



Byram Township  
DESIGN GUIDE



SUSSEX COUNTY, NEW JERSEY

2006-2008





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# Acknowledgements

This Design Guide was produced by the Byram Township Architectural Review Committee, with assistance from Heyer, Gruel & Associates and Kristie Ruggiero, Byram Township employee.

## TOWNSHIP OF BYRAM ARCHITECTURAL REVIEW COMMITTEE

Past and current ARC members:

Tina Bologna  
Skip Danielson  
Lou Esposito Jr.  
Vince Gallo  
Laura Hamblen  
Christina Honthy  
Ben Horten  
Ken Kaufhold  
Andrew McElroy  
Margaret McGarrity  
Scott Olson  
Marie Raffay  
Chris Goffredo  
Eric Serrilli

Special thanks to the following ARC members, who spent many hours searching out historic and new neighborhoods and the planners and developers who built them to help illustrate Byram's vision for its Village Center and other new commercial zones. In addition to internet and library searches, ARC members traveled extensively in New Jersey, New York, Pennsylvania, and Connecticut:

Tina Bologna  
Laura Hamblen  
Ben Horten  
Margaret McGarrity  
Scott Olson  
Marie Raffay

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# Introduction

## *The Design Guide*

Byram's Village Center Ordinance establishes an Architectural Review Committee (ARC). The ARC is called upon to establish design guidelines, which are to illustrate and supplement the vision and standards described in the Ordinance, in Article XIII (Smart Growth Regulations and Standards), and in the Township's 2002 Smart Growth Plan.

The Village Center vision is described in the 2002 Smart Growth Plan:

*The Village Center incorporates the natural landscape with work places, community greens, medium density residential, office, recreational amenities and shopping places. The Center encourages social interaction, multiple activities, and is the focal point of the community for all of Byram's citizens to share.*

*The Center is pedestrian friendly; residents and visitors enjoy the mixture of ground floor retail, upper level office and residential. Restaurants, taverns and entertainment provide evening entertainment and vitality.*

*Residents of the Center enjoy essential services without having to drive. Residents of surrounding neighborhoods have ready pedestrian access to the Center by way of trail networks. All this takes place in an environment of open space and abundant natural resources.*

The Village Center Ordinance further defines this vision:

*The primary purpose of the VC Zone is to provide for carefully planned development, through mixed-uses and specific commercial and residential developments, oriented around a civic green. The Village Center*



*Zone is intended to provide pedestrian oriented commercial services to planned and existing residential neighborhoods, and to create a new "center" as a community focus for the Township.*

*The commercial and residential areas within the Village Center Zone must be well-integrated to create a neo-traditional, pedestrian-oriented, village-like development. The intent of this district is to encourage new development, while still providing for open space, common greens, and civic centers. The Village Center concept, through comprehensive project design, shall be the defining element for any new development.*

The Sussex County Strategic Growth Plan (April 2005 and revisions) also emphasizes the critical need for new design standards for centers and includes sections of *Visions for A New American Dream* by Anton Clarence Nelessen of Rutgers University:

## *CENTER DESIGN CRITERIA*

*In changing the development patterns of the County to emphasize centers, it is critical that those places, once constructed, be attractive and successful. Over the years, there have been numerous volumes written on center design. Of those, one, "Visions For A New American Dream" by Anton Clarence Nelessen of Rutgers University, has a great deal to offer. ...*

*These standards, visual and narrative, demonstrate the essential elements of small livable communities. Not all will apply equally in any given circumstance. However, all have much to contribute to creating true “Communities of Place”.\**

Byram Township’s Design Guide also cites Mr. Nelessen, in particular for his recommendations for village design standards based on:



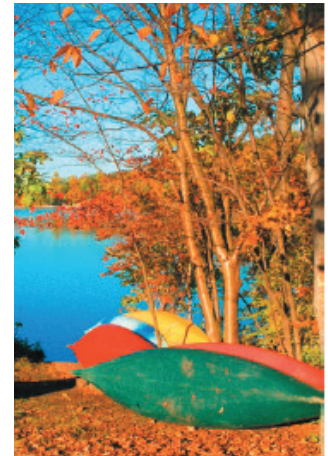
- Mixed uses, with a variety of residential uses that are well integrated with the commercial uses within a walkable, village-like setting.
- A dense network of streets to facilitate walking and to create a more compact village character.
- The five-minute, 1,500-foot walk—the average walk most pedestrians will make without choosing to drive instead.
- Attractive destinations visible at the terminus of the walk—for instance parks, landscaping or topographic features, civic buildings, steeples, gazebos, water.
- Pedestrian-oriented design standards, as distinct from the automobile-oriented standards that are familiar from suburban residential subdivisions and highway commercial site plans.
- Streetscapes proportioned for a human-scale environment, with on-street parking to help establish scale and to slow traffic.
- Variation in building sizes and appearances within a unified streetscape. An architectural design vocabulary for human-scale, pedestrian interest, and village character.



