



TOWN OF GLENVILLE DESIGN MANUAL





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INTRODUCTION

This manual is intended to supplement the codes for commercial development outside the Town Center Overlay District. The goal of the ordinance is for building design and site layout to contribute to the unique character of the Town of Glenville. This manual is not intended for use as strict interpretation of law, nor is it a regulatory document.

- Text printed in normal type is actual language from the zoning ordinance.
- *Text printed in italics is explanatory language.*

The focus of this manual is to provide overall design guidelines for commercial development. However, these guidelines should not outweigh the importance of the suitability and limitations of each development parcel, such as hydrology, utilities, site context, and the availability of streets.

The basic standards included here are intended to shift development away from impersonal patterns and reinforce traditional neighborhood character. The emphasis on parking lots and garages is replaced by inviting streets and sidewalks. Walkways that connect to the street form a network that is reinforced by the location of rear and side parking. Buildings should be designed as part of a public space to be inhabited by people. Accordingly, these standards require building materials, architectural details, textures, and color be chosen for visual interest and human scale. The long-term goal of both this manual and the Town of Glenville Zoning Ordinance is a community laid out as a fabric of walkable neighborhoods.



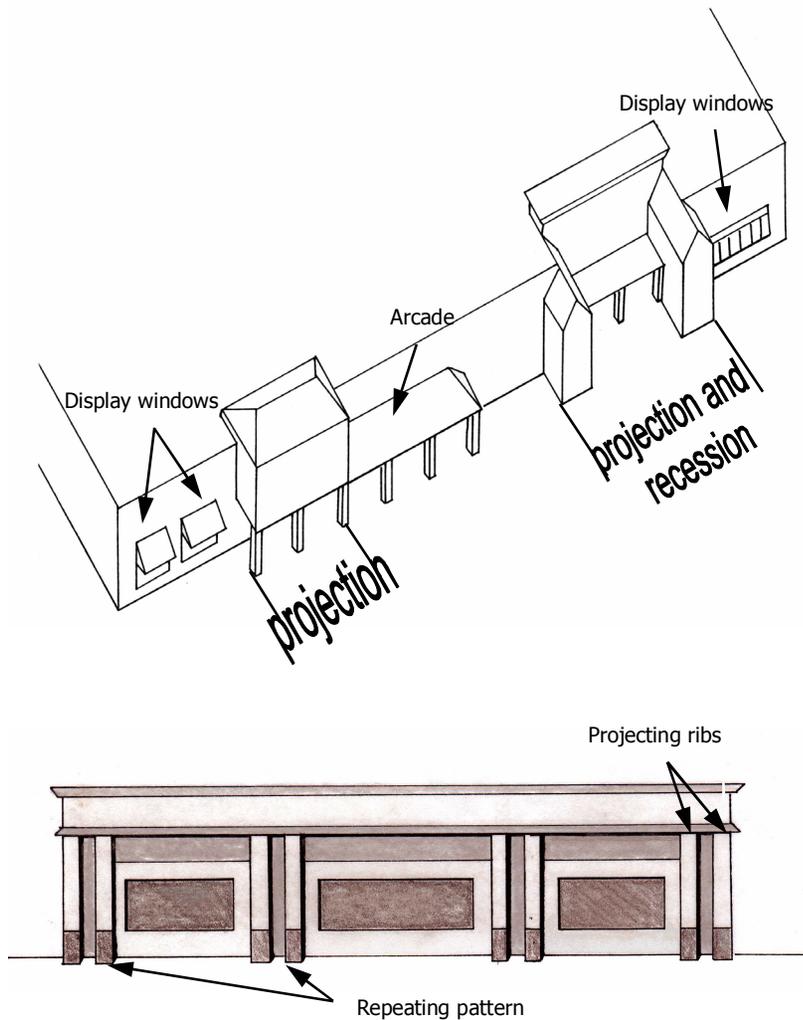
PURPOSE AND OBJECTIVES

The following guidelines and standards are intended to encourage building designs and site layouts for commercial developments that contribute to the Town of Glenville as a unique place by reflecting its physical character and adding to it in complementary ways. The guidelines and standards have been developed to promote a basic level of architectural variety, compatible scale, pedestrian access and use of open space, which is reflective of the goals and objectives of the Town Comprehensive Plan. They are by no means intended to limit creativity; they are intended to augment the requirements of site plan review of Article 16 with additional criteria that are specific to commercial developments.

