

BROADWAY CORRIDOR FACADE DESIGN GUIDELINES



CITY OF NEWBURGH, NY

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INTRODUCTION

Broadway Facade Design Guidelines

Newburgh's Broadway is a vital community and economic asset that serves multiple roles and defines the community's sense of place. Once a vibrant and bustling historic commercial corridor, Broadway has been struggling since the 1960's to maintain the quality and character it once had. Recent positive investments contribute toward an optimistic vision for the future. As part of an effort to help reinvigorate this historic street, Newburgh seeks to enable and encourage business and property owners to take new pride in this important community space. By bringing the community together with a common goal of revitalization, a new standard of quality can be created for both existing and new structures as we work toward a renaissance of the Broadway commercial corridor.

What are the Broadway Facade Design Guidelines?

The Broadway Facade Design Guidelines are a set of practical architectural design recommendations for property owners and architects to refer to when renovating a facade or constructing a new building on Broadway. These recommendations are designed to serve as a guidance for both property owners/architects and city officials to help clarify the approval process and desired level of design for all parties involved.

Purpose

The Broadway Facade Design Guidelines were created to:

- 1) Improve the overall visual quality of the Broadway neighborhoods,
- 2) Help maintain an attractive look and feel of the local historic architecture,
- 3) Protect the existing historic character of the corridor,
- 4) Improve the pedestrian experience and neighborhood atmosphere,
- 5) Help to streamline the design approval process by having many approvals completed through the Building Department.

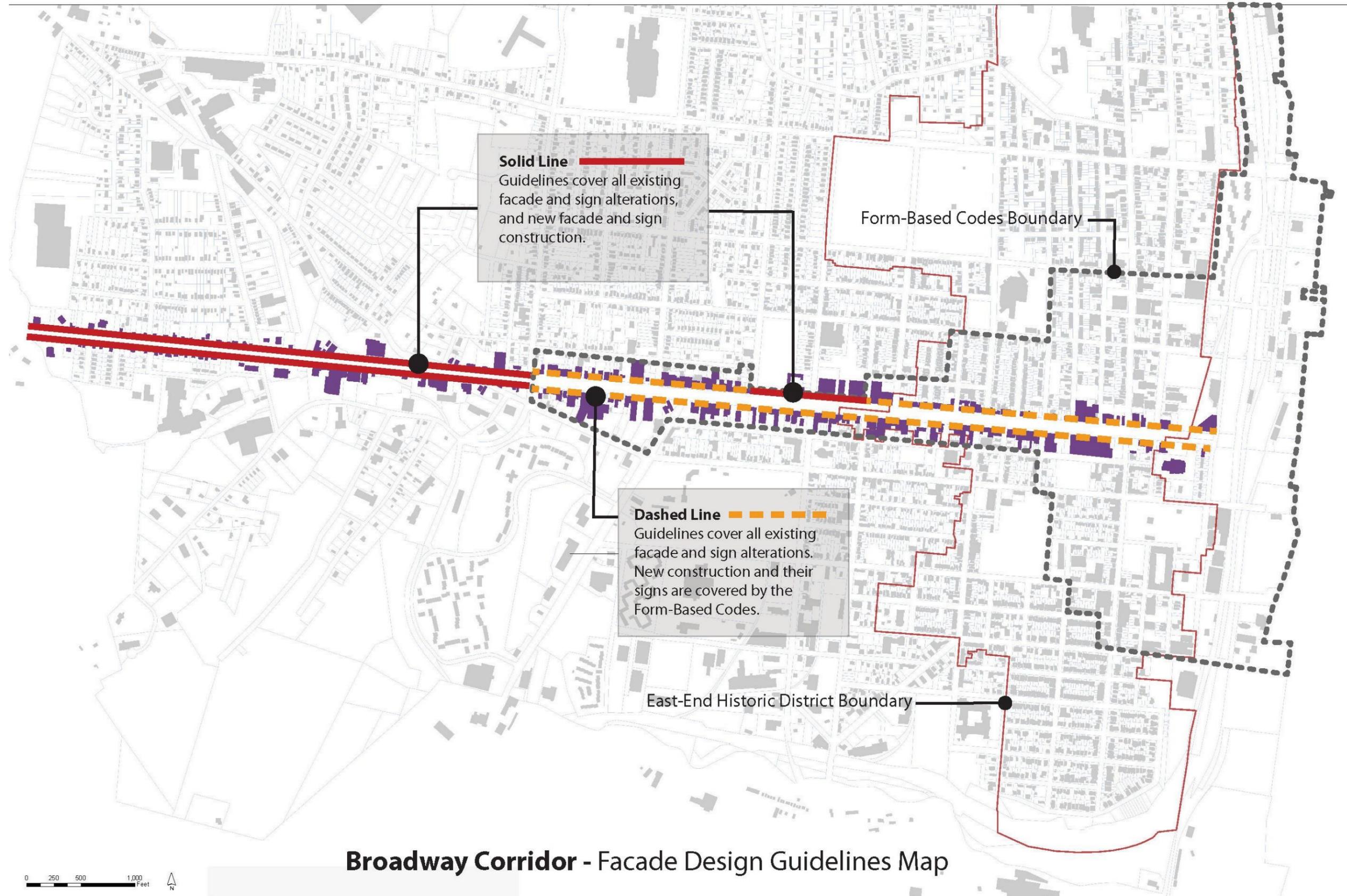
What do they apply to?

These facade guidelines apply to building facades and signs fronting the Broadway corridor, as described below and illustrated on the following map.

- **From the City Line at Quassaic Creek to West Street**, the guidelines apply to any alterations to existing building facades and their signs, and construction of any new building facades and signs.
- **From West Street to Colden Street** - within the jurisdiction of the City of Newburgh Form Based Codes, the guidelines only apply to alterations of existing building facades and their signs. In this area, new building construction and their signs are governed by the Form-Based Codes.

The guidelines cover exterior materials, windows, window and door openings, signs, lighting, accessories, colors and roofs which are readily visible from Broadway.

These guidelines do not apply to facades fronting on side-streets, side yards, rear yards or private residential structures.



Broadway Corridor - Facade Design Guidelines Map

How does the approval process work?

When applying for a building permit to construct a new building, make alterations to an existing facade, or put up a new sign, the applicant must first obtain design approval showing the proposed work conforms with these guidelines.

What documents and samples are required for design approval?

