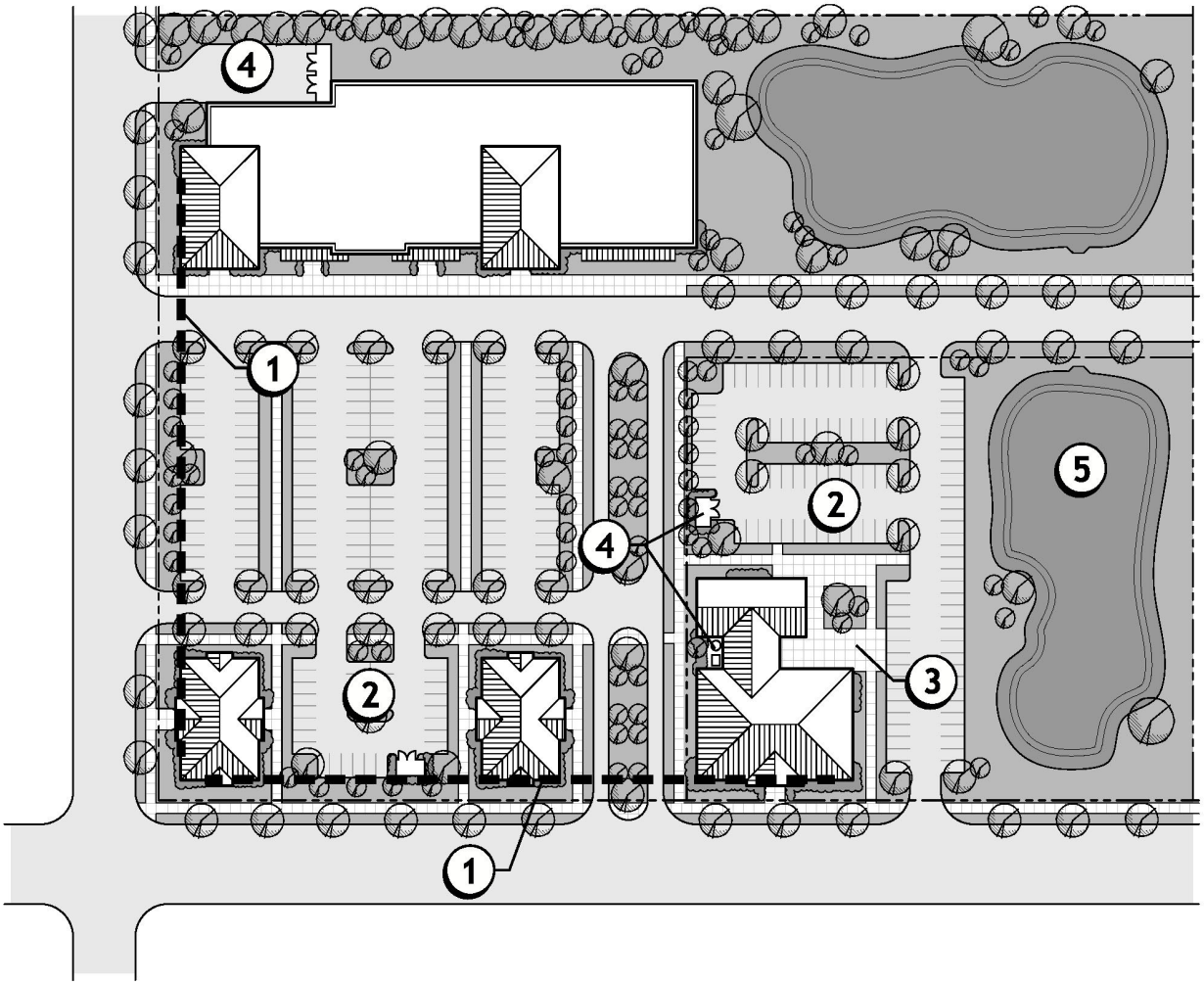
# Village of Webster
# DESIGN GUIDELINES

## Intent

The intent of the following Design Guidelines is to provide a set of suggested standards for commercial, industrial and multi-family development within the Village of Webster. Specifically, they should be used as flexible criteria to guide the review of Site Plans as required by the Zoning Ordinance. The purpose of the Design Guidelines is to promote aesthetically pleasing, well-organized development within the village.

