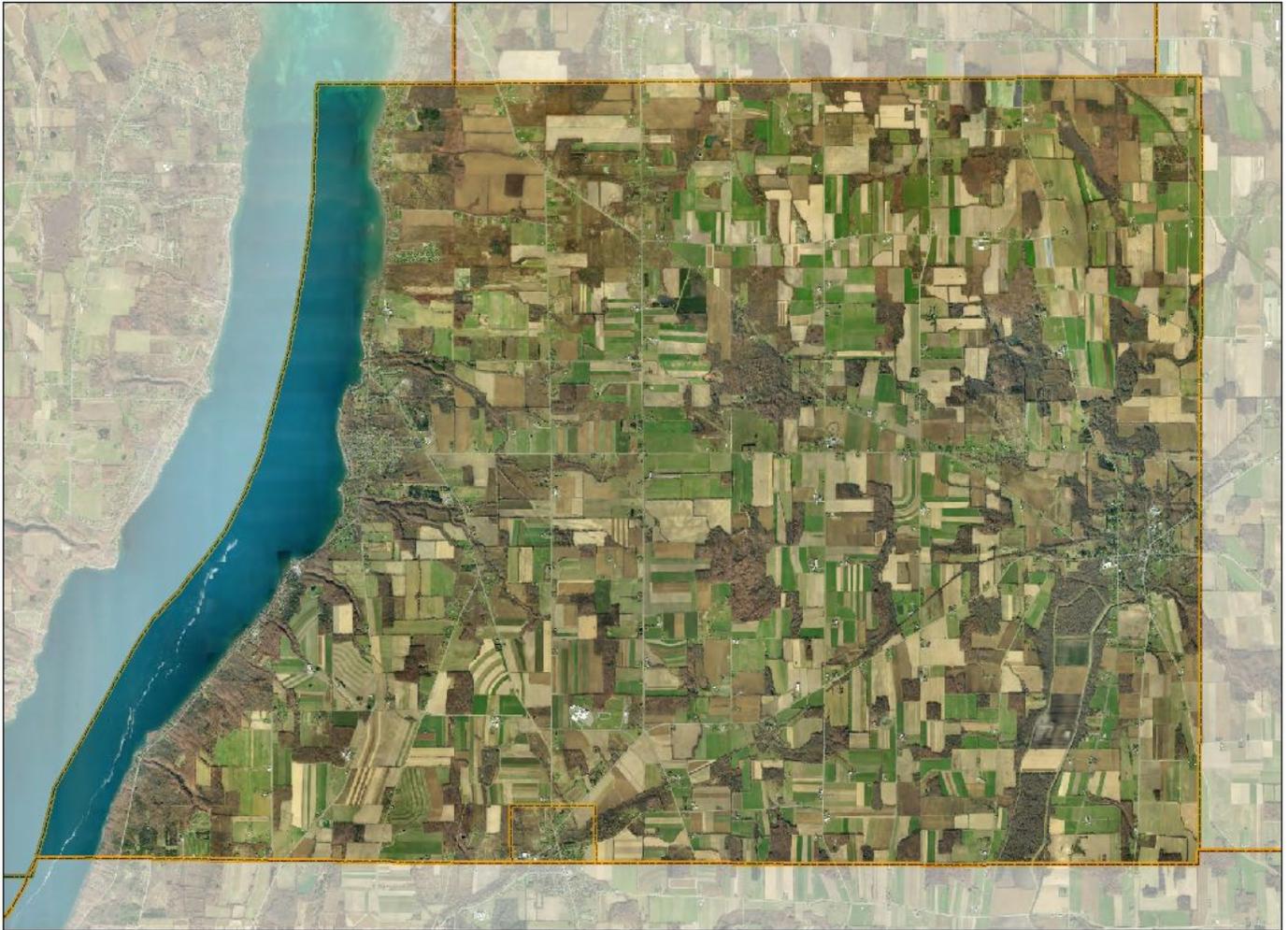




TOWN OF GORHAM DESIGN GUIDELINES



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January 2014



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Introduction

A. Community Planning Process

The Town's 2009 Comprehensive Plan outlined the community's desire to maintain its rural character while supporting development where it will have minimal impacts to unique local features. The lakefront, agricultural lands, hillsides and hamlet/villages are all special character areas in the Town that have recognizable qualities that bring in new residents and businesses. Included within the Comprehensive Plan were various recommendations for the development of design guidelines to help ensure new development retains and/or complement the Town's local character.

An excerpt from the Town's vision statement references the importance of design and local character:

"The community's growth is carefully channeled to ensure it does not adversely impact important agricultural resources, water quality, scenic vistas, the community's rural character, or existing residents' quality of life."

The planning process used to develop these design guidelines began with 2009 Comprehensive Plan update. During that time, the majority of the existing conditions information was gathered and present state of the community was observed. In addition, various public participation and outreach techniques were utilized to educate the community and solicit additional information. As the design guidelines were developed, additional input was gathered from local residents and municipal staff and board members.

B. Authorization

1. New York State

The development of design guidelines such as these for municipalities is a legal execution of municipal home rule in New York State. Article 2, Section 10 of the NYS Municipal Home Rule Law states that municipalities may adopt local laws for the "... protection and enhancement of its physical and visual environment;" thus, it grants towns authority to regulate the aesthetics and visual appearance of private property. Additionally, NYS Town Law authorizes the local planning board or other administrative body under Article 16, §274-A to review and approve site plans which may include elements relating to "... landscaping, architectural features, location and dimensions of buildings..."

2. Town of Gorham

The Town of Gorham updated its comprehensive plan in 2009, during which time the community expressed a desire to retain the unique aesthetic and visual qualities of the Town. This desire was especially evident along the lakefront, the hamlets and in the predominantly sectoricultural areas. A comprehensive plan, while not enforceable like zoning or subdivision regulations, does provide the legal framework for regulations and local policies that influence land use decisions. Thus, since the plan specified the need to prepare design guidelines for the Town, the authorization to develop them has been officially put into place. Whether included by reference or codified, design guidelines are an important supplement to local land use regulations.

3. SEQRA

The State Environmental Quality Review Act (SEQRA) requires a local review of specific actions to consider and provide mitigation measures for any potential environmental impacts. Within the statute, the definition of “environment” explicitly states that “objects of historic or aesthetic significance” are included. The SEQRA regulations also require that agencies that make a determination of significance on actions must consider whether the action would have any significant adverse impacts on “the impairment of the character or quality of important historical, archeological, architectural, or aesthetic resources or of existing community or neighborhood character.” (NYCRR, Title 6, §617.7 (c)(1) (v)) Therefore, design guidelines, when adopted by a municipal board, are reinforced by SEQRA as well.

C. Purpose & Goals

The purpose of this document is to guide new development and redevelopment to achieve the desired future development patterns, form, massing, density and aesthetic details set forth in the community vision outlined in the Town’s Comprehensive Plan. With specific examples and objectives, the design guidelines attempts to provide a clearer picture of what and how to design and develop land and structures that add value and enhance the character of the area.

Applicants are more likely to “get it right” by following the guidelines and hopefully avoid excessive project redesign or public controversy. The guidelines set forth in this document are not meant to stifle or limit creativity, but rather create a higher standard of design while respecting the natural

environment and community character of the Town.

D. Applicability

These guidelines pertain to all new development, including infill development and redevelopment, in the Town in the following zoning districts:

- Hamlet Residential (Chapter 2)
- Hamlet Commercial (Chapter 3)
- Residential (Chapter 4)
- Farmland Priority (Chapter 5)

In addition, new development along the Town’s hillsides and ridgelines that are visible from the lake and/or opposite shore are subject to these guidelines. (Chapter 6)

E. Application, Review, Approval, and Permit Process

The design guidelines are not regulations, such as zoning or subdivision; however, they provide important supplementary design information that should be utilized during the design process. They are directly referenced within the town’s zoning law and subdivision regulations, and the Planning Board must find specific reasons in order to waive compliance with the design guidelines on an individual case basis. It is important for applicants and the Planning Board to refer to the design guidelines as early in the site design, site plan and subdivision review process as possible.

While not required, a sketch plan conference provides the best opportunity for an applicant and the Town to discuss any site and structure issues prior to detailed design. It is during this time that the design guidelines can be discussed.

If the conference is not utilized, the applicant is strongly encouraged to review this handbook prior to preliminary site plan or subdivision application and submission to either the Planning Board or Zoning Officer. The Planning Board may modify, waive, or alter any of the design requirements presented based upon the scope and individual characteristics of the proposed development.

E. Adoption

The design guidelines were adopted by Town of Gorham Planning Board on January __, 2014, and approved by the Gorham Town Board _____, 2014.'



Hamlet Residential (HR) Design Guidelines

These guidelines shall apply to all new development in the Hamlet Residential District, which is characterized by historic two and three story homes found on tree-lined streets, all set within a pedestrian oriented environment.

A. Purpose

The following design guidelines for residential development in the Hamlet of Gorham are provided as a resource to assist land owners and developers in creating new design proposals that sustain the visual quality and unique character in the Hamlet Residential District.

As stated in the local law (Article 4, Schedule of Regulations, Section 31.4.3), the purpose for creating the Hamlet Residential District “is to encourage a mix of residential uses and styles that are harmonious with and reflect the existing character of the hamlet. Homes typically include various architectural details and have structural and site elements that promote neighborhood interaction, such as porches and sidewalk.” In support of this goal, the guidelines focus on the design elements that contribute to creating visually pleasant public environments that can encourage walking and social interaction within the neighborhood (see Figure 1). For purposes of these guidelines, the public environment is defined as the public ROW along the various hamlet streets and specifically, the sidewalk environment.

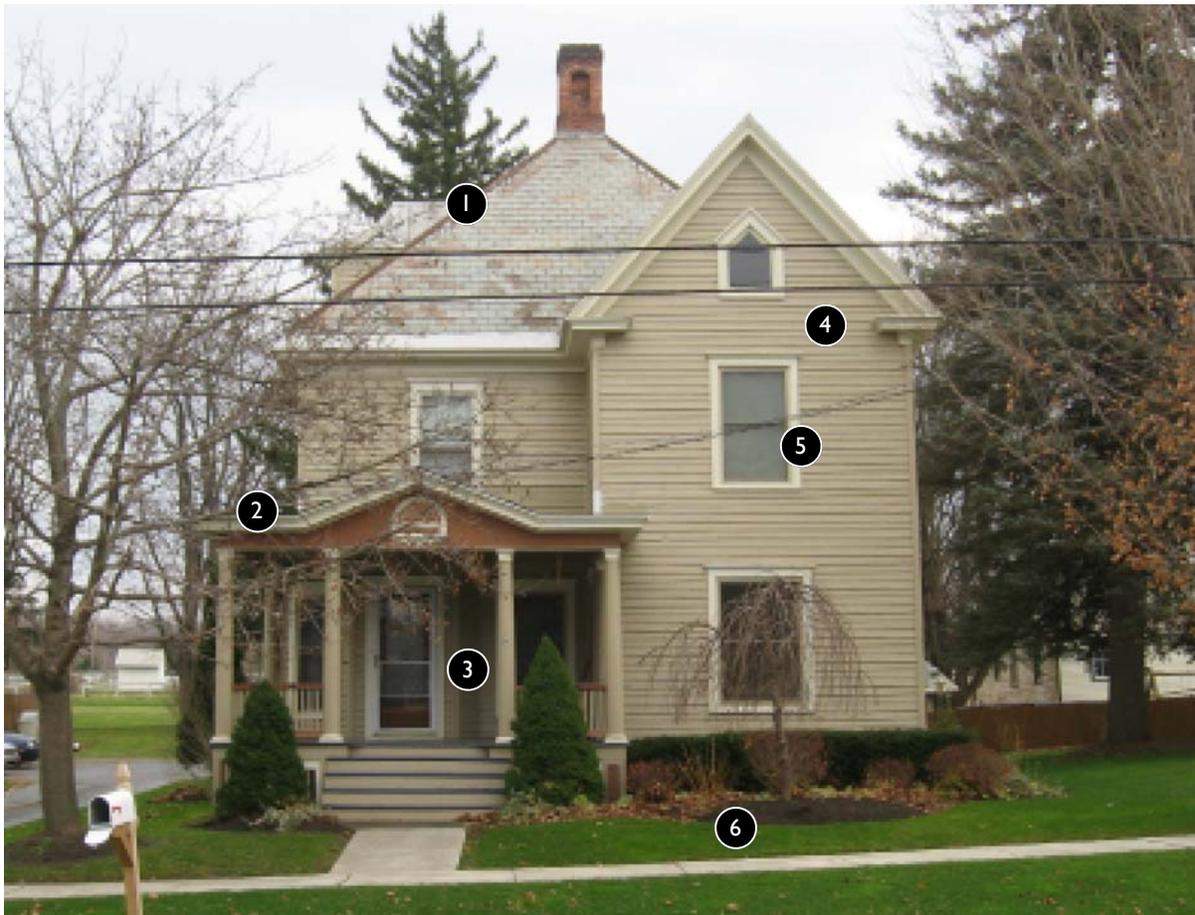
Principle design elements that support a pleasant street/sidewalk environment include:

1. Residential building facade composition and design
2. Prominent front entry, especially front porches
3. Vehicle storage and garage location
4. Front yard plantings

B. Goals

1. The primary goal for these guidelines is to communicate to developers and their designers that there are established patterns of development in the hamlet’s residential neighborhoods that have created a visually pleasing, intimate scale environment for residential living. It is the desire of the community to maintain the visual quality of this environment while supporting new development and creative design.
2. When considering new in-fill development or significant modifications to existing structures, owners/designers should acknowledge the defining visual and spatial characteristics of the residential areas and demonstrate how these characteristics can be extended and sustained in new building and site development plans.
3. With regard to residential site development, the goal for guidelines in the hamlet residential areas is to underscore the district’s purpose to “create and maintain residential neighborhoods with a high potential for socialization”. The potential for socialization can be encouraged through variety in the built environment, as through variety in building styles, lot sizes and configurations and through the development of small-scale, pedestrian oriented landscape design, especially for the front yard areas.

Figure 1 Typical residence in the Hamlet of Gorham



- 1 Typical roof styles utilize gabled or hipped structures, or combinations of both. Returns at the eaves are also common.
- 2 Modulated mass and form with projecting bays, reveals, and recesses, providing visual interest through depth, material changes, and shadow patterns.
- 3 Prominent front porch, portico or front door facing the street, including traditional features such as classical columns, balustrades, and ornamental railings.
- 4 Surface or “skin” materials follow regional patterns, arranged horizontally. Exterior colors are consistent with the colors of the architectural style of the house.
- 5 Windows and doorways are arranged and sized to create a pleasing composition within the façade. Trim elements add architectural and color accents.
- 6 Relatively shallow setbacks engage the street. Building mass and façade detailing help reinforce the human scale along the street.

Note: See Appendix A, Architectural Glossary, for images of various architectural elements.

