft. from the curb line, such free standing sign shall not exceed 40 sq. ft. in area. In the event that a building has more than one street frontage, the distance from the street curb line shall apply only to the side where a free standing sign is proposed to be located.</td>
<td>On exterior wall of building except free standing sign must be back of lot line</td>
<td>Yes</td>
</tr>
<tr>
<td>(ii) In addition to the above, rear entrance signs facing parking areas shall be permitted provided they do not exceed 1 sq. ft. for each foot of building fronting on a public or a private parking area to which the owner has right of access.</td>
<td>On exterior wall of building except that one free standing sign is permitted back of lot line but not exceeding 6 sq. ft. in area.</td>
<td>Yes</td>
</tr>
<tr>
<td>(iii) In the absence of all other signs as permitted under paragraphs (1) and (2) above, one free standing sign facing each street to which the building has access may be permitted. The total area of such sign(s) shall not exceed presently allowed maximum size. The overall height of such sign(s) shall not be more than 2½ feet above the surface of the ground to which the sign is affixed.</td>
<td>Back of lot line</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Commented [SF12]: This category doesn’t seem to differentiate between wall signs and freestanding signs. Feels like it’s trying to do too much – suggest splitting these two sign types and addressing size/location/permit separately.

Commented [SF13]: Many codes allow for a second freestanding sign on corner lots with an entrance from the side street.
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
<th>Applied to Window</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>(C) Permanent Windows and Door Signs*</td>
<td>In addition to the above but not to exceed 15% of each window surface to which applied. Such sign shall be confined to lettering and insignia only.</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>(D) Temporary Window Signs</td>
<td>In addition to the above but not to exceed 1/3 of each of no more than 2 window surfaces to which applied adjacent to the main building entrance. Not permitted on same window as permanent window sign.</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>(E) Holiday/seasonal Christmas holiday decorations (non-commercial wording or symbol – 40 day limit).</td>
<td>Back of lot line</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>(F) Temporary identifying signs for a building project on the lot for which a building permit has been issued and in effect.</td>
<td>24 sq. ft.</td>
<td>Back of lot line. 1 per each street frontage.</td>
<td>Yes</td>
</tr>
<tr>
<td>(G) Signs pertaining to the sale, lease, or rental of the property on which they are located.</td>
<td>15 sq. ft.</td>
<td>1 per each street frontage. Back of lot line.</td>
<td>Yes, if aggregate under one permit is 12 sq. ft. and over.</td>
</tr>
</tbody>
</table>

* Under conditions where building design is such that the use of exterior wall sign(s) is inappropriate, as recommended by the Architectural Review Committee during the review of a comprehensive signage plan, giving consideration to street corner buildings as a special situation;

Such building is allowed larger permanent window signs, in lieu of any exterior building wall signs as follows:

(a) letter height to be increased from 9” to 15”;

(b) percentage of window area covered increased from 15% to 20% provided that all letters are either on the window or mounted on a clear sign panel hung behind the window. (1/1/87)
2. GBO Zone.

<table>
<thead>
<tr>
<th></th>
<th>MAXIMUM SIZE</th>
<th>LOCATION</th>
<th>PERMIT REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Signs as permitted and regulated in Section A-Residential Zones above in addition to the following:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B) Signs giving the Name and insignia of one or more occupants of a permitted office or laboratory.</td>
<td>15 sq. ft.</td>
<td>1 per each public entrance, 15 ft. back of lot line.</td>
<td>Yes</td>
</tr>
<tr>
<td>(C) Seasonal/Christmas holiday decorations (non-commercial wording or symbol – 40 day limit).</td>
<td>Back of lot line</td>
<td>Yes, if aggregate under one permit is 12 sq. ft. and over.</td>
<td></td>
</tr>
</tbody>
</table>

3. BEX-50 Zone.

<table>
<thead>
<tr>
<th></th>
<th>MAXIMUM SIZE</th>
<th>MAXIMUM NUMBER</th>
<th>LOCATION</th>
<th>PERMIT REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Signs as permitted and regulated in Section A-Residential Zones above in addition to the following:</td>
<td></td>
<td>1 per entrance</td>
<td>15 ft. or more back of lot line</td>
<td>Yes</td>
</tr>
<tr>
<td>Signs giving the name of the occupant of a permitted office. Office nameplate sign. (6/25/94)</td>
<td>32 sq. ft.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(C) Major tenant nameplate sign. (6/26/94)</td>
<td>One</td>
<td>100 sq. ft.</td>
<td>500 ft. from property line; not visible from roadway</td>
<td>Yes</td>
</tr>
<tr>
<td>D) Other tenants nameplate signs. (6/25/94)</td>
<td>One per tenant; multiple tenants listing permitted on one sign</td>
<td>32 sq. ft. per tenant; 500 sq. ft. – total all other tenants</td>
<td>500 ft. from property line; not visible from roadway</td>
<td>Yes</td>
</tr>
</tbody>
</table>
4. P Zone.