## SITE DESIGN

Site design refers to the overall layout of the site and the relationship of major features such as buildings, streets, parking and supporting elements.




**1 Building Location and Setbacks**
Buildings should be located to strengthen the definition of street edges and public areas. Building setbacks should also be consistent with those of buildings located on adjacent properties.

**2 Parking Lot Configurations and Location**
Parking lots should be designed to accommodate convenient vehicular navigation. Generally, two-way drive aisles should be 24 feet wide and non-handicapped accessible spaces should be 9 wide by 18 feet deep. Dead-end aisles should be avoided where possible, but shall include a vehicle turn-around when used.

Parking lots should also be arranged to provide convenient access to buildings and primarily located to the sides or rear and between buildings.

**3 Public Space**

The integration of public areas including court yards, plazas and gardens into the site is encouraged. These spaces should be defined by surrounding buildings, street edges, landscaping and natural areas.

**4 Service/Mechanical/Refuse Location**

Service and storage areas, building mechanicals, and refuse/recycling containers should be located so that they are hidden from public view to the greatest extent possible.

**5 Storm Water Configuration**

Storm water retention and detention areas should be designed to enhance the landscape through the use of natural forms and grading as opposed to rigid geometric shapes.

**Additional Standards:**

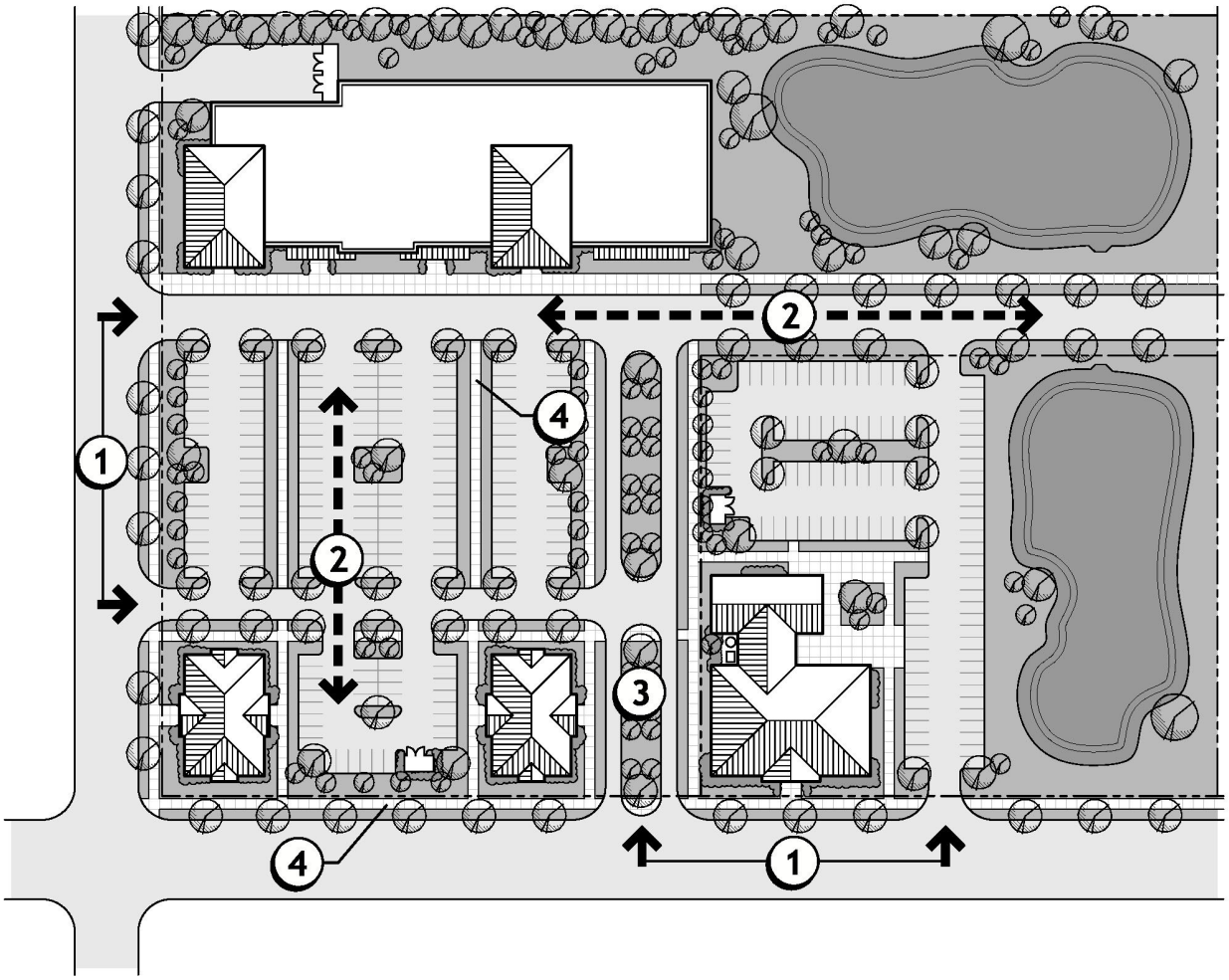
- **Building Elevation Priority –** Building elevations visible from public streets, public spaces, and residential areas shall receive the highest priority for architectural treatment and design treatment.

