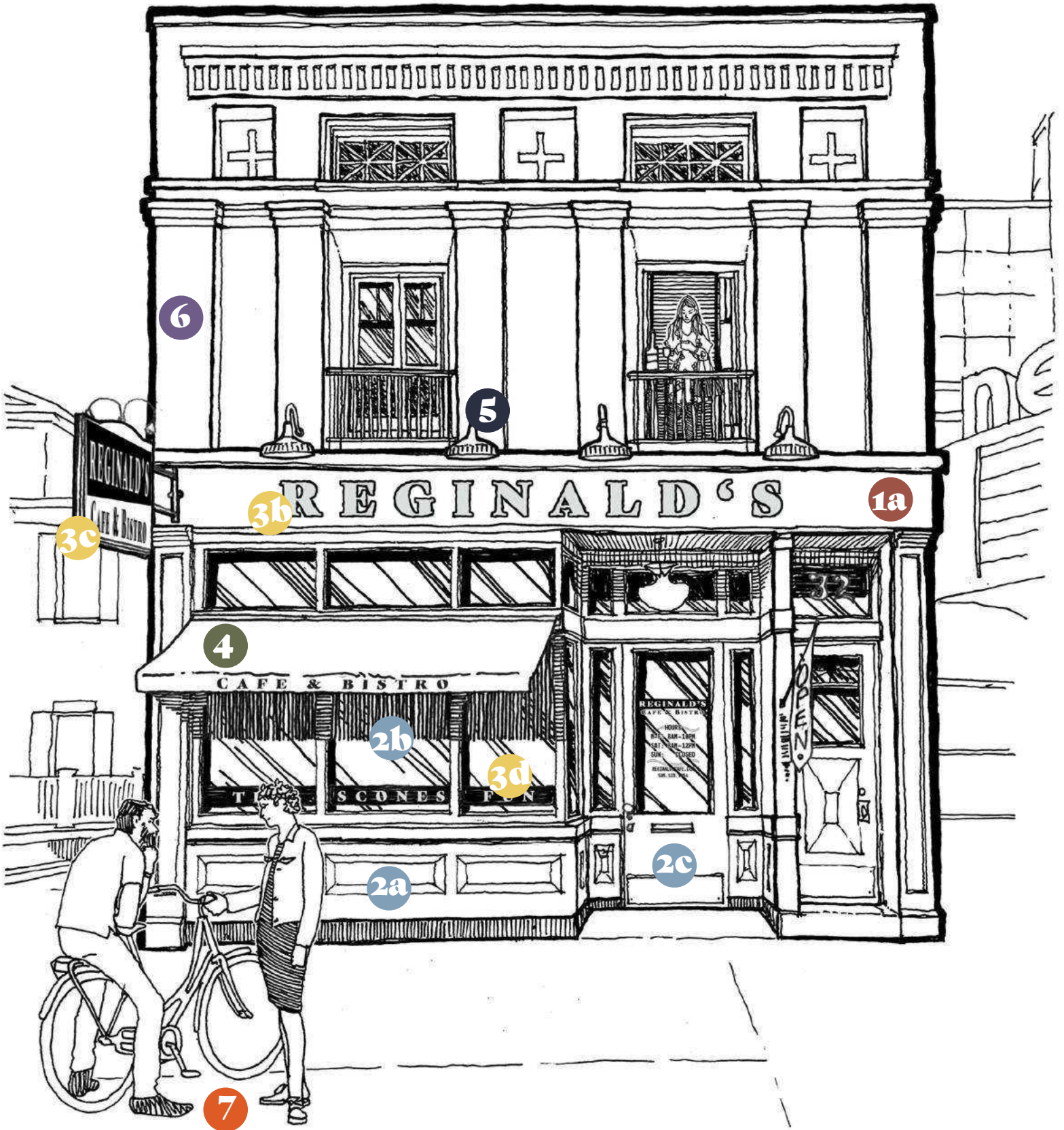


THE
Livingston County
Design Guidelines

Standards and best practices for
Historic mixed-use main streets





The Livingston County Design Guidelines

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Vacant Building Typology

DAMAGED MATERIALS

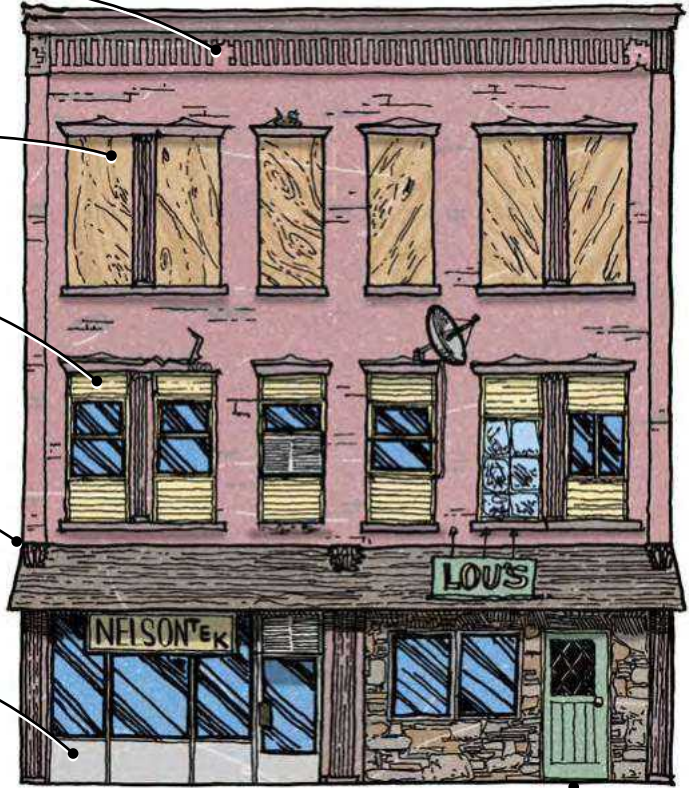
COVERED UP WINDOWS

UNDERSIZED WINDOWS

STRUCTURED
AWNING COVERING
ARCHITECTURAL DETAILS

INAPPROPRIATE
STOREFRONT MATERIALS

INAPPROPRIATE
COMMERCIAL DOOR



Before

REPAIRED MATERIALS

FULL SIZED WINDOWS

UNCOVER ARCHITECTURAL
DETAILS

UNCOVER TRANSOM
WINDOWS

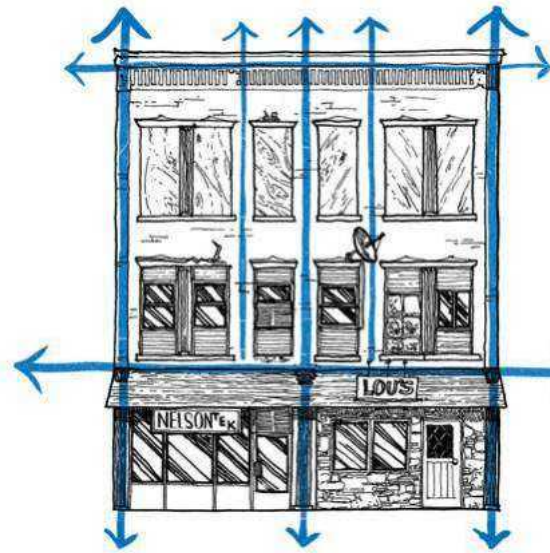
RESTORE APPROPRIATE
STOREFRONT

APPROPRIATE
COMMERCIAL AND
RESIDENTIAL DOORS

STREETScape
AMENITIES

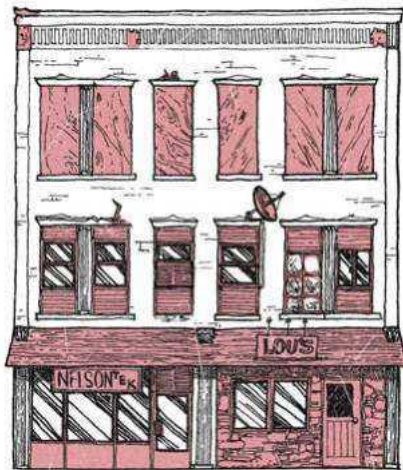


After



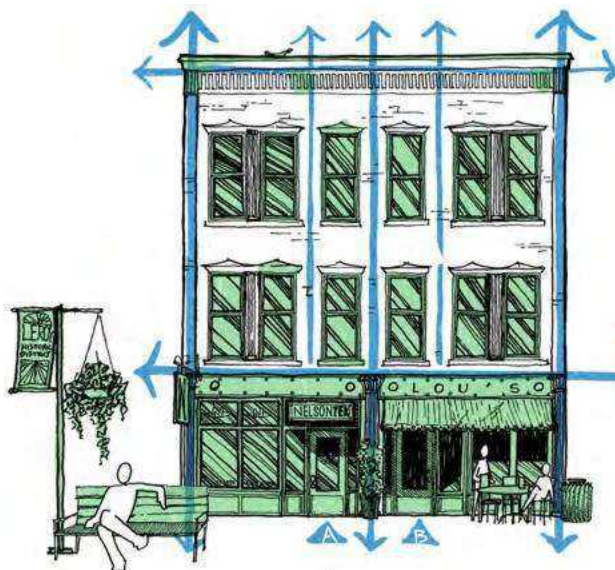
Evaluate the building's original composition & form

The best starting point for facade recommendations is to begin with a historic photograph - look for what the design of the building used to be. Did it originally have large, transparent storefront windows letting light in? Large upper floor windows for residents? Are any architectural features remaining from the past? Look for the regulating lines that organize the composition of the facade. In most cases, this is a simple grid of vertical lines that run like columns between windows, and horizontal lines at the top of the roof and above the storefront. These regulating lines should be respected and elements like signage aligned to them.



Find opportunities for repair, maintenance, & improvement:

Now that you understand the original design and intent of your facade, and have identified the regulating lines of the composition, look for what changes have been made that have detracted from the architectural character. Have windows been replaced with low-cost undersized vinyl replacements? Wood siding replaced with vinyl or cultured stone veneer? These inappropriate past renovations are opportunities to repair and restore the building in ways that can enhance the architectural character of the building and contribute to the historic integrity of the downtown.



Repair and restore original elements & provide context sensitive renovations:

High impact renovations don't necessarily have to restore historic details from photographs - but they should respect and be influenced by the past life of the building. By understanding why a building was designed originally, the remaining features and characteristics of the space can be identified and enhanced. Signboards and openings can be placed where they once were. Transom windows uncovered and used again. Recessed entryways brought back once more. Original siding materials replaced.

SEC. 1 Color Selection

Color and paint selection can be the most cost effective way to breathe new life into a facade that needs an update. This section will give you some general guidelines as well as provide numerous examples of neighbors that are doing it well. Some general color selection guidelines:

- **Look for interesting details** - What is your building made out of? Are there any historic masonry details or decorative brackets? Cast iron columns or an ornamental cornice? Keep them in mind - color can be used to enhance them
- **Bricks and stones are a color** - Paint color schemes should coordinate with natural tones and colors found in masonry. **Do not paint masonry unless it was previously painted.**
- **The 60:30:10 rule** - A Simple but effective rule of thumb for choosing a 3 color scheme is to use the 60:30:10 rule.
 1. **First**, choose a base color to take up around 60% of your facade area.
 2. **Second**, choose a *complimentary* (opposite side of the color wheel) accent color to take up around 10% of the facade and provide a highlight to something interesting.
 3. **Lastly**, pick an analogous (nearby on the color wheel) secondary color for the remaining 30% of facade area. Remember - you want a variety of dark and light colors.

Dogwood Trading Company - Dansville, NY

A Complimentary Color 10%

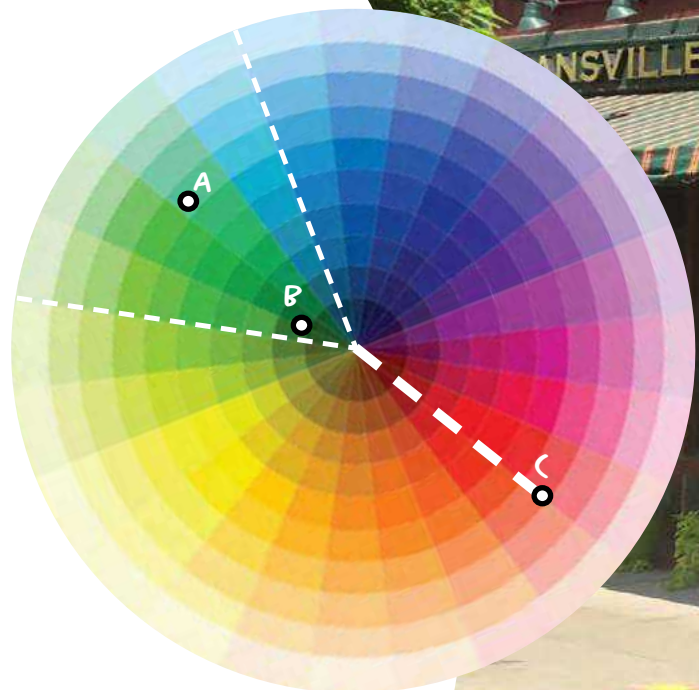
SW Cedar Green 2034-40

B Analogous Color 30%

SW Fiddlehead Green 2041-20

C Base Color 60%

Existing Brick Facade





DOGWOOD TRADING COMPANY



95 Main Street - Geneseo, NY

Base Color 60%

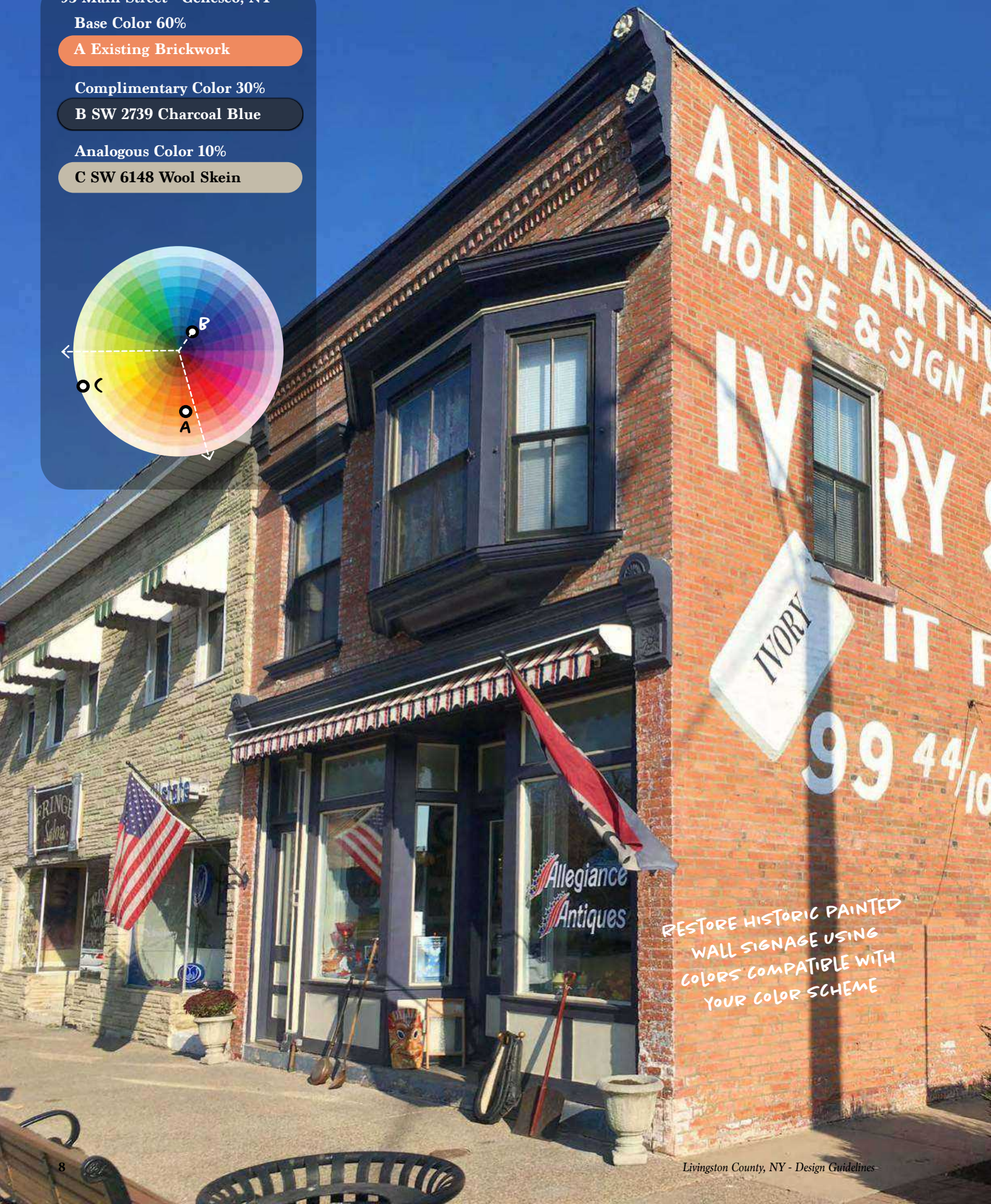
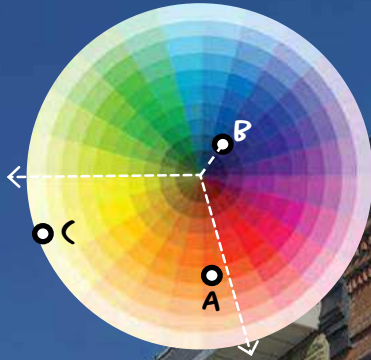
A Existing Brickwork

Complimentary Color 30%

B SW 2739 Charcoal Blue

Analogous Color 10%

C SW 6148 Wool Skein



RESTORE HISTORIC PAINTED
WALL SIGNAGE USING
COLORS COMPATIBLE WITH
YOUR COLOR SCHEME

USE PAINT TO HIGHLIGHT UNIQUE HISTORICAL DETAILS!

ANTIQUES

THE VILLAGE GALLERY

ANTIQUESHOP OPEN

2119 Main Street - Caledonia, NY

A Complimentary Color 10%

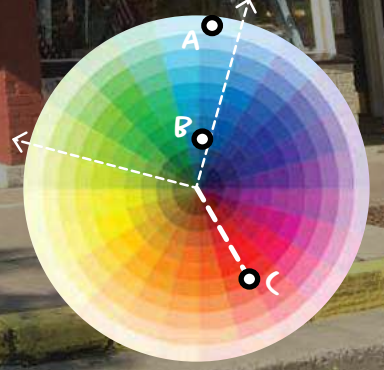
SW Extra White 7006

B Analogous Color 30%

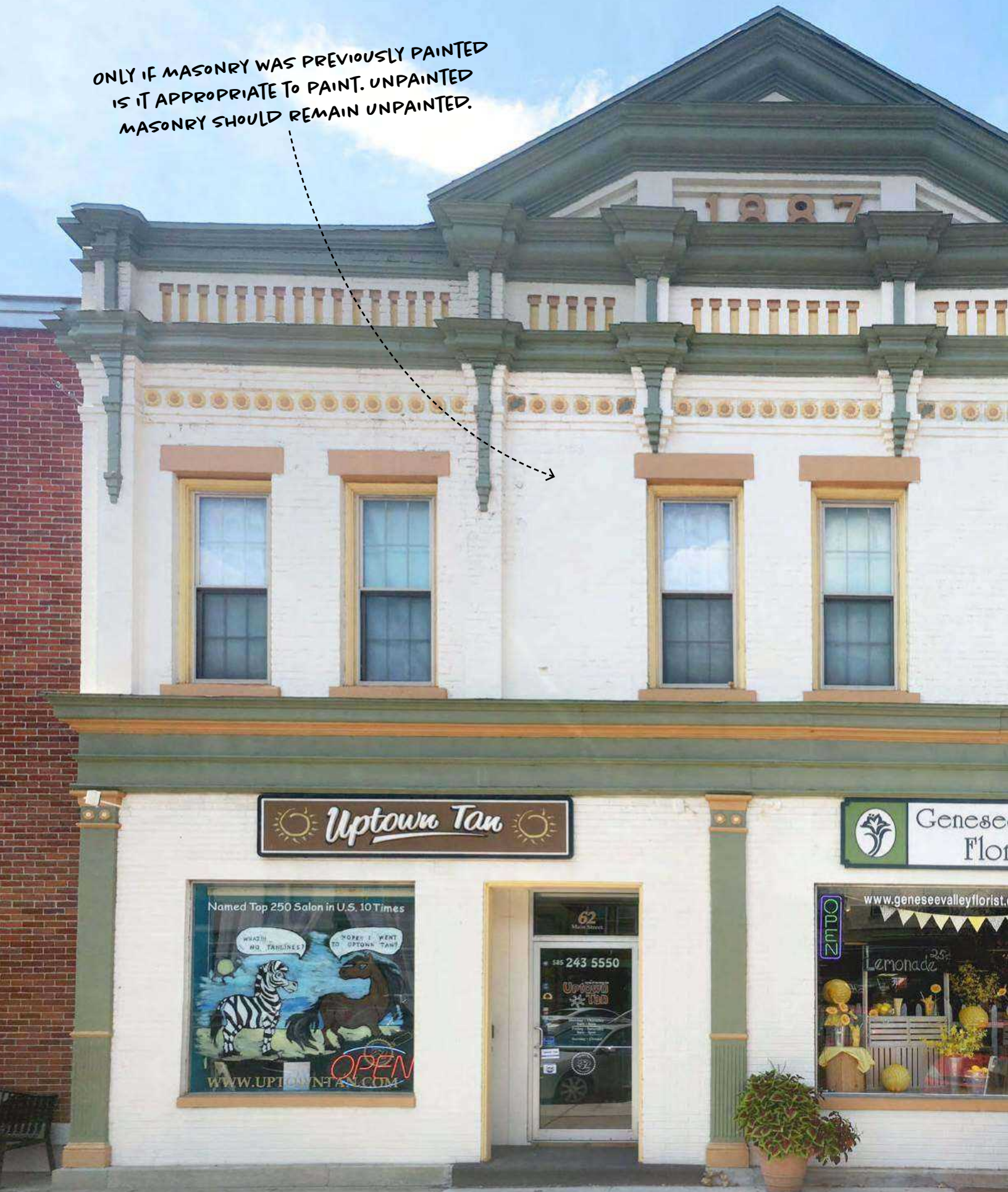
SW Blueblood 6966

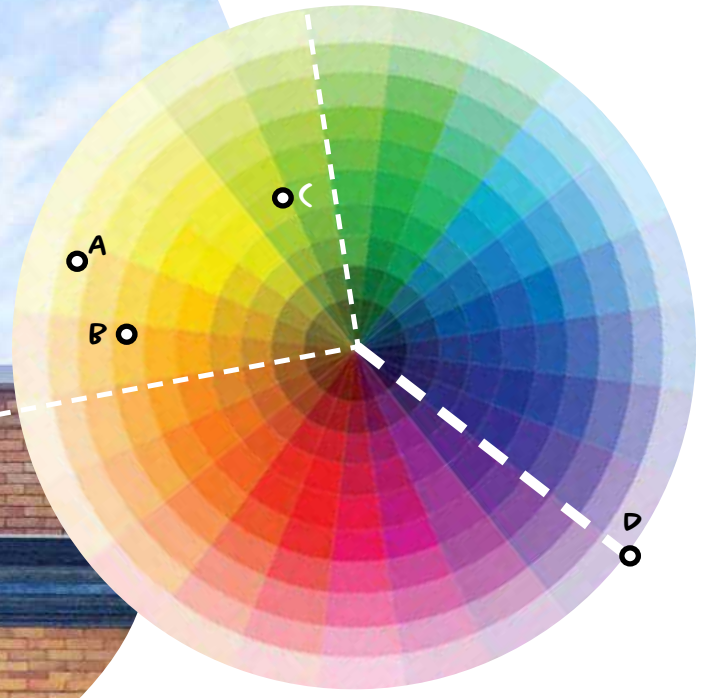
C Base Color 60%

Existing Bricks



ONLY IF MASONRY WAS PREVIOUSLY PAINTED
IS IT APPROPRIATE TO PAINT. UNPAINTED
MASONRY SHOULD REMAIN UNPAINTED.





A Complimentary Color 5%

SW Naples Yellow 9021

B Complimentary Color 5%

SW Trinket 6685

C Analogous Color 30%

SW Broccoflower 9039

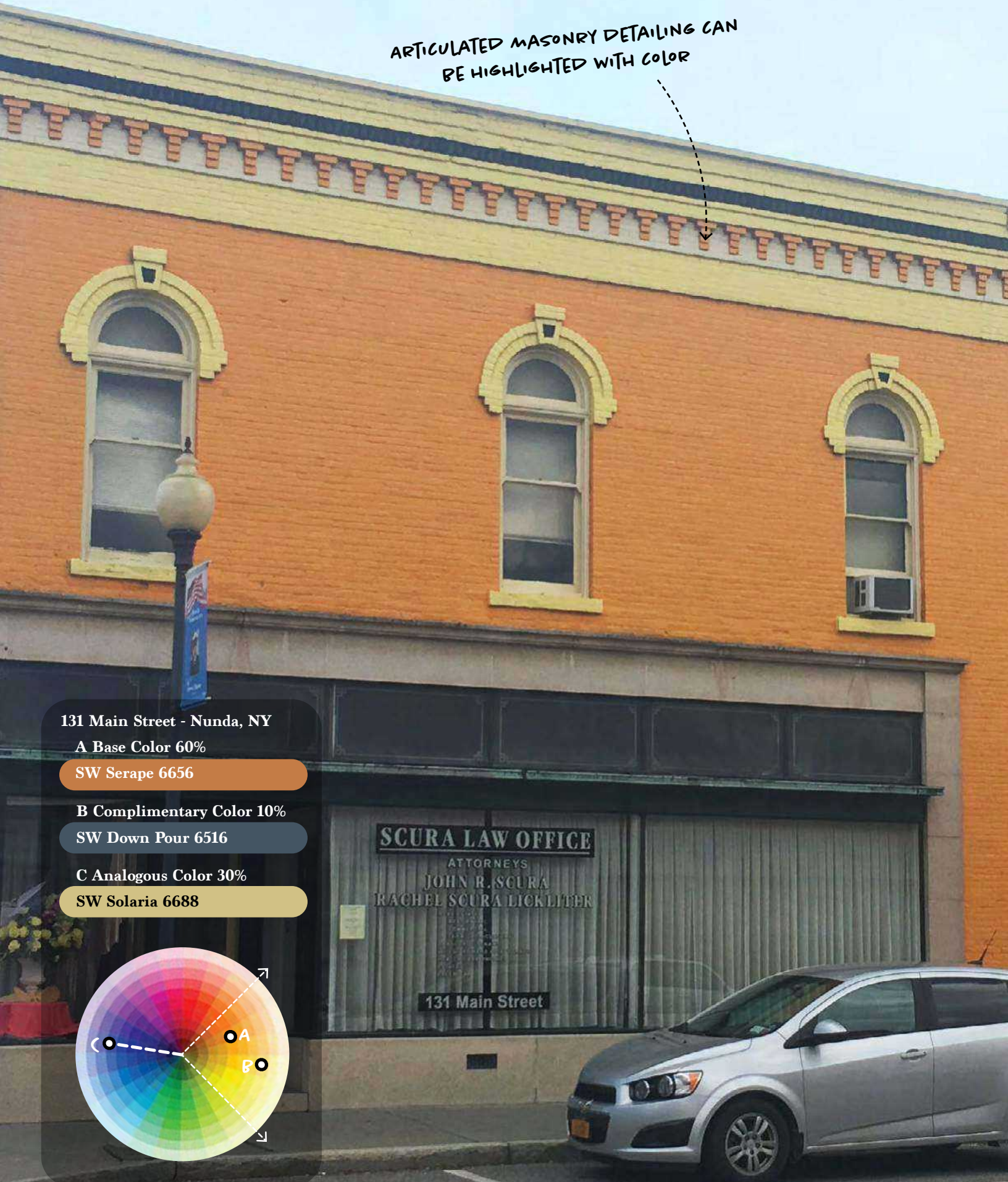
D Base Color 60%

SW 6385 Dover White

60 Main Street - Geneseo, NY

You may have noticed that this facade uses a (4) color scheme - in this case using two accent colors. Here, the vibrant color scheme is used to call attention to the floral masonry details and intricate cornices that make up the parapet. Although not original, the storefronts provide simple and effective signage with large staged windows. This is also an example of an appropriate painting of masonry.

ARTICULATED MASONRY DETAILING CAN
BE HIGHLIGHTED WITH COLOR



131 Main Street - Nunda, NY

A Base Color 60%

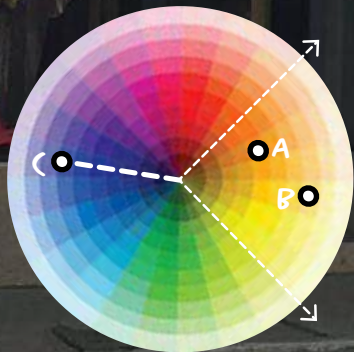
SW Serape 6656

B Complimentary Color 10%

SW Down Pour 6516

C Analogous Color 30%

SW Solaria 6688



168 Main Street - Dansville, NY

Complimentary Color 10%

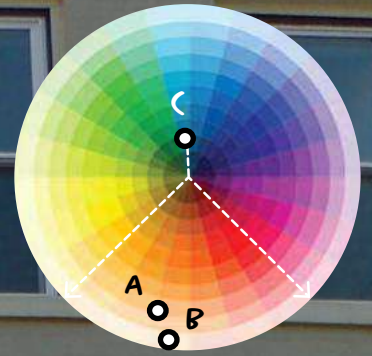
A SW 2829 Classical White

Analogous Color 30%

B SW 2846 R. Bronze Green

Base Color 60%

C SW 0049 Silver Grey



USE ACCENT COLORS ON BOTH THE
STOREFRONT AND THE CORNICE SO
THAT THE TOP RELATES TO THE BOTTOM.



