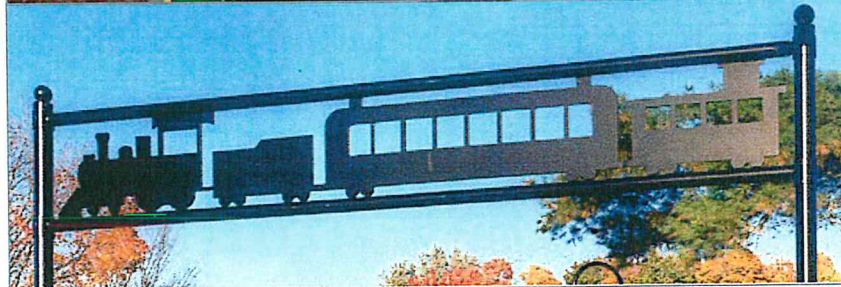
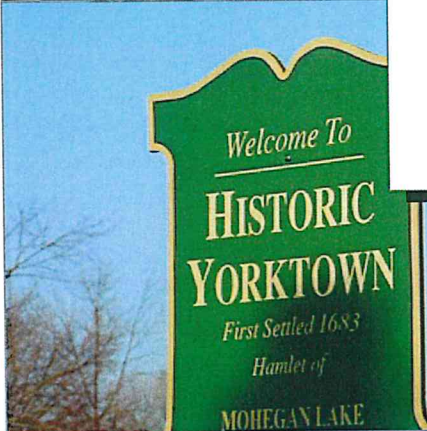




SIGNAGE ORDINANCE MANUAL

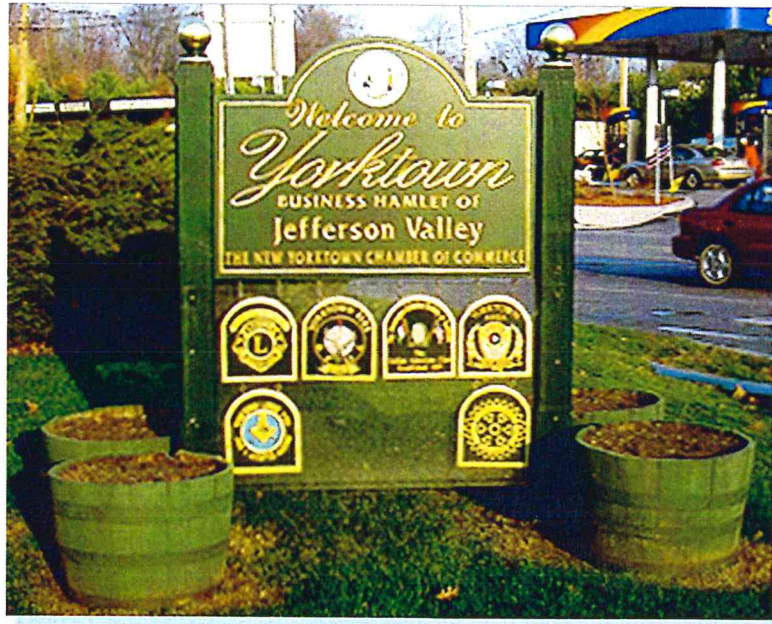
Design Guidelines
for the
Town of Yorktown
New York

2003



SIGNAGE ORDINANCE MANUAL:

Design Guidelines for the Town of Yorktown



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Bedford Hills, New York

December 10, 2003

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INTRODUCTION

Signage is one of the most visible and influential aspects of town character. Signs convey more than the messages they hope to deliver, they give visual clues about the quality and health of commercial areas. When they are well designed and thoughtfully, safely placed, signs can inform, direct, define, and enhance a town's overall visual quality.

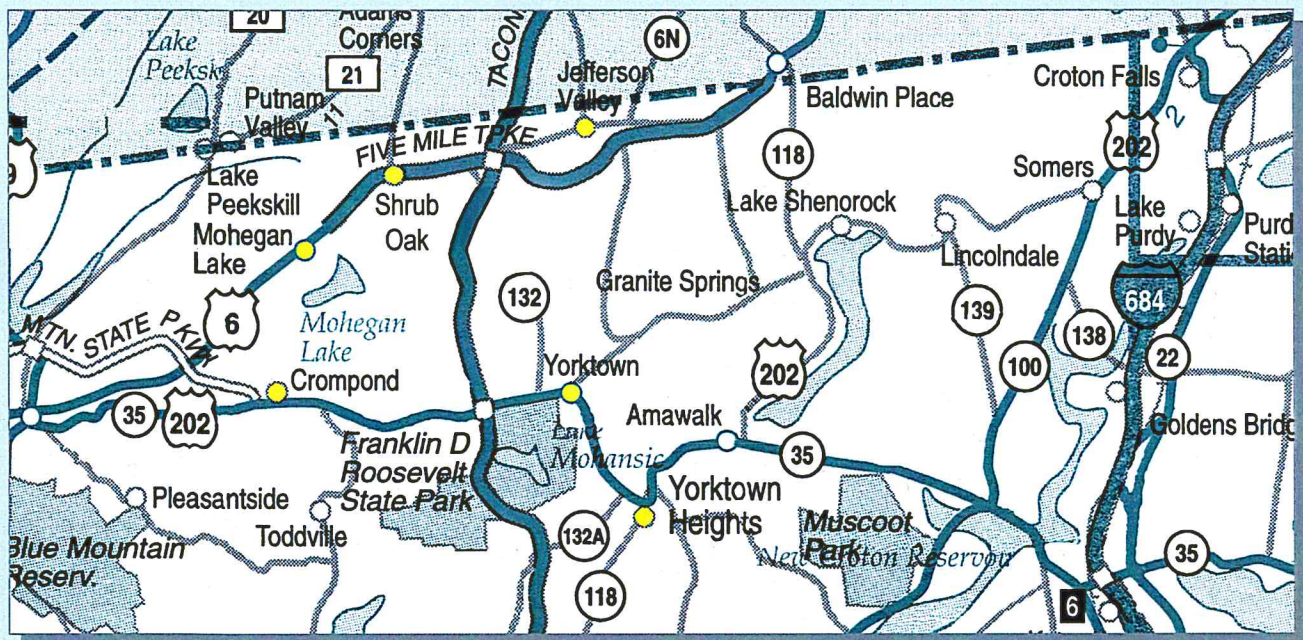
Sign codes are created to protect and enhance this visual character by mandating the number, sizes, and types of signs allowed in a given area. While they are usually intended to provide guidance for those hoping to construct new signage, town zoning codes pertaining to signage can often be confusing and are rarely inspirational.

This manual has been created to fill that void by providing clear, creative guidance. However, while it is intended to inspire creative, well constructed, thoughtfully placed, character enhancing signage for the Town of Yorktown, it serves merely as a guide and is intended only to be used as a companion to the Town's signage ordinance. All applicants for new signage permits shall

refer to and adhere to all the requirements listed in the Yorktown Code pertaining to signs (Yorktown Code - Zoning: Article XX 1999).

The manual first provides an explanation of sign permit requirements, the sign permit application process, and a graphic interpretation of certain items mentioned in the Yorktown Zoning Code on Signs. This section is not intended to replace the Code, but to act as a companion to and clarification of the Code. The manual then presents general design guidelines which give suggestions for creating attractive, legible, and creative signage.

Finally, design recommendations specific to each of Yorktown's five business hamlets are provided. While these five hamlets each share certain qualities, each of them do differ somewhat in their character, their use, and traffic flow. Therefore, it is appropriate that signage for each of these unique areas reflect the particular character of each individual area. It is hoped that these recommendations will provide the sign applicant with inspiration and guidance.



SIGNAGE APPROVAL

EXEMPTIONS:

Certain signs are exempt from regulation by the Town and requirements in the Zoning Ordinance. Section 300-193.1 "Exempt Signs" lists the requirements and types of signs, displays, and banners, which do not require that a permit be obtained.

TEMPORARY SIGNS:

All temporary signs and restrictions as defined by section 300-193.5 "Temporary Signs" are not subject to the standard Town application process as outlined and will not require a sign permit except for the following:

- Temporary Real Estate Directional Signs

Temporary real estate directional signs not located on property under development are subject to conditions established by Building Inspector upon application. Real estate development signs are permitted for each site. Time limitations and other conditions established by the lead authority are noted in the Zoning Code.

- Announcement Signs

Announcement signs as defined and explained under section 300-193.13 will require a special permit from the Zoning Board of Appeals.

- Permanent Accessory Signs

A permanent accessory sign may be a free standing or building sign and requires a sign permit. Tables 1 and 2 (see pages 3 and 4) indicate the permissible number area, spacing, height and dimensional requirements for such signs. The tables are taken from the Zoning Code and reflect the requirements for the residential and nonresidential zones. The Applicant shall refer to the Zoning Code for all non-exempt signs. Except as provided in the Zoning Code, any proposed non-exempt signs will require a sign permit issued by the Building Inspector and is subject to conditions imposed by any approving authority (i.e.

Planning Board, Town Board, Zoning Board of Appeals, etc.) having site plan, subdivision, or special permit jurisdiction over the land use on which a sign is located or with which the sign is to be associated and subject to further provisions. Examples of permanent accessory signs include but are not limited to:

- Time-Temperature-Date sign
- Directional signs
- Sign at commercial complexes



SIGNS AT ENTRANCES TO RESIDENTIAL DEVELOPMENTS:

Generally, a permanent identifying sign, not exceeding 15 square feet in area, may be displayed at each street entrance to a residential development, by special permit from the Zoning Board of Appeals. Other restrictions are noted under section 300-193.12.



