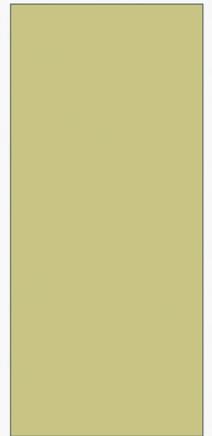


# USING DESIGN GUIDELINES & THE ULSTER COUNTY DESIGN MANUAL

SEPTEMBER 14<sup>TH</sup>, 2017



# WHAT ARE DESIGN GUIDELINES?

- Design Guidelines establish a shared idea of how new growth fits in with the existing and desired **appearance and character** of the community.



# DESIGN GUIDELINES

## BIG AND SMALL

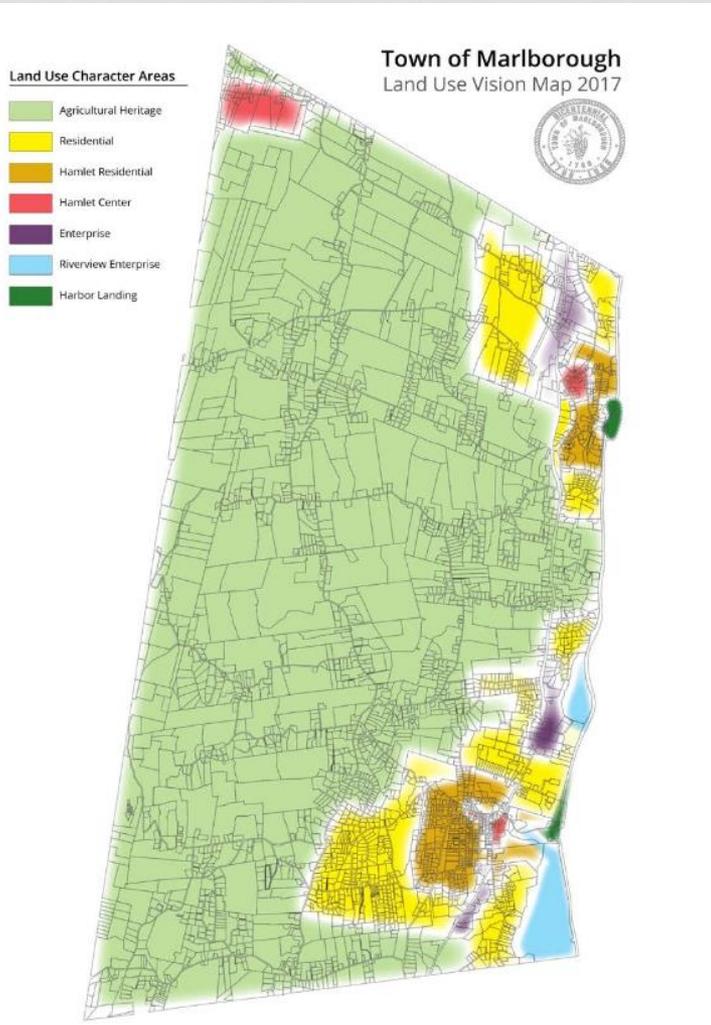
### 1. BIG

- Landscape Character
- Corridors and Gateways
- Natural Resource Protection
- Overlay Districts (scenic, commercial)

### 2. SMALL

- Building Appearance
- Streetscape
- Placement of Structures on a site
- Access

# DESIGN GUIDELINES - SOMETHING TO PLAN WITH



A lack of design guidance makes it difficult for a planning board to ensure new projects meet the community's expectation. Including design guidelines into the zoning ordinance will provide an opportunity a community to establish and clarify community expectations and incorporate a clear vision for future development in town into their land use regulations.

# TOWN OF MARLBOROUGH COMPREHENSIVE PLAN

- This plan provides basic design guidelines as well as some additional targeting recommendations for the priority areas of development throughout Marlborough. The guidelines and recommendations include provisions for pedestrian access like sidewalks and shared-use paths, streetscape improvements like landscaping and street lighting, and general guidance to ensure new development is done in a way that fits in and is sensitive to its surroundings.

***Design with Marlborough in mind*** – design guidelines provide a way for the town to provide input on how new development should look, but also how it interacts with the surrounding community.