3226 Genesee St - Piffard, NY

Base Color 60%

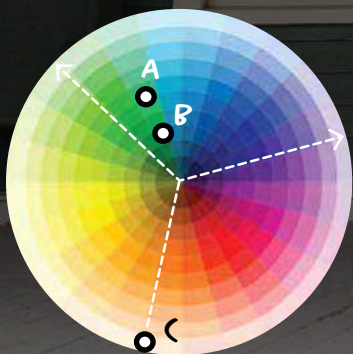
A SW Reseda Green 9040

Analogous Color 10%

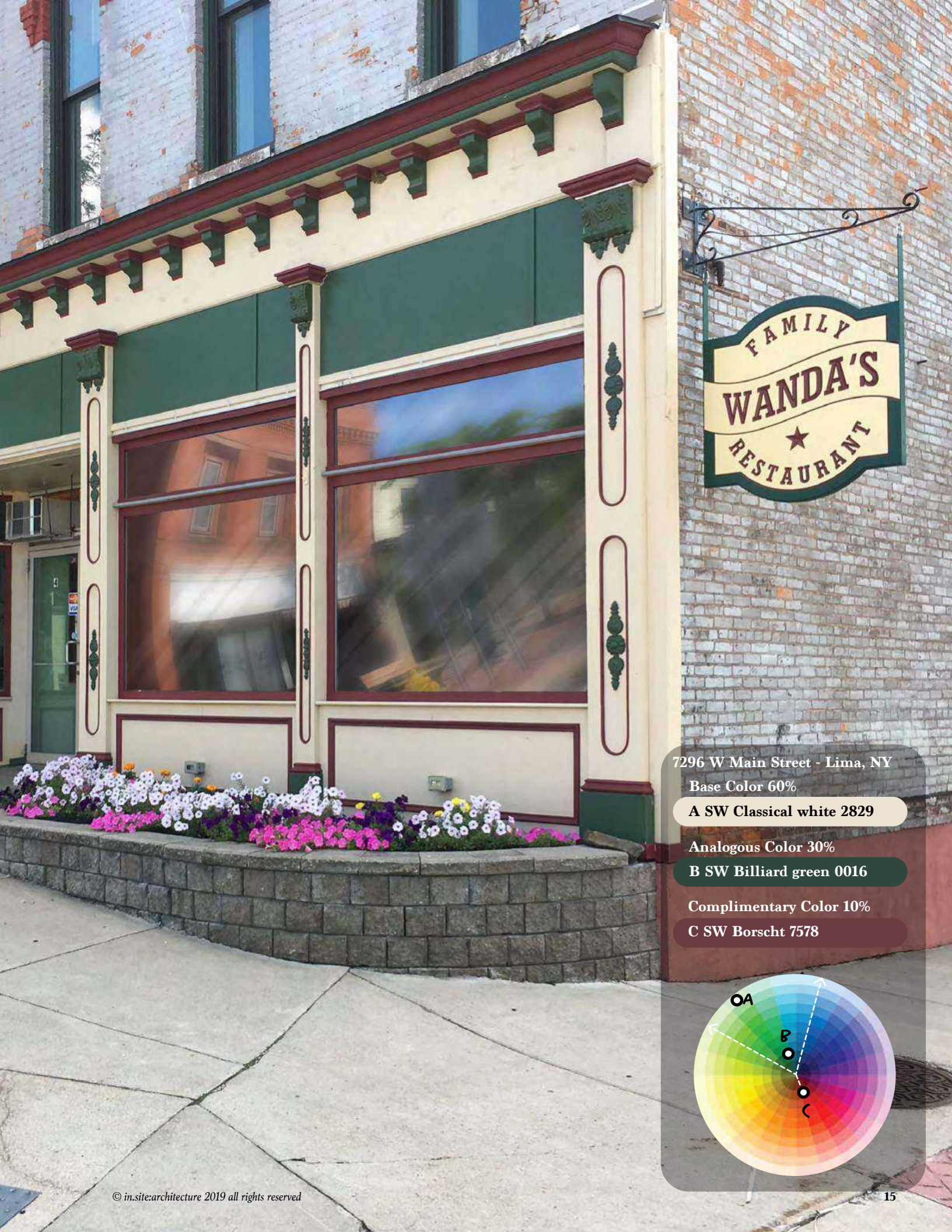
B SW Cape Verde 6482

Complimentary Color 30%

C SW Alabaster 7008



A MEDIUM TONE BASE COLOR WITH CREAMY WHITE TRIM WILL MAKE SIMPLE, CLASSIC DETAILING LOOK CLEAN AND NEW.



FAMILY
WANDA'S
★
RESTAURANT

7296 W Main Street - Lima, NY
Base Color 60%

A SW Classical white 2829

Analogous Color 30%

B SW Billiard green 0016

Complimentary Color 10%

C SW Borscht 7578



BEFORE

95 Main Street - Geneseo, NY

Base Color 60%

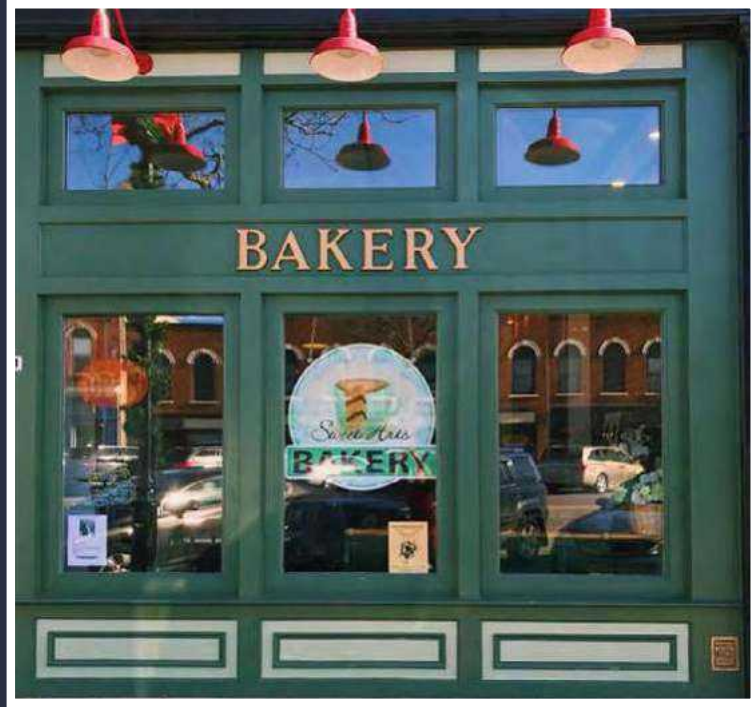
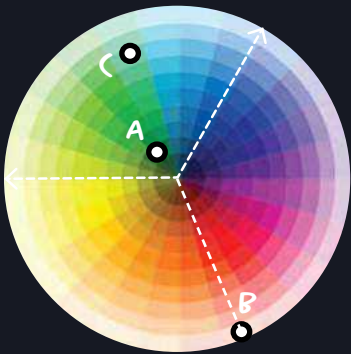
A SW Lucky Green 6926

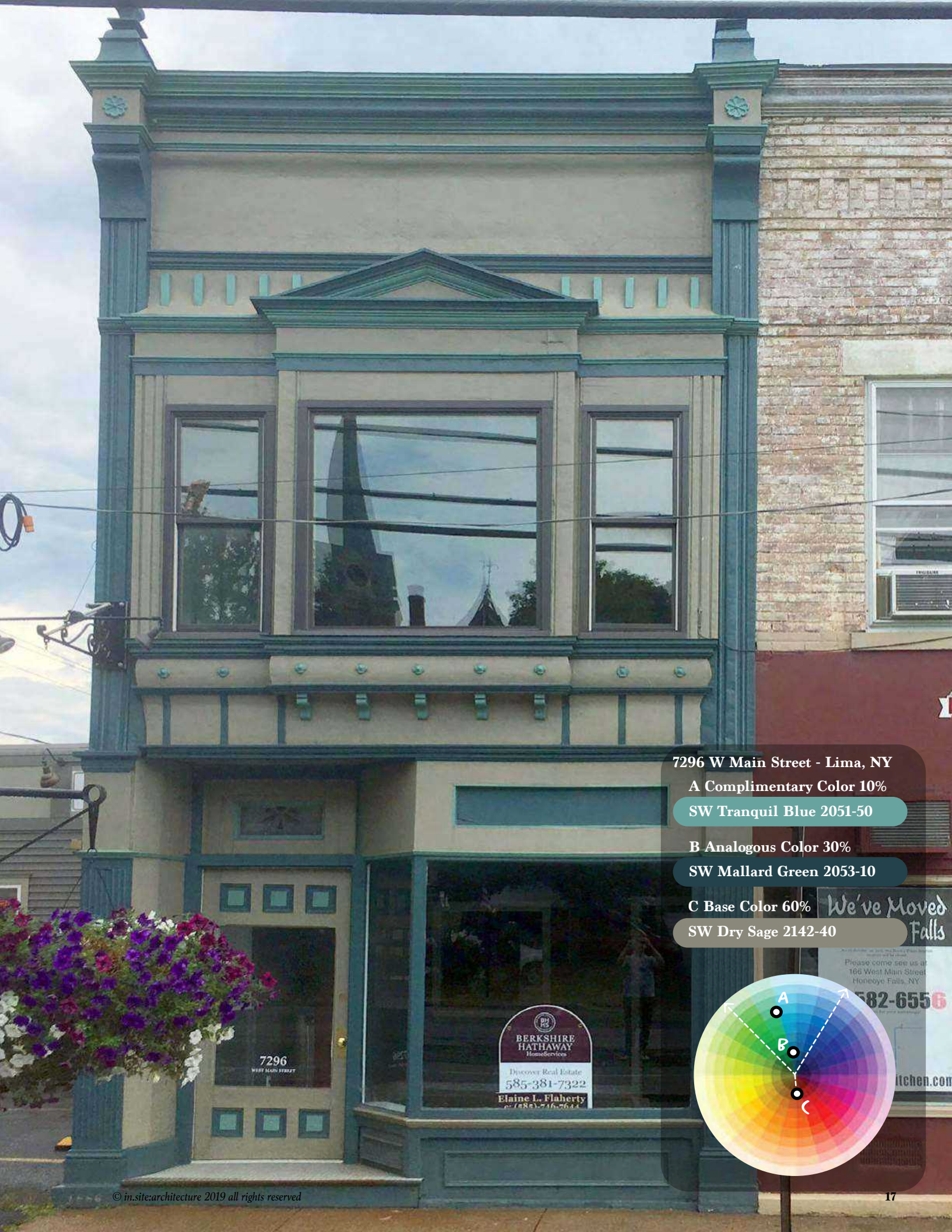
Complimentary Color 10%

B SW Snowbound 7004

Analogous Color 30%

C SW Romaine 6730





7296 W Main Street - Lima, NY

A Complimentary Color 10%

SW Tranquil Blue 2051-50

B Analogous Color 30%

SW Mallard Green 2053-10

C Base Color 60%

SW Dry Sage 2142-40



We've Moved Falls

Please come see us at
166 West Main Street
Honeoye Falls, NY

582-6556

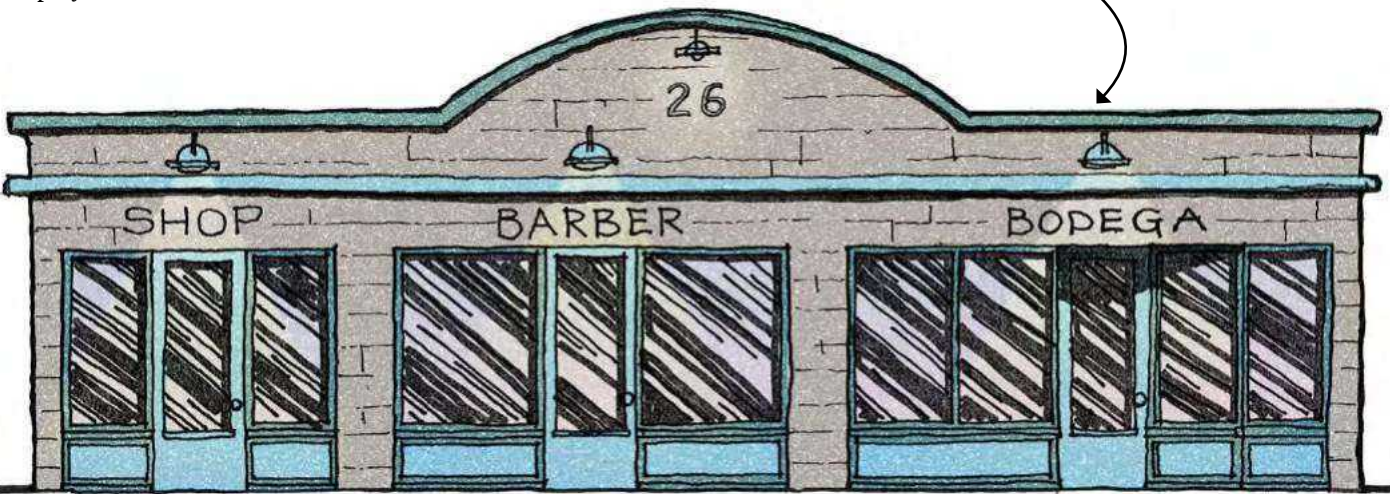
itchen.com

[B] Painting Commercial Storefronts

For buildings with multiple commercial tenants, there are a variety of unique, acceptable ways to paint a building so that individual businesses are highlighted and easily recognizable to passers-by. There are two main approaches that one can take: the unified building method, or the independent storefront method.

It should be noted that there are no hard and fast rules regarding which method you choose, and that the most successful urban spaces are comprised of buildings taking both views. This guide will outline the pros and cons of both approaches, and allow you to decide which course is right for your project.

Uniformity of color across storefronts and building details are used to full effect here, where the individual storefronts are all matching with the building. This scheme works incredibly well in high-turnover markets where tenants are often coming and going, as it keeps the building looking nice regardless of occupancy.



Unified Building Method

Matching storefront colors create a simple visual harmony by regulating a color scheme to be used by all commercial tenants. Typically, a base color or material is chosen for the building shell, with detailing, trim, doors, framing, and awnings given 1-3 other colors, depending on complexity and need.

Pros

- Building has a neat and orderly appearance and composition.
- Appearance of building can be determined by landlord, not tenants.
- Draws visual interest to the building shell's materiality and form.
- Building is relatively unchanged when tenants move in/out.

Cons

- A simple or modest building may appear uninteresting.
- Tenants are not as quickly distinguished.
- Less customization of storefronts for tenants.
- Larger buildings utilizing this painting technique may appear monotonous.

Suggestion

- Use this painting method for building shells with interesting or significant details to prevent storefronts and visual clutter from overpowering the building. This also works well for groups of offices or businesses that aren't competing for pedestrian attention.

The independent storefront method is used here to help the shop owners visually stand out to potential customers. Each storefront is color coordinated to look good within the building and its neighboring businesses. This color scheme works well in buildings with franchises, where businesses can paint their storefronts to suit their individual branding or colors.



Independent Storefront Method

The independent storefront method can create dynamic and engaging streetscapes by permitting the creativity of tenants to paint their storefronts. When done properly, these buildings create immense visual interest through engaging with the street not just with color that can draw attention to and distinguish the businesses there.

Pros

- Building has a dynamic and interesting composition.
- Draws visual interest to individual storefronts while keeping the building in the background.
- More appealing to commercial tenants with brand standards or color requirements such as franchises.
- Tenants are easily distinguished within a building.
- Very effective at breaking up long building facades.

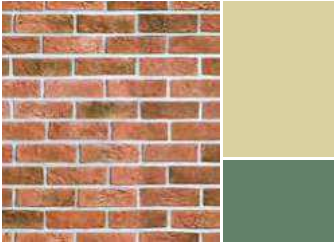
Cons

- Can appear cluttered and unorganized if tenants choose clashing colors.
- More obvious whenever there are vacancies in the building.

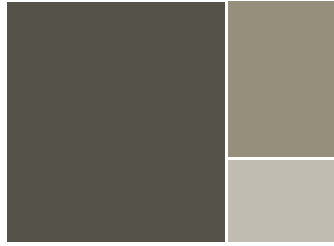
Suggestion

- This painting approach is best used on simple and modest building shells that lack significant architectural detail or feature.

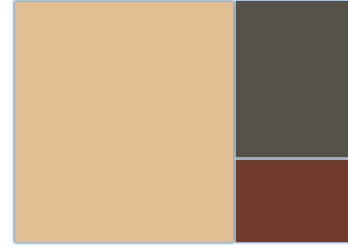
[C] Paint Swatch cutsheet



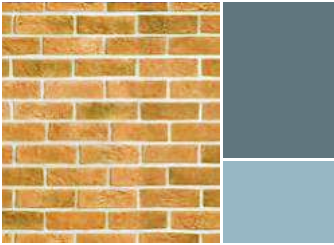
Base (60%) - BRICK
Analogous (30%) - SW 6701
Accent (10%) - SW 6453



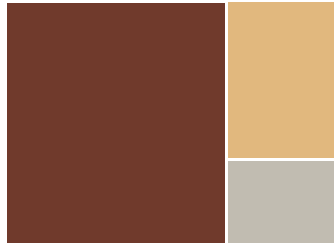
(60%) - SW 2846 Roy. Bronze Green
(30%) - SW 2845 Bungalow Grey
(10%) - SW 2844 Roy. Mist Gray



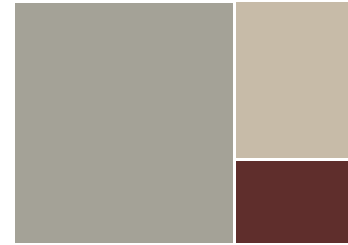
(60%) - SW 0044 Hubbard Squash
(30%) - SW 2846 Roy. Bronze Green
(10%) - SW 2839 Roy. Copper Red



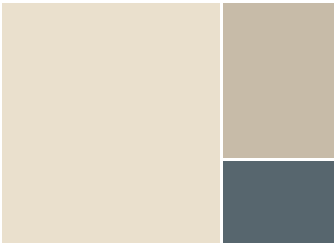
(60%) - BRICK
(30%) - SW 9141 Waterloo
(10%) - SW 9147 Favorite Jeans



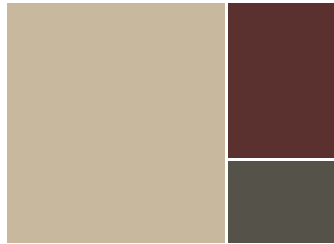
(60%) - SW 2839 Roy. Copper Red
(30%) - SW 2831 Classical Gold
(10%) - SW 2844 Roy. Mist Gray



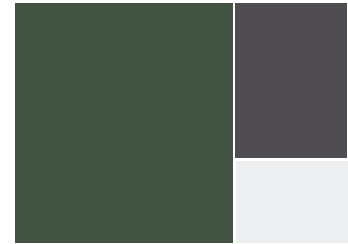
(60%) - SW 2821 Downing Stone
(30%) - SW 2822 Downing Sand
(10%) - SW 7585 Sundried Tomato



(60%) - SW 2829 Classical White
(30%) - SW 2822 Downing Sand
(10%) - SW 0032 Needlepoint Navy



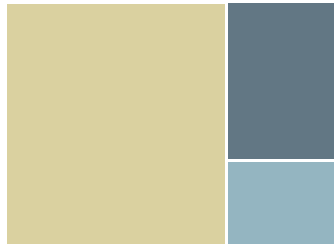
(60%) - SW 0011 Crewel Tan
(30%) - SW 2808 Rook. Dark Brown
(10%) - SW 2846 Roy. Bronze Green



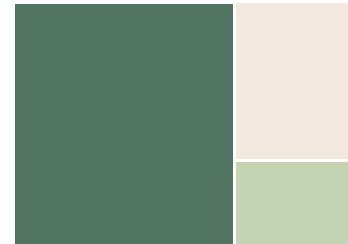
(60%) - SW 6461 Isle of Pines
(30%) - SW 9154 Perle Noir
(10%) - SW 7005 Pure White



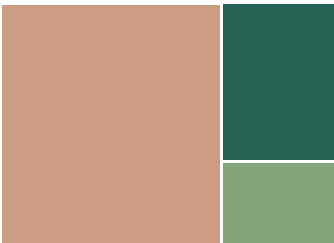
(60%) - SW 7008 Alabaster
(30%) - SW 6387 Compatible Cream
(10%) - SW 6221 Moody Blue



(60%) - SW 6422 Shagreen
(30%) - SW 6530 Revel Blue
(10%) - SW 6808 Celestial



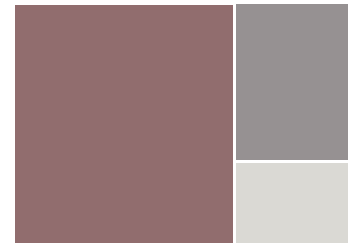
(60%) - SW 6459 Jadite
(30%) - SW 7004 Snowbound
(10%) - SW 6730 Romaine



(60%) - SW 6339 Persimmon
(30%) - SW 6481 Green Bay
(10%) - SW 6444 Lounge Green

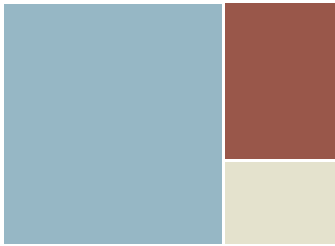


(60%) - SW 6689 Overjoy
(30%) - SW 9050 Vintage Vessel
(10%) - SW 6392 Vital Yellow

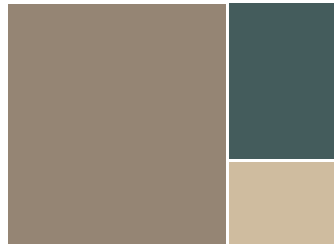


(60%) - SW 0004 Rose Brocade
(30%) - SW 7650 Ellie Gray
(10%) - SW 7006 Extra White

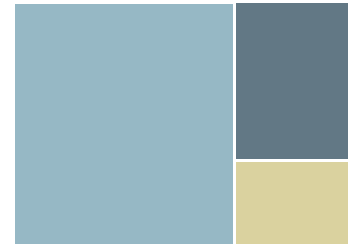
Disclaimer: When printed, These colors may vary from paint swatches in store. This is by no means a comprehensive list of colors, and creativity is encouraged.



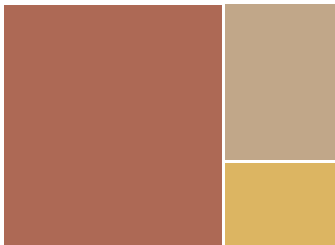
(60%) - SW 2863 Powder Blue
(30%) - SW 0040 Roycroft Adobe
(10%) - SW 2829 Classical White



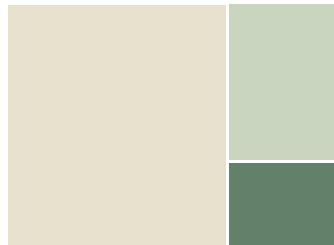
(60%) - SW 2820 Downing Earth
(30%) - SW 0016 Billiard Green
(10%) - SW 2822 Downing Sand



(60%) - SW 2863 Powder Blue
(30%) - SW 0032 Needlepoint Navy
(10%) - SW 0073 Chartreuse



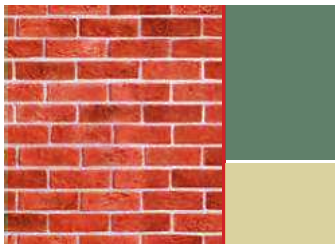
(60%) - SW 0040 Roycroft Adobe
(30%) - SW 7714 Oak Barrel
(10%) - SW 6395 Alchemy



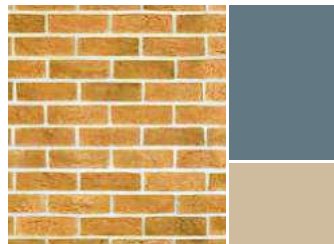
(60%) - SW 6162 Ancient Marble
(30%) - SW 6442 Supreme Green
(10%) - SW 6467 Kendal Green



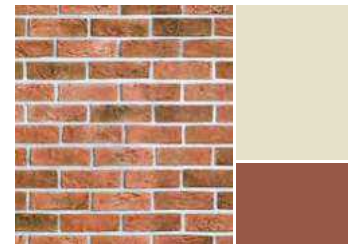
(60%) - SW 0016 Billiard Green
(30%) - SW 0011 Crewel Tan
(10%) - SW 2814 Rook. Antique Gold



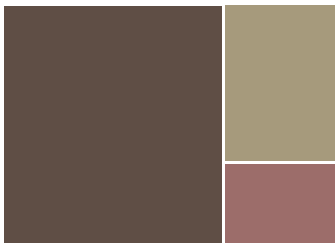
(60%) - Existing Brick
(30%) - SW 6467 Kendal Green
(10%) - SW 0073 Chartreuse



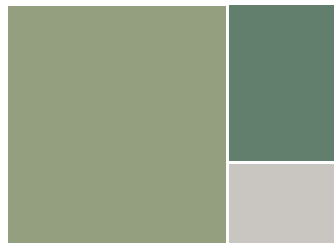
(60%) - Existing Brick
(30%) - SW 2819 Downing Slate
(10%) - SW 0036 Buckram Binding



(60%) - Existing Brick
(30%) - SW 2829 Classical White
(10%) - SW 0040 Roycroft Adobe



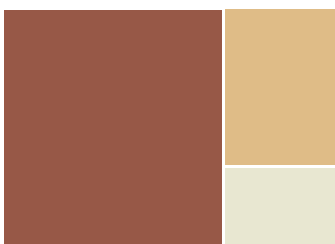
(60%) - SW 2808 Rook. Dark Brown
(30%) - SW 0024 Curio Gray
(10%) - SW 0004 Rose Brocade



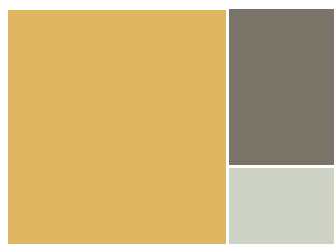
(60%) - SW 2812 Rookwood Jade
(30%) - SW 6460 Kale Green
(10%) - SW 6205 Comfort Gray



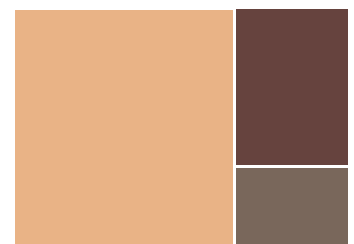
(60%) - SW 0043 Peristyle Brass
(30%) - SW 0068 Copen Blue
(10%) - SW 2850 Chelsea Gray



(60%) - SW 2803 Rook. Terra Cotta
(30%) - SW 2857 Peace Yellow
(10%) - SW 0050 Classic Light Buff



(60%) - SW 6395 Alchemy
(30%) - SW 0038 Library Pewter
(10%) - SW 0059 Frostwork



(60%) - SW 2853 New Colony Yellow
(30%) - SW 2802 Rookwood Red
(10%) - SW 0038 Library Pewter

SEC.2 Storefronts

[A] Visual access:

Visual access is one of the most important and often overlooked aspects of commercial storefront design. By providing clear views inside a commercial space, neighbors and would-be customers passing by a commercial space can answer the following questions:

- Is this business open?
- Is this business safe or inviting?
- What is for sale here?

All of these questions are most easily answered when a storefront maintains unblocked window openings across the majority of its street frontage. Anywhere from 40-70% of the ground floor level should be clear glass, depending on your specific village's zoning requirements.

By maintaining a 5' minimum zone of visual access into storefronts, you can quickly communicate to the public your shop is safe, open, and . Avoid using displays and signs that prohibit views in and out, including large shelving units with their backs facing the window.

Blinds and window tinting should be discouraged over the use of awnings and fixed shading options.

In the case of ground floor office and professional spaces, things like waiting rooms and communal areas should be kept up front. The use of low walls, screens, and plants can help to create a sense of privacy for workers further inside the building, while not entirely blocking views.

At night, storefronts should be lit from the interior to provide light and safety to the pedestrian realm, as well as showcasing products and displays to the public. Lighting should be selected to optimize the display of goods or services being sold within the business.

