

Article XVIII.

Sign Regulations

§ 185-134.1 Purpose

- A. **Purpose.** The purpose of this Article is to promote and protect the public health, welfare, and safety by regulating existing and proposed signs which are visible from streets or other public areas or from one property to another. These regulations are designed to balance the development and promotion of business and industry with the provision of signage in a manner that is not a detriment to the public.
- B. **Objectives.** The intent of this Article is to achieve the following objectives:
 - (1) Establish a consistent process for those seeking to install signs;
 - (2) Protect property values and create a more attractive economic and business climate;
 - (3) Reduce the adverse effects of signage on the desired Town character and foster a visually pleasing community environment;
 - (4) Provide structures and uses with effective means of identification while reducing visual clutter through the prevention of excessive and confusing sign displays;
 - (5) Reduce visual distractions and obstructions that may impact traffic safety, and reduce hazards that may be caused by signs overhanging or projecting above public rights-of-way; and
 - (6) Enforce and encourage the objectives and goals of the Town of Pittsford Comprehensive Plan and other supporting plans and studies.

§ 185-134.2 Applicability

- A. **Signs Under Regulation.** The requirements of this Article shall govern and control all signs within the Town of Pittsford visible from any street, sidewalk, public right-of-way, public space, or from one property to another property.
- B. **Prohibited Signs.** Attention Getting Device, Digital Sign, Obsolete Sign, Off-Premise Sign, Projecting Sign, Roof Sign, and Window Sign.
- C. **Exempt Signs.** The provisions of this Article shall not apply to:
 - (1) Signs erected and maintained pursuant to the following requirements and/or in discharge of any governmental function, including safety signs, road signs, historical markers, highway directional signs, or signs otherwise required by any local, state, or federal law, ordinance, or regulation.
 - (2) Signs not applicable to §185-34.2 A. are exempt from all regulations in this section provided illumination is no later than 9 p.m. and no earlier than 6 a.m.

- D. **Customary Decorations Permitted.** This Article shall in no event be construed to prohibit the temporary decoration of premises in any district during religious, patriotic or holiday seasons in a customary manner.

§ 185-134.3 **Definitions.**

SIGN

Any object, device, display or structure, or part thereof, situated to be seen from the outdoors or can be seen from the outdoors, that is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including but not limited to words, letters, figures, designs, symbols, fixtures, colors, illumination or project images. A sign for the purposes of this Chapter does not include the following:

- (1) A flag or emblem of any nation, organization of nations, state, or city, or any fraternal, religious, or civic organization.
- (2) Merchandise, pictures or models of products or services incorporated in a window display.
- (3) Official notices issued by any court or public office or officer in the performance of a public or official duty.
- (4) Works of art, or analog clocks, including free standing that do not contain any commercial message, logo, graphic, or trademark; the location of which is subject to Department of Public Works review and approval.

A-FRAME SIGN (Are Considered Temporary Sign)

A temporary portable sign with two or more steeply angled sides. Also known as a “sandwichboard sign.”

ATTENTION GETTING DEVICE (PROHIBITED)

Devices or ornamentations designed for the purpose of attracting attention to a use or property. This includes sails, pennants, banners, inflatables, and the similar.

Temporary holiday decorations at the discretion of a CEO are not considered attention getting devices.

AWNING OR CANOPY SIGN

A sign that is part of a movable or fixed ornamental roof-like structure extending from the face of a structure over a door, entrance, window, or outdoor area and is constructed of durable materials, including fabrics. Illuminated awnings and/or canopies shall be considered to be signs.

DIGITAL SIGN (PROHIBITED)

A sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs may include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

DIRECTIONAL SIGN

Signs providing direction to pedestrians, bicyclists, or motorists to entrances, exits, drive-ways, or other such accessways and containing no commercial message.

EVENT

Any happening or occurrence of a limited duration, including, but not limited to, the sale or lease of a property, an election, a referendum, a garage, estate or yard sale, the erecting or repairing of a structure on the premises, the seasonal sale of products grown on the premises of a residential property, and the like.

