

City of Fulton
Phase II BOA Nomination Study

Streetscape and Design Guidelines
Route 481 and Downtown Core

May 25, 2012

Prepared by:
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City of Fulton
Phase II BOA Nomination Study

Streetscape and Design Guidelines

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City of Fulton Phase II BOA Nomination Study

Purpose

As part of the Phase II BOA Nomination Study, the following recommendations are provided that propose streetscape guidelines along Route 481 at the southern entrance to Fulton as well as Design Guidelines for the downtown core. These guidelines are intended to illustrate preferred design and techniques for future development of the area.

The goal of these guidelines is to improve the overall aesthetic character and provide visual unity throughout Fulton, provide a more cohesive physical environment and encourage Fulton to develop as a more sustainable community. These guidelines can assist land use and development concepts by addressing standards for building massing and material choices, while also emphasizing walkability and a heightened pedestrian experience.

Design guidelines provide a more detailed description of broader community goals such as improving the visual appearance of development and enhancing Fulton's identity. The intention is to set minimum standards for development while highlighting the unique character of Fulton.



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Site Map of the City of Fulton. The map highlights Route 481 and the design guideline focus areas. (background map courtesy of Bing)

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City of Fulton

Phase II BOA Nomination Study

Streetscape Guidelines, Route 481 Southern Sites

Introduction

As part of the Phase II BOA Nomination Study, the following recommendations are provided to address streetscape guidelines and improvements along Route 481 at the southern entrance to Fulton. The aim of providing streetscape guidelines in this corridor is to improve the character and quality of life in Fulton, to provide a sense of arrival and to encourage residents and visitors to patronize businesses in Fulton.

At the southern entry to Fulton there is a substantial change in the character of Route 481 as it converges from a 4-lane divided rural highway to a 4-lane undivided highway. The existing character of Route 481 at the entry to Fulton consists of auto-oriented, commercial development.

Residents who attended the March 31, 2011 public meeting felt this location lacked sufficient sidewalks, landscaping and entry features that announce the arrival into Fulton. Residents expressed a desire to improve the appearance of the southern entrance to Fulton while also maintaining a business friendly environment in a more pedestrian friendly atmosphere.



Route 481 looking North, existing conditions



A signature entrance into the City of Fulton can contribute to a sense of pride for residents and be a destination for visitors.

Connecting Syracuse with Oswego, Route 481 is a major north-south arterial in Central New York that handles a significant amount of through traffic. Many of these drivers may not be aware of the features and amenities provided in Fulton's

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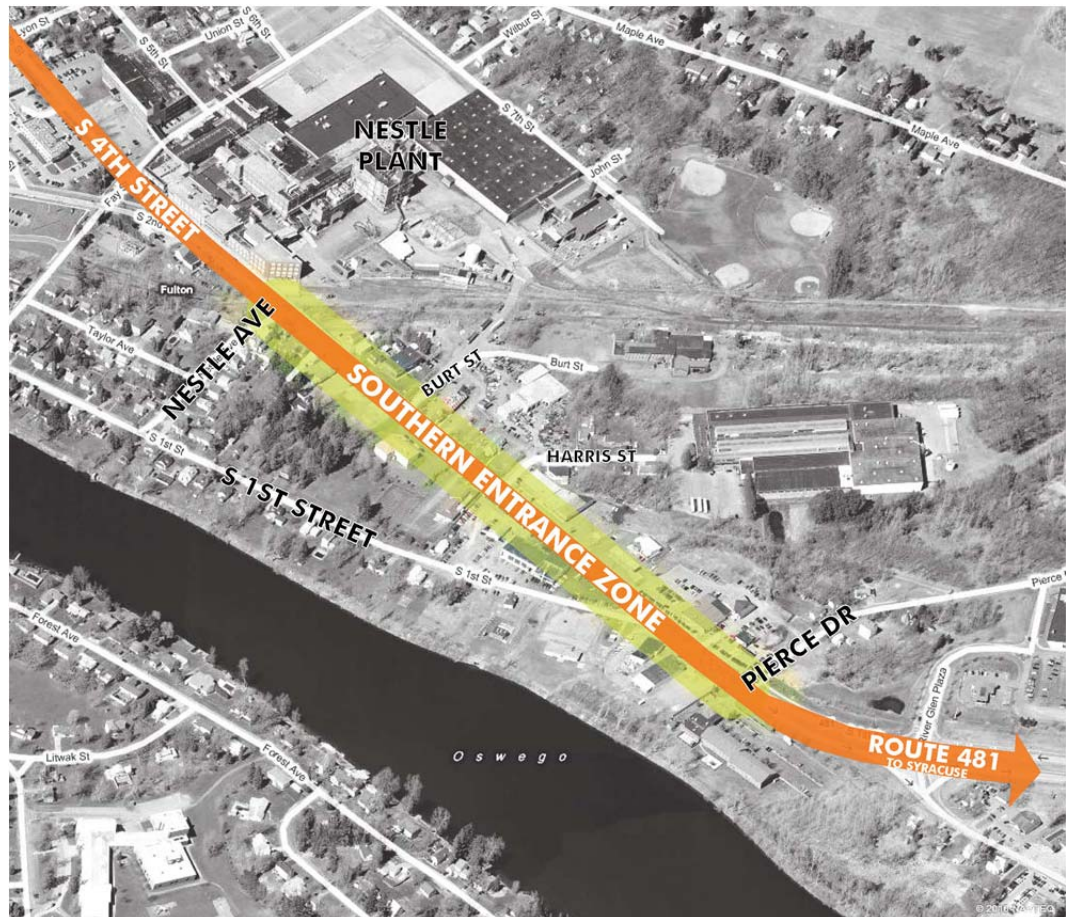
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downtown. These guidelines are intended to provide an attractive, well maintained streetscape that will strengthen the business environment and establish stronger connections to downtown Fulton and the waterfront. Quality sidewalks, bright attractive pedestrian lighting, and an abundance of trees and seasonal flowers will indicate to residents and visitors that an area is unique and worth exploring. An aesthetically pleasing, easy to navigate area provides an inviting place that can attract new businesses and enhance the quality of environment for people to live, work, shop, dine and play.