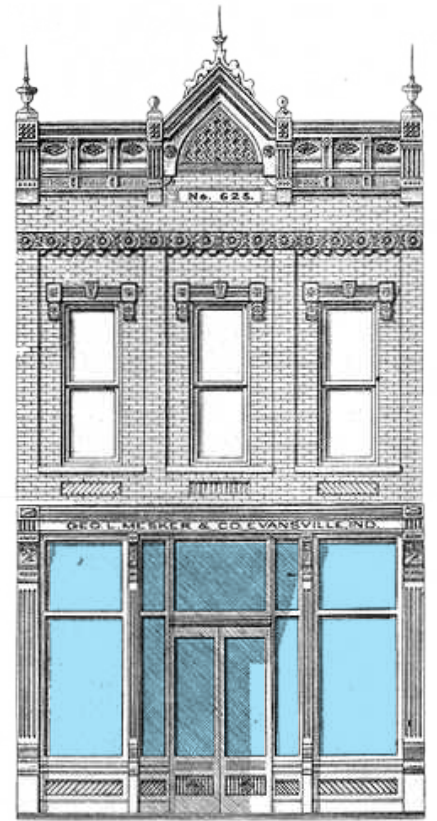
- **Is this business open?**
- **Is this business safe or inviting?**
- **What is for sale here?**



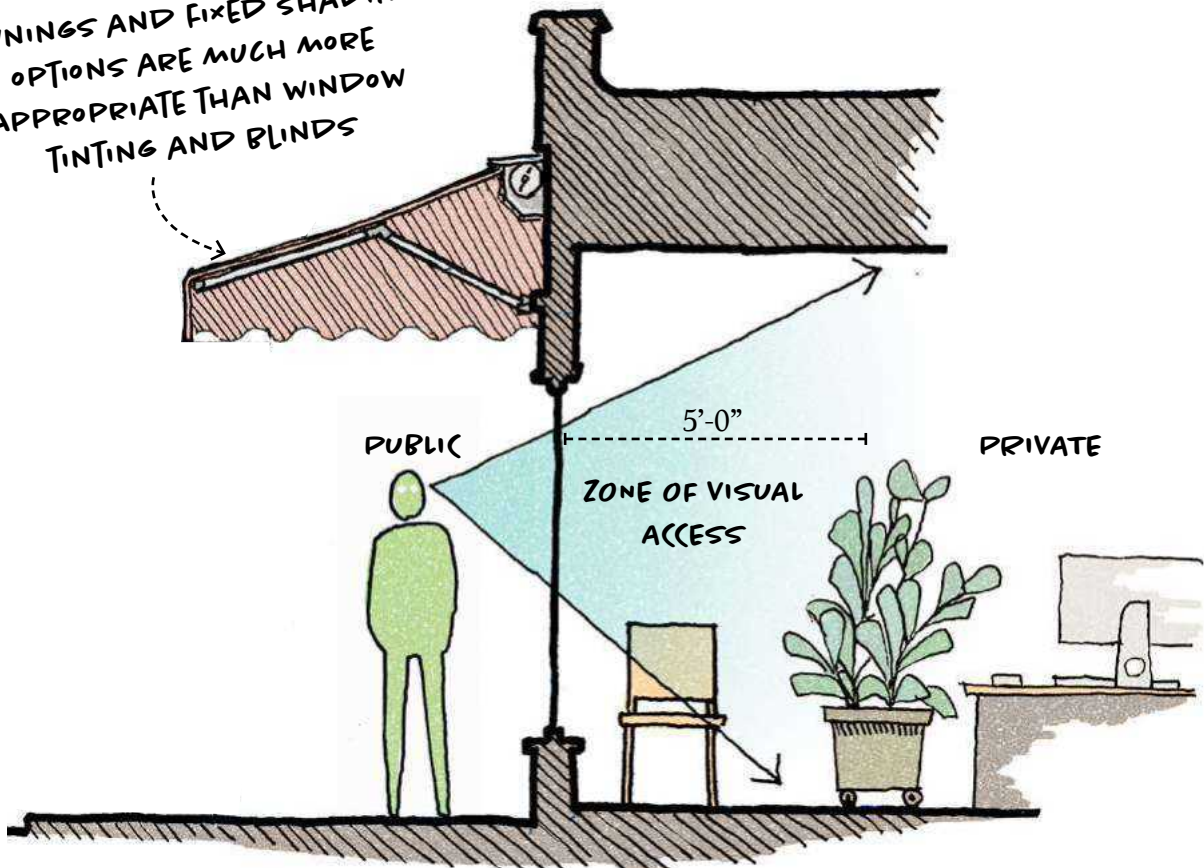
Showcase products, branding, and specials in well-lit storefront windows.



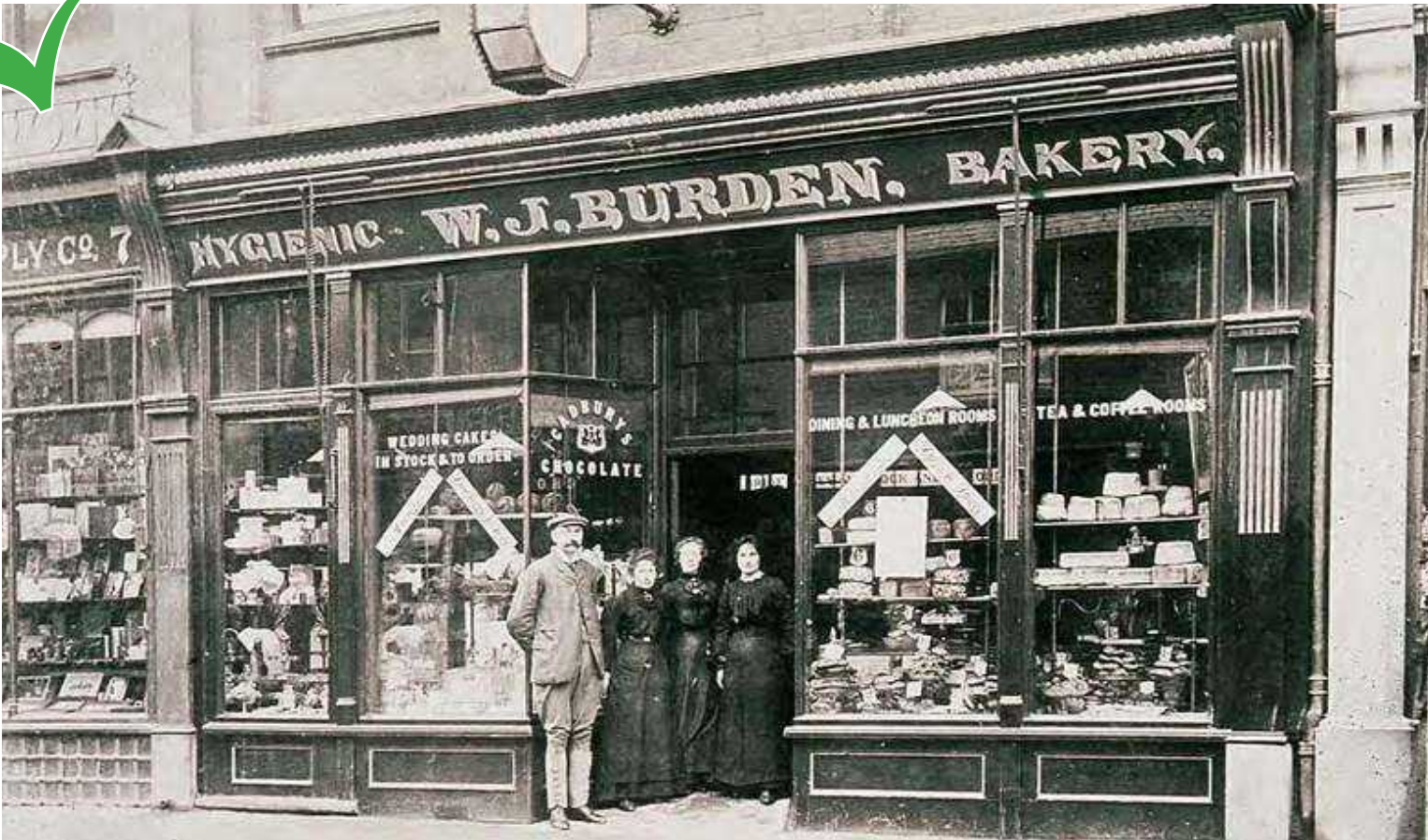
Create and maintain large, glass, street-level storefronts with 80% or more of their area open. Limit window obstructions to de-clutter windows and provide interior views. Recessed entryways offer protection from the elements.



AWNINGS AND FIXED SHADING
OPTIONS ARE MUCH MORE
APPROPRIATE THAN WINDOW
TINTING AND BLINDS



Using privacy panels and screening can allow visual access into the public areas of an office, with private areas hidden from view. Make sure panels are 5' or more from windows.



Use historically appropriate sash and sill profiles when replacing storefront windows.



Uncluttered windows and storefront displays provide visual interest for pedestrians.

APPROPRIATE INTERIOR LIGHTING CAN CALL
ATTENTION INTO YOUR SPACE WHEN PAIRED
WITH GOOD VISUAL ACCESS.



Large windows and plenty of lighting draw attention into the storefront - attracting customers into an inviting space.

[B] Windows:

When selecting window packages, colors and sash profiles should be selected to compliment existing architectural character. Frame and sash profiles should be sized within existing window openings when possible - matching the size and dimension of historic or existing windows. Large openings should be broken up with smaller windows to create visual interest and repetition and avoid large uninterrupted surfaces.

Transom windows are typically horizontal bands of windows placed above the door height that continue across a storefront. These type of windows provide extra daylighting deeper into the storefront, as well as provide opportunities for signage, lighting, detail, and depth within the composition. **Existing transom windows that have been removed or covered up should be restored when possible.**



Historic doors, windows, and storefronts can have long lasting lifespans with the proper care and maintenance.

Uncover and restore existing transom storefront windows.

For commercial storefronts, **use of wood or aluminum-clad wood windows is preferred.** Anodized-aluminum windows can be specified to many historically sensitive colors, and dimensioned with appropriate sash and sill profiles.

Vinyl windows are prohibited for all commercial renovations. Vinyl windows are a residential product, typically come in limited colors, often have thin and flat sash profiles, and are less durable.

Windows that have been tinted or treated with reflective coating are prohibited. Glazing should be transparent and allow for daylighting and visual access.

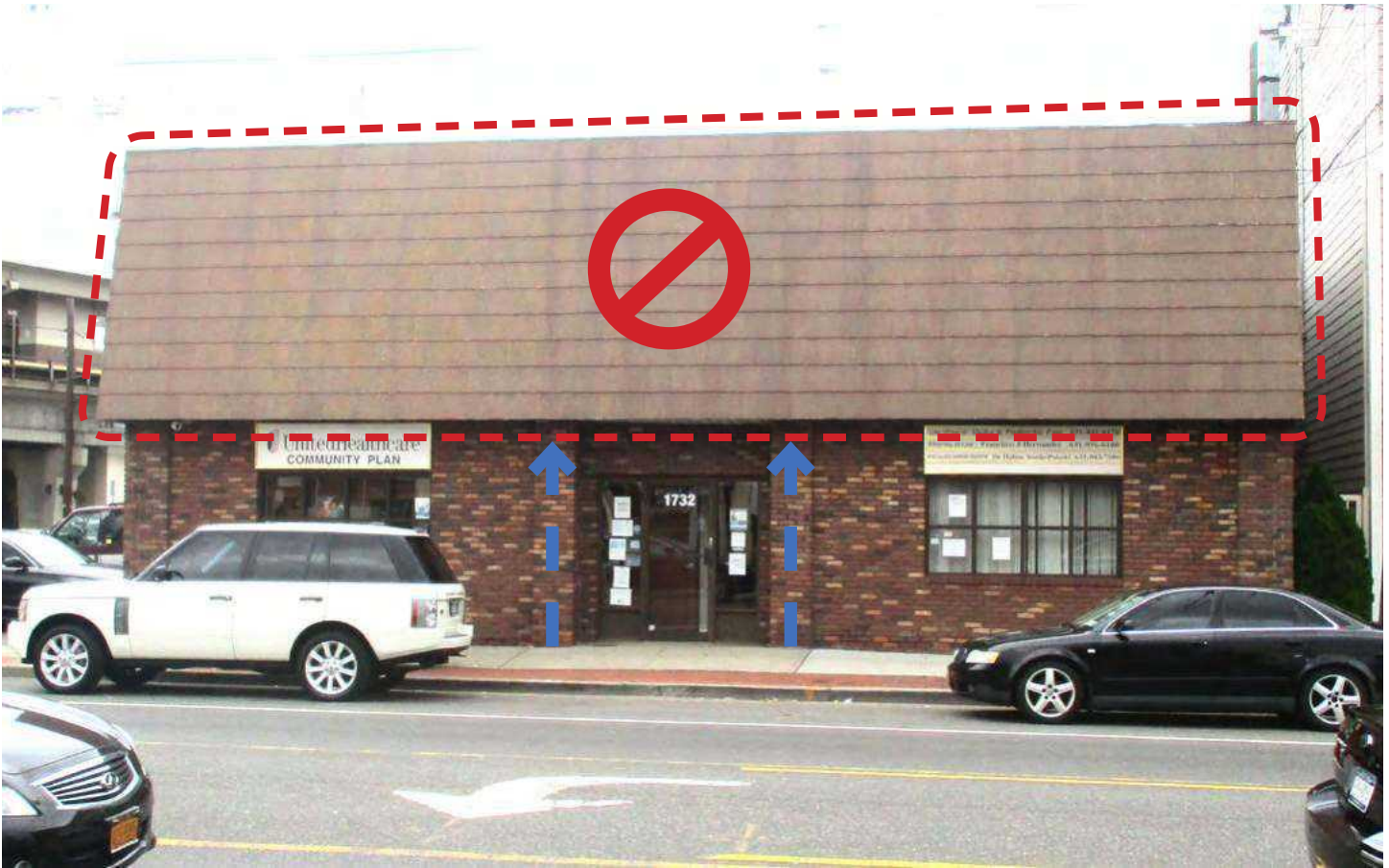
Environmental considerations should be made during the selection of window units. When needed, **look for double paned insulated glass and provide thermal breaks to optimize energy performance within your commercial space.** Avoid using inefficient window systems that increase air infiltration and decrease energy performance.



Use a variety of window patterns and sizes on replacement windows to bring down the scale of large openings.



Do not use floor to ceiling windows or tinted glass.



Avoid long, uninterrupted, plain surfaces that don't establish a rhythm.
Also avoid interrupting an existing horizontal or vertical rhythm.

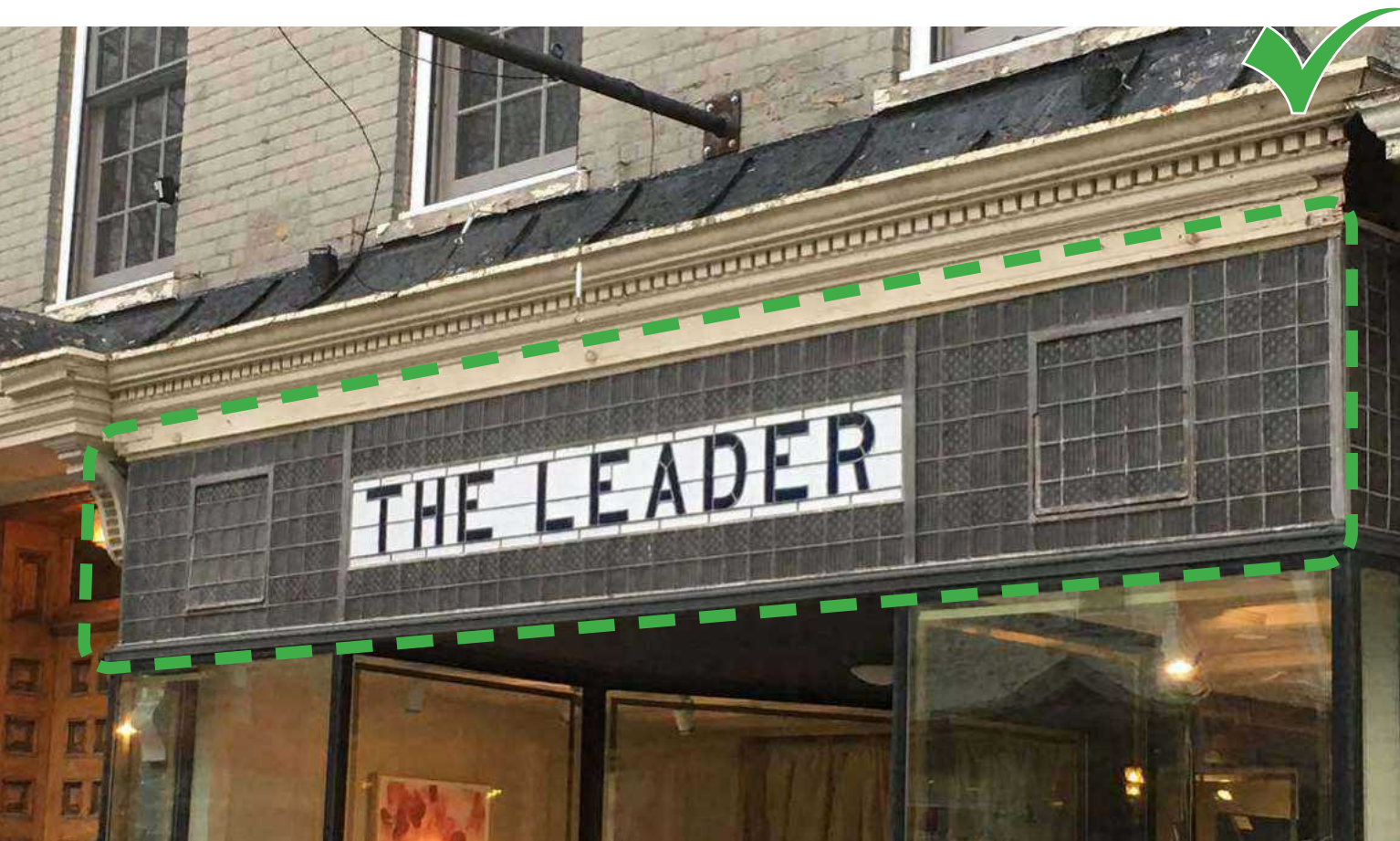
Do use transom windows to add horizontal lines that break up height.
Do establish a rhythmic pattern to break up storefronts with horizontal and vertical elements.



AVOID PUTTING UNSIGHTLY THINGS LIKE
SATELLITE DISHES AND HVAC UNITS IN
MAIN STREET FACING WINDOWS.



New window replacements should be sized to match existing opening sizes to maintain historic visual access



Restored transom windows can be used as signage.



Window displays can be changed seasonally, to showcase sale items or create a theme for your space. Keep your lights on during the night for additional curb appeal and street safety.

[C] Doors

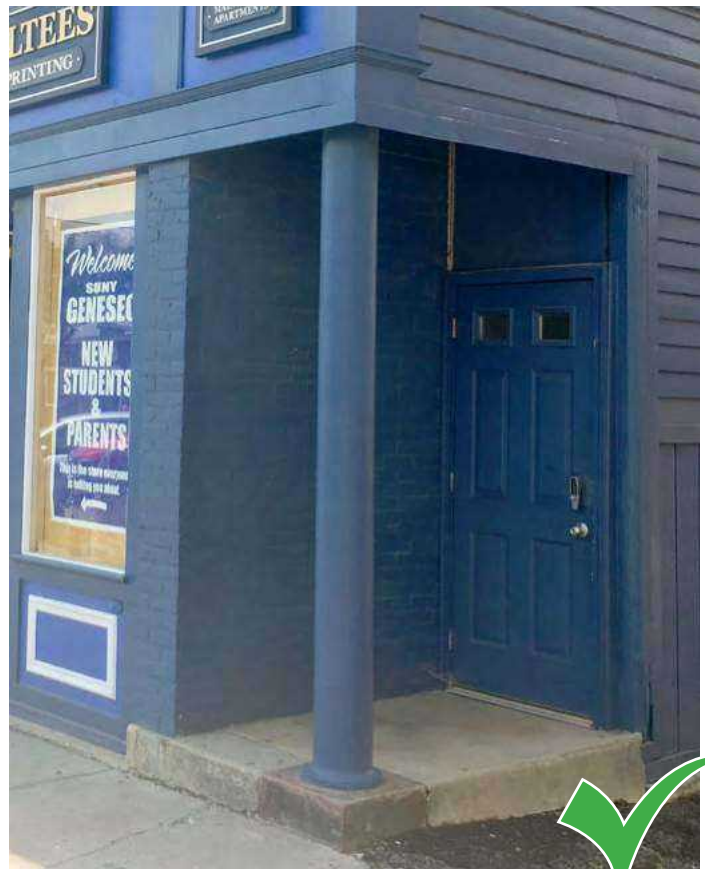
A door is the first interaction your customers will have with your business - so care should be taken to ensure a welcoming and inviting experience.

Uninterrupted full-glass and half-glass doors allow for visibility in and out. Do not use blackout windows, or windows treated with reflective coatings that prohibit views within and without.

Exterior doors that lead to residential second floors may be stile-and-rail doors without glass. The goal is that half-glass doors, and doors without glass should appear as “secondary” doors to pedestrians as compared to the full glass doors that lead to ground floor businesses.

Transoms above doors to second floors should be restored to allow for light to enter into the stairway.

For standard commercial storefronts, doors should be wood or steel, and match the building in profile and character. **Vinyl is not an acceptable alternative.**



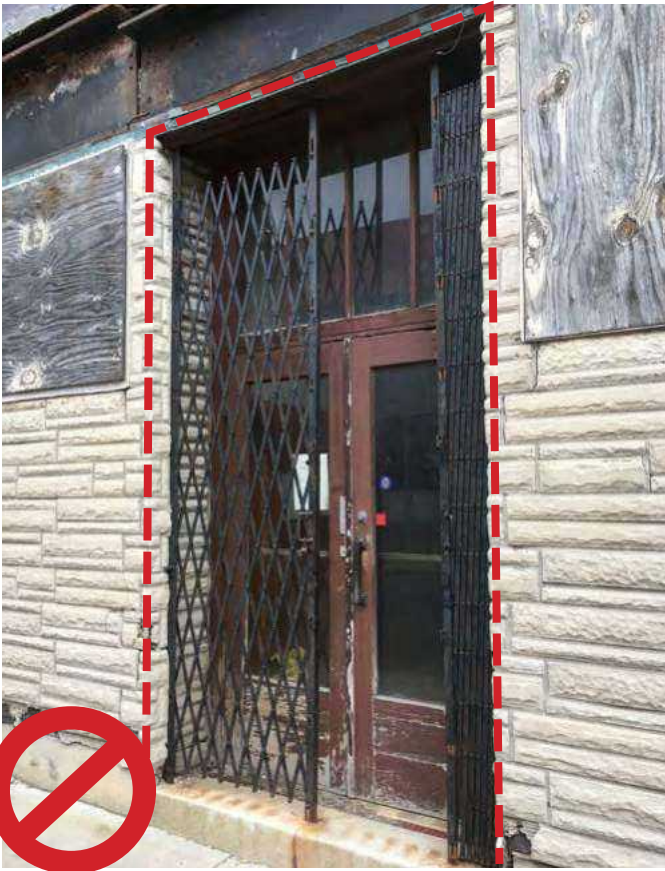
Stile and rail doors communicate a residential entry - ensure the style of the door is compatible with the building.

Residential entry doors should appear secondary to commercial entries.

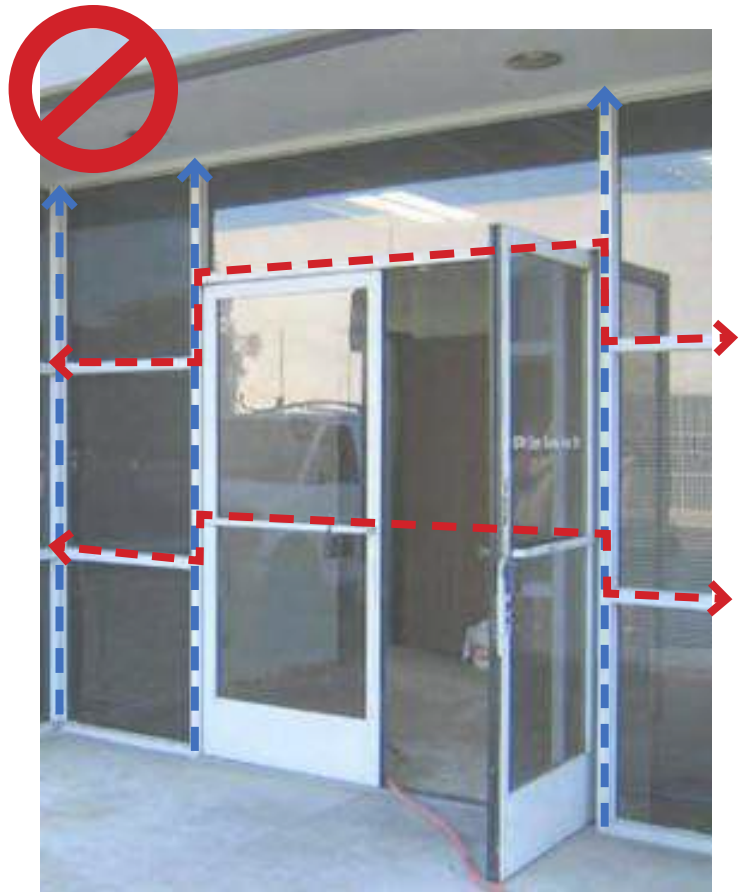
Under no circumstances should doors be covered by exterior rolling shutters or gates of any kind. These “safety” solutions only increase the appearance of crime without any regard for real statistics of commercial break-ins. Security alarms, cameras, and guards can offer alternative methods of alleviating crime that do not detract from the appearance or perceived safety of the area.



Do provide clear signage when doors are not in use.



Don't use rolling shutters or retractable "safety" gates, they create the appearance of crime.



Don't use aluminum storefront and door systems with different size profiles, or blackout windows.



Do use full glass entry doors for storefronts.



When half-glass doors are used for apartments, use an address number or door signage to help indicate residential use.

A



30

B



REGINALD'S
CAFE & BISTRO

C



HOURS
M-F: 8AM-10PM
SAT: 8AM-12PM
SUN: CLOSED

D



REGINALDSCAFE.COM
585.123.7654

Full glass door signage template

Door signage is often the most information heavy sign on a storefront, indicating the name of your business, hours of operation, website and phone number. Typically signage is a vinyl decal, which is ideal as it is both inexpensive and easy to replace if information changes. The following guide will go over some general rules of thumb when designing a door sign:

Color - Lettering on a full glass door should typically be white or a light color. This helps the lettering to be legible by contrasting with the often dark tones of unlit glass during the daytime.

(A) Street Number - Important for first time customers looking for your business, the street number should go at the top of the door. In instances where there is a transom window above the door with no awning present, the street number can also be placed there. Lettering should be a minimum of 4" tall.

(B) Store logo and name - The logo/name of your business should be at eye level so customers can easily see it when looking for the entry. To create a hierarchy of information, the logo and name should be larger than the rest of the information. If your business has a tag line, this should go underneath the logo.

(C) Store Hours - for ease of use, store hours should be consolidated to as few lines of text as possible. Try to keep "closed" days at the bottom of the list, with open hours at the top for easy reading. Hours should be located near the center of the door close to the handle/pushbar.

(D) Contact information - As the lowest piece of information in the hierarchy, the contact information should be on the bottom quarter of the door. Contact information is less important on a door because your customer has to already be there to read it - making contact relatively easy.



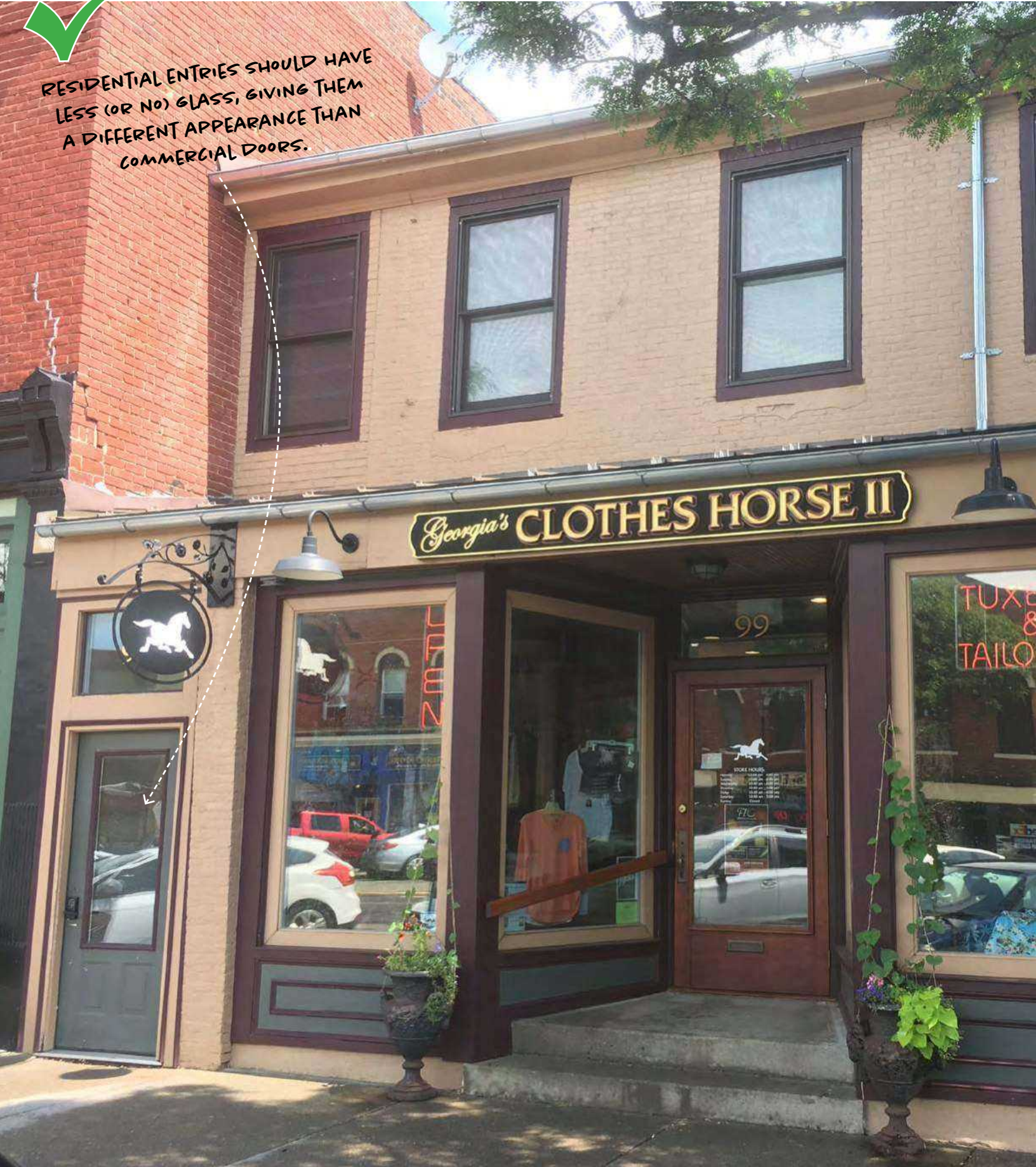
Simple, legible door signage with hierarchy and contrast.



Use light colored or white lettering to ensure contrast with the dark tones of glass.



