

**ARTICLE 121, Sign Regulations** [Added effective 6-28-1985; Amended effective 12-27-2002; 11-28-2003; 2-25-2005; 3-25-2005; 10-27-2006; 8-24-2007; 8-29-2008; 12-24-2010; 2-25-2011, 3-29-2013, 7-28-2017; 10-27-2017; 6-14-2019; 6-28-2019]

**§ 118-1290. Purpose and intent.**

The following regulations pertain to signs on private property. Signs on streets and public rights-of-way are regulated by city ordinance; see Chapter 21, Articles I and II. It is the purpose and intent of these sign regulations to permit such signs that will not, by their aggregate number, size, location, construction or manner of display, confuse or obstruct the vision necessary for traffic safety or otherwise endanger public health, safety and morals and to regulate signs in such a way as to protect property values, to improve the physical appearance of commercial areas and to preserve and enhance the aesthetics of the community.

**§ 118-1291. Definitions.**

As used in this regulation, the following words shall have the following meanings:

**ANIMATED OR FLASHING SIGN** -- Any sign which uses movement or change of lighting to depict action or to create a scene or which contains an intermittent or sequential flashing light, except for a time-temperature device in an otherwise nonanimated display; also any sign which is set in motion by movement of the atmosphere, such as pennants and flags, revolving or moving signs, spinners, special promotional signs, A-frames or other eye-catching devices, except for national or state flags. [Added effective 2-2-1990]

**BUS SHELTER SIGN** -- A sign displayed on a bus shelter structure and used for advertising a public service, merchandise, establishment, entertainment, events, etc., to support the cost of the shelter and which is fully enclosed within the frame of the structure. [Added effective 10-28-1988]

**CHANGEABLE COPY SIGN (MANUAL)** -- A sign on which copy is changed manually, e.g., readerboards with changeable letters.

**CHANGEABLE COPY SIGN (AUTOMATIC)** -- A ground sign or portion thereof on which the copy, character, or illustration changes automatically on a lampback or through mechanical means, except that the portion of a permitted sign providing time and temperature information only shall be exempt from this definition. [Amended effective 6-30-2000; 3-25-2005; deleted effective 2-5-2011; Added eff. 7-28-2017]

**CORNICE SIGN** -- A sign which copy depicts the name of the building to which it is attached or, in the alternative, the name of a corporate tenant located within the building as permitted by Section 118-1294(B)(5). [Added effective 2-25-2005]

**DIRECTIONAL/INFORMATION SIGN** -- Any sign giving directions, instructions or facility information and which may contain the name or logo of an establishment but no advertising copy, e.g., parking or exit and entrance sign.

**ELECTRONIC VIDEO SCREEN (EVS) SIGN** -- A wall mounted sign, affixed to a building, used for the purpose of advertising a public service or offsite community event, or retail tenant, merchandise, establishment or event related to the building or property to which it is affixed. This may be in the form of dynamic digital display equipment comprising an electronic video screen. The copy displayed on such sign may be in the form of electronic changeable copy or a static image; provided that the interval between sign content changes shall be no less than twelve (12) seconds. [Added effective 11-25-2016]

**GROUND SIGN** -- A permanent sign supported upon the ground by poles or braces and not attached to any building. [Amended effective 9-13-1985]

**IDENTIFICATION SIGN** -- A sign whose copy is limited to the name and address of a building, institution or person and/or the activity or occupation carried on or located on the same lot or plot.

**MARQUEE SIGN** -- A sign located on a permanent canopy over the entrance of a facility used for displaying the names of featured entertainment, movies, principal performers, events that will occur in the

facility on which the copy, character, or illustration changes automatically or through mechanical or digital means. [Added effective 10-27-2017]

**OBSCENE-** An image is obscene if (a) taken as a whole, it predominately appeals to the prurient interest, (b) it depicts or describes in a patently offensive way a sexual act that is prohibited by the laws of the State of Connecticut, and (c) taken as a whole it lacks serious literary, artistic, educational, political or scientific value. Whether an image is obscene shall be judged by ordinary adults applying contemporary community standards.

**OFF-PREMISES SIGN --** A sign advertising an establishment, merchandise, service, entertainment, etc., which is not sold, produced, manufactured or furnished at the property on which said sign is located, e.g., billboards or outdoor advertising, including roof signs erected over or on the roof of a building.

**PORTABLE SIGN --** A sign that is not permanently affixed to a building, structure or the ground, e.g., a sandwich sign.

**PROJECTING SIGN --** A sign attached to a building which projects from the building wall and is intended to be read from the side.

**REAL ESTATE SIGN --** A sign advertising the real estate upon which the sign is located as being for lease or sale, or signs offering lots for sale within approved subdivisions on the premises.

**SIGN --** Includes any fabricated sign or outdoor display structure consisting of any letter, figure, character, mark, point, plane, marquee sign, design, poster, pictorial picture stroke, stripe, line, trademark, reading matter or illuminating device, constructed, attached, erected, fastened or manufactured in any manner whatsoever, so that the same shall be used for the attraction of the public to any place, subject, person, firm, corporation, public performance, article, machine or merchandise whatsoever and displayed in any manner out of doors for recognized advertising purposes.

**SIGN FRIEZE --** The area of the building face above first-floor windows but below the sills of second-story windows or the cornice, whichever is lower.

**SIGN STRUCTURES --** A structure which supports one (1) sign face or two (2) sign faces placed back to back and enclosed in a frame not to exceed thirty (30) inches. [Added effective 9-13-1985]

**TEMPORARY SIGN --** A sign constructed or intended for use during a limited period of time, e.g., a grand opening sign or a seasonal sign.

