

Section I: Sign Regulations

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I. Sign Regulations

a) Application and Purpose

The regulations contained in this Section shall apply to the location, erection and maintenance of signs in any zoning district regulated by this Ordinance. The purpose and intent of this Section to:

1. Recognize the functions and importance of signs for the business sector and the territory within the Jurisdiction of the Commission as a whole;
2. Preserve and enhance the character and visual appearance of the City;
3. Recognize the integral part played by signs in the overall appearance of the City and territory within the Jurisdiction of the Commission;
4. Provide a reasonable set of controls that will permit and encourage creative and effective signs that adequately identify a business; and
5. Provide standards and guidance for sign users and sign designers as to what constitutes appropriate signage in the City and territory within the Jurisdiction of the Commission.

b) Administration

The regulations contained in this Section shall be administered by the Building Commissioner. All signs identified by this Section as requiring the issuance of a permit shall be subject to the following provisions:

1. To ensure compliance with the regulations of this Section, a sign permit shall be required in order to erect, move, alter, reconstruct or repair any permanent or temporary sign, except signs that are exempt from permits in compliance with subsection c (Exempt Signs).
2. In multiple tenant buildings, a separate permit shall be required for each business entity's sign(s), unless a sign program is provided. Applicants are encouraged to provide a sign program as opposed to obtaining single permits for groups of businesses, professional

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offices, or industrial complexes. Only one sign permit shall be required for each sign program.

3. Changing or replacing the copy on an existing conforming or legal nonconforming sign shall not require a permit, provided that:
 - a. No structural changes are made to the sign,
 - b. The name of the business to which the sign belongs is not changed, or
 - c. The change does not render the sign in violation of this Section.
4. Applications for sign permits shall be made in writing on forms furnished by Building Commissioner. The application shall contain:
 - a. The location by street number and the legal description of the proposed sign structure;
 - b. Names and addresses of the owner, sign contractor and erectors;
 - c. Legible site plans which include the specific location of the sign and setbacks to adjacent property lines and buildings;
 - d. A detailed drawing indicating the dimensions, materials, and colors of the proposed sign structure. A certification by a structural engineer may be required for a freestanding or projecting sign;
 - e. A graphic drawing or photograph of the sign copy;
 - f. A description of the lighting to be used, if applicable;
 - g. Proof of public liability insurance covering freestanding signs and projecting wall signs;
 - h. If the sign is to be located off the premises advertised, a written lease or permission from the property owner of the site on which the sign will be located; and
 - i. Sign permit fee and plan check fee as established by the current fee schedule.

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5. Within a reasonable time of the date of application submission, the Building Commissioner shall either certify the application is complete and in compliance of all submittal requirements or reject it as incomplete and notify the applicant in writing of any deficiencies.
 6. When the Building Commissioner has determined the application to be complete, the sign permit shall be reviewed in accordance with the established review criteria. The Building Commissioner has the authority to approve, approve with conditions or deny the sign permit. Upon approval of the sign permit, the sign permit and any building or electrical permits required for the sign shall be issued to the applicant.
 7. The following review criteria shall be used to evaluate all sign permit applications:
 - a. Sign meets the requirements of this Section;
 - b. Sign conforms to the requirements of the building and electrical code;
 - c. Sign conforms to the size, height, material and location requirements of the zoning district in which it is located;
 - d. Sign would not interfere with pedestrian or vehicular safety;
 - e. Sign would not detract from the character of an architecturally significant or historic structure;
 - f. Sign would not be located so as to have a negative impact on adjacent property;
 - g. Sign would not detract from the pedestrian quality of street or area; and
 - h. Sign would not add to an over-proliferation of signs on a particular property or area.
 8. Before a sign permit is approved, the applicant shall pay required fees.
 9. All permits are good for the life of the sign except for permits for those signs which are expressly specified as temporary signs pursuant to this Section.
 10. Any appeal of denial of a sign permit or approval with conditions shall be made to the Board of Zoning Appeals as provided in Section B (Administration).

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11. Any request for an increase in the maximum allowable area for a sign, or for signs not expressly permitted in these regulations, must be approved through a variance granted by the Board of Zoning Appeals.
12. After notice and public hearing, any sign permit granted in accordance with the provisions of this Section may be revoked upon a finding by the Board of Zoning Appeals, that the sign, or sign program, for which the permit was granted advertises the availability or sale of goods, property, or services no longer available, or is constructed, installed, or maintained in a manner that is not in accordance with the approved application.

c) Exempt Signs

The following signs shall be exempt from permit requirements of this Ordinance and may be placed in any zoning district, subject to the provisions of this Ordinance. Such signs shall otherwise be in conformance with all applicable requirements contained in this Ordinance. All such signs (except government signs) shall be located outside a street right-of-way. Signs shall not interfere with traffic signs or vision clearance at intersections. All other signs shall be allowed only by permit and upon proof of compliance with this Ordinance.

