

Public Hearing: July 23, 2018

VILLAGE OF WILLIAMSVILLE

LOCAL LAW NO. X of 2018

A Local Law Amending Chapter 84 (Signs) Regarding Regulation of Signs

Section 1. Title

This Local Law shall be referred to as, “Sign Law of 2018”.

Section 2. Purpose

The purpose of this Local Law shall be to amend Chapter 84 (Signs) regarding the regulation of Signs within the Village of Williamsville.

Section 3.

Chapter 28, and all associated Attachments, shall be repealed and replaced with the attached Sign Code.

Section 4. Effective Date

This Local Law shall take effect immediately and shall be filed in the Office of the Secretary of State.

CHAPTER 84: SIGN REGULATIONS

VILLAGE OF WILLIAMSVILLE

PREPARED BY:

STEINMETZ PLANNING GROUP

DRAFT JULY 2018

§ 84-1 PURPOSE & APPLICABILITY

A. Purpose. The purpose of this Chapter is to permit the use of signage within the Village of Williamsville, while also promoting and protecting the health, welfare, and safety of the public. The intent of this Chapter is to achieve the following objectives:

- 1) Ensure right to free speech as protected under the United States Constitution;
- 2) Establish a clear and impartial process for those seeking to install signs;
- 3) Protect property values, create a more attractive economic and business climate, and protect the physical appearance of the community;
- 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 traffic conflicts or hazards by minimizing visual distractions or obstacles in or visible from the public rights-of-way;
- 6) Reduce the adverse effects of signage on the desirable aesthetic of the Village and on the general environment of the community; and
- 7) Enforce and encourage the objectives and goals of the Village Community Plan.

B. Applicability.

- 1) The regulations of this Chapter shall govern and control the erection, enlargement, expansion, renovation, operation, maintenance, relocation and removal of all signs within the Village visible from any street, sidewalk, public right-of-way, or public space.
- 2) The provisions of this Chapter shall not apply to safety signs, road signs, historical markers, highway directional signs, or signs erected by governmental agencies.
- 3) Notwithstanding any other provision within this Chapter to the contrary, signs proposed on local historic landmarks or within historic districts as designated by Chapter 47 of the Village Code shall be reviewed by the Historical Preservation Commission. Following the application procedures of this Chapter, the Commission may approve, approve with conditions, or disapprove the sign. The Commission may waive any of the provisions of this Chapter as necessary to ensure the greatest level of compatibility of signage with historic building or district character and consistency with the Historic Landmark Design Standards, as such may be amended from time to time.
- 4) This Chapter shall in no event be construed or employed in any manner to prohibit the customary decoration of premises in any district during religious, patriotic or holiday seasons.

§ 84-2 DEFINITIONS

- A. For the purposes of this Chapter, the following references to agents or officers of the Village shall be interpreted as noted below.
 - 1) **PLANNING BOARD** — The Village of Williamsville Planning and Architectural Review Board as provided for by Chapter 112 of the Village Code.
 - 2) **SIGN OFFICER** — The administrator and enforcer of this Chapter as appointed by the Village of Williamsville Board of Trustees, and/or their designee.
 - 3) **ZONING BOARD OF APPEALS** — The Village of Williamsville Zoning Board of Appeals as provided for by Chapter 112 of the Village Code.

B. The following terms and definitions shall apply to this Chapter for the purposes of administration and enforcement.

- 1) **A-FRAME SIGN** — A freestanding sign that is comprised of two sign faces diverging at an angle of no more than 45 degrees from their adjoined edge.
- 2) **ALTERATION** — Any construction or physical change to a sign or the supporting members of a sign.
- 3) **AWNING** — An architectural fabric or canvas projection that provides weather protection, identity or decoration and is wholly supported by the building to which it is attached, generally comprised of a lightweight frame structure over which a cover is attached.



A-Frame Sign Example

- 4) **AWNING SIGN** — A sign that is part of or attached to an awning.
- 5) **BANNER** — A length of fabric or similar material, temporarily strung between two points, upon which a message is imprinted.
- 6) **CHANNEL LETTER** — A fabricated or formed three-dimensional letter into which a light source, such as a neon tube, may be placed.
- 7) **CHANNEL LETTER, REVERSE** — A channel letter than has a face and sides, but no back, and is pinned out from a background surface so as to produce a halo effect around the letter when illuminated.
- 8) **COMMERCIAL MESSAGE** — Any message where the primary purpose of which is the commercial advertisement or promotion of a commercial product, event, or service (including content on an internet website operated for a commercial purpose).

- 9) **DIRECTIONAL SIGN** — A freestanding sign commonly associated with and limited to noncommercial information and directions necessary and convenient for persons coming on the property, including signs marking entrances, parking areas, one-way driveways, rest rooms, pickup and delivery areas, drive-through ATM machines, and hours of business.



Directional Sign Example

- 10) **FREESTANDING SIGN** — A sign not attached to any building or structure, which may be supported by columns or posts.
- 11) **GOVERNMENTAL SIGN** — A sign erected and maintained pursuant to and in discharge of any governmental function or required by any general law, local law or governmental regulation.

- 12) **GROUND SIGN** — A type of freestanding sign that is mounted on a base flush with the ground or supported by one or two columns or posts provided the distance between the ground and bottommost edge of the sign is no greater than three feet.



