ARTICLE IX

SIGNS

§210-116. Purpose.

A) The purpose of this section is to promote and protect the public health, welfare and safety by regulating existing and proposed on-premises and off-premises signs and signs of all types within the Town of Poughkeepsie. The Town is a member of the Greenway Compact and, in accordance with the Greenway Guidelines, this section is intended to protect property values, create a more attractive economic and business climate, enhance and protect the physical appearance of the community, and preserve the scenic and natural beauty of the town. It is further intended to reduce distractions and obstructions that may adversely affect traffic safety, reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way, provide more visual open space and maintain the generally high level of the community’s appearance and attractiveness. This section is intended to promote attractive signs that clearly present the visual message in a manner that is compatible with their surroundings and to ensure that signs aid orientation and adequately identify uses and activities to the public. The appearance, character and quality of a community are affected by the location, size, construction and graphic design of its signs. Such signs should convey their messages clearly and simply to be compatible with their surroundings.

§210-117. General regulations.

A) Except as otherwise provided herein, no sign or other advertising device shall be erected, constructed, displayed, moved, reconstructed, extended, enlarged or altered except in conformity with this article and, where applicable, without first obtaining a permit from the Zoning Administrator in accordance with the procedures and standards of this article.

B) Every application for a sign permit shall be accompanied by plans to scale showing the dimensions and area of the sign; the location of the sign on the building, structure or lot upon which the sign is to be attached or erected; the colors, materials, lettering, artwork and other attributes of the sign; the proposed method of illumination, if any; and statements indicating compliance with applicable building construction standards.

C) No sign shall be erected which, in the opinion of the Zoning Administrator, may cause hazardous or unsafe conditions. If such signs exist, they shall be immediately removed upon direction of the Zoning Administrator within 24 hours of notification to the owner of the hazardous or unsafe condition. Failure to remove such a sign(s) after notice by the Zoning Administrator shall result in enforcement of these provisions and the order in accordance with this Chapter.

D) Any erection, alteration or removal of any sign which requires a sign permit shall be accomplished by persons, firm or corporation duly licensed by the town to accomplish such work. The owner of the premises may provide for the erection, alteration or removal of a sign if proof of liability insurance is filed with the Zoning Administrator at the time of application.

E) One free standing menu board per drive-through is allowed. The sign shall be located at the side or rear of the building and cannot exceed 32 square feet. Businesses with one menu board per bay may have menu board attached to the building which shall not exceed a combined total of thirty-two (32) square feet or an individual maximum of twenty (20) square feet. On kiosks the menu board shall not exceed 25% of the wall.

F) As used herein a “canopy” shall be a roof-like covering that projects from the wall of a building for the purpose of shielding or covering a doorway or window from the elements and is
constructed with a rigid frame that cannot be retracted, folded or collapsed. An “awning” shall be a roof-like covering that projects from the wall of a building for the purpose of shielding or covering a doorway or window from the elements and is constructed with a frame that is capable of being retracted, folded or collapsed.

F) Substitution Clause. Any sign authorized pursuant to this Chapter may contain a noncommercial message constituting a form of expression in lieu of other copy.

G) As used herein the following terms shall have the following meaning:
   a. “Temporary sign – a sign related to a single activity or event having a duration of no more than 30 days.
   b. “Bay” – an area in which an automobile may sit or park while being serviced or while the operator is receiving goods or services, such as a drive-thru or drive-in business.

§210-118. Applications for Permanent Signs.
A) Application for a permit for a permanent sign shall be made in writing upon forms prescribed by the Zoning Administrator. Every application for a permit for a permanent sign shall be accompanied by plans to scale showing the dimensions and area of the sign; the location of the sign on the building, structure or lot upon which the sign is to be attached or erected; the colors, materials, lettering, artwork and other attributes of the sign; the proposed method of illumination, if any; and statements indicating compliance with applicable building construction standards.

B) The applicant shall furnish a detailed drawing or blueprint showing description of the construction details of the sign and showing the lettering and other matter on the sign; sign colors; sign height; type and position of lighting; a location plan showing the position of all signs in relation to buildings and to any street, highway or sidewalk, including the location of any sign or signs on any structure.

C) Applications require the written consent of the landowner or an authorized representative.

D) An application for a permit for a permanent sign shall be accompanied by a fee as set forth in Chapter 105 “Fees” of the Town Code. Fees. See Chapter 105 “Fees”.

