

SECTION 6.0

SIGN GUIDELINES AND REGULATIONS

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

6.2 APPLICABILITY

These Regulations shall apply to the location, placement, alteration, replacement, extension, installation or erection of any sign as defined in these Regulations. No sign shall be located, placed, altered, extended, installed or otherwise erected in the Village of Lake Placid / Town of North Elba until the required permit is issued.

6.3 SIGNS THAT DO NOT REQUIRE REVIEW

6.3.1 Exempt Signs

The following signs are exempt from these Regulations:

- A. Signs erected and maintained pursuant to any governmental function, or required by law, ordinance or governmental regulation
- B. Memorial signs or tablets, names of buildings and/or dates of erection when cut into any masonry surface or when constructed of bronze, stainless steel or similar material
- C. Signs integral to gasoline pumps including on-pump gasoline price signs
- D. Traditional barber poles
- E. Posting or trespassing notices

- F. Official notices of hazard or safety precaution
- G. Personal identification signs, identifying residents of premises or permitted home occupation (not to exceed four square feet)
- H. Any official flag, emblem, or insignia of a nation, state, municipality or school not in connection with a commercial uses
- I. Such sign or category of signs as specifically designated by the Review Board after application to and determination by the Board that such determination is consistent with the purpose of this code

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, ***except Sandwich Board signs in the Village Center or Gateway Corridor Districts as provided in Section 6.3.4 B (10) ****
- 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

6.3.3 Existing Non-Conforming Signs

Non-conforming signs that legally existed prior to adoption of the Regulations, other than prohibited or temporary signs as described in Sections 6.3.2 and 6.3.4, shall be permitted to remain as long as the original use is in place. Satisfactory maintenance shall be required. Any proposed alteration of color, dimension or materials shall require* ** that the sign be brought into conformance in all respects, including but not limited to sign size, height and setback* **. Change of use shall require removal of the non-conforming* ** sign and any replacement signs shall conform to these Regulations. Signs which legally existed prior to the adoption of these regulations in any district other than Village Center, Gateway Corridor, Old Military Corridor or Rural Countryside may be maintained and replaced in kind, with no increase in size or lighting. * **

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 and may only be displayed in the Gateway Corridor, Old Military Corridor and Rural Countryside districts.

*Village of Lake Placid Local Law 1 of 2017

** Town of North Elba Local Law 1 of 2017

*** Local Law #2 of 2022 Town of North Elba

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- 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 four square feet in area and six feet in height. The design of the frame and support shall be subject to the approval of the Code Enforcement Officer. * **
 - 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

*Town of North Elba Local Law 1 of the year 2013

**Village of Lake Placid Local Law 1 of the year 2013

- a. A restaurant is allowed up to 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

9. Campaign Election Signs

- a. Signs supporting candidates for election may not be put in place more than 30 days before the date of the election and must be removed within seven days after the election.
- b. Such signs are limited to 8 square feet in area and shall not exceed 4 feet in height above grade level

6.4 SIGNS THAT REQUIRE REVIEW

6.4.1 Review Required

- A. The location, placement, alteration, extension, installation or other erection of any sign other than an exempt sign or temporary sign, as hereinafter defined, shall require a Sign Permit in accord with the standards and requirements as set forth hereunder.
- B. Any application for a sign requiring a permit shall be reviewed by the Review Board, except for Home Occupation Signs (see 6.5.9). Those applications may be approved by the Code Enforcement Officer.

6.4.2 Location and Visibility

- A. No sign shall physically or visually impair vehicular or pedestrian traffic by design, illumination, color or placement.
- B. No sign shall be located on public property or in the public right-of-way without prior approval of the appropriate authority. In any case it shall not be located within 10 feet of the edge of the improved travel surface of the roadway, except as provided for herein.
- C. 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 Village Center District no projecting sign shall project into, above or within ten 10 feet from the curb. The Review Board may alter this requirement if the design and location of such signs are compliant with Section 6.4.2 (A).
- D. 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.
- E. All signs shall be on-premise, except as expressly permitted otherwise in these Regulations

2. Section 6.3.4(B) of said local law (requirements for temporary signs) is amended by adding a new subdivision 10 to read as follows: *

