Crossroads of the Adirondacks

Tupper Lake

Smart Growth Project

Site and Architectural Design Guidelines

Volume I

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Engineers • Environmental Scientists • Planners • Landscape Architects

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I. INTRODUCTION AND BACKGROUND

The Town and Village of Tupper Lake are located in the heart of the Adirondacks, at the crossroads of the Olympic Scenic Byway and Adirondack Trails Scenic Byway at the intersection of Routes 3 and 30. This community of 6,000 people is the western gateway to the Olympic Region, resulting in a long history as a tourist destination. The community was also a key forest product and health care center in the 20th Century.

While Tupper Lake faces the same challenges the late 20th century brought to many Adirondack communities, including loss of its timber products industry and the out migration of its young people, the community has met that challenge with optimism and energy, as evidenced by its many successes and current and prior projects. Tupper Lake is a key community in the Raquette River Corridor, which has developed a Local Waterfront Revitalization Program funded by New York State Department of State Division of Coastal Resources. Tupper Lake will also be able to take advantage of opportunities presented by its location on the 90 Miler Trail, for which a Community Revitalization and Blueway Trail Strategy was developed with DOS funding. When the Adirondack Park Community Smart Growth Grant program was announced in the fall of 2007, Tupper Lake was in the process of reviewing and updating its revitalization efforts, which includes the **Tupper Lake Community Revitalization Strategy** (2000), the **Strategic Revitalization Plan** (Camoin Plan, 2002), **Village of Tupper Lake Downtown Revitalization Plan** (2003), the **Master Plan for Multi-Use Recreation Trail and Transportation Network** (2006), and the **Economic Development Strategy** (2007), among others.

An analysis of the above referenced revitalization efforts indicate the community has made plans for physical enhancement and design improvements to support revitalization. The Village of Tupper Lake commissioned a "Downtown Revitalization Plan" in 2003. This plan includes concept sketches for redesign of the Park Street business district, parking improvements, and multi-modal linkages to the waterfront. The Village is using that document in discussions being held with the Department of Transportation in preparation for the planned reconstruction of Routes 3 and 30 by DOT in 2010. The community has also obtained Transportation Enhancement Program funding for an extensive Multi-Use Trail System, final design and construction documents for which are underway.

However, despite the many strategic and admirable planning efforts to date, a visual identity for the community is not immediately apparent to the casual viewer or visitor. Since "an image" or "sense of place" is so important for communities like Tupper Lake who wish to attract both tourist dollars and new residents, the community needed to develop a consensus on its desired visual identity. Of particular importance is developing a common visual identity to strengthen the linkages between Park Street and The Junction via the Demars Boulevard commercial corridor, and developing community consensus on its vision for improvement of the two municipal waterfront parks along that corridor.

In this context, the Smart Growth Plan will be utilized to provide three important planning tools to guide Tupper Lake in implementing and achieving its vision for 2020.

1) **Community Charrette** to confirm the vision established in the Economic Development Strategy and garner consensus on a visual identity to serve as the basis for community design and development.

2) **Design Guidelines** based upon visual identity developed at the Charrette.

3) **Master Plan** development for the waterfront parks, and design concepts for the Demars Boulevard commercial corridor, and the Junction "downtown" area with emphasis on access, circulation, parking, streetscaping, and "green infrastructure".

I. A. Tupper Lake's Visual Theme

In August 2008, the Town and Village of Tupper Lake conducted a Community Charrette to involve and enfranchise the Greater Tupper Lake Community in confirming a **Vision** for the community and to provide direction in developing Design Guidelines and Concept Designs and a Master Plan for the waterfront Parks and adjacent roadway facilities.

The Adirondack Park Community Smart Growth Program was developed to assist park communities to develop plans that foster sustainable development, protect the environment,

and promote community livability. In order to achieve the program goals, the following objectives were identified for the conduct of the Charrette:

- Confirm the Vision for the Greater Tupper Lake Community;
- Involve and Enfranchise the citizens and organizations within the Tupper Lake Community;
- Create Consensus regarding community goals & objectives; and
- Prioritize community goals and objectives and develop an implementation strategy which will be reflected in the Master Plans and Design Guidelines.

Through preparation of the 2007 **Tupper Lake Economic Development Strategy**, the community established the following **Vision Statement:**

"In 2020, Tupper Lake will be a nationally recognized center for education in environmental and natural sciences and a vibrant four-season Adirondack destination attracting families, businesses and visitors looking for a unique place balancing nature and technology, history and progress, work and play."

As stated in the Introduction of this report, significant progress has been made towards implementing this Vision over the last decade. The Natural History Museum of the Adirondacks (the Wild Center) is thriving, introducing and educating tens of thousands of visitors to the Adirondack Park and Tupper Lake community; a new railroad depot has been constructed in anticipation of the restoration of rail service; the NYS Department of Transportation has initiated a series of projects which will enhance and provide multi-modal access to the hamlet of Moody, Big Tupper, and the waters of the Raquette River, Tupper Lake, and Simon and Raquette Ponds, and will implement an aesthetic, functional streetscape, create a pedestrian friendly environment, and link the Village Center to the Waterfront Parks, and the design of the multi-modal Tupper Lake Trail and Transportation System is underway. On the horizon are the development of the Adirondack Club and Resort at Big Tupper and the revitalization of the former Oval Wood Dish industrial site.

To that end the Community Charrette focused on confirming the Vision identified in the Tupper Lake Economic Development Strategy and establishing a program for the development of a Master Plan for the waterfront parks. There was widespread consensus that the Wild Center was a unique and invaluable community asset upon which Tupper Lake should base its inspiration and image. Tourism is viewed as the 21st century industry which will drive the local economy. Tupper Lake as the "Crossroads of the Adirondacks" may serve as a base camp for the Adirondack Park visitor, while presenting a "green" image, providing access to the natural environment, while providing needed and desired services. The community must identify its own niche, not seeking to copy Lake Placid or Lake George, but rather build upon its setting, history, and culture.

Based on public input from the Charrette, the following four themes emerged as the visual framework for the master planning and preparation of community-tailored Design Guidelines, which will ultimately serve to foster future innovative design, and thus, ensure a visual identify to assist in achieving Tupper Lake's vision. The themes reflect the community's overall vision at a broad policy level; highlighting areas where Tupper Lake has opportunities to build on its strengths – as well as those areas where a change in policy direction is needed to improve a condition that is not consistent with the vision. The four visual themes are illustrated on Figure 1 and include:

Connectivity

A connected system of roadways, public spaces, parks, trails and waterways, rather than a collection of isolated sites, frames the civic, cultural, recreational, environmental, and economic life of Tupper Lake. Sited at the "crossroads of the Adirondacks", Tupper Lake serves as the western gateway to the Olympic Region and High Peaks Wilderness area. Routes 3 and 30, the principal east-west and north-south transportation routes within the Adirondack Park, intersect at the geographic center of the Village. The Raquette River is a designated Recreational River on New York State's

Wild, Scenic, and Recreational River's System; the Junction Pass Multi-Modal trail is in the final design phase and preparation of construction documents is underway for construction scheduled for spring 2011. Tupper Lake has excellent opportunities for accessible, safe, diverse and vibrant pedestrian and vehicular routes that will connect parks and public spaces with cultural and community destinations such as the Wild Center and with local and regional business areas, fostering a fully connective system within the Tupper Lake community.

Community

Public spaces, parks, plazas, streets, educational and community centers are the gathering places for the people and visitors of Tupper Lake. Residents can experience the dynamic of the being in the heart of the Adirondacks and along the Raquette River corridor. Additionally, the Municipal waterfront park is centrally located within Tupper Lake and is the site of many local community events such as the Woodmen's Days, Tinman Triathlon, the Lumberjack Regatta, Flea Market and other organized community engagements. Fostering a sense of community through quality design of public spaces and smart growth implementation practices will support and celebrate neighborhood cultural identity and also serve as the meeting places for the people and visitors of Tupper Lake.

Nature

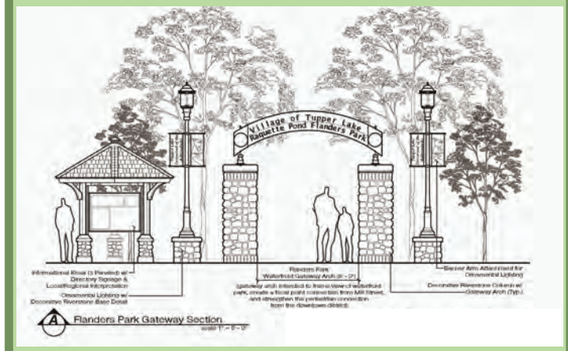
As stated in the Tupper Lake Revitalization Plan, "Tupper Lake is the home of the Natural History Museum of the Adirondacks. The community is a friendly, clean and attractive all-season outdoor family recreation destination that has maintained its small town character capitalized on its crossroads location and

preserved its scenic beauty while creating ample employment opportunities for its residents. These qualities have made Tupper Lake a desirable place to live, work, raise a family or retire." The Wild Center in Tupper Lake is the premier Adirondack Natural History Museum, boasting over 35,000 square feet on 31 acres of indoor exhibit halls and galleries, a panoramas theater, laboratories, and living ecosystems with native flora and fauna to allow visitors to explore a sample of the larger Adirondack natural environment. The location of the Wild Center in Tupper Lake is a testament to the hard work set forth by residents and local organizations that capitalized on making their vision a reality. The Wild Center is just one, but very important component of the community's revitalization efforts, leveraging tourism, and enhancing awareness of Tupper Lake's and the larger Adirondack Park's pristine natural resources.

