

WILTON LAND USE LAWS AND REGULATIONS
ZONING ORDINANCE

16.3 **Commercial and Industrial District.**

This section governs signs in the Commercial District and Industrial District ~~except for the Downtown Wilton area as defined in Section 8.0.1-d and e.~~ (Amended March 2016)

16.3.1 Permitted Signs.

16.3.1.1 Number. One (1) sign or structure per parcel relating only to the permitted use or uses conducted in the building or on the immediate premises thereof. (Amended March 2016)

16.3.1.2 Size. Maximum of one hundred (100) square feet in area per face and a maximum of two faces may be used.

16.3.1.3 Location and Height. The top of any sign shall not exceed sixteen (16) feet above existing ground level. No building sign shall extend above the roof eaves or the rake on the gable end. No sign (except building mounted) shall be placed within fifteen (15) feet of lot lines. All signs or structures must be placed in such a manner that does not obstruct free and clear vision of automobiles or pedestrian traffic. (Amended March 2003, March 2016.)

16.3.1.4 Lighting. Signs may be illuminated but the lighting shall be confined to the area of the sign and arranged to avoid glare or reflection onto any portion of an adjacent highway, into the path of on-coming vehicles or onto any residential premises, and shall not significantly contribute to light pollution.

16.3.1.5 (Repealed March 2001.)

16.3.1.6 Multi-tenant Buildings. A multi-tenant building may have one free-standing sign of up to one hundred (100) square feet. In addition, each individual tenant may have one (1) sign attached to the building with a maximum area of four (4) square feet for the purpose of identifying the type and location of the business or service.

16.3.1.7 Company Symbols and Trademarks. Company symbols and trademarks shall be considered as signs and must meet all of the above requirements.

16.3.1.8 Industrial Parks. As a part of the subdivision of land for an industrial park, the Planning Board may require one (1) directory sign identifying the names and locations of the individual businesses within the park to be located near the entrance of the park. The Directory sign should show the locations of the individual businesses within the park. The sign shall have a maximum area of thirty-two square feet. (Amended March 2016)

16.3.2 (Repealed March 2001.)

16.4 **Office Park District.**

16.4.1.1 Park Development Sign. One (1) park development sign, for informational purposes only, carrying the park name at the park entrance. The sign shall have a maximum area of one hundred (100) square feet with a maximum height of sixteen (16) feet above the entrance road.
a. One (1) sign shall be located near the entrance of the park and have a maximum area of thirty-two (32) square feet. (Amended March 2016)

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- b. Two (2) additional signs with a Maximum size of two (2) square feet, may be located at driveway intersections. *(Amended March 2016)*
- 16.4.1.2 Directory Sign. One (1) directory sign identifying the names and locations of the individual businesses within the park shall be located near the entrance of the park. The Directory sign should show the locations of the individual businesses within the park. The sign shall have a maximum area of thirty-two (32) square feet.
- 16.4.1.3 Small directional signs. Maximum size of two (2) square feet, may be located at driveway intersections.
- 16.4.1.4 Lighting. Signs may be illuminated but the lighting shall be confined to the area of the sign and arranged to avoid glare or reflection onto any portion of an adjacent highway, into the path of on-coming vehicles or onto any residential premises, and shall not significantly contribute to light pollution.
- 16.4.2 Prohibited Signs.
- a. Neon signs.
- b. Mobile or temporary signs.
- 16.4.3 Company Symbols and Trademarks.
- Company symbols and trademarks shall be considered as signs and must meet all of the above restrictions.

16.5 Downtown Commercial District.

The following regulations apply to signs located in the Downtown Wilton area as defined in Section ~~7A.1 8.0.1-d and e.~~ *(Amended March 2016)*

- 16.5.1 Permitted Signs.
- 16.5.1.1 Number. One (1) more than the number of businesses located on a parcel or four (4), whichever is less, relating only to the permitted use or uses conducted in the building or on the immediate premises thereof. Only one (1) free standing sign is permitted per parcel.
- 16.5.1.2 Free Standing Signs. Any sign supported by structures or supports that are anchored into the ground and that are independent from any building or other structure.
- 16.5.1.2.1 Size. Maximum of forty (40) square feet in area per face and a maximum of two faces may be used.
- 16.5.1.2.2 Location and Height. The top of any sign shall not exceed fourteen (14) feet above existing ground level. No sign (except building mounted) shall be placed within ten (10) feet of the roadway right of way or lot lines. All signs or structures must be placed in such a manner that does not obstruct free and clear vision of automobiles or pedestrian traffic. *(Amended March 2016)*

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- 16.5.1.2.3 Lighting. Signs may be illuminated but the lighting shall be confined to the area of the sign and arranged to avoid glare or reflection onto any portion of an adjacent highway, into the path of on-coming vehicles, or onto any residential premises, and shall not significantly contribute to light pollution.
- 16.5.1.3 Wall Signs. Any sign attached parallel to or painted on an exterior wall of a building, and which projects not more than six inches from such wall.
- 16.5.1.3.1 Size. The allowable size of the sign is calculated based on 1.5 square feet per lineal foot of building width with a maximum size of eighty square feet.
- 16.5.1.3.2 Location and Height. The top of any sign shall not exceed sixteen (16) feet above existing ground level. The bottom of any wall sign shall not be less than (3½) feet above existing ground level. *(Amended March, 2009)*
- 16.5.1.4 Canopy Signs. Any sign that is a part of or attached to an awning, canopy, marquee or other protective cover over a door, entrance, window, or outdoor service area.
- 16.5.1.4.1 Size. The allowable size of the sign is calculated based on 1.5 square feet per lineal foot of building width with a maximum size of eighty square feet.
- 16.5.1.4.2 Location and Height. The top of any canopy shall not exceed fourteen (14) feet above existing ground level. The bottom of any projecting sign shall not be less than (8) feet above existing ground level.
- 16.5.1.4.3 Lighting. No internally lit canopy signs shall be permitted.
- 16.5.1.5 Projecting Signs. Any sign attached to a building in such a manner that its leading edge extends more than six inches from the surface of such building.
- 16.5.1.5.1 Size. Maximum of eighteen (18) square feet in area per face and a maximum of two faces may be used.
- 16.5.1.5.2 Location and Height. The top of any projecting sign shall not exceed sixteen (16) feet above existing ground level. The bottom of any projecting sign shall not be less than (8) feet above existing ground level. *(Amended March, 2009)*
- 16.5.1.5.3 Projection. The maximum projection of any sign shall be no more than (6) feet from face of building.
- 16.5.1.5.4 Lighting. Signs may be illuminated but the lighting shall be confined to the area of the sign and arranged to avoid glare or reflection onto any portion of an adjacent highway, into the path of on-coming vehicles, or onto any residential premises and shall not significantly contribute to light pollution.
- 16.5.1.6 Multi-tenant Buildings. Each individual tenant may have one (1) additional sign attached to the building with a maximum area of four (4) square feet for the purpose of identifying the type and location of the business or service.
- 16.5.1.7 Directory Signs. One (1) free standing off-premises directory sign is permitted per parcel if the following criteria can be met:

- a. More than four (4) businesses are located on the parcel.
- b. The parcel has no frontage on Main Street, NH Route 31, Island Street, or Forest Road.

16.5.2 Prohibited Signs.

- a. Roof signs.
- b. Neon signs.