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[§ 250-18. Signs.](#)

[Amended 6-21-1993 by L.L. No. 4-1993; 11-15-2001 by L.L. No. 2-2001]

A. Purpose. The purpose of these regulations is to promote and protect the public health, welfare and safety by regulating existing and proposed outdoor advertising signs and outdoor signs of all types. It is intended to protect property values, create a more attractive economic and business climate, enhance and protect the physical appearance of the community, preserve the scenic and natural beauty and provide a more enjoyable and pleasing community. It is further intended hereby to reduce sign or advertising distractions and obstructions that may contribute to traffic accidents, reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way, provide more visual open space and curb the deterioration of the communities' appearance and attractiveness.

B. Definitions. As used in this chapter, unless the context or subject matter otherwise requires, the following terms shall have the following meaning:

AWNING SIGN

Any visual message incorporated into an awning attached to a building.

BANNER

A temporary advertisement displayed for the occasion of a special event.

BILLBOARD

Any sign which directs attention to a business, commodity, service, entertainment, or attraction, sold, offered, or existing elsewhere than upon the same lot where such sign is displayed, or only incidentally upon such lot.

COPY CHANGE SIGN

A sign on which the visual message may be periodically changed.

DIRECTIONAL SIGN

A sign limited to providing information on the location of an activity, public facility or event.

FACE

One side of any sign or signs, which face in the same direction, are mounted as a freestanding sign and relate to the same business.

FREESTANDING SIGN

Any sign not attached or part of any building but separate and permanently affixed by any other means in or upon the ground. Included are pole signs, pylon signs and masonry wall type signs.

FOOT CANDLE

A unit for measuring illumination. It is equal to the amount of direct light thrown by one candle on a square foot of surface every part of which is one-foot away.

ILLUMINATED SIGN

Any sign illuminated by electricity, gas or other artificial light either from the interior or exterior of the sign, and which includes reflective and phosphorescent light.

PORTABLE SIGN

A sign, whether on its own trailer, wheels, or otherwise, designed to be movable and not structurally attached to the ground, building, structure or other sign.

PROJECTING SIGN

A sign which is attached to the building wall or structure and which extends horizontally more than 15 inches from the plane of such wall, or a sign which is perpendicular to the face of such wall or structure.

REPRESENTATIONAL SIGN

A three-dimensional sign built so as to physically represent the object advertised.

ROOF SIGN

A sign which is erected, constructed or maintained on, above, or as part of the roof of any building.

SIGN

Any material, structure or device, or part thereof, composed of lettered or pictorial matter which is located out-of-doors, or on the exterior of any building displaying an advertisement, announcement, notice or name, and shall include any declaration, demonstration, display, representation, illustration or insignia used to advertise or promote the interests of any person or business or cause when such is placed in view of the general public. The word "sign" includes the word "billboard," but does not include the flag, pennant or insignia of any municipal unit, or of any political, educational, charitable, philanthropic, civic, professional, religious or like campaign, drive, movement or event.

SIGN DIRECTORY

A listing of two or more business enterprises, consisting of a matrix and sign components.

SIGN STRUCTURE

The supports, uprights, bracing and framework for the sign. In cases of a sign structure consisting of two or more sides where the angle formed between any two of the sides or the projections thereof exceeds 30°, each side shall be considered a separate sign structure.

SIGN SURFACE AREA

The entire area within a single, continuous perimeter enclosing all elements which form an integral part of the sign. The structure supporting a sign shall be excluded unless the structure is designed in a way to form an integral background for the display. Said sign area may be either single- or double-sided.

TEMPORARY SIGN

A sign related to a single activity or event having a duration of no more than 30 days.

WALL SIGN

A sign which is painted on or attached to the outside wall of a building with the face of the sign in the plane parallel to such wall, and not extending more than 15 inches from the face of such wall.

WINDOW SIGNS

A sign, picture, symbol or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service, that is placed upon a window pane or glass and is visible from the exterior of the window.

