

Design Guidelines

For Commercial Zoning Districts – Town of Ulster, New York



Design Guidelines

For Commercial Districts – Town of Ulster, New York

Acknowledgments

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Design Guidelines: Town of Ulster, New York

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PURPOSE

The commercial corridors within the Town of Ulster (e.g. U.S. Route 9W, Ulster Avenue, East Chester Bypass, Washington Avenue, NYS Route 28 and NYS Route 32) represent a major economic investment and also provide an opportunity for the introduction of new buildings or the rehabilitation of existing structures on previously developed sites.

These Design Guidelines are intended to provide guidance for creating aesthetically pleasing and functional commercial corridors within the Town of Ulster, New York. It includes both standards (requirements) and guidelines (suggestions). Standards typically use the word “shall” or a clear directive (“are not permitted” or “are required”). Guidelines typically use the word “should” or “consider.” Projects must comply with standards and are strongly encouraged to comply with guidelines.

These Design Guidelines apply to actions requiring Site Plan Review pursuant to Chapter 145 of the Town of Ulster Code within the following zoning districts: LC, HC, RC and OM. These Guidelines were prepared to provide a basis for property owners, architects, engineers, landscape architects, developers, planning board members, residents and Town officials to address site development issues within these commercial corridors. More specifically, these Guidelines are intended to:

1. Stimulate improvements to existing structures and encourage new development within these commercial corridors.
2. Improve the appearance of these business districts to sustain interest in and the viability of these areas as hubs of retail, office and other commercial activity.
3. Provide a consistent methodology for review of proposed projects.
4. Inspire creativity and quality in design of all structures and in site development.
5. Foster an exchange of ideas among developers, Town officials and residents in an effort to improve the quality of design in all projects both public and private.

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ORGANIZATION

The standards and guidelines provided are divided into two sections; Site Design and Architectural Features. The Site and Architecture sections are organized into subcategories (i.e. Site > Circulation > Service Areas). Each section has one or more design objective, which states what the community wants to achieve. Illustrations provide visual examples of projects with desired design elements or in some instances examples of projects with elements that should be avoided. Supporting the design objectives is a series of design standards and design guidelines.



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BUILDING PLACEMENT AND ORIENTATION

Design Objective: To develop commercial properties in a manner that creates a safe, pleasant and active environment. Building orientation should respect surrounding buildings and streets. Buildings shall relate appropriately to surrounding developments and create a cohesive and attractive visual identity.

Commercial retail centers on sites of over ten (10) acres should be situated to create a “Main Street” environment by fronting along streets or internal circulation routes with inviting pedestrian connections. Building elevations with storefronts should face the street or internal circulation route. Where feasible to do so, buildings should be situated to create outdoor spaces with amenities for the pedestrian user (e.g. outdoor seating, benches, etc.).

Example: The *Ulster Crossings Mall* (see photo above right) creates an interesting and inviting pedestrian environment by situating active storefronts along a continuous sidewalk system facing the primary internal vehicular circulation route within the mall. The pedestrian realm within the shopping mall includes amenities for pedestrians, which encourages pedestrian traffic between stores. Where raised crosswalks cross the vehicular realm, striping is provided to help ensure pedestrian safety.

The Panera Bread establishment at the south end of the shopping mall includes an outdoor seating area, which is screened from the off-street parking area with a variety of shrubs and connected to the pedestrian circulation system within the shopping center.

The loading, service and delivery areas within the Ulster Crossings Mall are also situated and screened with trees and shrubs to minimize their visibility from public rights-of-way.



Do This: The Ulster Crossings Mall creates a safe, pleasant and active pedestrian environment that connects stores along a sidewalk with pedestrian amenities such as seating areas and landscaping that define the pedestrian realm. The mall is oriented to respect surrounding streets and internal circulation routes. The Panera Bread provides outdoor seating.



Do This: The Ulster Crossings Mall creates a safe, pleasant and active pedestrian environment that connects stores along a sidewalk with pedestrian amenities such as seating areas and landscaping that define the pedestrian realm.

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LANDSCAPING AND SCREENING

Design Objective: To develop commercial properties in a manner, which creates a safe, attractive and comfortable environment. Landscaping shall be utilized to soften the appearance of commercial developments from public rights-of-way.

