

# Current Sign Requirements

## Selected Sections of 2011 Land Use Code

### 6.1 OBJECTIVES

These Regulations are intended to protect property values, create an attractive economic and business climate, enhance and protect the physical appearance of the community, preserve the scenic and natural beauty of this Adirondack resort area and provide an enjoyable and pleasing environment for residents of and visitors to the Village of Lake Placid / Town of North Elba. They are further intended to reduce potential physical and visual distractions and obstructions that may pose a traffic or pedestrian hazard caused by signs overhanging, projecting into or in proximity to the public right-of-way and by signs that are not sufficiently legible. Signage is for identification, not publicity.

It is the intent of these Regulations, Design Review and Design Guidelines to permit only those signs and displays graphics, which are:

- Highly legible
- Compatible with their surroundings
- Constructed and maintained in good condition
- Appropriate to the type of activity to which they pertain
- Expressive of the identity of individual proprietors and of the community as a whole

### 6.3.2 Prohibited Signs

The following signs, sign conditions and sign components are prohibited in all Planning Districts.

- A. Signs which are dilapidated or in disrepair
- B. Billboards
- C. Signs attached to fences, utility poles or trees or any other natural feature of the landscape, except for trespass and posting signs
- D. Signs that employ reflective or luminous materials or finishes in their construction or graphics
- E. Signs that employ florescent materials or finishes as a substantial portion of their construction or graphics
- F. Signs in the form of an appendages extending beyond either the perimeter or the vertical plane of the sign to which it is attached
- G. Sandwich board, A-frame, Easel or equivalent temporary/portable signs
- H. Mobile signs or motor vehicles on which is placed or painted a sign parked or stationed in a manner primarily intended to display the sign
- I. Signs that advertise a profit making business or organization and which appear upon permanent delivery and pickup containers
- J. Signs that employ banners, pennants, ribbons, streamers, spinners or moving, fluttering or revolving devices of any kind

- K. Signs which employ moving, flashing, rotating and intermittent or otherwise non-stationary lighting, except for permitted time/temperature signs
- L. Signs affixed to a roof, chimney or balcony
- M. Off-premise signs, except as provided for in Section 6.5.7
- N. Signs that employ changeable message systems
- O. Signs for vacation rentals

### 6.3.4 Temporary Signs

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

#### A. General Requirements

1. Construction requirements (Section 6.4.3) do not apply to temporary signs. However, temporary signs and banners shall comply with all other requirements of these Regulations as applicable.
2. 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.
3. Temporary signs do not require a permit. However, the Code Enforcement Office may order the removal of any temporary sign if deemed to be a nuisance or safety hazard.

#### B. Requirements by Sign Type

##### 1. Event or Functions Signs or Banners

- a. They must be associated with a church, school, civic or nonprofit group
- b. They shall not represent a commercial activity or enterprise
- c. May be installed 14 days prior to the event
- d. Shall be removed two days after the event

##### 2. Temporary Window Signs

- a. They shall not exceed 15 percent of the window display area
- b. They shall not be displayed for more than 30 consecutive days

##### 3. Flags

- a. A flag with a brief commercial message, i.e., "Open," may be displayed during the hours of commercial operation, may not exceed 12 square feet in area, and may only be displayed in the Gateway Corridor, Old Military Corridor and Rural Countryside districts.
- b. Shall not exceed two flags per lot

- c. Each flag shall not exceed 24 square feet in area
  - d. Shall be flown from freestanding or projecting flagpoles
  - e. Shall have a vertical clearance from sidewalk or at least seven feet, and shall not physically or visually impair vehicular or pedestrian traffic
4. Property Sale, Lease or Rental Signs
- a. 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
  - b. Shall be removed within five days upon the sale, or long-term (greater than 30 days) lease/rental of the property
  - c. Shall not advertise vacation rentals
  - d. Shall not exceed six square feet in area and three feet in height
  - e. Directional signs located off the premise of the property for sale or lease are prohibited
  - f. "Sold" signs are prohibited
5. Garage/Estate Sale Signs
- a. May be displayed seven days prior to the sale and shall be removed within two days after the sale
  - b. Shall not exceed six square feet in area and three feet in height
6. Bulletin Boards
- a. One bulletin board may be displayed as customarily incident to places of worship, libraries, museums, social clubs or societies
  - b. Shall not exceed 12 square feet in area and 8 feet in height
  - c. Shall not represent a commercial product, activity or enterprise
7. Artisan Signs
- a. One artisan sign may be displayed during construction, repairs or alterations of a property
  - b. Shall not exceed six square feet in area and four feet in height
- 8. Restaurant Menu Signs**

- a. A restaurant is allowed up to two building mounted menu signs, which do not count in the sign area calculations
- b. Such signs may be illuminated internally
- c. The maximum size of each sign shall not exceed three square feet