



## SECTION 64

# Signs

### 64.0 PURPOSE

*It is the purpose and intent of this section to accommodate the establishment of signs necessary for identification, direction, information, or reasonable commercial promotion while avoiding signs of a character, as well as a proliferation or expansion of signs, that would be detrimental to the public health or safety, property values or the appearance or beauty of the community.*

### 64.1 General

- ☐ Does site identification signage establish a lasting identity of the place?
- ☐ Does signage facilitate on-site wayfinding and emergency response?
- ☐ Is information on a permanent *sign* necessary, sufficient, simple and direct?
- ☐ Is business promotion balanced with maintaining the attractiveness of Old Saybrook?

Unless expressly permitted otherwise, all *signs* will conform to the provisions specified in this section or to any additional conditions or limitations that the *Commission* may impose concerning the approval of a Site Plan or Special Exception.

No person will establish, construct, reconstruct, enlarge, extend, move, or structurally alter any *sign* until the Enforcement Officer approves an application for Certificate of Zoning Compliance or unless expressly permitted by exemption.

No *sign* will be located in a manner so as to be a hazard to traffic or pedestrians, to obstruct any door, window, ventilation system, fire escape or exit, or to cause any other hazard to public health or safety.

Decrease the “non-conformities” of an existing *sign* to meet current design standards:

- size
- height
- line-of-sight
- setback from property line





Services and products on Main Street

Give preference to primary information needed by in-person patrons of each business, such as types of services and hours of operation (omit secondary information such as website addresses, email addresses, advertising slogans, etc.) with little repetition between *signs* and *buildings*, regardless of the area allowed.

## 64.3 Standards – All Districts

- ☐ Does lighting avoid light pollution or disturbance of surrounding residential areas?
- ☐ Does each *sign* attached to a *building* preserve the historic integrity of the *building*?
- ☐ Is landscaping around the *sign* sustainable?
- ☐ Are structural materials common to the local vernacular?
- ☐ Is the *sign* basic enough to ensure legibility, as well as reduce visual clutter along the roadway?
- ☐ Is each *sign* placed where it will best fulfill its function?

Any *sign*, except as provided, will advertise, identify, or give publicity or notice only with respect to a *use* of land, *buildings*, or other *structures* actually being on the *lot* where the *sign* is located unless expressly permitted otherwise.

### 64.3.1 Location.

All occupants of any *building* will consolidate all wall and *window signs* to no more than the number of walls allowed to display *signs* as permitted in the underlying district.

### 64.3.2 Duration.

6 mos. min.

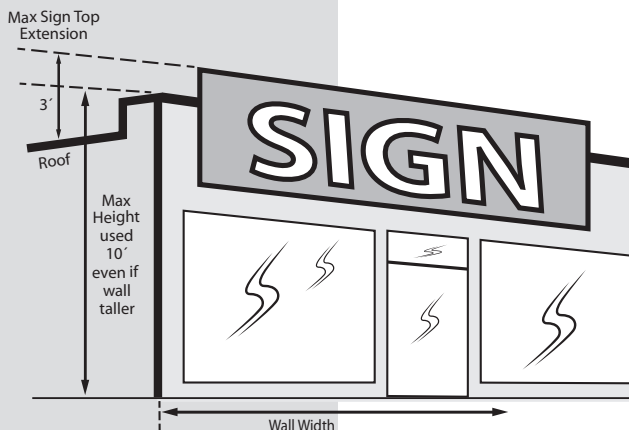
Any *sign* pertaining to each *use* will be removed or otherwise eliminated when the *use* is discontinued for a continuous period of 6 mos. min.

### 64.3.3 Maximum Area.

75 s.f. max. ea.

