



# NEW HARTFORD

## A TOWN FOR ALL SEASONS

# DESIGN GUIDELINES



**Planning and Zoning Commission**  
New Hartford, Connecticut

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# New Hartford Center District Design Guidelines

Effective 1/1/2012

## Overview

The overriding objective of these design guidelines is to ensure that new development fits well with its surroundings. New development must be contextually sensitive to the history, community and environment that make the village. These guidelines are intended to provide guidance and direction so that new construction can meet that requirement.

The design guidelines strive to maintain and enhance the unique 19th Century feeling of New Hartford's Town Centers. Unlike other areas of the Town, the Center is not "Colonial" is its period of construction or its architectural character. It came into being as part of the American Industrial Revolution, fed by the combination of the railroad and the Farmington River. These design guidelines encourage the use of forms and materials that are human in scale and allow expression of New Hartford Center's unique history and character.

The New Hartford Village District design guidelines reveal the character of the village as known to its residents and businesses. The guidelines help to reinforce existing character and protect the qualities that the village values most in the face of change.

Design review provides a framework for citizens and developers to work toward achieving a better built environment through attention given to fundamental design principles. Design Review is intended to affect how new development can contribute positively to New Hartford's historic riverside village setting. Design guidelines offer a flexible tool—an alternative to prescriptive zoning requirements—and will allow new development to respond better to the distinctive character of its surroundings.

Design review has three principal objectives:

1. To encourage site planning and architectural design that will enhance the character of the Center;
2. To provide flexibility in the application of development standards; and
3. To improve communication and participation among developers, neighbors and the town early in the design and siting of new development.

Design review is a component of the permit application along with other components, such as environmental review, variances, etc.

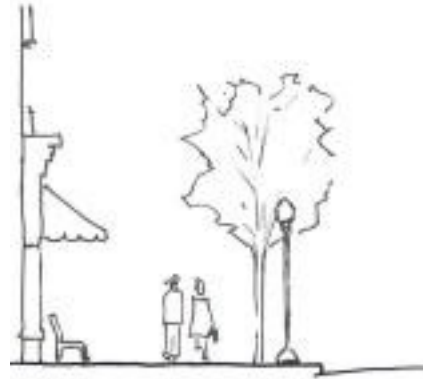
**The Town of New Hartford gratefully acknowledges the work done by the Town of Coventry and the Green Valley Institute, which formed the basis for these Design Guidelines.**

# Goal - A Pedestrian Environment

A pedestrian-oriented streetscape is perhaps the most important characteristic to be achieved in new development in The Center District.

In general, the pedestrian environment (sidewalks, pathways, entries and crossings) should be safe, accessible to all, connect to places people want to go, and provide good places to be used for many things. New development should reflect these principles by enhancing streetscapes in the Center with proposals that makes pedestrian activity at the street level a priority.

The overall goal of these guidelines is to aid in creating districts in which new development supports a mix of uses and engages the public realm (i.e. sidewalk) in a pedestrian-oriented manner.



The Village Center District is recognized as the area's primary pedestrian-oriented mixed-use district. This district should offer pedestrian connection to the Farmington River greenway, Town Hall, as well as the other areas of the Center. This district should have a continuous pedestrian scale and high level of comfort at the street level.

New Hartford recognizes that a successful pedestrian environment is really a pedestrian "network", extending beyond sidewalks to include paths, crossings and building entries. Midblock pedestrian connections are encouraged to be incorporated into larger new development to link parking and surrounding streets to the village core.

New development in-fill in the Village Center District will set the precedent in establishing desirable siting and design characteristics.

- **Create continuous pedestrian interest and activity:**
  - Street wall with minimal space between buildings
  - Frequent entries to street level businesses, and frequent windows with a view of the activity within.
  - Include street trees, drop lighting on buildings, benches and planters d. Provide small seating areas or other areas for human interaction.
- **Provide safe environment for pedestrians:**
  - Limit direct vehicle/pedestrian interaction
  - Pedestrian has clear access to business via sidewalk or walkway, not through or around parking area
  - Only clear, well designed crossing of pedestrian path is allowed; pedestrian maintains the right of way.

## Human Activity

An active and interesting sidewalk engages pedestrians through effective transitions between the public and private realm.

In the Center District, proposed development is encouraged to take advantage of the zero front line set back, but to also incorporate areas of recesses for public/private spaces, such as café seating. Building facades should give shape to the space of the street through arrangement and scale of elements. Display windows should be large and open at the street level to provide interest and encourage activity along the sidewalk. At night, these windows should provide a secondary source of lighting.

## Corner Lots

Pedestrian activities are concentrated at street corners. These are places of convergence, where people wait to cross and are most likely to converse with others. New development on corner lots in the Center District should take advantage of this condition, adding interest to the street while providing clear space for movement.



New buildings should reinforce street corners, while enhancing the pedestrian environment. Public space at the corner, whether open or enclosed, should be scaled in a manner that allows for pedestrian flow and encourages social interaction. To achieve a human scale, these spaces should be well defined and integrated into the overall design of the building. Consider: - providing seating; - incorporating art that engages people; - setting back corner entries to facilitate pedestrian flow and allow for good visibility at the intersection.

Redesign of existing buildings on corners should also be oriented toward the corner.

## Other Considerations

Outdoor power and water sources are encouraged to be provided in order to facilitate building maintenance and exterior decorative lighting needs. Conveniently located sources could also be taken advantage of for special community events.

# Goal - Appropriate Height, Bulk And Scale

The quality of New Hartford’s small town “feel” is expressed in the existing architecture. One way to preserve and continue the small town quality in new development is through the siting, massing and design of new buildings.

New development in the Center must be consistent with the height, bulk and scale of the other structures in the village.

The scale of existing commercial/mixed-use development on contiguous properties must be considered for new development in the Center. A transition in height, bulk and scale—in terms of relationship to surrounding context and within the proposed structure itself—must be considered.

1. Applicant must analyze the site in relationship to its surroundings. This should include:
  - Patterns of urban form in existing built environment, such as setbacks and massing compositions.
  - Size of Code-allowable building envelope and footprint in relation to existing built environment.
2. New buildings should use architectural methods including modulation, color, texture, entries, materials and detailing to break up the facade— particularly important for long buildings —into sections and character consistent with traditional, multi-bay commercial buildings prevalent in the Center’s commercial core.
3. The arrangement of architectural elements, materials and colors should aid in mitigating height, bulk and scale impacts of village development, particularly at the upper levels. For development greater than 1-1/2 stories in height, a strong horizontal treatment (e.g. cornice line or frieze) should occur at the first story. Consider a change of materials, as well as a progressively lighter color application to reduce the appearance of upper levels from the street and adjacent properties. The use of architectural style, details (i.e. rooflines, cornice lines, fenestration patterns), and materials found in less intensive surrounding buildings should be considered.



The height and width of the new building is at odds with the rhythm of the smaller buildings along the street.



A new building can fit into the rhythm of buildings along the street by breaking up the mass of the structure into form elements similar to the scale and character of the surrounding street frontage.

# Goal – Enhance Architectural Character

Elements and materials that respect and strengthen the village core are encouraged in new building design. The quality of New Hartford's built environment can be characterized as mixed –good buildings that are architecturally interesting mixed with others with indistinct style or character - and therefore a selective approach to contextual design is warranted. New development should respond to New Hartford's context by providing enough visual linkages between the existing stock of good buildings and the proposed structure so as to create a cohesive overall effect. Appropriate visual linkages are simple, basic features such as window proportions, entryway placements, decorative elements and materials. For example, many of the area's most successful commercial buildings exhibit human scale window proportions and bold cornices. Repeating such elements in new development would continue an appropriate pattern.

The physical appearance of new development in the Center is an important aspect that will shape the character of the village. The overall design, details and material will be a key component in determining context sensitivity.

## Facade Articulation

To make new, larger development compatible with the surrounding architectural context, facade articulation and architectural embellishment are important considerations in mixed use and multifamily residential buildings. Large buildings should have facade articulation that reflects a group of small buildings and reinforce the architectural rhythm established in the commercial core.

## Human Scale

Facades should contain elements that enhance pedestrian comfort and orientation while presenting features with visual interest that invite activity. Overhead weather protection should be functional and appropriately scaled. It should be viewed as an architectural amenity, and therefore contribute positively to the design of the building with appropriate proportions and character.

