



DESIGN GUIDELINES  
FOR ARCADE MAIN STREET  
REVITALIZATION  
ARCADE, NEW YORK



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MAIN STREET REVITALIZATION  
DESIGN GUIDELINES TO ENHANCE DOWNTOWN ARCADE

These design guidelines, including schematic drawings, with an explanation of architectural terms are aimed at maintaining and enhancing the unique history of the Village of Arcade. These concepts will enable each property owner in the downtown Arcade area to recognize existing and historical architecture while incorporating proposed facade improvements. These guidelines can be used by the Village of Arcade to direct any future building modifications.

These guidelines will also provide a resource for all applications to Wyoming County Community Action (WCCA)/Village of Arcade (VA) as part of their 2010 Main Street Grant. The guidelines can also be used for reviews in conjunction with SEQRA (State Environmental Quality Review Act) and SHPO (State Historical Preservation Office) parameters.

It is hoped that people living and working in the Village downtown area will recognize the distinctive elements along Main Street in the Village of Arcade.

**General Principles**

- Restore and enhance the downtown area to attract additional shopping, business, and socializing
- Encourage economic development
- Enhance existing and future housing opportunities
- Retain the unique visual character as established in the early 1900s history of the Village including architectural elements
- Establish and enhance the pedestrian-friendly environment to encourage residents and visitors to shop, dine and socialize in the downtown area

**Application**

These guidelines will be used to assist in the design and review of existing building enhancements along with any new construction within the downtown Main Street Corridor. The guidelines are intended to provide direction along with reasonable flexibility for the applicant and the appropriate review board. Where zoning regulations define acceptable use, dimension and/or other requirements, the zoning regulations shall take precedence over the design guidelines. All requests to alter existing sites and structures must be submitted to the appropriate review boards, the Village of Arcade Zoning Officer and Wyoming County Code Enforcement Officer. New construction and the alterations of

existing structures shall be compatible with adjacent structures with respect to scale, mass, detail and color.

## **SECTION 1 FACADES AND GENERAL BUILDING DESIGN**

1. Along street frontages, all exterior walls shall be constructed with durable materials such as masonry, stone, brick, finished wood, stucco or glass.
2. Use of the predominant existing building materials, architectural features and windows shall provide guidelines in determining appropriate replacement and new construction materials.
3. Building Facades shall have a sense of scale through the use of vertical divisions. Facades shall have a base, middle and top. These should be discernible from each other.



4. Vertical divisions at street level should be at human scale. However, architectural elements such as columns, posts and pilasters shall be sufficiently proportioned to carry the weight above them.
5. A maximum of three exterior building materials on any one side is recommended.

6. Changes in materials shall occur at inside corners. Material changes at outside corners should be avoided. A clear and definable transition is recommended.
  
7. Facades facing a sidewalk shall include windows, entrances and other architectural features and scale to enhance the pedestrian experience and should be appropriate for the overall historic period theme.
  
8. Historical colors within the recommended color palette include pastel and earth tones are highly encouraged. A color palette from California Paints is enclosed with these guidelines. The review committee will work with the applicant on any other preferred colors . All natural wood finishes are acceptable. It is essential to coordinate your color selection with your neighbors in order to provide a visually interesting and varied series of building facades.

These photos illustrate the use of paint color to emphasize architectural details and the separation of individual buildings to create an interesting and varied series of building facades.





9. Building corners should address street corners with the principal entrances chamfered if possible. Towers, turrets, bay windows or other devices can be used to articulate the view from Liberty Street toward the west. For example, the Howlett building could be enhanced with a tower or turret similar to the following historical photo. In addition, many times the street names were placed right on the corner of building façades.



10. Many of the existing buildings in the project area have a visually pleasing cornice (roofline). This roofline should be further emphasized with additional detail and trim color.
11. On longer buildings, the roofline should fluctuate in height or detail to break up the façade and enhance entrances. This can be further enhanced through the use of columns, pillars, pilasters and a change of color to create smaller building fronts within the same structure. The use of decorative design adornments appropriate for the period are highly recommended.
12. The base level of a façade shall have a plinth to create a transition from the ground plane to the building façade.
13. Full glass wooden entry doors as used in the early 1900s are recommended for first floor entries. Vinyl, steel or aluminum doors detract from the overall theme of an early 1900s railroad village and should be avoided if at possible.
14. Entrances to second floors should be multi-paneled doors with minimal window openings.
15. Any new construction should align with existing facades.

## SECTION 2 WINDOW DESIGN

1. In buildings built before 1950, windows were usually at least twice as high as they are wide. The solid wall ratio between windows should be consistent.