Ground Sign Example

- 13) **ILLUMINATION, INTERNAL** — Illumination by a light source contained within the sign structure or lettering.

- 14) **ILLUMINATION, EXTERNAL** — Illumination by a light source located outside of the sign structure or lettering that is directed at the sign face.

- 15) **INCIDENTAL SIGN** — A sign containing no commercial message and typically erected to identify addresses, entrances, exits, restrooms, hours and days of operation, public utility locations, emergency addresses and telephone numbers, etc. These examples are not given by way of limitation, an incidental sign can contain any noncommercial message in accordance with this Chapter.



Incidental Sign Example

- 16) **INTERNAL SIGN** — A sign that is not intended to be viewed from outside the property and located so as not to be legible from any public right-of-way or from any adjacent property, including any signs in interior areas of shopping centers, commercial buildings and structures, stadiums, and similar structures of a recreational nature.

17) **LAWN SIGN** — A sign constructed of materials not intended for permanent installation that are attached to a single or multiple posts for support and stuck into the ground. The height of a lawn sign shall include any posts or supports. Political campaigns, garage sales, and charitable events, for example, are often advertised with lawn signs.



Lawn Sign Example

18) **MARQUEE SIGN** — A permanent structure attached to the front of a building and which incorporates a large message area. Typically illuminated and often ornate in design, a marquee sign projects over the entrance of the building and provides a canopy over at least a portion of the sidewalk or street. Marquee signs are often used by movie theaters and concert halls.

19) **NEON SIGN** — A sign that incorporates illumination through the use of neon type gas.

20) **NONCONFORMING SIGN** — Any lawful sign existing at the time of adoption of this Chapter, or any subsequent amendments thereto, which does not conform to the regulations of this Chapter or to the regulations of the district in which it is located.

21) **PAINTED SIGN** — A type of sign in which the message, logo, graphic, and/or other visual elements are painted directly upon a building façade. Painted signs shall be regulated as wall signs.

22) **PENNANT** — A length of fabric, or similar material, suspended from overhead, upon which a message is imprinted.

23) **POLE SIGN** — A type of freestanding sign that is supported by one or two columns or posts with a distance exceeding three feet between the ground and the bottommost edge of the sign.



Pole Sign Example

24) **PROJECTING SIGN** — A sign which is wholly dependent upon a building for support and which projects more than six inches from such building.

25) **ROOF SIGN** — Any sign erected upon the roof of a building, or sign where any portion thereof extends above the roofline of the building.

26) **SIGN** — Any object, device, display or structure, or part thereof, situated outdoors or adhered to, or located within three feet of an exterior window 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. "Signs" shall also include all sign structures. A sign for the purposes of this Chapter does not include the following:

- a. A flag or emblem of any nation, organization of nations, state or city, or any fraternal, religious or civic organization;
 - b. Merchandise, pictures or models of products or services incorporated in a window display;
 - c. Official notices issued by any court or public office or officer in the performance of a public or official duty;
 - d. Traffic control signs as defined in the NYS Vehicle and Traffic Law; and
 - e. Works of art, including murals, that do not contain any commercial message, logo, graphic, or trademark.
- 27) **SIGN BOARD** — A horizontal band extending the full width of the building facade and located between the highest first floor windows and the cornice, or if there is more than one story, the highest first floor windows and the bottom of the second-floor windows. A sign board generally does not exceed two feet in height.
- 28) **SIGN TYPE** — The design and/or structure of a sign, including ground signs, wall signs, projecting signs, suspended signs, awning signs, and window signs.
- 29) **SUSPENDED SIGN** — A sign attached to and supported by the underside of a horizontal plane.
- 30) **TEMPORARY SIGN** — A sign which is not intended to be used for a period of time exceeding 30 days and is not attached to a building, structure, or ground in a permanent manner. Such signs usually being constructed of poster board, cardboard, masonite, plywood, or plastic material and mounted to wood, metal, wire or rope frames or supports.
- 31) **VALANCE** — A projection of fabric below the main frame of an awning to create a decorative edge.
- 32) **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 six inches from such building or structure.
- 33) **WINDOW SIGN** — A sign visible from a sidewalk, street or other public place, painted or affixed on glass or other window material, or located inside within three feet of the window, but shall not include graphics in connection with customary window display of products.

§ 84-3 SIGN PERMITS

- A. Permit Required.** Except as hereinafter provided, no person shall erect, alter, construct, relocate or cause to be erected, altered, constructed or relocated any sign without first having obtained a sign permit.

- B. Permit Exceptions.** The following situations shall not require the issuance of a sign permit provided such maintenance, changes, or alterations do not in any way alter the physical size, design, or nature of the sign.
- 1) Repainting, repairing, changing of parts, or ordinary maintenance of signs, sign area, or sign supports.
 - 2) Changing the message of a sign.
- C. Alteration.** Any sign for which a permit has been issued shall not be modified, relocated, altered, or replaced, unless an amended or new sign permit is obtained from the Sign Officer.
- D. Expiration.** A sign permit shall expire if the sign for which the permit has been issued is not fully constructed within one hundred eighty (180) days from the date of issuance of the sign permit.
- E. Revocation.** The Sign Officer or designee may, at any time for a violation of this regulation, issue a notice of violation. A written notice of the violation including all reasons for the violation shall be mailed to the property, building, and/or sign owner. Said violation must be corrected within 30 days of the date of notice, otherwise the sign permit shall be revoked and the sign in question shall be required to be removed.

