

Village of Farmingdale, New York Design Guidelines



September, 2010

Acknowledgements

Village of Farmingdale Mayor

Hon. George Starkie

Village of Farmingdale Board of Trustees

Hon. Patricia Christiansen, Deputy Mayor

Hon. Cheryl Parisi, Trustee

Hon. Ralph Ekstrand, Trustee

Hon. William Barrett, Trustee

Village of Farmingdale Planning Board

Frank DeStefano, Chair

Chuck Gosline

Nick Parisi

Laura Colletti

Larry Jorgensen

Nick Varlotta, Alternate

Michael Occhipinti, Alternate

Village of Farmingdale Architectural Review Board

Laura Colletti

Frank DeStefano

Chuck Gosline

Nick Parisi

This project is made possible, in part, with funds from
the New York State Department of State.

**Prepared for the
Village of Farmingdale
September 2010**

by

Saccardi & Schiff, Inc.

445 Hamilton Avenue, Suite 404

White Plains NY 10601

Jonathan Martin, Ph.D., Project Manager

Eric Zamft, AICP, Project Manager

village of farmingdale

Table of Contents

— I.	Introduction _____	Page 5
	A. Purpose and Scope	5
	B. Overview of Approval and Implementation Process	5
	C. Legal Aspects of Design Guidelines	6
	D. Organization of the Handbook	7
— II.	Design Concepts _____	Page 8
	A. Design Character of Downtown Farmingdale	8
	B. Design Strategies Expressed in Downtown Master Plan	11
	C. Guiding Design Principles for Downtown Farmingdale	15
— III.	Design Guidelines _____	Page 17
	A. Mixed-Use Downtown Development	18
	B. Multi-Family Development	26
	C. Corridor Development	33
	D. Commercial Signage in Downtown	46
— IV.	Photo and Design Credits _____	Page 51

design guidelines

village of farmingdale

I. Introduction

The quality of the built environment and its relationship to the natural landscape is a key indicator of quality of life. During the course of creating the Village's *Downtown Master Plan* (February 2010), concern for the aesthetic quality of the built environment in the Village, specifically in the downtown area, was expressed by the Village and its citizens. In particular, the Downtown Revitalization Committee, a broad-based citizen steering committee for the *Downtown Master Plan*, and the Village's Architectural Review Board (ARB) expressed the need for a set of design guidelines to help ensure that new development better retains the visual, environmental, and architectural characteristics that historically characterized the Village's downtown area along Main Street. The implementation of these design guidelines, coupled with other recommendations from the *Downtown Master Plan* will help the Village realize that goal.

A. Purpose and Scope

This handbook serves as a guide to residents, developers, and design professionals wishing to build new development in the downtown area of the Village of Farmingdale. The downtown area, defined by the Village's *Downtown Master Plan*, runs along Main Street, from Fulton Street (NYS Route 109) to South Front Street, and extends eastward along South Front Street to the train station. This handbook was developed to assist in the implementation of the community vision set forth in the Village's *Downtown Master Plan* (2010), and provides a clearer expression of that vision as it relates to the built and natural environments. This handbook also serves as the basis for the planning, design, and evaluation of new residential and non-residential development in the Village's downtown area. By doing so, it attempts to provide those wishing to build with a clearer picture of what to expect when appearing before the Village's ARB, thus simplifying and expediting the review, permit, and development process. Applicants are more likely to "get it right" the first time by reviewing the guidelines presented herein, and, therefore, avoid expensive delays, public controversy, and project redesign. This handbook is not intended to limit creativity or design diversity; instead it attempts to create a higher standard of design for the downtown built environment while, at the same time, respecting the vision set forth in the *Downtown Master Plan*.

Contained herein are concepts related to the compatible scope of site design, building design, and signage designs that the Village prefers in new development in the downtown area. Recommendations on façade treatments and suggested building materials are also provided in this handbook. Visual examples from the Village and other communities in the New York metropolitan area, and elsewhere are included to depict those positive design treatments appropriate for downtown Farmingdale.

B. Overview of Approval and Implementation Process

The design guidelines herein have been prepared to assist those proposing new development in the Village of Farmingdale downtown area in the preparation of their designs and plans. The guidelines also provide a basis for the evaluation and review of these designs by the Village of

design guidelines

Farmingdale Board of Trustees (Village Board), ARB, and Planning Board. As a policy adopted by the Village Board, the design guidelines apply to all development and renovations and every application requiring site plan review by the Village Board, ARB, and Planning Board, including non-residential, residential and mixed-use developments in the downtown area. They do not apply outside the downtown area.

These Design Guidelines set a benchmark to which all parties involved in projects can refer and they supplement the limited, specific parameters such as lot size, building height, and road widths established by the Village's Code. The Village Board will update and revise the Design Guidelines from time to time as the community evolves and building and development technologies and best practices change. The Village Board reserves the right to modify, waive or alter any of the design requirements presented in this handbook based on the scope, nature, and location of any specific project proposal.

The Village Board is the primary body designated to review and approve site plan and subdivision applications. Currently, as per § 105-32, § 105-169 and § 105-187.1 of the Village Code, the Board of Trustees may refer applications to the Planning and/or Architectural Review Boards for advisory recommendations. Section 105-187.1 also states that all operations subject to site plan approval in the Village shall be subject to architectural review by the ARB. The primary purpose of the ARB is to promote “The use of good, accepted, and superior exterior building design;” “The implementation of aesthetically desirable and pleasing design which relates to and is similar to the design and aesthetics of surrounding sites and structures;” and “The prevention of designs which are aesthetically inappropriate and which do not relate or are not similar to the design and aesthetics of surrounding sites and structures or are otherwise offensive to the visual sensibilities...” (§ 105-187.1 of the Village of Farmingdale Code).

Section 105-187 of the Village Code states that all applications for review by the ARB should be made concurrent with the application for a final site plan approval, prior to the issuance of a building permit. However, with the development of this handbook, applicants are strongly encouraged to review these design guidelines during the initial (design) phase of a project. Applicants are also encouraged to contact the ARB at an early stage of project design if any of the design guidelines mentioned in this document remain unclear, so as to avoid delays and confusion during the final site plan approval.

C. Legal Aspects of Design Guidelines

Development of design guidelines for municipalities in the New York State is considered legal due to several laws and statutes that have been established in the recent past that support these aesthetic regulations.

New York State Municipal Home Rule Law states that municipalities may adopt local laws for the “protection and enhancement of its physical and visual environment.” Thus, it grants municipalities the authority to regulate private property appearance. The New York State Environmental Quality Review Act (SEQRA) also emphasizes the aesthetics of the built environment by stating that maintenance of a quality environment that is at all times healthy and pleasing to the senses is a matter of statewide concern. New York State Municipal Law authorizes

village boards to protect and enhance the physical and visual environment by requiring certain elements in site plans such as, screening, landscaping, signs, and other architectural features.

D. Organization of the Handbook

This handbook consists of four chapters. Following this introduction, **Chapter II** provides an overview of the design character of downtown Farmingdale and design concerns expressed by the residents, Downtown Revitalization Committee, Village Board, and ARB during the drafting to the *Downtown Master Plan*. **Chapter III** details recommended design guidelines for mixed-use and multi-family development in the downtown, corridor development along Fulton Street, and preferred signage styles for the downtown area based on design concerns expressed in Chapter II. Finally, **Chapter IV** provides photograph/image credits.



design guidelines

II. Design Concepts

As discussed in the Village's *Downtown Master Plan* (2010), the Village has made sound, intelligent investments towards improving its downtown built environment. Presently, the downtown has many desirable physical elements, including hanging carved wood signs, inlaid brick sidewalks, decorative street lamps with banners, flags and hanging flower pots, decorative street furniture including planters, benches, trash receptacles, and attractive street trees. Despite these attractive elements, downtown Farmingdale does not have a truly identifiable character. The uncoordinated pattern of development that defines downtown creates a "geography of nowhere" or the "aesthetics of anyplace." To develop a foundation for design that is more sensitive and contextual to the Village of Farmingdale, this section surveys the urban design character of downtown, and lists a sampling of the many good design ideas raised by its citizens during the recent comprehensive planning process. This section of the handbook culminates with a set of guiding design principles upon which the design guidelines presented in **Chapter III** are based.

A. Design Character of Downtown Farmingdale

Downtown Farmingdale is comprised of many diverse building types and architectural styles. While similar building types and architectural styling is not a prerequisite for place identity, it is a feature that can contribute strongly to sense of place. The primary issues concerning architectural form in downtown Farmingdale seem to relate to two observable conditions. First is the obscuring of extant architectural character in many of the higher quality buildings in the downtown. The second is the loss of the traditional architectural vocabulary in newer buildings in the downtown and/or in older buildings that have been retrofitted or renovated.

Loss of Architectural Character

The architectural character of many of the higher quality buildings along Main Street is obscured due to poor signage placement and/or poor façade retrofits. For example, there are several excellent examples of fine architecture in the downtown, but these are barely appreciable due to painted brick façades, standard strip-mall-style aluminum frontages, uncoordinated signage programs, and other visual clutter such as unattractive and poorly maintained awnings. If improved, these buildings could make a stronger contribution to a collective sense of place in the downtown.

Loss of Traditional Architectural Vocabulary

The loss of traditional architectural vocabulary is evidenced by numerous façade retrofits and modifications. The obvious intention behind many of these retrofits was to affordably modernize existing storefronts by installing new inexpensive fenestration systems and other façade elements such as aluminum or vinyl siding and false eaves or parapets. Ironically, however, these efforts diminished the unity among the buildings in the downtown and, slowly over time, eroded the architectural rhythm along Main Street. Traditional downtown buildings have a certain architectural vocabulary that includes, for example, kick plates along the bottom of storefronts, transoms above doorways, clerestory portions within the display windows, and dedicated sign bands above display windows to clearly differentiate between the first and second stories of a building. Generally, these elements align horizontally along a block, from building to building, to provide a sense of visual unity along the street. Contributing further to this visual unity is a rhythm created by partitions in buildings and storefronts of approximately similar widths. Traditionally, large buildings employed this strategy to provide scale and a sense rhythm to their facades.

