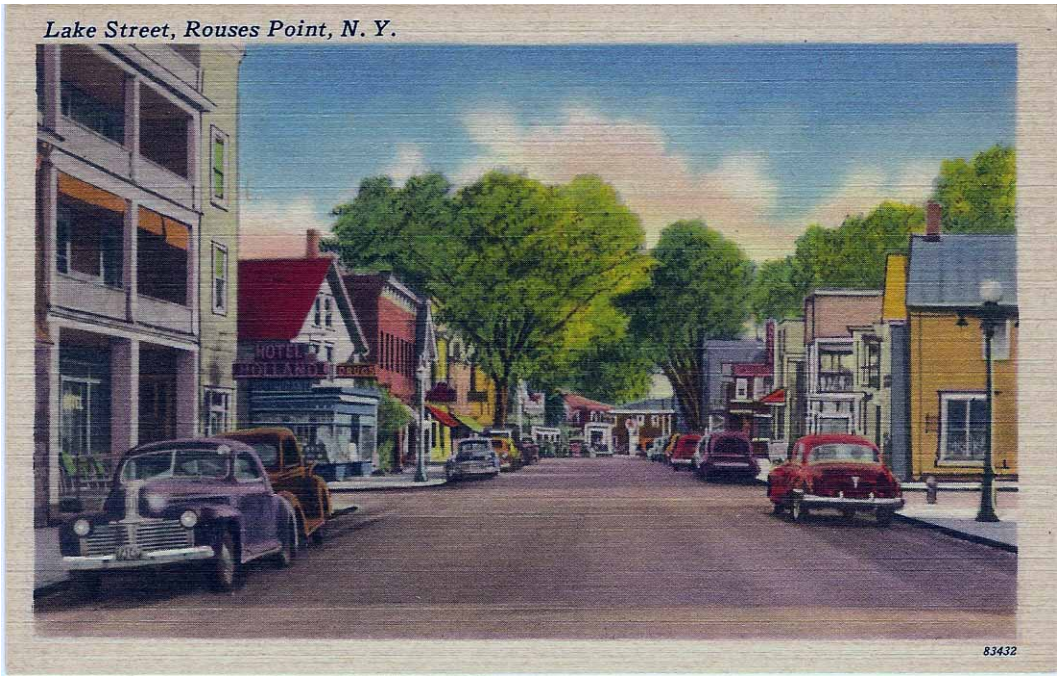
Design Guidelines

for

Building Facades
Site Development
and the
Downtown Streetscape



Prepared for:
Village of Rouses Point
Clinton County, New York

Prepared with funding from:
NYS Department of State
Division of Coastal Resources &
Quality Communities Program

June 2006

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This document was prepared for the Village of Rouses Point with funds provided by the New York State Department of State Division of Coastal Resources under Title 11 of the Environmental Protection Fund and the New York State Quality Communities Program.

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Overview and Purpose

The Village of Rouses Point is seeking to improve the appearance and functionality of downtown by encouraging building renovation and development that enhances the overall character of the community. One way to accomplish this is to apply consistent building and site development guidelines to proposed renovation and development projects in the downtown. The goal is a pedestrian-friendly and attractive downtown setting that will benefit business and property owners. Providing appealing places for the community to interact and conduct business will increase property values and will have the cumulative effect of encouraging new business to locate in downtown Rouses Point.

These design guidelines are a supplement to the Village of Rouses Point zoning ordinance. This document establishes site and building facade design standards to be applied downtown. These guidelines apply to all Village-designated Commercial and Mixed-Use zones. The zoning ordinance puts forth specific use and dimensional requirements for parcels within these zones. Unlike the requirements of the zoning ordinance, the design guidelines are not mandated but strongly suggested for use in the development of projects. The cumulative benefit to downtown and the community as a whole will increase exponentially as more projects adhere to these guidelines.

The guidelines are organized into three sections. Section 1 provides building facade renovation guidelines that relate to the street-side appearance of the structure. These guidelines apply to both new construction and renovation projects. Section 2 provides site development recommendations for the overall configuration of the proposed project on the parcel and the placement of the related site components. Site components include items such as buildings, walkways, vehicle circulation and parking, landscaping, and lighting. These are the project elements that are evaluated when bringing forth an application for a Special Use Permit review. Section 3 sets forth guidelines for streetscapes. These apply to renovations or reconstruction of existing roads and new street construction.

These guidelines provide an overview of the design features associated with development projects. The goals of the individual project owners and specific site issues will dictate the final design. To this end, it is recommended that a design professional be consulted to address specific details of the project. Consider consulting with an architect or qualified carpenter for building-related design concerns, and a landscape architect for site-related planning issues.

Figure 1 — Lake Street

Village Setting

The character of the Village of Rouses Point's downtown is defined largely by the architectural style of the buildings, their size and placement, the streetscape and its various components, the road width and travel speed, the overall scale of the setting, and its walkability. However, people are the most important element which sustains and breathes life into downtown. If people are not present on the streets and in the shops, then the downtown will not succeed, regardless of how attractive the setting is.

The Village of Rouses Point's downtown has a traditional "Main Street" character, similar to other villages in New York and New England. The Village's Main Street setting is authentic, comprised for the most part of original turn of the century two-story buildings. A traditional turn of the century Main Street is visually defined by buildings located adjacent to the sidewalks and near the street. The vertical elements and human scale of the building-to-street relationship creates a comfortable pedestrian environment by providing a sense of shelter for pedestrians. This is the downtown character found along sections of Lake Street, as well as Montgomery, State, Pratt, and Chapman Street. The intent of the design guidelines is to promote the preservation of this traditional streetscape.

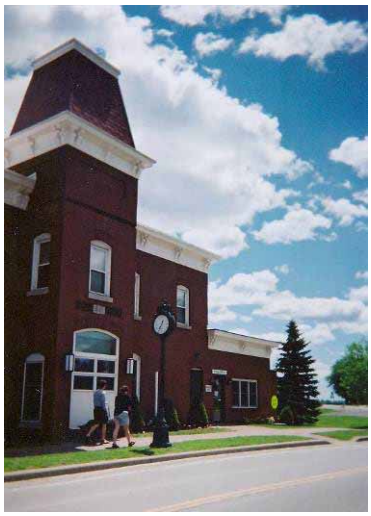


Figure 2 — Village Hall (Italianate style)

Although many of the downtown buildings have been modernized, Rouses Point still has several intact historical buildings. The dominant architectural styles are Late Victorian and early 20th century Italianate. The highlights of these architectural styles, which followed one another in the architectural time line, are heavy eave brackets, a vertical building mass, a shallow roof pitch, and masonry and/or stick construction. The Village Hall, situated at the southern end of downtown, is an example of a building with this original character intact. This structure is true to its original Italianate architectural style, with only a few facade modifications having been made over the years. These Building Facade Guidelines are intended to assist in retaining the character of the identified architectural period styles.

As with other turn of the century downtowns, some historic buildings have been modernized or lost to fire. The newer building construction, for the most part, has no prominent architectural style. The architectural style of some older buildings has been diluted by the addition of manufactured siding, masonry unit construction (bricks and blocks), and the covering or reconfiguring of original windows. These guidelines are intended to provide assistance in restoring the original character to buildings that have been modernized, and to evoke this character in new construction.

The majority of the downtown buildings are two-story structures, with commercial uses on the first floor and residential uses on the second story. Another prominent building type is the Victorian vernacular stick built single family house, and larger-scaled civic buildings of various architectural styles representing different periods of construction. Commercial buildings from several eras located downtown include offices (the Myer's Building), lodging, and marine facilities.

Figure 3 — 74 Lake Street (the Myer's Building—Italianate-influenced, contemporary construction)

Building Facade Guidelines

These building facade guidelines are intended to ensure that, as new buildings are proposed and existing buildings are renovated, the completed efforts result in a positive contribution to the overall downtown setting. For the majority of projects, this will involve renovating an existing building. These guidelines address issues common to renovation projects for downtown buildings, especially concerning facades elements such as windows, entrances, signs, awnings, exterior siding, and other materials.

Proposed projects may involve new construction. It is not the intent of these guidelines to establish rigid rules for selecting an architectural style. Choosing an architectural style for new buildings is secondary to designing a structure that fits into the surrounding site context as well as the community setting. The following guidelines identify the types of building features that are compatible with the character of downtown Rouses Point. The driving factor for the development of new buildings should be high-quality contextual design, executed with building materials that will stand the test of time.

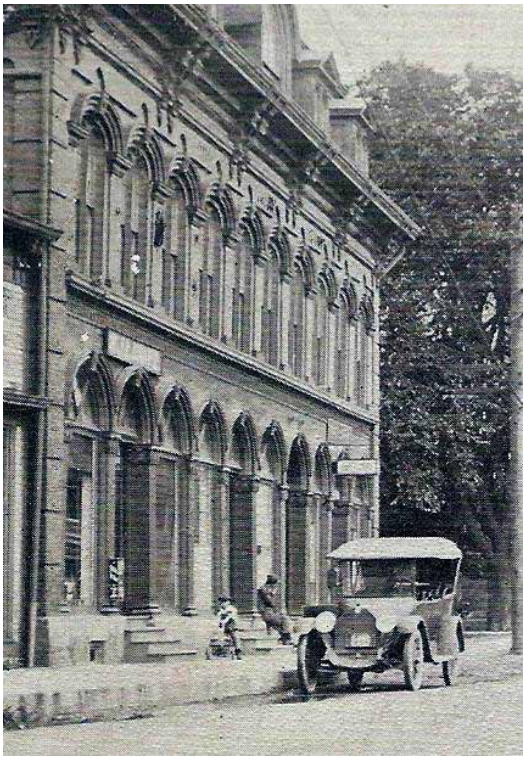


Figure 4 — Old Post Office Building (Italianate style)

Figure 5 — Existing Downtown Architecture (92 Lake Street, stick-style)

Planning a Facade Renovation

One goal of a building renovation project is to create a building facade that is compatible with the existing building architecture and character of downtown. This will pose a challenge for contemporary structures, which may have been designed with an aesthetic style that is incompatible with the historic downtown character. Similarly, older structures may have been designed for a different purpose than those needed today. Previous renovations may have covered or removed the window, entrance, and finish details of the building. In most cases, aesthetic quality may have been compromised. Left unchecked, these individual flaws can multiply and eventually decay the character of the entire downtown.