§ 84-4 APPLICATION REQUIREMENTS

A. Application Submittal.

- 1) Sign applications shall not be processed until all required materials have been submitted to the Sign Officer.
- 2) Incomplete applications will not be processed. The Sign Officer shall provide written or electronic notice of application deficiencies to applicants. If such deficiencies are not corrected within 30 days of said notice, the application will be considered withdrawn.
- 3) Applications for signs that require Planning Board review shall be submitted to the Sign Officer at least 10 business days prior to the Planning Board meeting at which such application is to be considered.
- 4) In the event a sign permit application is denied, the Sign Officer shall issue a written notice to the applicant indicating the findings of the denial. If the application is not amended and resubmitted within 30 days of said written notice, it shall be considered withdrawn.

B. Application Requirements.

The following information shall be provided in all applications for a sign permit. The Sign Officer may require application materials to be prepared by a licensed engineer or sign professional if deemed necessary for adequate review of the proposed sign.

- 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 sign permit.
- 3) All application fees as determined by the Village Board.
- 4) Site plan and elevations indicating the size, shape, construct, materials, layout, and proposed location of the proposed sign(s) drawn to scale.
- 5) Photos of the site or building upon which the sign is to be located.
- 6) Color illustrations and/or photos of the proposed sign and sign area.
- 7) Proposed illumination system, if any, and the type of lighting to be used.
- 8) Plan for removal of the sign(s) and restoration of the building façade, ground, or other feature to which the sign(s) is proposed to be attached.
- 9) Samples of sign materials shall be required for all applications under review by the Planning Board.
- 10) Any additional information as requested by the Sign Officer or Planning Board that is deemed necessary for the adequate review of the proposed sign.

§ 84-5 REVIEW PROCEDURES

A. Review by Sign Type.

- 1) Sign permit applications shall require administrative review by the Sign Officer and/or Planning Board review, depending upon the sign type and its design. The table below indicates the required level of review by sign type.

TABLE 84-5: Required Review by Sign Type

	SIGN OFFICER	PLANNING BOARD
A-FRAME SIGN		●
AWNING SIGN		
Within Valance Area	●	
Outside Valance Area		●
EXTERNALLY ILLUMINATED SIGN		●
GROUND SIGN		●
MARQUEE SIGN		●
PAINTED SIGN		●
PROJECTING SIGN	●	
ROOF SIGN		●
SUSPENDED SIGN	●	

	SIGN OFFICER	PLANNING BOARD
TEMPORARY SIGN	●	
WALL SIGN		
Area 16 Square Feet or Less	●	
Area Over 16 Square Feet		●
WINDOW SIGN		
As Sole Signage for Use		●
As Additional Signage for Use	●	

- 2) Applications for signs that are consistent with a sign plan or program previously approved by the Planning Board for a project or building may also be administratively reviewed, regardless of the sign type.

B. Administrative Review Procedures.

- 1) The Sign Officer may approve, approve with modifications, or deny a sign application as part of administrative review. Approval of a sign application shall require the issuance of a sign permit. The Sign Officer shall issue a sign permit only if the sign conforms to all the applicable standards and requirements of this Chapter.
- 2) The Sign Officer may, at his or her discretion, refer any sign application to the Planning Board for review and comment.
- 3) Appeals of a sign application decision made by the Sign Officer may be filed with the Planning Board. An appeal must be filed within 30 days of the date of the sign application decision in order to be considered.

C. Planning Board Review.

- 1) The Planning Board shall review and decide upon all sign applications received from the Sign Officer. Such review may occur at any regularly or specially scheduled Planning Board meeting.
- 2) The Planning Board may approve, approve with modifications, or deny a sign permit application. The Sign Officer shall issue a sign permit within 30 days of approval by the Planning Board. .
- 3) Development applications subject to review and approval by the Planning Board may have proposed signage reviewed and approved as part of the site plan or architectural review process. In the event of such review, all required sign permit application materials shall be provided to the Planning Board as part of the site plan or architectural review application.
- 4) Appeals of a sign application decision made by the Planning Board may be filed with the Zoning Board of Appeals. Said appeal must be filed within 30 days of the date of the sign application decision to be considered.

D. **Review Criteria.** The review of sign permit applications by the Sign Officer and Planning Board shall be based upon the following criteria:

- 1) The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located as well as neighboring buildings;
- 2) The sign is neither confusing or distracting, nor will it create a traffic hazard or otherwise adversely impact public safety;
- 3) The sign is consistent with the vision and intent of the Village of Williamsville Community Plan and will promote an attractive and walkable traditional Village environment;
- 4) The sign follows the design guidelines outlined in Section 84-18 to the greatest extent practicable; and
- 5) The sign is otherwise compliant with this Chapter.

§ 84-6 MEASUREMENT

A. Sign Area.

- 1) Single Sign Face. The area of a sign shall be computed by means of the smallest square, circle, rectangle, triangle, or geometric combination thereof that will encompass the extreme limits of the writing, representation, emblem, graphic, and/or other display, together with any material, backdrop, or structure on which it is placed. See Figure 1.
- 2) Multi-Faced Signs. In the case of a multi-faced 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 forty-five (45) degrees or less.