**Traditional Zoning** - Provides information on what is not all allowed. New development is unpredictable.



**Design Guidelines**- Describes what is wanted and how it should look. Create predictability in new development.

# TOWN OF MARLBOROUGH COMPREHENSIVE PLAN



Development in the Enterprise character areas should include pedestrian accommodations, partial screening of the buildings, and trees and other landscaping elements

# AUTHORITY

## LOCAL ZONING STATUTES

### Town of Marlborough Zoning – Special Permit

- In permitting any special use, the Planning Board shall take into consideration the public health, safety and general welfare and the comfort and convenience of the public in general in the Town and of the immediate neighborhood in particular. **The Planning board may require modifications to development proposals, submission of alternative design and layout proposals and may attach reasonable conditions and safeguards to eliminate or minimize potential impacts as a precondition of its approval.**
  - Character and appearance. The character and appearance of the proposed use, buildings, structures, outdoor signs and lighting **shall be the character of the surrounding neighborhood and that of the Town of Marlborough.**

### Town of Marlborough Zoning - Site Plan Review

- .... the Planning Board, in reviewing site plans, shall consider the standards set forth below. Such standards are intended to provide a framework within which the developer must recognize and be responsive to the Town's rural, scenic and historic qualities, and all other elements of its community character, but which also allows the designer of the development to exercise creativity, invention and innovation. **The Planning Board may require submission of alternative design and layout proposals** based on the standards in this section.
- The site design **shall reflect an awareness of and sensitivity to the views, terrain, soils, plant life, and other unique qualities of the site.** To the maximum extent practicable, development shall be located to preserve the natural features of the site and to avoid wetland areas, steep slopes, significant wildlife habitats and other areas of environmental sensitivity.

# AUTHORITY SEQRA

## Question 18 - Consistency with Community Character

- Community character is defined by all the man-made and natural features of the area. It includes the visual character of a town, village, or city, and its visual landscape; but also includes the buildings and structures and their uses, the natural environment, activities, town services, and local policies that are in place. These combine to create a sense of place or character that defines the area.
- Relevant to community character and SEQRA, the Court observed that, "[t]he power to define the community character is a unique prerogative of a municipality acting in its governmental capacity," and, that, generally, through the exercise of their zoning and planning powers, **municipalities are given the job of defining their own character.**

# MANUAL ORGANIZATION

Section 1:

## PLACES

WHERE to grow

Section 2:

## DETAILS

WHAT to do

Section 3:

## TOOLS & ACTIONS

HOW you need to do it



**Downtowns:**  
infill in existing centers



**Edges:**  
extend existing centers



**Corridors:**  
re-make the commercial strips



**Crossroads:**  
complete emerging centers



**New Neighborhoods:**  
insure sustainable development  
in the landscape



**Rural:**  
save the land



**Nature:** This is the underlying framework of natural resources and open spaces around which development patterns must be organized in order to protect the environment and preserve the integrity of natural systems.



**Links:** This is the linking of all elements of the built environment by creating as fine a grained street-and-block network as possible and by enabling all forms of mobility to reduce dependence on the automobile



**Communities:** These are places where, to the greatest extent possible people can live, work, shop and recreate within walking distances. Building complete communities is essential for reducing dependence on automobiles, for advancing equity, and for fostering special interaction.

- Planning Tools & Actions
- Regulatory Tools & Actions
- Administrative Tools & Actions

Best Practices for accommodating growth by place type

Design details to be used to implement the best-practice objectives

Tools and strategies that can be used to implement the best practices

# PLACE TYPES



# PLACES: DOWNTOWN

- Common Characteristics
  - They often have a local main street.
  - Many of the buildings are from the mid-20th century or before.
  - There is a pattern of connected streets and blocks.
  - There are mixed use buildings such as apartments over stores.



# PLACES: DOWNTOWNS (STANDARD DEVELOPMENT)

- Conventional parking standards make infill difficult
- Standard zoning regulations make it difficult to recreate the traditional mixed-use main street
- Standard zoning allows uses that are not compatible with pedestrian-oriented environments
- Standard zoning does not promote buildings that are designed to be complementary to the context.
- Larger redevelopment areas are planned as self-contained enclaves, not integrated with the surrounding context.
- Environmental features, especially streams, are buried or compromised.



# PLACES: DOWNTOWNS (PREFERRED DEVELOPMENT)

- Regulations should promote traditional, compact mixed-use development
- Larger development areas should integrate into community
- Environmental features reinforced and help organize the center
- Design guidelines implemented
- Flexible/contextual parking regulations
- Parking structures encouraged, but integrated with context.
- Building and sidewalks are designed to support exiting or potential transit stops.

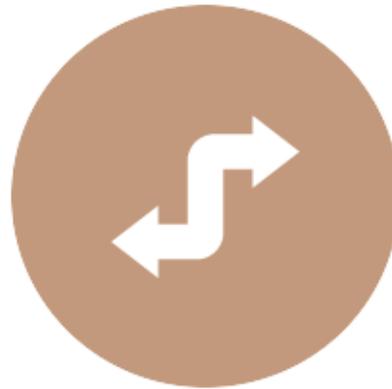


# BEST PRACTICES: DESIGN DETAILS



## Nature

The underlying framework of natural resources and open spaces where development patterns must be organized in order to protect the environment and preserve the integrity of natural systems.