Route 481 Streetscape Standards Site Map. (background map courtesy of Bing)

Enhancing the entrance zone is based on the general concept of realizing a more defined edge to Fulton. The intention is to provide a framework for creating and maintaining a sense of place in Fulton and establishing a pattern of development that can guide future investment. In an effort to improve the appearance and pedestrian environment at the southern entrance to Fulton on Route 481, the guidelines aim to

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improve the quality of the experience for people entering Fulton, encouraging them to explore the area and patronize the local businesses.

The following Streetscape Guidelines for the southern portion of Route 481 have been developed to create a comfortable, attractive pedestrian environment and provide a sense of arrival to the City of Fulton. The guidelines focus on properties fronting on Route 481/N South Arterial Highway approximately from Pierce Drive (north of the Kmart plaza) to Nestle Avenue (south of the former Nestle plant). This area is considered a major entry to Fulton, and public comments throughout the BOA Nomination process strongly supported treating this area with more specific attention.

Entrance Gateway

Purpose:

- To provide a gateway feature announcing the entrance into Fulton
- To provide a transition to a new area
- To create a unique image for Fulton

A key component of the streetscape guidelines is a gateway feature announcing the entrance into Fulton at its southern boundary. Gateways are used for transitioning to a new area, such as a commercial district or neighborhood, and send a message to motorists that they are traveling from a principal roadway to an area where they are expected to slow to an appropriate speed.



Current gateway signage



A signature entrance to the City of Fulton will provide a distinctive and unique identity and define it as a destination.

Key attributes of an entrance gateway in this location are to emphasize the unique characteristics of Fulton's landscape, including both the historic nature of the Oswego River and canal as well as the area's strong industrial history of manufacturing.

A prominent community entrance feature should be situated at a location where Route 481 converges from a divided highway with a median to an undivided highway. At this

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location, it is recommended that a gateway entry feature be provided to announce the arrival to Fulton, ideally located between the entrance road to the Kmart plaza and the roadway split at South 1st and South 4th Streets.

The community entrance feature should include welcome signage, landscaping and possibly public art, that are visible to vehicular traffic and provide a sense of arrival. Designated welcome signage would reinforce the desired character of Fulton and provide information about Fulton to a visitor, such as announcements for community events or seasonal festivals.

Streetscape Design

Purpose:

- To improve the ability for pedestrians, bicyclists and motorists to travel safely and efficiently along Route 481 and adjacent side streets
- To establish guidelines for a consistent set of improvements to Route 481
- To provide a cohesive appearance to the character of the roadway
- To signify Fulton as a unique destination

As Route 481 is reconstructed over time, several improvements to the basic design of the street should be considered. Driveways and curb cuts should follow State DOT standards but in general should be carefully sited in both location and number to provide the most efficient level of access management. Shared access between adjacent parcels should be encouraged to minimize curb cuts as well as internal pedestrian connections to provide safe pedestrian access throughout a site.



Proposed Route 481 Street Cross-Section. By defining bicycle lanes and pedestrian areas with landscaping and road markings, a safer and more enjoyable experience will be created.

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Existing south entrance to the City of Fulton, looking North on Route 481



Proposed street and landscape change at the south entrance of the City of Fulton on Route 481.

Crosswalks

Improved street crossings are part of the improvements recommended to create a more pedestrian friendly atmosphere on Route 481. Crossings facilitate safe pedestrian and bicycle connections between neighborhoods, businesses and community destinations in the downtown core and the Oswego River. Presently Route 481 is not a desirable environment for pedestrians. The heavy traffic is a barrier to connecting neighborhoods and businesses that exist on both sides of the street.



Defining pedestrian areas by changing materials, textures and/or colors will create a safe and pedestrian friendly environment.

Recommendations include designating specific areas for pedestrian crossing, ensuring that crosswalks are connected with a network of sidewalks for full pedestrian access. Crosswalk areas should be clearly designated at street intersections such as Pierce Drive, South 1st Street/South 4th Street convergence, as well as intersections with other side streets including Harris Street, Burt Street, and Nestle Avenue. Consider alternate paving materials such as brick pavers, stamped concrete or alternate colors to signify crosswalks and to alert and slow drivers. Also include pedestrian activated crossing lights (countdown pedestrian walk lights) at key signalized intersections, and ensure that crosswalks are ADA-accessible.

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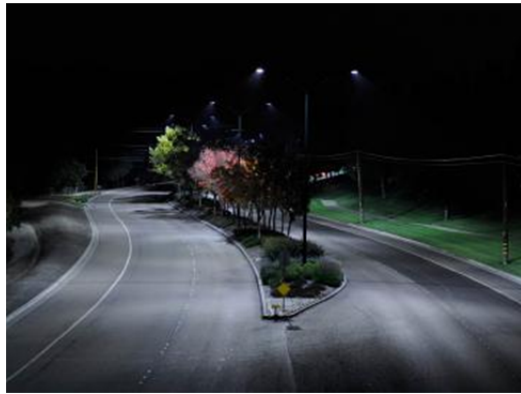
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Bike Lane

Depending of the right-of-way width of Route 481, consider a separate lane designated for bicycle traffic to reduce automobile traffic and make Fulton more accessible to non-drivers.