Pedestrian Environment

A strong sense of pedestrian enclosure along the sidewalk is an important sensory condition that is created through the use of physical elements such as street trees, street furniture, and building details such as cornices and awnings by providing a separation between the street and the sidewalk, and a sense of human scale provided by an overhead canopy. Observation suggests that Main Street provides an acceptable level pedestrian enclosure through the use of these elements, which contributes positively to Farmingdale's small downtown character. There are stretches of Main Street, however, where conditions could be improved, including areas where there are non-functioning or damaged awnings and where stretched fabric awning signs exist. Damaged, non-functioning awnings should be repaired and awning signs should be replaced with traditional functional awnings that have minimal signage lettering. With few exceptions, taller buildings on Main Street are missing ornamental cornices, which help define the roofline and building form where it meets the skyline. These important elements reinforce a pedestrian's sense of enclosure and add character to the urban street wall. Missing cornices or building caps should be reinstated as part of a downtown façade improvement program, and any new development should include a cornice element. While almost every building along Main Street has a hanger for a carved wood sign, some signs are missing and should be reinstated. The presence of bare hangers gives a blighted appearance to the downtown streetscape. The pedestrian environment could also be improved with installation of low-level sconce lighting on buildings' vertical façade elements.

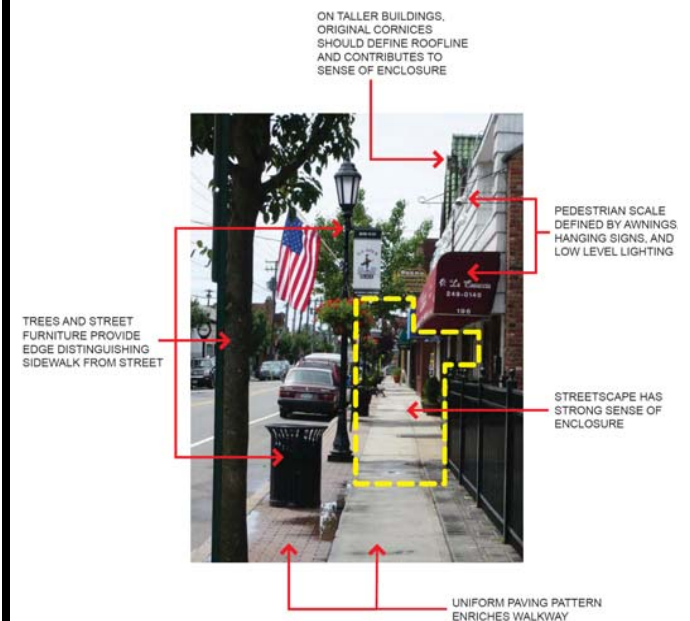
A uniform paving pattern enriches the sidewalk for pedestrians and helps define walking and resting zones along the walkway. This paving pattern also reinforces the separation between the sidewalk and the street. While almost all sidewalks along Main Street have some paving pattern, including brick pavers along the street edge, there are places where the pavers and/or curb edges are in need of repair. These damaged areas give the downtown a run-down appearance and could be improved.

Building Program

While Farmingdale has a high number of residential uses in close proximity to its downtown, these mainly occur in single-family residential units found on the surrounding street network. Very little residential development exists along Main Street (above retail or otherwise). Street level office uses distract from the pedestrian experience by disrupting the visual interest along Main Street. These should be allocated to spaces above retail storefronts in future development in the downtown. This will preserve office uses as part of a viable mixed-use program for Main Street and promote an active pedestrian shopping environment.



While attractive and constructed of quality materials, this façade retrofit presents a monolithic appearance, which does not contribute positively to the finer-grained appearance of a traditional Main Street. The building, one of the tallest on Main Street, could also be improved with a cornice or cap.



design guidelines



Downtown Farmingdale exhibits evidence of properly designed improvements. Many stores have decorative hanging carved wood signs; sidewalks have trees, planters, brick paving along the street edge and decorative street lamps with banners and other decorative items; and the corner of Main Street and Conklin Street has an attractive example of informational signage.

Signage

Downtown Farmingdale has a wide variety of signs from attractive carved wood hanging signs to large interior illuminated light-box wall signs. Other sign styles include awning signs, cutout-applied letter signage, hanging window signs, illuminated letters and corporate logo signage, painted sheet metal signs, and plastic banner signs. Many stores utilize more than one style of sign each with its own typeface and graphics. In an environment with so many signs, each competes for attention (and also with the architecture), instead of conveying its message simply and effectively. There also exists a general lack of consistency with respect to placement of signs on buildings. Signs do not align horizontally, from building to building along each block, and signage is often poorly placed so as to obscure architectural details or disrupt the architectural balance of a building's facade. Together, these conditions detracts from a unified Main Street appearance, identity and positive downtown character.

Summary

In summary, while the Village has made many efforts to improve the downtown over the years, many of these were relatively small aesthetic improvements such as planters, decorative lighting, and hanging carved signs. In order for such improvements to have proper impact, they must be placed in an environment that is aesthetically ordered to begin with. This is not the case in downtown Farmingdale, which has over time included development of a wide variety of building styles and façades, many of which seem to have forgotten the aesthetic details and rhythms of traditional small downtown architecture. This is not to say that all new development or rehabilitation in the downtown must replicate the architecture of yesteryear. Rather, new buildings, even those with modern styling, should seek to employ elements of traditional proportioning, rhythm and the principles that contribute to streetwall unity and a strong, vibrant pedestrian environment.

B. Design Strategies Expressed in the Downtown Master Plan

Strengthen Key Corners in the Downtown

- Create an identifiable downtown center by strengthening important corners, specifically at the intersection of Main Street and Conklin Street. This intersection has two strong buildings on its north and south corners on the west side. However, the buildings on the eastern corners could be improved through improved signage, awnings, and lighting. The corner of Main Street and South Front Street is another important corner that should have a clear identity so as to help provide a visual connection of Main Street to the train station.

Create a Formal Connection between the Train Station and Main Street

- Create a strong and intentional pedestrian connection between the train station and Main Street. This should be accomplished through new infill development along Parking Field 3's frontage along South Front Street, appropriate infill development at the corner of Main Street and South Front Street (north of the railroad right-of-way), and new street and sidewalk improvements and infill development along South Front Street between Main Street and Secatogue Avenue.

Improve the Pedestrian Environment in the Downtown

- Improve the pedestrian environment in order to create a more vibrant, active downtown. Strategies include:
 - Improve pedestrian enclosure along downtown sidewalks through the use of street trees, awnings, street furniture, and traditional architectural elements including sign bands above display windows, clerestory windows, and sconce lighting along pedestrian routes.
 - Promote a strong pedestrian environment by including ornamental cornices or attractive rooflines on new buildings to help define the building form where it meets the skyline.



Farmingdale LIRR Station



Village Hall/Fire Department



St. Killian's Roman Catholic Church



360 Main Street (formerly the Farmingdale movie theater)



The condition of signage along Main Street varies. This unique sign actually compliments the building, but it is missing lenses in front of letters and the awning is tattered and sun-faded. The large green window posters are unnecessary and contribute to a cluttered appearance along the street and detract from the pedestrian experience.

INTERSECTION OF MAIN STREET AND SOUTH FRONT STREET



Pedestrian treatments would be beneficial at this location to heighten motorist awareness of pedestrian crossing needs.

- Rehabilitate existing buildings by replacing retrofitted modern storefronts with new traditionally-designed storefronts so as to improve downtown character and the pedestrian shopping experience. In addition, damaged elements such as torn awnings should be replaced and missing cornices or building caps should be reinstalled as part of a downtown façade improvement program.
- Inspect, improve and repair damaged sections of sidewalk along Main Street and South Front Street. While the brick inlay along Main Street is generally in good repair, there are sections that need replacement. The Village could consider using an alternative surface treatment such as patterned concrete along South Front Street.
- Improve crosswalks by replacing painted crosswalks with patterned-surface crosswalks in key locations along Main Street and along South Front Street to improve downtown character and improve walkability. Improvements should include safety features such as lighted signage indicating pedestrian right-of-way and differentiating surface treatment of sidewalk and roadway. New patterned crosswalks should be considered at the intersections of South Front Street, Elizabeth Street, and Secatogue Avenue to improve pedestrian travel to and from the train station.
- Identify preferred pedestrian routes into and around the downtown with informational and wayfinding signage. These routes should have sufficient sidewalks in good repair, signaled crosswalks, and intersection corners with curb cuts to allow for wheelchair accessibility.
- Improve access in the downtown for the sight-/physically-impaired by installing dropped curbs for wheelchair access and directional sound devices and tactile surface treatments on signalized crosswalks, their entrances, and at street corners.
- Provide additional bicycle racks at key locations throughout the downtown. Locating bicycle racks near the train station and along Main Street will be especially important in encouraging users to leave their bicycles and explore the downtown on foot.

Improve Transitions between Commercial and Residential Uses in the Downtown

- Improve transitions between parking areas and adjacent uses by transitioning building heights down towards the rear of buildings on Main Street and along South Front Street and the parking areas so as to soften their interface with existing adjacent residential uses, and by using green buffers, including trees, between commercial uses and parking areas and adjacent residential uses in the downtown.

Strengthen the Urban Wall in Downtown

- Strengthen the urban wall along Main Street and South Front Street in the downtown area by requiring new buildings to meet zero-setback requirements and to provide residential and or office uses above ground level retail.

Reintroduce a Traditional Architectural Vocabulary in the Downtown

- Reintroduce a traditional architectural vocabulary in new buildings and those that have been retrofitted with modern storefronts.
- Encourage upper-level residences, preferably above retail and restaurant uses, in the downtown in order to create a healthier mixed-use environment. New residential and mixed-use development in the downtown should contribute positively to the streetscape. This is achieved through placement of doorways directly on or just above street level and by providing parking in the rear or underneath.

Align Building Architectural Features along Main Street

- Align architectural features, including the proportion and width of buildings elements (e.g. storefronts or window bays) to unify the street visually. Require new buildings or existing buildings being retrofitted to align sign bands, kick plates, and awnings with adjacent buildings to establish a recognizable and pleasing visual rhythm along Main Street.



300 Main Street is one of the last remaining original multi-story buildings on Main Street, however half of its brick façade has been painted and its uncoordinated signage program including an unattractive stretched awning, clutters its facade and hides the building's architectural character.