Overhead weather protection should be designed with consideration given to:

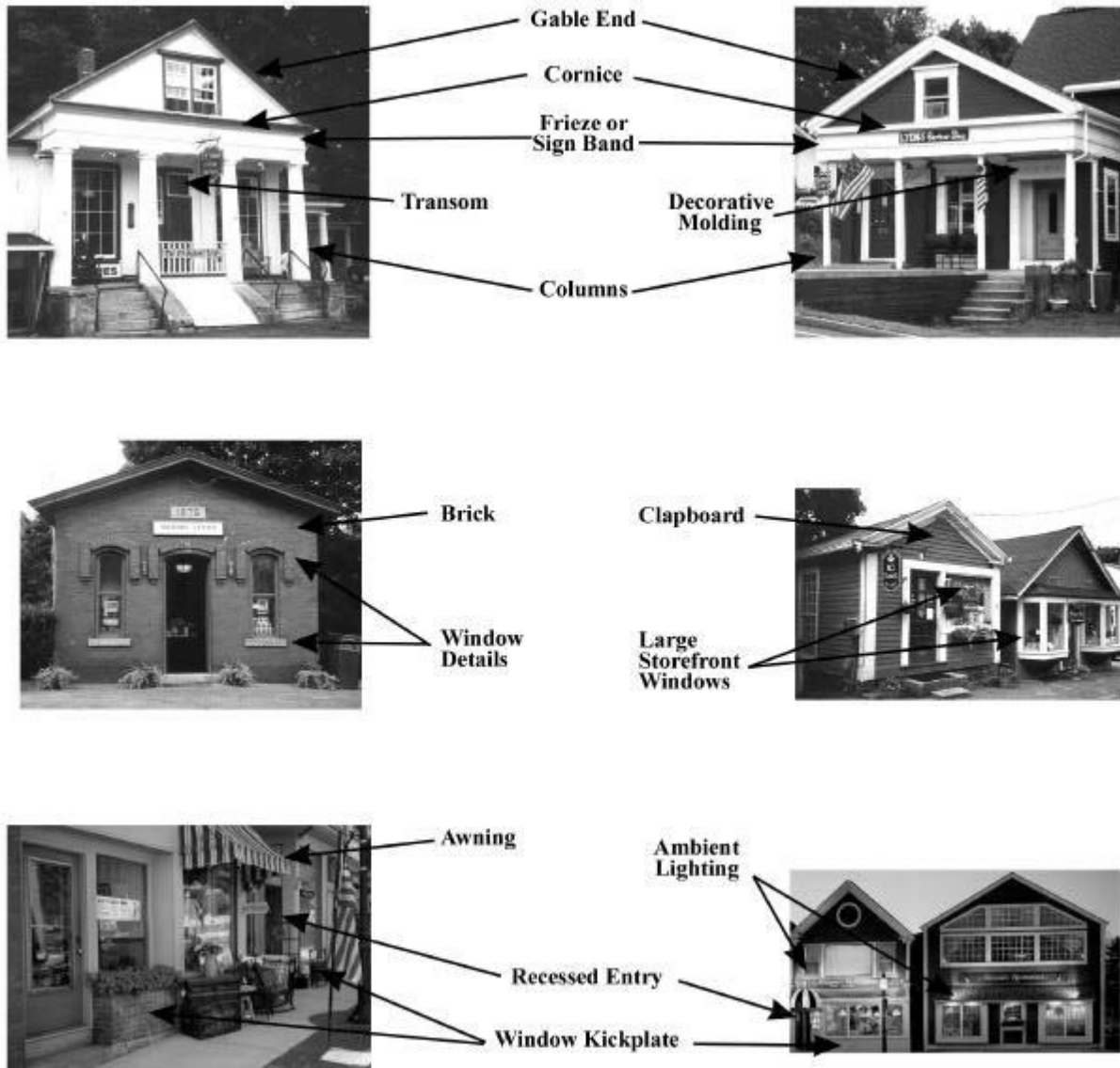
- continuity with weather protection on nearby buildings;
- when opaque material is used, the underside should be illuminated; and
- the height and depth of the weather protection should provide a comfortable scale for pedestrians.



## Architectural Cues

New mixed-use and commercial development should respond to several architectural features common in New Hartford's best storefront buildings to preserve and enhance pedestrian orientation and maintain an acceptable level of consistency with the existing architecture. To create cohesiveness in the village, identifiable and exemplary architectural patterns should be reinforced. New elements can be introduced - provided they are accompanied by strong design linkages.

Preferred elements can be found in the examples of commercial and mixed-use buildings below.





## Architectural Concept and Consistency

New multi-story developments are encouraged to consider methods to integrate a building's upper and lower levels. The base of new mixed-use buildings – especially those zoned 40 ft. in height – should reflect the scale of the overall building.

New mixed-use buildings are encouraged to build the commercial level, as well as one to two levels above, out to the front and side property lines to create a more substantial base. The use and repetition of architectural features and building materials, textures and colors can help create unity in a structure. Consider how the following can contribute to a building that exhibits a cohesive architectural concept:

- facade modulation and articulation (i.e. recesses and protrusions);
- windows and doorway (fenestration) patterns;
- trim and moldings;
- grilles and railings;
- roof lines;
- lighting and signage.

## Signage

Signs should add interest to the street level environment. They can unify the overall architectural concept of the building, or provide unique identity for a commercial space within a larger mixed-use structure. Design signage that is appropriate for the scale, character and use of the project and surrounding area. Signs should be oriented and scaled for both pedestrians on sidewalks and slow moving vehicles. The following sign types are encouraged:

- pedestrian-oriented blade and window signs;
- marquee signs and signs on overhead weather protection;



## Utilities/Service

All utilities, loading docks, dumpsters and other service equipment or service entrances should be hidden from pedestrian view. All rooftop equipment should be placed so it is screened from Main Street.

# Goal – Enhance Village Experience

The Center is focused on the pedestrian environment. Pedestrian connections to other areas of the village are an important factor, and must be considered in each new development. Also, creating areas for pedestrian interaction—benches, terraces, or even performance areas all contribute to the character of the village.

## Pedestrian Environment, Open Spaces And Entrances

Design projects to attract pedestrians to the Center District. Larger sites are encouraged to incorporate pedestrian walkways and open spaces to create small breaks in the street wall and encourage movement through the site and to the surrounding area.

## Street Amenities

Streetscape amenities mark the entry and serve as way finding devices in announcing to visitors their arrival in the Center. Consider incorporating the following treatments to accomplish this goal:

- pedestrian scale sidewalk lighting, or droplights on the facade;
- accent pavers at storefront entrances;
- planters;
- seating;

Or, if the front set back is greater than 8', consider:

- performance or gathering area;
- area for merchandise display

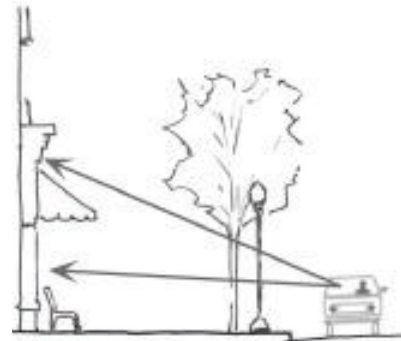


Pedestrian enhancements should especially be considered in the street frontage where a building sets back from the sidewalk.

## Greenscape

Trees, shrubs, and flowers play an important role in creating a welcoming atmosphere in the Center; the planting of new and replacement plant material is encouraged. In the Center wherever feasible, shade trees, shrubs and other plantings should be encouraged. Shade trees should be planted in parking lot islands, street edges, and near buildings to enhance the site.

All trees planted between the building and the street should be sized and located to enhance the site without interfering with the site line of driver-to-building.



## Access to the Farmington River

New development should not cut off pedestrian access to the Farmington River, but rather should integrate River access and views as an amenity of the development. Outdoor patios overlooking the River, viewing corridors of the River from the street, and uses that interact with the River (such as recreational uses) are encouraged. Sensitivity to the River corridor can enhance the value of both adjoining development and the entire Center.

## Safety and visual impacts of parking areas in the Center District.

Within the Center District, there should be no auto access from Main Street to a parking area unless no feasible alternative exists. Located at the rear property line, the design of the parking area could potentially be neglected. The rear portion of a new building should not turn its back to the alley or parking area, but rather embrace it as potentially active and vibrant environment.

Parking areas, including any structures, should be designed and sited in a manner that enhances pedestrian access and circulation from the parking area to retail uses. The design of parking structures/areas adjacent to the public realm (sidewalks, alley) should improve the safety and appearance of parking uses in relation to the pedestrian environment.

The side of a structure facing a parking area should be compatible with the rest of the building and the surrounding streetscape. Where appropriate, consider the following treatments:

- Integrate the parking area with building's overall design.
- Consider the parking area as an extension of the building
- Screen the view of dumpsters, utilities and other service related features from the parking area

Parking garages, or garage areas should incorporate design of the commercial/mixed-use building:

- Provide a cornice, frieze, canopy, overhang, trellis or other device to "cap" the parking portion of the structure.
- Incorporate architectural elements into the facade.
- Recess portions of the structure facing the alley to provide adequate space to shield trash and recycling receptacles from public view.

# Glossary Of Terms

**Amenity:** Aesthetic or other features of a development that increase its marketability or usability to the public.

**Articulation:** The manner in which portions of a building form are expressed (materials, color, texture, pattern, modulation, etc.) and come together to define the structure.

**Cornice:** A molded or projecting horizontal feature that crowns a façade.

**Design Guidelines:** Statement of preferred design practices or aesthetics that are used to guide development projects in a particular city, community, or neighborhood.

**Façade:** Any vertical, exterior face or wall of a building, often distinguished from other faces by architectural details.

**Fenestration:** The arrangement and design of windows and doors on a building's façade.

**Frieze:** The area of a façade dividing upper stories from the ground level story; generally one to two feet high and continuing the width of the building; may contain ornamentation.

**Gable:** The upper, triangular portion of a façade, usually flanked by sloping roofs.

**Kickplate:** The area below a display window.

**Modulation:** A stepping back or projecting forward of sections of a structure's façade within specified intervals of building width and depth, as a means of breaking up a structure's apparent bulk.

**Parapets:** A low wall used as protection in any location where there is a drop like at the edge of a roof, balcony or terrace.

**Pedestrian Scale:** Used to describe the quality of a building or streetscape that includes structural or architectural components of size and proportions that relate to the human form and/or that exhibits through its structural or architectural components the human functions contained within.