10. Sandwich Board Signs, Only in Village Center (VC) and Gateway Corridor (GC) Districts.
- a. Only one Sandwich Board sign per building entrance.
 - b. In VC Districts, no more than 36-inches in height and no larger than 6 square feet per side.
 - c. In GC Districts, no more than 48-inches in height and no larger than 8 square feet per side.
 - d. In VC Districts, one edge of the sign must be placed right against the building, within 3 feet of the entrance of the building, and any such sign must be tethered to the building.
 - e. In VC Districts, no part of the sign may be located within 6 feet of the inside (sidewalk-side) edge of the curb, or parking kiosk or light pole, whichever is closest to the building.
 - f. In GC Districts, any such sign must be located within 20 feet of the building and not in the driveway or parking lot of the building or within the highway right-of-way.
 - g. Any such sign in either district must be free standing, and be of natural earthtone colors only, not be illuminated, not include “whiteboard” surfaces or neon or fluorescent lettering, and not contain any advertising of a specific product on the frame, and no such sign shall have balloons, streamers or other attached materials.**
 - h. Any such sign in either district shall be displayed during business hours only and shall be brought inside the building when the business is closed.
 - i. Any such sign in either district requires a permit from the Code Enforcement Officer and must be approved by the Review Board unless the Review Board delegates such authority to the Code Enforcement 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 Lake Placid Village, Inc. and the Town of North Elba, as the case may be, and their officers, agents and employees harmless against any claim or liability related to or arising out of the placement of such Sandwich Board sign.

- j. Any Sandwich Board sign erected in any area other than that authorized by this subdivision or which does not comply with the rules set forth above, shall constitute a violation of the Land Use Code and shall, in addition to any other penalty or procedures provided for in the Land Use Code, be subject to removal by Code Enforcement Officer.

* Town of North Elba/Village of Lake Placid Local Law #3 of 2018

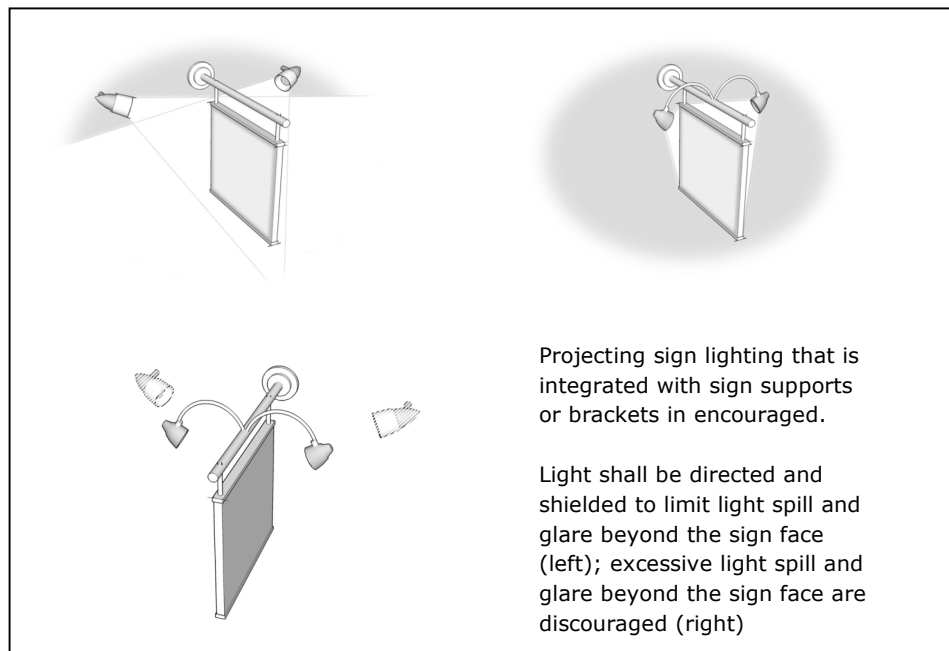
* * Town of North Elba/Village of Lake Placid Local Law #1 of 2022

6.4.3 Construction

- A. All construction, fixtures, wiring and installations shall conform to the New York State Uniform Fire Prevention and Building Code and the National Electrical 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.
- B. 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 Review 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.
- C. The back or reverse side of any single-face sign visible from any public right-of-way shall be constructed in a manner consistent in 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 Review Board if such structure serves a decorative purpose.

