

REASON: The revised regulation removes the penalty if a business chooses to have a free standing sign. The rear signage is slightly increased to allow businesses to have better visibility to the highway.

16.6.5.2 FREE STANDING SIGNS

REVISE

- A) One free standing sign is permitted if the property has a minimum of ~~[100]~~ **50** feet of street frontage on one street and it complies with the following height and size limitations as shown in the following matrix.

MAXIMUM SQUARE FOOTAGE OF FREE STANDING SIGNS

| Height of Sign | <u>Properties with a min of 50 ft. of Street frontage on one street</u> | Properties with a Min. of 100 ft. of street frontage on one street. | Properties with a Min. of 200 ft. of street frontage on one street. | Properties with a Min. of 300 ft. or more of street frontage on one street. |
|---|--|---|---|---|
| Signs 5 ft. in height (Max.) | <u>12</u> | 32 | 44 | 56 |
| Signs over 5 ft. in height but not exceeding 10 ft. in height | <u>9</u> | 24 | 36 | 44 |

REASON: There are several businesses on small lots and therefore not eligible for any free standing signage. A small free standing sign could help those businesses.

ADD NEW SUBSECTION E) Free standing signs for gas station shall not exceed 10 ft. in height and 40 square feet in size.

REASON: Typically gas stations include some prices on the sign which makes it unique from other uses. The proposed size of 40 sq. feet is consistent with recent approvals of the Board of Zoning Appeals.

SECTION 16.6.8 Signs permitted in all districts

16.6.8.1 A sign erected by any fraternal, civic, religious or service organization or club, merely announcing its presence in the Town of Stratford and the time and place of its regular meeting, provided such sign shall not exceed three feet in diameter, or be more than 9 sq. ft. in area. Such signs are exempt from the permit requirements.

