#### Design Guidelines

#### For Commercial/Industrial Districts - Mamakating, New York









#### **Design Guidelines**

#### For Commercial and Industrial Districts - Mamakating, New York

#### Acknowledgments

#### **Town Board**

Charles C. Penna, Supervisor Judy Young Nicholas M. Salomone, Jr. Regina Saunders John Sean Moriarity







#### Consultant

Alan J. Sorensen, AICP, President PLANIT MAIN STREET, INC.

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## Design Guidelines: **Building Upon Our Past**

**M**amakating's geologic history has resulted in an abundance of large round stones on the surface of much of the land within the Town. These stones proved to be an inexpensive source of building material and over time local builders incorporated these stones into the construction of homes and businesses; helping to create a building style that is uniquely Mamakating.

Examples of this building style can be found throughout the Route 209 Corridor and Villages of Wurtsboro and Bloomingburg. It can also be found in the hamlets of Winterton, New Vernon, and Masten Lake and everywhere in between. While the roof lines may have varied: gable, gambrel and hip roof lines prevailed; each of these structures incorporated round stones into the construction. In most cases, the stone was used around foundations, the base of columns, chimneys, and retaining walls. In other cases, the stones were used in the construction of entire building walls. While stones are often used in masonry construction, the stones are often secondary to the concrete. In the case of Mamakating, the round stones predominate the walls in which they are placed, giving a unique rustic style that is part of this rural landscape.

As the Town looks to the future, it is important that it respect the past. For this reason, these design guidelines provide standards for new commercial development to help ensure that it respects the historic architecture within the Town and helps to ensure that the character of the Town is strengthened rather than weakened by new commercial development. Photos of a variety of structure that incorporate these design elements noted above are provided on the following page.



**Above:** Site of the Yaugh House and spring on Route 209. This establishment was famous as a stopping place for hunters and travelers in the 18<sup>th</sup> Century. The home across Route 209 incorporates round stone in its construction.

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# Design Guidelines: **Building Upon Our Past**

























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# Design Guidelines: **Building Upon Our Past**

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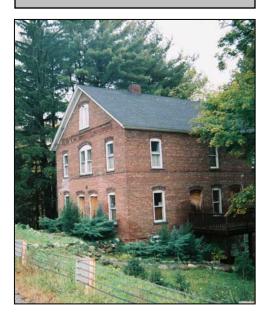


## Design Guidelines: **Introduction**

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The purpose of these Design Guidelines are to provide a framework in which to guide the Planning Board's decisions relating to the site design, architecture, and form of new commercial and industrial developments. The primary goal of these guidelines is to facilitate quality design of new commercial and industrial establishments within the Town of Mamakating. Another goal is to ensure a cohesive design so that collectively these new businesses help to reinforce the character of the Town, allowing our community to retain its unique sense of place. These guidelines shall apply to all new commercial and industrial development in the Town of Mamakating within the HC-Hamlet Center, TC-Town Center, and OLI-Office Light Industry Zoning Districts.





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#### Design Guidelines: **Overview**

**T**raditionally, commercial and industrial development within the Town of Mamakating was focused in the Villages of Bloomingburg and Wurtsboro. The commercial buildings in the Villages shared common design elements such as site design, mass & scale, architectural features, and building materials that resulted in cohesive business districts and an aesthetically pleasing environment.

Over time commercial and industrial uses have moved into more rural areas of the Town along major roadways. The Route 209 Corridor has seen the greatest amount of new commercial and industrial development. The design of existing commercial and industrial uses along Route 209 can best be described as an eclectic mix of building styles. The placement, landscaping, form, quality and architecture of each building vary widely. In many cases, little consideration was given to the environment in which the building was placed. Left unchecked, such development can gradually erode what makes Mamakating unique, its beautiful natural setting.

Still, new industrial and commercial development is necessary to support the tax base, provide services and create jobs for area residents. The Town of Mamakating Town Board recognizes the importance of ensuring good design of all new commercial and industrial uses. It also recognizes that such design must be encouraged within a framework that guides the Planning Board's review while allowing the development community the flexibility to be creative in its design of commercial and industrial properties.

The Town of Mamakating expects that new commercial and industrial development respects our natural, historic and cultural heritage. Quality architecture, site design, landscaping and signage shall be provided in all new developments so that they enhance the community, rather than detract from it.