The following *standards* shall apply:

- Development entryways shall be planted with ornamental plant material, such as ornamental trees, flowing shrubs, perennials and ground covers.
- Street trees shall be installed along the public right-of-way for all developments. Street trees should generally be shown on the landscape plan to be planted at 50- foot intervals.
- Parking area landscaping shall be utilized to minimize the expansive appearance of parking lots and to provide shade.
- The perimeter of parking areas shall provide for landscaped areas in which trees and shrubs would be planted to screen parking areas from view and to allow snow storage capacity.
- Deciduous trees shall be 1.5 inch to 2.5-inch minimum DBH. Coniferous trees shall have a minimum height of six (6) feet. Shrubs, hedges, and similar plantings shall be minimum of 24 inches in height or the two-gallon variety.

The following *guidelines* are recommended:

- Building foundation planting around the perimeter of new buildings should be planted with ornamental plant material.
- Within general yard areas, additional planting materials to provide visual appeal to the site, such as groupings of shrubs or trees, should be used.
- Service areas should be screened and landscaped to the maximum extent feasible.



Do This: The Ulster Crossings Mall creates a safe, attractive and comfortable environment by using landscaping to screen off-street parking and service areas from the public right-of-ways while also providing shade to help cool the site during the summer season.



Do This: Example of commercial development that utilizes landscaping around perimeter of parking area to screen parking areas from view.



Don't Do This: The large parking area without landscaping islands results in an unappealing environment and unsafe pedestrian realm.

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Circulation

Design Objective: To develop an on-site circulation system that promotes efficient movement of vehicles in a clear and well-defined manner and minimizes conflicts with pedestrians and bicycles. Where feasible to do so, on-site facilities to accommodate pedestrian, bicyclist and transit riders into the development plan should be considered.

The design of access and circulation on project sites should explore opportunities for *cross access connections* to adjacent properties with the goal of developing alternative circulation routes, which could help to mitigate traffic congestion along the Town’s commercial corridors.

Sidewalks along U.S. Route 9W and Washington Avenue should be continuous and free of barriers (e.g. utility poles, street signs, etc.), allowing pedestrians to have convenient access from site buildings to the public sidewalk system and adjacent properties. Where feasible to do so, a direct pedestrian connection between public sidewalks and building entrances should be provided.

In those segments along U.S. Route 9W and Washington Avenue where sidewalks are not provided, developers *shall* either install sidewalks or enter into a Memorandum of Understanding (MOU) with the Town of Ulster. The MOU will require the developer to install sidewalks along the corridor at a future point in time when a broader sidewalk system plan is in place.

Additional modes of travel, such as bicycles and public transit, should be accommodated into the site design when feasible to do so.



Do This: This McDonald’s restaurant in Orlando, Florida is designed in a manner that reduces conflicts with pedestrians by creating a direct pedestrian connection between the public sidewalk and main entrance to the restaurant. Placing the drive-thru area away from pedestrian areas further reduces pedestrian conflicts.



Don’t Do This: This McDonald’s restaurant in Michigan creates pedestrian conflicts since it fails to provide a direct pedestrian connection to the public sidewalk and the drive-thru area abuts the primary entrance to the restaurant.

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Design Objective: To situate and screen service areas so they are not visually obtrusive and to ensure these facilities do not dominate the public street frontage.

Services areas for loading, unloading and for the disposal of refuse should be placed to the rear or side of the building or out of the view from the public right-of-way. Such structures and facilities should be integrated into the overall design of the development.

The following *standards* shall apply:

- Service areas for loading and unloading shall be oriented toward interior service lanes and not toward the public r-o-w.
- Dumpster enclosures shall be placed on a concrete slab and enclosed on three sides with durable materials and have a color scheme, which is comparable to the principal building.
- Dumpster enclosure gates shall be made of durable opaque material, which utilizes commercial hinges poles and hasps.
- Dumpster enclosures shall be screened from adjoining properties and public streets and situated in designated service areas in the side or rear yard. Landscaping around the base of the dumpster enclosure shall also be required.

The following *guidelines* are recommended:

- Dumpster enclosures should include adequate, accessible and convenient areas for collecting recyclable materials.
- Public utility boxes (e.g. cable, telephone, and electric) should be located in side or rear yards or oriented to service lanes.
- Service areas should be screened and landscaped to reduce visibility from public streets.