As part of the permit and review process, the applicant should provide application materials for review, as follows:

A. Alterations to Existing Facades or New Signs:

- 1) A completed Building Permit or Sign Permit Application;
- 2) Drawings of any proposed alterations or changes to the existing facade;
- 3) Drawing of any proposed signs, noting dimensions, materials, lighting methods, etc., provided by the sign company and a photo showing where it would be placed on the facade;
- 4) Copies of any manufacturer "cut sheets" or product sheets for products to be installed on the facade, such as lights, awnings, security gates, etc.
- 5) Application requirements. (new, existing, sign) Exterior materials, changes or transitions in materials, surface lighting, surface signs, street number, awnings and similar facade accessories. Samples of any new proposed facade, roofing and sign materials.

B. Building Department Requests. As part of the review and approval process of existing facade or sign changes, the Building Department may optionally request that an applicant make other minor facade re-pairs or improvements as a condition of approval which would help to bring the facade into better conformity with these guidelines. These requests may include but are not limited to: relocation of satellite dish equipment from the facade, re-painting, replacement of worn, faded or tattered awnings, etc.

C. New Building Construction: (Outside jurisdiction of Form-Based Zoning Code)

- 1) Architectural drawings or renderings of the building elevations fronting Broadway, showing the location of proposed exterior materials, lighting, signs, roofing and associated features.
- 2) Copies of any manufacturer "cut sheets" or product sheets for products proposed for the facade, such as lights, awnings, security gates, etc.
- 3) Drawing of any proposed signs, noting dimensions, materials, lighting methods, etc., provided by the sign company;

EXISTING FACADE TIPS

General Improvement Tips

A. The following principles are a guide which can be used when considering changes or improvements to an existing facade. These principles may also be used to help clarify any necessary interpretation of these guidelines.

1. **Avoid visual clutter.** Often times facades get overwhelmed by many different types of materials, colors or sign information which creates a cluttered appearance. This is often true of signs - too much information on a sign makes it hard to read, especially when driving by. Keep it simple!
2. **Don't cover up.** Avoid covering any original architectural detail or materials which are on the facade. Older buildings are often "improved" by owners wanting to give them a fresh new appearance by covering up the original facade with new materials. Unfortunately this usually ends up looking bad in the long run. Instead, try to repair or replace the original materials.
3. **Open and inviting.** Keep the ground floor area open and inviting to pedestrians and customers with large windows that let people see inside. Avoid covering up the windows with posters and advertisements that clutter the facade and block the view.
4. **Facade materials.** Broadway facades typically have only one exterior material which is the dominant theme (such as a brick facade) while the other materials are used more sparingly as accents. Avoid using multiple different types of materials. It is better to use one primary facade material and color as the dominant theme, with any other materials or colors only used more sparingly as an accent. Also, try to use real materials where possible instead of imitation ones such as imitation brick or stone.

5. **Be easy to find.** Keep signs simple and easily readable for cars driving by to make it easier for them to find your business. It is also a good idea to have your street number readily visible on the sign or near the front door.
6. **Shelter from the elements.** Provide shade and relief from the sun and rain by providing awnings or recessed doorways that provide shelter from the elements. This makes your building—and the whole sidewalk—more inviting to pedestrians.
7. **Greenery.** Don't be afraid to add some greenery such as flower boxes, planters and other planted decoration.

B. **Prohibited Items.** The following items are prohibited from both new and existing facades:

- 1) Satellite dishes or antennas mounted on the front facade. These should instead be mounted on the roof, side or rear of the building where they are not readily visible from Broadway.
- 2) Solid metal security gates. Roll-down security gates, if used on the front facade, should instead be the "fence" or "mesh" style which still allows people to see into the store while the gates are closed.
- 3) Vinyl or plastic awnings.
- 4) Internally illuminated awnings or signs;

C. **Sample Facade Improvements.** The following pages include some photo-simulations which illustrate how these general improvement tips can greatly enhance the look of a building facade. These are shown as "before" and "after" examples. Note that these are intended as an example only, and do not need to be taken literally. There are often many different ways these improvements can be done to achieve similar results.



BEFORE

A. **Signs.** Signs are often too busy and distracting, with lots of information, logos and images squeezed into them and competing with each other, making them hard to read. Signs are best kept simple so that they can be easily read by people who aren't familiar with the area, and may be traveling past by car.

B. **Storefront Clutter.** Many storefront windows are filled with posters and advertisements which gives the business a messy appearance and prevents people from being able to see into or out of the store. Storefronts should be open and inviting so that customers can see what is inside.

C. **Roll-Down Security Doors.** Roll down security doors, while a necessity for some

businesses, create a very unattractive and unwelcome neighborhood experience. If used, they should ideally be the mesh or link style which still allows people to see the facade behind it. The roll-up enclosure above can be concealed behind an awning or designed into the facade to hide it.

D. **Satellite Dishes.** Facades are sometimes cluttered with satellite dishes, old abandoned signs, wires and other equipment.

E. **Awnings.** Awnings can be added to create shade inside the store and present a nicer storefront appearance for any business.

F. **Street Numbers.** Street numbers should be displayed and easily readable.



AFTER

A. **Signs.** Signs have been cleaned up and simplified to present a neater appearance so they contrast better with their background.

B. **Storefront Clutter.** A new storefront has been created to provide a cleaner and nicer business appearance. The posters and advertisements which used to cover the windows have been removed, making it easier for people to see both inside and out. This creates a more welcoming store.

C. **Roll-Down Security Doors.** Roll down security doors, while a necessity for some businesses, create a very unattractive and unwelcome neighborhood experience. If used, they should ideally be the mesh or link style which still allows people to see the facade behind it. The roll-

up enclosure above can be concealed behind an awning or designed into the facade to hide it.

D. **Satellite Dishes.** The satellite dishes and have been removed from the facade to help show the original architecture and charm of the building.

E. **Awnings.** Awnings can be added to create shade inside the store and present a nicer storefront appearance for an business.

F. **Street Numbers.** Easy to read street numbers have been added where missing, allowing people to find their way around the neighborhood much more easily, especially if they are trying to find a particular business.



BEFORE

A. **Signs.** Signs are often too busy and distracting, with lots of information, logos and images squeezed into them and competing with each other, making them hard to read. Signs are best kept simple so that they can be easily read by people who aren't familiar with the area, and may be travelling past by car.

B. **Storefront Clutter.** Many storefront windows are filled with posters and advertisements which gives the business a messy appearance and prevents people from being able to see into or out of the store. Storefronts should be open and inviting so that customers can see what is inside.

C. **Awnings.** Awnings are sometimes cluttered and distracting.

D. **Satellite Dishes.** Facades are sometimes cluttered with satellite dishes, old abandoned signs, wires and other equipment which distracts from the original architecture and charm of the building.

