

TOWN OF WOODSTOCK - ZONING REGULATIONS -SIGNS

June 16, 2015 - Public Hearing Draft

SECTION 526 SIGNS

A. Exempt Signs

A permit is not required under the following circumstances:

1. Contractors: one 12 square foot sign during construction;
2. Commercial establishments: one 1 square foot "open/closed" sign and one 12 square foot "open" banner;
3. Real Estate For Sale: one 4 square foot sign, support structure shall be less than one inch wide;
4. Temporary current events (garage sales, auctions, fairs, etc.): one 12 square foot temporary sign on display for no longer than 7 consecutive days;
5. In rural and residential districts: affixed signs, not exceeding 1 square foot, noting such items as house dates and names;
6. One 12 square foot sandwich board sign per parcel may be placed for retail establishments in a Commercial / Light Industrial zone providing it is removed at nightfall, and does not block one's vision entering and exiting the premises.

B. Prohibited Signs

1. Flashing or moving signs;
2. Neon type signs;
3. Illuminated signs outlining any part of the building (e.g., gable, roof, sidewalk, corner);
4. Internally illuminated signs;
5. All other signs not specifically allowed are prohibited.
6. No sign shall be placed within the state or town highway right-of-way.

C. General Rules

1. An outdoor sign pertaining directly to the use of the premises on which it is to be located shall be considered incidental to such primary use and subject to the following requirements.
2. Unless specifically exempted or restricted, any new sign and any change in size or location of an existing sign requires an Administrative permit.
3. No outdoor sign shall be permitted which does not pertain to the use of the premises on which it is located, except a temporary sign giving notice of current events.
4. All defunct signs shall be removed within 30 days of cessation or abandonment of business.
5. Nonconforming signs shall be brought into conformance if removed for a period of more than one year.
6. Signs shall not block motorist or pedestrian line of sight.
7. Illumination:
 - a. Excessive lighting (constituting a nuisance) is prohibited.
 - b. Illumination shall be shielded and focused only on the sign to protect the night sky and traffic. Downlighting of signs is encouraged.
 - c. Signs shall not be illuminated after 11:00 PM except hotels, motels, bed and breakfasts, restaurants (while open) and emergency facilities.

D. Commercial Districts and Uses

Each establishment or enterprise is entitled to **one two** main outdoor advertising signs, **except for the exemption of D.2.e. below, and is** subject to the following conditions:

1. Placement:
 - a. Setback: With the exception of instructional signs, all signs shall be set back at least one-half the required setback distance or equal to the existing setback if the commercial building is nonconforming.

- b. Freestanding signs shall be located between 3 feet and 10 feet above ground level.
 - c. Projecting signs shall be at least 9 feet and no more than 20 feet above ground level and shall not project more than one-half the width of a public walkway.
 - d. Affixed signs shall not exceed the highest point of the building.
- 2. Number and Types of Signs:
 - a. One affixed, **and either one** projecting or freestanding sign per establishment.
 - b. Two instructional signs not to exceed 2 square feet each (no setback requirements).
 - c. Freestanding signs are limited to one per lot.
 - d. Restaurants are also allowed either one 4 square foot menu board or one 6 square foot sandwich board (to be removed at end of each business day). Inns are allowed one 4 square foot bill of fare sign.
 - e. **Businesses with a frontage longer than 100' are allowed a second facade sign in addition to a freestanding sign. Said sign is limited to 20 square feet in size.**
- 3. **Total** Maximum Signage per Lot:
 - a. To be determined by the following calculation:
Width of store front _____ ft. multiplied by 0.8 = _____ total square feet.
 - b. Shall not exceed the limits set for the district in which it is located:
 - i. Commercial/Light Industrial, Light Commercial/Light Industrial, Business Service & Business Service/Light Industrial: 50 square feet maximum per establishment.
 - ii. Hamlet Commercial, Office/Residential & Inn Districts: 12 square feet maximum per establishment.
 - iii. Rural & Residential Districts: 2 square feet maximum.
- 4. Multiple Businesses on one lot shall share one primary sign, the size of which shall not exceed the calculated maximum square footage per lot, Sec. 526 (D) (3) (a), or the limit set for the district in which it is located, Sec. 526 (D) (2) (a), whichever is smaller.
- 5. Shopping malls or industrial parks may be allowed a directory sign of 10 square feet per business, not to exceed 100 square feet total.

E. Rural and Residential Districts

- 1. Only affixed, freestanding or projecting permanent signs, not exceeding 2 square feet in size, unless noted below.
- 2. Projecting signs shall not extend more than 3 feet from a building.
- 3. All signs must be less than ten (10) feet above ground level.
- 4. Home occupations may have one sign not to exceed 2 square feet in size. Two home occupations in one residence may have total signage of no more than 3 square feet.
- 5. A home occupation located on Route 4 may have one sign not to exceed 4 square feet. Two home occupations in one residence located on Route 4 may have a total signage of no more than 4 square feet.
- 6. All home occupations may have an "open/close" sign not to exceed 36 square inches.
- 7. B&Bs may have a "vacancy/ no vacancy" sign not to exceed 36 square inches.

F. Forest Reserve District and Agricultural Uses

Permanent signs shall not exceed 8 square feet in size and shall not be located more than 10 feet above ground level from its highest point.

G. Public Buildings

One permanent sign, not to exceed 24 square feet in size, is permitted for each primary community structure. All signs must be less than 14 feet above ground level. A public school may place an internally illuminated static digital sign with conditional use review. Additional signage may be allowed with TDRB review.