

Chapter 123

SIGNS

[HISTORY: Adopted by the Town Board of the Town of Skaneateles as indicated in article histories. Amendments noted where applicable.]

GENERAL REFERENCES

Zoning — See Ch. 148.

ARTICLE I

Temporary Political Signs

[Adopted 9-8-1977 by L.L. No. 1-1977]

§ 123-1. Title.

This article shall be known as the "Temporary Political Sign Local Law of the Town of Skaneateles."

§ 123-2. Definitions.

As used in this article, the following terms shall have the meanings indicated:

SIGN — Any device for visual communication used to bring the subject thereof to the attention of the public, whether displayed from the inside or affixed to the outside of a structure or separately constructed and supported. A "sign" readable from two sides and with parallel faces is considered one "sign."

SIGN OFFICER — Such person as may be designated by the Town Board by resolution or, if none is so designated, the Zoning Enforcement Officer for the Town of Skaneateles.

TEMPORARY POLITICAL SIGN — A sign of a political nature, relating to a special or general election or referendum or other specific political event.

§ 123-3. General regulations.

- A. Temporary political signs may be erected and maintained in the Town of Skaneateles, outside of any incorporated Village, without a sign permit or payment of fees.
- B. A temporary political sign must be removed no later than five days after the political event to which the sign refers.
- C. A temporary political sign shall be no closer than 15 feet to a property line, and no such sign shall be attached to a tree, fence or utility pole.
- D. A temporary political sign shall not be placed on public property and shall not be placed on private property without the permission of the owner or occupant thereof.

- E. A temporary political sign shall not be constructed, erected or located in a manner which obstructs visibility with respect to the safety of a motorist or pedestrian proceeding along or entering or leaving the public way or in a manner that is unsafe, insecure or a menace to the public safety.

§ 123-4. Penalties for offenses. [Amended 12-10-1985 by L.L. No. 11-1985]

If a temporary political sign is in violation of any regulation under § 123-3 herein, it may be summarily removed by the Sign Officer. Also, an offense against the provisions of this article shall constitute a violation under the Penal Law and shall be punishable by a fine of not more than \$250 or by imprisonment for not more than 15 days, or both. In addition, any person, firm or corporation who violates any of the provisions of this article or the regulations established hereunder or who shall omit, neglect or refuse to do any act required thereby shall severally, for each and every such violation, forfeit and pay a civil penalty not to exceed \$100 a day for each day of continued violation in excess of the first week.

§ 123-5. Appeals.

- A. Any person aggrieved by any decision of the Sign Officer or of the Town of Skaneateles, relative to the provisions of this chapter, may appeal such decision to the Zoning Board of Appeals, as provided in the zoning regulations of the Town of Skaneateles, and shall comply with all procedural requirements prescribed by such Zoning Board of Appeals.
- B. Any person aggrieved by any decision of the Zoning Board of Appeals may have the decision reviewed by the Supreme Court in the manner provided by law.

§ 123-6. Applicability.

This article is applicable within the Town of Skaneateles, outside of any incorporated Village, and shall be construed as an exercise of the municipal home rule and police powers of such municipality to regulate, control and restrict the use of buildings, structures and land in order to promote the health, safety, morals and general welfare of this community, including the protection and preservation of the property of the municipality and its habitants.

ARTICLE II
General Sign Regulations
[Adopted 3-4-1991 by L.L. No. 2-1991¹]

§ 123-7. Title and legislative intent.

- A. This article shall be known as the "General Sign Regulations of the Town of Skaneateles, 1991."
- B. The intent of this article is to promote public safety, protect property values, create

¹. Editor's Note: This local law repealed former Art. II, General Sign Regulations, adopted 12-17-1990 by L.L. No. 6-1990.

a more attractive economic climate and enhance the scenic and natural beauty of the Town by regulating and restricting existing and proposed signs and advertising devices of all kinds. This article is further intended to reduce sign or advertising distractions and obstructions that may contribute to traffic accidents, reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way, provide more open space and curb the deterioration of natural beauty and community environment. This article is also intended to permit businesses and professions to make use of signage that is important to individual and collective success.

§ 123-8. Definitions.

A. As used in this article, the following terms shall have the meanings indicated, unless otherwise stated:

BUILDING FRONTAGE — The width of any one specific face of a building.