Figure 2 *Building envelope modulations*

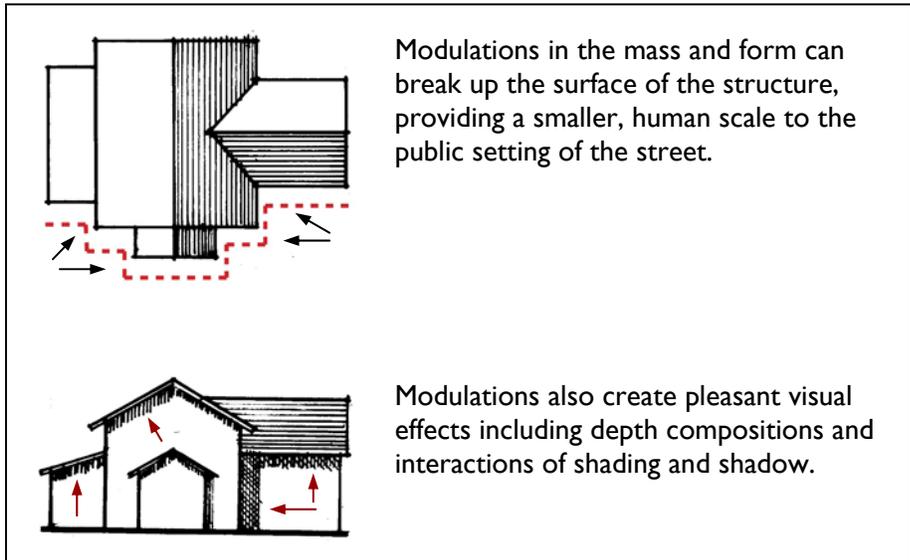


Figure 3 *Example of complementary infill development*



C. Building Design Guidelines

1. **Building Mass and Form.** Building mass and form should be modulated through the use of projections, recesses and reveals to create spatial relief and visual depth within the envelope of the building (see Figure 2). See also Section E of this chapter for examples of typical mass/form patterns in the Hamlet of Gorham.
2. **Building Height.** When working with in-fill development, care should be taken to coordinate building height with the heights of adjacent structures (see Figure 3).
3. **Roof Form.** Roof form should follow characteristics of the neighborhood, which utilize gabled and/or hipped style roof structures. The roof patterns should include eave and soffit at the walls and include, where appropriate, returns at the eave (rake side). See Figure 3.
4. **Front Entrance and Porch.** The building's primary entrance shall be oriented to the street and should be incorporated with a defined front porch/ portico structure. The porch should be designed large enough to accommodate porch seating. Where modifications to an existing front facade are planned and a front porch exists, every effort should be made to maintain the porch and its provision for seating. Porches may be removed in certain situations where efforts are aimed at restoring a structure to an original design and a porch was not part of the original design.
5. **Window Arrays.** Windows should be provided in accordance with NYS and

local building codes and will be arrayed in a manner that is visually proportional to the exterior wall areas. Window openings should be trimmed with architectural elements consistent with the architecture of the building and with reference to typical trim details of the residential area.

6. **Exterior Skin.** The exterior skin of the building should reflect the characteristics of the neighboring structures. Wood clapboard and shingle styled wood, vinyl or cement board, along with brick, stucco or other high quality masonry are acceptable materials. Colors selected should be consistent with the architectural styling of the house and/or complementary to surrounding structures.

D. Site Design Guidelines

Figures 4 and 5 illustrate the key elements of the residential landscape that can create a comfortable, pleasant neighborhood setting. This environment encourages walking out-of-doors and greeting neighbors and friends.

Guidelines for residential sites include:

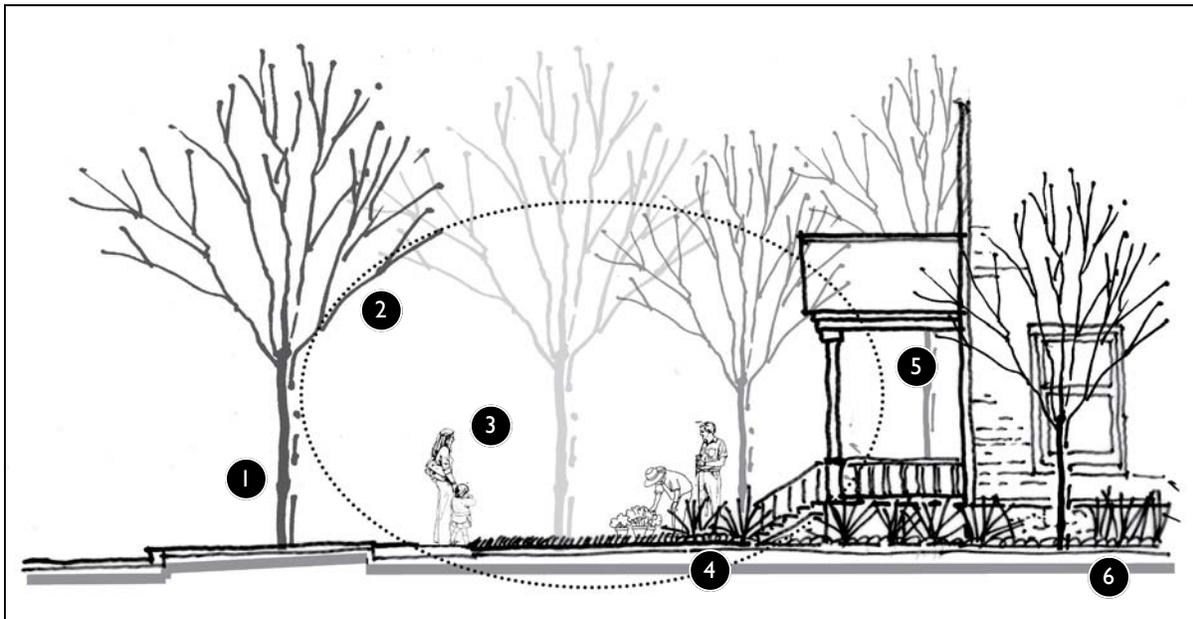
1. **Front Yard Canopy.** Use shade trees and small flowering trees to create a canopy over the public walkway and the approach walk to the front of the residence. The branching pattern provided by the trees creates a smaller, human scale space along the sidewalk. Coordinate with the Town regarding tree planting in the street lawn area between the sidewalk and the street curb.
2. **Landscaping.** Provide a modest application of ornamental landscape plants in the front yard and along the side

Figure 4 Typical site design in the Hamlet of Gorham



- 1 The residential landscape is the sum of all the private residences and front yards in the view. Each individual parcel enhances or detracts from the shared setting, contributing to the general quality of the neighborhood.
- 2 Flowering trees and various arrangements of ornamental shrubs and flowers are typical of front yard designs. Larger evergreen and shade trees in the rear yard provide shade and visual background to the house.
- 3 Decorative site lighting is not typical except for porch lighting and small-scale post mounted sidewalk lights.
- 4 Shallow front yards bring the pedestrian scale design of the front façade closer to the sidewalk. Modest landscaping in the front lawn, coupled with the front porch, make for a pleasant transition between public and private space.
- 5 Occasional side yard plantings provide modest visual separation of adjoining properties.
- 6 Ample rear yard areas provide for vehicle/equipment storage and a garage or shed.

Figure 5 Key elements of the residential landscape



- 1 Use side and rear yards for storing vehicles and equipment; avoid parking vehicles in the front yard.
- 2 Shade trees and small flowering trees should be used to create a canopy over the sidewalk.
- 3 The residential landscape can be designed to create a comfortable, pleasant setting for walking out-of-doors and greeting neighbors and friends.
- 4 Front yards should include a modest amount of ornamental landscaping to add seasonal color, texture, and fragrance.
- 5 Night lighting should be used sparingly for safe access on the property and for understated ornamental accents.
- 6 Side yard plantings can be used to establish privacy between properties and to soften transitions between adjacent homes.

yards to add seasonal color, texture and fragrance to the front yard and to the neighborhood.

3. **Façade Details.** Architectural elements of the front façade and front porch are important contributors to the visual quality of the front yard landscape setting. See C4 above for guidelines related to the building façade.
4. **Side Yard Planting.** Provide side yard screen plantings to establish privacy between properties and to soften the transitions between adjacent structures along the street.
5. **Vehicular Storage.** Use side and rear yards for vehicular storage. Avoid parking vehicles in the front yard.
6. **Garage Location.** Garage location should not dominate the front facade of the building (“snout” type designs) or the front yard space as this will diminish the human scale characteristics of the public space along the street. Garages should be located in the rear areas of the lot or a minimum of 30 feet back from the front lot line.
7. **Site Lighting.** Use night lighting sparingly for safe access on the property

and for understated ornamental accents. Porch lighting is typical and welcoming. Design considerations include:

- a. Avoid the use of wall mounted “flood” type lighting as these lighting types are difficult to control in terms of light trespass on adjacent properties.
- b. Avoid the use of tall (8, 10, or 12-foot heights) post-mounted lights. Short height (18 inches to 5 feet) can be used along with low wattage or low voltage light sources.
- c. All lights must be shielded with “full cut-off” luminaires to prevent light escaping upward and laterally to neighboring properties.

E. Residential Architectural Examples

Figure 6 provides a gallery of residential images that illustrate typical architectural and site design characteristics of the hamlet.

Figure 6 *Gallery of appropriate residential design*



Small flowering trees and modest landscaping provide human-scale and visual interest.



Rear yard areas provide ample space for off-street parking and service buildings.



Front porches are welcoming and aid the transition between public and private space.



Architectural details makes each home unique amidst the unifying elements of the street.



Modest architectural details are complemented by seasonal accents.



The street line exhibits a variety of architectural forms and configurations.



Hamlet Commercial (HC) Design Guidelines

These guidelines shall apply to all new and infill development in the Hamlet Commercial District. The guidelines address the traditional commercial setting found in the hamlet centers which includes mixed-use, two and three-story commercial buildings, first floor businesses with storefronts, street side parking and sidewalks.

A. Purpose

As stated in the local law, Article 4, Schedule of Regulations, Section 31.4.5, Hamlet Commercial District, the purpose for creating the Hamlet Commercial District is:

“...to provide for business development in the hamlets of Gorham and Crystal Beach that predominantly cater to the surrounding residential neighborhoods, but may serve a small amount of transient vehicular traffic. Development should reflect the surrounding neighborhood(s) with designs scaled to pedestrians or minimal vehicular traffic, ensure the character of adjacent neighborhoods are preserved, and minimize conflicts through proper site design and buffering.”

These guidelines will focus on the environmental elements that can help maintain this desired compatibility between commercial and residential use areas and sustain the character of the existing architectural setting.

B. Goals

The design guidelines for the hamlet commercial district focus on maintaining the traditional building design patterns with regard to in-fill or new development. Design elements such as building envelope, roof and cornice styles, façade composition, storefront and streetscape appeal are described.

Note: Specific guidelines related to modifications to historic structures are not part of these guidelines but are referenced to various historic preservation guidelines provided by the US Secretary of the Interior. See Appendix B.

C. Building Design Guidelines

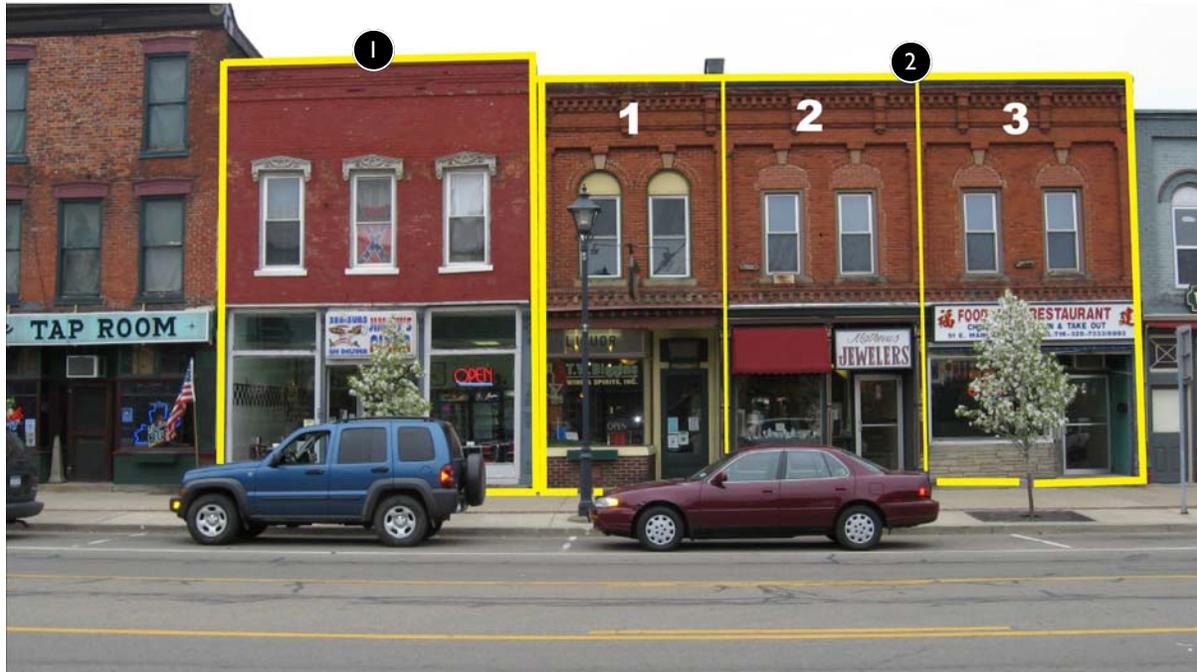
This section addresses guidelines for new in-fill structures to be located in the hamlet center. The underlying design goal is to ensure that new buildings or renovations to existing structures are compatible with the architectural character found in the commercial core along Main Street (see Figure 1).

1. **Building Envelope.** The building envelope defines the outside shape of the building and includes formative elements such as the building’s height, width, height-to-width ratio, mass and the form of projections, if present. As a general guide to establishing compatibility within the historical commercial setting, new construction should follow the envelope characteristics of adjacent and nearby buildings. Within this context, important design elements include:

Figure 1 Primary Design Elements

- 1 Key elements in the desired building façade design include first-floor transparency, pedestrian-scale detailing, and proportional fenestrations consistent with other historic buildings.
- 2 The roof configuration of new or renovated structures should follow the pattern of existing historic structures. This typically includes a shed or flat style finished at the front façade with a detailed cornice or parapet wall on a 2 or 3-story building.
- 3 Façade openings define the human scale of the buildings design, including vertically-oriented windows that make first-floor businesses inviting and intriguing.
- 4 The building envelope defines the relative size of the building in terms of height-to-width ratio, mass, bulk, and projections. New structures or renovations should consider such characteristics of existing historic structures in the hamlet.
- 5 The building footprint should orient the building so that the front façade meets the sidewalk and establishes the main entrance to the building.

Note: See Appendix A, Architectural Glossary, for images of various architectural elements, including roof configurations (A-5).

Figure 2 *Maintain verticality*

1 Typical historic commercial building with a vertically oriented façade, whose narrow frontage emphasizes the pedestrian scale and allows for variation and interest in the streetscape.

2 Horizontal edifice is modulated into three vertical segments through the use of brick pilasters and associated capital and base details. The modulation creates three distinct storefronts that share common elements within the larger structure.

- a. Footprint. In the commercial core of the hamlet, building footprints of the existing structures are generally rectangular with the narrow dimension aligned along the street line and with little or no front setback. The buildings have little or no side yard setback as well and therefore form a continuous building edifice along the street. This is a primary design element for the visual and spatial quality of the commercial core. All new construction and renovation efforts should maintain this footprint relationship in the core area.
 - b. Mass, Scale and Height.
 - (1) Hamlet center commercial buildings are typically two and three story structures with height-to-width ratios that generally form vertically oriented, block-massed structures. New in-fill structures should be based on this massing pattern.
 - (2) Building heights vary with the number of floors and how the roof cornice or parapet is designed. Modulation in building height can add to the visual interest of the street and should be considered in the overall design of the building. However, no building shall have more than three floors.
 - c. Maintain Verticality. Vertical orientation in building facade and facade elements (windows, doorways) is a traditional standard for the street and a useful design guide as well because the verticality of the buildings, which promotes narrow frontages, establishes a lively visual rhythm for the street and relates to the pedestrian rather than the automobile (see Figure 2).
 - d. The composition of the building wall should modulate to provide definition among the building's roof, wall panels and base. This has the effect of reducing the visual scale of the structure and adds interest to the streetscape.
 - e. Provide a clearly defined base for the building using patterns and materials that provide visual weight to the base.
2. Roof Configuration. Typical roof structures for buildings located in the commercial area of the hamlet consist of shed or flat roofs which are more or less concealed from the street with various types and styles of cornice detailing or parapet walls. In-fill construction and renovation efforts should adopt similar roof systems and employ a cornice or parapet structure. An assessment of various cornice-parapet designs found on adjacent buildings should be undertaken to establish a general sense for proper scale, detail and materials for new construction. Note that it is not necessary to copy historical details for new construction, but it is encouraged. It is necessary only to develop compatible building forms that will fit well with the historical building patterns (see Figure 3).
- In no case shall an existing, historical cornice or parapet elements be removed or concealed as part of a renovation effort. Consult the Secretary of the Interior's Standards for Rehabilitation for

Figure 3 Examples of variable height shed-type roofs with parapet or cornice elements.



guidance on working with historic structures.