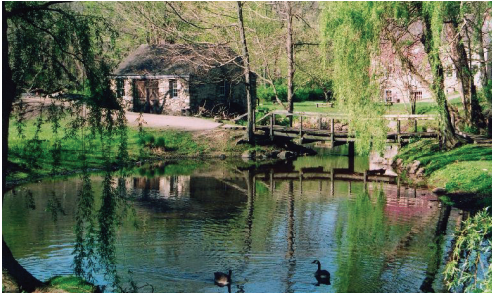
- Reduced site-plan and bulk standards to create a human, pedestrian scale and a neighborhood feel. Examples similar to Byram’s Village Center standards are given

on page 79 in Mr. Nelessen’s book.

- Houses near the street with porches, stoops, stairs, fences, hedges to create a neighborhood feel and to define the change from the public space of the street/sidewalk to the private space of the residence.
- Back alleys for garages in residential areas, to keep garages away from the street and allow houses to be more closely spaced. “Garages located in the rear yard, off an alley, behind the front yard setback, or screened from primary views enhance the positive character of the street.” “Garages should never be located in the front yard and should never be the dominant visual element of the viewshed on the street.”
- Small, well-screened parking lots behind commercial buildings as well as side and back alleys in commercial areas to facilitate pedestrian travel and make the streetscape more interesting.
- Intensive landscaping, including rows of street trees in both residential and commercial areas.
- Ecological responsibility, including energy conservation through site planning (including alternate energy sources), replacement of vegetation destroyed by development, use of native plant species, provisions for walking and transit, and preservation of open space, sensitive natural areas, and important visual features of the landscape. (See Principle Two in Nelessen’s Chapter 7, ‘Designing A Small Community Using the Ten Design Principles.’)
- Ordinances that are illustrated to make them more understandable, usable and predictable, and to define the vision.



*\* The Sussex County Strategic Growth Plan specifically cites Chapter Seven of Mr. Nelessen’s book, ‘Designing a Small Community Using the Ten Design Principles.’*



### *Responsibilities of the Architectural Review Committee*

This Design Guide has been established by the Architectural Review Committee as called for in Section 240-80, VC Village Center design standards and procedures, (F), General design guidelines for all structures, specifically under (1) and (3).

In the Architectural Review Committee's advisory capacity to the Planning Board, the ordinance also charges the ARC with various duties of review, recommendation, or approval, specifically regarding:

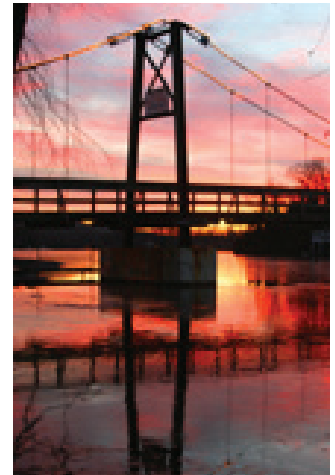
- façade design/layout alterations;
- building styles and/or materials, the design and/or layout of streets and walking or bicycling paths and their furniture, and the design of open space, including tree preservation



- and landscaping (this review is also a condition of completeness);
- roof types;
- architectural features, including recesses, projections, wall insets, arcades, window display areas, awnings, balconies, window projections, landscape structures, or other features that complement the design intent of the structure;
- alternative siding, metal panels or roofs, mirrored glass surfaces, or faux façade materials (ARC approval is required);
- screening for loading areas and driveways,

- such as walls, fences, landscaping (ARC approval is required);
- street lighting design;
- alternative walkway materials.

This Design Guide addresses the general architectural styles of buildings, the general appearance of streetscapes, and the general character of parks and open spaces. Detailed architectural recommendations, as well as recommendations concerning other elements requiring ARC review, will be addressed during the application review process at the Planning Board, including during completeness review.



Specific recommendations concerning all these design details are also addressed in Visions for a New American Dream by Anton Clarence Nelessen, which is cited in the Design Guide introduction.



Village Center  
Commercial: DO



# VC Commercial: DO



- ✓ Commercial buildings converted from historic homes. Varied styles, heights, facades. Inviting for pedestrians. Human scale.
- ✓ Small, independent retailers make a unique shopping district.
- ✓ Effective and varied architectural details, including at ground level, to establish human scale and invite pedestrians into the stores.
- ✓ Street shade trees, on-street parking, awnings, sidewalk uses, and small retail shops with large street-level windows and inset



# VC Commercial: DO



- ✓ Very small, cottage-like buildings mixed with larger buildings create a varied and interesting streetscape and provide affordable spaces for small, independent retailers.
- ✓ Varied but natural materials. Human scale streetscape with varied setbacks and spaces to explore. Buildings recall historic uses.

# VC Commercial: DO



- ✓ Large plate-glass windows at street level attract pedestrians and invite them in.
- ✓ Buildings are designed to be seen at walking speed, rather than from cars.
- ✓ Natural materials, human scale, interesting architectural detail, variety, buildings that appear to have grown over time, trees and landscaping.