Do This: The Ulster Crossing Mall utilizes a landscaped berm to screen and conceal off-street loading areas and a dumpster enclosure, situated at the corner of Boices Lane and John Clark Drive. The dumpster enclosure is concealed, in part, by utilizing building materials like the Panera Bread store.



Don't Do This: In the example illustrated above, the dumpster enclosure is not screened and the containers are visible to the public. Chain link fence shall not be utilized for dumpster enclosures since such fences do not effectively screen trash containers and are themselves unappealing. Well-designed enclosures can enhance the aesthetics of a development site.

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Service Areas (additional examples and standards)

Design Objective: Service and loading areas (e.g. loading docks, truck parking, outdoor storage, trash collection, and other service functions) should be incorporated into the overall design of the building and landscaping so the visual and noise-related impacts of these functions are fully contained and out of view from adjacent properties and public streets.

The following *standards* shall apply:

- Mechanical/utility screening shall be an integral part of the building structure and architecture and not give the appearance of being “tacked on” to the exterior surfaces. All mechanical equipment and utilities shall be screened.
- Outdoor storage areas shall be permanently defined on the Site Plan and screened with landscaping, walls and/or fences.
- Telephone, electric and cable service shall be placed underground, where feasible to do so.

The following *guidelines* are recommended:

- Interior disposal units (such as the one used for the AT&T/Talbots Building in the photo the right) should be provided when there are no other feasible means of screening the trash containers.
- HVAC units should be placed or screened in a manner that reduces public view of such units.
- Where necessary (i.e. due to proximity to residential areas, schools, etc.) acoustical soundproofing panels should be placed around HVAC units to lessen, or “silence” airborne noise.



Do This: This dumpster enclosure is set on a concrete pad and enclosed on three sides with a brick wall. The doors for the dumpster enclosure utilize an opaque mesh to effectively screen the trash container, which is housed inside. This dumpster is also placed behind the commercial establishment where it is not visible from the public right-of-way.



Do This: In this example, the trash containers for the AT&T and Talbots Building is fully enclosed within the building itself. The entrance to the refuse collection area is behind the garage doors, with access to the service lane. However, more thought should have been given to the utility boxes, which have a “tacked on” look.

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Design Objective: Architectural style is not restricted, but evaluation of the appearance of the building shall be based upon the quality of design and relationship to surrounding community. Commercial facades (e.g. retail, restaurants, etc.) should appear open, pleasing and appealing to the public. The Planning Board may require modifications to franchise or chain store design while providing for corporate identity to be apparent, yet reserved in its display. Well-designed commercial facades engage pedestrians and encourage them to enter a business establishment. When a series of well-defined facades are incorporated into a larger development, they help to create interest and activity in front of shops, which enhances the overall shopping experience.

The following *standards* shall apply:

- Main building entrances shall be accented to differentiate them from the overall building façade.
- Large windows shall be provided to allow view into and out of buildings. Avoid tinted or reflective glass.
- Metal or steel external siding shall not be permitted as construction material for building facades.

The following *guidelines* are recommended:

- Building facades should be articulated by using color, arrangement, or materials to emphasize façade elements.
- The planes of the exterior walls should be varied in height, depth and direction to create visual interest.
- Height and scale of new development should generally be compatible with surrounding development.
- Brick, architectural panels, pre-cast concrete, decorative masonry block, or natural materials (i.e. cedar siding, stone) are preferred material for exterior treatment of structures.



Do This: A Wal-Mart Store near Orlando, Florida uses variations in color, materials and a projection to articulate the main building entrance. A variety of recesses and projections draw attention to other establishments within the big box store, which include a deli and McDonalds restaurant. The deli (left side) has transparent windows affording views into and out.



Do This: This Starbucks in Town of Ulster has articulated theme on all four-sides of the building; accentuated main and side entrance, large windows and accentuated drive-up window that creates visual interest that is engaging to the passerby. Although not visible in this winter photo, the site is nicely landscaped.

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Design Objective: Buildings should be detailed with long-lasting materials, which can be appreciated when viewed from the street, surrounding properties or within multi-building developments.

Horizontal Variation: The horizontal plane of a building should be varied to provide visual interest.

- Horizontal variation should be of an appropriate scale and reflect changes in the building uses or structure.
- Avoid extensive blank walls that detract from the streetscape.
- Vary details and building materials horizontally to provide scale and three-dimensional quality to the building.
- Provide well-defined and inviting entrances to prompt use.

