**SIGN REGULATIONS – ZONING LAW AMENDMENT FINAL**

*Sign definitions and regulations to be added to the Village Zoning Law*

**Definitions**

**BILLBOARD** – A sign that is freestanding, attached to or part of a building, and is an off-premise sign that is designed for a change in copy, so that the characters, letters, display, or illustrations can be changed or rearranged within a fixed sign.

**BILLBOARD, MOBILE ELECTRONIC** – The term mobile electronic billboard means one or more digital sign structures that are mounted on a vehicle, truck or trailer, regardless of weight or length, and are used for general advertising using a video screen or screens with movable type, etc. Refer to SIGN, ELECTRONIC below for clarification.

**INDIRECT ILLUMINATION –** A light source not seen directly. The term includes a source of illumination which is not part of the sign or sign structure that provides the light for the sole purpose of making the sign visible when natural light is not sufficient.

**SIGN -** Any kind of billboard, signboard, inscription, pennant or other shape device or display used as an advertisement, announcement, or directions. Such a notice may be incorporated onto a building surface, be freestanding, ~~or~~ attached or mobile sign that meets the specific type definitions.

**SIGN, ACCESSORY -** Accessory sign means a sign in which the copy relates to the business upon the lot which the sign is located. Also, it is typically smaller and meant to clarify or somehow support the principal sign. Accessory sign means a sign which relates exclusively to the use of the lot, or parcel upon which the sign is located.

**SIGN, ABANDONED** - means any sign face remaining in place for a period of 30 days or more for a year round business, 12 months or more for a seasonal business, and which no longer advertises an activity, business, product, or service available on the premises on which the sign is located.

**SIGN, ADVERTISING** – A sign which directs attention to a business, commodity, service or entertainment conducted, sold or offered on the premises or elsewhere than where the sign is located.

**SIGN AREA** – The space enclosed within the extreme edges of the sign for each sign face, not including the supporting structure or where attached directly to a building wall or surface, the space within the outline enclosing all the characters of the words, numbers or design. Structural or decorative architectural features to maintain compatibility with the building shall not count toward total sign area.

**SIGN, DIRECTIONAL** – Signs designed to provide direction to pedestrian and vehicular traffic into and out of, or within a site. Directional signs shall not include a logo and should be placed to avoid blocking visibility for those entering or exiting the site.

**SIGN, ELECTRONIC** – Any digital display sign for which the text, letters, numbers, pictures, or symbols forming the informational portion of the sign consist of flashing, intermittent, or moving lights, including any type of LED, LCD, or plasma screen or any type of video display. This definition does not include signs that have internal or indirect illumination that is kept stationary or constant in intensity and color at all times when such sign is in use or any government sign located within the right of way that functions as a traffic control or warning device. Also known as changeable message signs.

**SIGN, FREESTANDING** – Any **non-movable** sign supported by its own base(s) or hung from above in cantilever fashion.

**SIGN, INFLATABLE** – An inflatable device, with or without a message, figure or design attached to its surface designed to attract attention.

**SIGN, LOGO** – Graphic symbols used to represent or identify a commercial, institutional, or non-profit entity or organization.

**SIGN, MENU BOARD -** A sign erected that lists services, product options, or food offerings and pricing for patrons.

**SIGN, MOBILE -** Mobile Sign means any mounted sign on a trailer or on a supporting frame which is designed to be transported from one site to another and includes mobile signs with changeable letters, copy and/or illumination.

**SIGN, MONUMENT -** A freestanding sign, placed directly on the ground and used for a variety of purposes, including business identification, subdivision identity, on-site direction.

**SIGN, MULTI-TENANT –** wall, projecting, or freestanding sign that identifies more than one business, typically used for shopping centers, office buildings or other developments that house a range of tenants.

**SIGN, OFF PREMISE -**  shall mean a sign or a portion thereof which directs attention to a business, profession, commodity or entertainment which is not primarily conducted, sold or offered upon the same premises on which the sign is located and shall include any sign which is not an "on-premises sign."

**SIGN, PORTABLE -** Any sign, which by its design, is able to be and is commonly moved from place to place and/or is not permanently mounted.

**SIGN, PRINCIPAL** - Principal sign means the main/prominent sign, or the only sign on the premises. However, if there is more than one sign on the premises then the determination of the principal sign is also based on the following factors: size, illumination, visibility, cost, and content.

**SIGN, PROJECTING** – A sign hung from a building, perpendicular to the building face.

**SIGN, SANDWICH BOARD** – Also known as a sidewalk sign, is a type of advertisement tool composed of two boards with a message or graphic on it and being either carried by a person, with one board in front and one behind in a triangle shape, hinged along the top, creating a "sandwich" effect; or set up next to a store advertising its goods, specials or items on-sale. A single board on a pedestal meant to be portable and removed at the close of business can also be used as a sandwich board or sidewalk sign.

**SIGN, TEMPORARY**: A type of non-permanent sign that is located on private property designed to advertise or announce a particular event or series of events, to solicit political support or to announce the availability for sale of any type of property intended to be available for a limited period of time that can be displayed for no more than 30 consecutive days at one time. Signs shall not be considered temporary if they are effectively displayed on an ongoing basis, interrupted by short intervals when they are not displayed.