# VC Commercial: DO



- ✓ Large shop windows make a lively street.
- ✓ Punched-out facades, second story porches provide variety and invite human presence for living, working, shopping, socializing.
- ✓ Variation in building shapes, sizes, and architectural detail. Natural materials help make an inviting environment for walkers.
- ✓ Unique, independent retailers are best visited on foot, as compared to typical 'chain' or 'trademark' retailers, which are designed to be recognized from a car.



# VC Commercial: DO



- ✓ Outdoor cafes make lively, people-oriented streets and tie interior and street spaces together.
- ✓ Small, independent retailers create a busy, unique and varied shopping district within a confined area.
- ✓ Commercial establishments in residential style buildings.



# VC Commercial: DO



- ✓ Width of streets and sidewalk, height of buildings, parking on road, scale of facades, variety architectural detail, and natural materials all help establish an inviting environment for people.
- ✓ Streetscape and stores best seen by walking, not driving.
- ✓ Streets long enough to invite strolling. Large shop windows, recessed entrances, second story porches, benches, trees also define these streets as places for people.



# VC Commercial: DO



- ✓ Larger buildings suitable for a farmers' market, but still scaled for a pedestrian-friendly streetscape.
- ✓ Natural materials, buildings set comfortably in the natural landscape, trees, variety of interior and exterior spaces, attractive for walkers and socializing.
- ✓ Commercial buildings converted from historic homes.



# VC Commercial: DO



- ✓ Various shapes, sizes, and styles of buildings set into the natural landscape.
- ✓ Ample plantings and attention to sidewalks create a comfortable, walkable commercial area and community hub. Natural materials.
- ✓ Dense building patterns and extensive landscaping along sidewalks and buildings provide an attractive and comfortable pedestrian environment.





# VC Commercial: DO



- ✓ Retail with upper-floor apartments and offices establish a lively, people-friendly village district, day and night.
- ✓ Street shade trees, on-street parking, awnings, side-walk uses, and small retail shops with large street-level windows and inset entrances create an active community hub.

# VC Commercial: DO



- ✓ Lack of 'chain' or 'trademark' or 'anchor' retailers makes a unique downtown area and sets a different pace and atmosphere.
- ✓ Interesting architectural details create attractive retail and apartment spaces.



# VC Commercial: DO



- ✓ Small, independent shops with large street-level windows and inset entrances invite pedestrians.
- ✓ Spacious shop, office and apartment areas within a house-like building.





Village Center  
Commercial: **DON'T**

# VC Commercial: DON'T



⊘ Vast parking lots; barren, badly-proportioned buildings. Places that are totally utilitarian and designed for automobile access.

⊘ Bulldozed, overbuilt lots.



⊘ Parking lots right to the doors of the buildings; buildings that look like loading docks.

⊘ Faux architecture, lacking in proportion or meaningful detail. Designed to be seen from the car, not on foot.

⊘ Neither human-scaled nor pedestrian-friendly. Designed for cars and the five-minute stop.

⊘ Great expanses of tar; featureless, utilitarian facades; lack of architectural integrity; meaningless architectural details; windows out of proportion to facades.



# VC Commercial: DON'T



⊘ Repetition of false facades. Car, tar, side-walk, building. Barren environments.

⊘ Buildings designed to be seen and visited by car. Nothing that invites walkers or social interaction.



⊘ The same 'trademark' stores seen everywhere. Generic shopping districts. Designed to be recognized from a car, not visited on foot.

⊘ 'Chain' retailers that draw shoppers but offer no reasons to linger and no feel of a unique, community center. Not village-like.



⊘ A generic set of stores in a generic design. Not about a particular place. Not a village-like shopping area and not a community hub.





# VC Commercial: DON'T



⊘ Bulldozed lots; minimal or no landscaping. Nothing to alleviate the barrenness of the roadscape.

⊘ Repetitious, barren. Spend your money and get back in your car.

⊘ Tar and cars. No landscaping. Not a village-like shopping area.

⊘ Sterile. Badly-proportioned, stark buildings.



# VC Commerical: DON'T



❌ No overall “streetscape” design.

❌ A series of buildings isolated on their wall-to-wall parking lots.

❌ Completely car-oriented.

❌ “Mini-mall” shopping plaza not suited to a village-like, pedestrian-friendly zone.

❌ Chain stores and tar create a place with no “sense of place.”

❌ A mall on a highway rather than stores on a main street.





Village Center  
Single Family: **DO**



# VC Single Family: DO



- ✓ Porches on first and second floors, gable ends to street, natural colors, comprehensive landscaping, houses close to street and sidewalks, no garage on the streetfront, built to the natural topography.

# VC Single Family: DO



- ✓ Porches, fences, walkways, gable-ends to the public walkway all help create a neighborhood feel.
- ✓ Private and public spaces are clearly defined but also compliment one another and establish a safe and friendly neighborhood.



