

The intent of the Amityville Sign Design Guidelines is to provide guidance for desirable and appropriate business signage in the Broadway Corridor. The Broadway Corridor extends from West Smith Street to Merrick Road along Broadway and includes the triangle created by Park Avenue and Ireland Place. This overlay district (to be defined in the code and zoning maps) is comprised of B-1, B-2 and H districts. These signage design guidelines are intended to be a tool for property owners, business owners, and Village staff in planning, designing, and reviewing proposed downtown signage.

The design guidelines address general sign elements, including size, placement, and lighting, as well as the most appropriate sign types. These design guidelines generally communicate what is desired and encouraged continuing the Bay Village Architectural Theme for downtown signage. As stated in the Amityville Village Building Code: The Bay Village Architectural Theme shall blend the design of the Village's 19th Century Victorian-style buildings with the influence of simple, traditional maritime construction.

These design guidelines represent requirements for signs and awnings to achieve high quality signage in the Broadway Corridor.

## OBJECTIVES

The intent of the sign design guidelines is to accomplish the following:

- Establish reasonable and improved standards for business identification
- Assist property owners and business owners in understanding Village sign expectations
- Encourage creative and innovative approaches to signage within an established framework
- Promote economic vitality in the downtown by encouraging pedestrian traffic
- Enhance overall property values and the visual environment in the Village by discouraging signs which contribute to the visual clutter of the streetscape
- Ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner.
- To ensure signs on the façade of buildings reinforce the character of the Bay Village Architectural Theme and are integrated into the architecture of the building.
- To promote a quality visual environment by allowing signs that are compatible with their surroundings.

## GOALS

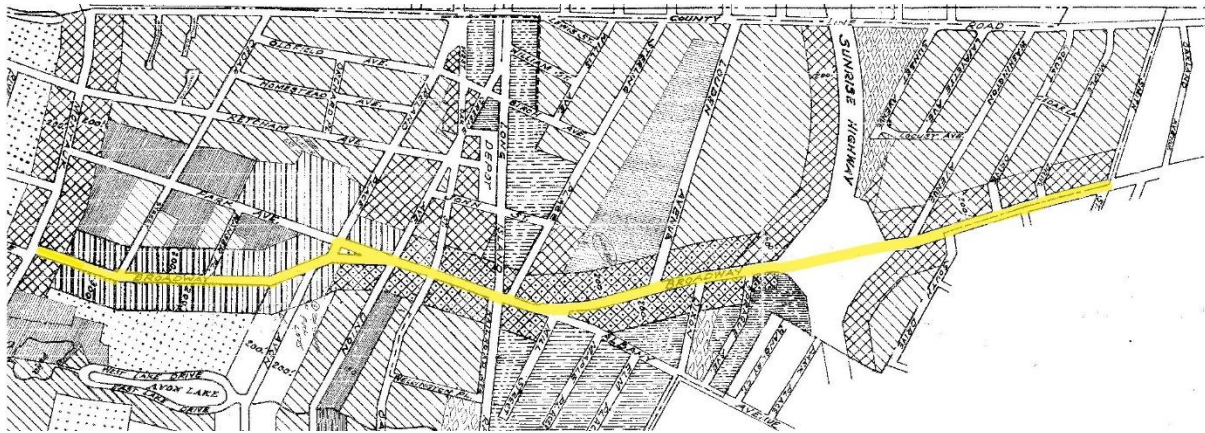
1. In general, the Broadway Corridor signs must meet two goals:
  - a. Easy visibility by passing motorists
  - b. Easy visibility by pedestrians on the sidewalk
2. To increase pedestrian traffic, downtown building signs should be equally oriented to be visible to pedestrians on the sidewalk as well as by people driving by in cars.
3. Motorist oriented signs should reflect the scale of the building's façade in terms of width and height, as well as the rhythm and sizes of window and door openings as best to be viewed from the street

## APPLICABILITY

These downtown signage design guidelines apply to all new, altered, repaired, or replaced signs, including awnings, in the Broadway Corridor (see map below). All signs require the business and property owner to submit a sign permit application to the Village's Building Department.

