

4.0 BULK + DIMENSIONAL DATA

4.5 Signage

A. Purpose

This Section is intended to promote the public safety and welfare by providing standards to control the location, area, number, illumination and overall design of signs in order to prevent undue distraction to motorists and pedestrians, to ensure compatibility of signs with permitted land uses, to provide reasonable standards by which uses within the various districts may relate their function to the public, and to aid in preserving and enhancing the aesthetic and historical values of the community.

B. Applicability

No sign, billboard, signpost or structure designed to advertise the sale, rental, construction or improvement of said building or premises or both, or designed to advertise the business conducted upon the premises in the Business Industrial District, in the General Business or Development Districts, or designed to sell products permitted by these regulations to be produced on the premises in a Residence District which is visible and legible from a public street shall be erected, attached to, or maintained on property subject to these Regulations, except as permitted by the provisions of this Section.

C. Prohibited Signs

1. A-framed sandwich-board signs, except as allowed by Table 4.6.2(5) and 4.7.1(14), and other signs not affixed either to a building or to the ground in a permanent manner, except as permitted by Section 4.7.1(10), shall be prohibited for use by businesses.
2. Any sign, legally existing at the time of the adoption of these Sign Regulations, which becomes non-conforming with the adoption of these regulations, may be maintained but shall not be increased in size of sign, size of lettering, or the extent it projects or is illuminated as the same exists at the effective date of these Regulations. Each such sign shall be completely and totally removed at such time

as the place of business which such sign advertises shall change in use, subsequent to the effective date of these regulations.

D. Permit Required

Pursuant to Tables 4.6, 4.7 and 4.8, a Zoning Permit or Special Exception for a sign shall be obtained from the Commission or its duly authorized officer prior to the erection or installation of any sign except for:

1. Any sign face of an existing sign meeting the requirements of this Section, provided the sign area is not increased.
2. The routine maintenance of any sign meeting the provisions herein.
3. A sign listed in Section 4.5 as not requiring a Zoning Permit or Special Exception.

E. Signs Permitted in any District

The following types of signs are permitted in any zone without a Zoning Permit provided that any such sign shall comply with other provisions of Section 4.5:

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4.0 BULK + DIMENSIONAL DATA

Table 4.4 Sign Requirements

Type of Sign	Maximum Number of Signs	Maximum Size/Area
1. Traffic control signs required or approved by the Woodbridge Traffic Authority or by the State of Connecticut	n/a	n/a
2. Names of buildings, dates of erection, monumental citations, commemorative tablets, and the like, when carved into or made of stone, wood, bronze, aluminum, or other permanent materials, and made an integral part of the construction.	n/a	n/a
3. Signs of a non-commercial nature and in the public interest, erected by, or on the order of a public official in the performance of a public duty, such as safety signs, memorial plaques or signs of a historical interest.	n/a	n/a
4. Temporary political signs	n/a	n/a
5. Real estate signs advertising the sale, rental, or lease of premises, provided that the maximum height of said sign does not exceed five (5) feet.	One (1) sign per premises	a. In any residential district not more than four (4) square feet on each of two sides. b. In any business or development district not more than twenty-five (25) square feet on each of two sides.
6. Signs for professionals, including but not limited to: carpenters, painters, roofers, etc, on the premises where the work is being performed, provided that: a. No such sign exceeds four (4) feet in height, and b. Such sign is removed promptly upon completion of the work.	One (1) sign per premises	a. In any residential district not more than four (4) square feet on each of two sides b. In any business or development district not more than twenty-five (25) square feet on each of two sides.
7. Temporary street signs within subdivisions prior to road acceptance.		n/a
8. Signs no closer than 75 feet apart along the property line, bearing notification of restriction on trespassing, hunting, fishing, or dumping upon the premises on which it is located.		Not more than one square foot per side.
9. Permanent signs erected and maintained by a church or civic or fraternal organization exempt from Federal income tax under the provisions of Section 501(C) of the Internal Revenue Code for the purpose of notifying the public of the presence in the Town of such church or organization.		
10. Temporary or permanent signs erected and maintained by the Town or any agency thereof pursuant to the performance of a government function.		

4.0 BULK + DIMENSIONAL DATA

F. Signs Permitted in Residential Districts

I. The following types of signs are permitted for residential uses in a residential zone provided that such sign shall comply with other provisions of Section 4.5.

Type of Sign	Maximum Number of Signs	Maximum Size/Area
1. A sign bearing the name and/or street address; and/or permitted residence office of the resident (no permit required)	One (1) for each permitted use or dwelling	Two (2) square feet in total area
2. A garage or tag sale sign, advertising a sale to be held within three (3) days following the erection of such sign, of personal property and effects which are owned by the owner or tenant of the premises and used for residential or domestic household purposes. Such sign shall be removed upon completion of the advertised event (no permit required)	One (1)	

2. The following types of signs are permitted for non-residential uses in any residential district (such as religious institutions, libraries, museums, art centers, historical societies, schools, municipal uses, non-profit agencies) provided that any such sign shall comply with other provisions of Section 4.5.