**TENANT DIRECTORY SIGN --** A sign providing the names of tenants in a multi-tenant building of two hundred and fifty thousand (250,000) square feet or more, subject to Section 118-1294 (E)(1). [Added effective 10-29-2010]

**WALL MURAL --** **Artwork painted on a building or affixed to the exterior of a building (including mosaic, tile and other textural materials) or structure** which contains no logos and no advertising of a product for sale or services rendered on the premises. The name of the sponsor **and artist may appear, provided they are clearly accessory to the mural and subject to the approval of the Norwalk Arts Commission.** A wall mural may not (a) contain images or text that are obscene, **discriminatory or offensive** or (b) **permanently damage a historical landmark or resource.** [Amended effective 12-27-2002; 6-28-2019]

**WALL SIGN --** A sign attached parallel to and extending not more than twelve (12) inches from the wall of a building. This definition includes painted, individual letter and cabinet signs.

**WINDOW SIGN --** A sign installed on a window and intended to be viewed from outside the building.

**§ 118-1292. General requirements. [Amended effective 4-30-2010; 2-25-2011; 7-28-2017; 10-27-2017]**

- A. Permits. No sign, except as provided herein, shall be erected, altered or otherwise changed, except for normal maintenance, unless a zoning approval has been issued by the Zoning Inspector and a

building permit has been issued by the Building Official. No zoning approvals or site plans shall be approved if the signage indicated is not in conformance with these regulations. [Amended effective 8-28-1998]

- B. Unless otherwise authorized in the regulations, animated and changeable copy signs who's copy, character, or illustration changes automatically on a lamp back or through mechanical means are prohibited and shall not be permitted on any type of signs or in any zoning district. Only national and state flags and those of charitable and religious organizations are permitted. **Wall murals, including those permitted as part of an approved sign manual, shall be allowed as artwork and may obtain a zoning permit after approval by the Norwalk Arts Commission.** [Amended effective 2-25-2011; 7-28-2017; 10-27-2017; 6-28-2019]
- C. Illumination. Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity and shall be designed, located, erected and maintained to confine or direct all illumination to the surface of the subject sign and away from adjoining premises or the street upon which it fronts or faces.
- D. Maintenance. All signs, together with their supports, shall be kept in good repair and in safe condition. The owner of the premises on which a sign is erected shall be directly responsible for keeping such sign and premises in a safe and neat condition.
- E. Nonconforming signs. Existing signs of a size and type not permitted in the district in which they are situated or which do not conform to all the provisions of these regulations are nonconforming signs under this section. No nonconforming sign shall be altered or changed in any way unless it is made to conform to these regulations. A new name shall not be deemed to be a change, provided that the letter size complies with the sign regulations described herein. A change shall not include the changes on a theater marquee, changeable copy (manual) sign, gas pricing sign, bus shelter advertising nor copy on billboards and shall not include normal maintenance activities. No signs described above shall be relocated, unless such relocation results in eliminating or reducing the nonconformity. [Amended effective 2-25-2011]
- F. Repair of nonconforming signs. If a sign suffers damage to the extent of fifty percent (50%) or more (replacement value), it must be brought into conformance with these regulations or removed.
- G. Abandoned signs. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management of such business for a period of six (6) months or more or an off-premises sign which ceases to identify or advertise a bona fide business, service, owner, product or activity for a period of six (6) months or more shall be deemed abandoned. Such signs shall be removed by the owner of the premises on which the abandoned sign is located.
- H. Measurement of sign area.
  - (1) Sign area is that area enclosed by one (1) continuous line connecting the extreme points or edges of a sign. This area does not include the main supporting sign structure but shall include multiple signs attached to a single-sign structure.
  - (2) Except for off-premise signs, when a sign is double-faced, only one (1) face shall be counted in computing the sign's area. [Amended effective 3-26-1993]
- I. Letter size. Lettering shall be no larger than eighteen (18) inches in height, except as otherwise permitted by these regulations. [Amended effective 12-27-1991]

**§ 118-1293. Signs permitted in all districts; museum signs.**

- I. Signs permitted in all districts. Bus shelter signs are permitted in any district without the necessity of a permit and shall be exempt from the sign area limitations for that district. The following signs are permitted in any district, without the necessity of a permit, provided that they are set back a minimum of ten (10) feet from the street line and do not exceed a height of six (6) feet, if a ground sign, nor the height of the first story, if a wall sign [Amended effective 10-28-1988]:
  - A. Any nameplate not exceeding two (2) square feet, giving the name and/or business of the owner or occupant of the premises on which the sign is located.
  - B. Construction signs not exceeding twelve (12) square feet. Such signs may be in place only until a certificate of occupancy is issued.
  - C. Any sign or source of illumination erected by any branch or department of the town, state or federal government, relating to traffic safety or identifying town property or landmark.
  - D. Any directional signs which identify entrances or exits, parking areas, traffic flow or hazards, provided that such signs are of a strictly informational nature and which do not exceed two (2) square feet in area and four (4) feet in height.
  - E. Public signs or notices or any sign relating to an emergency.
  - F. Real estate signs not exceeding six (6) square feet in area. Such signs may be in place for the period of the offering. Real estate "sold" signs shall be prohibited.
  - G. Incidental signs not exceeding one (1) square foot in area.
  - H. Temporary special occasion banners; such banners shall be removed immediately after occasion.
  - I. Museum signs permitted in all districts. All signs related to public museums or maritime centers which are located on the property of said institution or within one thousand five hundred (1,500) feet thereof shall be subject to administrative review and approval by the planning and zoning staff and to the issuance of a building permit by the Building Department. [Added effective 10-5-1990]

**§ 118-1294. Signs in business and industrial zones. [Amended effective 9-13-1985; 3-14-1986; 12-27-1991; 1-29-1993; 9-28-2001; 10-27-2006; 10-29-2010]**

The following signs and those permitted in § 118-1293 shall be permitted on each property with buildings thereon. All other signs are expressly prohibited.