**Streetscape:** The visual and functional character of an entire street including: buildings, paving material, plantings and street amenities such as lamps and benches. Also, the environment created for human activity and interaction.

**Street Wall:** The façade of a building facing a pedestrian or vehicular way.

**Transom:** A small, often hinged, window or multi-paned window opening above a door or another window, usually capping the street-level of a commercial building.

# Design Guidelines For Commercial Development

Effective 1/1/2012

## Overview

These design guidelines strive to maintain and enhance New Hartford's rural character, historic value and scenic charm. They encourage the use of forms and materials that are human in scale and allow expression of New Hartford's sense of its small town way of life through commercial development.

Design Review provides a framework for citizens and developers to work toward achieving a better built environment through attention given to fundamental design principles. Design Review is intended to affect how new development can contribute positively to New Hartford's rural character. Design Review has three principal objectives:

1. To encourage site planning and architectural design that will enhance the character of the town and ensure that new development sensitively fits into a village image; and
2. To provide flexibility in the application of development standards; and
3. To improve communication and participation among developers, neighbors and the town early in the design and siting of new development.

Design Review is a component of the permit application along with other components, such as environmental review, variances, etc., administered by the Land Use Department.

### Context and Design Issues

The overriding objective of the design guidelines is to ensure that new development and renovation/alterations and additions fit in well with its surroundings. The community has clearly stated its desire to maintain the small town atmosphere and qualities that have historically characterized the Town. However, it was also recognized that new development provides the opportunity for a broader mix of businesses and services, residential units and employment and an expanded tax base.

**The Town of New Hartford gratefully acknowledges the work done by the Town of Coventry and the Green Valley Institute, which formed the basis for these Design Guidelines.**

# Site Planning Guidelines

## General Objectives

Each property along New Hartford's thoroughfares is unique and each needs to be developed with a careful understanding of the site to meet the needs of the proposed business while also improving the visual character, safety and function of the area.

### General Site Planning Goals:

1. Development that respects the uniqueness of each property and reinforces New Hartford's historic character,
2. sense of place, and is welcoming,
3. Creates an attractive, functional and safe environment that is beneficial to business,
4. Encourages walking and cycling to, and within, the area by providing safe, attractive interconnected development,
5. Includes access management to increase public safety
6. Protects abutting residential properties through sensitive site planning, buffering, and architectural designs,
7. Preserves significant natural or cultural features such as wetlands, specimen trees and stone walls,
8. Is organized in such a way to create or enhance a village quality versus lineal strip development, and
9. Focuses on the visual character of New Hartford, including preservation of historic properties through adaptive reuse.

### General Site Planning Design Standards:

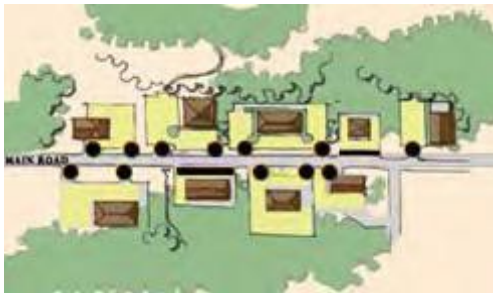
1. **Licensed Professions** - Where necessary to confirm compliance with these Design Guidelines, the Zoning Regulations, or other applicable local or state regulations, plans for development/redevelopment shall be designed by appropriate licensed professionals (architects, landscape architects, civil engineers, traffic engineers) with the training to address issues of public health, safety and welfare.
2. **Relationships to Residential Properties** - The facades of buildings visible from a residential property shall use forms, materials, and details which are residential in nature and appearance. Service areas, parking lots, outdoor storage yards and other similar features shall not be visible from residential properties.
3. **Access Management** - Site plans with curb cuts onto arterial road ways shall promote efficient traffic flow and maintain a high level of safety for pedestrians and motorists.
4. **Landscaping**. Attractive landscaping is important throughout the site. To enhance the appearance of the thoroughfare special attention shall be given to the space between the roadway and the front of the building, this area shall be attractively landscaped with trees, flowering shrubs, fencing, stone walls and other elements. Existing healthy trees and shrubs shall be preserved or transplanted to another area on the site wherever possible.

## Vehicular Circulation

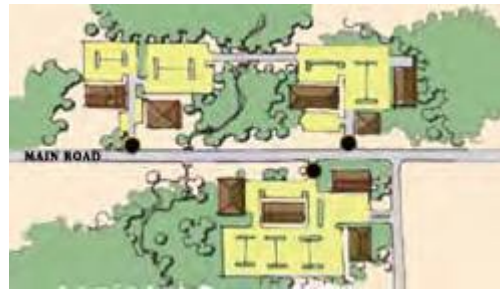
All development will be characterized by safe, user-friendly and efficient traffic flow. Projects will be designed to reduce the number of curb cuts, provide for safe vehicular and pedestrian movement, encourage intra-parcel travel and minimize the number of roadway trips.

### Design Standard:

1. **Curb Cuts Minimized.** Site plans shall be designed to minimize the number of curb cuts onto town and state roads to increase vehicular and pedestrian safety.
2. **Shared Access.** Entrances to abutting commercial properties shall be combined whenever possible.



The illustration on the left shows a typical commercial development pattern, the black dots and wide lines are the entry/exits from parking areas.



The illustration on the right has the same buildings, but by planning for access management and shared parking the road is safer with far fewer exit/entry points.

3. **Internal Traffic Pattern.** The site plan shall be designed to provide pedestrian safety by separating vehicles from pedestrian areas to the greatest extent possible.
4. **Traffic Flow Delineation.** Parking spaces, directional arrows, crosswalks, and other ground markings shall be delineated with pavement paint or other suitable material to ensure safe circulation.
5. **Traffic Calming.** The site plan will be designed to discourage speeding within the site and between abutting properties. Calming techniques that can be used include speed tables, raised crosswalks, curvilinear road alignment, on-street parking, street-side plantings, neck-downs and curbed islands.
6. **Vehicular Intra-Connections.** Where feasible, connections between parking lots and driveways on abutting properties shall be provided. The site plan design will also anticipate possible future connections to abutting undeveloped properties. Intra-connections shall provide a safe, direct access between adjacent lots in a manner that prevents them from becoming a shortcut between roadways. Cross easements may be required to allow intra- connections.
7. **Pedestrian and Bicycle Intra-Connections.** Safe pedestrian and bicycle connections between abutting land uses shall be provided where possible to encourage foot and bicycle traffic and minimize vehicular traffic. The site plan design will also anticipate possible future connections to abutting undeveloped properties.

8. **Drive-Throughs.** Drives leading to or from drive-throughs shall minimize conflicts with pedestrian circulation. When there is a conflict with pedestrian circulation, techniques will be used to increase motorist awareness such as signage, lighting, raised crosswalks, changes in paving, or other devices. Drive-through queuing shall not be located in parking areas or other areas which would cause unsafe conditions or congestion.
9. **Pedestrian Islands.** For all driveways greater than 32 ft. wide, a 5 ft. minimum width pedestrian island shall be installed at the crosswalk for pedestrian refuge.
10. **Outdoor Storage and Sales Areas.** Areas for any future or potential outdoor storage and sales areas shall be included in the initial site plan design. These areas shall be designed to complement the overall development.
11. **Service and Delivery Drives.** For safe pedestrian movement within the site, service and delivery drives shall be separated from internal walkways, parking areas or pedestrian use areas by landscaped islands, grade changes or other devices.



## Parking Areas

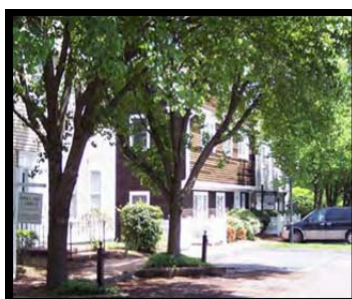
Parking lots shall be designed to complement the building, adjacent buildings, the site and the area and not be a dominant visual element. The scale of the parking lot shall be reduced by minimizing the amount of paved surface and parked vehicles visible from the road. Site plans shall be designed with careful attention to internal walkways, landscaping and lighting.

### Design Standards:

1. **Siting.** The majority of the parking area shall be located at the rear or sides of the commercial buildings whenever possible. Where it is unavoidable that parking must be adjacent to a residential zone, the lot shall be sufficiently screened with evergreen trees, earth berms, fences or shrubs. The site plan will be designed with the parking coordinated with building entrances, proper lighting and landscaping.
2. **Scale.** To reduce the visible scale of the parking lot, and to reduce the heat island affect, larger parking areas shall be broken up with landscaped islands and other appropriate features.
3. **Landscaping.** Larger parking lots shall use interior landscaped islands. Planting islands shall be a minimum of 9' in width, and be planted with hearty and appropriate plant material for parking lot conditions. See the Landscaping section of these Design Guidelines.
4. **Configuration.** The lots shall be designed to facilitate safe vehicular movement throughout. Single entry parking lots (not connected to adjoining parking lots) are strongly discouraged, but where unavoidable, space shall be provided to safely turn a vehicle around to avoid backing out.
5. **Shared Parking.** Shared parking is strongly encouraged where appropriate, particularly where abutting land uses have differing hours of peak usage. Cross easements may be required to allow shared parking.
6. **Snow Storage.** In concert with overall site planning, provisions shall be made for snow storage in the design of all parking areas to avoid conflicts with landscaping, visibility, drainage or pedestrian safety. The area will be noted on the Site Plan.
7. **Out-Parcels.** The development of smaller commercial buildings on out-parcels within a large existing parking area is encouraged as a means to break up the scale.