Figure 6 — The current condition of the Calgah Building at 111 Lake Street. The façade is incompatible with the downtown setting.

The focus of the guidelines which follow is the building exterior and the facade(s) that face the street.

The first step in a facade renovation project is to determine the appropriate design for the building in terms of the needs of the business, the condition of the building, and the context of the structure within the community. Answering the following questions should provide an idea of the appropriate facade treatment:

1. What appreciation does the community have for the architectural heritage of this particular building? Rouses Point is a small village where each building plays an important role in the downtown character. Some structures are more prominent, such as those located at road intersections, or of particular historic significance to the village.
2. What is the overall budget for this renovation? Will the renovation occur in one or multiple phases?
3. Can the original architectural style of the building be determined?
4. What is the condition of the building? Do original details still exist, perhaps covered by siding added at a later date?
5. What was the original purpose of the building? Was it designed to be a commercial building, or was it originally a residence?
6. For what goods and services was the storefront originally designed?
7. What is the current purpose of the storefront? What image does it need to convey?

Figure 7 — An example a façade renovation of the Calgah Building that fits with surrounding architectural styles. This example could be the result of a phased renovation project.

Addressing these questions may clarify whether the effort should be expended to uncover and/or replicate historic details, or to design and construct a new facade that complements the design of the building. In some cases, restoring original details can be as simple as removing modern siding and replacing windows at the intended size and style. If the original details are missing, compromised, or indiscernible, researching old photos of the building, with the assistance of the Village Historian, can provide accurate information and generate design ideas. Historic photos can provide further understanding to the original use and function of the building. An exact replication of the buildings original facade may be unrealistic to achieve, not financially feasible, or not desirable; however, historic photos can provide guidance for overall facade design and details.

Commercial Facade Organization

In some cases on Lake Street, the façade renovation will be on a building that was historically used as a commercial business. These guidelines discuss how the elements of these facades are organized.

Facades consist of windows, entrances, architectural details, siding, building materials, and amenities such as signs and lights. Each element plays an important role in the composition of a successful storefront. The proportion of these elements should closely match the original design intent of the building, even if the individual features are modern. For instance, many older commercial buildings had large, plate glass windows which were situated between the kick plate and clerestory (see Figure 10). However, newer additions may have altered the size or location of these windows. When these new additions are out of proportion with the original design, the resulting conflict may make the building less attractive.

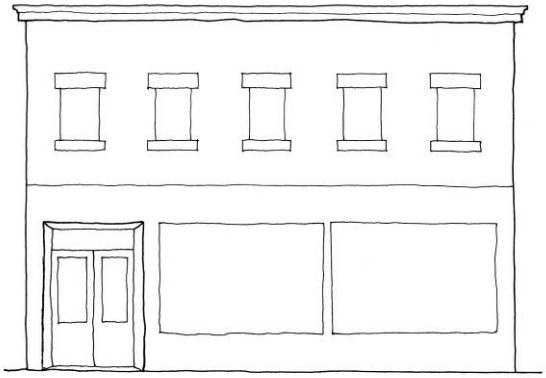


Figure 8 — This façade has excessively large windows on the ground floor. The proportion of the windows does not complement the upper story windows or the door of the period style building.

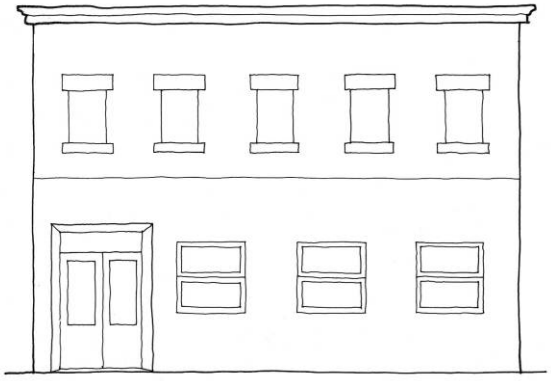


Figure 9 — The windows on the ground floor are too small. The shape and style of these windows are not in keeping with the building style.

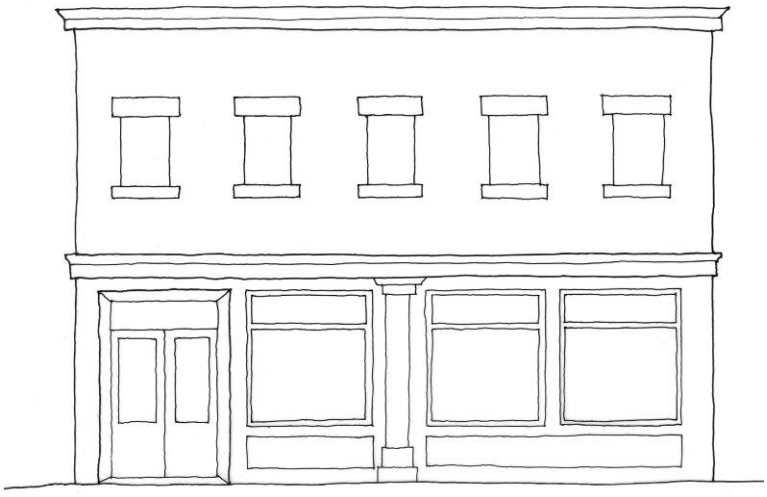


Figure 10 — Correct façade proportions. Ground-floor windows and door match the shape and style of the second-floor windows. The large pane is as big as two upper story windows. The height of the doorway aligns with the top of the window frames.

Residential and Civic Buildings

In some cases, the renovation may be to fit the needs of a commercial business into a residential or civic building. This presents a different set of challenges for the facade renovation. The facades of these structures do not have an original design intent to match the current use; for instance, the front door and windows may be smaller-scaled than buildings designed for displaying merchandise. In this case, determine whether the business or service could benefit from a converted residential- or civic-style storefront, or whether a new, commercial facade should be added. Converted residential facades feature smaller windows, which decreases display area for merchandise. However, they offer a more intimate scale that might be a good fit for certain business types, such as:

- Small gift stores and boutiques
- Bed and Breakfast lodging
- Cafes and restaurants
- Services than include medical, real estate, or general office
- Antique shop
- Banks

The illustrations present two equally valid ideas for renovating the facade of a converted residential building. Figure 13 preserves the original architecture of the building, while Figure 14 retrofits a commercial storefront. Creating a new commercial storefront where none previously existed requires a well thought-out design so that the proposed facade elements complement the overall design of the building.

Figure 13 — An original, well-proportioned façade with residential-scale windows, columns, and canopied entrance.

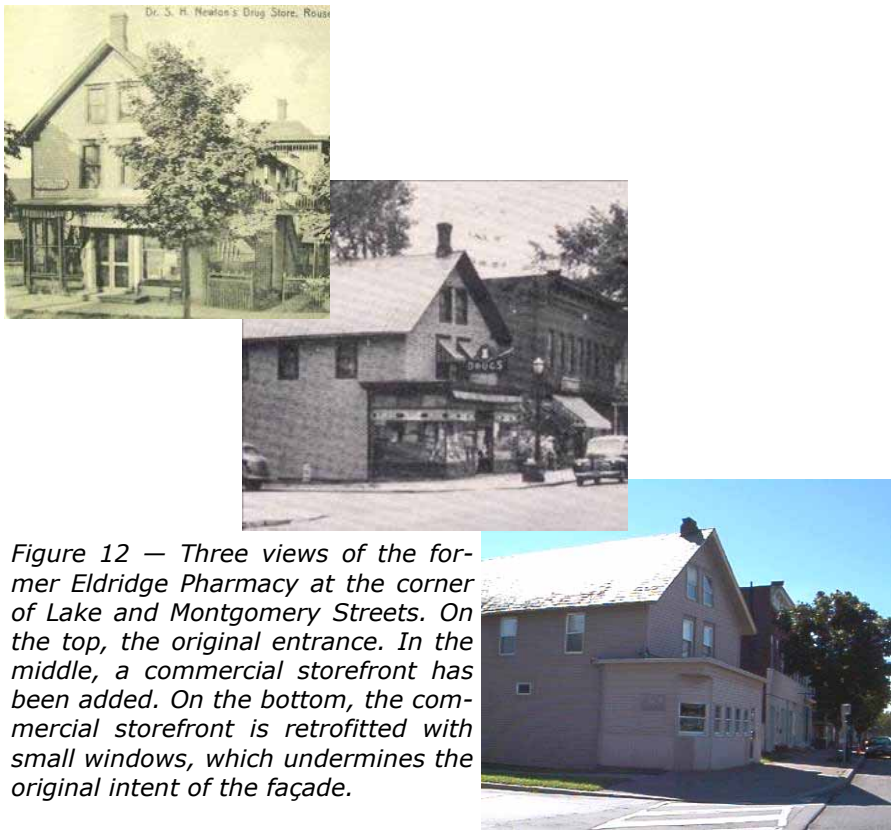


Figure 12 — Three views of the former Eldridge Pharmacy at the corner of Lake and Montgomery Streets. On the top, the original entrance. In the middle, a commercial storefront has been added. On the bottom, the commercial storefront is retrofitted with small windows, which undermines the original intent of the façade.