"Green" Design

Tupper Lake stands ready to follow in the footsteps of The Wild Center's eco-friendly and sustainable design model to be considered the leader in smart growth and "green" design within the Adirondack Park and New York State. As referenced in the Wild Center's Mission Statement, Tupper Lake could "ignite an enduring passion for the Adirondacks where people and nature can thrive together and set an example for the world" by embracing the need for sustainable design in its local development projects. Parks, playgrounds, parking lots, trails, buildings, roadways, etc will be designed and constructed with an eye focused on the environmental and natural integrity of Tupper Lake and the Adirondack Park. Every construction project in the community should be reviewed against the principles generally outlined in this document in order to truly achieve a sustainable environment. Sustainable design creates environments that are safe, comfortable, interesting, environmentally sound, and long lasting, providing an arena for people to enjoy. Innovative design should always be encouraged no matter how small the project is.

CONNECTIVITY



A connected system of roadways, public spaces, parks, trails and waterways, rather than a collection of isolated sites, frames the civic, cultural, recreational, environmental, and economic life of Tupper Lake.

COMMUNITY

Public spaces, parks, plazas, streets, educational and community centers are the gathering places for the people and visitors of Tupper Lake. Residents can experience the dynamic of the being in the heart of the Adirondacks and along the Raquette River corridor.

NATURE

The community is a friendly, clean and attractive all-season outdoor family recreation destination that has maintained its small town character capitalized on its crossroads location and preserved its scenic beauty while creating ample employment opportunities for its residents.

GREEN DESIGN

Tupper Lake stands ready to follow in the footsteps of The Wild Center's eco-friendly and sustainable design model to be considered the leader in smart growth and "green" design within the Adirondack Park and New York State

Visual Themes

The Visual Themes illustrated here are conceptual design representations that emerged as the visual framework for the master planning and preparation of community-tailored Design Guidelines, which will ultimately serve to foster future innovative design, and thus, ensure a visual identify to assist in achieving Tupper Lake's vision. The themes reflect the community's overall vision at a broad policy level; highlighting areas where Tupper Lake has opportunities to build on its strengths – as well as those areas where a change in policy direction is needed to improve a condition that is not consistent with the vision.

It is with these visual themes that the basis for the design guidelines outlined in this document provides direction to the community, developers, and officials for rehabilitation and new construction projects. Written and graphic representations used in this report help illustrate design ideas that are in line with these themes that were derived through many years of planning and visioning, and that will assist Tupper Lake in carrying out its vision and identity.

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II. OVERVIEW AND PURPOSE OF SITE AND ARCHITECTURAL DESIGN GUIDELINES FOR TUPPER LAKE

The Town and Village of Tupper Lake are working proactively and cooperatively to improve the appearance and overall functionality of the Junction (Faust), Uptown and Waterfront Park areas along NYS Routes 3 and 30 within the Village. Building upon the **2007 Economic Development Strategy** (The Camoin Plan), the **Downtown Revitalization Plan** and the **Multi-Use Recreational Trail and Transportation Network Plans**, this compilation of Design Guidelines tailored specifically to the Tupper Lake community will further assist Tupper Lake in fostering its vision via a mechanism to encourage appropriate site and architectural designs at the onset of future proposed construction or renovation projects.

This Smart Growth project report and Design Guidelines were prepared to provide a basis for architects, engineers, landscape architects, developers, Town and Village Planning Board members, residents and Village officials to address site development issues within the core business corridors of the Village of Tupper Lake. These guidelines provide suggested approaches and criteria for design to assist developers and the Village as they design and review projects that include: architecture; site development; vehicular; bicycle and pedestrian circulation; parking; streetscape improvements; signage; and lighting. These Guidelines are intended to:

- Delineate the boundaries of an overlay area within the Village of Tupper Lake where these guidelines will be utilized (Figure 2);

- Provide clarification of the Town and Village's objectives in concert with existing zoning laws; and, to add consistency and predictability to the permit review process;

- Stimulate rehabilitation and improvements to existing structures and encourage new infill development within the downtown areas of the Village;

- Improve the visual appearance of the Routes 3 and 30, including Park Street, creating individual and civic pride and renewed interest and vitality to the hub of the Tupper

Lake community;

- Provide a consistent methodology for review of proposed projects;
- Inspire creativity and quality in the design for all structures and in site development, and
- Foster an exchange of ideas among developers, Village officials and residents in an effort to improve the quality of design in all projects, public and private.

These Guidelines will supplement *Section 4.52 General Development Considerations* of the Village of Tupper Lake Land Use Code. This document is not intended to address every aspect of design relative to all projects, but establishes site and building façade design criteria to be applied to projects within the boundaries illustrated on Figure 2. The Land Use Code (zoning ordinance) sets specific use and dimensional requirements for parcels within these zones. Unlike the requriements of the Land Use Code, the Design Guidelines are not mandated but strongly suggested for use in the development of future projects. A review of the Guidelines by project owners, developers and review boards will enable all parties to determine when additional or specialized professional design assistance is required for appropriate decision making to progress and/or to secure the requisite permits and approvals. Interpretation of these Guidelines is the responsibility of the Town and Village of Tupper Lake.

The utilization of Design Guidelines by the Town and Village of Tupper Lake will preserve and enhance the quality and character of the Junction, Uptown, Demars Boulevard corridor and Waterfront Park areas. Also, these Guidelines will establish criterion to ensure consistent, quality site and architectural design for rehabilitation and infill projects, enhance property values, spur economic revitalization, and protect the investment of current property owners and entrepreneurs. This document presents Design Guidelines for the primary business areas within the Village of Tupper Lake and will provide a tool that the Village can use to foster a visual identify within the context of the greater Adirondack Park. The cumulative benefit to the community as a whole will increase over time as more projects adhere to these guidelines and design practices.

The Junction / Faust Area

Former Jarden Site

Waterfront Parks & Nature Areas

Design Overlay District Boundary

Uptown Business District

Raquette Pond

KILDARE
NINTH
KILDARE
8TH
MAIN
FIFTH
BALSAM
BALSAM
OTTAWA
MOHAWK
UNDERWOOD
FULLER
MURRAY
PROSPECT
LITTLE WOLF
HEBERT
LEBOEUF
MCCARTHY
WOODLAND
DEMARS
WATER
OHIO
MCLAUGHLIN
MCLAUGHLIN
PLEASANT
FACTEAU
BOYER
ROUNDS
PIMSTEIN
SUNSET
DRIVEWAY
PARK
BAKER
LAKE
FOREST
HIGH
CASSELL
CHURCH
WAMBEEK
FIRST
SECOND