BUSINESS FRONTAGE — The width of the portion of building frontage allocated to an individual occupant.

BUSINESS SIGN — Any sign related to a business or profession conducted or to a commodity or service sold or offered upon the premises where such sign is located, excluding industrial signs.

CONSTRUCTION PROJECT SIGN — Any sign erected by an architect, an engineer or each contractor, with the sign face of each such sign not exceeding 12 square feet, placed on the premises where construction, repair or renovation is in progress.

DIRECTIONAL SIGN — Any sign that directs attention to the location of a local service.

DIRECTORY SIGN — A series of rectangular signs mounted one above another between vertical supporting upright posts, each sign of the same width and length.

ERECT/ERECTED — To build, construct, alter, repair, display, relocate, attach, hang, place, suspend, affix or maintain any sign, including the painting of exterior wall signs and the use of any vehicle or other substitute for a sign.

FACE SIGN — A sign mounted flush with or projecting not more than nine inches from the face or front of a building.

FREESTANDING SIGN — Any sign and sign-support structure that is not attached to or part of a building, including a planter sign.

FRONT OR FACE OF A BUILDING — The outer surface of a building which is visible from any private or public street, highway or driveway, including window display areas.

GROUND SIGN — Any sign with its message lying on or in the ground.

ILLUMINATED SIGN — Any sign lighted by electricity, gas or other artificial light, including reflective or phosphorescent light, paint or tape.

INDUSTRIAL SIGN — Any sign related to a business that manufactures a commodity on the premises but does not offer such commodity for sale to the general public on or from such premises.

INTERIOR SIGN — A sign located within the exterior walls of a building which is readily readable from outside the building through a window, door or other opening.

LIGHTING DEVICE — Any light, string or group of lights located or arranged so as to cast illumination on or from a sign.

OUTDOOR ADVERTISING SIGN — Any sign unrelated to a business or profession conducted or a commodity or service sold or offered upon the premises where such sign is located.

PERSON — Any person, corporation, firm, partnership, association, company, institution or organization of any kind.

PLANTER SIGN — A sign which is attached to or directly associated with floral or other decorative plantings.

POLITICAL SIGN — A sign as defined in Article I of this chapter as a "temporary political sign."

PORTABLE OR MOBILE SIGN — Any sign that is designed and intended to be transported from place to place and is not permanently affixed to the ground or to a building.

PREEXISTING NONCONFORMING SIGN — Any sign which exists at the effective date of this article or an amendment thereto and which does not conform to the regulations and restrictions imposed thereby.

PROJECTING SIGN — Any sign which extends from the exterior of any building more than nine inches.

RESIDENTIAL SIGN — A sign which only identifies by name the resident or residents or the address or box number, including mailboxes and directory signs at the entrance to private roads or lanes.

ROOF SIGN — Any sign constructed on or supported by the roof of any building or structure.

SIGN — Any material, structure or part thereof or any device attached to a structure or painted or represented thereon, composed of or upon which is placed lettered, pictorial or other matter for visual communication, when used or located out-of-doors or on or near the exterior of any building for the display of any advertisement, notice, directional matter, information or name. The term "sign" does not include signs erected and maintained pursuant to and in discharge of any governmental function or required by any law, ordinance or governmental regulation or the flag or insignia of any nation or of any governmental agency or political signs or residential signs.

SIGN AREA — The square footage of the smallest rectangle which will enclose all letters, pictorial matter and designs which form the message of the sign. Freestanding

signs may include an identical back, the area of which is not included in the "sign area." An architectural cornerstone or building identification with a maximum area of two square feet is also not part of the "sign area."

SIGN FACE — The square footage of the smallest rectangle which will enclose all elements intended to be part of the sign, including but not limited to the sign area and the background related to the sign. Supporting structures are not part of the "sign face" unless internally lit or lit by their own specific external light source. If a sign is painted or applied without backing to the face of a building, the "sign face" also includes any additional form or design nonintegral to the building's architecture.

SIGN OFFICER — Such person as may be designated by the Town Board by resolution or, if none is so designated, the Zoning Enforcement Officer for the Town of Skaneateles.

TEMPORARY SIGN — Any sign, not larger than four feet x eight feet in size, or smaller if otherwise required, which is intended to advertise a community, civic, political, charitable, social and educational function; real estate for-sale, for-lease or for-rent signs; construction project signs; garage sale signs; and signs signifying the opening of a new business.

