

Signage in the Downtown Historic District Review Criteria

Historic and Landmarks Review Board (HLPB)
Peekskill, NY

UPDATED: December 2015

These are detailed criteria that are used to implement the adopted Design Guidelines for Downtown Peekskill; they are not regulations. Please call 914-293-0916 for more information.

Wall/Store signs:

- Materials of sign board: wood, fypon, metal, MDO board
- Painted, carved or raised lettering and graphics preferred; vinyl letters acceptable.
- Message: Maximum of 6 words per sign, with business name and product/service only. No telephone numbers, websites or email addresses on store sign.
- Maximum of two different letter styles per sign. Consider using simple historic fonts.
- Colors: White, black and maximum of 3 other colors (Avoid white background)
- Size: Sign should be a maximum of 75% of the length of the storefront. Height of sign reviewed in relation to the dimensions of the storefront.
- Lettering/graphics height: A maximum of 16"
- Letters/graphics should cover a maximum of 60% of the sign area.

Individual Letters as store sign:

- Materials of lettering: wood, fypon, metal, plastic
- Colors: White, black and a maximum of 3 other colors
- Size: Letters should cover a maximum of 50% of the length of the storefront
- Height of letters: 16" maximum
- Depth of letters: 1" minimum

Window signs:

1. Painted or vinyl letters on window:

- Coverage: Max. 30% of window area
- Height of letters: 8" max.
- Message: store name, products sold, telephone number, website
- Maximum of two different letter styles. Consider using simple historic fonts.

2. Temporary banners, posters and flyers in window:

- Coverage: Max. 15% of window area
- No neon paint or neon poster boards
- No exterior walls covered with posters or flyers
- Hand written signs discouraged; computer-printed signs preferred.
- White boards discouraged
- Maximum 30 days to advertise a temporary sale, product or event

3. Hanging sign in window:

- Materials: wood, stained glass or acrylic
- Message: Maximum of 6 words per sign, with business name and product or service only. No telephone number on sign.
- Maximum of two different letter styles. Consider using simple historic fonts.
- Coverage: Max. 30% of window area
- Height of letters: 8" max.

Perpendicular (hanging) signs:

- Materials: Wood, fypon or metal.
- Size: 8 square feet maximum
- Min. 7 ft off the ground. Maximum of two different letter styles. Consider using simple historic fonts.
- Hanging sign must have limited movement. Either cable attachment to building or sign attached between two rigid brackets.

Awnings:

- Retractable fabric awning with valence preferred.
- Fixed awning with valence should be the shed-type, with a steep slope preferred. Modern barrel-type not appropriate.
- Fixed awnings should have a valence (not rigid) on the sides and front.
- Materials: Canvas or fabric, no vinyl.
- White awning frame should not be visible. It should be painted to match the awning.
- No "egg crating" underneath awning.
- Clearance to ground: 7 ft min. to bottom of valence.
- Lettering allowed on valence only (Not on top or face of awning)
- Lettering height: 6" max.
- Percent of valence covered with lettering: Up to 75% of length.

Post and arm free-standing signs:

- Materials: wood, fypon, metal, wrought iron
- Height: 6 ft maximum to the top of sign
- Dimensions of sign: 8 sq. ft maximum
- Setback: Minimum of 3 feet from sidewalk.

- Lighting: May be externally illuminated.

Flags, Windsocks, Banners:

- Size: 3' X 5' maximum
- Graphics and text allowed
- Flags or windsocks indicating "OPEN" preferred, rather than neon window signs.
- Required to be removed each day after store closing
- Mounting bracket on the façade of the building must have a minimum clearance of 6'-8" off the ground.

Internally illuminated signs discouraged in the historic district:

- No internally illuminated vinyl box signs.
- No individual illuminated letters or reverse channel letters, unless appropriate to the style of the building; to be reviewed on a case-by-case basis.
- Small neon or lit "Open" signs are acceptable in the window, to be reviewed on a case-by-case basis. No other internally illuminated signs permitted that are clearly visible from the sidewalk. Call the Peekskill Planning Department for a list of acceptable neon open signs.
- No moving or flashing signs allowed; flashing open signs prohibited.
- Small paper neon open signs acceptable; no neon paint on posters on windows.

External Illumination of Signs:

- Gooseneck lamps encouraged if appropriate to the style of the building.
- A small spot light illuminating a hanging sign is acceptable.
- A small glow light placed behind individual letters is acceptable.
- Spotlights under the cornice are acceptable. (The rim of the light should be painted to match the cornice)
- Carriage lamps acceptable.
- Lighting under awnings acceptable, but no "egg crating" under awning.
- A light shining through stenciled letters will be reviewed on a case-by-case basis.
- Spot or flood lights allowed for architectural, landscape and up-lighting on building or sign.
- Other external lighting reviewed on a case-by-case basis.

Standard Corporate signs:

- Corporate colors and standard corporate signs are not automatically approved; they are reviewed on a case-by-case basis.

General:

- All stores should have permanent store identification signs.

- Generally, no more than two permanent signs per storefront are allowed: One primary, like a wall sign, and one secondary, like painted window lettering.
- Signs should be kept simple, giving the minimum amount of information needed to identify the business and its main product or service. A sign is not meant to serve as an advertisement for every item or service the store offers.
- Sign colors should complement the building and storefront colors.
- All signs, awnings and facades should be maintained in good condition.