## Links

The linking of all built environment elements by creating a fine grained street-and-block network and by enabling all forms of mobility to reduce dependence on the automobile.



## Communities

Where people can live, work, shop, and recreate within walking distances; complete communities are essential to reduce dependence on automobiles, advance equity, and foster social interaction.

# PLACES: DOWNTOWNS (PREFERRED BEST PRACTICES - NATURE)



## **Nature**

### Create the urban forest

- Landscape parks and plazas..... N31
- Create green streets..... N70 | 71 | 72

### Create linked open spaces

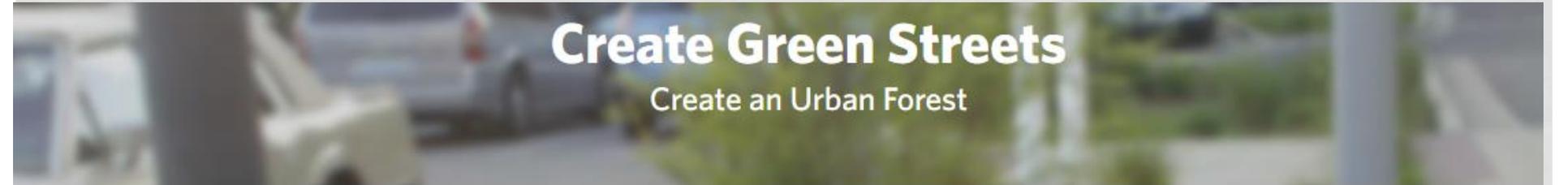
- Link protected resource areas on individual parcels..... N20 | 47
- Create and link parks and greenways..... N31

### Protect natural and scenic resources

- Create resource-specific plans and regulations..... N40 | 41 | 42 | 80 | 81 | 82
- Mandate conservation subdivisions... N10 | 11 | 12
- Protect watersheds and freshwater wetlands..... N42 | 45 | 50 | 51 | 60 | 46
- Protect farmlands..... N12

# PLACES: DOWNTOWNS

## (PREFERRED BEST PRACTICES - NATURE)



### Create Green Streets

Create an Urban Forest

#### Overview

##### Design Detail

- N05 Direct the Flow
- N20 Green Streets
- N21 Vegetated Swales
- N23 Tree Pits
- N24 Planter Boxes
- N25 Infiltration Trench

Green streets are streets that employ green infrastructure techniques, such as bio-swales and street tree trenches, to absorb run-off and provide shade. Green streets add to the beauty of neighborhoods and can play an essential role in stormwater management and maintaining water quality.

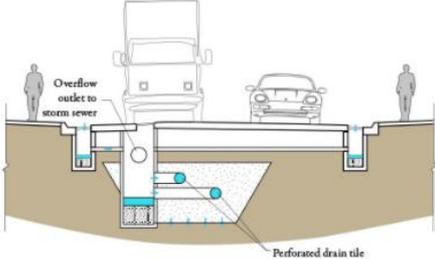
# PLACES: DOWNTOWNS

## (PREFERRED BEST PRACTICES - NATURE)

### Infiltration Trench

N25 | Nature Detail

An infiltration trench is a rock-filled trench with no outlet that receives stormwater runoff. Stormwater runoff passes through some combination of pretreatment measures, such as a swale and detention basin and then goes into the trench. There, runoff is stored in the void space between the stones and infiltrates through the bottom and into the soil matrix.



#### Related Details

- N05 Direct the Flow
- N20 Green Streets
- N21 Vegetated Swales
- N23 Tree Pits
- N24 Planter Boxes

#### Places Where this Detail Is Used



# PLACES: DOWNTOWNS

## (PREFERRED BEST PRACTICES - NATURE)

### Tools and Actions

#### Planning Tools

##### Open Space Plan

Comprehensive Plan, Open Space Plan or Storm Water Plan can identify green corridors both for aesthetic purposes and for passive storm water management.

[See Plan](#)

#### Regulatory Tools

##### Aesthetic Regulations

Design guidelines for municipal streets can include landscape and storm water management requirements.

[See Tool](#)

##### Incentive Zoning

Incentive zoning can be used to leverage streetscape improvements for streets abutting new developments.

[See Tool](#)

##### Subdivision Regulations

Subdivision and site plan regulations to include requirements for street landscape and passive storm water management.

[See Tool](#)

##### Special Permit Uses

Special Zoning Districts can include area-specific designs for green streets or an area-specific storm water management strategy.