**SIGN, WALL**: A building-mounted sign which is either attached to, displayed on, or painted on an exterior wall in a manner parallel with the wall surface. A sign installed on a false or mansard roof is also considered a wall sign. (Also known as: fascia sign, parallel wall sign, or band sign).

**Statement of Findings, Purpose and Intent**

1. Signs can obstruct views, distract motorists, boaters, and pedestrians, displace alternative uses for land, and pose other problems that legitimately call for regulation. They can also affect quality of life in business and/or residential areas depending on their location, size and intensity.
2. The purpose of these regulations is to regulate the size, illumination, movement, materials, location, height, and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the preservation of the character of the various neighborhoods, the creation of an attractive and harmonious community, and protection against the interference with the historic character of designated areas, including the downtown area or Business District.
3. This zoning law allows adequate communication through signage while encouraging aesthetic quality in the design, location, size, and purpose of all signs.
4. These sign regulations are intended to 1) promote compatibility with the use of the property to which the signs are appurtenant; 2) promote compatibility with the landscape and architecture of surrounding buildings; 3) be appropriate to the activity to which they pertain; 4) ensure that signs are not distracting to motorists, boaters, and pedestrians; 5) ensure that all signs are constructed and maintained in a structurally sound, safe and attractive condition.
5. These regulations do not regulate every form and instance of visual communication that may be displayed anywhere within the Village. Rather they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth above.
6. These regulations do not eliminate all of the potential harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the impacts potentially caused by signs.
7. Lastly, permitted signs should be highly legible, compatible with their surroundings, constructed and maintained in good condition, appropriate to the type of activity to which they pertain, and expressive of the identity of individual proprietors and of the community as a whole.

**APPLICABILITY**

Any sign erected, altered, or maintained after the effective date of adoption shall conform to the following regulations.

**SIGNS THAT DO NOT REQUIRE PB REVIEW**

**Exempt Signs:**

The following signs are exempt from these Regulations:

1. Signs erected and maintained pursuant to any governmental function, or required by law, ordinance or governmental regulation.
2. Memorial signs or tablets, names of buildings and/or dates of erection when cut into any masonry surface when constructed of bronze, stainless steel or similar material.
3. Signs integral to gasoline pumps including on-pump gasoline price signs.
4. Traditional barber poles.
5. Posting or trespassing notices (not to exceed 4 square feet in size).
6. Official notices of hazard or safety precaution.
7. Personal identification signs, identifying residents of premises or permitted home occupation (not to exceed four square feet and not illuminated).
8. Any official flag, emblem, or insignia of a nation, state, municipality or school not in connection with a commercial use.
9. Such sign or category of signs as specifically designated by the Planning Board after application to and determination by the Planning Board that such determination is consistent with the purpose of the zoning law.

**Prohibited Signs**:

The following signs, sign conditions and sign components are prohibited in all Zoning Districts unless exceptions are noted.

1. Abandoned or Obsolete Signs. Signs that advertise an activity, business, product, or service no longer conducted on the premises on which the sign is located.
2. Signs which are dilapidated or in disrepair.
3. Billboards in SFR, GR, NR and MR Zoning Districts.
4. Signs attached to fences, utility poles or trees or any other natural feature of the landscape, except for trespass and posting signs.
5. Signs that employ reflective or luminous materials or finishes.
6. Signs that employ florescent materials or finishes as a substantial portion of their construction or graphics.
7. Sandwich board, A-frame, Easel or equivalent temporary/portable signs, except Sandwich Board signs in the Business District and Marine Development District as provided in Section (Temporary Signs, B. paragraph 9).
8. Mobile Electronic Billboards, mobile signs, portable signs or motor vehicles on which signs are painted, or a sign parked or stationed in a manner primarily intended to display a permanent sign unless parked in an authorized parking space or unless in a location where building setbacks can be met.
9. Signs that employ banners, pendants, ribbons, streamers, spinners or moving, fluttering or revolving devices of any kind.
10. Signs which employ moving, flashing, rotating and intermittent or otherwise non-stationary lighting, except for permitted time/temperature or fuel price signs and/or approved digital signs.
11. Signs affixed to a roof, chimney or balcony.
12. Off-premise signs, except as provided in Section \_\_ Off-Premise Signs and Section \_\_ Off-Premise Sandwich Board signs.
13. Signs that employ electronic or changeable message systems outside the Business or Marine Development District.
14. Signs advertising short-term rentals outside of the Business District or Marine Development District.

**Existing Non-conforming signs**

1. **Pre-existing**: Non-conforming signs that legally existed prior to adoption of the sign regulations, other than prohibited as described in the section above or temporary signs below, shall be allowed to remain as long as the original use is in place and the sign is not abandoned.
2. **Maintenance** **Required**: Satisfactory routine maintenance shall be required for non-conforming signs. Any proposed alteration of color, dimension or materials shall require that the sign be brought into conformance with the regulations, including but not limited to sign size, height and setback.
3. **Change of Use**: Change of use shall require removal of the non-conforming sign and any replacement signs shall conform to these regulations. However, signs which legally existed prior to the adoption of these regulations in any district other than the Business District and Marine Development District may be maintained and replaced in kind, with no increase in size or lighting intensity or hours lit.