RESIDENTIAL ENTRIES SHOULD HAVE LESS (OR NO) GLASS, GIVING THEM A DIFFERENT APPEARANCE THAN COMMERCIAL DOORS.



Use full size glass doors for commercial entryways on storefronts.



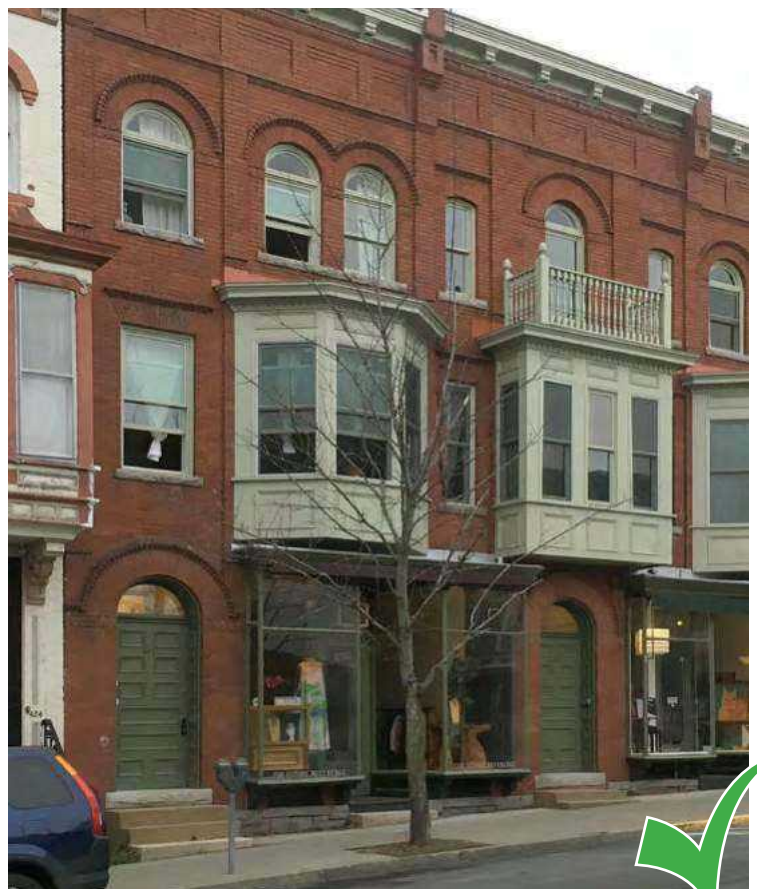
Restore and maintain historic entry doors.



Doors can accentuate and enhance historical detailing.



Detailing and colors from the storefront can be added to doors.



Access to residential floors should use solid or semi-transparent doors to avoid being mistaken for commercial doors.

SEC.3 Signage

[A] Freestanding Signs:

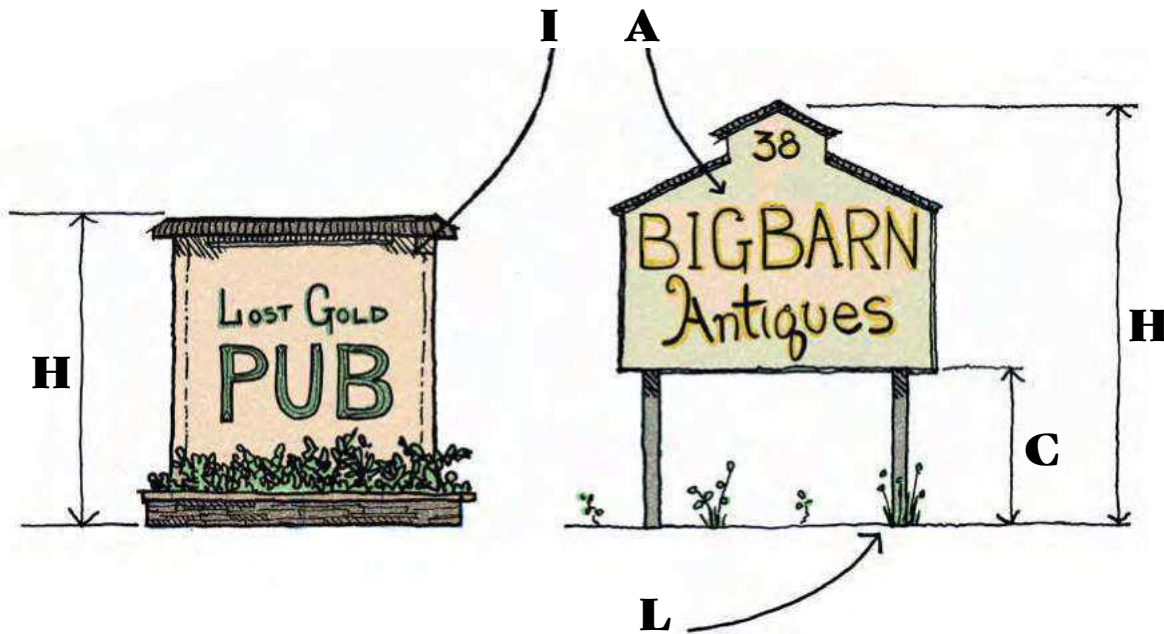
A freestanding sign is a self-supported sign attached to a pedestal, posts, or a perimeter wall. A maximum of one freestanding sign is permitted per site in Livingston County. In most villages, there is a setback requirement for such signage from the right of way.

No part of a freestanding sign may encroach upon a public right-of-way. Signage must be attached firmly to posts or a perimeter wall that is integral to its structure, with materials selected to match or enhance the existing architectural character.

Maximum allowable areas, heights, and ground clearances vary from village to village - consult the table below for the zoning requirements in your area.

Freestanding signs can be a great signage option for businesses with large parking lots or setbacks that may need help drawing attention from the right-of-way. Large setbacks can often decrease visibility.

There are no restrictions on illumination in the zoning except in Lima, where signs must be 50'-0" from the right-of-way to be illuminated. Care should be taken to ensure lighting is appropriate for the location. Signage can utilize raised planter beds to help provide visual interest - however they should be maintained to be free of debris and weeds.



9 village zoning review for freestanding signs

(Village)	Permitted	Max. Number	Max. Area (A)	Max. Height (H)
CALEDONIA	Yes	1 per use *	60 sf per sign *	N/A
AVON	Yes	1 per use *	120 sf	20 feet
LIMA	Yes	1 per use *	16 sf per side	12 feet
LIVONIA	Yes	1 per property	20 sf per side	10 feet
GENESEO	Yes	1 per lot	16 sf	6 feet
LEICESTER	Yes	1 per lot	N/A	25 feet
MT. MORRIS	Yes	1 per lot	20 sf per side	20 feet
NUNDA	Yes	1 per lot	20 sf per side	10 feet
DANSVILLE	Yes	N/A	16 sf	4 feet

N/A - no language in existing zoning code (per 2019 review)

* - language is not specific or implied in another section



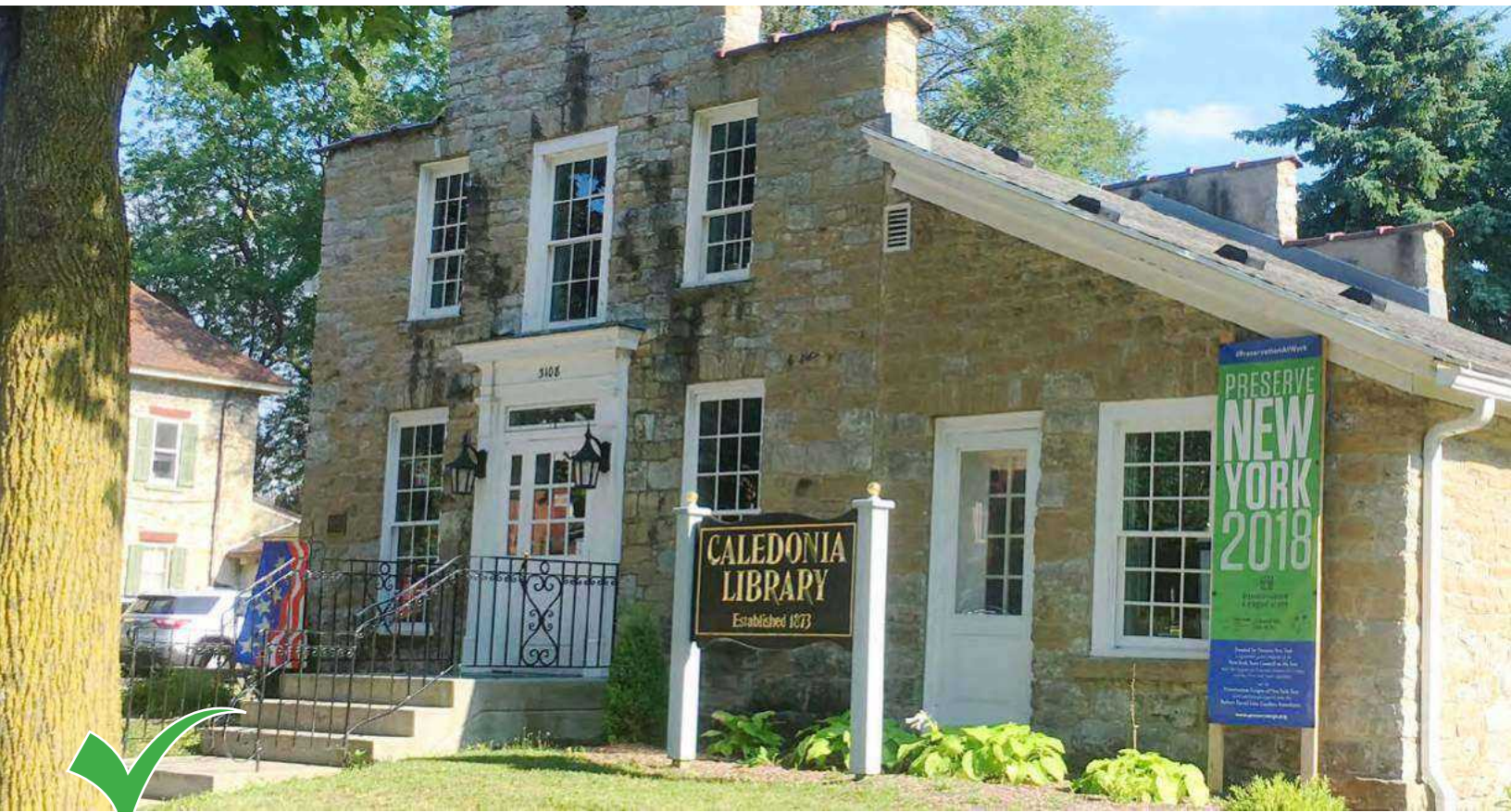
Signage can help reinforce attributes of your brand - such as craftsmanship, integrity, and strength. Well crafted, highly detailed signage can emphasize architectural characteristics.



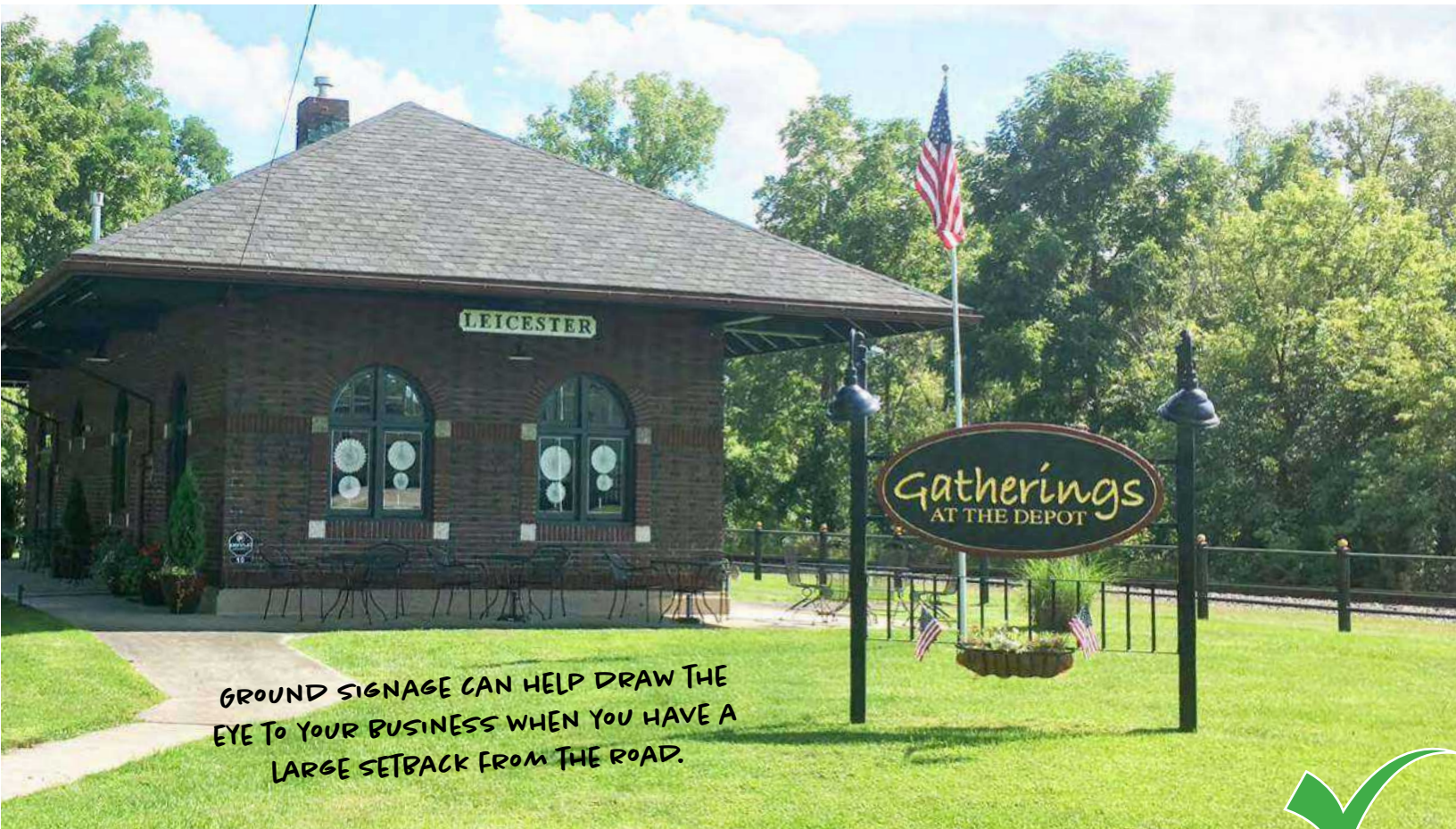
LED changing signs should be discouraged in all historic villages. Their overly bright, often distracting character diminishes the quality of the surrounding area.

9 village zoning review for freestanding signs

Vertical Clearance (C)	Setback from street	Illumination (I)	Landscaping (L)	(Village)
11'-0"	N/A	N/A	N/A	CALEDONIA
12'-0"	8'-0"	N/A	N/A	AVON
N/A	N/A	only with 50' setback	N/A	LIMA
N/A	10'-0"	N/A	N/A	LIVONIA
N/A	10'-0"	Permitted	Required	GENESEO
8'-0"	10'-0"	N/A	N/A	LEICESTER
10'-0"	15'-0"	N/A	N/A	MT. MORRIS
N/A	10'-0"	Permitted	N/A	NUNDA
4'-0"	N/A	Permitted	N/A	DANVILLE



Use carved dimensional signage with simple, lightly decorated posts for a clean historical look.



GROUND SIGNAGE CAN HELP DRAW THE EYE TO YOUR BUSINESS WHEN YOU HAVE A LARGE SETBACK FROM THE ROAD.

Use ground signage mounts as an opportunity to incorporate planters and lighting into your design.



Ground signs can also be a great opportunity to show multiple tenants within a small shopping area.



Avoid large, oversized, internally lit plastic signage that does not match the historic character of a village.

SEC.3 Signage

[B] Wall signs:

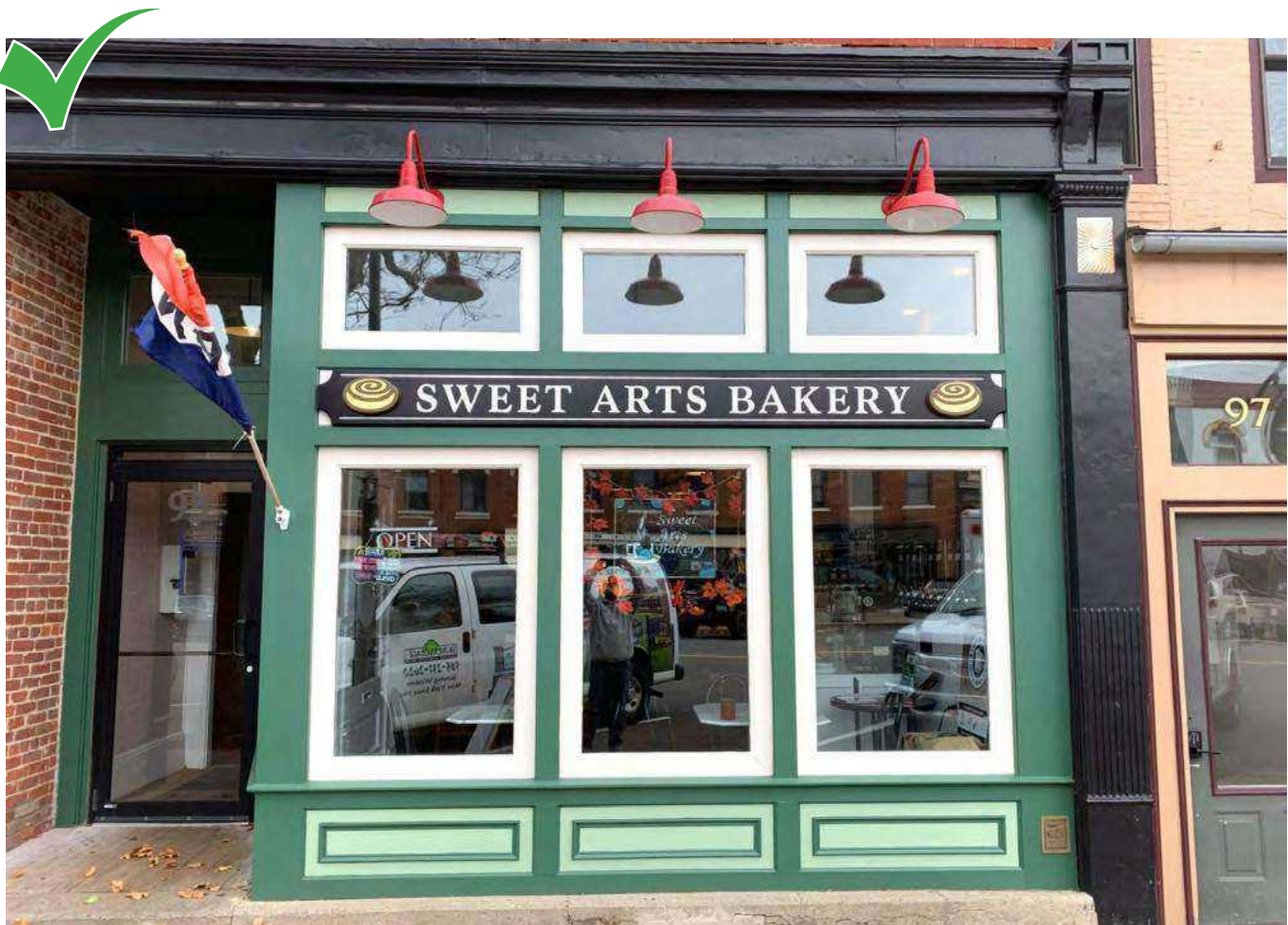
A wall sign is defined as a sign mounted to and parallel to the surface of a building. Typically, an establishment only has one frontage - and needs only one wall sign. In some villages however, provision allows for buildings with two separate frontages to have wall signs at both.

The scale and placement of the lettering and sign boards is important. Signboards above storefront windows or awnings should not cover second floor windows and should be in proportion with the overall height of the building. Signboard materials should be uniform with the storefront, with colors contrasting the lettering for legibility.

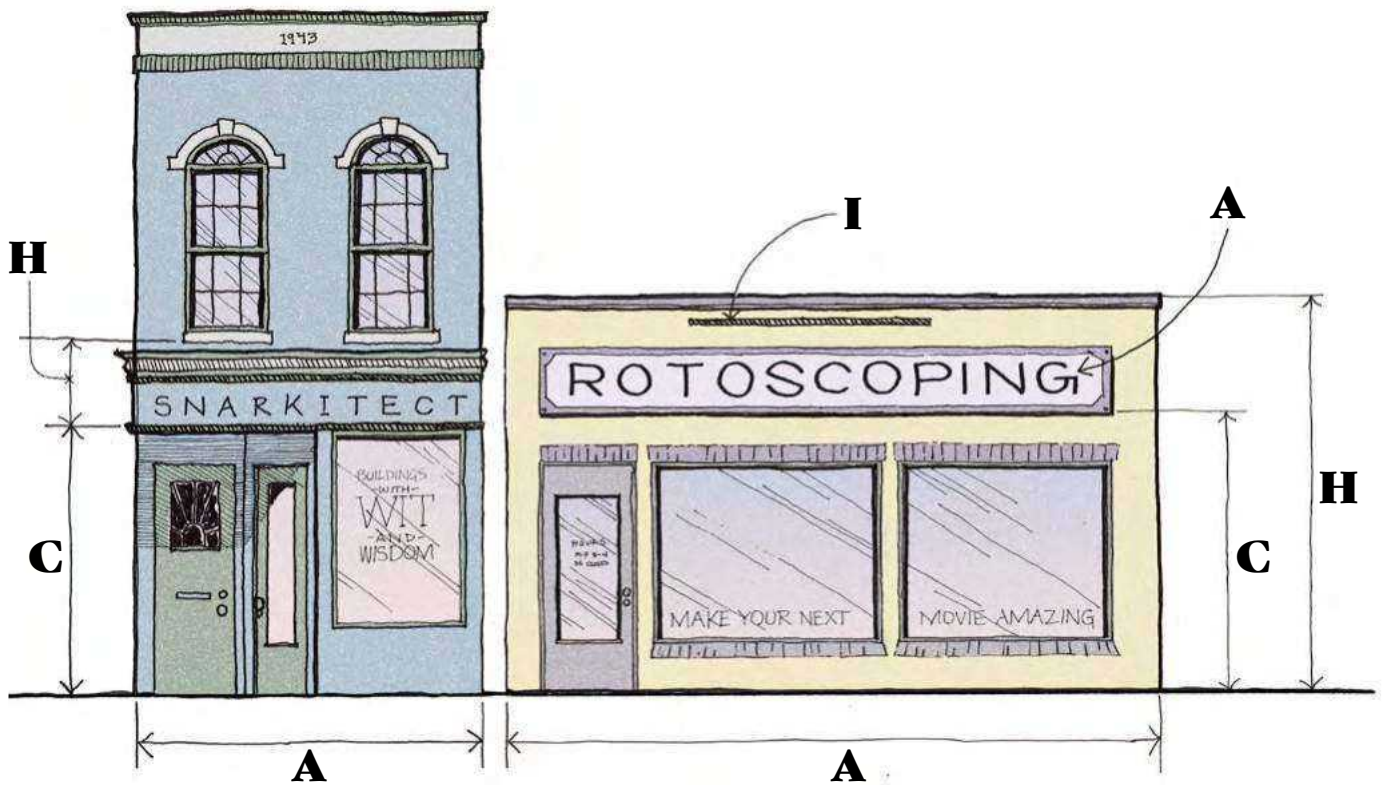
Only the business name should fit within the allotted signboard space; additional words and descriptions can appear as lettering on canvas awnings or valances, window lettering, and perpendicular signs.

Do not place lettering or signboards within the second floor portion of the façade, and do not use lettering or signage that is over-sized for the particular façade.

Internally lit signs are prohibited, however raised letters can be back-lit. Raised, back-lit sign letters are allowed in some villages, however they should be only be used if appropriate for the facade. Typical wall signs should be lit from above via downlighting, spotlighting, or linear fixture. Fixtures should be directed away from upper floor residential windows, and avoid overlighting.



Use carved, dimensional wall signage that perfectly fits the character and form of your storefront.



9 village zoning review for wall signs

(Village)	Permitted	Max. Number	Max. Area (A)	Max. Height (H)	Min. Clearance (C)	Illumination (I)
CALEDONIA	Yes	2 per use *	60 sf per sign *	N/A	N/A	N/A
AVON	Yes	2 per use *	1sf per 1f frontage OR 120sf max	N/A	N/A	N/A
LIMA	Yes	2 per use *	1/2sf per 1f frontage OR 36sf per sign	4 foot max. sign	N/A	Permitted
LIVONIA	Yes	1 per frontage	2sf per 1f frontage OR 100sf max	Ground floor only	N/A	N/A
GENESEO	Yes	1 per use	1sf per 1f frontage OR 100sf max	15 feet mounted	N/A	Permitted
LEICESTER	Yes	1 per lot	2sf per 1f frontage OR 150sf max	3 foot max. sign	8'-0"	N/A
MT. MORRIS	Yes	2 per use *	1sf per 1f frontage OR 150sf max	Ground floor only	7'-6"	N/A
NUNDA	Yes	1 per frontage	2sf per 1f frontage OR 100sf max	Ground floor only	N/A	N/A
DANSVILLE	Yes	1 per frontage	2sf per 1f frontage (1:1 rear) OR 100sf max area (65 rear)	N/A	N/A	Permitted

N/A - no language in existing zoning code (per 2019 review)

* - language is not specific or implied in another section



Simple, understated signage on painted masonry can provide a cost effective, elegant solution.

Do not create signboard zones that are too large or have inappropriate materials.

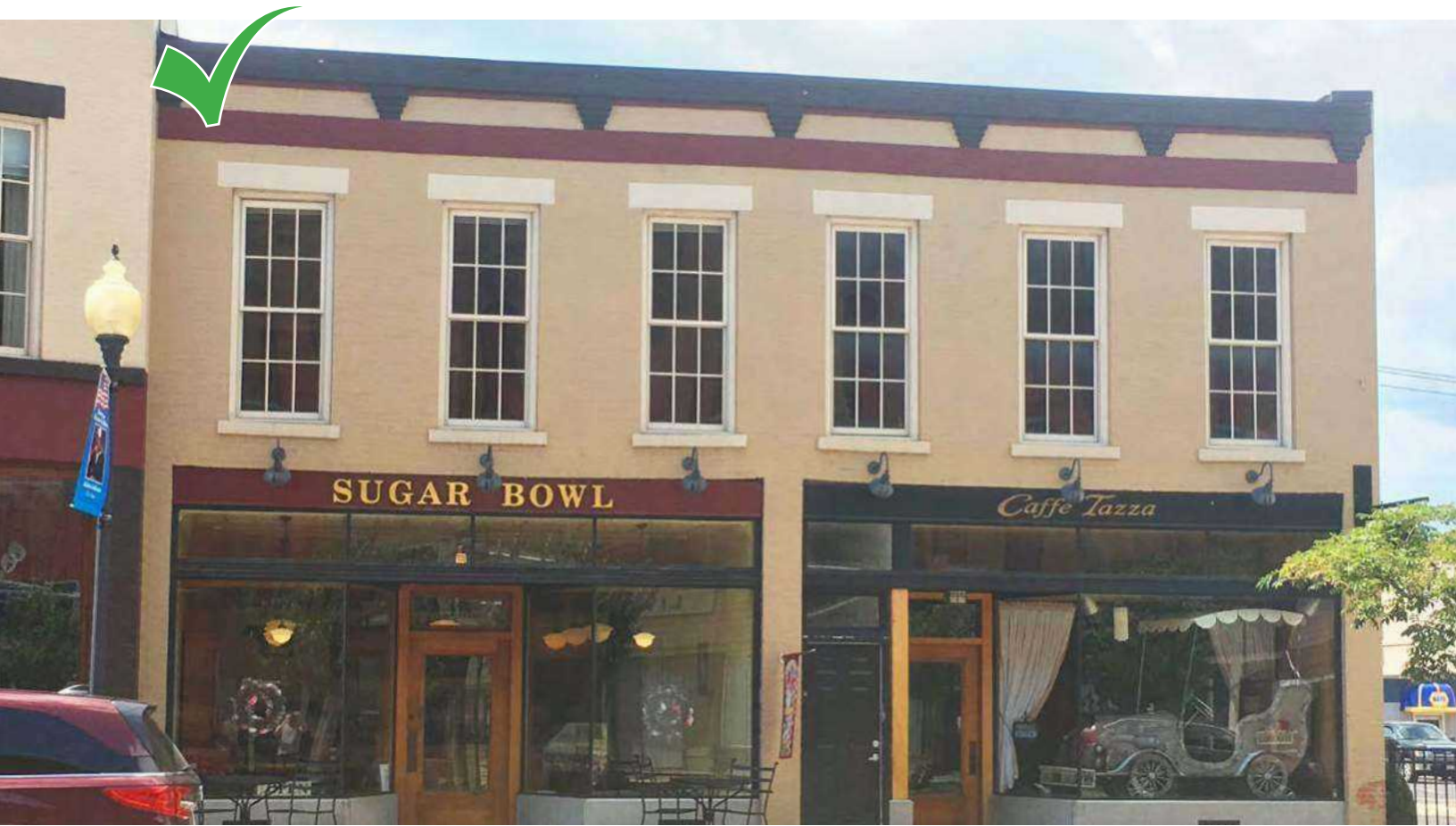




Signage materiality can reflect the colors and tones of the existing building.

Use contrast between the background and lettering to ensure legibility.





Use raised letters to create shadow and contrast, helping to make the letters more legible.



In circumstances where a signboard zone is not available, creative lettering options exist.



Wall signs should be concise, with supplemental signage giving details and specifics.