**Photos:** An eclectic mix of existing commercial and industrial developments along the Route 209 Corridor within the Town of Mamakating.



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## Design Guidelines: Site Design

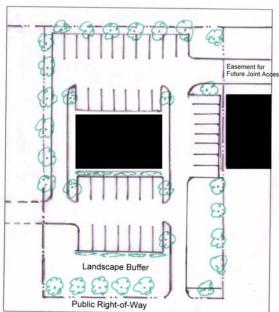
All Commercial and Industrial Districts

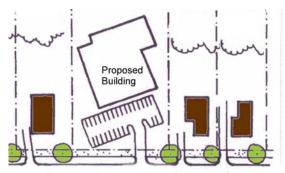
**S**ite design refers to how buildings, structures, parking areas and landscaping are placed on a development site. In general, commercial and industrial buildings should be oriented to the street and large expanses of paved parking shall not be permitted. Applicants shall break up larger parking areas into smaller blocks defined by landscaped islands and where feasible to place parking behind the building.

Applicants must comply with Sections 199-32 Landscaping and 199-41 Shade Trees of the Town of Mamakating Zoning Code. Section 199-32 requires that a minimum of 20% of the parking area be landscaped. Section 199-41 requires one shade tree per forty (40) feet of road frontage within the HC and LIO Districts. Such trees shall be 2 ½ inch caliper at breast height at planting.

It is recommended that not more than 50% of the required parking for industrial or commercial uses should be placed between the building and the Route 209 Right-of-Way.

To the maximum extent feasible, parking should be distributed between the front, back and sides of the building and easements for future joint access are encouraged.





**INAPPROPRIATE ORIENTATION** 

<u>Building Orientation</u>: In the illustration above, the proposed retail center is inappropriate because the placement of the building disrupts the rhythm of existing buildings and it is not oriented parallel to the street.



Appropriate: buffer parking areas with landscaping islands in between rows of parking.



Inappropriate: Large expanses of paved surfaces without landscaping shall not be permitted.

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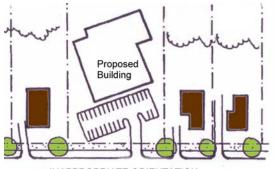


## Design Guidelines: **Building Mass & Scale**

Town Center and Hamlet Center Districts

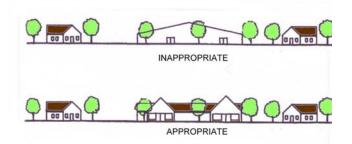
**B**uildings should respect the mass & scale of the traditional building stock within the Town Center and Hamlet Center Districts. In this respect, the mass & scale of new buildings is as important to fitting in as is the placement of new buildings on a site. The following design principles should be followed when designing new commercial and industrial sites:

- Building height: The height of new buildings should not appear excessively higher or lower than surrounding properties. In the Town Center and Hamlet Center Districts the maximum building height is 30 feet.
- 2. <u>Building orientation</u>: Buildings shall be placed on the site in a manner that respects the rhythm of the building placement of adjacent properties. Along Route 209, buildings are oriented parallel to the right-of-way and this pattern should be followed.
- 3. Break up the mass of the building elevation: For large buildings, the façade shall be divided into modules to give the appearance of several smaller buildings. This is needed to maintain the traditional building pattern of the Route 209 Corridor. This can be achieved through the use of colors and change in materials to provide a clear distinction between the modules. Recesses and projections to draw greater distinction between the modules shall also be incorporated, especially on larger buildings. Building facades should also provide a clear distinction between the first floor and the upper floors of the structure through a change in materials and horizontal design elements.



INAPPROPRIATE ORIENTATION

<u>Building Orientation</u>: In the illustration above, the proposed retail center is inappropriate because the placement of the building disrupts the rhythm of existing buildings and it is not oriented parallel to the street.



Mass & Scale: Design elements should be incorporated into large building to break up the perceived mass of the building. In the example above, the first image is inappropriate since the structure appears excessively large. The image below incorporates recesses and projections to break up the mass of the structure which is more in keeping with adjacent buildings.

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#### Design Guidelines: Form & Roofline

Town Center & Hamlet Center Districts

The predominant building stock within the Town Center and Hamlet Center Districts in the Town consists of structures with sloping or pitched roofs. To maintain the cohesiveness of these districts, sloping roofs shall be required for all new commercial development within the Town Center and Hamlet Center Districts. The following additional standards shall apply:

- Dormers shall be used on gable roof lines that are in excess of 100 feet in length [where the slope faces the r-o-w] to reduce perceived mass;
- Roof form shall be changed to help express different modules of the building [photos bottom left and right]; or
- Change height of wall plane between modules.