**Temporary Signs**

Temporary signs are all those installed for a specific and limited time duration as set forth in the requirements below:

1. **General Requirements**
2. Construction requirements do not apply to temporary signs. However, temporary signs and banners shall comply with all other requirements of these regulations as applicable.
3. Such temporary signs and banners shall be removed within the specified time limit. Temporary installation/mounting methods, except building mounted banner brackets, must also be removed when the sign is removed.
4. Temporary signs do not require a building permit. However, the zoning officer may order the removal of any temporary sign if deemed a nuisance or safety hazard, or the when the time limit has passed requiring their removal.
5. Temporary signs should be placed on private property, not within the public street right-of-way. Street corner placement should avoid blocking the visibility of pedestrians and vehicles to maintain safety.
6. **Requirements by Temporary Sign Type**
7. Event or Function(s) signs or Banners
   1. They must be associated with a church, school, civic or nonprofit group.
   2. They shall not represent a commercial activity or enterprise.
   3. May be installed 14 days prior to the event.
   4. Shall be removed within two days after the event.
8. Temporary Window Signs
   1. They shall not exceed 15 percent of the window display area.
   2. They shall not be displayed for more than 30 consecutive days.
9. Flags
   1. A flag with a brief commercial message, i.e., “Open,” may be displayed during the hours of the commercial operation, and may only be displayed in the Business District and Marine Development District.
   2. Shall not exceed two flags per lot.
   3. Each flag shall not exceed 12 square feet in area.
   4. Shall be flown from freestanding or projecting flagpoles.
   5. Shall have a vertical clearance from sidewalk of at least seven feet, and shall not physically or visually impair vehicular or pedestrian traffic.
10. Property Sale, Lease or Rental Signs
    1. One sign may be displayed prior and pertaining to the sale or long-term lease/rental of a parcel of land and/or building thereon.
    2. Shall be removed within five days upon the sale, or long-term (greater than 30 days) lease/rental of the property.
    3. Shall not advertise short-term rentals.
    4. Shall not exceed four square feet in area and six feet in height.
    5. Directional signs located off the premise of the property for sale or lease are prohibited.
11. Garage/Estate Sale Signs
    1. May be displayed seven days prior to the sale and shall be removed within two days after the sale concludes.
    2. Shall not exceed six square feet in area and three feet in height.
12. Bulletin Boards
    1. One bulletin board may be displayed as customarily incident to places of worship, libraries, museums, social clubs or societies.
    2. Shall not exceed 12 square feet in area and 8 feet in height.
    3. Shall not represent a commercial product, activity or enterprise.
13. Artisan/Contractor signs
    1. One artisan sign may be displayed on-site during construction, repairs or alterations of a property.
    2. Shall not exceed six square feet in area and four feet in height.
14. Campaign Election Signs
    1. Signs supporting candidates for election may not be put in place more than 45 days before the date of the primary, general election, and/or special election and must be removed within four days afterwards.
    2. Such signs are limited to 16 square feet in area and shall not exceed 4 feet in height above grade level.
15. Sandwich Board Signs
    1. Only one sandwich board sign per public building entrance shall be permitted.
    2. In the Business District and Marine Development District, such signs shall be no more than 36 inches in height and not larger than 6 square feet.
    3. In the Business District, where the building abuts the sidewalk, one edge of the sign must abut and be tethered to the building, within 3 feet of the entrance.
    4. Should a sandwich board sign be placed on or adjacent to a sidewalk, an unobstructed pedestrian clearance of at least six feet (6') in width must be provided adjacent to the sign and the sign shall not be placed near the curb. Adequate wheel chair, stroller and pedestrian access must be maintained without sandwich board or other obstructions consistent with Americans with Disabilities Act requirements for accessibility.
    5. Within parking lots, any sandwich board sign cannot obstruct traffic.
    6. Parking lot signs must be free standing.
    7. Any such sign shall be displayed during business hours only and shall be brought inside the building when the business is closed.
    8. Off-premise single or multi-tenant sandwich board signs may be permitted if they can be placed on private property (with written permission) and maintain vehicular and pedestrian visibility at intersections. Their maximum size shall be based on six square feet for a single tenant (maximum of 36 inches high), or four (4) square feet per multi-tenant sign (up to 12 square feet) and both single and multi-tenant must meet the off premise sign standards except the square foot limitation as noted for multi-tenant signs.
    9. Placement of a sandwich board sign requires a zoning permit from the zoning officer. The sign permit application form for a Sandwich Board sign shall contain an agreement by the owner or lessee applicant to indemnify and hold the Village, their officers, agents and employees harmless against any claim or liability related to or arising out of the placement of such sandwich board sign.
    10. Any Sandwich Board sign erected in any area other than that authorized by this regulation or which does not comply with the rules set forth above, shall constitute a violation of the zoning law and shall, in addition to any other penalty or procedure provided for in the zoning law, be subject to removal by the zoning officer.
16. Mobile Billboards –Mobile billboards may be used during events only and must meet building setbacks or be stationary in a designated parking space. This will help to maintain vehicular traffic and pedestrian visibility especially at corners/intersections, also to alleviate vehicular congestion and distraction during such events within the downtown area. Existing business signage and facades shall not be blocked by parked mobile billboards unless written permission is granted by the business manager.