<table>
<thead>
<tr>
<th>A) Signs as permitted and regulated in Section A-Residential Zones above in addition to the following:</th>
<th>MAXIMUM SIZE</th>
<th>MAXIMUM NUMBER</th>
<th>LOCATION</th>
<th>PERMIT REQUIRED</th>
</tr>
</thead>
<tbody>
<tr>
<td>(B) Signs identifying the parking area and any limitations of its use.</td>
<td>10 sq. ft.</td>
<td>1 per each street on which area has access located at entrance, back of lot line</td>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Sec. 6-165 MEASUREMENT OF SIGN AREA:**

The area of a sign shall be considered to include all lettering, wording and accompanying designs or symbols together with any background different from the building whether painted or applied when it is designed as an integral part of and obviously related to the sign, and when the sign consists of individual letters or symbols attached to, or painted on, a building wall or window, the area shall be considered to be that of the smallest rectangle which encompasses all of the letters or symbols. (6/25/84)

In the case of a free-standing sign, or a sign that can be seen from both sides, the area shall be determined by multiplying the outside dimensions of the sign, not including the vertical, horizontal or diagonal supports which affix the sign to the ground, unless such supports are evidently designed to be part of the sign.

**Sec. 6-166 LOCATION OF SIGN:**

No sign shall be located on the roof of any building or on any exterior wall so as to project above the top of said exterior wall at the location of the sign. No business sign shall face any lot line of any immediately adjoining lot in a residence zone within a forty (40) foot distance.

All signs on the property shall be so located that they will not interfere with the vision of a driver entering or leaving the property or interfere with visibility at an intersection or traffic light.

No sign shall project more than nine (9) inches over any public traveled way.

A sign may be affixed only to that portion of a building or structure wall which encloses the use to which the sign pertains.

All signs that are on the public right of way are expressly prohibited except those signs erected by or on behalf of:

- a governmental body to convey public information or direct pedestrian or vehicular traffic;
- a public transit company bus stop or similar sign;
- a public utility informational sign;
(i) a hospital or educational, civic, historic, or religious institution; a neighborhood, fraternal or athletic organization; or a country club, that give directions thereto or convey public information and
(ii) temporary non-commercial signs, under guidelines issued by the Office of the First Selectman or designee and for which a permit has been issued by the Zoning Enforcement Officer pursuant to such guidelines. All of such signs shall be no more than five square feet in area. (7/3/93)

For the purpose of enforcement of Sec. 6-162 for residential zones only the term “lot line” shall be deemed to be the line 15 feet from the edge of the adjacent road surface and the term “right of way” shall be deemed to be the area within the lot line (as so defined) and the edge of the adjacent road surface unless the lot owner or other interested person can show the true lot line or true right of way. (7/3/93)

Any sign on the public right of way that does not conform to this section shall be forfeited to the public and subject to confiscation without notice by any authorized officer. (7/3/93)

The location of flags excepted from the definition of a sign in Section 6-5(44) shall be prescribed by the Zoning Enforcement Officer. (7/3/93)

Sec. 6-167. HEIGHT RESTRICTIONS.
Free-standing signs, including posts, shall not exceed a height of ten (10) feet in a residential zone, or fifteen (15) feet overall in a business zone above the surface of the ground where located. There shall be a clear space underneath a free-standing sign located within the required front or street side yard in a business zone so that the sign will not interfere with the vision of a driver approaching a street intersection. The clear space shall be at least seven (7) feet four (4) inches, measured above the center line of the intersecting street as measured in Section 6-126, to the bottom of the sign.
Window and wall signs shall not exceed four (4) feet in height.

Sec. 6-168. ILLUMINATED SIGNS.
A sign may be illuminated if illumination is confined to, or directed to, the surface of the sign. Flashing, rotating, or intermittent illumination, or open illumination or other similar exposed illumination, including unshielded incandescent, LED or fluorescent bulbs shall not be permitted. The sign shall be so designed and shielded that the light sources cannot be seen from any adjacent residential zone or from the street. (5/4/2005, 4/24/2013)
Interior illumination of a sign shall not be permitted unless such illumination is confined to letters.
The Building Official shall be guided by the opinion of the Traffic Division of the Police Department in administering this Section. (4/24/2013)
Electronic message signs which are typically programmable and have changing or scrolling messages on display screens using LED, LCD, plasma, or functionally equivalent technology are not permitted. (4/24/2013)

Sec. 6-169. DESIGN AND LETTERING.
Signs shall be designed in harmony with the building and established development, in accordance with recommendations of the Architectural Review Committee. Three-dimensional signs shall not exceed three (3) feet (four feet in a BEX-50 zone) in any dimension. All store units in the same building or in separate buildings in an integrated shopping center shall have a uniform design and placement of signs. No more than three (3) different colors, including black and white shall be used in a sign and no more than two (2) different colors shall be used in any lettering. Lettering and/or logos shall be no larger than eighteen (18) inches (four (4) feet in a BEX-50 zone) in height. Lettering and/or logos of permanent window and door signs shall be no larger than nine (9) inches in height except as allowed pursuant to Sec. 6-164(a)(1)(c). (1/1/87) (6/25/94) (1/30/19)

Sec. 6-170. SPECIAL DEVICES.
The exterior use of pennants, banners, spinners, streamers, moving signs, ground signs, sales signs, special promotion signs, or other eye catching devices may be allowed for a seven (7) day period not to exceed once in any twelve (12) month period under a permit issued for special events such as openings, new management, and special promotional events. No sign or device held in the air by balloon or other means and no searchlights shall be permitted.

