

PUBLIC HEARING NOTICE
CHAPTER 270, SIGNS

Notice is hereby given that the City Council of the City of New Rochelle, New York, will hold a Public Hearing on Tuesday, November 12, 2019, at 7:00 P. M., in the Council Chamber, City Hall, 515 North Avenue, New Rochelle, New York, relative to proposed amendments to Chapter 270, Signs, of the Code of the City of New Rochelle, specifically, certain sections that comprise “Word Usage,” “Definitions,” “Restrictions,” “Design and Lettering,” and Section 133-1, “Enumeration of Fees,” of Chapter 133, Fees.

Changes to the Code of the City of New Rochelle are proposed when language is found that is incorrect, redundant, contradictory, and unnecessary or when blatant omissions in the text are identified.

The proposed legislation is as follows:

ORDINANCE AMENDING SECTION 270-2, WORD USAGE; DEFINITIONS; SECTION 270-4, RESTRICTIONS; SECTION 270-9, DESIGN AND LETTERING, OF CHAPTER 270, SIGNS; AND SECTION 133-1, ENUMERATION OF FEES, OF CHAPTER 133, FEES, OF THE CODE OF THE CITY OF NEW ROCHELLE.

WHEREAS, currently there are no restrictions should a business desire to close off 100% of its window area with blinds, shutters or similar; and

WHEREAS, should a business want to creatively or artistically cover its windows, there is a restriction that the business cannot exceed 15% of its cumulative window area with signage; and

WHEREAS, the proposed amendment provides an avenue for businesses to exceed the 15% requirement subject to design and approval by the Municipal Art Commission; and

WHEREAS, City staff has recommended that Chapter 270, Section 9, Design and lettering, be amended to allow for artistic window displays exceeding 15% of the cumulative total window area as approved by the Municipal Art Commission, and Chapter 270, Attachment 1, Table of Permitted Signs, be amended to add the same; and

WHEREAS, City staff recommend that the corresponding Chapter 133, Fees, be amended to include a fee for permanent window coverings; now, therefore,

BE IT ORDAINED by the City of New Rochelle:

Section 1. § 270-2, Word usage; definitions, of Chapter 270, Signs, of the Code of the City of New Rochelle is hereby amended as follows:

§ 270-2. Word usage; definitions.

A. Customary meaning. Except where specifically defined herein, all words used in this chapter shall carry their customary meanings. Words used in the present tense include the future, the plural includes the singular and the singular includes the plural. The work “shall” is intended to be mandatory.

[WINDOW SIGN]

[A sign visible from a sidewalk, street or other public place, affixed or painted on glass or other window material, or located inside within two feet of the window, but not including graphics in connection with customary window display of products.]

WINDOW COVERING

An artistic or graphical advertising, visible from a sidewalk, street or other public place, affixed or painted on glass or other window material and as approved by the Municipal Art Commission.

Section 2. § 270-4, Restrictions, of Chapter 270, Signs, of the Code of the City of New Rochelle is hereby amended as follows:

§ 270-4. Restrictions.

I. No sign shall be painted, attached, pasted, covered, wrapped or applied directly onto the exterior of a building or structure except as approved by the Municipal Art Commission.

Section 3. § 270-9, Design and lettering, of Chapter 270, Signs, of the Code of the City of New Rochelle is hereby amended as follows:

§ 270-9. Design and lettering.

C. Permanent and/or temporary signs on windows and doors, including window coverings, shall have letters no larger than 12 inches in height nor occupy more than 15% cumulatively of the total area of windows and doors. Temporary signs on windows and doors shall not require a permit if they do not occupy more than 15% cumulatively of the total area of windows and doors. The fifteen-percent computation shall be based on any window and door areas inside of decorative borders, if any. Permanent signs on windows and doors occupying over 15% of the total area of windows and doors shall require permits and approval from the Municipal Arts Commission. Area should be measured inside of decorative border.

Section 4. Section 133-1, Enumeration of fees, is hereby amended as follows:

§ 133-1. Enumeration of fees.

The following schedule of fees is hereby established with respect to licenses, permits, registrations, documents and activities required or regulated under the provisions of various chapters of the Code of the City of New Rochelle. Specific requirements and regulations for the following shall be as

set forth in the chapter to which reference is made below. The following schedule of fees shall expire at the end of each calendar year, commencing December 31, 2006, unless renewed and/or amended prior thereto.

Code Section	Type of Fee	Amount
§ 270-5	Signs	
	<u>Window signs and window coverings</u>	<u>\$120.00</u>

Matter [bracketed] deleted.

Matter underlined added.

By order of the City Council dated October 7, 2019, pursuant to Resolution No. 190, duly adopted.

All persons interested are invited to attend said Public Hearing or submit written communications to the City Clerk at or before the Public Hearing.

Michelle Oliveros, City Clerk