Examples of a designated bike lane on a 4 lane and 2 lane road. Providing opportunities for bikers to travel into and around town will encourage more downtown activity and provide an environmentally friendly and healthy transportation option to the community.

Overhead utilities

Route 481 has numerous overhead utilities along the road right of way. These guidelines recommend investigating the feasibility of burying overhead utilities as sections of roadway are reconstructed or redeveloped to not only improve the visual character of the road but to mitigate the effects of weather-related power outages. Removing overhead utilities may require careful coordination and funding, but is a goal the community should continue to pursue.



Existing overhead utilities - Undesirable



The elimination of overhead utilities enhances the character of any street.

Roadway lighting

Existing roadway lighting along Route 481 typically consists of highway-style cobra light fixtures. A coordinated roadway lighting system should be installed along Route

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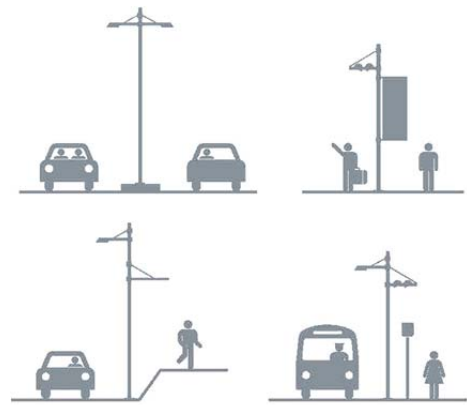
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481 with a design that reflects the desired identity for the road to replace the cobra-style highway light fixtures. The highway-style light fixtures should be replaced with more pedestrian scaled light fixtures that would signify Fulton as a unique destination and alert drivers that they are entering Fulton. Existing and new roadway lighting should accommodate banners, hanging flower baskets and holiday/seasonal decorations that will improve the visual character and identity of the street.



Light fixtures that have varying types of heights and attachment options can meet a diversity of lighting needs while maintaining a consistent look throughout town. (image and illustration courtesy of Prisma Lighting)

Signage

Purpose:

- To provide consistent and clear identification of businesses along Route 481
- To minimize visual clutter that distracts drivers and detracts from the overall appearance of Route 481

Signage should consist of ground-mounted, monument style signs, with a maximum 35 square feet. The following types of signage are not recommended:

- Free-standing pole signs
- Off-premises signage
- Flashing or blinking signs, including electronic message boards
- Digital signs with movable or changeable text

Sign lighting should consist of fixtures that fully encase the light source and direct light at the sign, minimizing glare, or channel-lit signs where only sign letters and not the sign background are internally illuminated.

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Examples of recommended ground-mounted, monument-style signs

Wayfinding signage

Wayfinding signage is recommended along this corridor. A common theme from the public meeting is the perception that a significant amount of traffic along Route 481 consists of through traffic, drivers who may not be aware of the amenities provided in downtown Fulton and along the Oswego River. Wayfinding signage can identify significant features such as shopping, dining, and community features such as the library, post office, and riverfront. Wayfinding signage should provide clear, simple signage without creating visual clutter. Signage should be a consistent style with easy-to-read signs or symbols. Any wayfinding signage should be coordinated with the City and DOT officials to avoid conflicts with regulatory signage.



Providing easy to find signage throughout town will encourage visitors to visit local attractions.

Sidewalks and Street Amenities

Purpose:

- To create a more pedestrian-friendly environment along Route 481
- To promote a uniform design that complements the desired theme and identity of Fulton

Sidewalks

The development of a pedestrian friendly environment starts with creating a safe, attractive and integrated network of sidewalks along the entire length of Route 481. Sidewalks currently exist along Route 481 in various forms, materials, width and

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condition, consisting of narrow sections of blacktop or broken concrete, in some cases with no separation between the sidewalk and the roadway.



Existing undesirable and unsafe sidewalk



New sidewalks with landscape buffers adjacent to the street and private property create safe and desirable pedestrian experiences.



Improvements are recommended to update the current condition of the sidewalks and provide ample width to encourage pedestrian activity. Sidewalks should have a consistent width (a minimum of 6 feet) with a minimum 4 foot wide terrace or buffer area for furnishings, street trees and signage to safely separate pedestrian activity from the roadway. The buffer area should be a natural, landscaped material to separate pedestrians from highway traffic. Alternately, a decorative treatment such as pavers or textured or colored porous concrete would meet this goal while providing visual interest.

Street trees and landscaping

The inclusion of street trees and landscaping can have a dramatic effect on the visual character and pedestrian experience of Fulton. Currently Route 481 in this area is virtually devoid of street trees. Street tree plantings will improve the character by visually reducing the scale of the street, and providing a buffer between the sidewalk and moving traffic. Street trees can also provide a traffic calming effect. It is recommended to provide street trees between the curb and the sidewalk unless utilities or sidewalk widths dictate otherwise. The lowest tree branch should provide a minimum seven feet of clearance over the sidewalk. Where overhead utilities exist, utilize street trees that will not grow to a height that will interfere with utilities and become maintenance or safety issues.

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Landscaping should be used to create a separation between the street and pedestrians. Increased landscaping helps reduce and treat stormwater runoff by allowing it to seep into the ground and naturally treat the pollutants associated with stormwater runoff.