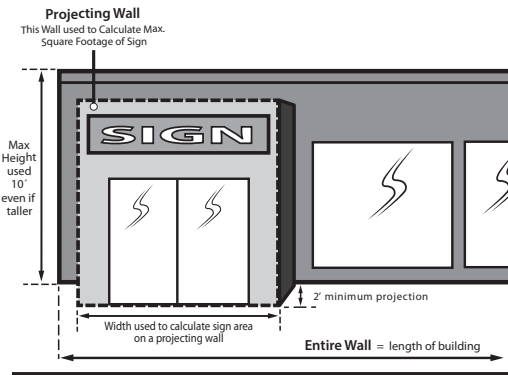
### 64.3.4 Area Calculations.

Calculations to determine the percentage of wall area permitted in a *District* will be measured to a maximum *height* of ten feet (10') above ground level even if the wall is higher than ten feet (10').





When a *sign* is proposed on a wall that projects two feet (2') or more feet from another wall of a *building*, the wall calculation will be based on the wall where the *sign* is being placed (not by using the overall length of the entire building).



The *Commission* excludes the area of any “Exempt *Sign*” (Section 64.4) in calculating the area of any other *sign* otherwise permitted on a *lot* in each *district*.

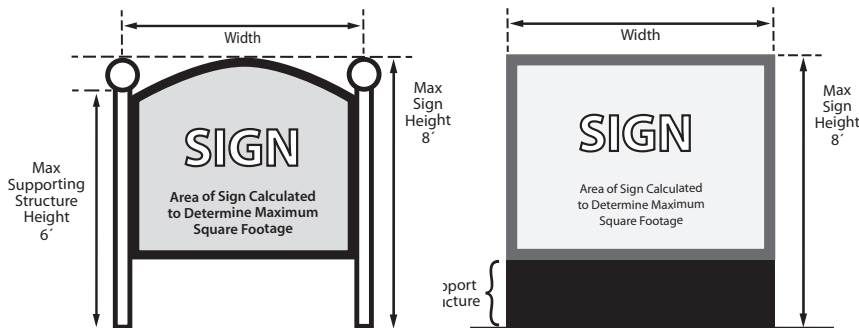
Signs consisting of lettering or logos affixed directly to a wall will be calculated by the area of a square or rectangle

that will encompass all the lettering, graphics and logos and not by calculating the area of the words, graphics or logos separately.

**64.3.5 Height including decorative finial** 8' max.

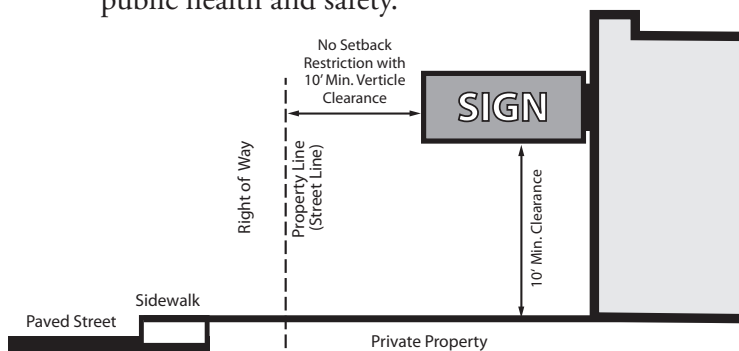
**64.3.6 Support structure height** 6' max.

Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings will be protected by a stone border, curb, edging or base.



**64.3.7 Setback.**

These regulations specify a minimum *setback* per *district* subject to review by the *Commission* to ensure public health and safety.



Window display space on Route 1

Faux windows, glazed windows, or windows otherwise appearing solid in nature are not eligible to be counted as that area permitted as a window *sign*.



Finials atop Route 1 sign support structure

Limit the *height* of the support structure to no higher than the face of the *sign* itself, and balance the *height* with decorative elements.

Avoid placing a freestanding *sign* where blocked by trees, brush or on-street parking; locate signage where on- or off-site snow plowing operations will not disturb it.

Similarly, maintain a line-of-sight so that an automobile driver leaving a site can safely see to enter oncoming road traffic.



Visibility for pedestrians on Main Street

Locate a projecting *sign* on a building facade facing the street or an on-site walkway.