- **Fences –** Decorative fences made of wood, masonry, stone and ornamental metal are preferred over chain link fences. Chain link fences should be used only when there is a demonstrated security need.

- **Lighting –** Site lighting shall be provided for safety and security and directed away from adjacent properties.

## CIRCULATION AND ACCESS

Circulation and access includes the coordination of vehicular and pedestrian movement from exterior rights-of-way and within the site.




**1 Roadway Access**

Vehicular access points shall be organized and coordinated to:

- Provide adequate, safe, and convenient access to and from adjacent streets.
- Minimize redundancy and potential traffic conflicts.
- Align with existing and proposed access points across adjacent streets.

**2 Cross Access**

Vehicular access to adjacent sites should be provided for similar land uses where possible. This will limit the need to use the adjacent streets when traveling to neighboring sites.

**3 Major Site Entrances**

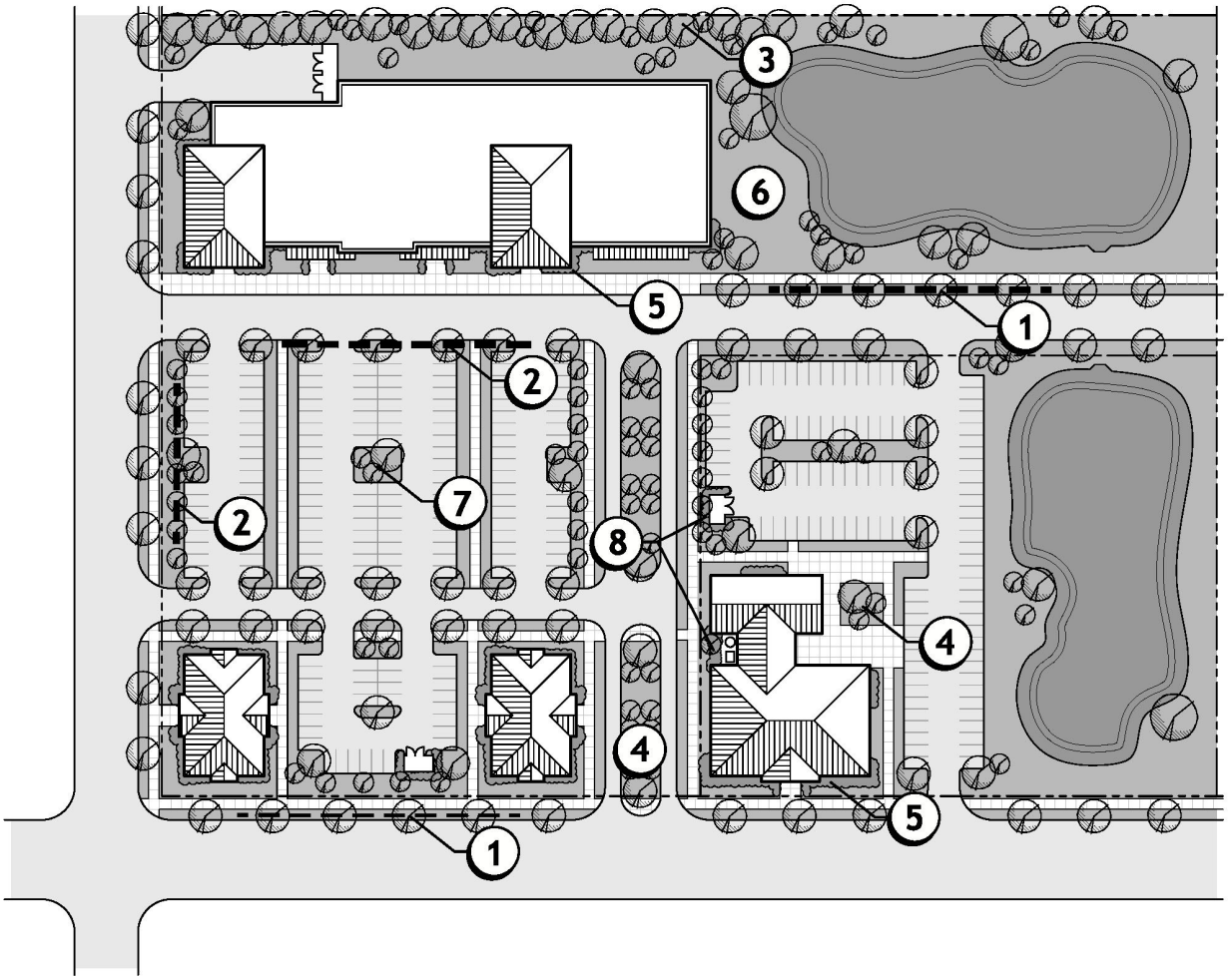
Major entrances to the site should be given prominence through enhanced design features such as medians, landscaping, architectural signage, etc.