Figure 14 — New construction with commercial-scale bay window configuration and enclosed entrance. Note that the proportion of the new construction complements the original design intent of the building.

Facade Element: Windows

Windows, also known as fenestration, are often the most important feature on a facade. The size, shape, and proportion of the windows set the tone for the storefront. In addition, they provide valuable display space, which in turn adds vitality and interest to the pedestrian experience. The following guidelines provide options for the windows on a storefront or business.

Recommendations:

- Relate second-story windows to first-story windows in shape, form, and pattern. Choose windows that are sized proportionally.
- Second-story windows should make up at least 30% of the upper story façade.
- Promote building transparency on the ground-floor windows by making up at least 50% of the ground-floor facade with windows which feature un-tinted glass.
- Divide large, ground-floor windows with architectural elements, consistent with the style of the building.

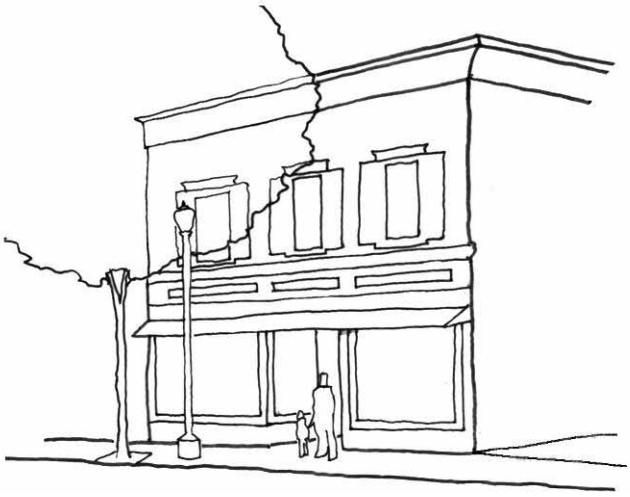


Figure 15 — Commercial façade with appropriately scaled windows.

If large plate glass windows are not appropriate, such as on converted residential or civic buildings, the following guidelines apply.

Recommendations:

- First-floor windows should not be smaller than original second-floor windows. If the second-floor windows are not original to the structure, then first-floor windows should closely approximate the original window size.
- Shutters and divided-light windows may be used to add interest to windows. Shutters should be half the width and the full length of the window.

Figure 16 — Converted residential building with windows that are too small, poorly proportioned, and in a modern style that does not fit the design of the building.

Figure 17 — Converted residential building with original-size windows. Shutters add interest to the façade.

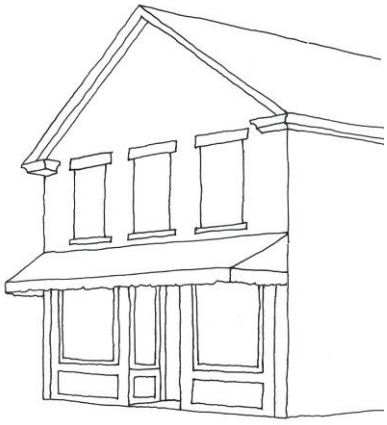


Figure 18 — Converted residential building with commercial-scaled windows and recessed entrance, typical of a traditional downtown storefront.

Facade Element: Entrances

The configuration of the building entrance is determined by the style of the structure, the design of the facade elements, and the building placement on the site.

Recommendations:

- Doors should not open directly into the sidewalk right-of-way. Buildings without setbacks should therefore feature recessed entrances.
- Some buildings may be set back from the street. In these cases, a recessed entrance is not necessary, although it may be desirable for the business.
- Buildings set back from the sidewalk should consider using the space between the front building wall and the right of way as additional display area for merchandise or as open-air café space. Non-retail businesses, which do not need outdoor display or eating areas, such as offices, should maintain landscaping in this space.
- Provide for handicapped accessibility where feasible at the front entrance.

Porches are an important feature of the architectural heritage of the Village and should remain open and intact, rather than enclosed.

Recommendations for Porches:

- When renovating a facade that features an enclosed single or double story porch, consider restoring these features to the original design. These porches add to the aesthetic and historic appeal of the downtown area.
- If the porch needs to be enclosed, consider consulting with an architect or experienced builder to ensure the new addition complements the style of the building.

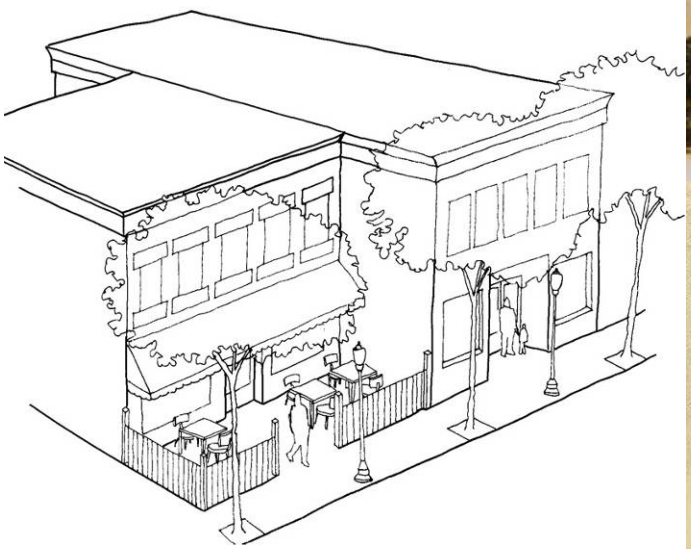


Figure 20 — The building on the right is not set back from the sidewalk and features a recessed entrance. The building on the left uses the front setback area as a café.

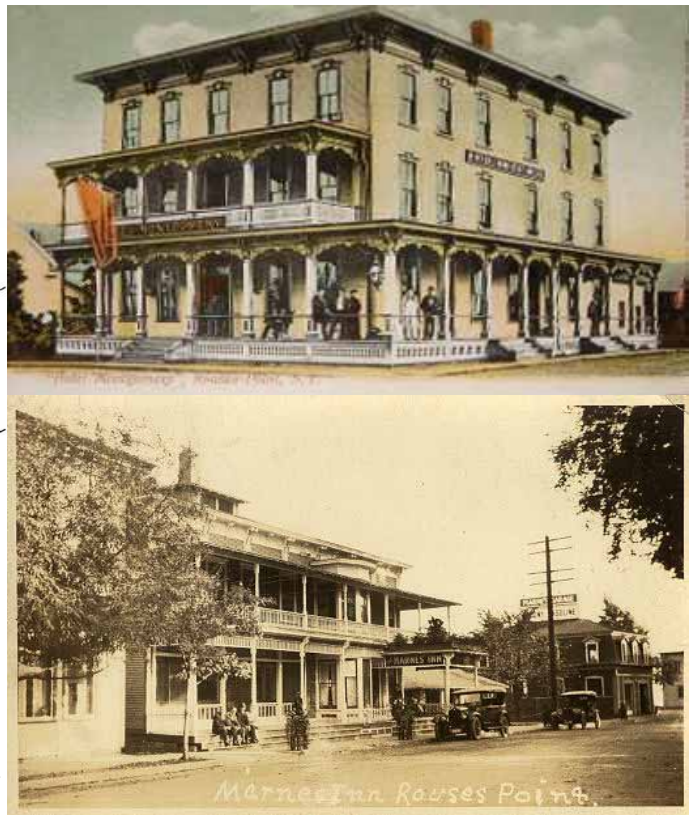


Figure 19 — Two historic views of porches on the Hotel Montgomery (top) and Marnes Inn (bottom).

Facade Element: Signs

Signs play an important role in the overall character of the facade and the downtown area. As such, the goal of the sign is to advertise the business and to provide an attractive, harmonious element to the facade. The following guidelines will assist with planning building signs:

Recommendations:

- Integrate the sign architecturally into the building so as not to dominate the facade.
- Wall-mounted, hanging bracketed, and awning signs are encouraged.
- Avoid internally illuminated signs.
- The position and scale of the signs should fit logically between windows or floor levels without obscuring architectural features.
- Window display signs should not exceed 35% of the window's area.
- Install wall-mounted signs flush to the building face.
- Consider simple signs that are uncluttered and easy to read.
- Complement external sign lighting with the architectural style of the building. Do not over illuminate or create glare onto the facade or street.

Figure 21 — Example of a hanging sign in a downtown setting.

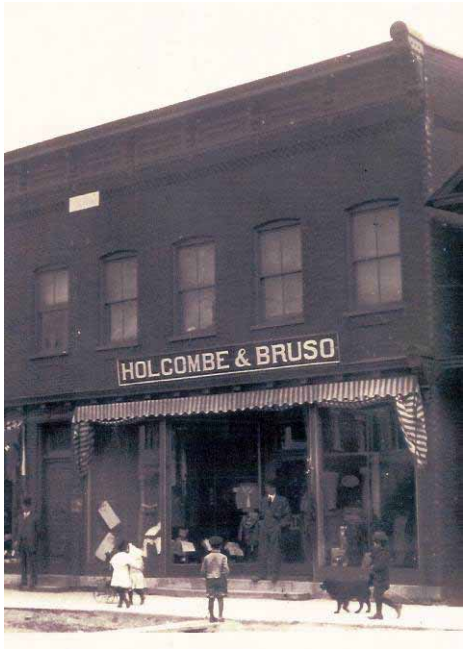


Figure 22 — Historic sign on Lake Street.