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4.0 BULK + DIMENSIONAL DATA

Table 4.6 Signs Permitted for Non-Residential Uses in A, B and T3 Districts		
Type of Sign	Maximum Number of Signs	Maximum Size/Area
1. One or more wall signs provided that the total area of all wall signs does not exceed twenty (20) square feet (Zoning Permit required)	One (1) sign per street frontage	Twenty (20) square feet in total area
2. One or more wall signs when the total area of all wall signs exceeds twenty (20) square feet (Special Exception required)	One (1) sign per street frontage	One (1) sign per street frontage
3. A freestanding sign erected or placed perpendicular or parallel to the public street or highway to which the building or structure fronts or abuts provided that the sign does not exceed five (5) feet in height or forty (40) square feet in area (Special Exception required)	One (1) freestanding sign per street frontage	Twenty (20) square feet in total area per side
4. A sign for a nonconforming use (Special Exception required)	As determined by the Commission	As determined by the Commission
5. A temporary A-framed sandwich-board sign solely for use by business establishments established by Special Exception or as an existing nonconforming use in accordance with Section 5.1.1 of these Regulations.	One (1) temporary sandwich sign for advertising use per business or occupant which can be used up to six different times in one calendar year (January ~ December) for a cumulative total of no more than six weeks during a calendar year. (Zoning Permit Required.)	Six square feet in total area on each of two sides

G. Signs Permitted in Non-Residential Districts

- I. The following types of signs are permitted in a non-residential zone provided that any such sign shall comply with other provisions of [Section 4.5](#).

4.0 BULK + DIMENSIONAL DATA

Type of Sign	Maximum Number of Signs	Maximum Size/Area
1. One (1) wall sign displaying the name and/or street address of the owner or occupant of the premises and/or the activity conducted thereon (Zoning Permit required)	One sign per Tenant except as may be allowed by Subsection 4.5.1.3	One (1) square foot per lineal foot of facade of the tenant space but not more than twenty-five (25) square feet or not more than one (1) square foot per 1,000 square feet of gross floor area, whichever is greater.
2. One projecting sign displaying the name of the owner or occupant of the premises and/or the activity conducted thereon provided there is at least fourteen (14) feet of clearance under the sign for vehicular traffic and at least seven (7) feet of clearance under the sign otherwise (Zoning Permit required)	One sign per Tenant	Twelve inches (12”) by eighteen inches (18”) in total area on each of two sides.
3. One (1) additional wall sign or projecting sign displaying the name of the owner or occupant of the premises (Special Exception required).	One additional sign	
4. An entrance identification sign for a rear entrance into a building or tenant space from a parking area (Zoning Permit required).	One sign	Four (4) square feet in area
5. Sign(s) identifying store hours and non-advertising notices (no permit required).	n/a	One (1) square feet in total area per tenant space
6. For a residence in a nonresidential zone, a sign bearing the name and/or street address; and/or permitted residence office of the resident (no permit required).	One (1) for each permitted use or dwelling	Two (2) square feet in total area
7. Permanent window sign(s) on store windows for a permitted use, provided that a “permanent window sign” permit has been obtained (Zoning Permit Required)	Two (2) window surfaces	Twenty-five percent (25%) of the window area where it is located. <i>Note: Signage for larger window area may be granted by the Commission by Special Exception for good cause shown.</i>
8. A freestanding sign erected or placed on the premises provided that the maximum height of such sign does not exceed ten (10) feet. The height of the sign must be proportional to the setback of the sign from the property line. (Special Exception required)	One (1) freestanding sign per premises	Twenty-four (24) square feet in total area on each of two sides.

4.0 BULK + DIMENSIONAL DATA

Table 4.7 Signs Permitted in T4, Dev 1, Dev 2 (SD 1), BI, GB, GBA, SD + P Non-Residential Districts		
Type of Sign	Maximum Number of Signs	Maximum Size/Area
9. Professional tenant directory sign, identifying tenants, shall be allowed. The sign shall be located away from the road frontage of the property. (Special Exception required)	One freestanding sign.	No portion of the sign shall be more than six (6) feet above the average level of the rough grade within a radius of ten (10) feet. Each tenant shall be allowed a 2 square foot sign on the directory sign, displaying only the tenant's name. In addition to the names, the directory may contain a layout of the center which shall not exceed six (6) square feet.
10. A temporary banner sign announcing special events directly related to the activity or use conducted within the premises provided that no more than four (4) permits per tenant for such special events signs shall be issued in any one calendar year (Zoning Permit required)	One (1) sign per business or occupant for up to two (2) weeks but no more than one (1) sign per property at any one time	Twelve (12) square feet in total area
11. Temporary window sign for a permitted conforming use (Zoning permit required), provided that: a. Such sign will not be displayed and more than fifteen (15) consecutive days b. if such use has only one window and such window contains a permanent window sign, then the temporary sign shall not exceed fifteen (15) per cent of the total window surface.		Twenty-five (25) per cent of the window surface where it is located
12. Barber pole sign. (Zoning Permit required)	One per hair cutting establishment in addition to other permitted signs.	A barber pole may not exceed three (3) feet in height, excluding the supporting structure.
13. Awning signs, provided that the area of the sign shall be computed as part of the total sign area for the subject building and lot. (Zoning Permit required)		

4.0 BULK + DIMENSIONAL DATA

Type of Sign	Maximum Number of Signs	Maximum Size/Area
14. Temporary A-frame sandwich-board signs. (Zoning Permit required)	One (1) temporary sandwich sign. For advertising use per business or occupant which can be used up to six different times in one calendar year (January ~ December) for a cumulative total of no more than six weeks during a calendar year.	Six square feet in total area on each of two sides.
15. A directory sign on a Class A road established by Section 1.5.1. of these regulations, for businesses not on a Class A road. Proof must be provided that such a sign is in the public welfare, and that the applicant has the legal right to erect such a sign. (Special Exception required).		