E) Issuance of a permit. With the exception of signs for which site plan approval by the Planning Board is required, or signs which are required to undergo review by the Director of Planning, the Zoning Administrator, upon the filing of an application for a sign permit shall examine the plans, specifications, locations and other data submitted as part of said application and approve said plans if the Zoning Administrator determines that they are in compliance with all requirements of this section. If the Zoning Administrator determines that the application is complete and the proposed sign meets the requirements of this section the Zoning Administrator shall, within ten (10) days of the date said application was received, issue a permit for the erection of the proposed sign. If the Zoning Administrator determines that the application is not complete or the proposed sign does not meet the requirements of this section the Zoning Administrator shall, within ten (10) days of the date said application was received, issue a written notice to the applicant stating the deficiencies of the application and the reason for the refusal to issue a sign permit. In the event that plans submitted do not meet requirements of local laws and ordinances of the Town of Poughkeepsie, the Zoning Administrator shall then notify the applicant, in writing, of the reason for refusal to issue a permit.

F) Expiration of permit. If the authorized sign is not erected or installed within twelve six months of the date the sign permit is granted, the permit shall become null and void.
G) Revocation of permit. In the event of a violation of any of the provisions of this article, the Zoning Administrator shall give written or personal notice, specifying the violation to the named owner of the sign and owner of the land; to correct said violation or remove such sign. Correction of violation, by change, repair or removal, etc., shall be performed within 15 days from date of notice.

§210-119. Removal of certain signs.

A) Any sign existing on or after the effective date of this chapter, which no longer identifies an existing business conducted or product sold on the premises, shall be removed by the owner of the premises upon which such sign is located. The Zoning Administrator, upon determining that any such sign exists, shall notify the owner of the premises, in writing, to remove said sign within 90 days from the date of such notice. In the event that a lease or a contract between owner of land and owner of sign exists on the date of violation notice, the owner of land shall notify the owner of the notice of removal and direct that the sign be removed. Failure to comply will result in the proper legal action being taken by the Zoning Administrator.

B) If the Zoning Administrator shall find that any sign regulated by this article or any section of the Zoning Chapter is unsafe, or insecure, or is a menace to the public, the Zoning Administrator shall give written notice to the named owner of the sign and the named owner of the land upon which the sign is erected, who shall remove or repair said sign within one day from date of notice. If notice to repair or remove is not acted upon promptly, the Zoning Administrator may take the proper legal action to effect compliance.

C) The Zoning Administrator may, in accordance with this Chapter, take proper legal steps to remove or to direct removal of any sign which in the discretion of the Zoning Administrator determines is in violation of this provision.

§210-120. Applications for Temporary signs.

A) Application for a permit for a temporary sign shall be made in writing upon forms prescribed by the Zoning Administrator. Every application for a permit for a temporary sign shall be accompanied by plans showing the dimensions and area of the sign; the location of the sign on the building, structure or lot upon which the sign is to be attached or erected; the colors, materials, lettering, artwork and other attributes of the sign; the proposed method of illumination, if any; and statements indicating compliance with applicable building construction standards if applicable. Applications for temporary signs shall be submitted to the Zoning Administrator for a temporary sign permit.

B) An individual permit for a Applicant for temporary sign permits such as banners, portable signs, promotional signs and other signs of similar nature, may be granted a temporary sign permit for a period not to exceeding thirty (30) consecutive days. A total of six (6) temporary permits may be issued for any one property in any calendar year, not to exceed a total of 90 days during any the calendar year. Temporary sign permits shall be valid for not more than two wall mounted banner signs and/or one freestanding sign.

C) An application for a permit for a temporary sign shall be accompanied by a fee as set forth in Chapter 105 “Fees” of the Town Code.

D) Temporary signs shall not be attached to fences, trees or utility poles on private property or in any public right-of-way, and such signs shall not be placed in a position that will obstruct or impair vision or traffic, or in any manner create a hazard to health, safety and welfare of the general public. Other fluttering devices such as streamers, pennants and balloons are prohibited as temporary signs.
Temporary freestanding signs shall not exceed 3240 square feet in nonresidential zones and 20 square feet in residential zones.

Except as provided in this section, all temporary signs shall meet the requirements of this section and chapter.

§210-121. Nonconforming signs.

A) Any sign which denotes a use that has ceased and/or which no longer identifies an existing business conducted or product sold on the premises shall be removed as required by §210-119.

B) A nonconforming sign may be changed only as follows:
   1) To a conforming sign.
   2) To a sign of similar or less nonconformity as determined by the Zoning Board of Appeals.

§210-122. Prohibited signs.