The guidelines and standards are intended to be used as a basis for design by developers proposing commercial projects. They are also an evaluation tool to aid the site plan review process. Guidelines are not mandatory, but explain the design objectives. Standards are mandatory unless their strict application will result in undue hardship as determined by the Planning and Zoning Commission.



BUILDING FEATURES: FACADES



Guideline:

Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of commercial buildings and provide visual interest that will be consistent with the Town's identity, character and scale. Further, standards should be integral parts of the building fabric, and not superficially applied trim, graphics, paint, etc.

Standard:

- Facades, measured horizontally, shall incorporate wall projections or recesses having a depth of at least 3% of the length of the façade and extending at least 20% of the length of the façade. For large commercial establishments, no uninterrupted length of any façade shall exceed 100 horizontal feet.
- Ground floor facades that face public streets shall have a combination of arcades, display windows, entry areas, awnings, or other such features along no less than 60% of their horizontal length.
- Building facades shall include a repeating pattern that shall include no less than two of the elements listed below. At least one of these elements shall repeat horizontally. All elements that repeat horizontally, shall repeat at intervals of no more than thirty (30) feet horizontally.
 1. Color change
 2. Texture change
 3. Module to module material change
- Building facades shall include an expression of architectural or structural bay through a change in plane no less than 12 inches in width, such as an offset, reveal, or projecting rib.

top: schematic building design illustration which includes wall projections and adequate ground floor façade features

bottom: example of repeating pattern and change in plane



BUILDING FEATURES: ROOFS



Barnes and Noble , Wilton, New York



Professional Building, Malta, New York

Guideline:

Variations in rooflines should be used to add interest to smaller buildings, and reduce the massive scale of large buildings.

Standard:

Roofs shall have no fewer than two of the following features:

- Parapets concealing flat roofs and rooftop equipment such as HVAC units from public view.
- Overhanging eaves, extending no less than 3 feet past the supporting walls.
- Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to 1 foot of vertical rise for every 3 feet of horizontal run and less than or equal to 1 foot of vertical rise for every 1 foot of horizontal run.
- Three or more roof slope planes.

top: roofline which effectively combines parapets and overhanging eaves

bottom: appropriately sloped roof with three or more slope planes.



BUILDING FEATURES: BUILDING MATERIALS



Lewis Place, Glenville, New York



Senior Center, Glenville, New York

Guideline:

Exterior building materials and colors comprise a significant part of the visual impact of a building. Therefore, they should be aesthetically pleasing and compatible with traditional materials and colors.

Standard:

- All exterior building materials shall consist of high quality materials. Permitted materials are brick, wood, stone, or tinted, textured, concrete masonry units, or a combination thereof.
- Façade colors shall be low reflectance, subtle, neutral or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors is prohibited.
- Exposed neon tubing is not an acceptable feature for building trim or accent areas.
- Predominant exterior building materials shall not include the following: smooth-faced concrete block, tilt-up concrete panels, or pre-fabricated steel panels.

*top: use of traditional materials and color schemes
bottom: creative use of color updates the appearance of traditional materials*



BUILDING FEATURES: ENTRYWAY DESIGN



Applebee's Restaurant, Wilton, New York



Trustco Bank, Glenville, New York

Guideline:

Entryway design elements and variations should give orientation and aesthetically pleasing character to the building.