Recommendations include consulting appropriate City officials to select native species street trees for Route 481 that provide visual interest and seasonal variety that tolerate the potential for harsh conditions such as road salt, heavy snow and other winter weather conditions that occur in Fulton. Species should be selected that are appropriate for USDA hardiness Zone 5B. Recommended spacing of street trees will be site specific and generally is 30 to 40 feet. It is also recommended to provide a variety in the plantings while maintaining a cohesive appearance. Using a single species in a series is discouraged and not recommended due to blight and disease concerns that could eliminate a large grouping of street trees in a small area.



Street furniture and amenities

Street furniture and amenities including benches, trash receptacles, planters and bicycle racks can enhance the pedestrian use and character of Route 481. Standardized street furniture provides a feeling of consistency. The goal of street furniture is to balance functional and aesthetic enhancement without creating visual clutter. Street furniture and amenities should present a uniform design that complements a desired theme and identity for Fulton, including finish materials and color. Benches and trash receptacles should be located so that the sidewalk is clear and unobstructed.

Where practical, streetscape improvements in this location along Route 481 should be coordinated with existing streetscape amenities located throughout other areas of Fulton in order to provide consistency and a unified theme within Fulton. For example, consider a similar treatment as the amenities included in the Pathfinder Trail along the Oswego River, such as light fixtures and benches.

Future Development

Purpose:

- To establish goals for future development and economic growth along Route 481

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As a transition from a rural/agricultural highway toward the downtown core, development in this area should reflect its transitional nature. New development, including building additions and/or building expansions should include street-front buildings, rear entry parking, pedestrian friendly design and improved site circulation and traffic management.



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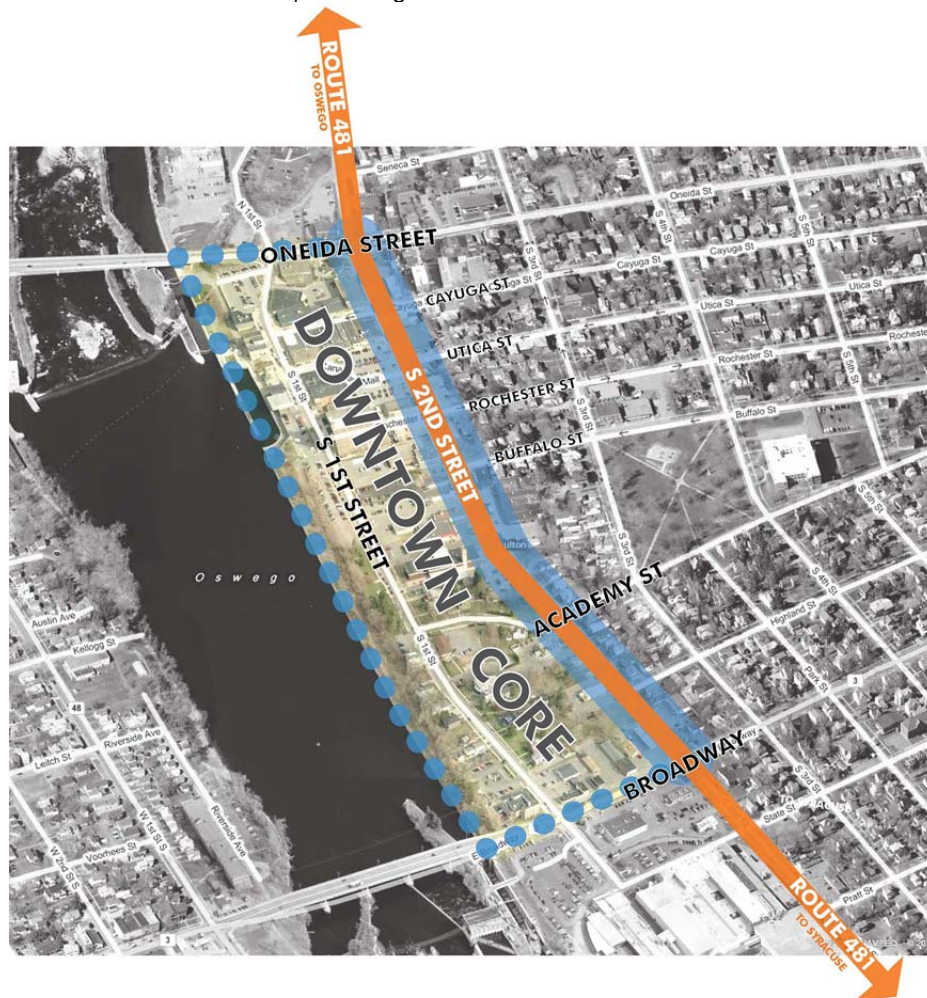
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City of Fulton Phase II BOA Nomination Study Design Guidelines, Downtown Core

Introduction

As part of the Phase II BOA Nomination Study, the following design recommendations are provided to guide redevelopment of downtown Fulton. The aim of providing design guidelines is to improve the character and quality of life in Fulton, to facilitate redevelopment, and to encourage residents and visitors to patronize businesses in downtown Fulton while providing continued connections to the waterfront.



Downtown Core Site Map. (background map courtesy of Bing)

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The downtown core of Fulton serves as the center of the community, with many civic institutions located on South 1st Street such as the public library and City Hall. The area bounded by South 1st Street, Broadway (Route 3), South 2nd Street and Oneida Street, including side streets generally is considered the downtown of Fulton. In addition to civic institutions, this area contains a healthy combination of retail shops, restaurants, residences and public spaces along the Oswego River.