Tupper Lake Smart Growth Implementation Grant

Design Overlay District Areas Map

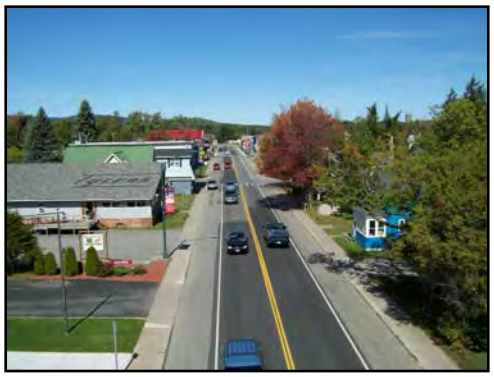
N
W E
S

Figure 2

1 inch = 1,000 feet

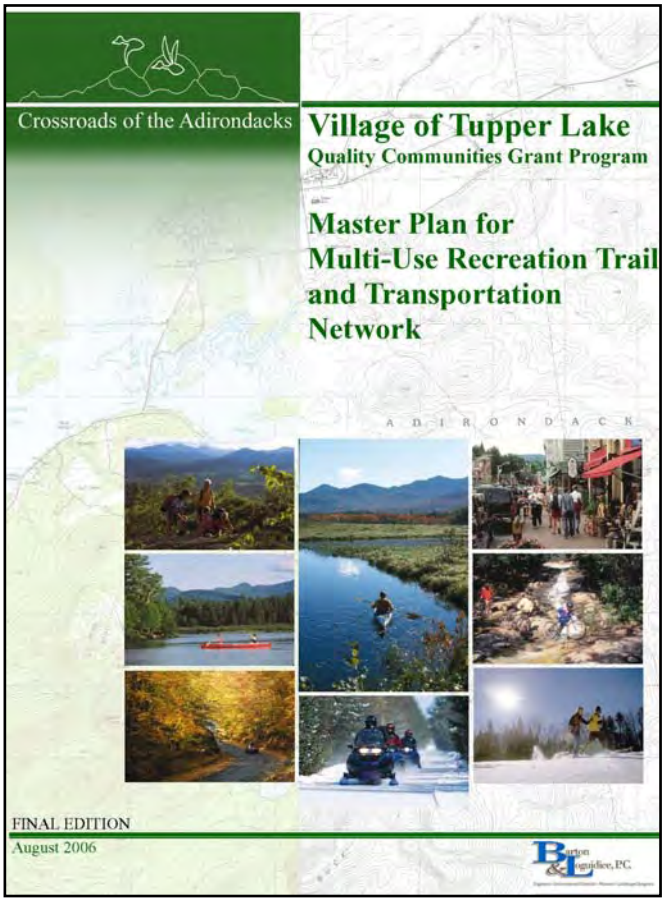
II. A. Need for Design Guidelines

Design Guidelines for any urbanized area are created to ensure that our Main Streets and historic downtowns remain viable and flourish. Our Village downtowns and Main Streets within the Adirondack Park represent the past in their architecture, use patterns and public spaces. They also represent a major economic investment in our communities, and they provide the site and setting for new construction, infill or for the rehabilitation of structures. Their urban fabric provides a structure that is well suited to improve the quality of life for the people living within the Town and Village of Tupper Lake, the greater Olympic Region, and for those that visit for business or pleasure. Downtown cores present exciting opportunities for stability, growth and development because they contain within a compact, identifiable area the services, goods, entertainment, employment, education, social interaction and sense of community necessary for an enhanced quality of life. At a time where most of us have become dependent on the automobile and have turned our communities into pavement grids for our vehicles, these urban centers can renew pride in our towns, villages and cities by establishing a human scale and sense of place. These special areas allow us to park our vehicles and become pedestrians, to reconnect with our neighbors, our community, and in Tupper Lake's case, our unmatchable natural and environmental resources.



Neighborhoods are sometimes defined by physical boundaries such as a river, a park, a railroad, a building or a street. Others are defined by established political boundaries, ethnicity or income level. The Village of Tupper Lake has identifiable boundaries, but its Village Center is uniquely defined by its neighborhood-scale concentration of businesses, services, municipal buildings, places of worship, parks, schools, the library, and the post office. The state highways and major streets that serve The Junction (Faust), Uptown, Oval Wood Dish / Jarden site and Waterfront Park areas provide linkage and access to these

neighborhoods and commercial and government centers.



The single-most predominant and consistent element in successful downtowns is the pedestrian. All vehicular trips begin and end with pedestrian journeys and we must address the needs of those who cannot or do not drive or own vehicles **by planning, designing and constructing** a comprehensive multi-modal, handicap accessible transportation facility. When good planning and design is systemic and predictable in local government, all transport modes can be accommodated without undue competition or interference. As summarized in the Village of Tupper Lake's **Multi-Use Recreational Trail and Transportation Network Plan**, walkable communities reduce congestion, air pollution, use of energy resources and provide connection, exercise, promote health and safety for pedestrians and can generate activity in downtowns.

II. B. Applicability of Design Guidelines

This document includes Guidelines that will be used by Tupper Lake and applicants to the Village and Town to determine the appropriateness of proposals for site and architectural improvements to existing and historic buildings as well as new construction. All development projects proposed within the areas as shown on Figure 2 are subject to review. The following represent the types of development projects to be reviewed:

- Alteration or addition to the exterior of an existing structure;
- Repair or upgrade of features on an existing structure (>$10,000 in 2008 $);
- New construction;
- Relocating an existing structure;
- Demolition of an existing structure;
- Erection of a fence or wall;
- Erection or alteration of a sign;
- Erection or alteration to an awning or canopy;
- Site work, including landscaping;
- Excavation and fill operations;
- Changes to exterior lighting and / or utilities, and
- Parking facilities

As future public and private development proposals are submitted to the Village for review and approval, each will be examined to determine suitability based upon the provisions of the local Land Use Code in conjunction with these Design Guidelines. This approach to future development will ensure continuity and quality and strengthen the functional and aesthetic character within the Village of Tupper Lake.

II. C. Goals

The collective **Goal** of the Design Guidelines is to provide a basis for achieving and implementing the **vision** identified and established by community leaders, citizens, the business community, and elected officials. Understanding and adhering to the goals outlined below will help ensure that Tupper Lake will remain a vibrant, attractive Adirondack community.

II.C.I Retain and Enhance the Historic and Architectural Character of the Junction and Uptown Areas by Affirming a Design Quality and Consistency of Scale, Details and Materials.

Tupper Lake's identity is largely portrayed by two very different Village centers, The Junction

(Faust) and Uptown. Both have a long and rich history which is reflected in the architecture and streetscapes along NYS Routes 3 and 30. An opportunity exists to establish special districts which will identify and define irreplaceable and unique community resources and spur preservation and downtown revitalization.

Traditionally, individual buildings in Tupper Lake were architecturally unique in character with predominantly Victorian-era architecture lining its business districts. This is a fundamental characteristic that is vital to the preservation and enhancement of the historic integrity of the community. Identifying those characteristics and building upon them during new construction, infill, or refurbishment of existing structures will provide a consistency of style and design that will improve the overall quality within the Village while celebrating its past.

Historic Main Street in Tupper Lake

II.C.II Establish Design Consistency and Context for Future Development of the Oval Wood Dish / Jarden Site.

Since the recent closing of the Jarden Factory, this site has been central to discussions regarding possible future development opportunities. Whether big-box retail or mixed-use, or traditional urban design and construction; the redevelopment of this site will no doubt have a significant impact upon the economic, visual and cultural make-up of the Town and Village of Tupper Lake. Ensuring that the overall layout and design of this site, no matter the type of development or prospective owners, reflects Tupper Lake's visual identify and is contextually appropriate within the Village, Town, and Adirondack Park will be critical. Utilization of these Design Guidelines will help achieve this goal and protect Tupper Lake from amorphous development trends that can cripple the historic and architectural integrity of Adirondack communities.

II.C.III Utilize Design Guidelines to Aid in Identifying Appropriate Gateway Treatments for Sites and Vehicular Corridors.

Enhancing "community gateways" into the Village of Tupper Lake continues to be a central focus of discussion which was initially derived from the development of the Village's **Downtown Revitalization Plan**. These Design Guidelines build upon that Plan to further identify specific treatments to be incorporated into such projects to achieve an enhanced entrance to greet residents and visitors into the Village of Tupper Lake and greater Olympic Region.

II.C.IV Provide an Illustrative Review Mechanism to Accompany Existing Zoning Laws to Achieve Actual Desired Development.

These Guidelines are intended to supplement the existing Village of Tupper Lake Land Use Code and help clarify the current interpretation of those regulations. It is important to specify particular zoning districts to which these guidelines will apply via an "overlay" (Figure 2). The existing Village Land Use Code sets forth specific use and dimensional requirements for parcels within these zones. Unlike those requirements however, the Design Guidelines are not mandated. Rather, they will be strongly encouraged by the local reviewing boards for use in design of projects and aid in making the review and approval of such projects more transparent for developers early on in the design and decision-making process.

II. D. Procedures for Applying Design Guidelines to Projects

The Design Guidelines are intended to be officially adopted as local land use policy and be utilized by Town and Village officials during the design review process for future proposed projects. The Village Planning Board particularly will use these guidelines in association with regulations of the local Land Use Code when reviewing proposals dealing with changes to structural exteriors, vehicular and pedestrian facilities, access management along NYS Routes 3 and 30 (collective ingress and egress of individual sites), and the overall site design and layout of buildings, parking and landscape elements.

It is critical to the overall application and success of these Design Guidelines that all Village officials, particularly the Planning Board, be familiar and comfortable with referring to them when reviewing projects early on during the pre-application process. Currently, the Village has a set of Preliminary Review procedures for development proposals involving Special Uses as outlined in the Commercial (C) District and Residential-Commercial (RC) District. However, this review is not mandatory and is subject to the Code Administrator's and developer's determination as to whether the proposed project falls within the requirements under *Section 4.412: Applicability* and as stated below:

Preliminary Review should be conducted whenever a proposed project:

- *a) is likely to involve significant impacts upon the surrounding area due to:*
  - *a. scale or size of the project, or*
  - *b. complexity of the project, or*
  - *c. the project's substantial difference from existing surrounding development, or*
- *b) is likely to involve significant impacts upon community facilities, including public roads and streets, or*
- *c) is likely to involve significant natural resource impacts.*

It is recommended that the Preliminary Review meetings be **required for all development proposals within the Commercial (C) and Residential-Commercial (RC) Districts**, and per Section II.B of this document. These sessions should be informal discussions between the Planning Board Chair, Code Administrator, and project applicants. Scheduling a preliminary review session early on in the process (prior to formal site plan review application to the Village) is important. Appointments can be made by owners or their representatives (architects, engineers, landscape architects, or other professionals.). These informal review sessions can be used as a sounding board to test ideas and concepts before detailed, time consuming and expensive architectural and site plan designs are developed. Suggestions/recommendations from the design review sessions can be incorporated into the proposed designs before the formal application process is initiated. This procedure should assist in saving time and effort for Village officials and applicants.