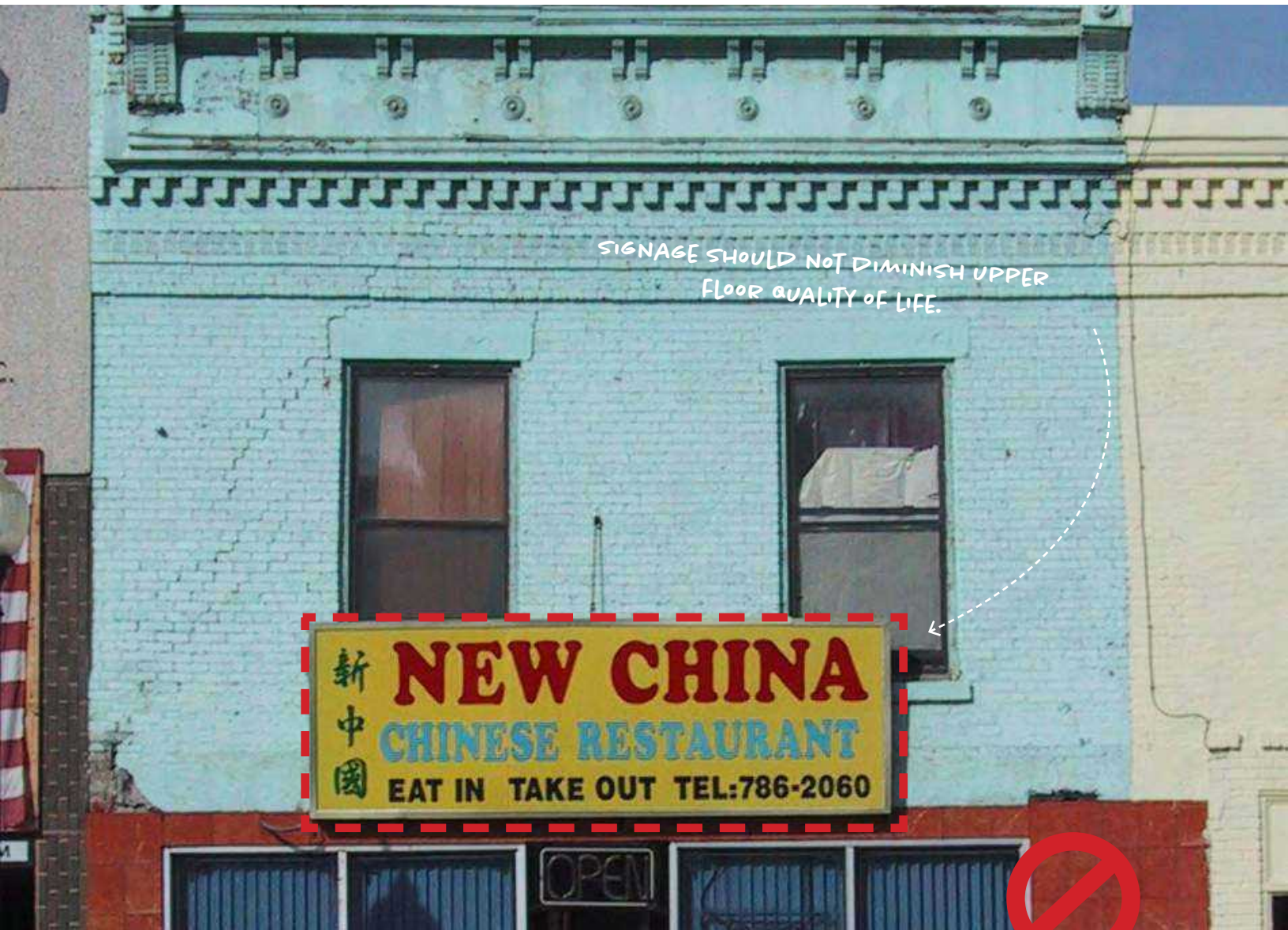
Wall signage should be legible, but not detract or overshadow the architectural character of a facade.



Look for clever ways to develop signage within negative space.



Do use signage that enhances the character or form of the storefront.



SIGNAGE SHOULD NOT DIMINISH UPPER FLOOR QUALITY OF LIFE.

新中國 **NEW CHINA**
CHINESE RESTAURANT
EAT IN TAKE OUT TEL:786-2060

Do not cover second floor windows with signboards.



Do not use vinyl or fabric temporary banners as a permanent sign.

SEC.3 Signage

[C] Projecting signs:

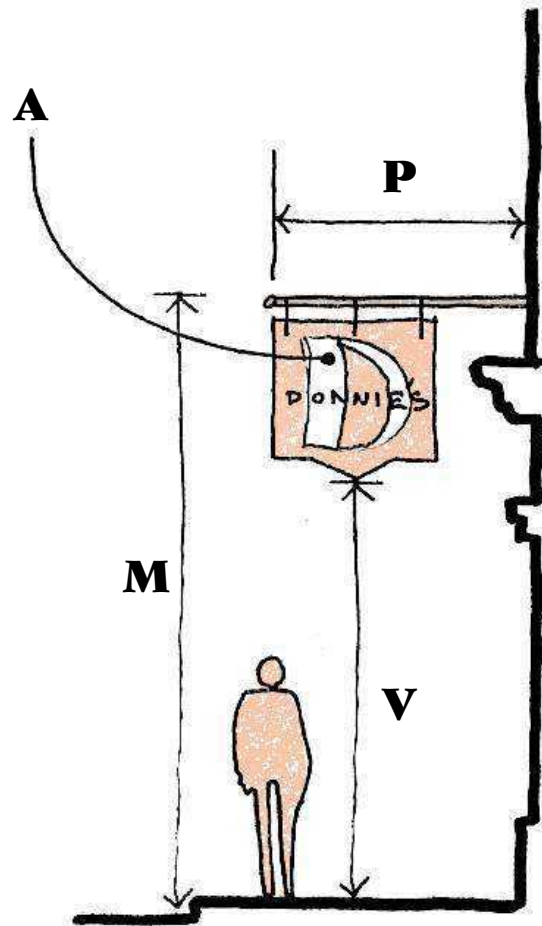
Projecting signs are two-sided signs that project outward from the exterior wall of a structure. They provide a great opportunity for pedestrian focused signage that can be seen as people approach a storefront from the sidewalk.

Blade signage should only be used on ground floor commercial spaces, with one per storefront being ideal. In some cases, storefronts with frontages on multiple streets may be able to have two - such as in Nunda.

The mounting point of a blade side needs to be below the window sill level of the second story. A strong, durable mounting bracket or arm must be used to avoid damage during high winds.

Blade signs should never be internally lit, and should only be lit from exterior fixtures. Dimensional carved signage is preferred for its historic appearance and legibility.

Care should be taken to not oversize blade signs - remember that the bigger you make the sign, the bigger your neighbor has to make theirs. Keeping signage at a smaller, more pedestrian oriented scale is highly encouraged. Blade signage should also be coordinated with awnings to avoid collision.



9 village zoning review for Projecting Signage

(Village)	Permitted	Max. Number	Max. Area (A)	Max. Height
CALEDONIA	Yes	2 per use *	60 sf per sign *	N/A
AVON	Yes	2 per use *	N/A	N/A
LIMA	Yes	2 per use *	9 sf per side	N/A
LIVONIA	Yes	1 per use	6 sf per side	N/A
GENESEO	Yes	1 per use	12 sf per side	N/A
LEICESTER	Yes	N/A	N/A	3 feet
MT. MORRIS	Yes	2 per use *	N/A	N/A
NUNDA	Yes	1 per frontage	6 sf per side	N/A
DANSVILLE	Yes	N/A	60 sf	N/A

N/A - no language in existing zoning code (per 2019 review)

* - language is not specific or implied in another section



Restore historic perpendicular signage when possible - it contributes greatly to the historic character of downtown.

9 village zoning review for Projecting Signage (cont.)

Max. Mounting height (M)	Vertical Clearance (V)	Illumination (I)	Max Projection (P)	(Village)
N/A	N/A	N/A	4'-0"	CALEDONIA
N/A	N/A	Permitted	1'-6"	AVON
N/A	10'-0"	Permitted	4'-0"	LIMA
N/A	8'-0"	N/A	4'-0"	LIVONIA
N/A	9'-0"	Not Permitted	4'-0"	GENESEO
Ground Flr. OR 12'-0"	10'-0"	N/A	5'-0"	LEICESTER
Ground Flr. OR 12'-0"	7'-6"	N/A	5'-0" OR 1/3 sidewalk	MT. MORRIS
N/A	8'-0"	N/A	2'-0"	NUNDA
20'-0"	12'-0"	Permitted	N/A	DANSVILLE



A GREAT EXAMPLE OF TWO EXEMPLARY CARVED SIGNS WITH STRONG, STURDY MOUNTING ARMS.

Carved signage is preferred. The depth creates better legibility in all lighting conditions, and enhances the historic character of downtown.



Use sculpted elements that can engage would-be shoppers and communicate what you sell in a fun way.



Use blade signs to communicate supplemental information such as hours of operation.



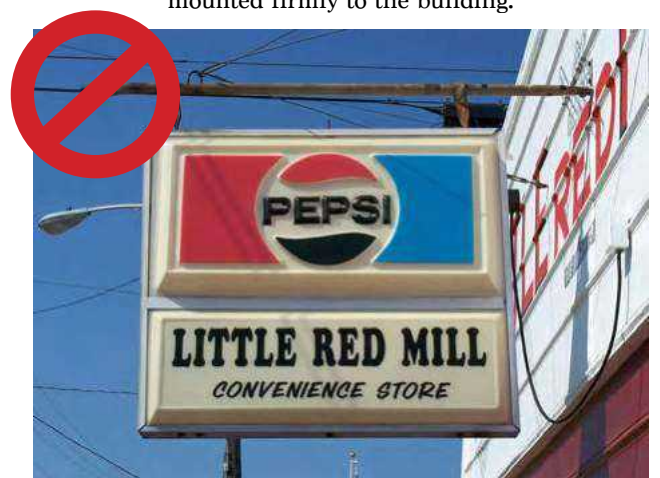
Use consistent graphics and branding when using multiple forms of signage.



Use contemporary, simple, easy to read blade signage mounted firmly to the building.



Carved lettering catches the light to improve legibility.



Don't use branded, back-lit plastic signage.



Use modest, simple window signage combined with large uninterrupted windows.

Our small downtowns have a long legacy of commercial storefronts that use transparent lettering to showcase products.



By using transparent lettering in the windows, the goods and displays become the main focal point of the storefront and allow opportunities for illumination and enhanced curb appeal to would-be customers.

SEC.3 Signage

[D] Window signs:

Windows and transparency in and out are the most crucial elements of any storefront from a safety perspective. **Window signage and lettering should be carefully organized and applied so as to not clutter or prohibit viewing into the business at any time.** Branding, style, color, and font should be coordinated with the building to ensure a proper fit.

Window lettering can be painted, gold leaf, or applied vinyl. Window signs can take up between 20% - 50% of a window depending on your village's zoning - allowing for multiple signs and design options.

Window signage is the most high impact, low cost signage solution available to most businesses. When combined with clear views into a clean, orderly establishment - window signage can draw the eye into a shop and attract customers.



Do not clutter windows or block views.

9 village zoning review for Window Signage

(Village)	Permitted	Max. Number	Max. size in window (A)	Max. Height
CALEDONIA	Yes	N/A	N/A	N/A
AVON	N/A	N/A	N/A	N/A
LIMA	Yes	N/A	50% or 18sf max	10%
LIVONIA	Yes	N/A	80% transparent 20% opaque	10%
GENESEO	Yes	1 per use	25%	10%
LEICESTER	N/A	N/A	N/A	N/A
MT. MORRIS	Yes	2 (1 per window)	25% or 4sf max	N/A
NUNDA	Yes	N/A	80% transparent 20% opaque	10%
DANSVILLE	Yes	Sub from total sign area	Offset 4" from top, 6" from sides, 12" from bottom	N/A

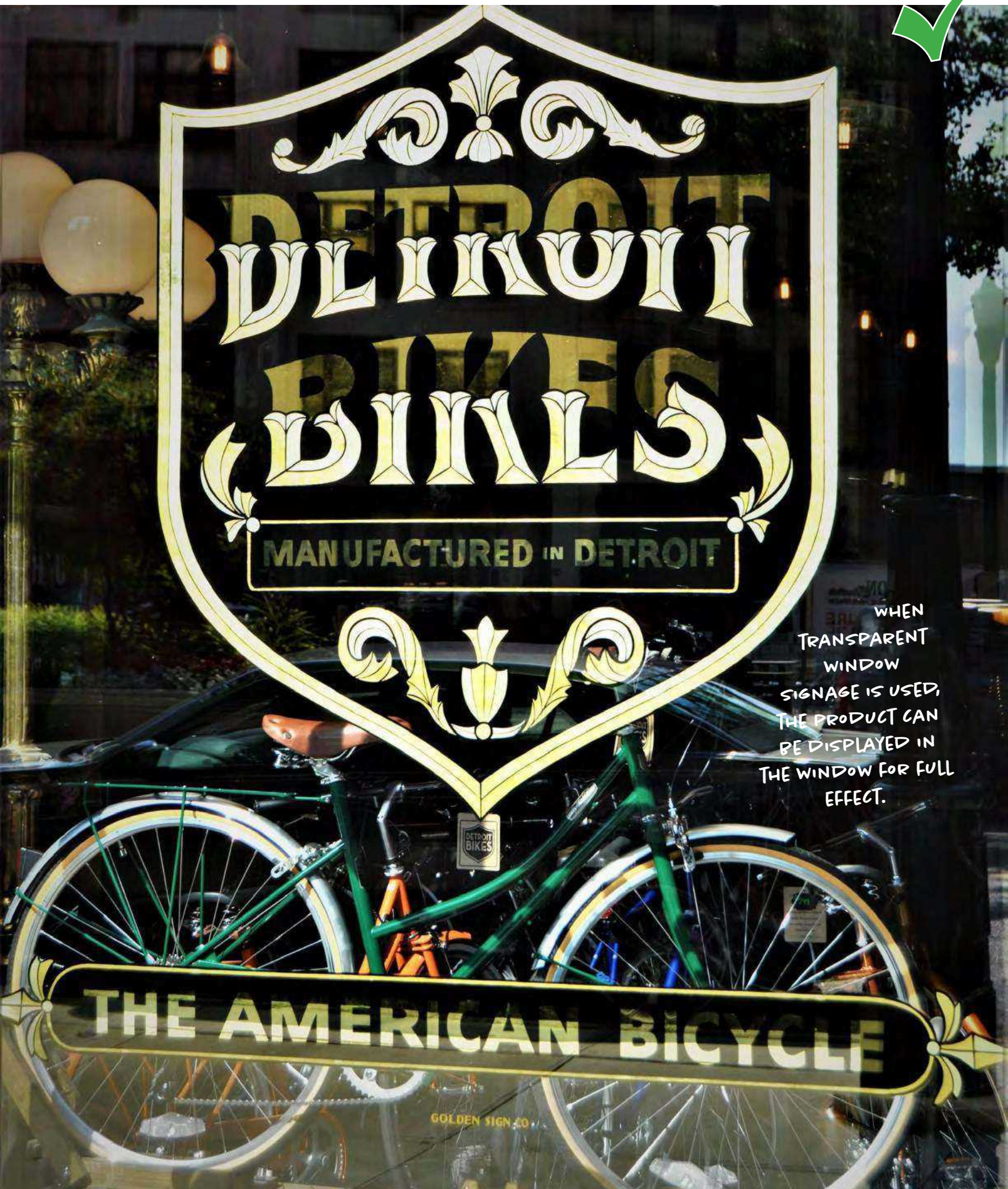
N/A - no language in existing zoning code (per 2019 review)

* - language is not specific or implied in another section



Hand painted window signage can be a nod to the past in a historic downtown.





WHEN
TRANSPARENT
WINDOW
SIGNAGE IS USED,
THE PRODUCT CAN
BE DISPLAYED IN
THE WINDOW FOR FULL
EFFECT.

GOLDEN SIGN CO.

SEC.4 Awnings

Awnings provide an opportunity to extend the storefront into the pedestrian realm, and engage passers-by. It can be fixed, or operable - allowing for it to be rolled up during inclement weather or when not needed. It can even signify to the public that your shop is open, much like a welcome flag.

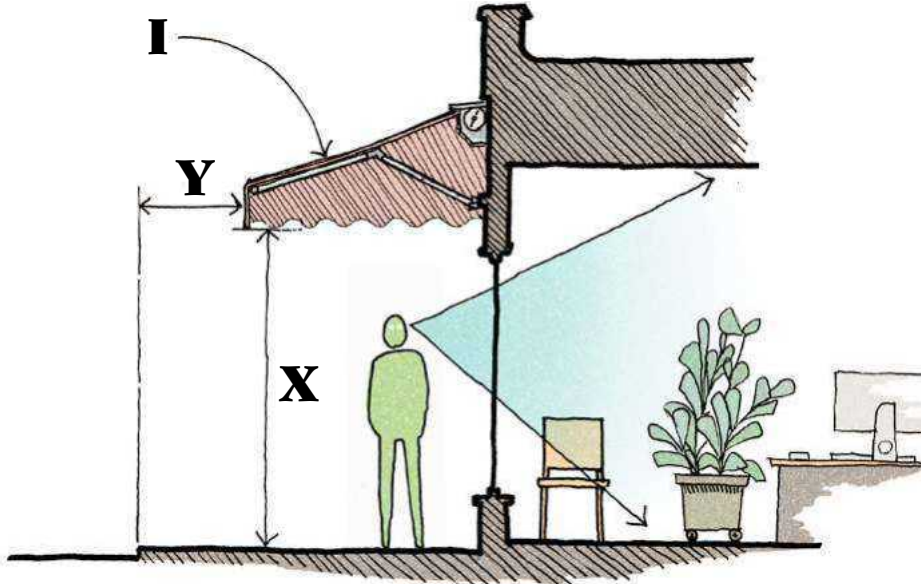
An awning sign is a sign printed on any of the surfaces of an awning, and is typically made of fabric. Awning signage is typically made of lettering written on the fabric of an awning. Lettering is most effective when printed on the valance or fringe of the awning.

Internally illuminated or back-lit awnings should be discouraged as they detract from the historic character of a village downtown. Only one village specifically prohibits this however.

Awnings are most useful on storefronts that face south with regards to shading and protecting from glare. Depending on the season and time of day, you may want to shade your storefront from direct sunlight to avoid heating the space or causing visual discomfort to employees and customers.

Awnings should be sized relative to the openings they cover, and may have a triangular or curved profile. Avoid materials that simulate others, such as aluminum or plastic awnings that mimic fabric. Coordinate fabric awnings with the building's color scheme to highlight storefronts.

Awnings can be used to provide shelter for outdoor seating from both rain and sun, and is encouraged to provide a cozy, comfortable pedestrian environment.



9 village zoning review for awnings

(Village)	Permitted	Max. Number	Illumination (I)	Vertical Clearance (X)	Max. Projection (Y)	Additional Provisions
CALEDONIA	Yes	2 per use *	N/A	N/A	N/A	N/A
AVON	Yes	2 per use *	N/A	N/A	N/A	N/A
LIMA	Yes	2 per use *	Permitted	N/A	N/A	N/A
LIVONIA	Yes	N/A	N/A	8'-0"	8'-0" or 2/3 sidewalk width	Mounted below 2nd floor sill
GENESEO	Yes	1 per use	Not Permitted	N/A	N/A	N/A
LEICESTER	Yes	N/A	N/A	N/A	N/A	6" letter size max.
MT. MORRIS	Yes	N/A	N/A	N/A	N/A	6" letter size max.
NUNDA	Yes	N/A	Permitted	8'-0"	3'-0"	Not in setbacks
DANSVILLE	Yes	N/A	Permitted	N/A	N/A	subtracted from sign

N/A - no language in existing zoning code (per 2019 review)

* - language is not specific or implied in another section



Valances can instead showcase colors related to your brand when lettering is not permitted.



Do not use metal or vinyl awnings that simulate fabric.



Do not build structured awnings that cover up historic storefront details such as transoms, columns, or cornices.



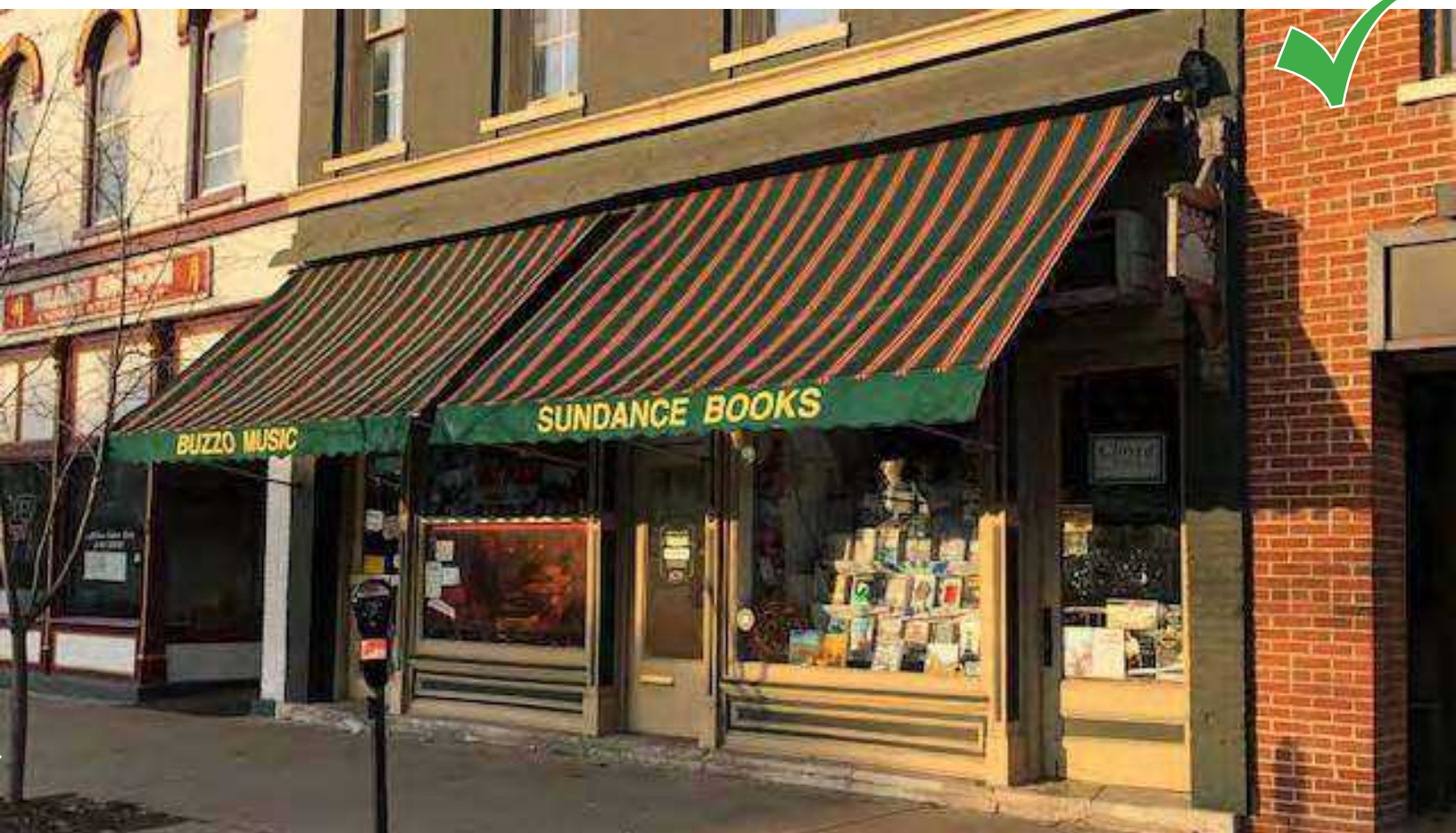
Coordinate the color of awning fabric with the facade.



Lettering on the valance (fringe) of the awning should contrast with the fabric color for legibility.



Awnings and other forms of signage should be coordinated for consistency.



Large fabric awnings can cover transom windows to block glare from southern sun and provide a historic look.

SEC.5 Lighting

[A] Signage lighting

Signage can be lit with a variety of lights and fixtures, however lights should be selected to enhance the exterior appearance of the building and improve legibility of the sign. Linear lighting fixtures can be used for lighting up long narrow sections of wall sign. Goose neck lights can help create repetition and provide safety on large uninterrupted surfaces. Back-lit letters can provide a modern and bold illumination for signage.

Lamp types may vary, but color rendering should be in the traditional incandescent range of warm, consistent colors (2,000K-3,500K). Consistency among multiple properties in terms of warm color light can have a big impact on the nighttime character of a commercial corridor.

Avoid internally-lit plastic signage lighting. Lighting should only be lit from the exterior. For some storefronts, neon signs may be appropriate, however novelty fixtures (ex. Miller high-life, cigars, open, etc.) are discouraged.



Do use linear fixtures to light signs.



Do light up storefronts, window displays, entry vestibules, and signs at night for security and marketing.



Avoid large internally lit surfaces.



Lighting fixtures can use similar materials or color as the building - creating a sense of harmony.



Ensure lighting fixtures provide an even spread of light onto the signboard.



AMBROSIA
RESTAURANT AND BAR

Use subtle lighting to highlight signage at night without over-lighting the surrounding.



BURRITOS & blues

Use mounting arms to direct lights onto signage and avoid shining directly into the public right of way.



Neon is only allowed when restoring historic signs and should not be used for new signage.



Don't use lightbox style signage with interior fixtures.



Signage must utilize exterior lighting - such as this halo-lit sign mounted to an existing masonry wall.



Internally lit lettering is discouraged.



Do not use exposed LED strips to avoid harsh, unfocused lighting conditions.



SEC.5 Lighting

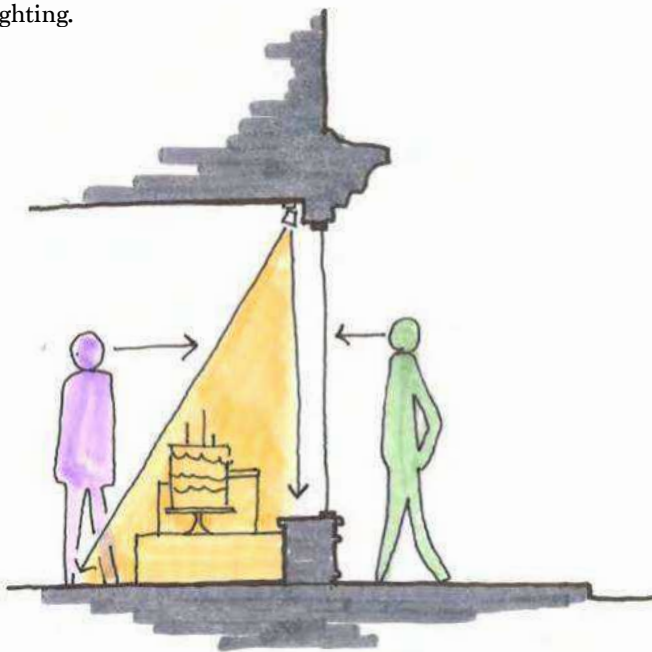
[B] Interior display lights

Interior storefront display lighting is an integral part of the entry experience of customers into a business - highlighting products and displays for people looking into the window as well as for shoppers already within. Good lighting has been shown to increase sales, and it helps to put your business in the best light possible.

Use interior display lighting for storefront windows and exterior entry lighting for security. A well-lit clear view in and out of a commercial space enhances safety, as well as providing visual interest during night time hours. Displays also act as product placement on main street, and a creative use of a display window can make a positive impact to the experience of pedestrians.

For both cost effectiveness and ease of reconfiguring, LED track lighting should be installed in interior display windows. Tracks should be continuous along the length of the storefront - mounted as closely as possible to the window as possible.

Lighting can be overwhelming for store owners, and the following guide will define some common lighting terms and help you to make more informed decisions about your lighting.



To avoid unnecessary glare conditions for shoppers in and outside, display lighting should always be aimed downwards and away from the window.

Lighting Color

Kelvin is a unit of measurement that refers to how “warm or cool” lighting is. In a retail setting, you want your lighting to be between **2,700K - 3,000K**

Color Rendering Index (CRI) refers to how true the colors of objects under a light will appear. This is important in retail as often items are selected for color or appearance. It’s suggested to use bulbs with a **CRI rating of 90 or greater.**

Lighting output

For LED bulbs, **Lumens** is used to indicate the volume of light being emitted from a particular source. Before LEDs were common, watts were used to define the power output of lights. The following chart will help with any conversions:

100 watts = 1600 lumens (16-18w)

75 watts = 1100 lumens (13w)

60 watts = 800 lumens (9-10w)

40 watts = 450 lumens (6w)

Beam Spread

The size and shape of the light coming from a bulb is known as the “spread.” It’s typically expressed using an angle, or with descriptors such as “flood” or “spot.” Similarly to increasing the flow rate on a garden hose, beam spread works in the same fashion. Depending on the distance of the light source from the object, different beam spreads may be desirable to highlight products or displays.

Style/Diameter

For commercial usage, PAR (Parabolic anodized reflector) styled lighting is the most appropriate. Typically, these lights have flat fronts - and domed or frosted lenses should be avoided. The numbers behind the PAR designation refer to the diameter of the lense. Bigger numbers have larger lenses.

High Ceilings: PAR30 -PAR38

Low Ceilings: PAR20

Close to products: MR16



MR16 LED

Great for close applications and illuminating individual products or areas.



Gimbal Ring

Typically used for PAR30 or larger sized bulbs, these make great high ceiling lights for large display areas needing a high volume of light.



Single Socket

Good for PAR30 - PAR20 bulbs, these tend to be somewhat less expensive and the bulb remains exposed. Good as ceiling lighting.



PAR30 LED

Better for larger surface areas or displays requiring a large volume of light.



Flat back and cubed

These lights are optimized for MR16 style lights for individual product lighting. They often come with a small transformer either built into the lighting mount or at the rail.