FREESTANDING SIGN

A sign independently supported by the ground or mounted on a supporting structure that is placed on or anchored in the ground and is independent from any building.

ILLUMINATION

The lighting of a sign by one or more of the following artificial light sources:

- (1) External. A separate light source attached to the sign or mounted on the ground and directed so as to shine on the sign face.
- (2) Internal. A light source concealed within the sign structure. This shall include back-lighting where the bulbs or other elements are not visible on the outside of the sign.

OBSOLETE SIGN (PROHIBITED)

A sign that advertises or identifies a business, event, product, service, etc. that is no longer in operation, sold, or offered, or is otherwise irrelevant or outdated.

OFF-PREMISE SIGN (PROHIBITED)

A sign that directs attention to a business, commodity, service, or entertainment conducted, sold, or offered at a location other than where such sign is located.

POLE SIGN

A type of freestanding sign that is supported by one post with a distance exceeding three feet between the ground and the bottommost edge of the sign.

PROJECTING SIGN (PROHIBITED)

A sign which is wholly dependent upon a building for support and which projects more than 12 inches from such building.

ROOF SIGN (PROHIBITED)

Any sign erected upon the roof of a building or any portion of which extends above the roof-line of the building as viewed from a Right of Way or residential property.

TEMPORARY SIGN

Any sign that is not otherwise permitted by this chapter. Signs indicating a happening or occurrence of a limited duration, including, but not limited to, the sale or lease of a property, an election, a referendum, construction work on the premises, seasonal sale of products grown on the premises of an agricultural or residential property, and the like. Such signs usually being constructed of poster board, cardboard, corrugated plastic material or an A-Frame-Sign. Temporary

signs allowed by this section specifically do not include signs for the sale of goods or merchandise of any business.

WALL SIGN

A sign fastened to the wall of a building or structure in such a manner that the wall becomes the supporting structure for or forms the background surface of the sign and which does not project outward more than 12 inches from such building or structure

WINDOW SIGN (PROHIBITED)

Any sign which is applied, affixed, or painted on the interior or exterior of a window or located inside within three feet of the windowpane. This does not include, customary identification placed on the entry door(s) of the use, open and or closed signs of two square feet or less, or customary window display(s) of products or decorations.

§ 185-134.4 Building Permit

- A. **Permit Required.** Prior to the erection, alteration, reconstruction, or relocation of a freestanding sign, wall sign, and awning or canopy sign, a building permit shall first be obtained by the Code Enforcement Officer (CEO) in accordance with below. Where a permit is not required, such sign must still comply with the regulations of this Article.
- B. **Exempt Actions.** Normal maintenance and repair of a sign not involving structure changes, including, but not limited to, repainting, repairing, changing of parts, or cleaning shall not require the issuance of building permit.

§ 185-134.5 Building Permit Applications

- A. **Application Submittal.**
 - (1) Building permit applications shall be submitted to the CEO on the appropriate forms provided by the Town of Pittsford.
 - (2) Incomplete applications will not be processed. The CEO shall provide written or electronic notice of application deficiencies to applicants. If such deficiencies are not corrected within 30 days of notice, the application will be considered withdrawn.
 - (3) The CEO is hereby authorized to review, approve, approve with modifications, or deny a sign application in accordance with this Article.
- B. **Application Requirements.** The following shall be provided in all building permit sign applications. The CEO may require application materials to be prepared by a licensed engineer or sign professional if deemed necessary for adequate review of the proposed sign and its structure.
 - (1) Name, address, contact information, and signature of the applicant.
 - (2) Name, address, and signature of the building and/or property owner (if not the applicant), and a statement of consent for the applicant to seek such building permit.
 - (3) The interior square footage of the business or organization.
 - (4) Dimensions and drawings indicating the size, shape, construction, materials, and layout

of the proposed sign(s).

- (5) Indicate on drawings the size measurement required by section 185-134.6 herein.
- (6) Site plan and elevations indicating the proposed location and size of the sign(s) drawn to scale.
- (7) Color illustrations and/or photographs of the proposed sign and sign area.
- (8) Proposed illumination system, if any, and the type of and intensity of the lighting to be used. Underwriters Laboratories (UL) certification of the electrical components shall be provided to the CEO.
- (9) Any additional site and/or sign information deemed necessary by the CEO for the proper review of such application.
- (10) All applicable permit fee(s).