A) The prohibitions contained in this section shall apply to all signs and all zoning districts, regardless of designation, of the Town of Poughkeepsie.
   1) Billboard signs.
   2) Roof signs are prohibited (i.e. a sign that projects above the coping, eave or cornice of a building).
   3) Signs that move or have moving parts and revolving signs.
   4) Signs with optical illusion of movement by means of a design which presents a pattern capable of reversible perspective, giving the illusion of motion or changing of copy (i.e. hologram signs).
   5) "A" frame, sandwich board, sidewalk or curb signs as permanent signs.
   6) A sign not located on the premises to which it is associated or to which it refers.
   7) Signs placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property, or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product, service or activity or direct people to a business or activity located on the same or nearby property. However, this is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.
   8) Strip lighting outlining commercial structures and used to attract attention for commercial purposes, and strings of light bulbs used in any connection with commercial premises unless the lights shall be shielded.
   9) A sign which obstructs any window or door opening used as a means of egress, prevents free passage from one part of a roof to any other part, interferes with an opening required for legal ventilation, or is attached to or obstructs any standpipe, fire escape or fire hydrant.
   10) Televisions, including flat screen displays, used for advertising or information, except when used for indirect illumination and in such a manner as to not be directly exposed to public view unless utilized for the transaction of business.
   11) No pennants, balloons, ribbons, streamers, spinners or other similar moving, fluttering, inflated or revolving devices shall be allowed.
11) Except for awnings and canopies, no permanent sign shall be constructed of paper, cardboard, canvas or similar materials.

12) No sign shall be located so as to obscure any signs displayed by a public agency nor shall any sign be placed in such a way as to obstruct proper sight distance or otherwise interfere with pedestrian or traffic flow. No sign shall overhang onto an adjacent property or right-of-way.

13) No temporary sign shall be placed on the front or face of a building or on any premises, except as provided herein.

14) The use of fluorescent colors, “day-glow” type paints, and garish colors or combination of such colors, is prohibited.

15) No sign shall be attached to any tree or utility pole or be painted upon or otherwise directly affixed to any rock, ledge or other natural feature.

16) No sign, other than an official traffic sign, shall be erected within the right-of-way of any public street or highway.

17) Except for awning signs the use of cardboard, paper, canvas or similar impermanent material is prohibited.

18) A sign, or any device lighting a sign, that is illuminated by or contains flashing, intermittent, rotating or moving lights, Sign may change only once every twenty-four (24) hours, except to show time, date and/or temperature.

19) A sign that is designed and/or mounted so as to impair or cause confusion to the operator(s) of a motor vehicle is prohibited.

20) Any sign on public right of way.

21) Reader boards using LED or similar lighting except in BH and BSC Districts.

§210-123. Sign regulations for all districts.

A) The regulations contained in this section shall apply to all signs and all zoning districts, regardless of designation, of the Town of Poughkeepsie. Nothing herein shall be construed so as to allow the placement or installation of a sign on property other than the parcel or lot associated with the sign or the notice provided on the sign.

1) The location of All freestanding signs which sign(s) shall require a sign permit shall be determined by the Town Planning Board in the site plan review process, when site plan review is required prior to installation.

2) Any modification or alteration (except repairs and replacement) to a freestanding sign, a wall sign, or a projecting sign that was previously approved by the Planning Board, shall be reviewed by the Director of Planning for consistency with the Planning Board’s original site plan approval prior to issuance of a permit by the Zoning Administrator. Within three (3) days of receipt of an application for a sign permit involving a property for which the Planning Board has approved a site plan the Zoning Administrator shall refer said application to the Director of Planning for review as to the consistency of the proposed sign with the Planning Board’s site plan approval. Within five (5) days of receipt of the application from the Zoning Administrator the Director shall issue a written recommendation to the Zoning Administrator to approve or deny the application and shall set forth the reasons for said approval or denial. In the event the Director issues a recommendation to deny the application the Director shall refer the application to the Planning Board for amended site plan approval in accordance with the requirements of this Chapter. Nothing herein shall be construed as preventing an applicant from
withdrawing an application for sign approval in order to modify the sign to meet the objections of the Director and to re-submitting the modified signa new application for a sign permit to the Zoning Administrator for review.

2) Except as provided herein no freestanding sign shall exceed twenty (20) feet in height or the height of the principal structure, whichever is less.

3) The use of a dark background with lighter color(s) for lettering is preferred over the use of a white or light color background and dark lettering.

