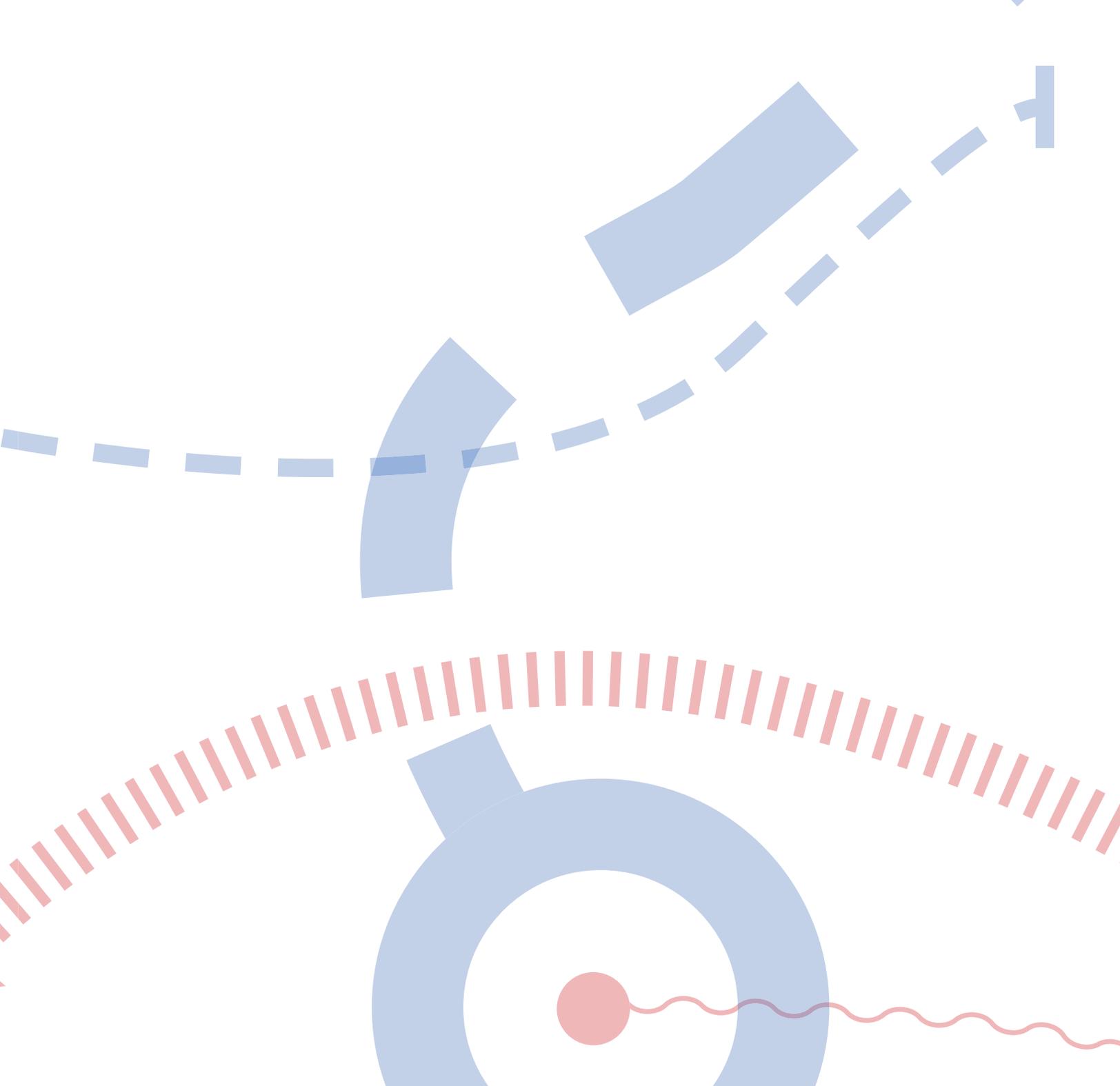


Facade Renovation Handbook

2017 Copiague, NY



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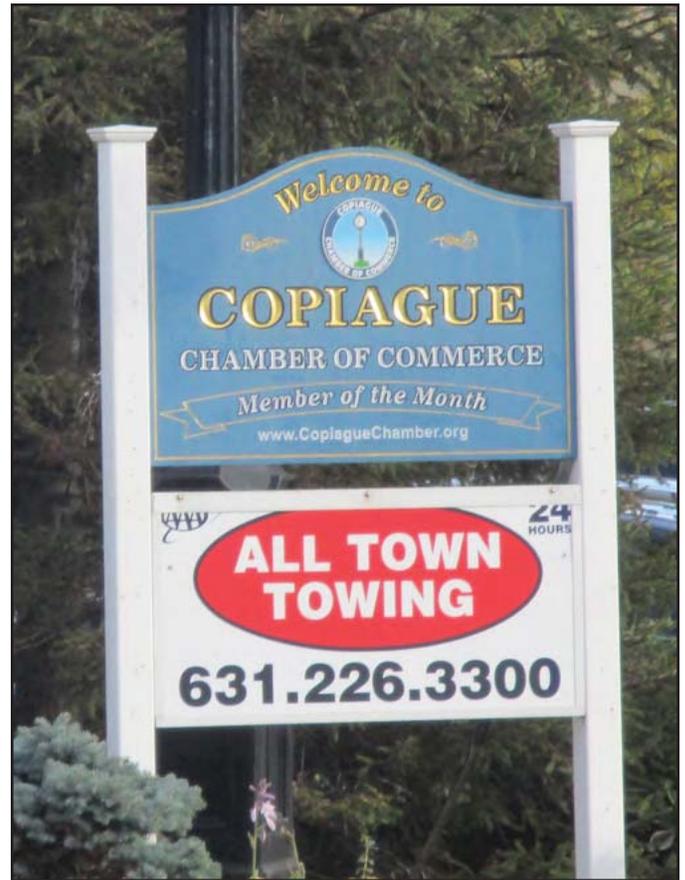
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This handbook was produced with funds from the NYS Homes & Community Renewal and Housing Trust Fund Corporation.

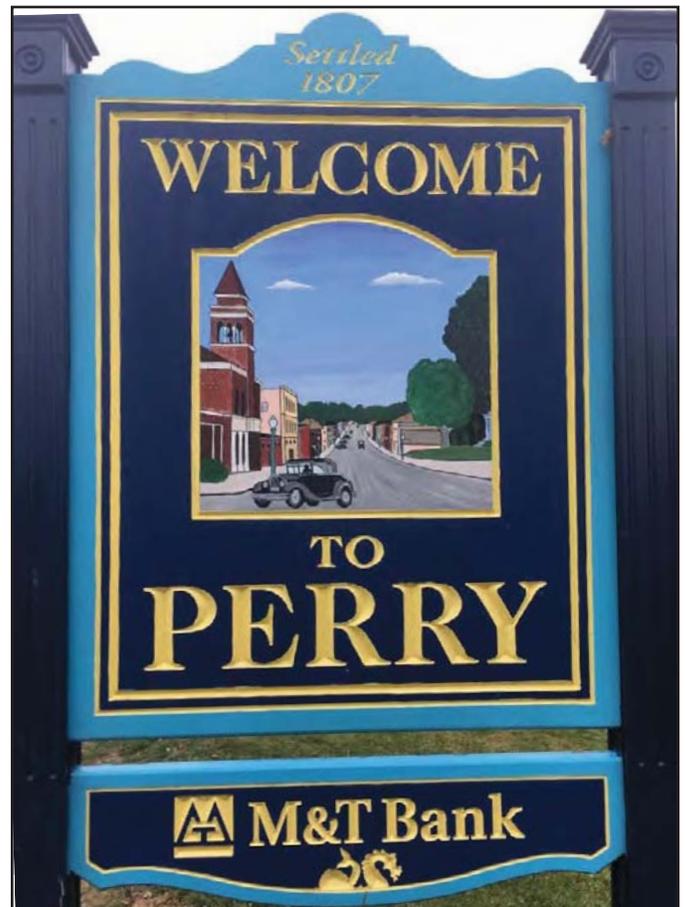
OVERVIEW:

This overview represents the broader aims of the program. Specific design aids follow in the next section. This Façade Handbook is intended to aid owners of buildings undergoing façade renovations with design proposals that contribute to the development of a vibrant and pedestrian-friendly downtown. Façade elements such as signs, colors, lighting, awnings, windows and doors, siding materials, and detailing all have a significant impact on the character and identity of the street. This handbook not only helps building owners with design decisions, it can also be used to highlight and enhance the existing characteristics of Copiague's downtown.