**Above:** Jiffy Lube/Hoffman Car Wash in the Town of Colonie, NY. The building incorporates dormers, changes in roof form, and changes in colors and materials to break up the mass of the building. Generous landscaping and subdued signage also enhance the appearance of this retail establishment.



**Above:** This existing house with a gable roof is located within the Town Center Zoning District on Route 209.



**Above:** Eagle Plaza in Monticello, NY. This is an example of a new façade that incorporates dormers, recesses and projection to break up the mass of the building. Good example of adaptive reuse of older retail center.

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#### Design Guidelines: Form & Roofline

Town Center and Hamlet Center Districts



**Above:** Rite-Aid Lake Placid - Appropriate Design. This Rite-Aid incorporates a sloping roof line, projections, landscaping and the use of stone and heavy timber material. Such elements are encouraged in Mamakating.



**Above:** Rite-Aid Ellenville - Inappropriate Design. Standard box-like buildings shall be prohibited in the Town of Mamakating.



**Above:** True-Value Hardware Store in Marbletown, NY. The use of building wood for the façade along with the sloping roofline, allows this retailer to complement the character of the community.



**Above:** Ulster Savings Bank on Route 209 in Marbletown, NY. The sloping roofline, large setback from Route 209, generous landscaping and placement of parking to the rear of the site help to protect the viewshed from Route 209.

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# Design Guidelines: **Building Entrances**

Town Center and Hamlet Center Districts

The primary entrance to buildings must be clearly defined and oriented toward the street. For mixed use buildings, separate entrances must be provided for retail/commercial and residential uses. All entrances, however, shall be oriented toward the street and be well defined. The following general standards shall apply:

- Primary entrances shall be accentuated using architectural features such as:
  - Recessed entries,
  - Porticos or projections,
  - o Display windows and signage, or
  - o Lighting.

Entrances should reflect the human scale and provide for a sense of enclosure that directs customers to the building entrance.



**Above:** Rite Aid-Lake Placid, New York. An example of well-defined building entrance that is designed to the human scale.



**Above:** Dunkin Donuts- Rensselaer, New York. Example of well-defined building entrance that is designed to the human scale. This building incorporates a portico to help to define the human scale of the entrance.



**Above:** New infill Professional Building- Goshen, New York. Example of well-defined building entrance that is oriented to the street. This building incorporates a recess to help to define the entrance.

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Town Center and Hamlet Center Districts

Architectural features of buildings make the landscape more interesting and visually appealing. Existing buildings within the Town Center and Hamlet Center Districts incorporate such features as natural stone and shake or clapboard siding [see photo bottom right]. As new commercial buildings are developed within these Districts such materials shall be encouraged in order to conserve the integrity of existing buildings and to foster cohesiveness design. The following are encouraged:

- Incorporate natural stone with wood clapboard, or wood shake siding into new buildings,
- Use patterns to provide visual interest, and
- Look to shapes, patterns and scale within the existing building stock and incorporate them into new building design.



**Above:** Stone Ridge Healing Arts, Stone Ridge NY. This building was built in 2005 but incorporates traditional building materials found in Stone Ridge. It fits right in.



**Above:** Ben&Jerry's-Lake Placid, NY. Variations in the roof line, recessed entry, and use of stone and timbers make this building visually appealing.



**Above:** One of many homes along Route 209 in Mamakating that incorporate stone with shake or clapboard siding. These traditional building materials are encouraged.

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Town Center and Hamlet Center Districts

Appropriate Architecture: The commercial businesses illustrated on this page all incorporate design principles in keeping with the standards for the Town of Mamakating's Town Center and Hamlet Center Districts. Each of these buildings incorporate large front setback with landscaping, sloping rooflines, dormers to break up building mass and other are made of materials in keeping with surrounding architecture. These photos are meant to give a visual interpretation of some of the concepts that are described in the preceding sections. The illustrations provided on this page demonstrate good design of commercial buildings.