4) All sign lighting shall be shielded and directed in such a manner that the light source is fixed and is not directly visible from, and does not cast glare or direct light from artificial illumination upon, any adjacent public right-of-way, surrounding property, residential property, or motorist vision. Ground mounted spotlights used to illuminate a sign shall be fully shielded. Any device lighting a sign shall employ only lights emitting a light of constant intensity and no sign shall be illuminated by or contain flashing, intermittent or moving light or lights. A string of lights consisting of more than three bulbs shall not be permitted as part of a sign or separate from a sign. No sign shall be illuminated between the hours of 11:00 p.m. and 6:00 a.m. unless the lot on which the sign is located contains a non-residential use and is open for business.

5) Wall signs shall be painted on or affixed to flat against the building façade.

6) No signs shall have more than two (2) sides.

7) All signs shall be measured in accordance with the following methods:
   a) Sign measurement shall be based upon the entire area of the sign, with a single continuous perimeter enclosing the extreme limits of the actual sign face.
   b) For a sign painted on or applied to a building, the area shall be considered to include all lettering, wording and accompanying designs or symbols, together with any background of a different color than the natural color or finish material of the building.
   c) For a sign consisting of individual letters or symbols attached to or painted on a surface, building, wall or window, the area shall be considered to be that of the smallest rectangle or other shape which encompasses all of the letters and symbols.
   d) Essential supporting framework (brackets, posts, standards) shall not be included in sign area calculations. However, illuminated embellishments on such essential supporting framework shall be included in the calculation of sign size.
   e) For signs with two faces or sides, the area shall be taken as the area of either face, provided that the faces are either back to back or are attached along at least one side and the angle of that attachment does not exceed 30 degrees. Where faces are not back to back or are attached at an angle exceeding 30 degrees, each face shall be measured individually.

8) Window signage shall not exceed twenty-five (25%) percent of the glass area of that part of the building facing the front yard.

9) All illuminated signs shall bear the Underwriters Laboratories, Inc., seal in conformance with NEC Code and be inspected and certified by a Town authorized electrical inspection company.

10) All freestanding signs shall be designed and constructed to withstand a wind pressure of not less than thirty (30) pounds per square foot of surface area.
10) All signs, including wall signs and projecting signs, shall be securely anchored and shall not swing or move in any manner. All signs shall be constructed of durable materials and shall be maintained in a good condition.

11) Projecting signs shall have no more than two (2) faces. The exterior edge of a projecting sign shall extend not more than six (6) feet from the building face or one third (1/3) the width of the sidewalk over which it is suspended, whichever is less. No part of a projecting sign shall extend into a vehicular traffic area. A projecting sign suspended over a sidewalk or pedestrian traffic area shall have a vertical clearance of not less than eight (8) feet. No sign shall project from an awning.

12) On multi-story buildings, projecting signs shall be attached to the building above first story windows and below second story windowsills. On one-story buildings, projecting signs shall be attached above first story windows and below the roofline. No wall sign shall extend above the height of the building to which it is attached and location of a projecting sign shall be higher than the building to which it is attached. Complement neighboring signs.

13) No wall sign shall extend above the height of the building to which it is attached.

14) All wiring to a free standing sign shall be underground and/or concealed within the sign structure.

15) Signs directing motorists or pedestrians shall be allowed, provided that such signs shall not exceed three square feet in area and include only directional information. Logos or other forms of commercial copyadvertisement are permitted on directional signs. A sign permit shall be required for such sign but no fee is required.

16) A residential building or structure having six or more units and bed-and-breakfast establishments may have one ten (10) square foot wall sign.

17) One sign denoting the architect, engineer, financial institution or contractor placed on premises where construction repair or renovation is in progress, which will not exceed 32 square feet for all nonresidential sites and twelve (12) square feet for residential sites. Such signs must be removed upon termination and/or completion of the work project.

18) Signs identifying real estate, apartment or residential subdivision developments, not to exceed two signs where each sign shall not exceed 20 square feet in size and shall advertise only the name of the development where such sign is located.

19) Signs, including or showcase signs customarily incidental to places of worship, schools, libraries, museums, social clubs or societies, provided that signs or showcases shall not exceed 32 square feet in area and shall be located on the premises of such institutions.

20) For illuminated signs displaying “time, date, or temperature” information, illuminated signs with changeable copy, such as LED signs, shall change only once during any twenty-four (24) hour period.

21) One free standing menu board per drive through is allowed. The sign shall be located at the side or rear of the building and cannot exceed 32 square feet. Businesses with one menu board per bay may have menu board attached to the building which shall not exceed a combined total of thirty-two (32) square feet or an individual maximum of twenty (20) square feet. On kiosks the menu board shall not exceed 25% of the wall.

§210-124. Signs permitted in residential districts.