III. DESIGN GUIDELINES

The Design Guidelines are presented in four (4) broad sections that address specific areas for consideration. They are:

- Architectural Guidelines,
- Site Design Guidelines,
- Streetscaping; and
- Signage and Lighting

While each of the four is expansive and distinct, they cannot address the entire range of considerations applicable to every situation. For instance, signage and lighting while distinct and unique, also has applicability to architecture, site development and to streetscaping guidelines. Although somewhat arbitrary, the sections group information and present it in a hierological order. Architectural guidelines are first because they are written to protect the resource that is most vulnerable, most unique and of greatest value. Just as areas of Tupper Lake will need constant care, attention and revision, these guidelines in conjunction with the local Land Use Code will need updating as the community evolves and changes over time.

III.A Architectural Design Guidelines

III.A.1 Building Setback

The distance from the street or property line to the front of the building should reflect historically established setbacks within the Village's Centers. The intent is to enhance the visual continuity along a street and to help provide unified blocks and neighborhoods. Uniform buildingsetbacks create a strong street wall that provides interest and appeal for the pedestrian.

Inconsistent Setbacks along NYS Route 3 in the Junction creates holes in the streetscape and building wall and visual disinterest

III.A.2 Orientation

The manner in which a new building relates to the street is an important consideration in terms of compatibility with its surroundings. Traditional siting patterns should be respected. As such, buildings in Tupper Lake's Junction (Faust) and Uptown areas should be oriented parallel to their lot lines with the primary entrances of the buildings oriented toward the sidewalk or street. Corner lot entrances can sometimes be enhanced or made more functional and dramatic if angled at the corner. Although oriented parallel to its side lot lines, the Aubuchon Plaza shown in the aerial below does not architecturally address the street or historical development patterns. Instead, it creates an unsightly paved parking lot and uninteresting building form.

Incompatible building orientation along Demars Blvd. at Aubuchon Plaza

III.A.3 Mass and Scale

An important component of the Village landscape is the architectural form and character of the buildings, the way they relate to spaces and streetscapes and their visual appearance. The mass and scale of buildings are key considerations that affect these attributes. The height, width and depth of any new buildings or improvements to existing buildings should be compatible to that of the adjacent existing buildings to enhance compatibility from one building to the next, particularly within the Junction and Uptown areas.

Inappropriate Mass and Scaling of Buildings

Desirable Massing and Scaling

III.A.4 Lot Coverage

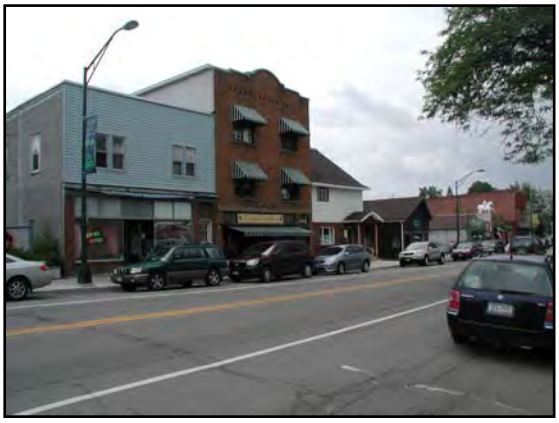
Lot coverage, particularly within the Junction and Uptown areas should achieve a high ratio of structures to open space with building fronts at appropriate setbacks. Parking areas should be appropriately sited to the side or rear of the primary structure. This coverage creates a unifying effect. Any openings or gaps should be evaluated within the context of the site design and streetscaping guidelines contained within this report. A consistent sidewalk, tree planting area, curb line, parking lane and street alignment provides consistency and visual unity.

Within the Demars Boulevard corridor, contiguous front yard setbacks may be varied, creating a transition zone along the roadway between the Junction, Uptown and the Waterfront Park area.

III.A.5 Building Form

Architecture should reflect the form and composition of adjacent buildings in Tupper Lake. The design of new and rehabilitated buildings should complement the overall structural and aesthetic composition of the street. In general, buildings should contain architectural treatments that complement and enhance the architectural styles of existing and historic buildings within the Village Centers and neighborhoods.

Buildings that contain similar treatments and compliment one another



Local buildings with Non-compatible form and architectural treatment to adjacent buildings

III.A.6 Building Height

Building heights within the primary business areas of the Village should be consistent with the existing two and three story buildings which form the core of the Junction, Jarden, and Uptown areas, regardless of architectural fenestration. New or rehabilitated buildings should restore or recreate the historic alignment of architectural features, including overall heights and roofs, using these lines to unify the street visually. Building height is defined not only by overall dimension, but also by architectural features that reinforce alignments of the top and bottom of first floor

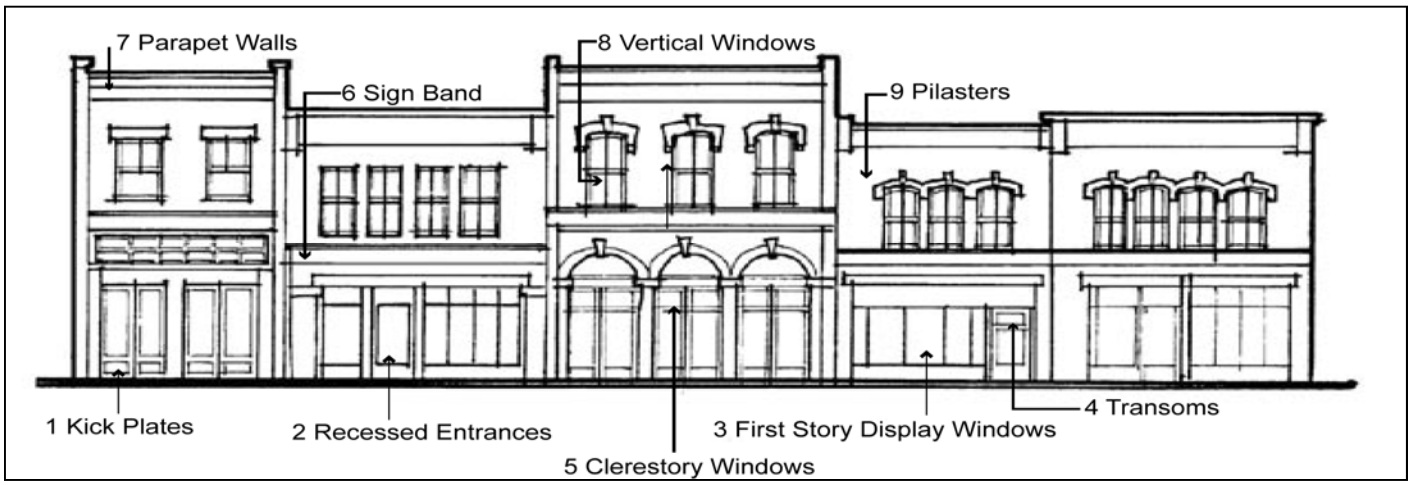
Top: Varying building heights
Bottom: Good attempt at unifying heights among different buildings

display windows, sign bands, window sills on upper floors, parapet and cornice lines and the roof lines.

III.A.7 Building Design

The building is a composite of a variety of architectural components which in combination complement or conflict. It is important to view the structure holistically as to scale, style, materials, detailing, and siting in order to discern its compatibility with the character and context of the Tupper Lake community.

Consideration of the following architectural details and components will assist in determining the appropriateness of the building design.



III.A.8 Building Facades

The façade of a building typically references the portion of the building that faces the street. It normally contains the primary entrance to the building, is architecturally the most detailed, and encompasses a pattern of windows, bays, engaged columns, cornices and fenestration.

Distinguishable architecture by detailing and unifying facades

The preservation of existing Village storefronts will help maintain a unique historic character of the area. Façade elements should be preserved to create patterns along the business blocks which help retain the overall design integrity. Elements to be saved, rehabilitated, or recreated include:

- Kick plates as a base to building fronts.
- Recessed entrances or angled entrances on corners.
- First floor display windows.
- Transoms over entrance doors.
- Clerestory windows above display windows.
- Sign bands.
- Parapet walls with caps or cornices
- Vertical window patterns on upper floors with window sills.
- Pilasters and decorative brick or stone.

III.A.9 Fenestration

The mix of windows, recessed areas and sculptural elements of the façade are referred to as building fenestration. Building fenestration is an architectural term that measures the amount, frequency and depth of openings, recessed areas or projecting elements that form the overall architectural composition of the building. The fenestration of a building may reflect the architectural "rhythm" of the façade. This rhythm refers to the mathematical proportions of design elements and their repetitiveness. When approaching the rehabilitation of a façade or the design of a new building, the façade should be in keeping with the rhythm and proportions of adjacent buildings. The overall pattern should be simple but can be broken down into smaller elements for added interest and architectural detail. Reviewing plans for the façade of a proposed project is important in determining the compatibility of a

building and the quality of design that is being offered to the community.

Upper story windows: Uncover and reopen upper story windows where possible to maintain historic character. Maintaining the original spacing, pattern, size, materials, and operating system of the originals is important. Altered dimensions and the use of unfinished or shiny metals are inappropriate.

