

246 Attachment 28

Hicksville Downtown Design Guidelines and Standards

Town of Oyster Bay
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Hicksville Downtown Design Guidelines & Development Standards "HD Design Guidelines"

JANUARY 2021



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1.0 OVERVIEW

This document shall be known as the Hicksville Downtown Design Guidelines and Development Standards (also known as “HD Design Guidelines” or “Design Guidelines”) as referenced in the Hicksville Downtown Zoning District (see Chapter 246-5.9) of the Town of Oyster Bay Zoning Code (referred to herein as the “Zoning Chapter”).

The Design Guidelines provided in this document shall apply to development of properties within the Hicksville Downtown Districts:

- HD-I: Hicksville Downtown Core District;
- HD-II: Hicksville Downtown Gateway Transition District; and,
- HD-III: Hicksville Downtown Residential District.

The HD Zoning Districts are shown on the Town of Oyster Bay Zoning Map. The Town of Oyster Bay Town Board, Zoning Board of Appeals, Planning Advisory Board and the Department of Planning and Development shall be guided by the provisions of the Code and these Design Guidelines in the review and approval of land use applications within the Hicksville Downtown Subdistricts.

1.1 Background

Downtown Hicksville was the recipient of the \$10 million New York State Downtown Revitalization Initiative (DRI) funding in 2017 to improve the vitality of the downtown. The DRI funding supports a planning and implementation process where the community develops the key ingredients needed for successful downtown revitalization: a clear vision for the downtown; goals and strategies to accomplish the vision; and a strategic plan to implement catalytic projects identified in the plan. The program emphasizes using DRI investments to reinforce and secure additional public and private investment within and near downtowns.

1.2 Purpose of this Document

- A. The HD Subdistricts provide the foundation for redevelopment as identified in the Hicksville DRI Strategic Investment Plan (the “Plan”). Chapter 246-5.9 of the Town of Oyster Bay Code together with these Design Guidelines provide the foundation necessary to achieve a built environment that is unique to downtown Hicksville, responds to local planning goals, and will result in the implementation of the vision expressed as part of the development of the DRI Plan to create a revitalized downtown Hicksville surrounding the train station with a mix of uses and an active pedestrian environment.
- B. The Town of Oyster Bay seeks redevelopment with high quality architecture, and which creates a public realm that encourages walking between uses and an active sidewalk zone. The following expresses the overall quality and character desired for the Hicksville Downtown by Subdistrict. This document provides guidance for

applicants to achieve successful development projects which are consistent with the vision for downtown Hicksville.

- C. The provisions which define the public realm including the sidewalk area and building form to create the small-scale character desired for downtown Hicksville include:
- a. Sidewalk feature design (note that build-to lines for building are determined by Street Type as defined in Chapter 246-5.9.8)
 - b. Design, placement and access to off-street parking areas and structures
 - c. Controls for the architectural treatment of new development and redevelopment
 - d. Guidance for buffers, signage, lighting