1. Signs erected on behalf of or pursuant to authorization of a governmental body, including but not limited to: legal notices; identification and information signs, and, traffic control, directional or regulatory signs.
2. Official signs of non-commercial nature erected by public utility, oil and gas, mining or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines and similar devices.
3. Flag, pennants, crests, or insignia of a school or a public, religious or nonprofit institution when not displayed in connection with a commercial promotion or as advertising.
4. Religious symbols located on a building or lot used for organized religious services.
5. Displays of string lights, provided:
 - a. They are decorative displays which only outline or highlight landscaping or architectural features of a building.
 - b. They are steady burning, clear, non-colored bulb lights. No blinking, flashing, intermittent changes in intensity or rotating shall be permitted.
 - c. They are no greater in intensity than five (5) watts.

- d. They shall not be placed on or used to outline signs, sign supports, awnings and/or canopies.
 - e. They shall not be assembled or arranged to convey commercial advertisements, slogans and/or logos.
 - f. They shall not create a safety hazard with respect to placement, location of electrical cords or connection to power supply.
 - g. They shall be maintained and repaired so that no individual light bulb is inoperative. In the event the bulbs are not maintained or repaired, the string lights may be removed at the expense of the owner after giving notice to the owner pursuant to this Ordinance.
- 6. Integral, decorative, or architectural features of buildings or works of art, so long as such features or works do not contain letters, trademarks, moving parts or lights (except barber poles).
- 7. Barber poles, provided that:
 - a. They are rotating or stationary cylindrical poles of the traditional red, white and blue spiral striped design attached by brackets to the barber shop being identified.
 - b. They shall not exceed two and one-half (2 ½) feet in length.
- 8. Memorial signs, plaques or historical markers which are noncommercial in nature.
- 9. Scoreboards for athletic fields.
- 10. Signs displayed on trucks, buses, trailers or other vehicles which are being operated or stored in the normal course of a business, such as signs indicating the name of the owner or business which are located on moving vans, delivery trucks, rental trucks and trailers and the like, shall be exempt from the provisions of this Ordinance, provided that the primary purpose of such vehicles is not for the display of signs, and provided that they are parked or stored in areas appropriate to their use as vehicles.

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11. Vending machine signs provided that the advertisement upon the vending machine sign is limited to the product vended.
12. Manager or office of the manager signs not exceeding four (4) square feet in area which identify the location of the manager of the property.
13. Miscellaneous signs not exceeding two (2) square feet in area that are non-illuminated, internally illuminated or indirectly illuminated, including but not be limited to:
 - a. Signs on mailboxes or newspaper tubes;
 - b. Signs giving property identification, address numbers, date of erection, names or numbers of occupants; and
 - c. Signs indicating the location of public telephones or underground public utilities, or that provide instructions as required by law or necessity, and similar public information signs. This category shall be interpreted to include such signs as "no smoking," "restrooms," "no solicitors," "self-service" and similar informational signs.
14. Regulatory signs erected on private property, such as no parking, no trespassing or danger from animals signs, which do not exceed two (2) square feet per face or four (4) square feet in total sign area, limited to four (4) such signs per use or per building, whichever is the greater number.
15. Motor vehicle for sale signs provided there is only one (1) sign per vehicle, the sign does not exceed two (2) square feet in sign area, and the vehicles are located in approved sales lots.
16. "Vacancy" and "no vacancy" signs, where they are non-illuminated, internally illuminated, indirectly illuminated or directly illuminated signs; provided that the area of the sign does not exceed two and one-half (2½) square feet per face. Also, signs designed to indicate vacancy such as "yes," "no" or "sorry" shall also be exempt under the provisions of this paragraph if they meet the area requirement.
17. Non-illuminated or indirectly illuminated signs which identify, as a courtesy to customers, items such as credit cards accepted, redemption stamps offered, menus or prices; limited to one (1) such sign for each use, not to exceed four (4) square feet per face or eight (8) square feet in total sign area. Such signs may be attached to the building, as projecting

or wall signs, suspended from a canopy or included as an integral part of a freestanding sign.

18. Electronic message center and time and temperature signs which do not exceed eight (8) square feet in sign area provided however, that no identification or advertising is attached to or made part of the same sign structure.
19. Bulletin boards signs accessory to a school or public, religious or non-profit institution, subject to the following provisions:
 - a. No more than one (1) sign shall be permitted per street frontage;
 - b. The sign area shall not exceed twelve (12) square feet;
 - c. The sign shall not be internally illuminated; and,
 - d. The sign shall refer only to the services conducted on the lot.
20. Directional and instructional on-premise signs not exceeding six (6) square feet in sign area apiece.
21. Garage, estate, or yard sale signs on the lot on which the sale is located, provided that such signs:
 - a. Shall not exceed one (1) per street frontage of a lot;
 - b. Shall not exceed six (6) square feet in sign area; and,
 - c. Shall not be erected sooner than two days (2) days prior to the day of the sale and shall be removed immediately after the sale is completed.
22. Political signs displayed on private property in accordance with an official election or signs erected on behalf of candidates for public office, provided that such signs:
 - a. Shall not exceed sixteen (16) square feet in sign area; and,
 - b. Shall not be erected sooner than sixty days (60) days prior to the election date and shall be removed not later than ten (10) days after the election date.