Punch-through windows detract from "Main Street" character

Monolithic building façade inappropriate for "Main Street" environment: better suited for strip mall setting. Closed shutters on office windows disrupt pedestrian shopping interest





Examples of attractive informational signage in the downtown area



Improve Street Furniture in Downtown

- Evaluate placement and condition of street furniture, including benches, planters, decorative street lamps, trash receptacles, and trees to improve downtown character and pedestrian environment. In general, all street furniture in the public right-of-way should have similar materials, colors, and style. New street furniture should be compatible with existing furnishings, for example those found in Village Green. Replace existing benches along Main Street due to their age, condition, and/or design. Placement of furniture on the sidewalk on Main Street should encourage greater use and facilitate a stronger pedestrian shopping experience.

Improve Commercial Signage in the Downtown

- Improve and make commercial signage in the downtown more consistent to reduce visual clutter, celebrate buildings' architectural character, and create a unified Main Street appearance. This would be accomplished through review and amendment of existing signage regulations and adoption of these downtown design guidelines. Guidelines and regulations should seek to align signage and their features to help unify the street visually. Regulations should not discourage individual retail expression, but rather should allow for purposeful differentiation to occur within certain parameters (e.g. signage typeface and colors, storefront displays, etc.).

Improve Gateways to the Village and Downtown

- Improve gateways to the Village and downtown through distinctive buildings, street and landscaping improvements, and the use of signage to mark entry into the downtown. Identified gateways include the train station, the four parking fields, and the intersections of 1) Fulton Street and Main Street, 2) Main Street and Conklin Street, and 3) Main Street and Melville Road. These areas should be appropriately signed with attractive directional signage.

C. Guiding Design Principles for Downtown Farmingdale

- 1 New development and redevelopment should strengthen the identity and importance of the downtown;
- 2 New development and redevelopment should promote creation of an identifiable downtown center and strengthen the connection between the train station and Main Street;
- 3 New development and redevelopment should promote a mix of uses, with less active uses such as offices and residential uses located above street level retail;
- 4 Building design should promote a strong, vibrant pedestrian environment in the downtown, especially along Main Street and South Front Street to the train station;
- 5 Building design should be sensitive to Farmingdale's traditional architectural heritage and small village character;
- 6 Building facades, especially storefronts in the downtown, should conform to a traditional architectural vocabulary; and
- 7 Signage and lighting in the downtown should strengthen the traditional character of the downtown by complimenting rather than competing with buildings' architectural features.

village of farmingdale

III. Design Guidelines

The following design guidelines apply to new construction, including additions/alterations made to existing buildings, in the downtown area. They are categorized for four areas of design: 1) mixed-use development, 2) multi-family development, 3) corridor development, and 4) commercial signage. Each of the four categories provide guidelines with respect to site design, building design, and landscaping where applicable. The guidelines encourage the adoption of best planning practices of contemporary designs that are harmonious with the Village's existing architectural character.

Beyond the ideas and recommendations presented herein, it is suggested that applicants engage in an open and earnest pre-design discussion with the Architectural Review Board, which will provide clarity as to the specific application of the guidelines.

A. Mixed-Use Downtown Development

1. Site Design

Site design for mixed-use development in the downtown should seek to strengthen the overall built form of downtown by maintaining the street wall and placing higher building masses on important street corners. New development and new redevelopment should encourage an active pedestrian environment by locating less active uses above street level and by providing parking in the rear or underground.

- Encourage higher density development at key corners in the downtown such as the south- and northwest corners of Main Street and Conklin Street to help create an identifiable downtown center.
- Encourage upper-level residences in the downtown—Residential uses should be encouraged, preferably above retail and restaurant uses, in the downtown in order to create a healthier mixed-use environment.
- Improve the pedestrian environment by locating office uses to the second floor along Main Street, relocating the utility lines along the east side of Main Street to the rear of the existing commercial development, and encouraging more residential development in the downtown.
- Locate new buildings at a zero setback from front lot line along Main Street and South Front Streets to preserve and enhance the downtown urban wall.
- Locate primary entranceways to upper-story uses directly at street level on Main Street and South Front Street whenever possible.
- Provide parking in the rear or underground.
- Provide clearly defined parking entrances with low walls and/or landscaping treatments.
- Provide clearly defined, attractive and well-lit pathways from parking areas to public street and building uses.



This site plan exhibits good site-planning principles for a small downtown environment. Building hold the street wall along the main street. Parking is located to the rear of buildings, and trees and green areas buffer parking areas from adjacent residential uses. Access to retail uses on the street and to residential uses provided above occur at street level. Service and refuse areas are appropriately screened from public view.

- Encourage active use of the street by locating restaurants and retail along the street level and encouraging on-street dining and seating. This is especially important where breaks occur in the streetwall along Main Street such as the entrance way to Parking Field 3. Outdoor dining is also encouraged in the rear of buildings along the east side of Main Street (Parking Fields 1 and 3) as this area is envisioned in the Downtown Master Plan as linear multi-functional green/hardscape space should be created.
- Consider use of retractable window walls to open up restaurant space to the street in warmer weather. This is especially important where breaks occur in the streetwall along Main Street such as the entrance way to Parking Field 3.
- Locate outdoor spaces such as seating areas and dining areas to maximize winter sun and summer shade. Use deciduous trees where appropriate.
- Locate service entrances to the rear of buildings so as to not disrupt traffic and pedestrian environment along Main Street and South Front Street.

Landscaping

- Use street trees and street furniture to buffer pedestrians from road traffic and to create a sense of enclosure and safety along the sidewalk.
- Coordinate existing and future land uses using landscaping and traffic calming techniques, and coordinated gateway signage.
- Whenever practical, the use of stormwater from parking areas and rooftops to water plants within the parking islands and perimeter planting areas.
- Parking areas should be buffered from adjacent residential uses with trees and vegetation. Use trees in parking areas to provide shade for vehicles and along pedestrian pathways.
- Screen refuse areas with vegetation and/or screening (e.g. solid walls) that compliments the building's architecture. Chain link fencing screens (including those with slats) are strongly discouraged.



These renderings from the Farmingdale Downtown Master Plan depicting a vision for new development on South Front Street and at the Farmingdale train station show sound principles in site design for this portion of downtown. In both cases, the street wall is maintained and the pedestrian environment is enhanced with main entrances on the street, street trees, decorative lighting, and on-street parking..



This rendering from the Farmingdale Visioning Process (2007) exhibit how new development and redevelopment can improve the downtown pedestrian environment through sensitive attention to the streetwall.

design guidelines



This building exhibits several problematic design conditions that are indicative of several buildings along Main Street: 1) The building appears as one uniform frontage, which breaks the rhythm of the traditional, smaller storefronts along Main Street. 2) The storefronts are occupied by offices with closed blinds, which create no visual interest for pedestrians. 3) While the signs on the building are aligned, the sign band is set higher than neighboring buildings on the block. 4) The light box signs are inappropriate for downtown and the lettering is too large. 5) The windows are too tall without a clerestory partition for pedestrian scale. Overall, the design of this building is typical of a strip-mall, and contributes little to the character of Main Street.



An example of Queen Anne Stick architecture (right building) in downtown Farmingdale. Signage and windows do not compliment the historic architecture. On the building to the left, the streetscape frontage could be improved with traditional display windows to create a more active streetscape.

2. Building Design

Mixed-use development in the downtown should possess architectural variety in terms of massing, design and detail, and yet contribute to the overall existing character of the downtown area. In general, new buildings and rehabilitations should evoke the character of traditional buildings found in the area.

While downtown Farmingdale exhibits several examples of historic styles of architecture, new development in the downtown should not be solely relegated to replicating the architectural styling of yesteryear. Rather, new buildings should employ elements of traditional proportioning, rhythm and the principles that contribute positively to streetwall unity and a strong, vibrant pedestrian environment.

Bulk, Mass, and Scale of the Structures

- New buildings should evoke the character of existing traditional buildings along Main Street with respect to the following:
 - Height, bulk, and general massing
 - Roof styles and pitch
 - Façades, fenestration ratio (proportion of openings in the building), window styles
 - Building materials, color, texture, usage of stylistic elements
 - Relation to the street

The Village of Farmingdale represents an eclectic array of architectural styles, both in the downtown proper and surrounding areas. Existing styles of architectural design that would be considered acceptable include, but are not limited to, the following:

1. Colonial Revival:

The “Colonial Revival” style of architecture can be defined by the following general characteristics:

- Symmetrical facade
- Rectangular footprint

village of farmingdale

- 1-3 stories
- Gable or hip roof with narrow overhang
- Multi-pane double hung windows with shutters
- Centered entrance with pilasters and/or extended or prominent pediment
- Dormers, quoins at corners, dentils under eaves
- Siding in wood or composite clapboard or brick

2. Arts and Crafts:

The “Arts and Crafts” or “Craftsmen” architectural style is most closely depicted by the train station. This style of architecture can include:

- Low pitched or flat roofs
- Deep eaves with exposed rafters
- Decorative knee braces at eaves and pediments
- Asymmetrical facades
- Expressive trim
- 1-3 stories
- Double hung windows with multiple lights in upper sash and a single pane in lower sash
- Brick siding with soldier coursing at eaves and window heads

3. Italianate Revival:

The “Italianate Revival” is a turn of the century style of residential architecture was been modified and became the typical “Main Street America” commercial style of architecture. Its most notable identifying features include:

- 2-3 stories
- Low pitched roofs, predominately flat in commercial architecture
- Large decorative brackets beneath eaves
- Tall, narrow windows
- Arched or curved above windows
- Heavy pediments over doors and windows
- Brick or stucco



The Library Café: an excellent example of adaptive reuse, including signage, that respects the architectural heritage of the original historic building.



360 Main Street (former Farmingdale Movie Theater) is an excellent example of Art Deco architecture. While its adaptive reuse included an aluminum fenestration system, the building form and style remain mostly intact.



Downtown Farmingdale has several excellent historical buildings. This building on the northwest corner of Main Street and Conklin Avenue is an excellent example of the federal style.



Examples of new development that evokes traditional design without replicating styles of the past. New development in the downtown should employ elements of traditional proportioning, rhythm and the principles that contribute positively to streetwall unity and a strong, vibrant pedestrian environment.

