

Chapter 280. Zoning

Article XXXVI. Sign Regulations

280-233. Statement of purpose and legislative intent

The purpose of these sign regulations is to regulate signs of all types in all districts. In the interest of promoting the general health, safety and welfare of the residents of the Town of Hamburg, these regulations are herein established to provide for the placement, location, type and size of signs in a sensible manner. As more specifically set forth herein, the intent of these sign regulations is:

- A. To encourage the effective use of signs as a means of identification and communication;
- B. To maintain an aesthetic environment;
- C. To strengthen Hamburg’s ability to attract sources of economic development and growth;
- D. To prohibit the erection of signs in such numbers, sizes, designs and/or locations that may create a hazard to pedestrian and vehicular traffic;
- E. To minimize the possible adverse effect of signs on nearby public and private property;
- F. To promote and maintain attractive residential, commercial and industrial districts by preventing the blighting influence of excessive signage;
- G. To provide reasonable, yet appropriate, conditions for identifying residential developments, institutions, businesses and industrial establishments ;
- H. To control the number and size of signs, and to avoid excessive competition for large or multiple signs, so that permitted signs provide adequate identification and direction while minimizing clutter, unsightliness and confusion.

280-234. Definitions

ABANDONED SIGN

A sign which for period of ninety consecutive days has not correctly or exhorted any person, advertised a bona fide business, lessor, owner, product, event or activity conducted or product available on the premises where such sign is displayed.

ANIMATED SIGN

Any sign that uses movement or a change of lighting to depict action or create a special effect or scene.

AWNING/CANOPY SIGN

Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance window, or outdoor service area. A marquee is not a canopy.

BALLOON/INFLATABLE ADVERTISING SIGN

Any inflatable self contained membrane which floats above the ground and possesses an animated shape or character and/or contains any graphics, images and/or displays messages for the purpose of advertising a product, activity or event.

BANNER SIGN

Any sign of light fabric or similar material that is intended to be hung either with or without being mounted to a frame, attached to a pole or building. National flags, or the official flag of any institution or business shall not be considered banners.

BEACON

Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same parcel or lot as the light source; also, any light with one or more beams that rotate or move, commonly referred to as a search light. These beacons are to be used temporarily (not to exceed three calendar days in duration) exclusively for special events, such as grand openings, concerts and other public assembly venues.

BILLBOARD SIGN

Any sign that attracts attention to an object, product, service, place activity, institution, organization or business that is not available or located on the parcel where the sign is located.

CHANGEABLE LETTER SIGN

A sign where the supporting frame or structure is permanent and only the letters, displays or illustrations are changeable or temporary.

DIGITAL SIGN

An exterior computer programmable sign capable of displaying words, symbols, figures or pictures images that can be altered or rearranged by remote or automatic without altering the face or surface of the sign. Typically, these signs utilize LEDs (or light-emitting diodes), plasma or LCD technology to produce the character and graphic of the display.

FREESTANDING SIGN

Any sign, including a monument sign, supported by structures or supports that are placed on, or anchored in, the ground that are independent from any building or other structure. Free standing include pole and ground signs.

FLAG/SAIL SIGN

Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, supported by a pole designed to move in the wind.

INCIDENTAL SIGN

A sign, generally informational, such as “no parking”, “entrance”, “loading only”, “telephone”, and other similar directives. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.

IDENTIFICATION SIGN

A sign intended to identify the principal use of a lot, building or building unit according to the following

- A. **BUSINESS IDENTIFICATION SIGN** - a sign indicating the business name or logo of a commercial or industrial enterprise and limited to identification purposes.
- B. **INSTITUTION IDENTIFICATION SIGN** - a sign displaying the name and/or organization occupying the premises of a public or quasi-public use restricted to : church or other place of religious worship; hospital; nursing home; public or non-profit corporation owned and operated recreational facilities; governmentally owned and/or operated facilities; and schools and cemeteries.
- C. **RESIDENTIAL IDENTIFICATION SIGN** - means a sign identifying the name and address of a completed residential subdivision, a cluster development, or a multi-family development.