C. General regulations.

- (1) All signs not specifically permitted by this chapter shall be specifically prohibited.
- (2) Except as otherwise provided, no person shall erect, alter or relocate any sign without first obtaining a permit from the Building Inspector.
- (3) All signs installed after the effective date of these regulations shall have affixed to the sign the sign permit number.
- (4) Any sign which exists on the effective date of these regulations shall be exempt from these regulations except as follows:
 - (a) Said signs shall not be enlarged, structurally altered or relocated except in accordance with the provisions of these regulations.
 - (b) Repairs of said signs shall be limited to those necessary to maintain the sign in a safe and attractive appearance.
 - (c) Any sign that is enlarged, structurally altered, moved or changed or any change in its name or text shall require a new permit and must conform with these regulations.
- (5) All internally illuminated signs shall be constructed in conformance with the "Standards for Electric Signs (U.L. 48) of the Underwriters Laboratories, Inc." and bear the seal of the Underwriters Laboratories, Inc. If such sign does not bear the Underwriters Laboratories Label, the sign shall be inspected and certified by the New York Board of Fire Underwriters or other electrical inspection agency authorized by the Board of Trustees. All transformers, wires and similar items shall be concealed. All wiring to freestanding signs shall be underground.
- (6) All freestanding signs shall be designed to withstand a wind pressure of not less than 30 pounds per square foot surface area.
- (7) All signs, including wall-mounted and projecting signs, shall be securely anchored and shall not swing or move in any manner.
- (8) All signs, sign finishes, supports and electrical work shall be kept clean, neatly painted, and free from all hazards, such as, but not limited to, faulty wiring, and loose supports, braces, guys and anchors.

(9) All projecting, freestanding or wall signs shall employ acceptable safety material.

(10) All signs shall be painted and/or fabricated in accordance with generally accepted materials.

(11) Signs should be designed to be compatible with surroundings and appropriate to the architectural character of the buildings on which they are placed. Sign panels and graphics should relate with and not cover architectural features, and should be in proportion to them.

(12) Banners. Banners will be hung with all four corners securely fastened, a brace in the middle of the banner and weights in the hem to prevent the banner from twisting. Such banners or pennants will be displayed for no longer than a four-week period. Over-the-road special event banner size shall not exceed three feet high by the width of the road. Business banners shall not exceed 30 square feet in area.

D. Applications for sign permits.

(1) Application procedure. Application for permit shall be made upon forms prescribed and provided by the Village Clerk to the Building Inspector and shall contain the following information:

(a) Name, address, and telephone number of the applicant.

(b) Location of building, structure, or land to which or upon which, the sign is to be erected.

(c) If a new sign is to be erected, installed or painted on a structure, elevation and plan drawings to scale should be included. In addition, a full description of the placement and appearance should cover the following:

[1] Location on the premises, specifically, its position in relationship to adjacent buildings, structures, sidewalks and property lines.

[2] The method of illumination, if any, and the position of lighting or other extraneous devices, and a copy of the electrical permit related to the electrical connections.

[3] Graphic designs including symbols, letters, materials and colors.

[4] The visual message, text, copy or content of the sign.

(d) Written consent of the owner of the building, structure or land to which or upon which the sign is to be erected, in the event the applicant is not the owner thereof.

(2) Issuance of permit. It shall be the duty of the Building Inspector upon the filing of any application for a permit to erect a sign to examine such plans, specifications and other data submitted to him or her with the application, and if necessary, the building or premises upon which it is proposed to erect the sign or other advertising structure. In cases where approval of the Planning Board is necessary, the Building Inspector shall submit all pertinent plans, drawings and applications together with his or her recommendation to the Planning Board. Upon approval of the Planning Board and compliance with these regulations and other provisions of the Village of Central Square Municipal Code, and any rules or regulations adopted pursuant thereto, he or she shall then, within 10 days, issue a permit for the erection of the proposed sign.

(3) If the sign authorized under such permit has not been completed within six months from the date of issuance of such permit, the permit shall become null and void, but may be renewed within 10 days from the expiration thereof, for good cause upon payment of an additional fee in accordance with a schedule of permit fees adopted by the Board of Trustees and on file in the Village Clerk's office.

(4) Revocation of permit. Any abandoned sign which no longer identifies a bona fide use shall be removed within 30 days after written notice by the Building Inspector. If the property owner fails to comply, the Village may remove said sign and supporting structure and assess the actual costs, together with an additional 50% to cover the administrative expenses, against said property.

(5) Should any sign be or become unsafe, defaced, in danger of falling or a danger to members of the public, the owner thereof or the person maintaining the same shall, upon receipt of written notice from the Building Inspector, proceed at once to put such sign in a safe and secure condition or renovate or remove the sign; provided, however, that if such situation is not corrected within 72 hours after notice, the Building Inspector shall correct the situation or have it corrected, with the costs assessed and collected in the same manner as provided in Subsection [D\(4\)](#) above.

