



Adirondack Park Agency

PROJECT GUIDELINES: SIGNS

Objective: To ensure that new signs associated with projects subject to Agency jurisdiction comply with Appendix Q-3 of Agency regulations, and to encourage that non-jurisdictional signs be constructed in a manner that protects the resources of the Park.

Background:

Signs provide a mechanism for communication, advertising, direction, and promotion of goods and services to the public, and are important to commercial, industrial, residential, recreational, municipal, and other land uses. However, the number, location, size, scale, design, and construction of signs can cause impacts to the scenic, aesthetic, and other resources of the Park.

By law, the Agency can only issue a permit for a regulated activity on private lands if all of the on-premise signs associated with the project will comply with the standards established in Appendix Q-3 of the Agency's regulations. Off-premise signs and signs located on public land are regulated by the NYS Department of Environmental Conservation and Department of Transportation.

Where there is no Agency permit required for an activity, the following guidelines are encouraged for the construction of new signs:

- Use signs that are appropriate to the character of the surrounding area.
- Limit signs to the number and size necessary.
- Avoid signs containing moving parts, neon or fluorescent colors, and flashing lights.

Appendix Q-3:

As noted above, Appendix Q-3 to Agency regulations establishes standards for all signs associated with activities requiring an Agency permit. Lawfully non-conforming signs are exempted from these standards, unless an Agency permit authorizing changes to the associated activity requires that the non-conforming signs be brought into compliance.

The following list identifies many of the sign requirements found in Appendix Q-3. The complete text of this appendix is available at

http://apa.ny.gov/Documents/Laws_Regs/Sign_Stnds_Appendix_Q3.pdf.

- ***Sign Locations – General:***

- Unless located on a business building, signs containing more than 20 square feet of sign area must be located at least 20 feet from all road beds.
- Unless located on a business building, signs containing 20 square feet of sign area or less must be located at least 10 feet from all road beds.
- Signs associated with businesses must be located 200 feet or less from the business itself.
- Signs may not be located on the roof of any building.
- Signs may not project more than 3 feet from the wall of any building.
- Signs may not be painted onto a motor vehicle that remains parked on a project site primarily for display purposes.
- Signs may not be located primarily to direct information to travelers on the Adirondack Northway (Interstate 87).

- ***Sign Composition – General:***

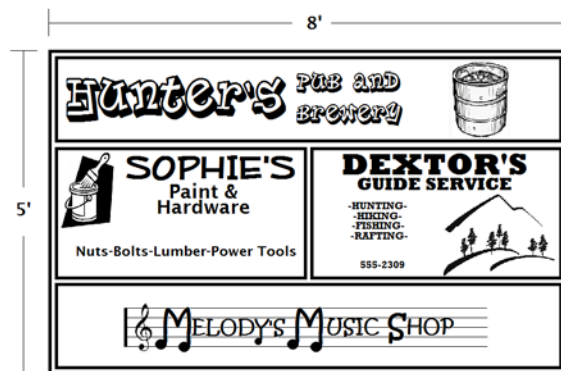
- Signs containing up to 15 square feet of sign area may be internally lit, but only with a constant intensity of light.
- Signs may be externally lit, but only with downward-facing lights that do not contain any flashing, moving, or neon components.
- Signs may not contain mirrors.
- Signs may not contain day-glow or fluorescent paint.
- Signs may not move or rotate.
- Signs may not contain banners, pennants, ribbons, or any other moving, fluttering, or revolving components. Flags and banners that indicate whether a business is open or indicate support for or affiliation with a government, group, or cause unrelated to commercial advertising are not considered signs.

- **Individual businesses - Sign number and size limits:**

- No individual business may have more than two signs greater than or equal to 2 square feet in sign area. There is no limit on the number of signs less than 2 square feet in size.
- No individual sign may contain more than 40 square feet of sign area.
- No individual business's signs may total more than 60 square feet in sign area, not including individual signs less than 2 square feet in sign area.
- No free-standing business sign may be more than 20 feet in height.

- **Shopping centers - Sign number and size limits:**

- No more than one sign up to 40 square feet in sign area may identify the shopping center as a whole.



- Each individual business may have one wall sign up to 30 square feet in sign area.
- No free-standing business sign may be more than 20 feet in height.
- Properties where payments for goods or services are made to separate on-site business entities are considered shopping centers, even where the payments occur within a single building or room.
- Shopping center businesses may choose to use either the signage allowed for individual businesses or the signage allowed for shopping center businesses.

- **Gasoline/Service stations – Special provisions:**

- In addition to the applicable Individual Business/Shopping Center provisions, gasoline/service stations may have one pole sign containing

up to 15 square feet of sign area. The pole sign may be more than 20 feet in height, but will require an Agency permit if it is in excess of 40 feet in height. Pole signs may be free standing or mounted above another sign.

- Signs meeting the minimum number and size requirements of Article 16, Section 192(5) of the New York State Agriculture and Markets Law for displaying fuel price per gallon on pump dispensers are exempted from the requirements of Appendix Q-3.
- **Residential/Non-Business - Sign number and size limits:**
 - No more than one sign may be located on any residential or other non-business property.
 - No sign may contain more than 8 square feet of sign area on any residential or other non-business property.
 - No sign may be greater than 6 feet in height on any residential or other non-business property.

Definitions:

Sign – with limited exceptions, any visual communication or expression that is visible from an out-of-doors position and used to advertise or bear any kind of message, as well as the surface upon which the communication or expression is located and any frame or support established specifically to bear the communication or expression. Flags and banners that indicate whether a business is open, flags and banners that indicate support for a government, group, or cause unrelated to commercial advertising purposes, and temporary signs, such as sandwich boards, that are brought indoors at the close of business each day are not considered signs.

Face of a sign, or Face – any surface established specifically for the placement of the visual communication or expression.

Sign area – the total area of the face of a sign or, where there is no face, the total area within a continuous rectangular perimeter enclosing the communication or expression. The sign area of a sign containing two faces back-to-back is the total area of the larger face.

Height – the measurement of the highest point of a sign to the highest level of ground beneath the sign prior to any grading or fill done primarily for the purpose of raising the sign.