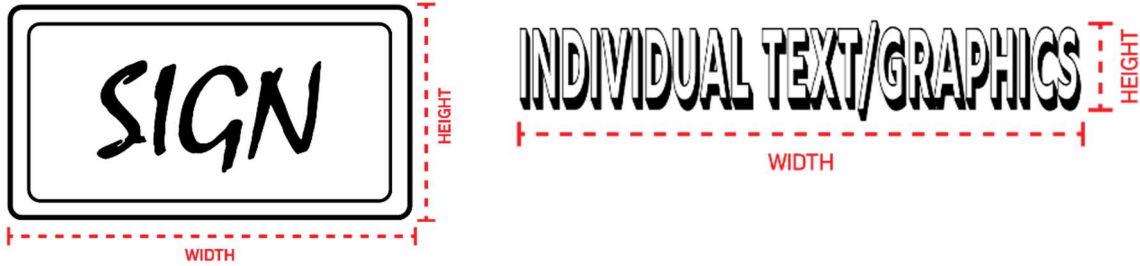
C. **Review Criteria.** The approval of building permit applications shall be based upon the following criteria:

- (1) The sign follows the design guidelines outlined in §185-134.10 to the greatest extent practicable.
- (2) The sign is otherwise compliant with this Article and all other applicable local, state, and federal laws and regulations.
- (3) The CEO shall refer all sign applications to the Design Review Board for review and approval. Signage replaced in kind shall not require Design Review Board review and approval, unless otherwise determined by the CEO. Such review will occur at a regularly scheduled Design Review and Historic Preservation Board meeting. Upon referral, the Design Review and Historic Preservation Board shall assume final decision authority within Zoning limitations.

§ 185-134.6 Measurement

A. **Sign Area.**

- (1) **One-Sided Sign.** The area of a sign shall be computed by means of the smallest 3 rectangles or less, that will encompass the extreme limits of the writing, representation, emblem, graphic, and/or other display, together with any backdrop, material, or structure on which it is placed. Letters and graphics affixed directly on a building façade shall be considered to have no backdrop. **See figures below.**

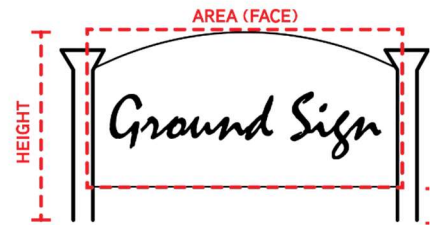


NOTE: Graphics to be revised to show 3 rectangles or less.

- (2) Two-Sided Sign. In the case of a two-sided sign only one side of the sign is considered in determining sign area if the sides of the sign are back-to-back or diverge at an angle of 45 degrees or less. No sign shall be permitted to have more than two sides.

B. Sign Height.

- (1) Freestanding Sign. The height of a freestanding sign shall be calculated by measuring the vertical distance between the top part of such sign or its structure, whichever is highest, to the elevation of the ground directly beneath the center of the sign. **See figure at right.**



- (2) Other Signs. The height of all other signs shall be determined by measuring the vertical distance between the top part of the sign face or structure, whichever is highest, to the bottom most edge of the sign face or structure.

§ 185-134.7 Safety Provisions

- A. No sign shall obstruct free egress from a window, door or fire escape, interfere with any opening required for ventilation, or otherwise become a hazard to life or property.
- B. The sign is not confusing or distracting, nor will it create a traffic hazard or otherwise adversely impact public safety. Signs shall not include a phone number, email and or website address.
- C. No sign shall interfere with vehicular, pedestrian, or bicycle access or visibility, including public view of any traffic or street sign, signal, or device.
- D. No sign shall be permitted that may be confused with a traffic control sign, signal or device or emergency light. This includes signs with beams and illumination directed upon a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.
- E. All lighting fixtures shall be dark sky compliant and be in conformance with the requirements of Article XX, Exterior Lighting Regulations.