All existing signs that are not in compliance with these guidelines will have 5 years until January 2026 to change their existing signage to conform to these requirements, see Village of Amityville Building Code Section § 144-18, Phaseout of nonconforming signs.

## LOCATION OF BROADWAY CORRIDOR



## GENERAL DESIGN GUIDELINES SIGN ELEMENTS

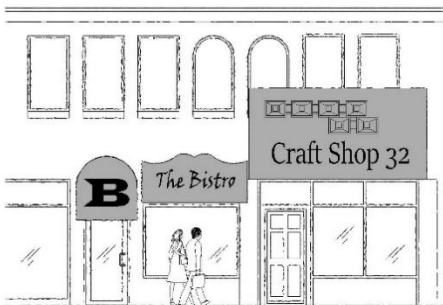
All signs in the Broadway Corridor have the potential for strengthening or detracting from our unique Bay Village character. This section addresses the general elements that apply to all sign types in the Broadway Corridor, including:

- A. [Orientation & Placement](#)
- B. [Scale & Shape](#)
- C. [Sign Types](#)
- D. [Materials](#)
- E. [Colors](#)
- F. [Lighting](#)
- G. [Sign Permits](#)

### A. ORIENTATION AND PLACEMENT

Traditionally, signs were designed to be read by pedestrians rather than drivers. With its wide sidewalks and small storefronts and restaurants, much of the Broadway Corridor in Amityville has retained its pedestrian feel but each sign must still display itself to drivers in cars. The community as it grows will continue to benefit from the downtown's pedestrian-friendly character with additional improvements to streets, sidewalks, and landscaping. In general, business signs and awnings can compliment and reinforce the pedestrian-oriented character of Amityville's Broadway Corridor, while also meeting the visibility needs of motorists.

### B. SCALE AND SHAPE



Sign location, size and relationship to adjacent signs is undesirable



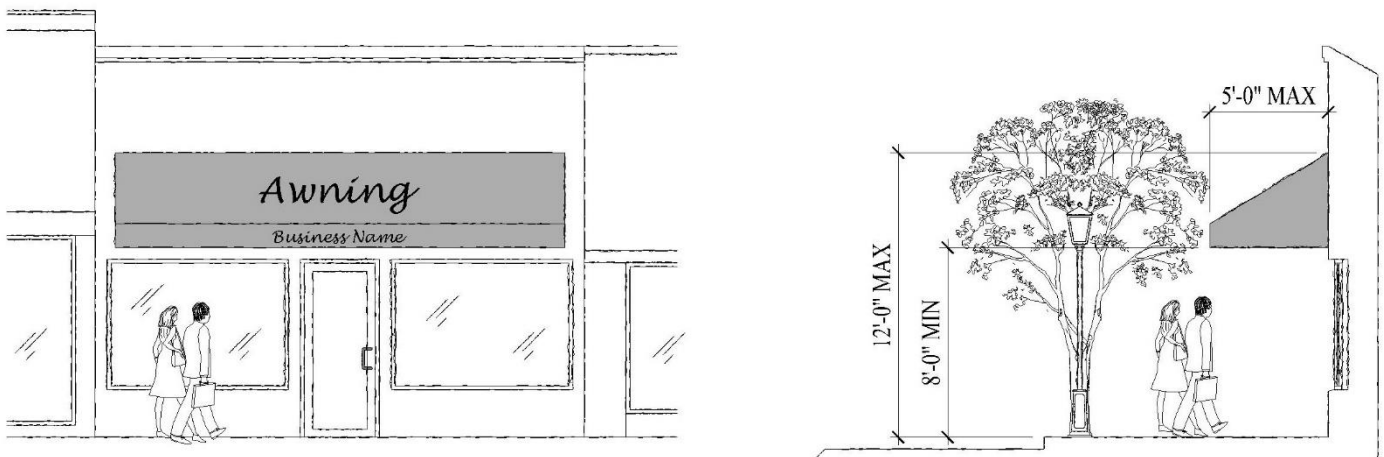
These signs, while not identical, are more uniform and create a cleaner appearance

The scale and shape of the signs should enhance the existing architectural elements of the building façade and should be in direct relationship to the scale of the building and its surroundings. Adjacent signs should be orderly in appearance both on the façade of each building and when each street block is looked at as a unit.

