

1 RCNY §49-43

CHAPTER 49 OUTDOOR SIGNS

Subchapter

- A *General Provisions*
- B *Registration of Outdoor Advertising Companies*
- C *Administrative Remedies of the Department Pursuant to Section 26-260(d) of the Administrative Code*
- D *Removal, Storage, and Disposal of Signs and Sign Structures*
- E *Application for Sign Work Permit*

Subchapter E – Application for Sign Work Permit

§49-43 Advertising Signs. Absent evidence that revenue from the sign is clearly incidental to the revenue generated from the use on the zoning lot to which it directs attention, the following signs are deemed to be advertising signs for purposes of compliance with the Zoning Resolution:

(a) Signs that direct attention to a business on the zoning lot that is primarily operating a storage or warehouse use for business activities conducted off the zoning lot, and that storage or warehouse use occupies less than the full building on the zoning lot; or

(b) All signs, other than non-commercial, larger than 200 square feet, unless it is apparent from the copy and/or depictions on the sign that it is used to direct the attention of vehicular and pedestrian traffic to the business on the zoning lot.