



**Town of Redding
Zoning Commission
P.O. Box 1028
10 Lonetown Road
Redding, CT 06875**

New Sign Regulations – May 14, 2008

5.9.1 - Standards Governing All Signs

Exterior signs, in all Zones shall observe the following requirements (See Definition Of 'Sign', Section 8.1.228):

- (a) The location of each sign shall be limited to the premises it identifies or serves. No off-premises signs are allowed, except as provided under Sections 5.9.2 (a) and (g).
- (b) The measurement of sign area shall comprise that area enclosed by continuous straight lines 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.
- (c) The area of the "Sign" shall comprise the entire surface area (all faces) on which the message is inscribed and the number of faces, or separate message-bearing services, is limited to two (2) per sign.
- (d) The height of a sign shall be measured from finished grade at the base of its supporting structure to the highest part of the sign.
- (e) Illumination of signs, where permitted, shall be low-intensity lighting confined to the surface of the sign, designed so that no direct sources of illumination are visible off the premises. Signs moving, flashing, intensely glowing (such as neon) or highly reflective character is prohibited.
- (f) Signs mounted on buildings shall not extend above the principal eave line, nor extend outward more than four (4) feet from the face wall of the building.
- (g) Free standing signs shall be located inside the front lot line, in a position that will not interfere with street or driveway visibility. No private sign shall be mounted on or affixed to utility poles, trees or structures, or placed on Town property, or extended into a public right-of-way (except postal boxes located in accordance with postal regulations).

(h) Portable signs are limited to the following:

- an identification logo or company nameplate permanently affixed to a vehicle in daily use away from the premises where it is stored; and
- a temporary sign, as permitted by Sections 5.9.2 (f) & (g).

(i) Advertising signs and billboards are prohibited in all Zones, except as provided in Section 5.9.3 (c), shall be limited to one of the following for each sign:

- public safety information, as provided in Sections 5.9.2 (b) and (c);
- private property protection, as provided in Section 5.9.2 (d);
- temporary sales and special events, as provided in Sections 5.9.2 (f) and (g) or
- identification of the name and permitted activity of an occupant of the premises. Such “permitted activity” shall describe only the general class of business, product, profession or trade – such as “pharmacy”, “baked goods”, “architect”, or “cabinet maker”, and shall not include promotional advertising messages or slogans. Artistic symbols or traditional emblems (e.g., shoemaker’s boot or barber’s pole) may be a part of a permitted sign. See Sections 5.9.2, 5.9.3, and 5.9.4.

5.9.2 - Signs Permissible In All Zones

The following signs are permitted by right (no permit required) in all Zones, with limitations noted:

- (a) An identification sign indicating the name of the resident, the name of the property, or the address, not exceeding one (1) one square foot in area per each sign face. Located within ten (10) feet of the entrance lot.
- (b) Private property posting or warning signs (such as “no trespassing” or “police protected”), non illuminated, maximum of one sign along each 100 feet of property boundary or fraction thereof.
- (c) Essential traffic control, emergency information, construction, road name, and directional signs erected by State and Town traffic authorities.
- (d) Necessary traffic and parking control signs in private roads and parking facilities, not exceeding four (4) square feet in area for each sign face.

The following signs are permitted in all Zones, subject to a Certificate of Zoning Compliance (see Section 6.3), with limitations noted:

- (e) An identification sign indicating a permitted home occupation, bed and breakfast establishment, or professional office; conforming to side yard setback requirements, maximum area of six (6) square per sign face, maximum height of eight feet, one sign per lot.
- (f) A temporary sign indicating a permitted special event or seasonal home occupation occurring on the same premises, such as “For Sale”, “For Rent”, “Building Fund Drive”, “Contractor”, “Tag Sale”, “Horse Show”, “Church Fair”, “Auction”, “Fresh Produce”, “Christmas Greens”, “Seasoned Firewood”, “Summer Day Camp”, and the like; sign not illuminated, maximum: area of six (6) square feet per sign face, height of eight (8) feet, one sign per lot. The sign shall be removed within 24 hours of completion of the construction, sale, rental or scheduled event.
- (g) Temporary directional signs marking the route to permitted special events, such as church fairs, benefit dinners for civic organizations, public events, and tag sales (see Section 5.11); signs not illuminated, maximum: area not exceeding six (6) inches by eighteen (18) inches each, height of eight (8) feet, four signs off the premises at approved locations. All signs shall be removed within 24 hours after the permitted special event.

5.9.3 - Signs In Business Zones

The following signs are permitted only in HMC, BC, NB and SB Zones, subject to a Certificate of Zoning Compliance (See Section 6.3), with limitations noted:

- (a) Exterior Signs: When painted on or applied to the principal building wall or awning, such signs shall not exceed a total area of one-half (1/2) square foot for each lineal foot of the principal building walls, or two hundred square feet, whichever is less, provided that no single sign shall exceed forty (40) square feet in area. For buildings having multiple occupancy, allowable sign area shall be divided among the occupants by the owner of the property. Location must conform to side yard setback requirements. Maximum sign height: twelve (12) feet.
- (b) Free Standing Signs: There shall be no free-standing signs except where a site contains four or more separate establishments, in which case there may be one (1) additional free standing business sign, with a maximum area of eighteen (18) square feet, announcing only the name of the complex and listing the names of the occupants therein; said allowable sign area shall be divided among the occupants

by the owner of the property. Such sign shall be supported by one or more columns or uprights that are firmly embedded in the ground. Where such additional sign is used, each individual occupant shall be limited to one (1) single-faced sign mounted on and facing outward from the principal building wall or awning within the area limitation stated in this Section.

(c) Window Signs: One (1) placard or neon advertising sign may be located on the inside of a window of a business establishment, provided that such sign, (i) does not cover more than thirty (30%) percent of any single window, and (ii) contains replaceable exhibits which advertise merchandise, services, or special events at the establishment in which the sign is displayed.