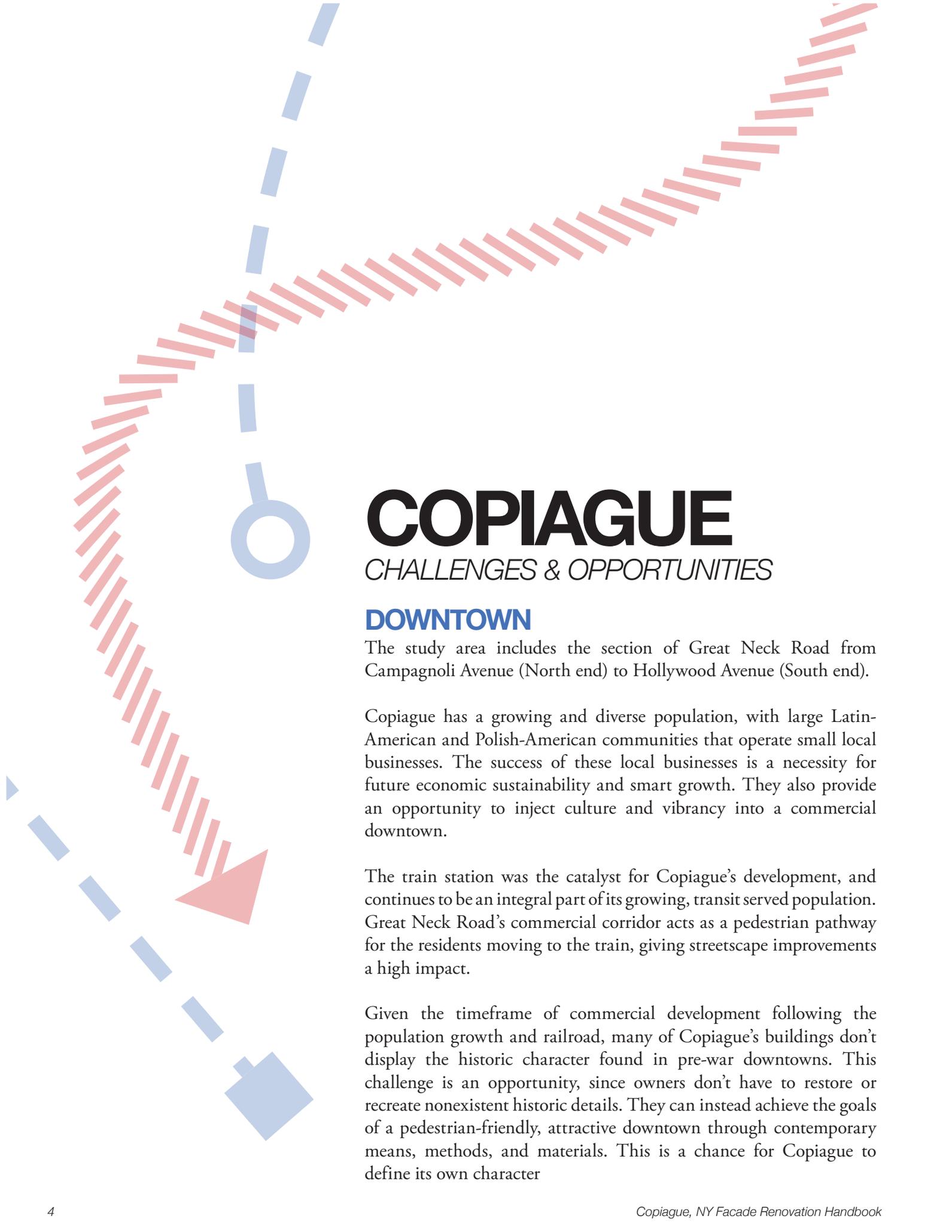
The handbook utilizes and expands upon a substantial amount of groundwork executed by the Town of Babylon over the past several years. This includes the 2009 Copiague Vision Plan, the 2015 Downtown Copiague Zoning District, and the 2016 Blight Study. Many of the goals, ideas, concerns, and opportunities outlined in those documents have fundamentally informed the method of development for the facade guidelines and recommendations. In addition to the reference material provided by the Town, In.Site: Architecture visited with Town representatives, as well as building and business owners, to learn more about Downtown Copiague and document the existing conditions.