3. **Windows & Doorways.** The primary consideration in achieving compatible openings in the building facade for new in-fill construction or renovations to existing structures is to match the ratio of opening-to-solid area found in adjacent historic structures. This will give the new facade the same visual massing as the existing structures.

The second key consideration is to continue the relative proportions of openings (height-to-width ratios) found on the existing buildings. Typically this is exhibited as bands of vertically oriented windows at each floor with windows arrayed singularly or in groups of two or three units. Following this pattern will help the new building match up horizontally and vertically with its neighboring structures.

Other design considerations for window development include:

- a. Primary entrances to the building shall be within the front of the building and directly related to the street and sidewalk. Recessed doorways framed by storefront windows as is typical of commercial buildings along the street are encouraged.
- b. First floor facades of retail uses should be a minimum 75 percent transparent, and will allow unobstructed views into the buildings from the street. Lightly tinted glass

may be allowed on second or third story windows depending on need. Reflective glass will not be allowed in any facade area.

- c. Replacement windows for renovation projects should be fabricated to fit the original openings in the existing building. The dimensions of the openings should not be increased or decreased unless the renovations are intended to restore window dimensions as part of a historical building restoration effort. Contemporary windows with updated materials for casing, glazing, mullions and muntins, etc. can be used provided the original window patterns and dimensions are retained (see Figure 4).
 - d. Where window frame ornamentation exists on adjacent buildings such as wood or masonry hoods and sills, provide new windows with either a similar style ornament or a variation of the ornamental design. A key consideration for new ornament is to maintain a similar scale and character as found on the adjacent or traditional building.
4. **Building Façade.** The building facade establishes the human, living quality of the building and projects that image to the street. Careful consideration should be given to how the facade is composed and detailed so that it will both enrich the life in the building as well as fit with the traditional patterns along the street. Other design considerations include:

Figure 4 Replacement windows

Replacement windows are installed in a historic structure. Modern window design and materials incorporate the historic sash pattern (6 over 6 double hung sash).



New infill building incorporates traditional window and doorway patterns but uses simpler, more contemporary lines. Note the brick window hoods and stone sills.

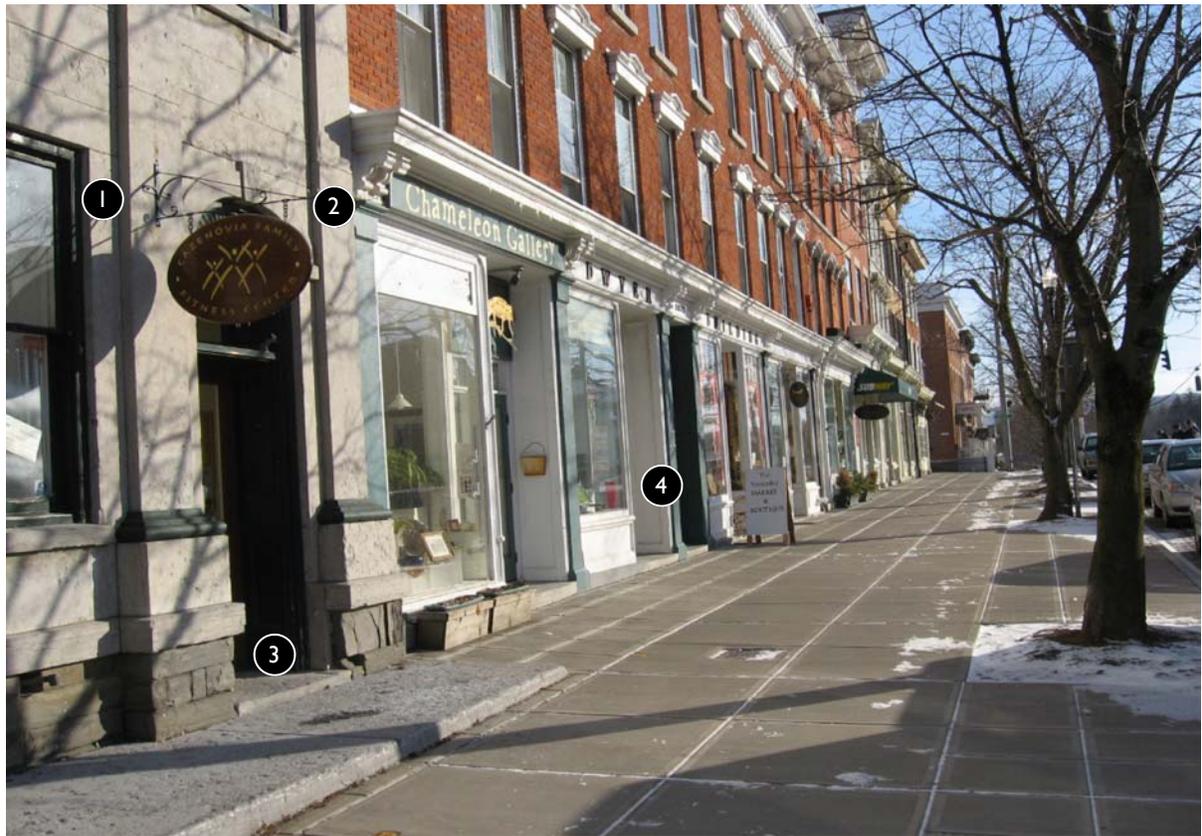
a. Façade Composition

- (1) New facade design should be modeled on the compositional patterns expressed in the facades of existing historic structures that remain in their original form. It is not necessary to copy existing facade patterns but it is important to recreate the basic wall and panel modulations, window arrays, storefronts, etc.
- (2) Building facade design should reflect the character of the building and the activities within. But care should be taken to coordinate the facade design with patterns and characteristics found in the traditional architecture of the street.
- (3) The facade of the building should enhance the pedestrian environment of the street by providing the principle entry, courtyard space, seating areas, window treatments, awnings and signage.
- (4) Relief and reveal (shallow projections and recesses such as from cornices, pier/pilaster, sills, etc.) that modulate the surface of the facade is also a fundamental characteristic of the traditional buildings in the hamlet core. These features provide the subtle shading and shadow that give the facade a lively texture and rich depth that is very appealing to the human eye. New buildings should incorporate facade features that continue the characteristic relief

and reveal found on the existing structures in the commercial core (see Figure 5).

- b. Facade Materials. Facade materials for new construction should be based on or adapted from traditional materials and fabrication patterns found in the hamlet. It is not necessary to strictly use traditional materials. It is important however to coordinate colors, textures and layout patterns with traditional facade materials so that a design continuum is maintained between the traditional and the new construction. Also consider the following guides:

- (1) Exterior walls should be durable and resistant to wear and impact at the pedestrian level.
- (2) If vinyl siding is the proposed material, it should be reserved for sides and rear of buildings as it has limited durability and its appearance can be out-of-character in traditionally built settings. If vinyl is used on the front façade, use care to ensure high quality materials are used and the siding type, dimensions and colors are coordinated with adjacent buildings.
- (3) Use no more than three exterior building materials on a given side of the building.
- (4) Change materials at inside corners not at outside corners or midway in the plane of the wall.

Figure 5 *Relief and reveal*

- 1 Façade details produce a play of shade and shadow, emphasizing the pedestrian scale environment.
- 2 Carefully designed and well-crafted business signs.

- 3 Base detail provides visual weight to the building.
- 4 Good window to wall ratio.

Figure 6 Model storefront design

- ① Cornice detail varies among buildings, yet they all maintain a uniform alignment.
- ② Awnings provide shade, shelter, and accent color to the building and the streetscape.
- ③ Piers with pilaster details, base and capital provide a traditional frame for the storefront.
- ④ Building signs are attractively located in the fascia area above the doorway and capped with a cornice.
- ⑤ Windows are of transparent glass and allow views into the shops and restaurants.
- ⑥ Two recessed doors are used, separated by a display window that projects outward to the building line.

(5) All wood or simulated wood surfaces should be painted or stained.

- c. Storefronts. The first floor of the commercial buildings in the hamlet core houses the business activities including shops, restaurants and service providers. As such, they are of primary importance to creating a lively, attractive street environment, which in turn, supports public use and commerce, an important goal for the commercial core (see Figure 6).

Careful consideration should be given to creating visually stimulating storefronts. Development guidelines include:

- (1) Storefronts must orient to the street and include the traditional storefront patterns that include display windows, flush or recessed doorways and architectural details that bring visual interest to the sidewalk pedestrian zone.
 - (2) Storefronts require a significant amount of transparency via doors and windows to allow easy views between interior spaces and public spaces. Transparent glass makes a direct connection between the public and private realm and allows pedestrians to see what merchandise and/or services are available inside.
- (3) Window displays should visually engage the public. As a general guide, storefront window area should make up between 60% and 80% of the first floor wall area.
 - (3) Windows should be based on a low sill wall of about 3 feet in height or as is typical of traditional storefronts along the street.
 - (4) Sign panels are typically located above the window area and should be framed and capped with a cornice that defines the first floor from the floors above.
- d. Awnings. Awnings are typical facade elements for the buildings located along Main Street and served an important function sheltering store windows from the sun and merchandise and people from the weather. Consider these design guides when planning for awnings:
- (1) Use traditional awning structures, colors and materials for use on new buildings. These include canvas or canvas like materials with two to three colors arrayed in vertical stripes.
 - (2) Awnings should be retractable and not fixed in an open position and should be sloped to shed the rain, not perpendicular to the building facade.

Figure 7 *Pedestrian-oriented street landscape*

- 1 Street trees help enclose the pedestrian space, bring horticultural interest, and enliven the street environment.
- 2 The sidewalk is a human space and requires separation from traffic both physically and visually. Street trees, street lights, planters, etc. create a virtual barrier from the roadway.
- 3 Business signs make important contributions to human scale and enclosure, as well as cues to the historic heritage of the hamlet.
- 4 Because this is a slower paced walking environment, visual detail becomes essential to maintain interest, especially that found in storefronts, facades, plantings, and other amenities.

- (3) Awnings should be placed in the traditional position above the storefront windows but below the storefront cornice and should not cover other facade features.
- (4) Awnings should be designed to fit the window or doorway and should provide adequate clearance above the sidewalk to allow safe passage for pedestrians (usually an 8-foot clearance is adequate).

D. Site Design Guidelines

1. Setbacks and Orientation (see Section C 1 a of this Chapter).
2. Landscaping
 - a. Site/Streetscape. Guidelines for landscaping in the hamlet core area focus on preserving the traditional main street landscape setting, which is characterized as a pedestrian oriented environment that offers a slower pace and one that provides an array of sensual interests, including intimate scale, rich color and texture, shade and shadow and occasionally the smell of food and drink from nearby restaurants or cafes (see Figure 7).

Figure 7 illustrates how the hamlet commercial landscape can be developed to provide visual interest in the street landscape and thereby support goals related to pedestrian-oriented environments and economic development. Guidelines for creating a desirable streetscape include:

- (1) Human Scale. Sidewalk width, storefront height and design detail are the chief formative elements. Street trees also contribute, providing a canopy that creates a smaller scale space around the sidewalk. Ornamental street lights also provide scale references as well as visual interest.
- (2) Separation from Traffic. The walkway is a human space and requires separation from traffic both physically and visually. Street trees, street lights, planters, etc. create a “virtual” barrier between the walkway and the roadway, helping to create a dedicated pedestrian space.
- (3) Visual Detail. Because this is a slower paced walking environment, visual detail becomes essential to maintain interest. Storefront window displays, architectural detail and ornament, paint color, awning fabric/color, street lighting and street trees all contribute to create an overall visually rich environment.
- (4) Signs. Business signs are not only practical business identifiers, they also make important contributions to the collective environment of the district.
- (5) Shade & Shadow. Subtle and also often overlooked, patterns of shade and shadow accentuate the visual field providing contrast and

highlight and a general sense of spatial depth. Projection and recess, relief and reveal in architectural and material components add greatly to the visual richness of the pedestrian space.

- (6) Street Trees. Not only do trees help enclose and define the pedestrian space, they also bring horticultural interest - leaf and flower color, branching form and the attendant patterns of shade and shadow enliven the street environment.

- b. Buffering & Screening. Use buffer yards along the interface between parking lots and adjoining streets and along the boundary with residential areas. In these cases, the buffer yard provides space for various screening elements including plant masses, fences and walls, earth berms or a combination of two or all of the elements.

- (1) When laying out buffer yards, be sure to consider space needs for winter snow loading. Snow from parking lots must not be stockpiled on plantings or placed against fencing.
- (2) Where parking areas abut a street ROW or residential property, a buffer yard shall be provided with a minimum width of 15 feet.
- (3) Planting Screens. Planting screens should be designed to provide a filtered view of parking and other utility areas. It is not

necessary, nor desirable, to completely block views to parking areas as some visibility improves way-finding for motorists.

- (a) An overall density of vegetation that screens 60% to 80% of the view into the parking area.
- (b) A mixed planting of trees and shrubs that is arrayed with three heights of plants - low shrubs (3 to 4 feet), medium shrubs (4 to 5 feet) and small flowering trees (12 to 20 feet).
- (c) Plants should be arranged in groups of similar species (3 to 5 units/group minimum) with groupings arranged in a naturalized manner.

3. Building Signs

“Section 31.8.6: Signs,” of the Town Zoning Law, outlines requirements for sign design and location in the Town. In addition to meeting the standards described in the zoning law, designers should also consider the positive, aesthetic impact that well-designed signs can have on the street environment. Building mounted signs and front yard signs can contribute color, texture and interesting graphic compositions to the community landscape. Consider the following general guidelines when designing for signage:

- a. When working with traditional buildings, such as those found in the hamlet, typical sign placement would

Figure 8 Business signs

A traditional storefront with professionally painted sign in the frieze panel below the cornice and on the transom above the door.



Perpendicular signs are visible to passing vehicles but primarily address the pedestrian. Note the intricate details found in the sign, sign mounting apparatus, building facade, and plantings.

have been above the storefront window either within the frieze panel or above the cornice (see Figure 8).

- b. Use no more than three colors on the sign to maintain simplicity and elegance. Avoid the use of plastic materials.
- d. Use exterior mounted lights that focus light on the sign and not to areas around the sign, especially to adjacent windows or to traffic along the street. Avoid using internally lighted signs such as with plastic signs.
- e. Perpendicular hanging or “shingle” style signs are appropriate and should be designed with similar constraints as noted above for wall mounted signs (see Figure 8).