INSTRUCTIONAL SIGN

An exterior sign that has a purpose secondary to the use on the lot that is intended to instruct employees, customers, visitors or users as to: specific parking requirements; the location or regulations pertaining to specific activities on the site or in the building; security system advisories; specific services offered; or methods of payments accepted. Examples of instructional signs include: "Honk Horn for Service"; "Restrooms Inside"; "Parking for Customers Only"; "Parking for Residents Only"; menu boards; drive-up tellers; and "self-serve." No sign with a commercial message legible from a location off the premises on which the sign is located shall be considered an Instructional Sign.

INTERNALLY ILLUMINATED SIGN

Any sign incorporating or electrically supplied light source which illuminates the sign face from within.

MONUMENT SIGN

A freestanding sign having a low profile, supported by a solid masonry, wood (or similar material) constructed base with no open space between the ground and sign face. Commonly referred to as a ground sign.

NEON SIGN

Any sign or design detail which features exposed glass tubing filled with fluorescent gas.

NONCOMMERCIAL MESSAGE SIGN

Any sign which provides any message, opinion, view point, either political or religious in nature exercising a persons right to free speech, belief or expression.

NON-CONFORMING SIGN

Any sign that does not conform to the requirements of this regulation.

STATIC NUMERIC DISPLAY - A digital sign which singular function is only capable of displaying numbers and letters in static mode only. These signs are restricted in operation, limited only to displaying gas/fuel prices at auto services stations, hotel room rates, time /temperature and can only operate for that specified purpose.

OFF PREMISE SIGN

A sign which directs attention to a business, product, activity or service which is generally conducted, sold, or offered elsewhere than upon the premises where such sign is located.

PENNANT/ STREAMERS

Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, or supported by a pole usually in series designed to move in the wind.

POLE SIGN

Any freestanding elevated sign in which the sign face is supported by one or multiple vertical structural pole or post.

POLITICAL SIGN

A temporary non commercial sign advocating action on a public issue, generally indicating support for candidate for public office in advance of an upcoming election.

PORTABLE SIGN

Any sign designed to be transported, including, but not limited to, signs designed to be transported by means of wheels, signs converted to A-or T-frames,; menu and sandwich board signs; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

PROJECTING SIGN

Any sign affixed to a building or wall in such matter that its leading edge extends more than twelve inches beyond the surface of such building or wall.

REAL ESTATE SIGN

A temporary sign which directs attention to the rental, sale or lease of the property on which the sign is located.

REQUIRED PUBLIC PURPOSE/SAFETY SIGN

Any sign, including emergency warning signs and street identification signs, erected by a public authority, utility, public service organization or private industry upon the public right-of-way or on private property which is required by law or otherwise intended to control traffic, direct, identify or inform the public, or provide needed public service as determined by the rules and regulations of governmental agencies or through public policy. Public purpose/safety signs include "No Parking Fire Lane."

ROOF SIGN

Any sign erected and constructed wholly on and over the roof, gutter, eave line of a building or structure, and extending vertically above the highest portion of the roof.

SANDWICH BOARD SIGN

Any sign which consists of two message boards joined together at the top (usually a hinged connection), commonly referred to as an "A-frame sign". This type of sign would include any temporary two-sided supported on a base or any temporary sign which functions to display changeable promotional message for a single business establishment.

SIGN

Any letters, figures, design, symbol, trademark or illuminating device intended to attract attention to any place, subject, person, firm, corporation, public performance, article, machine or merchandise whatsoever and printed or constructed and displayed in any manner whatsoever out of doors for advertising purposes, However, this shall not include any governmental, court or public notices nor the flag, emblem or insignia of a government, school or religious group when displayed for official purposes.

SIGN FACE AREA

The entire area within the single, continuous perimeter enclosing the extreme limits of the written representation, emblem or figure or similar character, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The supports, uprights or structures on which sign is supported shall not be included in determining the sign area unless such supports, uprights or structures are designed in such a manner as to form an integral part of the display, Where a sign has two or more faces, the area of all faces shall be the area of the sign

TEMPORARY PROMOTIONAL SIGN

A temporary sign of any type (other than a construction, political, or real estate sign) intended to announce special events, promotions or sales, including garage and estate sales in residential districts.

TEMPORARY SIGN

Any Sign, including a portable sign, which is intended to be displayed for a limited time only. Such signs include construction, political, real estate and temporary promotional signs.

