

ZONING

185 Attachment 6

Town of Southwick

Signage Allowances Based on Zone, District or Use

[Added STM 10-10-2012 by Art. 12; amended STM 12-6-2016 by Art. 5; ATM 5-18-2021 by Art. 27]

Table 1. SIGNAGE ALLOWANCES BASED ON ZONE, DISTRICT OR USE						
Zone, District or Use						
		Residential Zones AC District	Business and Industrial Zones Fronting on Streets Other Than College Highway	Business and Industrial Zones Fronting on College Highway	Gasoline Filling Stations	Institutional Uses
TOTAL PERMANENT SIGNAGE	Number of Signs	1 Free Standing Sign per lot.				
			2 additional permanent signs, consisting of no more than 1 Wall Sign, 1 Awning or Canopy sign, or 1 Roof Sign per business establishment		2 additional permanent signs, consisting of no more than 1 Wall Sign, or 1 Awning or Canopy sign per business establishment	1 sign per street facing wall surface
	Maximum Total Area	Home Occupation Use 3 sq. ft.				
Agricultural and Recreational Use 50 sq. ft.						
			For the sum of all Wall, Roof, Awning and Canopy signs, 100 sq. ft. or 10% of the area of the facade of the business establishment, whichever is less, per business establishment; For Free Standing Signs, 25 sq. ft.	For the sum of all Wall, Roof, Awning and Canopy, signs, 125 sq. ft. or 10% of the area of the facade of the business establishment, whichever is less, per business establishment; For Free Standing Signs, 50 sq. ft.	100 sq. ft. for lots fronting on streets other than College Highway; 150 sq. ft. for lots fronting on College Highway Plus Awning and Canopy sq. ft.	100 sq. ft. for lots fronting on streets other than College Highway; 125 sq. ft. for lots fronting on College Highway

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Table 2. SIGNAGE ALLOWANCES BASED ON ZONE, DISTRICT OR USE						
Sign Type	Standard	Zone, District or Use				
		Residential Zones AC District	Business and Industrial Zones Fronting on Streets Other Than College Highway	Business and Industrial Zones Fronting on College Highway	Gasoline Filling Stations	Institutional Uses
FREE STANDING SIGN	Permit Required	Yes				
	Number of Signs	1 per lot				
	Maximum Area and Maximum Height	Home Occupation Use 3 sq. ft. and 6 feet from grade			50 sq. ft. for lots fronting on streets other than College Highway; 75 sq. ft. for lots fronting on College Highway	25 sq. ft. for lots fronting on streets other than College Highway; 50 sq. ft. for lots fronting on College Highway
		Agricultural and Recreational Use 25 sq. ft. and 10 feet from grade				
			25 sq. ft.	50 sq. ft.		
		8 feet from grade	18 feet from grade	8 feet from grade for lots fronting on streets other than College Highway; 18 feet from grade for lots fronting on College Highway		
ROOF SIGN	Permit Required		Yes			
	Number of Signs		1 per business establishment			
	Maximum Area		2 sq. ft. for each linear foot of roof associated with the business, not to exceed 50 sq. ft.			
	Maximum Height		5 feet above the eave or top of the building wall but may not extend above the peak of the roof			

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Table 3. SIGNAGE ALLOWANCES BASED ON ZONE, DISTRICT OR USE							
Sign Type	Standard	Zone, District or Use					
		Residential Zones AC District	Business and Industrial Zones Fronting on Streets Other Than College Highway	Business and Industrial Zones Fronting on College Highway	Gasoline Filling Stations	Institutional Uses	
WALL SIGN	Permit Required		Yes				
	Number of Signs		<ul style="list-style-type: none"> • 1 per business establishment • 1 additional sign shall be allowed for each additional street level public entrance, beyond the principal entrance, utilized by the business establishment. • For business establishments occupying more than 1 building, 1 additional sign shall be allowed per building, to be affixed to such additional building. • For buildings occupied by more than 1 business establishment which share a common public entrance, 1 additional wall sign may be displayed on the building and such sign may be located on one or more business establishment's facade. 			1 per street facing wall surface	
	Maximum Area		50 sq. ft. or 10% of the area of the facade on which the sign is located.	75 sq. ft. or 10% of the area of the facade on which the sign is located.	50 sq. ft. for lots fronting on streets other than College Highway; 75 sq. ft. for lots fronting on College Highway	75 sq. ft.	
			Additional signs allowed per additional public entrances and additional signs allowed for building occupied by more than 1 business establishment, shall not exceed 25 sq. ft. or 10% of the area of the wall to which attached.				
Maximum Height		20 feet from grade			35 feet from grade		