Sec. 6-171. SIGN REPAIRS; ALTERATIONS.
Signs may be repaired by repainting or by replacing of lettering, wording and accompanying symbols. Such repair shall not be considered an alteration within the meaning of this Chapter provided that the outside dimensions of signs as measured above are not changed; the location, height or illumination of a sign is not changed; and no substantial change in lettering, wording or symbols is made. (7/3/93) Nothing in this Section shall prevent a sign from being altered so as to become more conforming with the existing regulations provided that a permit where required under Section 6-175 is obtained.

Sec. 6-172. REMOVAL OF SIGNS.
It shall be the responsibility of the property owner to remove or cause to be removed all business signs within one (1) month from the time the premises are vacated.

Sec. 6-173. REPLACEMENT, ALTERATION OR RELOCATION.
No sign shall be replaced, altered or relocated without conforming to the existing requirements of this Article at the time of such replacement, alteration or relocation.

Sec. 6-174. PROHIBITED SIGNS.
Any sign that is the structure, building, any part thereof, or any associated structure designed to symbolize and/or identify by its shape or color a particular product, service, organization or business is prohibited.

Sec. 6-175. PERMIT PROCEDURE.
A permit shall be required for the erection, relocation or alteration of a sign as listed in Sections 6-163 and 6-164.
After issuance of a permit for erection of a sign with removable panels or letters for advertising programs at a theater, no new permit shall be required for rearrangement of the approved panels or letters to indicate changes in program. (5/4/2005)
All permits will expire by limitation at the end of six (6) months from date of issuance, if not used, except that permits for approved subdivision signs shall be issued for a period of one (1) year only, with the privilege of renewal by the Zoning Enforcement Officer without additional fee for only one (1) additional year. (5/4/2005, 5/1/2013)

Sec. 6-170 SIGN REVIEW, ADMINISTRATION, AND ENFORCEMENT.

FOR DISCUSSION.

Commented [SF17]: Requires further discussion with Working Group – new section would cover the role of the ARC, enforcement, fees, and penalties.
MINUTES

Call to Order: 12:00 p.m.

Regulars Members Present: Ms. Margarita T. Alban, Mr. Nicholas Macri

Other Parties Present: Mrs. Katie DeLuca, Director Planning and Zoning/Zoning Enforcement Coordinator/Town Planner; Mr. Patrick LaRow, Deputy Director Planning and Zoning/Assistant Town Planner; Ms. Marisa Anastasio, Senior Planner; Mr. Richard Hein, Architectural Review Committee; Mr. Paul Pugliese; Architectural Review Committee; Ms. Susan Favate, BFJ Planning; Mr. Jonathan Martin, BFJ Planning; Mr. Michael Kalb, Stantec; Mr. Ghanshyam Patel, Stantec

Topics Covered:

1. Lighting Discussion
   a. Issues to address:
      i. Glare – need lighting regulations that address glare as well as light spillage. Concept of BUG ratings was discussed.
      ii. Dark Sky provisions – provide a policy basis for lighting regulations (especially uplighting). Currently not in regulations, only mentioned in POCD.
iii. Sign lighting – need clearer regulations to address wattage and applicability of signage requirements vs. lighting.

iv. Others – discussed uplighting/lighting of buildings and whether there should be flexibility for historic/architecturally significant buildings. Consensus was not to allow lighting of landscaping or trees. Also discussed controls to prevent public buildings and schools from leaving lights on all night.

2. Draft Revisions to Existing Signage Regulations
   a. Revisions circulated to working group prior to meeting.
      Changes so far:
      i. Organization
      ii. Definitions
      iii. New/revised signage provisions
      iv. Questions for further review
      v. Working group to get comments back within approx. 1 week

3. Design Guidelines
   a. Discussed overall approach and initial concepts
   b. Common signage program – for buildings with multiple tenants, need to strike a balance between uniformity and creativity. Discussed concept of a consistent color scheme but flexibility on use of font (e.g. Old Greenwich example).
   c. Incentives – could Town grant administrative approval if applicant achieves a higher standard of design? (Expedited review – consultant team needs to better understand permitting/approval process to identify potential incentives).
d. Outreach – Town wants to bring in sign providers once draft guidelines are developed, to ensure they’re reasonable. Town to take the lead on this.

4. Next Steps
   a. Additional meeting on approval/enforcement process
   b. Town Homework:
      i. Review draft signage regulations
      ii. Staff to provide information on permitting/approval/enforcement process
   c. BFJ Team work:
      i. Draft Design Guidelines Portfolio
      ii. Case studies
      iii. Work on lighting provisions
      iv. Further revisions to existing signage regulations

Adjournment: Meeting adjourned at 2:30 p.m.