E. **Boarded Up Windows.** Boarded up storefronts and windows create a very unwelcome and unappealing appearance, even if the business is closed or the owner is trying to sell or lease the property.

F. **Street Numbers.** Street numbers for each building should be displayed and easily readable so that people looking for an address can find their way around.

DESIGN GUIDELINES

General Design Principals

- A. The front facade of new building construction should be kept parallel to the street, and should attempt to align with any nearby adjacent buildings to help maintain a consistent street wall.
- B. New building construction should place as much of the building width at the front of the lot as possible to maximize front facade storefront exposure along pedestrian routes.
- C. The primary entry on all new construction should be readily visible with a celebrated entryway, scaled appropriately to the size of the building, which is easy to identify with a recessed opening, roof or other massing which makes it different than the rest of the facade. The main entry should always directly face the street.
- D. New construction located at corner intersections should place a majority of the building mass at the corner and/or wrap the corner by continuing facade elements such as the cornice on all street elevations.
- E. New facade construction which is an addition to an existing building should be compatible with the rhythm of facade elements and window openings of the existing building.



Figure 1. Recessed entry at the corner helps to clearly identify the main entry of the building, is visible from both streets and provides shelter for pedestrians.



Figure 2. The increased building massing shown here at the intersection helps to anchor the building on the corner and create a logical entry point.

Windows & Facade Composition

A. General Tips

- 1) New multi-story building facades should typically express themselves with a distinct “base”, “middle” and “top” composition, where the base is the ground floor storefront layer, the middle area is for the upper floor windows, and the top is an expressive cornice which caps the building.
- 2) New building facades should create an overall composition with a repeating pattern of windows or groups of windows in repeating bays to create a rhythm.
- 3) The ground floor facade area along



Figure 3. New multi-story building facades should typically be designed with a “base, middle, top” composition. The base level should have the highest amount of glass openings, depth and shadows, while the upper floors have less. The top of the facade should be crowned in an expressive cornice.



Figure 4. The entire width of the ground floor facade along pedestrian routes should provide large, open storefront windows and entry points to create a welcoming feel.



Figure 5. The primary entry on a front facade should be highlighted and celebrated with different massing to make it easily identifiable.



Figure 6. Facade Depth. Many buildings highlight their entry with small or large recesses in the facade. This adds depth and shadows to the building which is attractive and provides shade and relief from the sun. Such recesses should not be reduced or eliminated through renovations.

pedestrian walkways should provide large storefront windows, ideally kept neat and uncluttered to create an inviting appearance.

4) Any replacement windows installed on existing facades should match the original size and style of the windows used in the building - such as double-hung windows should be used where double-hung windows once were, or picture windows used where picture windows once were.

5) The width-to-height proportion of facade elements such as windows should be kept consistent with the original proportions. Do not try to install a smaller window into a larger window opening by infilling the extra space around it.

6) If your building is in the East End Historic District see page 7 in the East End Design Guideline to learn more about Window Replacements.

B. Ground Floor Openings

1) The ground floor level of the building should always be kept open and transparent, with large storefront windows all along the sidewalk. Typically, storefront facades often consist of door and window openings which make up between 50% and 80% of the ground floor area. The amount of window and glass area on an existing storefront facade should not be decreased through renovations. Boarding up windows, or replacing them with blank facade is not permitted.

2) The ground floor level of the building typically consists of the most structural and sculptural depth, often expressed with recessed entryways or doorways. The ground floor facade depth should not be reduced through alterations, such as infilling doorways.

3) New storefront windows should be neatly framed in colored aluminum or finished wood.

4) Ground floor window types are limited to picture windows only. Double-hung, casement, awning or sliding style windows are not permitted.

5) Glass block may be used along the ground floor shopfront area, but only below three feet from the ground, or higher than seven feet above the ground, to maintain eye-level visibility. Glass block should not be used for more than 20% of the total ground floor glass area.

6) To keep the storefronts open and inviting, avoid filling the windows with posters, advertisements and flyers which clutter the windows and block your view of the inside. The percentage of all ground floor glass area which may be occupied for any posters or flyers is 15%.

7) Areas of blank wall (without windows or decorative articulation of materials) on ground floor facades should be avoided, and should not exceed an area larger than an 8-foot diameter circle.

8) Garage service doors or loading dock bays should not directly face Broadway.

C. Upper Floor Openings

1) The upper floor levels of the building often have a lower transparency percentage than the ground floor level, typically in the range of 20% - 40%. The percentage should not be decreased through alterations, such as boarding them up or installing smaller windows in larger openings.

2) Window openings on new masonry facades should express a structural lintel above the opening which bridges the gap and appears to be carrying the weight of the facade materials above it.

3) Window shutters should not be added to existing windows which did not historically have them. If they are installed however, they should be mounted correctly so as to appear to be able to cover the window when closed.

4) Areas of blank wall (without windows or decorative articulation of materials) on upper floor facades should be avoided, and should not exceed an area larger than a 15-foot diameter circle.



Figure 7. Unwelcome storefront clutter. These storefront windows are cluttered with posters, advertisements and flyers which create a messy appearance and prevent people from being able to see into the store.

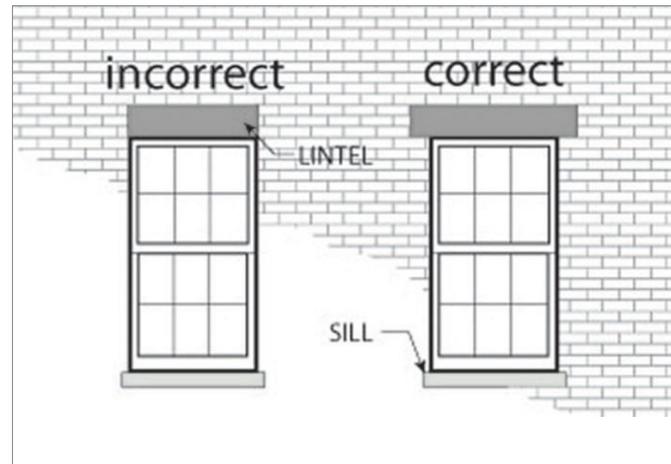


Figure 8. Window openings in new masonry facades should express a structural lintel above the opening which bridges the gap and appear to carry the weight of the materials above.