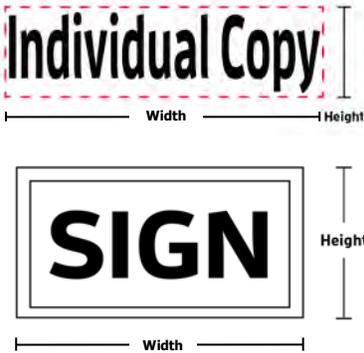


Figure 1: Individual Letters and Sign Faces

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 2.
- 2) Other Signs. The height of an awning, projecting, suspended, wall, or window sign shall be determined by measuring the vertical distance between the top part of the sign face or structure, whichever is highest, to the bottommost edge of the sign face.

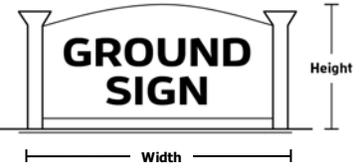


Figure 2: Freestanding Sign

§ 84-7 SAFETY PROVISIONS FOR ALL SIGNS

- A.** No sign shall be erected in such a manner as to obstruct free egress from a window, door or fire escape or to become a menace to life, health or property.
- B.** No sign shall be erected at or near any intersection of streets, alleys, or railways in a manner that obstructs free and clear vision for pedestrians, bicyclists, and motorists.
- C.** No sign shall be of a shape or color that may be confused with any authorized traffic control device.
- D.** No rotating beam, beacon, or flashing illumination resembling an emergency light shall be used with any sign display.
- E.** The erection of any sign and its supports, including any wiring and/or electrical components utilized therein, shall be consistent with generally accepted standards and requirements of the NYS Building Code.
- F.** The erection of any sign, its supports, wiring, or other structural and/or electrical elements may be subject to inspection and approval by the Sign Officer.

§ 84-8 CONSTRUCTION

- A.** All signs shall be constructed of permanent, weather resistant, and durable materials, except for banners, flags, temporary signs, and window signs otherwise in conformance with this Chapter.
- B.** Where applicable, signs shall be supported by sign structures that are designed to resist wind pressures, dead loads, and lateral loads in accordance with the appropriate provisions of the NYS Building Code. All sign supports shall be reviewed as part of the sign design.
- C.** All sign lettering shall be permanently affixed to the sign. Manual changeable copy signs shall be enclosed and locked.
- D.** No sign may be constructed of untreated, unfinished, or unpainted wood, sandblasted metal, or other unfinished materials. All wood components of signs must be sealed and protected from the elements.

§ 84-9 ILLUMINATION

- A.** In no event shall any illuminated sign or lighting device be placed so as to permit the beams and illumination therefrom to be 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.
- B.** All lighting fixtures shall be dark sky compliant and directed so as not cast an illumination of more than two (2) foot-candles on adjacent nonresidential properties or more than one-tenth (0.1) foot-candle on adjacent residential properties.

- C. All illumination shall be a steady, continuous burning of bulbs or lights. The flashing, blinking, oscillating, rotating or intermittent turning on and off of any illuminating device is prohibited.
- D. Overhead wires or exposed wires on a sign or its supporting members are prohibited.
- E. Permitted lighting fixtures include lanterns, goosenecks, and shielded, architectural-grade spot lights (See Section 112-16l of the Village Code). Single bar fluorescent tube fixtures are prohibited.
- F. Channel lettering and reverse channel lettering may be utilized in districts where illumination is permitted.

§ 84-10 LOCATION

- A. No sign shall be posted on public property or within a public right-of-way without express approval by the Village Board or any official designated by the Village Board for granting such approval.
- B. No sign shall obscure, alter, or cover the architectural features of any building.
- C. Off-premise signs are prohibited. All signs shall be located on the site of the use being promoted, identified, or advertised.
- D. All freestanding signs, unless otherwise noted within this Chapter, shall be no closer than five feet from the inner edge of the public sidewalk or 15 feet from the inner edge of the public roadway, whichever is greater.

§ 84-11 VISIBILITY AT INTERSECTIONS

No freestanding sign or any part thereof exceeding three feet in height, other than a supporting pole or brace no greater than 18 inches in width or diameter, shall be located within the designated clear sight triangle of any intersecting streets. The clear sight triangle shall be defined by the triangle formed by the center lines of the intersecting streets measured 20 feet outward from the point of intersection of said center lines along such center lines. This shall only apply to intersections where a building does not occupy this space. See Figure 3.

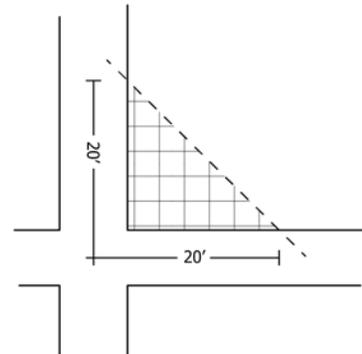


Figure 3: Clear Sight Triangle

§ 84-12 MAINTENANCE & REPAIR

All signs shall be maintained in safe and good structural condition, in compliance with all applicable building and electrical codes, and in conformance with this Chapter at all times. Such maintenance includes replacement of all defective bulbs, parts, materials, painting, repainting,

cleaning, replacement of copy, and other acts required for maintenance of such sign. If any sign does not comply with these standards, the Sign Officer may require its removal.