VEHICLE SIGN — A sign painted on or attached to a motor vehicle or other vehicle used or intended for use on a public highway.

B. Terms not defined herein but defined elsewhere in the Code shall have the meanings indicated therein.

§ 123-9. General regulations.

A. No sign except those defined as "temporary signs" may be erected without a sign permit issued by the Sign Officer.

B. All signs shall be securely attached to a building or a structurally sound support, and their display surface shall be kept neatly painted or finished and in good repair at all times.

C. Illuminated signs.

(1) Illuminated signs may utilize only light of constant color and intensity. No flashing, intermittent, rotating or moving lights or strings of lights may be used, except traffic warning lights for hazards and holiday lights during the holiday season.

(2) No illuminated signs or outdoor illumination shall direct light in a way which could create a traffic hazard or a nuisance or an annoyance to passersby or be unreasonably detrimental to adjoining or neighborhood properties. Illuminated signs shall conform to Chapter 61, Electrical Standards, of this Code. The source of illumination shall be suitably shielded to eliminate direct rays or glare on adjoining property.

(3) No visible gas-filled tubes (neon) shall be permitted. No sign may utilize bare light sources, including neon or fluorescent.

- (4) Interior signs may be internally illuminated but may not utilize bare light sources.
- D. No projecting sign shall be erected or maintained, the outer face of which is more than 12 inches from the front or face of a building. In no event may a sign overhang or project on to any public land or highway right-of-way, except as may be provided in this article.
- E. No sign or part thereof shall contain or consist of banners, bunting, posters, pennants, ribbons, streamers, spinners or similar moving, spinning or fluttering devices.
- F. No sign shall consist of animated or moving parts.
- G. No sign shall be attached to a fence, public light standard, utility pole or tree.
- H. No sign, except a directional sign, shall be located within two feet of any road, street or highway property line or right-of-way.
- I. No sign shall be erected in such a manner as to confuse or obstruct the view of any traffic sign, signal or device.
- J. Temporary signs may be displayed not earlier than two weeks before the event, service or project advertised and shall be removed within five days after the conclusion of the event, service, project, sale of property or opening of the business signified.
- K. The following signs are prohibited in the Town of Skaneateles:
 - (1) Revolving, moving, flashing or blinking signs or signs that appear to be in motion, but signs which display public service information, such as time and temperature, are not prohibited.
 - (2) Roof signs and signs protruding above an extension of the upper roofline of the building to which the sign is attached.
 - (3) Outdoor advertising signs.
- L. Political signs are exempted from the regulations and restrictions of this article.
- M. A flag, badge or insignia of a governmental organization, a private residence name or number sign, a "posted" sign, a sign identifying a motor vehicle inspection or repair facility as required by the New York Vehicle and Traffic Law or a sign mandated by statute, law or governmental regulation is not subject to this article.
- N. A vehicle sign shall not be subject to this article so long as the vehicle remains principally in use upon public highways, including current registration, inspection and insurance.
- O. Signs which advertise a branded product and which leave less than 80% of the sign face for identification of the business are prohibited, except where the majority of the floor or lot area on the premises is devoted to the sale or other activity relating to that specific product.

- P. The regulations and restrictions of other chapters of the Code applicable to signs shall remain in effect, except that, in case of inconsistency with provisions of this article, the more restrictive provisions shall apply.
- Q. There shall be no sign identifying the name of a residential development or subdivision, except that signs temporarily identifying the name of a residential development or subdivision shall be permitted on each major entrance to the area for not longer than one year from the date of the sale of the first lot. The sign face shall not exceed 24 square feet.
- R. The sign face of signs identifying a permitted home occupation shall not exceed three square feet.
- S. The sign face of signs incidental to places of worship, libraries, museums, social clubs and societies shall not exceed 20 square feet.

§ 123-10. Business signs; industrial signs; directional signs and outdoor advertising signs.

