



P. O. BOX 791  
Lake George, NY 12845  
518-668-5771 FAX: 518-668-3735

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PLANNING AND ZONING CLERK  
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TRUSTEES

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518-668-5722 x5

**BEFORE COMPLETING THIS APPLICATION PLEASE BE SURE TO CONTACT THE VILLAGE DIRECTOR OF PLANNING AND ZONING, ADVISING OF YOUR INTENT.**

The Lake George Village Code can be found @ [WWW.GENERALCODE.COM](http://WWW.GENERALCODE.COM), in E-code Library, New York, Village of Lake George. Please review Section 220-24 to ensure compliance when completing this application.

**WE CANNOT ACCEPT YOUR APPLICATION UNLESS WE RECEIVE:**

- A COMPLETE APPLICATION AND THE FOLLOWING MATERIAL MUST BE RECEIVED.
- YOU OR SOMEONE FAMILIAR WITH YOUR SIGN MUST ATTEND THE MEETING.
- DO NOT HAVE YOUR SIGN CONSTRUCTED PRIOR TO APPROVAL.
- **SIX (6) COLOR RENDITIONS OF YOUR SIGN INCLUDING SIGN PLACEMENT.**

RECEIVED	THIS APPLICATION MUST INCLUDE
	A RENDITION OF THE SIGN – DO NOT HAVE YOUR SIGN CONSTRUCTED PRIOR TO APPROVAL.
	THE RENDITION MUST INCLUDE A NOTATION OF THE ACTUAL SIZE, SHAPE AND COLORS OF THE SIGN.
	THE RENDITION MUST INCLUDE INFORMATION ON WHAT THE SIGN WILL BE MADE OF, THE TYPE OF LETTERING USED, WHETHER OR NOT THERE IS A BORDER, WHETHER OR NOT THE BORDER, LETTERING OR ANY GRAPHIC WILL BE RAISED, ETC. (FOR EXAMPLE: WOOD CONSTRUCTION, WITH RAISED BORDER AND GOLD LEAF LETTERING.)
	IF THE SIGN IS A WINDOW SIGN, I.E. LETTERING ON THE WINDOW, YOU WILL NEED TO SUBMIT A RENDITION. YOU SHOULD INDICATE THE PERCENTAGE OF WINDOW SPACE THE SIGN TAKES UP (NO MORE THAN 35%) FONT, SIZE AND COLOR OF THE LETTERING.
	A PICTURE OF THE PROPOSED SIGN AND ITS LOCATION. A RENDITION, DRAWING OR PHOTOGRAPH AT APPROPRIATE SCALE SHOWING EXACT LOCATION, FACING DIRECTION AND TYPE OF SIGN ARE TO BE SUBMITTED WITH THIS APPLICATION. IF A SIGN IS TO BE PLACED ON A BUILDING FAÇADE OR IN A STORE WINDOW, SUBMIT PLANS AND ELEVATIONS OF THE BUILDING FAÇADE OR STORE WINDOW. SUBMIT A PHOTO OF THE STORE FRONT.
	PHOTOS OF ADJACENT BUILDING FACADES, STORE WINDOWS AND SIGNS SHOULD BE INCLUDED. YOUR SIGN SHOULD COORDINATE WITH SURROUNDING SIGNS.
	IF THE SIGN WILL BE ILLUMINATED INCLUDE A PICTURE OR RENDITION OF THE LIGHTING FIXTURE. INCLUDE A PICTURE OF THE EXACT LOCATION FOR THE LIGHTING.
	IF THE SIGN IS REPLACING A SIGN INCLUDE A PICTURE OF THE SIGN BEING REPLACED.

**SIGN PERMIT APPLICATION**



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**PLEASE NOTE:**

WALL SIGNS, PROJECTING SIGNS, HANGING SIGNS AND WINDOW SIGNS USED TO NAME THE BUSINESS SHALL USE A COLOR PALETTE WHICH IS COMPLIMENTARY TO THE BUILDING.

(A) THE DESIGN OF A SIGN SHALL USE A COLOR SCHEME TO PROMOTE AN OVERALL HARMONIOUS COMPOSITION.

(B) GRAPHICS ARE LIMITED TO TWO GRAPHICS PER SIGN, AND THE COLORS SHALL BE COORDINATED WITH THE THEME OF THE SIGN.

(C) A MAXIMUM OF FOUR COLORS IS ALLOWED FOR THE ENTIRE SIGN, FOREGROUND, BACKGROUND, BORDER AND TEXT.