# VC Single Family: DO



- ✓ Small houses with porches and sidewalks and comprehensive landscaping establish a human-scale, pedestrian-oriented neighborhood street.
- ✓ Prohibiting garages at the front of the house gives preference to people and pedestrians and allows a human-scale, compact streetscape.
- ✓ Nelessen, page 208: *The location of the garage, and particularly of the garage door, is an important site-location decision for achieving positive streetscapes. To the extent possible, garages should be located in the rear yard... Garages should never be located in the front yard and should never be the dominant visual element of the viewshed on the streetscape.*



# VC Single Family: DO



- ✓ Porches, landscaping, sidewalks, gable-ends to street, all establish a friendly neighborhood.

# VC Single Family: DO

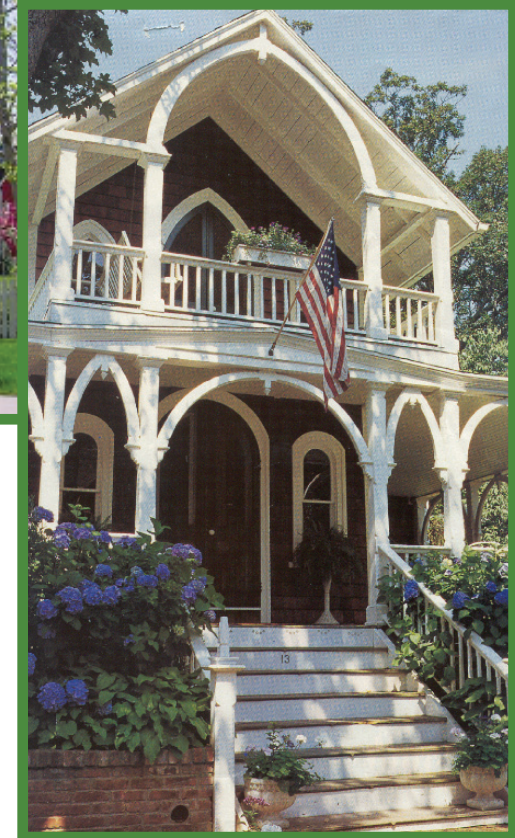
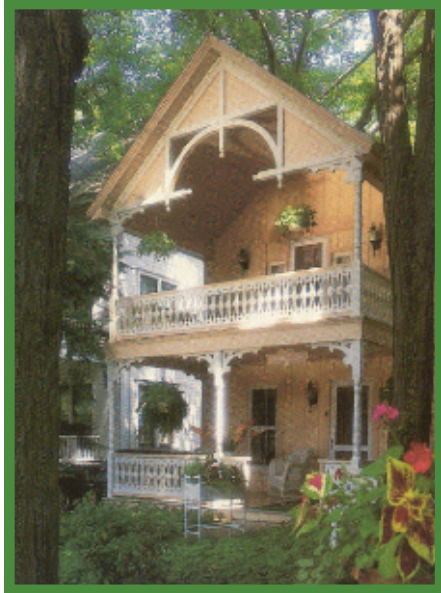


- ✓ Porches, gable-ends to the street.
- ✓ Small-scale houses, compact development patterns.
- ✓ No garages on the streetfront; landscaping along sidewalks and building fronts.





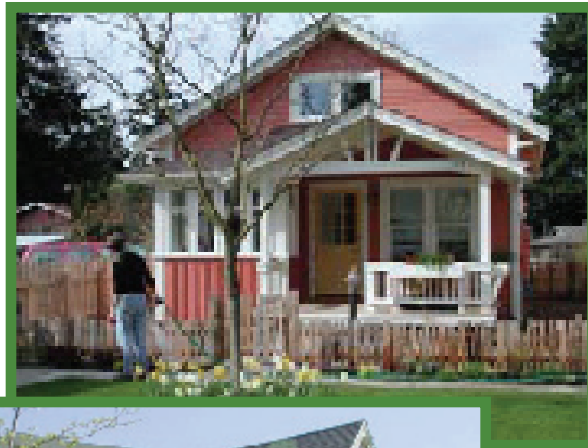
# VC Single Family: DO



- ✓ Porches, sidewalks, landscaping along roads and sidewalks and fronts of houses, all help establish neighborhood feel.



# VC Single Family: DO



- ✓ Smaller houses, landscaped to fit within a compact neighborhood but to retain privacy.
- ✓ Modern versions of traditional American housing styles. Ranging from cottage-size to commodious, but compact footprints and comfortable on the land.



Village Center  
Single Family: **DON'T**

# VC Single Family: DON'T



❌ Barren streetscapes, dominated by garages and roads and cars.

❌ Generic houses that are too large and uninteresting to create a pedestrian friendly neighborhood.

❌ Lacking in interest or aesthetic details in both the natural and built environment.

❌ Roofs without eaves; artificial siding materials.