[See Tool](#)

##### Site Plan Regulations

Subdivision and site plan review can include street design standards.

[See Tool](#)

#### Administrative Actions

##### Design Review

Design review can include street design guidelines.

[See Action](#)

# PLACES: DOWNTOWNS (PREFERRED BEST PRACTICES - LINKS)



## Links

### Maximize connectivity

- Create a connected street network... [L10](#) [L11](#) [L12](#) [L13](#) [L14](#)
- Create new roads and connections into and between developments..... [L15](#) [L16](#) [L92](#) [L93](#)
- Create a trail network..... [L90](#) [L94](#) [L95](#) [L96](#) [L98](#)

### Design streets for people

- Design for pedestrians and bicycles..... [L50](#) [L51](#) [L52](#) [L53](#)  
[L54](#) [L55](#) [L56](#) [L57](#)
- Design beautiful streets..... [L51](#) [L57](#)

### Manage the automobile

- Deal with parking creatively..... [L30](#) [L31](#) [L32](#) [L33](#) [L40](#) [L41](#) [L42](#)
- Accommodate transit..... [L25](#)
- Traffic-calm roads..... [L70](#) [L74](#) [L76](#) [L78](#)

# PLACES: DOWNTOWNS (PREFERRED BEST PRACTICES - LINKS)



## **L30** Parking lot placement Preferred

The parking lot is in the middle of the block so that the impact on the street wall and sidewalk experience is minimized. The storefront is on the sidewalk.

## **L31** Parking lot placement Acceptable

The parking lot is oriented in a way that minimizes its impact on the street frontage and pedestrian experience. Some storefront is still on the sidewalk.

## **L32** Parking lot placement Unacceptable

The parking lot destroys the continuity of the pedestrian experience. The parking lot has to be crossed to get to the storefront.

# PLACES: DOWNTOWNS (PREFERRED BEST PRACTICES - COMMUNITIES)



## Communities

### Create diversity of land use

- Integrate neighborhood civic uses... [C20](#) [21](#) [22](#)
- Create diversity of housing types.... [C32](#) [40](#) [50](#)
- Provide for flexible use/mixed use... [C10](#) [11](#) [12](#)

### Create beautiful neighborhoods

- Orient buildings to streets..... [C30](#) [32](#) [33](#) [40](#) [50](#) [73](#) [74](#)
- Promote context-sensitive design..... [C65](#) [86](#) [87](#) [88](#) [73](#)

### Create pedestrian-oriented commercial areas

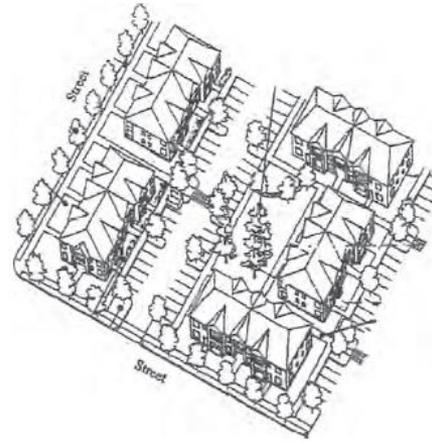
- Promote mixed-use buildings..... [C10](#) [11](#) [12](#)
- Promote infill development..... [C67](#) [88](#)
- Create “main street” environments..... [C60](#) [61](#) [63](#) [85](#) [66](#) [73](#)