A. General standards.

- (1) Sign area and number of signs. The total area of all on-premise signs, except for ground signs, shall not exceed one and a half (1.5) square feet in area for each linear foot of building frontage. No one (1) business use or tenant shall have more than two (2) signs on the premises, except that one (1) additional sign shall be allowed on one (1) side wall of a structure facing two (2) streets and computed at one (1) square foot for every two (2) linear feet of side wall. In addition, one wall identification sign shall be permitted at a secondary business entrance facing a parking lot, not to exceed one (1) square foot in area for every four (4) linear feet of secondary wall frontage. For buildings of one hundred thousand (100,000) square feet or more, one additional wall identification sign shall be permitted at a secondary business entrance facing or directly across the street from a parking lot which is utilized to comply with the required parking for that building, not to exceed one (1) square foot in area for every four (4) linear feet of secondary wall frontage. [Amended effective 10-27-2006]
- (2) Letter heights. Lettering on signs in business and industrial zones shall be no larger than twenty-four (24) inches in height.

B. Wall signs. All wall signs shall comply with the following requirements:

- (1) Standards for wall signs. No sign shall project more than twelve (12) inches from the wall to which it is attached, nor shall it extend beyond the corners of a building or above the cornice of a one-story building. Signs should be placed in the sign frieze area and shall not exceed a height of twenty (20) feet from the ground to the top of the sign. However, in the case of a tall one story building or a wall sign on a building in excess of five (5) stories, such signs shall be placed in the sign frieze area, shall not exceed a height of thirty (30) feet from the grade directly below the sign's location on the building to the top of the sign and shall be below the sills of second story windows, subject to approval by the Commission. [Amended effective 2-25-2005, 12-21-2007]
- (2) A retail store having a minimum gross floor area of eighty thousand (80,000) square feet or more and located a minimum of one hundred and fifty (150) feet from the street line may have lettering no larger than thirty-six (36) inches in height on a wall sign and, where located a minimum of two hundred and fifty (250) feet from the street line, may have lettering no larger than forty-eight (48) inches on a wall sign, provided that the maximum wall sign area does not exceed one (1) square foot for each linear foot of building frontage.
- (3) Window signs. **Window signs, located within first floor (street level) uses, shall not exceed 25% of the glass, with the remainder of the glass being transparent.** Each unit of occupancy above the first floor may display a sign on the inside of one (1) window serving such unit, provided that such sign shall not exceed four (4) square feet in area and shall be computed in the total sign area. [Amended effective 6-14-2019]
- (4) [Deleted effective 6-28-2019]
- (5) Cornice signs: In lieu of otherwise permitted wall signs specified in Subsection A(1) herein, buildings in excess of five (5) stories shall be permitted one (1) cornice sign which shall be located within ten (10) feet of the main roofline directly above the sign and one (1) building street number sign not to exceed twenty (20) square feet. Such cornice sign shall consist of letters or logo no larger than thirty-six (36) inches in height and a total sign area calculated at one and one-half (1.5) square feet in area for each linear foot of building frontage on one street, not to exceed two hundred and fifty square feet in area regardless of the size of the building, and may be installed on two (2) sides of such building. Such cornice sign shall not project more than twelve (12) inches from the wall to which it is attached, nor shall it extend beyond the corners of the building or above the cornice of the building. Such sign may be illuminated, but shall not be flashing, animated or have the capacity for changeable copy. Cornice signs shall be permitted only by site plan review or modification of same, as per Section 118-1451. [Added effective 2-25-2005]

C. Projecting or hanging signs. Projecting or hanging signs shall comply with the following requirements:

- (1) Signs may project from the face of the building or hang from a roof canopy, provided that such signs shall not exceed six (6) square feet in area, shall not project more than forty (40) inches from the building and shall provide a minimum clearance of eight (8) feet from a sidewalk or public walkway.

D. Ground signs. All ground signs shall comply with the following requirements:

- (1) One (1) ground sign shall be permitted on a lot provided that it has at least seventy-five (75) feet of street frontage on one (1) street.

- (2) Standards for ground signs. All ground signs shall be set back a minimum of fifteen (15) feet from any property line or at the building setback line, whichever is less. Ground signs shall not exceed seventy-five (75) square feet in area. No dimension of a ground sign shall exceed twenty (20) feet. The maximum height to the top of any ground sign shall not exceed fifteen (15) feet, nor shall it extend above the lowest part of the main roofline, whichever is lower.
- (3) A ground sign shall identify the name of each business occupying the lot and shall include the street address number of the property at least four (4) inches in height.
- (4) In lieu of permitted wall signs, one (1) ground sign a maximum of eight (8) square feet in area shall be permitted on lots with less than seventy-five (75) feet of street frontage located in a Neighborhood Business zone. No internally illuminated signs shall be permitted and no dimension of such sign shall exceed four (4) feet. Such ground sign shall be set back a minimum of ten (10) feet from any property line and the maximum height to the top of such sign shall not exceed four (4) feet. [Amended effective 2-25-2011]
- (5) Gas station signs. Gas stations may have one (1) product pricing sign attached to a permitted ground sign. Said pricing sign shall not exceed six (6) square feet in area and shall be exempt from the total sign area computation.
- (6) Portable signs shall be prohibited.