(D) SIGNS SHALL NOT CONTAIN REFLECTIVE MATERIAL, FLUORESCENT PAINT OR COLORS THAT SHOCK THE SENSES OR SCREAM FOR ATTENTION SUCH AS BUT NOT LIMITED TO BRIGHT PINKS, GREENS, YELLOWS AND ORANGES.

(REF. LL 2 2014)

**PLEASE BE SURE YOU ARE IN COMPLIANCE WITH OUR CODE BEFORE SUBMITTING YOUR APPLICATION.**

**WE CANNOT ACCEPT APPLICATIONS WHICH ARE INCOMPLETE OR THAT DO NOT FOLLOW OUR CODE.**

**THIS SECTION WILL BE COMPLETED BY THE LAKE GEORGE VILLAGE ADMINISTRATION OFFICE.**

TAX MAP NO.		ZONE:					
PERMIT NO.		FEE:	\$100.00	DATE PAID:		CHECK NO. OR CASH	
VARIANCE APPLICATION REQUIRED?							

**APPLICANT, PLEASE PRINT AND COMPLETE THE FOLLOWING SECTIONS!**

APPLICANT NAME:		HOME ADDRESS:	
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NAME OF BUSINESS ON SIGN:		ADDRESS WHERE THE BUSINESS LOCATED.	
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**INCLUDE AREA CODE**

APPLICANT HOME PHONE:		BUSINESS PHONE:		CELL PHONE:	
EMAIL				FAX	

WHAT TYPE OF SIGN PERMIT ARE YOU APPLYING FOR?	<input type="checkbox"/> WALL/BUILDING <input type="checkbox"/> PROJECTING (HANGING OVER DOOR ETC. ) <input type="checkbox"/> FREE-STANDING <input type="checkbox"/> A- FRAME (A-frames signs can be displayed from September 15 until May 24. ) <input type="checkbox"/> HANGING UNDER AN OVERHANG. <input type="checkbox"/> WINDOW <input type="checkbox"/> AWNING <input type="checkbox"/> OTHER – DESCRIBE:
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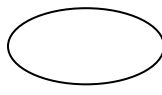
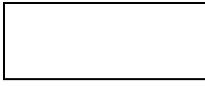
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**WHAT IS THE SHAPE OF THE SIGN? – CHECK ONE OR DESCRIBE CUSTOM DESIGN.**



**DESCRIBE CUSTOM SHAPE.**

**WHERE WILL THE SIGN BE LOCATED?**  
(EXAMPLE ON THE BUILDING OVER THE DOOR. ON BUILDING TO LEFT OF DOOR, ETC.)

**FOR A-FRAME SIGNS DESCRIBE SIDEWALK LOCATION.**

**WHAT IS THE SIZE OF THE SIGN?**

**WHAT MATERIAL WILL THE SIGN BE MADE OF?**

**WHAT IS THE BACKGROUND COLOR OF THE SIGN?**

**HEIGHT**

**FREESTANDING: Maximum height allowed is 25 feet from ground level to top is allowed.**

**WALL: Must be installed so that the entire sign is on the building. No free hanging edges.**

**HANGING AND PROJECTING: Shall have a minimum clearance of eight feet and a maximum clearance of 10 feet from the ground. All measurements of clearance are from the ground to the bottom of the sign.**



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### **BORDER**

DOES THE SIGN HAVE A BORDER?	
WHAT IS THE WIDTH OF THE BORDER?	
IS THE BORDER RAISED? HOW MUCH?	
WHAT IS THE COLOR OF THE BORDER?	
WHAT IS THE MATERIAL OF THE BORDER?	

### **LETTERING**

WHAT ARE THE LETTERS MADE OF?	
ARE THE LETTERS RAISED? HOW MUCH?	
WHAT IS THE SIZE OF THE LETTERS? ALL LETTERS.	
WHAT COLOR IS THE LETTERING.	

### **GRAPHIC**

<p>DESCRIBE ANY GRAPHIC AND WHETHER OR NOT IT WILL BE RAISED AND IF RAISED, HOW MUCH WILL IT BE RAISED?</p> <p>GRAPHICS SHOULD BE LIMITED TO ONE OR TWO AND THE SIZE SHOULD BE PROPORTIONATE TO THE SIZE OF THE SIGN.</p>	
WHAT IS THE SIZE OF THE GRAPHIC(S)?	