Residents who attended the March 31, 2011 public meeting expressed a desire to strengthen the existing development and expand the economy within the downtown core while also encouraging a healthy mix of uses and activity for residents, businesses and visitors. Fulton's future should maintain a balance between respecting the past industrial and manufacturing heritage, enhancing its unique waterfront presence and encouraging economic growth for businesses.

These guidelines are intended to enhance the sense of place and preserve the small town character of Fulton by supporting the development of mixed-use buildings in the downtown core, reinforcing the downtown character as an attractive, family-friendly destination with safe, walkable streets, and facilitating a business friendly environment in a more pedestrian friendly atmosphere. Design elements such as street trees, building massing and orientation, landscaping and crosswalks can strengthen a vibrant core that is already established. Historical development patterns that emphasize the automobile over the pedestrian often result in the removal of buildings that once formed the community's center. These Design Guidelines seek to promote rebuilding in the character of the downtown as a region's center, where the community's collective goals include creating a safe and vibrant place to live, work and visit. The intention is to provide a framework for creating and maintaining a sense of place in Fulton while also expanding the local economy.



The examples above are successful design elements currently found in downtown Fulton that we suggest are maintained and expanded around town.

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Public space at the riverfront



Mixed use buildings



*Transparent
Storefront windows*



On-street parking and landscaped buffer



Street trees



The examples above are successful design elements currently found in downtown Fulton that we suggest be maintained and expanded around town.

The Downtown Fulton Design Guidelines are intended to ensure that future development, including new construction as well as alterations to existing buildings, maintains and enhances the unique character and scale of the community. The following Design Guidelines for downtown Fulton have been developed to create a high quality and attractive environment throughout Fulton.

Goals

The Design Guidelines outline methods to enhance significant elements of Fulton's community character. The intent of the Design Guidelines is to protect or enhance the community character, and intend to accomplish the following goals:

- Clearly identify downtown Fulton as a unique place within the Central New York region
- Promote a safe, diverse, lively and active street life in downtown Fulton
- Enhance the family-friendly environment
- Provide convenient access to amenities including the waterfront and open space
- Encourage and expand pedestrian use of downtown Fulton
- Strengthen private and public sector investments to keep Fulton healthy and vibrant

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- Encourage new investment

The goals can be achieved by providing the following site design elements:

- Pedestrian-oriented building and site design
- Mixed-use buildings
- Cohesive and continuous streetscape through adherence to building architectural characteristics
- Consistent building setbacks
- Small scale appearance appropriate for the City of Fulton
- Durable, high quality exterior materials
- Rear-access parking
- Consistent signage
- Pedestrian and bicycle access
- Links to adjacent open space and recreational opportunities
- Street trees, benches, bike racks, sidewalks and other design features



New Development

Purpose

- To maximize the potential of Downtown Fulton's business district and provide connections to existing and/or proposed waterfront amenities
- To create a critical mass of compatible land use patterns as a mixed-use district
- To maintain Downtown Fulton's early- to mid-nineteenth century architectural scale and character

In areas where development gaps occur, encourage mixed-use development that follows the pattern of existing downtown development in order to maintain a consistent street presence. New buildings should be designed to allow for a mix of uses, including a combination of retail, office and residential. New development in the downtown should build upon the public improvements offered at the canal and capitalize on the open space and waterfront vistas.

Site Design

In general, site design should be oriented toward the pedestrian, and sites should be designed to minimize views of vehicle parking areas. New buildings and additions should be constructed to the front lot line. An exception is made for setbacks of up to 10 feet from the lot line to accommodate pedestrian-friendly uses such as outdoor dining, small public spaces or sitting areas that welcome pedestrians but do not interfere with pedestrian traffic. For corner lots, new buildings should be constructed to the front lot lines of both streets.

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Scale and design

New buildings and additions or expansions should maintain the predominant height and scale of other buildings in the downtown core. Buildings should be between two and three stories. Single-story buildings are discouraged. The ground floor story should be from 15 to 18 feet high.



New storefronts should respect the predominant width of existing storefronts and not exceed 25 feet. If a storefront is proposed that is wider than 25 feet, incorporate articulation or architectural elements to break up the massing of a larger structure. Examples of these elements are bays, columns or divided windows, features which allow the structure to appear as several smaller storefronts.

Buildings should have visual separation between the lower façade and upper façade. Many techniques can be utilized to break up the massing of a structure such as incorporating canopies, varying exterior materials or texture, varying window design and storefront signage friezes. Other design elements that break up the massing of a structure include columns, window bays and awnings.



Existing structures on S. 1st Street (left) and rendering showing conceptual improvements to the same structures (right) that incorporate additional building height and mixed use design elements. New infill projects can be variations of the traditional vernacular seen around town with more modern building materials and practices. Sustainable building approaches are encouraged.

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The architectural style of new buildings should relate to the vernacular of the city while evolving into a more modern style. The use of materials besides brick is encouraged. All new buildings should incorporate sustainable design principles to encourage more energy efficiency, healthier user environments and local materials. The location of windows, use of large roof overhangs and sun shading devices can provide natural day lighting and in turn create healthier working environments and energy savings. The use of local and regional materials can provide an economic impact to the area while reducing the environmental impact associated with the shipping and processing of goods. Energy Star equipment and renewable energy systems such as geothermal and photovoltaic systems can provide significant energy savings. Sustainable buildings and environmentally friendly planning will make a significant impact on the health of the city and its future growth.



