

SECTION 67 – COMMERCIAL SIGN STANDARDS

67 COMMERCIAL SIGN STANDARDS

Signs of the types and quantities listed are permitted in all commercial districts (**NB, RB, CBD, SCR, RCPD, CD, SRR, TOD** and **WD**), subject to the size restrictions below.

- 67.1 Sign Area.** Maximum **sign area** square footage of all permitted **signs** in any commercial district shall be two (2) square feet per running foot of the front or principal **structure** facade.
- 67.2 Sign Height.** **Business signs** shall have a maximum height no greater than twenty (20) feet be set back from the street line five (5) feet in an RB (Regional Business) zone: i.e. along the Route 1 and Route 34 corridor. Monument or ground signs shall not exceed six (6) feet in height in the other commercially zoned districts.
- 67.3 Ground or Pole Signs.** Only one **ground** or **pole sign** per structure per **lot** is permitted unless specifically authorized by the Planning and Zoning Commission.
1. When a **building** faces two public **streets**, the Commissioner may permit an additional **ground sign** for the entire **structure** or complex and/or an additional **attached sign** for each business totaling no more than half the size permitted on the main facade if it can be shown that the **sign**:
 - a. is necessary to conduct of the business,
 - b. will conform to and be compatible with the existing **signs** and building exterior,
 - c. will not be visually offensive.
 2. Each side of a **ground sign** shall be the same size, but only one side shall be counted in total **sign area**.
 3. **Pole signs** may only be allowed by Special Permit in the CBD zone.
 4. Two (2) **attached signs** on a **structure** in place of one (1) **ground** or **pole sign** and one (1) **attached sign** may be permitted by the Commissioner provided it is shown:
 - a. that the latter arrangement is impractical,
 - b. that the **attached signs** do not detract from the structure's appearance, and
 - c. that the total **sign area** is not greater than normally permitted.
- 67.4 Business Sign Number Limit.** Each business in a commercial district shall be limited to one (1) **attached sign** and one (1) **ground sign** and **Highway Oriented Business Signs** shall be limited to one (1) per parcel.
- 67.5 Ground Sign(s) in Neighborhood or Regional Shopping Centers** may be permitted at each entrance from a different **street**, as follows:
1. One **ground or monument sign** at the main entrance with a maximum sign height of six (6) feet and a maximum length of seven (7) feet of **sign area** with the **shopping center** name and street address and its store businesses names.
 2. **Ground or monument sign(s)** at additional entrance(s) may be permitted by Special Use Exception, but shall have no more than thirty-two (32) square feet **sign area** and be no more than six (6) feet high and shall be limited to the name and address of the **shopping center**.
- 67.6 Attached Business Sign in Neighborhood or Regional Shopping Centers.** Each business **attached business sign** shall be limited to one (1) square foot for every running foot of the front facade.
- 67.7 Permanent Real Estate Signs** .Rental or management information may be added to the **ground sign** of any commercial complex.

67.8 **Promotional Signs** are permitted provided same are not flashing or otherwise hazardous and are removed within 30 days.

67.9 **Special Advertising Devices** including, but not limited to, plaques, banners, pennants and streamers are permitted for a period of not more than thirty (30) days after the opening of a new business.

67.10 **REVIEW STANDARDS FOR POLE SIGN SPECIAL PERMIT**

67.10.1 In addition to the required special permit findings the Planning and Zoning Commission shall make a written finding that:

1. A **ground sign** cannot be employed at the location due to vehicular or pedestrian safety or visibility considerations; and
2. The **sign** program for the location has been determined by the Planning and Zoning Commission to provide insufficient identity to the establishment; and
3. The predominant pattern of business **signs** in the immediate area (500 linear feet in both directions) includes **pole signs**.

67.11 **REVIEW STANDARDS FOR HIGHWAY ORIENTED BUSINESS SIGN SPECIAL PERMIT**

67.11.1 In addition to the required Special Permit findings the Planning and Zoning Commission shall make a written finding that the Special Permit requested:

1. will not have a negative effect on views of vistas of Downtown, the West River, or New Haven Harbor.
2. will no result in a visual clutter from an undue concentration of on premises or off premises signs.
3. will be in keeping with the scale and massing of nearby structures, **signs**, and/or geographical features.
4. will not require substantial alteration of the existing tree canopy in the area of the highway oriented business **sign** or significant removal or trimming of trees to achieve a clear view of the **sign**.

67.12 **SUPPLEMENTARY APPLICATION STANDARDS FOR HIGHWAY ORIENTED BUSINESS SIGN**

67.12.1 A plan and section at a scale of 1 inch equals 40 feet (1"=40') or larger, prepared by a Connecticut licensed surveyor, showing the approaches to the **sign** location and the following shall be submitted

1. the ground elevation at the base of the **highway oriented business sign**; and
2. the highway elevation at the crown of the limited access highway in the travel direction at the point closest to the proposed **highway oriented business sign** location; and
3. the highway elevation at 1500 and 500 linear intervals from the point described immediately above; and
4. the location of any significant (8 inch caliper or larger) trees on the proposed **highway oriented business sign** site which are to be trimmed or removed.
5. the location any **advertising signs** or **highway oriented business signs** within 1500 feet of the proposed location.

67.12.2 **Photo or Video May be Required.** If the Planning and Zoning Commission deems it necessary to adequately evaluate the proposal, photos and/or video showing the travel approach to the proposed location showing the following may be required:

1. a flag shall be posted showing the height to the bottom and top of the proposed **highway oriented business sign**.

2. flags shall be staked at the limited access highway edge at the 1500 foot and 500 foot distances from the proposed *highway oriented business sign* location at the points delineated in section 67.12.1 above.