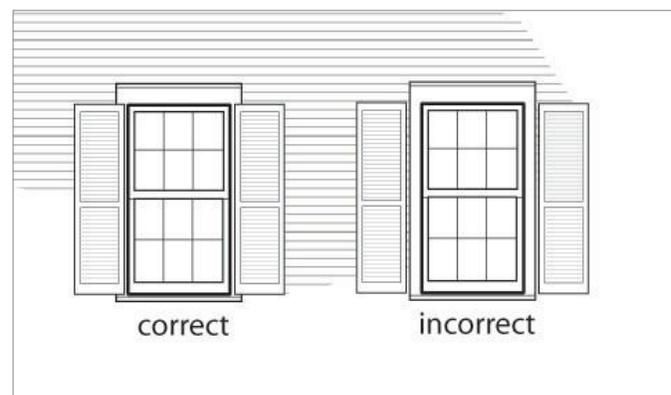


Figure 9. Window shutters. Window shutters, if appropriate for the architecture of the building, should be mounted correctly as shown above.

Exterior Materials

A. General Tips.

- 1) All proposed facade renovation work along the Broadway Corridor must preserve, protect and maintain the use of original exterior materials of historic structures whenever possible. If replacement is necessary, replace with similar materials which have the same basic forms and proportions.
- 2) Existing exterior materials removed for demolition should be salvaged for use in patching or as new exterior material in additions whenever possible, especially in the historic district. Repainting is generally preferable to replacement of original materials.
- 3) If your building is in the East End Historic District, see page 4-5 in the East End Design Guideline to learn more about Painting & Staining and Re-Siding.

B. Recommended Materials List. All new or renovated exterior building facade materials shall comply with the Recommended Exterior Materials List found in Table One. Existing facades should attempt to match or replace existing materials where possible, but may utilize other materials listed in the "Existing" column. New facades may utilize materials from the "New" column.

C. Prohibited Materials. The facade materials listed in the prohibited column of Table One are not permitted on Broadway facades.

D. Small Scale Materials. New facade construction is encouraged to utilize small-scale exterior materials such as brick or stone which create small, human-scale patterns. Larger-scale materials such as large panels or cast-in-place walls should be avoided or used sparingly.

E. Additions. Additions to existing facades should attempt to match the basic style or theme of the materials on the original building.

F. Primary Theme. When using more than one material or color on the facade, one should be used as the primary theme with other materials or colors used only sparingly to complement or

accent the design. The primary theme colors used should generally be of a natural, muted shade. Brighter, more vibrant colors, if used, should be reserved for accents and highlights only.

G. Material & Color Transitions. When making a transition from one facade material or color to the next, the change should occur at hard-edge or change in depth in the facade which creates a surface for one to terminate into before the next one begins.

H. Don't Conceal Original Materials. The covering or concealing of existing historic exterior materials with new materials is prohibited. Renovations to existing facades are encouraged to make reasonable attempts to remove any modern-day cladding, panels or sign boards which may be concealing original or historic materials underneath, if appropriate.



Figure 10. Primary Theme Material. This building uses brick as the primary theme facade material, which is used on a majority of the facade. Other materials, such as composite panels and glass curtain wall, are used at a lesser extent as design accents.



Figure 11. Material Transition. Transitions from one material to another should occur at a hard edge or "bump-out" in the facade, where one material can terminate into the side of another, as shown above.

TABLE ONE

Recommended Exterior Materials List

| | Existing Facades (Renovations of Existing Facades) | New Facades (New Façade Construction) | Prohibited Materials |
|--------------------------------------|---|--|---|
| Primary Façade Materials | Brick - common (hues of red, brown or tan) | Brick - common (hues of red, brown and tan) | Unpainted, unfinished or lumber grade wood |
| | Wood - clapboard and trim (painted) | Wood - clapboard, shingle and trim (painted) | T1-11 siding, Vertical board & batten siding |
| | Fiber-cement clapboard (colored or painted) | Fiber-cement clapboard (colored or painted) | Concrete masonry units (plain or unpainted) |
| | Other (Matching existing original materials) | Glass Curtain Wall | Poured concrete (untextured or unpainted) |
| | | | Imitation brick or stone siding |
| | | | Vinyl or aluminum siding |
| Secondary Façade Materials | Stone - natural or artificial | Stone - natural or artificial | Prohibited facade materials listed above |
| | Wood - clapboard, shingle and trim (painted) | Glass Block | |
| | Glass Block | Pre-cast concrete veneer panels (colored) | |
| | Primary facade materials listed above | Metal or composite veneer panels | |
| | | Textured or split-faced C.M.U. (colored) | |
| | | E.I.F.S or stucco (6 feet above grade min.) | |
| | Primary facade materials listed above | | |
| Doors & Windows | Wood (painted or stained) | Wood (painted or stained) | Mirrored, colored or bronzed glass |
| | Aluminum (colored) | Aluminum (colored or brushed aluminum) | Tinted glass darker than 70% V.L.T.* |
| | Vinyl clad (colored) | Vinyl clad (colored) | Glass block (on more than 40% of storefront) |
| | | Glass | Galvanized or bare metal flashing |
| | | | Bare aluminum windows or storefront frames |
| | | Steel doors without window openings | |
| Roofing (Visible) | Architectural Shingles (multi-tone) | Architectural shingles (multi-tone) | |
| | Slate or tile (natural or synthetic) | Standing seam metal | |
| | Copper roofing | Slate or tile (natural or synthetic) | |
| | Copper or colored metal roof flashing | Copper roofing | |
| | | Copper or colored metal roof flashing | |
| Awnings | Canvas, Acrylic or Vinyl Awnings (one, two or three color) | | Plastic or glossy finish awnings |
| | | | Translucent, back-lit or internally illuminated |
| Landscape Walls & Fencing | Brick or brick veneer walls | Brick or brick veneer walls | Vinyl or PVC fence |
| | Stone or stone veneer walls | Stone or stone veneer walls | Chain link fence (bare, non-coated or colored) |
| | Extruded aluminum fences (colored) | Extruded aluminum fences (colored) | |
| | Cast iron or wrought iron fence | Cast iron or wrought iron fence | |
| | Wood fence (painted) | Wood fence (painted) | |
| | Chain link fence (coated and colored) | Chain link fence (coated and colored) | |

*VLT = Visible light transmission.

Note: All material and paint colors should be of a natural, muted shade, except as used for specific design accents or highlights. Alternate materials to those listed above may be approved by the City provided they are considered to be equivalent or better quality and appearance.

Note: Existing facades in the East End Historic District may have to comply with the specific historic district design requirements.

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Figure 12. Gable roofs facing the street help to maximize front facade presence and break up the scale of long runs of uninterrupted roofline.



Figure 13. Flat roof construction should be topped by a parapet with a sculptural cornice design which caps the building.