Don't allow wayfinding to compete with branding.



Do allow branding as a secondary focus to wayfinding.



COPIAGUE

CHALLENGES & OPPORTUNITIES

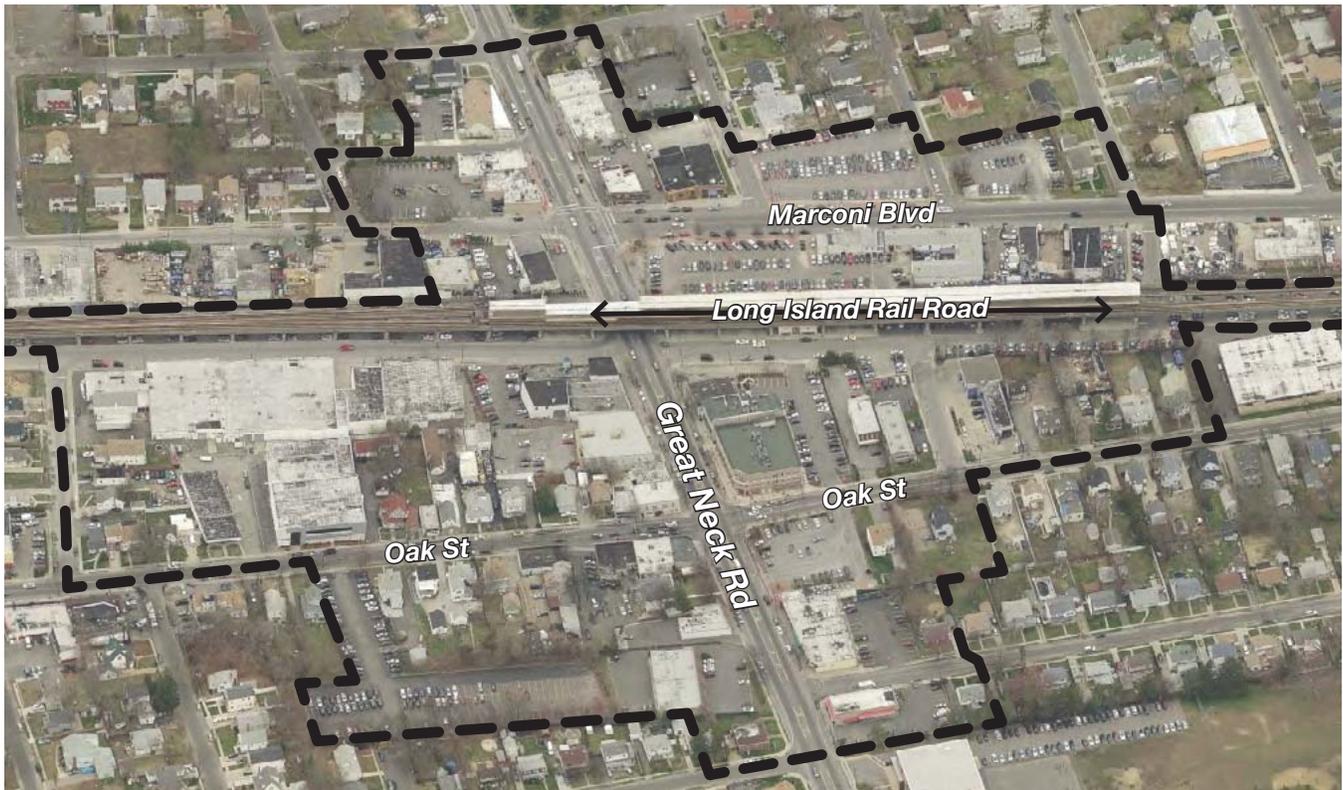
DOWNTOWN

The study area includes the section of Great Neck Road from Campagnoli Avenue (North end) to Hollywood Avenue (South end).