**SIGNS THAT REQUIRE PB REVIEW**

**Review Required**

1. The location, placement, alteration, extension, installation or other erection of any advertising sign other than an exempt sign or temporary sign, as hereinafter defined, shall require a site plan review and zoning permit in accordance with the standards and requirements as set forth hereunder.
2. Any application for an advertising sign requiring a permit shall be reviewed by the Planning Board, except for Home Occupation Signs. Those applications may be approved by the zoning officer.

**Location, Visibility, and Pedestrian Access**

1. No sign shall physically or visually impair vehicular, boat, or pedestrian traffic by design, illumination, color, or placement.
2. No sign shall be located on public property or in the public right-of-way. In any case it shall not be located within eight (8) feet of the edge of the curb or improved travel surface of the roadway, except as provided herein.
3. No sign shall be located within the vision clearance area, which is the triangular area at a roadway intersection defined by measuring 20 feet along the intersecting road edges, except that in the Business District no projecting sign shall project into, above or within eight (8) feet from the curb.
4. No natural object shall be defaced and no sign other than a trespass or posting sign shall be placed upon or be supported by any tree, rock or other natural object other than the ground.
5. All signs shall be on premise, except as expressly permitted otherwise in these Regulations.

**Construction**

1. All construction, fixtures, wiring and installations shall conform to the New York State Uniform Fire Prevention and Building Code and the National Electric Code, where applicable. All construction and installation shall be of high quality, durable materials and designed to withstand all predictable environmental conditions and wind loads.
2. All exposed elements of any sign structure shall be composed of wood, stone, ornamental metal, or materials which have a similar appearance. Other structural materials may be acceptable to the Planning Board and may be submitted for review with a permit application. Sign structure design and materials shall be compatible with the architecture of the associated building.
3. The back or reverse side of any single-face sign visible from any public right-of-way shall be constructed in a manner consistent with the terms of materials and finish with the facing and to suitably cover the structural members of the sign. Exceptions to the covering of structural members may be acceptable to the Planning Board/Zoning Officer if such structure serves a decorative purpose.

**Sign Illumination**

1. Advertising signs within the Village shall be designed to limit detrimental effects on public safety, adjacent property (especially residential property), the natural environment and the general appearance of the village.
2. Light levels at the property line and 10 feet beyond shall not exceed 0.1 footcandle adjacent to property zoned for commercial use, and 0.05 footcandle at residential property boundaries. A photometric plan should be submitted to ensure the limits are met by the proposed lighting fixtures.
3. Within Single Family Residential, Neighborhood Residential, General Residential and Marine Residential Districts, permanent advertising signs may be illuminated subject to the following criteria:
   1. Exterior lighting shall be designed, installed, and maintained to minimize glare and light trespass across property lines, into roadways (whether public or private), and waterways.
   2. Illuminated signs shall be at least 50 feet away from the closest building occupied as a residence.
   3. The source of illumination is within the sign cabinet or mounted on the ground. Illumination by means of neon tubing is allowed only for commercial uses within the Business District and Marine Development District.
   4. Adjacent to residential streets and residences in residential districts, illumination shall stop between the hours of 11:00 pm and 6:00 am (or turned off during non-business hours), except signs permitted for medical services and public services such as fire protection, which are provided on a 24-hour basis.
   5. Digitally illuminated signs shall be dimmed after dark or during night-time hours to limit glare on nearby receptors.

1. All electrical boxes and transformers shall be integrated into the sign and/or support structure design or shall be otherwise screened to minimize their visual impact.

**Maintenance**

1. All signs shall be maintained in good condition and shall not be allowed to become dilapidated or in a state of disrepair.
2. All nonconforming signs when replaced, repaired or remodeled shall be brought into conformance with current standards.
3. Any sign associated with a use no longer in existence shall be removed within 30 days. The structure, wall, surface or other area from which the sign is removed shall also be disassembled or restored during that time period so that no remnant of the sign is visible.