Photo: Stone Ridge Healing Arts-Stone Ridge, NY



**Photo:** New Hess Gas Station – Fishkill, New York



Photo: Wendy's, Colonie, New York

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Town Center and Hamlet Center Districts



**Inappropriate Architecture:** Commercial businesses that do not respect the rural character of the Town of Mamakating could have an adverse impact on the Town and shall be prohibited. The examples provided on this page represent commercial developments that would not respect the rural character of the Town of Mamakating. Proposals for new development that incorporate the features contained within this page will not be permitted. Within the Town the following shall be prohibited.

- Box-like structures;
- · Faux-mansard rooflines, and
- Gas canopies with flat roof.





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#### Design Guidelines: Materials & Colors

Town Center and Hamlet Center Districts

**B**uilding materials and colors are part of the design vocabulary that defines the character of a district. An underlying design them for Town Center and Hamlet Center Districts must be "Quality"....quality design, quality materials, and quality finishes. Within the areas that encompass the Town Center and Hamlet Center Districts traditional and appropriate exterior finishes include:

- Common red brick siding;
- Wood lap siding or shake shingle;
- Wood frame windows/doors; or
- Stone with natural wood.

The following exterior finishes are prohibited:

- · Vinyl siding or aluminum siding.
- Polished stone or mirrored glass.



**Above:** Price Chopper-Lake Placid, NY. Variations in the roof line, recessed entry, and use of stone and timbers make this building visually appealing.

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**Above:** NBT Bank-Lake Placid, NY. Variations in the roof line, recessed entry, and use of stone and timbers make this building visually appealing.



**Above:** CVS-Southbury, CT. The wood guide rail and abundant landscaping soften the edge of this parking lot.

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#### Design Guidelines: **Materials & Colors**

Town Center and Hamlet Center Districts

#### **Building Materials:**

**Building Element:** Recommended: Prohibited:

Common red brick Texture 111 Façade:

> Wood clapboard Vinyl or Aluminum Shake Shingle Imitation brick siding Natural stone Faux stone siding

Hardy Board Block or plain masonry units

Faux log cabin siding

Trim: Wood Faux log cabin

- Finished grade - Plywood - Painted or stained - T-111

- Heavy Timber

Windows: Wood frame

- Painted Vinyl casement

- Stained Lintels & Sills

- Brick or stone

Glass

- Clear glass Mirrored or tinted glass

Canvas retractable Vinyl or Plastic fixed Awnings:

3-color maximum

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# Design Guidelines: **Building Entrances**

Light Office Industry District

The primary entrance to buildings must be clearly defined and oriented toward the street. The following general standards shall also apply:

- Primary entrances shall be accentuated using architectural features such as:
  - o Porticos or projections,
  - Recessed entries;
  - Change in materials to help define entrance.

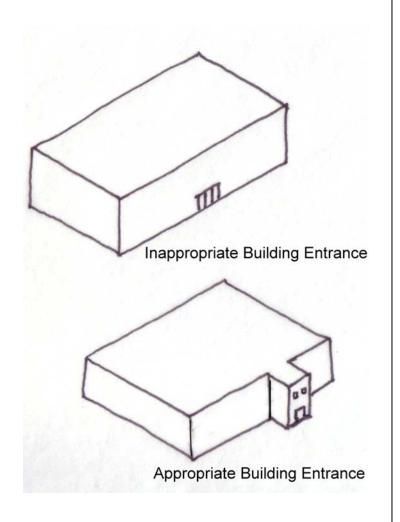
Entrances should reflect the human scale and provide for a sense of enclosure that directs visitors to the building entrance.



**Above:** Inappropriate entrance with no projection or recess to define the building entrance.



**Above:** Appropriate entrance that incorporates projections and a recess to define the building entrance.



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#### Design Guidelines: Mass & Scale

**Light Office Industry District** 

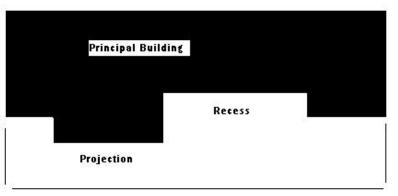
#### **Façade and Exterior Walls:**

Façade articulation: Facades should be articulated to reduce the massive scale and uniform impersonal appearance of large retail buildings and to provide visual interest. Variations in roof lines, through the use of a parapet are encouraged to reduce the mass of larger buildings.

<u>Projections and recesses</u>: Facades that are greater than 100 feet in length, measured horizontally, shall incorporate wall plane projections or recesses. No uninterrupted length of any facade shall exceed 100 horizontal feet. The recess or projection shall be at least three (3) feet and extend at least 20% of the length of the façade to create distinct wall modules.

