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## **1.0 Purpose**

The Village's 2005 Comprehensive Plan recognizes the community's desire to maintain the Village's historic character, provide for enhanced walkability, and support a vibrant economic and neighborhood environment. The traditional community character presented within the Village is of paramount importance to the provision of these elements. It is the intent of the Village of Webster through the establishment of the Design Guidelines to recognize the special significance of the building character and neighborhood atmosphere of the community. These guidelines may be superimposed on the principle zoning districts and should be considered as additional requirements should be considered within the respective principle zoning district.

## **1.1 Applicability**

These design guidelines shall apply to all commercial and mixed-use properties within the Character Areas as defined within this document whenever one or more of the following events occur:

- (a) New building construction;
- (b) An increase in gross building area by the lesser of 300 square feet or 20 percent;
- (c) A change in use that results in an increase in parking demand by more than 30 percent according to standards established by the Institute of Transportation Engineers in their publication, *Parking Generation* (Only Section 3.1 shall be applicable);

## **1.2 Property Improvement Permit**

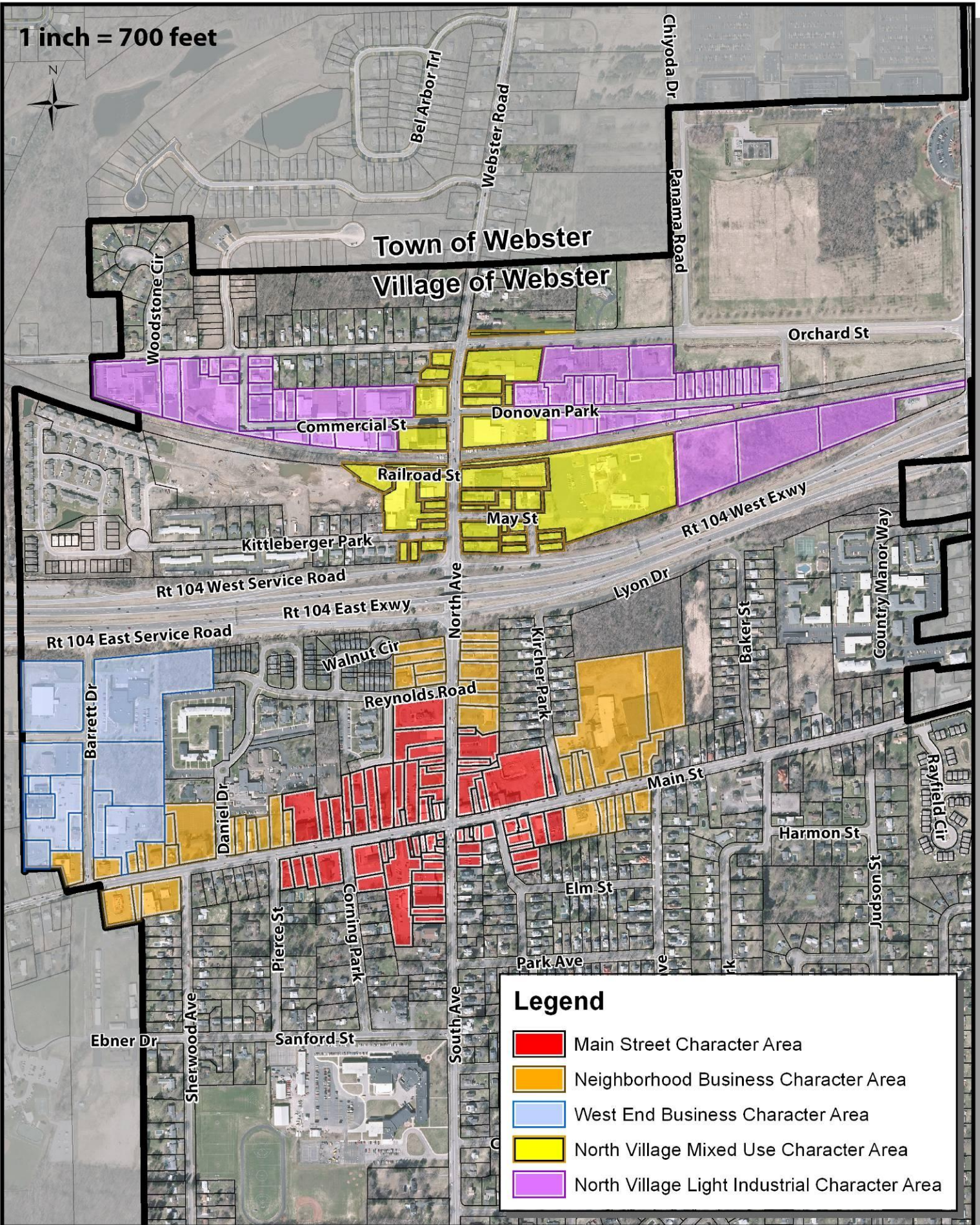
It is recommended the Village Board investigate the creation of a Property Improvement Permit, whereby exterior site and building changes would trigger adherence to the Village of Webster Design Guidelines. Changes which would trigger the need for a Property Improvement Permit include:

- (a) A change in façade materials, color and/or design greater than 200 square feet in the aggregate within an 18-month period (only Section 3.2 shall be applicable);
- (b) Installation of landscaping features such as plantings, fencing, or lighting within an 18-month period (only Section 3.1 shall be applicable).
- (c) Any exterior building or site property investments exceeding two-hundred-fifty dollars (\$250.00) in the aggregate within an 18-month period.

It is recommended that the Property Improvement Permit have a term of 12-months. It is recommended that the Village Board limit the number of Property Improvement Permits per taxable parcel to a single instance per calendar year in an effort to prevent the circumvention of adherence to the Design Guidelines through the aggregation of multiple improvements under the thresholds established in 1.1 (b), 1.1 (c), 1.2 (a), 1.2 (b) and 1.2 (c) above. In the event the Village of Webster Code Enforcement Office believes a property owner has circumvented or avoided compliance with the Property Improvement Permit process through incremental improvements to their property, the Code Enforcement Office should be given the authority to require compliance. It is also recommended that the Village of Webster Design Guidelines be appended to the Village of Webster Comprehensive Plan and included in the Site Plan Permit and Zoning Variance Permit processes.

# Map 1: Village of Webster Character Areas

1 inch = 700 feet



## 2.0 Character Area Overview

The Design Guidelines provide specific objectives and guidance for development within the Village's separate character areas as seen on Map 1, above. For each character area included within the design guidelines, a boundary, descriptive narrative, and design objectives and specific guidelines are provided. The descriptive narrative and objectives provide the desired state for each character area. As well, general design guidelines relevant throughout the village are provided in Section 3.0 to facilitate a cohesive and coordinated design approach throughout the community.

### 2.1 Main Street Character Area

#### *Boundaries*

The boundaries for this character area are all properties fronted on Main Street from Kircher Park to Pierce Street; and all properties fronted on NYS Route 250 from Main Street to Dunkin Donuts (street address?) and on South Avenue from Main Street down to the Webster Baptist Church.

#### *Neighborhood Characterization*

The character of this neighborhood is defined by the historical traits of Upstate New York, and resembles the traditional appearance of the center of commerce of the area. Buildings are commercial in appearance while maintaining the historical integrity of the area. Possibilities for design features include architecturally pleasing windows and entrances, awnings, and other appropriate elements. Structures are constructed from traditional materials such as brick, stone, and horizontally-hung clapboard. Building colors are consistent with those used historically in Western New York towns and villages. Tree-lined streets and plantings are encouraged and provide a welcoming environment for visitors and patrons of the Central Business District. Structures are placed with a zero setback to promote foot traffic to businesses directly from the sidewalk system. Ground-level spaces are occupied by retail, restaurants and commercial services, while upper-story residential and office space enhances neighborhood vibrancy. When possible, lower-level rear establishments are encouraged.