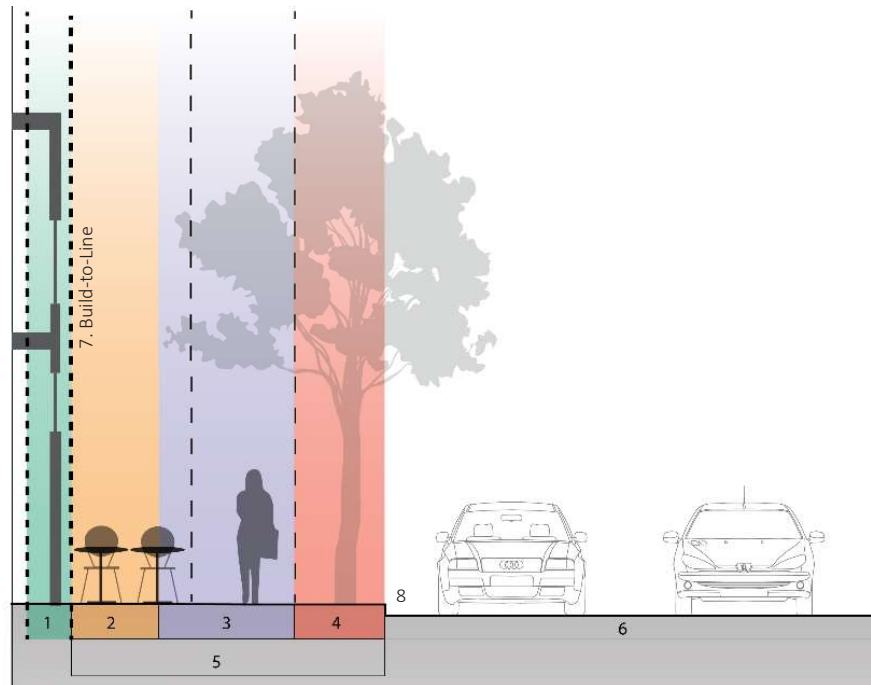
In general, within the HD-I and HD-II Subdistricts (other than where townhouses are implemented), any proposed development shall have the following general design qualities:

- Mixed-use development
- Mix of housing styles, types, and sizes,
- Build-to lines for commercial and mixed-use areas
- Human-scale building design and configuration
- Orientation of buildings to the street
- Activated sidewalks with pedestrian amenities and connectivity
- Quality landscape design and landscaping of parking lots/structures and public spaces
- Wherever possible, outdoor gathering spaces are to be introduced in order to activate and enliven the district, with spaces such as outdoor cafes, seating areas, and other public gathering spaces.

The amended Official Zoning Map of the Town of Oyster Bay will include the HD Subdistricts and designate a series of zoning standards, Street Types and elements to regulate the building forms most appropriate for each HD Subdistrict and Street Type. This Article is further intended to implement a streamlined process of application review and approval based on compliance with this Article in order to expedite economic development that fulfills the purposes of this Article.

2.0 GENERAL DESIGN GUIDANCE

The Town of Oyster Bay seeks redevelopment with high quality architecture, and which creates a public realm that encourages walking between uses and an active sidewalk zone. The following expresses the overall quality and character desired for the Hicksville Downtown by Subdistrict organized by the Public Frontage Zone and Architectural Character. This section provides images and graphics that support the intended character and placement of proposed development within the Hicksville Downtown Subdistricts.



1. Build-to-Zone
2. Transition Zone
3. Sidewalk Zone
4. Landscape, Utility, and Infrastructure Zone
5. Public Frontage
6. Travel and Parking Lanes
7. Build-to-Line
8. Curbline

3.0 GUIDANCE FOR FEATURES WITHIN THE PUBLIC FRONTAGE

This section sets forth the Design Guidelines for the area between the building face and the curbline (noting that the placement of the building face has some flexibility within the build-to-zone). The intent is to create uniformity in the pedestrian environment with generally consistent sidewalk widths and building faces in line. Within the sidewalk zone, some encroachments will be permitted (such as shingle signs, awnings, upper floor bay windows and balconies and outdoor seating where permitted – as long as a clear sidewalk area remains as designated by the Street Type).

3.1 Landscaping

Plantings should be designed in a manner that is complimentary to surrounding buildings and the context of the block street and district in which the site is located. The use of repetition and structured patterns for plantings, combined with complementary textures and colors and other design approaches, should reinforce the overall character of the area.



Use of repetition and structured patterns for plantings.



Planters with complementary textures and colors.

3.2 Street Furniture

Elements of street furniture, such as benches, waste containers, planters, phone booths, kiosks, bicycle racks and bollards should be carefully selected to ensure the overall character is appropriate as shown in the reference images.



Benches and street furniture to create an inviting street environment for pedestrians.



Bicycle racks available along the street to encourage alternate modes of transportation.