Existing vacant site located at 25 S. 2nd Street (BOA Site 17) where potential infill development can incorporate elements of the design guidelines. See below for 2 examples of proposed infill development at this site that highlight features of the design guidelines.



Example of conceptual infill development in a traditional vernacular with pitched roofs and street level storefronts. The proposed design was developed for Site 17 at 25 S. Second Street.

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Above is an example of a conceptual infill development in a modern vernacular. Large roof overhangs and floor to ceiling glazing for passive day lighting are used for sustainable design purposes. The proposed design was developed for Site 17 at 25 S. Second Street.



Building entrances

Entrances to all structures should be well defined and oriented toward the street. For parcels utilizing rear-access off-street parking, secondary entrances may be provided at the rear or side of the building, but in no case should a rear or side entrance replace the primary street-front entrance. Street-front entrances should be easily identifiable, accommodating and preferably ADA-accessible. This can be accomplished through recessed entries located between display windows, utilizing decorative entry paving as well as entrance signage or canopies.



Corner building entrance, oriented toward two streetfronts

Building materials

New buildings and additions or expansions to existing structures should utilize exterior materials that complement the existing building stock. For any building façade that is visible from a public street, the following materials should not be utilized:

- Unfinished concrete block
- Vinyl or aluminum siding

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- Exterior Insulation and Finish Systems (EIFS)

Window Fenestration

A minimum of 60% of any first floor front façade should consist of transparent glass. Tinted, translucent, opaque or dark glass is not recommended on any first floor windows. Bulkheads for window displays should be a minimum of 18 inches and a maximum of 30 inches above the ground.



Large transparent openings enhance the pedestrian's experience and provide businesses an opportunity to attract customers with large displays and/or inviting spaces.

Display windows should be full-glass openings. Smaller panes are not appropriate for first floor windows, but are appropriate for stories above the first floor. Security devices such as accordion gates or coil shutters are not recommended on front facades.

Signage, Awnings and Canopies

Purpose

- To clearly identify names of businesses to residents and visitors
- To create a unique identity and sense of place

Building signs

One sign per business or use within a building is recommended, with an overall total of 35 square feet per building. Wall signs should be attached flush to a building façade and are not recommended on a building's roof. Wall signs should not be located in a way that covers any architectural features of a building, including windows, transoms and clerestories. Signage including posters should not obstruct more than 25% of the view from the sidewalk to the interior of a business or commercial establishment.

Perpendicular or blade signs are recommended if located between 8 and 15 feet above the ground, extending no more than 5 feet from the building face. The

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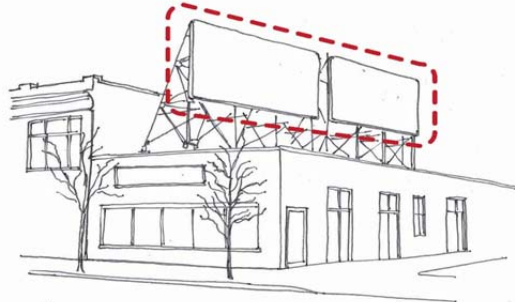
maximum recommended size for a blade sign is 16 square feet, with one blade sign per customer entrance.



Blade signs are to be located above the first floor doors and below second floor fenestration.

The following types of signage are not recommended:

- Off-premises signage
- Flashing or blinking signs, including electronic message boards
- Digital signs with movable or changeable text



Example of rooftop and/or off-premises signage; not recommended

Sign lighting should consist of fixtures that fully encase the light source and direct light at the sign, minimizing glare, or channel-lit signs where only the sign letters or logo and not the sign background are internally illuminated. Pole signs are not appropriate for a mixed-use pedestrian environment. Freestanding signs should be ground-mounted, monument style. Internal site signage, and internal traffic and directional signage should not exceed a height of 4 feet and should be designed to complement the other site signage and building design for a cohesive site appearance.

Awnings and canopies

Awnings serving a functional purpose for shade or shelter are encouraged. Awnings and canopies should consist of canvas or a canvas-like material and should be compatible with building signage and design. Signage on canopies is acceptable, as long as it does not exceed the overall square footage for building signage.

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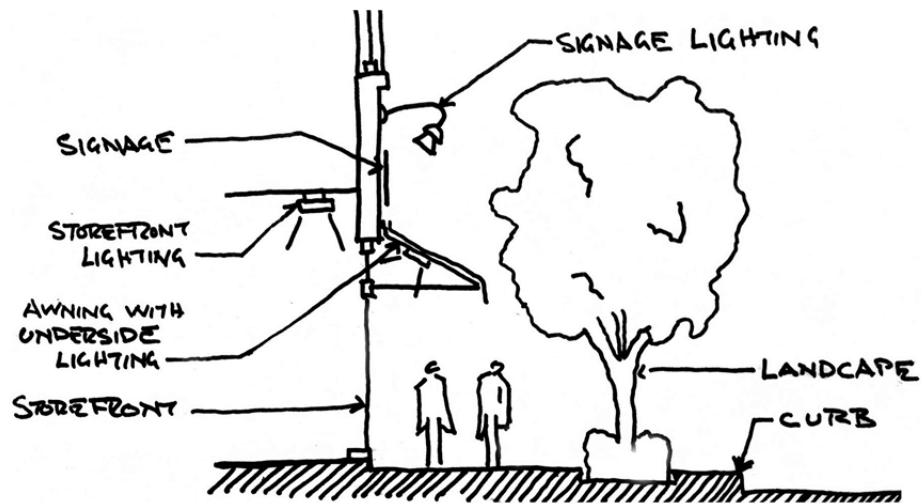
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Example of recommended awnings, canopies and blade sign

Awnings or canopies should not be backlit or internally illuminated. Illumination of awnings or canopies, if desired, should come from direct, shielded light fixtures that do not provide glare to adjacent property or the street right-of-way.