6.4.4 Lighting

- A. No internally lit advertising sign is permitted on vending machines. Only the light necessary for the functional operation of the machine is allowed.
- B. External lighting shall be designed and aimed to only provide illumination for sign face(s). Light sources should be shielded to limit light spill and glare beyond the sign face(s).
- C. Only white or off-white light of a constant intensity shall be permitted to illuminate or be used in conjunction with any sign, except that colored light shall be permitted for brief informational messages signs or portions of signs.



- D. Internal illumination shall be permitted only as white or off-white graphics on an opaque dark colored background or as white or off-white halo lighting, except that brief informational messages (i.e. vacancy/no vacancy, open, office) including neon or an internally-illuminated panel with dark colored graphics on light colored, white or off-white backgrounds shall be allowed as a permitted sign or portion of a permitted sign. The neon or internally-illuminated portion of a sign shall not exceed two square feet. One such sign shall be permitted per each public street frontage and such signs shall be counted as part of the total permitted sign area. Any neon or internally-illuminated sign shall be turned off during non-business hours* ** Illuminated display monitors within 3 feet of a window are limited to 30 inches as measured diagonally and must be turned off between 11:00 p.m. and daylight. ***
- E. The average level of illumination of a sign face shall not exceed 3.0 foot-candles and the uniformity ratio shall not exceed 2:1 (average: minimum). High gloss and polished metallic surfaces are discouraged as they can result in significant glare and compromise legibility when lit. The Review Board may require the applicant to submit a photometric analysis, which delineates light levels and uniformity ratios.
- F. 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.
- G. No string/rope of lights shall be used as sign lights unless such lights are shielded so that the string/rope is not visible from typical viewing angles. No lights or string/rope of lights shall be used for the purpose of advertising, displaying or otherwise attracting attention to the premises when not part of a sign or approved street or outdoor lighting. This shall not be interpreted to include seasonal or holiday decorations temporarily displayed.

6.4.5 Maintenance

- A. All signs shall be maintained in good condition and shall not be allowed to become dilapidated or in a state of disrepair.
- B. All nonconforming signs when replaced, repaired or remodeled shall be brought into conformance with current standards.
- C. 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.

6.4.6 Sign Area Calculation

- A. 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.
- B. 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.
- C. 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.

*Town of North Elba Local Law 1 of the year 2013

**Village of Lake Placid Local Law 1 of the year 2013

*** Local Law #2 of 2022 Town of North Elba
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- D. Fences, outbuildings and appurtenant structures shall not be included in the calculation of lineal feet for use in sign area formulas.
- E. 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.
- F. 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.
- G. 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.

6.5 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.

6.5.1 Freestanding Signs

- A. 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 or sign panel, except in the Town Residential, Village Residential, and Rural Countryside Districts where the height limit shall be eight feet. Business directional and advance notice signs shall not exceed six feet in height in any District.
- B. Freestanding signs shall be set back 10 feet from any side lot line.
- C. Freestanding signs shall not project into, above or within 10 feet of the improved travel surface of a roadway.
- D. 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.
- E. 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.
- F. 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 sign area.

6.5.2 Projecting Signs

- A. Projecting signs shall not physically or visually impair vehicular or pedestrian traffic. Projecting signs in the Gateway Corridor, Old Military Corridor, and Village Center Districts shall have a vertical clearance at least nine feet. Projecting signs in the Village Residential and Town Residential Districts may have a minimum vertical clearance of five feet provided that no predictable pedestrian traffic shall occur below the sign. All other projecting signs shall have vertical clearance at least 7.5 feet.
- B. Projecting signs shall project no more than two feet from the building face, except that projecting signs in the Gateway Corridor, Old Military Corridor and Village Center Districts may project as far as three feet from the building face.
- C. 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 theatre marquee signs shall be subject to Review and may be deemed exempt from this requirement.
- D. 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 Review.
- E. 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.
- F. Wording or communicative matter which is located on the sides of an awning sign which are perpendicular or nearly perpendicular to the street shall be treated as projecting signs for purposes hereof.* **

6.5.3 Wall Signs

Wall signs shall not project more than 1.5 feet, except that wall signs in the Village Residential, Town Residential and Rural Countryside Districts shall not project more than four inches.