Figure 23 — This building has appropriately located and sized signage. Originally, the "clerestory", or area between the top of the ground floor windows and the second floor, featured glass, to allow more light to enter the storefront. This area is an excellent opportunity for signage which adds to the attractiveness of the façade. The ground-floor windows also feature supplemental signage, applied directly to the glass.

Facade Element: Awnings

Awnings can provide visual interest and added function to a building. Awnings extend business space past the front door and over the sidewalk. This covered area is often a great place to display outdoor merchandise or set up café tables. When erecting an awning, these guidelines will help to choose a style that fits the building.

Recommendations:

- Awnings should be made of fabric. Rigid plastic or metal awnings are discouraged.
- Cloth awnings may utilize accent lighting, such as lanterns, small string lights, or up lights, provided that the lights are located within the awning. This lighting should be for accent purposes only and should not create glare on the façade or street.
- Colors should be consistent with the building facade.
- Consider using retractable awnings.
- Awnings should be functional and project an adequate distance away from the building to provide pedestrians with protection from the elements.
- Awnings are another opportunity for sign placement.

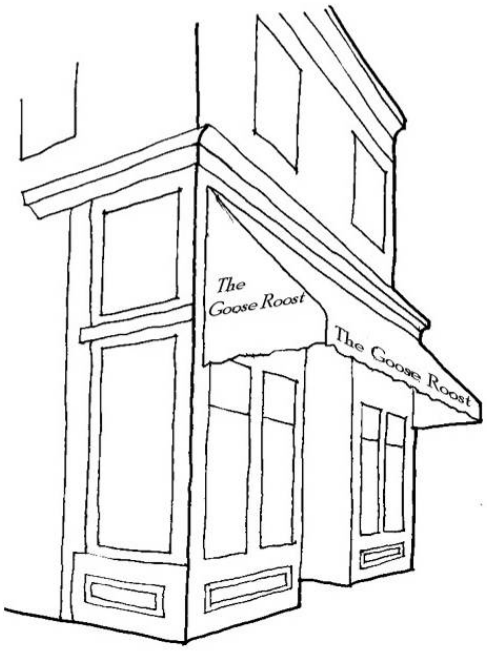


Figure 24 — A cloth awning provides an additional location for signage.

Figure 25 — Example of an awning in a downtown setting. The awning is used to extend the business' presence over the sidewalk. Note that the shape of the awning complements the shape of the windows.

Facade Element: Materials & Architectural Details

The building materials used on the facade need to complement the architectural style of the building. Brick and wood are the primary building materials used in downtown Rouses Point. When designing a facade improvement project, keep in mind the placement of the materials. Areas that are on the ground floor and receive up-close scrutiny from pedestrians and customers should be high-quality. If less expensive or historically inaccurate materials are necessary, contain them to upper floors in order to minimize the visual impact. These guidelines provide more specific information on choosing facade materials.

Recommendations:

- Where possible, expose original facade materials by removing coverings, such as siding that was added in later periods.
- When the original facade materials are not re-useable, select materials that match the original or are appropriate to the overall architectural style.
- Develop a color scheme that coordinates all facade features. Use three colors or less. For color selection options, consult one of the historic color palettes that have been developed by several paint manufacturers.
- Materials such as vinyl and aluminum siding do not respect the architectural heritage of Rouses Point and their use is discouraged. Similarly, avoid the use of large panels of wood or metal siding.
- Converted residential buildings should consider wood clapboard as a primary siding material.

Figure 26 — 74 Lake Street as it was in 1900 (left) and 74 Lake Street today (right). Notice how the renovation captures the character of the historic building without exactly copying the original features, by choosing appropriate materials and details.

In addition to the building style and mass, architectural details add to the personality of a building. The correct cornice and window molding, trim work, and hardware can make the storefront special. The following guidelines are intended to assist in successfully integrating details into the façade.

Recommendations:

- If original details are covered, expose them and incorporate them into the renovation.
- Where possible, replace architectural ornamentation where it is known to have existed.
- If original details cannot be exposed or re-created, simplified architectural details may be used if they reinforce the patterns and lines on the building.
- Trim materials should be the same as, or compatible with, the major material of the façade. For instance, limestone and sandstone are often used as decorative trim on brick buildings.

Figure 27 — 93-95 Lake Street historic photo (left), and today (right). The Italianate-style details on the ground floor—windows, entrance, and cornice — have all been covered by modern wood siding, which takes away from the historic charm of the building. It may be possible to expose the original details if this building undergoes renovation. If the façade has degraded beyond restoration, the picture on the left can be a source of inspiration for a more contemporary interpretation of a historic building.

Site Development Guidelines

These guidelines provide a summary of planning considerations for developing a site that address the needs of the individual business and enhance the Village character.

When developing and/or making improvements to a site, several factors are important to consider. Is the site vacant? Is it already developed with structures, parking, and other features? Does the existing site configuration function as needed? Will existing features remain or are they to be removed?

The relationship of the property and proposed development to surrounding uses and the overall community is an important consideration. Although the business function is the most prominent factor in the development of the site design, it is essential to consider aesthetics and the overall goals of the Village. Over time, the combined impact of multiple properties that are unattractive or vacant will erode the character of the overall Village setting.

Site related design elements that are to be considered in a proposed project, and discussed in the following section, include:

- Building placement
- Vehicle access and circulation
- Pedestrian circulation
- Landscaping
- Visual buffers
- Area lighting
- Utility placement

Figure 28 — Historic photo of the old Newton Drug Store, on the corner of Lake and Montgomery Streets.

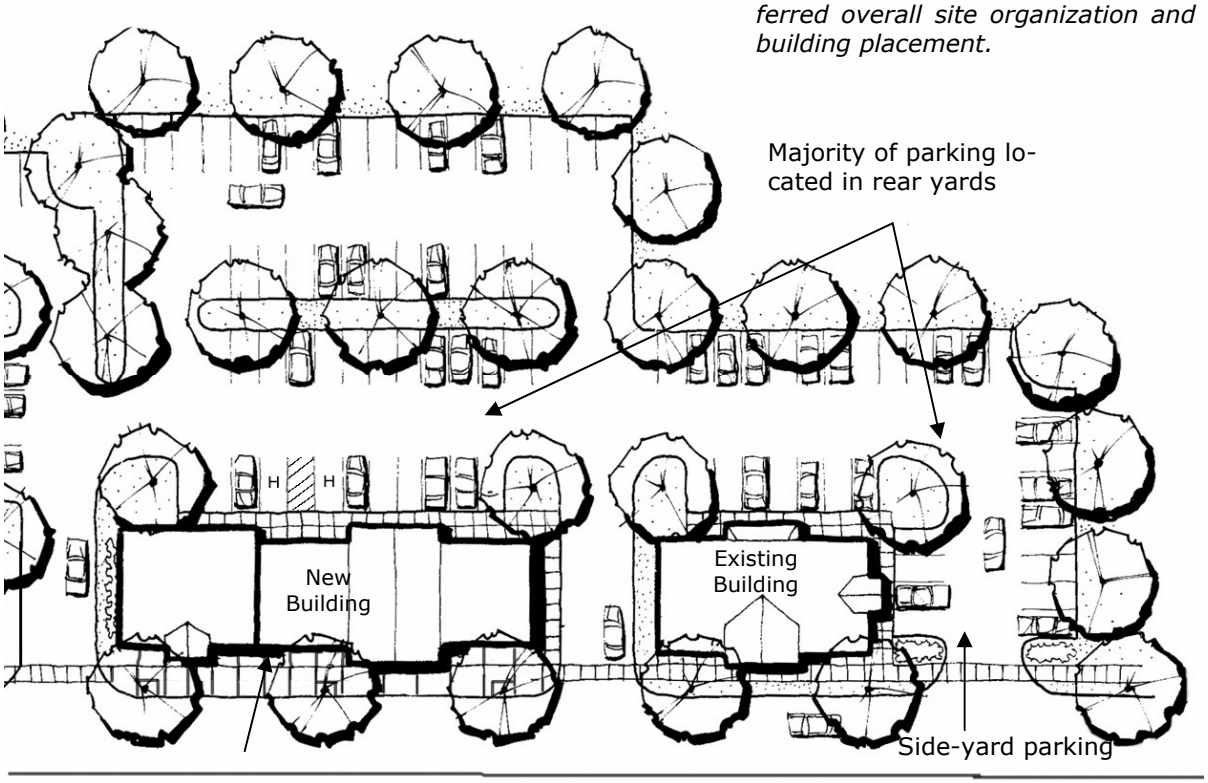
Building Placement

When constructing a new structure, the location of a building on the lot will influence the functionality of the site and that of the neighboring parcels. For example, buildings located close to the street contribute to a more pedestrian-friendly environment by creating a comfortable, sheltered, visually interesting area to walk. Conversely, buildings located at the rear of the lot, with parking in front, place emphasis on vehicular traffic and lack human scale. The following guidelines are intended to contribute to a consistently pedestrian-friendly environment for Lake Street and the adjacent downtown streets.