Figure 14. The roofline of this long building is articulated with transitions which help to break up the scale of the roof and highlight design accents.



Figure 15. Build-Out Roof Frame Applied to a Facade. The fake built-out roof frame applied to the front of this building is overly large for the size of the facade below it. Such applied or fake roof designs are strongly discouraged.

Roofs

A. New building construction is encouraged to utilize a flat roof with parapet, or sloping gable roof design. Mansard roofs, shed roofs or built-out roof frames which are hung from the facade or similar “applied” fake roof fronts are discouraged.

B. New flat roof construction is required to be capped by a parapet with a sculptural, overhanging cornice built from masonry, wood or simulated wood. The height and overhang depth of the cornice should be suitable with the size of the facade - taller buildings typically require a more prominent cornice.

C. New sloping roof construction should orient the gable-end of the facade facing Broadway to maximize facade exposure and divert the fall of rain and snow away from pedestrian areas. The minimum roof pitch should not be less than 5:12 on primary roof areas (not including dormers, entry canopies or similar secondary roof elements).

D. Facade and roofline transitions should be used to highlight important areas of the facade such as a building entry, the center of the facade, or the extra massing at corner intersections.

E. New roofs should be designed to highlight and protect the primary building entry.

F. Air handling units, condensers, satellite dishes and other equipment placed on the roof must be located and/or screened from view so as to not be readily visible from Broadway.

G. New construction of very long buildings should break up continuous runs of facade with roofline transitions, where the roofline is noticeably raised or lowered to accent portions of the facade (such as the middle, ends or entry points) to help break up the overall scale of the building.

H. Refer to “Gas & Service Stations” for specific guidelines relating to gas station canopy roofs.

Appurtenances

A. **Sunset Date.** All facade appurtenances such as awnings, security gates, exterior lighting, satellite dishes and antennas must be brought into conformity with the requirements of these guidelines by the sunset date of January 1st, 2020.

B. Awnings

- 1) Awnings are encouraged, but not required, over the ground floor window and door areas to provide shade and shelter for pedestrians.
- 2) Continuous awnings longer than 25 feet in length are not permitted and should instead be broken up into smaller, equal size or symmetrical patterns (matching the pattern of the facade where possible) to break up the scale of the facade.
- 3) Awning designs shall be limited to solid color or vertical stripe designs only. Images, graphics, patterns or horizontal stripes are not allowed except as permitted under "Signs".
- 4) Awnings shall be limited to no more than three colors, inclusive of text.
- 5) Awnings shall not be oversized or patterned to act as an advertising billboard.
- 6) Glossy vinyl, plastic or backlit, internally illuminated awnings are prohibited.
- 7) For allowed text or sign graphics on awnings, see "Signs - Awning Lettering" in these guidelines.

C. Security Gates

- 1) Security gates, if used, should be the mesh/chain style which allow people to see in and out. Solid-panel metal security gates are prohibited.
- 2) The security gate roll-up container should be concealed in the design when possible, such as within the facade, behind a sign or under an awning.
- 3) Refer to the East End Historic District Design Guidelines for specific information regarding security gates.



Figure 16. Awnings, similar to the one shown above, are strongly encouraged above ground-floor shopfront pedestrian areas to provide shade and shelter for pedestrians and create a more welcoming facade.



Figure 17. Roll down security gates, if used, should be the mesh/chain style similar to the above photo so that the facade and storefront windows behind it are still visible when closed. Where possible, the roll-up enclosure can be hidden up inside the awning above to conceal it from view.



Figure 18. Concealed Security Gate. The roll-down security gates on these shopfronts have been concealed behind the new facade signs, helping to create a nice clean appearance.



Figure 19. Planters, flower boxes and other greenery is encouraged on both new and existing facades to help enliven the streetscape and create a friendly atmosphere.



Figure 20. Hillside construction can take advantage of the slope to provide stepped planter boxes along the sidewalk.

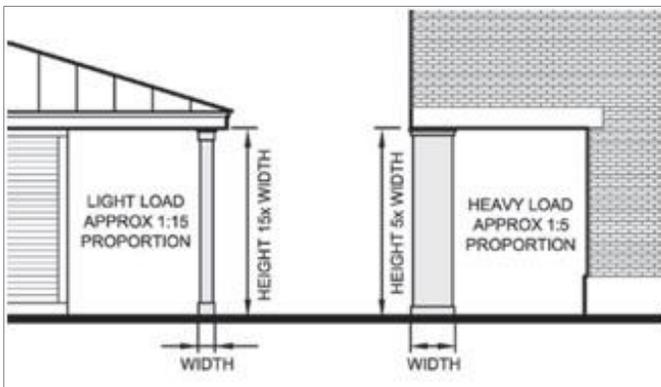


Figure 21. Columns and posts should generally be sized appropriately to the amount of weight they appear to be supporting. Even if they can support the structural load, avoid using posts and columns which visually appear to be oversized or undersized.

D. Satellite dishes & Antennas

1) Satellite dishes, antennas and similar devices are not permitted to be mounted on the front facade of the building. Such equipment shall instead be mounted on the roof and screened from view so as to not be readily visible from the street.

E. Planters, Flowers and Greenery

1) Facade improvements are encouraged to add or incorporate flower boxes, planters or other greenery to enhance the look of the facade where possible. This creates a nicer and more welcoming appearance.

F. Exterior Lighting

1) All lighting must be generally white or of a muted color with a diffused, non-intermittent light source. Lighting should not interfere with the comfort and safety of the general traffic and nearby residences.

2) All exterior lighting used for security, facade or ambient lighting should be full cut-off, shielded or recessed fixtures which project light downward only, with no exposed bulbs or wires readily visible from the public way. The light from these fixtures should not spill over into adjacent properties and should provide only as much illumination as required on the target surfaces.

3) See "Gas & Service Station" for specific lighting requirements regarding gas station canopies.

4) See "Signs" for specific lighting requirements regarding commercial signs.

G. Columns and Posts

1) Columns and posts should generally be sized appropriately to the amount of weight they appear to be supporting. For example, lighter loads commonly are supported by posts which are about 10-15 times taller than they are wide, while heavier loads are supported by columns roughly 5 times as tall as they are wide.

Gas & Service Stations

The following provisions apply specifically to new or renovated gasoline stations and automobile service stations.

A. Site & Building Arrangement

- 1) New gasoline stations should locate the station building near the front of the lot near the street and the pump island and canopy toward the rear of the lot behind the building.
- 2) Vehicle service bay doors should not directly face Broadway, and should instead face to the side or rear of the property where they are not readily visible.