6.5.4 Window Signs

***Any message displayed on a window, or attached to a window, shall be considered signage 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.

6.5.5 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 Section 6.5.2 hereof are complied with* **. Internally illuminated awnings or neon on awnings shall not be permitted.

* Village of Lake Placid Local Law 1 of 2017

** Town of North Elba Local Law 1 of 2017

***Local Law #2 of 2022 Town of North Elba

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6.5.6 Three-Dimensional and Representational Signs

The Review 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 Adirondack Region and the immediate neighborhood. It must also otherwise meet the standards of these regulations.

6.5.7 Off-Premise Signs

The Review Board may only permit off-premise signs for businesses not located adjacent to a state or county highway. One freestanding 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 4 square feet in size and 8 feet in height.

6.5.8 Franchise Signs

Signs for regional, national and international franchises shall employ colors, materials and design style, proportions and size appropriate to the Adirondacks. Standardized franchise sign designs are subject to Review and shall be required to comply with all applicable requirements and standards set forth in these Regulations. Custom designs compatible with the character of Lake Placid / North Elba shall be required as determined by Review.

6.5.9 Home Occupation Signs

Home occupation signs may be free standing, projecting, wall or window signs, and they shall not exceed 12 square feet.

6.5.10 Subdivision Identification Signs

Subdivision identification signs may be free standing or wall signs. There shall be only one such sign per subdivision and it shall not exceed 12 square feet.

6.5.11 Day Care Signs * **

A day care use may have a single sign, not to exceed 12 square feet. Such signs shall be wall signs, freestanding or projecting in design.

6.5.12 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.

6.5.13 Personal Lawn Signs ***

Any sign including a personal message or statement by the owner, erected or placed on the lawn or grounds of a property, shall not exceed 4 square feet in size or be more than 6 feet in height.

* Town of North Elba Local Law 1 of the year 2013

**Village of Lake Placid Local Law 1 of the year 2013

*** Local Law #2 of 2022 Town of North Elba

Local Law #2 of 2022 Village of Lake Placid

6.6 REQUIREMENTS BY DISTRICT

6.6.1 Village Center

Village Center		Max. Quantity	Maximum Area	Sign Type(s) Permitted
Individual Commercial (ground floor level)	Principal Sign	1	MORE RESTRICTIVE OF: 1.5 sq. ft. per 1 ft. of front face of principal building OR 32 sq. ft.	Freestanding, Wall, Window OR Awning
		1	OR 12 sq. ft.	Projecting
		1	MORE RESTRICTIVE OF: 1.5 sq. ft. per 1 ft. of front face of principal building minus 12 sq ft. OR 20 sq. ft.	Wall, Window OR Awning
	Accessory Sign	1	AND ***50% of allowable Principal	Wall, Window OR Awning
		2	OR IF NO PRINCIPAL SIGN IS USED 32 sq. ft. total	Wall, Window OR Awning
			AND 24 sq. ft. each individual	
	Secondary Principal	1 per additional roadway frontage	AND 75 percent of Principal	Same type as Principal
	Secondary Accessory	1 per additional roadway frontage	AND 75 percent of Accessory	Same type as Accessory
	Directional/ Informational	2- subject to Review	AND 2 sq. ft. each	Freestanding, Wall OR Window
	Principal	1	MORE RESTRICTIVE OF: 1 sq. ft. per 1 ft of front face of principal building OR 16 sq. ft.	Wall, Window OR Awning
		Accessory Sign 1	AND 20% of Principal	Wall, Window OR Awning

Whenever a Maximum area limit is expressed as a percentage of a principal or accessory sign size, the percentage shall be calculated with regard to the maximum permissible principal or accessory sign size associated with the use in question.* **