(6) Appeals procedures. Appeal of any decision of the Building Inspector shall be made to the Board of Appeals pursuant to Article [IV](#) of this chapter.

(7) Interpretation; conflict with other laws. In their interpretation and application, the provisions of these regulations shall be held to be minimum requirements, adopted for the promotion of the public health, morals, safety or the general welfare. It is not intended to interfere with, abrogate or annul other rules, regulations or enactments; provided that whenever the requirements of these regulations are at variance with the requirements of any other lawfully adopted regulations, rules, or enactments, the most restrictive, or those which impose the highest standards shall govern. [See also § [1-9](#) of Chapter [1](#) of this Municipal Code.]

(8) Schedule of permit fees. The Board of Trustees shall establish and make available at the Village Clerk's office a schedule of fees for sign permits.

E. Sign restrictions; general.

- (1) No sign shall impair or cause confusion of vehicular or pedestrian traffic, in its design, color, lighting or placement. No sign shall impair visibility for the motorist at a street corner or intersection by placement and location within 25 feet of the intersection of the street or highway right-of-way boundary.
- (2) No sign shall be illuminated by or contain flashing, intermittent, rotating or moving lights except to show time and temperature.
- (3) No sign shall produce illumination in excess of five foot candles at a distance of seven feet.
- (4) No signs shall be affixed to or painted upon public utility poles, lamp post, water or fire hydrant, bridges, trees, rocks or other such structures, whether situated on public or private land.
- (5) No sign shall obstruct any fire escape, window, door or opening that may be used as a means of ingress or egress, ventilation or for fire-fighting purposes.
- (6) No sign shall project into a vehicular driveway at an elevation less than 14 feet above grade.
- (7) No sign shall project into an area designed as a pedestrian way at an elevation less than 10 feet above grade.
- (8) All new billboards are prohibited.
- (9) All signs shall be set back a minimum of six feet from the curb line or in the absence of a curb, six feet from the shoulder of the road.
- (10) All signs shall be contained within the property boundary lines of the subject property.
- (11) No freestanding sign shall be more than 25 feet in height above finished grade. Such height shall be measured vertically from the established average grade directly below the sign.
- (12) Only one freestanding sign as permitted by this chapter shall be permitted on any parcel, whether a single parcel with more than one building, more than one business or a mall type of business.
- (13) Nothing in this article shall be construed as a restriction of the placing of Christmas decorations and/or Christmas lights from November 15 through January 15.

F. Specific sign restrictions.

(1) Political signs.

(a) Any person or organization erecting political signs shall first register with the Village Clerk for the purpose of assuming responsibility of compliance with this section. No fee shall be charged for political signs.

(b) Political signs shall be limited in size to a maximum of 16 square feet with a total maximum of 32 square feet of all signs on a single parcel.

(c) Political signs shall not be erected or maintained prior to six weeks before the election to which said sign pertains.

(d) Political signs shall be removed within 16 days after the election to which said sign pertains.

(e) Written permission must be obtained from the property owner before erecting any political signs.

(f) Failure to remove any political sign in a timely manner shall subject the responsible person to the cost of having said signs removed by the Building Inspector.

(2) Residential real estate signs.

(a) Such signs shall not exceed four square feet in area.

(b) All such signs shall be contained within the boundary lines of the subject property.

(c) All residential real estate signs shall be removed from the subject property within two weeks of passing of title to a new owner or withdrawal from the market for any other purpose.

(d) No open house residential directional signs shall be permitted at intersections of roads except that a single sign bearing solely the words "Real Estate Open Today" is allowed during open house hours. Such signs shall consist of black lettering on yellow background with no identification or insignia other than a directional arrow.

(e) For residential construction projects, signs shall be confined to one sign per street frontage existing at the inception of the filed section of the project, and not to be maintained except within a period commencing not more than 14 days prior to the start of construction of the section and terminating not more than 14 days following substantial completion of the filed section.

(3) Commercial real estate signs.

(a) Such signs shall not exceed 16 square feet in area.

(b) In the event of a new structure, said sign shall not be maintained except within a period commencing not more than three months prior to the start of construction.

(c) Commercial real estate signs shall conform with all other regulations that apply to residential real estate signs.

(4) Construction sign in commercial and industrial zones.

(a) All such signs shall be contained within the boundary lines of the subject property, shall not exceed 32 square feet and shall be confined to one sign surface per street frontage existing at the inception of the project.