4. Federal:

The “Federal” style of architecture developed in the latter decades of the 18th century. It is basically Georgian style with Adamesque enhancements. Identifying features include:

- Fan light over door (almost always rounded, rarely squared)
- Classical/Greek detailing of entryway
- Palladian windows
- Symmetrical as Georgian style
- Windows: double-hung sash

5. Queen Anne Stick:

An Eclectic style used predominately in residential architecture, although there are a few examples of “Queen Anne” style buildings along Main Street. It is a combination of the picturesque, romantic styles of 19th century. The style itself is based on "decorative excess" and variety. Identifying features include:

- Half-timbered and/or masonry construction
- Steeply pitched, irregular roof shapes
- Dominant, front-facing gable
- Patterned shingles
- Bay windows
- Decorative ornamentation
- Multiple gables and dormers

6. Art Deco:

Art Deco was the first popular style in the United States to break with the revivalist tradition represented by period houses. The style uses modern and artistic expression to complement the machine age, with an emphasis on the future rather than the past. The Art Deco Style is identified by the following:

- Smooth wall surfaces, often made of stucco, smooth-faced stone, or metal
- Polychromy, often with vivid colors
- Forms simplified and streamlined, with a vertical emphasis
- Geometric designs (zigzags, chevrons, towers, and other vertical projections)

village of farmingdale

- Encourage mixed-use buildings that place pedestrian-oriented uses on the ground floor, such as retail and restaurant uses. Professional offices, including medical and other personal service-oriented uses, should be accommodated on the second floor above a retail liner.
- Avoid box-like appearance through the provision of building offsets, projections, balconies, setbacks, and distinctive architectural elements, especially on corner buildings.
- Provide heavier-looking base through use of materials or rustication and lighter-looking upper stories for all building designs.
- Step building mass down when abutting (or in proximity to) lower-density residential uses.

Façade Treatment

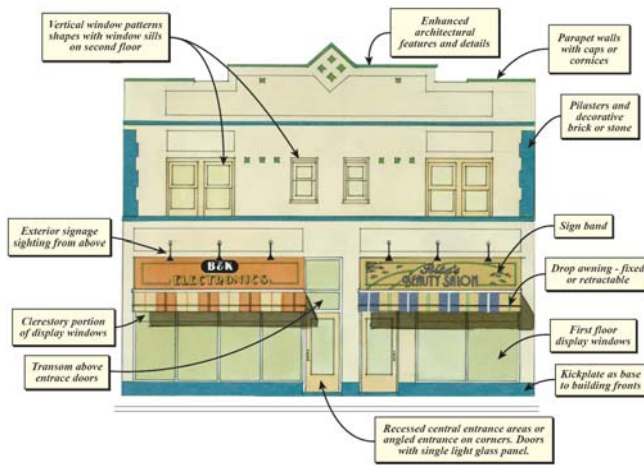
- Utilize traditional building materials such as brick, wood, or stucco (not synthetic) for façade treatments. Avoid excessive usage of glass in building facades, except in the case of window display areas as part of a traditionally proportion storefront.
- Incorporate traditional façade elements to create an active streetscape and interesting pedestrian experience.
- Any change to an existing storefront of a building should comply with the following:
 - Provide kick plate (knee wall) at storefront at a minimum height of 18-inches
 - Kick plate to be brick, stone, masonry, or concrete/stucco with ledge or sill to complement building style
 - All new glazing to be insulated and comply with New York State Energy Code
 - Use clear glass at street level; tinted glass is acceptable on upper stories, although is less preferred than clear glass
 - Maintain any recessed entryways to building
 - Any existing brick is to be repaired and maintained whenever structurally feasible
 - Any existing painted brick façade to be painted in colors as listed in the Village of Farmingdale Color Palette for façades



An example of higher density multifamily building "stepping down" to conform to the abutting lower density property. This simple strategy helps development fit better into the neighborhood.



Examples of new development that evokes traditional design without replicating styles of the past. New development in the downtown should employ elements of traditional proportioning, rhythm and the principles that contribute positively to streetwall unity and a strong, vibrant pedestrian environment.



Traditional Façade Elements:

- Kick plates as base to building fronts
- First floor display window (retail or other active use) with clerestory portion above display windows
- Recessed central entrance areas or angled areas on corners.
- Doors with single light glass panel with transom window above
- Sign bands
- Parapet walls with caps or cornices
- Vertical window patterns, shapes above first floor, with window sills
- Enhanced architectural features, including pilasters and decorative brick or stone elements
- Exterior sign lighting from above
- Awnings above display windows

- Avoid long uninterrupted walls on any elevations that front a public way: instead use wall offsets, projections and/or insets to create architectural variety.
- Window proportions should range from a 1:2 to a 3:5 ratio of width to height.
- Use consistent window styles along the exterior façade of a building.
- Upper level windows should mostly align with those on the lower level.
- Skylights may be used to increase daylight, but should be located to the rear of buildings or away from public view.
- Store windows, display units, canopies, awnings, sidewalks, benches, outdoor dining areas, and signage should face the primary public street so as to create an engaging pedestrian environment.
- Entryways to stores should front directly on to the street. Ideally, these should be inset slightly to provide a space for the door to open and shelter for patrons. Inset doorways also provide a textural quality to a building or storefront in various lighting conditions, adding a sense of rhythm to a building façade at the street level. Kick plates (or knee walls) below a storefront window should be no higher than three feet above grade.
- Encourage the use of canopies and awnings along storefronts where appropriate to shade the window area and serve as covered walkways for pedestrians. Awnings should be compatible in style and color with the structure on which they are located.
- Use fabric awnings to provide window shade and create an attractive pedestrian environment. Awnings constructed of fabric or canvas over a metal armature are preferred to other styles of awnings. Awnings may be stationary or retractable. Metallic or plastic materials (e.g., awnings with stretched fabric and interior lighting) are considered visually incompatible with downtown character.
- Main entryways (both front and rear) to the building should be visible from the street or public pathway or parking area. These should be clearly identifiable through the use of architectural detailing such as arches, canopies, porticos, overhangs, or moldings over the door. Main entrances to principal buildings should be highlighted through the use of canopies, porticos, planters, etc.

- Pedestrian-scaled lighting such as sconce wall lamps along pedestrian ways should be used to provide additional sidewalk lighting (especially for outdoor dining areas) and to compliment a building's façade. Generally, a traditional style of sconce lighting is preferred over modern style. Sconce lighting should match in style and color the lighting used to illuminate other exterior signage on the building.

Colors

- Use colors as provided in the Village of Farmingdale Color Palette (VFPC) or those that replicate the traditional architectural heritage of the building.
- Colors provided in the VFPC may not be used to change the original color of natural, used brick or unpainted masonry block. All brick structures presently maintaining a painted brick appearance will utilize the VFPC when applying for exterior painting enhancement.
- Any repainting of existing color is strictly prohibited without the approval of the ARB.

Roofing

- Gable roofs with a minimum pitch of 8/12 and eaves of at least one foot beyond the building wall should be used. Flat roofs, gambrel roofs, and mansard roofs do not blend with the preferred roof styles in downtown Farmingdale and are discouraged unless they are indicative of a preferred style of architecture.

Mechanical Equipment

- All mechanical equipment such as heating and air conditioning units should be placed in areas that have minimum visual and noise impacts on the street and adjacent properties, and should be adequately screened from direct public view with landscaping and/or screen walls.
- As much as possible, solid walls or other elements such as gates and fencing designed to screen mechanical equipment should be made to appear as extensions to the existing building.



The Village of Farmingdale Color Palette (VFPC). Numbers can be matched using Pantone Matching System.



These nicely designed gates screen refuse containers and present an attractive architectural appearance.

B. Multifamily Development

1. Site Design

Site design for mixed-use development in the downtown should seek to strengthen the overall built form of downtown by maintaining the street wall and placing higher building masses on important street corners. New development and new redevelopment should encourage an active pedestrian environment by locating less active uses above street level and by providing parking in the rear or underground.

- Encourage higher density development at key corners in the downtown such as the south- and northwest corners of Main Street and Conklin Street to help create an identifiable downtown center.

Orientation

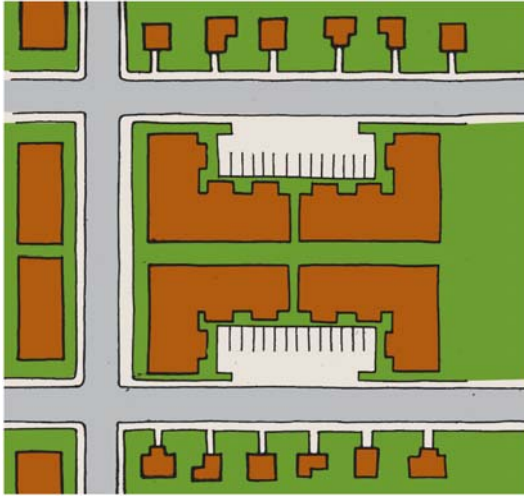
- Orient buildings to maximize views for occupants and preserve privacy while minimizing the visual impact of the building on existing viewsheds
- Orient buildings to maximize solar gain in the winter—use deciduous vegetation to shade in the summer.

Balconies/Open Sitting Areas

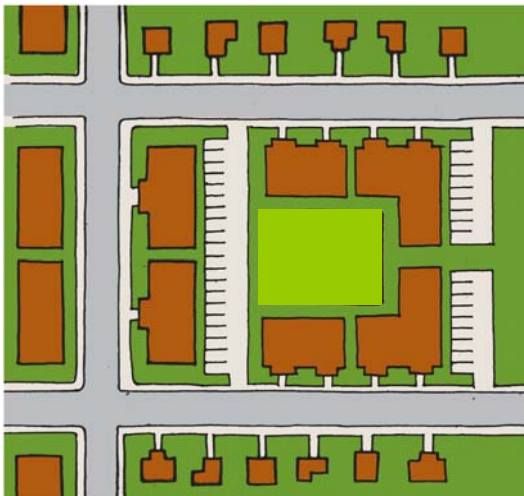
- Use balconies and open-air seating areas (porches, decks, etc.) to capitalize on existing scenic views wherever possible.
- Locate balconies above garages facing the street to add visual interest in the building design.

Driveways

- Driveways constructed traditional-looking block pavers or gravel are preferable to asphalt.
- Asphalt driveway areas should be kept to a minimum.



Multi-Family Parking located directly off the street (undesirable).