B. Pump Canopies

- 1) New gasoline pump island canopies shall be designed to match the roof design and materials of the station building.
- 2) Pump island canopies shall be permitted no more than one identification sign on the fascia of the canopy which is no larger than eight square feet in size. Colored banding or striping along the perimeter of the canopy fascia which acts as signage or branding is not permitted.
- 3) Where possible, the island canopy roof is encouraged to be connected to the station building roof to provide uninterrupted shelter for the customers walking to and from the building.
- 4) Gasoline pump-island lighting must be achieved by fully recessed, shielded fixtures which emit light directly downward onto the pumping area only, so that the light source itself is reasonably kept from view when observed from the public way or adjacent parcels. Alternately, the underside of arched, vaulted or otherwise concave canopies may be indirectly illuminated by means of up-lighting from fixtures mounted on the canopy supports, providing a general illumination to the pumping area by means of diffused reflection.

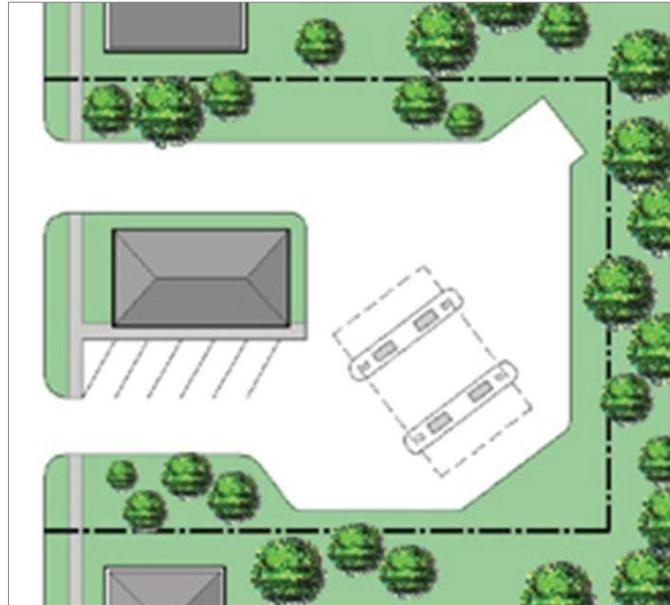


Figure 22. New gasoline stations should place the pump islands and canopy toward the rear of the lot, behind the station building to help maximize the building presence along the road.



Figure 23. Example of a new gas station where the building has been placed near the front, and the pump canopy is in the rear of the lot.



Figure 24. A pump canopy which is connected to the main building provides uninterrupted shelter from the rain and snow for customers coming to and from their cars.



Figure 25. Pump island canopy lights shall be fully recessed or shielded so as to eliminate glare, focusing the light directly downward onto the pump area only.



Figure 26. Freestanding gas station signs are encouraged to be designed to match the visual style and materials of the building and canopy and set in a landscaped planting bed.

C. Freestanding Signs

- 1) Freestanding gas station signs shall be set in an attractive landscaped planting bed. Such beds may be raised, but no higher than two feet above grade, and shall match the design and materials of the station building and canopy.
- 2) Freestanding gas station signs shall be located at least 15 feet from the edge of the roadway, or otherwise located so as not to obstruct the view of motorists pulling out into the right-of-way.
- 3) Freestanding gas station signs without internally illuminated prices are permitted to advertise the name or logo of the establishment and the prices of up to four different grades of fuel. Such signs are limited to no more than eight feet in width and six feet in height, measured from grade or the top of a 24" tall max planting bed/base. Sign lighting may be achieved with fully shielded, downward facing gooseneck lamps.
- 4) Freestanding gas station signs with internally illuminated or digital-display prices are permitted to advertise the name or logo of the establishment and the prices of up to two different grades of fuel. Such signs are limited to no more than six feet in width and four feet in height, measured from grade or the top of a 24" tall planting bed/base.

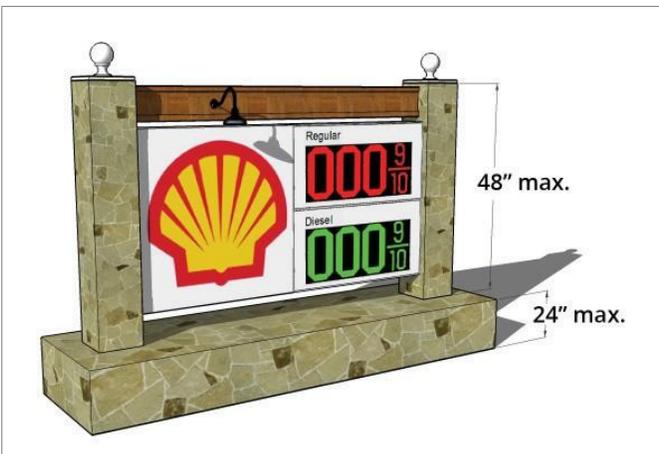


Figure 27. Freestanding gas station signs which display internally illuminated or digital pricing information are limited to advertising no more than two different fuel grades and shall conform to stricter sizing requirements.

Signs

A. Applicability

- 1) **Definition.** For the purposes of these guidelines, a “sign” is any architectural device, design or treatment such as painting, striping, lighting, flags, banners, streamers, blimps or similar methods designed to attract the attention of the public in a manner similar to advertising.
- 2) **Sunset Date.** All signs must be brought into conformity with the requirements of these sign guidelines by the sunset date of January 1st, 2020.
- 3) **Pre-existing Conforming Signs.** Pre-existing signs which were in conformance with the City sign regulations prior to the date of adoption of these guidelines may remain as-is and are not required to be brought into conformity until such time as they are modified, changed in business name or structurally altered.
- 4) **Pre-existing Nonconforming Signs.** Pre-existing signs which were NOT in conformance with the City sign regulations prior to the date of adoption of these guidelines must be brought into compliance or removed within 90 days of written notice by the City.
- 5) **New Signs.** All new signs, facade lettering and lighting must be approved by the Building Department.
- 6) **Conflicts.** These guidelines are intended to work in conjunction with the technical requirements in Chapter 250 of the city sign code and the East End Historic District Design Guidelines. In the event of a conflict, this document shall prevail.

B. General Requirements

- 1) **Layout.** The design of any signage should be sensitively placed within the layout of the façade so that it does not overlap, cover or obscure architectural details, windows or transitions in facade materials.
 - a) Signs shall not extend vertically

above the lower cornice line (where one is present) or the second floor windows, and shall not extend horizontally past the width of the storefront below it. Signs are not permitted to extend above the roofline or upper cornice line of a facade, or be installed on the flat or sloping roof surface of a building.