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- c. The property owner upon whose land the sign is placed shall give written permission for the placement of said signs and shall be responsible for violations.
- 23. Portable signs or signs not permanently affixed or attached to the ground or to any structure, inclusive of sandwich board signs, real estate signs attached to posts driven into the ground, window signs and temporary barriers.
 - a. Such signs shall not exceed six (6) square feet in sign area.
 - b. Sandwich board signs shall be permitted on a sidewalk along the frontage of a business during normal hours of operation, and removed at all other times.
- 24. Signs temporarily attached to the interior of a window or glass door, provided that signs shall not cover more than fifty (50) per cent of the surface area of the window or door to which they are attached.
- 25. Special event signs, such as grand opening, fair, carnival, circus, festival, or similar event signs shall be permitted on the lot where the special event is to occur, provided that:
 - a. Such signs shall not exceed thirty (30) square feet in sign area.
 - b. Such signs shall not extend above the roof of the principal building on the premises.
 - c. Such signs shall not be erected sooner than fourteen days (14) days prior to the first day of the special event and shall be removed not later than three (3) days after the last day of the special event.
 - d. The signs are displayed no more than four (4) times per calendar year per establishment.
 - e. One (1) special event sign per street frontage per establishment shall be permitted.
 - f. If the sign is a banner, it shall be securely attached to the wall of the establishment, freestanding signs or light poles on private property.

- g. In no case shall any such sign impede the view or travel of any motorists or pedestrians or be attached to any structure within the right-of-way (government signs, telephone poles, etc.)

26. Temporary construction announcement signs, provided that:

- a. Size of Construction Announcement Signs:
 - i. On any lot with less than one (1) acre in area, construction announcement signs shall not exceed six (6) square feet in sign area.
 - ii. On lots in excess of one (1) acre in area, construction announcement signs shall not exceed sixty four (64) square feet in sign area.
- b. Height of Construction Announcement Signs:
 - i. On any lot with less than one (1) acre in area, construction announcement signs shall not exceed six (6) feet in height; or,
 - ii. On lots in excess of one (1) acre in area, construction announcement signs shall not exceed eight (8) feet in height.
- c. Only one (1) such sign oriented per street front per premises shall be erected. Any two (2) such signs located on the same premises shall be located at least one hundred (100) feet apart as measured by using a straight line.
- d. Such signs shall not be illuminated.
- e. Such signs shall only appear at the construction site.
- f. Such signs shall be removed within seven (7) days after the issuance of a Certificate of Occupancy.

27. Temporary decorations or displays, when such are clearly incidental to and are customarily associated with any national, state, local or religious holiday or celebration; provided that such signs shall be displayed for not more than sixty (60) days in any one (1) year; and may be of any type, number, area, height, location, illumination or animation.

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28. Temporary farm product signs, provided that:
- a. One (1) on-premises sign may be used. Said sign shall be located off the street right-of-way and at least ten (10) feet away from any side lot line. Such sign shall have a maximum sign area of nine (9) square feet and may not be illuminated.
 - b. A maximum of two (2) off-premise signs shall be permitted. Said off-premise signs shall have a maximum sign area of four (4) square feet apiece and shall not be illuminated. No such sign shall be allowed in the street right-of-way or within ten (10) feet of a side lot line.
29. Temporary posters announcing or advertising events sponsored by a school or public, religious or non-profit institution.
30. Temporary real estate signs indicating the sale, rent, or lease of the property or buildings upon which the sign is located, together with information identifying the owner or agent, of the lot on which the sign is located, provided that:
- a. Number of Real Estate Signs:
 - i. On any lot with less than one (1) acre in area, not more than one (1) real estate sign shall be permitted per street frontage.
 - ii. On lots in excess of one (1) acre in area, not more than two (2) real estate signs shall be permitted per street frontage.
 - b. Size of Real Estate Signs:
 - i. In any residential zoning district, real estate signs shall not exceed six (6) square feet in sign area on lots less than one (1) acre in size; or,
 - ii. In any non-residential zoning district, real estate signs shall not exceed twelve (12) square feet in sign area on lots less than one (1) acre in size.
 - iii. On lots in excess of one (1) acre in area, real estate signs shall not exceed thirty two (32) square feet in sign area.

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- c. Height of Real Estate Signs:
 - i. On any lot with less than one (1) acre in area, shall not exceed six (6) feet in height; or,
 - ii. On lots in excess of one (1) acre in area, shall not exceed eight (8) feet in height.
 - d. All temporary real estate signs shall be removed within seven (7) days after the real estate closing or lease transaction.
 - e. No temporary real estate sign shall be illuminated.