Legibility for pedestrians on Main Street

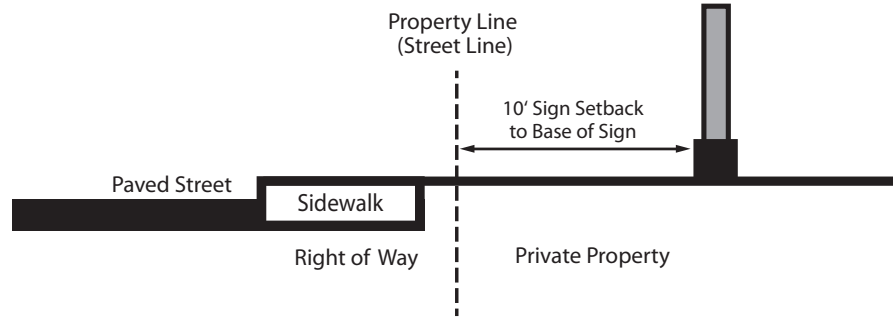
Size the lettering and graphics on a projecting *sign* appropriately for viewing by pedestrians.

Proportionately space a wall *sign* between shutters, window trim or other architectural elements of the *building* and well below the fascia or cornice.



Minimal illumination on Main Street

Use an opaque background material for an *internally-illuminated sign* so that visible light emanating at night is restricted through only the translucent letters, symbols or graphics.



## 64.3.8 Horizontal projection.

4' max. for signs

12 s.f. or less

15' max. for signs of

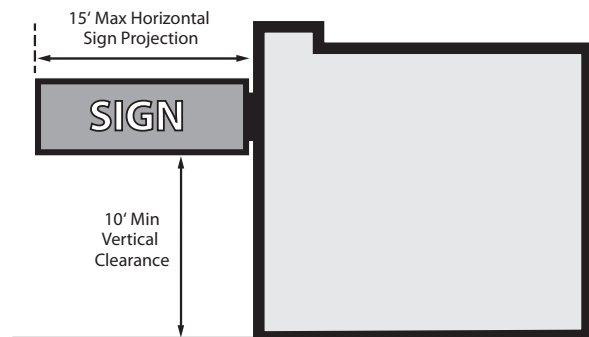
12 s.f. or more

No *sign* will be located in a *setback*, right-of-way, driveway, roadway, access way, or over a *sidewalk*, with the exception of a *sign* with a horizontal projection or an off-site *sign* specifically permitted by these regulations.

## Vertical clearance.

10' min.

Any *sign* attached to and projecting horizontally from the wall or under the roof of a *building*, a *structure* or a post may project into or hang over a *sidewalk*, right-of-way, driveway, roadway, access way, or *setback* if the horizontal projection maintains a vertical clearance from the ground of 10' min.



## 64.3.9 Vertical projection (pitched roof).

3'

No *sign* will be located on any roof, and no *sign* attached to a *building* will extend above the top of the wall of the *building*, except if these regulations specify a maximum vertical projection above the wall of a *building* with a pitched roof in a specific *district*.





#### 64.3.10 **Illumination.** 1 hour max. after close of business

These regulations permit external illumination of *signs* in all districts; internal illumination, as indicated in each *district*.

Illuminated signs must be dark sky compliant and meet the performance standards and outdoor illumination standards outlined in these regulations.

Where permitted, illumination of any *sign* must be set on a timer to shut off no later than 1 hr. max. after close of business.

#### 64.3.11 **Construction & Specifications**

1. Light sources, electrical connections, wiring, junction boxes and hardware if not intended as a decorative element must be concealed from view to the maximum extent possible.
2. Specifications of timers and illumination will be provided and included on the plans submitted.

### 64.4 **EXEMPT SIGNS**

The *Commission* excludes any exempt *sign* in calculating the area of any other *sign* otherwise permitted on a *lot*.