Type of Sign	Maximum Number of Signs	Maximum Size/Area
a. Name Plate or sign for permitted uses giving only the name of the occupant or use of the premises.	One (1) sign or name plate.	Sign shall not exceed a total surface area of 1½ square feet.
b. Bulletin boards and signs on the premises of churches, schools and similar non-profit institutions.	One (1) sign.	Signs shall not exceed 16 square feet in total area and may be part of the architecture of the building.
c. Signs advertising the use of a premises for Special Exception uses.	One (1) sign.	Signs shall not exceed 16 square feet in total area.
d. Freestanding signs	One (1) sign.	Signs shall be no more than 6 feet in height and shall comply with Sections 5.17 and applicable setback regulations.

H. Eleemosynary Signs Permitted

Subject to the general limitations prescribed in Section H.1 eleemosynary signs may be located either on premises as the event to which they refer occurs or off premises from such site. Sign

registration per Section H.2 of these regulations is required for such signs.

I. Eleemosynary signs shall be:

- a. Not posted for more than two (2) weeks before the event;

4.0 BULK + DIMENSIONAL DATA

- b. The event is limited to an activity scheduled for specific dates and not for continuous activities or on-going programs.
 - c. The sign(s) shall be removed within 48 hours of cessation of the event.
 - d. The area of any one side of the sign shall not exceed six (6) square feet
2. Eleemosynary signs shall be registered with the Zoning Enforcement Officer prior to their erection on a form prescribed by the ZEO which shall include the following information:
 - a. The name and address of the business, organization, or enterprise;
 - b. The name and phone number of the applicant and person responsible for removing said signs within the specified time limits;
 - c. The date of submission;
 - d. The overall sign design;
 - e. The purpose of the event;
 - f. The dates to be erected;
 - g. The duration of the event;
 - h. The location of the signs.
2. No sign, other than official street or highway signs, shall be erected or maintained within street or highway rights-of-way.
 3. No sign shall project over any private property line without the express written permission of the affected property owner.
 4. No sign shall be placed so as to:
 - a. Interfere in any way with the vision of pedestrian or vehicular traffic, traffic signals or signs, or
 - b. Endanger traffic on a street or public way by obscuring a clear view of, or by confusion with, official street signs, highway signs, or signals.
 5. No sign shall be affixed to the roof of any building; nor shall any sign affixed to any wall of any building project above the top of said wall.
 6. All signs shall be designed, constructed, erected, and maintained in accordance with the standards specified in the state building code.
 7. Permanent signs are encouraged to be carved.
 8. No sign shall consist of, contain, or appear to contain rotating, vibrating or moving materials such as paper, cloth or metal, whether attached to a fixed sign or used independently thereof.
 9. No sign shall be constructed, illuminated, or function in a way so as to appear to rotate, vibrate, move, or otherwise be animated.

I. Sign: Area, Location, and Construction

1. Determination of Sign Area:
 - a. The area of 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.
 - b. When the sign consists of individual letters or symbols attached to, or painted on, a building wall or window, the area shall be considered that of the smallest rectangle which encompasses all of the letter or symbols.
 - c. In the case of a free-standing sign, or a sign that can be seen from both sides, the area shall be determined from 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.

J. Sign Illumination

1. The illumination of permitted signs shall be non-animated and non-flashing.
2. Neon signs are permitted by Special Exception.
3. No sign shall be illuminated by other than white incandescent or white fluorescent lights, unless specifically approved by the Commission.

4.0 BULK + DIMENSIONAL DATA

4. Any internally illuminated sign shall consist of a dark or opaque background with lighter colored lettering unless specifically approved by the Commission.
5. Light sources shall be so located to preclude light trespass into the street or any adjoining property.
6. Spotlights or floodlights for signs shall be shielded so that:
 - a. The source of light shall not be visible from any point off the premises on which the sign, building or structure being illuminated is erected, and
 - b. Only one (1) sign is directly illuminated thereby.

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K. Sign Design and Review Procedure

1. All signs shall be designed so as to be harmonious and compatible with the architectural character of the building(s) or premises to which they refer and with due consideration to the protection and enhancement of Woodbridge historic character and tradition.
2. New free-standing signs within the Woodbridge Gateway Project on Amity Road, shall be minimized in height so that no tree removal is required for them to be visible.
3. The Commission shall only issue a Special Exception for a sign after a public hearing has been held and upon demonstration of conformity with Section 4.5 of these Regulations.