§ 84-13 REMOVAL OF SIGNS

- A. Where required by this Chapter, the removal of signs shall be the sole responsibility of the sign owner and/or sign permit holder. If said sign is not removed within 30 days of the date of written notice by the Sign Officer, the Sign Officer is authorized to affect its removal.
- B. The Sign Officer may remove any sign that is found to be in violation of this Chapter. The property and/or sign owner shall subsequently be given written notice of such sign removal. If the sign is not claimed within 10 days of the written notice, the Sign Officer may dispose of said sign.
- C. Any costs incurred for the removal of a sign shall be fully reimbursed to the Village of Williamsville by the sign owner and/or sign permit holder. All expenses incurred by the Village in removing such sign shall be a charge against the property and shall be added to the next taxes assessed against the property if not paid within 30 days after notice of said charge is delivered to the owner by certified mail or equivalent means.

§ 84-14 SIGNS AUTHORIZED WITHOUT A PERMIT

The following types of signs may be erected in the Village without obtaining a sign permit. Although permits are not required for these signs, they shall conform to all other requirements of this Chapter or may be subject to removal by the Sign Officer in accordance with Section 84-13.

- A. **Directional Signs.** Non-illuminated direction signs do not require a permit provided the following conditions are met:
 - 1) Directional signs shall be located entirely on the property to which they pertain and shall not contain a commercial message (e.g. business name).
 - 2) The total of directional signs on any one property shall not exceed an area of six square feet in a residential district, or 16 square feet in a nonresidential district.
 - 3) Directional signs shall not exceed three feet in height.
 - 4) Directional signs may not extend above the first floor of any given structure or project beyond property lines.
- B. **Gasoline or Vehicle Charging Station Signs.** Signs attached to a gasoline pump or vehicle charging station shall not require a permit provided they do not exceed six square feet in area.
- C. **Governmental Signs.** Any official sign, public notice, or warning sign authorized by federal, state or local law, including but not limited to signs erected and maintained pursuant to

and in discharge of any government functions. (Example: NYS inspection station or authorized repair shop identification).

D. House Numbers and Nameplates. Address and name of occupant of premises for a residential structure, not including designations as to employment or home occupation, are to be limited in size to four square feet per dwelling unit.

E. Incidental Signs. Incidental signs shall conform to the following standards:

- 1) No sign may be illuminated.
- 2) No sign may exceed three feet in height and four feet in area.
- 3) The cumulative area of all signs shall not exceed 12 square feet.

F. Internal Signs. Signs within a building not legible from the public right-of-way or adjacent lots, or any sign within an enclosed outdoor space, such as an athletic field, where such sign is not legible beyond the property lines.

G. Lawn Signs. Lawn signs shall be in conformance with the regulations below.

- 1) No sign exceeds three feet in height and six square feet in area, and the cumulative area of all signs on the lot does not exceed 12 square feet.
- 2) No sign is displayed for more than 30 days in a 90-day period.
- 3) No sign is illuminated.

H. Neon Signs. Neon signs located within a window area shall not require a sign permit provided they conform to the following:

- 1) The neon sign is located within a nonresidential district.
- 2) No more than one neon sign per window, covering no more than 10% of the window area.
- 3) No more than two neon signs per use.

I. Noncommercial Signs. Any use is permitted one sign that does not contain a commercial message, provided such sign is in conformance with the following:

- 1) The sign does not exceed three feet in height and six feet in area.
- 2) The sign is not illuminated.
- 3) The sign is not located above the first-floor of any structure.

§ 84-15 PROHIBITED SIGNS

A. Any sign for which no sign permit was issued, for which a sign permit was revoked, or any other sign not explicitly authorized herein.

- B. Any sign that may be confused with a traffic control sign, signal or device or the light of an emergency or road equipment vehicle or any sign which hides from public view any traffic or street sign, signal, or device.
- C. Any sign that flashes, blinks, rotates, or revolves, or utilizes unshielded lighting devices, mirrors, or reflectors to outline or provide the background of a sign.
- D. Any derivation of digital or electronic signage which displays animated or illuminated content.
- E. Any sign employing vertical louvered blinds, mechanically changing, or movable materials.
- F. Any sign that is not properly maintained, considered structurally unsound, hazardous, or otherwise unsafe.
- G. Any sign that contains words or pictures of an obscene or pornographic nature.
- H. Any sign that emits audible sounds, odor, or visible matter.
- I. Any sign prohibited within a residential district that is located in an adjacent nonresidential district and is not set back at least 10 feet from the adjacent residential district property line.
- J. Any sign that is located off-premise from the use and/or structure to which it serves, unless otherwise permitted by this Chapter.
- K. Any sign that is obsolete or abandoned, advertising an activity, business, product or service no longer conducted or available on the premises on which the sign is located.
- L. Any sign placed on a curb, sidewalk, hydrant, utility pole, tree or other object located on or over any public street unless otherwise permitted by this Chapter.
- M. Any pole sign or sign that is mounted on wheels or mounted on any structure on wheels.
- N. Any banner, poster, pennant, ribbon, streamer, spinner, or balloon, unless otherwise authorized by this Chapter.