# PLACES: DOWNTOWNS (PREFERRED BEST PRACTICES - COMMUNITIES)



## **C32 Neighborhood Street Multi Family**

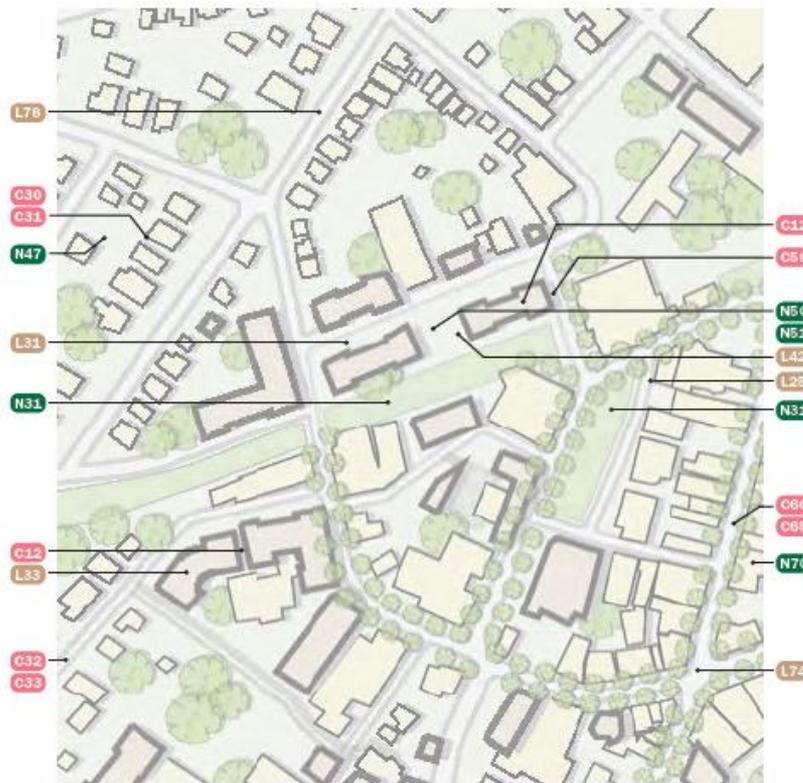
- In no case shall parking lots front onto streets. Parking lots shall be only in the interior of the blocks. Access to parking lots and service areas shall be from secondary streets or alleys.
- Promote a diverse mix of residential building types.
- Orient principal façades of buildings towards the most important streets.
- The massing of buildings shall create a transition between buildings of different scales.



## **C33 Street with attached houses**

- Planter strips
- Street trees
- Open front yard
- Planted area between parking and building in rear yard
- Perimeter landscaping for off-street parking
- Pathways
- Retain natural vegetation

# Additional Design Studies



## D-A New Commercial District

- Buildings are sited in ways that define streets and public spaces.
- Parking is in structures, behind buildings, in the centers of blocks and otherwise not along the edges of streets and public spaces.
- New buildings are designed in ways that make them compatible with existing buildings: in particular, the apparent bulk of buildings reduced through changes in massing.
- The designs of buildings should respond to particular site conditions: important corners, buildings at the terminus of important view corridors.
- There should be a comprehensive strategy for greening the center by linking green streets, parks and landscaped urban spaces
- Promote mixed-use buildings.