31. Temporary model home signs, provided that:

- a. Such signs shall not exceed six (6) square feet in sign area.
- b. Such signs shall not exceed six (6) feet in height.
- c. Only one (1) such sign may be displayed per model home.

32. Temporary directional off-premise signs advertising a specific planned unit development, residential subdivision, multi-family development, etc. Each such sign may have a maximum sign area of four (4) square feet and shall be placed outside all existing right-of-ways.

d) Prohibited Signs

The following signs are inconsistent with the purposes and standards in this Ordinance and are prohibited in all zoning districts:

- 1. Any sign or sign structure which:
 - a. In any other way obstructs the view of an official traffic sign, signal or device or any other official sign;
 - b. Uses any words, phrases, symbols or characters implying the existence of danger or the need for stopping or maneuvering a motor vehicle;

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- c. Creates in any other way an unsafe distraction for motor vehicle operators; or
 - d. Obstructs the view of motor vehicle operators entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare; or
 - e. Is erected on private or public property without the written consent of the owner or agent thereof.
- 2. Any sign other than traffic control signs erected, constructed, or maintained within, over or upon the right-of-way of any road or highway, except in the case of a sign for which a sign permit has been issued.
- 3. Any sign which interferes with free passage from or obstructs any fire escape, downspout, window, door, stairway, ladder or opening intended as a means of ingress or egress or providing light or air.
- 4. Any sign located in such a way as to intentionally deny an adjoining property visual access to an existing sign.
- 5. Off-premise advertising signs or any other sign not pertinent and clearly incidental to the permitted use on the property where located, except for:
 - a. Temporary directional signs, farm product signs and political signs permitted by exemption in subsection c (Exempt Signs).
 - b. A sign intended to direct people to a school or a public, religious or nonprofit institution and/or state meeting dates and times.
 - c. Areas zoned as a business or industrial district within 1,320 feet of an interstate highway interchange, subject to the standards for freestanding pole signs in subsection h (Regulations Specific to Zoning Districts).
- 6. Any flashing, blinking or moving signs, animated signs, or signs with moving or flashing lights, except for:
 - a. Electronic message center and time and temperature signs permitted by exemption in subsection c (Exempt Signs).

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- b. Electronic message center, time and temperature and digital video signs in the B-2, B-3, I-1 and I-2 zone districts larger than eight (8) square feet yet less than thirty two (32) square feet in sign area. Any such signs larger than thirty two (32) square feet shall require approval by the Board.
 7. Any rotating signs, except for barber poles as provided in subsection c (Exempt Signs).
 8. Any searchlights.
 9. Any Inflatable freestanding signs or tethered balloons.
 10. Any fabric signs, flags, pennants or banners when used for commercial advertising purposes except as provided in subsection c (Exempt Signs).
 11. Any roof signs, or any sign affixed to a roof, or projecting above the roof or parapet lines of a building or structure.
 12. Any vehicle-mounted signs, including but not limited to signs painted on or attached to semi-trailers when exhibited on private property adjacent to public right-of-way for the purpose of advertising the business or services offered on the property. Vehicle-mounted signs used in connection with a special event are exempt from the requirements of this Section during the duration of the special event. The term special event shall mean a parade, circus, fair, carnival, festival, farmers' market or other similar event that is different in character from the customary activities associated with the property.
 13. Any signs attached to trees, utility poles or fences, except as permitted in subsection c (Exempt Signs).
 14. Any sign or sign structure which, ninety (90) days or more after the premises have been vacated, advertises an activity, business, product or service no longer produced or conducted upon the premises upon which such sign is located. If the sign or sign structure is covered or the identifying symbols or letters removed, an extension of time may be granted by the Building Commissioner. This provision shall not apply to permanent signs accessory to businesses which are open only on a seasonal basis, provided that there is clear intent to continue operation of the business.
 15. Any sign or sign structure which:
 - a. Is structurally unsafe;