- 2) **Colors.** Sign colors are encouraged to be deep, neutral or muted and contrast well with their background. Very bright fluorescent or neon colors are strongly discouraged, unless used sparingly or expressly part of a business logo theme.
- 3) **Street Address.** All properties are required to display their street address number on the front facade. Street numbers should be clear, legible and located adjacent to the primary entrance or incorporated into the approved signage.
- 4) **Materials / Construction.** All signs shall be constructed of durable, weather-resistant materials such as finished wood, aluminum, high density polyethylene, acrylic, lexan or similar materials designed for permanent exterior use. Unfinished wood, lumber-grade plywood, fabric, nylon or similar materials are not permitted except if approved as a temporary sign.
- 5) **Sign Text Information.** It is highly encouraged that commercial sign text be kept simple and uncluttered to be attractive and readable. Sign text should ideally be limited to the name of the business, a logo, an optional brief description or motto and the street address. Additional text or graphics such as phone numbers or pictures are discouraged.

C. **Allowed Sign Types.** The permitted types of signs and their characteristics are as described in the following pages.

- 1) **Primary Sign.** Each commercial business is permitted up to one Primary Sign per street frontage, and also have additional Accessory Signs. Some properties may also qualify for a Freestanding Sign.

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| Sign Board / Wall Sign | Type: Primary Sign |
| Sign Boards are flat solid panels attached flush to the surface of the facade. | |
|  | <p>Sign Sizing: The size of the sign board is limited to no more than 1 s.f. of sign area per linear foot of facade width, up to a maximum of 20 s.f., 3 foot height max.</p> <p>Limit: One sign per street frontage.</p> <p>Sign Lighting: Sign lighting may be provided by shielded, downward facing gooseneck style lights mounted above the sign board. The lights shall be shielded and directed such that they limit the light to the immediate sign area only.</p> |
| <p>Sign Text: Sign text is limited to the name of the business, with a logo and brief motto / description of products/services and street address. Additional text or graphics such as phone numbers or pictures are discouraged.</p> <p>Notes: Awnings may not be used as a sign board, and shall instead be governed under the category of Awning Lettering.</p> | |

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| Sign Cabinet | Type: Primary Sign |
| Sign Cabinets are hollow cabinets attached flush to the surface of the facade which have an internal light source concealed inside which illuminates only the text and graphics portion of the sign face. | |
|  | <p>Sign Sizing: The size of the sign cabinet is limited to no more than 0.8 s.f. of sign area per linear foot of facade width, up to a maximum of 16 s.f., 2 foot height max.</p> <p>Limit: One sign per street frontage.</p> <p>Sign Lighting: Sign cabinet lighting may only be provided by lights concealed within the interior of the cabinet. The individual text letters and graphics may be the only portion of the sign face which emits light, while the remainder of the sign face must be opaque.</p> <p>See photos at left for both day and night examples.</p> |
| <p>Sign Text: Sign text is limited to the name of the business, with a logo and brief motto / description of products/services and street address. Additional text or graphics such as phone numbers or pictures are discouraged.</p> <p>Notes: Sign Cabinets on new construction should be recessed and framed into the facade so that they appear to be integral to the facade and do not protrude from the face of the building more than 2".</p> | |

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| Facade Lettering | Type: Primary Sign |
| <p>Facade lettering is individual opaque channel letters directly applied to the surface of the facade. (Letters which emit light through the face or side surfaces of the letters themselves are not permitted.)</p> | |
|  | <p>Sign Sizing: The size of the lettering, including any associated logo or symbols, shall be kept within a roughly rectangular or oval area no larger than 0.6 s.f. per linear foot of facade width (up to a maximum of 12 s.f.) with maximum lettering height not to exceed 30 inches.</p> |
|  | <p>Limit: One sign per street frontage.</p> <p>Sign Lighting: Facade lettering lighting may be provided by shielded, downward facing gooseneck lights mounted above the sign, or provided by lights concealed behind or within each individual letter to produce a silhouette or halo effect where the individual letters themselves are opaque and do not emit light.</p> <p>See photos at left for both day and night examples.</p> |
| <p>Sign Text: Illuminated facade lettering is limited to the name of the business, logo and street address only. Supplemental text for a business description or motto is permitted, provided those letters are not illuminated. Additional text such as phone numbers or pictures are not permitted.</p> | |
| <p>Note: Facade lettering may be mounted over a sign board to provide a contrasting background.</p> | |

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| Projecting Signs | Type: Primary Sign |
| <p>Projecting signs are two-sided signs suspended from the face of the facade, mounted perpendicular to the street so that they are visible from both directions when walking down the sidewalk.</p> | |
|  | <p>Sign Sizing: The size of the projecting sign, including any associated logo or symbols, is limited to no more than 15 s.f. per side.</p> <p>Limit: Only permitted on building facades in excess of 80 linear feet wide, or on building facades where the applicant can demonstrate that a prior hanging sign was in use in the past on that facade. One sign per building, if permitted.</p> <p>Sign Lighting: Hanging signs may be illuminated by the same methods listed above for Sign Boards, Sign Cabinets or Facade Lettering, or may utilize neon lettering.</p> |
| <p>Sign Text: Hanging signs are limited to displaying the name of the business, logo and street address only. Additional text for a business description, motto, phone numbers or pictures are not permitted.</p> | |
| <p>Note: Sign shall not extend out from the facade more than four feet, nor be less than 12 feet above the sidewalk.</p> | |

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| <p>Awning Lettering</p> | <p>Type: Accessory Sign</p> |
| <p>Awning Lettering is text printed on the vertical front face of the awning. Not permitted on the curved or sloping top surface of the awning. As an accessory sign, it is permitted in addition to a Primary Sign.</p> | |
|  | <p>Text Sizing: The size of text is limited to no more than ten inches in height, not to exceed 70% of the width of any individual awning.</p> |
|  | <p>Limit: Single line of text per individual awning.</p> |
| <p>Sign Lighting: Not permitted.</p> | |
| <p>Lettering Text: Awning sign text is limited to the business name, motto, business description and street address only.</p> | |