The *Commission* allows exempt *signs* in all *districts* and *zones* without a Certificate of Zoning Compliance in addition to any other *sign* otherwise permitted on a *lot* providing the exempt *signs* comply with any requirement of the *underlying district* and the specifications below:

#### 64.4.1 **Private directional sign or Warning sign.** 4 s.f. max. ea.

Per *lot*, four (4) private *directional* or *warning signs*.

#### 64.4.2 **Development sign.** 32 s.f. max. total

Per *lot*, where a Subdivision, Affordable Housing Development, *Incentive Housing Development*, *Planned Residential Development*, or Special Exception *Use* is permitted, one (1) development *sign* not referring to any other premises. The *sign* will be removed no later than thirty (30) days after the completion of the project or sale or lease of the available space.

#### Legibility

Limit the amount of text and imagery on a sign to improve legibility. Less content on a sign improves visibility and impact of a sign.

Signs with light text on dark backgrounds are encouraged.



On-site wayfinding along Route 1

Use a scaled-down monochromatic icon or logo on directional signage consistent in size and shape at the point at which a driving or walking patron would become confused in trying to locate one business among many.



Job opportunity on Middlesex Turnpike

Avoid visual clutter by closely relating the design and placement of a temporary *sign* to the existing *sign* system, landscape improvement, or the *building* design.

Consider a simple two-color palette for off-site leader signs.

Designate a secondary, predictable location where patrons can find updates to the rules, regulations and other precautionary information.



Thanking volunteers who tend the grounds at Founders Memorial Park

Be mindful of blocking a scenic view with a freestanding *sign* or otherwise detracting from the experience of visiting a municipal facility or living in a particular neighborhood.

Designate a typical location on the *building*, such as windows, to promote brands or temporary sales.



An enticing preview of Bridge Street fare

Limit the size of any menu board mounted outside the entrance to a restaurant to the size of the menu handed to a seated restaurant patron.

## 64.4.3 Real Estate, Contractor or Designer Identification sign. 12 s.f. max. total

Per *lot*, where the premises are for sale, for rent or under construction, one (1) *sign* not referring to any other premises. The property owner will remove the *sign* within thirty (30) days after completion of the project or sale or rental of property.

## 64.4.4 Real Estate Open House sign. 12 s.f. max. total

Off the *lot*, one (1) *directional sign* to an open house for the sale or rental of real estate during the day of each event only; the *sign* must not obstruct sight lines, vehicular traffic or create a hazard.

## 64.4.5 State or Municipal use, Neighborhood association, Park or conservation area or Farm sign.

On a *lot*, informational *signs* not visible from any road, public way or adjacent property.

### A. Freestanding sign multiple per *lot*

1. **Area** 16 s.f. max.

2. **Height** 8' max.

3. **Support structure height** 6' max.

Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.

4. **Setback**  
from *street line* not visible  
from rear & other property line not visible

5. **Horizontal projection** 4' max.

### B. Wall sign 2 per bldg.

1. **Area**  
for 1st *sign*, the lesser of: 10% max. of the wall  
or 40 s.f. max.

for 2nd *sign*, the lesser of: 10% max. of the wall or  
16 s.f. max.

2. **Horizontal projection** 4' max.

3. **Vertical projection** (pitched roofs) not permitted



64.4.6 **Informational flag or Decorative flag.** 40 s.f. max.

On a *lot*, for each occupant of a *building*, one (1) flag on a pole anchored by a permanent bracket to the *building* and removed at the close of business each day. Flags attached to residential *buildings* for other than commercial purposes may remain attached twenty-four (24) hours a day.

64.4.7 **Window sign.**

In any window of a permitted business, the regulations permit the following area of any window to display signage, some of which may be internally illuminated where permitted in the *underlying district*:

- A. **No internal illumination,** 20% max. total  
the lesser of: or 25 s.f. max.
- B. **Internal illumination,** 10% max. total  
the lesser of: or 6 s.f. max.
- C. **Combination of internally illuminated and non-illuminated signs** 10% max. total  
or 10 s.f. max.