Flat and domed back cans

Also good for PAR30 - PAR20 bulbs, these cans hide the entire bulb and can provide a sleek and minimal appearance. Also good as ceiling lighting.



Wall Washers

Great for illuminating large areas like menu boards.

A TRANSPARENT, WELL ILLUMINATED STOREFRONT
INVITES PEOPLE IN TO EXPLORE AND LOOK FOR
PRODUCTS FROM THE INSIDE AND OUT!



Lighting in the 3000K range provides a warm, cozy glow when used during the evening.



Storefront displays should be dynamic - changing based on specials, sales, holidays, and seasons.



Interior track lighting can make dynamic display windows when illuminated during the evening hours.

SEC.6 *Materials*

A typical issue that occurs with older commercial buildings is that they show the scars of decades of business. Years of signage being taken down and put up. Windows covered up with siding instead of replaced. Brick buildings covered with stucco and then later stone veneer. Perceived safety measures such as overhead rolling shutters added to otherwise inviting entryways. The following guidelines on material will help you to determine how to handle material selections during your building renovation.

[A] Designing for Longevity

- **Whenever possible, repair original materials before replacing them or simply covering them up with new materials.**
- **If you must replace a material - Replace with materials that don't require replacement as the only option for maintenance.**
- Products such as brick or wood can be painted and are easily maintained – colors for painted surfaces can be changed as required. For example, smooth fiber-cement clapboard would be an acceptable wood substitute because it can be painted, it can be used where wood is used, and it's very durable when installed per manufacturer's specifications.
- Avoid products that must be thrown out at the end of their useful life cycles, and instead look for ones that can be recycled.
- Avoid products that contain or produce harmful pollutants, offgass, or chemicals during their lifespan, as they lower the quality of air inside the building and out. **When feasible, natural materials and durable composites are the best choices.**
- **Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building and its original materiality.** Do not use vinyl or metal siding. Many of these materials have unnatural trim, lintel, and edge conditions that cause the facade to look too uniform and massive.
- **Facade design proposals should never include covering original materials or columns, cornices, sills, lintels, windows, or panel detailing.**



Do not use residential tiles and stone veneers.



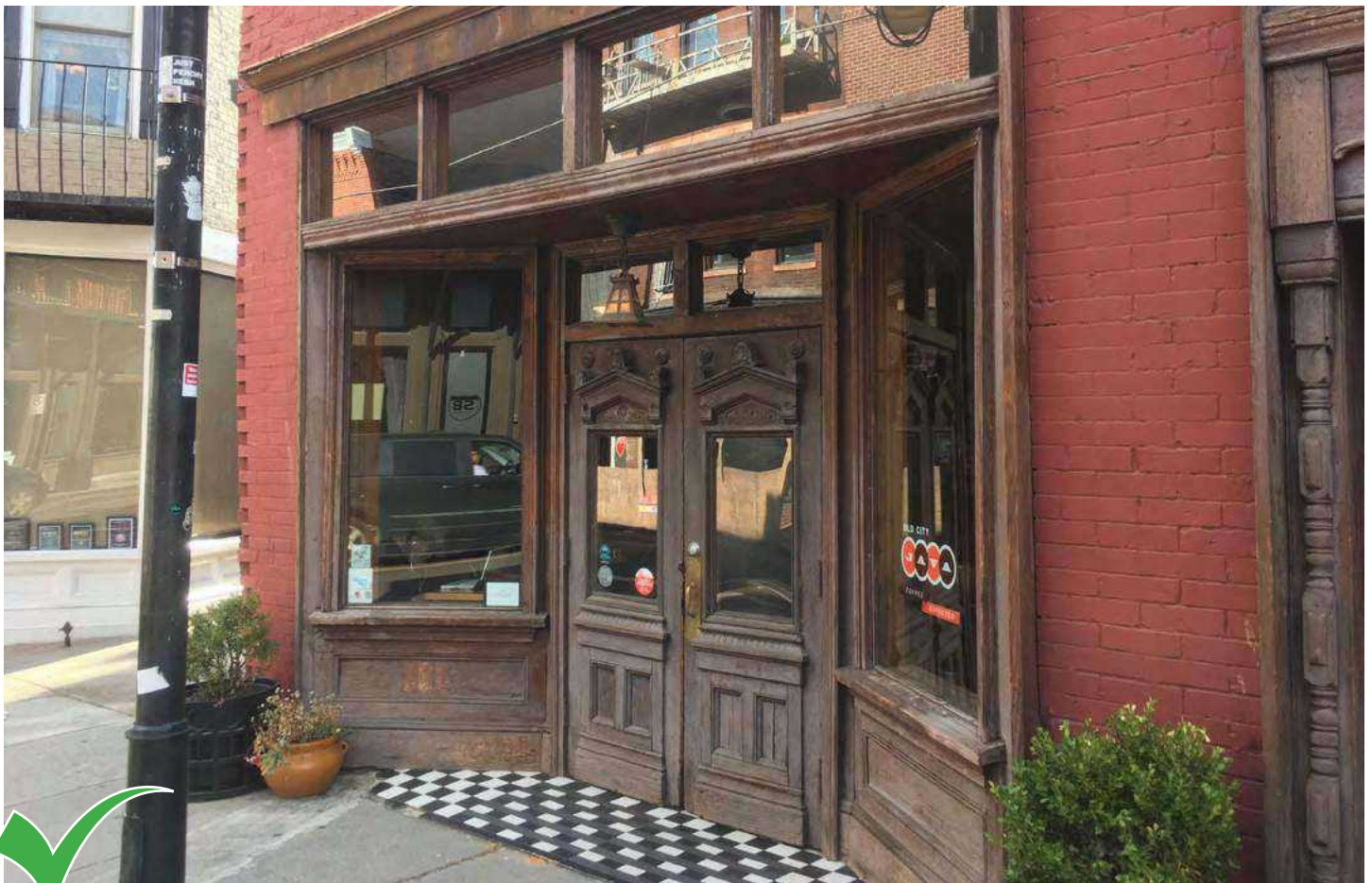
Do not use EIFS to cover original materials or in places requiring increased durability.



Do not use vinyl or metal siding to cover the facade.



Use materials that can be repaired and maintained - such as fiber cement panels and siding. Fiber cement can be used to replace wood that has reached the end of its lifespan.



Use and maintain wood details when appropriate, such as storefront windows and doors.



Do not use residential vinyl siding or paint a fake wood grain on it to mimic wood siding.



Repair and restore original materials when possible.



Repair aged masonry surfaces before repainting to avoid flaking paint with a reduced lifespan.

[B] Masonry

In some cases, older masonry buildings will require repairs to the brick and mortar. Brick, stone, and concrete block restoration requires differing treatments for repair. Simply power-washing can damage the surface of the masonry. After the surface has been cleaned of debris or old paint, bricks may need replacing and mortar joints repaired. Brick sealer can be applied to protect the restored brick. Always consult a professional before performing any masonry and brick work. Reference the National Parks Service, Technical Preservation Services - preservation briefs for more information on brick, mortar types, and restoration practices.

- Some brick types are required to be sealed or painted. Buildings may already have painted brick. In these instances it would be appropriate to repaint the existing brick.
- Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building or the material.
- Do not use residential styled vinyl or metal siding. Many of these materials have unnatural trim, lintel and edge conditions that cause the facade to look too uniform and massive.
- Façade design proposals should never include covering original materials or column, cornice, sill, lintel, window, or panel detailing.

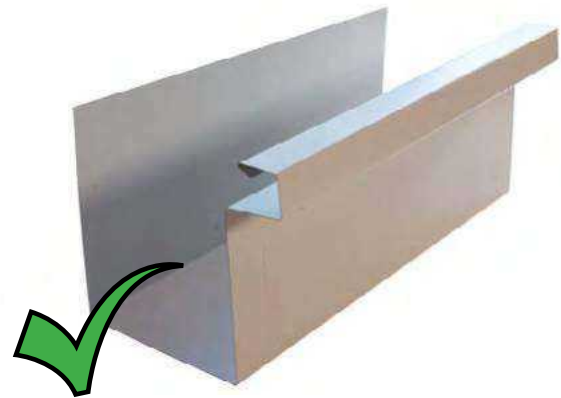
[C] GUTTERS

Some buildings may require gutters and downspouts on their street sides. For these buildings, all gutters and downspouts should be galvanized steel, aluminum, copper or an approved substitute with a period and style-correct shape, such as “half-round.” Residential “K-style gutters” create unwanted horizontal lines that may detract from the building trim and detailing, and should not be used.

Ensure that gutters and downspouts are of adequate size to manage the volume of water that flows from the roof that it serves. Coordinate with the municipality to ensure that collected rainwater is conducted safely to storm drainage and not across the sidewalk where it becomes a safety hazard when temperatures drop.



Don't use residential K-style gutters.



Use box style gutters.



Use copper or galvanized gutters and downspouts when appropriate.



Use half round style gutters.



Do not cover up existing wood siding with prohibited materials such as vinyl or metal siding.



Do not fill in large upper floor window openings with smaller, undersized vinyl windows.



When appropriate, a monochromatic color scheme can be used to highlight original detailing with light and shadow.



Do not use vinyl siding to replace transom window details. Do not use vinyl replacement windows with inappropriate sash and frame profiles. Do not use residential HVAC window units.



Avoid covering up original storefront elements, such as cornices, signboards, or transom windows.



Do use appropriately proportioned trim detailing for eaves, gable ends, and wall terminations.



Do not cover original materials such as masonry or wood cladding with inappropriate materials such as stone veneers or vinyl siding. Do not cover up original storefront openings and details.



[D] Roofing

Special consideration should be given to roofing materials that are visible from the street.

Whenever possible, it is preferred that period-correct materials are used, such as real cedar, slate, or standing-seam metal. Standing-seam metal roofing has a long life span when properly installed and will help maintain cooler roof temperatures, helping to reduce mechanical cooling costs.

Asphalt shingles are less durable, will produce more heat, and depending on the age of your building's construction may not be appropriate for use - especially for commercial buildings.

Low slope and flat roofs should take due care to provide adequate roof drainage, and mitigate the effects of settling that can occur on historic buildings over time.



Do not use asphalt shingles.



Use standing seam metal roofing for a durable replacement.

[E] Referencing Original Details

When feasible, a proposal should reference original fragments of the existing facade in order to re-establish its own recognizable, authentic identity. Details should be highlighted through careful color selection. Do not cover or remove column, lintel, or parapet details that provide historic character and address human scale.

Wood-framed buildings may require different approaches to detailing. Unlike their brick counterparts, they are more likely to have the eave side of a gable roof facing the street. Special attention should be given to how trim is treated around eaves and gutters. Restore original trim detailing when possible.



Use fiber-cement panels, siding and trim.



Do restore and highlight cornice lines, corbels, door & window lintels.

BEFORE



AFTER

Do restore original window openings that have been covered over - and detail masonry with color.



Use appropriately sized window sill and sash profiles when specifying replacement windows.



Uncover and restore original steel columns and cornice detailing.



Highlight historic masonry details such as lintels, window sills, and columns with paint to both protect and highlight them.

SEC.7 Pedestrian Streetscape

A downtown must do more than have beautiful buildings to create a vibrant setting, it must also support the basic functions of its people. The street is a public living room for all nearby residents and business owners, who must take ownership to ensure it is well cared for.

A pedestrian-oriented street invites business owners to do their part in enhancing the streetscape by stepping outside of their buildings and taking responsibility for the circulation space in front of their building. There are many options available, from planters and benches to garbage bins and public art. This handbook will demonstrate methods for commercial tenants to provide these amenities to the public realm as well.

The following questions should help owners assess their business's potential impact:

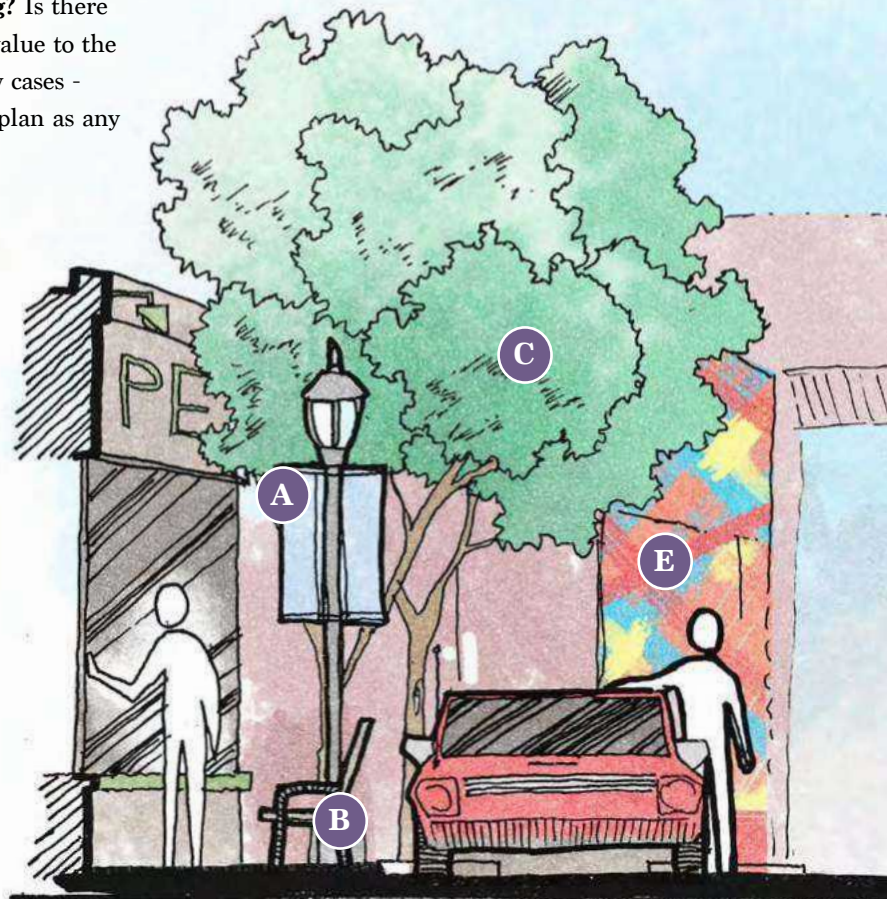
1: How can my business positively impact the public realm? Can I provide curbside seating for my customers? Can your goods be placed outside for enhanced visibility? Could there be some way to provide a unique experience to those passing by?

2: Is there anything missing on the street that would benefit pedestrians that my business could provide? A pedestrian friendly public realm benefits businesses and citizens alike, am I doing my part? Is there an excess of trash in and around my area? Is there a need for bicycle parking for my clients? Does my street need shaded seating for people to rest?

3: How can engaging the streetscape be an opportunity to promote my brand without excessive logos or marketing? Is there a creative way to showcase my goods or services by adding value to the community? Word of mouth can outperform media in many cases - and how you engage the streetscape is as good a marketing plan as any ad campaign.

Streetscape Elements

- A** Wayfinding & Signage
- B** Public Street Furniture
- C** Plantings & Trees
- D** Garbage Receptacles
- E** Murals & Public Art
- F** Commercial Overflow



- **How can my business impact the public realm?**
- **Is there anything missing in the streetscape that I could provide?**
- **How can engaging the streetscape help promote my business?**



[A] Wayfinding & Signage

A unified wayfinding and signage campaign for the businesses of Prospect Ave has the potential to do one thing: communicate to pedestrians the locations of interest.

While commercial tenants are unable to directly use public infrastructure for advertising, way-finding can still effectively be used to impact businesses. Way-finding could call attention to specific historic areas or events, or parking areas shared by multiple adjacent businesses.

Examples could be: Prospect Ave Caribbean district, Prospect opportunity corridor, etc... Having a community poll or branding competition might be a great way to get local buy-in for names and zones.

Another opportunity for commercial way-finding is sandwich board-style signage to call attention to individual storefronts -- with due care not to infringe on circulation of the sidewalk. It is advised not to use low-quality plastic boards, but to instead use durable materials that reflect your business. These “ground signs” are permitted by zoning if they are temporary and removed during non-operating hours.



Do use banners as corridor wayfinding.



Don't place objects into the flow of pedestrian traffic, it may be hard for those less than able-bodied to navigate.



Street furniture can be visually tied to the storefront via color, decoration, or material.



Do use durable street furniture.

[B] Public Street Furniture

When appropriate and where sidewalks allow, use outdoor seating as a way to extend indoors to outdoors and add to depth and scale. Park benches, tables and chairs made of wood or metal are preferred as they are durable, can be maintained, and are easily repaired. When in the public right of way, all street furniture must be issued a special use permit.

The street can be further activated with elements such as awnings, perpendicular signs, seating, and other three-dimensional elements that interact with the public space. Owners are encouraged to use elements that best fit their storefront's particular aesthetic, marketing, or functional needs. A variety of options are available. Due to light weight, lack of durability, inability to be repaired, and residential aesthetic, plastic lawn furniture is discouraged for downtown use.

[C] Plantings & Trees

One of the most aesthetically pleasing elements of a streetscape is landscaping. Acting as a buffer between pedestrians and traffic, it enhances the overall quality of a downtown significantly.

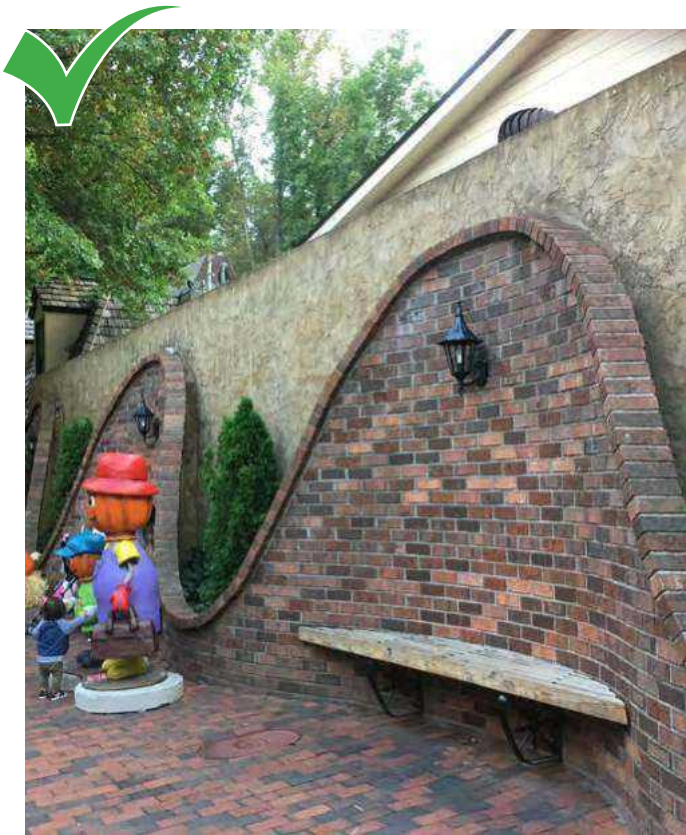
While commercial tenants can't plant street trees, they are encouraged to provide additional plantings where appropriate. Large- and medium-sized potted plants can emphasize entry spaces, and hanging baskets can add repetition in between storefront windows and under awnings. Mounted flower baskets under windows are also common choices for decoration on both upper and lower store windows.



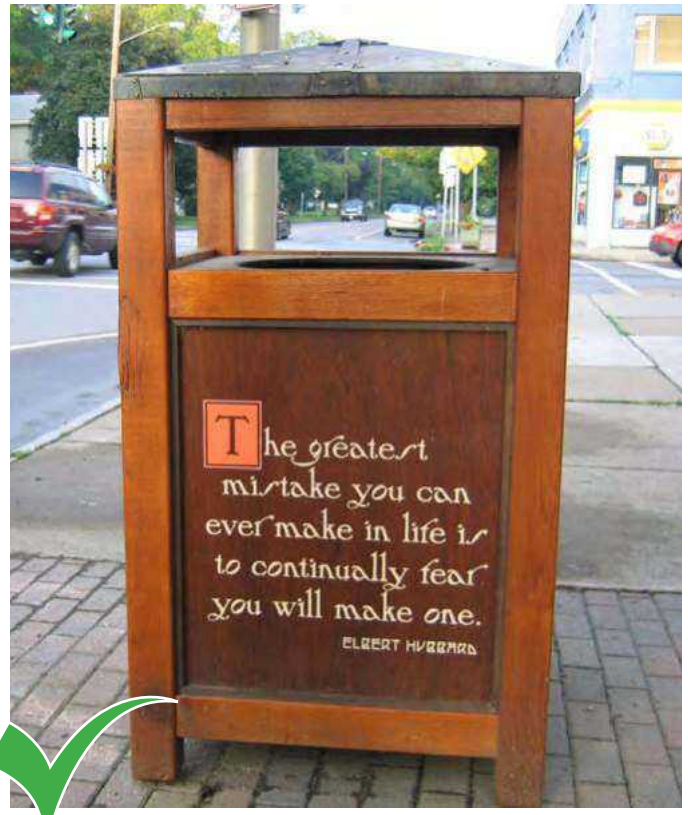
Do use flower boxes under windows.



Do use plantings to add visual interest to your commercial storefront.



Do integrate planters and seating together



Do supplement existing garbage bins when needed.

[D] Garbage Receptacles

A tidy streetscape provides the appearance of safety and care that is necessary for a positive experience in the public realm.

Commercial entities, specifically ones that provide goods or services with discarded packaging, should take due care not to overburden the existing waste infrastructure. If municipal waste bins are overflowing with packaging from your business, it is considerate to provide additional refuse containers in front of your business to accommodate the added waste.

Dumpsters and other large garbage receptacles should be visually screened from the street using a variety of methods ranging from fencing, placement, and even vegetation. This provides a tidy appearance to spaces adjacent to buildings where they are normally stored.

Curb-side trash bins on the street should correspond to areas with large volumes of garbage. Garbage bins come in many different styles and sizes, a style that compliments the existing character and elements of the area should be selected. Many communities find that waste bins and other street furniture can provide branding opportunities when paired together.



Don't leave garbage bins overflowing

[E] Murals

Murals may be an option as a design proposal for buildings that lack specific historic identity, side street facades, pedestrian alleyways, or large monolithic areas of facades that may not have any viable alternatives for renovation. Murals and art communicate to pedestrians that a place is lived in and cared for - providing a feeling of safety and ownership of the public realm.



Do restore historic signage to create visual interest.

Mural planning and placement should use the following rules of thumb:

- Professionally executed with craft and care on a well maintained surface
- Convey a sense of place in some artistic way, be it color, symbology, notable figures, signage, etc...
- Be maintained over the course of its lifespan.
- Provide some level of public input when funded/ placed in public space.
- Avoid high concentrations of murals or overshadowing architectural characteristics.



Don't use untested methods or materials.

Historic events and characters make great murals for large, uninteresting building facades.





Murals can brighten up otherwise unwelcoming infrastructure such as this concrete staircase.

[F] Public Art

Public art be another simple and effective way that a community can take ownership and pride in their public spaces. Often, green spaces such as parks make natural locations for municipal art - but finding art in unexpected places can also be beneficial to the urban environment.

Bike racks can be a great opportunity to playfully engage the public realm with art. Other opportunities are municipal infrastructure such as bridges, or overlooked objects like electrical boxes. Public art should be durable, well received by the community, and reflective of the people and place.

Over time, communities with a critical mass of public art can become destinations in their own right, further helping businesses nearby. Business districts should think how they can sponsor or help make public art as a benefit to themselves and the community.



Do use art to make everyday objects more appealing.





Public art can be practical as well as playful.

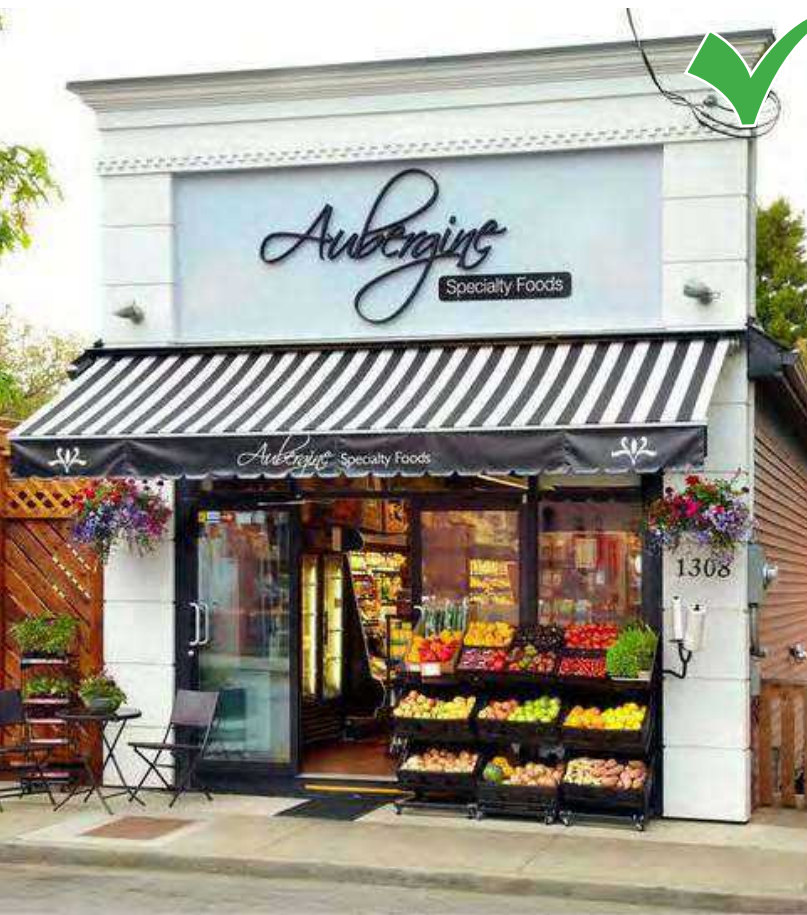




Do encourage businesses to utilize bumpouts and oversized sidewalks for sales, specials, and events.



Do keep and maintain the public right of way so that pedestrian circulation is maintained.



Do display products on the street to attract customers.



Do use available space to provide outdoor seating.

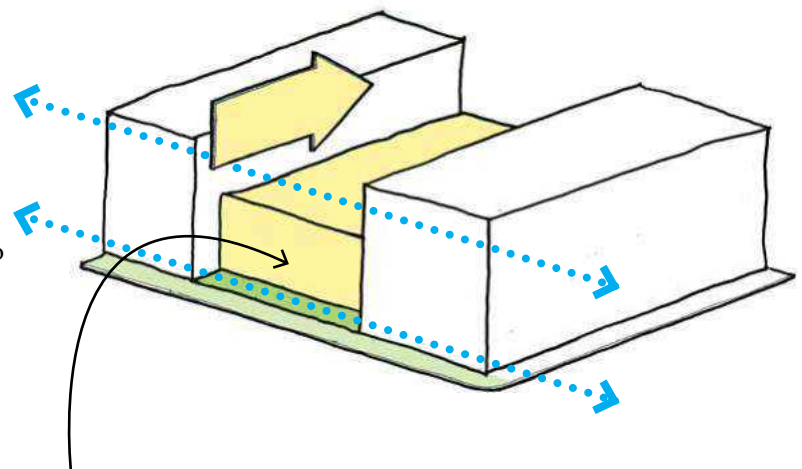
[G] Commercial Overflow

Finding ways to use the space in front of your storefront can have a benefit for both your business, and the surrounding area.

For retail spaces, consider the feasibility of outdoor displays of goods, or engaging the public with free samples or hands-on displays. Not only is it great marketing, but it provides an opportunity to respond to customer feedback.

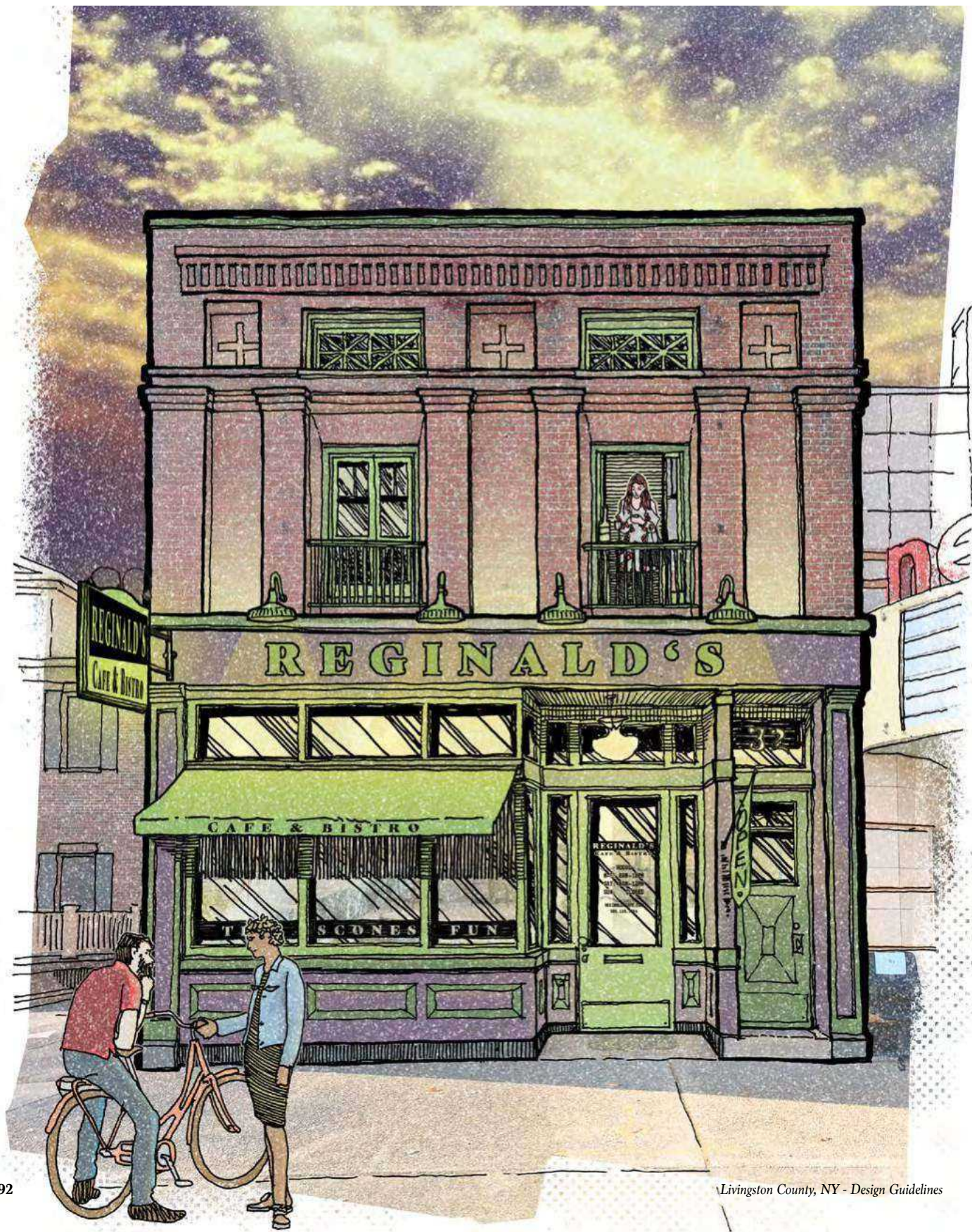
For restaurants and cafes, consider providing outdoor seating for customers to enjoy themselves during the warmer times of year. It allows you to increase the number of occupants dining, and is effective advertising - suggestive of a successful destination.

