

**THE TOWN OF WOODSTOCK, NY**

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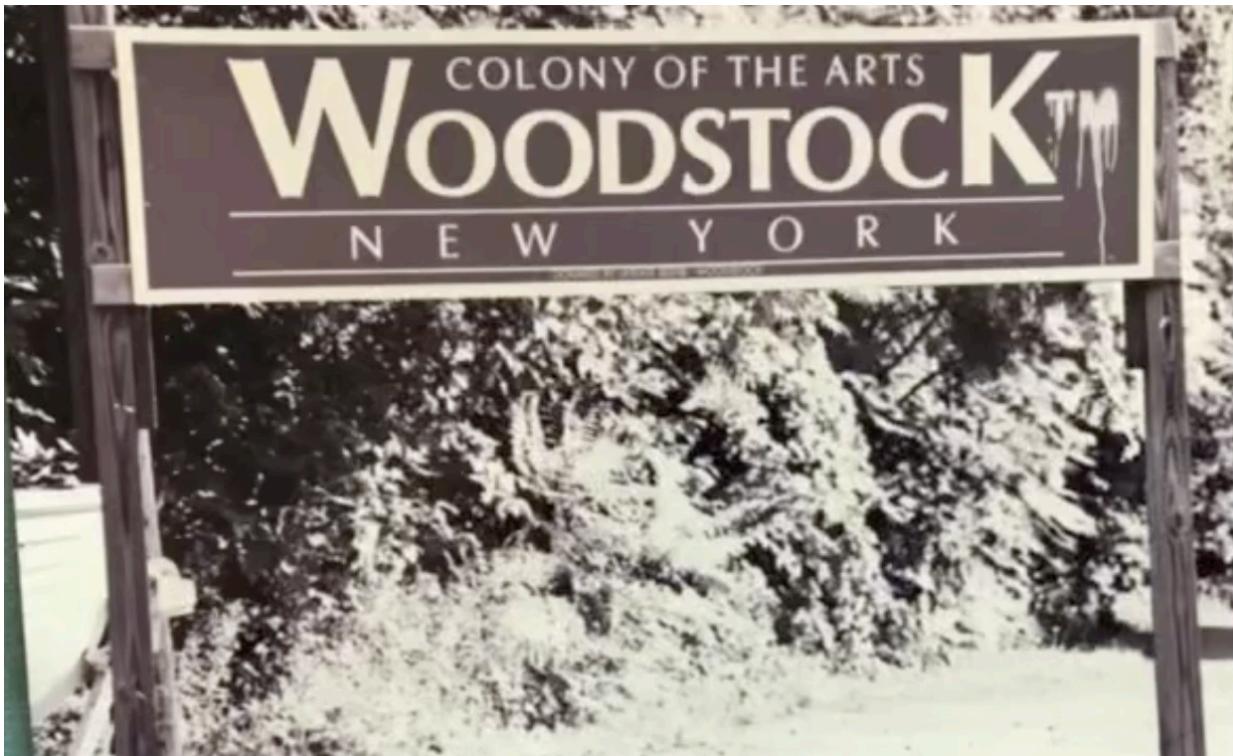
**COMMISSION FOR CIVIC DESIGN**

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*Colony of the Arts*

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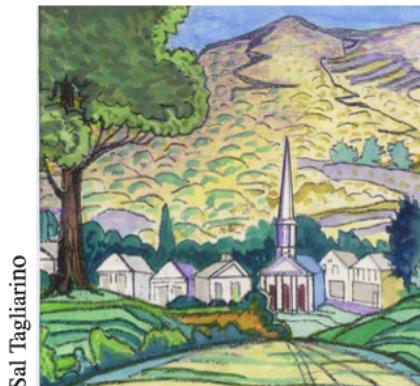
**WOODSTOCK SIGNAGE STUDY**  
Commission for Civic Design  
May 20, 2024



## Introduction

This CCD (Commission for Civic Design) study seeks to reinforce and encourage artistic expression in our creative community within the existing signage laws. Our study complements the *2009 Woodstock Design Guidelines* and *2019 Hamlet Streetscape Issues*

### *Woodstock Design Guidelines* Commission for Civic Design



Founded in 1787, the Town of Woodstock, located within the heart of New York State's Catskill Mountains, includes the hamlets of Woodstock, Bearsville, Lake Hill, Shady, Willow and Zena.