❌ Poorly proportioned buildings, with backs of buildings lacking any design consideration.





# VC Single Family: DON'T



- ❌ Barren streetscapes.
- ❌ Bull-dozed lots with no memory of the natural topography or landscape.
- ❌ Generic housing designs.
- ❌ Car-oriented.



# VC Single Family: DON'T



❌ Barren site plans; generic housing designs: garages at the front.

❌ Houses too large and separated to establish a village-like neighborhood that invites pedestrians or socializing.



❌ Very large houses, but generic in architectural styling, set well back from the street on segregated mini-estate lots.

❌ Flat, tall facades that establish imposing but forbidding appearance. Not a friendly village-like neighborhood.





Village Center

Townhouse/Multi-Family: DO



# VC Townhouse/Multi-Family: DO



- ✓ Variation in facades; natural materials; human scale.
- ✓ Buildings are small enough to be close to sidewalk and street, helping to establish pedestrian-friendly, streetscapes.
- ✓ Cars parked on street help establish scale and feeling that people are present, help pedestrians feel protected on the sidewalks, and also promote traffic calming.
- ✓ Porches invite interaction between homeowners and neighbors on the street. Steps up to porches help separate public from private spaces.

# VC Townhouse/Multi-Family: DO



- ✓ Natural materials. Buildings set comfortably on the natural lay of the land.
- ✓ House-like buildings can accommodate multi-family or townhouse units but still fit within a walkable, various neighborhood.
- ✓ Three-storey buildings that fit comfortably on a residential street.





# VC Townhouse/Multi-Family: DO



- ✓ House-like multi-family buildings fit well within neighborhoods that also contain single-family homes.



# VC Townhouse/Multi-Family: DO



- ✓ Buildings that look like neighborhood homes but can accommodate multi-family or townhouse units.
- ✓ Human scale helps create attractive, walkable streets.
- ✓ Buildings are small enough to front directly on the sidewalk.
- ✓ Porches establish human scale and make the streetscape neighborly, tying together the public and private spaces.

# VC Townhouse/Multi-Family: DO



- ✓ Buildings offer units of varying sizes for different types of owners and families. Smaller units provide affordable housing.



Village Center  
Townhouse/Multi-Family: **DON'T**



# VC Townhouse/Multi-Family: **DON'T**



❌ Buildings front on parking lots to minimize walking or neighborhood interaction. Warehousing for people.

❌ Buildings have poor massing and scale and lack attractive architectural detail, especially at street level.

❌ Excessive variation in massing, materials, rooflines; unattractive, agitated design throughout.



❌ Housing for cars—not for people. Garages in front (and protruding) make ugly, uninviting streetscapes. No neighborhood feel.

❌ Artificial building materials, agitated rooflines, lack of landscaping—all create a barren, repetitious, unattractive, generic subdivision.



# VC Townhouse/Multi-Family: DON'T



❌ Ugly boxes with poorly-chosen architectural details, fronting on tar. Warehousing for people.

❌ Architecture that lacks any feel for placement on the land or on a streetscape. No attempt at creating a human-scale, pedestrian-oriented neighborhood.

❌ Cars and tar. Emphasis is on being easy to get in and out of, rather than offering a neighborhood where people do more than commute.

❌ Garages. Garages. Garages—the primary street-level element. Housing for cars and commuters, not neighbors.

❌ Barren, bulldozed sites. Virtually no landscaping on the house lots.

❌ Poor massing of buildings; repetition of unattractive, generic houses, all very much the same. Nothing to define a walkable neighborhood street.



# VC Townhouse/Multi-Family: DON'T



❌ Emphasis on garages and roadway. No landscaping. Very poor architectural design.

❌ Townhouses all grouped together and segregated from other housing types, rather than mixed into the neighborhood.

❌ Ugly, overly-varied, agitated design, with emphasis on height rather than human scale.



❌ Garages front on street; virtually no landscaping; no inviting architectural detail at street level.

❌ Warehousing for people and their cars.

❌ Maximum housing count jammed onto a stripped parcel. Bull-dozed sites with no attempt to take advantage of the natural landscape. No apparent order to the streets.







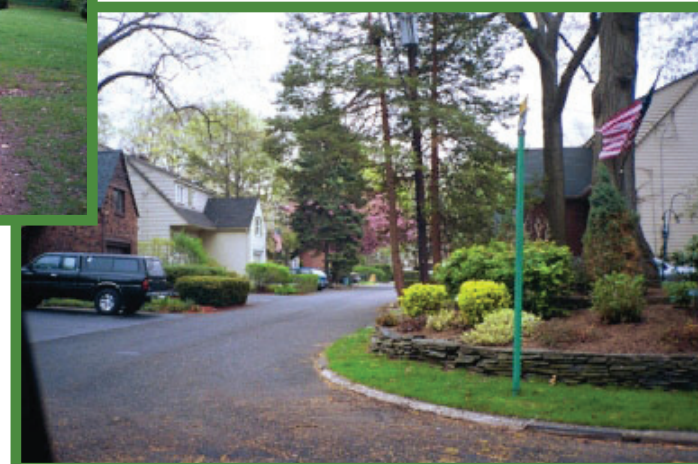
Village Center  
Parks & Landscaping: DO

# VC Parks & Landscaping: DO



- ✓ Central green organically shaped but still has long open vistas.
- ✓ Mature shade trees and rapidly-growing tree buffers define park spaces and streetscapes and establish green, quiet places within busy areas.
- ✓ Seating for walkers or café visitors creates a comfortable environment where people can relax.