* Village of Lake Placid Local Law 1, of 2017

** Town of North Elba Local Law 1 of 2017

*** Local Law #2 of 2022 Town of North Elba

Local Law #2 of 2022 Village of Lake Placid

6.6.2 Gateway Corridor / Old Military Corridor / Rural Countryside Districts

Gateway Corridor / Old Military Corridor / Rural Countryside Districts		Max. Quantity	Maximum Area	Sign Type(s) Permitted
Public, Municipal, Institutional or Service Organization		1	32 sq. ft.	Freestanding, Wall, Window OR Awning
		OR		
		1	8 sq. ft.	Projecting
Individual Commercial (ground floor)	Principal Sign	1	24 sq. ft.	Wall, Window OR Awning
		1	MORE RESTRICTIVE OF: 1.5 sq. ft. per 1 ft. of front face of principal building OR 64 sq. ft.	Freestanding, Wall, Window OR Awning
		OR		
		1	16 sq. ft.	Projecting
		1	MORE RESTRICTIVE OF: 1.5 sq. ft. per 1 ft. of frontage of principal building minus 16 sq. ft. OR 48 sq. ft.	Wall, Window OR Awning
		AND		
	Accessory Sign	1	25% of *** Allowable Principal	Wall, Window OR Awning
	AND			
	Directional	As needed; By Review	6 sq. ft. each OR 24 sq. ft. total	Freestanding
	AND IF LOT WIDTH IS > 500 FT.			
Individual Commercial (above ground floor)	Advance Notice	As needed; By Review	25% of Principal	Freestanding
		Shall be no less than 500 ft. to any principal business sign or 1,000 ft. to any other advance notice sign on same side of the public right-of-way		
	Principal Sign	1	MORE RESTRICTIVE OF: 1 sq. ft. per 1 ft. of frontage of principal building OR 24 sq. ft.	Wall, Window OR Awning
	AND			
	Accessory Sign	1	20% of Principal	Wall, Window OR Awning
Whenever a Maximum area limit is expressed as a percentage of a principal sign size, the percentage shall be calculated with regard to the maximum permissible principal sign size rather than the actual or proposed principal size sign associated with the use in question.*				
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* Village of Lake Placid Local Law 1 of 2017

** Town of North Elba Local Law 1 of 2017

*** Local Law #2 of 2022 Town of North Elba
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6.6.3 Multi-Tenant Property Signs

The Review 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. (See provisions of section 6.8.3 Master Sign Permits).

- A. 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 feet. and shall not be calculated when determining the allowable signage for the property.
- B. Signs for individual tenants in multi-tenant building or lots shall be of a consistent design style, height and placement, and be otherwise coordinated.
- C. 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.

6.7 DESIGN GUIDELINES

6.7.1 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 Review Board shall consider the following design criteria and may base its decision to approve or disapprove any sign application upon these criteria.

6.7.2 Architecture and Location

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

Illustrations of Architecture and Location Design Guidelines

Typical commercial street frontages with appropriate signage



Appropriately designed, structurally sound mounting methods are required for all projecting signs

2nd story projecting signs are discouraged; if deemed appropriate, signs must be mounted at a uniform height along a building, respecting architectural details

2nd story businesses are encouraged to rely on window lettering or wall signs

Mounting height and location to respect architectural details of building facade

Lighting integrated with sign mounting system

Projecting signs and banners should be located at consistent height along building facade

"Open" flags are only allowed in GC / OM and RC districts

Minimum 9'-0" clearance beneath projecting signs and banners

Minimum 7'-0" clearance beneath projecting flags and to be located at consistent height along building facade

NOTES:

1) Design of signs and mounting elements are to be contextually related to storefront architecture and reflect the nature of the business.

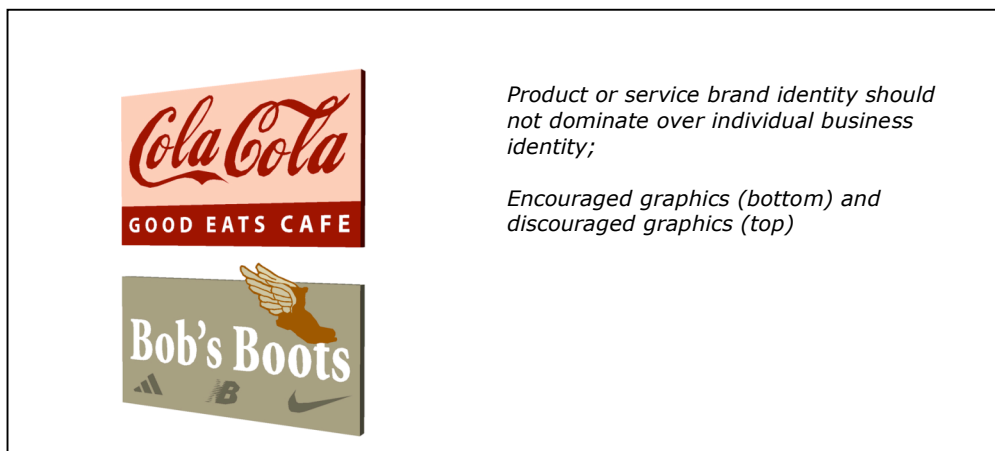
2) Mounting methods must be designed to attach readily to the building without compromising