4. Outdoor Lighting

- a. Contemporary practice in site lighting typically provides more illumination than is necessary for night time uses and often lacks basic controls to limit light trespass and light pollution. Often these applications rely on efficient but oversized high-intensity light sources such as mercury-vapor which produces a harsh glare and contribute to light pollution in the community. Careful study should be given to actual illumination needs for safe movement and security. Design for lighting schemes for new development should follow guidelines developed by the Illuminating Engineering Society of North America (IESNA) which are found in publications, IES RP-8-83

“Roadway Lighting” and IES RP-33-99 “Lighting for Exterior Environments”. Based on these standards, general guidelines for lighting include:

- (1) Confine and minimize lighting to the extent necessary to meet safety purposes. Control direction and spread of light. Use shielded lights with IES “Full Cut Off” luminaires that direct the light downward to where the light is needed and away from neighboring properties.
- (2) Avoid using building-mounted high output fixtures.
- (3) Pole mounted light sources should be kept below 20 feet. Use 12-14 foot pole heights for pedestrian use areas and 14-18 foot pole heights for parking and general area lighting.
- (4) The recommended color quality of the light source is “white” with a minimum CRI (Color Rendering Index) of 65.
- (5) To minimize overflow of light on adjoining properties (trespass), locate fixtures no closer to the property line than four times the height of the fixture and do not exceed the height of adjacent structures. Design the lighting scheme to limit illumination to 0.1 foot-candles at residential property lines and 0.5 foot-candles at nonresidential properties.

5. Utility Equipment and Outside Storage. Care should be given to the visual impacts associated with outdoor mounted utility equipment – electrical and HVAC equipment, etc. Guidelines for locating utility equipment are:
 - a. Roof mounted or ground mounted equipment must be screened from view or located away from public areas.
 - b. Screen design and materials should be coordinated with the design of the building.
6. Access & Circulation
 - a. Minimize curb-cuts or access points along primary streets. Where possible, provide driveway access to site parking areas from side streets. If access is required from the primary street, look for opportunities to share or associate with neighboring properties so that driveway and curb cuts can be minimized. This not only reduces the amount of pavement but also creates a safer environment for people walking to the commercial areas since there will be fewer walkway/driveway intersections.
 - b. Use links between adjacent parking areas to improve vehicular movement. Linking adjacent parking lots between adjoining properties (Cross Access Easements) can provide an alternative circulation pattern for vehicles that improves efficiency of auto movement and reduces the need for multiple entrance and exit events along the primary streets. This also improves traffic flow along the primary street and provides a safer traffic environment
7. Parking Location & Massing. Place parking lots in rear and side yard locations. Parking areas are utility elements in the landscape and should be screened from view from the street where possible. Note that parking lots should be screened from views from the street but not necessarily completely blocked from view. It is good to have some visual access to parking areas as an aid to motorists. Best practices for locating parking lots include:
 - a. Locate parking areas to the rear of the site and use the building(s) at the front of the site to serve as the screening elements.
 - b. Locate parking areas in side yard locations and use both the adjacent buildings and buffer plantings/structures to screen views from the street.
 - c. Use planting islands in large parking areas (20+ cars) to breakup views of large expanses of asphalt.

E. Infill Development Examples

Figure 9 provides a gallery of infill development images that illustrate typical architectural and site design characteristics of the hamlet.

Figure 9 Gallery of appropriate infill commercial design





Lakefront Residential (LR) Design Guidelines

The following design guidelines for the R-1 Residential District are provided as a resource to assist land owners and developers in creating new design proposals that preserve the visual quality and character of the Town's lakefront settings.

A. Purpose

As stated in the local law, Article 4, Schedule of Regulations, Section 31.4.10, Lakefront Overlay District, the purpose of the district is:

“to protect the water quality and scenic beauty of Canandaigua Lake as well as the overall design, unique character, and configuration of existing lakefront neighborhoods and properties by regulating development of lakefront property. Ensuring lake water quality through the design and maintenance of effective stormwater management is a critical element that must be incorporated throughout the overlay area. Where new construction or significant rehabilitations are proposed in the overlay district, the existing density and scale of the overall development should be maintained to ensure compatibility with adjacent properties, public safety is not negatively impacted, and the character of the lakefront is sustained.”

B. Goals

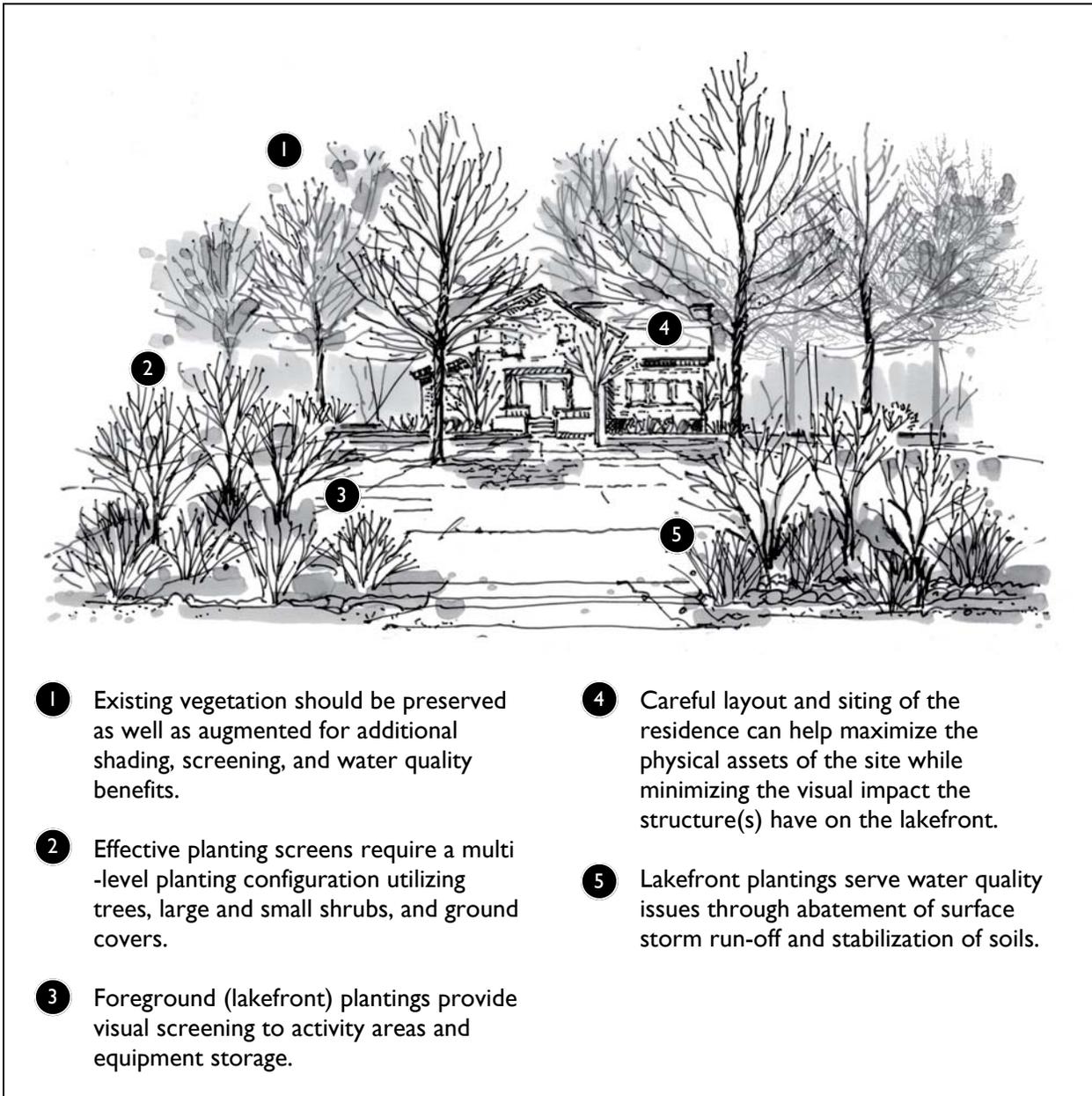
Based on the purpose statement outlined above, aesthetic goals for the Lakefront Residential District will focus on preservation and enhancement of two lakefront aesthetic patterns, the native Finger

Lakes waterfront environment and the cottage settlement heritage.

1. The Waterfront Environment. The Finger Lakes landscape is wrought from a unique glacial episode that created deeply etched, elongated lakes with equally steep and elongated hillsides. Fundamental to the aesthetic value of this landscape is the visual relationship between these two landforms: the long, narrow waterway and the steep, forested hillsides. These two visual elements along with the agricultural field patterns that occupy the highland areas establish the beauty of the Finger Lakes region.

Development that removes significant amounts of the native forest vegetation from the hillsides or replaces the native habitat along the lake shore will disrupt this aesthetic character and ultimately diminish the beauty and value of the Finger Lakes landscape. Understanding that there is a strong desire for people to live within this setting underscores the importance of using design guidelines to minimize the impact that development can have on the integrity of the Finger Lakes landscape.

2. The Cottage Settlement Pattern. Settlement along the shoreline of Canandaigua Lake has evolved over the past 150 years as an environment providing recreational access to the lake which initially developed as relatively small summer “cottage” settlements to the more recent trend for larger, second home residences. With this trend, there is a concern that much of the “cottage settlement” character will be lost (see Figure 1). These characteristics include

Figure 2 Cottage settlement patterns

small scale summer-use cottages, diverse architectural styles, ample views of the lake, low intensity landscaping, and smaller scale waterfront improvements, i.e. seawalls, docking facilities, and boat houses.

C. Guidelines for the Waterfront Environment

1. Preserve the Forested Shoreline Character. The forested shoreline and hillsides rising up from the lake are the hallmark of the Finger Lakes landscape aesthetic and the basis for the visual beauty of the Finger Lakes Region. Every effort must be made to minimize clearing of existing vegetation along the lakefront. When working with a site that has been cleared through past development efforts, look for opportunities to re-vegetate the site in a manner consistent with the natural habitat.
2. Design for Minimal Visual Footprint. New structure(s) and extensive modification to existing structures shall be planned to have a minimum visual “footprint” as viewed from the lake. Use careful siting of the structure with regard to existing vegetation and, as necessary, provide additional planting to screen the new structure from views from the lake. It is not the goal of this guideline to block or hide the structure from view but to screen the view to the structure from the lake (or opposite shore) so that it does not present a clear contrast to the forested habitat along the shoreline (see Figure 2).
 - a. Effective planting screens require a multi-level planting configuration utilizing trees, large and small shrubs and groundcovers.

- b. Use vegetation strategically to provide visual screening as well as shade and shelter to the new residence.
3. Preserve the Natural Character of the Waterfront. Although the zoning standards allow for specific accessory uses such as docking, boat mooring and storage facilities on the lakefront, care must be taken to be sure these features do not overwhelm or displace the natural character of the shoreline. Consider:
 - a. Seawalls. Where necessary to augment the shoreline to resist wave action and lake ice pressures, use native materials or naturalized constructions modeled on native materials to establish shoreline stabilization.
 - b. Carefully design and site lakefront accessory structures to provide minimal building surfaces to views from the lake.
 - c. Use building and finishing materials (siding materials, colors, etc.) that will help waterfront structures to blend and visually recede into the shoreline landscape.

D. Guidelines for Lakefront Residential Development

The primary goal for these guidelines is to communicate to developers and their designers that there are established patterns of development in the Town’s lakefront neighborhoods that have created a visually pleasing, intimate scale environment for

lakefront residential living. It is the desire of the community to maintain both the natural and visual quality of this environment while supporting new development and creative design.

When considering new in-fill development or significant modifications to existing structures, owners/designers should acknowledge the defining visual and spatial characteristics of the lakefront residential areas and demonstrate how these characteristics can be extended and sustained in new building and site development plans.

1. In-Fill Development. When planning for a new waterfront residence on an undeveloped parcel or as a replacement structure to an existing waterfront cottage, it is important to acknowledge the characteristic patterns of development in the neighborhood as noted above and the specific building patterns in the immediate area around the new building parcel. Consider:
 - a. Building Mass and Form. Building mass and form should be based on scale references of the surrounding residences. Understanding that the new structure may propose a larger floor area than those in the immediate surroundings, care should be taken to modulate the mass and form of the proposed structure such as through the use of projections, recesses and reveals to sustain the characteristic small, cottage scale of the lakefront neighborhood (see Figure 3).
 - b. Building Height. In addition to meeting the bulk standards for the Lakefront Residential District, when working with in-fill development, care should be taken to coordinate building height with the heights of adjacent structures.
- c. Roof Form. Roof type and form varies considerably within the lakefront communities. As a guide, designers should acknowledge the common characteristics of roof development in the immediate which include:
 - (1) Gabled and/or hipped style roof structures
 - (2) Extended roof overhang
 - (3) Open eave designs with or without extended rafters and various rafter ornament.
- d. Window Arrays. In addition to meeting NYS and local building codes, windows should be arrayed in a manner that is visually proportional to the exterior wall areas. Window openings should include casing details that are common to historic buildings in the area or that can add architectural interest to the neighborhood.
- e. Exterior Skin. The exterior skin of the building should be designed carefully as there are two visual issues to be resolved.
 - (1) First, for locations without waterfront exposure, the exterior finish of the building should reflect the typical characteristics of the neighborhood in an effort to create a harmonious fit with

Figure 3A *Infill Concept Designs*

Small Lake Front Parcel Example



Parcel with buildable area



Conceptual layout

- 7,500 SF lot (50' x 150')
- 30' front/rear and 15' side setbacks
- 1,800 SF buildable area (20' x 90')
- Maximum lot coverage @ 25% = 1,875 SF
- Minimum green space @ 20% = 1,500 SF

- Two-story residence with a 880 SF building footprint (700 SF second story)
- 20' x 44' 1st floor and 20' x 35' 2nd floor
- Gross building size of 1,580 SF
- Combination of all impervious areas equates to approximately 1,870 SF (99% of maximum lot coverage)
- Adequate space for waterfront and side yard screen plantings and side yard access

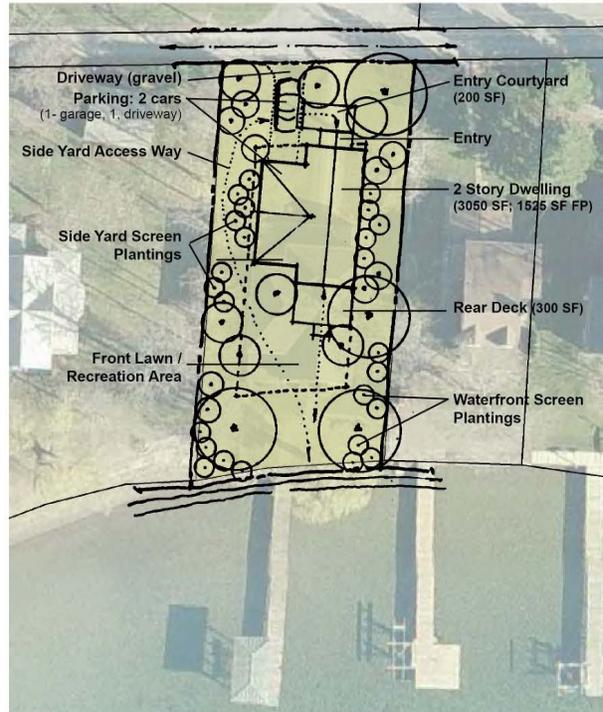
Figure 3B *Infill Concept Designs*

Medium Lake Front Parcel Example



Parcel with buildable area

- 10,410 SF lot (70' x 150')
- 30' front/rear and 15' side setbacks
- 3,600 SF buildable area (40' x 90')
- Maximum lot coverage @ 25% = 2,600 SF
- Minimum green space @ 20% = 2,080 SF



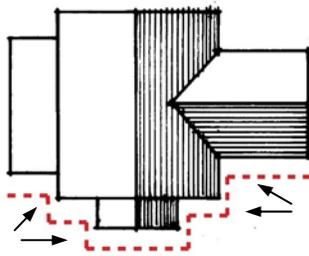
Conceptual layout

- Two-story residence with a 1,525 SF building footprint
- Gross building size of 3,050 SF
- Combination of impervious areas equates to approximately 2,390 SF (92% of maximum lot coverage)
- Includes one-car garage and rear deck
- Remaining space includes side yard and waterfront plantings to blend in with the desired lakefront character

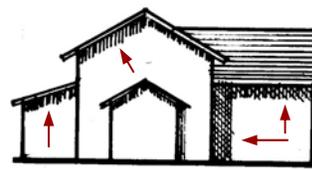
Figure 4 *Recent Lakefront Development Infill Examples (Constructed 2000-2011)*



Figure 5 Cottage building characteristics



Projections and recesses in the building mass establish a smaller, more intimate scale which is characteristic of the Cottage City and Crystal Beach



Modulations also create pleasant visual effects including depth compositions and interactions of shading and shadow.