# VC Parks & Landscaping: DO



- ✓ Mature trees preserved around edges of park.
- ✓ Pathways around the edge to serve the houses and pathways through the center to connect different neighborhoods.
- ✓ Use of native species, avoiding invasive, exotic, or overly-formalized plantings.
- ✓ Thorough landscaping plans, including mature shade trees, evergreens, shrubs, and lawns, define the meeting of public and private spaces, inviting neighbors to meet and linger.
- ✓ Walkways through the parks and along the fences and hedges define residential lots and provide a functional, inviting, and safe pedestrian environment.



# VC Parks & Landscaping: DO



- ✓ Nicely detailed gazebo, painted in natural colors, complements the parkscape. An inviting place to sit and feel protected from the weather.
- ✓ Mature shade trees and natural topography help maintain rural feel and create interesting lawn and park spaces.
- ✓ Gardens to edge of sidewalk help separate private from public spaces and establish small neighborhood feel.

# VC Parks & Landscaping: DO



- ✓ Park architecture—gazebo, fountain, plantings—adds interest and focal points for walkers. Houses on the edge of the parks and pathways establish a safe and inviting combination of private and public uses. Very successful neighborhood parks.
- ✓ Naturally-shaped central green with landscaping around edges and along paths; mature trees preserved around the green. Brick walkways, gazebo, benches encircling mature trees, natural fencing, attention to the natural conditions of the site, including existing topography.



# VC Parks & Landscaping: DO



- ✓ Preservation of mature trees settles architecture into the landscape and makes area look more established.
- ✓ Intimate scale invites people in; landscaping not overly formalized; trees, shrubs, other features distributed throughout the park area, rather than clustered in more formal arrangements.
- ✓ Use of native species, as required by the ordinance. Nelessen: *Indigenous vegetation should then be used to the fullest extent possible in the landscaping of developments. It will require less maintenance and will complement the other vegetation and natural features of the site.*



# VC Parks & Landscaping: DO



- ✓ Rows of small street trees with high crowns provide an attractive shopping street without obscuring business facades and signs.
- ✓ Helps avoid an overly-urban appearance and helps calm traffic.
- ✓ Rows of street trees establish human scale and pedestrian ambiance, providing pleasant places to sit at sidewalk cafes and to window shop.
- ✓ Street trees between cars and sidewalks provide a safe boulevard for walkers and shoppers.