E. Additional standards for unified shopping centers and multi-tenant buildings.

- (1) In multi-tenant buildings, the total sign area permitted shall be prorated among the individual building tenants on an equitable basis; such as the amount of gross floor area of each unit, the number of units or the facade area attributable to each unit. In addition to the ground sign permitted in Subsection 118-1294 (D) above, multi-tenant buildings of two hundred and fifty thousand (250,000) square feet or more, may increase the size of the nameplate and directional signs permitted in Section 118-1293 to no more than eight (8) square feet in area and six (6) feet in height as measured from the average elevation of the centerline of adjacent driveway, and may install one (1) tenant directory sign not to exceed sixteen (16) square feet in area and six (6) feet in height, subject to the submittal of a coordinated directory sign plan for the entire property and the approval of such plan by the Commission. [Added eff. 10-29-2010]
- (2) Signs for individual occupants of a unified shopping center shall comply with a coordinated signage plan for the entire property. Such signs shall be uniform in at least two (2) of the following respects: letter size, letter type and style, or the coordination of sign colors and locations.
- (3) Signage plans for unified shopping centers must be submitted as part of any site plan review application filed for a new shopping center or for the substantial renovation of an existing shopping center, subject to the requirements of § 118-1451, Site plan review, and to approval by the Commission. The Commission may waive one (1) or more aspects of these sign regulation standards, up to a maximum of twenty percent (20%), where such a waiver is deemed necessary to improve the overall appearance of the signage plan.
- (4) Ground signs on lots with one hundred (100) feet of frontage or more on one (1) street and with a shopping center of twenty thousand (20,000) square feet or more shall not exceed one hundred (100) square feet in area. Ground signs for unified shopping centers with a gross floor area of one hundred thousand (100,000) square feet or more shall not exceed one hundred and fifty (150) square feet in area. No ground sign shall extend more than twenty (20) feet from the ground to the top of the sign. Such ground signs shall be located a minimum of twenty-five (25) feet from any property line or at the building setback line, whichever is less, and shall otherwise comply with these regulations.

F. Temporary signs. Temporary signs shall comply with the following requirements:

- (1) Signs temporarily affixed to a window or door are permitted, provided that they do not exceed thirty-three percent (33%) of the area of the window or door and are in place for not more than thirty (30) days.
- (2) Special advertising devices for new businesses, such as banners, pennants and streamers, are permitted for not more than thirty (30) days in any twelve-month period.
- (3) Signs or banners for a special event (such as a community or non profit festival or celebration) shall be permitted on buildings or as a free standing sign for not more than thirty (30) days provided that such sign or banner is removed immediately following that event, should it occur prior to the thirty-day limitation. [Amended effective 6-27-2008]
- (4) Real estate signs for a commercial building may be in place for the period of the offering. The size of the sign in a mixed-use or multi-tenant retail building shall be limited by the number of square feet available for lease. The size of the sign in all other commercial buildings shall be limited by gross floor area.

Schedule for Real Estate Signs

Gross Floor Area or Square Feet Available for Lease	Permitted Sign Area (square feet)
Under 20,000 sq ft	12
20,000 - 100,000 sq ft	24
Over 100,000 sq ft	45

G. Off-premises signs.

- (1) The maximum sign area for both faces of an off-premise sign shall not exceed six hundred (600) square feet. This area shall include the border and trim but shall not include the base or apron support and other structural members. [Amended effective 3-26-1993]
- (2) No individual sign face of an off premise sign may exceed a measurement of twelve by twenty-five (12 x 25) feet. [Amended effective 3-26-1993]
- (3) All off-premises signs shall be affixed to the surface of an off-premises sign structure and may not be painted directly on any exposed surface, such as a building wall. The sign structure may extend forward up to eighteen (18) inches from the wall to which it is attached, if any. No part of such a sign shall project in front of any setback line.
- (4) All roof signs shall maintain a minimum clearance of six (6) feet between the roof and the bottom of the sign and shall be constructed of approved and noncombustible materials.
- (5) No roof sign shall be permitted within fifty (50) feet of a residence zone.
- (6) There shall be no more than one (1) roof sign per business or commercial building.
- (7) The minimum distance between off-premises signs on the same side of the street shall be three hundred (300) feet, except that those off-premises signs erected to be visible from any interstate highway shall be subject to a minimum distance of five hundred (500) feet from any other off-premises sign structure on the same side of the street and facing in the same direction.

- (8) Setback requirements shall be the same as the setback requirements for all structures within the zone in which the off-premises sign is located.
- (9) Sign structures shall have a height not to exceed thirty (30) feet. Sign height shall be measured from the center line of the street towards which the sign is oriented.
- (10) The exposed back of all off-premises signs shall be shielded from view from the road by an adjacent building, by the painting of such exposed back by the sign owner, in a neutral color, or by another sign face.
- (11) Off-premises sign structures, if illuminated, shall be illuminated in such a way that no glare is perceived in any adjoining property.
- (12) Before any off-premises sign is constructed or relocated, a sign permit issued by the Building Inspector shall be required in addition to any required state permit.
- (13) The total number of off-premise sign structures, whether conforming or nonconforming to these regulations, within the City of Norwalk shall not exceed **thirty (30)**. After the limit of **thirty (30)** structures is reached, new permits shall not be issued until previously existing sign structures, whether conforming or nonconforming to these regulations, have been permanently removed. An applicant for a new sign permit may be allowed to receive such a permit in excess of the limit upon the applicant's agreement, written on said permit, to dismantle an existing sign structure over one hundred (100) square feet, owned by the applicant. Such a permit shall be automatically voided by the Zoning Inspector if the applicant has not removed said sign structures within thirty (30) days of being granted the new permit. Any off-premises sign in existence at the time of adoption of this amendment and located in a zoning district which permits off-premises signs is hereby declared to be in conformance with the requirements of this subsection, provided that if such structure is destroyed by fire, explosion, act of God or act of public enemy to an extent exceeding fifty percent (50%) of its assessed value, it may be reconstructed, only if the height, bulk, location and use of structure is substantially as it had previously existed, subject to approval by the Director of Planning & Zoning, except as modified to conform with the Flood Hazard zone and Coastal Area Management provisions of these regulations. The owner of such sign structure shall document by A-2 Survey or other means, the height, bulk, location and use of the sign structure as it had previously existed and shall obtain a permit to rebuild said sign within sixty (60) days from the date of its destruction. [Amended effective 2-25-1994; 4-19-1996; 6-28-2019]