This parking area uses trees and planted islands to reduce the visual effect of the paved surfaces.



This parking area and buildings are separated by a landscaped area.



Out parcels are incorporated into the site layout to break up the scale of a large asphalt area and to utilize shared parking.

## Pedestrian Circulation and Spaces

Commercial properties shall provide attractive, safe and functional walkways to the main entrance. To create a pedestrian friendly environment, entrances to buildings shall be designed to provide outdoor spaces for a variety of uses, seating/resting, displays and aesthetic enhancement.

### Design Standards:

1. **Internal Walkways.** Continuous internal walkways/sidewalks shall be provided to each customer entrance.
2. **Location.** Walkways shall be located where motorists can anticipate pedestrians and react accordingly. Walkways shall be designed to give the pedestrian a full view of oncoming vehicles, with minimal interference from trees, shrubs and parked cars. Walkways shall avoid drive-through lanes, access and service drives and other high-traffic routes.
3. **Width.** Walkways shall be a minimum of five feet wide to allow two people to pass comfortably. Additional width may be necessary in certain areas such as those with heavy pedestrian traffic or where parked cars could overhang the walkway.
4. **Coordination with Landscaping.** Areas adjacent to walkways shall be landscaped with trees, shrubs, benches, flower beds, ground covers, or other such material.
5. **Crosswalks.** Where walkways cross vehicular paths, the crosswalks shall be marked by a change in pavement texture, pattern or color to maximize pedestrian safety. The material selected for crosswalks shall be highly durable and low maintenance. Raised crosswalks shall be considered at key locations as a traffic calming device and to make crosswalks more visible.
6. **Drainage.** Sheet flow of stormwater across walkways shall be avoided. Stormwater system shall be sized to limit ponding and to provide uninterrupted use of the walkway.

7. **Maintenance.** All internal walkways shall be designed to facilitate maintenance by the property owner. The site plan shall coordinate the location of walkways with utilities, plantings, drainage and other site elements that could affect long-term maintenance.
8. **Snow Storage.** All walkways shall be designed for ease of snow removal; site plans shall locate snow storage in areas that will not interfere with pedestrian movement, block visibility or cause dangerous conditions from freezing meltwater.
9. **Accessibility.** All walkways shall be located, designed and detailed in full compliance with the Americans with Disabilities Act (ADA), as revised.



Outdoor space for seating creates a pedestrian-friendly atmosphere.



This walkway is separated from the drive to the right by a wide planted area. The scale of the trees and lighting enhance the site.



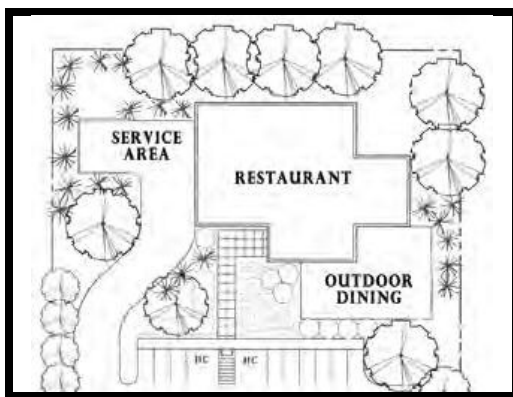
Internal walkways are an integral component of the site plan. This walk connects pedestrians from the parking to the entrance with a clearly defined crosswalk.

## Service Areas

Service areas shall be integrated into the overall site plan. The location shall address the needs of the facility while minimizing traffic or visual conflicts, noise or odors.

### Design Standards:

1. **Locations.** All facilities for service, including waste collection and storage facilities, loading and unloading areas, loading docks, storage facilities, dumpsters, recycling areas, fueling areas and vehicle service and maintenance areas shall be at the side or rear of the principal building. Locations that face public roadways or abutting residential properties shall be avoided. Overhead doors or other vehicle entrances or exits shall not be located on any facade that faces a public street or residential neighborhood, or shall be screened.
2. **Design.** Service areas shall be sized to fit the specific needs of the building's intended use. The smallest size to meet the building's future needs is encouraged.
3. **Screening.** Service areas shall be screened to minimize visibility from public and private streets, main entrances, abutting neighborhoods, public open spaces and walkways. Service areas shall be screened with architectural elements such as walls or fences. Screening a dumpster with a gate is discouraged; however, if required, they shall be designed to prevent sagging and for ease of use. Screening may be further enhanced with evergreen trees, shrubs and earth berms. The overall material selected for screening shall complement the design of the main structure by repetition of materials, detailing, scale and color. Architectural screening or fencing shall be protected with granite posts or concrete filled steel bollards that will prevent damage from service vehicles.
4. **Service Access.** Service areas shall be sited to accommodate the turning movement of service vehicles.
5. **Coordination.** Prior to site plan submission, the applicant should contact anticipated companies that will be using the service areas for input into the design and siting of service areas and facilities.



The service area shown on this site plan is well integrated into the overall site plan. Solid fencing and attractive landscaping screen the area from the abutting property, the street and the entry. Service vehicle access is away from pedestrian walks.



The service area of this chain restaurant is screened with the same material and landscaping as the building's front.

## Buffers and Screening

Buffers and screening shall be required between residential and commercial properties, as a visual block between public roadways and parking areas, and in certain other situations of inharmonious land uses. Plantings, earth berms, stone walls, grade changes, fences, distance and other means can be used effectively to create the necessary visual separation.

### Design Standards:

1. **Suitability.** The selection of the proper type of buffer shall result from a thorough understanding of site conditions, distances to property lines, intensity of the proposed use and the degree of concern expressed by the Commission and abutting landowners.
2. **Design.** Buffers and screening shall be an integral part of the site plan and be coordinated with other elements used on the site. Stone walls, plantings, fencing, walls, earth berms, and other screening elements shall be similar in form, scale and appearance to other similar elements on the site.
3. **Maintenance.** Buffers shall be maintained in a condition that assures their continued effectiveness.



A planted earth berm screens a parking area from residential properties



For now, these white pines screen the parking area from the neighboring property; however, as they mature the loss of lower branches will reduce the effectiveness.



Preservation of the existing mature trees adds visual interest and forms one layer of the screening from a residential neighborhood.



# Stormwater Systems

Stormwater systems shall be an integral and attractive component of the landscape.



Detention basins can be designated to be an attractive part of the landscape.



One BMP technique is to use parking lot islands as mini-detention basins.



## Multiple-Building Developments

Developments with multiple buildings shall exhibit a high degree of coordination in site planning, architectural design, site design and site details. All components shall be designed to complement an overall plan.

### Design Standards:

1. **Master Plan.** A conceptual master plan shall be prepared to show the general location of future buildings, parking lots, vehicular and pedestrian circulation, common open spaces, utilities, service areas, stormwater systems and other components of site development. The master plan shall show how traffic, stormwater systems and utilities will be coordinated with adjacent properties. The plan shall illustrate the measures that will be taken to preserve significant natural or cultural features such as wetlands, specimen trees or stone walls. If to be constructed in phases, the master plan shall show the sequence of development and the steps to be taken to ensure compatibility between proposed and future activities.
2. **Outdoor Spaces.** The development shall include outdoor use areas such as greens, plazas and courtyards. Buildings may be oriented toward open spaces provided they have a major entrance on the outdoors space as well as secondary entrance(s) oriented to the parking area. Outdoor spaces shall be coordinated with the master plan's pedestrian circulation plan to encourage pedestrian use, with provisions for seating and outdoor activities. Outdoor spaces shall be separated from vehicular traffic with landscaping, grade changes and other site features.
3. **Drive-through Facilities.** The building and site plan shall emphasize pedestrian access; vehicular access ways to drive-throughs should be placed on the periphery of the site.
4. **Lighting Plan.** Site lighting shall be coordinated with all other elements of the site and with the Lighting section of these Design Guidelines and New Hartford's Zoning Regulations.
5. **Landscape Plan.** All landscape elements shall be coordinated with all other elements of the site and with the Landscape section of these Design Guidelines and New Hartford's Zoning Regulations. The landscape plan shall complement proposed buildings, reinforce circulation paths, help define pedestrian use area, highlight entrances, provide shade and add seasonal interest.
6. **Architecture.** All buildings, even if constructed in phases, shall be coordinated with the other buildings to unify the entire development.
7. **Shared Stormwater Systems.** Wherever appropriate, stormwater systems will be shared by multiple building sites.

## Multiple-Building Developments



Similar roof pitches, building materials and the pedestrian awnings help to unify this multi-building development



By siting the building to reinforce circulation pattern, along with pedestrian-scale lighting, the overall scale of the development has been reduced.



The buildings in this large development have been sited to reinforce pedestrian spaces, effectively reducing the scale of the overall development.



This multiple building development has recreated the feel of a main street.



Olde Mystic Village encourages pedestrian use and enjoyment through well-connected walkways and mature landscaping.



# Architecture

## General Objectives

Building design shall be influenced by historic buildings that define the architectural character of the various communities that make up New Hartford. The historic character of New Hartford is not monolithic, but varies from the 19th Century “mill building” of the Center to the Victorian elements of Pine Meadow to more traditional New England styles in other areas. Building design shall reinforce a human scaled environment through careful consideration of architectural form, massing, detail, material and color. These design standards establish criteria, but are not intended to dictate building styles.