The residential building patterns in the lakefront area are eclectic in terms of size, mass, and materials. They are expressive of a general trend to adopt smaller, seasonal-use summer cottages to larger, year-round dwellings.

Designs for new homes or expansions should consider this trend which takes the form of a modulated building mass with multiple smaller units that share somewhat uniform features and materials.

- ① Porch
- ② Extended roof overhang (eave)
- ③ Multi-faceted roof form
- ④ Mass projections
- ⑤ Reveal

adjacent structures. Clapboard and shingle are typical with wood, cement board, composite, or vinyl as acceptable materials, although vinyl is not preferred. Colors should be selected using either representative colors of the neighborhood or muted low-chroma earth tones.

- (2) Second, for new structures with waterfront exposure, skin materials should be selected to help the structure recede visually from views from the lake. Clapboard and shingle siding in wood or vinyl are acceptable materials and colors should be selected using low-chroma earth tones. Masonry veneers using naturally occurring materials, patterns and colors are also useful and can be combined with other surfacing materials to further modulate the building façade into smaller scale compositions.

2. Roadside Entrance. The building's primary entrance shall be oriented to the street and should be designed with a visually apparent front entry and pedestrian walkway. Often, in the lakefront neighborhoods where lot sizes are small, the front yard area serves as both the resident's access and the storage area for vehicles and other household equipment. The important issue here is to maintain human scale at the entry to the residences and, by extension, to the neighborhood (see Figure 4).

Design considerations include:

- a. Provide the front façade with a clearly defined entry.
 - b. Provide a pathway from either the street or roadside parking area to the building entry.
 - c. Create a roadside landscape or "cottage garden" to support the pedestrian scale of the front entry.
 - d. In as much as possible, minimize the amount of roadside space allocated to vehicular storage. Consider not only the space for storage but also the surface materials used for vehicular traffic. Where roadside storage is necessary and permitted, consider using naturalized surfacing materials such as gravel, pebbles or the various porous pavement products to create a more natural, softer visual image for the front yard. Asphalt pavement should be used minimally.
3. Landscape with Sensitivity to the Lakefront Environment. When developing outdoor use areas to the residences such as patios, decks, game areas, etc. be mindful of the native habitat and maintain this habitat as much as possible. Design considerations include:
 - a. Minimize changes to the natural grade of the site.
 - b. Minimize the use of retaining walls and where necessary to deploy such walls, use materials that will blend

Figure 6 Contemporary interpretation of cottage design characteristics

- 1 Front yard overall view.
- 2 Front yard screen planting provides a buffer between the street and the garage.
- 3 Garage removes cars from the front yard, allowing more of the pedestrian-scale elements (front entry, landscaping, etc.) to characterize the cottage setting.
- 4 Simple and attractive landscape plantings.
- 5 Roof line provides interest through multiple projections and wash orientation.
- 6 Clearly-defined entry with timber porch supports, roof brackets, and masonry pedestals and steps.
- 7 Siding includes both shake and clapboard patterns with a neutral earth-tone color.
- 8 Front yard is predominantly driveway space which is unavoidable due to the small lot size. However, the use of gravel provides a more natural image and reduces runoff into the lake.

- with the native materials and/or colors of the site.
- c. Avoid use of large lawn areas and especially extending lawn areas to the shoreline. Where lawn areas are needed, use the minimum size necessary to support outdoor activities and use shrubbery plantings to separate the lawn from the shoreline.
 - d. Reference the native ecology of the site when developing landscape plans. Use native plant materials and plant associations as much as possible in an effort to blend the new development with the existing habitat of the site.
 - e. Acknowledge the functionality of the side yard areas between cottages to support storm water conveyance and retention needs. Consider also the value of side yard plantings to provide privacy, to support storm water management and to maintain open space between cottages so that views to the lake are available to neighborhood residents (see Figure 1).
 - f. Through site plan review process, clearly demonstrate that existing vegetation will be preserved to the maximum extent possible, including the location, size, and species of new trees, shrubs, ground covers, etc. In particular, vegetation on the shoreline, banks, and other steep slopes should be preserved whenever possible.
4. Site Lighting. Use night lighting sparingly for safe access on the property and for understated ornamental accents. Design considerations include:
 - a. Avoid the use of wall mounted “flood” type lighting as these lighting types are difficult to control in terms of light trespass on adjacent properties.
 - b. Avoid the use of tall (8, 10, or 12-foot heights) post-mounted lights. Short height (18 inches to 5 feet) can be used along with low wattage or low voltage light sources.
 - c. All lights must be shielded with “full cut-off” luminaires to prevent light escaping upward and laterally to neighboring properties.



Farmland Priority (FP) Design Guidelines

The following guidelines shall apply to new residential development in the Farmland Priority (FP) District, which is characterized by bucolic farms, ample open space, and rural homesteads. Proposals must respect the aesthetic value of this setting and avoid unnecessary conflicts with the agricultural industry.

A. Purpose

The purpose of these design guidelines is to help farmer/landowners, developers and individuals seeking to develop a residence within the (FP) Farmland Priority District of the Town of Gorham to understand both operational requirements of the working farms in the Town and the aesthetic character of the landscape that has evolved over the years from farming practices. With this understanding, developers can make informed design decisions that will support farming practices and protect the visual quality of the farmland for future generations. These guidelines shall be used in conjunction with the specific regulations for bulk, density, and other development issues outlines in the local law, Article 4, Schedule of Regulations, Section 31.4.1, FP Farmland Priority District.

B. Goals

The aesthetic value of the agricultural landscape evolved over time from the integration of farming practices with the natural features of the land. Based on the land's soils and drainage patterns, the topography and slope orientation and on the various methods and equipment (horse, tractor, etc.) used to work the land, farmers

devised crop production plans that would take advantage of the assets that the land provided. In so doing, farmers reshaped the land from its native woodland habitat to the highly patterned landscape of open fields, defining hedgerows and stone walls, woodlots, drainage ways and farmsteads of clustered buildings. Taken together these farming activities/patterns contribute to the agrarian aesthetic that Americans have valued since the country's founding (see Figure 1).

The key components of the agrarian landscape that must be considered when developing proposals for new residential development in the farmland settings are:

1. Sustain agricultural land uses and farm operation patterns.
2. Maintain the characteristic visual patterns of the agricultural landscape.
3. Maintain a visual continuity with the landscape's existing vegetative patterns.

It should be noted that the Town recognizes the unique set of challenges facing farmers and the agriculture industry in general. Challenges include a volatile market, finding adequate labor, estate succession planning, the general trend from small-scale family farms to large scale operations, and a myriad of other financial considerations. In light of these issues, the Town recognizes that for many farmers, the ability to develop some of their land represents a significant opportunity for supplementing income and planning for retirement. Balancing farmland preservation with the realities of today's farming industry can be extremely challenging for a community. These guidelines, coupled with the regulations in Section 31.4.1 of the zoning code, seek to provide opportunities

Figure 1 *Traditional farmland components*



The aesthetic value of the agricultural landscape evolves from the integration of farming practices with the natural features of the land. Soils, topography, crop selection, field size and orientation, tilling practices, field boundary structure (stone walls, hedgerows, etc.), woodlot management, and farmstead building clusters all contribute to the agrarian aesthetic.

- 1 Clustered buildings of a farmstead.
- 2 Hedgerow.
- 3 Woodlot.
- 4 Field / open space.

for development that are designed well and minimize negative impacts to this important resource.

C. Farmland Residential Development Guidelines

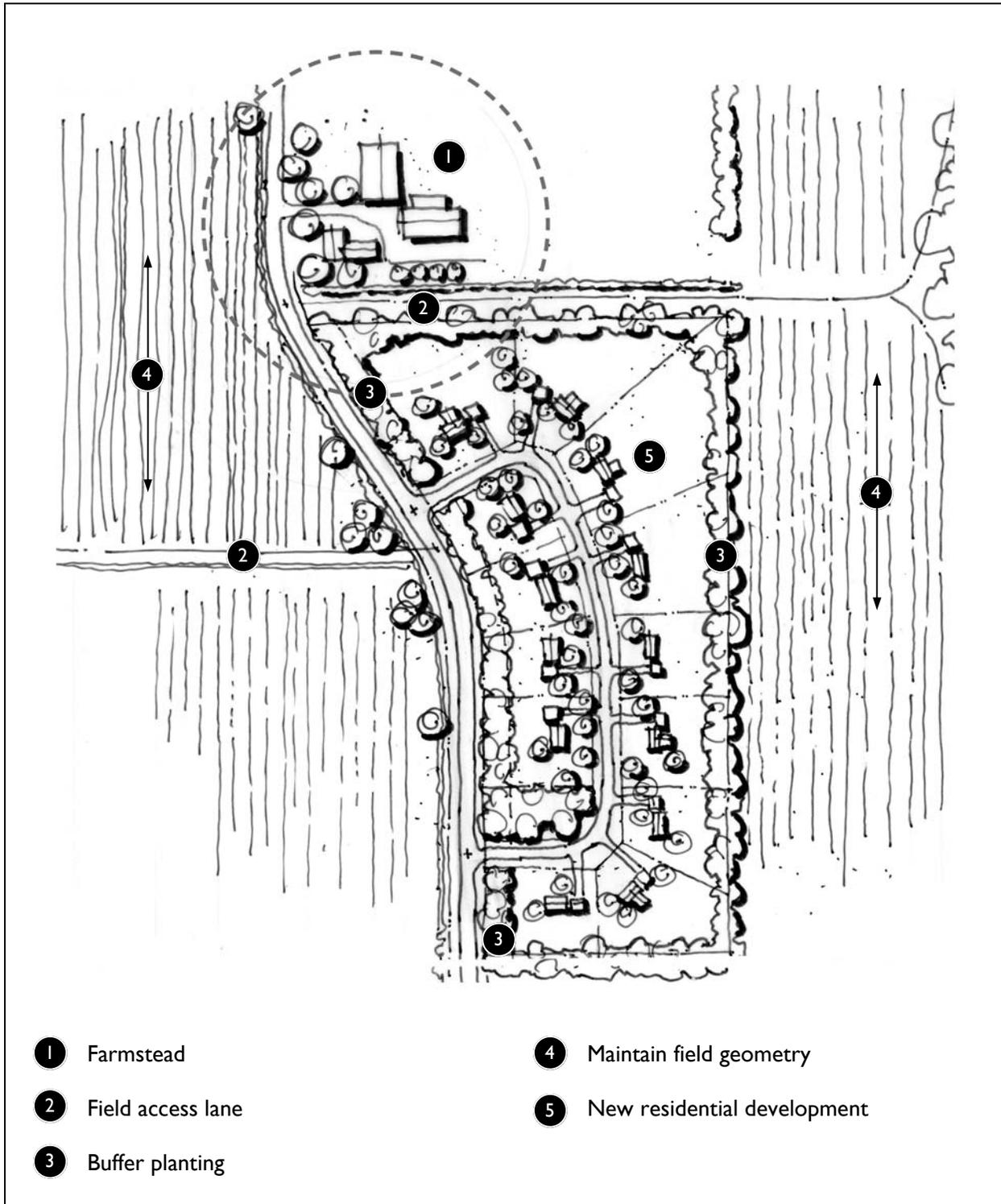
1. Sustain Agricultural Land Uses and Farm Operation Patterns. New development can disrupt normal farm activities. If not planned properly, developed areas can encroach on productive soils, alter important surface drainage patterns, disrupt efficient field geometry (tilling and harvesting patterns) and block desired field access lanes. So when land adjacent to working farms is developed, the needs of the functioning farm must be addressed. Careful selection of sites for housing based on existing patterns of fields, access, vegetation, soils and views will help mitigate these disruptions.

Siting new homes away from farm activities can also help avoid conflicts that often occur once new residents recognize the effect some farming practices may have on their residential setting. Consider equipment noise, airborne soil drift and odors such as from manure spreading.

Farms typically contain a diversity of landforms and ecological settings which have different values for residential development. Productive land areas, even if not actively farmed at present, should be preserved while other land, such as unimproved pastures, old fields and unused wood lots can accommodate housing.

- a. Locate housing on land which has the least agricultural value. Productive agricultural land is a vital resource to the community that once lost cannot be recovered. Consider using areas that have slopes or geometric shape (corners with acute angles) that are less efficient for farm operations. These areas will provide interesting settings better suited to residential use.
- b. Carefully analyze the farm's field operations and patterns of equipment movement – field access points, road access and travel distance, etc. Proposals for residential development must support efficient farm operations.
- c. The size and configuration of parcels should adhere to existing field boundaries. Within a field, a variety of lot sizes can be created but the building locations should be carefully chosen so that open space is maintained and efficient farming can continue to occur (see Figure 2).
- d. Establish agricultural buffers (vegetative barriers) to separate residential development from fields that are actively being farmed or will be in production in the future. The buffer areas should vary according to the natural topography and existing vegetation. Use native species of trees and shrubs to achieve year-round visual screening (see Figure 2).

Figure 2 Accommodating development within the agricultural context



2. Maintain the Characteristic Visual Patterns of the Agricultural Landscape. New residential development in farmland settings must acknowledge this agrarian aesthetic and plan developments that will sustain the established patterns of the farmland landscape, which include fields framed by hedgerows and stream corridors, densely forested hillsides and woodlots, and farmsteads of clustered buildings.

Encourage cluster-type settlement of the agricultural landscape to preserve agricultural resources, open space and undeveloped land. A viewer traveling along the town's rural roadways will respond to the visual rhythm created by landscape features like farmstead clusters, open farm fields, hedgerow geometry and forested ridges. Clustered development builds on these existing patterns and rhythms and creates less visual impact than housing that is scattered among the fields or aligned uniformly along the roadsides. The layout of cluster development must be carefully designed to maintain open views to maintain privacy between adjacent homes and yards.

It should be noted that development pressure in the Town in recent years has taken the form of one or two lot subdivisions at a time. Therefore, clustering or other techniques identified in these guidelines are sometimes not relevant. However, it is important that landowners engage with the Town in Agricultural Impact Planning (Article 4, Schedule of Regulations, Section 31.4.1 B, FP Farmland Priority District) to ensure negative impacts to farmland are mitigated, even if only a limited amount

of development occurs over a long period of time.

- a. Establish a limited development zone around existing farmsteads to maintain the visual integrity of the traditional farm. The zone should incorporate a minimum of 300 feet along the road. However, this distance may be expanded or reduced when landform and existing vegetation provide visual separation of the farmstead from surrounding development land (see Figure 3).

- b. New development should be clustered on dedicated roadways (cul-de-sac and loop road alignments) off the State, County, and Town collector roads. This concept provides a number of benefits to farm operations, for traffic safety, for the visual quality of the landscape and the market value of the residential offerings (see Figure 4).