TABLE 1: SIGNS PERMITTED IN RESIDENTIAL ZONES

This table, Signs Permitted in Residential Zones: Town of Yorktown, Ch. 300, Zoning [Added 5-18-1999 by L.L. No. 7-1999], explains the types and sizes of

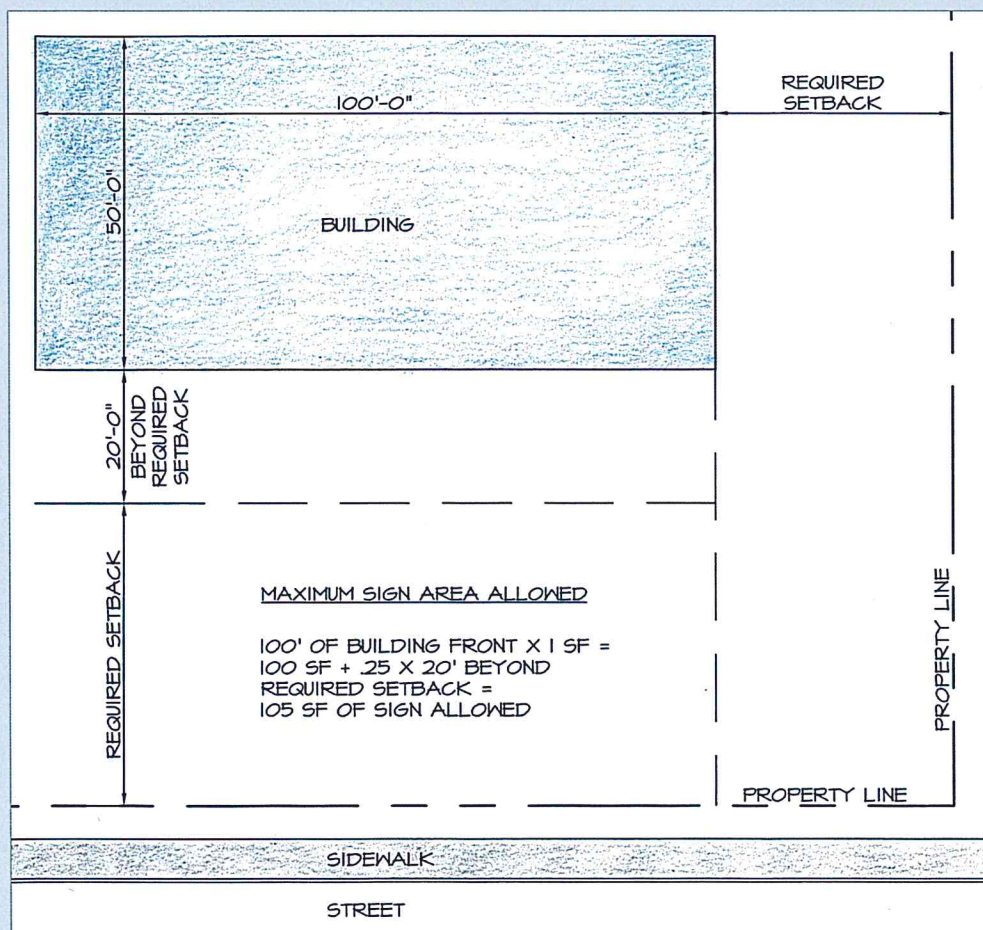
signs allowed in various types of residential areas and the types of permit requirements: permanent, by special permit, or temporary required for these signs.

Zone	Permanent	By Special Permit	Temporary
R-1 and R-2	1. Signs not exceeding 4 square feet in area pertaining to a use permitted in the district. 2. Signs related to uses permitted by special permit as provided in the specific special permit section pursuant to § 300-21 (Schedule of Regulations).	1. Real estate development signs pursuant to § 300 -193.5D (7). 2. Real estate directional signs located on public property pursuant to 300- §193.5D (6). 3. Announcement signs not to exceed 8 square feet. 4. Residential development identification signs pursuant to §300.193.12.	1. One sign identifying the sale, lease or rental of property on which it is located, not to exceed 4 sq. ft. in area pursuant to § 300 - 193.5D (1). 2. A sign not to exceed 4 sq. ft. to identify construction in progress pursuant to § 300-193.5D(2). 3. Tag sale signs pursuant to § 300-193.5D (5). 4. Signs or banners to advertise certain temporary uses pursuant to § 300-193.5D (4). 5. Real estate directional signs pursuant to § 300-193.5D (6).
R-2A and R-3	Same as above for one- and two-family dwellings. For multifamily dwellings, freestanding and building sign(s) are permitted but are not to exceed a cumulative area of 16 sq. feet. For freestanding signs, the maximum height above grade shall be 6 feet. Traffic control signs, building address signs mounted on a building wall and not exceeding 0.5 square foot per dwelling unit are not included in the limitation. Signs for uses permitted by special permit shall be the same except where indicated in the particular special permit section.	Same as above.	Same as above.
RSP-1, RSP-2, and RSP-3	One freestanding sign per street frontage, not exceeding 16 sq. feet in area, shall be permitted, with a maximum height of 6 feet above grade. Within the site, directional signs and identification signs shall be permitted by the approving authority, which shall specify the number, size, and type of such signs, the legend thereon and the style of such signs and legends, upon considerations of necessity and appropriateness to the area and structure.	N/A	N/A

TABLE 2: SIGNS PERMITTED IN NONRESIDENTIAL ZONES

Table 2: Maximum Sign Area			
Zone	Freestanding (square feet)	Building Signs	Window Signs
C-1	100	1 square foot for each horizontal linear foot of building front plus 0.25 sq. feet for each foot of building setback above the required setback.	25% of each window area
C-2	25	Same as above.	Same as above.
C-3	35	Same as above.	Same as above.
C-4	25	Same as above.	Same as above.
CR	25	Same as above.	Same as above.
OB-1	35	Same as above.	Same as above.
OB-2	35	Same as above.	Same as above.
M-1	50	Same as above.	Same as above.
M-1A	25	Same as above.	Same as above.
M-1B	35	Same as above.	Same as above.
M-2	25	Same as above.	Same as above.
M-2A	25	Same as above.	Same as above.

This table, Signs Permitted in NonResidential Zones: Town of Yorktown, Ch. 300, Zoning [Added 5-18-1999 by L.L. No. 7-1999], explains the types and square footage sizes of signs allowed in the nonresidential areas of the Town of Yorktown.



The diagram at left illustrates how to calculate allowable square footage size for building signs in nonresidential areas.

One square foot of signage is allowed for each horizontal linear foot of building front plus 0.25 square feet for each foot of building setback above the required setback.

UNDERSTANDING THE SIGN PERMIT APPLICATION PROCESS

How to apply for a sign permit:

- First, obtain the "Application for Sign Permit" form (see below) from the Building Department in the Town Hall at: 363 Underhill Avenue, Yorktown Heights.
- Next, assemble 3 copies of each of the required supporting documents. These will include:
 - 1) A site plan and elevation drawing for all free-standing signs and an elevation for all building mounted signs depict the location of the proposed sign.
 - 2) Scaled drawings depicting the size, shape, and color of the sign, the design and size of all lettering and graphics, the proposed method of sign anchorage, construction, and illumination.
 - 3) Photos of the existing building (or site) which include views of the surrounding conditions.
 - 4) Written consent of the owner of the building, structure, or land on which the sign will be located (this is required only if the applicant is not the owner).
 - 5) Data, as required, to indicate compliance with the quantitative standards of the sign ordinance (such as those regulating sign height, size, total square footage of sign(s) face area, etc.)
- Finally, return the completed application form, all of the required documents, and a filing fee of \$4.00 per square foot of sign face to the Building Department. The filing fee may be paid by cash or check.
- The application will first be evaluated by the Building Department for quantitative criteria (placement, height, size etc.) as per the Zoning Code.

APPLICATION FOR SIGN PERMIT

TOWN OF YORKTOWN
BUILDING DEPARTMENT
363 UNDERHILL AVE.
YORKTOWN HTS., NY 10598
Tel: 914-962-5722 ext. 233
Fax: 914-962-1731

Date: _____

Name of Applicant: _____

Address: _____

Phone: _____ Fax: _____

Project Name: _____

Project Address: _____

Tax Designation: Section _____ Parcel _____ Lot(s) _____

Proposal: _____

The undersigned applicant hereby agrees to comply with all applicable provisions of the Code of the Town of Yorktown, and all other Laws, Codes, Rules and Regulations applicable to the proposal.

Signature _____

All applications for sign permits must include 3 copies of the following:

1. A site plan and/or elevation indicating the location of the proposed sign.
2. Scaled drawings of the proposed sign that clearly indicate the size of the sign and the size, design and colors of all sign lettering and features. Drawings should also indicate the proposed construction and anchorage of the sign and the method of illumination.
3. Photos of the existing building, where applicable, with sufficient view to indicate surrounding conditions.
4. In the event that the applicant is not the owner, written consent of the owner of the building, structure or land on which the sign is to be placed.
5. Data, as required, to indicate compliance with the quantitative standards of the sign ordinance.
6. A filing fee of \$4.00 per square foot of sign face.

- If the proposed signage meets this initial quantitative criteria, then the application will be sent to the Town of Yorktown's Advisory Board on Architectural and Community Appearance for a review of qualitative criteria (design, color, etc.).

- If the proposed signage also meets these qualitative criteria, then the Building Department will approve the application and the applicant will receive a sign permit. Generally, this whole process should take approximately 3 - 4 weeks.

- If the proposed signage does **not** meet the Building Department's initial review, the applicant will have two options. The first is to adapt the proposed signage to meet the required quantitative criteria and then resubmit the application with revised drawings. The second option is to try to obtain a variance from the Zoning Board of Appeals.

- However, this second option should be very carefully considered. The appeals process may require the applicant to participate in a public hearing and to obtain permission for the proposed signage from neighbors or local business owners. Therefore, it often can take two months or more to receive the Building Department's final approval for the proposed signage.