Regardless of how you choose to engage the street, due care should be taken to not infringe the public right of way. When in the public right of way, all encroachments must be issued a license by the municipality when required.



Existing buildings with extra setbacks are encouraged to fill the space with commercial overflow - maintaining the street edge of the surrounding buildings.

SEC.10 Facade Lookbook

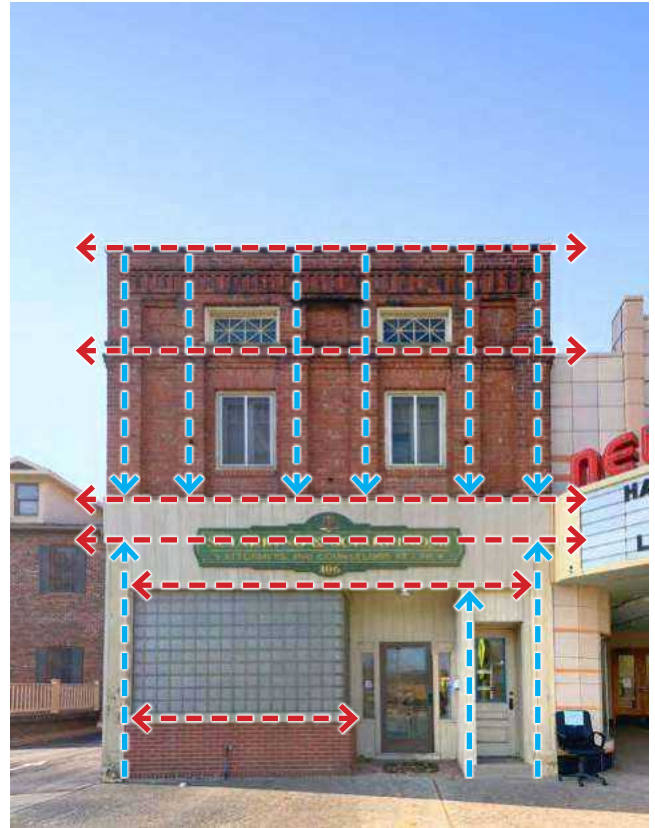


[A] 106 Main Street, Mt. Morris, NY

This historic masonry building at one point had a large second floor balcony, along with a traditional wood storefront with large windows, transoms, and awnings. At some point, this addition was removed and the upper floor doors were replaced with small undersized windows. The current storefront consists of inappropriate vertical wood siding, an opaque glass block wall, and exposed original steel columns.

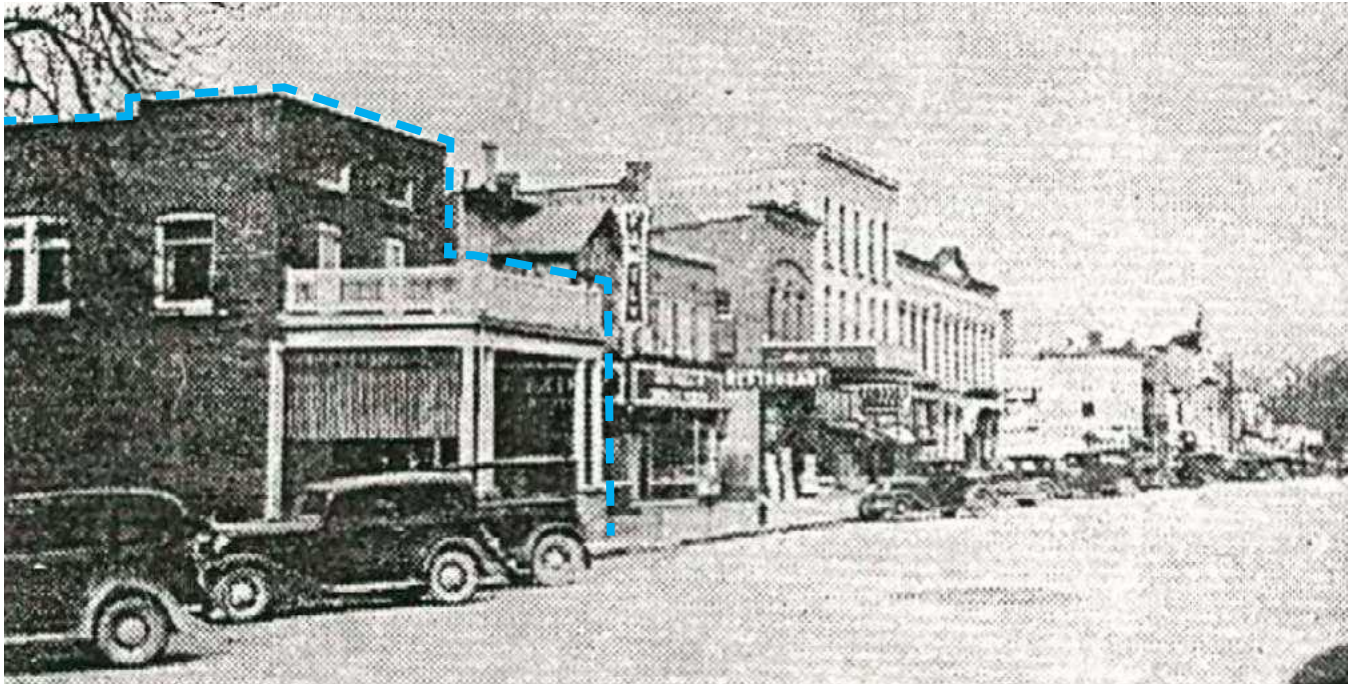
The design intention is to restore some of the same functions present in the original design such as an awning, transparency, and upper Juliette balconies.

**RESTORE THE STOREFRONT TRANSPARENCY
AND UPPER FLOOR BALCONIES, ALONG
WITH UNCOVERING THE ORIGINAL
COLUMNS AND TRANSOM WINDOWS.**



Existing conditions with diagram

Historic Photograph

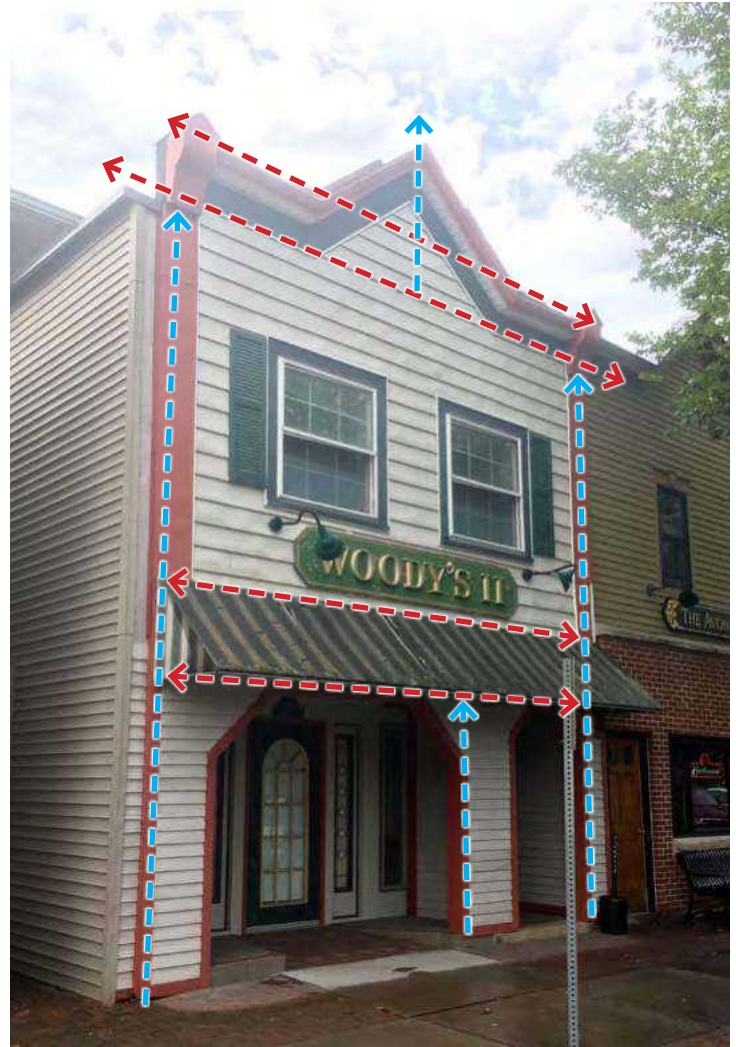


[B] 43 Main Street, Avon, NY

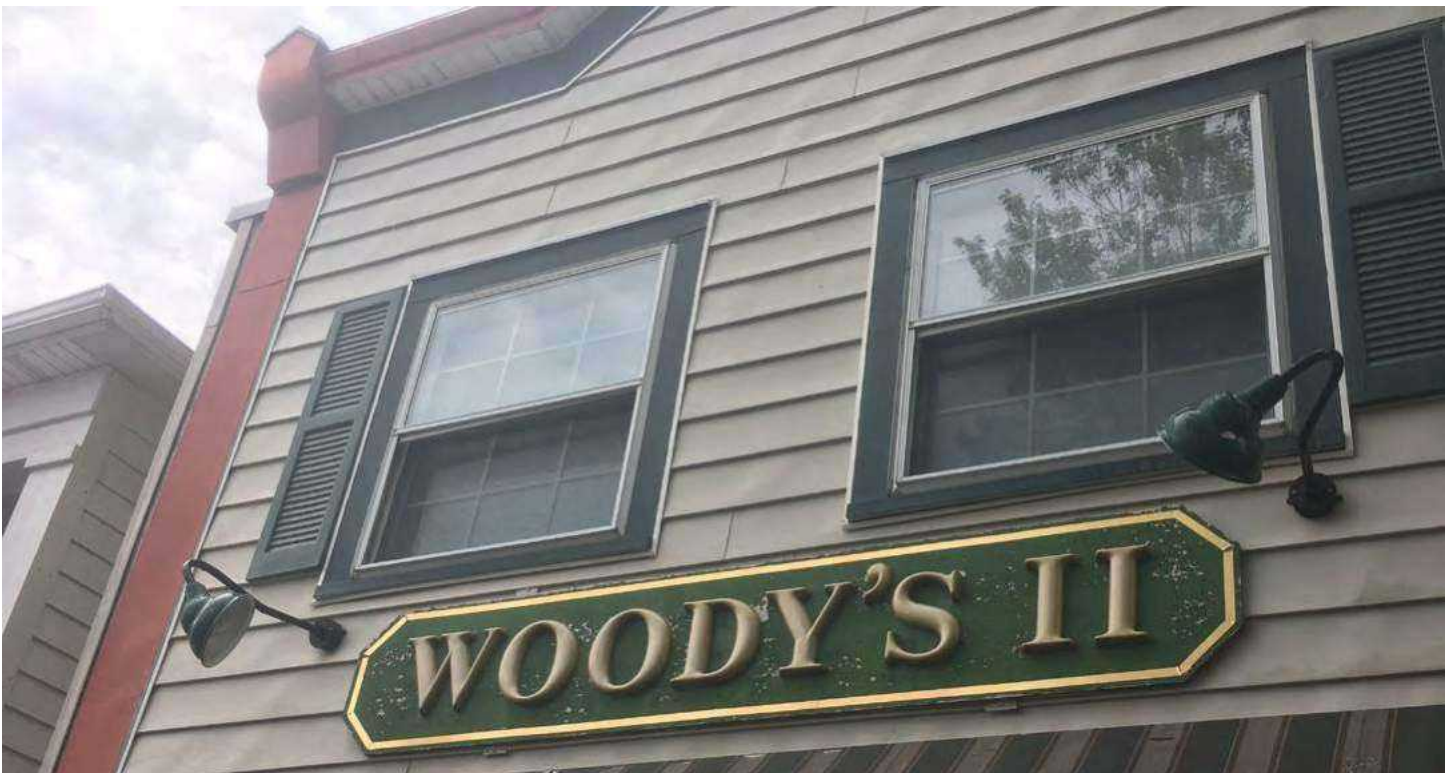
This wood framed 2-story building in the heart of downtown Avon needs some minor facade improvements to develop a more open, transparent, welcoming storefront. Currently, the vinyl siding and residential doors/windows on the lower floor are inappropriate for commercial use, and the existing awning is faded and worn.

The example recommendation opens up the recessed entry into one large opening with overhead lighting and larger fully transparent windows and doors. A new signboard zone and cornice create depth and highlight the entry. A new paint scheme helps to highlight the new and existing architectural details.

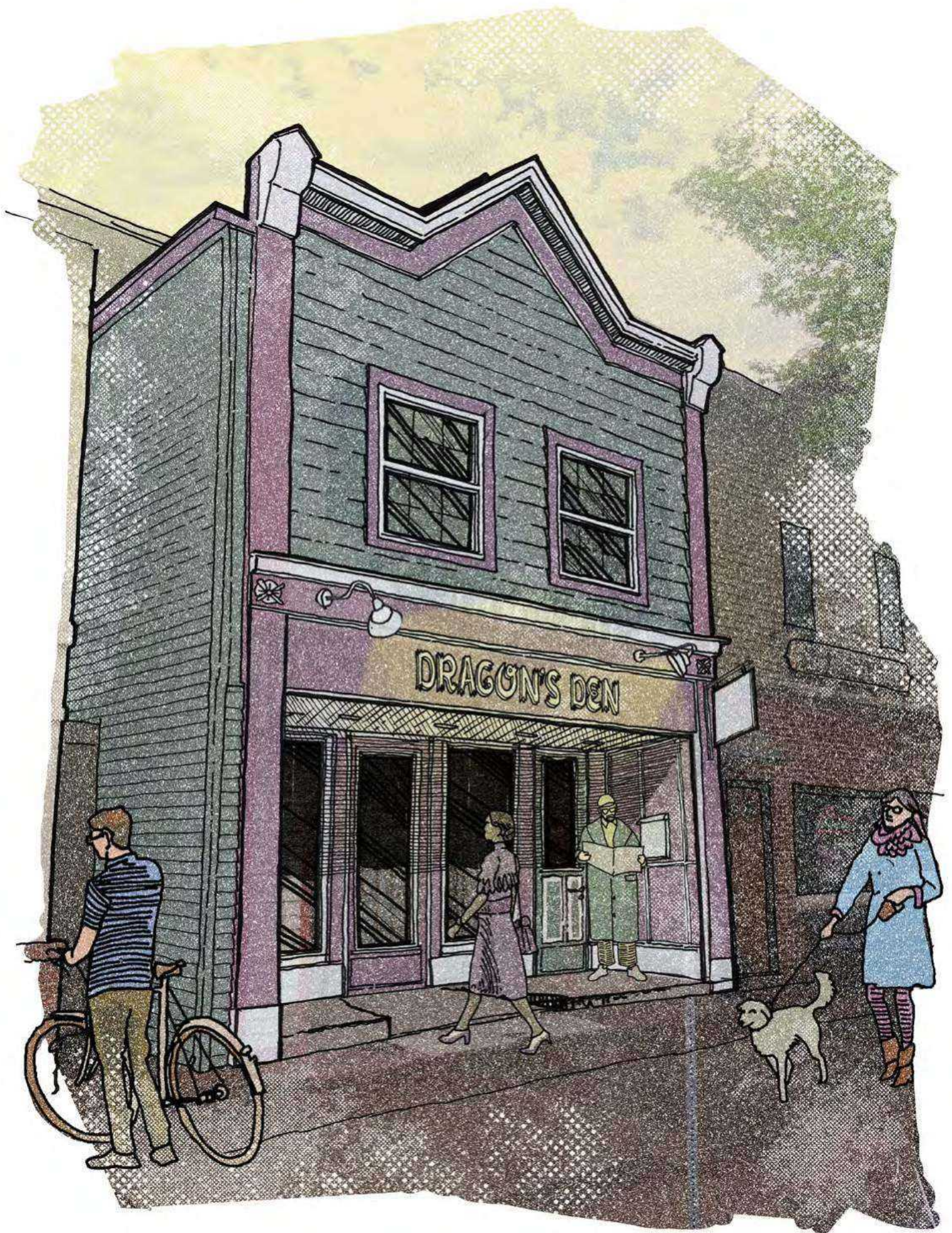
REPLACING INAPPROPRIATE AND WORN OUT MATERIALS, ALONG WITH TRANSPARENCY AT THE STOREFRONT LEVEL TRANSFORM THIS INTO AN INVITING, WELL LIT OPENING.



Existing conditions with diagram



Existing conditions



[C] So Park Place, Aron, NY

Beginning its life as a large 3 story wood framed house with a lovely wrap-around porch, 80 park place bears little resemblance to the structure it started life as. At some point in the late 50s, a one-story masonry addition was developed with a large garage and commercial spaces. To meet egress requirements for having upper floor apartments, an exterior masonry stairway was also developed. The current hodgepodge of spaces and uses is primarily vacant - acting as a storage space for the owner.

The proposed example would use color to contrast the original structure from the subsequent additions, as well as opening up the existing large window openings at ground level for commercial use.



Recolored historic photo



Existing conditions





[D] 1923 Lake Ave, Lima, NY

This nondescript two story mixed-use building offers first floor commercial and upper floor living just a few hundred feet from the historic downtown. While this property does not contribute to the historic fabric of the downtown, some small upgrades could provide more depth, transparency, and opportunities for branding for the first floor tenant.

Here, the fixed shingle awning is replaced by a fabric awning as well as an expanded balcony for the second floor. The loading bay door is replaced with a transparent alternative, and additional windows are added to provide views in and out of the commercial space.



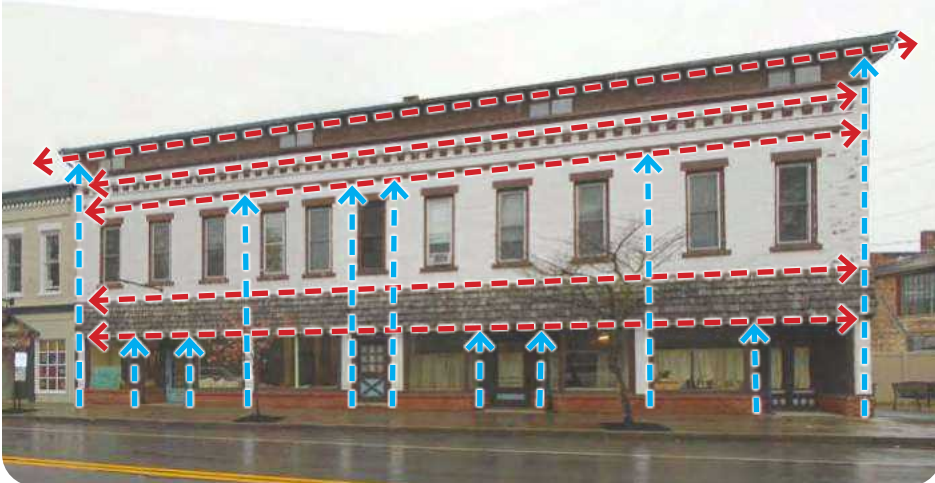
Existing conditions with diagram



BY ADDING SOME ADDITIONAL WINDOWS AND
DETAILING, THE CHARACTER OF THE BUILDING
AND ITS TRANSPARENCY ARE OPTIMIZED.



Existing conditions with diagram





**[E] 1884 Rochester St,
Lima, NY**

**FIND CREATIVE WAYS TO REFERENCE
A BRAND AND ITS COLORS WITH
YOUR BUILDING PAINT SCHEME**

This historic 2 story mixed-use masonry building was at some point renovated to include an additional third floor of apartments, as well as a fixed shingle awning and brick knee wall. The awning currently covers the transom windows, preserving them for restoration later.

The proposed design uncovers the existing transom windows and uses a new color scheme to highlight the architectural details and new tenant branding in the building.

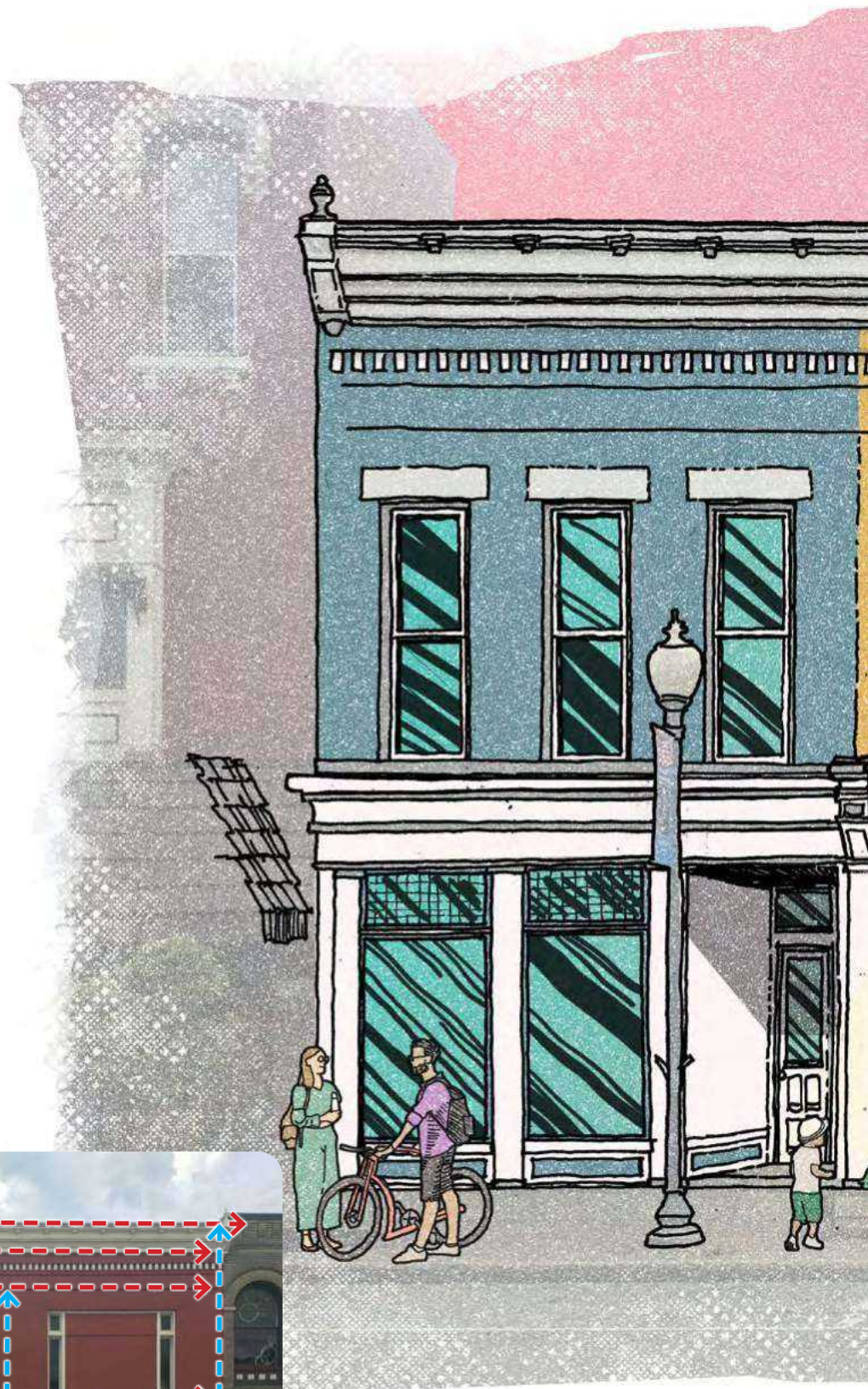
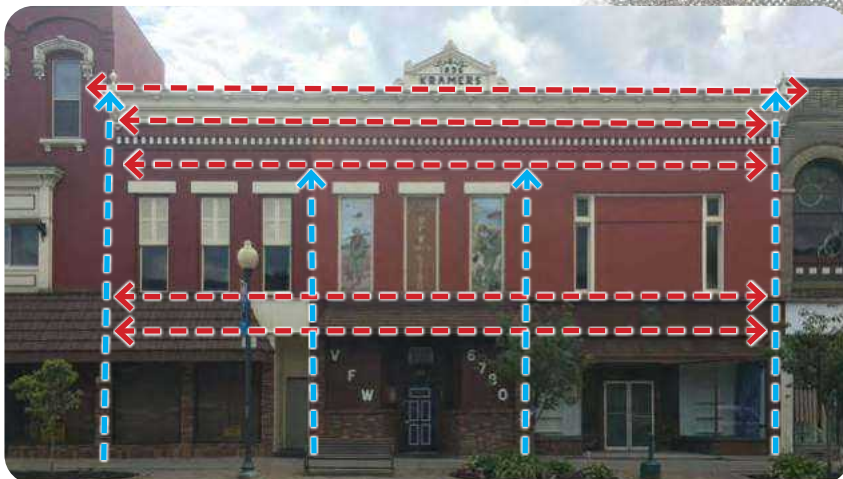
[F] 145 Main St, Dansville, NY

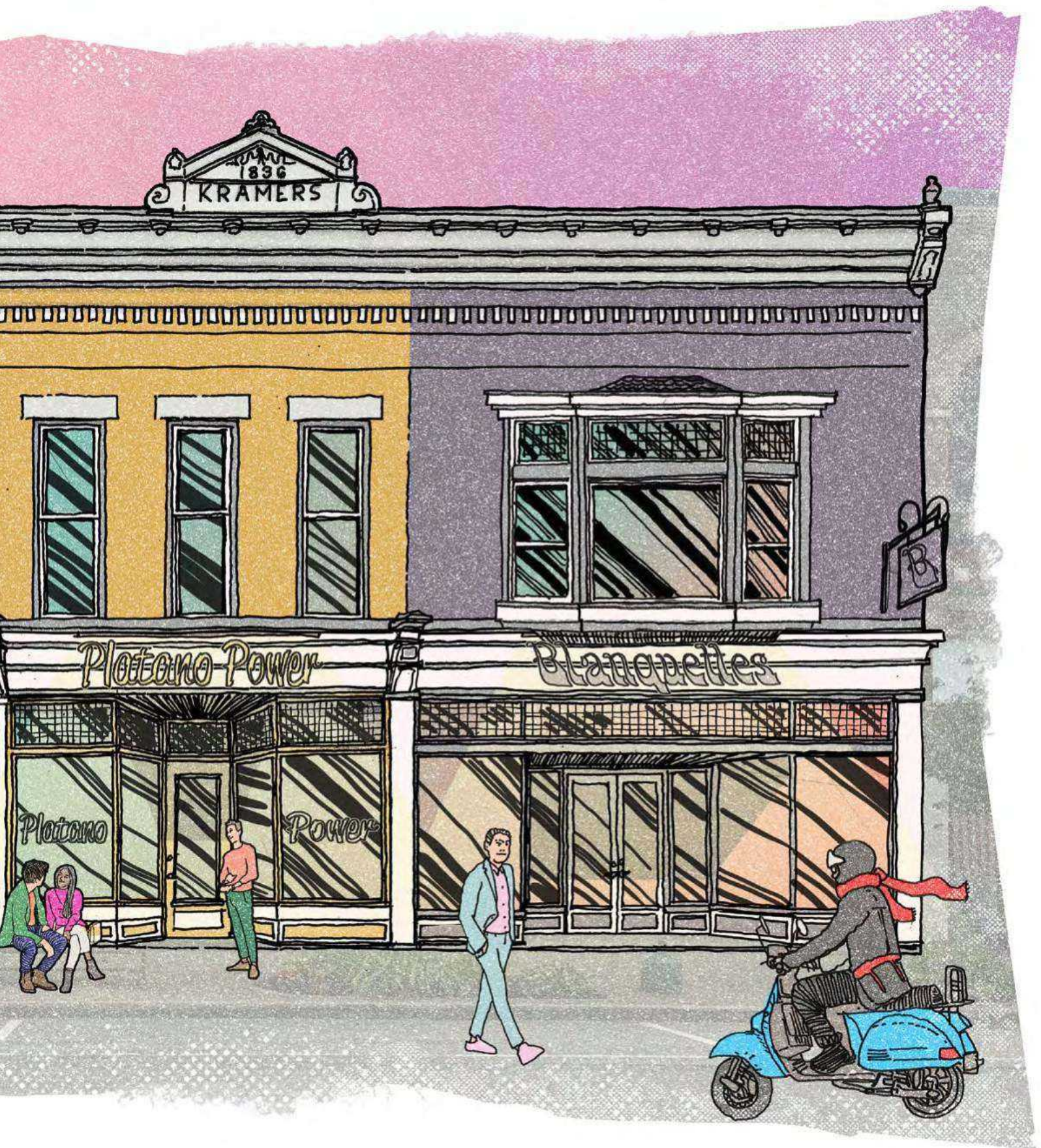
This 2 story masonry building exhibits many of its historical details, such as the cornice and finials. However, the second floor window openings have been covered over or replaced with undersized inappropriate units. One larger window opening was infilled with brick and two elongated and poorly proportioned window units. The storefronts were also renovated, with the ground floor offering almost no transparency into the first floor commercial spaces.