**4 Pedestrian Access**

Sidewalks and paths should be provided to accommodate safe and convenient pedestrian travel within and between adjacent sites. Pedestrian walks should also be separate and distinct from vehicular travel lanes and adequately lit for use at night.

## LANDSCAPE AND BUFFERS

Landscape and buffers refer to plant material and decorative elements used to enhance the site, buildings, and natural features, and also screen unsightly and intense uses from public view.




1 **Street and Drive Definition**
Landscaping including trees should be provided at regular intervals along adjacent streets and internal drives to add aesthetic quality and define road edges.

2 **Parking Lot Buffering**
Landscaping including trees should be provided along the edges of parking lots that are not directly adjacent to a building to provide definition and buffering.

3 **Lot Line Buffering**
Significant landscaping including trees, berms, and/or decorative walls/fencing should be provided along property edges that abut less intensive uses.

4 **Prominent Features Enhancement**
Prominent features within the site such as plazas and major entrances should be enhanced with landscape features.

5 **Building Entrances and Edges Enhancement**
Appropriately scaled landscaping should be used to accent and define building foundations and entrances.

6 **Natural Features Enhancement**
Landscaping should be used throughout the open space on the site to enhance natural areas and features.

7 **Parking Lot Greening**
Landscaped areas and islands within parking lots should be used to soften and interrupt large paved areas.

8 **Refuse/Service/Mechanical Screening**
Refuse and recycling containers; service, loading, and storage areas; and building mechanicals should be screened with opaque landscaping and/or decorative walls when not otherwise hidden from public view.

**Additional Standards:**

- A mix of **Coniferous and Deciduous Trees** should be used across the site for variety and to ensure that green landscaping remains in the winter months.

- **Lighting –** Decorative lighting should be used to highlight and accent prominent landscape features.

# ARCHITECTURE

These standards are intended to highlight basic architectural principles. The illustrations shown are simple building designs meant to convey those principles, but are not intended to regulate specific architectural styles. A variety of architectural styles is encouraged.


**Building Composition**

Building elevations should be organized to define base, middle and top elements. The base of the building anchors it to the ground and is the interface between the building and people.

Depending on the height of the building, the base may range in height from one half to one or more stories. The base should be highly articulated.

The transition between the base and top of the building – the middle, should be emphasized through use of contrasting materials, protrusions and recesses, window openings, and other elements.