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| <p>Window Signs & Lettering</p> | <p>Type: Accessory Sign</p> |
| <p>Window Signs and Window Lettering are solid sign boards suspended behind, or individual graphic letters permanently applied to, the window glass. As an accessory sign, it is permitted in addition to a Primary Sign.</p> | |
|  | <p>Sign Sizing: The size of a sign board or window lettering area shall not exceed 40% of the window area which it is displayed in. Applied window letters shall not exceed 14 inches in height.</p> |
|  | <p>Limit: Two windows per street frontage.</p> <p>Sign Lighting: Sign boards suspended behind the glass on ground floor windows may be illuminated by interior lights. Lettering applied to the glass, or sign boards on upper floor windows, may not be illuminated.</p> |
| <p>Lettering Text: Window signs and lettering are limited to the business name, motto, business description and street address only.</p> | |

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| Monument Sign | Type: Freestanding Sign (a.k.a Ground Sign) |
| <p>Monument Signs are two-sided freestanding signs which are located out near the road to advertise an individual commercial business on the same property. Only permitted for properties containing a single business with off-street parking where the front facade of the building is located 80 feet or more from the edge of the public road, or for small businesses in converted single-family homes on the western end of the Broadway corridor. A freestanding sign may be permitted in addition to other Primary and Accessory signs.</p> | |
|  | <p>Sign Sizing: Monument Signs may be no larger than four feet tall, inclusive of any raised planter or plinth, and six feet long (measured perpendicular to the road).</p> |
| | <p>Limit: One per road frontage with a driveway entrance.</p> |
| | <p>Sign Lighting: Monument Signs may be illuminated by the same methods permitted for Sign Boards, Sign Cabinets, Facade Lettering or by in-ground uplights.</p> |
| <p>Sign Text: Monument Signs are limited to the name of the business, logo and street address only. Sign information may only appear on the long sides.</p> <p>Notes: See “Pre-Existing Monument Sign Waiver” later in this section for waivers which may be available to existing monument sign owners. Monument signs shall be located adjacent to the access driveway for the advertised business, no less than 15 feet from the edge of the road or otherwise located so as not to obstruct drivers view when pulling out into the right-of-way.</p> | |

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| Plaza Sign | Type: Freestanding Sign (a.k.a. Ground Sign) |
| <p>Plaza Signs are two-sided freestanding signs which are located out near the road to advertise multiple tenants on the same property. Only permitted for properties containing two or more tenants with off-street parking where the front facade of the building is located 80 feet or more from the edge of the public road. A freestanding sign may be permitted in addition to other Primary and Accessory signs.</p> | |
|  | <p>Sign Sizing: Monument Signs may be no larger than eight feet tall, inclusive of any raised planter or plinth, and ten feet long (measured perpendicular to the road).</p> |
| | <p>Limit: One per road frontage with a driveway entrance.</p> |
| | <p>Sign Lighting: Plaza Signs may be illuminated by the same methods permitted for Sign Boards, Sign Cabinets, Facade Lettering or by in-ground uplights.</p> |
| <p>Sign Text: Plaza Signs are limited to identifying no more than eight on-premise businesses, and should also include a street address and name of the plaza. Additional text for business descriptions, mottos, phone numbers or pictures are not permitted. Sign information may only appear on the long sides.</p> <p>Notes: Plaza signs shall be located adjacent to the access driveway for the advertised business, no less than 15 feet from the edge of the road or otherwise located so as not to obstruct drivers view when pulling out into the right-of-way.</p> | |



Figure 28. Example of shielded gooseneck-style sign lighting.



Figure 29. Exposed Mounting Hardware. Facade mounted signs should not have any readily exposed mounting hardware or wiring.



Figure 30. Example of a Plaque / Directory sign, used to identify the businesses inside a building where they may share one entry.

D. Pre-Existing Monument Sign Waiver

Pre-existing Monument signs which are lawfully existing at the time of adoption of these guidelines advertising a single business which has a front façade located less than 80 feet from the edge of the public road may be permitted to remain with City approval, provided the following;

- 1) The property has only one monument sign which advertises only a single business;
- 2) The business has no other façade signs;
- 3) The monument sign is constructed and illuminated in accordance with these guidelines, or is brought into conformity with them;
- 4) The monument sign is reasonably sized and located in a manner which is in keeping with the goals and intent of this section and will not obstruct vehicular views or pedestrian paths, and;
- 5) This waiver for a particular monument sign shall expire upon a change of owner or business tenant.

E. Other Accessory Signs

1) **Plaque Sign.** In addition to any other permitted signs, businesses which share a common front door are permitted one surface mounted plaque sign per tenant, which is no larger than one square foot in area, located near the primary building entry. An additional one square foot of plaque sign may be permitted to accommodate street address information and/or official building name. Individual tenant plaque signs may be designed as a single panel or should be designed in matching style, though no more than three tenant plaque signs are permitted at a given entryway.

2) **Directory Sign.** In lieu of a plaque sign described above, businesses who share a common front door may be permitted a single surface mounted directory sign for the listing of four or more tenants, located near the building entry. Such directory must not exceed six square feet in area, although an additional one square foot may be permitted

to accommodate street address information and/or official building name.

3) **Menu Sign.** In addition to any other permitted signs, restaurants and similar establishments with facade frontage directly abutting the public sidewalk may be permitted a wall mounted menu sign located adjacent to the main entry which encases a copy of the daily menu or specials being offered, provided that the total sign area does not exceed three square feet.

F. Special Signs

1) **Temporary Signs.** A single temporary promotional, announcement or similar sign advertising a special event is permitted no more than three times a calendar year for any commercial business, provided they are limited to a maximum of eight square feet (each side), are located on the business premises and are displayed for no more than 14 consecutive days. Associated banners, streamers or similar devices may also be displayed during this duration only.

2) **Theater / Marquee Signs.** Movie or stage production theaters may be permitted a facade marquee performance sign listing upcoming and current events, in addition to other permitted signs. Due to the special architectural nature of these elements, the size and lighting methods for such signs shall be as approved by the City.

3) **Gas Station Signs.** Refer to "Gas & Service Station" section of these guidelines.

G. Prohibited Signs

- 1) All signs prohibited under Chapter 250 of the City Code, and;
- 2) Internally illuminated cabinet "box" signs where the face of the sign is illuminated, and is not limited to only illuminating the text;
- 3) Laser-light, pulsing, flashing, spinning, animated, moving or similar signs.
- 4) Light Emitting Diode or Liquid Crystal electronic reader board or displays.



Figure 31. Example of a menu sign, used outside a restaurant to display a copy of the menu or daily specials being offered at the sidewalk.

5) Banners, pennants, streamers, balloons, blimps or inflatable devices are prohibited except when used as temporary signage.

6) Billboards. Commercial billboards, non-accessory advertisements or similar off-site commercial advertising signs in excess of 100 square feet in area are prohibited along the Broadway Corridor.

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