#### *Design Objectives*

- Promote economic viability, offer a diverse lifestyle and mix of uses, and help maintain the Village's unique character.
- Maintain and enhance the district as a location for market-rate multi-family housing, townhouse development and business space.
- Foster civic pride and provide economic benefits through the continued utilization, preservation and restoration of structures within the district.
- Maintain the district's viability by addressing potential problems such as parking, traffic and other issues in a cooperative effort with businesses, property owners and other interested groups.
- Encourage a concentration of commercial, office, civic, cultural and residential uses all within walking distance of one another, creating a working, growing and attractive Village center full of vitality and pedestrian activity.

## 2.2 West End Business Character Area

### *Boundaries*

This character area includes all properties between the NYS Route 104 Service Road on the north and NYS Route 404 on the south, from the western municipal boundary and including all properties with frontage on Barrett Drive.

### *Neighborhood Characterization*

The West End Business Character Area exhibits traits commonly found throughout the remainder of the village business areas, such as traditional architecture, convenient sidewalk connections, appropriate landscaping and streetscape amenities. The character area is centered on Barrett Drive, a tree-lined route with sidewalks which connects Routes 104 and 404, and provides access to Crosspointe Lane into the Town of Webster. The character area provides an ample supply of surface parking, the appearance of which is buffered and minimized from the surrounding public rights-of-way by sufficient landscaping at both the periphery and interior of the lots. Infill development projects located along Barrett Drive do not place parking or drive aisles between the building and roadway. Safe and convenient pedestrian access opportunities are provided to the large high-density residential developments surround the character area to the west and east, connecting these large population centers with commercial services within the West End Business Character Area. Architectural character is consistent within the character area through the utilization of masonry and brick exteriors. Sidewalk connections are safely and conveniently provided from the street to primary building entrances through parking areas on dedicated and highly visible pathways.

### *Design Objectives*

- Promote a coordinated architectural and signage character that utilizes design cues found throughout the Village's historic vernacular architecture.
- Improve the identity and functionality of the business district as a destination for services within the surrounding community.
- Maintain and improve Barrett Drive and its terminal intersections as significant gateway points into the Village of Webster community.
- Decrease the prominence and visual impact of surface parking areas through appropriate infill development and landscape buffering.

## 2.3 Neighborhood Commercial Character Areas

### *Boundaries*

This character area includes three distinct areas:

1. Commercial properties bordering West Main Street from approximately Barrett Drive to Pierce Street;
2. Properties bordering East Main Street from Dunning Ave to Kircher Park;
3. Properties along North Avenue from the Central Business District character area to the expressway.

### *Neighborhood Characterization*

The Neighborhood Commercial Character Area exhibits transitional characteristics from the Main Street Character to that of North Village. Structures have consistent shallow setbacks that mimic the historic residential character of the area. Building architecture is complementary to historic residential uses in character, style, form and massing. Facades are characterized by brick, stone, cobblestone, and clapboard siding. Primary building entrances face the street and sidewalks connect to the public pedestrian sidewalk system. Parking is located only in the rear of the buildings, and the sharing of parking between adjoining properties is encouraged. Signage is complementary in scale, design and materials to surrounding historic structures. Areas between the building and street line include pedestrian-scaled plantings and large shade trees to add structure to the streetscape, as well as streetlights, sidewalks and small tree lawns within the right-of-way.

### *Design Objectives*

- Provide an orderly transition between the Main Street Character Area and the North Village and West End Business Character Areas.
- Retain the historic scale, character and charm of the former residences in these areas for both new construction and the conversion of buildings from residential to commercial uses.
- Encourage a walkable business and service district that is pedestrian-oriented in both design, scale and character.
- Prevent the use of franchise-architecture or inappropriate building designs that do not complement the Village's cherished forms from the 19<sup>th</sup> and 20<sup>th</sup> centuries.

## 2.4 North Village Mixed Use Character Area

### *Boundaries*

This character area includes all properties fronting on North Avenue from the expressway north to the Village boundary and all properties bordering May Street and the Kircher Park extension.