H. Signs in development parks. Anything contrary in these sign regulations notwithstanding, the following signage relating to office buildings within a development park shall be permitted. [Added effective 9-28-2001, amended effective 3-29-2013]

1. Signage plans for buildings within a development park must be submitted as part of any Site Plan Review application, or modification of same, filed as required by the provisions of Section 118-1451. The Commission may waive one or more aspects of these special standards under this Section 118-1294(H) pertaining to buildings within a development park up to a maximum of 20% of any dimension, where such a waiver is deemed necessary to improve the overall appearance of the signage plan.
2. Signage plans for individual buildings shall comply with a coordinated signage plan for all buildings within the development park including a comparable location on each building. Such signs shall be uniform in at least two of the following: a) letter height, b) letter type and style, and c) color.
3. Individual buildings in excess of five stories shall be permitted one identifying corporate name and/or logo or a building name and/or logo per building which may be located on not more than

two (2) of the four (4) or more sides of the building within 20 feet of the roof line. Such sign shall consist of letters or logo no taller than 48 inches in height provided a minimum of 70% of the lettering/logo is not taller than 36 inches in height. Such signs shall not exceed one (1.0) square foot in area for each linear foot of the building side on which the sign is located. The name and/or logo may be illuminated, but may not be flashing, animated or have the capacity for changeable copy. In no case shall such sign be above the roofline.

4. One identification/street number/building number sign shall be allowed on each building, the top of which sign shall not be higher than the top of the fascia area between the first and second stories, such stories being measured from the centerline elevation of an adjacent development park private way. Such signs shall not exceed one (1) square foot in area for every four (4) linear feet of the building side or building front on which the sign is located. Sign letters shall not exceed 36 inches in height.
5. Individual buildings shall be entitled to erect one or more pylon or ground signs as follows:
  - a. Ground signs less than 36 inches in height and 12 square feet in area: One such ground sign shall be permitted on any parcel within a development park on which a building is located or adjacent to any common entry way to and from a public way serving such office building provided same is setback at least five (5) feet from any property line. For development parks with more than thirty (30) tenants, such ground sign may be increased to eight and one half (8.5) feet in height and forty eight (48) square feet in area; provided that all such signs are setback a minimum of one hundred and fifty (150) feet from the street and shall list only the major tenants in each building, not to exceed ten (10) per sign. [Amended effective 3-29-2013]
  - b. Ground signs more than 36 inches in height and 12 square feet in area: Such ground signs shall be permitted subject to the following standards: One such ground sign shall be permitted for each building and shall be located adjacent to a common entryway from a public way serving such office building, whether within the building's parcel or not, provided same is setback at least five (5) feet from a public way. Such ground signs shall not exceed sixty-five (65) square feet in area. No dimension of such a ground sign shall exceed twenty (20) feet. The maximum height to the top of any such ground sign shall not exceed ten (10) feet measured from the centerline elevation of an adjacent development park private way as defined herein. When a coordinated sign plan is submitted which reduces the number of such ground signs by thirty three percent (33%) or more, each of the remaining ground signs may be increased to fifteen (15) feet in height, measured from the highest adjacent ground surface, and one hundred (100) square feet in area. provided that no additional waivers are requested. [Amended effective 3-29-2013]
  - c. Location of ground sign. A ground sign located anywhere within the development park identifying a building within the development park shall not be deemed an off-premise sign. Such ground sign may be located at the street line with no setback required, provided that a site plan is submitted demonstrating that the sign will not interfere with vehicle sight lines and that such plan is certified by a licensed land surveyor or civil engineer. [Amended effective 3-29-2013]
- I. Signs in Industrial development parks. Anything to the contrary in these sign regulations notwithstanding, the following signage relating to buildings in an industrial development park shall be permitted. [Added effective 10-26-2001]
  1. Sign area and number of signs: The total area of all on-premise signs for each building (including name identification signs and logos), except for ground signs, shall not exceed two (2) square feet in area for each linear foot of building frontage. No one (1) business use or tenant

shall have more than two (2) signs on the building, except that one (1) additional sign shall be allowed on one (1) side wall of a structure facing two (2) streets and/or development park private way and computed at one (1) square foot for every two (2) linear feet of side wall. In addition, one (1) wall identification sign shall be permitted at a secondary business entrance facing a parking lot, not to exceed one (1) square foot for every four linear feet of secondary wall frontage.