(1) First, it encourages new residential lots to be located more internally on the land and away from the roadside of the collector roads. Roadside "bacon strip" lots along the collector roads should be avoided as these developments replace the open space aesthetic of the farm land with a more fragmented and disjointed visual setting resulting from numerous narrow-frontage housing lots.

(2) Second, using dedicated residential roads will provide more desirable lot locations for new development and allow new homes to face onto smaller

Figure 3 300' flexible development distance

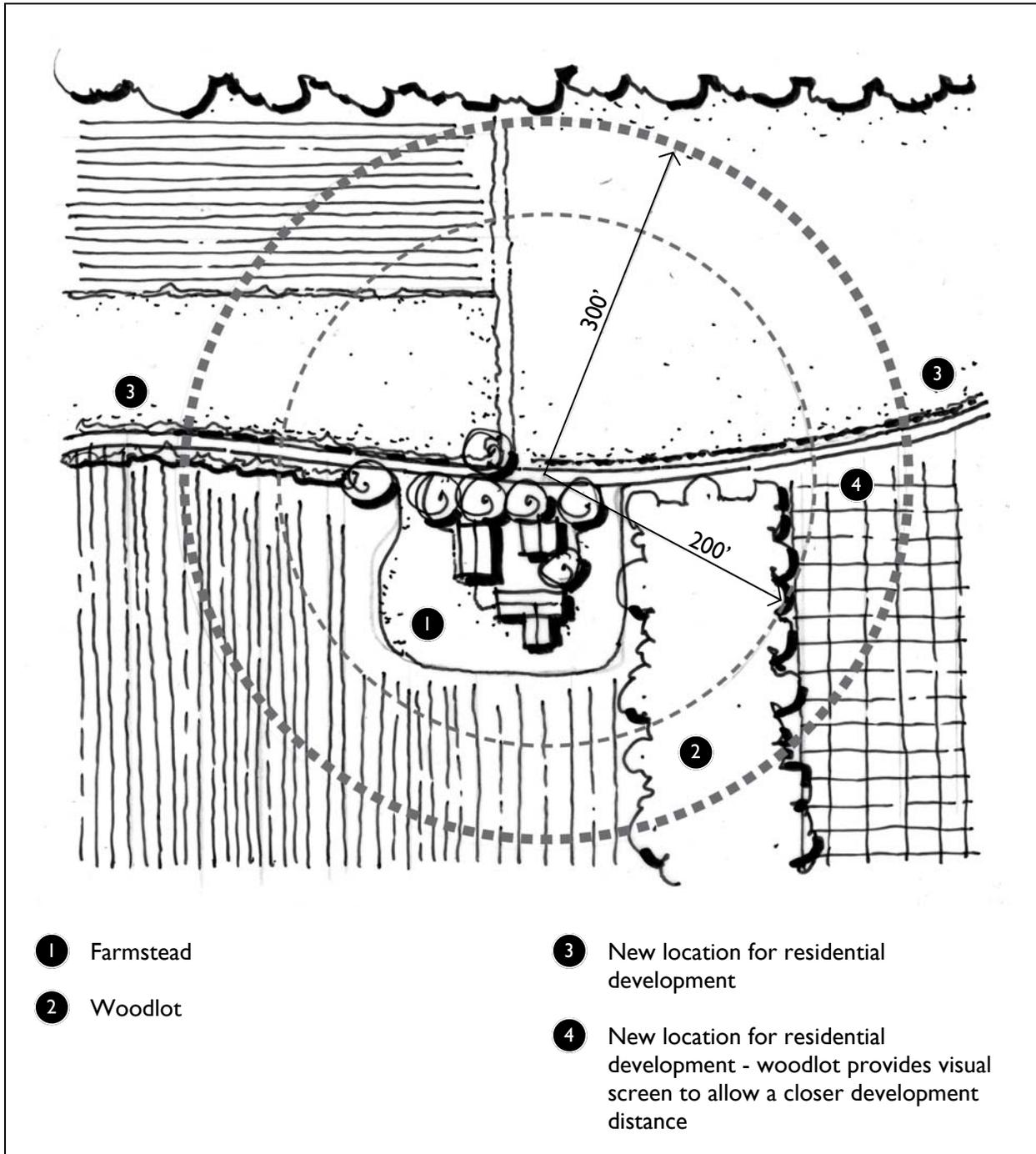
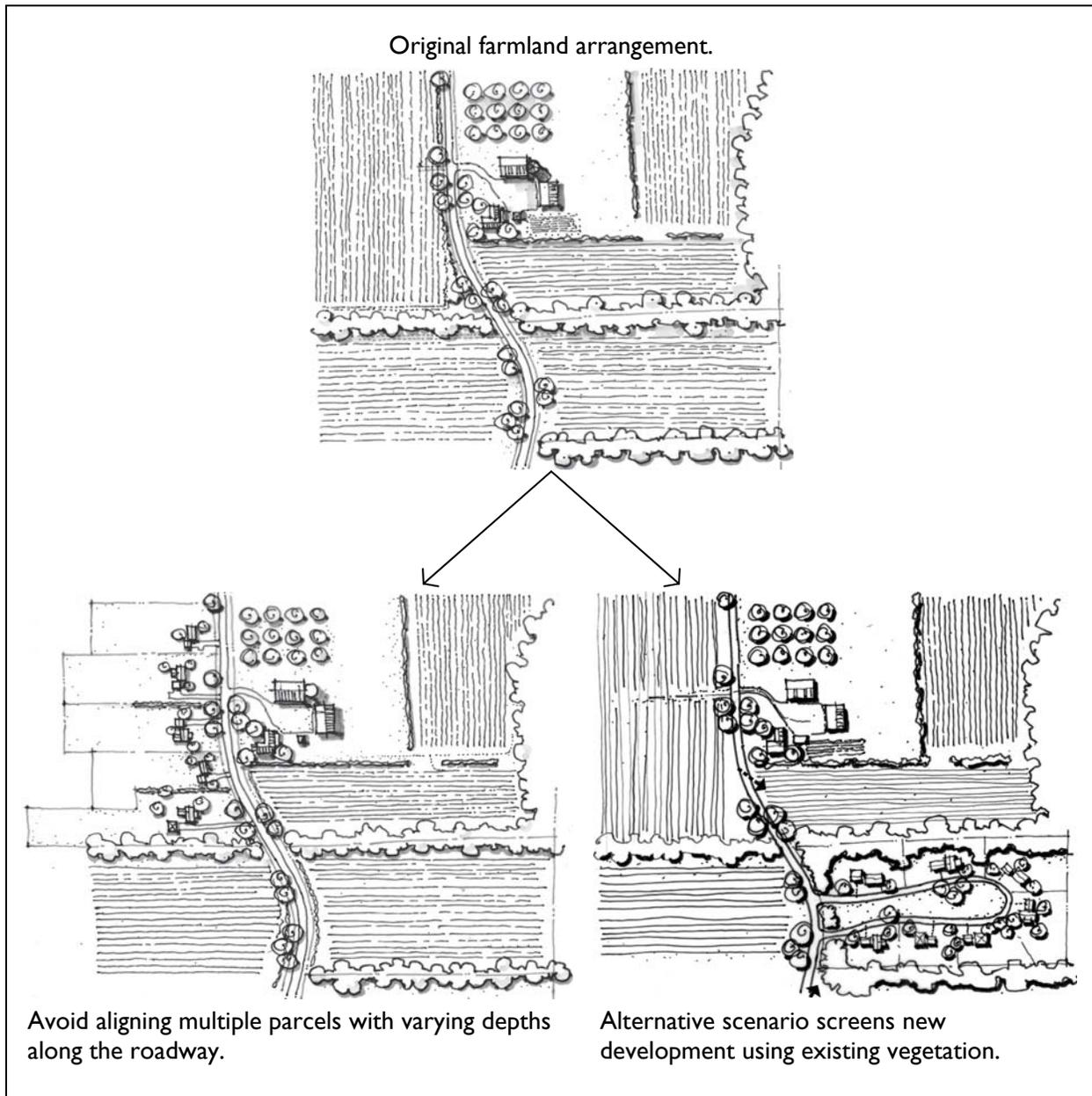


Figure 4 *Alternate residential development scenarios*



residential roads rather than on the busier collector roads. Road widths for the internal, residential roads should be kept to a minimum to reflect the nature of the rural country lane. Road surface width of 18 feet with 4-foot shoulders would be typical.

- (3) Third, the dedicated residential roadway encourages more limited access points along the collector road, one road access point instead of numerous individual driveway access points. This not only reduces visual discord along the roadway but improves traffic safety by reducing the number of traffic conflicts associated with access points along collector roads. (See Chapter 30 of the Town Municipal Code, “Access Management.”)
 - (4) Fourth, roadside development can often interrupt efficient field operations by expanding development into the adjacent farm field causing the tilling and harvesting patterns (geometry) to be less efficient (development breaks up straight field alignments and adds turns as necessary to navigate around the development).
- c. Lot lines and building envelopes should be sensitive to the natural patterns of the land such topography,

streams and ridgelines as well as to historic and cultural features such as historic fields, stone walls, rail beds and hedgerows.

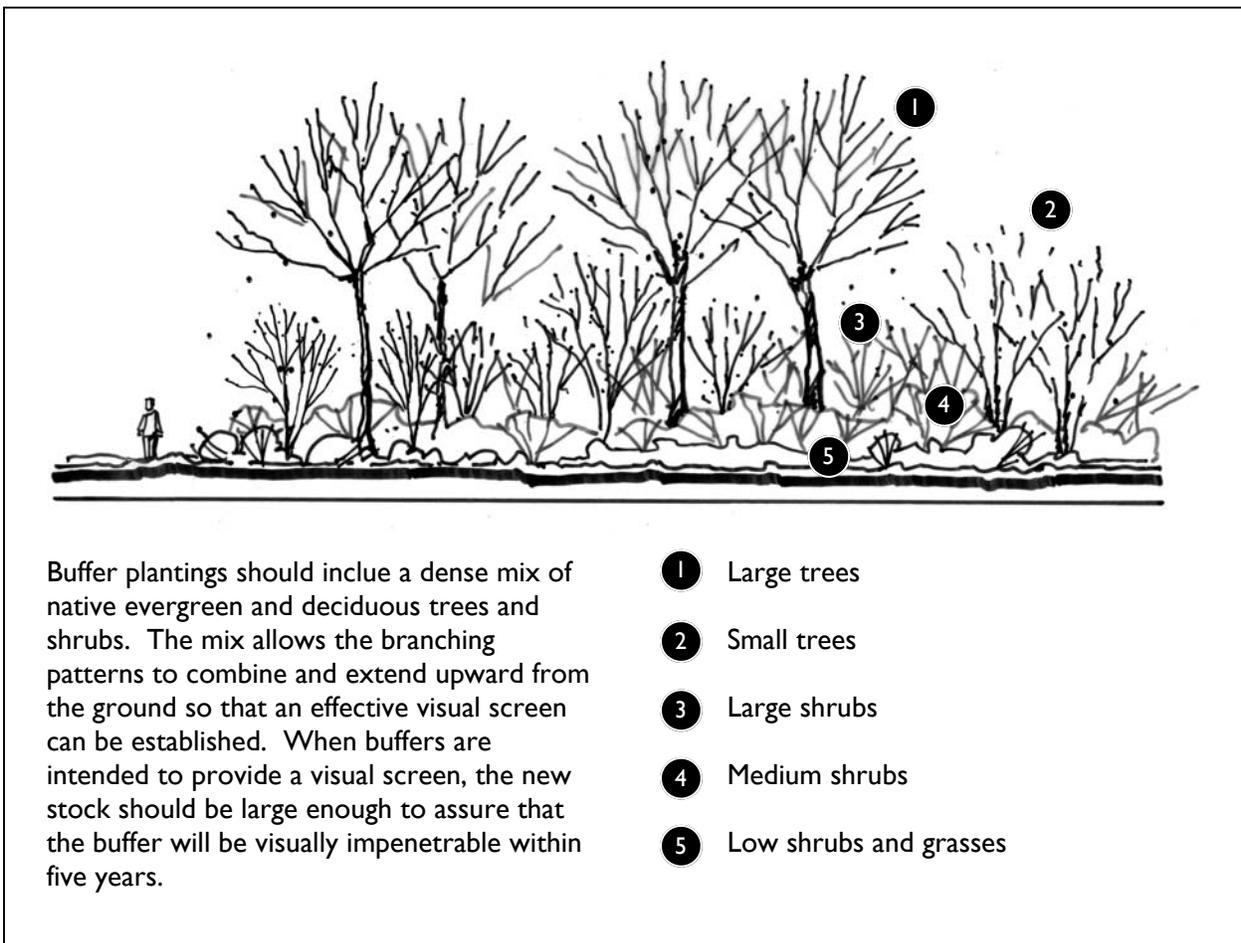
- (1) New structures should be located along the edges of existing hedgerows, streams, stone walls and woodlots to mitigate the visual impact of new development and to preserve open space. Avoid locating new structures in exposed open areas of fields.
 - (2) Use the existing landform to mitigate the impact of new development. Avoid placing new structures on small rises. Instead, use landform and vegetation masses to screen to screen buildings along the roadways and to enhance the fit of new development in the natural setting of the rural landscape.
 - (3) Building placement and lot layout should be designed to provide a sound ecological relationship to the site’s topography, existing vegetation and other valued natural features in an effort to minimize grading and removal of vegetation.
- d. New development should be modeled, conceptually, on the layout patterns of the farmsteads in the area. For example, farmsteads typically cluster the various farm structures – home, barn(s), out-buildings, etc. around a central service area located at the end of an access drive. The siting of new development should

- incorporate or suggest this pattern with clustering arrangements of residences within a development and in the creation of common open space areas.
- e. Architectural styles for new residential developments should strive for a consistent visual appearance in terms of building form, roof style and skin materials with the character of the farmstead structures. Certainly, farm structures relate to very different uses than residential buildings but building designs that can capture the essential characteristics of the farmstead patterns will provide a more harmonious image in the agricultural landscape.
3. New vegetation plantings must maintain a visual continuity with the landscape's existing vegetative patterns. Natural and cultural vegetation patterns are frequently removed when introducing new housing, thus changing the character of the landscape significantly and forever. New vegetation patterns typically do not improve a changed landscape. Using past natural and cultural vegetative plantings as a reference helps to maintain a continuity between old and the new. The plantings found on farms reflect a knowledge of the natural environment as well as the needs of the working farm.
 - a. Identify the natural vegetation patterns and recreate them so the visual integrity of the area is retained. New plantings should include native trees and shrubs that are known to be hardy in the area.
 - b. The farming landscape is distinguished by traditional planting patterns such as large shade trees along the road in front of the farmhouse, pine plantations, windbreaks and hedgerows. To avoid dramatic contrasts between existing and newly established vegetation, new plantings should reflect these past practices (see Figure 5).
 - c. Augment existing vegetation to create windbreaks and visual screens to protect views into and outside of the site.
 - d. Buffer plantings should include a dense mix of native evergreen and deciduous trees and shrubs. When buffers are intended to provide a visual screen, the new stock should be large enough to assure that the buffer will be visually impenetrable within five years (see Figure 6).
 4. Locate new residential development in a manner that reduces potential nuisance issues related to odors, noise and lighting associated with farming operations and activities.

Figure 5 *Traditional farmstead planting patterns*



Figure 6 *Buffer planting scheme*



D. Farmland Residential Development: Demonstration

To demonstrate the application of the farmland residential guidelines, permission was given to explore a residential development concept on a farm parcel on Depew Road in the Town of Gorham. The demonstration focuses on the visual characteristics of the development and does not include detailed analysis of other important development issues such as soil type, soil percolation, drainage, etc.