III.A.10 Transoms / Clerestory Features

Clear glass transoms over doors or clerestory features above display window areas are a historic architectural feature. These areas are sometimes used for signage or decoration. Some of these original transom windows could have been opened in the past and that capability may have been lost when ceilings were lowered or other modernization efforts blocked these features. Recreation or preservation of these elements is encouraged.

III.A.11 Additions to Historic Buildings

The scale and proportions of an addition should be compatible with the principal structure and with surrounding structures. Whenever possible, architectural elements on an addition shall align with similar elements on the existing building. For example, windows on an addition shall align with the windows on the principal structure. Also, fascia and other trim shall be used consistently and the details on additions and auxiliary structures shall relate to those on the main structure. It is not required that additions replicate the existing architecture, rather that additions shall be respectful of and sensitive to the existing architecture. In most cases, additions shall be sided and roofed with materials that match the existing structure in terms of scale, texture, and color. Flat roofs are sometimes appropriate for additions; gabled roofs shall

Inappropriate building addition and design

replicate the roof pitch on the existing building when possible. Additions and bay windows shall fit into the existing architecture of a structure, both physically and visually. Often in maximizing the size of an addition, other elements on the building, including existing doors and windows, become overly crowded in a visual sense. Not all buildings can accommodate a large addition or a bay window. These elements must be studied carefully to ensure that they do not disrupt the existing scale, proportions, and rhythm of the structure.

Additions to the side of an original building should maintain original proportions, scale and character of the primary façade but can be positioned with a slight setback. This setback delineates the original from the addition and can be additionally differentiated with subtle changes in color, material or texture.

Upper story additions can be setback from the original façade to provide a distinguishable break between original and new. Addition facades and their materials should be in keeping with the original scale of the architectural elements and materials.

Proportions of upper story windows should be in accord with others in the vicinity in size, shape, height and number. The rhythm established by the traditional façade widths of the original structures should be maintained. Within streets or blocks a consistent building width was established - generally mimicking the lot widths.

III.A.12 Awnings and Canopies

Awnings and canopies have been used historically to provide shade, to reduce glare off large first floor display windows, to provide shelter from inclement weather and to add interest and color within the streetscape. In many instances awnings can be used as business signs. For example, a first floor restaurant or professional office space could utilize a well crafted canvas awning to show the name and street number of the business either on the awning valence or on the main sloped part of the awning depending on where viewing takes place. Awnings and canopies as non-permanent features to a building should not obscure, compete or damage important architectural details. Awning/canopy color should be coordinated with the color scheme of the building and with others in their vicinity.

Top: Two extremes of appropriate and inadequate use of awnings and canopies.
Bottom: Visual simulation of historic restoration of a building, including incorporation of awnings, window treatments, public open space, pedestrianization, etc.

III.A.13 Building Entrances

A building's entrance is a significant element of a building's overall design. It should be easily identified and designed as a key architectural element of the structure. It can be accentuated and identified by an overhead cover which also provides shelter, the door(s) may be enlarged or doubled, and additional lighting may provide a view into the space demonstrating the hospitality to be found within. Color, detailing or architectural features also help provide a sense of entrance.

Architecturally deficient storefront facades

Appropriate treatments that welcome the visitor at the door

Appropriate treatments that welcome the visitor at the door

III.A.14 Mechanical Equipment

Mechanical equipment shall be screened in a manner that is compatible with the architectural character of the building. Appropriate screening for rooftop equipment may include parapet walls or fabricated panels. In some cases, painting is sufficient to reduce the visibility of rooftop equipment. An appropriate setback from the dripline of the roof may be an acceptable method of screening mechanical equipment from public view. A review of screening or rooftop mechanical equipment can be made by using sight line studies and through site visits. Appropriate screening for mechanical equipment on the ground may include landscaping, fences, or auxiliary structures that are compatible with architectural elements and streetscapes.

III.A.15 Residential Conversions to Public or Commercial use

The conversion of a residential structure to commercial or public use presents unique challenges as well as opportunities. Typically, a significant modification of the façade is required, as the entry door, windows, and entryways do not accommodate the new use. Scale is a primary consideration, as is the potential loss of the original architectural detailing and style.

While these challenges cannot be ignored, it is possible to design the conversion sensitively, and in character with the neighborhood. Certain businesses are particularly appropriate for conversion from residential use:

- Professional Offices
- Antique Shops
- Specialty shops and boutiques
- Cafes or restaurants

III.B Site Design Guidelines

Quality site design is of equal importance with architectural design. Site design encompasses all of the physical elements within the project and site boundaries including: topography, water, vegetation, pavement, signage, lighting, and site furniture. Off-site elements such as views, noise, lighting, wind, and climate must also be considered.

How a site functions is of critical importance. Is parking adequate? Are entrances well defined and safe? Are plantings in scale and do they complement the architecture. Are service areas appropriately located?

In Tupper Lake's Junction and Uptown areas, some of the early buildings have been in place for over 150 years. Some of the natural features that also contribute to the views and setting of Tupper Lake and the Adirondacks, such as the mountains, streams, and valleys that surround the Village have not been greatly changed by human intervention. Site design has an effect on: defining spaces, providing or screening views, highlighting architectural features, buffering winds, reducing glare, providing shade, accentuating entrances, preventing erosion, regulating circulation, enhancing property values, beautifying the site and in general influencing man's interaction with the natural and built environment. Major design elements to be considered during the design review process for future development within the Village of Tupper Lake are outlined in the following sections.

III.B.1 "Green" Site Design and Infrastructure

Of particular importance through feedback at the community charrette was the desire to build on the Wild Center's incorporation of "green" infrastructure within the context of its site, and encouraging future development to try to accomplish similar design achievements to the extent practicable. The Raquette River, Raquette Pond, Simon Pond, and Little Wolf Pond are all extremely important natural features within the Tupper Lake community. Yet, each is very vulnerable to impacts

associated with local site development practices. Applying simple yet effective, sustainable and low-impact stormwater management techniques that reduce, retain, slow and filter stormwater before it reaches Tupper Lake's water ways is an important aspect of site design that should be the flagship of the community's visual identity. Creative stormwater techniques, when incorporated into new development or as retrofits to existing land use, will help improve the aesthetics of the built environment and educate the community about stormwater management processes.

In addition to jurisdictional regulations imposed by the Adirondack Park Agency, future projects should be **encouraged** to integrate "green" solutions into their site designs much like the Wild Center. Outlined below are several "green" design techniques to achieve more sustainable and environmentally-friendly developments that could over time be the visual face of Tupper Lake.

Bioretention

Bioretention facilities and bioswales are stormwater management measures recommended *at least* within the boundaries associated with these Guidelines as illustrated on Figure 2. Essentially, a bioretention facility should be composed of:

- A depression in the ground, or ponding area where the runoff water from a parking lot, roof top, and other impervious surfaces is captured.

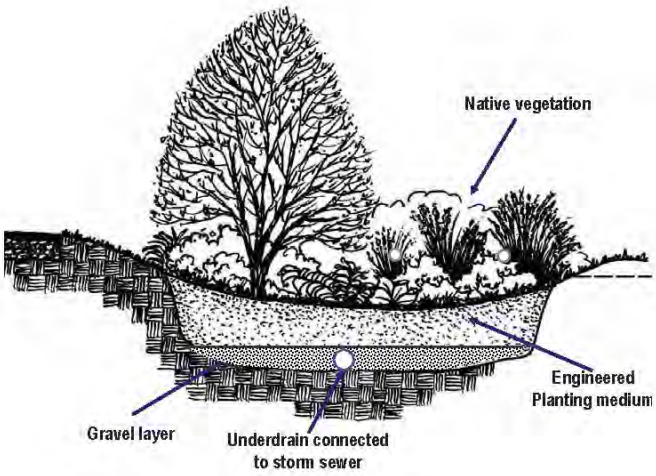
- A soil mixture that supports various types of water tolerant vegetation. This mixture is typically an engineered soil mix that serves as both planting soil and a filter medium, and an organic layer of mulch and plantings.

- Native vegetation, appropriate for the expected wet and dry conditions.

- An entrance where runoff can flow into the drainage facility.

- An underdrain to collect treated runoff.

- An overflow for excess water.



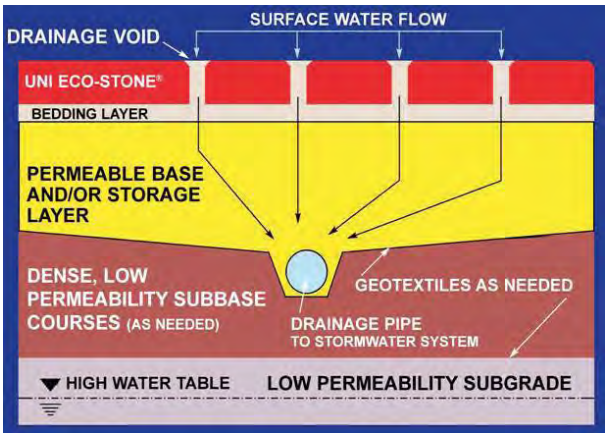
Four examples of different applications of stormwater management bioretention areas

Permeable Pavement Treatments

Permeable pavement systems, like the parking lot of The Wild Center as shown at left, typically used for walkways, driveways and parking areas, allow stormwater to infiltrate quickly through voids in the pavement matrix before it can run off the pavement surface. Beneath the pavement, water is either absorbed into the subsoil or detained underground for slow release into a storm system or waterbody. Collected water may also be stored in a cistern for reuse. This best management practice can reduce peak surface runoff rates that flow directly into Tupper Lake's primary water bodies and also has the potential to increase groundwater recharge at developed sites.