- A. Business signs.
 - (1) Permitted business signs may be illuminated.
 - (2) The sign area of any business sign shall not exceed 60% of the total sign face, except that the name of a business may be affixed directly to a building face without any background other than the building face.
 - (3) Only business signs as described in either Subsection A(3)(a) or (b) may be erected as follows, except as otherwise provided:
 - (a) A sign or signs may be attached or applied to a building or portion thereof, identifying any legally established business or service conducted on the premises where the sign is located, its owner, trade names, trademark, products sold or the activity, which total sign face shall not exceed 1 1/2 square feet per one linear foot of building or business frontage, whichever is less. In no case shall the total sign face exceed 50 square feet; or
 - (b) A freestanding sign may be used if the total sign face does not exceed 12 square feet and the sign is not more than 10 feet above ground level, which sign may identify any legally established business or service conducted on the premises where such sign is located, its own trademark, products sold or the business or activity. Any business maintaining a freestanding sign as permitted under this option may, in addition, obtain a permit for a sign to be applied or attached to the building face, which sign face shall not exceed 3/4 square foot per linear foot of business or building frontage, whichever is less frontage. The total sign face of a freestanding sign and a building face sign shall not exceed 50 square feet.
 - (4) Shared-common-entry businesses. If two business occupants share a common door, the maximum sign face allowed per one building frontage shall be

shared between them.

- (5) Single-occupant buildings. In addition to any other sign, a building with one occupant which has an entrance open to the public from an adjacent parking lot is permitted to have a business sign as described in § 123-10A(3)(a) on the building face with the entrance closest to the parking lot.
- (6) Multiple-occupant business complex signs. Three or more businesses occupying a common building with a common entry or occupying separate buildings with a common driveway may elect to become a multiple-occupant business complex. A common entry does not exclude an additional separate entrance to the building for a particular business. [Amended 12-17-1998 by L.L. No. 6-1998]
 - (a) Signs identifying the multiple-occupant business complex. One sign is permitted for each building face on a public street or highway and on a public or private parking lot or drive-through. The sign face for each such sign shall not exceed 25 square feet. A freestanding sign may be used instead of a building face sign, which sign face may not exceed 16 square feet nor be higher than 10 feet above ground level.
 - (b) Signs identifying individual businesses or professions within the multiple-occupant business complex. Each business may erect a business sign, which sign face shall not exceed 25 square feet and which sign shall not be higher than 12 feet above ground level. In lieu of such individual business signs, all of the businesses within the complex may, with the written permission of the property owner, erect a freestanding, shared business sign for all businesses within the complex. The shared business sign face shall not exceed 36 square feet and shall not be higher than 12 feet above ground level.
 - (c) Multiple-occupant business complex directory. A directory is permitted which lists all or part of the businesses within the complex. It shall specify no more than the name of the business or profession and the commodity or service offered on the premises. Typography should be coordinated and of common size. The total size of the directory shall be six square feet for each business or profession within the complex. One directory is permitted on each building face on a public street or highway and on a public or private parking lot which has a public entrance.
- (7) The top of any business sign shall not be higher than 10 feet above the ground level, unless otherwise provided. [Amended 12-17-1998 by L.L. No. 6-1998]
- (8) Face signs may be placed at any height but not higher than the building facade. [Amended 12-17-1998 by L.L. No. 6-1998]
- (9) An interior sign identifying the on-premises business or profession which is located within 12 inches of the exterior glass surface will be considered part of the total sign area allowed. [Amended 12-17-1998 by L.L. No. 6-1998]

B. Industrial signs.

- (1) Industrial signs may display the name of the industry, the type of industry, the commodities manufactured on the premises and a symbol or trademark and may be illuminated.
- (2) One freestanding sign identifying an industry on the premises is permitted so long as the sign face does not exceed 50 square feet.
- (3) One face sign is permitted so long as the sign face does not exceed 1 1/2 square feet for each linear foot of building or business frontage, whichever is less, up to a maximum of 50 square feet. If a face sign is used in addition to a freestanding sign, the face sign face may not exceed 3/4 square foot per linear foot of building or business frontage, whichever is less.
- (4) The top of any industrial sign shall not be higher than 10 feet above the ground level, unless otherwise provided.
- (5) Face signs may be placed at any height, but not higher than the building facade.