Copiague has a growing and diverse population, with large Latin-American and Polish-American communities that operate small local businesses. The success of these local businesses is a necessity for future economic sustainability and smart growth. They also provide an opportunity to inject culture and vibrancy into a commercial downtown.

The train station was the catalyst for Copiague's development, and continues to be an integral part of its growing, transit served population. Great Neck Road's commercial corridor acts as a pedestrian pathway for the residents moving to the train, giving streetscape improvements a high impact.

Given the timeframe of commercial development following the population growth and railroad, many of Copiague's buildings don't display the historic character found in pre-war downtowns. This challenge is an opportunity, since owners don't have to restore or recreate nonexistent historic details. They can instead achieve the goals of a pedestrian-friendly, attractive downtown through contemporary means, methods, and materials. This is a chance for Copiague to define its own character



Facade Handbook Study Area

Copiague, NY

 Downtown Copiague
DC Zoning District

AREAS OF FOCUS

Cohesiveness: One simple issue that must be addressed is the abundance, variety, scale, and general disorganization of competing signage and lighting through the entire boundary area. The sign and light clutter results in a lack of cohesiveness and clear identity. However, for this particular challenge, there is an opportunity. Signage and lighting are the “low hanging fruit” of facade renovations - a low-cost, high-impact move that building and business owners can make to improve the visual unity and character of Copiague’s downtown. For pedestrians and cars alike, there should be a high level of transparency into and out of storefronts, inviting passersby into the business. Increased visibility results in more secure and inviting storefronts.

Materiality: In Copiague, exterior finish materials are having a negative impact on the scale and character of the downtown. Veneers are often used to cover the facades from top to bottom with little regard to organizing the visual separation between sign zones, upper floors, and storefronts. This results in a monolithic scale inappropriate for a pedestrian-friendly downtown. In other cases the materials chosen for exterior finishes are either not durable or maintained.

Streetscape Enhancement: The Vision Plan for Copiague and the Blight Study specifically address improvements to the pedestrian zone of downtown. The street can be activated with the addition of outdoor dining, plantings, pedestrian-friendly plazas - while some blight conditions can be mitigated by managing waste and recycling needs with trash receptacles in key locations and in quantities sufficient for pedestrians, in addition to well-designed screening elements for building and tenant dumpster locations.

Future Development: Copiague is growing. With that growth comes new construction at infill sites. Infill projects should be carefully planned to ensure a positive contribution to the character, cohesiveness, and streetscape of downtown Copiague. Recent changes to the local zoning laws utilize a form-based approach to new development.

This handbook provides a consistent approach to the buildings that currently compose the downtown, as well as considering the needs for future infill development.



Study Area Building Typologies

Copiague, NY

-  Downtown Copiague
DC Zoning District
-  Single-Story Non-Historic
Typology 1
-  Multi-Story Mixed Use
Typology 2

TYOLOGIES

One dominant building form - single-story, nontraditional commercial construction - composes a substantial portion of the existing building stock. The remainder represent a more traditional, multistory, mixed-use typology. By addressing the two basic types of massing, fenestration, scale, and proportion - the handbook can better direct building owners during the design process to make the best decisions for their particular building.

TYOLOGY A Single-Story, Non-Historic (existing)