A) Freestanding sign. One freestanding sign per lot of a maximum area of four (4) square feet is allowed. Freestanding signs shall be set back a minimum of five (5) feet from any highway
right-of-way and shall not exceed eight (8) feet in height. The base of any such freestanding sign shall be landscaped as approved by the Planning Board or the Director, as the case may be, and the amount of landscaping at the base of the sign shall not be less than the square footage of the freestanding sign. The use of exposed “I” beams and steel beams to support a freestanding sign is prohibited.

B) Sign attached to building. **One** wall signs per lot not to exceed two (2) square feet for each business are allowed.

C) Only externally illuminated signs shall be permitted. Signs shall be illuminated only during the hours of operation of any residential use.

§210-125. Signs permitted in ATC, SPC, CHCO, CHCO (EO), MHC, and RRH districts.

A) Signs shall be designed in accordance with an overall comprehensive signage plan in which the size, materials, and color of wall mounted signage shall be appropriate to the dimensions and architectural appearance of the building to which it is affixed, or in the case of freestanding signs, associated with. For multiple tenants signage shall be presented as a unified plan that is integrated into the overall building design, color, scale, massing, and shall also be integrated with the site landscaping.

B) On all non-residential premises:

1) On a single **store front** lot one (1) wall sign, or one (1) projecting sign, or one (1) canopy sign is permitted. Wall signs shall not exceed an area **greater than one (1) square foot for each linear foot of building facing the front yard up to of fifteen (15) square feet**. Projecting signs shall not exceed an area of **ten (10) twelve (12) square feet with a minimum height of eight (8) feet above sidewalk level**.

2) On a single lot one freestanding sign not to exceed **twenty-four (24) twelve (12) square feet** and a maximum height of twelve (12) feet in height above the finished grade is permitted, provided the principal structure is set back not less than **thirty (30) twenty (20) feet from the front property boundary**. Freestanding signs shall not be set back a minimum of ten (10) feet from any highway right of way or thirty-five (35) feet from any highway centerline, whichever is greater. The base of any such freestanding sign shall be mounted within a landscaped monument of stone, brick or other natural material as approved by the Planning Board or the Director and the amount of landscaping at the base shall not be less than the square footage of the freestanding sign. The use of exposed “I” beams and steel beams to support a freestanding sign is prohibited.

C) Awning signage not to exceed twelve (12) square feet and limited to a single line of text not more than eight (8) inches high is permitted.

D) If two or more businesses share a **covered walkway canopy** along the face of the building, each business is permitted one sign with a maximum area of two (2) square feet. This sign shall hang under the **covered walkway canopy**, perpendicular to the face of the building.

§210-126. Signs permitted in B-N, B-NH, IN, and ROMNSC districts.

A) Signs shall be designed in accordance with an overall comprehensive signage plan in which the size, materials, and color of wall mounted signage shall be appropriate to the dimensions and architectural appearance of the building to which it is affixed, or in the case of freestanding signs, associated with. For multiple tenants signage shall be presented as a unified plan that is integrated into the overall building design, color, scale, massing, and shall also be integrated with the site landscaping.
B) Freestanding sign. One freestanding sign with an area not to exceed fifty (50) square feet in area is allowed per lot provided if there are two or more businesses on a lot, each business may share an equal portion of road frontage and the building is no closer to the road than the required front yard setback for the appropriate district. The allowed sign may have up to six (6) panels with a minimum size or some other portion thereof as allowed by the owner of eight (8) square feet per panel the premises.

C) Signs attached to buildings. One sign painted on or affixed flat against the front of any building, or one canopy (fixed awning) shall not exceed an area of 25% of the face of the building up to a maximum sign size of fifty (50) square feet.

D) Signs where parking is provided primarily to the rear of buildings.

1) Where no parking areas are to be provided in the front of the principal building and most parking spaces are visually shielded from the road to the rear of the principal building, one additional wall sign shall be permitted, provided that such sign does not exceed twenty-five (25) square feet and is placed on the wall of the building facing the principal parking area.

2) A sign bonus shall be available where there is to be no freestanding sign. In such a case the sign permitted in this subsection may be a maximum of 25 square feet.

E) If two or more businesses have a covered walkway canopy along the face of the building, each business is permitted one sign with a maximum area of two (2) square feet. This sign shall hang under the covered walkway canopy, perpendicular to the face of the building.

§210-127. Signs permitted in B-H, SHC, and FC districts.

A) Signs shall be designed in accordance with an overall comprehensive signage plan in which the size, materials, and color of wall mounted signage shall be appropriate to the dimensions and architectural appearance of the building to which it is affixed, or in the case of freestanding signs, associated with. For multiple tenants signage shall be presented as a unified plan that is integrated into the overall building design, color, scale, massing, as shall also be integrated with the site landscaping.