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“WELCOME TO WOODSTOCK”



privately owned billboard with welcome sign attached as gateway

## Neighboring Welcome Signs



COMEAU SIGN AS TEMPLATE FOR WOODSTOCK WELCOME  
SIGN AND ALL TOWN OWNED SIGNAGE



*welcome to*  
**Woodstock**  
*Colony of the arts*  
Founded 1785

Bearsville ★ Lake Hill ★ Willow ★ Zena



## STREETSCAPE VIEWS



## NON-CONFORMING SIGNS

(Town Code S260-31)



Posting on Utility Poles



Posting on government property



Sandwich Boards



exceeding one sign per business (Exceptions apply)



Exceeding size limitations (10 square feet)

## SIGNAGE EXCEPTIONS



Exceeds size limitations but acceptable

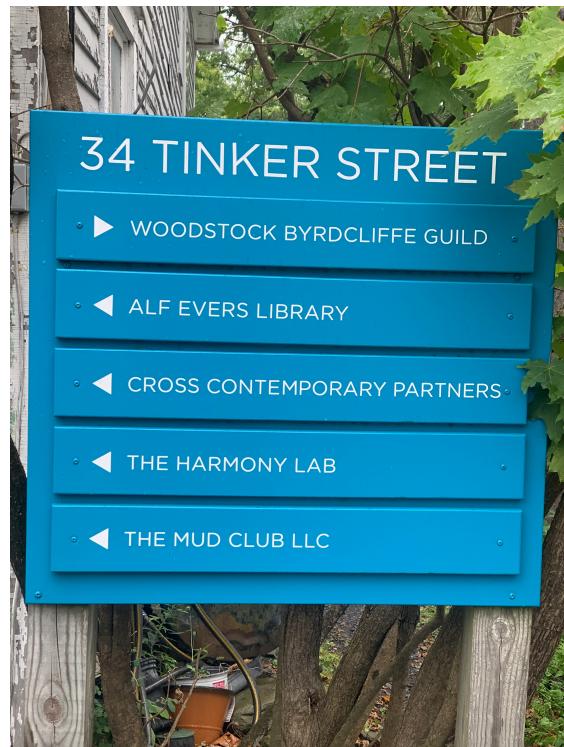


Real estate listings exceed max number of signs advertising product

## WELL DESIGNED AND APPROPRIATE SIGNAGE



Contextual Designs



Grouped Signage, reduced clutter

## WELL DESIGNED EXAMPLES FROM OTHER TOWNS





Village friendly signage as alternate to State Issued signage



## REFERENCE

### 2020 WOODSTOCK SIGNAGE REGULATIONS 260-31

General regulations. The provisions contained within this section shall apply to all signs and to all districts, regardless of designation, within the Town of Woodstock.

**(1)** Any sign or use of signs not specifically permitted by provision of these regulations is prohibited, including but not limited to the following:

- (a) Real estate "sold" and "under contract" signs;
- (b) Movable signs, except permitted temporary signs;
- (c) Multiple-faced, other than double-faced, signs;
- (d) Billboards;
- (e) Signs or other advertising devices which advertise a profit-making business or organization and which appear upon permanent pickup and delivery containers;
- (f) Directly illuminated signs or advertising devices, unless specifically permitted;
- (g) Signs which employ reflective or luminous material or paint in their construction;
- (h) Neon signs or signs with letters or features formed of internally illuminated glass or transparent tubing;
- (i) All internally lighted signs; and
- (j) Any off-premises sign, except for directional signs permitted in accordance with Subsection F of this section.