This photo shows the ratio of window height to width



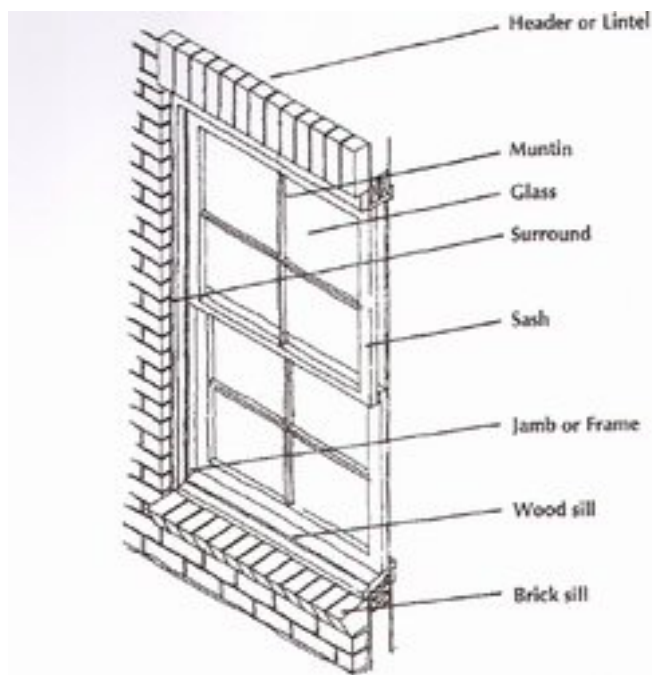
2. Preserve the historic window size and trim design.
3. Maintain the existing sash configuration.
4. The size of shutters should fit the sash opening. Shutters should be mounted to the window frame (casing) and should cover the window if closed.
5. A lintel or arch above doors and windows and a sill at the bottom of the windows is historically appropriate.
6. Smaller windows are to be framed within a recess to make them appear larger.
7. New construction shall provide areas equal to 75% of the wall area between the height of two and eight feet from the ground.

8. It is highly recommended that existing window openings that have been blocked off be reopened to their original configuration.
9. The renovations of first floors shall not decrease the area of transparency visible from the street. It is recommended to increase the area of transparency.
10. Window planter boxes on upper levels are recommended to provide additional interest and color. In addition the use of planter boxes throughout the Main Street Corridor will create a sense of unity.

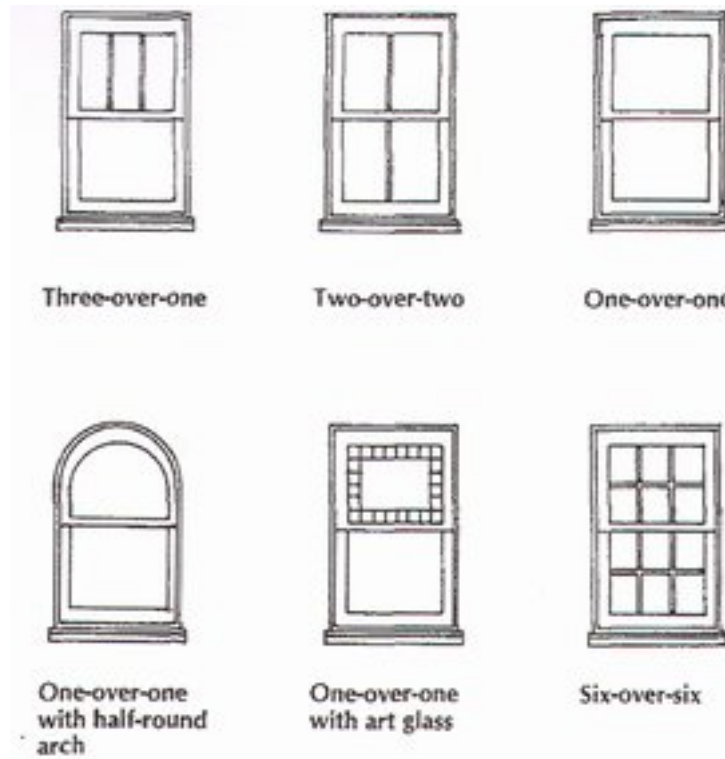
This photo is an example of an appropriate planter box.