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## LIGHTING

<b>WILL THE SIGN BE ILLUMINATED? DESCRIBE.</b>  <b>(DOES NOT APPLY FOR A-FRAME SIGNS)</b>	<b>EXPLAIN: [ ] WITHIN [ ] OVERHEAD [ ] BELOW [ ] SIDE</b>
<b>HOW MANY LIGHTS?</b>	
<b>WHAT KIND OF LIGHTS WILL BE USED – I.E. GOOSE NECK, FLUORESCENT. PROVIDE A PICTURE.</b>	

Only constant intensity is allowed. Flashing, intermittent or moving light is not allowed. Neon or rope lighting is not allowed in windows. Internally lit signs must have a dark background, and lighting must only spill into lettering and graphics.

## READER BOARD

**Size must be calculated into the overall size of the freestanding sign.**

<b>WILL THE READER BOARD BE ELECTRONIC? [ ] YES [ ] NO</b> Electronic reader boards: <ul style="list-style-type: none"> <li>• are limited to 15 square feet.</li> <li>• must be placed below the identification signage.</li> <li>• shall have a dark background.</li> <li>• white lettering is not allowed.</li> <li>• messages shall not scroll.</li> <li>• are only allowed in the Commercial and Commercial Mixed-Use Zones.</li> <li>• shall not display any graphics; they shall consist of words only.</li> <li>• may have plain borders.</li> </ul>
<b>WHAT IS THE SIZE OF THE READER BOARD?</b>
<b>WHAT COLORS IS THE BACKGROUND?</b>
<b>WHAT COLOR IS THE LETTERING?</b>
<b>LIGHTING? [ ] YES [ ] NO</b> <b>IF YES, DESCRIBE THE LIGHTING AND PROVIDE A PICTURE OF THE LIGHT(S).</b>



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**DESCRIBE THE RELATIONSHIP OF SIGN TO NEARBY BUILDINGS, STRUCTURES, STREET LINES, PROPERTY LINES OR LANDMARKS. BE SURE TO PROVIDE PICTURES THAT SUPPORT YOUR DESCRIPTION. INCLUDE, HOW THE SIGN IS COMPATIBLE WITH THE CHARACTER OF THE BUILDING AND THE SURROUNDING BUILDING/BUSINESSES. BE SURE TO PROVIDE PICTURES THAT SUPPORT YOUR DESCRIPTION.**





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<b>OWNER NAME IF DIFFERENT FROM APPLICANT:</b>			
OWNER ADDRESS:		PHONE:	
		INCLUDE AREA CODE	

<b>PROFESSIONAL REPRESENTING APPLICANT:</b>			
ADDRESS:			
PHONE:	INCLUDE AREA CODE	FAX:	

<b>SIGN CONTRACTOR NAME &amp; BUSINESS:</b>		ADDRESS:			
NAME OF CONTRACTOR BUSINESS:					
LAKE GEORGE VILLAGE BUSINESS LICENSE #:		BUSINESS PHONE:			
<u>Any out of Village business must have a business license to work in the Village. Any in Village business must be licensed with the Village.</u>					
CELL PHONE:		FAX:		E-MAIL ADDRESS:	

**A COPY OF WRITTEN CONSENT OF THE PROPERTY OWNER IF THE OWNER IS NOT THE APPLICANT SHOULD BE ATTACHED TO THIS APPLICATION.**

WHO WILL BE INSTALLING THE SIGN?	<input type="checkbox"/> APPLICANT <input type="checkbox"/> OWNER <input type="checkbox"/> SIGN CONTRACTOR
OTHER? EXPLAIN	

**APPLICANT CLAIMS THAT HE/SHE IS THE AUTHORIZED AGENT OR OWNER OF THE EXISTING OR PROPOSED SIGN, DULY AUTHORIZED TO PERFORM SUCH WORK, AND THAT THE SIGN WILL BE DESIGNED, CONSTRUCTED AND ERECTED IN ACCORDANCE WITH THE PLANS AND SPECIFICATIONS ANNEXED TO THE APPLICATION AND SHALL BE LOCATED AND PLACED UPON THE SAID PREMISES AS INDICATED IN THE PLAN OR MAP ATTACHED.**

**I UNDERSTAND THAT SIGNING THIS APPLICATION DOES NOT IMPLY APPROVAL OF THIS PROJECT.**

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE OF APPLICANT

**THE CODE OF THE VILLAGE OF LAKE GEORGE WILL SUPERSEDE ANY INSTRUCTIONS WHEN NECESSARY. (WHEN APPROVED, A COPY OF THIS APPLICATION WILL SERVE AS THE LAKE GEORGE VILLAGE PERMIT. OTHER PERMITS MAY BE REQUIRED BY THE COUNTY AND/OR STATE.)**