

SECTION 11 - SPECIAL REGULATIONS

11.01 General: These regulations apply to all zoning districts in the Town.

11.10 Signs: The purpose of these regulations is to promote and protect the public health, welfare, and safety, and to insure optimum over-all preservation and enjoyment of the scenic, aesthetic, and open space resources of the Town and of the Adirondack Park. These regulations are intended 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.

These regulations are further intending 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.

11.11 Permit Requirement: 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;

1. 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.

2. 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.

3. 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.

4. No sign shall be placed upon or be supported by any tree, rock, or natural object other than the ground.

5. No sign shall be erected or maintained upon the roof of any building or structure.

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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. But 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. 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 four feet from the outer edge of the pavement or unpaved traffic lanes.

12. 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.

13. 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.

14. 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.

SIGN: Any inscribed surface, pattern or artificial lighting, pictorial or symbolic ornament, emblematic structure, banner, flutter apparatus, or other visually communicative or expressive device that is visible from an out-of-doors position, and is used to advertise or call the public's attention to any business, activity, object for sale or lease, person, or place, or to bear any kind of message. The meaning of sign shall also include any sign currently in disuse but still visible from an out-of-doors position, and any farm or support structure erected specifically to bear or uphold a sign. The meaning of sign shall not include any sign erected by the Federal, State, or County (or) Town, government or any department or any agency thereof, any poster placed temporarily to advertise a civic event or an event sponsored by a house of worship, school, library, museum, social club, or society, or any patriotic flag or banner not used for commercial advertising purposes. The meaning of sign shall also not include any sign having a sign area not greater than three (3) square feet that is used simply to mark property boundaries, give directions regarding roads or trails, exclude hunting, fishing or other activities, offer farm products for sale, warn of any hazard or condition, denote the name and address of the occupants of the premises on which the sign is located. Real estate for sale or lease signs are not considered signs within the definition of sign, in this ordinance unless they exceed sixteen (16) square feet in area, do not exceed two (2) such signs, and are removed from the premises within thirty (30) days of the sale or lease of the premises.

SIGN AREA: The total area of all faces or surfaces of a sign anywhere upon which writing or any illustrative, emblematic or other artistic or expressive matter appears, or in the case where writing or illustrative emblematic, or other artistic or expressive matter is not set against any face or surface, the total area within a single continuous rectangular perimeter enclosing the extreme limits of such writing or illustrative, emblematic, or other artistic or expressive matter. The sign area of a sign having more than one face or surface where writing or illustrative, emblematic, or other artistic or expressive matter appears shall be the total area of all such faces or surfaces; but if a sign consists of two such faces or surfaces placed back-to-back, the sign area of the side having the greater sign area shall constitute the total sign area. The sign area of a group of connected or related signs shall be the sum of the sign areas of the signs belonging to it.

SIGN, ILLUMINATED: The term shall mean any sign illuminated by electricity, gas or other artificial light, including reflective or phosphorescent matter.

SIGN LUMINOUS: Means any incandescent or other sign which gives forth its own light, or any transparent or translucent sign through which artificial light is emitted, including, without limitation, any neon sign, fluorescent sign, or advertising light display.

SIGN, PORTABLE FREE STANDING and/or "A" TYPE: Shall mean a sign that is designed to be movable and is not structurally attached to the ground, a building, a structure or any other sign. Such signs may or may not be in the configuration of an "A".

SIGN, ROOF: Shall mean a sign erected upon a roof or parapet of a building or structure.

SIGN, WALL: Any sign permanently or temporarily attached or affixed to any exterior wall or projection of a structure.

SIGN, WINDOW: A sign that is applied or attached to the exterior or interior of a window or located in such manner within a building that it can be seen from the exterior of a structure through a window.

Town of Horicon

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Website: horiconny.gov

Sign Information Sheet

Owner: _____ Phone Number: _____

Address: _____

Location of Property: _____

Tax Map Number: _____

1. Type of Sign: Free Standing Wall Roof
 Projecting Double-face Window

2 Area of Sign: _____
Height: _____
Width: _____
Thickness: _____
Distance from ground to bottom of sign: _____

3. Construction Materials: _____

4. Illumination:
 Unlighted
 Luminous (neon or other bulbs inside)
 Indirectly lighted (spotlight, etc.)

5. Message Content: _____

6. Colors: _____

7. Distance from: Front Line _____
 Nearest Side Lot Line _____
 Closest neighboring building _____
 Nearest Sign _____

8. If sign is to be placed on building: Length of building face _____
 Height of building _____
 Percent of building face to be covered by sign _____

9. Description of building: Materials, Location of doors and windows, Architectural Details, etc.

10. Attach a diagram (8 1/2 x 11" minimum) showing the relationship of the above features. You may attach a photograph.

I certify that the information submitted on and with this form is true and accurate to the best of my knowledge.

Applicant's Signature

Date

*For Town sign regulations, see Sections 11.01, 11.11 and 11.12 of the Horicon Zoning Ordinance.
Advertising signs in the Adirondack Park are regulated by the New York State Department of Environmental Conservation (DEC)
See Section 9-0305 of the Environmental Conservation Law, and Chapter II, Part 195 of the Environmental Conservation Department Regulations.*