Vertical Variation: The vertical plane of a building should be varied to provide visual interest, but also to distinguish the building's uses and differentiate core uses from commercial uses.

- Vertically articulate the street wall façade, establishing different treatment for the building base, middle and top.
- Utilize recesses and projections to create a visually interesting pattern.
- Employ a different architectural treatment on the ground floor façade than on upper floors of multi-story buildings.

Materials: Buildings should utilize quality exterior materials.

- Feature long-lived and sustainable materials.
- Utilize especially durable materials at base of facades.
- Use materials to provide variety and visual interest.



Do This: An AT&T Store in the Ulster Crossing Mall. The architecture of the building incorporates horizontal and vertical variation and a variety of durable building materials to create visual interest. The lower portion of the façade incorporates a faux stone façade, which is attractive and durable. The upper cornice accentuates the horizontal variation and adds visual interest.



Do This: Night view of same building, which used to house the Talbot's Department Store. The architecture of the building incorporates horizontal and vertical variation and large windows to appeal and engage customer interest – especially at night. Well-designed buildings lend themselves to adaptive reuse

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Design Objective: Commercial development shall be designed with an architectural style, which creates a clear, interesting project identity that contributes to an enhanced character of the Town’s commercial corridors.

Windows and Doors: Utilize high-performance, well-detailed windows and doors to add to the depth and scale of the building facade.

- Window placement, size, material and style should be used to help define the architectural style of a building.
- Windows and doors should be detailed where they meet the exterior wall to provide adequate weather protection and to create a shadow line.
- Generally, windows should be recessed (set back) from the exterior building wall, except where inappropriate to the architectural style of the building.

Lighting: Provide well designed architectural and landscape lighting, which is International Dark Sky Association compliant.

- Architectural lighting, if utilized, should accentuate major architectural features.
- Exterior lighting plans should include façade uplighting, sign and display window illumination, landscape and streetscape lighting to contribute to the nighttime experience in the Town.
- All exterior lighting (building and landscaping) should be integrated with the building design, create a sense of safety, and encourage pedestrian activity after dark.
- Exterior lighting shall be shielded to reduce glare and eliminate light being cast into the night sky.



Do This: The Mid-Hudson Valley Federal Credit Union building windows add depth and style to the building and help to define its architectural style. Columns and other architectural details add distinction to the façade and these attributes are provided on all four sides of the building. The windows and doors are recessed, which creates a shadow line and interest.



Do This: Architectural styling and detailing adds character to a site. The Dena Marie Plaza utilizes large cornices, changes in parapet heights, awnings, large display windows, gooseneck lamps, and other details to create visual interest. Plantings help to soften the site.

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Materials and Colors

Design Objective: Avoid building materials and color, which could have an adverse impact on the visual quality of the Town of Ulster’s commercial corridors.

Building materials: Materials shall have good architectural character (i.e., strength, durability, quality) and be selected for harmony of the building with adjacent buildings and the surrounding community.

- Buildings shall have the same materials, or materials that are architecturally harmonious and used for all building walls and other exterior building components visible from public streets.
- Natural materials (e.g. cedar siding, brick, stone) are preferred materials for the exterior treatment of structures.
- Exterior Insulation and Finish System (E.I.F.S.) or Dry-vit are permitted exterior building materials.
- Metal or steel external siding shall not be permitted as a construction material for building elevations, which are visible from public streets.
- The use of metal/steel for roofing material is permissible based upon context and overall building architecture.

Building colors: Building colors should contribute to the desired character and image of the Town. Modifications to standardized prototype and corporate franchise designs may be required.

- Colors utilized in the project design shall be non-florescent, with bright or brilliant colors avoided. Earth tones such as gray, green, brown, tan, and similar are encouraged.
- All proposed color schemes shall be reviewed by the Planning Board on their individual merit.



Do This: The Texas Roadhouse at Dena Marie Plaza utilizes natural materials such as cedar siding and brick and these materials are used for all exterior building walls and ancillary structures. The use of a metal roof on this building is appropriate given the building architecture. An earth tone green is utilized for the trim and building foundation plantings add visual appeal.