### *Neighborhood Characterization*

The North Village Mixed Use Character Area is distinct from that of the Main Street and Neighborhood Business Character Areas in that it provides a unique environment for mixed-use commercial and residential development. Structures in this Character Area offer contemporary interpretations of historic forms, without the use of typical suburban or franchise architecture. All buildings have a primary entrance that faces North Avenue (except those off the corridor) and is connected to the street with sidewalks. The scale of commercial buildings maintains a pedestrian-oriented environment, and building facades and massing do not overpower the neighborhood. Mixed-use buildings differentiate between residential and non-residential uses through changes in materials and façade treatments, and are two to three stories in height. Parking areas are predominantly behind the building and screened from view from the street and surrounding residential uses. Utilities and service areas are screened from view by design elements characteristic of historic village forms and materials.

### *Design Objectives*

- Promote a contemporary mixed-use node that complements the Main Street Character Area and provides a destination for goods and services within the Village.
- Promote walkability and the pedestrian experience by keeping the scale of structures and site distances appropriate for the Village atmosphere.
- Maintain a community character unique to the Village of Webster and district from outlying suburban areas.
- Encourage appropriate adaptive reuse of existing commercial structures for mixed-uses, including residential.

## 2.5 North Village Light Industrial Character Area

### *Boundaries*

This character area includes all non-residential properties bordering Commercial Street, Donovan Park and Orchard Street.

### *Neighborhood Characterization*

The North Village Light Industrial Character Area offers a neighborhood environment with that promotes the growth and expansion of commercial business and light industry in the village core. Building architecture is utilitarian in form and design, yet avoid exteriors devoid of character and detail. Building entrances are highlighted by subtle architectural cues that signify appropriate entrances for the public, and are connected to the available sidewalk system. Signage is complementary to the building design and use, though is not proportional to the larger building facades. Service, utility and storage areas are screened from the street and surrounding residential uses.

### *Design Objectives*

- Promote modern light industrial uses that complement the North Village Character Area and functions as an employment center within the Village.
- Promote a pedestrian-friendly experience by keeping the scale of structures and site distances appropriate for the Village atmosphere, and buffering adjacent uses from noxious activities.
- Maintain a commercial character unique to the Village of Webster and district from outlying suburban areas.
- Protect surrounding residential uses from unacceptable levels of noise, odor, and vehicular traffic.



### 3.0 Design Guidelines Overview

#### **Site Planning • Building orientation/setbacks • Parking • Landscaping • Circulation**

Site planning guidelines primarily address the organization of a project's components. They deal with the location of buildings and site features such as parking lots, open space and service areas, as well as the organization of circulation patterns for vehicles and pedestrians.

##### **A. Building orientation and setback**

##### **B. Building entry**

##### **C. Site infrastructure and facilities**

(1) *Drive-in facilities; (2) Loading and service areas; (3) Refuse storage, staging and enclosures.*

(4) *Storm water facilities; (5) Shared access and parking;*

##### **D. Parking location, massing and orientation**

(1) *Location, massing and orientation of parking facilities.*

##### **E. Landscaping and buffering**

(1) *Site, parking lot and foundation landscaping.*

(2) *Buffering and Screening.*

##### **F. Internal sidewalks, pedestrian and vehicular circulation**

(1) *Sidewalks; (2) Pedestrian circulation; (3) Vehicular circulation.*

##### **G. Public transit.**

(1) *Stops.*

#### **Architectural Expression • Building form and massing • Architectural details • High-quality materials**

Architectural guidelines deal with the exterior elements of buildings and components that define the look of a building, such as roofs, windows, articulation and details. Guidelines for architectural elements will encourage new development to define a unique district identity while allowing for flexibility of expression at the individual building level.

##### **A. Building form and massing**

(1) *Building width; (2) Facade articulation; (3) Active building elevations*

##### **B. Architectural details**

(1) *Foundations; (2) Roofs, cornices, eaves, overhangs and parapets*

(3) *Windows; (4) Doors and entryways*

##### **C. High quality materials .**

#### **Streetscape • Street-level transparency • Pedestrian Connectivity • Signage and Lighting**

The streetscape guidelines are intended to improve connectivity and character. A community's streets are its largest and most continuous system of public spaces, and it is especially important to acknowledge their significance in the retention or development of high quality neighborhoods and districts.