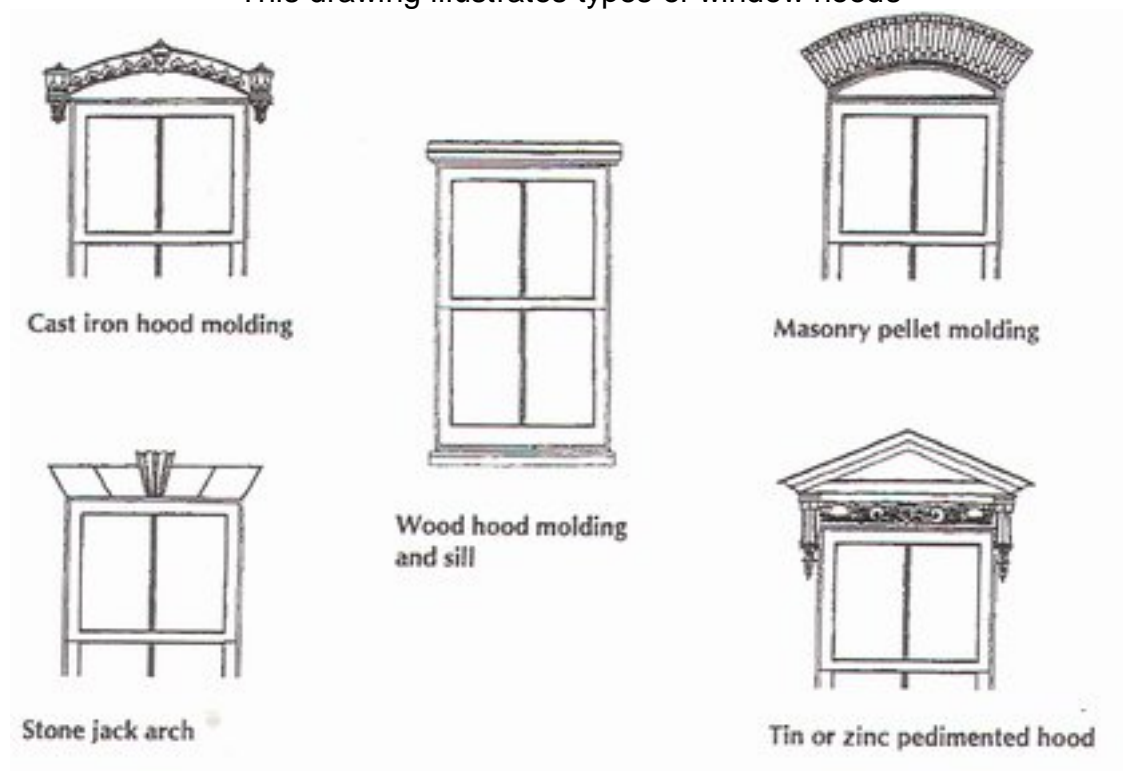
This drawing illustrates the individual parts of a window



This drawing illustrates the types of double-hung windows



This drawing illustrates types of window hoods



### SECTION 3 SIGN DESIGN

1. Refer to Section 805 of the Code of the Village of Arcade for general sign regulations. The code provides for hanging signs that are perpendicular to the street. The applicant should consult the Design Committee and the Village Zoning Officer prior to the installation of any sign.
2. Signs shall be compatible with the surroundings and shall be appropriate to the architectural character of the building and the overall theme of an early 1900 railroad village. Signs should relate to and not cover architectural features.
3. Signs shall be placed either above or below the storefront cornice. If an awning is being installed, the sign shall be above the awning so that it is visible at all times.
4. Gooseneck lighting fixtures shall be used to illuminate signs. All lighting shall be dark sky compliant, in accordance with Village Zoning regulations. These fixtures direct the light toward the sign and produce little light overflow. The gooseneck light fixtures are appropriate for the overall theme of an early 1900 railroad village theme.

This photo shows the use of gooseneck lights to illuminate a sign



5. Buildings or their architectural elements shall not be emphasized so as to be used as a sign.
6. Any design element perceived as a graphic attention-getting device is regulated by village zoning and these guidelines.

7. In accordance with current Village Zoning regulations, signs attached to a building or buildings shall not project more than forty eight (48) inches from the wall upon which the sign is attached. No signs projecting more than twelve (12) inches from the wall of a building shall be greater than twelve (12) square feet in size, nor weigh more than one hundred fifty (150) pounds, nor be less than eight (8) feet above the surface of the ground. Signs must be attached to parapet walls or other wall surfaces made a part of the main structure. Signs erected on a separate superstructure attached to the roof of a building or to any other part of a building above the roofline shall not be permitted. No sign attached to the wall of a building shall project higher than four (4) feet above the roofline. Signs extending over sidewalks shall have at least two individual steel attachments to the buildings or pole supporting the sign
  
8. Backlit signs and neon signs are not recommended. These types of signs are not compatible with the overall theme of an early 1900s railroad village.
  
9. Vehicles (including trailers or carts) bearing signs more than four (4) square feet in area shall not be permitted to be parked (other than for loading or unloading) within the front yard in any zoning district.