(b) Said sign shall not be maintained except within a period commencing not more than 14 days prior to the start of construction and terminating not more than 14 days following the completion of construction or the opening of said project or improvement, whichever is sooner.

(c) All such signs shall conform to any and all restrictions mandated in these regulations.

(5) Construction signs in residential zones.

(a) All such signs shall be contained within the boundary line of the subject property, shall not exceed nine square feet and shall be confined to one sign.

(b) Said sign shall not be maintained except within a period commencing not more than seven days prior to the start of construction and terminating not more than seven days following the completion of construction or improvements.

(c) All such signs shall conform to any and all restrictions mandated in these regulations.

(6) Private information signs, such as garage and lawn sale signs, etc.

(a) No sign shall be permitted on any monument with the Village.

(b) No sign shall exceed four square feet in area.

(c) Garage sale, etc, signs may be erected one day in advance of the sale and must be removed within one day of the end of the sale, or within five days of erection, whichever is sooner.

(7) Specialty signs. Special time and temperature signs with or without electrical lettering, special clock signs, special shopping plaza identification signs, portable A frame signs, remote locations signs, directional signs, tourist signs, and other special signs of similar nature may be erected with the written permission of the Village Planning Board.

(8) Private traffic signs. No sign shall exceed nine square feet in area.

(9) Whereas, for the purposes of this chapter, the Village of Central Square Board of Trustees have determined that due to the varied physical and commercial attributes of portions of the Village, the public health, safety and morals of Village residents are best served by dividing the Village into two districts as follows: The Village Business District shall be comprised of all real property located west of the existing railroad tracks, which intersect County Route 49 between Interstate 81 and Route 11; and the East Avenue Commercial District shall be comprised of all real property located east of the existing railroad tracks, which intersect County Route 49 between Interstate 81 and Route 11.

(a) Village Business District signs: generally.

[1] Only one freestanding, non-rotating sign, illuminated or non-illuminated shall be permitted. Such sign shall not exceed nine square feet area per face and shall not exceed a height of 15 feet.

[2] In addition to the freestanding sign either one wall sign attached to the building not to exceed a maximum of 10% of the area of the wall such sign is attached will be permitted or, one permanent window sign per window not to exceed 25% of the area of the window pane or four square feet whichever is less shall be permitted.

[3] Buildings located on a corner lot. In addition to signs permitted in this chapter, one attached sign facing the secondary street will also be allowed provided that the total area of signs on both the primary and secondary building faces shall not exceed 125% of the maximum area permitted for a single attached sign as provided above.

(b) Village Business District signs for gasoline stations.

[1] One permanent freestanding sign shall be allowed for identification of the gas station by trade name. The freestanding sign may be illuminated by indirect lighting but may not contain any flashing or rotating lights. The freestanding sign may not be a rotating sign and may identify only the gas station trade name and the price of gasoline. Such sign shall not exceed 16 square feet area per face. Height of such sign shall not exceed 15 feet.

[2] One proprietor identification sign not exceeding two square feet shall be allowed.

[3] Pump area. Price signs will be allowed, one per gasoline pump, as prescribed by state law and such logo signs as are inscribed on the base of the pumps by manufacturer of the pump shall be allowed. (Article 16 of the Agriculture and Markets Law - Weights and Measures.) If a dispenser wrap (the area above the pumps) is used, it will only contain the gasoline brand, logo or proprietor name.

(c) East Avenue Commercial District signs. The following signs are permitted in this district.

[1] One freestanding, non-rotating sign, illuminated or non-illuminated not to exceed 32 square feet in area per face. This sign shall not exceed a height of 25 feet.

[2] One wall sign, either non-illuminated or illuminated by indirect light only, which shall be limited in size to a maximum of 15% of the area of the wall to which the sign is attached.

[3] One permanent window sign per window, with a maximum of two per ground floor business establishment. The area of such sign shall not exceed 25% of the window pane or four square feet whichever is less.

[4] Buildings located on a corner lot: in addition to signs permitted in this chapter, one attached sign facing the secondary street will also be allowed providing that the total area of signs on both the primary and secondary building faces shall not exceed 125% of the maximum area permitted for a single attached sign as provided above.

(d) East Avenue Commercial District signs for gasoline stations.

[1] One permanent freestanding sign shall be allowed for identification of the gasoline station by trade name. The freestanding sign may be illuminated by indirect lighting but may not contain any flashing or rotating lights. The freestanding sign may not be a rotating sign and may identify only the gas station trade name and the price of gasoline. Such sign shall not exceed 32 square feet area per face. Height of such sign shall not exceed 25 feet.