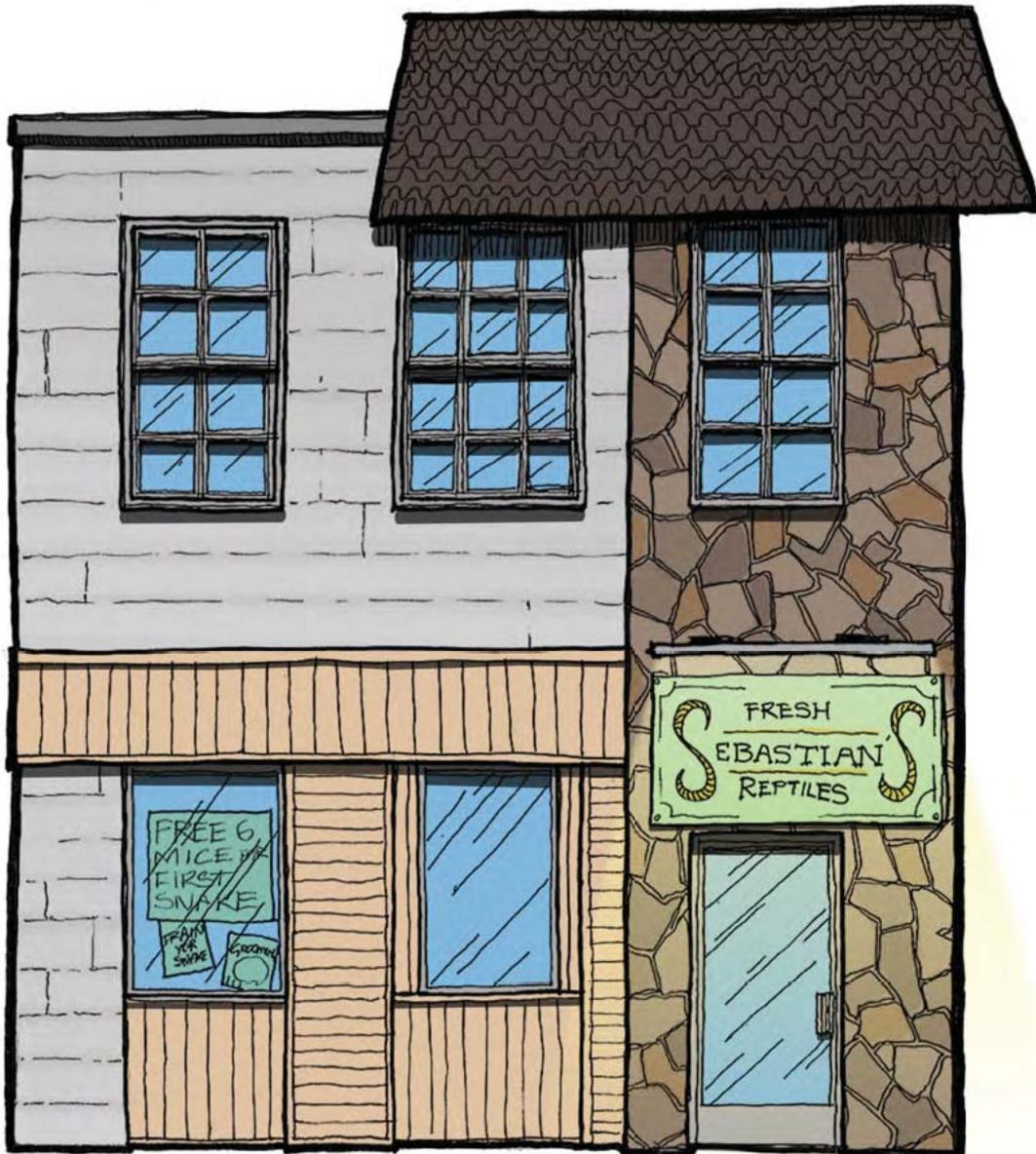
- The majority of buildings in the study area fall into this typology.
- Comprised of single story, non-historic buildings.
- Typically modestly constructed with one or more commercial tenants.
- Rely heavily on tenant signage and branding to provide visual interest.

TYOLOGY B Multi-Story, Mixed-Use (existing & infill)

- A portion of the properties within the study area fall into this typology.
- Comprised of multi-story, non-historic buildings.
- Typically modest, with a variety of occupancies (residential, commercial, office, etc.)
- Rely heavily on signage to identify businesses, especially in rear or upper floor spaces.
- Typically has no visual indicator of upper floor apartments when present.



Typology A - Typical



Typology B - Typical

TYOLOGY A

Single-Story, Non-Historic

Currently, about three-quarters of the included properties fall into this single-story commercial typology. These buildings are modest structures that serve primarily as rental units to retail businesses and a few offices. The majority have multiple tenants, each installing their own advertising. This uncoordinated approach can devolve into a signage contest, producing visual clutter that actually detracts from the ability of the business to meet their advertising goals.