Standard:

Each principal building on a site shall have clearly defined, highly visible customer entrances featuring no less than three of the following elements:

- outdoor patios
- raised cornice parapets over the door
- recesses/projections
- peaked roof forms
- arcades
- canopies or portico
- arches
- display windows
- architectural details such as tile work and moldings which are integrated into the building structure and design
- integral planters or wing walls that incorporate landscaped areas and/ or

top: combination of peaked roof, seating area, canopy, and projection in an entryway

bottom: use of projection, display windows, and architectural detail to enliven the entrance



BUILDING FEATURES: REAR FACADES

Guideline:

All facades of a building which are visible from adjoining properties, public streets and/ or on-site roadways should contribute to the pleasing scale features of the building and encourage community integration by featuring characteristics similar to the front façade.

Standard:

- All building facades which are visible from adjoining properties, public streets and/ or on-site roadways shall comply with the requirements of Section 3A of this Article.



Barnes and Noble, Wilton, New York



Congress Plaza, Saratoga Springs, New York

top: rear façade treatment for large commercial establishment, as seen from state highway

bottom: rear façade treatment for mixed use building, as seen from internal parking lot



SIGNAGE



Glenville, New York



Glenville, New York

top and bottom: two examples of appropriate sign color, size, material, and location

Guideline:

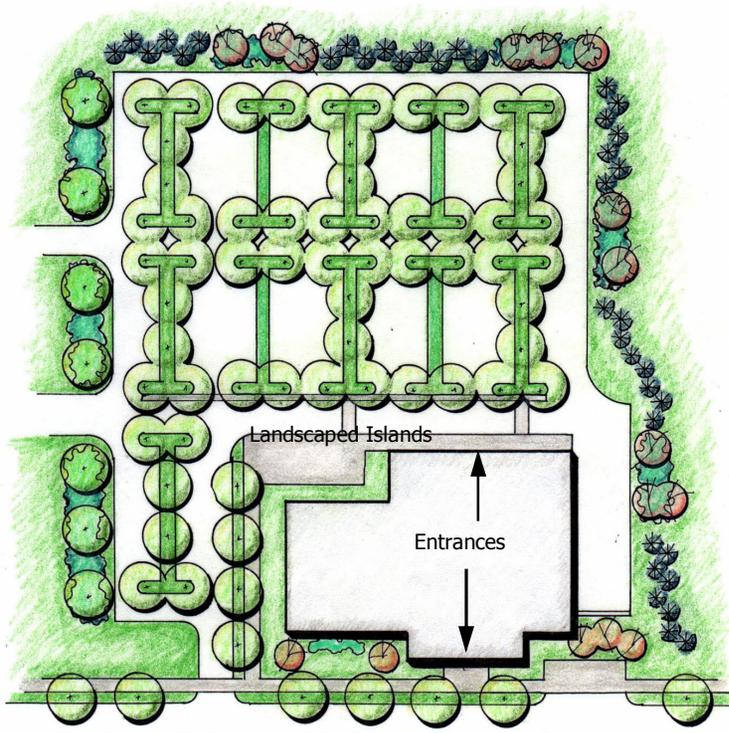
Signs serve not only practical purposes, but also help define the character and attractiveness of the building facades and general site location. Signs can be either potentially detrimental to community aspirations and sense of place or provide aesthetically pleasing elements and enhance the overall shopping experience and attractiveness of the site. The purpose of these standards is to promote the latter; signs should be visually compatible with their surroundings.

The standards dealing with signage are too detailed to be included in this manual. However, there are a few important points which should be noted. As the guidelines stated above, the goal of the sign standards is to integrate signage with architecture and community. This is achieved by regulating the following features:

- *Sign type. The use of façade or monument or ground signs is encouraged, although other sign types are allowed. No moving, flashing, neon, or animated signs are permitted.*
- *Sign materials. Signs, including directional or secondary signs, must be composed of the same materials as the façade of the building.*
- *Height. Monument signs may be no more than eight feet in height.*
- *Size. Freestanding signs may be up to 65 square feet, while façade signs may be up to 50 square feet, depending on the amount of linear frontage of the building.*
- *Illumination. Signs may not be internally lit, except for signs with lettering, which may be backlit.*
- *Logos. Logos may not compromise more than 30% of a sign.*
- *Colors. Up to three colors may be used, and must match the predominant building color.*
- *Lettering. Two lettering styles may be used on a sign, not including logos.*
- *Location. Signs must be located at least ten feet from all property lines.*
- *Number of signs. Each building is permitted one façade sign. One freestanding sign per driveway is permitted as well, with a maximum of three for very large commercial establishments.*