New impervious surfaces within the boundary illustrated on Figure 2 should be minimized as much as possible, and it should be encouraged that all paved surfaces be permeable or include adjacent runoff collection areas. Some examples follow:

- Plazas and promenades – integrate permeable pavers
- Parking lots – permeable asphalt or permeable pavers for parking stalls and other lower-traffic areas (or for the entire lot if use is limited)
- Trails – graded to utilize infiltration zone along edge with pervious paving or other porous materials (refer to Trails section of this guideline)



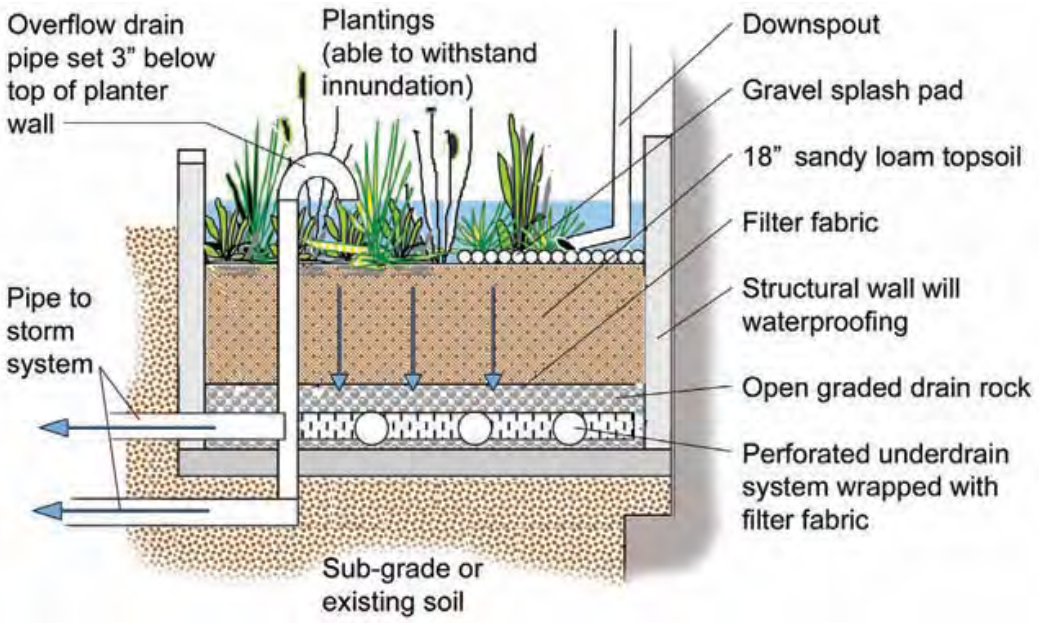
Stormwater Planters

Stormwater planters collect stormwater runoff from roofs via a rain gutter downspout and filter the runoff through planter soils before slowly discharging it into the stormwater system. A stormwater planter provides many of the same functions as bioretention facilities previously described. Stormwater planters may be integrated into

the original site design, or be retrofit into existing developments. Stormwater planters are also well suited for residential applications and can be attractive amenities or provide opportunities for interpretation of the benefits of stormwater management.

A stormwater planter is typically composed of:

- Contained planting area(s) constructed either above-ground or at ground level in which the runoff is captured
- Downspout(s) directed into the planter (or other method to direct the flow of roof runoff)
- Engineered soil mixture for both planting soil and filtering purposes; vegetation should be native vegetation, appropriate for the expected wet and dry conditions
- Openings in curbs or connections to downspouts to allow water to enter
- Underdrains to collect treated runoff
- A means for excess water to overflow in a controlled way



Incorporating "green" design and infrastructure practices into Tupper Lake's vision for the community falls within the inherent intent of New York State's Smart Growth initiative from which this Smart Growth project was funded, and to evaluate how these very concepts identified above can be implemented into Adirondack Park communities' local policies and action strategies. The idea behind this Smart Growth initiative as outlined by the NYSDEC is for "sensible, planned growth that balances the need for economic development with concerns about quality of life, such as preserving natural environments". The "green" design practices outlined above are just a few, cost-effective and practical techniques that Tupper Lake should build into its design review procedures, much like the site design of the Wild Center.

III.B.2 Preservation of Existing Site Features

Critical within Tupper Lake and the Adirondack Park is the preservation and conservation of existing site resources during the design and construction process. Existing features can be natural or man-made. Before any change, demolition or removal is allowed, a site inventory and analysis should be conducted in an effort to identify and catalogue site features. The Village should encourage the retention of desirable mature trees, hedge rows and woodlots, as well as maintaining existing vegetation to help control erosion, sedimentation and stormwater run-off. Mature vegetation also provides shading opportunities that replacement

plantings cannot achieve for many years. Established vegetation can provide screening or they can frame views - intimate and grand. As discussed in prior sections, the retention of architectural features is also important to save the rich historic and architectural character of the Village of Tupper Lake.

III.B.3. Open Space

Open space within the urban environment is to be valued. Integrated with the built environment, open space provides contrast, interest, relief, relaxation and balance and is a very important to the vitality of any downtown environment.

Open space can include parks, sitting areas, sidewalk cafes, pedestrian space, parking lots, alleys, areas of future development, temporarily unused areas, or areas surrounding current structures that are not built upon or intensely used (lawn areas). The development of existing open space should be carefully weighed against the value provided to the community.

Open space within Tupper Lake, from the Junction to the Uptown business core, should be considered the realm of the pedestrian even though vehicles may have access to or within these areas. These sites should be designed and developed using materials, form, and scale that are in concert with the pedestrian and their surroundings within the Adirondacks.

Outdoor space may be used in a variety of ways such as sidewalk sales, cafes, or restaurants. These areas enliven the street creating interaction, movement and interest. In climates where these attractions /activities cannot occur year round, their seasonal presence provides even more attraction and value. Special conditions may be created as these spaces are used. A

minimum width (5-8 Ft) for a through sidewalk should be maintained and railings delineating the boundary between public and private areas may be needed depending on the intensity of use. Semi permanent railing systems constructed of metals or wood with posts or corners of the same material or stone or brick should be of an open design and not over 40 inches in height. Removable (semi-permanent) systems allow for seasonal adaptation and for periods of intense use.

III.B.4 Views

Important and treasured views of natural resources within Tupper Lake may seem apparent to local residents and officials, however to enact policy and preserve them, an evaluation and cataloging of views and viewsheds, particularly in the Oval Wood Dish / Jarden and Waterfront Park area along Demars Boulevard and their viewing locations can be a tool used to protect and enhance views worth saving, as well as marketing sites for development and increasing property values. Focal points provide orientation and frame of reference with the larger landscape. Design elements, such as an urban plaza, clock tower, historic monument or structure are valuable tools in providing focus, scale, and interest within the community.

III.B.5 Landscape Design/Development

Landscape Design encompasses all elements of the site outside of the building. It includes

entries to the property, driveways, and walkways, parking areas, plantings, lawn areas, lighting, signage, and site furniture, fences, and walls. For all projects which entail more than the rehabilitation of an existing structure, i.e., interior renovations, façade restorations, etc, a Site or Landscape Development Plan should be required.

This plan should be sufficiently detailed to determine how the site functions, delineate hard and softscapes, and how it fits into the neighborhood and community. As with the building, scale, materials, composition, aesthetics, and accessibility are important.

Integrated Landscape Design/Development for Commercial or Mixed-use Sites

III.B.6 Site Circulation, Access and Parking (CAP)

Vehicular and pedestrian circulation, access, and parking facilities are usually the primary site design considerations. Parking is a key to the success of any downtown area, and provides the transition between the vehicle and becoming a pedestrian. The goal for Tupper Lake is to minimize the amount of lot coverage dedicated to non-permeable surfaces to the extent practicable without compromising the functionality and safety of the site and its users. Generally, proper design of any site regarding its CAP should include:

- Location of driveways and site access;
- Vehicular and pedestrian circulation, safety and convenience;
- Handicap accessibility;
- Aesthetics;
- Lighting;
- Service and maintenance; and,
- Snow storage areas and removal.