The goal of creating unified building facades comes from a desire to produce street conditions aimed at an inviting, comfortable pedestrian experience. In an automobile-dominated streetscape, often on display in more suburban contexts, a facade's primary purpose is to act as a billboard, vying for drivers' attention. In a downtown, creating an attractive *place*, a destination for conducting business is paramount. The billboard approach is counterproductive.

As Copiague evolves towards a form-based planning and design approach, we aim to reverse this trend. This is accomplished by highlighting the details and forms of the modest buildings that make up the streetscape, and allowing them to inform the choice and placement of signage, awnings, lighting, materials, and detailing.

Moving forward, it is suggested that owners contemplating improvements ask the following questions:

1. **Are there any forms or details unique to the existing building?** Can a renovation draw attention to these? Can they be reinterpreted in the new construction
2. **Will the new renovation compete with neighbors, or contribute to a more unified composition?** Will the changes fit with what is around it?
3. **Is there too much advertising on the facade?** What's really necessary?



Before

[A] Typical storefront conditions

Existing buildings with multiple storefronts lack consistency, with variable signage and detailing, unaligned elements, and a general lack of consideration to design cues from the building itself. Some storefronts have multiple signs, others have awnings. There is often little to distinguish between storefronts.



[B] Spotting the primary building forms

When renovating storefronts, it is important to show respect for the existing building's form. In this illustration, the horizontal blue arrows show how we will visually re-establish the roofline to highlight the building's primary form. The vertical blue arrows emphasize the columns between storefronts, important vertical markers being disregarded, that will add rhythm and visual clarity.



[C] Removing or fixing clashing elements

The red arrows indicate adjustments that could be made to the signage to establish a better hierarchy, help re-establish the primary building forms, and reduce visual clutter.



After

[D] Unifying the composition

When undertaking renovations, you have the opportunity to re-interpret the building's form and re-order its composition. In this example, signage is aligned and centered over each storefront. All three storefronts are provided with awnings that help individualize the businesses, extend their presence onto the sidewalk while still working with a consistent architectural language. Excessive window signage is removed to increase the effectiveness of the signage that remains, improve safety via better visibility in and out of the business, and reduce clutter.

TYPOLOGY B

Multi-Story, Mixed-Use

Currently, about one-quarter of the included properties fall into this multi-story commercial typology. These buildings are primarily mixed-use, with commercial on the ground level and offices or residential units on the upper stories. These buildings vary significantly in date of construction, however they have all been subjected to multiple renovations over the years.

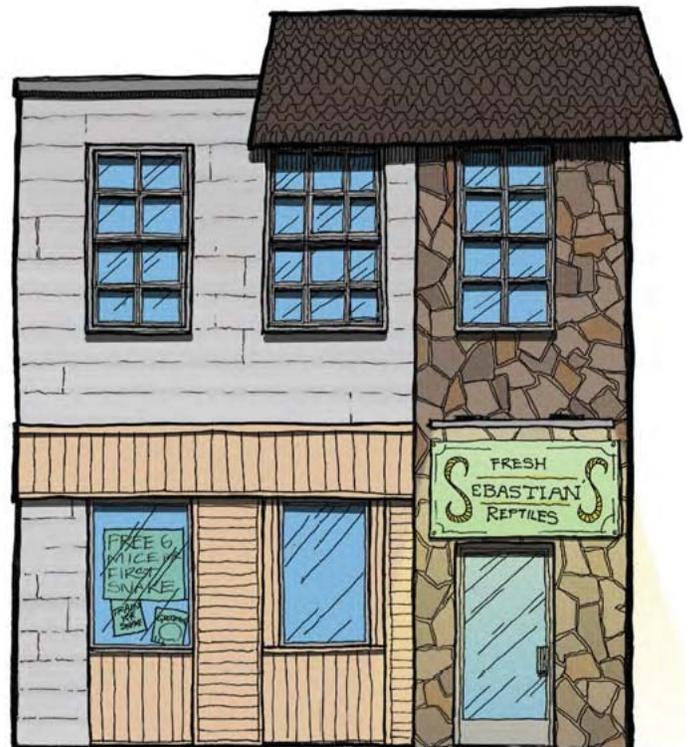
As populations grow and housing demand increases, existing commercial corridors in Copiague have the opportunity to respond to changes in market demands. Residents choose where to live based on convenience, perceived safety, walkability, and a sense of place. The question of community character becomes important in this equation. Finding ways to allow both residential and commercial users to co-exist and contribute to Copiague's sense of place is the main challenge in renovating these buildings.