### C. SIGN TYPES

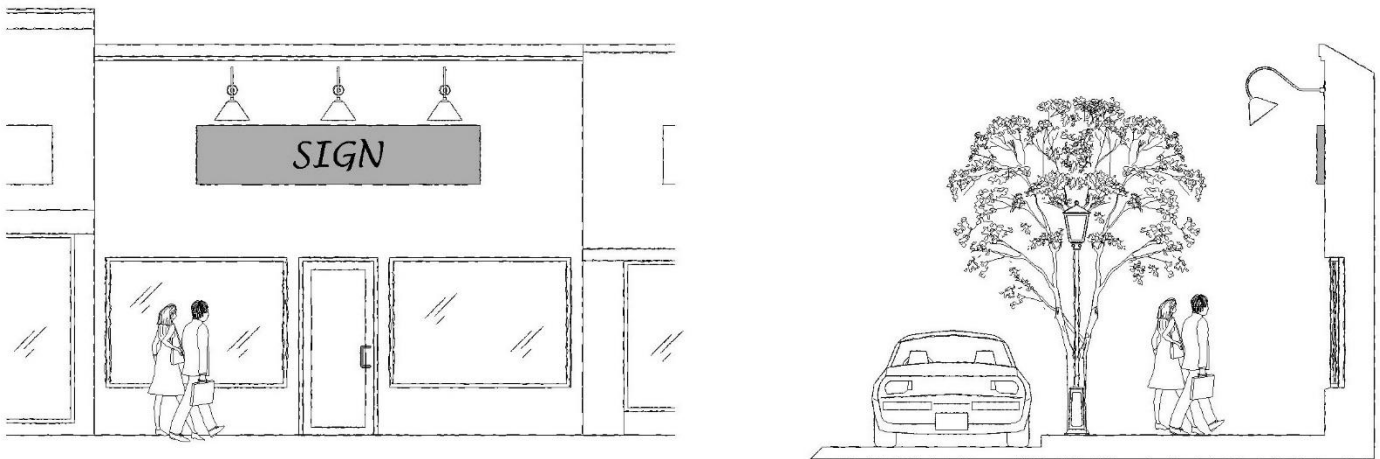
1. [AWNING](#)
2. [WALL/FACADE SIGN](#)
3. [PROJECTING SIGN](#)
4. [MARQUEE SIGN](#)
5. [WINDOW SIGN](#)
6. [MONUMENT SIGN](#)

1. **AWNING** – Any structure made of fabric or other material and a structural frame, whether retractable or not, attached to the face of a building and supported by such attachment, and projecting over a sidewalk or thoroughfare. The term “awning” shall include “canopy.” **CANOPY** – Any structure made of fabric or other material and a structural frame, attached to the face of a building, and supported by such attachment, and projecting over an entrance to a building. Fabric covered awnings/canopies require a certificate of flame retardancy of the fabric.
  - a. The bottom of the awning shall be a minimum of 8’-0” and a maximum of 12’-0” above the ground surface when projecting over the sidewalk.
  - b. Awnings shall project no more than 5’-0” over the sidewalk and shall project no closer than two feet from the face of the curb line. Projection should match that of existing adjacent awnings.
  - c. Awning Signs are subject to the limitations contained in this section, with the exception that lettering on all faces or sides of the awning shall be considered as one sign.
  - d. Awnings may be constructed of fabric, canvas, copper, tin, slate, etc. that conforms to or enhances the Bay Village Architectural Theme
  - e. Awning color to be selected from attached palette with contrast lettering
  - f. Lettering size not to exceed 25% of awning height or 50% of width of awning except for signs not exceeding six inches in height may be painted on or applied to the valance of awnings, see Village of Amityville Building Code Section § 144-10, Exceptions.
  - g. Appropriately sized logos will be acceptable at the discretion of the Planning Board
  - h. Awnings can be striped or solid
  - i. A combination of awning and signage will be allowed providing it is in correct proportion to building façade