**Sign Area Calculation**

1. Sign area shall be quantified as square feet and shall be calculated by using the smallest geometric shape (s) that will encompass the entire sign face including any extensions beyond the primary edges of the sign face.
2. Signs without integral background areas. In instances in which a sign consists of individual elements, such as letters, symbols, or other graphic objects or representations that are painted, attached to or otherwise affixed to a surface such as a wall, window, canopy, awning, or architectural projection or to any surface not specifically designed to serve as a sign background, the sign area shall be based on the sum of the individual areas of the smallest geometric shape or combination of the geometric shapes capable of encompassing the perimeters of the individual elements comprising the sign.
3. A sign designed to be viewed from two directions and which two faces are either parallel or at not more than a 30 degree angle to one another shall be considered to be one sign for the purpose of these regulations and the dimensions of only one side will be used to calculate square footage.
4. Sign support structures bearing no text or graphics shall not be considered when calculating sign area, but such structures shall be in reasonable proportion to the sign.
5. Fences, outbuildings and appurtenant structures shall not be included in the calculation of lineal feet for use in sign area formulas.
6. The sign area of cut-out letters applied to a building shall be calculated using the smallest geometric shape (s) that will encompass the group of letters. If a sign consists of cut-out letters applied to a background the area shall be calculated by the area of the background.
7. Sign area of three dimensional or representational signs shall be calculated as one-half of the sum total of the projected area of the largest front and side views.
8. Total permitted sign area may be divided among a group of signs for any single use provided that multiple signs are permitted. Secondary signs can be combined but shall not exceed the allowable secondary sign area.

**REQUIREMENTS BY SIGN TYPE**

In addition to the aforementioned requirements the following standards shall apply to the individual types of signs identified. Any sign or use of signs not specifically allowed by provision of these Regulations is prohibited.

**Billboards**

1. **Illumination**. A billboard may be illuminated, provided that all light sources shall be designed, shielded, arranged and installed to confine or direct illumination to the surface of the billboard and away from adjoining properties. Light sources shall not be visible from any street or any adjoining properties. Billboards may contain or include such public service information as time, date, temperature, weather or similar information. This regulation shall not prohibit digital billboards, as defined in this chapter.  However, digital billboards may not display more than one message every eight seconds. Also, digital billboards shall be made available to Village, county and state emergency services in case of emergency or for such matters as Amber Alerts.
2. **Movement**. Moving, fluttering or revolving devices prohibited. No billboard or part thereof shall contain or consist of banners, posters, pennants, ribbons, streamers, spinners or other similar moving, fluttering or revolving devices.
3. **Size**. No billboard facing streets, sidewalks or pathways shall exceed 200 square feet. Billboards facing waterways in the Business or Marine Development District shall be permissible to be 200 square feet in size. Multiple billboards (mounted on walls for example) shall cumulatively meet the size limit.
4. **Height**. No billboard shall be in excess of 30 feet in height above the average existing grade level at the billboard.
5. **Maintenance required**. A billboard and its structure shall be maintained, including the change of the advertising message, the repairing and replacing of component parts and the performance of other acts as incident to the upkeep of the billboard.
6. No billboard shall confuse, mislead or resemble any government billboard.

**Freestanding signs**

1. Freestanding signs shall be no more than 14 feet in height as measured from the average grade at the base of the sign to the top of any structural or decorative element of the sign panel, except in the SFR, NR, GR, and MR Districts where the height limit shall be 8 feet. Business directional and advance notice signs shall not exceed six feet in height in any District.
2. Freestanding signs shall be set back 10 feet from any lot line.
3. Freestanding signs shall not project into, above or within 10 feet of the improved travel surface of a roadway.
4. Freestanding signs shall not be permitted for uses above ground floor level, except if such sign is a portion of a freestanding sign permitted for a multi-tenant building or group of buildings.
5. Freestanding sign supports/bases shall be proportional to the sign face (s). Such supports or bases shall not exceed 100 percent of the sign area and shall not extend more than one foot horizontally in any direction beyond the horizontal edges of the sign.
6. Freestanding sign supports or bases shall not incorporate or include any attachments, lettering, logos, or graphics. Any support structure that includes attachments, lettering, logos, or graphics, shall be considered part of the sign area.

**Projecting Signs**

1. Projecting signs shall not physically or visually impair vehicular or pedestrian traffic. Projecting signs in Business and Marine Development Districts shall have a vertical clearance at least nine feet. Projecting signs in the SFR, NR, GR and MR Districts shall have a vertical clearance of five feet provided that no pedestrian traffic on sidewalks or other pathways are impacted. All other projecting signs shall have vertical clearance of at least 7.5 feet.
2. Projecting signs shall project no more than two feet from the building face, except that projecting signs in the Business District and Marine Development District may project as far as eight feet.
3. Projecting signs shall not extend more than 13 feet above ground level or exceed the height of the building at the location of the sign, whichever is more restrictive. Projecting theater marquee signs shall be subject to planning board review and may be deemed exempt from this requirement.
4. The top edge of projecting sign panels or any extensions of the sign panel shall not exceed the height of the bottom edge of second story windowsills. Minimal support structures, chains or cables may be permitted to exceed such height and shall be subject to planning board review.
5. Projecting signs shall not project into, above or within ten feet of the curb or gutter’s outer edge, whichever is further from the centerline of the roadway and shall not project beyond lot lines.
6. Wording or communicative matter which is located on the sides of awning signs which are perpendicular or nearly perpendicular to the street shall be treated as projecting signs for purposes hereof.

**Wall Signs**

Wall signs shall not project more than 1.5 feet (unless the sign is under 7.5 feet from the ground, in that case it shall project 0.5 feet or less), except that wall signs in the Single Family Residential District, Neighborhood Residential District, General Residential District and Marine Residential District shall not project more than four inches.