##### **A. Street-level transparency.**

(1) *Building first floors.*

(2) *Front yards.*

##### **B. Signage**

##### **C. Lighting**

### 3.1 Site Planning Guidelines

#### A. Building orientation and setback

- (1) For the purposes of these design guidelines, the term 'primary street' shall refer to Routes 250 and 404
- (2) The shallowest possible setback shall be encouraged in all instances.

#### B. Building entry

- (1) For the purposes of these design guidelines, the terms 'frontage' and 'fronting' shall be synonymous, and shall refer to a building having a façade which is parallel to the street or drive in / drive thru question.
- (2) For buildings with frontage on Routes 250 and 404, the principal building entrance shall face Routes 250 and 404, or, at the discretion of the Planning Board, at the side or rear of the structure depending on the site layout.
- (3) Buildings fronting on roads other than primary streets shall have the principal entrance located on the secondary street or drive servicing such building. Regardless of where the entrance is built, building facades and yards facing primary streets shall always receive design considerations, details and treatments consistent with front facades and yards.

#### C. Site infrastructure and facilities

- (1) *Drive-in facilities.*
  - (a) Drive-in facilities are not permitted on commercial properties abutting residential districts.
- (2) *Loading and service areas.*
  - (a) Loading docks, bays and service areas shall be located to the rear of the structure. In cases where this is not feasible, a side loading area may be approved by the Planning Board if appropriate screening is provided.
  - (b) When rear of structure abuts a primary street or residential district, loading areas shall receive appropriate screening in accordance with District Design Guidelines.
  - (c) See Section 3E(3) for more information regarding the screening of loading and service areas.
- (3) *Refuse storage, staging and enclosures.*
  - (a) The storage and/or staging of refuse shall take place in the rear yard, and shall be buffered or screened from view of parking facilities, adjacent properties, and primary and secondary streets.
  - (b) Refuse/garbage dumpsters shall be located within a screened enclosure with no less than three sides constructed of the same or similar materials found in the principal structure.
  - (c) Where possible, gate access to the enclosure should be located out of direct view from parking areas and principal building entrances, and efforts should be made to maintain the gates in a closed position other than times of refuse pick-up or delivery.
- (4) *Storm water facilities.*
  - (a) Storm water detention or retention facilities are not permitted in front yards unless they provide positive and attractive design elements to the project, at which point the

location of these facilities in front yards is left to the discretion of the Planning Board. Where the lay of the land or other physical constraints makes the placement of such facilities elsewhere infeasible, the Planning Board may also approve placement in front or side yards subject to enhanced landscaping provisions in accordance with the District Design Guidelines.

- (b) Storm water facilities shall be integrated into the overall site design, or where existing, a larger regional retention and management system, and the use of earthen basins kept to a minimum towards achieving required regulatory guidelines.
- (c) The siting, construction and management of all storm water facilities in front yards should provide a positive and attractive design element, including the provision of enhanced landscaping, fountains or other water features, and a pleasing aesthetic to make these facilities appear to exist in a natural setting, with the overt use of rip-rap and stone fill kept to a minimum.
- (d) The provision of fencing around storm water facilities shall not be allowed, unless such fencing provides a positive design element as determined by the Planning Board.
- (e) Chain-link fencing around storm water facilities shall not be allowed in front yards.
- (f) The subterranean storage of storm water runoff is encouraged where practicable. Applicants shall follow all appropriate testing measures and obtain all applicable permits prior to construction of such measures.
- (g) Applicants shall ensure that measures taken in consideration of these design guidelines is in conformance and coordination with the development of a Storm Water Pollution Prevention Plan according to state environmental regulations.

(5) *Shared access and parking.*

- (a) The provision for shared access and parking among adjacent properties along Routes 250, 404 and Barrett Drive shall be required to internalize traffic movements and reduce turning movements onto these primary streets.
- (b) Where appropriate and feasible, shared entrances and exits shall be provided.
- (c) Where appropriate and feasible, common or shared parking facilities between two principal businesses with differing hours of peak operation shall be required to decrease the amount of impervious surface and increase the amounts of open space.