64.4.8 **Landmark sign.** 6 s.f. max.

On any *lot*, one (1) *sign* identifying or explaining the name or significance of a location having historic, cultural, scenic, archaeological, or other significance as would be of interest to the public; expressly excluding any commercial message or *use*.



Easy viewing at Ft. Saybrook Monument Park



Clear view for "walk-ins" on Main Street

Comprise a permanent *window sign* of individual letters, logos or design elements (avoid a solid or opaque background) so as to not obscure the view through the windows.

Use native materials, such as wood or multiple per *lot* stone, in the base structure and frame.



Protective plantings on Route 1

Protect the base of a *sign* from rot or damage from lawnmowers and weedwackers.



Evergreens on Elm Street

To make a seasonal impression, supplement year-round vegetation with low-maintenance perennials.



Distinguishing window on Main Street

Use a pedestrian-level window for business identification where a freestanding *sign* is not feasible.

## 64.5 PERMITTED SIGNS

### 64.5.1 All Districts

In addition to any *sign* allowed on any *lot* within each district, the *Commission* or its agent may permit the following *signs* on a lot pursuant to the following specifications and the standards for the *district* where not specified. The *Commission* excludes the area of the following *signs* in calculating the area of any other *sign* otherwise permitted on a *lot* in each *district*.

- A. **Scoreboard sign** at each permitted recreational field on any *lot*
  1. **Area** 48 s.f. max.
  2. **Height** 14' max.
- B. **Community Event sign** 1 max. per ea. event
  1. **Duration**

days (consecutive) per event 15 days max.
  2. **Area**

1 max. stick-in-the-ground *signs* 4 s.f. max.

1 max. banner-on-posts or a wall of a building in a Business, Industrial *District* or in a Residence *District* on the premises of the event 24 s.f. max.
  3. **Setback**

from *street line* 5' min.
  4. **Internal illumination** not permitted

### 64.5.2 Residence Districts, Saybrook Point SP-1 & SP-3 Districts

- A. **Identification sign.** 1 per *lot*

On any *lot*, a freestanding or wall *sign* giving only the name of the premises or of the occupant, or announcing a permitted business *use* on the premises:

  1. **Area** 3 s.f. max.
  2. **Height** 8' max.
  3. **Support structure height** 6' max.
 

Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.
  4. **Internal illumination** not permitted



Wind-proofed sales event on Route 1

Secure a temporary banner from folding or flipping in the wind so content is not obscured.

Use a portable *sign* for a temporary occasion to convey specific information, alert the public to special events, or announce new businesses.



Uniform sign band on Main Street

Avoid overwhelming a *building's* façade with crowding, variety or disproportionate *sign* sizes.

Omit advertising features such as greater-than-life size models of food or other products, replicas of spokespersons associated with commercial products, rows of flags or banners, or internally lit bands of color across a façade, awning or canopy.





- B. **State or Municipal use, Neighborhood association, Park or conservation area, Farm or Special Exception use sign.** 1 per lot

On any *lot*, a freestanding *sign*:

1. **Area** 16 s.f. max.
2. **Height** 10' max.
3. **Support structure height** 8' max.  
Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.
4. **Internal illumination** not permitted

- C. **Municipal Electronic Message sign.** 1 per *lot*  
On any *lot* located in a Residence *district* (excluding MI, SP-1 & SP-3 *Districts*), a freestanding *sign* with electronic letters illuminated by a non-flashing, internal source of artificial light for a Special Exception *Use* that occupies a *gross floor area* of 25,000 s.f. or more:

1. **Area** 40 s.f. max.
2. **Height** 8' max.
3. **Support structure height** 6' max.  
Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.
4. **Internal illumination** permitted



Front door detail on Essex Road

Save fancy scripts and scrolled lettering for pedestrian settings, slow speeds, or at stops; reduce the size of the lettering and graphics for up-close viewing.