3.3 Paving Materials

The qualities of paving materials on sidewalks, pedestrian walkways and pathways, plazas and courtyards shall be appropriate to the proposed pedestrian circulation function. Asphalt should be avoided. Stamped concrete is recommended where possible. Pedestrian street crossings should be clearly delineated through a change in pavement color and/or texture.



The clear sidewalk area should have width to accommodate pedestrian without obstacles



Pedestrian street crossing with a change in pavement to clearly delineate the crossing.

3.4 Outdoor Dining

Outdoor dining is permitted on specific roadways as outlined in Section 5.4.1 of the Hicksville Downtown Code. Outdoor dining may consist of tables and chairs outside in the Transition Zone as long as a sidewalk clearway of 6 feet is provided.



Outdoor restaurant seating helps activate the use of public space.



Outdoor dining with a pedestrian clearway.

3.5 Awnings

Awnings are encouraged for commercial, apartment and mixed-use buildings in the HD-I and HD-II Subdistricts to provide shade and shelter from precipitation as well as to provide visual interest on the building façade. Fixed or retractable awnings are permitted at ground floor level and on upper levels where appropriate, provided they complement a building's architectural style, materials, colors and details and do not conceal significant architectural features, such as cornices, columns or pilasters. In design of awnings, the following are encouraged:

Awning Designs that are Encouraged

- Awnings that are appropriately fitted to window openings which add to the overall visual appearance of the building façade.
- Long awnings that extend a majority of the building width tend to cover the façade and are thus discouraged.
- For sidewalk dining, retractable awnings are encouraged to avoid a long expanse of awning which is discouraged.
- Use colors/patterns, materials, and styles that are consistent with and enhance the architecture of the building façade.
- In buildings with multiple storefronts, compatible awnings may be used as a means of unifying the structure.
- Lettering on awnings are treated as signs. The lettering shall be less than or equal to 12 inches in height and not cover more than 10 square feet.

Only the name/logo and address/phone number of the business may be printed on the awning.



Retractable awning used for sidewalk seating area



For corner buildings, multiple depths are encouraged to provide visual interest and provide adequate shade for corner areas.

Discouraged or Prohibited Awnings

- Use of awning for corporate advertising is not permitted.



Use of awning for corporate advertising is **not permitted**.

3.6 Signs

Encouraged design guidelines for building signs:

- Materials of sign shall be wood, metal or composite as determined by the reviewing agency.
- Hanging signs shall be affixed to withstand extreme wind conditions.
- Building signs shall be in scale with the building façade and appropriately placed on the building.
- Signs shall be compatible with the style of the building in consideration of materials used, color, shape and fonts utilized.
- Sign messages should be simple and sized to be legible.
- If illumination is required, signs should be lit from the exterior in a downward direction and shielded to minimize glare.
- Animated signs are not permitted.

Wall Signs:

- Multiple storefronts within one building shall coordinate the design and alignment of signs to achieve a cohesive appearance to the base of the building.
- Signs shall not obscure architectural elements such as windows nor span across structural bays or columns.
- The size of signs and letters on signs shall be in scale and in proportion to the space in which they are located.
- Sign illumination by bare floodlight, blinking or flashing bulbs or any animated sign is prohibited.
- Hours of illumination shall be restricted from 5 am to 11 pm or half hour past close of business.
- Incidental window signs displaying pertinent business information such as business hours of operation and credit card accepted shall be excluded from area calculated for window signs.



Carefully detailed externally lit signage.