WALL SIGNS

Any sign attached parallel to, but within twelve inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

WINDOW SIGN

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

280-235. General Regulations

- A. No sign may be erected, placed, established, painted, created, or maintained in the Town of Hamburg except in conformance with the standards, procedures, exemptions, and other requirements of this Chapter. Reference Code Section 280-276. Visibility at intersections and Code Section 280-278. D. Sight obstructions.
- B. Except as otherwise provided herein, it shall be unlawful for any person to erect, construct, enlarge, move or convert any sign in the Town of Hamburg, or cause the same to be done, without first obtaining a sign permit for each such sign unless otherwise deemed an unregulated sign.
- C. All signs must be set back so that every part of the sign and any supporting structure is no closer than 10 feet to the road or street right-of-way or property lines.
- D. All signs shall be maintained in good structural condition, in compliance with all building and electrical codes, in a neat, clean, and attractive condition, and in conformance with this code, at all times. A sign in good repair shall be free of peeling or faded paint, shall not show uneven soiling or rust streaks; shall not have chipped, cracked, broken or bent letters, panels or framing; shall not otherwise show deterioration.
- E. No sign may contain or consist of flags, banners, pennants, ribbons, streamers, strings of light bulbs, spinners or other similar moving devices. These devices when not part of any sign are similarly prohibited unless they are permitted specifically by other local law.
- F. No animated, flashing, rotating, noise making, reflecting, mirrored or intermittently illuminated signs shall be permitted to be erected, except for Required Public Purpose/Safety Signs.
- G. Illuminated signs shall be so designated and arranged that any external illuminations is so effectively shielded that no direct rays of light are cast into surrounding residential areas or public streets. No exposed reflective type bulb or incandescent lamp which exceeds 15 watts shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property.

H. The following operational restrictions and regulations apply to all existing Digital Signs:

- (1) Operational limitations. Such displays shall be limited to stationary displays. The frequency and method by which messages/graphics that appear or disappear from the display is to be regulated. Special effects or operational modes such as scroll, travel and spinning actions or the use of similar transitions and frame effects that have text, graphics or images that appear to move or change in size, or are revealed sequentially rather than all at once, are prohibited.
- (2) Full animation, flashing or video display is expressly prohibited,
- (3) Minimum display time, Each message, graphic or image on the sign must be displayed for a minimum of ten seconds.
- (4) Existing billboards, posters and bulletins that have been previously approved by the Town are allowed to be converted to electronic variable message signs, provided they fully comply with 280-238 Illumination and 280-261(2)(a), (b) and (c) [Amended 2-23-2009 by LL No. 2-2009; 4-12-2010]
- (5) All existing and new electronic variable message signs require an annual license fee to defray the Town's cost to monitor and regulate their operational mode in accordance with the provisions of this chapter. The cost of this fee shall be established as deemed appropriate through approval of Town Board resolutions.

I. Only two numeric signs are allowed per parcel. The character height of numbers or letters contained in these sign types cannot exceed 12 inches.

J. Nonconforming Signs.

- (1) Nonconforming signs existing at the time of the Adoption of this article which do not conform to the requirements in this article shall be considered nonconforming signs and shall only be replaced with signs that fully comply with the provisions of this article; provided however nonconforming signs may be maintained, repainted or repaired, such repair solely in conjunction with incurrence of damage or deterioration of the sign and provided that such repainting or repairs do not exceed the dimensions of the existing sign.

- (2) A nonconforming sign shall not be enlarged or replaced by another nonconforming sign. Any change in use of the business or activity for which the nonconforming sign was intended shall require that the sign be brought into full conformance to this article. The replacement of a sign face will require permit in order to insure that the entire sign is brought into compliance with the current regulations.

- K. Any sign that becomes abandoned or is located on a property which becomes vacant or relates to a business no longer operating on the property, or any sign which pertains to a time, event or purpose which no longer applies, shall be deemed abandoned (see definitions, “abandoned sign”) and be removed in its entirety, including all sign structure and supporting members, by the owner of the sign or the owner of the premises.