The proposed example looks to highlight the individual storefronts by using an alternating base color with a uniform white and grey trim. The fixed shingle awning is removed, and a more formal cornice is developed as well as new storefronts with transom windows and high levels of transparency into the commercial spaces. Upper floor windows are restored to their original large size, and a bay window added to the second floor.

**USE AN ALTERNATING COLOR
SCHEME WHEN YOU WANT
TO CALL OUT INDIVIDUAL
COMMERCIAL SPACES.**

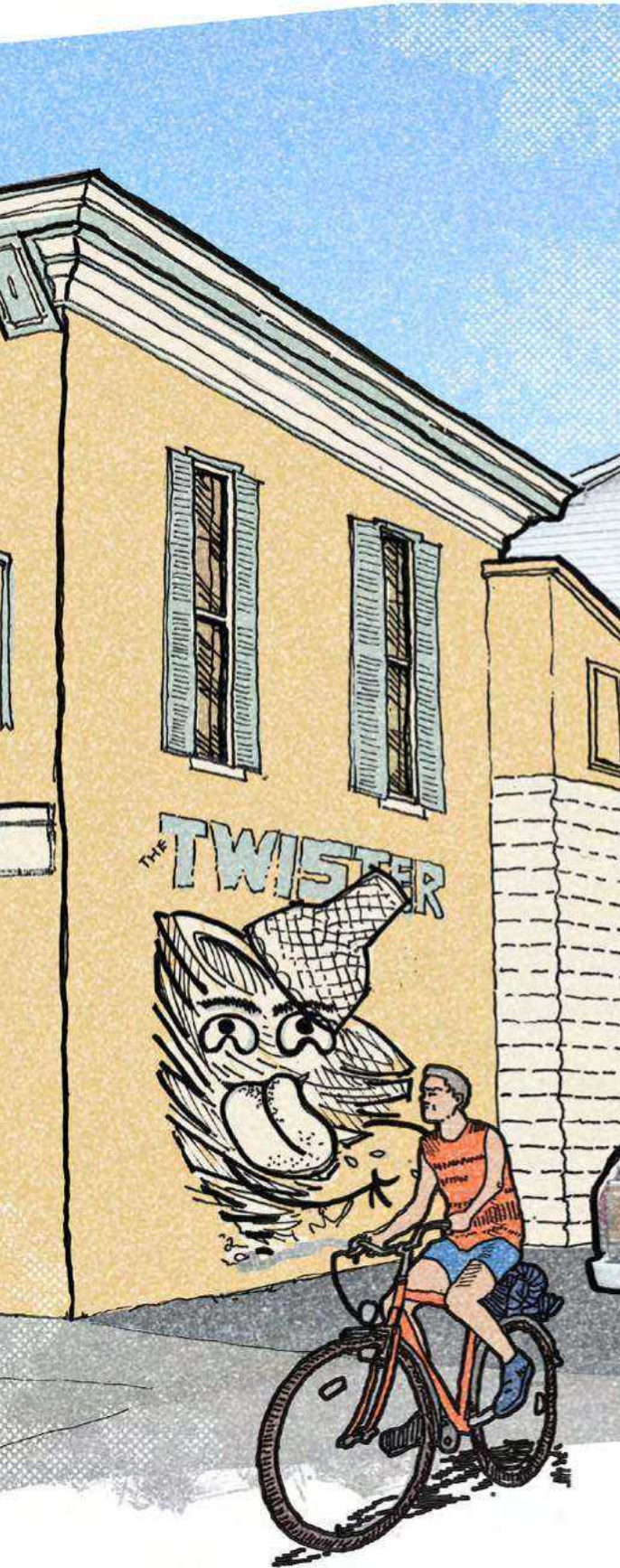
Existing conditions with diagram



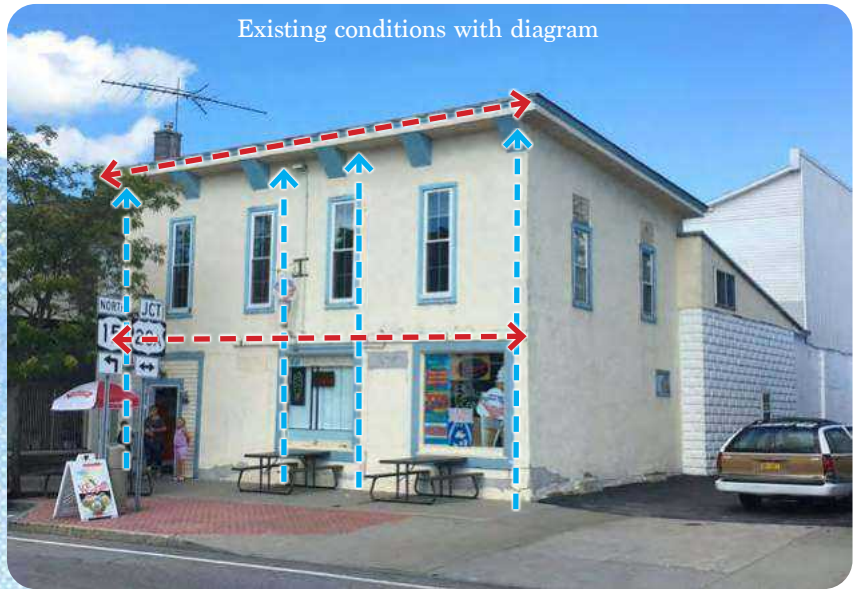


MINOR REPAIRS TO THE EXISTING MATERIALS
AND SMALL ADDITIONS TO EXISTING DETAIL
CAN CREATE A MUCH MORE ENGAGING FACADE.





Existing conditions with diagram



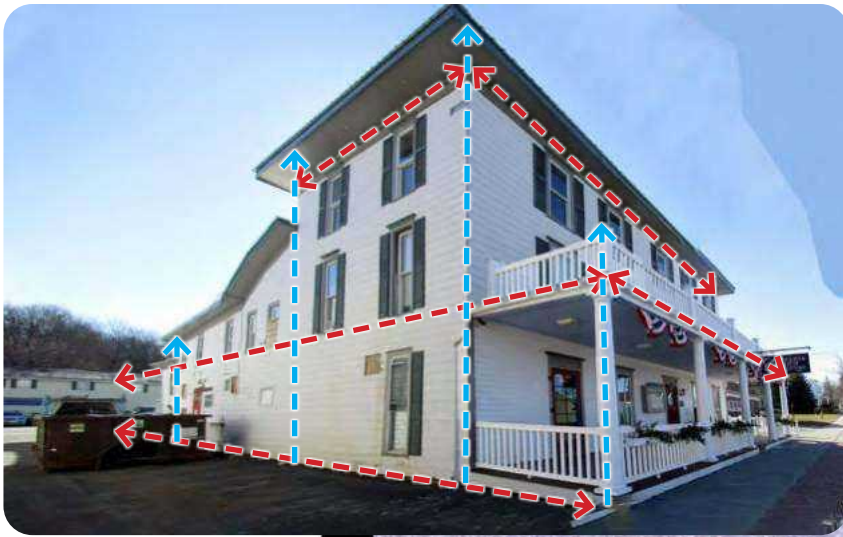
[G] 13 Commercial St, *Livonia, NY*

This 2 story commercial building has undergone significant addition and renovation work, with the original siding material replaced with a stucco finish that is in need of repair. Both commercial storefront and upper floor windows were replaced with undersized units. The entry opening was replaced with an undersized commercial door and vinyl siding infill.

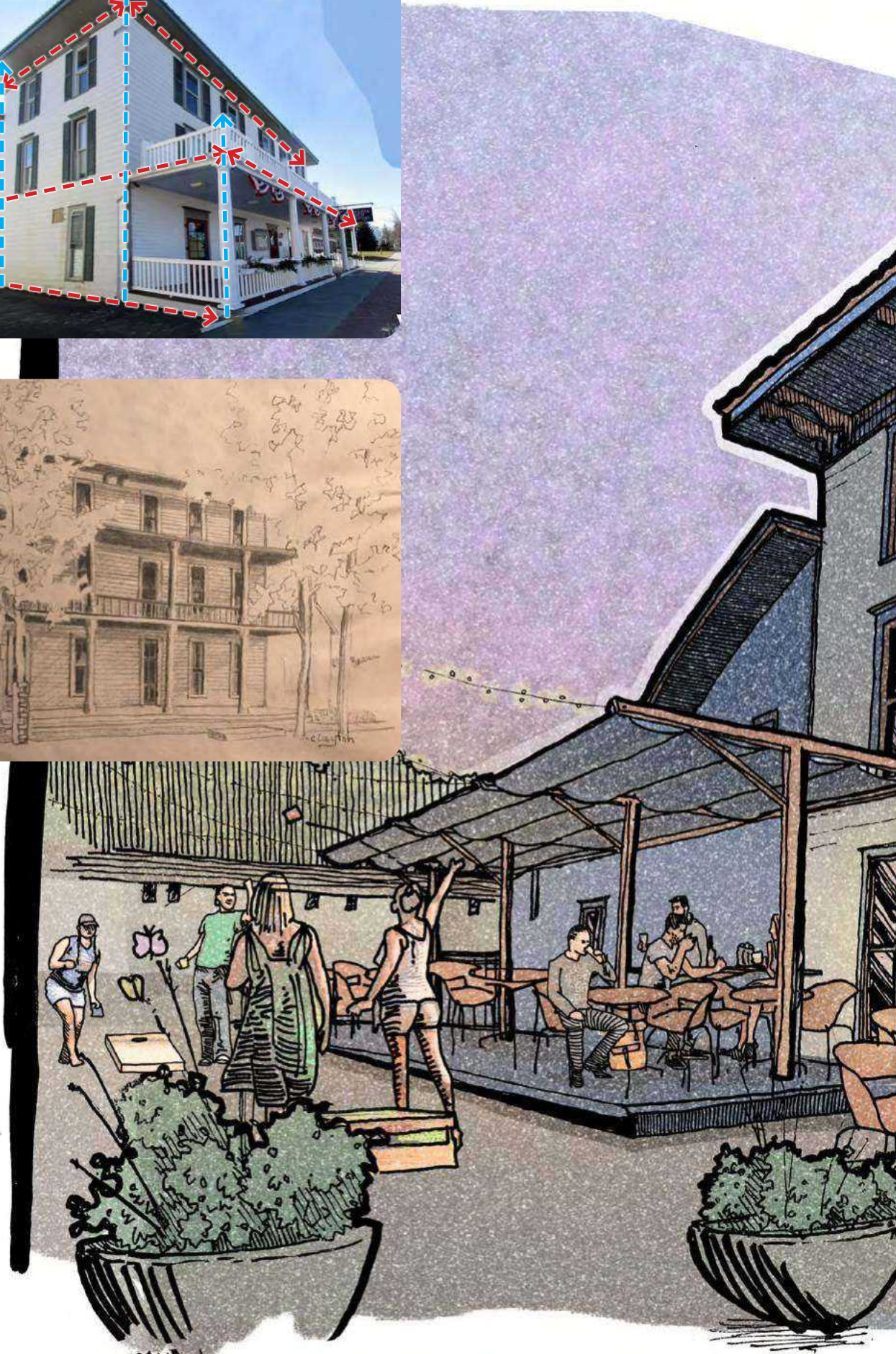
The proposed design would repair and repaint the damaged stucco finish. Upper floor windows would receive shutters, and the cornice enlarged to provide more depth and detail. The commercial entry would be renovated to provide more transparency and a double-door entry. The blank first floor alley wall would be a prime location for branding - along with perpendicular and window signage.



Existing conditions with diagram



Historic Photograph



[H] 17 Commercial St, Livonia, NY

The historic Livonia Inn is a 3 story mixed-use structure that provides two commercial spaces on the ground floor, and short and long term lodging options on the upper floors. An alleyway provides an oversized pathway for people walking from the municipal parking area towards downtown.

The proposed facade example shows restoring the second floor covered balcony for second floor use, as well as the original brackets at the roofline. New perpendicular signage is provided at ground level, as well as a removal of the residential styled vinyl railing to allow for better circulation into the commercial entries.



PROVIDE OPPORTUNITIES FOR PEDESTRIAN
INTERACTION - LIKE OUTDOOR SEATING AND
UPPER FLOOR BALCONIES!

[I] 24 Commercial St, Livonia, NY

This large complex of wood framed buildings consists of a variety of differently sized barns. Over the years, these barns have been somewhat weatherized and used for light industrial work as well as commercial retail.

The proposed example shows the campus of buildings being used as a farmers market, with a plaza accomodating people in the center and the existing barns acting as market stalls for vendors. The commercial building closest to the road would act as a core for bathrooms and sinks, as well as limited covered vending space.

**FINDING WAYS TO USE UNDERUTILIZED
PROPERTIES IS THE FIRST STEP IN
REVITALIZATION!**

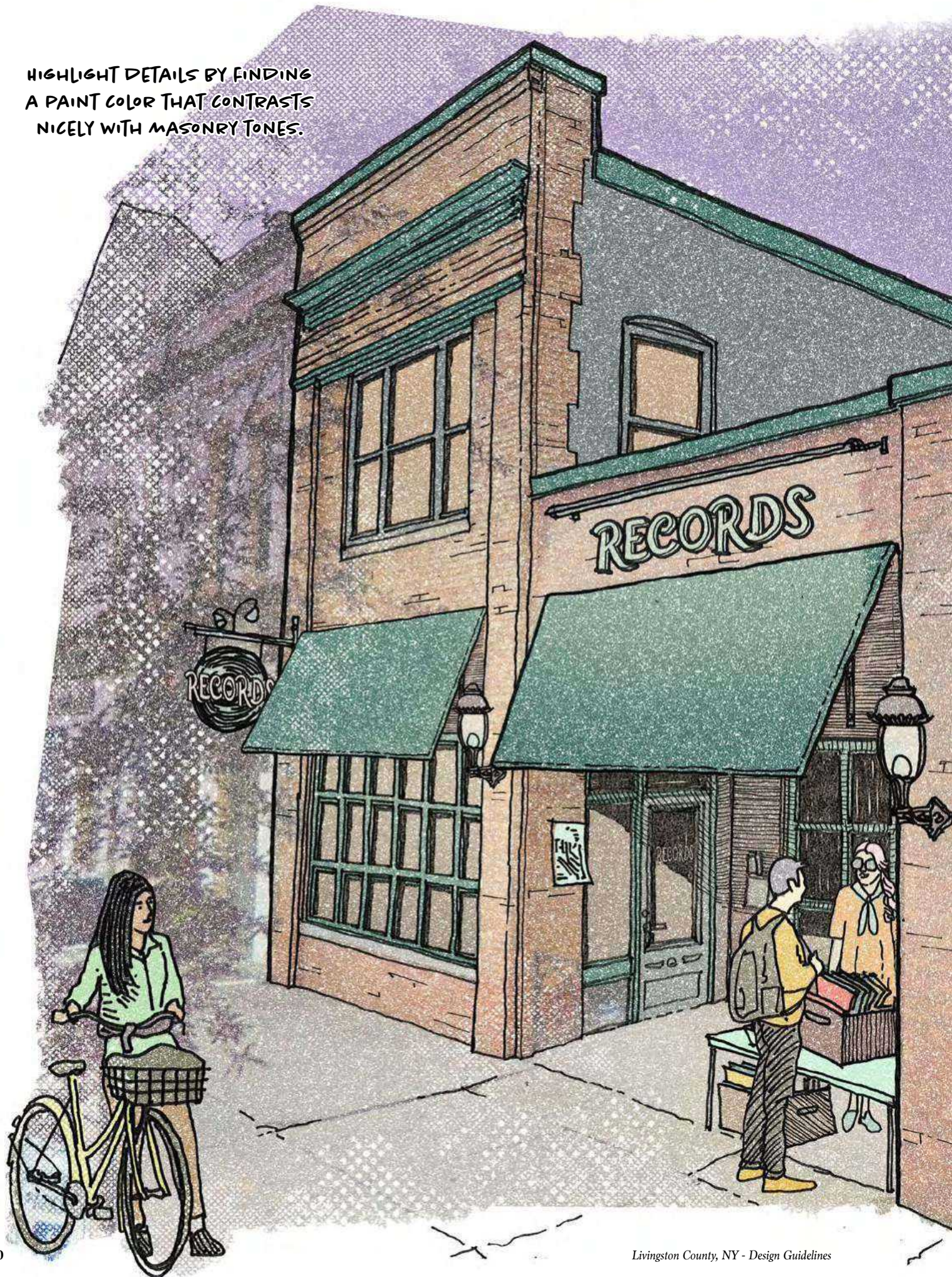




Existing conditions



HIGHLIGHT DETAILS BY FINDING
A PAINT COLOR THAT CONTRASTS
NICELY WITH MASONRY TONES.





Existing conditions with diagram



[J] 56 Main St, Geneseo, NY

This former RG&E building is a unique example of two buildings that have been combined into a single occupancy, with both first floor spaces being shared by one tenant. The proposed example shows a retail usage down below, with the original details (such as window trim and cornices) painted to call them out. A recessed side entry provides ample space for sidewalk sales and customer engagement.

Awnings and perpendicular signage provide depth and visual interest to passers-by. Wall mounted signage and a linear lighting fixture are also added over the entrance, along with additional lighting.

[K] 3254 State St, Caledonia, NY

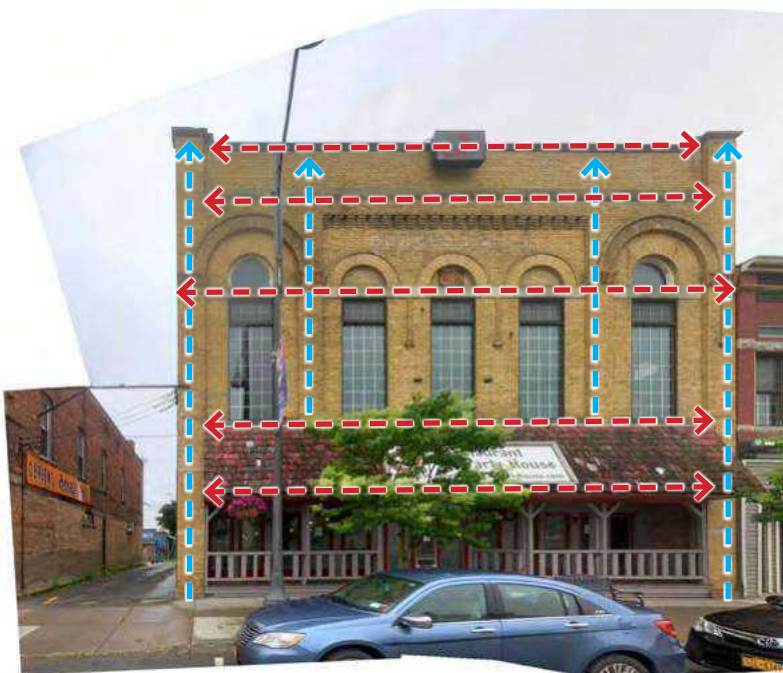
A former meeting hall turned commercial occupancy, the existing 2 story masonry building has undergone significant storefront renovation in the past 30 years. This has resulted in a historically inappropriate appearance - specifically the fixed shingle awning and residential styled porch columns and railing.

The proposed design would uncover existing steel columns, and provide new storefront windows right at the sidewalk, with only the entryway being recessed. A signboard zone would allow ample space for wall signage, and a new cornice allows opportunities for up-lighting of the upper floor.

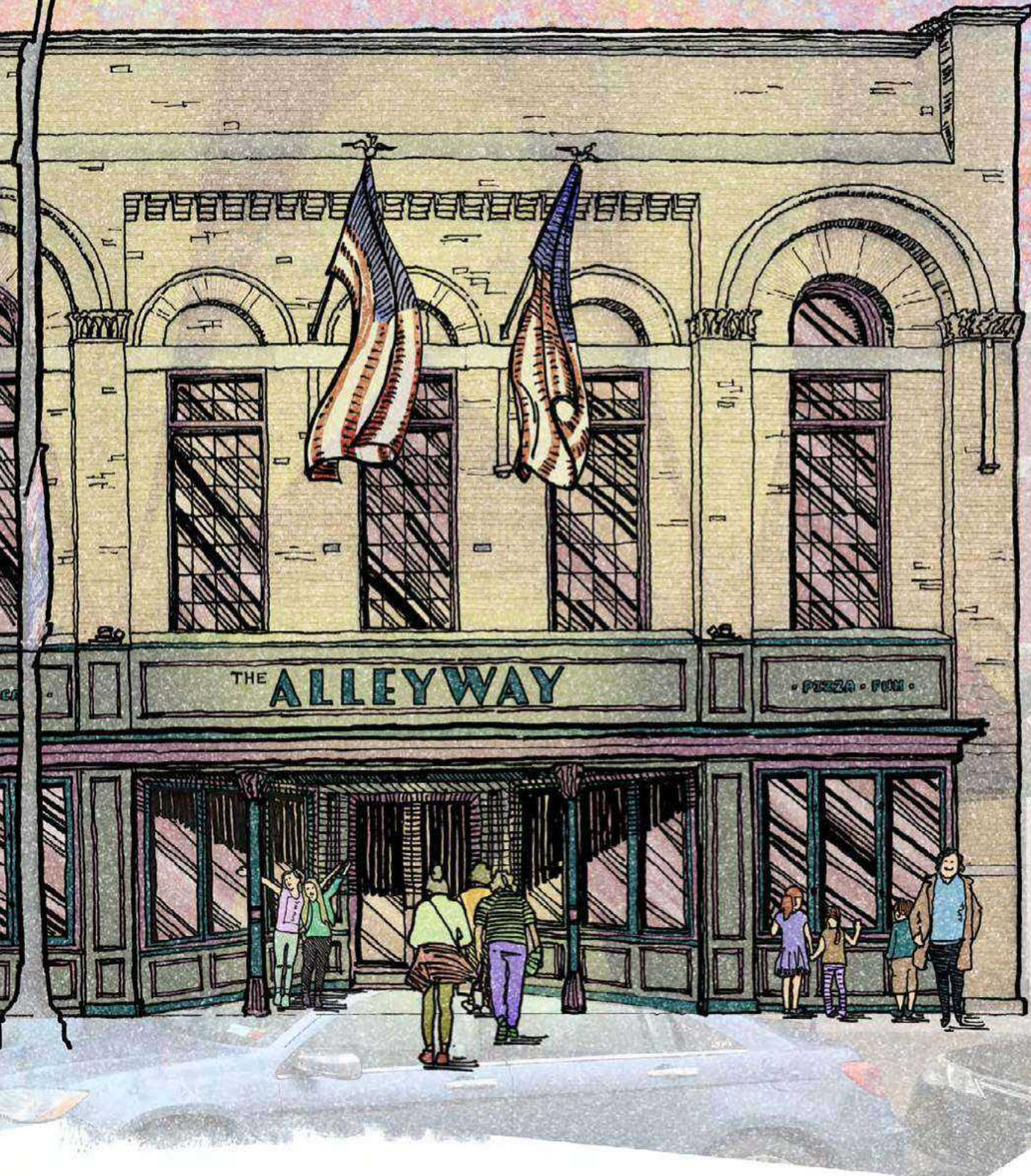


Historic Photograph

Existing conditions with diagram



RECESSED STOREFRONTS CAN BE A WELCOME
DESIGN FEATURE DURING WINTER, AND
HELP TO HIGHLIGHT AN ENTRY.





PHARMACY



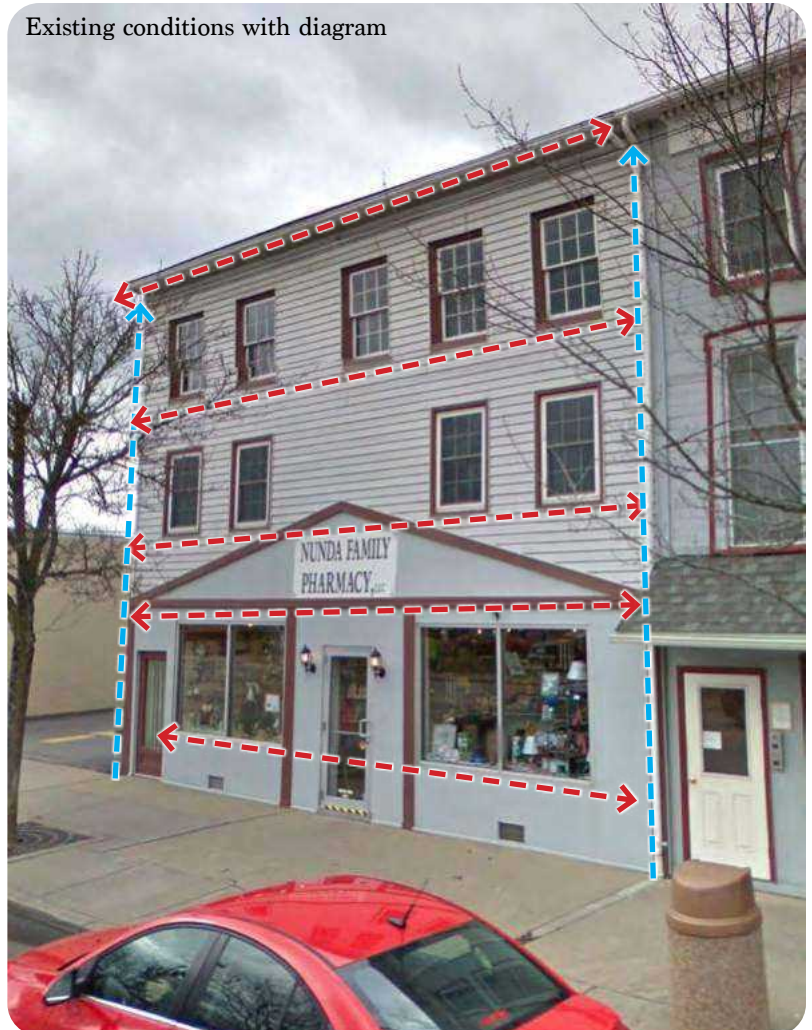
[L] 12 N.Main Street, Nunda, NY

The pharmacy building in Nunda is a 3 story wood frame building that has undergone substantial storefront renovation that has altered or removed some of its architectural characteristics. An inappropriate triangular signboard resulted in the need to fill and cover a second floor window. The result is a flat facade, with inappropriate detailing.

The proposed design adds a cornice above the commercial level, transom windows, and restores the filled in window at the second level. A three color scheme is chosen to better highlight the simple forms used.

**REMOVING NON-HISTORIC BUILDING
DETAILS SUCH AS THIS TRIANGULAR
SIGNBOARD ZONE CAN INSTANTLY GIVE A
FACADE A MORE APPROPRIATE LOOK.**

Existing conditions with diagram



SEC.9: *Maintenance*

The following recommendations will help to avoid blight within Livingston County:

[A]

Ensure that any exterior lighting lamps are not blown out and replace when required

[B]

As paint begins to deteriorate, scrape clean and apply a fresh coat of primer and paint. When painting masonry – repair masonry, allow for the masonry to dry out before applying fresh coats of paint. Multiple applications may be required due to moisture escaping the brick until fully dried out.

[C]

For brick buildings, over time the brick and mortar joints may need repair. By keeping the brick and mortar joints in good condition you will extend the overall life of the building while keeping the building looking clean

[D]

EIFS: Unfortunately, false stucco products such as EIFS (Exterior Finish and Insulation Systems) lack durability and are easily damaged. When damage occurs the section should be replaced. EIFS should be installed with thoughtfully distributed construction joints, in a manner that allows portions to be replaced in a neat and seamless way.

[E]

Windows should be kept clean. When windows crack or break they should be replaced. Verify that caulking around windows and other openings is in good condition to extend the life of the windows and adjacent building materials

[F]

Lettering should be replaced if letters are missing or damaged.

[G]

Do not board up damaged windows, repair them.

[H]

Do not leave scattered, disorganized, or abandoned utilities attached to buildings.

[I]

Fabric awnings will age and deteriorate over a long period of time. As the fringe or body become damaged beyond repair, the fabric should be replaced. The supporting structures can often remain in place. If there is lettering on the fringe for a particular business, the information should be kept up to date if the business changes. Any other awning types should be regularly inspected to ensure safety, cleanliness, and upkeep of finish materials

[J]

Miscellaneous Items: Plantings in flower boxes and planters should be attentively maintained. Seasonal decorations should be placed and removed when appropriate and kept neatly organized while displayed.

SEC.10: Glossary

- **Composition** - The placement and arrangement of visual elements on a building.
- **Cornice** - An ornamental molding on a building above the storefront, typically adjacent to the signboard area and made of either wood or metal.
- **Datum Line** - a horizontal or vertical line overlaid on the facade of a building to help identify and organize the form and composition.
- **Fenestration** - The arrangement of windows and doors on the elevations of a building
- **Frame and sash profile** - The thickness of a window and its framing in relationship to the trim elements on a building.
- **Infill** - New construction that fills an existing hole in the urban fabric.
- **Lintel** - A horizontal support of timber, stone, concrete, or steel across the top of a door or window.
- **Massing** - The general shape and form of a building, or elements of a building.
- **Proportion** - The size relationship between elements within a building.
- **Scale** - The size relationship between a building or its parts and the human body
- **Sill** - A shelf or slab of stone, wood, or metal at the foot of a window or doorway.
- **Stile-and-rail** - A door typically used for residential applications that consists of horizontal (rail) and vertical (stile) framing members surrounding either wood or glass panels.
- **Transom Windows** - A window set above the top of a door or storefront.
- **Valence** - the fringe that hangs from the front of an awning, sometimes used as signage.