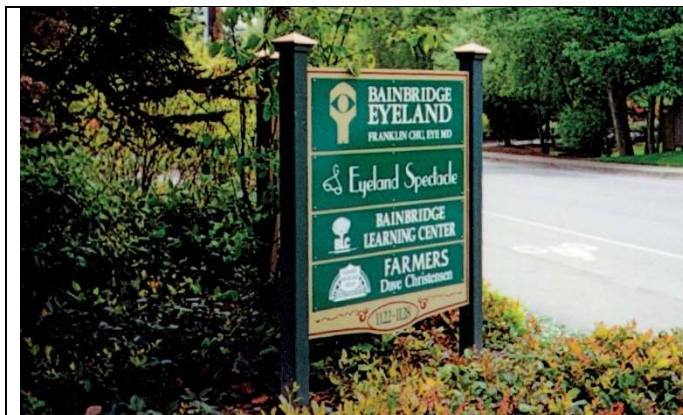
Hanging or projecting sign attached to a façade improves the sign visibility.



Pin mounted sign of appropriate text size in proportion to the sign board

Freestanding Sign:

- Freestanding sign shall be consistent in design, material, and color used for principal building.
- Freestanding sign should be scaled appropriately for the purpose of its use. Lollipop style of sign is prohibited. Monument style of freestanding sign is recommended.



Example of preferred style of freestanding monument sign.



Prohibited lollipop style sign.

3.7 Streetscape Lighting

- Streetscape lighting should be pedestrian-scaled and architecturally compatible with lighting installed in adjoining areas.
- Lighting should be limited to the amount and intensity necessary for safety, security and to compliment architectural character. Lighting is not permitted which would interfere with the character of the surrounding neighborhood.
- Lighting which is visible from adjacent properties or roads should be positioned or screened to avoid direct glare on the street.
- Service area lighting should be designed to avoid spillover onto adjacent areas.
- Site lighting fixtures should be selected and designed to focus lighting downward into the zone of pedestrian activity without excessive illumination of the upper residential stories of buildings or of the night sky.
- The uplighting of civic art (e.g. statues, flagpoles), or prominent building is permissible provided glare and light pollution are limited.



3.8 Building Lighting:

- Direct lighting should be provided to illuminate the building facade, signs, architectural elements/ornamentation, storefront displays, the public sidewalk and entrances for the interest, security and the comfort of pedestrians at night time.
- Traditionally styled fixtures or appropriately scaled contemporary fixtures

are recommended. Lighting should be in the form of gooseneck fixtures attached to the facade, or by means of accent pendants or sconces and should be coordinated with the building design to be in keeping with the style of architecture.

- ‘After-hours’ lighting which illuminates the front of the storefront while contributing to a comfortable nighttime pedestrian experience is encouraged.
- Fixtures used for architectural lighting, such as facade, feature, and landscape lighting, should be aimed or directed to minimize light projection beyond immediate objects intended to be illuminated.
- Visible florescent bulbs exposed exterior neon lighting, any blinking, flashing or fluttering lights or other illuminating device which has a changing light intensity, brightness or color are prohibited.



Lighting fixture should be consistent with signage and storefront style and material.



Creative design, indirect spotlight, and use of high-quality materials.



Illuminating a display window helps give light to the street.

3.9 Shopfront Design

Shopfront design is critical to creating a visually interesting pedestrian environment and an architecturally expressive building, and to visually connect the pedestrian with the interior. Shopfronts should be designed with elements such as large horizontal display windows, recessed front entries, and appropriate awnings and signs.

- The storefront should be framed by piers on either side and capped with a cornice and possibly a signage band. The storefront should vertically relate to the windows of the façade above.
- Multiple storefronts within the same building should be visually compatible in terms of scale, alignment and general storefront design. Maintain the continuity of the building as a whole, while allowing variations in signage, awnings, and storefront color as appropriate.
- Maintain a typical rhythm of 25 to 50 ft. wide storefronts at ground level, each with its own recessed entry.
- Entrance doors shall generally be clear glass in wood or metal frames. Ground floor entrance doors shall be clearly distinguished with those serving floors above.
- Align the height of windows, transoms, signage bands, upper floor windows and cornices where possible.
- Additional elements that can contribute to interesting storefront or building design at the ground level are lighting, medallion, belt courses, piers or pilasters, projecting sills, tilework, stone or concrete masonry, pedestrian scaled signs, and planter boxes.
- Commercial ground floors should have between 60% and 85% glazing, as measured from grade to the interior ceiling level. Storefront windows shall typically consist of large plate glass set in wood or metal frames.