280-236. Prohibited signs

All signs as listed are expressly prohibited and under no circumstances qualify will not qualify for a permit in the Town of Hamburg. Such signs include, but are not limited to:

- A. Roof Signs
- B. Off-Premise Signs
- C. Pole Signs
- D. Digital Signs, except time/temperature and outdoor numeric display as defined in this chapter.
- E. Animated or Rotating Signs, except required public purpose/safety signs.
- F. Billboard Signs
- G. Banners, Pennant, Sail/flag, and/or Portable Signs, except as temporary signs in accordance with this Article.
- H. Balloon/Inflatable Advertising Sign.

- I. Any sign or part thereof on a vehicle parked on a public-right-of-way of public property or on private property so as to be intended to be viewed from a a motorized vehicular public right-of-way, which has for its basic purpose the providing of advertisement of products or directing people to a business or activity located on the same or nearby property or any other premises. This subsection is not intended to prohibit any form of vehicular signage, such as a sign attached to a bus or lettered on a motor vehicle or signs that are part of a vehicle such as a construction trailer, whose primary purpose is not advertising to the public-right-of-way.
- J. Any sign erected or maintained which might be confused with any traffic control device or which might interfere with the vision or discernment of any traffic sign or which might cause danger to public travel, including any sign which make use of works such as “Stop”, “Look”, “One Way”, “Danger”, “Yield”, or similar words, phases, symbols, lights or characters in such a manner as to interfere with, mislead or confuse traffic.
- K. Strings of lights not permanently mounted to a rigid background, except those exempt under this Article.
- L. Inflatable signs and tethered balloons.
- M. Abandoned signs.
- N. Neon signs outside of fiber-optic signage or any use of neon to outline or highlight a structure except within storefront windows.
- O. Any sign painted on or attached to a fence.
- P. Any sign attached or installed on an utility pole,(including light pole) or affixed to the existing supporting sign structure (pole or structural support intended for a permitted sign).
- Q. Any sign attached or suspended from a tree.

280-237. Signs exempt from regulation under this chapter

The following signs shall be exempt from regulation under this Chapter and as such do not require a permit.

- A. Any non-illuminated Noncommercial sign placed within the front yard on an occupied property and not exceeding eight square feet in area and not exceeding six feet higher than the surrounding grade.
- B. Any public notice or warning required by a valid and applicable federal, state, or local law, regulation, or ordinance.
- C. Any sign inside a building, not attached to a window or door, that is not legible from a distance or more than three feet beyond the lot line of the zone lot or parcel on which such sign is located.
- D. Any New York State inspection station identification sign or New York State authorized repair shop identification sign which is at a height which does not exceed 10 feet and is located on an exterior or interior wall of the motor vehicle service station.
- E. Holiday lights and decorations with no commercial message, but only between November 15 and January 15, or other Holiday decorations erected not more than 14 days before and removed not more than 14 days after the particular holiday they relate to or symbolize
- F. Traffic control signs on private property, such as "Stop", "Yield", and similar signs, the face of which meet Department of Transportation standards and which contain no commercial message of any sort.
- G. Private Sale, Rental or Lease Signs, when posted not more than 7 days before a sale, and removed within 7 days thereafter, and which sales may occur at any particular residence no more than 3 times a year.
- H. Open/closed business signs which do not exceed two square feet.
- I. Official public information signs, memorial signs, building names, erection dates or similar information cut into masonry or other permanent surface or constructed of bronze or other combustible material, not to exceed 16 square feet.
- J. Signs and markers in cemeteries designating graves and memorials

- K. On-site farm stand signs that do not exceed 16 square feet in size, 32 square feet cumulatively for all signs for any one property.
- L. Beacons
- M. Historical site markers
- N. No-trespassing signs and Posted (no hunting, fishing and trapping) signs, provided the signs do not exceed two square feet in area per sign.
- O. Street number identification plates
- P. Vacancy/no vacancy signs which do not exceed three square feet.

280-238. Temporary Signs

The following temporary signs are not allowed in a right-of-way, but are allowed on private property without a sign permit. All temporary signs not specifically listed in this chapter do require a sign permit.