Recommendations:

- Locate buildings near or adjacent to the rear edge of the sidewalk along the street. This placement of the building situates the sidewalk between the edge of street and the building façade forming a pedestrian corridor.
- Position new buildings in line with neighboring structures.
- Buildings can be perpendicular to the street to accommodate parking on the side.
- Locate parking spaces to the rear of the building.
- Whenever possible, do not locate parking lots in front of the building.
- Where front yard setbacks are required, areas between the building and the street may be used for landscaping or outdoor seating.

Figure 29 — Illustration of the preferred overall site organization and building placement.



Vehicle Access and Circulation

Vehicle circulation within a site can occupy substantial surface area. The goal is to minimize the amount of paving to the extent feasible without impeding vehicle circulation. Design of the parking area and access drive needs to address the following items:

- Pedestrian and motorist safety
- Efficiency in the parking layout
- Handicapped accessibility
- Lighting
- Aesthetic appearance
- Service vehicle access
- Snow removal

The layout of parking areas is site specific. Commonly used dimensional requirements associated with the different components are as follows:

- Standard perpendicular parking stall: 9'x18' w/ 24' wide lane
- Travel lanes (2 directional): 24' width
- Two way entrance at curb: 24' width
- Single lane at entrance: 12' width
- Diagonal (60 degree) parking: 21'x 9' w/ 18' wide travel lane

Figure 30 — Parking lot layout which uses landscaped islands to break up the expanse of asphalt.

Figure 31 — Example of small parking lot in a downtown setting, with landscape planters and pedestrian amenities. The planters at the entrance visually and physically narrow the vehicle pavement width.

Parking design recommendations:

- Connect circulation between adjacent parking lots whenever feasible in lieu of intermittently located street entrances. Shared access to parking lots is encouraged.
- Demarcate parking lots with curbs and striping. Avoid large expanses of unmarked pavement.
- Excessively wide curb cuts increase the potential for pedestrian-vehicle conflicts. Minimize parking lot access and egress points along the street.
- Continue sidewalks uninterrupted across driveways into parking areas. Provide consistent paving material and finish grade across the driveway entrance.
- Evaluate the best handicapped accessibility route and parking location near the building.
- See "Lighting" for recommendations for parking lot light levels.
- Avoid laying out parking lots with cross slopes greater than 3% -- this makes door opening difficult.
- Address stormwater runoff to avoid standing frozen water and to control oil residue run-off from the paved surface.
- Plan a snow plowing route and stockpile area.
- Consider a low barrier to keep vehicles on the pavement to prevent ruts in the surrounding landscaped area.
- Incorporate a safe pedestrian circulation route.

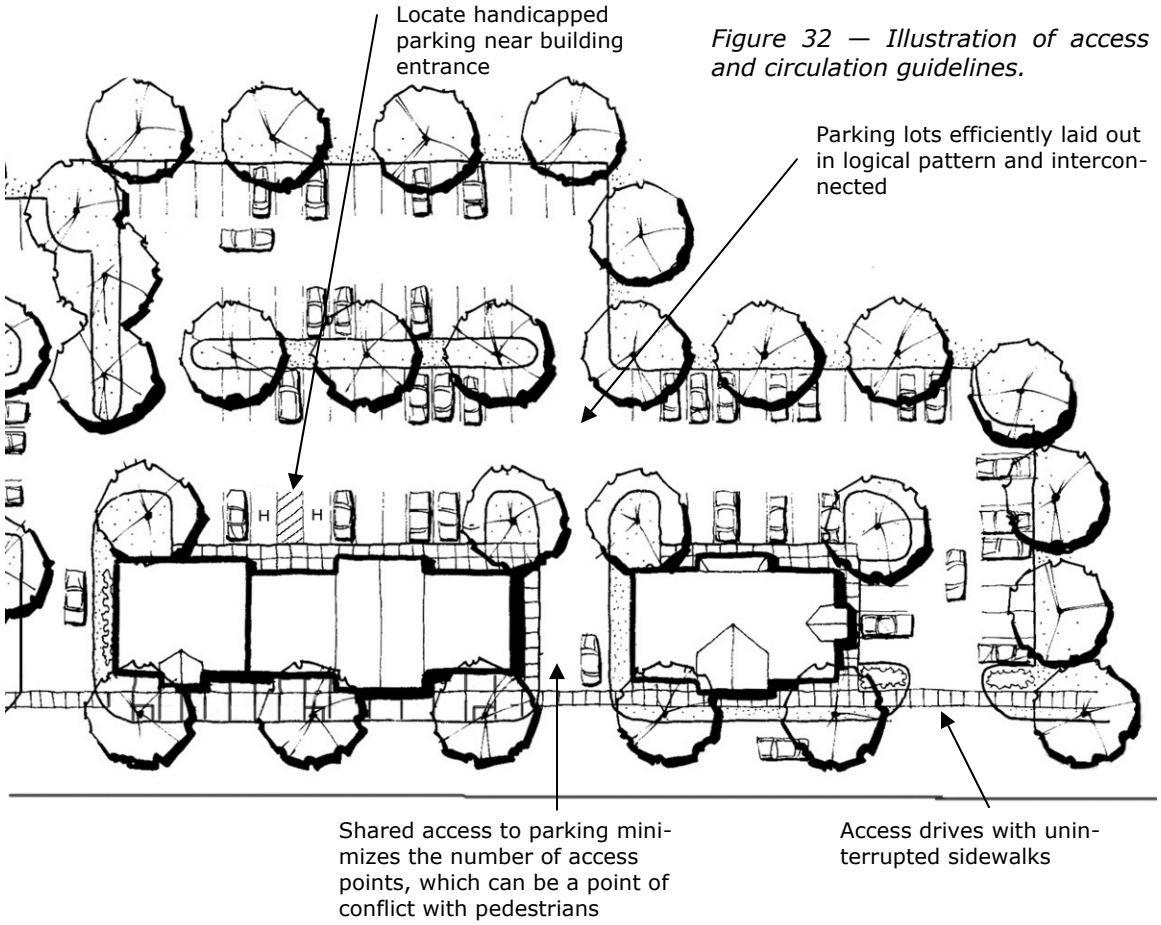


Figure 32 — Illustration of access and circulation guidelines.

Landscaping

Landscape plantings have many benefits for a project site. A well designed landscape can make a business more attractive and inviting, visually soften the hard edges of buildings and pavement, provide shade, mitigate air pollution, and assist in stormwater management.

Figure 33 — Downtown street tree planting example.

It is important that landscape planting be an integral part of the site development process. If plantings are an afterthought, the conditions may be less than beneficial for plant health and site aesthetics. The guidelines below will provide assistance in maximizing the benefits of landscape plantings in the overall project scheme.

Recommendations:

- Concurrent with Village Planning and Zoning regulations, a landscape plan is required for submission as a component of the Site Plan Review application. Indicate existing vegetation and trees over 8" diameter (when measured 4' from the ground) on landscaping plans.
- Retain the natural contours, soil, and plant life on the site, to the extent feasible. For sites that are already developed, retain healthy plants if possible.
- Integrate landscaping with the building architectural style, parking, and stormwater management areas proposed on the property.
- Choose plant material that is compatible with the site and the intended design. Take into account factors such as mature plant size, soil conditions, climate, vegetation purpose, maintenance requirements, and disease and insect problems. Consider native or indigenous plants, which are compatible with the conditions in Rouses Point.
- Provide adequate soil rooting volume for the selected plant material.
- Snow storage areas need to be located so that piled snow does not damage plant material.
- For lots with side-yard parking, include a landscaped buffer between the sidewalk and the parking lot. This buffer is to be at least 5' wide and can include architecturally compatible fencing.
- Consider pedestrian and vehicular safety in the planting.
    - ◊ Do not obstruct views with plant material. Avoid dense plant material between 3' and 8' from the ground (see figure 33) in critical areas.
    - ◊ Plant material is not to obstruct views to the street at access drives, as stipulated in the zoning ordinance.
    - ◊ Avoid planting dense shrubs of substantial height near walkways. This provides a level of comfort to the pedestrian that no one is lurking in the hedge row.

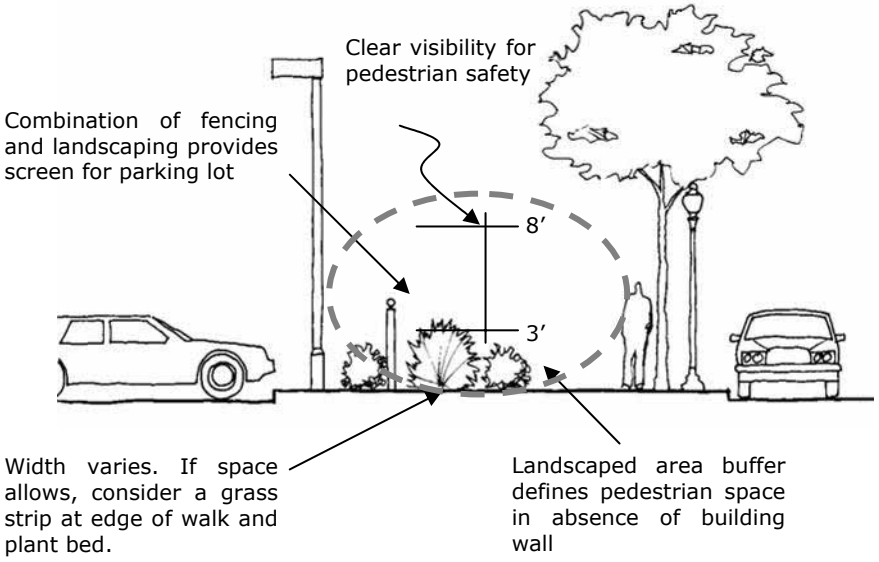


Figure 33 — Illustration of landscape buffer between sidewalk and parking lot.