## General Architecture Goals:

- Development that provides a positive experience for the motorist driving by and the pedestrian viewing the building up close, and
- Enhances New Hartford's historic character, and
- Exhibits a thoughtful consideration of scale, form, orientation, height, setback, massing, materials and architectural features, and
- Provides a permanent, positive addition to the commercial district, constructed of high quality, long lasting materials, and
- Strives to restore and/or reuse older buildings to maintain the character of New Hartford; replacement of historic buildings is strongly discouraged.

## General Architecture Design Standards:

1. **Design.** New buildings shall be designed to fit the individual characteristics of their particular site and be influenced by traditional village architecture in the immediate area while meeting the needs of the intended use and users.
2. **Human Scale.** Buildings and site elements shall be designed to human scale.
3. **Freestanding Accessory Structures.** The design of freestanding structures (such as ATMs, garages, canopies, storage units, recycling or trash enclosures, cart corrals, and the like) shall coordinate with the primary building through the repetition of form, materials, details and color.



These historic buildings, former residences, have been converted to commercial uses. The one on the left has leased office spaces; the one on the right is a McDonalds in Freeport, Maine.

## Facade Design

All buildings shall have an attractive and human scaled facade to the street, internal drives, parking areas and surrounding neighborhoods. Entrances shall be easy to distinguish and reinforced through site and architectural features and wherever possible, clearly visible from the street.

### Design Standards:

1. **Main Entrance Facade.** As the primary and front facade, it shall be designed in a manner to clearly distinguish it from the other facades and to define the customer entry. All facade elements must relate to each other and the scale of the building and form a harmonious overall design. Main entrance facade shall be designed to accommodate a facade mounted sign per the Signage section of these Design Guidelines.



These two buildings have clearly defined entries, windows in scale with the architecture and offsets to the façade to visually break up the overall length of the buildings.

2. **Rear and Side Facades.** All facades facing public roads, residential neighborhoods or abutting properties shall be designed to match or compliment the Main Entrance Facade. Blank facades are prohibited.



All four facades of this chain restaurant, including the back shown here, are attractive.

3. **Offsets.** The maximum length of the plane of any facade is should be limited, and should have recesses or projections at a minimum depth of 10% of the longer adjacent unbroken wall length and be proportional to the building's height and length.
4. **Site Design.** All exterior components, such as signs, lighting, landscaping and other elements shall be in scale with, and complimentary to, the Main Entrance Facade.
5. **Fenestrations.** All windows and door openings shall be in scale with the facade; windows should be vertical in orientation. All fenestrations shall be framed with a minimum of 3-1/2" trim. If shutters are used, they must be sized to fit the opening and used for all windows on a given wall.
6. **Mechanical and Functional Elements.** All vents, downspouts, flashing, electrical conduits, meters, HVAC equipment, service areas, loading docks, service connections and other functional elements shall be treated as an integral part of the architecture.
  - downspouts and vents shall be incorporated into the facade design through detailing and color
  - meters, utility connections, HVAC equipment and other exterior service elements shall be contained in service closets, behind walls or located out of view from the public. If located on a roof, such equipment shall be screened by extending the parapet, wall, roof line, or other integral building elements, and not by the use of fencing or other "tack on" screens. Building elevations presented for review shall show an accurate depiction of the location and treatment of all mechanical and functional elements.
7. **Vending Machines.** Any vending machines located on the exterior of the building shall be located or screened so they are not visible from any public street or abutting property.
8. **Illustrations.** All elevations of proposed buildings shall be evaluated as part of the design review and shall be consistent with the architecture to be built and accurate in context with the environment.

## Building Materials

Building materials shall be treated as a significant design element in defining the appearance of the building. The use of materials that give the appearance of New England colonial architecture, as found in New Hartford, is strongly encouraged.

### Design Standards:

1. **Materials.** Traditional, high-quality building materials common to New Hartford (for example, clapboards, brick and shingles) shall be used as the primary siding material. Modern materials that have the same visual characteristics are acceptable. In all cases attention must be paid to the detail at corners, trim at openings and whenever there are abutting materials. Long term maintenance requirements shall be a consideration in the selection of all building material. The following materials are prohibited: highly reflective metal or plastic panels, brushed aluminum, internally illuminated translucent surfaces, non-textured concrete block, bricks interspersed with random white bricks, T-111, untreated plywood, EIFS (i.e. Dryvit), and similar materials.
2. **Colors.** Traditional New England colors are appropriate for all components of the building. All colors shall have low reflectivity. The use of high intensity, highly reflective, chrome, metallic or fluorescent colors or a black primary color, are prohibited. Trim color shall be a color that compliments the building's primary color.
3. **Details.** A limited number of material types should be used and all shall be in keeping with the design of the building as a whole.



Although new, this building's design and choice of materials reflects traditional New England architecture.



New Hartford's historic architecture has many examples on to draw inspiration for design and material selection.



## Roof Lines

Roof lines shall be designed to provide diversity to the building form and add visual interest. Roof lines should reduce the mass of large buildings, emphasize entrances and provide shelter and shade for pedestrians.

### Design Standards:

1. **Pitched Roofs.** Except in the Center, buildings with an 8/12 to 12/12 pitch roof are strongly encouraged. Roof lines with projections shall be designed to create strong shade/shadow patterns.
2. **Shapes to be Avoided.** Flat roofs, false mansard roofs, A-frames and other non-traditional roof forms shall not be used as the primary roof line.
3. **Materials for Pitched Roofs.** Visible roofing should be composite asphalt shingles or standing-seam non-glare metal. High gloss roofing materials are prohibited. The color of the roofing material shall compliment the color and texture of the building's facade. Stripes and patterns on the roof are prohibited.
4. **Roof-Mounted Equipment.** Mechanical and other roof-mounted equipment shall be screened from public view, or grouped in a location where visibility is limited. Where used, screening of the equipment shall be designed as an integral part of the architecture and compliment the buildings mass and appearance.
5. **Roof-Mounted Signs.** Are strongly discouraged.



The roof lines of these three buildings add diversity to the building form, increase visual interest, define the entrances and reduce the scale of the building mass.

## Awnings & Canopies

Awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns and visual interest.

### Design Standards:

1. **Location.** If used, all awnings and canopies shall be an integral part of the design and located directly over doors or windows.
2. **Materials.** Awnings and canopies shall not be made of reflective material such as metal or plastic. Their color and style shall compliment the facade of the building.
3. **Graphics.** Any graphics on awnings or canopies shall be considered signage, and must meet the sign requirements of these Design Guidelines and New Hartford's Zoning Regulations. Backlighting is prohibited.



These awnings coordinate with the overall design of each building's entry façade.

## Renovations, Alterations and Additions

All renovations and additions to existing structures shall use the opportunity to add visual interest to the building and to enhance the original structure.

### Design Standards:

1. **Design.** Where the existing building currently meets the design standards, proposed renovations must be designed to complement the existing building. Where the existing building does not meet design standards, the owner is strongly encouraged to upgrade the building. Plans submitted for approval must show the proposed improvements along with the existing building.
2. **Materials.** Where the existing building meets the design standards, additions or renovations shall complement or match the materials, form color and detailing of the original structure. Where the original building does not meet these Design Guidelines, the owner shall demonstrate how the materials used in the renovation will complement the existing structure and bring it more into compliance with these Design Guidelines.
3. **Features.** Distinctive architectural features or examples of skilled craftsmanship shall be retained in the renovations.



The repetition and landscape details help to integrate these additions with an historic building.



## Franchise Architecture

National franchises are a welcome and permitted use in New Hartford; however, the design of those buildings must reflect an awareness of New England architectural traditions in their form, detailing and material.

### Design Standards:

1. **Franchise Styles.** Architectural forms derived from a style outside of New England are prohibited. New England regional prototypes from national franchises are permitted provided they meet these Design Guidelines. Buildings that are stylized to the point of being a form of advertisement are prohibited.
2. **Coordination of Site Features.** All site features and accessory structures must coordinate with the building and meet these Design Guidelines.



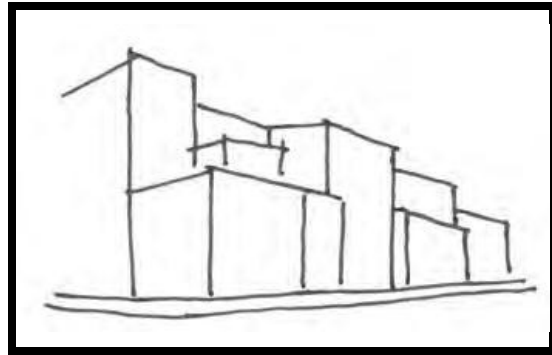
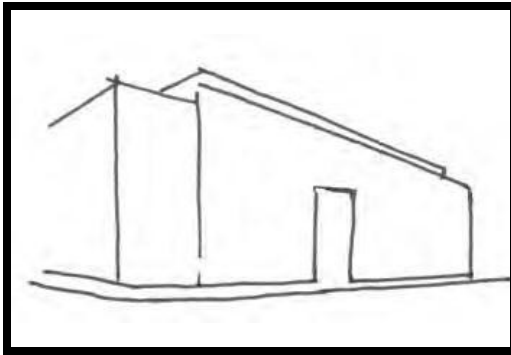
These three franchise buildings reflect New England architecture traditions in their form, detailing and material selections; landscaping and other site features are coordinated.