Integration of different types of architectural elements



Full length windows, bright colors and recessed doorway emphasize the entry

3.10 Landscaping and Fencing for Townhouses

a. Fences for Townhomes in HD-II

May use fencing within the private frontage.



Fences separating townhouses from the Public Frontage in the HD-II.

b. Fences for Townhomes in HD-III

Fences will be architecturally compatible with the design, materials, details, and colors of the principle structure on the same lot. All fences and walls will be designed so that a finished side faces outward from the property on which it is located. Chain link fencing is not permitted.

- All wood fences will be stained and sealed or painted on both sides. All fasteners used to construct fences shall be hot dipped galvanized or stainless steel.

- Front yards, corner lots, and yards addressing common open space may have a non-solid fence provided that its height does not exceed 3 feet 6 inches and its location is a minimum of 18 inches behind the sidewalk edge. Fence posts and gateways may have a maximum height of 4 feet 0 inches.
- Typical shadow box fences, chain link fences, overly detailed or awkwardly detailed fences are inappropriate. Vinyl fence material is not allowed in front of the primary facade.
- Side yard fences adjacent to streets or common open space will maintain the style and quality standards of the front yard fence. The good side of the fence shall face out to the streets or common open space.
- Rear yard fences along a lane will be complimentary but may be simplified in design compared to the front and side yard fences and shall not exceed 6 feet total height. Solid fences shall have decorative cap detailing. The “good side” of the fence will face the lane or neighbor.



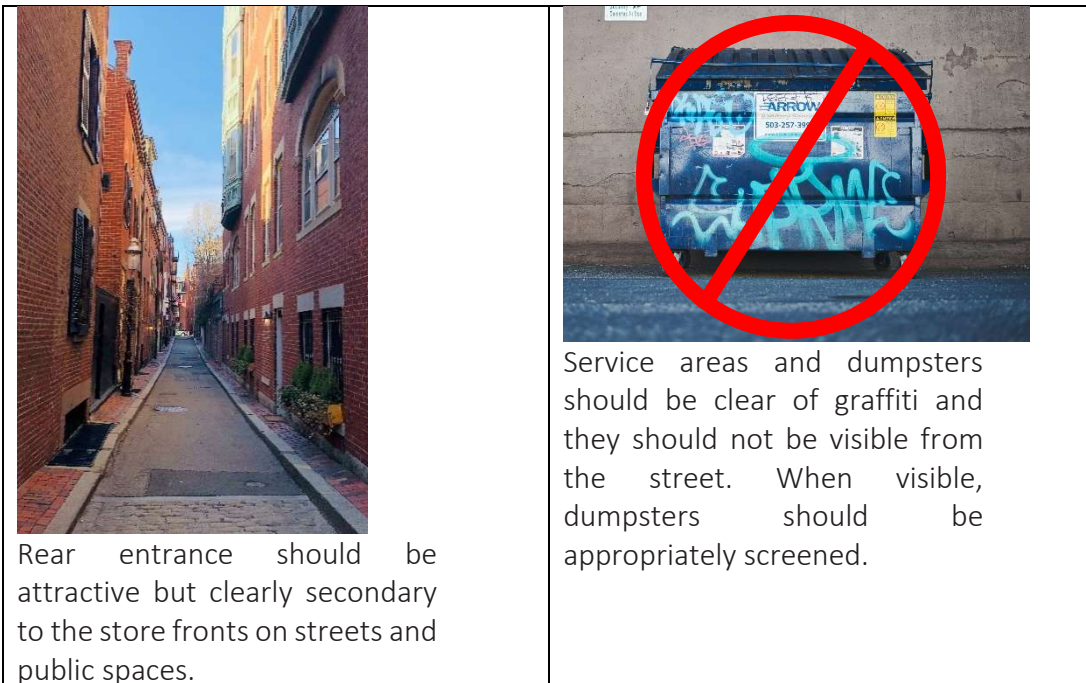
Sample of appropriate fencing materials.