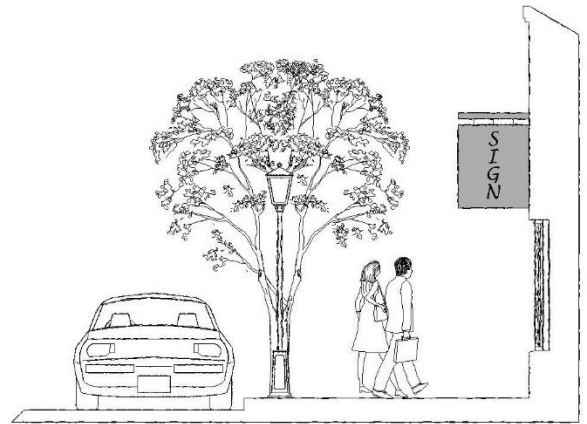
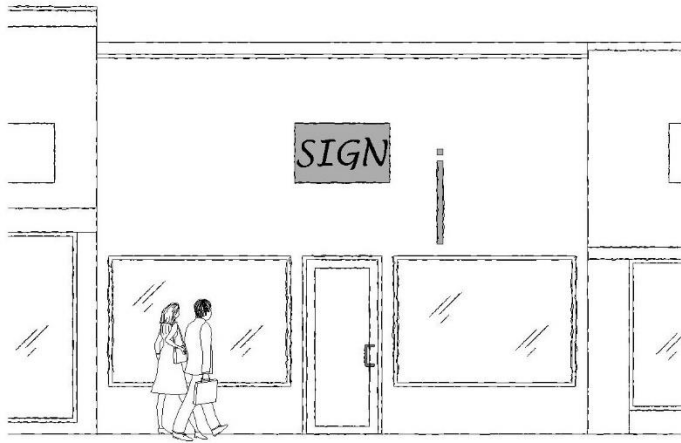
Awning

2. WALL or FAÇADE signs should be affixed flat to the building façade and extend in a continuous zone across the façade above the windows and doors. Signs for buildings with multiple tenants should use a consistent height and line for the sign band. Signage should not be placed on the upper façade of multi-story buildings.
  - a. Individual pin-mounted letters, or letters painted on or affixed to a signage board and dimensional signs (such as carved relief or individually-pin-mounted lettering) are permitted.
  - b. One wall sign per business maximum, except for corner lots where one is permitted facing each street, and one additional wall sign on the rear wall for a building with a rear entrance facing a parking lot.
  - c. Size: shall not exceed an area of 1.5 square feet for each horizontal foot of the wall to which it is attached, except for rear entrance wall signs which shall have a maximum area of 1 square foot for each horizontal foot of the rear wall of such building.