(6) *Projects with multiple buildings*

- (a) Projects with multiple buildings shall be sited with pedestrian connections between structures, parking areas and adjacent uses.
- (b) Multiple structures shall be placed in a fashion that creates a well organized, accessible and functional site. The Village encourages site layouts that create a unique sense of place and do not result in large parking lots lacking landscaping or pedestrian accommodations.
- (c) Projects with multiple structures are encouraged to attend a sketch plan meeting with the Village Planning Board.

**D. Parking location, massing and orientation** (see also Internal sidewalks, pedestrian and vehicular circulation)

(1) *Location of parking facilities.*

- (a) Vehicular parking, standing and loading facilities shall be located in the rear of structures whenever possible but may be allowed in the side yard if screened appropriately.
- (b) For sites proposed with multiple structures, central courtyard parking may be approved by the Planning Board.

- (c) The linear distance at the front lot line parallel to primary streets of individual lots shall not be composed of more than 30 percent parking lot and drive aisle as a combined percentage of total distance along Routes 250, 404 or Barrett Drive, including convenience parking.

**Figure 1: Development at lot frontage**



(2) *Massing of parking facilities*

- (a) Parking lots shall be arranged such that long uninterrupted views across large areas of parking are not visible from the primary road. To achieve this, parking lots shall be designed in 'rooms' containing no more than 50 vehicles each.
- (b) Multiple rooms shall be broken up by vegetated medians that preclude an uninterrupted view from 'room' to 'room'. Pedestrian accommodations within the vegetative medians are required.

(3) *Orientation of parking facilities.*

- (a) Parking facilities shall be oriented such that drive aisles traverse perpendicular to the adjacent plane of the building, where applicable.
- (b) Whenever possible, parking lots shall be designed and oriented to allow for cross lot access and internal access management.

(4) *Curbing and bump stops.*

- (a) Whenever appropriate, as determined by the Planning Board, parking areas shall be bounded by concrete or granite curbing to delineate vehicular and pedestrian zones and to control drainage, as needed.
- (b) Pedestrian walks, landscaped islands and medians, and building foundations shall be separated from parking facilities by raised concrete or granite curbing.
- (c) Asphalt curbing is not permitted.
- (d) Where curbing is not possible, pedestrian and foundation areas shall be protected by bump stops to prevent errant vehicles from injuring persons or property.

## **E. Landscaping and buffering**

### *(1) Site landscaping.*

- (a) Site landscaping shall be required at the location of all entrances, exits and signage.
- (b) Planting shall be limited to species native, salt tolerant, non-invasive to this area and deer-resistant.
- (c) Shade trees shall be planted where appropriate along the frontage, parallel to the street with a spacing not to exceed 50' or consistent with existing tree spacing on neighboring lots when present.

### *(2) Foundation landscaping.*

- (a) In Neighborhood Commercial, North Village Mixed Use and North Village Light Industrial Character areas, plantings and mulches shall be installed at an appropriate distance along the foundation of the proposed structure in front yards and along other facades where principal entrances are present, as required by the Planning Board.
- (b) Foundation plantings shall consist of woody and/or herbaceous, deciduous and/or coniferous shrubs, trees and groundcovers, and shall not be limited to annual/perennial-type plant material.
- (c) In instances where outdoor seating is desired in the frontage of the lot, foundation landscaping may be waived by the Planning Board or can be used to create a seating courtyard area.

### *(3) Buffering and Screening.*

- (a) Buffer plantings of coniferous/deciduous trees and shrubs, with fencing where desired, will be required alongside and rear property boundaries of adjacent, non-compatible uses or established residential areas to a density and height deemed appropriate by the Planning Board.
- (b) Loading, service, refuse, and drive-in areas shall also be buffered from adjacent non-compatible uses, established residential areas, and primary and secondary streets. In instances where neighboring uses are compatible and rear lots are connected, refuse areas shall be combined.
- (c) Parking facilities located along the front setback shall be buffered and/or screened from view using landscaping, attractive fencing, or a combination thereof. Materials shall complement the primary structure, and buffering shall not exceed four feet. In no instance will large coniferous trees be approved as a frontage buffer material.
- (d) A landscape plan for all required buffer and screening areas shall be prepared by a licensed landscape architect or certified arborist and submitted for approval by the Planning Board.