B) Freestanding signs. One freestanding sign with an area not to exceed one (1) square foot per linear foot of road frontage. A maximum of fifty (50) square feet for one business or one hundred (100) square feet for multiple businesses provided there is two hundred (200) linear feet of road frontage and the building is no closer to the road than the required front yard setback for appropriate district. The sign may have up to six (6) panels with a minimum size of eight (8) square feet allowed per panel lot. The base of any such freestanding sign shall be mounted within a landscaped monument of stone, brick or other natural material as approved by the Planning Board.

C) Signs attached to buildings. Where there is one business on a lot, one sign per lot painted on or affixed flat against the front of any building which shall not exceed an area of 25% of the face of the building, up to a maximum sign size of one hundred (100) square feet is allowed. Where there are two or more businesses per lot, each business shall be permitted one wall sign not to exceed 25% of the face of the store front, not exceeding 24 square feet or the lot may have one wall sign not to exceed one hundred (100) square feet whichever is less.

D) Signs where parking is provided primarily to the rear of buildings.

1) Where no parking areas are to be provided in the front of the principal building and most parking spaces are visually shielded from the road to the rear of principal buildings, one additional wall sign shall be permitted, provided that such sign does not exceed twenty-five
§ 210-128. Signs permitted in B-SC district.

A) Signs shall be designed in accordance with an overall comprehensive signage plan in which the size, materials, and color of wall mounted signage shall be appropriate to the dimensions and architectural appearance of the building to which it is affixed, or in the case of freestanding signs, associated with. For multiple tenants signage shall be presented as a unified plan that is integrated into the overall building design, color, scale, massing, as shall also be integrated with the site landscaping.

B) Freestanding signs. One freestanding sign which shall advertise the name of the center only, not exceeding an area of 100 square feet, is allowed per shopping center provided there is two hundred (200) linear feet of road frontage and the building is no closer to the road than the required front yard setback for the appropriate district. The sign may have up to six (6) panels with a minimum of eight (8) square feet per panel. The base of any such freestanding sign shall be mounted within a landscaped monument of stone, brick or other natural material as approved by the Planning Board.

C) Signs attached to buildings.

1) For enclosed shopping center:
   a) Entrance signs are allowed and limited to 25 square feet.
   b) For each store with a separate public entrance/exit to the outside of the shopping center, no more than one wall sign per exterior wall that contains a public entrance/exit. In no case, however, shall the number of such signs be more than three per store. Such signs shall not exceed 5% of the wall area on which the sign is located for two-story buildings and 10% of the wall area for one-story buildings. In no case, however, shall any such wall sign exceed 275 square feet.

2) For unenclosed shopping centers:
   a) One wall sign per store front. Such signs shall not exceed 25% of the face of the store (excluding glass) to a maximum of 100 square feet and shall be secured flat against the face of the building.
   b) Where no parking areas are to be provided in the front of a shopping center, one additional wall sign per store shall be permitted, provided that such sign does not exceed 12 square feet and is placed on the wall of the building facing the principal parking area.

D) Hanging signs. One hanging sign per business shall be permitted under a covered walkway. A hanging sign is one that projects out from an exterior wall by more than one foot and is secured to said wall by means of chains, wire cable and brackets. Said sign shall not exceed two square feet in area and may be hung under the covered walkway perpendicular to the store front and not permitted on the outer edge of structure.
All shopping center signs shall be approved by the owner of the center.


A) Signs shall be designed in accordance with an overall comprehensive signage plan in which the size, materials, and color of wall mounted signage shall be appropriate to the dimensions and architectural appearance of the building to which it is affixed, or in the case of freestanding signs, associated with. For multiple tenants signage shall be presented as a unified plan that is integrated into the overall building design, color, scale, massing, as shall also be integrated with the site landscaping.

B) One freestanding sign with an area not to exceed 50 square feet in area with a permit is allowed per lot provided there is one hundred (100) linear feet of road frontage and the building is no closer to the road than the required front yard setback for the appropriate district. The base of any such freestanding sign shall be mounted within a landscaped monument of stone, brick or other natural material as approved by the Planning Board.

C) Signs attached to buildings. Where there is one business on a lot, one sign per lot painted on or affixed flat against the front of any building which shall not exceed an area of 25% of the face of the building, up to a maximum sign size of 100 square feet is allowed. Where there are two or more businesses per lot, each business shall be permitted one wall sign not exceeding 24 square feet or the lot may have one wall sign not to exceed 100 square feet.

