

ARTICLE 10 -- SIGN REGULATIONS

Section 10.10 - Purpose.

The purpose of this Section is to safeguard property values, create a more attractive climate for tourism and other business, protect open country scenery along highways, and generally provide a more aesthetically pleasing community and region. Further purposes are to reduce obstructions and distractions that may contribute to traffic accidents, and to minimize hazards that may be caused by signs hanging or projecting over public rights of way.

Section 10.20 - Signs Not Requiring a Land Use and Development Permit.

The following signs may be erected and maintained without a Land Use and Development Permit provided that they comply with NYS DOT standards and are non-illuminated (unless indicated otherwise below). Such signage shall be erected and maintained only on the same parcel of land where the subject of the sign is located, and not more than 200 feet from the principal location thereof. For purposes of this regulation, the principal location of the subject of a sign shall be deemed to include the principal private access road connecting the subject with a public highway.

- A. Signs advertising the sale or rental of the premises upon which the sign is located, limited to two per property, and that are removed within 30 days of closing of sale or rental.
- B. Signs denoting the architect, engineer, or contractor where construction, repair, or renovation is in progress, limited to one per property, and that are removed within 30 days of completion of project.
- C. Professional and trade name plates and home business signs. Such signs may be illuminated by external white light only and shall be limited to one per person or business.
- D. Signs that mark property boundaries, give directions for roads or trails, prohibit trespassing, hunting, fishing, or off-road vehicles, or warn of hazards.
- E. Any sign erected by the federal, state, county, or town government or any department or agency thereof. Such signs are not limited in size.
- F. Signs giving the name of the residents of a dwelling and/or its address. Such signs may be illuminated by external white light only and shall be limited to one per dwelling.
- G. Temporary signs, including banners or pennants, relating to garage, lawn, or other individual, non-recurring sales, or for a church bazaar, political campaign, fund drive, parade, fair, fireman's field day, or other event or undertaking conducted by a political, civic, religious, charitable, or educational organization. Such signs shall be removed by the sponsor within one day after the close of the event. Such temporary signs are not limited in size.
- H. Two signs placed temporarily to advertise a garage sale, yard sale, tag sale, or similar sale on the site of the sale. Such signs may be placed no earlier than 7 days

prior to the event, and shall be removed by the sponsor within one day after the close of the event.

- I. Temporary signs, customarily of paper or cardboard, placed in the windows of grocery stores and supermarkets to advertise weekly specials. Such temporary signs are not limited in size or number.
- J. Signs intended to slow traffic in residential areas for purposes of preventing traffic accidents involving children, pedestrians, bicyclists, or others. Such signs shall be erected no closer than 2 feet from the edge of the driving surface.

Section 10.30 - Signs Allowed After Issuance of a Permit from the Zoning Administrator.

On-premise signs meeting the standards of Section 10.50 below are allowed after the issuance of a permit by the Zoning Administrator. An on-premise sign shall be considered to be a sign that is erected and maintained only on the same parcel of land where the subject of the sign is located, and not more than 200 feet from the principal location thereof. For purposes of this regulation, the principal location of the subject of a sign shall be deemed to include the principal private access road connecting the subject with a public highway.

Section 10.40 - Signs Allowed after Site Plan Approval by the Planning Board and Issuance of a Permit from the Zoning Enforcement Officer Administrator.

The Planning Board, in accordance with the Site Plan Approval procedure set out in Article 11 herein, may grant approval for an off-premise sign. Such sign shall meet all the requirements of the State Department of Environmental Conservation for the grant of a permit for such sign pursuant to Section 9-0305 of the Environmental Conservation Law. As a condition to approval of an off-premises sign, the Planning Board shall find that the sign:

- A. Is a non-illuminated off-premise directional sign not exceeding 4 square feet in sign area, or a shared off-premise sign pursuant to Section 10.70 of this Section.
- B. Meets all the applicable standards of Section 10.50 below.
- C. Will be useful in providing information not otherwise reasonably available to the public.
- D. Will be visually compatible with its surroundings.
- E. Will not pose a traffic hazard or otherwise endanger the health, safety, or welfare of the public.
- F. Has been subject to a jurisdictional determination by the Adirondack Park Agency.

Section 10.50 - Standards.

The provisions contained in this Section shall apply to all signs, including illuminated, luminous, portable, free standing, roof, wall, or window signs, regardless of their location with respect to any zoning district:

- A. No sign shall be illuminated by or contain flashing intermittent, rotating, or moving light or lights. All luminous signs, illuminated signs, and lighting devices shall employ only lights emitting light of constant intensity, except in the case of digital street clocks and temperature indicators.