Note: Article XX refers to drafted Exterior Lighting Regulations.

§ 185-134.8 Design, Construction and Maintenance

- A. All signs and its illumination shall be maintained in safe and good structural condition, in compliance with all applicable building and electrical codes, and in conformance with this Article. Such maintenance includes replacement of all defective bulbs, parts, materials, painting, repainting, cleaning, replacement of copy, and other acts required for proper upkeep of such sign.
- B. The Town shall not be responsible for the maintenance of any signs, or the structures or vegetation in connection therewith.

§ 185-134.9 Location

- A. No sign shall be erected in any public right-of-way or on public property, including on trees, fences, utility poles, bridges, fire hydrants, or traffic signs, unless written consent of the governmental unit having jurisdiction of the location is obtained.
- B. No sign shall obscure, alter, or cover the architectural features of any building.
- C. No sign attached to a building façade shall extend beyond the ends of the wall surface.
- D. All free-standing signs shall maintain at least a 10-foot setback from all property lines, unless otherwise noted within this Article.

§ 185-134.10 Sign Design Guidelines (NEW – includes Monroe Ave Design Standards)

The following sign design guidelines are intended to provide applicants, the CEO, and Design Review and Historic Preservation Board with guidance for best practices in addressing issues related to sign compatibility, legibility, placement, and color.

A. Compatibility.

- (1) Signs should be constructed of high-quality materials compatible with the building form and desired character of the area in which they are located.
- (2) Signs should be appropriately scaled for the building or site upon which they are located, so as not to dominate the façade or streetscape.
- (3) Signs on buildings that have a monolithic or plain façade should be used to create visual interest through appropriate sign design features, scale, and proportions.
- (4) Signs should be designed to include relief in the lettering or sign face to create shadows and provide depth and visual interest.

B. Placement.

- (1) Signs should be so located to respect and compliment a building's façade, utilizing logical signage areas created by existing architectural details or ornamentation.

C. **Color.**

- (1) Use of color and color combinations utilized for signs should be limited. Generally, a sign should not utilize more than three colors, including accent colors.
- (2) Day-glo or florescent colors are prohibited.
- (3) Buildings or their architectural treatment shall not be so garish in line, color, or effect, so as to constitute a sign in themselves. Painting, striping, lighting, or other graphic or attention getting device, is considered a sign and is regulated by town zoning and these guidelines. Therefore, no structure shall be so striped or painted, so as to make the structure or building a sign.

D. **Monroe Avenue Design Guidelines.** Where located along the Monroe Avenue corridor, all signs shall be in conformance with the regulations of the Town of Pittsford Monroe Avenue Design Guidelines.

§ 185-134.11 Signs in residential districts. Permanent signs in the Agricultural Zone, RN Residential, B Residential, RRAA Rural Residential, Rural Residential South Pittsford, Suburban Residential and Monroe Avenue Transitional Zone Districts shall be limited to the following:

- A. Where a permitted home occupation is maintained, and where signage for such home occupation is required by law, such signage may be maintained, only to the extent required by law.
- B. Where a permitted commercial stable, farm market, country store, veterinary clinic or tack shop is maintained, one freestanding sign may be erected on the premises, not exceeding 16 square feet in size. One additional business identification sign may be erected on the building facade, not exceeding six square feet in size.
- C. In the Monroe Avenue Transitional Zone, for any permitted home occupation or special use permit use, one small, freestanding sign, made of wood or nonglare finish material, may be erected. Such sign may not exceed three square feet in area, nor exceed four feet in length in one dimension. Lighting of such sign is permitted by direct illumination (no backlit or translucent signs permitted), provided that the lighting source is entirely screened from view. The signpost may not exceed five feet in height.
- D. Permanent signs and/or structures identifying golf courses, subdivisions, apartment houses and other residential properties:
 - (1) Signs shall be limited to one one-sided sign or structure on each side of each entrance.
 - (2) Signs shall require approval of the location and structural design details from the Commissioner of Public Works.
 - (3) The sign shall be located on the private subdivision, apartment house or other residential property, unless the proponent requests and the Commissioner of Public Works determines that it may appropriately be located in the highway right-of-way. In determining whether to permit a sign in the right-of-way, the Commissioner shall consider highway safety, sight distance, snow removal and storage, proximity to properties not in the subdivision and the need to have the sign

located in said right-of-way.