## SECTION 4 AWNING DESIGN

1. Roll-type retractable awnings were typical in the early 1900s.
2. Fixed awnings became popular in the 1970s and are not recommended for the design theme of an early 1900 railroad village.
3. Awnings size should be appropriate for the windows where they are installed. The upper level windows should have smaller awnings in the same material as those for the ground floor.
4. Awnings should be made of a low sheen natural or synthetic fabric in colors such as black, green, navy or maroon to compliment the color of the building face and the overall Main Street Streetscape. Applicants are encouraged to coordinate color selections with their neighbors and the Design Committee in order to provide an interesting and varied appearance.
5. Similar sized small awnings are preferred over long continuous awnings.
6. Any awnings near the railroad track can be of material that is not affected by the cinders from the train. The material should be keeping with the design guidelines for an early 1900s railroad village.



7. Adding an awning to a commercial historic building is appropriate if it is designed to be compatible with the storefront façade.

**SECTION 5  
LIGHTING DESIGN**

1. Refer to Section 817 of Chapter 64 of the Code of the Village of Arcade for general lighting regulations. The applicant should consult the Design Committee and the Village Zoning Officer prior to the installation of any lighting.
2. Lighting fixtures shall be adequate scale, wattage for proposed use.
3. The light intensity shall not exceed 0.2 footcandles except for a bank institution.
4. Cutoff type directional lighting shall be used to prevent spillage of direct light to areas where it is not intended.
5. Spotlights and other lights used to illuminate signs or building facades shall not emit light that goes beyond the sign or vertical plane being illuminated.
6. As previously stated, gooseneck lights are highly recommended to illuminate signs and facades.
8. Pedestrian lighting shall not exceed 15 feet in height.

**SECTION 6  
MECHANICAL, ELECTRICAL AND STORAGE AREAS**

1. All screening and storage areas shall be in compliance with Section 806 item numbers 10 and 11 of Chapter 64 of the Village of Arcade Code.
2. Roof and ground mounted mechanical equipment such as air conditioners should be screened or isolated from view.
3. Screens should be constructed and coordinated with respect to material and color in to order to create a unified appearance with the rest of the building.
4. Mechanical equipment, outdoor storage area, and dumpsters should be screened from all areas of public access including, streets, sidewalks and alleys. Screens should be 6 feet high. All screen materials should be compatible with the building.

## **SECTION 7 HANDICAP ACCESS**

1. Ramps must be in compliance in accordance with the provisions in the New York State Building Code and all other applicable codes.
2. Materials should be used that are compatible with the building. As previously stated, gooseneck lights are highly recommended to reduce the overflow of light outside the proposed area to be illuminated.
3. The use of pressure treated wood is prohibited. Pressure treated wood creates a temporary heavy look that is outside of the overall design theme of an early 1900 railroad village.
4. Railings should be simple in design.
5. The use of balusters and posts with a slender profile can diminish the visibility of ramps. This will also minimize any architectural changes to the building.
6. Temporary ramps are only acceptable during construction and renovation. They must be removed within 30 days of the completion of the construction.

These photos provide design ideas for handicap ramps.





## **GLOSSARY OF TERMS**

**CORNICE** . the uppermost division of the horizontal member at the top of the wall at the intersection of the roof and wall, or at the top of a prominent architectural element such as a window or door

**EAVE** . the lower edge of a sloping roof that projects beyond the wall

**EXTERIOR LIGHT** . any light using an artificial light source, whether mounted on a pole, bollard, signpost, tree building, or any other type of structure, intended to illuminate an exterior area of a property, parking area, walkway, landscaping, sign or building face

**FAÇADE** . the front face of a building or building face with architectural distinction as seen from a street, alley or parking lot

**FINISH** . them texture, color, smoothness, reflectivity, and other visual properties of a surface

**FOOTCANDLE** . the amount of light from one candle at one foot from the source of light

**FOUNDATION** . the masonry substructure of a building which supports the structure, a portion of which is usually visible at grade level

**MULLION** . the vertical member that divides multiple windows or doors in a single opening, or the panes of window, or panels of a door

**MUNTIN** . a small, slender framing member that divides panes of glass in a window or door

**PARAPET** . an extension of the wall above the roof line typically found on buildings with low-pitch roofs

**PRESERVATION** . the stabilization of a building or material to protect it from Deterioration. This includes the initial stabilization and ongoing maintenance of the historic building materials

**REHABILITATION** . the process of making a compatible modern use of a property through repair, alterations and additions while preserving historical, cultural and architectural elements

**RESTORATION** . the process of accurately recovering the form and details of a property and its setting in a particular period of time by removal of later work and the reconstruction of earlier missing details

SASH . the unit that holds the window glass, usually the sliding frames in double-hung windows

SHUTTER . one of a pair of hinged doors that cover a window

SILL . the horizontal bottom member of a window frame

STREETSCAPE . the overall view of a street and its component elements Including the street, sidewalk, signs, street furniture and lampposts

TRANSOM . the opening over a door or window, often for ventilation constructed of glazed or solid sash that hinges or pivots

**REFERENCES**

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