SIGNAGE RESTRICTIONS

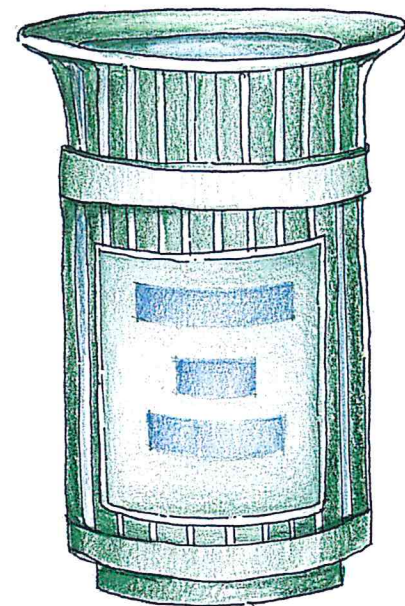
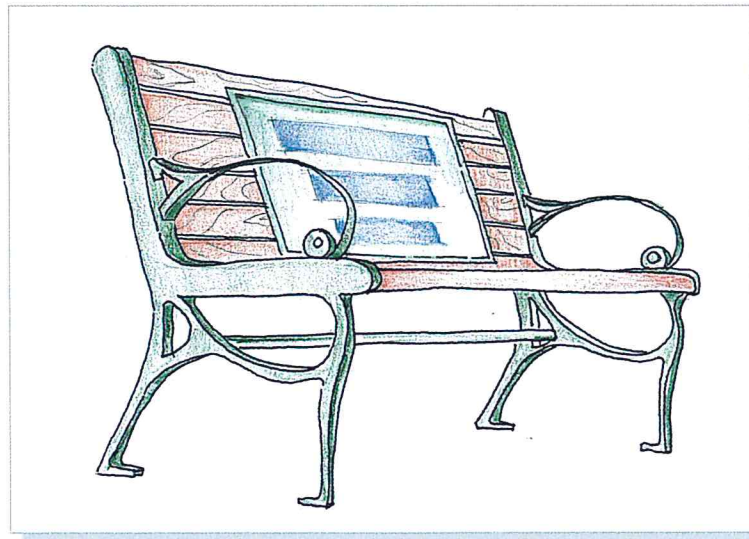
The Zoning Code explicitly indicates limitations and prohibitions for certain types of signs. The applicant shall refer to the Code for specific descriptions and restrictions for all signage. The following diagrams graphically depict and clarify several selected items noted in the Yorktown Signage Ordinance so that the applicant might better understand these restrictions. Please be aware

that not all of the Code requirements have been depicted here, just a few that may be more easily understood through graphic illustration. The applicant shall ultimately refer to and adhere to all of the requirements, exemptions, and restrictions of the Yorktown Zoning Code as it pertains to the number, sizes, and placements of allowable signage

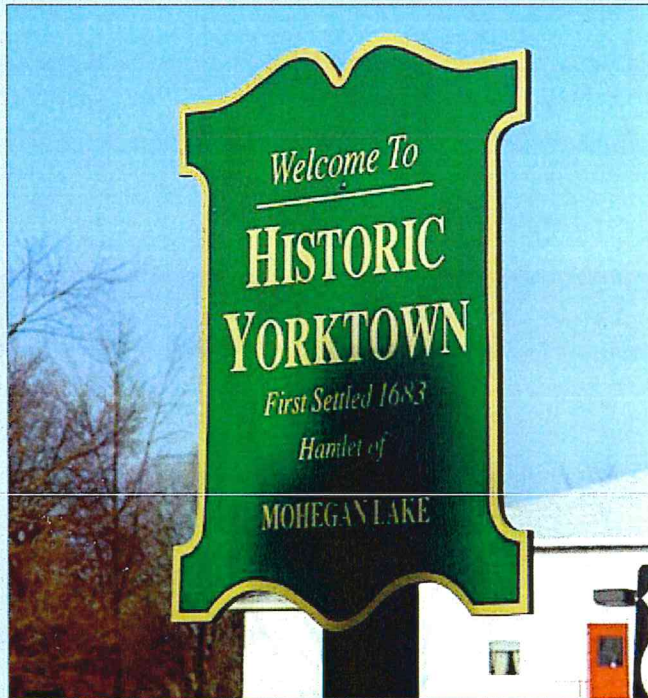


As depicted at left, any sign that extends over a pedestrianway must maintain a minimum height clearance of eight feet; over vehicle ways, minimum clearance shall be fifteen feet.

Signs shall not be placed upon benches or waste receptacles (except for a plaque not in excess of 16 square inches in area identifying the donor of the bench or receptacle). The illustrations below and below left depict signs that do not meet this requirement and, therefore, are not permitted.



DESIGN GUIDELINES FOR THE TOWN OF YORKTOWN



The Sign Design Guidelines for the Town of Yorktown are split into two sections: General Design Guidelines and Hamlet-Specific Recommendations. First, the General Design Guidelines cover all of the basic issues of sign design. This includes discussions of sign shape, type, placement, size, materials, colors, lettering, lighting, integration with the surrounding landscape, and, finally, creativity & individuality in sign design. The next section on Hamlet-Specific Recommendations looks at the design issues relevant to each of the five individual business Hamlets of Yorktown: Yorktown Heights, Shrub Oak, Mohegan Lake, Jefferson valley, and Crompond.

The intent of both the general design guidelines as well as the Hamlet-specific recommendations is to enhance and preserve town character by encouraging new and replacement signage for the Town of Yorktown which is:

- distinctive and creative;
- compatible with the surroundings;
- appropriate to the type of activity to which it pertains;
- expressive of the identity of individual proprietors or of the community as a whole; and
- appropriately sized in its context so as to be easily readable.¹

These Guidelines are not intended to replace the Town of Yorktown's zoning code as it pertains to new and replacement signage (see Yorktown Code: Zoning - Article XX: Signs), but to provide design guidance and inspiration. Please refer to the above mentioned Zoning Code - Article XX for all official policy on permitted sizing, quantity, lighting, location, maintenance, prohibitions, and exemptions and so forth of Yorktown signs.

¹ Massachusetts Dept. of Environmental Management, Center for Rural Massachusetts. Dealing with Change in the Connecticut River Valley: A Design Manual for Conservation and Development. Lincoln Institute of Land Policy and the Environmental Law Foundation, 1988. p. 143.

GENERAL DESIGN GUIDELINES - SIMPLICITY & PLACEMENT

Above all else, and in all aspects of sign design and placement, simplicity is highly encouraged. Simple signs can enhance local character, are immediately identifiable, easily readable, and generally serve as an informative asset to any community.

On the contrary, overly complicated or crowded signs can be hard to read and visually jarring. They detract from the character of otherwise attractive surroundings. And, if poorly placed, they can be distracting or even dangerous for pedestrians and motorists alike.

Signs which can potentially block sightlines at intersections and entrances, are particularly problematic. As illustrated by the overly large, visually distracting multiple tenant sign shown here (top right), simplicity both in design and placement is essential to good, safe sign design.

In general, the placement of multiple tenant signs on a single freestanding structure such as is shown here is discouraged. If, however, signs must be placed in close proximity, they should share similar design features, such as coordinated size, shape, color, text and graphic styles for a more unified, harmonious look (below right). As described by landscape architect and urban planner John Ormsbee Simonds in his book on livable urban environments:

[If they are] brought on piecemeal and placed at random, signs can result in an unholy clutter. In general, the fewer, the better. If designed as a coordinated "family" and strategically placed, however, signs can be an added attraction. Graphically, they are to be suited in size, shape, letter type, and color to the location and function.²

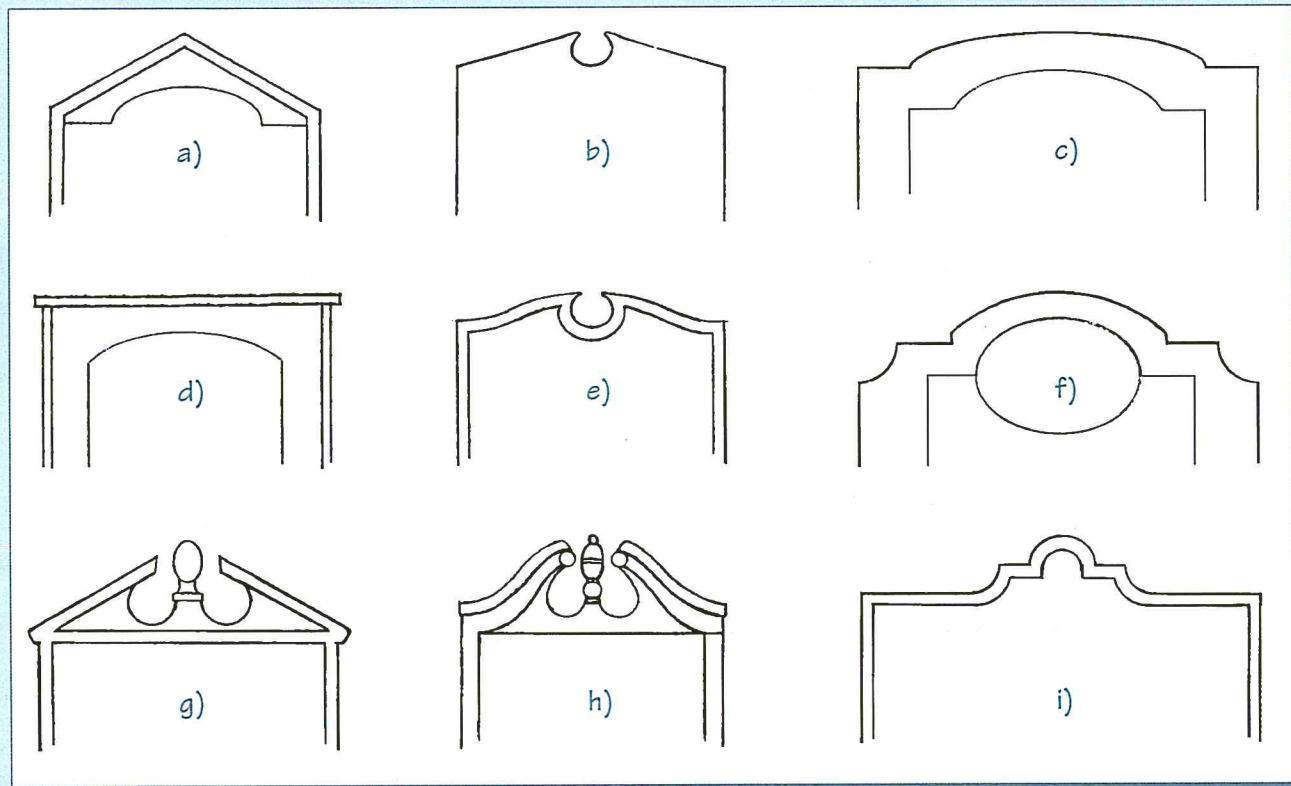
² Simonds, John Ormsbee. (1994). *Garden Cities 21: Creating a Livable Urban Environment*. McGraw-Hill, Inc., New York, p. 24.



GENERAL DESIGN GUIDELINES FOR SIGN FRAME SHAPES

The sign frame styles illustrated below reflect the designs of many historically-inspired signs found throughout the Town of Yorktown. By referencing certain elements of the area's Neo-

classical and Colonial Revival style structures, using historically-inspired designs like these creates a common visual identity which, in turn, helps maintain the town's unique character.