Example of potential fencing in HD-III along front yard with townhouses set back from the roadway.

3.11 Service Areas

- Loading docks, solid waste facilities, recycling facilities and other service elements should be placed to the rear or side yard of the building in visually unobtrusive locations with minimum impacts on view.
- Screening should be achieved using walls and/or fences and supplemented with landscaping.
- Refuse containers and facilities should be hidden by an opaque wall or fence of sufficient height to screen the bin and any building appurtenances, but not less than 6 feet in height.
- Walls and fences should be constructed to match the architectural detail of the principal structure and contain a securable gate to minimize blowing refuse. Trash containers serving non-residential uses should not be located abutting residential property.
- Recesses in the building and/or depressed access ramps should also be used for service areas.
- Businesses are encouraged to consolidate and share refuse areas and equipment.



4.0 ARCHITECTURAL CHARACTER

4.1 Scale & Massing

The overall scale, massing and basic proportions of new buildings or additions shall be compatible with existing structures. Changes in scale and massing should be accomplished through gradual increments such as a wall offset, roof line variation or shift in the height of a wall or cap line.

Buildings shall avoid long, monotonous, uninterrupted walls or roof planes. Offset or any architectural element shall be provided at least every 50 feet. Building wall offsets, including projections, recesses, and changes in facade height, shall be used to add interest and variety, reducing the visual effect of a single, long wall. Similarly, roof line offsets, cross gables and dormers may help vary the massing of a building and relieve the effect of a single, long roof.

4.1.1 Raised Buildings

Buildings may be raised to accommodate parking or other uses on the ground level as long as the parking or other use is screened from the street either by a façade wall or landscaping. Under no circumstance shall the elevated building result in the appearance of a “building on stilts” from the street.



Ground level parking is screened from view by a decorative façade.



Support structures for elevated buildings shall not be visible. Facades or other screening is required in to ensure an active street.

4.1.2 Roofs

Roof form and architectural embellishments such as cross gables, dormers, belvederes, masonry chimneys, cupolas and other similar elements shall be appropriate to the architectural design of a building. Both gable and hipped roofs should have overhanging eaves on all sides that extend a minimum of one (1) foot beyond the building wall. Flat roofs or gambrel roofs shall generally be avoided on one (1) story and one-and-one half (1½) story buildings. Mansard roofs are discouraged.



Example of varying rooflines with interesting architectural elements.

4.1.3 Significant Architectural Features

Architectural features, on rooftops including but not limited to, clocktowers and cupolas are encouraged to provide additional variation and design flexibility.



Example of an appropriate significant rooftop architectural feature.