The concept illustrated in Figure 7 shows a 25 acre parcel that includes actively cultivated farm fields, a centrally located natural area with a stream and small pond and a woodlot at the southern end. The parcel is developed with nine single family residences located on 2-acre or less lots which are accessed by a new residential loop road, utilizing a maximum pavement width of 18 feet.

The development concept is organized around the natural land division that the stream/natural area provides in the landscape. It functions like a hedgerow, marking a natural transition between farm fields and can serve as an effective transition element for the farmland-to-residential development as well. As a natural area with water, it can give the residential setting a unique character and identity which helps establish a unique real estate identity.

The area's mature stand of vegetation can also provide a naturally occurring visual screen that discretely filters the residential properties from views from Depew Rd, which helps preserve the overall agrarian aesthetic. At the same time, the vegetation provides a natural background for the new residences that visually anchors the homes in the immediate setting - this, as opposed to residences that are located fully exposed on open ground. What's more, the natural area could also provide for an

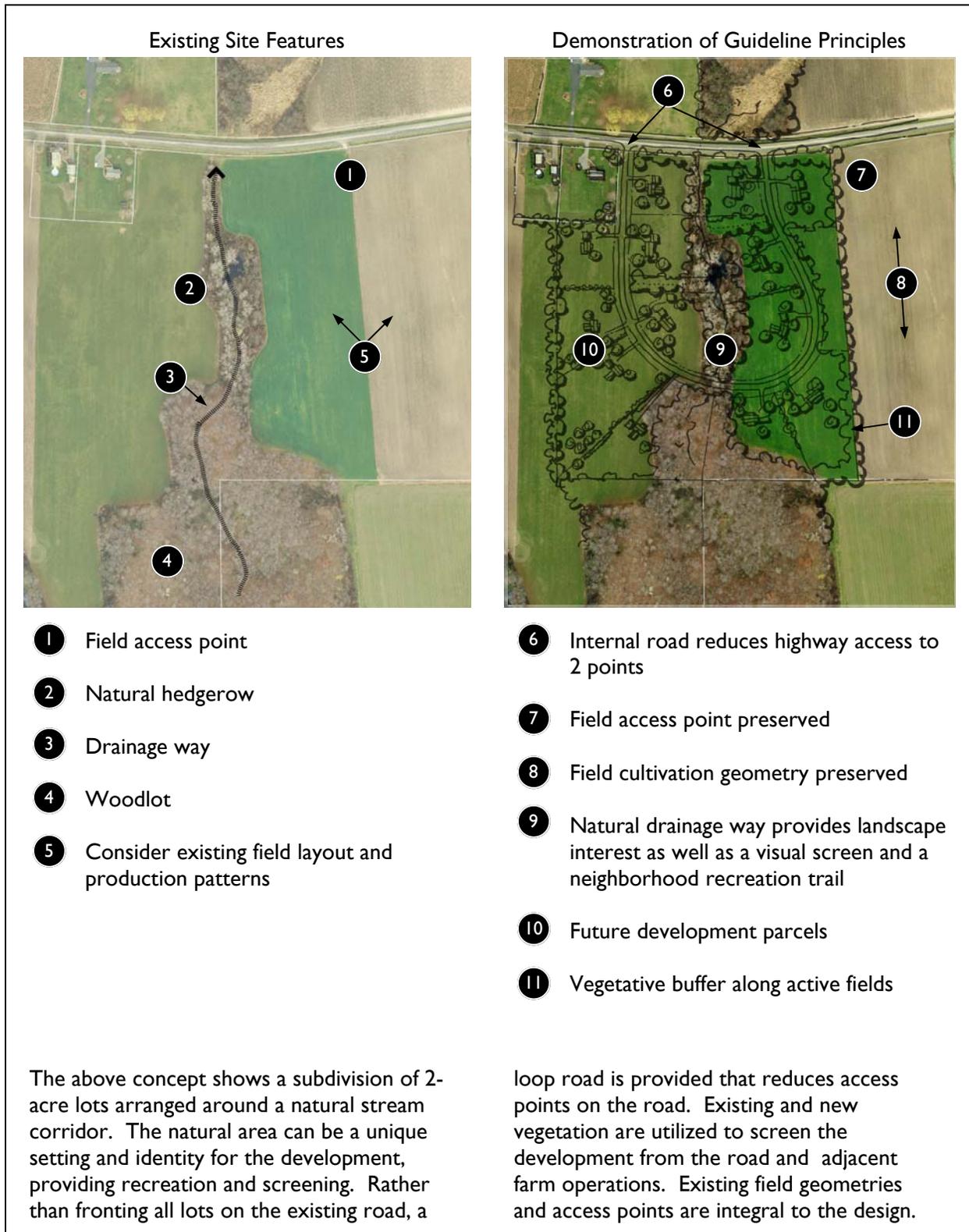
informal neighborhood recreation area with a walking path that meanders through the woods, following the stream.

One of the key guidelines for farmland residential areas is to look for ways to develop "deeper" into a site rather than "longer", i.e. rather than locate the lots with frontages along the local collector street. Developing deeper into a farm parcel will help minimize the visual impact that roadside residential parcels have on the farmland character. To do this, the development must invest in a roadway to provide access to internal lands of the parcel.

In this case, a loop road is used, which provides two points of access to the residential area and provides a continuous roadway link through the neighborhood, which strengthens the sense of neighborhood. The two access points at Depew Rd. also help preserve the farmland landscape by reducing the number of "curb cuts" along the collector road to just two instead of the nine that would be required if the residential lots were to be arrayed along the collector road. The limited access points also support traffic safety by reducing potential traffic conflicts associated with driveway access on the collector roads.

The guidelines for farmland residential development acknowledge the desire people have to establish homes in the beautiful agricultural settings of Gorham and the need for farmers to capitalize on the value their lands have for residential development. The guidelines support the growth of residential land-use in the farming communities by ensuring that the development process preserves the beauty of the agrarian landscape, which is, after all, the fundamental basis for the farmland residential real estate market.

Figure 7 Farmland Development Concept





Ridgeline Design Guidelines

The following guidelines shall apply to all new development along the Town's hillsides and ridgelines that are visible from the lake and/or opposite shore. These scenic vistas are intrinsic to the character of the Finger Lakes and contribute significantly to the Town's identity.

A. Purpose

The following design guidelines for ridgeline and hillside residential development in the Town of Gorham are provided as a resource to assist land owners and developers in creating new design proposals that preserve the visual quality and character of the Town's Canandaigua Lake settings.

B. Goals

The Finger Lakes landscape is defined by the relationship of the lakes and the land. The long, narrow waterway and the adjacent steep, forested hillsides create a dramatic effect that attracts tourists and new residents every year. These two visual elements along with the agricultural field patterns that occupy the highland areas establish the beauty of the Finger Lakes region.

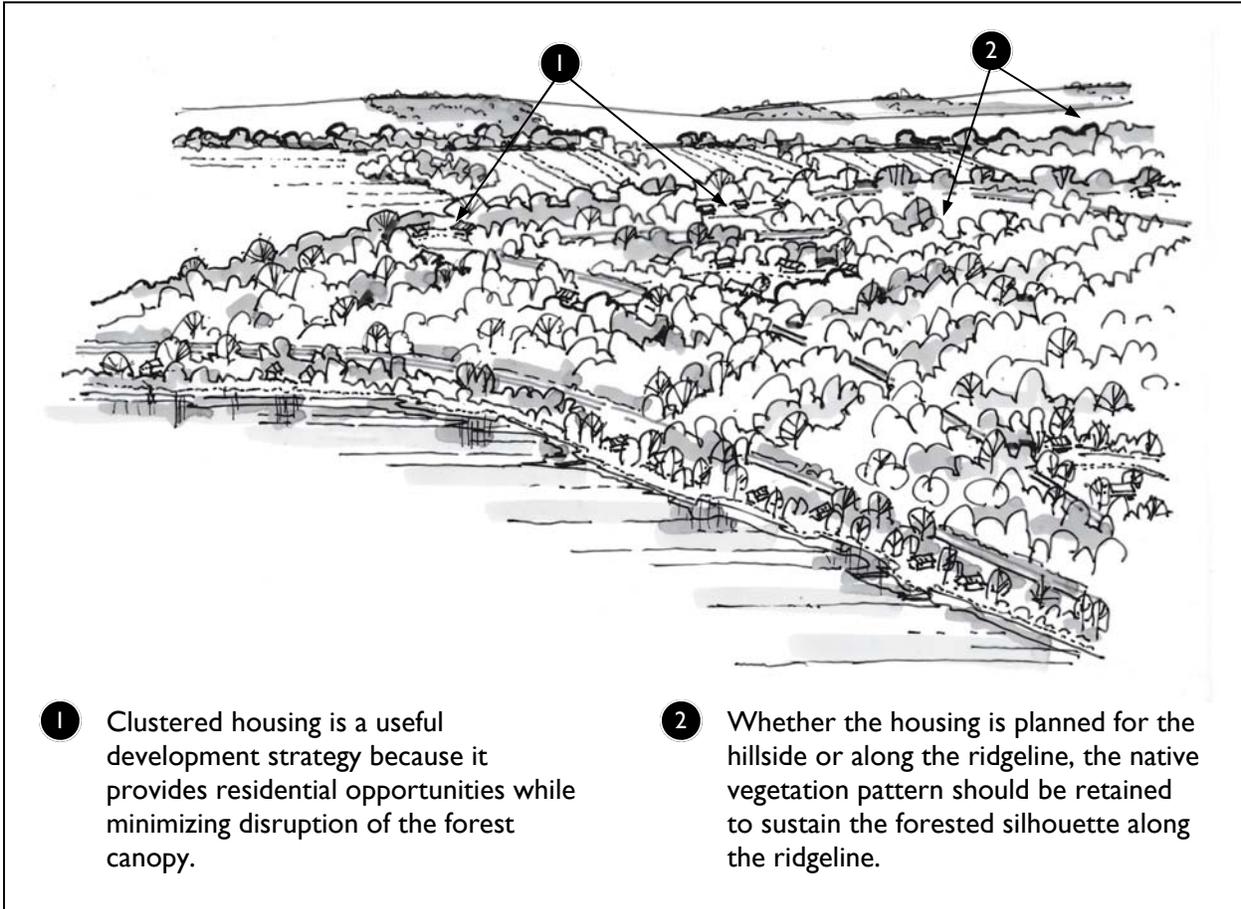
As development occurs on these hillsides, that treasured aesthetic gradually erodes away. It is the goal of the Town to preserve the view of natural ridgelines as much as possible, while still allowing for certain levels of development.

C. Ridgeline & Hillside Development Guidelines

The ridgeline and the land along the crest (land just below the ridge) are especially sensitive to development in terms of the visual impact that development presents to the lake environment. Without sensitive design and diligent protection of the native forest cover, the forested hillsides that are so important to the aesthetic character of the Finger Lakes will be diminished and lost, as will the beauty of the Canandaigua Lake landscape.

1. Preserve the Forest Canopy. Development along the ridgeline and hillcrest areas must preserve the forested canopy on the hillsides and along the ridgelines so that, when viewed from the lake surface and from points along the opposite shore, the forested canopy appears generally intact after construction of residential sites. By generally intact, it is intended that a distant view, such as from the opposite shoreline or hillside, will impress an average viewer that the hillside and ridgeline has a continuous forest canopy and that no obvious cleared areas are present (see Figure 1).
 - a. Carefully site the new structure(s) so that a minimum of vegetation is removed. Adjust the building footprint and building mass in an effort to preserve mature, healthy trees and/or tree stands.

Figure 1 *Preserve the forest canopy*



- b. Adjust building mass and roof line profile so that the structure aligns with the general landform profile of the site.
 - c. Select building skin materials (veneers, siding, textures, colors, etc.) to ensure that the building will blend into with the existing patterns and colors of the site.
2. Provide Vegetative Screens to Reduce the Visual Footprint of the New Structures. Carefully locate and arrange new structure(s) so that sufficient existing vegetation remains between the new structure and the lake environment to establish an effective visual screen. It is not the goal of this guideline to completely block or hide the new structure from view. Rather, the purpose is to screen views to the structure from the lake (or opposite shore) so that the structure is not clearly visible and does not present a clear contrast to the forested habitat along the hillside and ridgeline (see Figure 2).
 - a. Mature trees and multiple layers of understory vegetation (small trees, large shrubs, etc.) together produce the most effective visual screens. Care must be taken to preserve both vegetative types.
 - b. Where inadequate native vegetation exists to establish an effective visual screen, provide new plantings to augment existing vegetation to create the necessary visual screen.
3. Prevent Ridgeline Development Silhouette. Residential development along perimeter ridgelines of the lake must be designed so that the building profiles do not present a silhouette against the sky or the upland landscape. This would occur when the ridgeline site is cleared of all its native vegetation leaving the profile of the new structure exposed against the background. (see Figures 2 and 3).
 - a. In no case shall the forest cover along the ridgeline be cleared or clear-cut to facilitate development. Existing tree stands must remain intact to continue the characteristic ridgeline profile of the Canandaigua Lake landscape.
 - b. Plan new residential development to fit within the existing forest cover and carefully design each individual residential site to minimize tree removals.
 - c. Carefully design new structures so that building mass and roof profile do not extend above or beyond the effective screening parameters of the native vegetation.
4. Road design. New roadways and driveways should parallel existing slope contours whenever possible to avoid unnecessary removal of vegetation and clashing with the visual landscape.