§ 84-16 PERMITTED SIGNS BY ZONING DISTRICT

- A. **Sign Types.** The following table indicates the sign types permitted within the Village's zoning districts, as established in Chapter 112 of the Village of Williamsville Code.
 - 1) A fully filled dot indicates that the sign type is permitted and may be illuminated.
 - 2) An outline of a dot indicates that the sign type is permitted but may not be illuminated.
 - 3) A "-" indicates that the sign type is not permitted.

TABLE 84-16(A): Sign Types Permitted by Zoning District

SIGN TYPE	ZONING DISTRICTS				REQUIREMENTS
	R-1, R-2, R-3	R-3M	NMU, MU	M-1	
A-Frame	-	○	○	○	§ 84-17(A)
Awning	-	-	○	○	§ 84-17(B)
Ground	○	○	●	●	§ 84-17(C)
Marquee	-	-	●	-	Determined by Planning Board
Painted	-	-	○	○	§ 84-17(G)
Projecting	-	○	●	●	§ 84-17(D)
Roof	-	-	●	●	Determined by Planning Board
Suspended	-	-	○	-	§ 84-17(E)
Temporary	○	○	○	○	§ 84-17(F)
Wall	○	○	●	●	§ 84-17(G)
Window	-	○	○	○	§ 84-17(H)

B. **Number of Signs.** The number of signs and sign types permitted in zoning districts is provided in the table below. All signs must be in conformance with Section 84-17, where applicable.

TABLE 84-16(B): Number of Signs Permitted

	NUMBER ¹	TYPE
Residential District	1 per use	As permitted
Nonresidential District	2 per use	1 of each, as permitted
Residential Development	1 per entrance ²	Ground Sign, max height 4 feet & max area 24 square feet
Multi-Tenant Development		
Per Use	2	1 of each, as permitted
Per Lot	1	Ground Sign, max height 10 feet & max area 32 square feet
Multi-Story, Multi-Tenant Building		
First-Floor	1 per use	As permitted
Upper-Floor	1 shared	As permitted, located on sign board
Corner Buildings	1 additional	As permitted ³ , must be identical to signage on primary façade
NOTES: (1) Window signs shall not be included in the count of total allotted signage. (2) Shall only apply to entrance points from public streets. (3) Freestanding signs may not be duplicated. Additional signage must be located on façade.		

§ 84-17 REGULATIONS BY SIGN TYPE

A. A-Frame Sign.

1) Requirements by District.

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	-	-	1 per use	1 per use
Maximum Area	-	-	6 square feet	6 square feet
Minimum Height	-	-	3 feet	3 feet
Maximum Height	-	-	4 feet	4 feet
Illumination	-	-	-	-

2) Additional Regulations.

- a. The sign must be brought in each day at the close of business.
- b. Uses along Main Street may place a-frame signs within the public sidewalk provided it does not impede pedestrian traffic and is set back at least four feet from the curb of the street.

3) Sign Design. Refer to Section 84-18 for sign design guidelines.



B. Awning Sign.

1) **Requirements by District.**

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	-	-	1 per awning	1 per awning
Maximum Area	-	-	4 square feet	4 square feet
Maximum Height	-	-	2 feet	2 feet
Minimum Clearance¹	-	-	9 feet	9 feet
Illumination	-	-	-	-

NOTE: (1) Measured from the elevation of the ground directly beneath the center of the awning to the bottommost edge of the awning

2) **Additional Regulations.**

- a. Awning signs shall be permitted on first-floor awnings only.
- b. A single use may utilize no more than two awnings for signage. Where a single use has more than one awning, each awning shall match in color and style.
- c. Where an awning relates to more than one use, each use shall be entitled to one sign on such awning provided the color and style of the signs are the same.
- d. Awnings upon which a sign is to be placed shall be comprised of high-quality, weather-resistant materials designed for exterior use.

3) **Sign Design.** Refer to Section 84-18 for sign design guidelines.



C. Ground Sign.

1) **Requirements by District.**

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	1 per lot	1 per lot	1 per lot	1 per lot
Maximum Area	6 square feet	16 square feet	20 square feet	30 square feet
Maximum Height	3 feet	3 feet	4 feet	6 feet
Illumination	-	-	Internal or External	Internal or External

2) **Additional Regulations.**

- a. All ground signs shall have a landscaped area at the base of the sign. The landscaping shall fully surround the sign and utilize appropriate plantings so as not to obscure the visibility of the sign.
- b. All plantings shall be properly manicured and maintained as the season may require. Dead or decaying plant material shall be replaced by the sign owner within 30 days of written notice by the Sign Officer.
- c. Segmental block and/or non-mortared stone is permitted for sign base materials only if like materials are in use throughout the principal structure. Landscape timbers are not permitted sign base materials.
- d. External lighting fixtures may be mounted on the ground or on the sign. Lighting fixtures mounted on the ground shall be shielded and directed so as to illuminate only the sign face.
- e. The use of neon tubes may be permitted with Planning Board review and approval.

3) **Sign Design.** Refer to Section 84-18 for sign design guidelines.