Predictable placement of typical rules at Founders Memorial Park

Make room on the identification *sign* for immediate notices about seasonal or temporary conditions (beach closed, seasonal use, sunrise to sunset, parking lot full, etc.).

If visible, then use a shape, color palette, trim and details in which the support *structure* for a freestanding *sign* and the frame of the wall *sign* complements the architecture of the *building* without distracting from the message of the *sign*.



Legible at higher speeds and distance on Route 1

Consider your audience: use a monument *sign* in an automobile oriented setting.



A collective approach to customizing a building on Main Street

Fit each tenant within a *sign* band without extending beyond or leaving unfinished gaps.



Contrast adds variety on Main Street

Create harmony rather than uniformity among identification *signs* for multiple tenants.



Identifying place name on North Main Street

Create cache with a place name on the freestanding entrance *sign* of a destination with minimal, if any, additional wording to identify individual tenants on-site.

## 64.5.3 Central Business B-1 District

### A. Freestanding sign 1 per lot

1. **Area** 12 s.f. max.
2. **Height** 8' max.
3. **Support structure height** 6' max.

Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.

4. **Setback**
  - from *street line* 0' min.
  - from rear & other property line 5' min.

5. **Internal illumination** 9 s.f. max. permitted

6. Freestanding signs for properties with multiple businesses or uses will be limited to a maximum of four (4) colors (one (1) foreground color, one (1) background color, and two (2) accent colors) for consistent appearance for all occupants. Freestanding signs with five (5) or more colors for all occupants will be permitted as a *Special Exemption Use*.

### B. Wall sign 2 per occupant

1. **Area** (no internal illumination)
  - for 1st *sign*, the lesser of: 20% max. of 1st wall or 50 s.f. max. ea.
  - for 2nd *sign*, the lesser of: 5% max. of 2nd wall or 20 s.f. max.

#### **Area** (with internal illumination)

- for 1st *sign*, the lesser of: 20% max. of 1st wall or 35 s.f. max. ea.
- for 2nd *sign*, no illumination permitted.

2. **Horizontal projection**

- for *sign* 12 s.f. or less 4' max.
- for *sign* 12 s.f. or more 15' max.

3. **Vertical projection** not permitted (pitched roofs)

4. **Internal illumination** permitted

Freestanding signs for properties with multiple businesses or uses will be limited to a maximum of four (4) colors (one (1) foreground color, one (1) background color, and two (2) accent colors)



for consistent appearance for all occupants. Freestanding signs with five (5) or more colors for all occupants will be permitted as a *Special Exemption Use*.

#### 64.5.4 Incentive Housing Mixed-use IH-MU Zone

##### A. Wall sign (non-residential uses) 2 per occupant

###### 1. Area

for 1st *sign*, the lesser of: 20% max. of 1st wall  
or 30 s.f. max. ea.

for 2nd *sign*, the lesser of: 5% max. of 2nd wall  
or 15 s.f. max.

###### 2. Horizontal projection

for *sign* 12 s.f. or less 4' max.

for *sign* 12 s.f. or more 15' max.

###### 3. Vertical projection

not permitted

(pitched roofs)

###### 4. Internal illumination

not permitted

#### 64.5.5 Shopping Center Business B-2 & Gateway Business B-4 Districts

##### A. Freestanding sign. 1 per lot 1 add'l per lot

On any *lot*, one (1) freestanding *sign*; plus a 2nd *sign* for any permitted special exception *use* on any *lot* with frontage on separate streets and with two (2) or more vehicular entrances located more than fifteen hundred feet (1,500') apart measured along the *street lines*.

###### 1. Area (no internal illumination)

for 1st *sign* 50 s.f. max.

for 2nd *sign* 25 s.f. max.

###### Area (with internal illumination)

for 1st *sign* 45 s.f. max.

for 2nd *sign* 20 s.f. max.

###### 2. Height

8' max.

###### 3. Support structure height

6' max.

Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.