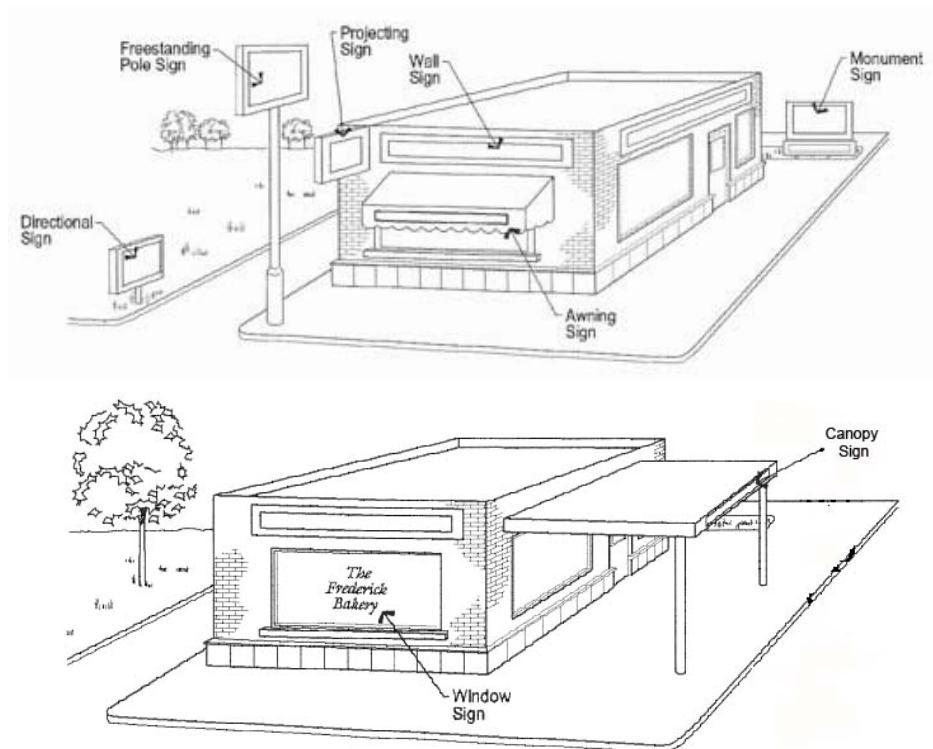
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- b. Constitutes a hazard to safety or health by reason of inadequate maintenance or dilapidation;
- c. Is not kept in good repair; or
- d. Is capable of causing electrical shocks to persons likely to come in contact with it.

e) Standards for Specific Sign Types

Sign types that have specific standards include awning signs, canopy signs, freestanding signs, monument signs, projecting signs, wall signs, and window signs, examples of which are illustrated in Figure I-1, Sign Types.

Figure I-1: Sign Types



1. **Awning Signs.** An awning sign is a building identification sign or graphic printed on or in some fashion attached directly to the material of an awning. Awning signs are subject to the following provisions:

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- a. Signs may be placed only on awnings that are located on first- and second-story building frontages, including those fronting a parking lot or pedestrian way. No awning sign shall project beyond, above or below the face of an awning.
 - b. No structural element of an awning shall be located less than eight (8) feet above finished grade. Awnings on which awning signs are mounted may extend over a public right-of-way no more than seven (7) feet from the face of a supporting building. No awning, with or without signage, shall extend above the roof or parapet lines of any building.
 - c. The portion of the awning which includes the sign display shall not exceed fifty (50) percent of the total area of the awning. Sign area shall comply with the requirements established by subsection h (Regulations Specific to Zoning Districts).
 - d. Awnings shall not be internally illuminated. Lighting directed downwards that does not illuminate the awning is allowed.
 2. Canopy Signs. A canopy sign is a sign that is part of or attached to a canopy over a door, entrance, or window. Canopy signs are subject to the following provisions:
 - a. No canopy sign shall project above the top of the canopy upon which it is mounted. However, such signs may project horizontally from the face of a canopy the distance necessary to accommodate the letter thickness and required electrical equipment, but not more than twelve (12) inches (measured from the bottom of the sign). No canopy, with or without signage, shall extend above the roof or parapet lines of any building.
 - b. Under-canopy signs which are parallel to the face of the building shall be a minimum of eight (8) feet above grade. Under-canopy signs which are perpendicular to the face of the building shall be deemed to be projecting wall signs, and subject to the standards for projecting signs in subsection v below.
 - c. The portion of the canopy which includes the sign display shall not exceed fifty (50) percent of the total area of the canopy. Sign area shall comply with the requirements established by subsection h (Regulations Specific to Zoning Districts).

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3. Freestanding Signs. A freestanding sign is a sign which is supported by one or more columns, uprights, poles or braces extended from the ground, or which is erected on the ground and shall also include monument signs and pole signs but does not include a sign attached to a structure. Freestanding signs are subject to the following provisions:
 - a. Freestanding signs shall be located only on a site frontage adjoining a public street.
 - b. No freestanding sign in any zoning district shall be erected closer than four (4) feet to any building.
 - c. No freestanding signs in business and industrial zoning districts may be located less than one hundred (100) feet from any property line adjacent to a residential zoning district line. Freestanding signs shall comply with setback requirements established in subsection h (Regulations Specific to Zoning Districts).
 - d. Freestanding signs shall comply with the height and area requirements established in subsection h (Regulations Specific to Zoning Districts).
 - e. Freestanding signs shall be mounted on one or more posts or have a solid monument-type base. The sign shall be securely fastened to the ground or to a substantial supportive structure so that there is no danger that either the sign or the supportive structure may be moved by wind or other forces of nature and cause injury to persons or damage to property.
4. Monument Signs. A monument sign is a freestanding sign where the entire bottom of the sign is affixed to the ground. Monument signs are subject to the following provisions:
 - a. Monument signs shall be located only along a site frontage adjoining a public street. A maximum of one (1) monument sign per entry is permitted.
 - b. The design of a monument sign shall be consistent with the overall scale of the building. The design and placement of the sign shall not obstruct vision clearance triangles at intersections. Monument signs shall comply with the height and area requirements established in subsection h (Regulations Specific to Zoning Districts).
 - c. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, twenty (20) square feet of sign area equals forty (40) square feet of landscaped area. The Board of Zoning