D. Projecting Sign.

1) **Requirements by Districts.**

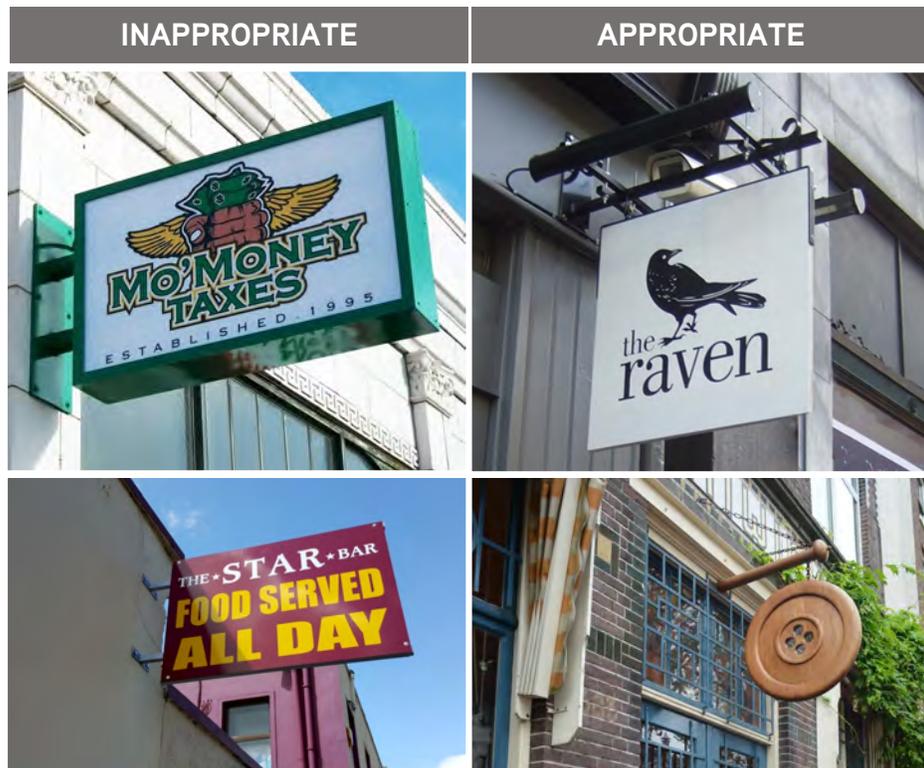
	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	-	1 per use	1 per use	1 per use
Maximum Area	-	4 square feet	6 square feet	8 square feet
Maximum Height	-	2 feet	2 feet	3 feet
Minimum Clearance¹	-	9 feet	9 feet	9 feet
Illumination	-	-	External Only	External Only

NOTE: (1) Measured from the elevation of the ground directly beneath the center of the sign to the bottommost edge of the sign.

2) **Additional Regulations.**

- a. Signs shall be located in the sign board area, unless otherwise approved by the Planning Board.
- b. The use of neon tubes may be permitted with Planning Board review and approval.

3) **Sign Design.** Refer to Section 84-18 for sign design guidelines.



E. Suspended Sign.

1) **Regulations by District.**

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	-	1 per use	1 per use	-
Maximum Area	-	6 square feet	6 square feet	-
Maximum Height	-	2 feet	2 feet	-
Minimum Clearance¹	-	9 feet	9 feet	-
Illumination	-	-	-	-

NOTE: (1) Measured from the elevation of the ground directly beneath the center of the sign to the bottommost edge of the sign.

2) **Additional Regulations.**

a. Signs shall be located in the sign board area, unless otherwise approved by the Planning Board.

3) **Sign Design.** Refer to Section 84-18 for sign design guidelines.



F. Temporary Sign.

1) **Regulations by District.**

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	1 per use	1 per use	1 per use	1 per use
Maximum Area	6 square feet	12 square feet	24 square feet	24 square feet
Maximum Height	3 feet	3 feet	6 feet	6 feet
Illumination	-	-	-	-

2) **Additional Regulations.**

- a. No sign shall be displayed for more than 30 days in a 90-day period.
- b. The display of a sign may be extended for up to two additional 30-day periods upon written request to the Sign Officer setting forth the special circumstances requiring such extension.
- c. No sign shall project above the first floor of any given building or beyond property lines.
- d. Banners, posters, pennants, ribbons, streamers, spinners, or balloons may be permitted as temporary signage, provided they are in conformance with this Section.