- (4) If the sign is on a post or pole, the sign shall not exceed six square feet, and the post or pole shall not extend more than 10 feet above the ground on which it is located.
- (5) If the sign is part of a stone, brick or other permanent wall or structure, the sign shall not exceed six square feet in size, and the structure on which it is located shall not exceed four feet in height.
- (6) Such signs and structures may be removed by the Town if they become damaged or are in an unsightly condition.
- (7) Any illumination of such signs shall be clear, landscape lighting and shall be so arranged so that it does not project, disperse or display any light rays onto adjacent properties. Such illumination may not be of the flashing, intermittent or interrupted type.

§ 185-134.12 Signs in the Light Industrial District. Permanent signs in the Light Industrial District shall be limited to the following:

A. Freestanding signs.

- (1) One two-sided freestanding sign per property is permitted stating the street address number and/or the building name or, in the case of a single occupant, the business name. Sign may be externally lit with shielded lighting to prevent glare.
- (2) The sign shall be located adjacent to the main vehicular entrance and not closer to the edge of road pavement than 20 feet.
- (3) Dimensional requirements regarding signage shall be limited to eight square feet per side and a maximum height of 40 inches measured from average grade.

B. Business directory signs.

- (1) For properties with multiple tenants, a single one-sided freestanding directory sign identifying the businesses on site is permitted. The directory sign shall be situated in an unobtrusive, interior location.
- (3) Dimensional requirements regarding the directory sign shall conform to the following:
 - (a) A maximum size of two square feet per tenant is allowed.
 - (b) The maximum size of any directory sign may not exceed 10 square feet, regardless of the number of tenants.
 - (c) The height of any directory sign may not exceed six feet, including the mounting poles or structure.

C. Business identification signs.

- (1) Signs identifying the business operated on the premises shall be allowed as provided herein.
- (2) All business identification signs shall be affixed to the building and shall not project above the

facade.

- (3) Dimensional requirements regarding signage shall conform to the following:
 - (a) For a single-tenant structure, no such sign shall be more than 100 square feet in area. Two signs are permitted when there are multiple elevations facing the abutting highway if in the aggregate, they do not exceed 100 square feet in area.
 - (b) For a structure with multiple tenants, no such sign shall be more than 50 square feet in area. Additional signs are permitted if in the aggregate they do not exceed 100 square feet in area.

§ 185-134.13 Signs in High Technology and Office Park District.

- A. No sign shall be erected except entrance signage, consistent with the existing monument signage on Linden Oaks Drive. Monument base shall not to exceed 52 square feet and the one-sided sign placed on top of the base can be no greater than 15 square feet.

§ 185-134.14 Signs in Commercial and C-2 Commercial Districts.

Permanent signs in the Commercial and C-2 Districts shall be limited to the following:

- A. Identification signs. Signs identifying businesses or service establishments shall be allowed as provided herein.
 - (1) No sign shall be erected in any commercial district unless such sign so erected is attached to a building or structure. No such sign shall extend above the roof line.
 - (2) Signage permitted is a minimum of 15 square feet plus 5 square feet per 1000 square feet of lease area.
 - (a) Signage may be located on facades other than the main entry façade.
 - (b) Signs in excess of one per business or service establishment, but not exceeding two signs, may be allowed, provided that the overall square footage of signage does not exceed the amount allowed herein.
 - (c) Sign location and individual sign sizes shall be appropriately spaced, shall be proportional to one another and shall properly balance the need for visual recognition by the location of signs on facades other than the main entry facade with the visual impact of such proposed signs on the district and/or nearby structures.
- B. Directional signs. Directional signs such as "ENTER" and "EXIT" shall be permitted to facilitate traffic flow entering and exiting properties, with the following conditions:
 - (1) Such signs shall not exceed 36 inches in width by 18 inches in height and shall not exceed 40 inches' total height above grade nor obstruct the sight distance of drivers of motor vehicles.
 - (2) Such signs shall not be placed within the road right-of-way without the written consent of the governmental unit having jurisdiction of the location.