6.7.3 Sign Design, Color and Legibility

- A. 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.
- B. Layout should be orderly and graphics should have a highly legible design with sufficient contrast between background and graphics.
- C. Lettering size should be appropriate to the space available and viewing context. (see Society of Environmental Graphic Design standards for information).
- D. 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.
- E. The number of colors should be the minimum necessary to effectively communicate the intended message of the design. Three or fewer colors are recommended.
- F. Colors harmonious with the scenic beauty of this Adirondack resort area that have a natural appearance are preferred. Signs that are glaring, discordant or iridescent are not permitted. Franchise sign colors are to be muted and subject to Review. For any sign, the Review Board has sole discretion in approving the color palette.
- G. Simple forms such as rectangles, square, oval and circles are encouraged, as is the sensitive selection of lettering, color, contrast, value and decorative elements.

6.7.4 Advertising / Franchise Graphics

Sign graphics should feature individual business or organization identity. Product or service brand identity should be less dominant.



6.8 PERMIT PROCESS

6.8.1 Applicability

- A. No sign or display other than an exempt sign or temporary sign not requiring a permit shall be established or altered in the Village of Lake Placid/Town of North Elba until a Sign Permit has been issued by the Enforcement Officer.
- B. 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 alternations are in conformance with these Regulations.

6.8.2 Permit Application

An application for a sign permit shall include the following:

- A. Site plan of building, structure or parcel of land to which or upon which the sign is to be attached or erected, including proposed sign location(s), lot dimensions and adjoining structures, land and signs within any critical distance as set forth in these Regulations.
- B. 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.
- C. 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.
- D. Statement and description of all other signs located or proposed to be located on the property.
- E. Such other information as may be necessary in the judgment of the Review Board or Enforcement Officer to render a determination under and provide for the administration and enforcement of these Regulations.

6.8.3 Master Sign Permits

A. Objective

Sign Master Plans are designed for multi-tenant properties or a single property with more than one use with unique or intensive signing needs. The goal of Sign Master Plans is to discourage numerous or larger signs, and to promote communication, safety and aesthetic compatibility. A Sign Master Plan application may be required by the Review Board in accordance with this section.

B. Applicability

An application may be submitted for Sign Master Permit approval if one or more of the following conditions are met:

1. The project is reviewed as a Planned Development (see Section 7.3)

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
4. Any other situation the Review Board deems necessary

C. Master Sign Permit Application

An application for Sign Master Permit approval shall contain the following information:

1. All application requirements as set forth in 6.8.2 above
2. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the quantity of signs on the lots included in the application as permitted under these Regulations
3. Site photographs of proposed sign locations
4. Specification of visual elements shall be used to create a cohesive design style for the proposed sign family. Such elements may include, but are not limited to, sign type, shape, proportion, color scheme, typefaces, graphics, structure design and location.
5. Applicants may request a review and approval of a range of potential sizes for individual signs, so that a future application for an individual sign of approved design style that is within an approved size range will require only approval of the Enforcement Officer.

D. Permitted Modifications

The following modifications are permitted in a Sign Master Permit

1. Number of freestanding signs: Up to one per public street entrance or as approved by the Review 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 facade and use of additional facades as deemed appropriate
4. Number of Wall Signs: as determined by the Review Board
5. Projecting Signs: Increase in size on any single facade and use of additional facades as deemed appropriate
6. Number of Projecting Signs: as determined by the Review Board

E. Procedure

1. A sign Master Permit may be included in any development plan, site plan, planned unit development plan, and shall be processed simultaneously the plan;
2. A sign Master Plan may be amended by submitting a new Sign Master Plan that conforms to all requirements of these Regulations.