Within the Town of Yorktown, each of the five Hamlets have their own distinct character. Certain design styles may be more appropriate in one area than another. For example, while Yorktown Heights and Shrub Oak both have many Neoclassical and Colonial Revival style structures, Shrub Oak's residential character is better suited to the more decorative sign frame shapes (e, g, & h). In turn, Yorktown Heights' more commercial character allows for a less stylized look (b, c, f, or i). The "lake communities" of Mohegan Lake and Jefferson Valley both have rustic residential qualities as well as a more modern, commercial feel that is well suited to updated interpretations of the Neoclassic style (b, c, or d). Finally, the retail strip character of Crompond lends itself to sleek, modernized design styles (a, c, or d).

GENERAL DESIGN GUIDELINES - LETTERING

Legibility is an inherent characteristic of effective signage. Illegible signs, ineffective and unattractive at best, can be dangerously distracting. In contrast, signs that can be read quickly and easily are both functional and safe.

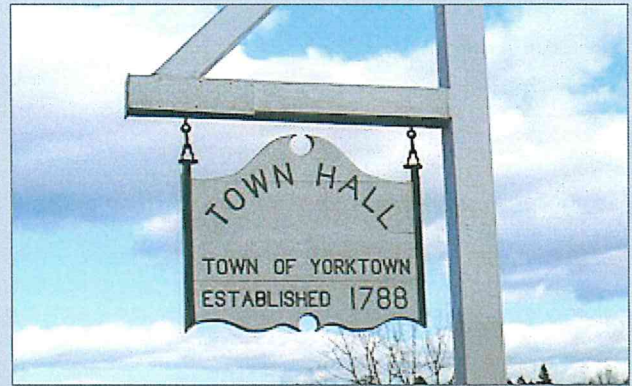


To maximize your sign's legibility, use text that is simple, succinct, and balanced. As shown above, text that is clear, large, well-spaced, and proportionately scaled for the size of the sign face is both legible and attractive. The key is to keep the message clear and simple. Limit the body of text to the absolute minimum amount of information required to identify the premises or to express your intended message.

It is also recommended that you limit the number text styles you use on a single sign face. Generally speaking, no more than two different font styles (e.g. seriffed or sans-serif, bold or condensed, italic, and so on) should be used on a single sign. Similarly, the number of different font sizes and colors should also be limited.

When determining the style, color, size and placement of text, carefully consider the context of the intended signage. Is the sign going to be located in a historic part of town or a more contemporary area? Will the sign be viewed by pedestrians, by drivers, or by a combination of both groups?

The answers to such questions can help you determine the appropriate text design. For example, the use of more classically styled, seriffed fonts



(see page 11) can be used to reflect and enhance the character of historic areas. However, in the proper context, more contemporary sans-serif typefaces can also be quite effective. As illustrated above, even relatively modern-looking, sans-serif fonts can readily achieve a very historic look when they are used in combination with more traditional sign shapes and colors.



Combinations of compatible seriffed and sans-serif lettering styles can also be used to create playful, original designs (above) or classic, elegant designs (below) depending on how the text styles, colors, and graphics are selected and arranged.



GENERAL DESIGN GUIDELINES - LETTERING

It is worth noting, however, that using seriffed text styles generally provide a higher degree of legibility than using sans-serif styles. Sans-serif letters tend to be more similar to one another and can therefore be more difficult to decipher. This is particularly true when only capital letters are used to spell out lengthy titles or phrases. Using a combination of both types of lettering and shorter phrasing can decrease the visual monotony that can result from using only sans-serif text.

Seriffed Text

Times New Roman (Regular and Bold):

TOWN OF YORKTOWN
Town of Yorktown

Century Schoolbook (Bold and
Bold Italic):

TOWN OF YORKTOWN
Town of Yorktown

ITC Garamond (Bold Condensed and
Bold Condensed Italic):

TOWN OF YORKTOWN
Town of Yorktown

Book Antiqua (Regular, Bold, and Bold Italic):

TOWN OF YORKTOWN
TOWN OF YORKTOWN
Town of Yorktown

Sans-serif Text

Tempus Sans (Regular):

TOWN OF YORKTOWN
Town of Yorktown

Century Gothic (Regular, Bold,
and Bold Italic):

TOWN OF YORKTOWN
TOWN OF YORKTOWN
Town of Yorktown

Once you have selected the lettering style(s) you intend to use, then you need to decide on the size, color, and placement of the text. As mentioned earlier, to determine these design factors, you should first consider the context for your sign.

If it will be viewed by pedestrians or drivers travelling at slow speeds, then you can use a smaller lettering size, perhaps between 2"- 6" high, and softer colors. The lettering size should be in direct proportion with the scale and shape of the sign which, in turn should be related to the size and style of the building or location it identifies.

If your sign is to be viewed primarily by drivers travelling at higher speeds, then you will need to use larger lettering and more intense, vivid color combinations to ensure that you sign can be easily read from a safe distance. Lettering that is 12" tall can usually be seen from a distance of 500 feet. However, while this large text size may be appropriate for the main title text of a multi-tenant plaza, lettering for the majority of roadside signs does not need to exceed a 6" to 8" maximum.

GENERAL DESIGN GUIDELINES FOR BUILDING SIGNS

There are two basic types of building signs: wall signs and projecting signs. Wall signs are attached flush against the wall of a structure and projecting signs are attached, usually at a 90 degree angle, projecting out from a structure's wall, post, canopy, etc. When designing projecting building signs, pedestrian and vehicle height clearances must be taken into consideration. For signs near pedestrian areas, such as sidewalks or plazas, wall signs or lettering placed on overhanging

canopies or awnings may be most appropriate. However, where space allows, projecting or hanging signs add character and can often be read more easily by passing motorists. Wall signs are particularly effective when they are designed in context with the structure and the location where they are to be placed. As shown below, tying together a series of individual shop signs through the use of similar sign materials, colors, or text styles can create a pleasing, unified look.



GENERAL DESIGN GUIDELINES FOR BUILDING SIGNS



Existing Signage Conditions

Too much extraneous information on face of building.

Address identification is too large - need to develop a hierarchy of information.

Incongruous signage styles on one building creates cluttered look



Sign Design Enhancements 'A'

Less prominent building identity

Downlighting with shield to reduce glare

Canopy breaks up flat building facade and provides color

Signage placement



Sign Design Enhancements 'B'

Less prominent building identity

Downlighting with shield to reduce glare

Aligned, consistent signage panels and no extraneous signage

GENERAL DESIGN GUIDELINES FOR BUILDING SIGNS - LIGHTING



The use of boxy, internally illuminated building signs with light colored sign faces and dark text should be avoided not only because they tend to cause excessive urban glare, but because they are often incongruent with the character of local buildings. As illustrated above (left), these signs are often awkwardly placed on the building face



and tend to detract from the overall character of the structure. Even on more modern buildings (above right), where the structure's linear, symmetrical shape may be somewhat more in tune with the sharp, rectangular shape of a box sign, these commonly used, boxy type signs still tend to look devoid of character.



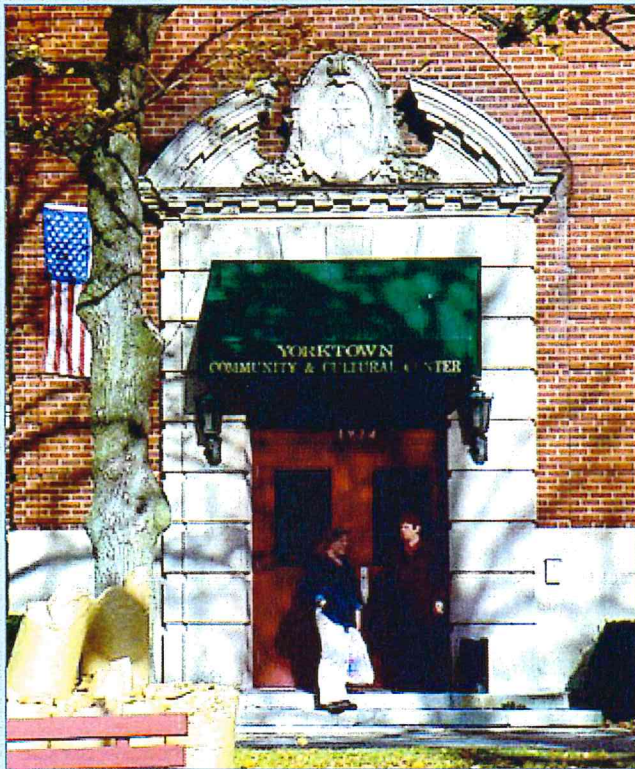
Ideally, downlit (above) or uplit (left) signs, appropriately designed and scaled to enhance local building character, will be used in place of internally lit signs. However, certain well-designed, illuminated signs can be quite effective if their text or logo style, color, scale, and placement are all adapted to the style and character of the building on which they will be placed (below & bottom left).



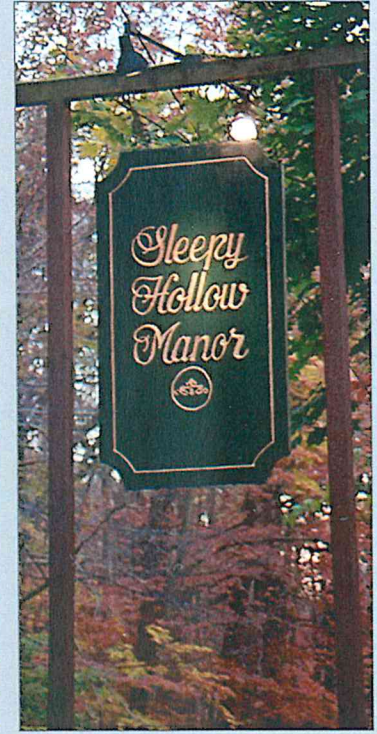
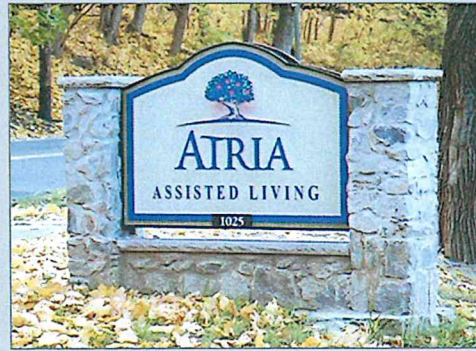
GENERAL DESIGN GUIDELINES FOR BUILDING SIGNS - AWNINGS

The addition of an awning or canopy is an excellent way to add character and identity to a building facade. An awning adds color and

dimension to a building front and clearly delineates the entryway. It also provides a great, eye-catching location for text or logos.