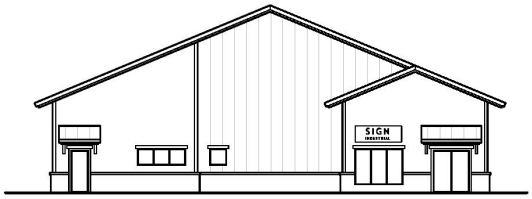
The top of the building should provide a termination and is an opportunity for an interesting silhouette.


**Building Rhythm**

Building facades should be articulated to establish a rhythm. In architectural terms, rhythm refers to the regular and harmonious repetition of vertical building elements. These patterns often reflect the building's structural bays and also provide scale by breaking the façade into smaller identifiable components.

Rhythm should be established through changes in plane (to avoid long flat façades), but can also be

expressed through the use of windows, roof line changes, material changes and ornamentation.






**Building Scale**

Building scale should be consistent with that of neighboring buildings. This does not require that entire buildings need to be the same height or width, but that the components of adjacent buildings relate to one another in terms of scale.

As examples, a long building next to a relatively narrow building could be properly scaled through the use smaller building components. Also, a tall building next to a shorter building could be properly scaled through use of elements that create smaller components and roof lines that relate to the shorter building.

**Proportion**

Building massing and components should demonstrate consistent proportional harmonies. Proportion refers to the relationship of the width to the height of building components and the building as a whole.

A well-proportioned building has component parts that have the same proportion as other parts. For instance, the windows may have the same proportion as the protruding entrance bay or other building element. The illustration to the right depicts a building with multiple proportion systems.

In general, shorter buildings should emphasize elements with a vertical proportion (greater height than width) to avoid a squat appearance.

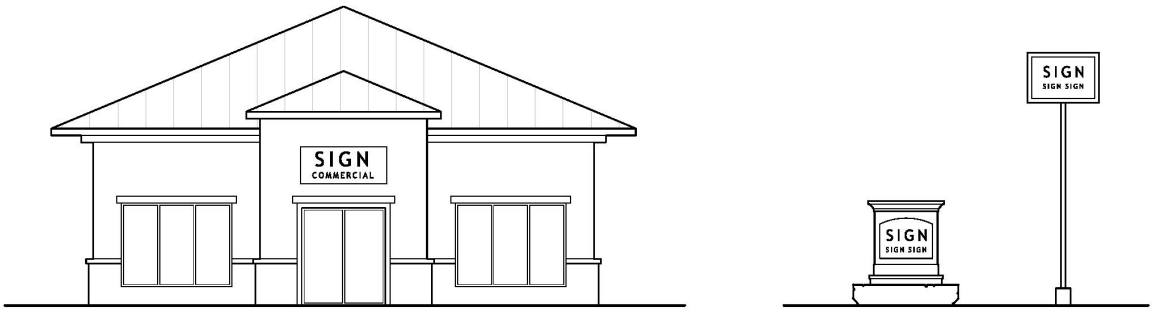
**Building Entrances**
Building entrances should be given prominence and clearly defined through use of distinctive features such as recesses or protrusions, roof elements, awnings, columns, ornamentation, landscaping, lighting, etc.

**Additional Architectural Standards:**

- **Materials –** The use of materials such as brick, stone, decorative block, sealed wood, exterior insulation and finish systems (EIFS), and glass are encouraged. Extensive use of metal or exposed non-decorative concrete building finishes is discouraged on building elevations visible from streets and publicly accessible areas, and residential neighborhoods.

- **Lighting –** The use of lighting is encouraged to highlight and accent architectural features, but shall not adversely affect neighboring properties through glare.

## SIGNAGE




**Building Signage**
Signage attached to building surfaces (such as wall or projecting signs) should complement the building architecture and composition. Signs should be properly scaled and located to be integrated with the building façade.

In addition, sign design, color and material selection should be coordinated with the building architecture including signage for multi-tenant buildings.

**Lighting**

Lighting that highlights signage should be provided. External lighting of signage is preferred over internally lit (back-lit) signage. Any lighting used for signage shall not adversely affect neighboring properties through glare.

**Freestanding Signage**

Freestanding signage (not attached to a building) should be incorporated into the overall site design and complement the building architecture in terms of scale, design, color and materials.

Monument-type ground signs are preferred over pole mounted signs. All ground signs should be complemented with appropriately scaled landscaping around the base.