



## City of Stamford Zoning Board

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### STAFF REPORT

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**TO:** CITY OF STAMFORD ZONING BOARD  
**FROM:** VINEETA MATHUR, ASSOCIATE PLANNER  
**SUBJECT:** ZB #221-18, Text Amendment – TPS Associates LLC & LGS, LLC – 248 West Avenue  
**DATE:** June 14, 2021

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### TEXT AMENDMENT – SECTION 4.B Neighborhood Mixed Use District

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#### Introduction

The Applicants TPS Associates LLC & LGS, LLC request an amendment to the signage regulations within the NX-D to allow for a ground or pole sign for industrial uses when located adjacent to the Interstate highway roadway system.

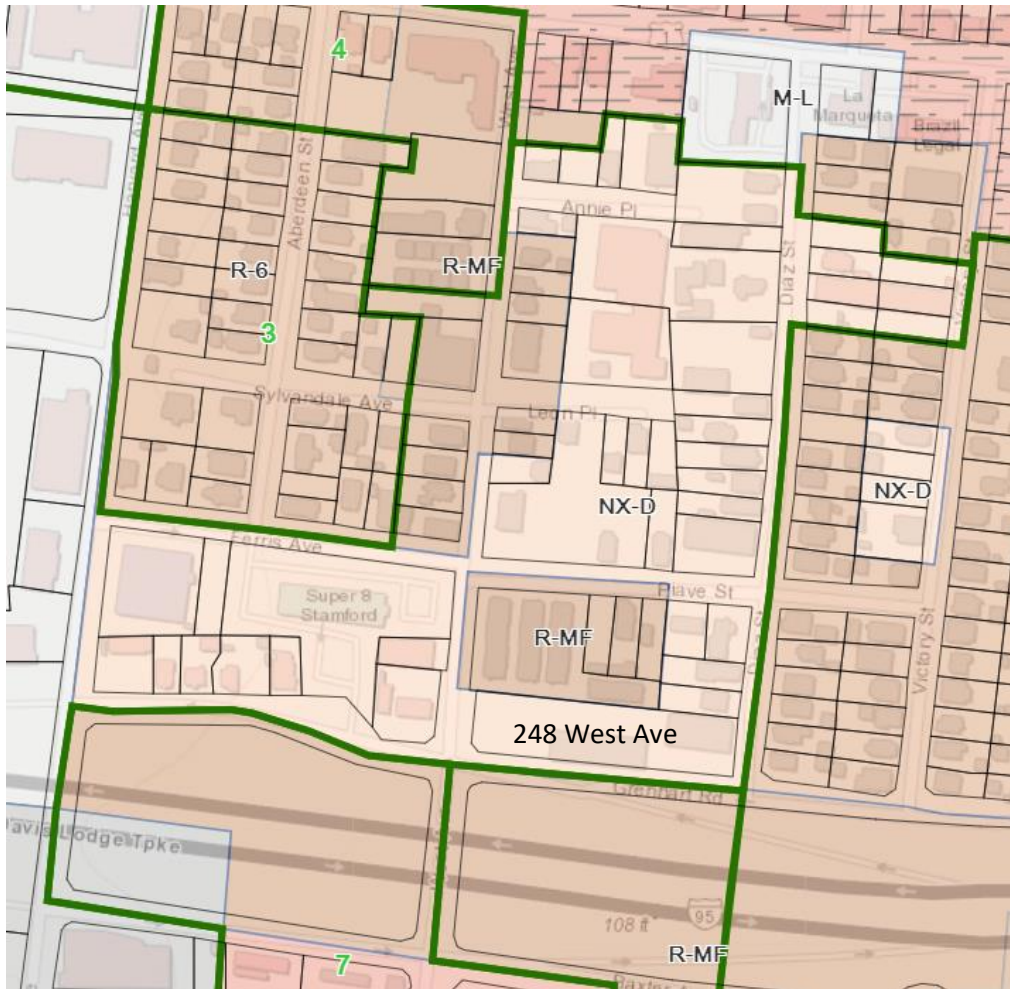
#### Zoning Text Amendment

The Applicants request amending Section 4.B.10.d. (“Additional Development Standards Applicable to Uses within the NX-D”) of the Zoning Regulations by adding the following new sub-paragraph to subsection (16) (Signage), as follows:

- (a) In the case of Industrial uses on properties adjacent to an Interstate highway roadway system, Land Use Bureau Staff, by administrative review, may allow one (1) Ground Sign or Pole Sign to be located along the frontage adjacent to the Interstate highway roadway system. Such sign shall not exceed sixty (60) square feet in area and no side of the sign face shall exceed ten (10) feet in length. A decorative or ornamental base structure supporting such sign may be allowed, provided the face of such decorative or ornamental base structure does not exceed one hundred (100) square feet in area, the structure contains

no lettering and is one (1) color, which color may be different than the color of the sign. No Pole Sign authorized by this section together with any decorative or ornamental base shall exceed twenty-one (21) feet in height. The right to one (1) Ground Sign or Pole Sign shall not increase the aggregate signage rights allowed in the NX-D set forth in Section 7.6.D.1 of these Regulations.

The current signage regulations for the NX-D district reference the Architectural Review Design District standards allowing for limited signage to ensure compatibility with a district which has both residential and commercial uses and does not include a ground or pole sign. While these standards work well for most commercial and mixed use buildings within the neighborhoods where NX-D is mapped, certain industrial uses permitted within the NX-D such as auto sales and service uses typically necessitate ground/pole signs which are customary of the type of use. The Applicants submitted this application to allow a ground/pole sign in the context of the Acura car dealership currently being built at 248 West Avenue.



Current NX-D district

In discussing the need for additional signage rights for industrial uses in the NX-D district, staff recommended that the Applicants limit the applicability of the additional ground/pole sign to sites which are located adjacent to the Interstate Highway system and is located on the frontage facing the highway. This will ensure that such ground/pole sign is oriented away from residential neighborhoods while providing the visibility to large industrial uses such as auto sales and service.

The proposed size standards for the sign are consistent with ground pole signs permitted in heavy commercial and industrial districts including C-L, C-G, C-I, CC, M-L and M-G (Section 13.G.6, 13.H.9.b, 13.I.6).

Staff recommends adding language to this text stating that the Ground or Pole Sign shall comply with the standards related to illumination of signs in Section 13.D.

## **Referral Comments**

### **Stamford Planning Board**

The Stamford Planning Board, during its regularly scheduled meeting held on May 27, 2021 recommended approval of the application and found it compatible with Master Plan Category 13 (General Industrial).

### **Western Connecticut Council of Government**

Kristen Floberg in an email dated May 13, 2021, noted that the application is of local interest and has not been forwarded to surrounding municipalities for review.

## **Summary**

Staff recommends approval of this minor change to the signage regulations of the NX-D zoning district which allows industrial uses to locate and advertise using large ground/pole signs when necessitated by location. Given that this type of signage is only allowed only for industrial uses and only adjacent to highways, the regulation has limited potential for impact currently and in the future when NX-D is mapped elsewhere in the City.