GENERAL DESIGN GUIDELINES FOR FREESTANDING SIGNS



Freestanding signs have their own support and are usually anchored directly into the ground. They are most often placed at a 90 degree angle to the road on which the business, school, etc. is located allowing for them to be clearly spotted and easily read by passing motorists and pedestrians alike. Often there is a tendency to make freestanding signs overly tall so that they can be seen from a greater distance. However, this does not necessarily mean that they can be *read* from this greater distance. In fact, overly tall signs that are out of scale with their surroundings tend to be visually distracting and generally detract from town character. On the other hand, when designed in scale and in context with the local area, good freestanding signs can help define and enhance the quality of a town or neighborhood. This is especially true when local materials such as brick, wood or stone are utilized to create attractive sign piers, posts, or bases. Subtly disguised uplighting (top left) or downlighting (top right) can also add an elegant finishing touch that increases legibility.

GENERAL DESIGN GUIDELINES FOR FREESTANDING SIGNS



Text on multiple tenant directories such as these (to right and below left) is often much too small to be read by passing motorists. To reduce the visual clutter created by the use of large multi tenant signs and to increase legibility and clarity, the amount of text on roadside signs should be minimized. Furthermore, to avoid blocking sight-lines, freestanding signs such as these should be kept small and low in height.

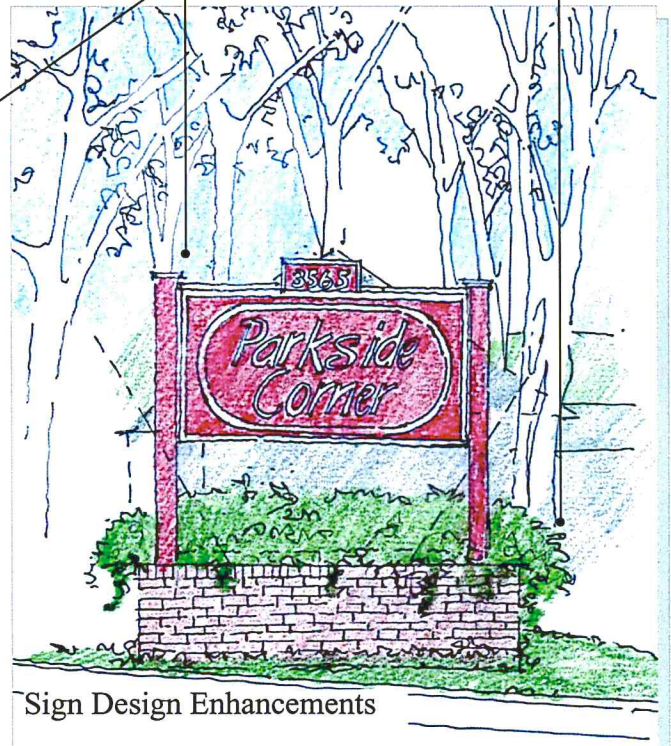
Sign materials should also be carefully considered. As mentioned in the discussion on building signs, boxy, internally lit signs with white backgrounds can be overly bright and are generally lacking in character. Downlighted or uplighted wooden signs are strongly recommended. However, if an internally lit sign is proposed, the sign face should be a darker color with lighter text.

Lowering the sign and removing extraneous information panel with illegibly small text creates a cleaner looking, more readable sign that will not block the view of the stores in the distance. The lowered height also allows for glare reducing uplighting.

Abundant plantings in brick base planter add visual interest and soften the sign's sharp edges



Existing Signage Conditions

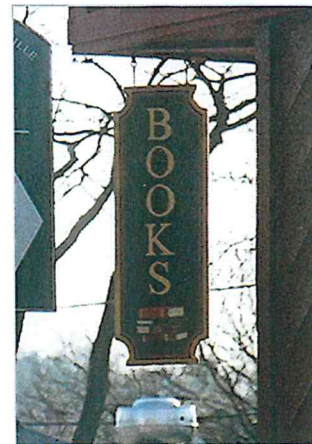


Sign Design Enhancements

GENERAL DESIGN GUIDELINES - CREATIVITY AND INDIVIDUALITY

Individuality and creativity in the design of new signage is highly encouraged. As seen in the examples of the unique freestanding and building signs shown below, sign design can reflect the

individuality or personality of the business, through the creative use of sign shape, color, graphics, and text styles, while still reflecting the overall aesthetic ideals of the Town or Hamlet.



However, while creative sign designs are certainly encouraged, individual signs should reflect the common design themes suggested (in the following sections) as appropriate for each Hamlet of the Town of Yorktown. If too many different design styles are utilized randomly, without a common theme to tie them together, the unconstrained, unplanned result (as illustrated to the left), often tends to look cluttered, chaotic, and confusing.

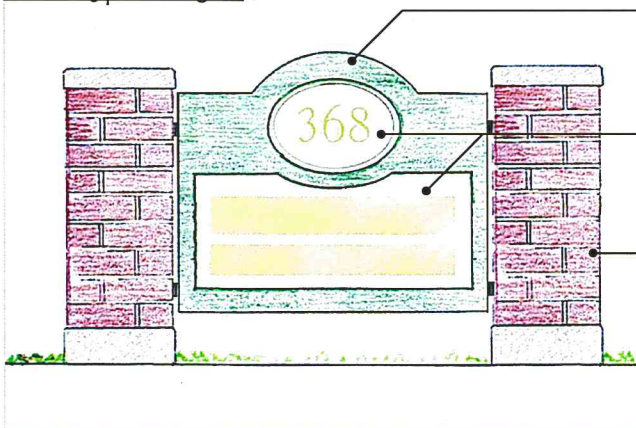
DESIGN GUIDELINES FOR THE HAMLET OF YORKTOWN HEIGHTS

With its numerous brick and wood structures and Neoclassical and Colonial Revival style design features, the Hamlet of Yorktown Heights has a great deal of historic character. It is recommended, therefore, that any future sign designs for this area also utilize historically-referenced styles, colors, and materials to create attractive, functional, legible signs that can further enhance

the town's character. For example, the signs depicted below illustrate a creative blend of historic style and modern function. Sign faces painted dark, refined colors are accented by color coordinated posts & classic sign shapes. Simple messages in raised or carved lettering are highlighted by gold leaf and subtle uplighting. The use of brick piers or bases is also encouraged.



Prototype Design



Wood frame & sign face in a neoclassic style shape and traditional paint color such as green, burgundy

Clear, evenly spaced gold leaf or carved lettering illuminated by below-grade or at-grade uplights

Consider using brick piers with stone caps or other decorative finials to reflect use of brick in hamlet

Well-maintained planting at sign base such as grass, low groundcover, or display of low flowering annuals

DESIGN GUIDELINES FOR THE HAMLET OF YORKTOWN HEIGHTS

As shown in the example below, building sign designs for the Hamlet of Yorktown Heights should try to enhance and accent the architecture and character of local buildings. Signs designs which will block or dominate a building facade

should be avoided. Additionally, as mentioned in the general discussion of building signs, painted wood signs or awning signs that are coordinated with the style, shape, color, and scale of the building are preferable to internally lit 'box signs'.