SITE LAYOUT AND PARKING



Note: The Town of Glenville Zoning Ordinance lays out other standards for off street parking, including minimum green space, minimum and maximum amount of spaces per use, screening, and layout geometries. The above illustration incorporates these standards. For more information, please see Article 10 of the zoning ordinance.

Guideline — Entrances:

Large retail buildings should feature multiple entrances. Multiple building entrances reduce walking distances from cars, facilitate pedestrian and bicycle access from public sidewalks, and provide convenience where certain entrances offer access to individual stores, or identified departments of a store. Multiple entrances also mitigate the effect of the unbroken walls and areas that often characterize building facades that face bordering land uses.

Standard:

- Where a building consisting of 20,000 square feet or more of gross floor area faces two or more public streets or on-site roadways, at least two sides of the building shall have at least one customer entrance, with one of the sides being the side of the building facing the primary street or on-site roadway, and the other being the side of the building facing the second street or on-site roadway.

Guideline — Parking:

Parking areas should provide safe, convenient, and efficient access. They should be distributed around large buildings in order to shorten the distance to other buildings and public sidewalks and to reduce the overall scale of the paved surface. If buildings are located closer to streets, the scale of the complex is reduced, pedestrian traffic is encouraged, and architectural details take on added importance.

Standard:

- Islands with landscaping shall be utilized to delineate parking and provide aesthetic benefits.



LOADING AREAS/OUTDOOR STORAGE



CVS, Scotia, New York



Cumberland Farms, Rotterdam, New York

top and bottom: appropriate screening of trash collection areas.

Guideline:

Loading areas and outdoor storage have visual and noise impacts on surrounding neighborhoods. These areas, when visible from adjoining properties and/ or public streets, must be screened, recessed or enclosed. While screens and recesses can effectively mitigate these impacts, the selection of inappropriate screening materials can exacerbate the problem. Appropriate locations for loading and outdoor storage areas include areas between buildings where more than one building is located on a site and such buildings are not more than 40 feet apart, or on those sides of buildings that do not have customer entrances.

Standard:

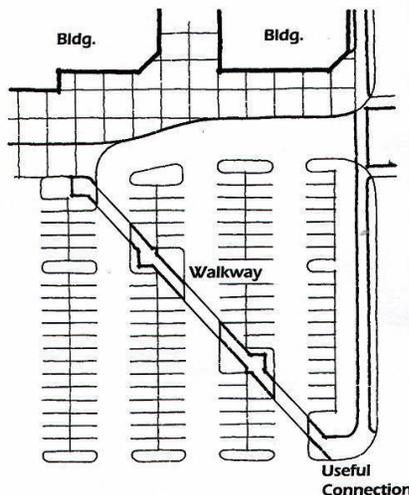
- Areas of outdoor storage, trash collection or compaction, loading, or other such uses shall not be located between the building and any public street or within 20 feet of any public sidewalk, on-site roadway or internal pedestrian way. These provisions shall not apply to individual outdoor trash receptacles and recyclable materials receptacles intended for use by pedestrians or visitors.
- Loading docks, truck parking, outdoor storage, utility meters, HVAC equipment, trash collection, trash compaction, and other service functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties, public streets, and on-site roadways. No attention shall be attracted to these elements by the use of screening materials that are different from or inferior to the principal materials of the building and landscape. These provisions shall not apply to individual outdoor trash receptacles and recyclable materials receptacles intended for use by pedestrians or visitors.
- Non-roofed areas for the storage and sale of seasonal inventory shall be permanently defined and screened with walls and/or fences that screen such areas from public view. Materials, colors, and design of screening walls, fences or covers shall be compatible with those used as predominant materials and colors on the building. If such areas are to be covered, then the covering shall conform to those used as predominant materials and colors on the building.



