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MEMORANDUM

Project: Great Pond Village		Date: 6/7/2023
Project #: 010-210100.00		File:
Meeting Date: n/c		Report By: Craig Lewis
Purpose: Text Amendments		
To:	Town of Windsor	Winstanley Team
Distributed To Recipients Via: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Fax <input type="checkbox"/> Mail		

We are requesting a series of amendments to the Great Pond Form-Based Code to clean up minor inconsistencies and clarify intent as well as to provide additional signage standards, specifically to permit freestanding signs. To help clarify these changes and compare them to the current zoning ordinance standards, we have prepared this memo for your reference.

Existing signage standards:

The signage standards in the Zoning Ordinance have been used as a guide in the creation of these standards. While there are occasions where the proposed standards exceed the current standards, the overall height and adherence to quality design will better ensure both appropriate visibility and attractiveness.

The below table highlights the proposed changes:

Standard	Current	Proposed
Freestanding signs		
Maximum Area (total all sides)	<ul style="list-style-type: none"> 50 sf 	<ul style="list-style-type: none"> 100 sq ft
Maximum height	<ul style="list-style-type: none"> maximum height of the building by district (~35 ft) 	<ul style="list-style-type: none"> 8 ft
		<i>Commentary: The proposed signs will be a little larger in total area but shorter in height to be more visible under the street tree canopy</i>
Wall signs		
Maximum area	<ul style="list-style-type: none"> 1 sf for each 1 linear foot of primary building façade 	<ul style="list-style-type: none"> 5% of the total wall area
Maximum area for building setback more than 100 ft from the right-of-way	<ul style="list-style-type: none"> 1.5 sf for each 1 linear foot of primary building façade 	<ul style="list-style-type: none"> 5% of the total wall area

		<i>Commentary: The %-based calculation yields a sign area that is visibly more proportional to the façade.</i>
Fuel Filling Stations		
Maximum area	<ul style="list-style-type: none"> 80 sf plus 30 sf for changeable copy (110 sf total all sides) 	<ul style="list-style-type: none"> 160 sf (all sides) including 30% for changeable copy
Maximum height	<ul style="list-style-type: none"> maximum height of the building by district (~35 ft) 	<ul style="list-style-type: none"> 8 ft
		<i>Commentary: 45% increase in maximum area but a large decrease in maximum height</i>
Shopping Centers greater than 10 acres		
Maximum area	<ul style="list-style-type: none"> 100 sf 	<ul style="list-style-type: none"> 150 sf
Maximum Height	<ul style="list-style-type: none"> maximum height of the building by district (~35 ft) 	<ul style="list-style-type: none"> 12 ft
		<i>Commentary: 50% increase in maximum area but a large decrease in maximum height</i>

In addition, tenants in the Industrial and Warehouse Zones are permitted to combine signs along a primary street for buildings that are in the rear of a site or are otherwise not visible from the street (e.g., business parks). We proposed to permit use this same standard to advertise the buildings that are to the rear of the site along Groton Road and consolidate them consistent with Shopping Center signage.

The following is a summary of the requested amendments:

- Section 4.3.7** IW Additional Requirements. Line item (E.4) modified “apply for” to “apply: For”
- Section 7.1.3** Parking Area Screening and Landscaping. Clarified Side Yard Parking and added a new guideline “Streetscreens”
- Section 7.2.1** Driveways. Line item (D) modified 18 feet to 24 feet.
- Section 10.2.1** Minor edits to the general provisions for consistency with more specific standards.
- Section 10.2.2** “Permitted Signage Types” heading was modified to “Building Wall-Mounted Signage Standards”
- Section 10.2.2** Permitted Signage Types line items (B, E, G, H) were moved to newly created section titled “Freestanding Signs” (See line item #11 below). Minor edit to section (J).
- Table 10.1** Permitted Signage Types has been updated to separate “WALL SIGNS” from “FREESTANDING SIGNS” and appropriate standards inserted. Most standards are consistent with those in the Zoning Ordinance.
- Table 10.1** Permitted Signage Types. Wall Signs are generally consolidated under a percentage of wall standard for total area (5%).
- Table 10.1** Permitted Signage Types, standards for Primary Freestanding Sign, Fuel Filling Station Sign, and Incidental Freestanding Sign
- Table 10.1** Permitted Signage Types, maximum heights added for all Freestanding Signs
- Section 10.2.3** Is a new section titled “Freestanding Signs.” See line items #5 and 6 above.
- Section 10.2.4** Is a new section titled “Sign Illumination”

13. **Section 10.2.5** Prohibited Signs (renumbered) and (E) edited to permit changeable copy noted previously.
14. **Definitions** Added a new term “Freestanding Sign” and added/amended definitions for “Front/Side/Rear Setbacks” and “Front/Side/Rear Yards”
15. **Appendix A.1** Great Pond Plant Palette added the following subtext “The list below is subject to change by the Great Pond Village Design Manager in consultation with the Town Planner based on changes in design and availability.”