Showing the marketplace of Saybrook Junction' entrance on Route 1

Make predictable the size and location of *business* names for individual tenants by limiting location to a coordinated free-standing directory *sign* or a *sign* band across all *building* façades on a site with capacity and flexibility now to accommodate multiple tenants in the future.



Tastefully lit sign at Saybrook Shopping Center on Route 1

Consider internally-lit "channel" letters and logos rather than whole panels; avoid light creases that detract from the content of the *sign* when using a single solid panel of facing material for an internally-illuminated *sign*.



Clear identification on Boston Post Road

Clarify wayfinding with a hierarchy of minimal information (i.e., address most prominent, name of place / *building* / development, direction to primary tenant, other tenants, exits).



Discreet signage for a professional office in a residence on the Old Post Road

Consider your audience: use a post sign in a pedestrian-oriented setting.



Artful reflection of nearby natural resources on Essex Road

Consider "local flavor" to make relevant to Old Saybrook the iconography of any *business* trademark (omit logos, slogans or other messages on a *sign* other than for occupants of the property or a franchisee of a business located on the property).



Gooseneck lights downcast upon a wall sign on Route 1

Carefully locate, aim and shield lighting to prevent light spillage beyond the *sign* face.

## 4. Setback

from *street line* 10' min.  
from rear & other property line 5' min.

## 5. Internal illumination 9 s.f. max. permitted

6. Freestanding signs for properties with multiple businesses or uses will be limited to a maximum of four (4) colors (one (1) foreground color, one (1) background color and two (2) accent colors) for consistent appearance for all occupants. Freestanding signs with five (5) or more colors for all occupants will be permitted as a *Special Exception Use*.

## B. Wall sign 2 per occupant

### 1. Area (no internal illumination)

for 1st *sign*, the lesser of: 20% max. of 1st wall  
or 75 s.f. max.  
for 2nd *sign*, the lesser of: 5% max. of 2nd wall  
or 40 s.f. max.

### Area (with internal illumination)

for 1st *sign*, the lesser of: 20% max. of 1st wall  
or 65 s.f. max.  
for 2nd *sign*, the lesser of: 5%  
max. of 2nd wall  
or 25 s.f. max.

### 2. Horizontal projection

for *sign* 24 s.f. or less 8" max. ea.  
for *sign* 24 s.f. or more 15" max. ea.

### 3. Vertical projection (pitched roofs)

3' max. ea.

### 4. Internal illumination

permitted

## 64.5.6 Restricted Business B-3 District

### A. Freestanding sign 1 per *lot*

#### 1. Area 12 s.f. max.

#### 2. Height 8' max.

#### 3. Support structure height

6' max

Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base.





4. **Setback**
    - from *street line* 10' min.
    - from rear & other property line 5' min.
  5. **Internal illumination** Not permitted
  6. Freestanding signs for properties with multiple businesses or uses will be limited to a maximum of three (4) colors (one (1) foreground color, one (1) background color and two (2) accent colors) for consistent appearance for all occupants. Freestanding signs with five (5) or more colors will be permitted as a *Special Exception Use* for all occupants.
- B. Wall sign (no internal illumination)** 1 per occupant
1. **Area** 5% max. of wall area or 50 s.f. max. ea.
  2. **Horizontal projection**
    - for *sign* 12 s.f. or less 4' max.
    - for *sign* greater than 12 s.f. 15" max.
  3. **Vertical projection** (pitched roofs) not permitted
  4. **Internal illumination** not permitted
- C. Municipal Electronic Message Signs** 2 per *lot* max.
1. **Freestanding municipal electronic sign not visible from the street or adjacent property.** 2 per *lot* max.
    - A. **Area** 40 s.f. max.
    - B. **Height** 10' max.
    - C. **Support structure height** 8' max.
    - D. **Internal illumination** permitted
    - E. **Street line setback** 150' min.
  2. **Municipal electronic wall sign when not visible from the street or any adjacent property.** 1 per building
    - A. **Area** 40 s.f. max.