- (3) Such signs shall be limited to "ENTER" and "EXIT" signs bearing no advertising and to signs related to public safety as deemed necessary by the Commissioner of Public Works or state Department of Transportation.
 - (4) Such signs are encouraged to include street numbers.
 - (5) Directional signs may be lit internally and are subject to Department of Public Works review and approval.
- C. Parking restriction signs. Parking restriction signs shall be permitted to facilitate the organization of parking lots, with the following conditions:
- (1) All such signs shall be a standard size of 12 inches in width by 18 inches in height and shall not exceed 72 inches' total height above grade nor obstruct the sight distance of drivers of motor vehicles.
 - (2) Such signs shall face the parking places they are designed to restrict only.
 - (3) All such signs shall contain black, block lettering on a white background only and shall not contain any logo or other advertising.
 - (4) All such signs shall be mounted or affixed in a secure manner so that they are maintained in an upright position at all times.
 - (5) The within conditions shall not apply to handicap, fire lane or emergency-only parking signs.
- D. Illumination of signs in the Commercial District.
- (1) No premises in any commercial district and no exterior signs located in any commercial district shall have floodlighting or any other type of illumination unless a permit or site plan approval to that effect has been issued by the Code Enforcement Officer or Planning Board based on the following factors:
 - (a) Such signs and lighting shall be in accordance with Illuminating Engineering Society of North America (IES) recommended illumination levels and shall not encroach on adjacent property.
 - (b) Such signs and lighting shall be erected, operated and maintained consistent with the provisions in this Article.
 - (2) All illuminated signs, with the exception of "ENTER" and "EXIT" signs as described in § 185-134.14 A., shall be placed on automatic timing devices which will allow illumination to commence each day not sooner than 1/2 hour before the business is open to the public and which will terminate illumination each day not later than 11:00 p.m. local time, unless the business is actively operating and open to the public. Any business actively operating and open to the public after 11:00 p.m. local time shall terminate illumination 1/2 hour after closing.

§ 185-134.15 Temporary signs. Regulations applicable to all temporary signs.

- A. Temporary signs may not be erected in any public right-of-way or on public property, including on

trees, fences, utility poles, bridges, fire hydrants or traffic signs located on such public right-of-way or public property.

- B. The owner and/or occupant of the property on which such signs are erected and/or displayed shall consent to the erection of such signs and shall be responsible for their removal.
- C. Temporary signs allowed by this section specifically do not include signs for the sale of goods or merchandise of any business.
- D. Temporary signs may not be illuminated.
- E. In residential districts, the amount of temporary signage that may be erected per Tax Map parcel at any time shall not exceed four signs. No one sign shall exceed eight square feet, and the total signage shall not exceed 32 square feet.
- F. In nonresidential districts, the amount of temporary signage that may be erected per Tax Map parcel at any time shall not exceed four signs. One sign may be up to 12 square feet. All remaining signs shall not exceed eight square feet, each, and the total signage shall not exceed 32 square feet.
- G. Temporary signs relating to an event shall be removed by the owner or occupant of the property not later than four days thereafter.

§ 185-134.16 Awnings and canopies. Regulations applicable to all awnings and canopies.

- A. If such awnings and/or canopies are over 30 square feet in size or exceed 10 feet in length, such plans and specifications submitted for building permit review must be signed and sealed by a professional engineer or registered architect. In the case of awnings and/or canopies of a lesser size, the Code Enforcement Officer may require such certified plans and specifications.
- B. Illuminated awnings and/or canopies.
 - (1) Illuminated awnings and/or canopies shall be considered to be signs.
 - (2) All fabrics used in illuminated awnings and/or canopies shall comply with the New York State Building and Fire Codes with respect to flammability standards.