Multi-Family Parking separated into smaller more-accessible parking areas (desirable).

2. Building Design

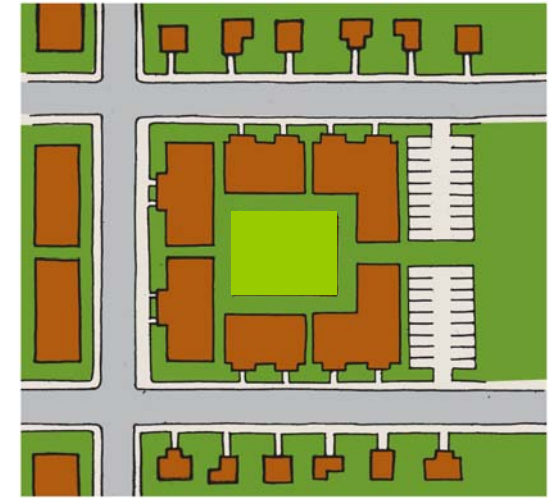
Multi-family residential buildings should possess architectural unity in terms of design and detail, and yet be compatible in scale with the overall existing character of the surrounding area. In general, new buildings should evoke the character of traditional buildings found in the area.

Bulk, Mass, and Scale

- Avoid box-like appearance through the provision of building offsets, projections, balconies and setbacks.
- Provide heavier-looking base with a lighter-looking upper stories for all building designs. This can be accomplished through architectural design and/or by the use of materials.
- Buildings, open space, and setbacks should be provided proportionately to the site.
- Gable roofs with a minimum pitch of 8/12 and eaves of at least one foot beyond the building wall should be used. Flat roofs do not blend with the preferred roof styles in downtown and are discouraged.
- Rooflines on hilltops, ridgelines and crests should be generally parallel to the slope to maintain the natural character of the topography.

Façade Treatment

- Provide entrances to the building or to individual units along the street. Secondary entrances should be provided in the rear near parking.
- Use dormers, cupolas, etc., to minimize the monotonous appearance of bulky structures along residential streetscapes.
- Use common design themes to treat the facades to create visual harmony among the diversity in the shapes and sizes of individual buildings.



Multi-Family Parking located to rear of development—still provides access to street (desirable).



Multi-Family Parking located internally on site between buildings (less desirable).



Examples of traditional "main street" multifamily development. All of these all feature main entrances on the street with parking either underneath or to the rear, traditional architectural styling, and high quality materials.

- Utilize traditional building materials such as fieldstone, brick, wood, or stucco (not synthetic) for façade treatment. Avoid excessive usage of glass in buildings that provide an urban appearance.
- Clearly define the main entrance to each building with the use of porches, steps or porticos — porches should be large enough for people to sit and utilize.
- Avoid long uninterrupted walls on the front elevation: instead include wall offsets, projections and/or changes in floor levels to create architectural variety.
- Windows should be consistent in style and range proportionately from 1:2 to 3:5 in ratio of width to height.
- Clear glass is preferred to smoked or reflective glass in window designs.
- Upper level windows should mostly align with those on the lower level.
- Where privacy is an issue, raise the sill height above the sight line from adjacent properties and from the sidewalk.
- Skylights may be used to increase daylight, but should be located to the rear of buildings or away from public view. They should not create visual impacts for neighboring properties
- Use colors that blend with the surrounding natural environment and surrounding traditional buildings

Mechanical Equipment

- All mechanical equipment such as heating and air conditioning units, and dumpsters should be screened from direct public view either through landscaping or by providing them in a separate structure, which appears as an extension to the principal building.
- Accessory buildings on site should be generally diminutive to the principal buildings on site. All accessory buildings on site must be compatible in color, texture, materials, and style with the principal building.

Multifamily buildings should minimize impact on surrounding properties

- Orient buildings to minimize intrusion of privacy of residents in adjacent buildings.
- Windows should not overlook the living areas of adjacent buildings.
- Use green buffers or parking areas with buffers to separate buildings from adjacent properties.
- Orient buildings to maximize view for occupants while minimizing the visual impact of the building on existing viewsheds.
- Orient buildings to maximize solar gain in the winter—use deciduous vegetation to shade in the summer.
- Incorporate upper level setbacks so that upper level windows in two adjacent buildings are at a sufficient distance from each other, thus blocking views.
- Windows overlooking central open spaces and children’s play areas are generally recommended.

3. Landscaping

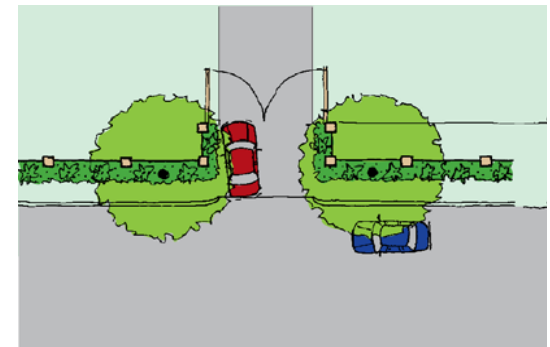
Landscaping should enhance new multifamily development and soften its impact on existing and adjacent buildings

Trees/Planting Material

- Wherever possible, preserve existing mature trees and natural vegetation on site that are in good and healthy condition and belong to a species that is long-lived.
- Use native and indigenous plant and tree species along the edges of properties to create buffers and to blend in with the natural environment.



An example of multi-family development that is appropriately scaled to adjacent single-family development. This development also places its parking in the rear, thus preserving the streetscape.



Effectively placed landscaping can softly define a property and enhance entryways.

- Use native and indigenous plant and tree species along internal pedestrian pathways and along the perimeter of multifamily development.
- Use urban tolerant species within paved parking areas.
- Utilize a variety of plant and tree material to create interest in landscape during all seasons of the year.
- Use plant material hardy in Plant Hardiness Zone 5 that is culturally suited for proposed locations.
- Select plants and trees that are easy to maintain and require low levels of maintenance.

Sidewalks/Pedestrian Walkways

- Provide pedestrian sidewalks with a grass median along the street perimeter of the multifamily development.
- Consider various pavement treatments for sidewalks such as unit pavers and other natural hard surfaces or concrete edged with granite.
- If fences are incorporated into site design, use fieldstone or natural indigenous stone walls up to a maximum of three feet high along site perimeters, as currently seen in most of the Town's residences. In some instances, especially where privacy is of concern, installation of high quality wood or recycled plastic fencing may be used.
- Use landscape buffers in addition to walls and/or fences to soften the visual impact between parking areas, commercial buildings, street frontages, and adjacent properties.

Location

- Conserve energy by planting deciduous trees on the western sides of buildings that allow sunshine through in the winter and provide shade in the summer.
- Buffer multi-family homes from adjacent uses through effectively placed

landscaping to minimize adverse impacts due to noise or traffic.

- Plant new trees to complement the existing streetscape.
- Wherever appropriate, cluster trees to define property edges, frame views from the street, and to help provide privacy between buildings and adjacent uses.
- Provide landscape in front and side yards of each unit on the ground level.
- Provide attractive and easy to maintain landscapes in central courtyards that add to the visual interest in the development.
- Use landscaping to create and define exterior spaces and to enhance the overall architecture of the site.
- Adequately screen parking areas from residents' windows and from public view from street.
- Enhance the entrance to the development through the use of landscape and adequately placed signage.

Open Spaces

- Use landscaping elements such as gazebos, trellises, benches, rocks, water fountains, raised planters, and decorative fieldstone or brick walls up to a maximum height of three feet within and around the central courtyards to create visual and social focus.
- Provide adequate lighting for open spaces without causing spillover on to adjacent properties.

Parking Lots

- The impact of parking areas should be minimized. One strategy involves dividing large parking areas into smaller, "mini" parking areas that are distributed conveniently around the site. These "mini" parking areas work well on the perimeter of the site because they allow for convenient store-specific parking and avoid creating large and unattractive parking lots.



An example of front-lit, carved wood signage for a multi-family residential development (desirable).

- When larger parking areas are used, place landscaped islands at regular intervals within the parking lots to soften visual impact.
- Larger perimeter islands (minimum of 10 feet wide) provide for better plant growth and should be used whenever possible.
- Provide pedestrian walkways from parking lots to the buildings.

Signage and Lighting

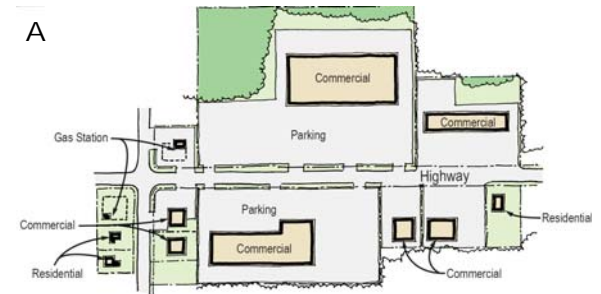
- Enhance entrances to the development through well-designed signage enhanced with landscaping.
- Front-lit carved wood and/or sandblasted, raised letter signs are preferable for their historical look and image.
- Signage lighting should be low-level and minimize glare—backlit and light-box signage are undesirable.
- Adequate lighting should be provided in parking lots to ensure the safety of residents. However, lighting that creates glare and has an adverse impact on neighboring properties should be strictly avoided.
- The use of pedestrian scale lighting should be used wherever appropriate and not exceed 10 to 15 feet in height. Ideally, lighting should be similar from one development to the next in the downtown area..
- Parking lot lighting should not exceed 20 feet in height and should not emit more light than is necessary to ensure the security of the property and the safety and welfare of the public.