C. Directional signs and outdoor advertising signs.

- (1) Directional signs, except industrial directional signs, may contain only the name of the business and the location from the sign's geographical position. The sign face for such signs shall not exceed four square feet. Such signs may be illuminated in conformance with the requirements of this article.
- (2) Industrial directional signs may contain only the name of the industry, the necessary directional information and the location from such sign's geographical portion. The sign face for such signs shall not exceed six square feet. Such signs may be illuminated in conformance with the requirements of this article.
- (3) Parking lot signs. One sign, the sign face of which shall not exceed nine square feet and, if freestanding, shall be not higher than six feet above ground level, may be placed in a private off-street parking area only, to limit the use of such parking area to customers and/or business invitees of the occupant.
- (4) Public service informational signs. Signs which display public service information, such as time and temperature, if permitted within a district pursuant to Chapter 148, Zoning, of the Code and in accord with the requirements of this article, may be permitted so long as the sign face does not exceed 32 square feet and not less than 80% of the sign face is for the public service information.

§ 123-11. Application for permit.

- A. Application for a permit shall be made, in writing, upon the forms prescribed by the sign officer, and each such application shall meet the following standards and shall contain, at minimum, the following information:

- (1) The name, address and telephone number of the applicant or of the owner of the sign, if different from the applicant.
- (2) The location and the name and address of the owner, if other than the applicant, of the building, structure or land to which or upon which the sign is to be erected.
- (3) A detailed drawing showing the construction details of the sign and showing the lettering and pictorial matter composing the sign, the position of lighting and extraneous devices and a location plan showing the position of the sign with reference to any building or structure and any private or public street or highway. Such drawing must be prepared by a licensed surveyor or engineer.
- (4) Written consent of the owner of the building, structure or land at which the sign is to be erected, in the event that the applicant is not the owner thereof.
- (5) The date of the sale of the first lot for each application for a sign temporarily identifying the name of a residential development or subdivision.
- (6) Appropriate proofs of compliance with the requirements of this article and all other chapters of the Code.
- (7) Any application for a multiple-occupant business complex sign must also include the written consent of the property owner.

B. Applications shall be submitted to the Sign Officer, who shall:

- (1) Review the design, size and location of the proposed sign to determine whether the proposed sign is in violation of any of the regulations or restrictions set forth in this article or any other applicable chapter of the Code.
- (2) Grant approval, including any reasonable conditions, or reject the application for being incomplete or deny the application and provide reasons for the denial.
- (3) If the proposed sign does not comply with the regulations or provisions of this article, the Sign Officer shall deny the application. A decision of the Sign Officer may be appealed to the Board of Appeals. The Town Planning Board may submit an advisory opinion to the Sign Officer or, if on appeal, to the Board of Appeals.

C. Upon an appeal by the applicant, the procedures and standards of § 148-25 of this Code shall apply, except as modified by this article. The Board of Appeals shall schedule a public hearing on such application within 60 days. The Board of Appeals shall have the authority to vary or modify the application of any of the regulations or provisions of this article relating to the use, construction, alteration, design, size and location of a sign in such a manner as shall not be contrary to the spirit of this article and the public safety and welfare of the Town of Skaneateles. Variations or modifications may be authorized upon findings that there are practical difficulties in applying a strict or literal interpretation of this article and that any resulting modifications are the minimum necessary to allow the proposed sign. In all such

cases, the Board of Appeals shall render its final decision within 60 days after the public hearing, and it shall be the duty of the Board of Appeals to attach such conditions or restrictions to its decision as may be required to effect compliance with the spirit and intent of this article.

§ 123-12. Fees.

- A. There shall be an application fee (nonrefundable) of \$15.
- B. Before receiving a sign permit, the applicant shall pay the following fee, in addition to the application fee:
 - (1) For a sign face larger than 12 square feet: \$25.
 - (2) For a sign face 12 square feet or less: \$10.
- C. Such fees apply to all signs, even if shown on the original building plans, and are in addition to any other fees provided for by the Town.
- D. Fees and fee categories may be established and changed from time to time by resolution of the Town Board.
- E. Costs of engineering studies and related expenses required by the Town in connection with review of an application or for ascertaining compliance with this article may be charged to the applicant or sign owner.

§ 123-13. Issuance of permit.

- A. The Sign Officer shall issue a permit for a proposed sign upon payment of the proper fees, provided that the application, including drawings and related materials, is complete and complies with all provisions of this article as determined by the Sign Officer or, following appeal, by the Board of Appeals. If the sign authorized by a permit has not been completed within six months from the date of the permit, the permit shall expire, except that such permit may be renewed once by written application submitted within 10 days of expiration accompanied by a renewal fee of \$15.
- B. Permits issued are not personal rights but relate solely to the premises for which application is made. Permits may not be assigned to others and may not be transferred to premises other than that identified in the permit.