## Large Scale Buildings

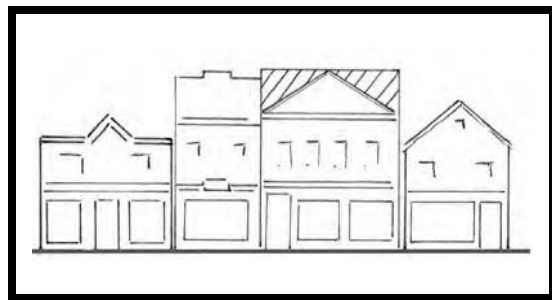
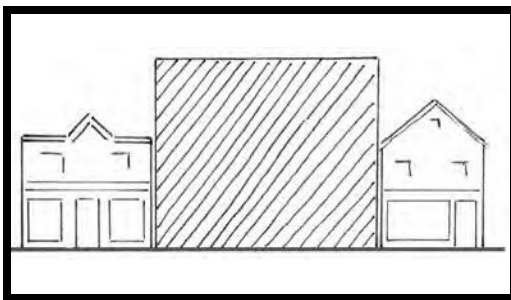
Buildings larger than 20,000 square feet shall be designed according to this section of the design standards in addition to the design guidelines as a whole; the building must be designed so that the visual scale and form is consistent with that found in New Hartford.

### Design Standards:

1. **Design and Massing.** Large buildings shall be designed to break up their mass into smaller visual components through the use of projections, recesses and varied facade treatment as described in these design guidelines.



The drawing on the right shows how changing the design and massing of a large building can dramatically alter the perceived scale of the building.



The drawing on the right shows how changing the design and massing of a large building can dramatically alter the perceived scale of the building.

2. **Site Design.** The scale of site features, such as site furniture, trees and the entrances, shall be in keeping with the overall structure.

3. **Architectural Details.** Elements shall be incorporated to add interest and human scale, such as colonnades, pilasters, gable ends, canopies, display windows, and light fixtures.
4. **Facades and Exterior Walls.** The maximum length of the plane of any facade of a large-scale building is 60'; exterior walls of any building longer than 60' shall have recesses or projections at a minimum depth of 10% of the longer adjacent unbroken wall length and be proportional to the building's height and length. Projections used to break up the length of the building shall extend to the ground. Other techniques to reduce the scale of the structure shall be incorporated, such as strong shadow lines, changes in the roof line, patterns in the surface material and wall openings. All facade elements shall be coordinated with the landscape plan to ensure balance, proportion and continuity. All ground floor facades that face public areas, including streets, shall have display windows, entry areas or other such transparent features.
5. **Multiple Tenants in Large Scale Buildings.** Each exterior customer entrance shall meet the design standards set out in Architecture-Facade Design: Main Entrance Facade of these Design Guidelines. The ground floor facade at each customer entrance shall have display windows adjacent to the entrance in a size complimentary to the facade.
6. **Amenities.** Large scale buildings shall enhance the pedestrian environment by providing amenities, such as patio/seating area with benches, water fountain (ornamental or for drinking water), or other focal feature or amenities that enhance the pedestrian experience. Such features will be constructed of materials of the same quality as the building and will be consistent with the overall site plan.

## Linear Commercial Buildings

All strip shopping centers, one-story multi-tenant offices and other linear commercial buildings shall be designed with facade and roof line elements that reduce their scale and add architectural interest.

### Design Standards:

1. **Design.** All linear commercial buildings shall use techniques to effectively scale down the visual appearance of the building, for example varied roof lines and offsets, open colonnades, and similar features.
2. **Entrances.** Pedestrian entrances to each tenant shall be clearly delineated to convey a sense of individuality through the use of architectural detailing, roof line breaks, landscaping and lighting.
3. **Roof lines.** Variations in roof lines, detailing and building height shall be included to break up the scale of the building.
4. **Focal Points.** Raised roof lines at entry ways, clock towers or other architectural elements shall be included to add visual interest and to help reduce the scale of the building.



These three developments, although linear in nature, use variations of facades and changes in roof line and varying heights to add architectural interest.



These strip shopping centers are examples of development that would not meet the design standards for linear buildings.

## Service Stations, Convenience Stores, Car Washes and Drive-Throughs

All development of these vehicular focused buildings shall be designed with facade and roof line elements that reduce their scale and add architectural interest.

### Design Standards:

1. **Orientation.** To reduce the impact of the vehicular focus, the building structure shall be sited to face the street; all pump islands and canopies should be located in the side or rear.
2. **Architecture.** All four sides of the building's architecture shall meet these design guidelines; the facade facing the street shall have windows or other fenestration.
3. **Canopies.** Service and Gas Station canopies shall be visually compatible with the main structure through consistency in roof pitch, architectural detailing, materials and color. Pitched roofs and fascia trim are preferred for canopies. Bands of bold color on the canopy and backlighting inside the canopy are prohibited. Canopies that are stylized to the point of being a form of advertisement are prohibited. Any graphics on canopies shall be considered signage, and must meet the signage standards of these Design Guidelines and New Hartford's Zoning Regulations.



The gas station canopies on the left are designed to be visually integrated with the design of the building's roof line. The canopy on the right is stylized to the point of being a form of advertising and is not consistent with New Hartford's canopy design standards.

4. **Large Openings.** Openings for car washes or service bays must be integrated with the design of the building and sited so they are not directly visible from an adjacent residential area.
5. **Drive-through Design.** The drive-through shall be visually subordinate to the design of the main building. Windows and canopy shall be compatible with the design of the building in pitch, fascia trim, material and other architectural detailing. Drive-throughs shall be located at the side or rear of the building and avoid facing any street or residential area.



These drive-throughs are located away from the front of the buildings to avoid pedestrian/vehicular conflicts; each canopy is incorporated into the overall design of the building with repeating roof lines, forms and materials.

# Lighting

## General Objectives

Lighting for commercial properties shall be designed to provide the minimum level of illumination necessary for security, safety and visual appeal for both pedestrians and motorists. Functional, aesthetic and safety goals shall be met with fixtures that are designed as integral site elements.

### General Lighting Goals:

- Provides lighting that offers safety to all users of the site, and
- Unifies the environment with the selection of attractive, appropriately scaled fixtures, and
- Does not cause distractions or hazards to motorists and pedestrians, minimizes skyglow, and
- Respects abutting property owners, especially residential uses, by avoiding off-site spillover or glare.





## Driveways and Parking Lots

Lighting shall be designed to provide the minimum lighting necessary for traffic and pedestrian safety. Lighting shall not cause glare or avoidable spillover onto adjacent property or an increase in skyglow.

### Design Standards:

1. **Illumination.** Driveway lighting shall illuminate the roadway, with a concentration on intersecting drives or access ways. Parking lot lighting shall provide the minimum necessary for visibility, comfort and safety. All light fixtures shall be selected and aimed to prevent glare, spillover onto adjacent properties and increased skyglow.
2. **Illumination Levels.** All illumination shall be within 5% of the levels defined by Illuminating Engineers Society of North America (IESNA) recommendations for road/driveways and parking lots and be in compliance with New Hartford's Zoning Regulations.
3. **Luminaires.** Metal halide lamps are strongly recommended. In most instances, lamps shall be housed in a luminaire that is classified by IESNA as full cut-off. Decorative fixtures may be used provided they meet the cutoff criteria.
4. **Design.** All fixtures shall complement the architecture, landscaping and other elements of the site in terms of form, color and style.
5. **Layout.** The alignment and spacing of fixtures shall follow a regular pattern that is coordinated with the layout of the buildings and other site elements. Hierarchy of fixtures shall be used to define major and minor roadways. Light poles shall be located within raised planting areas wherever possible to avoid damage from vehicles and plows; elevated bases are strongly discouraged.
6. **Coordination with Landscaping Plan.** The layout of fixtures shall compliment the spacing and rhythm of plantings, especially large shade trees. To avoid future dark areas and deep shadows, the lighting plan shall consider the growth pattern of trees and shrubs.
7. **Mounting Height.** Light fixtures in driveways and parking lots shall be in scale with adjacent buildings and the human scale.
8. **Adjacencies.** Cut off fixtures shall be used to limit spillover onto adjacent residential properties to less than .5 footcandles at property lines or be in compliance with New Hartford's Zoning Regulations.



These well placed lamps light both this drive and walkway.



The height of these fixtures is in proportion to the scale of the buildings. They are well-placed throughout the parking lot and located within planting beds to minimize damage.



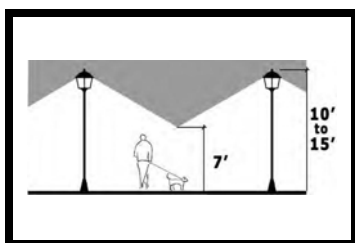
These pedestrian scale lamps are in proportion to the scale of the building and parking lot.

## Pedestrian Spaces

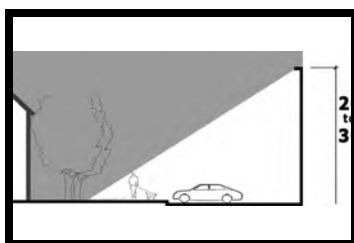
Lighting shall consider users' needs and safety. Light fixtures shall adequately, but not excessively, illuminate not only the space occupied by people, but also the elements within those spaces such as stairs, walls, benches, curbs and landscaping.