C. Corridor Development

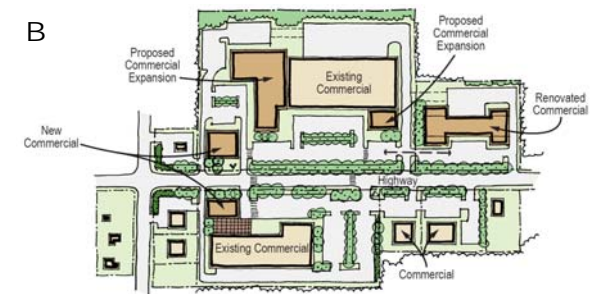
1. Site Design

General Considerations

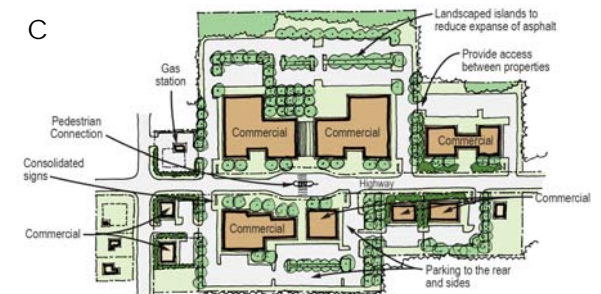
- Commercial properties should not replicate the existing typical form of existing commercial development, which has been identified as undesirable and incompatible with Newburgh's aesthetic and rural character (see Figure A). Rather, new commercial development should seek to place buildings closer to roadway frontages and place parking to the rear/side of buildings (see Figure C). Renovation of existing commercial shopping centers should seek to reduce minimize their visual impact by using landscaped buffers and new buildings along the roadway frontage (see Figure B).
- Minimize the impact of commercial properties upon surrounding residential properties by providing natural landscape buffers in addition to walls and/or fences to soften the visual impact between parking areas, commercial buildings, street frontages, and adjacent (especially residential) properties. In some instances, especially where privacy is of concern, installation of high quality wood or recycled plastic fencing may be used.
- The height of commercial properties should be limited to height of adjacent residential uses.
- Incorporate shared driveways and pedestrian access ways and common garbage disposal areas between two adjoining commercial sites in site design to extent practical.
- Site design should be based on the existing street geometry with consistent setbacks to define, create or maintain an existing street edge in commercial areas. If a desirable street edge exists, new development should conform to the dominant scale and setbacks observed in neighboring buildings.
- Where infill buildings are planned, the setbacks of the proposed buildings should be based on the existing street geometry with consistent setbacks to define, create or maintain the existing street edge in commercial areas. If a desirable street edge exists, new development should conform to the dominant scale and setbacks observed in neighboring buildings.



Typical (undesirable) Highway Commercial Development: multiple curb cut and parking along highway frontage.



An example of retrofitting Highway Commercial Development: new commercial spaces to break long buildings and add interest, landscaped buffers along roadway frontage, clearly demarcated pedestrian paths to provide pedestrian connection on different properties and reduce curb cuts.



Alternate Highway Commercial Development (recommended): buildings closer to roadway frontage, parking provided in the rear and side of buildings, landscaped buffers between highway and buildings and within parking areas, clearly demarcated pedestrian paths.

- Whenever practical, the use of stormwater from parking lots should be used to water plants within the parking islands and perimeter planting areas.
- Site drainage (stormwater) management systems should be designed to return as much run-off as possible to the natural environment and water table. Low impact design strategies include the use of detention ponds, swales and infiltration basin that store water quality volume before it is infiltrated into the ground.
- These detention/infiltration elements should be integral to the site design. For example, swales can also serve as green buffers where they are needed and ponds can provide an attractive landscaping focal point on a site.

Entrance/Exit Ways

- Entrance and exit ways into the site must be carefully designed so that they do not disturb the traffic movement on/off-site and are clearly visible to the on-going pedestrian and vehicular traffic.
- Use partial deep setbacks at vehicular entry points to the site to provide visual prominence and protect vehicular lines of sight for safety.
- Minimize the number of curb cuts and entrance and exit ways to the site as much as practical.

Sidewalks/Pedestrian Walkways

- Wherever practical, connect adjacent commercial establishments and surrounding neighborhoods through the provision of paved sidewalks.
- Where buildings are required to be setback from the street at a considerable distance, they should be connected to the street edge and transit locations by pedestrian walkways.
- Where pedestrian pathways cross internal vehicular routes, they should be distinguished by a change in paving material, color, and texture. Alternately, crosswalks may be raised slightly from the existing vehicular roadway and identified through striping for improved safety of the pedestrians.

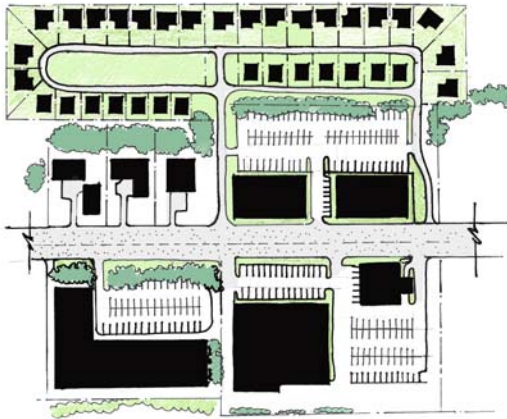
- Create a hierarchy of open spaces on large commercial sites through the provision of pedestrian walkways, plazas, outdoor sitting and dining areas.

Open Spaces

- Incorporate courtyards and open seating areas in site designs of commercial and neighborhood shopping centers. Well-designed and landscaped open areas appear welcoming, soften visual impact, and promote social interaction.
- Orient landscaped seating areas generally to the southern or western portions of the site and plant deciduous trees to allow sunshine through in the winter and provide shade in the summer.
- Wherever possible, orient seating areas towards interesting natural features such as views, stream corridors, etc.
- Encourage social interaction by furnishing open areas and pedestrian routes within commercial establishments with benches and trash receptacles.

Parking Lots

- Discourage parking areas in front of the buildings that have a negative impact on the streetscape. Instead, place parking to the side or rear yards of building that are effectively screened with landscape.
- The impact of parking areas should be minimized. One strategy involves dividing large parking areas into smaller, “mini” parking areas that are distributed conveniently around the site. These “mini” parking areas work well on the perimeter of the site because they allow for convenient store-specific parking and avoid creating large and unattractive parking lots.
- When larger parking areas are used, place landscaped islands at regular intervals within the parking lots to soften visual impact.
- Larger perimeter islands (minimum of 10 feet wide) provide for better plant growth and should be used whenever possible.



This proposal for the redevelopment/expansion of an existing commercial strip illustrates several important concepts: 1) parking is located to the rear of new retail establishments; 2) existing retail parking is set back from the roadway and is buffered by landscaping strips; 3) landscaping is used effectively to buffer parking/retail areas from existing residential uses; and 4) parking areas use shared entry/exits to the street thus minimizing curb cuts.

- Break up large expanses of parking lots into smaller modules and provide pedestrian walkways that link these to one another and to buildings on site.
- Large expanses of paved surfaces should be landscaped to soften visual impact and should incorporate pedestrian walkways and landscaped areas.
- Use landscaped buffers (minimum 10 feet wide) walls between highway/roadway frontages and buildings/parking areas and adjacent properties.
- Place commercial buildings at street corner locations to hold and develop corner street frontages—avoid placement of off-street surface parking on corner lots.
- Use urban tolerant tree species within paved parking areas.

Service Areas: Mechanical-Utilities/Storage/Garbage Disposal

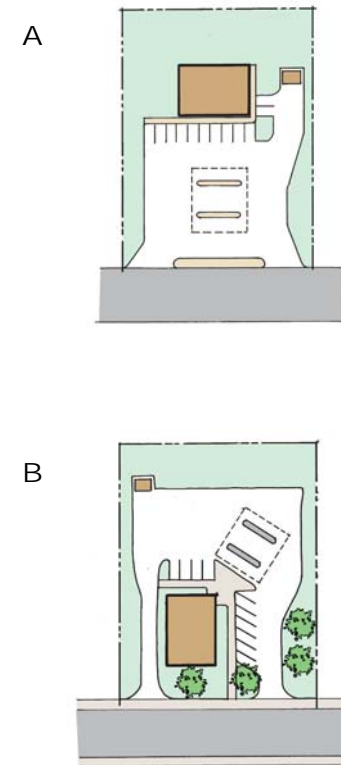
- Locate service, mechanical-utilities, storage, and garbage disposal areas away from direct public view and screen them effectively through landscaping and/or screen walls. Where feasible, service and garbage disposal areas should be grouped with service areas of adjoining buildings.
- All service areas and mechanical equipment should be placed in areas that will have the minimum visual and noise impacts on adjacent properties. These areas should be adequately screened from direct public view with landscaping and/or screen walls. Where site design allows, service and mechanical areas should be designed to appear as extensions of principal/existing buildings.
- If provided in accessory buildings on site, these should generally be diminutive in scale to the principal buildings on site. All accessory buildings should be compatible in color, texture, materials, and style with the principal building.
- Locate service, mechanical-utilities, storage, and garbage disposal areas away from main entry- and access-ways and outdoor sitting areas.
- Locate shopping cart storage areas within the principal building of use. Otherwise, storage should be provided in an enclosed area as an extension to the principal building.

Automobile-Oriented Commercial Development

- Drive-through lanes should be located in a manner that traffic in these lanes does not disturb the movement of pedestrians on site or block the movement of vehicular on/off-site traffic. These lanes should be adequately buffered adjacent sidewalks with planted from the screened to avoid a bleak looking appearance of the site.
- Incorporate traffic calming principles such as speed bumps, paving material change, and bump-outs into site designs of large commercial stores to ensure vehicular and pedestrian safety. Changing the grade and material of pedestrian crossings in parking areas can help calm on-site traffic speed while providing clearly identifiable pedestrian routes.
- Automobile-oriented establishments such as gas stations, drugstores and banks with drive-thru windows/ATMs should orient the building closer to the road and locate automobile-related activities such as parking and filling pumps to the rear of the building.
- Automobile-oriented uses such as gas stations, large convenience/grocery stores, banks and chain drugstores should not occupy corner lots unless they orient automobile-related activities to the rear of building and orient the principal building in a way that reinforces pedestrian access and street frontage activity.
- Consider existing and future-planned transit (bus) stops in commercial site design to allow for alternate means of access to the site.

Outdoor Sales/Display Areas

- Location of outdoor sales and display areas such as, firewood displays, ATMs, vending machines, news tracks, amusements, and seasonal sales, should be integrated with the overall site/building designs to avoid conflicts with parking, pedestrian and vehicular movement.
- Discourage the placement of free standing sales kiosks—instead integrate these uses into the design of existing or proposed buildings.



Two examples of filling station site design.

- A) *typical design that places automobile-oriented activities on the street frontage;*
- B) *A preferable site design that reinforces street and pedestrian activity by placing the building at the prominent location on the frontage.*



Not all chain stores must comply to a standard automobile-oriented package. These nationally recognized stores conformed to the local context, and contribute nicely to the local environment..