Above is an example of a storefront system showing lighting and signage locations. The landscape buffer between the building and street provide an appealing and safe pedestrian way.

The following type of awnings or canopies are not recommended:

- Plastic or vacuum formed awnings, that typically are internally illuminated, with or without signage.

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Example of internally illuminated, vacuum-formed awning; not recommended



Coordinated awning styles can provide a cohesive streetscape.

Wayfinding signage

Wayfinding signage is recommended throughout the downtown to highlight the amenities provided in downtown Fulton and along the Oswego River. Wayfinding signage can identify significant features such as shopping, dining, and community features such as the library, post office, and riverfront. Wayfinding signage should provide clear, simple signage without creating visual clutter. Signage should be a consistent style with easy-to-read signs or symbols. Any wayfinding signage should be coordinated with City and DOT officials to avoid conflicts with regulatory signage.



Street Furniture and Amenities

Purpose:

- To enhance the pedestrian use and character of the street
- To promote a uniform design that complements the desired theme and identity of Fulton

Street furniture and amenities including benches, trash receptacles, planters, drinking fountains and bicycle racks can enhance the pedestrian use and character of the street. Where practical, streetscape improvements downtown should be coordinated with existing streetscape amenities located throughout other areas of Fulton in order to provide consistency and a unified theme within Fulton. For example, consider similar treatment as the amenities included in the Pathfinder Trail along the Oswego River, such as light fixtures and benches.

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Existing bench and trash receptacle used on the Riverfront can be used throughout the city.



Above is an example of a bicycle rack that matches the style of the existing site furniture.

Riverfront connection

A unique feature of Fulton's downtown location is its proximity to the waterfront. Any new development or street improvements in the downtown core should consider pedestrian connections to the waterfront. The riverfront at Canal Landing provides a waterfront promenade, marina, plaza and park, including a gazebo, sidewalks and other public amenities, and new development should connect to these amenities.



Above is an example of a pedestrian connection to an activity off the main street.

Street trees

A minimum 5' landscape zone should be provided along the street right-of-way, and should include street trees. Recommendations include consulting appropriate City officials to select native species street trees for downtown that provide visual interest and seasonal variety and tolerate the potential for harsh conditions such as heavy snow, ice and road salt. Species should be selected that are appropriate for USDA hardiness Zone 5B. Recommended spacing of street trees will be site specific and generally is 30 to 40 feet. Using a single species in a series is discouraged and not recommended due to blight and disease concerns that could eliminate a large grouping of street trees in a small area.



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Tree lined streets create a more inviting pedestrian and vehicular experience.

Tree grates may be utilized, only if they are set flush with the pavement surface. Shrubs and ground covers may be incorporated into a tree well. Raised tree pits and fences are not recommended as potential tripping hazards.

Street Banners

Banners can be a low-cost method of creating identity for a community to express its character and interests. Banners can announce civic and community events such as festivals or other seasonal celebrations. Throughout the downtown core, banners should be placed on existing light poles to signify entry to downtown Fulton with a unique identifier such as a graphic representation of the canal, fishing, boating or other waterfront recreational activities. Banners should not contain commercial advertisements for specific businesses or commercial entities. A logo, City seal or other community identifier is strongly encouraged to reinforce Fulton's community identity.



Banners can provide a city an opportunity to celebrate events and create interest.

Information Kiosks

Information kiosks or booths can dispense information such as maps, pamphlets and other local literature, typically to inform visitors of events, festivals, restaurants, activities, destinations and recreational opportunities in the area. It is recommended that at least one information kiosk be located in the downtown core, ideally at the riverfront, in order to provide this type of information to visitors and residents alike.

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Lighting

Purpose

- To safely light the street, sidewalks and parking areas
- To prevent glare from affecting adjacent property
- To promote a uniform design that complements the desired theme and identity of Fulton

Lighting greatly influences the perception of safety as well as the character and the use of a particular area. Site lighting including pole-mounted, wall-mounted or canopy-mounted lights for a building or parking lot should be mounted in a fixed horizontal position with an encased light source that projects light downward to maximize safety with no light spillage occurring beyond the property line to prevent glare. Light poles and light fixtures should be consistent with other site amenities throughout downtown in color, materials and finish, where possible.



Providing a diverse light fixture with dark sky options will maintain a consistent appearance throughout town while addressing the varying safety and character needs. (image and illustration courtesy of Prisma Lighting)

Pedestrian lights are secondary lights used for illumination of sidewalks to increase the feeling of safety to the public. Pedestrian scale light standards are recommended for high pedestrian areas within the Downtown core to complement existing roadway and/or building lighting and visually identify business areas along the street. Pedestrian scale lighting should be designed to accommodate banners, hanging floral baskets, holiday and seasonal decorations.