G. Wall Sign.

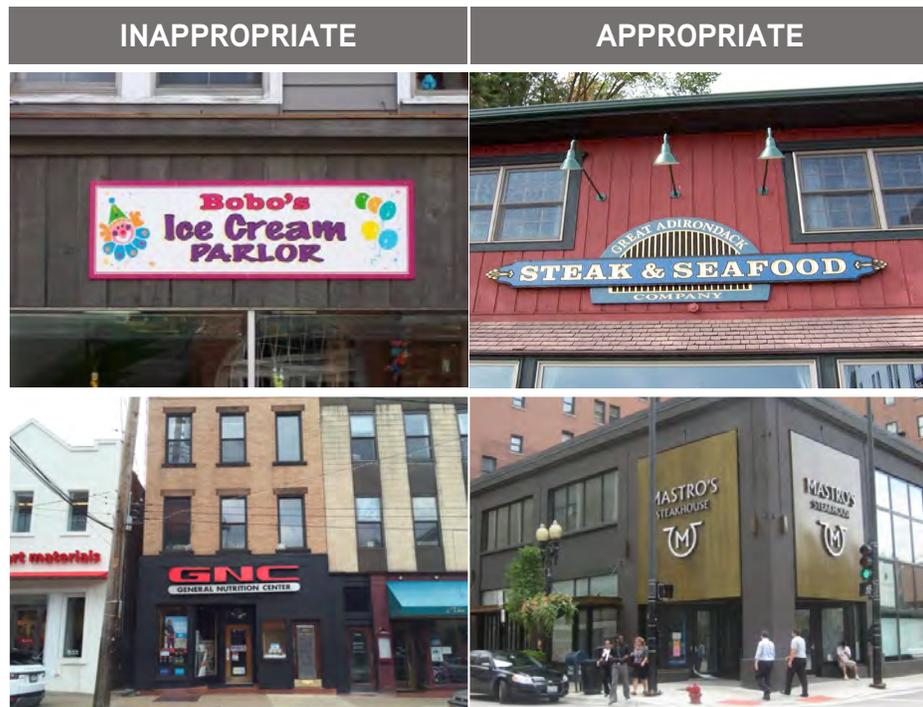
1) **Regulations by District.**

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	1 per structure	1 per structure	1 per façade	1 per façade
Maximum Area	4 square feet	8 square feet	20% of façade OR 50 square feet, whichever is less	20% of façade OR 50 square feet, whichever is less
Maximum Height	1 feet	2 feet	4 feet	6 feet
Illumination	Not Permitted	Not Permitted	External Only	Internal or External

2) **Additional Regulations.**

- a. Signs shall be located in the sign board area, unless otherwise approved by the Planning Board.
- b. Painted signs shall require Planning Board review and approval. No painted sign shall be located on the primary façade of a structure.

3) **Sign Design.** Refer to Section 84-18 for sign design guidelines.



H. Window Sign.

1) Regulations by District.

	R-1, R-2, R-3 Districts	R-3M District	NMU, MU Districts	M-1 District
Maximum Number	-	-	None	None
Maximum Area	-	-	25% of window area	50% of window area
Illumination	-	-	-	-

2) Additional Regulations.

- a. Window signs shall not be counted towards the total allotted signage for any use.
- b. Signs are permitted in first floor windows only.

3) Sign Design. Refer to Section 84-18 for sign design guidelines.



§ 84-18 SIGN DESIGN GUIDELINES

The following sign design guidelines are intended to assist applicants and review bodies in addressing issues related to sign compatibility, legibility, placement, and color.

A. Compatibility.

- 1) Signs should be constructed of high quality materials that are compatible with the building form and the 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 establish appropriate design rhythm, scale, and proportion and create visual interest.
- 4) Signs should be designed to include relief in the lettering or sign face to create shadows and provide depth and visual interest.

B. Legibility.

- 1) Hard to read, intricate typefaces should be avoided. The number of lettering styles on a single sign should be limited to two for small signs and three for larger signs.
- 2) Letters and words should not be spaced too closely together. Generally, letters should not occupy more than 75% of the sign area.
- 3) Large areas of blank spaces should be avoided. Generally, 50% or more blank area should be avoided for boxed sign areas or framed signs.
- 4) Strangely shaped or unnecessarily narrow signs should be avoided. If an unusual shape is not symbolic it is more likely to be confusing.

C. 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.
- 2) Signs should be placed at or near the public entrance to a building to indicate the most direct access.
- 3) Signs located on a building façade should be located in the sign board area.

D. Color.

- 1) Signs should feature substantial contrast between the color and material of the background and text or symbols.
- 2) Sign colors should complement the materials and colors of adjacent buildings, including accent and trim colors, where applicable.

- 3) 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.
- 4) Day-glo or florescent colors should be avoided.

§ 84-19 NONCONFORMING SIGNS

- A.** Any sign that does not comply with this Chapter is eligible for characterization as a legal nonconforming sign if the sign complied with all requirements in effect at the time it was erected.
- B.** Nonconforming signs must be brought into compliance with this Chapter under the following conditions:
 - 1) The sign is altered in any way, such as size, design, structure, or type of illumination (except for normal maintenance).
 - 2) The sign is relocated or replaced.
 - 3) The property or business to which the sign relates changes ownership or primary use.
- C.** Any nonconforming sign that is removed from its position or siting and not replaced in-kind within 30 days shall be presumed to be abandoned and discontinued, and therefore may not be restored or re-erected except in compliance with this Chapter.
- D.** No nonconforming sign may be altered in any way that would increase its nonconformity with the regulations of this Chapter, including but not limited to area, height, setback, and illumination.
- E.** A nonconforming sign shall not be repaired, reconstructed or replaced, except in conformity with all the provisions of this chapter if it is damaged to an extent that the cost of repairing the sign to its former condition or replacing it with an equivalent sign equals or exceeds 50% of the replacement value of the sign so damaged, including labor.
- F.** Nothing in this section shall relieve the owner or user of a nonconforming sign or owner of the property on which the nonconforming sign is located from complying with the provisions of this Chapter regarding safety, maintenance and repair of signs. Any repainting, cleaning, or routine maintenance or repair of the sign or sign structure shall not be deemed to modify the sign in any way.
- G.** The amortization period of any legal nonconforming pole sign in a M, NMU or MU District as provided for in the Village of Williamsville Local Law No. 7-2015 shall remain in effect. An extension of 180 days to the original amortization period shall be permitted as part of this Chapter update. The Zoning Board of Appeals may permit a longer amortization period upon the submission of competent proof by the owner of the sign that a longer amortization period is necessary to allow the owner to recover its investment.