### *(4) Parking lot landscaping.*

- (a) Parking lot medians shall be required between parking 'rooms.' Medians shall be between six and ten feet in width, and shall be planted to provide visual buffering between 'rooms' to a density and arrangement deemed appropriate by the Planning Board.
- (b) Curbed end islands no less than six feet in width shall be required for all parking configurations entirely surrounded by drive aisles, provided such configurations contain more than five spaces in a single row and ten spaces in a double row.
- (c) Islands shall be planted with trees and shrubs to a density deemed appropriate by the Planning Board, but shall not contain less than two trees per 20 parking spaces.
- (d) Circulatory drive aisles and curbed end medians shall be installed such that no more than 20 parking stalls in a single row, or 40 in a double row, shall go uninterrupted.
- (e) A minimum of two percent of the total parking facility area shall be required open space

in addition to requirements for parking lot islands and medians.

**F. Internal sidewalks, pedestrian and vehicular circulation**

*(1) Internal sidewalks.*

- (a) Sidewalks shall be constructed along the entire frontage length at a minimum width of five feet or consistent with adjacent sidewalk widths, or wider at the discretion of the Planning Board based on anticipated pedestrian volumes.
- (b) Sidewalks and dedicated paths shall be constructed to provide access from principal building entrances to the sidewalk system.
- (c) Curbed sidewalks shall be located along the building frontage to provide separation between pedestrians and vehicles.
- (d) Where possible, sidewalks shall traverse parking lot medians and islands to permit safe and efficient pedestrian travel from parked vehicles to building entrances.

*(2) Pedestrian circulation.*

- (a) Pedestrian circulation patterns shall be shielded and separated from vehicular patterns where possible.
- (b) Designated crosswalks shall be located between primary building entrances/exits and parking facilities.
- (c) Safe, convenient and efficient pedestrian circulation patterns shall be provided between structures in a multiple structure development.

*(3) Vehicular circulation.*

- (a) Vehicular circulation patterns shall be designed to minimize potential conflicts between vehicles and pedestrians.
- (b) Parking and vehicle circulation patterns shall be designed to reduce speeds and increase pedestrian friendliness, efficiency and convenience.

**G. Public transit.**

*(1) Stops.*

- (a) Public transit stops shall be constructed to the guidelines set forth by the RGRTA and RTS, on an easement provided to the Village of Webster, with siting and design requiring approval by the Village Board.
- (b) Transit stops that are integrated into the development as a feature of a primary structure or as part of an open space feature are encouraged by the Village.
- (c) In all instances, transit stops shall be accessible and integrated into the pedestrian circulation system, and must include uninterrupted sidewalk and crosswalk access to principal building entrances.
- (d) Adequate space for an immediate or eventual transit stop must be allocated during site plan review if the principal building entrance is greater than 800 feet from an existing transit stop. Actual provision of such transit stop shall be coordinated with RGRTA and RTS.

## 3.2 Architectural Expression Guidelines

### A. Building form and massing

#### (1) *Building width.*

- (a) In instances where the front façade is greater than 50 feet in width, appropriate delineations and treatments shall be used to break up the appearance of a single facade.

#### (2) *Facade articulation*

- (a) Structures shall incorporate fascias, canopies, arcades, building setbacks of four feet or more or other design features to break up large wall surfaces on the street-facing elevations
- (b) Wall surfaces shall be visually divided by such features into areas of 750 square feet or less.
- (c) Structures shall not have any wall surface longer than 50 feet without a break, which entails a recess or offset measuring at least four feet in depth that vary the depth of the building wall.
- (d) Not less than 25 percent of the building wall shall be varied in this way. The objective of this standard is to avoid large, undifferentiated wall surfaces. Acceptable substitutes may be granted at the discretion of the Planning Board.

#### (3) *Active building elevations* (see also Streetscape).

- (a) New non-residential construction with frontage on primary streets shall provide areas of transparency equal to or greater than 70 percent of the wall area between the height of three feet and ten feet from the ground.
- (b) The infilling of existing commercial storefronts and/or the creation of blank walls lacking windows and doorways along primary streets is not permitted.