Don’t Do This: The Riteway Napa Auto Parts store in the Village of Deposit, NY represents the wrong way to design a new commercial building in the Town of Ulster. The building consists of steel external siding on all sides, which is painted in bright blue and brilliant yellow trim and lettering.

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Signs

Design Objective: The regulation of signs is intended to promote a positive visual environment within the commercial corridors and contribute to traffic safety. All proposed signs shall comply with the Town of Ulster’s existing sign regulations as provided in Article VIII of the Town Code.

Walls Signs: Shall be part of the architectural concept of the proposed development.

- The size, color, lettering, location and arrangement shall be harmonious with the building design, and shall be compatible with signs on adjacent buildings when part of a larger commercial shopping center.
- Signs should have good proportions appropriate for the subject building and its surroundings.

Ground or Monument Signs: These signs are strongly encouraged and should be designed to be compatible with the architecture and materials of the building.

- The size, color, lettering, location and arrangement shall complement the building design.
- Every sign should have good scale in its design and in its visual relationship to buildings and surroundings.
- Colors should be used harmoniously and with restraint.
- Excessive brightness or brilliant colors shall be avoided.
- Lighting shall be harmonious with design of the monument sign and not cause glare.
- Landscaping, including low growing shrubs, flower, and ground cover is to be provided at the base and full perimeter of the freestanding sign.



Do This: The sign for the NBT Bank in Lake Placid, NY is part of the architectural concept for the overall development resulting in an aesthetically pleasing and functional sign. The monument sign has good proportions and the color, lettering, location and arrangement is harmonious with the building design. The landscaping is provided at the base of the sign.



Do This: The Freestanding Monument Sign for the Ulster Crossings Mall is constructed of like materials as the shopping plaza and includes low growing shrubs, flowers and other ground cover around the full perimeter of the sign. The sign is placed back from the driveway entrance so as not to block sight distance.

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Lighting

Design Objective: Site lighting should be sufficient to facilitate the safe and convenient circulation of motorists and pedestrians, but not so bright as to produce excessive light and glare.

The following *standards* shall apply:

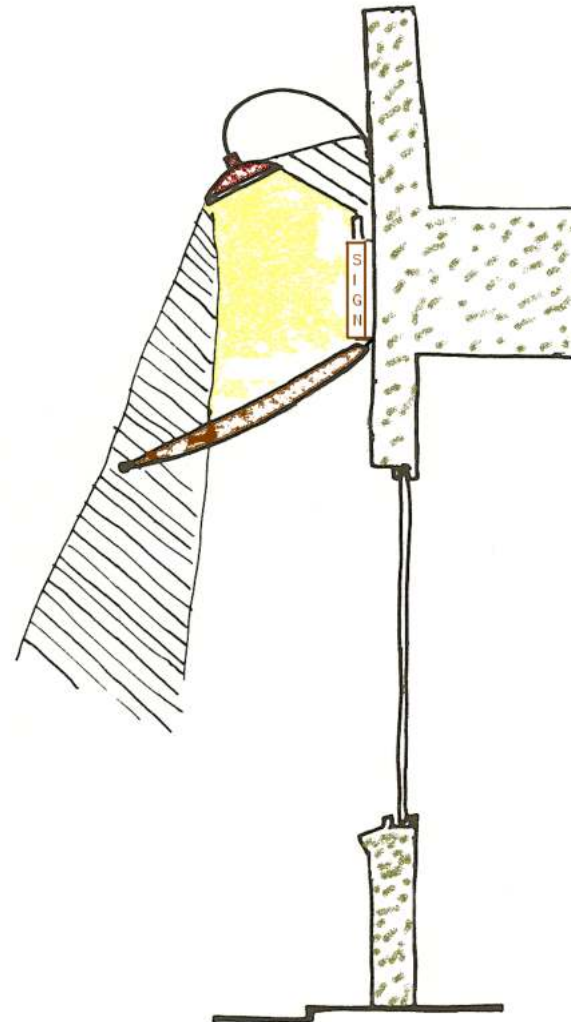
- All outdoor lighting, including the fixture, pole, and other supporting elements, shall be designed to complement the overall design of the site and prevent excessive glare.
- Exterior lighting shall be International Dark Sky Association (IDA) compliant.

