

ZONING

210 Attachment 3

Town of Hurley

Schedule "D"

Design Guidelines for New York State Route 28 Corridor

BUILDING PLACEMENT AND ORIENTATION

Design objective: to develop commercial properties in a manner that creates a safe, pleasant and active environment. Building orientation should respect surrounding buildings and streets. Buildings shall relate appropriately to surrounding developments and create a cohesive and attractive visual identity.

MASSING, SCALE AND FORM

Design objective: Architectural style is not restricted, but evaluation of the appearance of the building shall be based upon the quality of design and relationship to surrounding community. Commercial facades (e.g., retail, restaurants, etc.) should appear open, pleasing and appealing to the public. The Planning Board may require modifications to franchise or chain store design while providing for corporate identity to be apparent yet reserved in its display. Well-designed commercial facades engage pedestrians and encourage them to enter a business establishment. When a series of well-defined facades are incorporated into a larger development, they help to create interest and activity in front of shops, which enhances the overall shopping experience.

DESIGN DETAIL

Design objective: Buildings should be detailed with long-lasting materials, which can be appreciated when viewed from the street, surrounding properties or within multibuilding developments.

MATERIALS AND COLORS

Design objective: Avoid building materials and colors which could have an adverse impact on the visual quality of the New York State Route 28 corridor.

SIGNS

Design objective: The regulation of signs is intended to promote a positive visual environment within the New York State Route 28 corridor and contribute to traffic safety. All proposed signs shall comply with the Town of Hurley's existing sign regulations as provided in Article VI, Section 210-32 of the Town Code.

LANDSCAPING AND SCREENING

Design objective: to develop commercial properties in a manner which creates a safe, attractive and comfortable environment. Landscaping shall be utilized to soften the appearance of commercial developments from public rights-of-way.

HURLEY CODE

CIRCULATION

Design objective: to develop an on-site circulation system that promotes efficient movement of vehicles in a clear and well-defined manner and minimizes conflicts with pedestrians and bicycles. The design of access and circulation on project sites should explore opportunities for cross-access connections to adjacent properties with the goal of developing alternative circulation routes, which could help to mitigate traffic congestion along the New York State Route 28 corridor.

SERVICE AREAS

Design objective: to situate and screen service areas so they are not visually obtrusive and to ensure these facilities do not dominate the public street frontage. Service areas for loading, unloading and for the disposal of refuse should be placed to the rear or side of the building or out of the view from the public right-of-way. Such structures and facilities should be integrated into the overall design of the development.