Appeals may reduce or waive this requirement if it is determined that the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

5. **Projecting Signs.** A projecting sign is any sign supported by a building wall and projecting at least eighteen (18) inches or more horizontally beyond the surface of the building to which the sign is attached.
 - a. Projecting signs shall be placed only on a ground floor facade, except for businesses located above the ground level with direct exterior pedestrian access.
 - b. Projecting signs shall not extend more than eight (8) feet from the building wall except where the sign is an integral part of an approved canopy or awning.
 - c. Projecting signs shall comply with the height and area requirements established in subsection h (Regulations Specific to Zoning Districts).
 - d. Sign supports and brackets shall be compatible with the design and scale of the projecting sign.
6. **Temporary Signs.** A temporary sign is any sign or sign structure which is not permanently affixed or installed, and is intended to be displayed for limited periods only.
 - a. Temporary signs shall comply with provisions for temporary construction announcement signs, farm product signs, model home signs, political signs, poster signs, real estate signs, special event signs, window signs, and garage, estate and yard sale signs, and other signs of a temporary nature, as applicable, in subsection c (Exempt Signs).
 - b. Temporary signs shall comply with the height and area requirements established in subsection h (Regulations Specific to Zoning Districts).
7. **Wall Signs.** A wall sign is any sign painted on, incorporated in or affixed to the building wall, or any sign consisting of cut-out letters or devices affixed to the building wall with no background defined on the building wall.
 - a. No part of a wall sign shall be located more than twenty-five (25) feet above grade level. The sign shall not be placed to obstruct any portion of a window,

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doorway or other architectural detail, and not be higher than the eave line of the principal building.

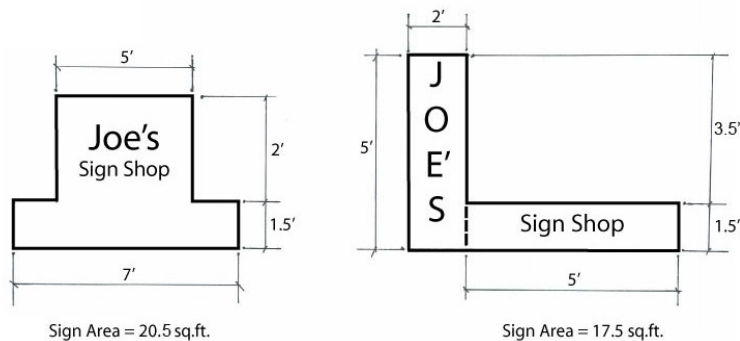
- b. Wall signs shall comply with the height and area requirements established in subsection h (Regulations Specific to Zoning Districts).
 - c. No wall sign part, including cut-out letters may project from the surface upon which it is attached more than required for construction purposes and in no case more than eighteen (18) inches.
8. Window Signs. A window sign is a sign that is applied or attached to a window or that can be read through the window from the public right-of-way, placed at or below the second floor level.
- a. A window sign may be permanent or temporary. Only one (1) permanent window sign is permitted per window or door. Multiple temporary window signs are permitted and are exempt from a sign permit, subject to subsection c (Exempt Signs).
 - b. Window signs shall comply with the height and area requirements established in subsection h (Regulations Specific to Zoning Districts).

f) Sign Measurement

Sign measurement shall be subject to the following provisions:

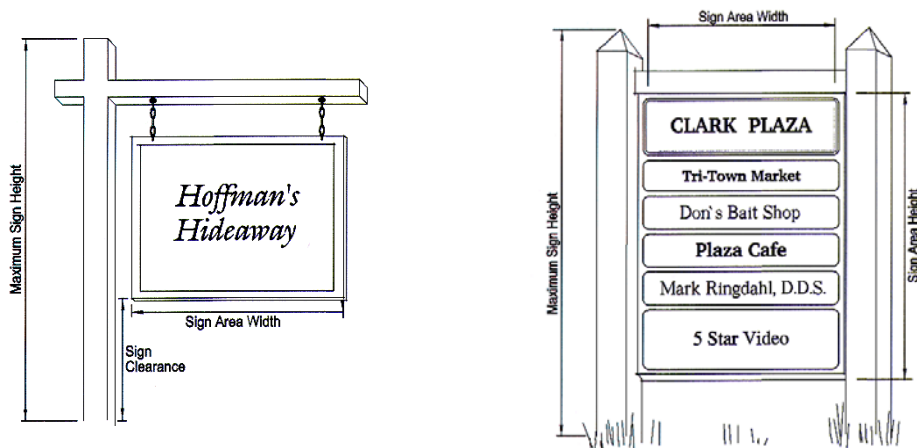
1. Sign area shall be measured using standard mathematical formulas, as shown in Figure I-2, Sign Area Measurement.