Visual Buffers

Sometimes, residential properties that abut commercial lots contend with more unsightly views, noise, and ambient light than do houses in residential neighborhoods. Most commercial properties include loading areas and trash storage, which can be an objectionable view from adjacent properties. Buffers, either architectural or vegetative, can assist in mitigating visual conflicts. The Village Code requires buffers in certain zones. The following recommendations can address concerns regarding unsightly views.

Recommendations:

- Visual buffers can be vegetated, architectural, or both. Architectural buffers include fencing and walls. Landscaped buffers include formal shrub and tree hedges, shrub masses, and trees.
- The intensity of the business use and layout of the site plan on the parcel will dictate which buffer is best to use.
- Include an architectural buffer between parking lots and loading areas that adjoin less intensive uses, such as residential yards.
- Fences and walls should be opaque and should relate to the style of the building. Chain link fencing is not an acceptable buffer material.
- Landscape plantings in buffers are to be compatible with the overall landscaping on the site.

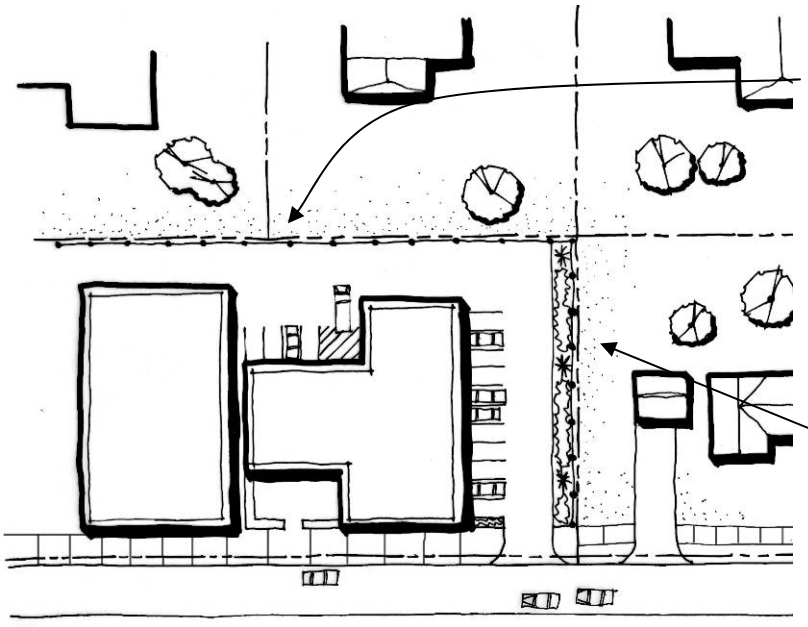


Figure 35: Where space is limited, commercial mixed-use parking and loading areas can be screened from residential and residential mixed-use lots with opaque fencing that blocks views of headlights and deliveries. Minimum height 48".

Lighting

Lighting is an important consideration when planning a site development project. As the lights currently installed along Lake Street show, the light standards (pole and fixture) can be a significant factor in defining the character of the Village and/or the proposed project. Selection of the correct light standard will provide the desired light color rendition and level of illumination. Appropriate lighting design will control glare, light trespass, and excessive glow.

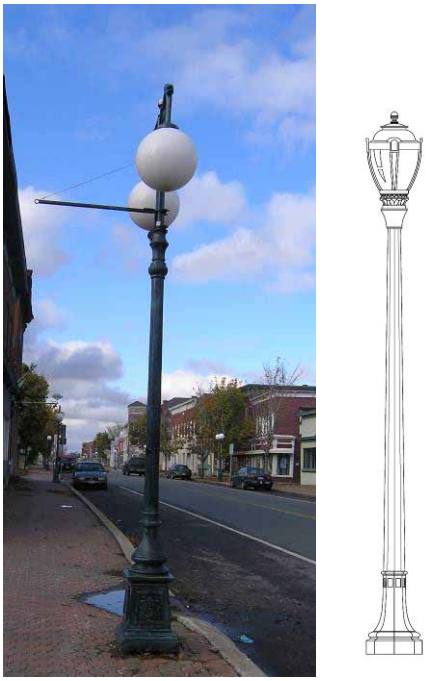


Figure 36: Existing light standard on Lake Street (left) and example of light standard for Montgomery Street (right).

Manufacturers of lighting can assist in selecting the correct lighting scheme for a specific project. An isolux diagram would be developed that depicts the various light levels that will be emitted by the proposed layout of light fixtures. Recommended light levels are provided below and are stated as a foot candle or lumen value. A foot candle is a term which references the amount of light emitted by a candle measured at a distance of one foot from the flame.

There are four types of light sources typically used for exterior area lighting. When selecting an appropriate light source (luminaire) consider the color rendition of the light source, the life expectancy of the luminaire, and its energy efficiency.

- High Pressure Sodium (HPS) – This light source emits a characteristic warm, orange light.
- Metal Halide (MH) – This light source has a cooler white/blue light.
- Fluorescent (FL) – Color rendition varies
- Mercury Vapor (HID) - Color rendition varies

Recommendations:

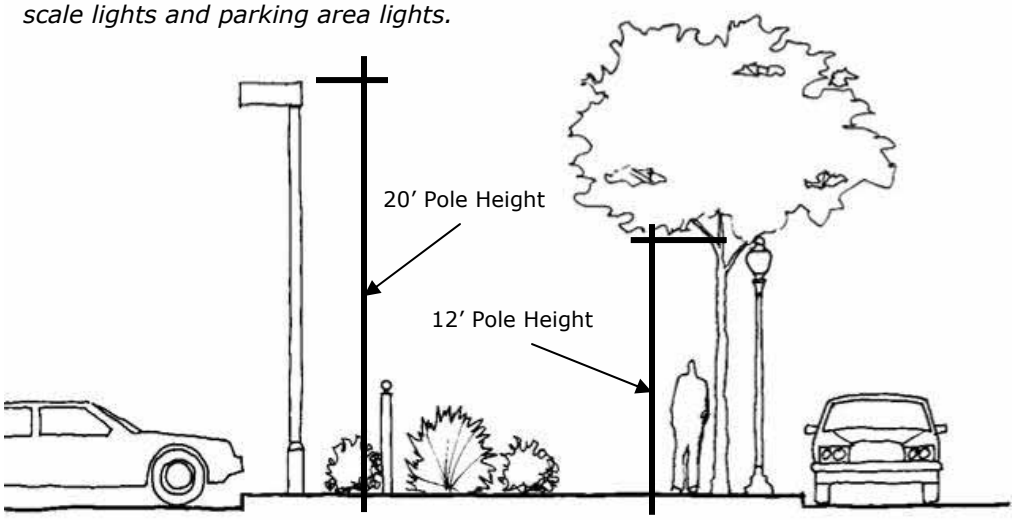
- Use the minimum light level necessary to achieve the intended purpose.
- General light levels recommendations:

Walkways:	0.5 - 2 foot candles
Parking areas:	0.5 – 2 foot candles
Local streets:	Varies: 0.5 – 3 foot candles
Building entrances:	5 foot candles

Recommendations, continued:

- Provide pedestrian scaled light standards at public spaces and sidewalks. Use poles that do not exceed 12' in height.
- Minimize off-site light spillage. Consider the use of cutoff-style fixtures. A cutoff fixture controls the light pattern to limit light spill onto adjacent properties.
- Select light fixtures that put light where it is needed, and not into the night sky.
- When using building mounted lighting to enhance the architecture and sign, exercise control to not over illuminate. Select fixtures that compliment the architectural style.
- Use caution when choosing wall-mounted light fixture styles that have little or no control of glare and light spill.
- In parking areas, poles should not exceed 20' in height. Where snow plow damage to the pole is a concern, install the pole atop a concrete base that extends 30 inches above the finished grade.

Figure 37: Relationship of pedestrian-scale lights and parking area lights.



Utilities

Utility fixtures and equipment are necessary, but are typically unsightly, particularly when associated with commercial activity. These include electrical transformers, air condenser units, trash dumpsters and recycling bins, and ground-mounted dish antennas. When possible, locate these features in places that do not detract from the setting or the architecture. Depending on the size, purpose, and context, utilities located in a highly visible location may need to be screened from view. However, if they do not detract from the aesthetics of the area, screening utilities may not be appropriate or necessary.

Recommendations:

- Limit visibility of transformers, dumpsters, etc., from public views by appropriate placement within the project site.
- Screen roof-mounted utilities with parapets or architectural elements.
- Screen large and/or noisy ground-mounted utility units and dumpsters with solid fencing and/or layered landscape plantings.
- Do not locate dumpsters within 20' of any property lines shared with single and two-family lots.