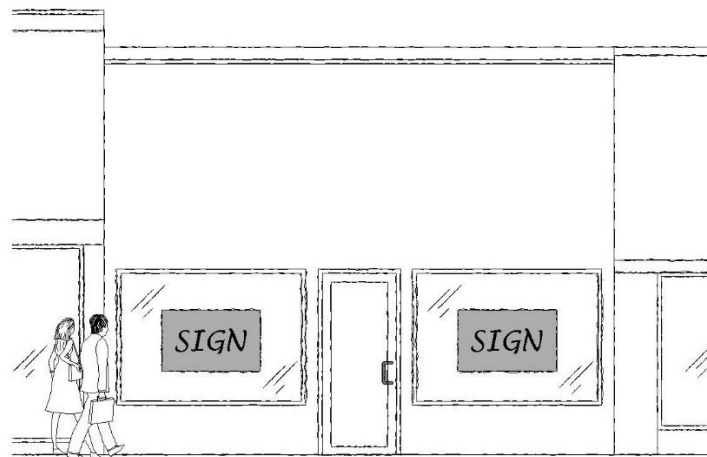
Wall Sign

3. A PROJECTING SIGN is attached to the building façade or an awning/canopy and is perpendicular to the building façade. A projecting sign is placed perpendicular to the normal flow of traffic. These signs are highly effective at attracting foot traffic into businesses.
  - a. Location. projecting signs shall be placed near the main entrance of the business or near the door to an upper floor business. Signs shall project no more than three feet from the building front.
  - b. The sign shall be a minimum of 7'-6" and a maximum of 12'-0" above the ground surface
  - c. Size: Each projecting or hanging sign shall not exceed four square feet in area, and signage content should be applied to both sides of the projecting sign.
  - d. Sign structure supports and brackets shall be compatible with the design and scale of the sign.
  - e. Placement of signs should not obscure a building's architectural features, windows, or doors.
  - f. Signs should be placed to fit in with the building's overall architectural composition and not compete with its architectural features.
  - g. For multi-tenant buildings, placement of individual projecting signs should be coordinated to achieve a unified signage appearance.



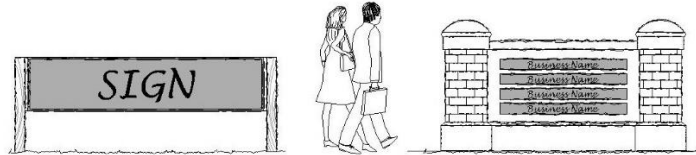
## Wall Sign and Projecting Sign

4. MARQUIS SIGNS are not allowed in the Broadway corridor without Board of Trustee Approval.
5. WINDOW SIGNS are encouraged and may be allowed with other façade signage with the permission of the Planning Board.
  - a. Window signs should be painted or screened on the inside of retail or storefront-style windows. They should be decals or painted lettering and graphics with enough open space to permit views into the interior space with a maximum coverage of 20% or 6 square feet, whichever is larger.
  - b. If the window sign is opaque, the sign should not occupy more than 10% of the glass area.



## Window Signs

6. **MONUMENT SIGNS.** A monument sign may be allowed when the Planning Board agrees that a wall sign would not be easily seen from the public street and there is sufficient area on the site to accommodate a freestanding sign.
- The sign may be located only on a site frontage adjoining a public street.
  - The sign shall have a maximum height of 16 feet and a maximum area of 40 square feet.
  - The sign shall be mounted on one or more posts or have a solid monument-type base. Posts shall not have a diameter greater than 12 inches.



## Monument Signs

### D. MATERIALS

- Wood or composite carved and painted signs with adequate wall wash lighting in appropriate style to complement village lighting style
- Pin mounted letters and/or pin mounted logo signage
- Metal and distressed materials are allowed if they compliment the Bay Village Architectural Theme

E. Approved Benjamin Moore Colors

Black HC-190		Odessa Pink HC-59	
Kendall Charcoal HC-166		Chrome Green HC-189	
Cromwell Gray HC-103		Southfield Green HC-129	
Classic Brown 2109-10		Lush AF-475	
Van Buren Brown HC-70		Stuart Gold HC-10	
Hale Navy HC-154		Desert Tan 2153-50	
Newburyport Blue HC-155		Stone House 1039	
Buckland Blue HC-151		Natural Linen 966	
Heritage Red HC-181		Woodmont Cream 204	
Cottage Red HC-184		Mascarpone AF-20	
Georgian Brick HC-50		Simply White 2143-70	
Garrison Red HC-66		Whirlpool 1436	
Sag Harbor Gray HC-95		Gloucester Sage HC-100	
		Midsummer Night 2134-20	