- B. No luminous sign, illuminated sign, or lighting device shall be placed or directed so as to cause glaring or non-diffuse beams of light to be cast upon any public street, highway, sidewalk, or adjacent premises, or otherwise cause glare or reflection that may constitute a traffic hazard or nuisance. No sign shall in its construction employ any mirror or mirror-like surface, nor any day-glowing or other fluorescent paint or pigment.
- C. No sign or part thereof shall contain or consist of any banner, pennant, ribbon, streamer, spinner, or other similar moving, fluttering, or revolving device. The said devices, as well as strings of lights, shall not be used for advertising or attracting attention whether or not they are part of any sign. No sign or part thereof may rotate or move back and forth.
- D. No sign shall be placed upon or be supported by any tree, rock, or natural object other than the ground.
- E. No sign shall be erected or maintained upon the roof of any building or structure.
- F. No motor vehicle on which is placed or painted any sign shall be parked or stationed in a manner primarily intended to display the sign.
- G. Not more than one pole sign may be erected or maintained upon the premises of any gasoline or other automotive service station; and no such pole sign shall have a sign area greater than 15 square feet.
- H. No sign shall exceed 20 feet in overall height, measured from the highest level of natural ground immediately beneath the sign to the highest point of the sign or the supporting structure thereof.
- I. No sign shall project more than 3 feet from the wall of any building, nor shall any sign project from the roof of any building or into any public way.
- J. No sign shall be erected or maintained having a sign area greater than 40 square feet. No luminous sign shall be erected or maintained having a sign area greater than 15 square feet.
- K. No sign shall be erected or maintained within the right-of-way, nor within 10 feet of the road bed of any public street or highway; nor shall any sign exceeding 20 square feet in the sign area be erected or maintained within 20 feet of the road bed of any public street or highway. These minimum setback distances shall not apply to signs erected upon any building entirely housing the business or activity with which the signs are principally associated, nor to safety signs as provided in Section 10.20 (J). For the purposes of this provision, the road bed shall mean the trafficable portion of a road, street, or highway, bounded on either side by the outer edge of the shoulder or guardrail, whichever extends farthest. Where there is no shoulder or guardrail, there shall be deemed to be a shoulder extending 4 feet from the outer edge of the pavement or unpaved traffic lanes.
- L. No sign shall be erected or maintained more than 200 feet from the business or activity with which it is principally associated. For the purposes of this provision, the location of a business or activity shall include all of the principal private

access road connecting the actual place of that business or activity with a public street or highway.

- M. Not more than 2 signs may be erected or maintained advertising or otherwise relating to a single business or activity, except for directional signs that do not exceed 2 square feet in sign area and are limited to such texts as "Office", "Entrance", "Parking", and "No Parking". The total sign area of these 2 signs shall not exceed 60 feet. For the purposes of this provision, a single business or activity shall include all businesses or activities subordinate to or integrated with that business or activity, located on the same premises as that business or activity.
- N. No off-premise sign shall have a sign area of more than 10 square feet, nor shall any such sign be a luminous sign. All off-premise signs shall conform to all applicable requirements of the State Department of Environmental Conservation for off-premise signs within the Adirondack Park.

Section 10.60 - Provisions Pertaining to Certain Zoning Districts.

- A. No sign may be erected or maintained associated with residential land uses within the Residential R1 zoning district, other than the following permitted signs:
1. Professional name plates that do not exceed 3 feet in sign area.
 2. Signs denoting the architect, engineer, or contractor, placed upon premises where construction, repair, or renovation is in progress, provided that the sign does not exceed 3 square feet in sign area.
 3. Signs or bulletin boards customarily incidental to places of worship, libraries, museums, social clubs, and societies, provided that the sign does not exceed 15 square feet in sign area.
 4. Signs advertising commercial or other enterprises legally permitted to be carried on, provided that the sign does not exceed 15 square feet in sign area.

Section 10.70 - Shared Off-Premise Signs.

- A. The Planning Board may require that two (2) or more individual off-premise signs be mounted on a single structure in order to reduce the amount of sign clutter at intersections.
- B. Shared off-premises signs shall require Site Plan Approval by the Planning Board.
- C. Maximum sign area for each sign is 4 square feet in sign area.
- D. Maximum number of individual signs mounted on an individual structure is 4.
- E. The applicant for each individual sign shall be responsible for its maintenance and removal.
- F. The applicant for the structure upon which the signs are mounted shall be responsible for its maintenance and removal.

Section 10.80 - Sign Variances.

Any variance from the requirements of this Article shall be considered an "area variance" and not a "use variance."

Section 10.90 - Unsafe, Illegal and Obsolete Signs.

- A. In any case where the Zoning Administrator shall find any sign unsafe and a potential danger to persons or property, or if he/she shall find any sign which in his judgment has been erected, installed, attached, established, painted or otherwise created in violation of this Local Law, he shall follow the procedures in respect to violations set forth in Article 17 herein, and the provisions of said Article shall apply in respect to prosecution, penalties and punishment for such violations.
- B. In the case of an unsafe sign that the Zoning Administrator believes to be an immediate peril to persons or property, he/she may order and arrange for the removal of such sign, without notice to the owner thereof.
- C. Such sign shall be declared obsolete and in violation of this Local Law, and the Zoning Administrator shall forthwith follow the procedures in respect to violations as set forth in Article 17 and the provisions of the said article shall apply in respect to prosecution, penalties and punishment for such violation.
- D. In any case where the Zoning Administrator finds it necessary to cause the removal of a sign because of the failure to do so by the owner thereof or of the premises on which such sign is located, the cost of any other expense incidental thereto shall be charged against the owner of the property and such charge shall be a lien against the property until paid.