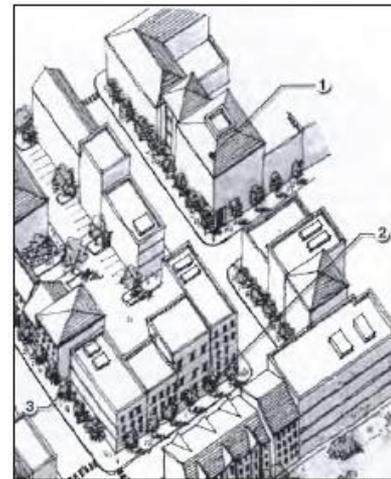


Image courtesy of City of Saratoga Springs  
Urban center, Saratoga Springs, NY

# PLACES: DOWNTOWNS

## (PREFERRED BEST PRACTICES - LINKS)

Details

### TOOLS & ACTIONS Links

Plans

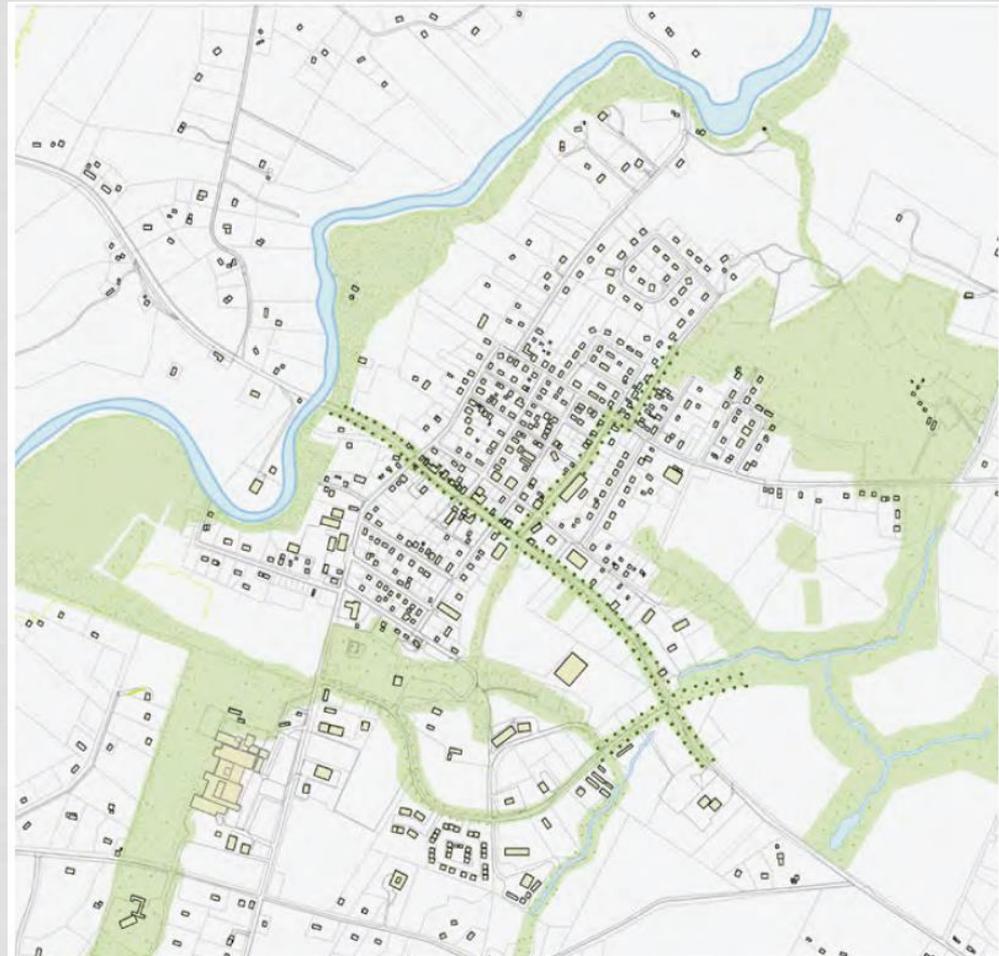
GOALS	TOOLS & ACTIONS	DETAIL
<p><b>MANAGE THE AUTOMOBILE</b></p> <p><b>Deal with parking creatively</b> <i>Flexible requirements, by reducing the burden for off-street parking, can help promote pedestrian-oriented environments.</i></p> <p>Big Idea or Overarching Goal</p>	<p><b>Planning Tools</b></p> <ul style="list-style-type: none"> <li>Municipal parking plans for centers and more intensively developed mixed-use areas, can be done as either a section of, or in addition to, the comprehensive plan.</li> <li>Capital budgets can include funds for new parking lots to consolidate parking, new metering systems.</li> <li>Area-specific plans can promote flexible parking requirements.</li> </ul> <p><b>Regulatory Tools</b></p> <ul style="list-style-type: none"> <li>Zoning can include reduced overall parking ratios and flexible and creative parking strategies such as shared parking, remote parking, and reductions for proximity to transit.</li> <li>Design guidelines for placement and design of parking lots.</li> <li>Subdivision regulations can include flexible parking requirements.</li> <li>Site plan regulations can include flexible parking requirements.</li> </ul> <p><b>Administrative Actions</b></p> <ul style="list-style-type: none"> <li>Design review can include issues related to parking design and placement.</li> <li>Parking districts and parking authorities can manage parking comprehensively through pricing and metering strategies, in-lieu-of fees, and by building facilities for parking.</li> <li>Subdivision and site plan review typically includes parking design and placement.</li> </ul>	<ul style="list-style-type: none"> <li><b>L30</b> Parking lot placement—preferred</li> <li><b>L31</b> Parking lot placement—acceptable</li> <li><b>L32</b> Parking lot placement—not acceptable</li> <li><b>L33</b> Parking lot retro-fit</li> <li><b>L40</b> Parking partially beneath</li> <li><b>L41</b> Parking structure partially beneath</li> <li><b>L42</b> Parking lot screening</li> </ul>

Administration

Regulations

# PLACES: EDGES

- The area is developed, but the intensity of existing development is not as high as the adjacent neighborhoods or downtown.
- The uses are not mixed the way they are in the adjacent downtown; there may be both commercial and residential uses but these are primarily larger, separate developments.
- There are multiple opportunities to connect to the street grid of the adjacent downtown.
- There are almost no mixed-use buildings.
- Pictured right: the edge of downtown or the edge of an older neighborhood.



# PLACES: EDGES (STANDARD DEVELOPMENT)

- Parcels are developed in isolation - lack relation or compatibility
- Commercial uses are auto-oriented
- There is a lack of connectivity between developments and the road networks.
- The roads are designed only for the automobile, there are no continuous sidewalks and crossings, lighting, landscaping or other pedestrian amenities.
- Residential areas are designed as cul-de-sac subdivisions rather than complete neighborhoods.
- The underlying ecology is ignored or compromised.



# PLACES: EDGES (PREFERRED DEVELOPMENT)

- The underlying “green infrastructure” is used to shape the development pattern
- A robust street network creates connections among parcels and the expansion area and the existing center.
- Streets are designed for people, with continuous sidewalks, lighting, landscaping and other pedestrian amenities.
- Buildings are oriented towards the street.
- Commercial areas are designed to balance pedestrian and automotive access
- Parking is located behind or to the sides of buildings as much as possible.
- Mixed use development is encouraged to enable more walking between destinations.