D) Signs where parking is provided primarily to rear of buildings.

1) Where no parking areas are to be provided in the front of the principal building and most parking spaces are visually shielded from the road to the rear of principal buildings, one additional wall sign shall be permitted, provided that such sign does not exceed 50 square feet and is placed on the wall of the building facing the principal parking area.

2) A sign bonus shall be available where there is to be no freestanding sign. In such case the sign permitted in this subsection may be a maximum of 100 square feet.

3) Where there is more than one business per lot, each business shall be permitted one sign in accordance with this subsection. Such sign shall not exceed 12 square feet. However, where there is to be no freestanding sign, each business shall be allowed to increase the square footage of the sign permitted in this subsection to a maximum of 24 square feet.

§210-130. Motor vehicle service facility signs.

A) Notwithstanding any other provision to the contrary in this Chapter, signs for Motor Vehicle Service Facilities shall meet the following additional standards:

1) Lettering affixed to dispenser pumps shall be limited to one sign per pump and shall not exceed one (1) square foot in area.

2) One sign painted on or affixed flat against the front of any building and one on the canopy is allowed. Neither such sign shall not exceed an area of 25% of the face of the building or canopy up to a maximum sign size of 50 square feet.

§ 210-131. Exempt signs.

A) The following signs are exempt from these provisions:

1) Decorative banners, flags, posters, placards and streamers on residential premises.

2) Decorative banners on non-residential premises not containing any words, labels, figures or descriptions.
3) Permanent monument signs as part of a decorative entryway for pedestrian or vehicular traffic.

4) Historical markers, tablets and statues, memorial signs and plaques; names of buildings and dates of erection when cut into any masonry surface or when constructed of bronze, stainless steel or similar material; and emblems installed by governmental agencies, religious or nonprofit organizations, not exceeding six (6) square feet.

5) Flags and insignia of any government or governmental agency.

6) On-premises directional signs for the convenience of the general public, identifying public parking areas, fire zones, entrances and exits not exceeding threefour (4\(\frac{3}{4}\)) square feet per face unless otherwise regulated by New York State Law and six (6) feet in height.

7) A sign of one (1) square foot or less, affixed to the premises, denoting the name and address of the occupants of the premises.

8) Memorial plaques or tablets, grave markers, statutory declaring names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials, or other remembrances of persons or events that are noncommercial in nature.

9) Signs which are fully located within the interior of any building, or within an enclosed lobby or court of any building, which are not visible from the public right-of-way, adjacent lots or areas outside the building, and signs not to exceed 30" x 42", located within the inner or outer lobby, court, or entrance of any theatre which are intended solely for information relating to the interior operation of the building in which they are located.

10) Lawn signs identifying residences, not exceeding one (1) square foot. Such signs are to be non-illuminated except by a light that is an integral part of a lamppost if used as a support.

11) Private owner merchandise sale signs for garage sales and auctions located on the premises, not exceeding sixfour (4\(\frac{6}{4}\)) square feet for a period not exceeding seven (7) days in any one (1) month.

12) On premises “No Trespassing” or “Private Property” or similar signs.

13) Temporary non-illuminated "For Sale," "For Rent," "For Lease," "Opening Soon," "Coming Soon" real estate signs and signs of a similar nature concerning the vacant or improved real property upon which the sign is located provided such signs shall not exceed six (6) square feet in area in residential districts and in nonresidential districts shall not exceed 10 square feet per 100 feet of frontage but not to exceed 3250 square feet.

14) Temporary, non-illuminated window signs and posters not exceeding ten (10) percent of the total window surface of a building.

15) At a gasoline dispensing station, integral graphics or attached price signs on gasoline pumps.

16) Drive-thru menu boards.

17) Signs directing motorists or pedestrians shall be allowed, provided that such sign shall not exceed four square feet in area and include only directional information. Logos or other forms of advertisement shall be permitted on directional signs. A sign permit shall be required for such sign but no fee is required.

18) Signs identifying real estate, apartment or residential subdivision developments, not to exceed two signs where each sign shall not exceed 20 square feet in size and shall advertise only the name of the development where such sign is located.
19) A residential building or structure having six or more units and bed and breakfast establishments and boutiques may have one ten-square-foot sign.

20) Temporary informational and directional signs for meetings, conventions and other assemblies may only be displayed on private property for no more than fourteen (14) days, displayed only for the duration of the event.

21) One (1) sign, not exceeding twelve (12) square feet in a residential district or twelve (12) square feet in a non-residential district, listing the architect, engineer, contractor and/or owner on premises where construction, renovation or repair is in progress. Said sign shall be removed upon completion of construction, renovation or repair.