**(2)** No sign shall be located in such a way as to interfere with driver vision, pedestrian traffic or other traffic. (*sandwich boards* )

**(3)** Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating, or moving light or lights. String, rope or similar low-voltage lighting products shall not be formed into words or pictorial representations of commercial products. In no event shall an illuminated sign or lighting device be so placed or directed so as to permit the beams and illumination therefrom to be directed or beamed upon a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or other nuisance.

**(4)** No sign shall be erected or maintained which would project above the front or face of a building a distance of more than 12 inches, except as otherwise provided herein, such as those projecting from the face of a theater or motel marquee. Any projecting or freestanding sign which projects into or above any

pedestrian right-of-way or sidewalk shall have clearance of not less than eight feet above the sidewalk or the surrounding ground level. No projecting or freestanding sign shall be permitted to project into or above any public driveway or thoroughfare for vehicular travel.

**(5)** No sign shall be placed on the roof of any building.

**(6)** No portable or temporary sign shall be placed on the front or face of a building or on any premises, except as otherwise provided herein.

**(7)** No sign or part thereof shall contain or consist of banners, posters, pennants, ribbons, balloons, streamers, spinners, or similar moving, fluttering or revolving devices. Included within this prohibition are signs which are mechanically animated, such as moving, rotating or revolving signs. Said devices shall not be used for the purpose of advertising or attracting attention when not part of a sign.

**(8)** All signs shall be constructed of wood, metal or other durable material approved by the Zoning Enforcement Officer. All signs shall be so constructed as to withstand reasonable wind and weather and to be neither a detriment nor a hazard to the public health, safety, and welfare.

**(9)** Any sign may consist in whole or in part of three-dimensional elements designed to physically represent the object advertised. A representational sign shall not project more than three feet beyond the principal structure to which it is attached and shall be limited to a sign area of not more than 10 square feet. Only one such sign per establishment shall be permitted. In calculating the sign area, the largest cross-sectional area, considering all possible views, shall be used.

### **C. Permitted signs in all districts.**

**(1)** The following signs are permitted in any use district without issuance of a sign permit or payment of a permit fee:

(a) For each bed-and-breakfast establishment, artist studio, governmental use, boardinghouse or apartment building, one wall or borderless sign not exceeding eight square feet in area or one freestanding double-faced sign not exceeding eight square feet per side or face.

(b) One double-faced freestanding, projecting or single-faced wall sign denoting the name and address of the occupant of a single-family premises, such sign not exceeding two square feet in area per side or face, provided that a projecting sign shall not project more than three feet from the principal building on the lot.

(c) One double-faced freestanding, projecting or single-faced wall sign denoting the name, address, profession or home occupation of the occupants of the single-family premises on which the sign is located, such sign not exceeding two

square feet in area per side or face, provided that a projecting sign shall not project more than three feet from the principal building on the lot.

**(2)** The following signs are permitted in any use district as a special permit use subject to the procedures and requirements of Article VI of this chapter and the further requirement that a sign permit be issued in accordance with Subsection G of this section:

(a) Any sign advertising a commercial or not-for-profit enterprise, other than the uses listed in Subsection C(1), in a district zoned residential. Such sign shall not exceed 10 square feet in area and shall advertise only the name of the owner, trade names, products sold and/or the business or activity conducted on the premises where such sign is located.

**D. Permitted signs in commercial and light industrial districts.**

Within the Hamlet Commercial (HC), Neighborhood Commercial (NC), and Light Industrial (LI) Districts, no sign, except those allowed without a permit under Subsection C(1), shall be erected and maintained unless a sign permit is issued prior to installation in accordance with Subsection G of this section.