# PLACES: CORRIDORS

- It has almost exclusively car-oriented commercial uses.
- People refer to it as “the strip.”
- Uses are separated by parking lots and driveways.
- There are very few connections from the corridor to the surrounding neighborhoods.
- It is not a walkable place



# PLACES: CORRIDORS (STANDARD DEVELOPMENT)

- The corridor is not connected to the surrounding neighborhoods.
- It is a completely auto-oriented environment. There is redundant and excessive access to each business from the arterial. Sidewalks and pedestrian accommodations are lacking.
- Oversized undifferentiated parking areas separate the buildings from the streets.
- Lack of connectivity in the street network exacerbates traffic, creating unnecessary car trips between destinations.
- The underlying ecology is ignored: excessive paved areas mature trees and vegetation are cleared; streams and wetlands are compromised.
- Poorly managed signage and utilities create visual chaos and an unattractive “anywhere” appearance.



# PLACES: CORRIDORS (PREFERRED DEVELOPMENT)

- Buildings are sited uniformly along the corridor.
- Connections are made between parcels to minimize traffic on the commercial arterial.
- New through connections are made between the corridor and the surrounding neighborhoods.
- Urban forestry is used to create a continuous greensward, protecting natural systems and enabling a network of pedestrian connections.
- Parking areas are reduced in scale. Zoning allows a diverse mix of uses.
- The auto-corridor is re-conceived as a shared pedestrian-oriented public space with design standards.
- Along important roads, there are uniform setback standards.
- Parking is on the sides or behind buildings.



# PLACES: CROSSROADS

- It is the intersection of two important roads.
- It is a local destination for convenience shopping.
- It is not intensively developed—buildings are not close enough to each other to make a compact walkable place and existing buildings are surrounded primarily by undeveloped land.
- The overall land use pattern is unclear. The uses are primarily auto-oriented commercial uses, but there may be some residential uses or some civic uses
- Infrastructure can support intensification of the crossroads intersection and can also support compact neighborhoods around the new center.



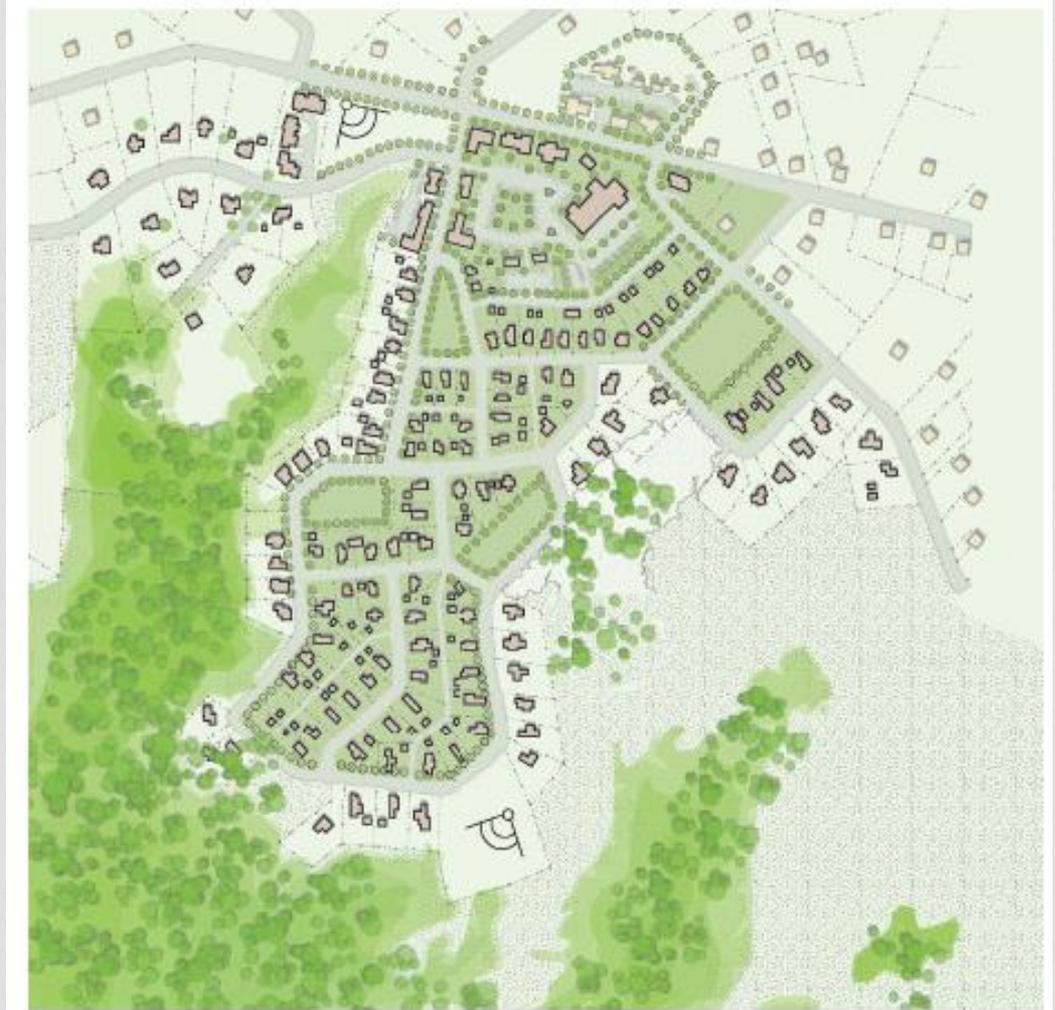
# PLACES: CROSSROADS (STANDARD DEVELOPMENT)