The following *guidelines* are recommended:

- To minimize excessive lighting, entry points and pedestrian crosswalks should be lit with accent lighting to define these areas rather than using brighter lights throughout the site.
- Timing mechanisms should be used to reduce lighting levels and conserve energy during non-operational hours.
- Energy conservation and LED lighting is encouraged.

Lighting of the building façade is important for two reasons: 1) It is necessary to advertise the business after daylight hours, and 2) lighting both during and after business hours is a deterrent to crime.

- Lights that are mounted on the building should be down-lit and integrated as an architectural component of the building.
- Utilize down-lit gooseneck lamps to illuminate signage.
- Window displays should be lit after business hours.
- Lighting may also be used to illuminate attractive architectural features of the commercial building.



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Wayfinding (Environmental Graphics Design)

Design Objective: To help each person (residents, visitors, customers, drivers, pedestrians, etc.) to find their way through the use of visual cues including signs, building architecture, site design, and landscaping.

- Create a *hierarchy of sign content* (i.e. *directional signs* to guide each person to their destination and *identification signs* at the destination to them know they have arrived).
- Clear, *well-defined pathways* and other visual cues (such as pavement markings and identification signs) should be used to enable each person to form a mental map of the site.
- When appropriate to do so, utilize bollard lighting to illuminate walkways from parking areas to building entrances.
- Main *building entrances* shall be accentuated to differentiate them from the overall building facade.
- Utilize site *landscaping* (e.g. landscape islands, street trees, and hedges) to define vehicular and pedestrian rights-of-way to help motorists and pedestrians to navigate their way.

Long-Term Goal: Develop a coherent *directional* way finding sign system for the U.S. Route 9W and Washington Avenue corridors.

- Develop a unique and uniform *directional sign* program to help drivers find their way to the major destinations in the Town of Ulster and the City of Kingston.
- Erect directional signs, which utilize upper and lower case letters with a stroke width (letter line width) just wide enough to be visible, but narrow enough to prevent halation.
- Develop a destination sign program for Town of Ulster institutions (e.g. Town Hall, Senior Center, Library, etc.).



Do This: The wall-mounted *identification sign* for the Chase Bank is part of the hierarchy of sign content, which helps customers to find their way to the bank entrance and lobby. In the above example, the building entrance is accentuated to differentiate it from the other sides of the building and the sidewalks provide a clear path to the building entrance.



Do This: The directional sign for the Chase Bank helps drivers to navigate their way through the bank facility by directing them to the bank entrance, drive-up banking lanes and customer parking areas. Well-designed and placed directional signs help to maintain smooth traffic flow through commercial developments.

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Gas station canopy and ancillary car wash facilities

Design Objective: To soften the appearance of gas station convenience store facilities by incorporating shrubs, flowers and grasses into the landscaping plan to screen interior impervious surfaces from public streets.

The following *standards* shall apply:

- Gas canopies must incorporate colors, materials and architectural elements, which complement the principle convenience store building.
- The amount of impervious surface at gas stations shall be broken up with green space and landscaping at the perimeter consisting of a variety of shrubs, flowers, grasses and, where feasible, trees.
- Ancillary car wash facilities shall incorporate colors, materials and architectural elements, which complement the principle convenience store building.
- The property owner shall remove gas canopies when they are no longer associated with retail gasoline sales.

The following *guidelines* are recommended:

- Energy conservation and LED lighting is encouraged for all gas canopies.
- Building foundation plantings should be provided in order to soften the stark grey appearance of the interior parking and fuel dispensing areas associated with gas station and convenience store facilities.
- Signage on gas canopies and ancillary facilities should be part of an overall sign master plan for the business.



Do This: Plant the perimeter of the gas station site with a wide variety of shrubs, flowers and grasses to compensate for the amount of impervious surface within the interior of the gas station – convenience store site.



Do This: Ancillary facilities associated with gas station – convenience stores, such as the car wash shown above should be designed to complement the architecture of the primary convenience store and incorporate low lying plantings within landscaped islands and building foundation plantings.

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Drive-thru facilities

Design Objective: Drive-thru facilities shouldn't dominate the street, but instead be situated in a manner that limits visibility from the public right-of-way. The elevations with the drive-thru should be articulated by using color, arrangement and materials to emphasize façade elements.