### B. Architectural details

#### (1) *Foundation base.*

- (a) Where appropriate, elements that add detail and define the base of the building are encouraged.

#### (2) *Roofs, cornices, eaves, overhangs and parapets*

- (a) Elements that define the roof and the upper quartile of the façade shall incorporate design details that provide an added level of design and articulation to the architectural expression of the building.
- (b) The choice of design elements and their scale, height, proportion and mass should draw from design cues provided by the historical character of the Town and Village.
- (c) Modern interpretation and variation is not precluded, yet shall be subject to the discretion of the Planning Board.

#### (3) *Windows*

- (a) Windows shall be of a scale, proportion and coverage appropriate to the overall style of architecture of the building.
- (b) Window openings shall be trimmed with an appropriate material (brick, stone, wood, wood-like, cementitious board, vinyl) to provide added definition and interest to the overall façade.

#### (4) *Doors and entryway*

- (a) Doors and entryways shall be of a scale, proportion and coverage appropriate to the

- overall style of architecture of the building.
- (b) Commercial buildings shall have a transparent primary entryway that will be considered as part of the overall transparency requirement for the building frontage.
  - (c) Entryways shall be detailed and announced to the general public through thoughtful trim, moldings, overhangs and other defining architectural features such that its purpose as the primary entrance is evident from the street. The same treatment is encouraged for all secondary entryways near parking locations.

**C. High quality materials**

- (1) Along street frontages, all exterior building walls and structures shall be constructed with durable materials including masonry, stone, brick, finishing wood, and glass.
- (2) Vertical aluminum, metal or T111 siding shall not be permitted.
- (3) Stucco or exterior insulated finishing systems (EIFS) are not encouraged.
- (4) No more than three exterior wall materials shall be used on any one side of a building.
- (5) Changes in materials shall occur at inside corners. Material changes at the outside corners or in a plane shall be avoided.
- (6) Precast and poured-in-place concrete walls and foundations without an architectural or decorative finished surface are not an approved finishing material and shall be prohibited on all exterior walls.
- (7) Standard masonry block walls shall be prohibited on exterior walls containing primary entryways and adjacent to streets.



### 3.3 Streetscape Guidelines

#### A. Street-level transparency.

##### (1) *Building first floors.*

- (a) For buildings fronting on primary streets the primary building entrance shall be on said street or, at the discretion of the Planning Board, at the side or rear of the structure depending on the site layout. Buildings fronting on roads other than primary streets shall have the principal entrance located on the secondary street or drive servicing such building.
- (b) Regardless of where the entrance is built, building facades and yards facing primary streets shall always be considered front facades and yards, and shall be treated accordingly.
- (c) Windows and doors shall be provided on all building facades fronting on streets or drives to improve the streetscape aesthetic and provide an increased level of transparency into the structure. No façade facing a primary street shall be a blank wall without appropriately spaced windows and/or doors.
- (d) Clear glass shall be permitted. In no instance shall glass inhibit views into the first floor. Flexibility shall be provided at the discretion of the Planning Board for non-retail uses.

##### (2) *Front yards.*

- (a) In no instance shall vegetation, walls, fences or other structures or design elements be placed in yards as to prohibit views into the transparent portions of a façade of principal structures placed along a public right-of-way.
- (b) Sidewalks along public rights-of-way. Sidewalks along all streets shall be required to provide for the health, safety and general welfare of Town residents.
- (c) Signage
  - 1. Signage along the right-of-way shall be designed in accordance with the Signage Guidelines set forth in Chapter 175, Article XIV of the Village Code.
- (d) Lighting
  - 1. Lighting along the public and private rights-of-way and along sidewalk and pedestrian zones shall be designed such that poles, fixtures, ornamentation and materials are of a pedestrian scale and height, and provide for enhanced pedestrian experience and safety.
  - 2. Pole heights shall be limited to 14 feet along sidewalks and pedestrian zones, and 20 feet within parking areas.
  - 3. Fixtures shall be “Dark Sky” compliant.