

Section 145-020 Definitions

Sign: The term “sign” shall include any structure, or part thereof, or any device attached to a building or structure or painted or represented thereon which displays or includes letters, words, symbols, trademarks, or any other graphic representation which is in the nature of an announcement, advertisement or other device used to attract the attention of the public. The term “sign” shall also include any natural object, such as a tree, stone, or the earth itself, which is painted or arranged so as to represent or display any of the aforesaid graphic representations.

Billboard: A sign designed or intended to direct attention to a business, product, activity or service that is not sold, rented, offered or existing on the property where the sign is located, including the billboard structure and all attached sign faces.

Building Frontage: The length of the side of the building from which primary access to the building is gained.

Directional Sign: A small freestanding sign typically used to denote entrances and exits to a business or property. A directional sign may be no more than two (2) square feet in area and three feet (3’) in height. A directional sign may be placed at each entrance and exit to a parking lot or driveway and/or used for the purpose of aiding traffic circulation within a parking lot. Directional signs may not contain advertising. They may be illuminated provided they are designed, located, installed and directed in such a manner as to prevent objectionable light and glare.

Directory Sign or Way-finding Sign: A sign containing the names of tenants and a directional indication of their location on a property with two (2) or more businesses or professional buildings. Directory signs may not contain advertising. Directory signs may be illuminated provided they are designed, located, installed and directed in such a manner as to prevent objectionable light and glare. The maximum size of a directory sign shall be twenty-four (24) square feet, with a maximum of four (4) square feet per tenant name, and a maximum height of eight feet (8’). Up to three (3) directory signs with no more than two (2) faces per sign shall be allowed per lot. Directory signs shall be uniform as to size, shape, color and material used. Directory signs may not be located closer than 50 feet from the front property line. Such signs may also be erected in an industrial or institutional complex with more than two buildings.

Freestanding Sign: A sign placed on the ground or supported by a structure other than a building placed in or on the ground. A freestanding sign may be located within the front setback/landscape area at least ten feet (10’) from the front property line in all zones. The emergency response address may be included* and shall not be considered part of the total square footage provided it does not exceed ten (10) square feet in area. The maximum allowable height and area of a freestanding sign can be found in Sections 145-050, 145-090, and 145-100. *Refer to §5-13(c) of the Town Charter.

Gasoline Price Sign: One (1) price sign per lot where gasoline is legally sold, not larger than twenty four (24) square feet in area and fifteen feet (15') in height. A gasoline price sign may be a separate, second freestanding sign, or the additional 24 square feet may be incorporated into the permitted freestanding sign provided the height does not exceed fifteen feet (15'). Only the gasoline price may be LED/LCD illuminated.

Illuminated Sign: A sign lit from within typically constructed of plastic or other translucent or opaque material shall be considered internally or directly illuminated. A sign lit by an indirect source shall be considered externally or indirectly illuminated. Illuminated signs shall be designed, located, installed and directed in such a manner as to prevent objectionable light and glare. Any illumination of signs shall be confined to the surface of the illuminated sign in compliance with Chapter 131 of these regulations and be approved by the Zoning Enforcement Officer.

Interior Illuminated "Open" Sign: An illuminated or neon sign on the interior of a building, not exceeding two (2) square feet in area that is used to indicate a business is open. Such signs must be turned off when the business is closed and may not flash, blink, oscillate, and/or rotate.

Interior Window Sign: A sign, affixed to the interior of a window, for the purpose of advertising goods or services sold or provided from the premises. Such sign(s) shall not exceed twenty-five percent (25%) of the window surface they are visible through.

Lot Frontage: The length of the front lot line. Where a building is located on a lot having frontage on two (2) public streets (corner lot), the Zoning Enforcement Officer or Land Use Inspector shall determine which lot line shall be used in determining compliance with these regulations.

Off-site sign: A sign located on a parcel of land which directs the public to a business or public attraction/location that is located on another parcel of land for the purpose of safety and convenience.

Pennants/Banners: Signs composed of fabric, plastic or similar sheeting materials that are hung from or otherwise mounted on or attached to buildings or poles, including flags and banners.

Political Signs: Political campaign signs or signs concerning a matter of public interest or controversy including any poster, writing, notice, insignia, and any other device, to announce the candidacy of any persons seeking public office or to state a position or opinion on a matter of public interest or controversy. Each sign shall not exceed thirty-two (32) square feet in area.

Public Information Sign: A sign not exceeding two (2) square feet in area attached flat against a principal building to identify hours of operation or other basic information of a non-advertising nature.

Public Signs: Signs of a non-commercial nature, erected in the public interest by or on the order of a public official, in the performance of his/her duty, including temporary signs legally required by a board or commission, including, but not limited to safety, trespassing, traffic control signs, and signs of memorial or historic interest, not to exceed sixteen (16) square feet.

Residential Dwelling Sign: A sign located on a residential property. It is suggested that the emergency response address be indicated on such sign. One (1) ground sign per lot is permitted, not to exceed one and one-half (1 ½) square feet, and one building face sign per parcel is permitted, not to exceed one (1) square foot.

Sandwich Board Sign/“A” Frame Sign: A Freestanding tent sign typically placed on the sidewalk or in the front landscape area.

Sign: See definition at the beginning of this section.

Special Event Signs: For temporary public, charitable, educational, or religious events conducted in the Town of New Milford. Such signs are limited to an activity scheduled for specific dates and not for continuous activities or on-going programs. One (1) sign not exceeding twenty (20) square feet in area on the same lot as the event, plus a maximum of five (5) other signs, no larger than six (6) square feet in area each at other locations (with the permission of the property owner), provided that said signs are posted no sooner than fifteen (15) days prior to the event, and removed within three (3) days of the close of the event. No such signs shall be placed a manner that obstructs traffic lines of sight. No special event signs shall be illuminated.

Temporary Advertising Sign: A sign not permanently affixed and displayed for a limited period of time by a business. A temporary advertising sign is intended to advertise, announce or identify a special event or promotion. Such sign must be located on the same lot as the business it promotes.

Wall Sign: Sign mounted directly on the building’s façade as opposed to being constructed as a free-standing structure. Such signs may be illuminated. Canopies and awnings are considered part of the building to which they are attached and any sign face on such shall be considered a wall sign and subject to these regulations.

Wall-Hung Sign: A sign attached to a building that is perpendicular to the building’s façade. Such signs must be located a minimum of 84 inches from the ground level at its lowest point.

Warning Sign: Property control signs located on private property, not exceeding two (2) square feet in area that are used to indicate the private nature of a property or use.

Way-finding Sign: See “Directory Sign” above