Ground floor: At least 50% of the horizontal length of the ground floor of a façade facing the public right-of-way shall have entry areas, windows, or other architectural features [loading dock doors shall not count toward this requirement].

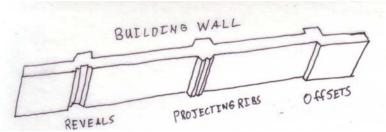
Bldg mass: The height of any office, industrial, or retail building located within the Town of Mamakating shall not exceed four stories or 45 feet in height. Additional standards as outlined under Section 199-11 shall also apply.



Total length of facade exceeds 100 feet in length









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**Light Office Industry Districts** 

#### **Patterns and Details:**

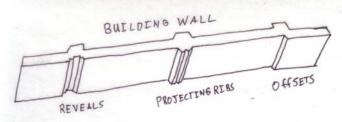
<u>Patterns</u>: All industrial building facades must have patterns and architectural features that provide visual interest. It is important that such elements are integral to the design of the building façade and not simply an afterthought that is applied with paint or other non-structural material.

The following design elements may be incorporated in order to create repeating patterns on the building façade. At least three of these elements shall be incorporated into the building façade.

- Texture Change,
- Windows,
- Change in Color,
- Use of reveals, projecting ribs or offsets to break up mass of façade into bays. Such change in plane shall be at least 12 inches,
- Parapet to conceal rooftop equipment.

For multi-story structures, at least one of these elements must repeat horizontally to help define the floors of the building and provide visual interest to the building.





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## Design Guidelines: Materials & Colors

Light Industrial Office District

Inappropriate building materials and colors can have an adverse impact on the visual quality of the Light Industrial Office District. The existing buildings within the Light Industrial Office District represent an eclectic mix of designs, materials and quality of construction. With the adoption of these design guidelines, the Town is setting the tone for quality design to ensure that character of the community is enhanced, not harmed, by new industrial development.

Within the Light Industrial Office District, exterior building materials shall be high quality materials and may include the following:

- Brick,
- Native stone and timber,
- Tinted, textured, concrete masonry units,
- Split-face block

The building facade shall consist of subtle earth tone colors while the trim may contain bright colors to provide contrast and visual interest.

The following exterior building materials shall <u>not</u> be permitted:

- · Polished stone, or mirrored glass,
- Smooth faced concrete block,
- Pre-fabricated steel panels.

The Town of Mamakating Planning Board shall be provided with color renderings of the proposed building façade as well as construction drawings. "We define our buildings and afterwards they define us."

Winston Churchill



**Above:** Inappropriate entrance with no projection or recess to define the entry.



**Above:** Inappropriate entrance with no projection or recess to define the entry.

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# Design Guidelines: Signs & Lighting

All Commercial and Industrial District

Signage for all commercial and industrial uses must comply with Section 199-29 of the Town of Mamakating Zoning Code. Signage shall also be design to be aesthetically pleasing. It is recommended that standalone signs for commercial and industrial uses be developed as a monument sign (e.g. affixed to a wall anchored in the ground without the need for a pole for support). The use of masonry materials such as brick or stone is also encouraged. The following shall also apply:

- Such signs shall be appropriately landscaped around the base:
- New buildings should be designed to incorporate signage into the building façade;
- Down-lit gooseneck lamps are recommended to illuminate signage on buildings; and
- Monument signs should be externally lighted.







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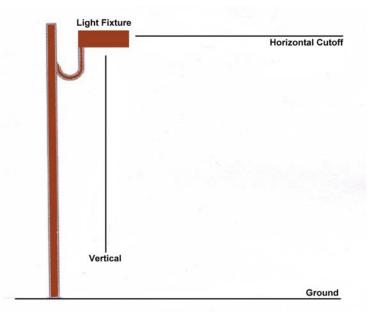
# Design Guidelines: Signs & Lighting

All Commercial and Industrial District

Site lighting should be sufficient to facilitate the safe and convenient circulation of motorists and pedestrians, but not too bright so as to produce excessive light and glare. Given the rural nature of the Town, coupled with the close proximity of residences in the vicinity of the Town's commercial and industrial areas, lighting shall be designed, directed and shielded in such a manner that direct light does not leave the perimeter of the site.