2. One identification/street number/building number sign shall be allowed on each building within an industrial development park, the top of which sign shall not be higher than the top of the fascia area between the first and second stories, such stories being measured from the centerline elevation of an adjacent industrial development park private way. Such signs shall not exceed one (1) square foot in area for every four (4) linear feet of the building side or building front on which the sign is located. Sign letters shall not exceed thirty six (36) inches in height.
3. Letter Height and Sign Location: Lettering on signs on buildings in an industrial development park shall be no larger than thirty-six inches (36") in height. No sign shall project more than twelve inches (12") from the wall to which it is attached, nor shall it extend beyond the corners of a building or above the cornice of a building. Signs should be appropriately placed on the building, but shall not exceed a height of thirty (30) feet from the ground to the top of the sign.
4. Ground Signs. Anything to the contrary in these sign regulations notwithstanding, the following ground signs shall be allowed in industrial development parks where the total acreage of the individual industrial development park or the total acreage of adjacent industrial development parks exceeds fifty (50) acres and is located in one of the city's industrial zones.
  - A. One (1) Ground monument identifying the total industrial development park of fifty (50) acres or more shall be permitted within the perimeter of the total industrial development park, provided such monument complies with the setback requirements of the zone in which it is located. The monument shall not exceed twenty five (25) feet in height from the ground to the top of the sign, and no dimension of such sign shall exceed thirty (30) feet. Sign letters shall not exceed thirty six (36) inches in height and may be illuminated, but may not be flashing, animated or have the capacity for changeable copy. The total area of signage permitted on a ground monument sign shall not exceed one hundred and seventy-five (175) square feet. If the lettering on a monument sign is not contained within a frame or other geometric configuration, the sign area shall be calculated as though it is enclosed by one (1) continuous line connecting the extreme points or edges of lettering.
  - B. One (1) ground sign shall be permitted for the entire industrial development park. The dimensions of such sign shall not exceed four (4) feet in width and twelve (12) feet in length. The maximum height to the top of any such ground sign shall not exceed six (6) feet and shall not be closer than ten (10) feet from any common park entry way to the industrial development park. Letter height of this ground sign shall be limited to twenty-four (24) inches.
  - C. One (1) ground sign shall be permitted for each individual building on each industrial development park parcel. The dimensions of such sign shall not exceed four (4) feet in height and twelve (12) feet in length. The maximum height to the top of any such ground sign shall not exceed four (4) feet, and shall be located no closer than ten (10) feet from any common park driveway into the industrial development park. Letter height of this ground sign shall be limited to twenty-four (24) inches.
  - D. A ground sign located anywhere within the development park identifying a building within the development park shall not be deemed an off-premises sign.

5. Signs indicating height of entry into enclosed parking area shall be exempt from these regulations.
6. Signage plans for buildings within an industrial development park must be submitted as part of any Site Plan Review application, or modification of same, filed as required by the provisions of Section 118-1451. The Commission may waive one or more aspects of these special standards under this Section 118-1294(I) pertaining to buildings within an industrial development park up to a maximum of 20% where such a waiver is deemed necessary to improve the overall appearance of the signage plan.
7. Signage plans for individual buildings within an industrial development park shall comply with a coordinated signage plan for all buildings within the industrial development park including a comparable location on each building. Such signs shall be uniform in at least two of the following:
  - a) letter height, b) letter type and style, and c) color.

**§ 118-1295. District sign regulations. [Amended effective 11-28-2003]**

- A. Signs in Residence Zones AAA, AA, A, B and C. [Amended effective 5-26-2000, 11-27-2009, 2-25-2011 7-28-2017]
  - (1) The following nonilluminated signs and those permitted in § 118-1293 shall be permitted on each lot, provided that they are setback a minimum of 10 feet from the street line and do not exceed a height of six feet, if a ground sign, nor the height of the first story, if a wall sign:
    - (a) One sign, a maximum of two square feet in area, identifying a profession or occupation permitted as an accessory use on the lot.
    - (b) One sign, **a maximum of** 12 square feet in area, having the name and announcement of uses permitted by special permit on the lot.
    - (c) One sign, **a maximum of** 12 square feet in area, advertising the presence of a nonconforming use located on the premises.
    - (2) One (1) changeable copy (automatic) sign may be permitted on the premises of a public high school, with a student population of at least 1,000 students, provided that: (Added effective 7-28-2017)
      - (a) The changeable copy portion of the sign shall not exceed twenty four (24) square feet; with no more than thirty two (32) square feet of sign area when static portions of the sign are included; and
      - (b) The total square footage of the sign, including columns, does not exceed forty two (42) square feet in area; and
      - (c) The sign is setback from the property line so as to not obstruct visibility within the public travel way, therefore, zoning setback distances do not apply; and
      - (d) The sign does not exceed a total height of six (6) feet; and
      - (e) Lettering height does not exceed eighteen (18) inches; and
      - (f) Any changeable copy shall display only text which identifies school events or public service notices; and
      - (g) Said changeable copy text shall rotate not more than once every thirty (30) seconds and content shall not change more than once per hour; and
      - (h) Said changeable copy must be turned off between the hours of 9:00 p.m. and 7:00 a.m.
  - (3) All other signs are expressly prohibited.
- B. Signs in Residence D Zone. The following unlighted signs, those permitted in § 118-1293, and those listed in Subsection A, shall be permitted on each lot, provided that they are set back a minimum of ten (10) feet from the street line and do not exceed a height of six (6) feet, if a ground

sign, nor the height of the first story, if a wall sign, except as noted in (2) and (3) below. All other signs are expressly prohibited:

- (1) One (1) sign, a maximum of eight (8) square feet in area, identifying the name of a multifamily dwelling.
- (2) Banners, of durable fabric construction, not to exceed a maximum of four (4) banners, each no more than twenty five (25) square feet in size. Such banners shall be securely affixed below the roofline to a structure a minimum of two stories in height and shall constitute an integral part of a school signage program, with no commercial or corporate advertising permitted, subject to review and approval by the Commission and to the submission of annual inspection reports. [Added effective 5-30-1997]
- (3) One (1) additional banner, a maximum of one hundred (100) square feet in area, announcing the designation of a school award. Such banner shall be securely affixed below the roofline, shall contain no commercial or corporate advertising and shall be limited to a period not to exceed one (1) year. [Added effective 6-26-2015]

C. Signs in Planned Residential Developments and Conservation Developments. The following nonilluminated signs and those permitted in § 118-1293 shall be permitted on each lot, provided that they are set back a minimum of ten (10) feet from the street line and do not exceed a height of six (6) feet. All other signs are expressly prohibited:

- (1) One (1) sign per public entrance, which sign identifies the name of the residential development, provided that such sign does not exceed eight (8) square feet in area.