Sidewalks, Crosswalks and Parking

Purpose

- To facilitate safe movement between pedestrians, bicyclists and automobiles
- To create a more human-scaled, pedestrian friendly atmosphere by creating high-quality landscapes that separate sidewalks from parking

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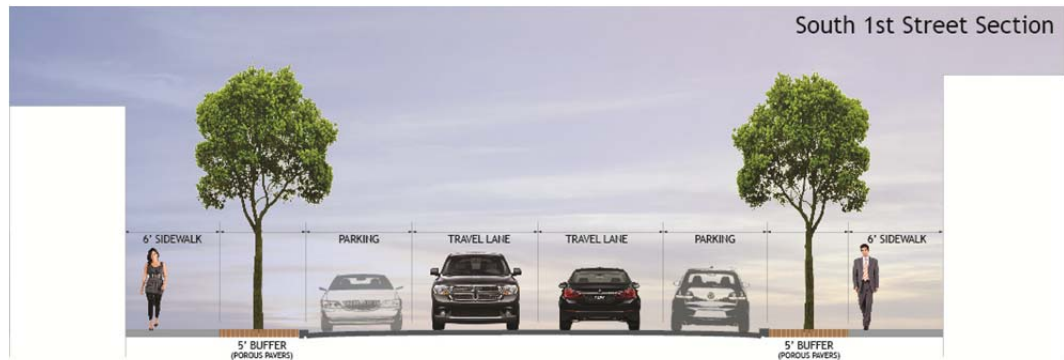
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Sidewalks

Sidewalks encourage pedestrian use downtown, slow traffic, and provide a sense of arrival. Depending on the width of the street right-of-way, sidewalks should be a minimum of 4' wide, preferably 6' wide. Internal sidewalks should connect focal points of pedestrian activity such as street crossings, buildings and stores.



It is recommended that pedestrian walks be constructed of a different material such as porous brick pavers or textured concrete or be treated with a different color than the parking area pavement. Pedestrian amenities such as benches, pedestrian scale decorative lighting and landscaping are recommended to encourage the use of facilities and promote safety.

There are several recommended treatments for the buffer or terrace zone between the curb and sidewalk. Greenery, seasonal beds, street trees, planters and benches can be incorporated to separate the sidewalk from the roadway. Miscellaneous seating as part of commercial establishments also is encouraged as tables and chairs bring activity to the streets and make downtown a desirable place. Planters should be incorporated adjacent to the sidewalk and should be a style that is consistent with other street furniture or building styles.



Sidewalk activity and varying uses increases the vitality of a downtown and develops a sense of place that can encourage economic development.

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Crosswalks

Downtown Fulton has established crosswalks at various street intersections, which consist of painted white lines and in some cases painted brick patterns. The painted markings in most cases are faded and worn away. At a minimum these crosswalks should be repainted. At the time of street reconstruction, appropriate municipal officials should consider incorporating crosswalks with a different texture, such as brick pavers or textured concrete that are appropriate for northern climates and can withstand snow plows. While this recommendation involves an upfront cost, there would be less maintenance involved to continually repaint the crosswalk lines.

Also, ensure that crosswalks have ramps that are ADA-accessible.

On-street parking

To facilitate a lively environment and street activity, on-street parking should remain along all public streets in the downtown core. Current parking restrictions designate a maximum of 2 hours for on-street parking. Maintaining on-street parking in 2-hour intervals is recommended, to facilitate turnover as well as encourage a viable, active street presence.

Off-street parking

Off-street parking is not recommended in front of or at the sides of buildings. Off-street parking should be located only at the rear of buildings. Specific off-street parking requirements, such as the number of required spaces, the number and size of handicapped parking spaces, size and location of loading zones, and width of driveway entrance and drive aisles, should follow all applicable local zoning requirements and regulations.

Screening Guidelines

Purpose

- To minimize views of objectionable features while also maintaining a level of public surveillance and safety
- To provide a consistent or cohesive landscape environment throughout downtown Fulton

Landscaping should consist predominantly of street trees and landscaping within parking areas. Fences and walls should be used to screen objectionable features such as mechanical equipment and dumpsters.

Parking lots should contain landscape screening to minimize the impact of parked cars. Landscape screening should not exceed a height of 42" in order to accomplish



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these goals. For parcels where a landscape buffer is not feasible due to the width needed for minimum planting requirements, a wrought iron fence or masonry wall is an appropriate alternative.



Examples of screening: a combination of fences, low walls and landscaping

Parking lot landscaping

Landscape islands in parking lots are encouraged to better organize parking spaces and access aisles, and also provide a location for snow storage. It is strongly recommended that a landscaping plan coordinate with the lighting plan. If not properly coordinated, trees may grow to interfere with light patterns and compromise safety.



Incorporating landscaping in parking lots reduces and treats stormwater runoff and heat island effects. Sustainable Design stormwater management practices should be used to eliminate the pollutants associated with runoff and also decrease the impact on the municipality's stormwater system.

Loading docks/dumpsters

Where site design techniques cannot fully screen features such as loading areas, dumpsters and outside storage areas, screening techniques should be implemented to minimize the view of any objectionable features. A combination of fences and landscaping is preferred. Dumpsters should be fully enclosed by a wall or opaque fencing. Screening materials to match the primary building are strongly recommended. It is important that the materials be durable as they will be fully exposed to the weather and heavy use. Additional evergreen landscaping can be planted around the outside of the dumpster screen wall to soften the appearance.

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Incorporating dumpster enclosures as an integral design element will limit its visual distraction. The use of vegetated surfaces provides an opportunity to decrease stormwater runoff and the heat island affect associated with roofing and some paving surfaces.

Utilities

The location of mechanical equipment, utility boxes, satellite dishes, and similar equipment should be hidden from public view or designed in such a manner that they do not detract from the aesthetics of the building. For example, utility boxes should be painted to match the building color, or a dark color to be unobtrusive.



Above is an example of an appropriate mechanical enclosure that uses a vegetative structure to hide the mechanical equipment.