2. Building Design

One of the greatest community design challenges facing many smaller Long Island communities is how to create a pedestrian friendly streetscape, especially along roadways like Fulton Street that have long been given over to the automobile. The most identifiable features of the existing pattern of strip development that is often at odds with local community character and identity are the prescribed building and automobile-oriented site designs preferred by corporate franchises (regional, local, and national chains). While remarkable in their commercial efficiency, vehicular access and conveyance of corporate identity, such buildings contribute little to local identity and even less to the positive streetscapes so many communities desire. In response, many chains have begun to incorporate locally responsive design elements into their buildings, and have adjusted their site designs to strengthen local streetscapes. This has been accomplished in many cases to the satisfaction of both the local planning authorities and corporate interests. To this end, corporate franchises (regional, local, and national chains) such as automobile gas stations, fast food restaurants, banks, and grocery and convenience stores are encouraged to follow the design guidelines provided herein. Their objective is to ensure that future developments will be compatible with the Town's aesthetic and architectural character, and ensure faster site plan approvals. New commercial building designs should evoke the character existing traditional buildings in the surrounding area with respect to the following design elements:

Bulk, Mass and Scale of Structure

- New buildings should be proportionate in bulk, mass, and scale when compared with existing traditional buildings in the surrounding area.
- Create a clear distinction between a building's roof, body, and base to reduce the visual appearance of the building's mass. For instance, visually, the building mass of large retail stores could be broken into smaller elements by providing variation in rooflines and forms, using ground level arcades, wall offsets, projections, cornices, parapet designs, etc., that are consistent with the character of the adjacent buildings. This strategy will have minimal effect on useable footprint configuration that is important to retail operations.

- In general, the base of the building should appear heavier than the rest of the building—traditionally this has been accomplished through massing and careful material selection.
- A gradual transition in building height away from the street is desirable with taller buildings stepping down in height as they reach the sidewalk. Building should also step down in height in response to surrounding buildings.
- New additions made to existing buildings should be consistent in style and design as that of existing buildings.

Façade Treatment

- In general, it is not necessary to duplicate the designs of adjacent or surrounding buildings. Rather, use similar colors, textures, materials, and other façade articulation techniques to enable new development to blend in with existing buildings.
- Building façades along the corridor should be articulated to reduce the massive scale and the uniform, impersonal appearances of larger buildings and provide visual interest that will be consistent with the community's identity character, and scale.
- Buildings should include architectural features and patterns that provide visual interests, at the scale of the pedestrian, reduce massive aesthetic effects, and recognize local character. Larger buildings such as big-box retail should use repeating architectural elements in the façade that act as visual rhythms and balance the scale of the building. For larger buildings, including shopping centers, use architectural elements such as cornices, dormers, cupolas, etc., to create a unified historic image to the commercial area.
- Buildings with façades over 100 feet in linear length shall incorporate wall projections or recesses a minimum of 3 foot depth and a minimum of 20 contiguous feet within each 100 feet of facade length and shall extend over 20% of the facade. Developments shall use animating features such as arcades, display windows, entry areas, or awnings along at least 60% of the facade.
- Building facades shall include a repeating pattern that shall include no less than three of the elements listed below. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or



This Hess gas station located in Dutchess County is an example of a national chain incorporating locally responsive design elements into its building (desirable). The site is also attractively landscaped.



The Village has a number of chain-strip types of developments that includes gas stations, restaurants and convenience retailers. This type of development characterized by designs that are unresponsive to local architectural and aesthetic context is not compatible with the Village's aesthetic vision.

vertically, and should be integral parts of the building fabric, and not superficially applied trim or graphics, or paint.

- Color change
- Texture change
- Material module change
- Expression of architectural or structural bay through a change in plane of no less than 12 inches in width, such as an offset, reveal, or projecting rib

- The street level facade of commercial establishments shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 60 percent of the horizontal length of the building facade. Windows shall be recessed and should include visually prominent sills, shutters, or other such forms of framing.
- Drive-through windows should be coordinated with the architectural character of the principal building so as to create a unified building design.
- Utilize traditional building materials such as brick, wood, or stucco for façade treatment. Façade treatments for new buildings should be consistent with those of traditional buildings in the area. Avoid excessive usage of glass in buildings that provides an urban appearance.
- Predominant exterior building materials as well as accents should not include the following: Smooth-faced concrete block, Tilt-up concrete panels, Pre-fabricated steel panels.
- Use colors as provided in the Village of Farmingdale Color Palette (VFCP) or those that replicate the traditional architectural heritage of the building or those that blend with the surrounding natural environment and/or surrounding traditional buildings. Avoid the use of high intensity colors and/or metallic or fluorescent colors.

Roofing

- Variations in roof lines should be used to add interest to, and reduce the massive scale of large buildings. Roof features should compliment the character of adjoining neighborhoods.



(Above and below) An example of a national chain building that responds positively to the local context..



- Parapets, mansard roofs, gable roofs, hip roofs, or dormers shall be used to conceal flat roofs and roof top equipment from public view.
- Flat (shed) roofs are permitted only as secondary roofs to ancillary structures of a building.

Pedestrian Entryways

- Entryway design elements and variations should give orientation and aesthetically pleasing character to the building. Each principal building on a site shall have clearly defined, highly visible customer entrances featuring no less than three of the following:
 - Canopies or porticos
 - Overhangs
 - Recesses/projections
 - Arcades
 - Raised corniced parapets over the door
 - Peaked roof forms
 - Arches
 - Outdoor patios
 - 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 places for sitting

Mechanical Equipment

- All roof top mechanical equipment such as air conditioning and heating units must be screened from direct public view either by building parapet walls on all sides or through an alternate means of effective screening.
- As much as possible, screens should be made to appear as an extension to the existing building.



This example of "big-box" development illustrates several important concepts for corridor design: 1) parking is provided in the front and sides of the store; 2) the building provides pedestrian friendly environment with interesting gathering focal point with adjacent green space; 3) rooflines are varied and utilize interesting architectural features such as a cupola; and 4) the building employs high quality textured materials and repeating architectural elements to create interest and rhythm in the architecture..



An exceptionally well designed refuse enclosure and parking lot in a typical corridor residential development.



Landscaped walkways should be provided to make walking through parking areas safer and more pleasant. Changes in surface texture, such as concrete, should be used to distinguish these walkways from the asphalt of the parking lot.



This photograph illustrates how even a standard strip-mall parking lot can be improved with attractive landscaping and defined pedestrian paths.

3. Landscaping

Provide landscaping as an essential component in the overall design concept of commercial sites

Trees/Planting Material

- Whenever practical, preserve existing mature trees and natural vegetation on site that are in good and healthy condition.
- Use native and indigenous plant and tree species along the edges of properties to create buffers and to blend in with the natural environment and adjacent properties.
- Use native and indigenous plant and tree species along internal pedestrian pathways and along the perimeter of multifamily development.
- Use urban tolerant species within paved parking areas.
- Utilize a variety of plant and tree material to create interest in landscape during all seasons of the year.
- Select plants and trees that are easy to maintain and require low levels of maintenance.
- Proposed landscaping should blend with the character of existing landscape in adjoining areas of the site in terms of materials used, colors, textures, etc., to provide a visual continuity along the street frontage. However, the use of a variety of planting materials is encouraged within the site to create variety and interest.

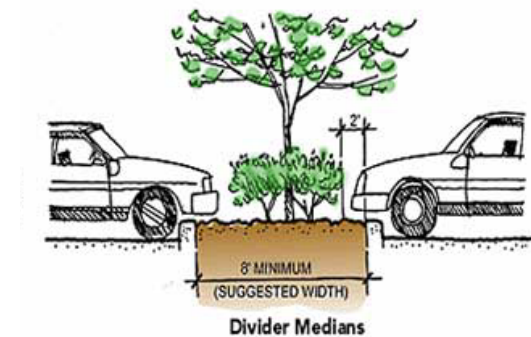
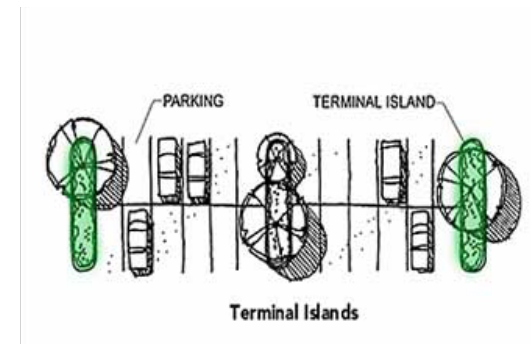
Sidewalks/Pedestrian Walkways

- Provide pedestrian sidewalks with a grass median along the street perimeter of the development.
- Consider use of various pavement treatments for sidewalks such as unit pavers and other natural hard surfaces or concrete edged with granite.

- If fences are to be incorporated in site design, use high quality materials and use trees and landscaping to provide additional screening.
- Use landscape buffers in addition to walls and/or fences to soften the visual impact between parking areas, commercial buildings, street frontages, and adjacent properties.

Location

- Plant deciduous trees on the western sides of buildings that allow sunshine through in the winter and provide shade in the summer.
- Buffer commercial development from adjacent uses through effectively placed landscaping to minimize adverse impacts due to noise or traffic.
- Plant new trees that complements the existing streetscape.
- Wherever appropriate, cluster trees to define property edges, frame views from the street, and to help provide privacy between buildings and adjacent uses.
- Landscaping should be provided around all commercial buildings to soften the visual impact.
- Provide attractive and easy to maintain landscapes in central courtyards that add visual interest.
- Use landscaping to create and define exterior spaces and to enhance the overall architecture of the site.
- Adequately screen parking areas from adjacent properties and from public view from street.
- Enhance entrances through the use of landscape and adequately placed signage.
- Use raised planters against the outer walls of commercial structures, especially at windows and entrances, to emphasize access into buildings.



Parking areas can be designed to be more attractive and environmentally sensitive. Dividers and medians can be used to catch and filter hard surface run-off.



An example of a well designed parking area with attractive landscaping.



An example of a well designed multi-tenant commercial signage with landscaping and fieldstone wall.