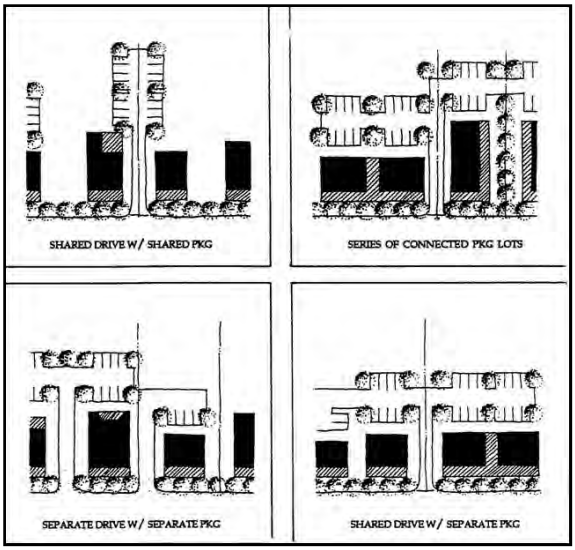
Dimensional requirements should adhere to the Village's Land Use Code, or exhibit the following minimum requirements:

- Travel lanes (2-way) = 20' wide;
- Travel lanes (1-way) = 15' wide;
- Standard perpendicular parking stalls = 9' x 18';
- Diagonal parking stalls = 21' x 9 w/ 18' min. travel lane;
- Single driveway lane at site entrances = 12' wide; and
- Two-way driveway at site entrances = 24' wide
- Parallel parking stalls = 8' x 20'

Below are additional guidelines that should be taken into account during the design review process regarding any site's circulation, access, and parking layout:

- Pedestrian circulation routes should be safe and avoid conflicts with vehicles to the extent practicable.

- Vehicular and pedestrian connectivity and shared access between adjacent sites should be maximized where feasible.



- Curbs and appropriate striping, pavement, architectural treatments, and signage should clearly delineate parking lots, stalls, landscape areas, and pedestrian crossings within a site.

- The integration of landscaped islands enhances aesthetics, protects the pedestrian, reduces temperatures, enhances stormwater management and snow storage, and provides space for signage and lighting.

- Connect sidewalks from the adjacent street to a site's pedestrian system such that movement is unimpeded and safety is maximized.

- Consider and maximize handicap accessibility.

- Consider slopes.

III.B.7. Site Screening/Buffers

Screens or buffers should be considered to mitigate undesirable off-site views or objectionable or harmful light or noise sources; or, to block views to service, trash collection, or parking areas. Screens may be topographic comprised of architectural elements, such as walls or fences, or may be vegetative.

A Landscape Development Plan should clearly illustrate important on and off-site viewsheds for preservation, and detail the design elements proposed to screen or buffer unsightly structures or utilities. Walls and fence design, and grading should be efficiently detailed so that the Planning Board can determine effectiveness and design impact.

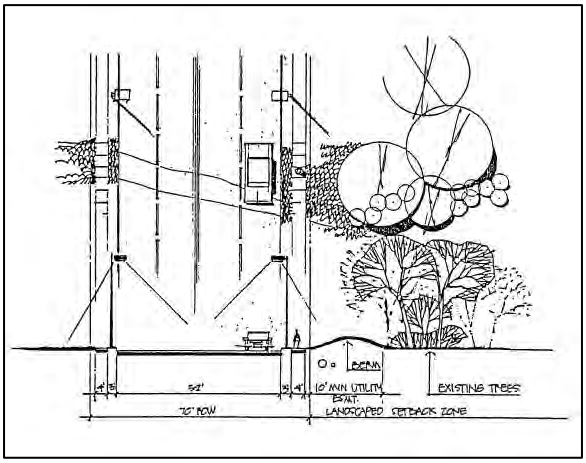
The following guidelines should be considered by the Village and Town during the design review process:

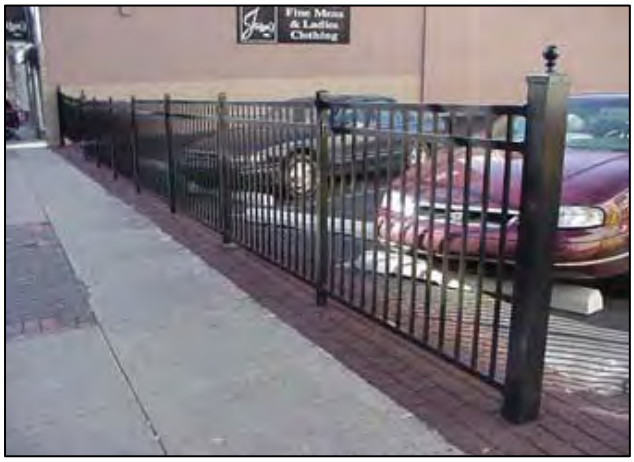
- Screening or buffer measures are not limited to vegetation; they can also be architectural, often including walls and fencing, in combination with massed plantings

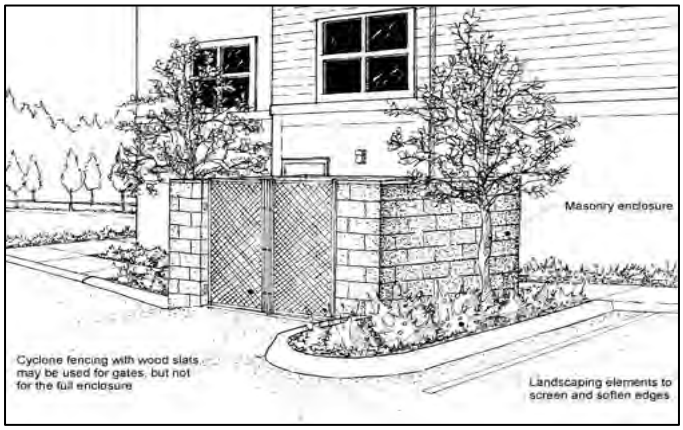
can provide a functional buffer as well as enhance the aesthetics of the site.

- Generally, landscape walls or fencing should be of a color that blends with the surrounding environment, or be of an opaque nature such that the buffer itself is not visually intrusive. Chain link fencing is not acceptable for purposes of screening.

- Plant materials used for screening should utilize native species where practicable and be compatible with the plant palette for other areas of the site.







III.B.8 Site Lighting

Site lighting may be incorporated into the site design to enhance safety, for aesthetic reasons, to define entrances and walkways, or to illuminate signs or site elements. Site lighting can be a

very effective element within the landscape; however, it should be evaluated as to its impact up on adjacent properties, its appropriateness of scale, and compatibility with the architecture and character of the community.

III.B.9 Utilities

Overhead utilities comprise one of the most significant visual elements within the urban landscape. Landscape Development Plans should define where utility services enter the site, the route of conveyance, and points of connection. All new construction should underground utilities within the project site.

In addition to cable and electrical service, the Landscape Development Plans should delineate the location of water, sewer, and gas lines.

Above ground utility cabinets and exterior heating and air conditioning units should be sited to reduce the visual impact to the extent practicable.

III.C. Streetscape Design Guidelines

The Streetscape includes the system of streets, alleys, parking lots, sidewalks, open spaces, and landscaping that provides the multi-modal transportation which serves Tupper Lake. The quality of the streetscape and the ability of people to move within and through it with ease and safety help form people's image of the community. Streetscapes should be designed with the following objectives in mind:

- Recognize that walking is the primary mode of accessing buildings and services downtown while vehicular accommodation and access bring people to the greater Tupper Lake community.

- Successful downtowns must emphasize that the pedestrian environment be safe, visually attractive, comfortable and easily accessible.

- The Junction, Uptown, and the Oval Wood Dish / Jarden and Waterfront areas should consist of a series of positive visual images that are created through the thoughtful integration of architecture, landscaping, public spaces, mountains, lighting, signage and streetscape materials as one moves through Tupper Lake.

- The Junction, Uptown and Waterfront areas should be unified by the visual image and materials its streetscapes project.

- The maintenance and preservation of historic elements within the streetscape including mature trees, walls, fences, lighting fixtures, curbing and sidewalk materials provide a link to the past, and should be encouraged and/or enhanced to the greatest extent practicable.

Central to the discussion of Streetscape design are improvements to NYS Routes 3 and 30 and Demars Boulevard. These designated Scenic Byways provide the greatest visibility to many of Tupper Lake's greatest resources, along with providing direct access to its primary business areas and Waterfront Parks. The streetscape along these travelways is an essential unifying

factor that would tie the Junction, the Waterfront Park and Oval Wood Dish / Jarden area, and Uptown together.

As such, the elements that comprise a comprehensive streetscape system require careful consideration as future highway improvements or other public works projects are pursued. Refer to the **Village of Tupper Lake Downtown Revitalization Plan** for more detailed analysis and suggestions regarding streetscaping and pedestrianization.

Photo simulation of suggested streetscape elements along Park Street

III.C.1 Pedestrian Facilities (Intersections, Crosswalks, Sidewalks, etc.)

A streetscape design element that would help unify the Village of Tupper Lake is the consistent treatment of pedestrian facilities throughout the Junction, Uptown, and Waterfront Park areas. The use and repetition of similar materials, pattern, scale and color along sidewalks and at intersections unifies the primary activity areas and also defines their boundaries. Compliance with these Design Guidelines for crosswalks and sidewalks in areas of new development within the Village helps reinforce the elements that define primary activity areas (See also circulation references to sidewalks).