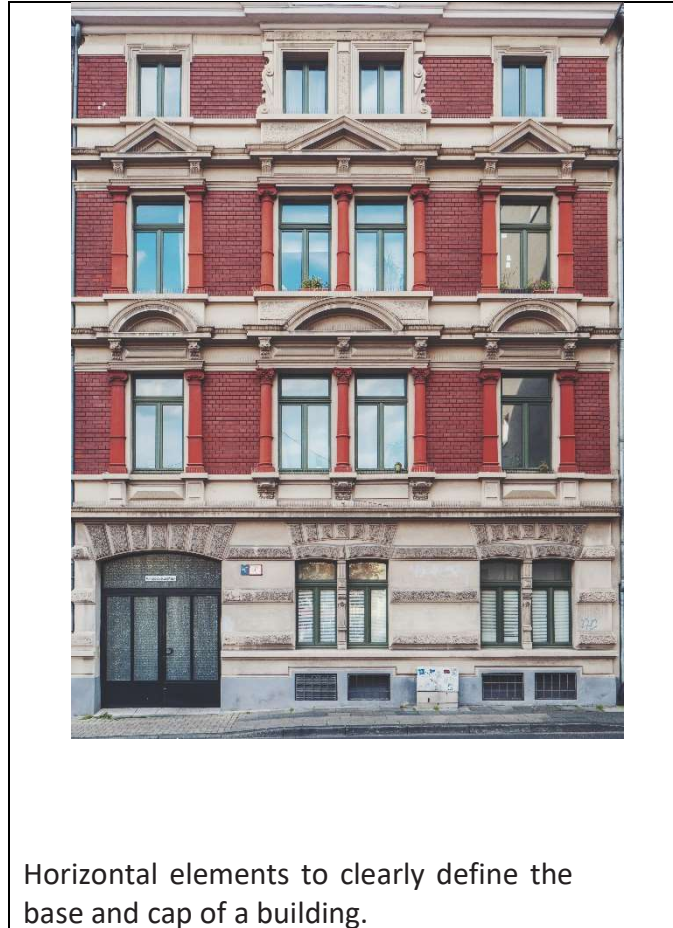
4.1.3 Facades

The front facade of a building shall face a street or other public space and be emphasized through window pattern appropriately proportioned to the building mass, entrance treatments and details. Entrances, windows and details shall be architecturally compatible with the style, materials, colors and details of a building. Windows shall be vertically proportioned. The location of windows on the upper stories of a building shall be vertically aligned with the location of windows and doors on the ground level, including storefronts or display windows. The design of visibly exposed side and rear elevations shall be compatible with the design of the front facade.



4.1.4 Base and Cap

All visibly exposed sides of a building shall have a defined base and cap. The base and cap shall be conveyed through clearly defined horizontal elements along the bottom and top of the building. The base may align with the finished floor height, sill level of the first story and/or consist of foundation plantings. The cap shall consist of a cornice, frieze, parapet, or eave at the top of a building wall and project out horizontally from the vertical wall plane.



4.2 Preferred Architecture

In addition to these design guidelines, please refer to Section 246-5.9.8 on Street Type Standards which for certain streets will influence the architecture and use of buildings.

4.2.1 HD-I Subdistrict

The HD-I Subdistrict is the Downtown Core District and is the most active area in the downtown closest to the train station that allows up to four stories. The intent of the HD-I District is to allow transit-oriented development with a mix of residential and non-residential uses and an active pedestrian environment. In general, architecture for new

buildings should:

- Be *traditional* in style,
- Be generally rectangular in shape, with potential variations at significant corners;
- use high quality materials and
- include windows and doors (fenestrations) that are appropriately proportioned to the building façade.



Example of good fenestration, mix of materials, and aesthetically appealing roofline.



Example of mixed-use development with large windows, awnings, outdoor dining and signage suitable for HD-I and HD-II Subdistricts.

4.2.2 HD-II Subdistrict

Within the HD-II Subdistrict, properties are intended to be developed with a mix of uses, but in smaller scale buildings with a maximum of three stories, although single use buildings are still permitted. Within the HD-II Subdistrict, the same standards apply as for the HD-I Subdistrict for commercial, apartment and mixed-use buildings; however, the maximum number of stories is limited to three stories (with permitted encroachments identified in the code).

Townhouses up to three stories in height are permitted within the HD-II Subdistrict on “D” and “N” Street Types.



Example of three-story mixed-use building suitable for the HD-II Subdistrict.



Example of infill development suitable for HD-II and example of adjacent buildings with varying heights.



Example of three-story building suitable for the HD-II Subdistrict.



Examples of three-story townhouses suitable for the HD-II Subdistrict.

4.2.3 HD-III – Hicksville Downtown Residential:

Properties within the HD-III Subdistrict are intended to feature townhouse developments set back from the roadway with a landscaped area.



Sample of preferred HD-III Subdistrict townhouse development.

4.3 Building Materials

While materials are not regulated, high quality building facades will be required and materials suitable for the proposed architecture. The intent is to provide a sense of investment in the downtown for the long term.