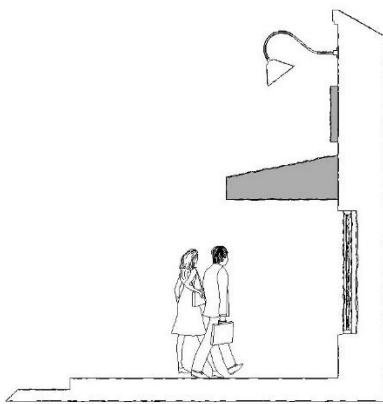
Gold and silver are appropriate accent colors. Bright colors should be limited to accent areas such as trim, details, and small areas of lettering or logos.



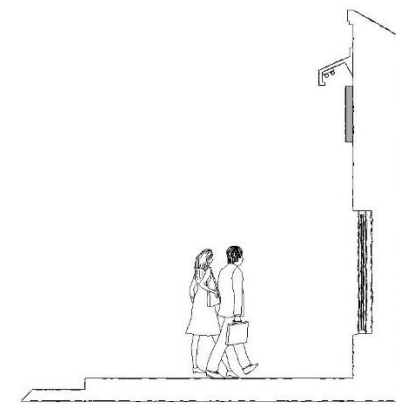
## F. LIGHTING

Signage lighting shall not negatively impact adjacent properties or stories above signage or traffic. The height, size, and location of the linear or goose-neck type exterior fixture will be compatible with the size of the facade.

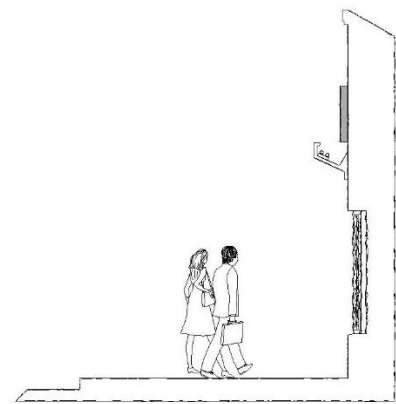
1. Front light on signs to be by linear or goose-neck fixture
2. Backlit box signs or channel lit wall-mounted signs are not permitted without Planning Board approval.
3. All illumination shall be white, steady in nature and not flashing, moving, or changing in brilliance, color, or intensity.
4. Neon signs are not permitted without a variation from the Planning Board except for a 12"x18" non-flashing "Open" sign
5. Projecting signs may not be backlit but can be lit from both sides as appropriate to the character of the sign



Goose Neck  
Accent Lighting



Continuous Downlight



Continuous Uplight

Businesses may use interior display lighting for storefront windows and exterior entry lighting for security. A well-lit view inside and outside of a business enhances safety and provides visual appeal during nighttime hours. Interesting storefronts help create a healthy nightly pedestrian environment. Creative use of display windows can enhance the Broadway Corridor inviting pedestrians to linger thus making a difference both socially and economically. See Village of Amityville Building Code Section § 144-5N, Interior displays shall not be illuminated "in such a manner as to distract passing motorists" and Section § 144-5O, "LED window perimeter lighting is permitted in warm winter white color only."

### SIGN PERMITS

Expiration of sign permits.

All sign permits shall expire one hundred and eighty (180) days from issuance, unless the approved sign(s) has been erected and has passed all final inspections or is underway on such date and is thereafter pursued to completion within 60 days.

Sign Permit Extensions. Prior to expiration of a sign permit, the applicant may apply to the Building Department for an extension from the date of expiration. Upon such application, the approval may be extended one time only for sixty (60) days from the original date of expiration.

Elevations showing the new sign(s) in relationship to the existing adjacent two signs/awnings on each side of the proposed sign must be submitted with the new sign application so the reviewers can see the appearance of the new signs in context.