D. Signs in East Avenue Village District. [Amended effective 11-28-2003, 1-29-2010, 9-24-2010; 12-24-2010] The following non-illuminated signs and those permitted in § 118-1293 shall be permitted on each lot, provided that such signs are located a minimum of fifteen (15) feet from the front property line and do not exceed a height of six (6) feet, if a ground sign. A wall sign shall not extend above the lower sill of a second-story window nor above the cornice of a one-story building. All other signs are expressly prohibited:

- (1) One (1) wall sign a maximum of eighteen (18) inches in height and not exceeding one-half (1/2) the length of the front wall of the structure identifying the occupant(s) of the premises. Wall signs shall not project more than twelve (12) inches.
- (2) One (1) ground sign a maximum of ten (10) square feet in area identifying the occupant(s) of the premises.
- (3) All signs in the East Avenue Village District shall use only black letters mounted on a wood surface; plastic, metal and other types of sign materials are not permitted. [Added 9-24-2010]
- (4) One (1) village district sign a maximum of twenty (20) square feet in area identifying the presence of a Village District shall be located on a designated parcel within the district, subject to approval by the Commission. [Added 1-29-2010]

E. Signs in Washington Street Design District. Signs in this district shall maintain and enhance the symmetry of the building facade, shall be aligned with and compatible to signage pertinent to other businesses in the same or adjacent buildings and shall avoid covering or overlapping architectural features of the building, subject to the following provisions:

- (1) The design, proportion and location of the signs shall conform to the guidelines for signs set forth in Sections 4 and 5 of the Washington Street Urban Design Study, June 1978.
- (2) Wall signs shall not exceed in area of one (1) square foot for each one (1) foot in width of the facade which fronts a street or off-street parking facility, shall not project more than twelve (12)

inches from the structure to which it is attached and shall not extend above the sill of the windows of the second floor.

(3) [Deleted effective 6-28-2019]

(4) Projecting signs or symbols are permitted but shall not exceed an area of six (6) square feet and shall not project more than forty (40) inches from the building, shall provide a minimum of eight (8) feet of clearance from a sidewalk and shall not extend above the sills of the windows on the second floor. [Amended effective 12-21-2007]

(5) Off-premises signs shall be prohibited. [Amended effective 9-13-1985]

F. Signs in Reed Putnam Design District. [Added effective 9-13-1985 [EN78](#) ; amended effective 12-27-2002; amended effective 11-25-2016] The signs permitted in Section 118-1293 and in Section 118-1294 A, B, C, D, and E shall be permitted subject to the following provisions:

(1) Wall signs shall maintain and enhance the symmetry of the building facade and shall be compatible to signage pertinent to other businesses in the same or adjacent buildings.

(2) Off-premises signs shall not be permitted.

(3) [Deleted effective 6-28-2019]

(4) In lieu of the sign regulations herein, signs associated with mixed use retail shopping center developments located in Subarea A shall comply with the Exterior Signage manual approved by site plan review by the Commission and with the following additional standards:

a. In accordance with the approved Exterior Signage manual, electronic video screen (EVS) signs shall be permitted on up to two (2) wall signs in a Mixed use retail shopping center development, provided that:

i. EVS signs which directly abut Interstate 95 shall change no more often than once every twelve (12) seconds and shall change by fading to the next sign and shall not include any animation, bursts, scrolling, blinking, or flashing. The electronic video screen (EVS) signs shall be programmed to change simultaneously. Unless modified by the Commission, the EVS signs shall depict the same content on each sign, at all times.

ii. Standards for Luminance: All EVS signs shall be equipped with a functioning mechanism to automatically reduce the luminance of the EVS signs during nighttime hours (1/2 hour before sunset through 1/2 hour after sunrise); and in response to abnormal ambient conditions occurring during daylight hours so that brightness shall be properly adjusted in order to reduce the time for dark adaptation by the driving public. The brightness of all EVS signs shall be calibrated at the lowest intensity possible to allow for ease of viewing safely from the highway and shall be subject to review and approval by the Commission; and

iii. Standards Prohibiting Animation or Special Effects: Animation, flashing, and special effects are prohibited in order to minimize distractions that would otherwise cause a driver to divert attention away from the road ahead; and

iv. Standards for Changeable, Electronic Copy: EVS signs shall change no more often than once every twelve (12) seconds. Each image or block of text shall “dwell” on the display for a minimum of twelve (12) seconds before changing. The transition to the next image or block of text shall be instantaneous and without special effects (such as dissolving or fading out or in). The display of specific prices and percentage discounts on an EVS sign shall be prohibited.