- A. **Construction Signs:** Signs which identify the architects, engineers, contractors and other individuals or firms involved with the construction and/or the purpose for which the building is intended. One temporary construction sign shall be allowed per lot, and such sign shall not exceed a maximum area of 16 square feet. The sign shall be confined to the site of the construction and shall be removed within 14 days of completion of the project.
- B. **Political Signs:** Nonilluminated political signs, which shall not be located on any public property, shall not be erected more than thirty calendar days prior to the election (or primary event) and must be removed within five days after the election or primary. Any political election sign attached to a building shall not exceed eight square feet in area and shall be attached only to the front wall of the principal building of an occupied premises. Any detached, freestanding political election sign shall not exceed eight square feet in area, shall be erected only in the front setback area of occupied premises and shall be at least ten feet from any property line or street line.

- C. Real Estate Signs: Signs advertising the sale, rental, or lease of the premises or part of the premises on which the signs are displayed, up to a total area of 8 square feet in residential and 16 square feet in commercial and industrial zones. Such signs shall be removed within 14 days of the sale, rental or lease. No off-premises signs advertising the sale, rental or lease of property are permitted in any zone. Directional signs for an open house occurring for a limited period of time are permitted off-premise provided that maximum sign area shall not exceed 8 square feet
- D. Business “Grand” Opening Signs (commercial districts only): Signs, which may include fabric banners, temporarily attached to the front wall or windows of a building, announcing the opening of a completely new enterprise or the re-opening under new management of the business operating within. Business opening signs may be of any size that does not extend beyond the horizontal or vertical limits of the front wall of the building or, in the case of buildings housing more than one business, of that portion of the building occupied by the new business. Business opening signs shall not be displayed for a period no longer than 30 days.
- E. Temporary Business/Identification Signs: These signs shall be authorized on individual private commercial properties, when, in the judgement of the Building Enforcement Officer, operation of existing businesses on such properties are temporarily disadvantaged during road construction or sewer and water main installation, and/or public maintenance projects. A business is considered to be temporarily disadvantaged when such construction is taking place at the time of application within 1000 feet of the lot upon which the business is located. However, no such sign shall be erected until a permit specifying the period of authorization has been obtained from the Code Enforcement Officer. In no case shall a temporary sign exceed a width of three feet and height above ground level of six feet. With reference to businesses located within shopping centers, consisting of eight or more businesses/tenants, one sign directing entrance into the shopping center will be allowed, but individual sign for each business within the center will not be allowed.
- F. NO TEMPORARY SIGNS, AS ALLOWED UNDER THIS SECTION, SHALL BE ELECTRIFIED (ie., illuminated, etc.)

280-239. Signs allowed in Residential Districts.

In Residential districts the following non-illuminated signs are allowed:

- A. Noncommercial signs, in accordance with the regulations of this Article.
- B. Temporary signs, in accordance with the regulations of this Article.
- C. Nameplate signs for professional occupations not exceeding 4 square feet.
- D. House number signs in accordance with New York codes of sufficient size to allow identification from the street (and which may be illuminated by customary outdoor household illumination), which are on the dwelling, a sign post not exceeding 5 feet in height or mailbox, but no numbers painted on rocks shall be allowed.
- E. Residential subdivision identification (temporary): A freestanding sign to be temporary in nature, to be removed within 14 days after the last lot in a subdivision is sold, no larger than 16 square feet, one per subdivision entrance, not exceeding six feet in height for freestanding. Wall signs are not allowed for this type of sign.
- F. Residential subdivision identification (permanent): A landscaped, permanent monument sign no greater than 6 feet in height, no larger than 16 square feet, to be approved by the Planning Board, one sign per subdivision entrance.

Wall signs are not allowed for this type of sign. No permanent Residential Subdivision Identification Sign shall be built unless the applicant provides to the Town proof that said sign will maintained in perpetuity by a homeowners association, and which maintenance requirement shall be evidenced by a recorded restrictive covenant granting the Town the power to assess the property owners in the subdivision for any maintenance costs incurred if the association, after an opportunity to cure and public hearing, does not maintain said sign in good repair.

280-240. Signs allowed in Commercial and Industrial Districts.

The following regulations apply to business signs in C or M Districts. Unless otherwise noted all of these signs require a sign permit.