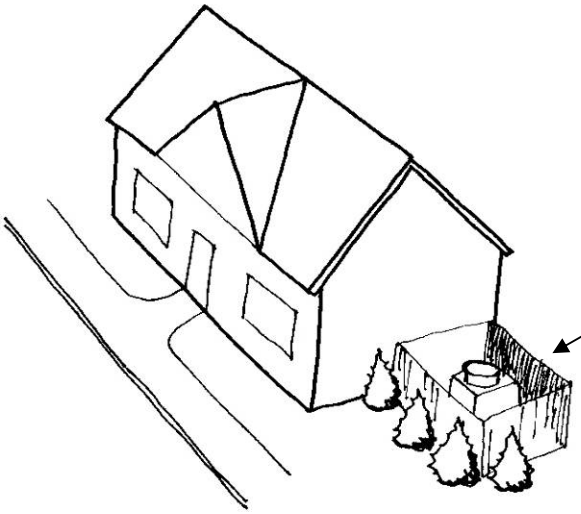


Figure 38: Fence and vegetation provides adequate screen from sidewalk

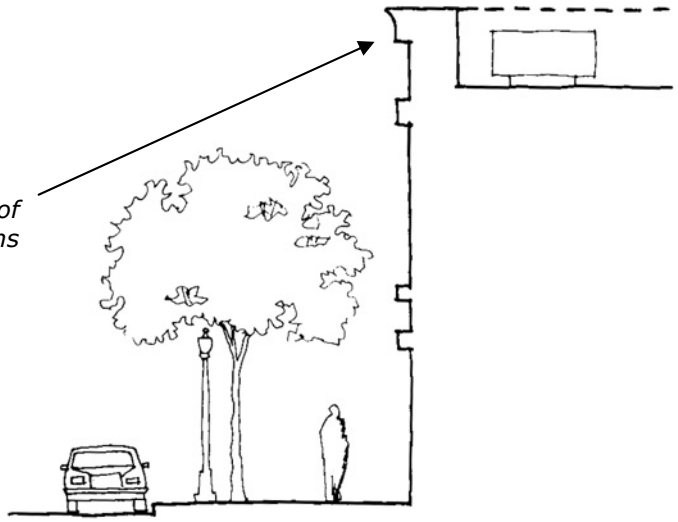


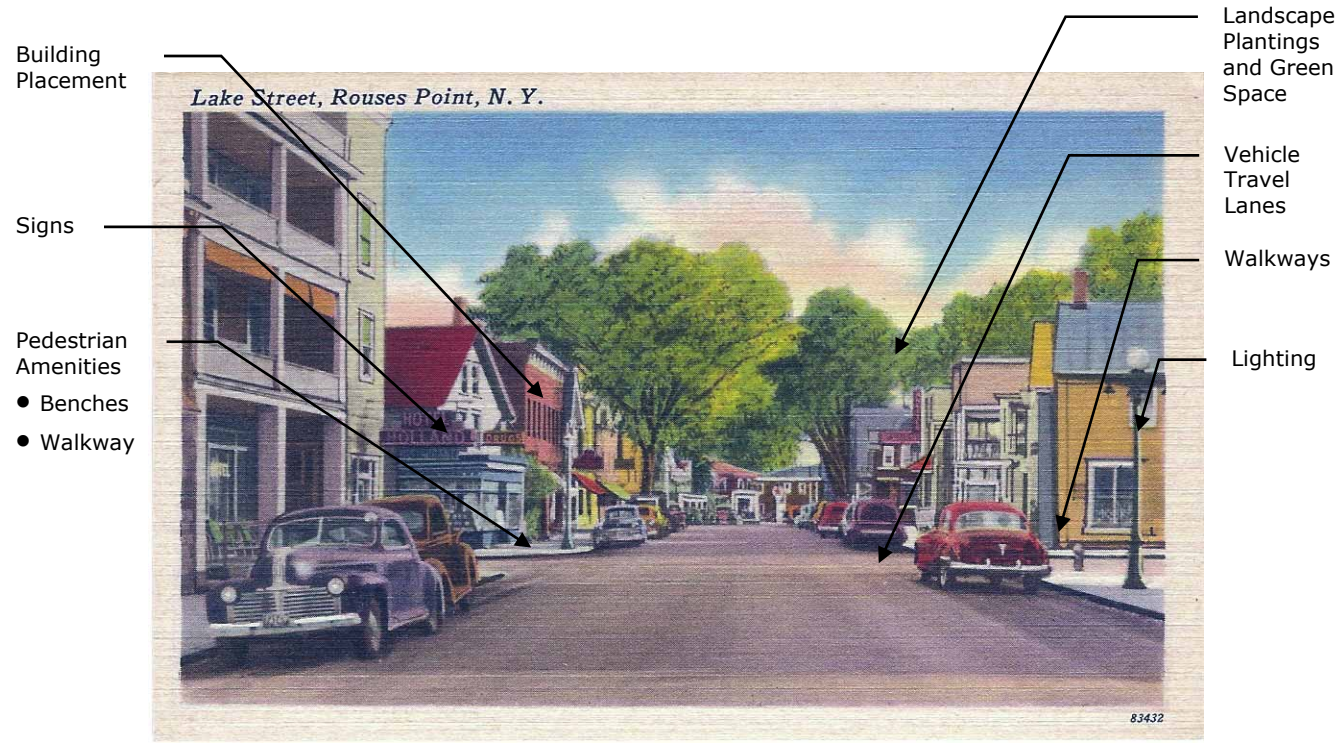
Figure 39: Roof parapet screens utilities on roof

Downtown Streetscape

To complement the architectural style and homogeneous setting within the downtown district, attention should be paid to the streetscape, including sections of Lake, Pratt, and Montgomery Streets. The streetscape in this district is an essential unifying element in the fabric of downtown. The Village's "Main Street" streetscape is a continuous front door to downtown and to the businesses that are located there. As one of the Village's most prominent features, it leaves an impression with visitors. As such, the elements that comprise the streetscape require careful consideration as public renovation and maintenance projects are proposed.

The elements that comprise the streetscape include:

Figure 40 — Streetscape Elements.



The form and function of streetscape elements need to be complementary. Design considerations for each of the elements are described in the following section.

Roadways

These guidelines apply to the roadways located within the Village's downtown district.

Figure 41 — Existing (top) and proposed (bottom) roadway conditions, Pratt Street.

Recommendations:

- To retain the Village character and scale, the travel lanes should be approximately 11' wide. The narrower road width will have the added advantage of calming traffic speed.
- Asphalt, a commonly used material, is an acceptable pavement for roadways.
- On-street parking is acceptable in the more dense parts of downtown, where curbs have been installed. Parallel parking in areas without curbs will lead to a ragged and rutted pavement edge.

Walkways

The sidewalks along Lake Street are finished with concrete unit pavers. These pavers are intended to simulate brick but have faded in color over time. While structurally sound, they have settled irregularly, resulting in a tripping hazard. Further exacerbating the tripping hazard is the finished grade design, which slopes the surface grade to meet intersecting driveways. Dirt has settled in the depressed areas making the sidewalk appear unkempt.

Recommendations along Lake Street:

- Repair and/or replacement of the pavers is strongly recommended.
- Extend the sidewalks walking surface from the edge of the roadway curb to the building face with no grass strip. This adds to the traditional downtown character.
- Locate street trees in sidewalk pavement cut-outs.

Figure 42 — Existing sidewalk on Lake Street, with concrete pavers at an uneven slope.

Recommendations in transition areas (such as in front of the fire station and civic center):

- Include a continuous six-foot wide green planting strip between the edge of pavement and sidewalk. This configuration has a more residential appearance and is recommended for areas without roadway curbs.
- Locate street trees in this planting strip. This planting strip is often called a "splash zone" due to its proximity to the travel lane.

General Walkway Recommendations:

- A sidewalk in the public right-of-way width should be at least six feet in width, which allows two people to walk side by side, and should not exceed a 2% cross slope or a 5% longitudinal slope.
- Pavement systems acceptable for use for public sidewalks in the downtown include:
  - Concrete paving with a broom finish
  - Stamped pattern concrete
  - Asphalt paving with pattern imprint and color coat
  - Unit pavers made of brick, concrete, or asphalt

Building placement along the street

Buildings presently occupy most of the downtown street frontage. This pattern should continue. See page 14 for specific recommendations for building placement.

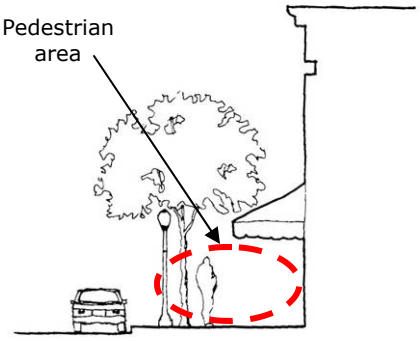


Figure 43 — Illustration of how building placement creates a sheltered pedestrian area.

Recommendations:

- Where vacant lots do occur or building replacement is proposed, the new building should be placed as near to the street as possible and/or in keeping with the setback of the neighboring buildings. This building placement will add immensely to the character of the street, shelter the sidewalk, and provide for a more secure and human-scaled experience for the pedestrian and motorists as well.

Building accessibility along the street corridor

Ease of access to buildings makes for a more user-friendly downtown.

Recommendations:

- Building thresholds designed without the use of a stoop or steps are the best option.
- Consider modifications to existing buildings which will provide handicapped accessibility. Finished slopes cannot exceed 5% without the use of a handrail; slopes exceeding 8% are not in conformance with the American with Disability Act (ADA) walkway requirements.

Street Lighting

Street lighting has a function in the evening and in the daytime. Both conditions need to be addressed so that the street lights have a positive impact on the streetscape. The quality and level of light is critical for nighttime illumination, whereas the style and appearance of the light standard is important in the daytime. Three light standards are currently used in the downtown. Lake Street has both twin fixture, bishop crook style standards with a verde green finish, and taller spun aluminum cobra style roadway lights. The waterfront along Montgomery Street has an octagonal pole with a decorative bottom and central park style fixture. All light sources are high pressure sodium.