Figure 2 Avoid structures that are silhouetted against the sky

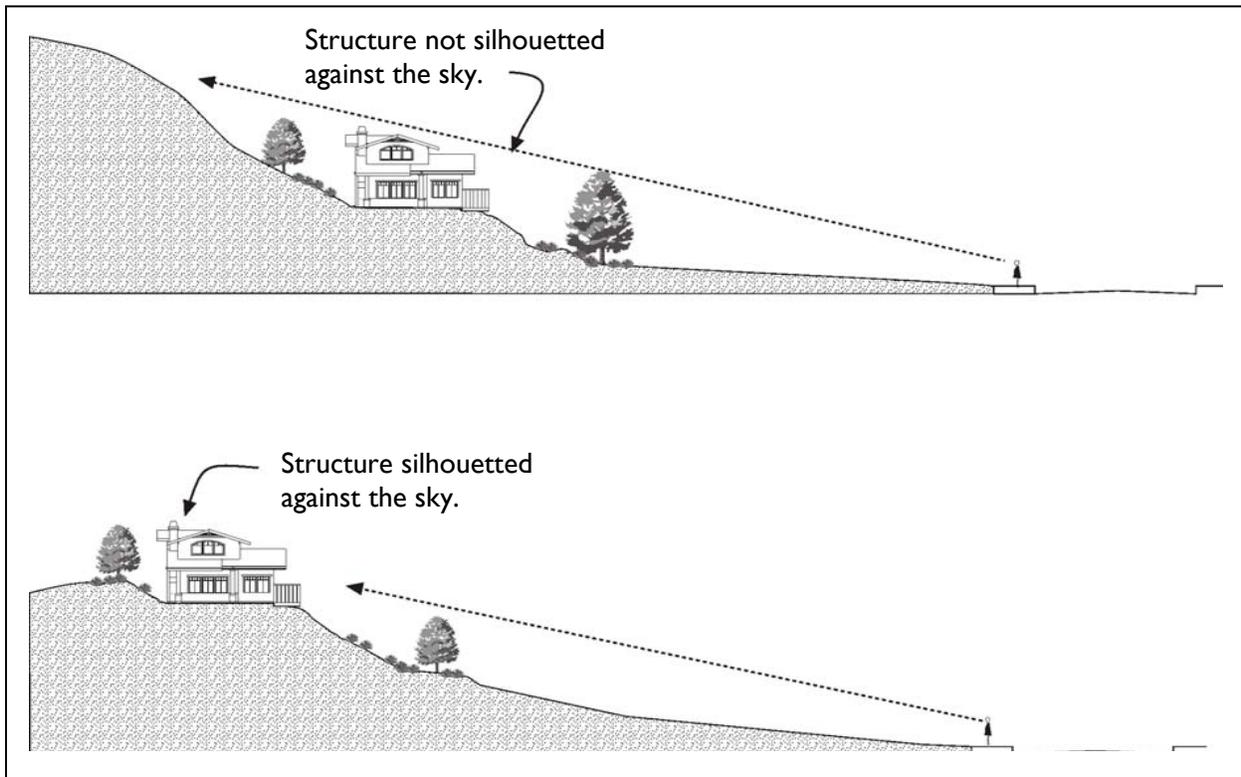


Figure 3 Examples of poor design and extensive clearing that erode the region's character



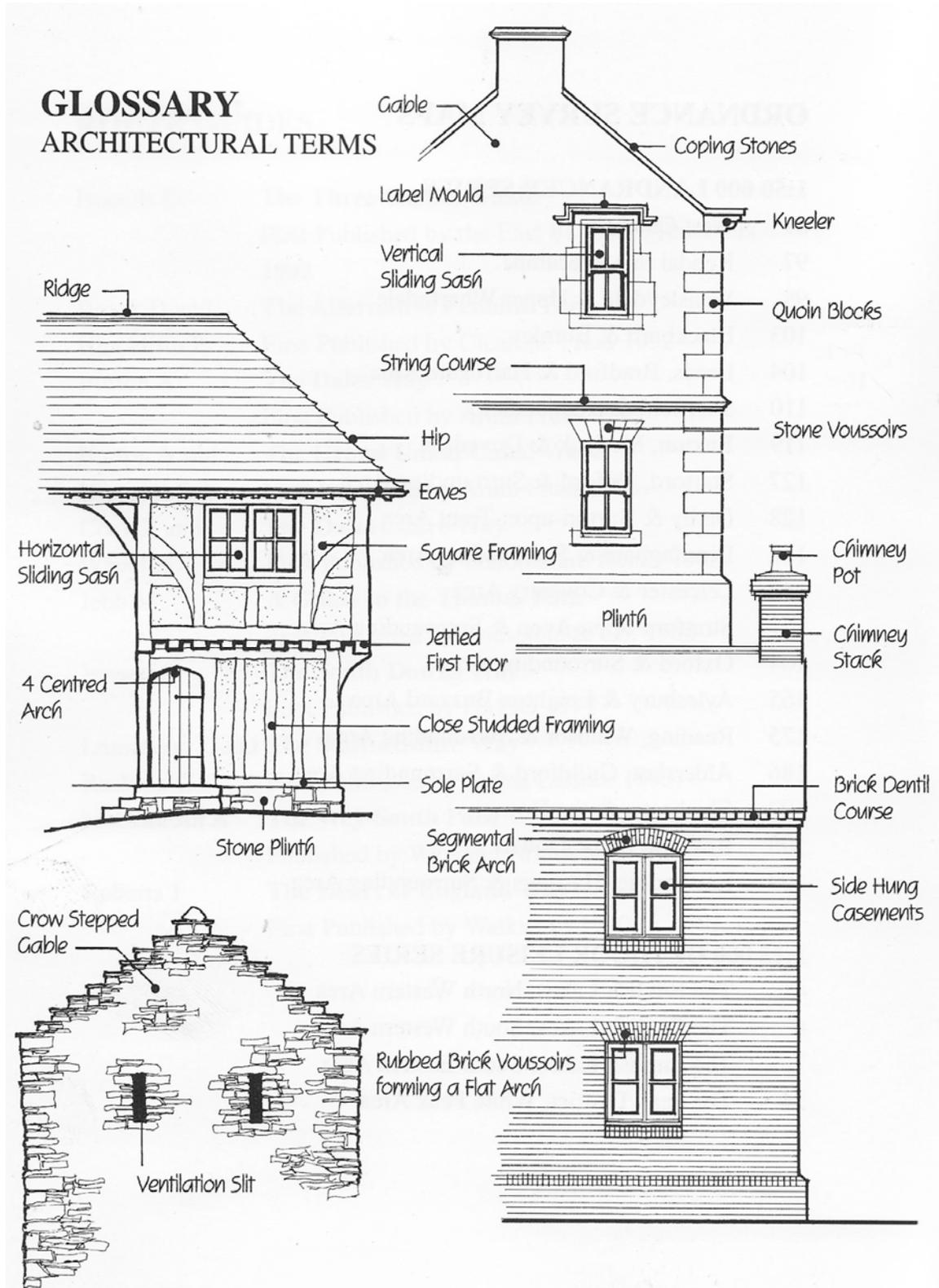


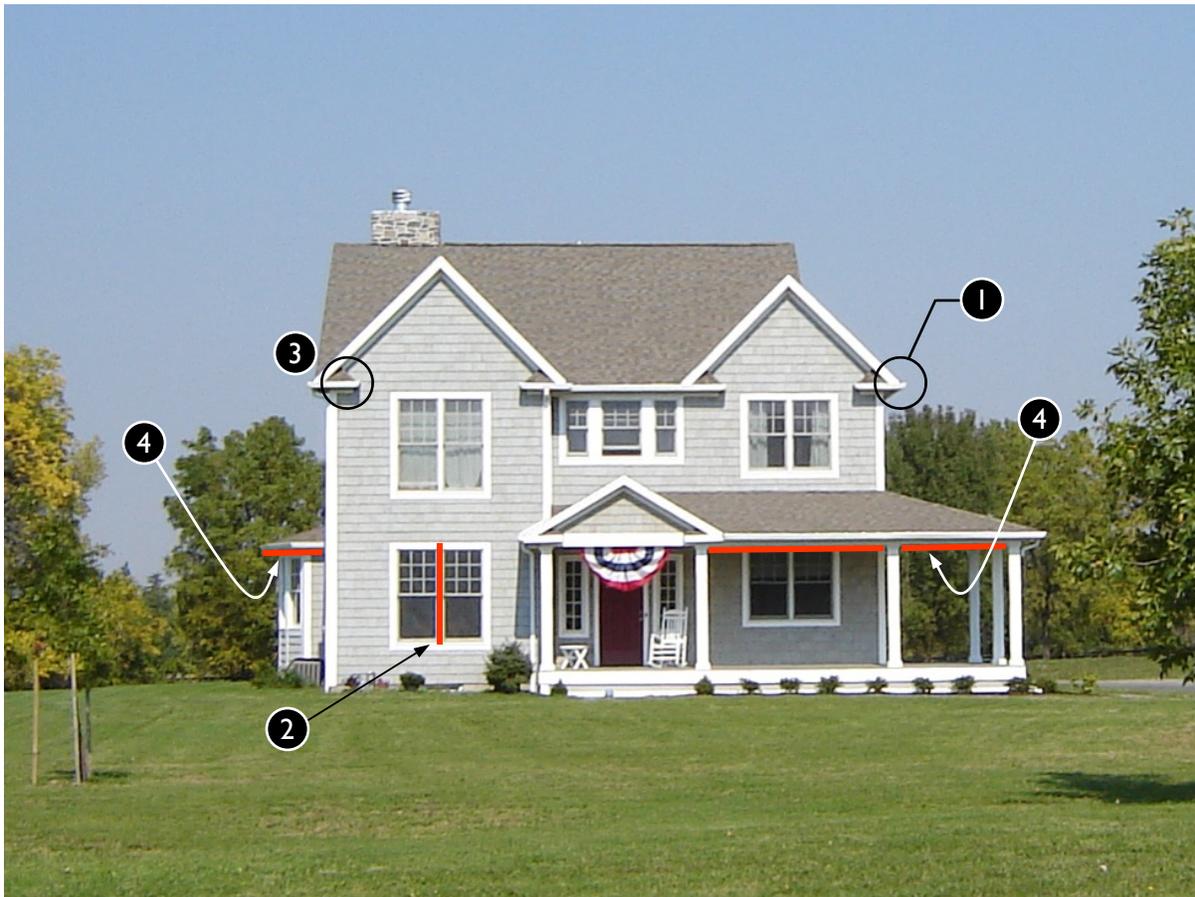
Figure A-1 Architectural Elements - Commercial Example *



- ❶ **Cornice** - A projecting, horizontal molding located at the top of a wall, the intersection of a wall and roof, or the top of a prominent architectural element (door, window, column, etc.)
- ❷ **Frieze** - The middle horizontal component of an entablature (horizontal detailing above a column) located below a cornice.
- ❸ **Muntin** - A small strip of wood or metal that divides a pane of glass in a window or door into separate lights (lites); the lites can be either individual actual panes of glass or simulated.
- ❹ **Parapet Wall** - A portion of an exterior wall that extends above the roof line of a building.
- ❺ **Pilaster** - A half column or pier that slightly projects from the surface of a wall. These architectural members can be built into or applied to the face of a wall.

* These elements can be found on both commercial and residential buildings

Figure A-2 Architectural Elements - Residential Example *



- 1 Eave - The lowest projecting portion of a sloped roof that typically projects beyond a wall.
- 2 Mullion - A vertical member that divides multiple windows or doors in a single opening.
- 3 Return - The portion of an eave that extends inward towards the wall used as a decorative element on the end of a gable or pediment; also referred to as a cornice return.
- 4 Soffit - The exposed underside of any construction element (e.g. eave, porch, arch, lintel, etc.).
- 5 Transom - (right) A horizontal bar, beam, or window located above a door or window. In the case of a transom window, it can be either fixed or hinged.

* These elements can be found on both commercial and residential buildings.

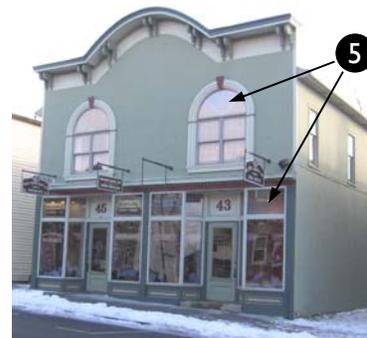


Figure A-3 Architectural Elements - Residential Example *



- 1 **Balustrade** - A railing assembly at the edge of a porch, deck or set of stairs consisting of a row of vertical balusters (or spindles) and a top and bottom rail.
- 2 **Base** - The bottom portion of a column.
- 3 **Capital** - The top portion of a column.
- 4 **Fenestration** - The design and placement of windows on a façade.
- 5 **Hood** - Decorative projecting trim spanning a door or window typically used to shed rainwater.
- 6 **Sill** - The horizontal bottom portion of a window frame or the portion of a structural frame that rests on the foundation.

* These elements can be found on both commercial and residential buildings.

Figure A-4 Architectural Elements - Roof types common to Gorham *

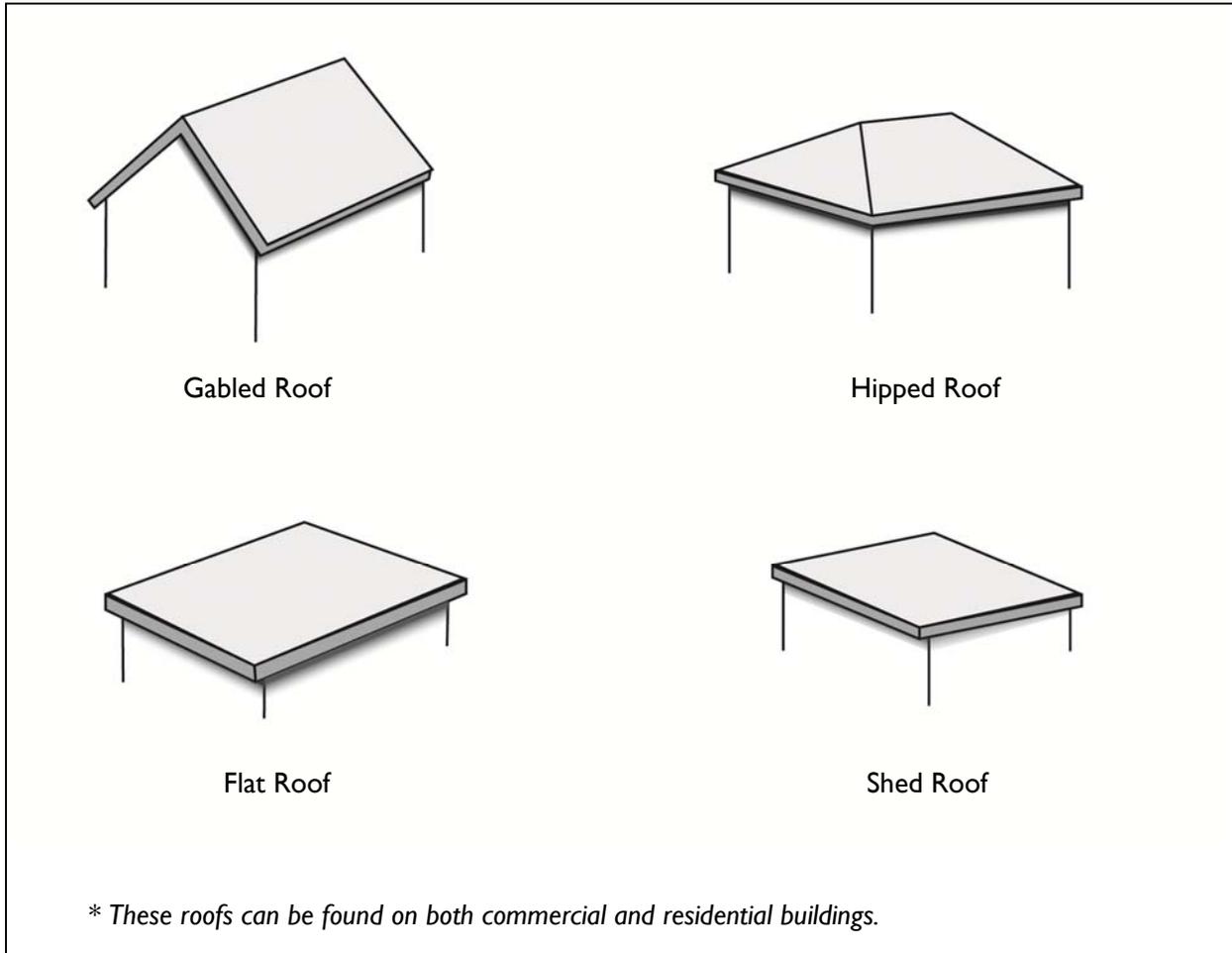


Figure A-4 Architectural Elements - Representative Architectural Building Types/Styles *



Queen Anne



Four Square



Ranch



Second Empire (Mansard)



Raised Ranch (High Ranch)



Colonial

* These styles are used predominantly for residential buildings, but may apply to commercial as well.



Split Level



Greek Revival



Cape Cod



Bungalow



Post Modern



Victorian

** These styles are used predominantly for residential buildings, but may apply to commercial as well.*

APPENDIX B REHABILITATION OF HISTORIC BUILDINGS AND LANDSCAPES

(STANDARDS PROVIDED BY THE SECRETARY OF THE INTERIOR)



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As an aid to rehabilitation of local historic properties and as a means to determine appropriateness (and eligibility for tax credits) for rehabilitation efforts, the US Secretary of the Interior has developed standards to help guide communities and property owners considering rehabilitation efforts. Listed below are ten basic principles formulated to help preserve the unique qualities of historic buildings and landscapes.

“The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building’s site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.” (Grimmer, A. and Weeks, K., et al., 1995)