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Table 4. SIGNAGE ALLOWANCES BASED ON ZONE, DISTRICT OR USE						
Sign Type	Standard	Zone, District or Use				
		Residential Zones AC District	Business and Industrial Zones Fronting on Streets Other Than College Highway	Business and Industrial Zones Fronting on College Highway	Gasoline Filling Stations	Institutional Uses
AWNING OR CANOPY SIGN	Permit Required		No			
	Number of Signs		1 per business establishment			
	Maximum Area		25% of the area of the portion of the awning or canopy to which such sign is affixed or 10% of the facade on which canopy or awning is located, whichever is less.			
SEASONAL SIGN	Permit Required	No				
	Number of Signs	1 per business establishment				
	Maximum Area	20 sq. ft.				
	Maximum Height	10 feet from grade				
DIRECTORY SIGN	Permit Required		No			
	Number of Signs		1 per public entrance to a building			
	Maximum Area		2 sq. ft. per business establishment occupying the building or 6 sq. ft., whichever is less			
DIRECTIONAL SIGN	Permit Required		No			
	Maximum Area		4 sq. ft. per sign			

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Table 5. SIGNAGE ALLOWANCES BASED ON ZONE, DISTRICT OR USE						
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Sign Type	Standard	Residential Zones AC District	Business and Industrial Zones Fronting on Streets Other Than College Highway	Business and Industrial Zones Fronting on College Highway	Gasoline Filling Stations	Institutional Uses
PORTABLE SIGN	Permit Required	No				
	Number of Signs	Special Event Sign; 1 per lot	1 per business to be displayed during posted business hours and 1 Special Event Sign per business			Special Event Sign; 2 per lot
		1 per Agricultural and Recreational Use				
	Maximum Area	Each single sign face shall not exceed 6 sq. ft.				
	Maximum Height	4 feet from grade				
TEMPORARY SIGN	Permit Required		No, but regulated by the Building Inspector			
	Number of Signs		1 per lot or business			
	Maximum Area		20 sq. ft.			
	Maximum Height		15 feet from grade			
WINDOW SIGN	Permit Required		No			
	Maximum Area		40% of the area of each window on which sign is attached			

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Table 6. SIGNAGE ALLOWANCES BASED ON ZONE, DISTRICT OR USE						
Sign Type	Standard	Zone, District or Use				
		Residential Zones AC District	Business and Industrial Zones Fronting on Streets Other Than College Highway	Business and Industrial Zones Fronting on College Highway	Gasoline Filling Stations	Institutional Uses
OUT OF STORE MARKETING DEVICE SIGN	Permit Required		No			
	Number of Signs		1 sign shall be allowed on each out-of-store marketing device			
	Maximum Area		14 sq. ft.			
	Maximum Height		No more than 2 feet above the device			
DRIVE-THRU MENU BOARD SIGN	Permit Required		No			
	Number of Signs		1 sign per business			
	Maximum Area		50 sq. ft.			
	Maximum Height		8 feet from grade			
MENU BOARD SIGN	Permit Required		No			
	Number of Signs		1 sign per business			
	Maximum Area		10 sq. ft.			
	Maximum Height		6 feet from grade			
ELECTRONIC VARIABLE MESSAGE SIGN	Permit Required	Allowed if permitted based on use and complies with allowances for such use	Yes, unless permitted as a portion of a Free Standing or Wall Sign			
	Number of Signs	Allowed if permitted based on use and complies	1 per lot or portion of a Free Standing or Wall Sign			

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		with allowances for such use	
	Maximum Area	Allowed if permitted based on use and complies with allowances for such use	20 sq. ft. that is included in the maximum total sign area and shall not exceed 40% of a Free Standing or Wall Sign
	Maximum Height	Allowed if permitted based on use and complies with allowances for such use	10 feet from grade