All outdoor lighting, including the fixture, pole, and other supporting elements, shall be designed to complement the overall design of the site and prevent excessive glare. To minimize excessive lighting, entry points and pedestrian crosswalks can be lit with accent lighting that helps to define these areas rather than using brighter lights throughout the site. Lower level lighting can then be used in other areas of the site where less lighting is required. Shorter lighting poles can also be used to light pedestrian walkways and/or the use of light posts also referred to as bollards.

- Timing mechanisms and photo cells to reduce light levels and conserve energy during nonoperational hours.
- Light that is mounted on the building shall also be down-lit and integrated as an architectural component of the building.
- All pole mounted lighting [as shown above] shall have a full cut-off lens that does not allow light to shine above a 90 degree angle measured from the vertical line from the center of the lamp.
- Low pressure or high pressure sodium lights, metal halide, florescent and compact florescent lights are encouraged.







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#### Design Guidelines: Service Areas

All Commercial and Industrial Districts

**Service Areas** for loading and unloading and for the disposal of refuse should be placed to the rear of the building and out of the view from the public right-of-way. Such structures and facilities should be integrated into the overall design of the commercial or industrial development.

The following general guidelines shall apply:

- Service area for loading and unloading shall be oriented toward interior service lanes and not toward the public right-of-way;
- Public utility boxes (e.g. cable, telephone, and electric) should not be located on the front façade of the building and instead oriented to service lanes to the side or rear of the building. Utility boxes should not be visible from the public r-o-w;
- Trash containers must be enclosed on four (4) sides with block walls or wood fencing. Such containers shall be prohibited within the front yard of any development and shall be located within a designated service area to the rear of the commercial or industrial establishment. All refuse and waste storage containers shall be screened from adjoining properties and public rights-of-ways. Landscaping around the base of the walls that enclose the trash container shall also be required.
- Applicants must comply with the provisions of Section 199-13 (I) Accessory Structures of the Town of Mamakating Zoning Code.
- Where feasible [e.g. where soils conditions are good], all telephone, electric and cable to service the proposed developments shall be underground.
- Service areas shall be screened and landscaped.



**Illustration:** Appropriate means of enclosing a trash container.



**Photo:** Appropriate means of enclosing a trash container.

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#### Design Guidelines: **Application of Principles**



- Articulated roof line;
  - Transom Windows;
  - Recesses;
  - Projections;
  - Incorporation of stone and natural wood in construction.

Source: Paul Haber- Owner. Location: Route 209 Town Center District All Rights Reserved Paul Haber Overview

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# Design Guidelines: **Application of Principles**



#### **Appropriate Aspects of Design:**

- Articulated roof line;
- Transom Windows;
- · Recesses;
- · Projections;
- Incorporation of stone and natural wood in construction.

Source: Paul Haber- Owner. Location: Route 209 Town Center District All Rights Reserved Paul Haber Overview

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## Design Guidelines: **Definitions**

#### **Definitions:**

<u>Cornice, Upper</u>: Any horizontal member, structural or non-structural, projecting outward from the exterior walls at the roofline.

<u>Cornice, Lower:</u> A horizontal member, structural or non-structural, projecting outward from the exterior walls between the first floor of the building and the upper floors.

<u>Elevation:</u> A mechanically accurate, "head-on" drawing of a face of a building or object, without any allowance for the effects of the laws of perspective. Any measurement on an elevation will be in fixed proportion, or scale, to the corresponding measurement of the real building.

Facade: Front or principal face of a building, any side of a building that faces a street or other open space.

<u>Fenestration</u>: The arrangement of windows and other exterior openings on a building.

Lintel: A horizontal member spanning a rectangular opening.

*Projecting sign:* Any sign attached to and placed perpendicular to or at an angle to the building façade.

<u>Parapet:</u> The extension of the main walls of a building above the roof level. Comment: Parapet walls often are used to shield mechanical equipment and vents.

<u>Perspective Drawing:</u> A drawing of a building façade that is not drawn to scale but provides a conceptual representation of the major elements of the façade in general proportions.

<u>Sill:</u> The bottom cross piece of a window or door frame.

<u>Transom Window:</u> A small window or series of panes above a door, or above a casement, double hung window, or display window.

Window Sign: Any sign painted, applied to, hung inside or intended to be viewed through window glass.

Overview

Site Design

Mass & Scale

Form & Roofline

Building Entrances

Architectural Features

Materials & Colors

Signs & Lighting

Service Areas

**Definitions** 