The following *standards* shall apply:

- The front façade of new buildings shall face the street and drive-thru facilities shall generally not face the public r-o-w.
- A drive-thru may face the secondary street or driveway where a new building is located at a corner intersection, provided building façade elements, such as cornices, are incorporated on the building elevation with the drive-thru window.
- Building foundation plantings shall be incorporated into drive-thru landscaping plans.



Do This: The above photo of the Panera Bread rear façade prior to the installation of the new drive-thru window. Below is a simulation of the new drive-thru architectural elements such as the cornice and accented wall panels where wrapped around the rear façade so that all street elevations were articulated. Building foundation plantings were also included.



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GUIDING PRINCIPLES

These Design Guidelines recognize the multi-faceted nature & use of the U.S. Route 9W and Washington Avenue Corridors and the smaller business districts in the Town. However, it also gives purpose and a reasoned basis for the recommendations contained herein through supportive graphics and illustrative examples of appropriate precedents and design principals, which have been developed through the Site Plan Review process. The recommendations in this document will be seen as a guide for the Town of Ulster Town Board, Planning Board and potential developers.

The Design Guidelines apply to actions requiring Site Plan Review pursuant to Chapter 145 of the Town of Ulster Code within the following zoning districts: LC, HC, RC and OM. The Design Guidelines were prepared to provide a basis for property owners, architects, engineers, landscape architects, developers, planning board members, residents and Town officials to address site development issues within these commercial corridors.

In order for the Design Guidelines to be effective, the Town of Ulster Town Board and Planning Board must actively apply the principles that are contained herein. Furthermore, the Zoning Board of Appeals should consider the Design Guidelines as a framework to guide their decisions, especially those with the potential to adversely affect the visual environment within the Town of Ulster.



Do This: The above images (left to right) show the recent redevelopment of the Dena Marie Plaza; addition of new Trustco Bank and Benderson Development's Ulster Crossings Mall. The architectural styling, awnings and landscaping at the Dena Marie Plaza incorporate principles contained within these Design Guidelines. The addition of the Trustco Bank to an older strip retail center on Ulster Avenue included the provision of a new landscape island and wayfinding signs to help guide motorists through the plaza. The Ulster Crossings Mall represents an important design precedent in the Town of Ulster shopping centers with respect to architecture, signs, landscaping and lighting.

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DEVIATIONS & MODIFICATIONS

The Planning Board or Town Board may waive or modify any design standard contained in these Design Guidelines to encourage the implementation of alternative or innovative practices, which implement the intent of these Guidelines and provide equivalent public benefits without significant adverse impacts on surrounding development. The Planning Board or Town Board may grant any such modifications, if approved by a simple majority of all members in attendance.

In granting a modification, the Planning Board or Town Board may require conditions, which will substantially secure the objectives of the modified standard and will substantially mitigate any potential adverse impact on the environment or on adjacent properties, including but not limited to additional landscaping or buffering.

CONFLICTING PROVISIONS

If any provisions of these Design Guidelines are inconsistent with one another, or if they conflict with provisions found in other adopted codes, ordinances, or regulations of the Town of Ulster, New York, the more restrictive provision will control unless otherwise expressly provided.

COMPLIANCE

Approvals of development plans shall run with the land, and compliance in perpetuity shall be required regardless of subsequent property or structure ownership. Any Site Plan granted through the authority of this Guide shall be perpetually binding upon the development to the extent that: all buildings and structures shall be maintained in a tasteful, safe and appropriate manner; all landscaping shall be periodically groomed and/or replaced when necessary; all drive, parking and pedestrian areas shall be kept in a safe and passable condition, and all natural areas and environmental areas identified for protection shall be maintained in manner that preserves their aesthetic and natural function. All repairs and maintenance shall be executed in a timely manner.

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Design Guidelines: Definitions

Definitions

Community Character: Those attributes of the Town of Ulster, which make it unique in terms of its natural resources, built environment and its population.

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

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

Elevation: 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.

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

Fenestration: The arrangement of windows and other exterior openings on a building.

Halation: On materials with reflective sheeting used for highway signs, the counterforms (spaces within the letters) tend to fill in, which makes them appear out of focus. The effect of appearing out of focus is known as halation. [Solution is letters with a stroke width (letter line width) just wide enough to be visible, but narrow enough to prevent halation].

Lintel: A horizontal member spanning a rectangular opening.

Parapet: 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.

Perspective Drawing: 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.

Sill: The bottom cross piece of a window or doorframe.

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

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