Figure I-2: Sign Area Measurement



2. Supporting framework or bracing that is clearly incidental to the sign face shall not be computed as sign area.
3. Back-to-back signs shall be regarded as a single sign only if mounted on a single structure, and the distance between each sign face does not exceed two (2) feet.
4. Where a sign consists of one or more three-dimensional objects (i.e. balls, cubes, clusters of objects, sculpture), the sign area shall be measured as their maximum projection upon a vertical plane. Signs with three-dimensional objects shall not exceed a projection of six (6) inches from the sign face.
5. If a sign is attached to a wall, only that portion of the wall onto which the sign face or letters are placed shall be calculated in the sign area.
6. The height of a sign shall be measured from the highest point of a sign to the ground surface beneath it, as shown in Figure I-3, Sign Measurement Details. When berms are used in conjunction with signage, the height of the sign shall be measured from the mean elevation of the fronting street.

Figure I-3: Sign Measurement Details



g) Sign Design

Sign design shall be subject to the following provisions:

1. Signs shall be made by a professional sign company or other qualified entity, and be constructed of durable architectural materials.

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2. The scale of signs shall be appropriate for the building on which they are placed and the area in which they are located. Signs shall not visually overpower nor obscure architectural features. Building signs shall be harmonious in scale and proportion with the building facade.
3. Signs shall be designed to complement or enhance the other signs for a building. Whenever possible, signs located on buildings with the same block face shall be placed at the same height, in order to create a unified sign band.
4. The design of the sign including copy, lettering size and style, and colors shall logically relate to the average speed of the traffic which will see it. Signs shall legibly convey their messages without being distracting or unsafe to motorists reading them.
5. Colors shall be selected to contribute to legibility and design integrity. Sign colors shall complement the colors used on the structures and the project as a whole. Colors or color combinations that interfere with legibility of the sign copy or that interfere with viewer identification of other signs shall be avoided.
6. All illuminated signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. Signs shall be illuminated in a way that does not cause glare onto the street and adjacent properties. Signs shall be illuminated only to the minimum level for nighttime readability. All illuminated signs shall meet all applicable electrical codes and the electrical components used shall bear the label of an approval agency.
7. Freestanding signs shall be landscaped at their base in a way harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer.
8. No sign shall be erected within the road right-of-way or near the intersection of any road(s) or driveways in such a manner as to obstruct free and clear vision of motorists or pedestrians or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. Signs located at an intersection must be outside of the vision clearance triangle.

h) Regulations Specific to Zoning Districts

Signs in agricultural, residential, business and industrial zoning districts shall be subject to the following provisions:

1. Agricultural Zoning District Signs. Signs in the A-1 and A-2 agricultural zoning districts may include and shall be limited to those indicated on Table I-1, Agricultural Zoning District Signs.

Table I-1: Agricultural Zoning District Signs

Sign Type	Maximum Number	Maximum Area	Maximum Height	Minimum Setback
Freestanding Identification Sign	One (1) per principal use	Sixty four (64) square feet	Twelve (12) feet	Equal to height of sign
Temporary Sign	Two (2) per street frontage, unless specified otherwise in subsection C (Exempt Signs)	Sixty four (64) square feet, unless specified otherwise in subsection C (Exempt Signs)	Eight (8) feet, unless specified otherwise in subsection C (Exempt Signs)	Not less than five (5) feet from any property line

2. Residential Zoning District Signs. Signs in residential zoning districts may include and shall be limited to those on Table I-2, Residential Zoning District Signs.

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Table I-2: Residential Zoning District Signs

Sign Type	Maximum Number	Maximum Area	Maximum Height	Minimum Setback
Freestanding Identification Sign	One (1) per principal attached or detached single family building, per street frontage	Two (2) square feet	Four (4) feet	Equal to applicable building setback requirements.
	One (1) per principal multifamily family building, per frontage	Twenty four (24) square feet	Five (5) feet	Not less than five (5) feet from any property line
	Two (2) per subdivision entrance (monument sign only)	Fifteen (15) square feet	Six (6) feet	Equal to height of sign
Temporary Sign	Two (2) per street frontage, unless specified otherwise in subsection C (Exempt Signs)	Sixteen (16) square feet, unless specified otherwise in subsection C (Exempt Signs)	Six (6) feet, unless specified otherwise in subsection C (Exempt Signs)	Not less than five (5) feet from any property line

3. Business and Industrial Zoning District Signs. Signs in business and industrial zoning districts may include and shall be limited to those on Table I-3, Business and Industrial Zoning District Signs.
 - a. More than one sign type may be permitted per site or occupancy, up to a maximum of three (3) sign types, excluding temporary signs.
 - b. The total sign area for all allowable signs shall not exceed three hundred (300) square feet of sign area for each site or occupancy, excluding off premise advertising signs.