22) Signs or bulletin boards customarily incidental to places of worship, schools, libraries, museums, social clubs or societies, provided that signs or bulletin boards shall not exceed fifteen (15) square feet in area and shall be located on the premises of such institutions.

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**§210-132. Design guidelines for all signs.**

**A)** The following shall be used in the review of any application for approval of a sign.

1) Signs should be used primarily for the purpose of identification or conveying recognition of a particular development.

2) Signs should be consistent with building design and surrounding structures, and be appropriate to the type of activity to which they pertain. Design elements, such as the size, shape, materials, lighting, color, lettering style, and the number and arrangement of signs should present a professional appearance and quality of permanence.

3) The shape of a sign should strive for simplicity with all elements constituting an integrated design with the building and landscaping.

4) A sign must be legible.

5) The scale of a sign should be in proportion with the building or site to which it pertains.

6) The number of signs should be minimized in order to avoid visual clutter.

7) Sign programs should be adhered to unless:
   a) Special circumstances can be substantiated for an individual tenant to deviate from the standard requirements.
   b) Adherence would be out of character with a historic design subarea or a historic landmark.

8) A sign should be an understatement in relation to the building and site the sign is identifying. Conversely, a sign should not overshadow its building or surroundings.

9) For historic landmarks or historic design subareas, signs should be consistent with historic character and not obscure significant features.

**B)** Design Criteria.

1) Visual.

   a) Signs should be used primarily for the purpose of identification, conveying recognition of a particular enterprise, group of enterprises, or franchise. Project and service information should only be integrated into the primary signs as smaller, secondary copy.
b) The sign message if oriented towards automobile traffic should reflect the speed of traffic and the distance at which the sign is seen.

c) Use of easily recognized symbols, such as logos, is encouraged.

d) Signs should provide for good aesthetic presentation of the sign message through careful consideration of color combinations, illumination, sign placement, letter height, proportion and spacing, and by avoiding use of small and/or excessive lettering.

e) The shape of a sign should strive for simplicity with all elements constituting an integrated design.

f) The advertising content of signs should be simplified so that it does not detract from the identification purpose and the legibility of signs.

g) Signs should be oriented to the roadway and not toward adjacent residential, recreational, or open space uses.

h) Franchises are subject to the same signage standards as other commercial uses, and are strongly encouraged to use the minimum amount of signage and building features to convey corporate identity.

2) Colors.

a) The use of a dark background with lighter color(s) for lettering is preferred over use of a white or light colored background and dark lettering.

b) Colors should be used which are complementary and restrained. Bright and brilliant colors should be avoided except for use as accent color. No specific color or combination of colors is prohibited.

c) The use of a dark background with lighter color(s) for lettering is preferred over use of a white or light colored background and dark lettering. External illumination is preferred over internal illumination.

d) Sign colors should be visible without being garish, and consideration should be given to the contrast between sign letters and their background.

3) Illumination.

a) Surface brightness or intensity of lighting should not be beyond that necessary for visibility from the public right-of-way.

b) Illumination should be appropriate to sign design.

c) Illumination should be energy efficient and should be arranged so the light source is shielded from view.

d) Signs should not produce a harsh, uncomfortably bright light either through the level of illumination or a combination of illumination levels and design of the sign face.

e) Signs shall not be overly bright so as to overshadow signs in the immediate vicinity, cause glare, or create an island of light.

f) Internally lit fascia, soffits or other building elements should be avoided. Such internally lit building elements incorporating corporate or franchise color schemes may be considered as part of the buildings sign program and therefore subject to the applicable sign standards.

g) External illumination is preferred over internal illumination.
C) Wall signs.

1) The size and location of wall signs shall be reviewed in terms of their relationship to the building entry, height of sign fascia, or size of wall where the sign is to be installed and the relationship to other signs on a building, as well as visibility from the street, sidewalk or parking lot.

2) On multi-tenant buildings wall signs should be evaluated for compatibility as part of a sign program with the building fascia and neighboring signs in terms of size, color, lighting materials, sign style, and quality.

3) The depth of wall signs on multi-tenant buildings should be consistent.

D) Freestanding Signs.

1) Freestanding signs shall be of a style, material, and design compatible with the associated building.

2) Berming shall not be used to exceed the maximum allowable height of signs.

3) The base or support elements of freestanding signs should be integrated with the surrounding environment. Landscaping may be required to buffer such signs.

4) Freestanding signs should be sited so that they integrate with the location of street trees and other site landscaping, and to avoid obscuring the view of adjacent freestanding signs.