**Window Signs**

Permanent Window Signs shall be considered part of the total permitted sign area and shall not exceed 20 percent of the window area of the front face of the principal use. Such signs shall be silk screened, hand painted, cut vinyl, etched or other similar graphic treatment applied directly to the window surface.

**Awning Signs**

Awnings over windows or doors may be used as permitted signs or portions thereof provided that such signs shall not exceed 15 percent of the total awning area, and provided that the provisions of the Projecting Sign section are complied with. Internally illuminated awnings or neon on awnings shall not be permitted.

**Three-Dimensional and Representational Signs**

The Planning Board may only approve a three-dimensional or representational sign if the design, materials and lighting are compatible with the use to which it pertains, the character of the Village and the immediate neighborhood. It must also otherwise meet the standards of these regulations.

**Off-Premise Signs**

The Planning Board may only permit off-premise signs for businesses that are not located adjacent to a main street or otherwise deemed necessary. One free-standing off-premise sign shall be permitted for each business. The message of off premise signs shall be limited to minimal information necessary to direct the motorists or pedestrians to the use. Such signs shall not exceed eight square feet and ten feet in height. Also, off-premise signs shall not be permitted within the Single Family Residential District, Neighborhood Residential District, General Residential District and the Marine Residential District.

**Franchise Signs**

Signs for regional, national and international franchises shall employ colors, materials and design style, proportion and size appropriate the Village Character. Standardized franchise sign designs are subject to Planning Board review and shall be required to comply with all applicable requirements and standards set forth in these sign regulations.

**Home Occupation Signs**

Home occupation signs may be free standing, projecting, wall or window signs, and they shall not exceed 4 square feet.

**Day Care Signs**

A day care use may have a single sign, not to exceed 12 square feet in the Business and Marine Development Districts. Such signs may be wall signs, freestanding or projecting in design. Within the Single Family Residential District, Neighborhood Residential District, General Residential District and Marine Residential District, the size shall not exceed 4 square feet.

**Religious Signs**

Signs associated with a place of worship shall not exceed 12 square feet. Such signs may be wall signs, freestanding or projecting in design.

**Multi-Tenant Property Signs**

The Planning Board may consider an alternate arrangement with respect to the number and size of individual signs for any application that involves a proposed group of signs for a building, a group of buildings, or a lot under single ownership or management containing more than one individual business.

1. Any sign displaying information or graphics for more than one tenant shall emphasize the name and location of the multi-tenant property over individual tenants. Such sign shall not exceed 64 sq. ft. and shall not be calculated when determining the allowable signage for the property.
2. Signs for individual tenants in multi-tenant building or lots shall be of a consistent design style, height and placement, and be otherwise coordinated.
3. Multiple tenants may be required to share permitted signs, but such signs shall not exceed the total permitted sign area for an individual business as specified for the District in which it is located.