**(1)** The primary purpose of each sign shall be for identification and may state the owner's name, trade names, trademarks, products sold, and/or commercial activity conducted on the premises on which the sign is located. All signs must be located on the premises of the business activity, except as noted in Subsection F of this section which relates to directional signs.

**(2)** Each business or industrial establishment so located shall be permitted one of the following alternative sign displays:

**(a)** One projecting double-faced sign, not exceeding 10 square feet per side, provided that such sign shall not project more than five feet beyond the principal building on the lot, and provided further that such sign shall not extend more than 13 feet above ground level or exceed the height of the building at the point of location of the sign, whichever is more restrictive.

**(b)** One freestanding double-faced sign, not exceeding 10 square feet per side or face, provided that such sign shall not extend more than 10 feet above ground level at the point of location of the sign. Furthermore, the sign shall not be located closer than eight feet to said ground level if located in an area of pedestrian traffic.

**(c)** Not more than two wall, hanging, or borderless signs having an aggregate area of not more than 25 square feet, provided that neither of the signs extends above the height of the building at the point of location of such sign, and provided further that neither sign extends beyond the end of the building at the point of the location of such sign.

**(3)** In addition to the signs described in Subsection D(2) above, a restaurant shall be permitted one menu board to be placed in the window or mounted flat against the face of the building not to exceed four square feet in size.

**E. Temporary signs.**

**(1)** All signs of a temporary nature, such as political posters, banners, and signs of a similar nature, restricted to church, school, civic and other nonprofit functions, shall be permitted for a period of 30 days, except as otherwise explicitly provided by this section, without issuance of a sign permit or payment of a fee. Such signs shall not, however, be attached to fences, trees, utility poles, traffic signs, or the like, nor be placed in a position that will either obstruct or impair vision of traffic or in any manner create a hazard or disturbance to the health, welfare or safety of the general public. Such signs may not represent a commercial product, activity or enterprise and shall not exceed 24 square feet per side. All such signs shall be removed within seven days of the close of the advertised event.

**(2)** The following specific temporary sign types are more explicitly addressed by this chapter as provided below:

**(a)** Temporary window signs and posters shall be permitted without permit or fee, provided that they do not exceed 15% of the aggregate surface of the establishment's windows on the side of the building in which the temporary window signs and posters appear.

**(b)** Temporary "for sale" real estate signs and signs of a similar nature not exceeding four square feet per side in area within any residential or commercial district or 10 square feet per side in any light industrial district shall be permitted without any permit or fee. All such signs shall be removed immediately upon sale or lease of the premises.

**(c)** A temporary single-sided real estate development sign not exceeding 10 square feet shall be permitted without fee or permit on property being sold, leased or developed and is to be erected parallel to the fronting highway, set back not less than 15 feet, or attached to the building face. The sign shall be limited to a duration of 24 months unless otherwise authorized by the Planning Board.

**(d)** A temporary single-sided construction sign denoting the architect, engineer, and/or contractor shall be permitted without permit or fee when placed upon premises under construction and for which a building permit has been issued, not exceeding four square feet in sign area. Said sign shall be removed immediately upon issuance of a certificate of occupancy or use for the premises or upon termination or revocation of the building permit.

**(e)** A temporary garage sale, yard sale, barn sale, tag sale, or similarly descriptive sign, not exceeding six square feet per side in area, located fully on the property on which such sale is being conducted, and restricted to a period of not more than 48 hours in advance of the sale nor more than 12 hours after its completion shall be permitted. Such signs shall be further restricted by the provisions of § 260-50 of this chapter.

**G. Sign permit required.**

Except as otherwise stated herein, no sign or other device for advertising or notification purposes of any kind shall be erected, established, added to, or altered until a sign permit has been issued by the Zoning Enforcement Officer. All applications shall include such information as may be required by the Zoning Enforcement Officer to determine compliance with these sign regulations and shall be accompanied by payment of the required sign permit fee in accordance with a schedule established and reviewed annually by the Town Board.