Table I-3: Business and Industrial Zoning District Signs

Sign Type	Maximum Number	Maximum Area	Maximum Height	Minimum Setback
Freestanding Identification Sign	Monument Sign: One per entrance	64 square feet	15 feet for lots w/ less than 150 lineal feet of frontage; one additional foot of height is permitted for each additional 10 lineal feet of lot frontage, up to a maximum height of 30 feet	Equal to height of sign
	Pole Sign: One per street frontage	300 square feet	40 feet	Equal to building setback
	Pole Sign adjacent to interstate highway: One per principal use, or one off premise advertising sign per 300 lineal feet of primary arterial street frontage	990 square feet	40 feet	Equal to building setback
	Wall Sign: Unlimited. Within allowed maximum area	Three square feet of sign area for each lineal foot of lot frontage, up to a maximum of 300 square feet	25 feet and not higher than the eave line of the principal building	Not Applicable
	Canopy or Awning Sign: One per building tenant	240 square feet	No higher than roof or parapet line	Zero Feet
	Projecting Sign: One per building entrance	Four square feet	No higher than roof or parapet line	Zero Feet
	Window Sign: One (1) per window or door	25% of the window or door area	Not Applicable	Not Applicable
Temporary Sign	Two per street frontage, unless specified otherwise in subsection C (Exempt Signs)	64 square feet, unless specified otherwise in subsection C (Exempt Signs)	Eight feet, unless specified otherwise in subsection C (Exempt Signs)	Not less than one foot from any property line

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i) Installation of Signs

Installation of signs shall be subject to the following provisions:

1. All signs shall be mounted so that the method of installation is concealed.
2. Projecting signs shall be mounted so they generally align with others in the block.
3. No trees, shrubs or other vegetation shall be removed, trimmed, damaged or destroyed for the purpose of increasing or enhancing the visibility of any sign, unless the work is done pursuant to:
 - a. The written authorization of the governmental entity having jurisdiction over the public right of way, or
 - b. The written authorization of the property owner.

j) Maintenance of Signs

Maintenance of signs shall be subject to the following provisions:

1. All signs and all components thereof, including sign structures and sign faces, shall be kept neatly painted, in a good state of repair and in compliance with all building and electrical codes. The Building Commissioner may inspect any sign governed by this Ordinance and shall have the authority to order the painting, repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.
2. The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including any illumination sources in neat and orderly condition, and in a good working order at all times, and to prevent the development of any rust, corrosion, rotting or other deterioration in the physical appearance or safety of such sign. The sign must also be in compliance with all building and electrical codes.
3. The owner of any sign regulated by this Ordinance shall be required to keep signs and supporting hardware, including temporary signs and time/temperature signs structurally safe, clean, free of visible defects and functioning properly at all times. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.

4. It shall be the responsibility of the owner of time and temperature signs to maintain such signs and insure that they are kept accurate. If these conditions are not met, the sign shall be repaired or removed.
5. Any legally established non-conforming sign shall be permitted without alteration in size or location, unless movable or unattached. If such sign is damaged or dilapidated to an extent of more than fifty percent (50%) of its replacement cost at time of damage or repair, as determined by the Building Commissioner, it shall not be rebuilt; provided, however, that nothing herein shall prevent maintenance, repainting or normal repair of legally established non-conforming signs.

k) Removal of Signs

Removal of signs shall be subject to the following provisions:

1. Whenever any sign is no longer functional or is abandoned, the sign(s) shall be removed by the person or entity owning or having possession over the real property and/or sign within ninety (90) days after such abandonment. Signs shall be considered no longer functional and abandoned when such sign is materially obstructed from view, when its essential elements are no longer readable, or when a condition of dilapidation is in evidence.
2. Whenever a business, industry, service or other use is discontinued, the sign(s) pertaining to the use shall be removed by the person or entity owning or having possession over the real property and/or sign within ninety (90) days after the discontinuance of such use.
3. The Building Commissioner may cause the removal of any sign within the public right-of-way or on property that is otherwise abandoned that has been placed there without first complying with the requirements of this Ordinance. Whenever any movable or unattached sign is installed or maintained in violation of this Ordinance, said sign may be removed by action of the Building Commissioner after due notice is given to the person in interest.
4. Signs removed in compliance with this Section shall be stored by the Building Commissioner for thirty (30) days, during which they may be recovered by the owner only upon payment to the applicable jurisdiction for costs of removal and storage. If not recovered within the thirty (30) day period, the sign and supporting structure shall be declared abandoned and title shall vest with the applicable jurisdiction. The costs of removal and storage (up to thirty [30] days) may be billed to the owner. If not paid, the applicable costs may be imposed as a tax lien against the real property.

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