§ 123-14. Removal of signs.

- A. The Sign Officer shall notify the owner of any sign which no longer serves the purpose for which the permit was granted or which is unsafe, insecure or is a menace to the public or which is erected in violation of this article or which is not maintained in accordance with this article, in writing, to remove or correct the unsatisfactory condition of said sign within 20 days from the date of such notice.
- B. Upon failure to comply with such notice within the prescribed time, the Sign Officer is hereby authorized to secure, repair, remove or cause the removal of such

sign. All costs of securing, repairing or removing of such sign, including related legal fees and expenses, shall be assessed against the land on which the sign is located and shall be levied and collected in the same manner as provided in the Town Law for the levy and collection of a special ad valorem levy.

- C. Emergency provisions. Where it reasonably appears that there is present a clear and imminent danger to the life, safety or health of any person or property unless a sign is immediately repaired or secured or demolished and removed, the Town Board may, by resolution, authorize the Sign Officer to immediately cause the repair or securing or demolition of such unsafe sign. The expense of such repair or securing or demolition shall be a charge against the land on which the sign is located and shall be assessed, levied and collected as provided in § 123-14B of this article.

§ 123-15. Revocation of permit.

The Sign Officer may revoke any sign permit in the event that there is any false statement or misrepresentation as to a material fact in the application upon which the permit was based or if the sign is not erected in accordance with the permit.

§ 123-16. Preexisting nonconforming signs.

- A. A preexisting nonconforming sign may not be altered or enlarged so as to increase its nonconformity or add a different nonconformity.
- B. If it is claimed that a sign is a preexisting nonconforming sign, the person making such claim shall have the burden of proof thereof.
- C. A certificate of nonconformance may be issued by the Sign Officer for a preexisting nonconforming sign upon presentation of proofs satisfactory to the Sign Officer. A certificate of nonconformance shall provide a rebuttable presumption that the sign existed at the effective date of this article.
- D. Alteration or replacement; discontinuance.
 - (1) Any preexisting nonconforming sign shall be altered or replaced to comply with this article within 30 days of the effective date of this article, except those signs which exist in Agriculture Commercial or Agriculture Industrial Districts. As to preexisting nonconforming signs in Agriculture Commercial or Agriculture Industrial Districts, each such sign may be altered or replaced only in conformity with the requirements of this article, including the requirement to obtain a permit. Preexisting nonconforming signs may be repaired, repainted or refinished without a permit. A change in the name of the business or other message from that existing or as shown on the sign on the effective date of this article shall not be considered repair, repainting or refinishing, and compliance with the provisions of this article is required.
 - (2) Discontinuance. Any preexisting nonconforming sign to which Subsection D(1) above applies which is removed from the position it occupied on the effective date of this article and not restored to such position within 30 days shall be presumed to be abandoned and discontinued and may not be restored

except in compliance with this article.

§ 123-17. Applicability.

This article is applicable within the Town of Skaneateles outside of any Village therein.

§ 123-18. Penalties for offenses.

Any person who violates any provision of this article shall be guilty of an offense against this article and shall be subject to a fine of not more than \$250 or to imprisonment for a period of not more than 15 days, or both such fine and imprisonment. In addition, any person, firm or corporation who violates any of the provisions of this article or who shall omit, neglect or refuse to do any act required thereby shall severally, for each and every such violation, forfeit and pay a civil penalty not to exceed \$100 a day for each day of continued violation in excess of the first week. When a violation of any of the provisions of these regulations is continuous, each week thereof shall constitute a separate and distinct violation subjecting the offender to additional penalties. The imposition of penalties for any violation of this article shall not excuse the violation or permit it to continue. The application of the above penalty or penalties for any violation of this article shall not preclude the enforced removal of conditions prohibited by this article. The expense of the Town in enforcing such removal, including legal fees, may be chargeable, in addition to the aforesaid criminal and civil penalties, to the offender and may be recovered in a civil court of appropriate jurisdiction.

§ 123-19. Notice.

A notice to an applicant or to a sign owner pursuant to this article shall be sufficient if mailed postage paid to the applicant at the address stated in the application as may be changed from time to time by the applicant by written notice received by the Sign Officer or to the address of the owner of the property at which the sign is located as shown on the records of the Town Assessors.