**CONSTRUCTION AND DESIGN STANDARDS**

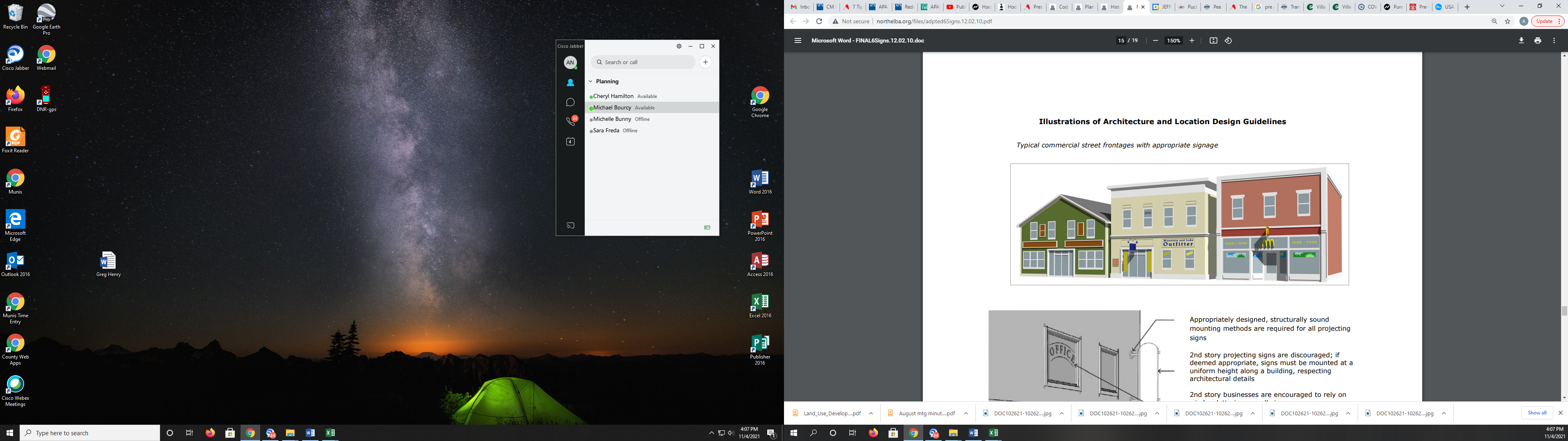
**Applicability**

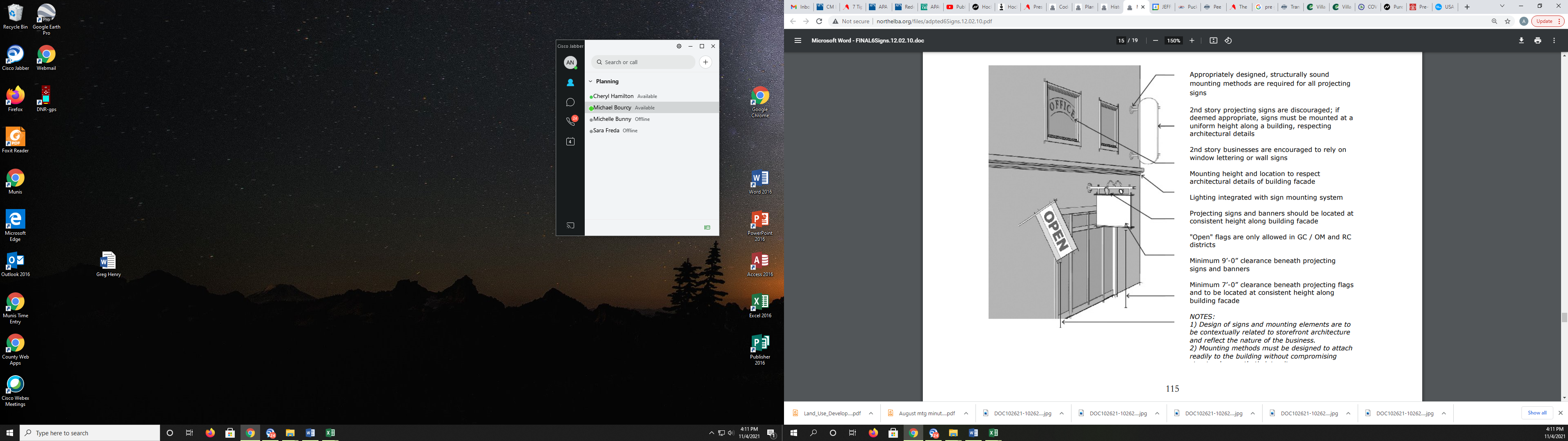
Realizing that these regulations must provide for a wide range of individual use, choice, and taste, the following design guidelines shall serve as the basis for all Design Review in addition to the aforementioned regulations. The Planning Board shall consider the following design criteria and may base its decision to approve or disapprove any sign application upon these criteria.

**Architecture and Location - Specific provisions**

1. As far as possible, architectural features such as windows, cornices, pilasters and the like structural or ornamental features should not be covered by signs.
2. Sign panels and graphics should be in alignment with and/or relate to adjacent architectural features and be in proportion to them.
3. Signs for a number of enterprises in a single building should be of uniform height and placement, and be otherwise coordinated.
4. Horizontal and vertical proportions should be appropriate to and oriented with the architecture of the sign location.

**Architecture and Location Design – Examples**:

****(Typical commercial street frontages with appropriate signage)



Business & Marine Dev.

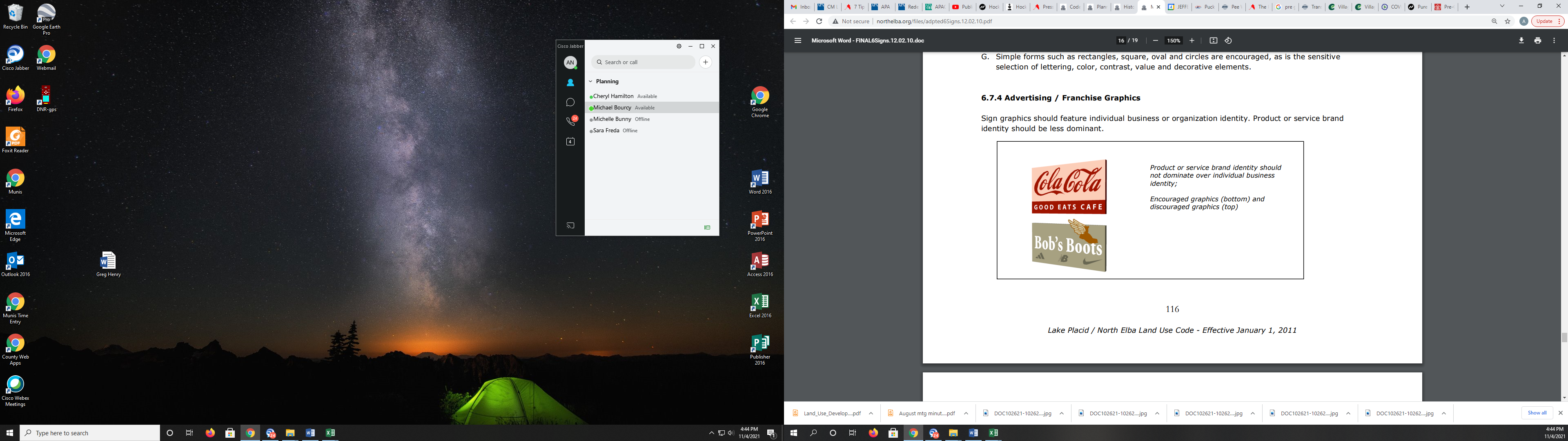
(Typical commercial 1st and 2nd floor example of appropriate signage)