Easy identification on Ferry Road

Choose font-styles (e.g., *san serif* or *block*) to keep lettering readable at high speeds to prevent a safety hazard such as motorists slowing down to read them.



Period lighting on Route 1

Direct downward all top-mounted lighting fixtures in a manner that hides the light source.

Conceal electrical connections, wiring, junction boxes and other similar devices, as well as hardware if not intended as a decorative element; use weather-resistant hardware, such as stainless steel or galvanized metal, to prevent failure from corrosion or rust that could stain or discolor the *building*.



Clearly contrasting letters on signs on Business Park Road

Consider no more than two (2) colors on the graphic palette of a multi-tenant *sign* to minimize confusion and clutter.



Well-lit sign on Pond Road

Use a matte finish rather than a glossy or reflective finish for an *externally illuminated sign* with downcast luminaires with full cut-off shields/shrouds directed toward and focused on the face of the *sign* at a level sufficient to noticeably contrast the vertical surface of a sign without undue glare, reflection or overspill into the eyes of passersby.



Saybrook Junction's marketplace tenants on Route 1

Place individual business names on a *building* proximate to the individual entrance of each.



A danger to motorists anywhere in town

## 64.5.7 Marine Industrial MI & Saybrook Point SP-2 Districts

- A. **Freestanding sign** 1 per *lot*
1. **Area** 50 s.f. max.
  2. **Height** 8' max.
  3. **Support structure height** 6' max.  
Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging, or base.
  4. **Setback**  
from *street line* 10' min.  
from rear & other property line 5' min.
  5. **Internal illumination** not permitted
  6. Freestanding signs for properties with multiple businesses or uses will be limited to a maximum of three (4) colors (one (1) foreground color, one (1) background color and two (2) accent colors) for consistent appearance) for all occupants. Freestanding signs with five (5) or more colors for all occupants will be permitted as a *Special Exception Use*.

- B. **Wall sign** 2 per occupant
1. **Area**  
for 1st *sign*, the lesser of: 10% max. of 1st wall or 50 s.f. max. ea.  
for 2nd *sign*, the lesser of: 5% max. of 2nd wall or 25 s.f. max. ea.
  2. **Horizontal projection**  
for *sign* 12 s.f. or less 4' max.
  3. **Vertical projection** not permitted (pitched roofs)
  4. **Internal illumination** not permitted

## 64.5.8 Industrial I District

- A. **Freestanding sign** 1 per lot
1. **Area** 50 s.f. max.
  2. **Height** 8' max.



3. **Support structure height** 6' max.  
Support structure will be surrounded with landscaping materials and plantings that will not obstruct the sign face when plants have grown to full maturity. Plantings and landscaping will be protected by a stone border, curb, edging or base .
4. **Setback**  
from *street line* 10' min.  
from rear & other property line 5' min.
5. **Internal illumination** not permitted
6. Freestanding signs for properties with multiple businesses or uses will be limited to a maximum of three (4) colors (one (1) foreground color, one (1) background color and two (2) accent colors) for consistent appearance for all occupants. Freestanding signs with five (5) or more colors for all occupants will be permitted as a *Special Exception Use*.

- B. **Wall sign** 1 per occupant
1. **Area** (external illumination) 10% max. of wall area or 75 s.f. max. ea.
  2. **Horizontal projection**  
for *sign* 12 s.f. or less 4' max.  
for *sign* greater than 12 s.f. 15" max.
  3. **Vertical projection** 3' max.  
(pitched roofs)
  4. **Internal illumination** permitted

## 64.6 PROHIBITED SIGNS

### Section 11 Prohibitions.

These regulations prohibit the following *signs* throughout the town of Old Saybrook: *A-frame* (sandwich board) *sign*, *billboard*, *flashing sign*, *moving sign*, *painted wall sign*, *vehicle sign*. These regulations prohibit any other *sign* unless expressly permitted or exempted.