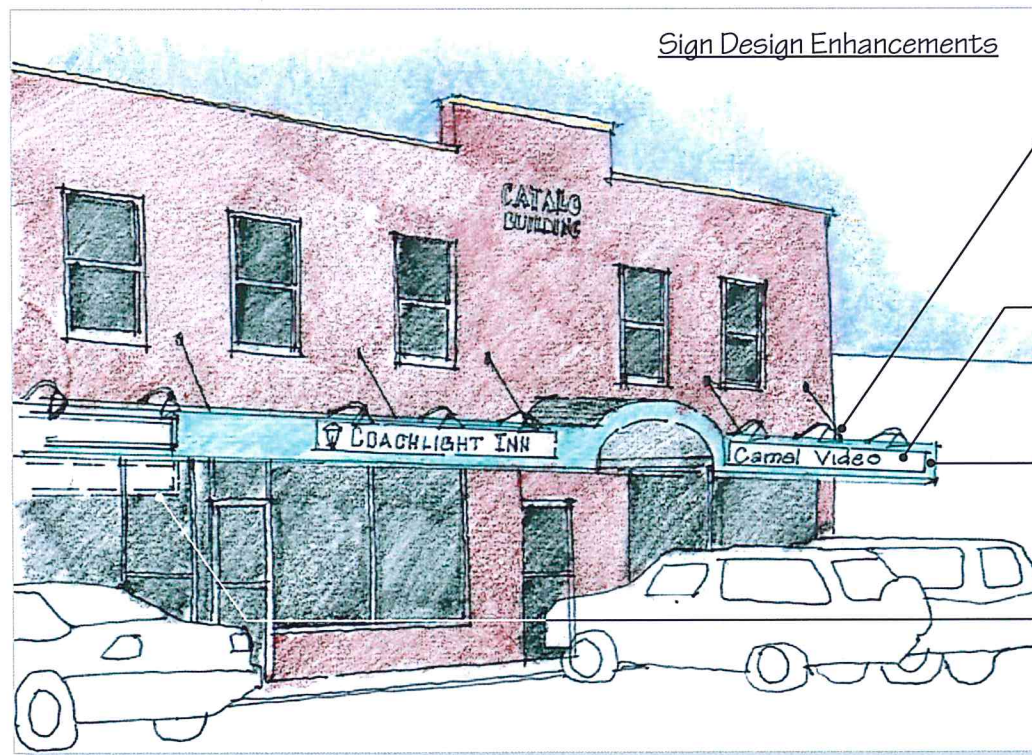
Existing Signage Conditions

Maintain building identity

Sign encroaches on the second floor facade

Large translucent sign area causes unnecessary glare

Existing utilitarian canopy is outdated & inconsistent with the architecture



Sign Design Enhancements

Downlighting with shield to reduce glare

Consistent signage band across awning

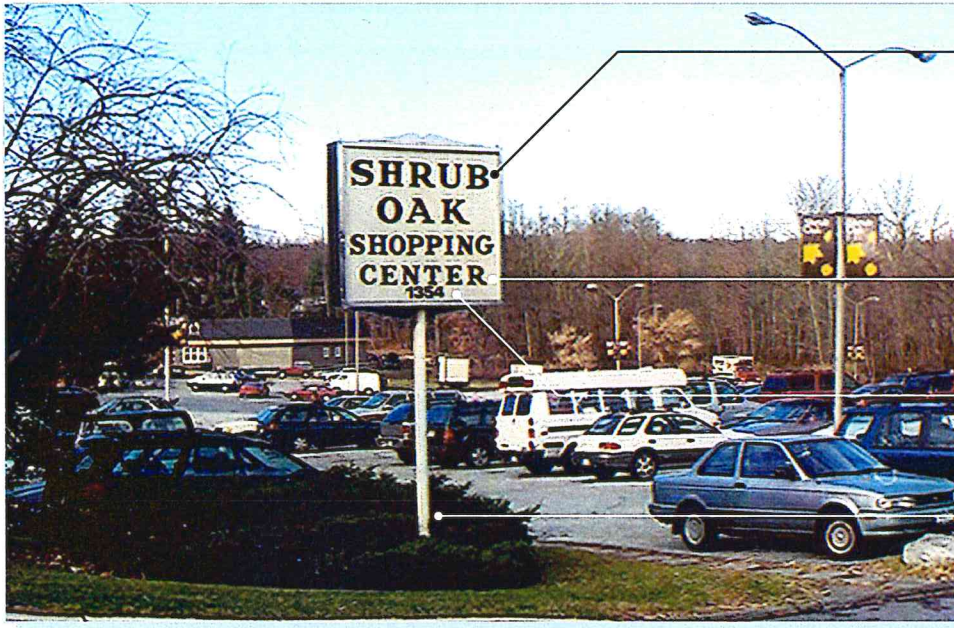
Updated canopy or new awning type canopy

Optional hanging sign where clearance allows

DESIGN GUIDELINES FOR THE HAMLET OF SHRUB OAK

As for Yorktown Heights, it is recommended that future sign designs for the Hamlet of Shrub Oak also utilize similar historically referenced styles. For example, the design of the freestanding illuminated sign below would better reflect the historic character of the area if it had incorporated classic materials and design details. Scale is also an important consideration for Shrub Oak signs. The Hamlet of Shrub Oak is unique in that

many historic residences are located within the business district. To reflect this town character, signs for Shrub Oak should be constructed on a smaller scale than those for Yorktown Heights. Ideally, signs for home offices and small businesses should be single posted or hanging wooden signs (see next page). Near the shopping areas, however, somewhat larger, double posted wood signs (as shown below) may also be appropriate.



Sign materials should be better integrated. A wood sign face and post(s) will better suit the decorative, historic style wood frame

Internally lit sign face adds to excessive urban glare

Text looks awkwardly placed and crowded together

Single post makes sign look unbalanced and detracts from its historic character

Prototype Design



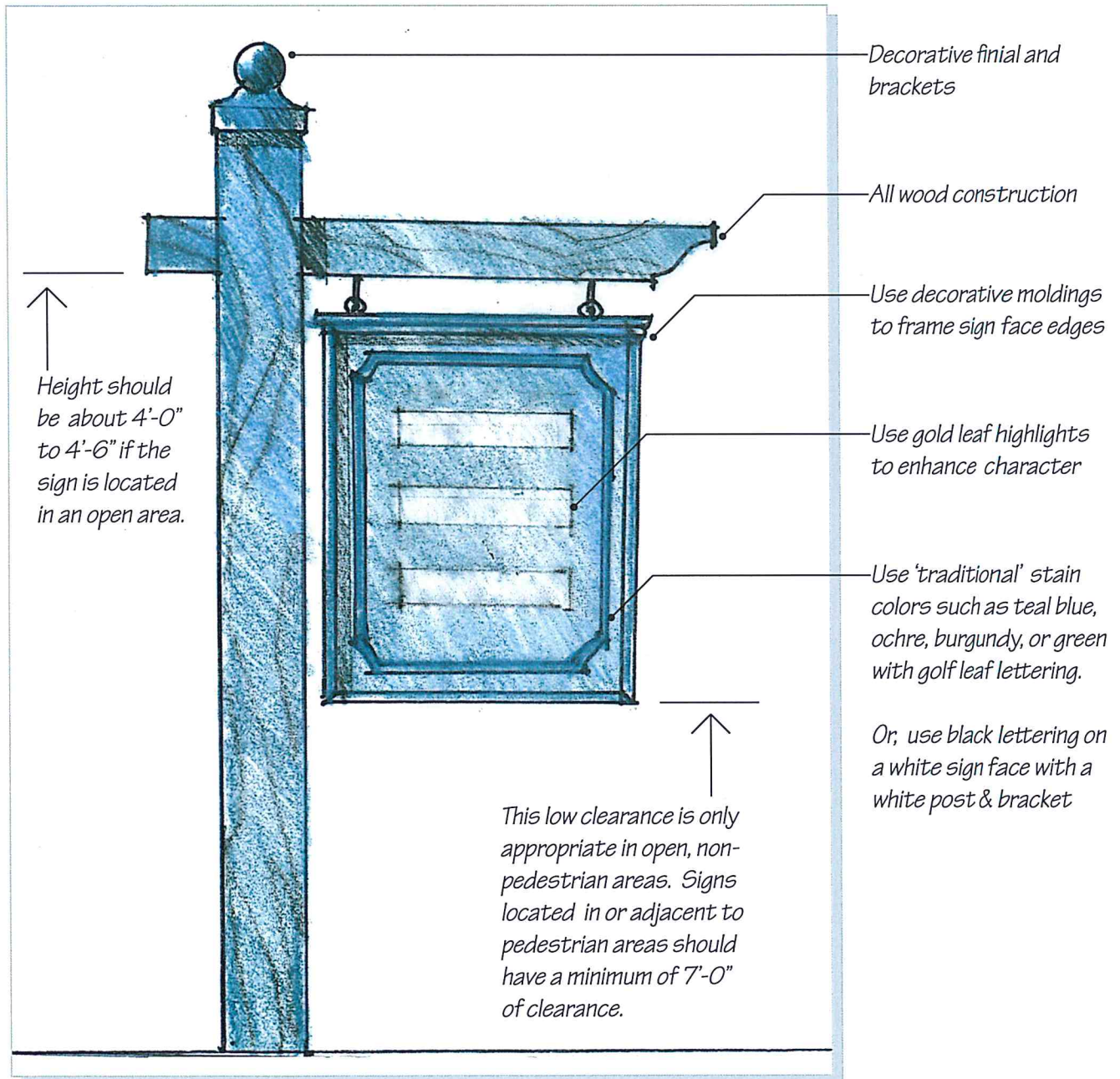
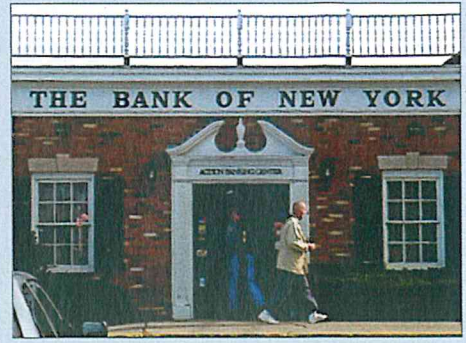
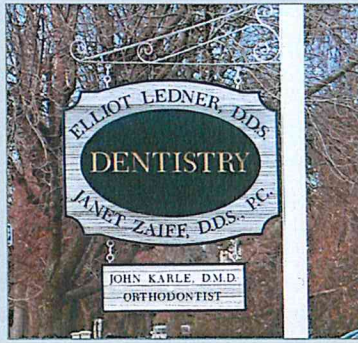
Decorative finials & posts with neoclassic style frame shape and molding details

Uncrowded, well-spaced carved or raised lettering with gold leaf accents

All wood construction painted white / cream or stained a traditional dark color: green, teal, or blue

Low 'traditional' plantings such as perennial flowers and grasses to disguise uplighting & add visual interest

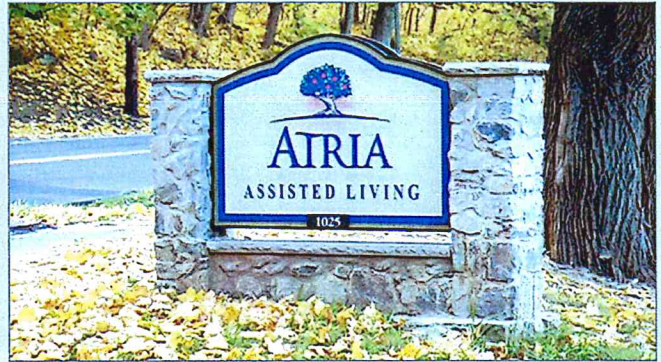
DESIGN GUIDELINES FOR THE HAMLET OF SHRUB OAK



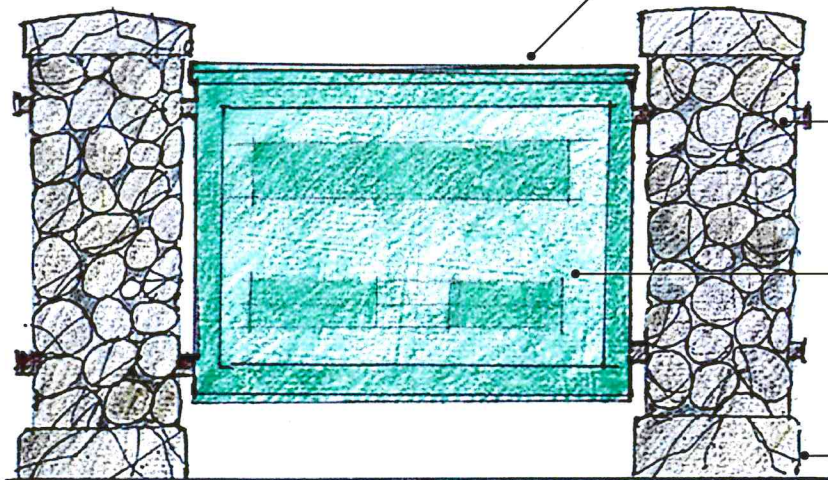
DESIGN GUIDELINES FOR THE HAMLET OF MOHEGAN LAKE

The Hamlet of Mohegan Lake is somewhat of a hybrid area. Once a quiet lake community with classic bungalow style residences and historic stone buildings, the hamlet has now become more commercial, with numerous shops and offices stretching along a very busy section of Route 6. For this blend of casual, rustic residential and

modern commercial character, a mix of design styles can be employed. It is recommended that future signs utilize local materials, such as stone and wood. Additionally, designs should also try to reflect the area's more modern qualities with simpler shapes, cleaner lines, lighter or brighter colors, and more updated looking text styles.