SIDEWALKS



Malta Commons, Malta, New York



*top: commercial center layout which promotes pedestrian activity
bottom: Schematic walkway layout, courtesy of Fort Collins, Colorado*

Guideline:

Pedestrian accessibility opens developments to the neighborhood, thereby reducing traffic impacts and enabling the development to project a friendlier, more inviting image. This section sets forth standards for public sidewalks and internal pedestrian circulation systems that can provide user-friendly access as well as pedestrian safety, shelter, and convenience.

Standard:

- Sidewalks at least 5 feet in width shall be provided along all sides of the lot that abut a public street. Sidewalks shall conform to the requirements of the Town of Glenville Sidewalk Ordinance (when adopted).
- Continuous internal pedestrian walkways, no less than (5) feet in width, shall be provided from the public sidewalk or right-of-way to the principal customer entrance of all principal buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, outdoor benches and seating areas, and building entry points, and shall feature adjoining landscaped areas no less than three (3) feet in width that include trees, grass, shrubs, benches, flower beds, ground covers, or other such materials for no less than 50% of their length.
- Internal pedestrian walkways no less than eight (8) feet in width, shall be provided along any façade featuring a customer entrance, and any façade abutting public parking areas. Such walkways shall be located at least six (6) feet from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.
- Internal pedestrian walkways provided in conformance with the regulations above shall provide weather protection features such as awnings or arcades within 15 feet of all customer entrances.
- All internal pedestrian walkways shall be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as pavers, bricks, scored concrete or other materials acceptable to the Planning and Zoning Commission to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.



PUBLIC SPACE



St. James Plaza, Niskayuna, New York



St. James Plaza, Niskayuna, New York

Guideline:

Buildings should offer attractive and inviting pedestrian scale features, spaces, and amenities. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Bus stops and drop-off/ pick-up points should be considered as integral parts of the configuration. Pedestrian ways should be anchored by special design features such as towers, arcades, porticos, architectural lighting, planter walls, and other architectural elements and amenities that define circulation ways and outdoor spaces. Examples of outdoor spaces are plazas, patios, courtyards, and window shopping areas.

Standard:

- Large commercial establishments shall contribute to the establishment or enhancement of community and public spaces by providing at least two of the following: Patio/seating area, pedestrian plaza, playground area, kiosk area, water feature, clock tower, or other such deliberately shaped area and/or focal feature or amenity that enhances such community and public spaces.
- Bike racks and trash receptacles. Each large commercial development site plan shall include bike racks and trash receptacles. Trash receptacles shall be Victor Stanley Concourse series FC-12 or equal. These amenities are to be provided on the site plan and will be privately owned and maintained.
- Any such areas or amenities constructed or included pursuant to the above, shall have direct access to the public sidewalk network and such features shall be constructed of materials that are compatible with the principle materials of the building and landscape.
- Architectural/pedestrian-scaled lighting shall be required for all internal pedestrian walkways and areas of congregation. Architectural/pedestrian-scaled lighting shall be Sternburg Vintage lighting, Old Town Series or equal. In general, pole mounted architectural lighting shall not exceed a pole height of 18 feet from the finished grade.

top and bottom: two examples of public spaces with appropriate amenities located in a commercial center



FRANCHISES

It is desirable for franchises and outlets to respect existing town scale rather than reflect national, corporate images. Establishments developed by national chain operators can be designed to reflect local context. Thoughtful consideration of design elements such as façade and roof design, landscaping and signage, reviewed within the context of the existing architectural heritage, will help raise the overall quality of commercial development in Glenville.



Dunkin Donuts, Albany, New York



Wendy's, Glenville, New York

top: a national franchise which reflects local urban context

bottom: the use of tasteful, aesthetic building details in a national franchise