Village Center  
Pocket Neighborhood: DO

# VC Pocket Neighborhood: DO





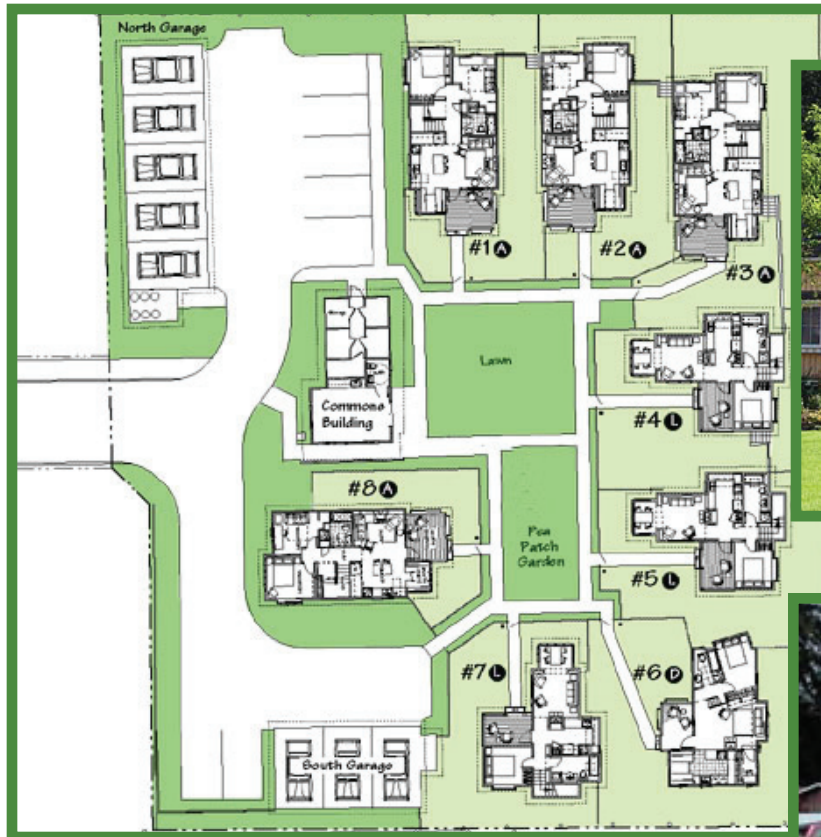
# VC Pocket Neighborhood: DO



- ✓ This pocket neighborhood can be built on a cul-de-sac off a residential street, with the cul-de-sac 'driveway' looping behind the homes and providing on-street parking.
- ✓ Unlike conventional cul-de-sacs, here the homes would be in the center of the cul-de-sac so that connections between homes are on foot and the residences can be placed very close to one another across the central lawn.



# VC Pocket Neighborhood: DO



- ✓ A collection of pocket neighborhoods could surround a larger central green, open to the public, while the pocket neighborhood's central lawns would be for the homeowners' use only.



Village Business:

DO



# Village Business: DO

- ✓ Re-use of older buildings, including some unobtrusive 'chain' retailers. This example needs more landscaping.



- ✓ Having the buildings near the street helps define the corridor and provides better human scale.
- ✓ A house-like commercial building, whose solidity and traditional architectural style enhance the street. The two stories could accommodate office, retail, or apartment uses.

# Village Business: DO



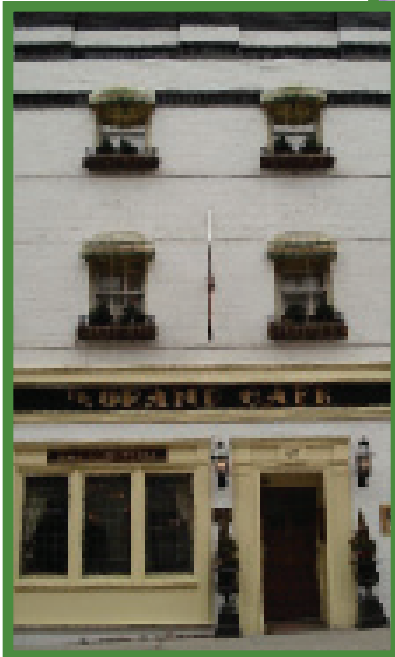
- ✓ Buildings right on the sidewalk and street provide human scale and help calm the automobile element.

- ✓ Three-story mixed-use buildings, with shops and offices on first and/or second floors and apartments above. Classic architectural styles and materials recall the walkable downtowns typical of older towns.



# Village Business: DO

- ✓ Outside eateries within older industrial landscapes redeveloped for new uses. The extensive greenery and inventive use of garden and industrial elements make interesting and comfortable spaces to sit.



- ✓ A traditional 3-story building—good signage, architectural elements and greenery readily dress-up a flat façade.



# Village Business: DO



- ✓ Larger commercial buildings than are allowed in the Village Center Zone but whose size is kept in proportion by massing and architectural details.

- ✓ Variations on typical highway strip plazas, where better massing and architectural detail provide some attractiveness and walls and walkways define a pedestrian space in front of the building.



- ✓ These examples need landscaping near the buildings and in the parking lots.



# Village Business: DO

- ✓ Chain retail buildings that fit comfortably within a village-like environment. Minimal signage, recessed windows, arcades, more natural materials calm the appearance of the building and avoid the blatant, trade-mark building design.



- ✓ Rows of windows and unique architectural elements enliven this strip of stores.



- ✓ These sites need more landscaping



# Village Business: DO



✓ This example needs more landscaping.

✓ Ample landscaping makes shopping areas even more attractive to pedestrians.

✓ Larger sets of multiple buildings that can house shops, offices, and two or three floors of apartments.

✓ 'Village Business' zones designed both for people and for traffic.





# Village Business: DO

- ✓ Architectural variation, natural materials, trees, and placement on sidewalks offer ample street-level interest to attract walkers.



- ✓ Unique architecture, where materials, roofs, windows define three floors with distinct uses.



# Village Business: DO



- ✓ A one-story retail shop that appears taller because of roofline details and that offers design elements attractive to pedestrians.

- ✓ The variety of buildings that could work within the Village Business Zone.

- ✓ A three-story traditional 'main street' building with retail, office, and apartment spaces.





# Village Business: **DON'T**

*Please refer to the Village Center Commercial DON'T section, beginning on page 17.*





Neighborhood Commercial:

DO

# Neighborhood Commercial: DO

- ✓ Good 'Neighborhood Commercial' uses, serving the day-to-day needs of nearby residents—small independent restaurant, barbershop, local bakery.



- ✓ These examples lack architectural and landscaping amenities to fit comfortably within a residential context.

# Neighborhood Commercial: DO

- ✓ Doctors', lawyers' offices and other uses that need only minimal signage and thus can easily preserve a very quiet, well-landscaped, residential demeanor.