- b. Any modifications to the approved Exterior Signage manual shall require review and approval by the Commission.
- G. Signs in Research and Development Zone. [Amended effective 9-13-1985] The following nonilluminated signs and those permitted in § 118-1293 shall be permitted on each lot, provided that such signs are located to the rear of the front setback line and do not exceed a height of six (6) feet, if a ground sign. All other signs are expressly prohibited.
- (1) Painted wall murals.
  - (2) One (1) sign per public entrance, which sign identifies the name of the company or companies which occupy the premises, provided that such sign does not exceed twelve (12) square feet in area and six (6) feet in height.
- H. Signs in Restricted Industrial Zone. [Added effective 9-13-1985] The following signs and those permitted in § 118-1293 shall be permitted on each lot, provided that they are set back a minimum of ten (10) feet from the street line. All other signs are expressly prohibited.
- (1) One (1) sign per public entrance, which sign identifies the name, address and products of the company or companies which occupy the premises, provided that such sign does not exceed thirty (30) square feet in area.
  - (2) One (1) wall sign, which sign identifies the name of the company or companies which occupy the premises, provided that such sign does not exceed forty (40) square feet in area and twenty (20) feet in length.
  - (3) Signs in Industrial development parks. Anything to the contrary in these sign regulations notwithstanding, all signage in an industrial development park, as herein defined, shall comply with Section 118-1294 (I) Signs in Industrial Development Parks. [Added effective 10-26-2001]
- I. Signs in Central Business Design District. Signs in this district shall comply with the standards set forth in §§ 118-1293 and 118-1294A through E, subject to the following provisions: [Added effective 10-1-1987; amended effective 8-24-2007, 8-29-2008, 2-25-2011, 6-26-2015, 4-29-2016]
- (1) Wall signs shall not exceed an area of one (1) square foot for each one (1) foot in width of the facade which fronts a street or parking facility or through-block arcade, shall not project more than twelve (12) inches from the structure to which it is attached and shall not extend above the sill of the windows of the second floor. In a Design District Development Park, an additional wall sign shall be permitted for each portion of the tenant's facade along a through-block arcade, not to exceed an area of one (1) square foot for each one (1) foot in width of the tenant's facade along the arcade.
  - (2) [Deleted effective 6-28-2019].
  - (3) Banners of durable fabric construction and affixed to the structure so as not to obstruct pedestrian traffic nor project more than thirty-six (36) inches from the building are permitted as permanent signs subject to the approval of the Zoning Inspector.
  - (4) In lieu of an otherwise permitted ground sign, a projecting sign is permitted for each tenant in a multi-tenant building not to exceed an area of six (6) square feet and shall not project more than forty (40) inches from the building, shall provide a minimum of ten (10) feet of clearance from a sidewalk and shall not extend above the sills of the windows on the second floor. In a Design District Development Park, an additional projecting sign shall be permitted for each portion of the tenant's facade along a through-block arcade or fronting a second street. [Added effective 8-24-2007; amended effective 6-2-2015]
  - (5) Off-premises signs shall be prohibited.

- (6) In lieu of the sign regulations herein, signs in Design District Development Parks shall comply with the Exterior Signage manual approved by the Commission. Any modifications to the approved Exterior Signage manual requires review and approval by the Commission. [Added effective 4-29-2016]
- (7) Subject to site plan approval from the Commission, historic theaters located within the Central Business Design District Subarea A, which are also within a nationally recognized historic district and whose primary function is the performance of music and performance arts for an audience, may erect the following signage in lieu of the sign regulations listed herein: [Added effective 10-27-2017]

A. One (1) marquee sign, provided that:

- i. The total square footage of signage does not exceed two hundred and fifty (250) square feet in area;
- ii. Said marquee sign does not include more than three (3) panels, two (2) of which may contain digital signs advertising the historic theater to which it is attached, events taking place therein and may contain the owners and/or investors of the property;
- iii. Said digital portion does not exceed twenty-five (25) square feet in area (casing included);
- iv. All digital changeable copy text on a marquee sign is programmed to change simultaneously and the interval between sign content changes shall be no less than once every six (6) hours; and
- v. Any marquee sign that extends beyond the property line and into the public right of way obtains permission of the Department of Public Works.

One (1) projecting sign, provided that:

- i. Such sign does not exceed eighty (80) square feet in area;
- ii. does not extend more than ten (10) feet above the roof or highest wall of the building,
- iii. provides a minimum clearance of ten (10) feet from a sidewalk or public walkway; and
- iv. Any projecting sign that extends beyond the property line and into the public right of way obtains permission of the Department of Public Works.

J. Signs in Marine Commercial District. [Added effective 4-29-1988] Signs in this district shall comply with the standards set forth in §§ 118-1293 and 118-1294A through E, subject to the following provisions:

- (1) Wall signs shall not exceed an area of one (1) square foot for each one (1) foot in width of the facade which fronts a street or parking facility.
- (2) Banners of durable fabric construction and affixed to the structure so as not to obstruct pedestrian traffic nor project more than thirty-six (36) inches from the building are permitted, subject to the approval of the Zoning Inspector.
- (3) Off-premises signs shall be prohibited.

K. Signs in South Norwalk Business District. [Added effective 2-26-1999] Signs in this district shall comply with the standards set forth in §§ 118-1293 and 118-1294A through E, subject to the following provisions.

- (1) Off-premise signs shall be prohibited.

L. Signs in Golden Hill Village District. [Added effective 12-24-2010] The following signs and those permitted in Section 118-1293 and Section 118-1294 f. shall be permitted on each lot, provided that such signs are located to the rear of the front setback line and do not exceed a height of six (6) feet, if a ground sign. A wall sign shall not extend above the lower sill of a second-story window nor above the cornice of a one-story building. All other signs are expressly prohibited:

- (1) One (1) wall sign a maximum of twenty-four inches (24") in height and not exceeding two-thirds ( $2/3$ ) the length of the front wall of the structure or storefront identifying the occupant(s) of the premises. Wall signs shall not project more than twelve (12) inches. For buildings, located on a corner lot, a second wall sign may be installed not exceeding one-half ( $1/2$ ) the length of the side wall of the structure.
- (2) One (1) projecting sign is permitted not to exceed an area of six (6) square feet and which shall not project more than forty (40) inches from the building, shall provide a minimum of eight (8) feet of clearance from a sidewalk and shall not extend above the sills of the windows on the second floor.
- (3) One (1) village district sign a maximum of twenty (20) square feet in area identifying the presence of a Village District shall be located on a designated parcel within the district, subject to approval by the Commission.

Editor's Note 78: This amendment also provided for the redesignation of former Subsection F as Subsection E and former Subsection E as Subsection G.

Editor's Note: Changeable copy sign (automatic) regulations were deleted effective 2-25-2011

Editor's Note: References to wall mural regulations in the District sign regulations were deleted or revised effective 6-28-2019]