### Design Standards:

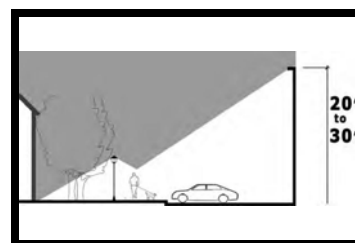
1. **Illumination.** Walkway lighting shall illuminate the walkway with enough peripheral distribution to illuminate the immediate surroundings.
2. **Illumination Levels.** All illumination shall be within 5% of the levels defined by IESNA recommendations for pedestrian spaces or be in compliance with New Hartford's Zoning Regulations.
3. **Luminaires.** Metal halide lamps are strongly recommended. Lamps shall be housed in luminaires that are classified by IESNA as a cutoff distribution. Decorative fixtures may be used provided they meet the cutoff criteria.
4. **Design.** All fixtures shall complement the architecture, landscaping and other elements of the site in terms of form, color and style.
5. **Layout.** The alignment and spacing of fixtures shall follow a regular pattern that is coordinated with the **pedestrian** ways and other site elements. Lighting shall be used to highlight significant design elements such as gateways, plazas, major building entrances, and the like.
6. **Coordination with Landscaping Plan.** The layout of fixtures shall compliment the spacing and rhythm of plantings, the lighting plan shall consider the growth pattern of trees and shrubs to avoid any future dark areas and deep shadows.
7. **Mounting Height.** Light fixtures in pedestrian spaces shall be appropriate for the project and the setting and relate to the human scale. Bollard fixtures and ornamental light poles, up to 15' in height, are encouraged as pedestrian area lighting. Decorative and special lighting shall also relate to the human scale.



Lighting for pedestrian spaces and walkways shall provide sufficient illumination for safety. Fixture locations shall be determined by the overlapping pool of illumination that would be created at the proposed fixture height, style and lamp wattage.



In some situations, parking lot lights may be sufficient to illuminate a walkway; the illustration on the left shows insufficient lighting. To light the area behind the trees, lower mounting height is needed.





## Building Facades and Other Features

Facade lighting is a way of highlighting special architectural features and attractively landscaped areas.

### Design Standards:

1. **Illumination Levels.** Maximum level of illumination on any vertical surface shall not exceed 5.0 footcandles and be in compliance with New Hartford's Zoning Regulations.
2. **Design.** Lighting of the building facade and other elements shall be part of an overall lighting plan to enhance certain key architectural elements or areas with attractive landscaping.
3. **Location.** All fixtures shall be properly sited, aimed, and shielded so that illumination is directed only onto the feature. Lighting fixtures shall not be directed toward adjacent streets, sidewalks or properties. The lighting plan shall demonstrate that the installation will not generate excessive light levels, cause glare, or cause skyglow.
4. **Facade Lighting.** Fixtures that are mounted on the facade and designed to wash the face with even light in a downward direction are preferred. Lighting shall avoid spillover onto adjacent areas.
5. **Landscape Lighting.** Lighting shall be shielded to direct only onto a selected tree or shrub. Indirect landscape lighting fixtures, uplights and washes, are preferred.
6. **Bands of Light.** Neon tubes as lighting fixtures are prohibited on building exteriors. The use of internally illuminated bands of color and/or light is prohibited.

## Gas Stations, Convenience Stores and Drive-Throughs

All lighting for these types of development shall provide for user safety without creating glare onto adjacent properties or roadways.

### Design Standards:

1. **Illumination Levels for Gas Pumps.** The lighting around gasoline pumps shall provide a higher level of light for the safe and effective use of pumps. All illumination shall be within 5% of the levels defined by IESNA recommendations for gas pump areas and be in compliance with New Hartford's Zoning Regulations.
2. **Canopy Luminaires.** Recessed luminaires with flat or regressed lenses shall be used in canopies. The cut off angle shall not exceed 85 degrees above the vertical to make the light source invisible to passing motorists.
3. **Parking Areas.** Areas beyond 20' from canopies or gas pumps shall follow the lighting design standards for parking lots.
4. **Fascia.** Light shall not be mounted on the fascia (sides) or top of the canopy; sides and tops of canopy shall not be illuminated.

# Signage



## General Objectives

Signage shall be an integral part of the overall plan and shall be attractive and legible to serve the needs of the business, complement the site and the architecture. All new and replacement signs shall be designed to meet these standards.

## General Signage Goals:

- Provides basic, clear information about commercial businesses with attractive, highly legible signage, and
- Demonstrates forethought in the design, size, placement, and graphic format of all signage, and
- Is compatible and complimentary with the architecture and site design, and
- Reduces visual clutter.

## General Signage Design Standards:

1. **Signage Plan.** A signage plan for the entire site shall be submitted with any application, including size, color, mounting type, and illumination, but not necessarily including text or content
2. **Compatibility.** Signs shall be designed to achieve a high level of visual compatibility with the building(s) and its surroundings through the use of similar detailing, form, color, lighting and material.
3. **Design.** The shape of the sign shall complement the architectural features on the building. Signs shall be trimmed and detailed to complement the building.
4. **Location.** Facade mounted signs shall be placed to complement the building's architecture. Free-standing signs shall not block motorists' line of sight or create a hazard for pedestrians or bicycles. Rooftop signs are prohibited per Section 6.3.F of the Zoning Regulations.
5. **Street Address.** To aid wayfinding and 911 emergency response, the street address shall be incorporated into the primary sign.
6. **Directional Signs.** Signs indicating the entry, exit or wayfinding within a site shall complement the overall site design and in an appropriate location and of the minimum size needed to provide direction.
7. **Compliance.** All signs shall be in compliance with New Hartford's Zoning Regulations.

## Facade Mounted

Facade mounted signs shall clearly identify the business in a clear and direct manner.

### Design Standards:

1. **Design.** Facade mounted signs shall be designed as an integral element of the architecture. The shape and materials of the sign shall compliment the architectural features on the building.
2. **Location.** Signs shall be located to enhance the architectural details on the building and shall not obscure any trim or other details. Signs shall be incorporated into the main entrance facade.
3. **Hardware.** Signage shall be mounted with concealed hardware, the hardware shall be stainless steel or galvanized to prevent rust and corrosion that could stain or discolor the building.



These four façade mounted signs clearly identify the name of the business at a glance. Studies have shown that the human brain can register only up to 7 bits of information at a glance.

## Multi-Tenant

Multi-tenant properties shall provide legible, attractive signs that help people identify the property without contributing to the visual clutter. Signage shall stress the identity of the place and de-emphasize individual tenants.

### Design Standards:

1. **Hierarchy of Signs.** A hierarchy of signage shall be established to facilitate wayfinding and minimize visual clutter.
2. **Identification Signs.** One identifying sign in a highly visible location near the main driveway entrance shall be used to convey an overall identity for the property. If individual tenants are also listed, the identification sign shall have a clear hierarchy in the display of information.



This development has a carefully integrated signage plan with a clear hierarchy of information - an identification sign with the development name is located at the entry, signs at each building list the names of the tenants in that building, and each tenant has a sign at their own entrance.



This multi-tenant sign contains more information than a passing motorist could read; the multiple colors and fonts increase the visual clutter.



These signs stress the identity of the place and de-emphasize individual tenants. The design of each sign is compatible with the building design as well.

3. **Street Address.** The main identification sign for multi-tenant property shall incorporate the street address into the sign to facilitate wayfinding and 911 emergency responses.
4. **Compatibility.** The design of multi-tenant signs shall be coordinated with the design of the principle building(s) in terms of color, materials, detailing, and style.
5. **Color Consistency.** Multi-tenant signs shall conform to a simple color and graphic palette in order to minimize the confusion and clutter of the sign. In general, multi-tenant signs, colors including the individual tenant signage should have no more than 3 colors.
6. **Landscaping.** Landscaping surrounding the identification signs shall be consistent with the site landscaping and be incorporated within the landscaping plan.

## Signage Lighting

Signage lighting shall be designed as an integral part of the sign design. Lighting shall not create glare that would distract motorists or pedestrians, nor shall the degree of illumination disturb any residential property or contribute to light pollution. Signs with external illumination are preferred. See the Lighting section of these Design Guidelines.

### Design Standards:

1. **Light Level.** The illumination level on the vertical surface of externally-lit signs shall be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.
2. **Lighting.** The light fixtures of externally-lit signs shall be carefully located, aimed and shielded so that light is directed only onto the face of the sign. Ground-mounted fixtures shall be screened or partially buried to minimize the view of the light source.
3. **Light Sources.** Top-mounted lighting fixtures shall be used if they are directed downward in a manner that hides the light source. Uplighting may be used if the fixture can be aimed to prevent spillage beyond the sign.
4. **Design.** Light fixtures for externally-lit signs shall be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.
5. **Maintenance.** All lighting fixtures shall be selected for ease of maintenance.
6. **Internally-lit Signs.** Internally-lit signs are strongly discouraged. If proposed, internally-lit signs shall consist of light lettering and/or symbols set against a dark background to minimize the amount of light emanating from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally-lit. Internally-lit signs shall not act as light fixtures or cause glare on nearby pathways or roadways. Lighting levels shall not exceed 1.0 fc of illumination measured 10' from the base.
7. **Compliance.** All signs shall be in compliance with New Hartford's Zoning Regulations.



These down lights complement the color and design of the architecture and are located, aimed and shielded to effectively light the sign.



This up-front fixture is carefully located and aimed to illuminate the sign without spilling beyond.



Internally-lit signs are discouraged; if proposed, the field area of the sign shall be a dark color with a minimum area of light lettering or symbols.