- ✓ Residences transformed into businesses, without harming the original architecture and the home-like appearance. Fits comfortably within a neighborhood and also preserves good examples of older American architectural styles.



# Neighborhood Commercial: DO

- ✓ Sizable office buildings that fit comfortably in residential areas because the original residential architecture has been retained.



- ✓ A residential building that could function as three small shops, plus apartments.



# Neighborhood Commercial: DO



- ✓ Small local retail accessible by foot and bicycle from nearby neighborhoods.



- ✓ The country store—the 'Neighborhood Commercial' historical archetype.



- ✓ A part of a residence used as a small shop.



# Neighborhood Commercial: DO



- ✓ Historical buildings preserved intact in their transformation to small businesses that still fit within their original neighborhoods.



- ✓ Small scale building and site that fit well within a residential area—but would be more suitable with more landscaping.



- ✓ A row of residential units that could house working artists and their studios and galleries.





Neighborhood Commercial:

**DON'T**

# Neighborhood Commerical:

## DON'T



❌ Barren site without landscaping. Totally tarred lot--stormwater problems.

❌ Bad transformations of old homes. The original architecture is ruined and the buildings no longer fit comfortably within the residential area.



❌ A barren corner, defined by poles and wires, parking lots, box-like buildings, no landscaping.

❌ Corporate-style buildings that do not belong in a neighborhood.



❌ Large diner whose metallic exterior, minimal plantings, and sea of parking make it look larger. Out of place in a 'Neighborhood' zone.



# Neighborhood Commercial: DON'T



- ⊘ Small strip malls, parking in front, no greenery—not suited to the goals and standards of the 'Neighborhood Commercial' zone.



- ⊘ Naked, 'tar and car' site. An eyesore, especially in a residential area.



- ⊘ Trade-mark buildings that do not belong in residential areas.



- ⊘ The appearance and use of this shed-like building do not fit in a 'Neighborhood' zone.





# Neighborhood Commercial:

## DON'T



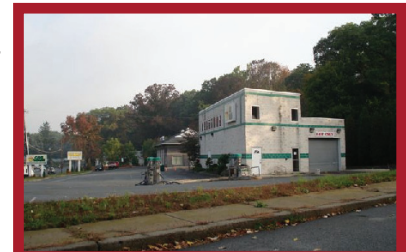
❌ Unsuitable for this zone, where businesses should serve day-to-day needs of nearby residents.



❌ Good 'Neighborhood Commercial' uses, but lacking in architectural and landscaping amenities to fit within a residential context.



❌ Over-sized, over-tarred, barren gas station—neither the use nor the appearance belongs within a neighborhood setting.



❌ Too large and not a neighborhood use.



❌ Outsized building- barren site.





Industrial Professional  
Recreational: DO

# Industrial Professional Recreational: DO



✓ A range of building types that could fit within the IPR zone: barn-like, or traditional main-street facades, or more inventive modern shed-like spaces. All provide sizable interior space but also architectural and site amenities that define an attractive and human environment.



# Industrial Professional Recreational: DO



- ✓ Much larger spaces where outside and inside spaces flow together—ideal for year-round farmers' markets. Architectural elements benefit from invention and eclectic industrial/historical elements.

# Industrial Professional Recreational: DO



- ✓ Large buildings that could house a variety of industrial, professional, recreational uses and that could be larger without being overwhelming.
- ✓ Architectural and site details create a human-scale.



- ✓ Architectural elements and historical building materials avoid the 'warehouse-wasteland' look. Facades could be used as false fronts on large warehouse or mega-retail buildings.

# Industrial Professional Recreational: DO



- ✓ Proportions of walls to windows and of cornices to wall height, as well as repetitions of attractive window and door elements, help avoid shed- or warehouse-like structures and help the buildings appear human-scale in spite of their size.



# Industrial Professional Recreational: DO



- ✓ Landscaping around the building and within parking areas, as well as elements such as awnings and dramatic pedestrian spaces, make these sites more welcoming for workers and visitors.



- ✓ Buildings with suitable IPR uses: an ice-rink with a well-designed façade; car washes with modern 'industrial' architectural elements. The IPR zone requires extensive forested setbacks; IPR buildings may not be visible from the road or from the parcel frontage. Thus, a wider range of building styles might be suitable.





Industrial Professional  
Recreational: **DON'T**

# Industrial Professional Recreational: **DON'T**



❌ Large sheds on stripped sites. An architectural and stormwater nightmare.



❌ A wasteful and ugly use of land with excessively wide roads, broad expanses of tree-less lawns, cheaply constructed warehouses. Minimal concessions to appearance in occasional small trees and Belgian block.



❌ The 'warehouse wasteland' look, with shed-like buildings, industrial materials, total lack of proportion or architectural amenities, on stripped sites.



❌ The decorated warehouse look, but still a vast flat façade with minimal architectural variety or decoration. Not a human environment.