Preferred Building Materials

- Cultured stone
- Brick

- Wood frame/shingled or architecturally similar (including textured vinyl siding)
- Mix of complimentary façade materials (or change in window style) between ground floor and upper floors to visually convey mix of uses in a commercial/residential mixed-use building.
- Buildings shall be constructed using quality building materials appropriately applied to create aesthetically pleasing and enduring structures that contribute positively to the overall character of downtown Hicksville.

Discouraged Building Materials

- Building solely constructed of glass and concrete
- Metal siding
- EIFS stucco
- Mirrored glass (prohibited on ground floor)

5.0 PARKING

5.1 Off Street Parking Lot and Structures

- To maintain an attractive and pedestrian oriented sidewalk environment, ideally, parking and loading areas should be located in the rear of buildings and accessed from an alley or jointly accessed with an adjacent site.
- With the exception of townhouses, parking will be provided behind buildings or within structures so as not to dominate the viewshed of public streets.
- Access to parking lots and structures will be limited to Street Types N, except where no alternative option exists and then the access shall be located away from the streets with highest pedestrian activity, with the hierarchy from least desirable access point being “A” Streets; “B” Streets; “C” Streets; “D” Streets; “N” Streets; and “S” Streets (most desirable).
- When parking in the rear of the building is not feasible, parking shall be provided on the side and for corner lots, a fence (or vegetated buffer) provided between the sidewalk and parking lot.
- Driveways shall be located away from intersections. Shared driveways shall be utilized to the maximum extent practicable.
- No new curb cuts shall be approved along “C” Streets: Boulevards (Broadway and Newbridge Road)
- Parking lots shall be interconnected with parking lots on adjacent properties by cross-access easements. Common, shared parking facilities are encouraged where possible.

5.2 Parking Lot Screening

- The perimeter of all parking lots shall be visually screened through the use of landscaping with an emphasis on any portions fronting a street.
- The screening of parking lots shall prevent direct views of parked vehicles from streets and sidewalks, avoid spill-over light, glare, noise or exhaust fumes onto adjacent properties, especially when near residential uses.
- Parking lots exposed to view shall be surrounded by a minimum four (4) foot high year-round screen, such as an evergreen hedge or wall. The height of the screen shall decrease where appropriate to meet clear sight triangle requirements.

5.3 Parking Lot Landscaping

- Parking lots shall be landscaped to provide shade and visual relief. This is best achieved by protected planting islands or peninsulas within the parking lot.
- Parking lots with ten (10) spaces or less may not require interior landscaping if the Township determines there is adequate perimeter landscaping.
- Parking lots with eleven or more spaces shall provide landscaping islands within the parking lot. Such landscaping islands shall be at least 10% of the parking lot area and shall be planted with a minimum of one (1) deciduous shade tree for every five (5) parking spaces.
- Green infrastructure, including rain gardens and bioswales, are encouraged as part of the overall parking lot landscaping design.



Parking lot with perimeter landscaping, landscaped islands, and shared parking between two commercial uses to minimize curb cuts.



Parking lot with landscaping islands.

5.4 Ridesharing Drop Off/Pick Up Zones

It is recommended that commercial or mixed-use developments with a parking requirement greater than 10 stalls designate a loading and unloading zone for rideshares, carshares, and taxis. When a loading/unloading space is provided, it is suggested that pavement marking and/or a sign be used to demarcate the use of the area.

5.5 Off-Street Parking Location

- Off-street parking access should be from alleys or secondary streets to minimize curb cuts on more active streets.

- Parking behind buildings in lots or structured parking is required where feasible.
- Off-street surface parking at the property line is prohibited. Where no alternative is feasible, parking at the property line must be buffered using a wall or landscaping.
- Off-street parking should be designed utilizing the best engineering practices in order to avoid queuing of cars in roadways and prevent conflicts between motorists.