Prototype Design



Wood frame & sign face with somewhat modern, simple lines accented by crown molding

Consider using rustic style stone piers with stone caps to reflect use of stone in hamlet

Use lighter paint colors such as a soft aqua or green or use white with bright lettering such as the royal blue shown above

Well-maintained planting at base (e.g. grass, low ground-cover, or display of low flowering annuals to disguise uplighting

DESIGN GUIDELINES FOR THE HAMLET OF MOHEGAN LAKE

Although single post style signs are often seen along high-traffic commercial routes, they do little to enhance the character of Mohegan Lake.

A better solution would be to utilize local stone to create a more stable, visually pleasing base and to further the tradition of building with stone.

Existing Signage Conditions



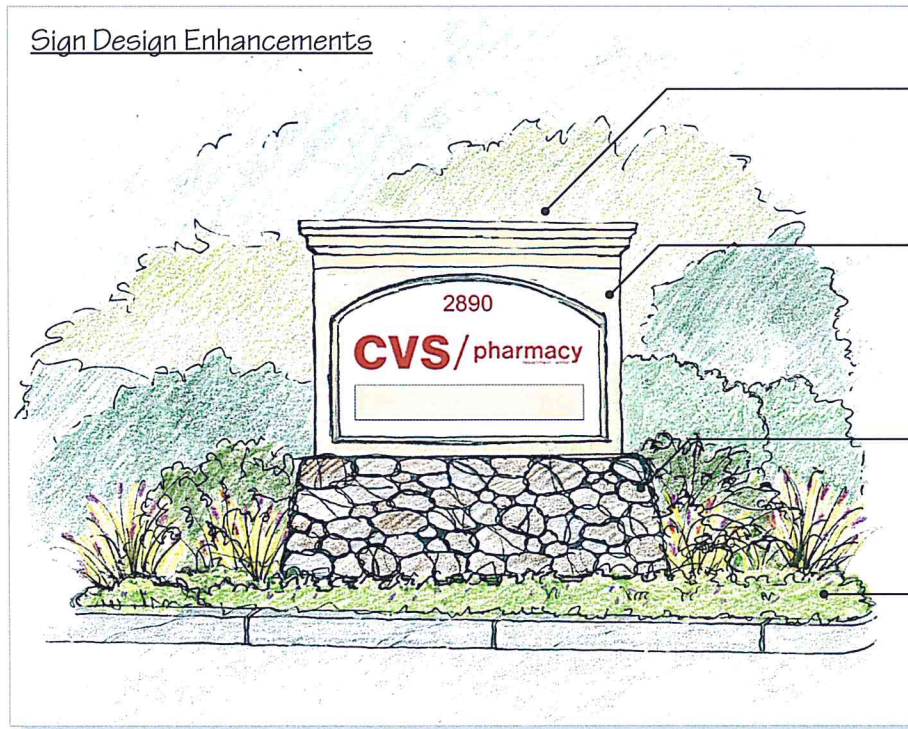
Sign height is out of scale with surroundings & blocks views

Text is a bit too large for sign face - square spaces marked for future text imply that this sign will contain too much text all crowded onto a single sign

Single post design gives this sign an unbalanced, billboard style look that detracts from the overall town character

Single pole style sign does not allow for good integration of sign with landscape at base

Sign Design Enhancements



Reduced sign height is more in scale with surrounding trees, buildings, and hills in distance

Reflect neoclassic style with simple and updated molding details; limited amount of text on sign face is spaced evenly

Rustic stone base reflects historic use of stone in the area and adds to local character

Well-maintained planting at base (e.g. grasses, ground-cover & perennials adds visual interest & disguises uplighting

DESIGN GUIDELINES FOR THE HAMLET OF JEFFERSON VALLEY

Similar to Mohegan Lake, the Hamlet of Jefferson Valley is also a lake community that has grown into a larger commercial area with a full-scale shopping mall and retail strip style developments with shops and professional offices. There are also some businesses located in the more residential areas. These tend to be located very near the roads. Generally speaking, Jefferson Valley is not a pedestrian focused area. Cars dominate

here which means that signs tend to be taller, larger, and brighter in order to attract the attention of passing motorists. To reduce the impersonal, commercial quality of these types of signs, it is recommended that natural materials, such as local stone and wood be incorporated into new and existing sign designs. Ideally, colors and shapes will reflect the rustic, residential feel of the original community.

Existing Signage Conditions

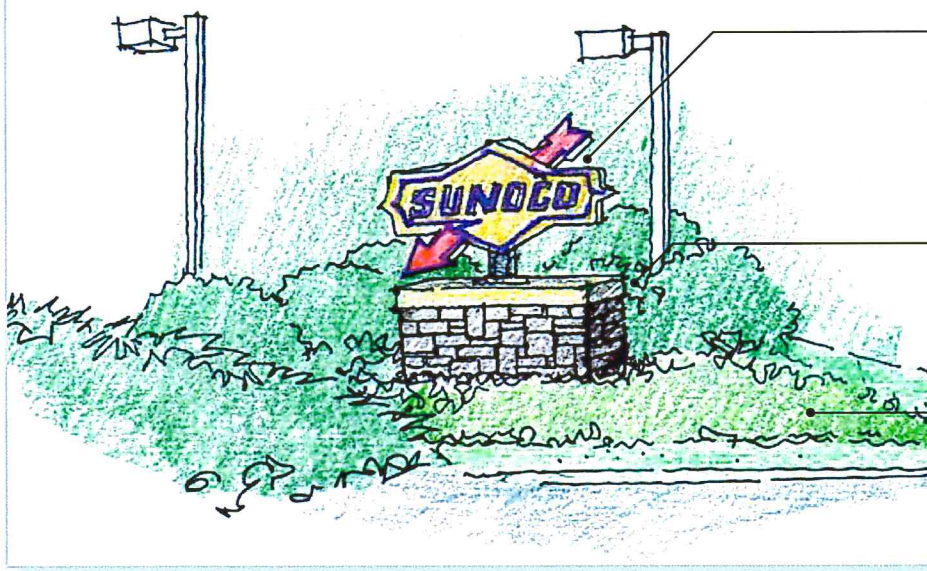


Sign height is too tall relative to the light fixtures. Because of the brightly colored logo, this sign does not need to be tall to be easily spotted.

Single post design lacks visual stability, balance, and historic town character.

No clear integration of sign with surrounding landscape

Sign Design Enhancements



Lowered height brings sign into scale with the surroundings and is better proportioned with its stable base

Rustic stone base reflects historic use of stone in area and adds to local character

Addition of ground cover or colorful annuals creates a more finished look

Existing Signage Conditions

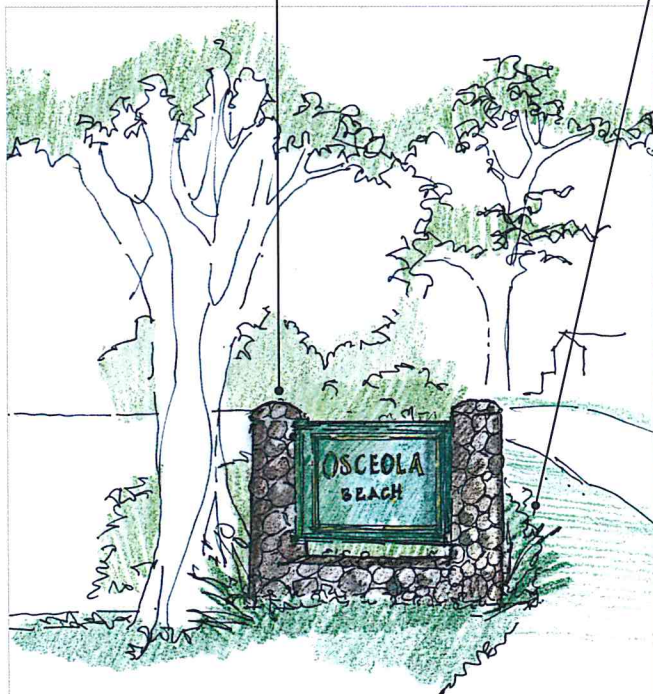


Remove existing haphazard sign from tree & post

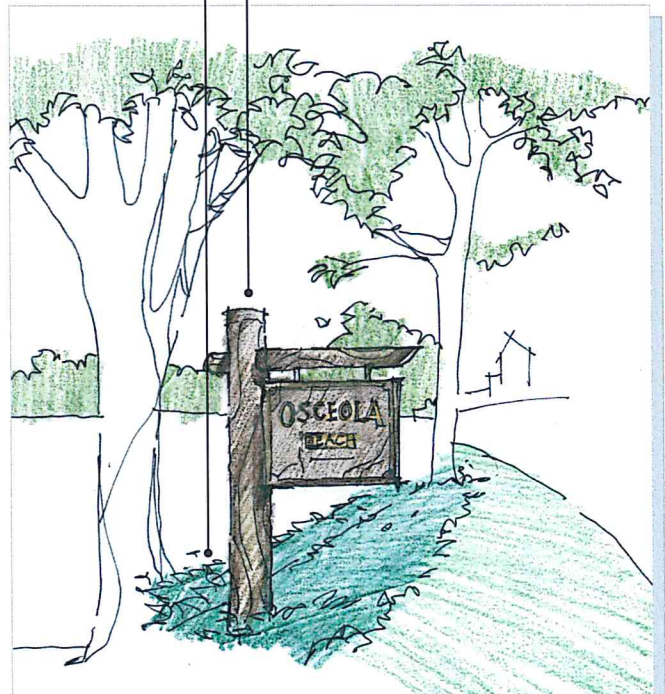
Washed stone columns and base with dark green or natural cedar sign

Integrate plantings at base

Rustic, dark stained or natural cedar wood posts / brackets & matching sign with carved text



