

Town of Pleasant Valley Comprehensive Plan Committee

March 24, 2009

Town Supervisor Frank Susczynski and Members of the Town Board
Town of Pleasant Valley
1554 Main Street
Pleasant Valley, NY 12569

RE: Revised Draft Sign Ordinance

Dear Supervisor and Town Board Members:

The Comprehensive Plan Committee is pleased to submit a revised draft of the proposed Sign regulations for review and adoption by the Town Board. In preparation for drafting these revisions, the Committee received additional input from:

- The local business community and members of the general public at a public meeting held by the Committee on February 24, 2009;
- The Planning Board Chair, Joe Labriola, and members of the Planning Board;
- Attorneys James Nelson and Janis Gomez Anderson, VanDeWater and VanDeWater.

This final revision represents a balance between supporting our local economy through a broadening of allowable signs, while protecting and enhancing the visual environment through the use of carefully crafted design and dimensional standards.

Some highlights from the revised draft Sign regulations include:

- Permitting temporary promotional, event and Grand Opening signs (temporary signs are not permitted at all under the existing code);
- Expansion of exempt signs and prohibited signs to address the wide array of sign types available today (many of which are not addressed under the existing code);
- Permitting accessory A-frame signs in some districts;
- Allowing temporary window signs at a coverage of up to 25% of the window area;
- Incorporation of design principles and criteria to ensure that signs enhance rather than detract from the appearance of Pleasant Valley, as attractive signage reflects positively on the Town while excessive signage does not;
- Clarification of application and removal requirements;

Representatives from the Committee would be happy to attend a Town Board meeting to answer any questions you may have about these revisions.

Respectively submitted by the Town of Pleasant Valley Comprehensive Plan Committee,

Rick Wilhelm, Co-Chair
Helene Czech
Edward Feldweg

Rebecca Seaman, Co-Chair
Richard Czech
Michael Gordon

Debby Glynn
Penny Hickman
Margie Licchiello-Mattocks