- A. A wall sign is permitted for each establishment on each side of a building fronting a public street or containing a public entrance, except on a side facing onto a contiguous R District.
- B. Wall sign requirements:
 - (1) Wall signs shall be attached to or incorporated in the building wall. Such signs shall have:
 - (a) An aggregate area not in excess of 10% of the area of the building front to which such signs are affixed, not to exceed 120 square feet in area.
 - (b) A maximum width of 75% of the building wall's horizontal measurement, except that, where such horizontal measurement is 20 feet or less, the maximum width may be 90% of such measurement.
 - (2) Wall signs shall not:
 - (a) Extend more than two feet above top of the parapet or eave of building.
 - (b) Extend more than one foot beyond the wall to which it is attached.
- C. Projecting signs. Projecting signs shall not:
 - (1) Exceed 20 square feet in area.
 - (2) Project into a public right-of-way
 - (3) Extend more than five feet from a building wall
 - (4) Extend more than 18 feet above ground level
 - (5) Be less than nine feet above ground level
- D. At the entrance to business establishments above the first floor, the nameplates of such establishments may be mounted flat at the side of such entrances, and the size shall not exceed two (2) square feet in area.

- E. A monument sign may be permitted where it has been confirmed that the following conditions are met :
- (1) The principal building to which said monument sign is accessory thereto is set back from the street line a distance in excess of 40 feet.
 - (2) The property has a minimum of 200 feet of frontage along a public right of way.
- F. Such monument signs shall:
- (1) Be located no closer than five feet from the front property line and be no less than 20 feet from any other property line.
 - (2) Have a maximum area of 40 square feet.
 - (3) Have a height no greater than 8 feet measured from the top of the sign to the highest grade surrounding the sign.
- G. No commercial sign within 100 feet of any R District boundary shall have a surface area larger than twenty square feet.
- H. In community and regional shopping centers, monument signs, shall be permitted at the entrance or entrances to such shopping center and shall not be larger than 200 square feet of total area or exceed 12 feet in height. Such monument signs shall designate only the name of the shopping center and may include a theater panel listing current attractions and advertising of public affairs or public events in the community.
- J. Sandwich board signs shall not be greater than nine square feet, shall not be taller than three feet from the ground to the top of the sign and shall not be wider than three feet. Only one such sign shall be allowed per business or enterprise. No such sign shall be permitted in a public right-of-way area unless the applicant seeking to display the sign has filed with the Town of Hamburg Code Enforcement Department an indemnification and hold harmless agreement in a form acceptable to the Town. All existing and new sandwich board signs require an annual license fee to defray the Town's cost to monitor and regulate their use in accordance with the provisions of this chapter. The cost of this fee shall be established as deemed appropriate through approval of Town Board Resolution.

280-241. Permit procedures for signs.

- A. Application: An application for a sign permit shall be made to the Code Enforcement Department upon prescribed forms and shall contain the following:
- (1) The name, address and telephone number of the applicant including the name and contact information of the contractor installing the sign.
 - (2) The location of the building, structure or land to which or upon which the sign is to be erected
 - (3) The application shall be accompanied by two sets of plans of the sign, drawn to scale on sheets of a minimum of 8 ½ inches by 11 inches. Sign plans shall include dimensions, proposed design, colors, materials, details of any illumination source, wiring and other electrical details and structural details, including fastening and joining methods and materials. Upon receiving an application, the Code Enforcement Official Depending of the specific circumstances regarding the sign and its installation, additional engineering may be required that the sign is designed and constructed under the supervision of a structural engineer.
 - (4) A survey of the parcel on which the sign is to be placed shall also be submitted, delineating property lines, street lines, building locations and dimensions, parking areas, location and dimensions of all other signs on the premises.

All permits shall be securely fastened to the authorized sign(s). Upon expiration of a permit, the authorized sign shall be removed within 24 hours after expiration.

280-242. Computation of signs area/height.

- A. Computation of Height - The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest portion of the actual sign. Normal grade shall be constructed to be the lower of: (1) existing grade prior to construction; or (2) newly established grade after construction, exclusive of any filing, berms, mounding, or excavating solely for the purpose of locating the sign. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zone lot, whichever is lower.

- B. Computation of Area of Multifaceted Signs. Any sign may be double facing and all faces shall be counted in determining conformity to sign area limitations.
- C. Computation of Area of Individual Signs: The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing.

280-243. When effective.

This chapter shall be come effective immediately upon its enactment by the Town Board, after proper filing with the offices of the State Comptroller and Secretary of State.