Sign Design Enhancements: Stone Piers



Sign Design Enhancements: Rustic Wood

DESIGN GUIDELINES FOR THE HAMLET OF JEFFERSON VALLEY

Existing Signage Conditions



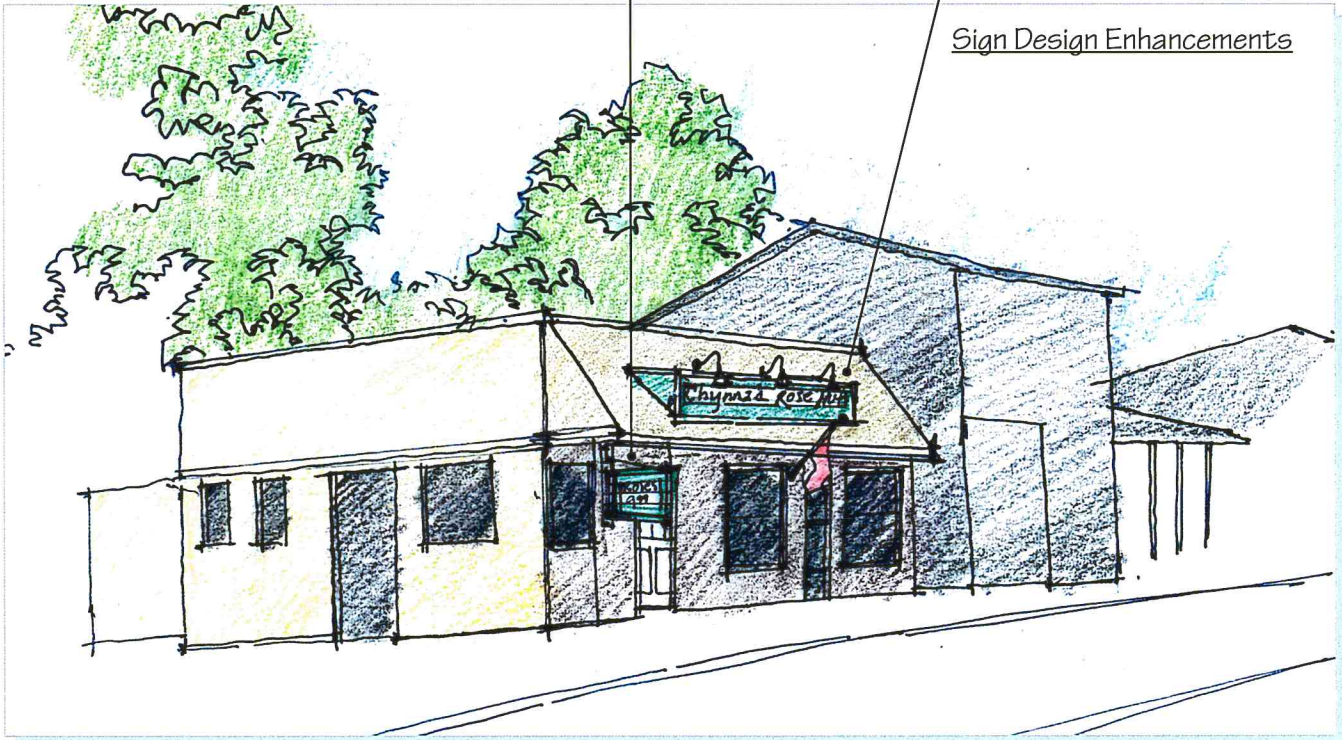
Remove sign
from roof as per
zoning code

Remove free-
standing signs
& simplify text

Encourage use of
hanging signs for
added character

Relocate sign, simplify
its message, and add
downlighting

Sign Design Enhancements



DESIGN GUIDELINES FOR THE HAMLET OF JEFFERSON VALLEY

Existing Signage Conditions



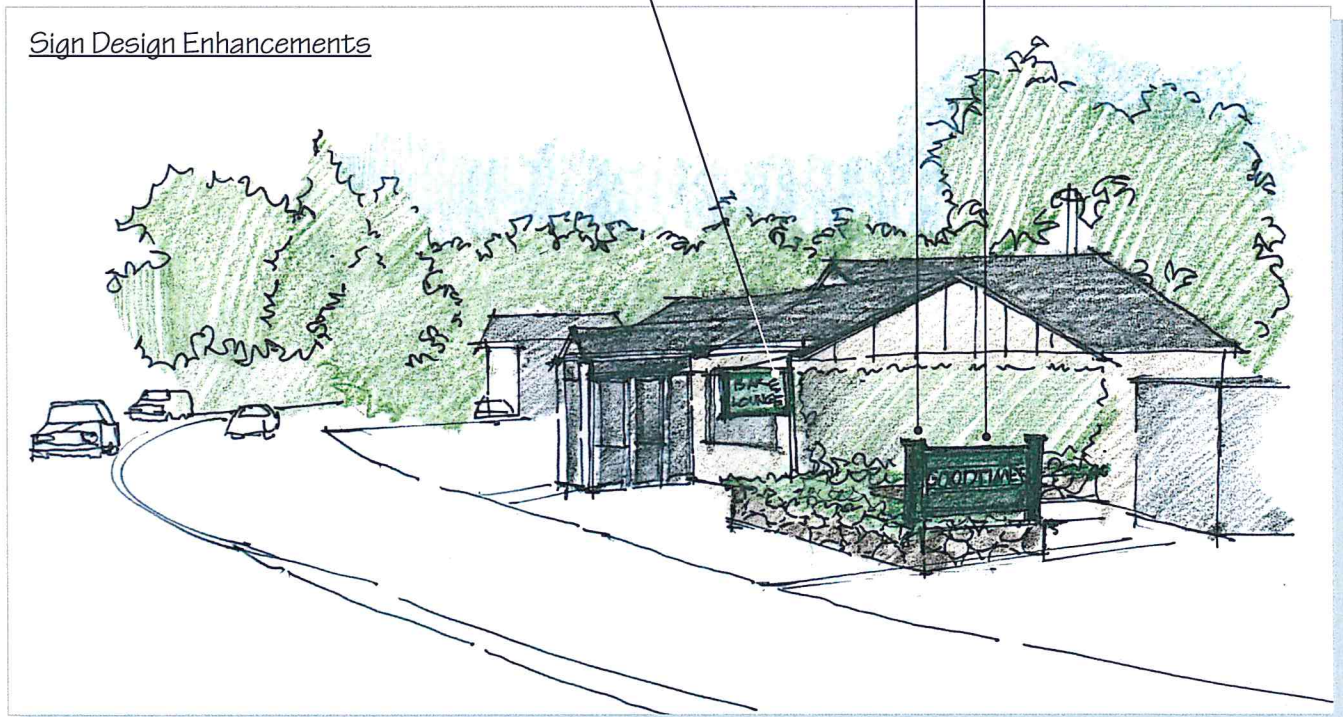
Remove sign
from roof as
per zoning
code

Since buildings are close
to the road, encourage
easy-to-read, hanging
signs that are mounted
perpendicular to buildings

Integrate the
planter materials
with sign & add
uplighting for sign in planter

For sign face, frame, and
posts, use rustic paint or
dark wood stain colors
(dark green) with lighter
colored, carved lettering

Sign Design Enhancements



DESIGN GUIDELINES FOR THE HAMLET OF CROMPOND

The Hamlet of Crompond is comprised of numerous retail strip style developments stretched along a busy road (Route 202). Even more than Jefferson Valley, Crompond is a very car oriented area. Most of the signs along Route 202 are quite tall, often exceeding the height of the buildings.

Many of these are the single post, 'billboard' style' signs. It is strongly recommended that signs for this area be brought back into scale and context with the surroundings. While double post signs are suggested, if single post signs are used, the post design must be better related to the sign.

Existing Signage Conditions



The sign is too tall in relation to the surrounding buildings & trees

The multiple graphics and text looked "squeezed" onto the sign because the sign face contains too much information. There needs to be a hierarchy of information: "AJ's" logo should be larger, more prominent than "Bar & Grill"

The design of the post, light and sign must be better integrated. The overly utilitarian post and haphazardly placed light look like a careless afterthought

The paved area at the base leaves little room for planting - there is no integration of sign and landscape

Sign Design Enhancement



Uplighting reduces amount of glare and is integrated with the overall design

Lowered height brings sign into scale with its surroundings

Text and graphics are balanced

Double posts add character and give the sign a more stable, balanced look

Plantings at base, such as low ground cover & shrubs, integrate the sign with the site and add visual interest

DESIGN GUIDELINES FOR THE HAMLET OF CROMPOND

Existing Sign Conditions



The sign is too tall in relation to the surrounding buildings, treeline & view of distant hills

Single, billboard style post detracts from the design: It is too utilitarian and unbalanced; looks like an afterthought

No integration of sign with landscape

Sign Design Enhancement 'A'

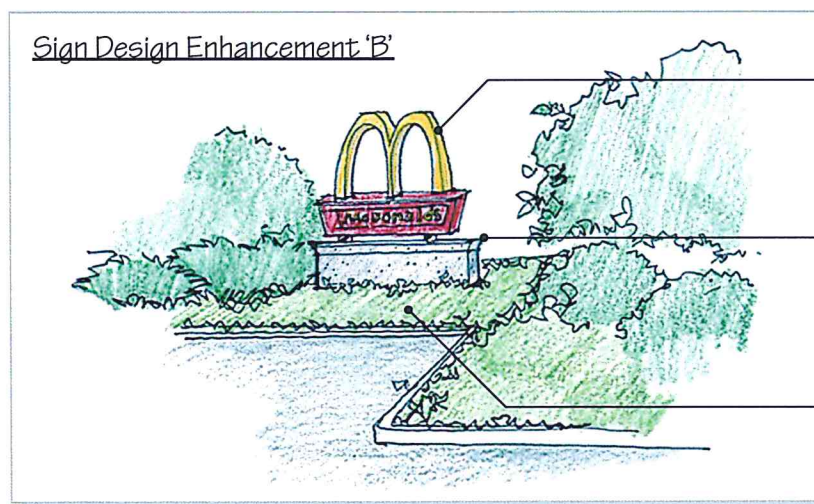


Lowered height brings sign into scale with its surroundings

Double posts add character and give the sign a more stable, balanced look

Plantings at base, such as perennial grasses & flowers, integrate the sign with the site & add to town character

Sign Design Enhancement 'B'



Lowered height brings sign into scale with its surroundings

Stone or concrete base gives the sign a air of permanency and creates a more stable, balanced look

Plantings at base, such as low ground-cover & shrubs, integrate the sign with the site and add visual interest

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