Figure 44 — Light standards on Lake Street (left) and Montgomery Street (right)

Recommendations:

- The average foot candle distribution should be about 0.5 foot candles
- Minimize glare from the light source
- Control the distribution of light
- Select a light source that that is “warm” in appearance, such as High Pressure Sodium.
- Any proposed additional lighting within downtown district streetscapes should match the form and light source of the standards depicted by the lights shown in Figure 44.
- Consult an experienced lighting designer when planning and selecting the correct lighting system.

Streetscape plantings

Landscaping within the streetscape corridor consists of street tree plantings, shrub beds, flowering annual beds, and container plantings.

Figure 45 — This example features street trees located in a long planting bed, as well as shrubs next to a walkway. Note that the height of the shrubs does not block visibility into the parking area on the right, located at a slightly higher elevation than the sidewalk.

Street Tree Recommendations:

- Street trees can be planted in individual tree pits, or in larger plant areas where they typically perform better.
- Cornell University provides recommendations for the optimum soil mix for downtown conditions as well as preferred tree species.
- Street trees should be located so as not to block the facade features or roadway signs located within the Village's downtown district, which includes Lake and Pratt.
- The bottom tree limbs shall be a minimum of eight feet from the pavement surface to avoid collisions with pedestrians.

Figure 46 — Example of effective use of annuals on Lake Street.

Shrub Recommendations:

- Shrub plantings are best located in larger beds, with a mix of up to three types.
- To address various personal safety concerns, avoid tall, dense shrubs next to walkways, where the pedestrian does not have a clear view of the area next to the walkway. See page 17 for specific recommendations.
- Use shrubs as a hedge row to delineate outdoor spaces and to control views.

Annual Planting Recommendations:

- Annual plantings can be splash of color, but are best used in a controlled manner.
- Limit the placement of flowering annuals to beds or containers, high points along the street such as building entrances, entrances to parks, seating areas, near intersections and cross walks, and café areas. Too many annual plantings dilute the positive design impact.
- Consider the required maintenance associated with the upkeep of the flower beds and container plantings.

Figure 47 — Examples of two signs from the same city. Notice how the details match, especially the gold finials and text.

Signs

Signs in the streetscape are associated with public wayfinding, such as "Welcome to…", "Downtown This Way", public parking lots, Waterfront Pier, etc.

Recommendations:

- Develop a design package for a uniform style and color scheme for all signs to be used on the downtown streetscape. A visual relationship among the signs will reinforce the downtown character.
- Minimize the quantity and size to the extent feasible.

Green space

Green space includes parks, lawns, views, sitting areas, and places not occupied by buildings or parking lots. These open spaces are important for the architectural rhythm of the streetscape because they provide an occasional break in the repetition of building facades, the hardscape of parking lots, and cross roads.

Figure 48 — An example of a small public green space tucked between two buildings.

Recommendations:

- Placement and development of green spaces is site specific.
- Use caution when creating new green spaces, since too many open spaces will deteriorate the critical mass of buildings of the downtown block.
- In the location and design of public spaces, consider solar orientation and provision for shade.
- The sidewalks, light standards, and other pedestrian amenities used elsewhere in the downtown should be carried through the street side of the green space to knit it into the overall fabric of downtown.

Pedestrian Amenities

Amenities for public use in the streetscape corridor include benches, chairs and tables, planter urns, decorative fences, bicycle racks, and trash receptacles.

Recommendations:

- As with the signs, consider a single design style when selecting the amenities. A recommended style would complement the early 1900's architectural styles in the downtown.

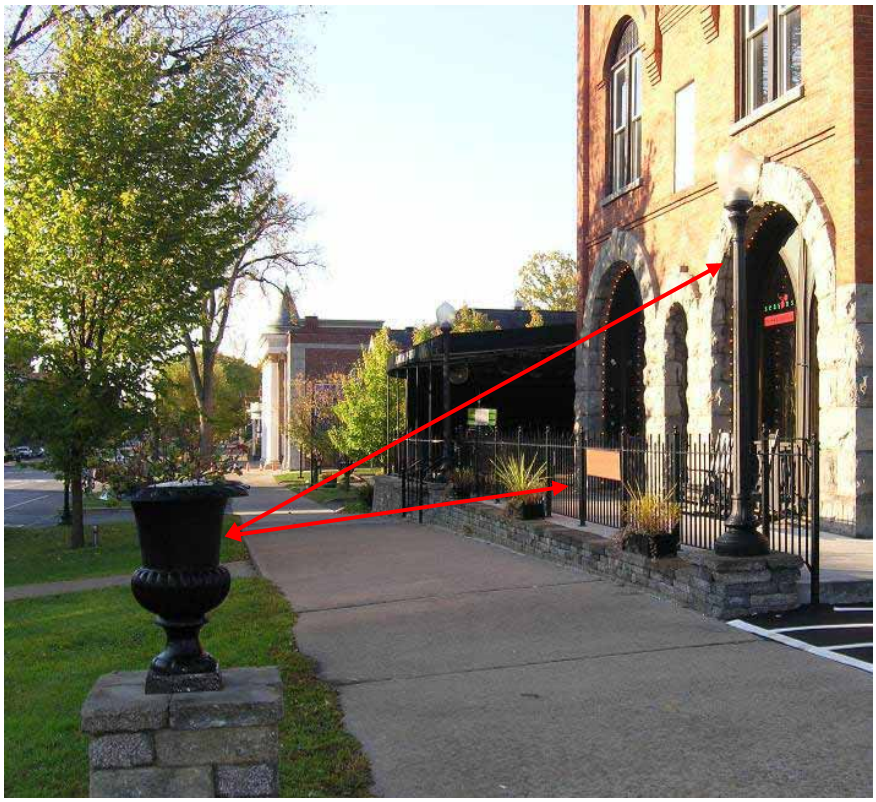


Figure 49 — Examples of matching pedestrian amenities. The planter and decorative fence match the style of the street lights.

Checklists

The following checklists are provided as general summary lists for use by those undertaking the design of a project and for Village boards charged with review of these projects. The lists are not intended to be all inclusive, but are reminders of the issues requiring design and review.

Architectural Guidelines Checklist

Facade Organization

- ❑ Facade elements are to relate to each other and the overall design of the building

Windows

- ❑ Second-story windows 30% of facade; relate to first-story windows
- ❑ Untinted ground-floor windows make up 50% of facade
- ❑ Large windows broken up by architectural elements
- ❑ On converted residential buildings, first-floor windows should be as large as the original second-floor windows

Entrances

- ❑ Buildings with no setback should feature recessed entries
- ❑ Front setback areas should be café/outdoor display areas or landscaped
- ❑ Porches should be left open in their original form whenever possible

Signs

- ❑ Integrated into building and proportional to building size
- ❑ Wall-mounted, bracketed, or awning signs encouraged
- ❑ Avoid internally lit signs
- ❑ Window signs no bigger than 35% of window area
- ❑ Complement the external sign lighting with the building facade

Awnings

- ❑ Retractable fabric awnings are encouraged
- ❑ Complement awning color with the facade
- ❑ Awnings should be functional
- ❑ Accent lighting is allowed

Materials/Details

- ❑ Original building materials exposed or restored when possible
- ❑ High-quality materials on first floor
- ❑ Avoid vinyl and metal siding, large wood paneling
- ❑ Original details exposed or restored when possible
- ❑ Simplified details allowed

Finish Colors

- ❑ Develop a building color palette that is consistent with the historical palette identified for use in the downtown.
- ❑ Limit the number of building colors to three

Site Guidelines Checklist

Building Placement

- ❑ Setback in line with adjacent neighboring buildings
- ❑ Parallel or perpendicular to street
- ❑ No parking in front of building
- ❑ Locate parking to rear of building

Access and Circulation

- ❑ Shared vehicle access when possible; minimize number of curb cuts
- ❑ Uninterrupted sidewalks across driveways

Landscaping

- ❑ Integrate landscaping into site setting
- ❑ Landscaped buffer along sidewalk with side-yard parking
- ❑ Retain healthy trees where possible
- ❑ Choose plant material compatible with site design
- ❑ Provide adequate rooting material
- ❑ Consider snow storage and its impact on the landscape plantings
- ❑ Do not obstruct pedestrian or vehicle views
- ❑ Consider the anticipated level of landscape maintenance in the selection plants

Lighting

- ❑ Control off-site light spillage
- ❑ Appropriate pole and fixture style
- ❑ Appropriate light levels – don't over light the site

Utilities

- ❑ Not visible from public right-of-way
- ❑ Roof utilities screened by parapets
- ❑ Ground-mounted utilities and dumpsters screened by vegetation and fencing
- ❑ No dumpsters located within 20' of single and two-family houses
- ❑ Plan for snow removal

Contact List

Rouses Point Village Historian:

Donna Racine
Office hours at Village Hall on Wednesdays from 10:00 a.m. to 3:00 p.m. or by appointment
Phone: (518) 297-5502, ext. 335
E-mail: historian1933@aol.com

Historic Paint Palettes:

Sherwin-Williams Paints (available at Chazy Hardware)
Exterior Preservation Palettes
http://www.sherwin-williams.com

Benjamin Moore Paints
Historical Color Palette
http://www.benjaminmoore.com

Landscape Planting:

Cornell Cooperative Extension
6064 Route 22
Plattsburgh, NY 12901
Phone: (518) 561-7450
Fax: (518) 561-0183
http://counties.cce.cornell.edu/clinton

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