III.C.2. Street Furniture

Street furniture includes facilities and amenities within the street corridor such as benches, trash receptacles, drinking fountains, kiosks, banners, planters (plant containers), light standards, bike racks, bollards, information directories and newspaper boxes. These elements can unify a streetscape and improve the overall visual quality of Tupper Lake. Selecting a standard set of materials and specifying colors, and patterns for new development to follow provides a consistent look and quality for the Village. Specific projects may be reviewed that choose to vary from the standard in order to create a unique feature, a visual statement, or even a public work of art. All street furnishings should be placed in appropriate gathering and use areas and must consider vehicular, bike and pedestrian movements and sight lines.

III.C.3. Artwork

Artwork in Tupper Lake is another site and streetscape design element which can serve as an attraction in the Village's revitalization. Artwork can include sculpture, fountains, murals, or distinctive landscaping. These elements can enhance Tupper Lake's public image and beautify the area. Works of art in public spaces create public interaction, interest and dialogue. A subtle example of this is the benches that line Demars Boulevard. These features add a unique identity and style to an area that is largely used for walking and biking between The Junction and Uptown areas. Other types of artwork can serve as focal points and often become gathering or meeting areas.

III.C.4 Material Colors

Like many other architectural design components, building colors should be complimentary with adjacent buildings as well as natural and topographic features in the vicinity. Colors that emphasize earth tones typical of some of the more architecturally sound or significant structures in the Village are encouraged. Bright colors should be minimized or used for minor architectural accents rather than on major portions of the buildings.

Suggested color palette for site and architectural materials – natural colors and earth tones

III.D. Signage and Lighting Design Guidelines

Signs are displays incorporating written messages, symbols, graphic devices, or icons used to provide information to the public. These sign displays provide information concerning the address or location of a place, the name of the business or service, the proprietor's name or profession, and the goods or services available. The signs that the Design Guidelines address are: storefront signs, place name signs, directional signage or traffic control signage. These signs can be either publicly or privately financed and maintained. The guidelines for signs are included to provide evaluation criteria for all sign types because of their potential impact to the visual quality of the Village and Town of Tupper Lake. The Guidelines should be used in conjunction with the Village's Zoning Code pertaining to signs.

Signs within Village should be designed for the pedestrian at a scale that fits the storefront / sidewalk environment. Signs for the automobile environment, such as along Demars Boulevard, need to be larger because they are seen at higher speeds from greater distances and also have to compete with a variety of additional signage and other visual information within the transportation corridors. However, these signs should exhibit a similar architectural quality as those for private businesses and other smaller scale uses.

Left: Ornamental Signage and native material detailing for a destination center
Middle: Existing commercial signage within Tupper Lake
Right: Ornamental signage and native material detailing for similar type of Commercial plaza as the center photo in Tupper Lake

Signs designed at the pedestrian scale can be smaller, closer to viewers and viewed at a more

leisurely pace. They can be designed more creatively, constructed with finer detail and still be more effective than a large sign mounted on a high pole.

Signs should be an integral part of a building's façade. Where possible, business signage should be placed within the traditional sign band area just above the storefront windows and clerestory. Usage of the sign band area provides a unified visual appearance for the urban core area while allowing diversity in individual signs. The size, shape, style, colors and materials of each sign should conform to the building's architecture and should not cover or conflict with any prominent architectural features.

Sign mounting and orientation should be appropriate for the particular building for which it is intended and for its setting in the particular development area. Pedestrian signs should be placed no more than 15' above ground level at their highest point and should be oriented primarily for pedestrian viewing rather than for automobile traffic. Since 3" lettering can be read at 120', larger lettering or signage is usually not required. The color and type (font) of lettering are more important to comprehension than size. Shingle signs or those that use familiar icons like a barber pole or a pair of eyeglasses can be particularly effective without having to be large. Signs applied to or incorporated on awnings or canopies or hung independently from them can work effectively. Signs that incorporate artwork or that are sculpted; those that are crafted of fine materials and those that use quality graphics tend to attract customers by creating an attractive environment that also enhances the image of the community.

Lighting for these signs should be from above, below or from the sides but not from within. Lighting should not distract or disturb passing vehicles or neighboring uses. Indirect lighting can provide supplemental light to the pedestrian walkway area. Neon lighting may be appropriate if it meets other sign requirements and also fits the visual setting of its surroundings. Flashing lights or signs should be discouraged or not allowed. Ground mounted signage should not be more than 12' in height at the top of the sign and must be placed out of pedestrian circulation patterns. Mounting supports should reflect the architecture of the adjoining buildings and should fit with other site features including landscaping.

III.D.1 Wall Mounted or Building Façade Signs

Signs mounted on the building façade or those that project less than 18" from the building face would be considered to be wall mounted. A series of signs along the NYS Route 3 (Uptown) placed above the first floor windows in this area are informative, decorative, and non- competitive and provide an interesting and unified visual appearance for the primary business area of the Village.

III.D.2. Projecting Signs

Signs that extend out from a building face at or approaching a perpendicular angle from the façade are projecting signs. These signs should provide a minimum 8' of clearance from the sign bottom to the ground and should generally not project more than 3' into the public right-of –way. Signs such as a theater marquee or those attached to a second floor projection of a building may sometimes exceed this guideline if consistent with the historic and visual context of the Village. Their use should be considered for historic value or the streetscape architectural interest they may create. Projecting signs should be positioned along the top of the first floor level at a height similar to the traditional sign band. Projecting signs in any given block should align with others in the vicinity to maintain established patterns within the visual environment.

III.D.3. Sign Size, Material, Color, and Number

The size of signs should not only comply with Tupper Lake's Sign Code but they should also be in concert with existing signs on the same street or block. The individuality, craftsmanship and overall design of each sign attract attention to it and an overly large sign would detract or

seem out of place within the particular area.

Materials used for signs should be of high quality, should be well finished, should reflect the traditional materials used on the building or within the district and should complement the architectural features that are adjacent to them.

The use of color for signage should be in keeping with the natural tones of brick, tile, stone, and stained or painted woods within the adjacent streetscape, and generally those colors which reflect typical Adirondack architecture. Bright, bold, primary or metallic reflective colors should be used sparingly as trim or accents to the main body of the sign. Color use should be complementary to the building and fit with its color scheme and be in balance with natural earthen tones within the Village. Most signs are very effective and attractive using a three color format. One dark color should be used for a background color, a contrasting color for lettering, and the third color for borders, shading or trim. Occasionally illustrations or logos may require an exception.

Each building or storefront is permitted an identification sign on any side of the building facing an adjacent street. Multiple, repetitive or competing signs at any single storefront should be avoided. Temporary signs advertising special events, sales or new products or services should be temporary with a prescribed maximum period of use (30 days +/-). Window displays and views into storefronts from the sidewalk should provide information and interest about the business for the passerby at all times of the day. Buildings with multiple stores under one roof should provide a sign directory for all the businesses within the structure. In addition a centrally located "area directory" can provide great mapping of the Village layout and provide street locations for all local venues. The area directory should be located in a prominent central location, such as memorial plaza in Uptown, the Waterfront Park, and/or the train depot (upon completion of reconstruction).

III.D.4. Directional Signage

Directional signs provide information about sites or locations that are not directly visible or

adjacent. They provide route information to places with mass appeal, places of special interest or event venues. Effective signing is easily read (using proper sizes and contrast), properly placed (at intersections and at the same mounting height), is uniform (consistent in appearance and recognizable) and attractive. These features require good design and maintenance to keep the signage effective and keep residents and visitors informed of events and places within the Village during any given time.

III.D.5. Lighting

Lighting of the Village of Tupper Lake's many public spaces, streets, sidewalks, alleys, storefronts, parking areas, municipal buildings, historic structures and neighborhoods is a critical design element which has a daily use and long-term effect on these areas. The purpose for outdoor lighting is to extend the usefulness of well used public and private locations by improving their safety and security. Providing enhanced illumination in the business cores makes it possible for these areas to be used beyond daylight hours and allows people to feel more comfortable and safe.

Much like Guidelines for signs, lighting scale, material, illumination, etc, is a critical design element that can tie the building and the site together, provide for greater safety, introduce Gateways within the Village and Town, and enhance the aesthetic of the Tupper Lake.

That said, the Village of Tupper Lake has instituted a policy for its street lighting standards that conforms to the current International Dark-Sky Association (IDA) initiatives. According to the IDA's website, they are the recognized authority on light pollution. It promotes green technologies, standards, and techniques to help businesses and municipalities to economize their lighting sources and minimize lighting pollution. The Village has made it an unwritten policy to purchase only cut-off lighting when repairing or replacing light fixtures. It has also installed photo electric cameras on light fixtures with less lumen in order to conserve energy and monetary expenses.

IV. CONCLUSION

This Document provides guidelines and standards for public and private development projects within the Village of Tupper Lake. The intent of these Guidelines is to provide direction for the municipality and developers in the design of new and rehabilitation of existing commercial and civic buildings and storefronts in order to improve the appearance, enhance the identity and promote the pedestrian environment, particularly the historic Uptown area and in the Junction. All projects within the boundaries as illustrated on Figure 2 should be encouraged to comply with this document to the extent practicable. ***These requirements promote the goal of creating uniformity and clarity in the site plan review process that will enhance overall site and architectural design and attract new business and customers.***