- Commercial uses are auto-oriented and site planning ignores the pedestrian experience.
- Buildings are not sited in a coherent way and are not oriented to the street.
- There is little connectivity between the commercial area and surrounding residential developments.
- Environmental features are ignored or compromised.
- There is little diversity in the land use pattern. Activities tend to be segregated.
- The land use pattern is one in which there are only a few land use types in segregated, single-purpose areas.



# PLACES: CROSSROADS (PREFERRED DEVELOPMENT)

- Land uses include a mix of activities that together comprise a complete community with a distinctive identity,
- Environmental features are preserved and enhanced.
- Parking is organized into multiple interconnected lots behind buildings
- Design guidelines give the streets and buildings some visual coherence.
- Adjacent residential areas are planned and designed according to best practice principles for complete, sustainable neighborhoods, i
- Buildings in the commercial area are planned and designed according to best practice principles for commercial corridors



# PLACES: NEW NEIGHBORHOODS

- There may already be some existing houses scattered about on larger lots.
- It is mostly undeveloped countryside.
- Infrastructure can support intensification.
- It can be developed without compromising natural systems or visual qualities of the landscape.



# PLACES: NEW NEIGHBORHOODS (STANDARD DEVELOPMENT)

- There are no commercial or institutional uses that would make this place a complete community.
- There is little or no diversity of housing types.
- Properties are developed into standalone, cul-de-sac subdivisions that do not connect to each other or relate to the street.
- Properties are developed without regard to environmental resources--stands of mature trees are cleared, steep slopes are compromised, and properties impinge on water bodies.



# PLACES: NEW NEIGHBORHOODS (PREFERRED DEVELOPMENT)

- Clustering and open space strategies between subdivisions are coordinated
- Houses are oriented towards the green network so that it is a shared amenity, not privatized.
- A variety of housing types is provided to promote diversity and flexibility of use.
- The street network within each neighborhood creates a high level of connectivity among and between neighbors and destinations.
- There are multiple points of connectivity between the neighborhood and the arterial network.
- Flexible controls over home occupations and live-work create mixed use and a more complete neighborhood.
- Where the overall density of a group of neighborhoods can support it, neighborhood-scale retail and civic uses encouraged. Each neighborhood (and the neighborhoods collectively) respond to the underlying "green infrastructure" of the site
- Streets are treated as if they are the most important public spaces. The presence of the automobile is minimized to ensure a pedestrian environment; houses have a strong relationship to the street and are oriented toward the street.



# PLACES: RURAL

- Development is sparse.
- Roads have a scenic character, often narrow and winding with little traffic.
- The character of the landscape predominates.
- There is almost no car-oriented commercial development.



# PLACES: RURAL (STANDARD DEVELOPMENT)

- Development is not responsive to natural systems. Natural features such as stands of mature trees and wetlands are not conserved.
- Storm water management uses standard suburban high-impact techniques and the amount of impervious surface, both from roads and individual properties, is excessive.
- Access roads are typical suburban subdivision road types that are excessively wide and do not use low-impact strategies for drainage.
- Houses are out of context both in terms of size and design. Strip-type commercial development is disconnected and out of character with the context.



# PLACES: RURAL (PREFERRED DEVELOPMENT)

- Development patterns respond to the existing natural systems. Natural features are conserved to the greatest extent possible.
- Storm water is managed using Low Impact Development (LID) strategies. Impervious surfaces are minimized and the existing hydrology of the site is maintained. Water resources such as streams and wetlands are conserved and enhanced.
- Roads are rural in character. They are narrow and use passive drainage techniques such as swales.
- A trail network enables access to the open spaces and natural areas.