**Sign Design, Color and Legibility**

1. Each sign should be designed as to provide maximum legibility in its particular surroundings and shall be designed to include the minimum number of items of information (symbol, syllable, number, and shape) that will permit the individual business or proprietor to communicate effectively the name and nature of the business or services offered. The maximum number of items of information should be in keeping with the ability of the prospective viewer to see, assimilate and react to the message.
2. Layout should be orderly. Graphics should have a highly legible design with sufficient contrast between background and graphics.
3. Lettering size should be appropriate to the space available and viewing context. (see Society of Environmental Graphic Design standards for information).
4. No more than two typefaces should be used on any sign or group of signs, excluding the primary typeface employed in a logo or brand image.
5. The number of colors should be the minimum necessary to effectively communicate the intended message of the design. Three or fewer colors are recommended.

**Advertising / Franchise Graphics**

Sign graphics should feature individual business, organization, and product or service identity where possible. Brand identity should be less dominant.



**PERMIT PROCESS**

**Applicability**

1. No sign or display other than an exempt sign or temporary sign not requiring a permit shall be displayed in the Village of Alexandria Bay until a Site Plan Review by the Planning Board and/or zoning permit (as applicable) has been issued.
2. A permit shall not be required for maintenance, repair, or repainting of a legal, existing sign so long as the color configuration, size and location are not altered and such alterations are in conformance with these regulations.

**Permit Application**

An application for a sign permit shall include the following:

1. Site plan of parcel of land, building and/or structure to which or upon which the sign is to be attached or erected, including the proposed sign location(s), lot dimensions and setbacks from parcel lines and adjoining structures, land and signs within any critical distances as set forth in these Regulations.
2. Detailed drawings of the sign (s), including sign panel height, width, depth and structural component dimensions including height, width, depth, and clear distance from ground level.
3. Detailed description and/or drawings of the sign (s) and structural components, including construction materials, colors, finishes, text style, graphic content and dimensions, lighting fixtures and wiring, installation method and construction details where required.
4. Statement and description of all other signs located or proposed to be located on the property.
5. Such other information as may be necessary in the judgment of the Planning Board or Zoning Officer to render a determination under and provide the administration and enforcement of these regulations.

**Sign Plans (for multi-sign projects, multi-tenant properties or multi-use sites)**

1. Objective – Sign Plans are designed for multi-tenant properties or a single property with more than one use with unique or intensive sign needs. The goal of the Sign Plan is to discourage numerous or larger signs, and to promote communication, safety and aesthetic compatibility. A Sign Plan application may be required by the Planning Board in accordance with this section.
2. Applicability – An application may be submitted for Sign Plan approval if one or more of the following conditions are met:
   * 1. The project is reviewed as a special use permit or site plan review, or
     2. The project contains multiple buildings or uses with shared parking and/or access,
     3. The building contains multiple tenants with and has multiple public entrances facing more than one direction, or
     4. The building faces more than one audience to communicate with such as the waterfront (boaters), sidewalk (pedestrians), and/or street(s) (vehicles).
     5. Any other situation the Planning Board deems necessary.

**Sign Plan – Permit Application**

An application for a Sign Plan permit approval shall contain the following information:

1. Number of freestanding signs: up to one per public street entrance or as approved by the Planning Board.
2. Building directories: the number of signs necessary by applicant to adequately present information with approval by the Review Board.
3. Wall Signs: increase in size on any single façade and use of additional facades as deemed appropriate.
4. Number of Wall Signs: as determined by the Planning Board.
5. Projecting Signs: increase in size on any single façade and use of additional facades as deemed appropriate.
6. Number of Projecting Signs: as determined by the Planning Board.

**Procedure**

1. A Sign Plan permit may be included in any development plan, site plan, or special use permit and shall be processed simultaneously with the other plans.
2. A Sign Plan may be amended by submitting a new Sign Plan that conforms to all requirements in these Regulations.

**Enforcement and Remedies**

The zoning officer may order in writing the removal of any sign not erected or not maintained in a safe condition or if found to be abandoned or in violation of the requirements. When the zoning officer has ordered a sign to be removed because it is in disrepair or unsafe he/she may not permit it to be repaired, altered or reconstructed unless it meets all requirements of these regulations.

Any person, firm, association or corporation who, having been notified in writing to discontinue any violation of these regulations shall be subject to penalties prescribed in the zoning law if not corrected within 10 days.

**Severability**

If a provision of this law is or becomes illegal, invalid or unenforceable, that shall not affect the validity or enforceability of any other provision of this Local Law.

**SIGN SCHEDULE – USES & REQUIREMENTS BY DISTRICT**