[2] One proprietor identification sign not exceeding two square feet shall be allowed.

[3] Pump area. Price signs will be allowed, one per gasoline pump, as prescribed by state law and such logo signs as are inscribed on the base of the pumps by manufacturer of the pump shall be allowed (Article 16 of the

Agriculture and Markets Law - Weights and Measures.) If a dispenser wrap (the area above the pumps) is used, it will only contain the gasoline brand, logo or proprietor name.

(10) Sign directory.

(a) Professional building: buildings containing more than one business establishment. Either one wall sign, non-illuminated or illuminated by indirect light only which shall be no more than one square foot for each foot of linear frontage of the building along the street up to a maximum of 20 square feet with a sign height not exceeding three square feet or, one freestanding, non-rotating ground sign directory, located six feet from any lot line not exceeding two square feet in area per business identified up to a total of 20 square feet. All businesses on the same directory shall advertise on signs identical in size and shape.

(b) Plaza: one sign directory. Either a wall sign adjacent to the principal entrance and not exceeding 1/3 the size of the principal entrance opening or, one common ground sign directory denoting the name of the plaza shall be permitted. Such sign directory will be located in the front yard six feet from any lot line and not exceeding two square feet in area per business identified, up to a total of 20 square feet.

(c) Shopping center. One common sign denoting the name of the shopping center shall be permitted. Such sign directory, non-illuminated or illuminated only by indirect light shall be allowed within the front yard six feet from any lot line and not exceeding two square feet in area per business identified, up to a total of 20 square feet. All other signs for the shopping center shall meet the requirements of this chapter, except that the total sign area allowed for the shopping center shall not exceed 60 square feet.

(11) Banners.

(a) Banners, posters, pennants, ribbons, streamers and spinners shall be displayed only in connection with a specific, temporary, commercial promotion, shall be confined to the site of the promotion and shall be removed within 10 days after such promotion has been concluded.

(12) Temporary signs.

(a) All temporary signs must be approved by the Planning Board. The permit will be issued for up to a six-month period or until the new sign applied for is installed, whichever is earlier. An applicant may obtain one extension to the temporary permit in exigent circumstances.

(b) If a temporary sign permit is deemed necessary by the Building Inspector prior to a scheduled meeting of the Planning Board, such permit shall be issued for a

thirty-day period. A review of the request for a permit shall be done by the Planning Board at its next scheduled meeting.

(c) An option to reapply for an additional permit will be considered by the Planning Board only when extenuating conditions exist.

(d) All businesses currently using temporary signs will be required to apply for a temporary sign permit within six months after enactment of these regulations.

(13) Portable signs.

(a) All portable signs must conform with all applicable sign regulations.

(b) Any portable sign that is electrified, and its connections must be inspected by a certified agency recognized by the Village.

(c) Portable signs will include A-frame signs and/or sandwich board signs. These signs must stand no higher than four feet off the ground and must have a surface area no greater than 12 square feet per face (or side). Signs must be removed from the street after business hours. These signs shall not obstruct pedestrian traffic more than 20% of the width of any pedestrian right-of-way. Wheels on signs are not permitted.

(14) Directional signs.

(a) The text will contain direction message only.

(b) The signs should be located where necessary to mark driveway entrances or to direct cars to parking areas.

(c) Size will not exceed four square feet per face.

(15) Airborne signs.

(a) All airborne signs shall comply with all applicable requirements of this article and other laws of the Village. Such advertising media will meet all state and/or federal construction guidelines, have a size limit of 24 feet by nine feet, be tethered so as not to float more than 200 feet above ground and will not be illuminated. Logos and colors should be approved by the Planning Board. These signs will be maintained in a safe manner and with caution during extreme weather conditions. Such signs shall not be airborne for more than six weeks in a calendar year. Owner shall notify Village Building Inspector at least three days prior to display.

(16) There shall be no application or fees for the following classifications of signs:

- (a) Church signs.
 - (b) Civic signs.
 - (c) Public safety and road signs.
 - (d) Nonprofit organizational signs.
 - (e) School signs.
 - (f) Private information signs (garage and lawn sale).
 - (g) Real estate signs.
 - (h) Promotional banners, posters, pennants, ribbons, streamers and spinners.
- (17) Permitted copy. Notwithstanding anything to the contrary contained in this section, any sign authorized under the provisions of this chapter may contain noncommercial copy in lieu of other copy.