## Temporary Signs

Temporary signs are used to convey specific information, alert the public to special events or announce a new business. The design and placement of temporary signs shall be closely related to existing sign systems, landscape improvements, and the building design to avoid visual clutter.

### Design Standards:

1. **Content and Design.** The same standards established for the content and design of permanent signs shall be applied to temporary signage.
2. **Location.** Temporary signs shall be installed in locations that do not create a hazard for pedestrians or vehicles.

# Landscaping

## General Objectives

Landscaping shall be an integral component of all site plan developments. The applicant shall carefully evaluate the physical characteristics of each site within the development and select the appropriate plant to ensure that all plants will survive and thrive in that location.

## General Landscaping Goals:

- Enhances and compliment commercial development through the use of properly selected and placed landscaping, and
- Reinforces wayfinding by emphasizing entrances and circulation patterns, and
- Accentuates buildings, creates a sense of identity and provides a human scale, and
- Increases the attractiveness of parking lots by visually reducing their scale, providing shade and adding seasonal interest, and
- Provides screening from residential properties and for less attractive parts of the site.

## General Design Standards:

1. **Site Plans.** All commercial development projects shall have a landscape plan as part of the site plan prepared by a landscape architect or other qualified professional in accordance with Section 6.1 of the New Hartford Zoning Regulations.
2. **Plant Material Selection.** The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. Selection shall include consideration for multi-seasonal interest, wildlife value, native origination and deer resistance. A list of recommended plant material for various locations is on the last pages of this section.
3. **Coordination with Utilities.** The landscape plan shall illustrate how planting shall be coordinated with the location of underground and above ground utilities and light fixtures. The plan shall include screening for transformers, propane tanks and similar mechanical elements.
4. **Design.** Landscape design shall stress simplicity in form and limit the number of species. Shrubs, perennials, annuals, ornamental grasses used along roadways or to define an edge should be planted in masses or 'drifts' that emphasize colors and textures. Plantings shall be massed to soften edges, corners and pavement areas and to integrate the building into the landscape.
5. **Boulevard Effect.** Large spreading deciduous trees shall be planted in appropriate locations along town/state roads to define the edge of the travelway, lessen the visual impact of the development, clean the air and add scale to the corridor.
6. **Existing Trees and Plants.** Wherever practical, existing or unique or other significant plantings shall be preserved. The landscape plan shall illustrate which vegetation will be preserved and what protective measures will be taken during construction including measures to ensure there is no ground disturbance within the drip edge. Transplanting and reusing trees and other plantings is strongly encouraged.



7. **Stone walls.** Any stone walls existing on the site shall be either incorporated into the site plan, or rebuilt and enhanced as part of the landscape plan.
8. **Rocks and Ledges.** Large rocks can be used as landscape elements as accents in mass plantings.
9. **Ground Cover.** Live ground cover such as grass and plantings are encouraged for large areas. Extensive use of bark mulch as a substitute for live ground cover is prohibited.
10. **Buffers and Screening.** Plant materials and other landscape elements shall be used to create suitable buffers between residential and commercial properties. The design of buffers shall consider the appearance from both commercial and residential viewpoints. Evergreen planting that are deer resistant are particularly effective for year-round buffering.
11. **Root Zone.** Trees and other plant material will be provided sufficient area for root growth.
12. **Size at Time of Planting.** Plant material shall comply with Section 6.1.D of the New Hartford Zoning Regulations.
13. **Guarantee Period.** All lawns and plant materials shall be guaranteed for a period of not less than one full growing season, per Section 6.1.D of the New Hartford Zoning Regulations. The developer shall submit a copy of a guarantee and a contract with the landscape contractor indicating the terms of the guarantee period, or a letter of credit or passbook assignment.



## Landscaping Parking Lots and Drives

Landscaping is necessary in parking lots and drives to improve the visual appearance, reduce the visual scale of parking areas, define edges, provide shade and add seasonal interest.

### Design Standards:

1. **Amount of Landscaped Area.** The amount of landscaping shall comply with Section 6.1.D of the New Hartford Zoning Regulations.
2. **Size of Planted Islands.** Paved areas shall be broken up with plant islands in accordance with Section 6.1.D of the New Hartford Zoning Regulations. Islands can also be used as a vegetative swale for stormwater.
3. **Screening.** Parking lots shall be separated from the street by plantings, earth berms, walls and/or other landscape elements to minimize the view of vehicles from streets, roads and drives, while still allowing the public to see the building.
4. **Snow Storage.** Landscape material surrounding parking lots and in islands shall be able to tolerate large quantities of snow stored during winter months. The landscaping plan shall integrate with the site plan's area for snow storage.
5. **Plant Material Selection.** The branching habit of trees shall be considered in selecting plant material near pedestrian or vehicular areas; all branches below 7' shall be pruned at the time of installation.
6. **Layout.** The landscaping shall integrate with the overall design of the site. Generally trees and other plantings in a linear pattern enhance a drive and reinforce the grid inherent in a parking lot.



Both large and small parking lots can be greatly enhanced with a coordinated landscaping plan that includes shade trees.



Trees in a linear pattern clearly define this drive as an important entry.



By selecting landscape materials that are attractive in winter, these entry drives have year-round visual interest.



## Landscaping Near Buildings, Entries and Other Locations

Landscaping can be used to enhance features of the building and direct a visitor's eye to the entry.

### Design Standards:

1. **Coordination with Architecture.** Landscaping shall be carefully selected and located to complement the building elevations without blocking entryways, signs or lighting.
2. **Roadside Planting.** Predominately large shade trees shall be selected for roadside planting and planted a minimum of 5' from the road right-of-way. Trees and other landscaping planted at intersections and driveway entries shall preserve an adequate sight triangle.
3. **Pedestrian Areas.** Trees whose future branching may interfere with pedestrian movement shall be avoided; all branches below 7' shall be pruned at the time of installation. Trees selected for areas with outdoor seating shall avoid messy fruit or excessive leaf litter.
4. **Foundation and Wall Planting.** Planted beds are recommended along building edges, foundations and uninterrupted walls. Plantings shall provide either a formal pattern or a naturalistic blend of heights, colors and textures. Plants shall be generally planted in large masses or 'drifts' rather than individual specimens to provide a pleasing effect for both the motorist and pedestrian.

## Landscape Maintenance

Landscaping plans shall anticipate 3 to 8 years to achieve maturity for shrubs, and a 15-20 year growing period for trees to achieve maturity. Proper maintenance shall be assured so the site continues to improve as the landscaping achieves maturity.

### Design Standards:

1. **Natural Forms.** All plant material shall be allowed to achieve their natural forms without excessive pruning. Shaping evergreen shrubs into tight geometrical forms shall be avoided.
2. **Low Maintenance Materials.** The use of plant material and landscape elements that require a low degree of maintenance is strongly encouraged. Planting characteristics to be considered include: draught resistance, salt tolerance, tolerant of urban conditions, and disease and insect resistant.
3. **Replacement Planting.** Where plant materials specified on the planting plan do not survive or are damaged, they shall be replaced.

## Recommended Landscape Plant Material

The plants on this list have been derived from a number of sources and would be appropriate for sites with a hardiness one of 5 or less. The final selection shall consider specific growing requirements (full sun, part shade, etc.) and the conditions present at each specific location on the site.

	Street Trees (for planting within 5' of pavement)	Mature Height (ft)	Mature Width (ft)
Trident Maple	<i>Acer buergerianum</i>	20	30
Hedge Maple	<i>Acer campestre</i>	25	70
Armstrong Red Maple	<i>Acer rubrum 'Armstrong'</i>	60	15
October Glory Maple	<i>Acer rubrum 'October Glory'</i>	50	50
Red Sunset Maple	<i>Acer rubrum 'Red Sunset'</i>	45	35
Freeman Maple	<i>Acer x fremanii 'Autumn Blaze'</i>	55	50
Yellow Buckeye	<i>Aesculus flava</i>	50	40
Red Horse Chestnut	<i>Aesculus x carnea</i>	30	30
American Hophornbeam	<i>Carpinus caroliniana</i>	25	20
Katsuratree	<i>Cercidiphyllum japonicum</i>	60	20
Washington Hawthorn	<i>Crataegus phaenopyrum</i>	30	25
Winter King Hawthorn	<i>Crataegus viridis 'Winter King'</i>	20	25
White Ash	<i>Fraxinus americana</i>	50	30
Green Ash	<i>Fraxinus pennsylvanica 'Summit'</i>	50	30
Ginkgo	<i>Ginkgo biloba</i>	50	25
Donald Wyman crabapple	<i>Malus 'Donald Wyman'</i>	20	25
Prairiefire crabapple	<i>Malus 'Prairiefire'</i>	15	15
Aristocrat Pear	<i>Pyrus calleryana 'Aristocrat'</i>	30	12
Scarlet Oak	<i>Quercus coccinea</i>	75	45
Pin Oak	<i>Quercus palustris</i>	60	35
Red Oak	<i>Quercus rubra</i>	60	60
Shumard Oak	<i>Quercus shumardii</i>	60	60
Japanese Pagodatree	<i>Sophora japonica</i>	50	50
Japanese Tree Lilac	<i>Syringa reticulata</i>	30	15
American Elm	<i>Ulmus americana 'Princeton'</i>	60	30
Japanese Zelkova	<i>Zelkova serrata 'Green Vase'</i>	60	50

## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



**NEW HARTFORD**

**A TOWN FOR ALL SEASONS**