Signage and Lighting

- The use of pedestrian scale lighting should be used wherever appropriate and not exceed 10 to 15 feet in height. Ideally, lighting should be similar from one development to the next in the downtown area.
- Parking lot lighting should not exceed 20 feet in height and should not emit more light than is necessary to ensure the security of the property and the safety and welfare of the public.
- Lighting that creates glare and has an adverse impact on neighboring properties should be strictly avoided.
- Enhance entrances to the development through well-designed signage that is attractively landscaped.
- Front-lit carved wood and/or sandblasted, raised letter signs are preferable for their historical look and image.
- Signage lighting should be low-level and minimize glare—backlit and light-box signage are undesirable.
- Marquee signs listing multiple tenants of a commercial establishment should be avoided—these tend to cater to fast-moving traffic and are often poorly maintained and/or landscaped, and are generally incompatible with the aesthetic character of downtown.
- Coordinate signage with landscaping at storefronts to create an inviting appearance for the on-going pedestrian and vehicular traffic.
- Minimize the number and size of signs to avoid visual clutter.

Site Furniture

- Site furniture such as bicycle racks, trash and cigarette receptacles, newspaper kiosks, and benches should be provided wherever appropriate.
- Place site furniture in locations where people are intended to gather such as small open spaces and seating areas.
- The design and style of the site furniture should be compatible with the Village's architectural character. In general, site furniture made of plastic or metallic benches should be avoided, as they do not complement the Village's architectural quality.



This traditional downtown streetscape exhibits many of the elements that are desirable in downtown Farmingdale. Store facades employ a traditional architectural vocabulary, including inset entrance ways, kick plates below display windows, and the color palette is tastefully composed. Signage is minimally presented and set within a formal sign band above store display windows and hanging signs are appropriately sized so as not to compete with primary signage. The walkway is attractively illuminated with traditional looking wall sconce lighting and other amenities, including planters and outdoor seating areas.



Stretched fabric (internally illuminated) awning signs such as this are incompatible with creating an attractive small downtown environment. This sign detracts from an otherwise attractive brick building. Also, this sign provides unnecessary information by repeating the store name and is visually unappealing. These types of awning signs should be discouraged along Main Street.

D. Commercial Signage in Downtown

This section provides general design guidelines for commercial signage in the downtown area. The intention is to improve signage so that it will be more consistent with Farmingdale's historic character and to reduce visual clutter, celebrate buildings' architectural character, and to create a more unified Main Street appearance. Generally, this means that signage should be placed so as to accentuate a building's architectural character, and that effort should be made to align signs and their features along the block to help unify the street visually. The guidelines do not discourage individual retail expression, but rather allow for purposeful differentiation to occur within acceptable parameters.

Signage

- Signs should be designed and placed to accentuate a building's architectural features and be compatible with surrounding buildings.
- Generally, minimize the number and size of signs to avoid visual clutter. Groups of related signs should express uniformity and create a harmonious appearance.
- Position signs to emphasize special architectural features or details of the façade or building, to draw attention to the shop entrance, or to emphasize display windows. Sign panels and graphics should relate to and accentuate rather than obscure or detract from a building's architectural character and should be in proportion to a building's architectural features.
- In general, signs should be mounted in a sign band located above the retail display window area as part of a traditional storefront architectural vocabulary (see page 24). Signs should align with other signs on the block as far as is practicable to maintain or improve the existing pattern of horizontal and vertical facade features along Main Street.
- Supplementary carved wood hanging signs on brackets are encouraged in the downtown. The bottom of hanging signs should be no lower than the bottom of the tenant's primary signage on the sign band.
- Front-lit carved wood and/or sandblasted, raised letter signs are preferable for their

historical look and image—backlit and light-box signage are prohibited.

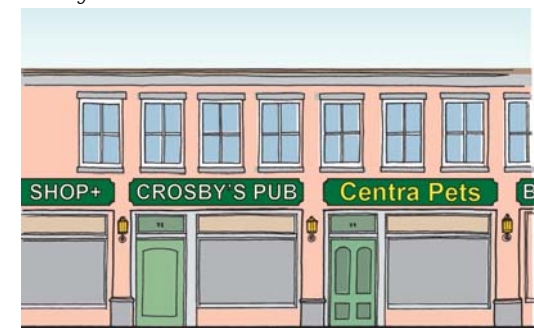
- Stretched fabric (internally illuminated) awning signs are discouraged in downtown as they are incompatible with creating an attractive small downtown environment and tend to detract from a building's architectural character.
- A sign's layout should be orderly and its graphics should be comprised of simple shapes, such as rectangles, circles or ovals.
- Lettering styles should be proportioned, simple, and easy to read. Signs should carry a single primary message such as the name of the business.
- In most instances, a simple typeface is preferred over an overly ornate type style. The number of type styles should be limited to two per sign. As a general rule, the letter forms and graphics should occupy not more than 75% of the total sign panel.
- Corporate logos shall be permitted so long as they occupy not more than 25% of the total area designated for text on a sign panel.
- The number of colors used should be the minimum consistent with the design of the sign and building. Signage should incorporate and follow the VFCP (shown on page 25).
- Sign materials should be durable and easy to maintain. Appropriate sign materials include 100% rot-resistant, high density urethane synthetic sign face with gold-leaf lettering; painted or carved wood; carved wooden letters; epoxy letters; galvanized sheet metal; slate, marble, or sandstone; gold leaf; gilt, painted, stained, or sandblasted glass; clear and colored acrylic; neon; or stained glass. Internally illuminated dome awning signage is prohibited.
- Marquee signs listing multiple tenants of a commercial establishment should be avoided—these tend to cater to fast-moving traffic and are often poorly maintained and/or landscaped, and are generally incompatible with the aesthetic character of the downtown.
- Signs may be illuminated or non-illuminated. Illuminated signage should use lighting forms consistent with the traditional character of downtown. This includes exterior



Two appropriate (but different) signage programs in downtown Farmingdale. The Library Café offers one of the best examples of traditional commercial signage, while Croxley's Ales presents a fine example of neon signage. In both examples, signage is well designed, constructed of attractive and durable materials and is placed to compliment the building's architecture.



This arrangement of signs hides building elements and creates an image of visual clutter.



These signs located within a sign band work harmoniously with the architecture and create a more orderly and traditional appearance for a small downtown.

design guidelines



300 Main Street—Before and After: The installation of new signage, gooseneck lighting, and traditional awnings exemplifies an appropriate signage program for downtown Farmingdale.



Neon signage comes in many shapes and styles. If designed well, neon signs can be very attractive and can lend an element of excitement to a small downtown.



LED illuminated sign, including scrolling window signs, present an inappropriate appearance and are prohibited in the downtown.

gooseneck lighting from above or the side of the sign and secured to building wall, façade, or soffit face.

- Illumination should be appropriate to the character of the sign and surroundings; the background should be opaque. The area, brilliance, character, degree, density, intensity, location and type of illumination should be the minimum necessary to illuminate the sign and/or provide for the security of the property and the safety and welfare of the public.
- Exterior neon signage is encouraged in the downtown if it is well designed and is placed so as to compliment and accentuate a building's façade.
- Window signs are generally discouraged. If used, however, there should be no more than one sign per window and a maximum of two signs per location. The area of a window sign should be no greater than 25% of the total window area. Signage graphics should be of professional quality, rather than handwritten.
- Illuminated, flashing or scrolling, LED window signs are strongly discouraged as they are considered incompatible with the aesthetic character of the downtown.

village of farmingdale

Signage Along the Fulton Street Corridor

While the environment along Fulton Street in downtown is more automobile-oriented than Main Street, the signage design guidelines previously presented would still apply to Fulton Street area. For example, signage materials and illumination strategies previously mentioned are applicable, as are signage styling and placement on a building. There may be more need along Fulton Street for freestanding signage and signage that identifies multiple tenants. This section provides general design guidelines for commercial signage along Fulton Street in the downtown area.

- Freestanding signs should be traditional in character and set upon a formal base, preferably brick, enhanced by landscaping.
- Freestanding signs should be externally illuminated and be appropriate to the character of the sign and surroundings; the background shall be opaque. The area, brilliance, character, degree, density, intensity, location and type of illumination should be the minimum necessary to provide for illumination of the sign.
- Generally, minimize the number and size of signs to avoid visual clutter. Groups of related signs should express uniformity and create a harmonious appearance.
- Marquee signs listing multiple tenants of a commercial establishment should be avoided—these tend to cater to fast-moving traffic and are often poorly maintained and/or landscaped, and are generally incompatible with the aesthetic character of downtown. If a sign directory is required, the sign should contain no promotional advertising.
- Coordinate signage with landscaping at parking entrances to create an inviting appearance for the on-going pedestrian and vehicular traffic.
- The developer shall provide signage guidelines for each commercial development along with drawings that illustrate the quantity of signage allocated in square feet for each retail use and building. The guidelines for the development will include color, type of sign maximum square footage for each sign, and national chain entitlements.



Two examples of undesirable commercial signage: A) Internally illuminated, multi-tenant pylon sign, B) Internally illuminated pole sign with programmable LED marquee.



An example of a more desirable form of multi-tenant commercial signage with landscaping. This would be appropriate along Fulton Street corridor.



Backlit and lightbox signage is an undesirable form of signage. This example has no landscaping to soften its impact.

design guidelines

village of farmingdale

IV. Photo and Design Credits

Some graphics and concepts presented in this document were referenced from the following sources:

www.wottontarpaving.co.uk

www.i5design.com

www.edis.ifas.ufl.edu

www.codepublishing.com/wa/PortTownsend

www.ulrichsigns.com

www.townoftruckee.com

www.sustainablog.blogspot.com

www.faulkner.edu

www.walmartfacts.com

www.static.flickr.com

www.naparstek.com

www.troyfence.com

www.hsfencewi.com

www.hernandezfence.com

www.gatewayfencing.com

www.2.bp.blogspot.com

www.interiortech.com

www.ci.farmington-hills.mi.us

www.evergreenofjohnsoncity.com

www.dillinvestments.com

www.signprofessionals.com

www.signsofallkinds.com

www.cyburbia.org

www.fullyarticulated.typepad.com

www.cadescopeplanning.com

www.gscplanning.com

www.hillsborough.net

www.harborfence.com

www.covrit.com

www.seminolewalls.com

www.cedargrovefence.com

www.michiganmainstreetcenter.com