Some of the common problems seen on multi-story buildings in Copiague are:

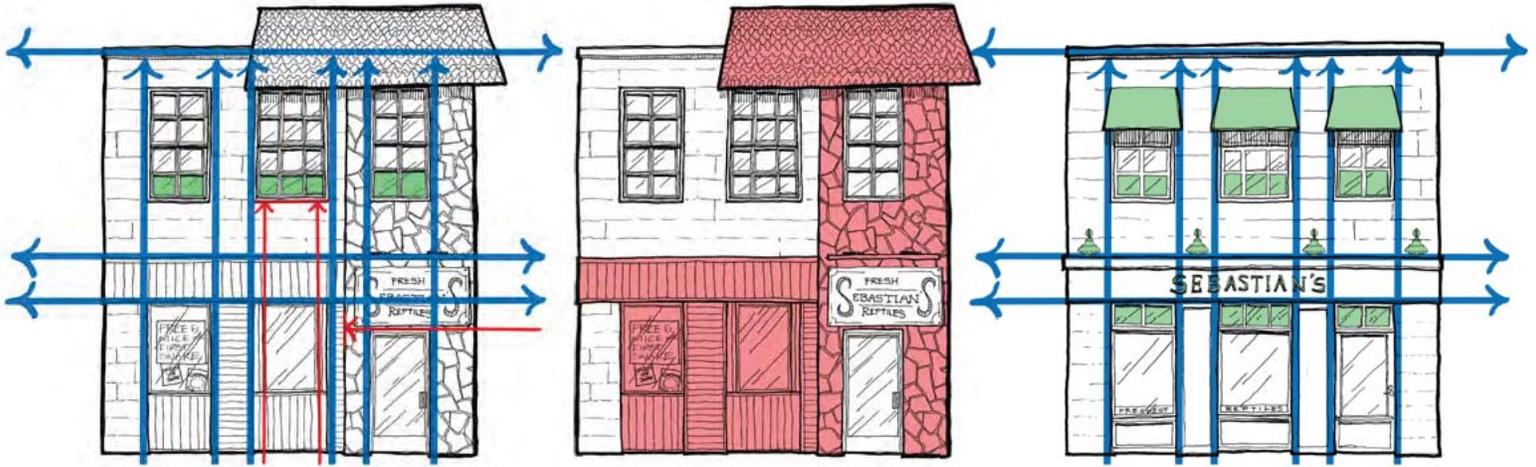
- Large, uninterrupted, blank surfaces that are monotonous and inexpressive.
- Nonalignment between upper and lower-story openings and structural details.
- Non-contiguous rooflines with structural awning additions over partial sections of roof
- Mismatched siding over original materials with dated stone veneers, vinyl siding, or wood paneling.

The following questions should be asked for future multi-story renovation:

1. **Are there any forms or details unique to the existing building?** Are there any authentic details, materials or features that could unify upper and lower stories? Is there an underlying form or pattern that once organized the facade that has been lost or covered?
2. **What elements can be removed without major loss?** Are there additions or materials that do not complement the existing forms or composition? Is there too much signage and advertising?
3. **What modest renovation would have the largest positive impact to the surrounding commercial and residential context?** Is there a clear separation between commercial and residential spaces? Can re-establishing the original materials further a unique identity for Copiague? Will people feel equally at home shopping here as they will living here?



Before



[A] Identify existing forms

This multi-story commercial facade has been renovated several times throughout its lifespan - however its basic form is a grid created by the alignment of windows and doors, with a strong emphasis on the lower and upper story. Blue arrows identify this “grid”, drawn from the upper story window placement and an interrupted sign board zone.

[B] Remove the unnecessary

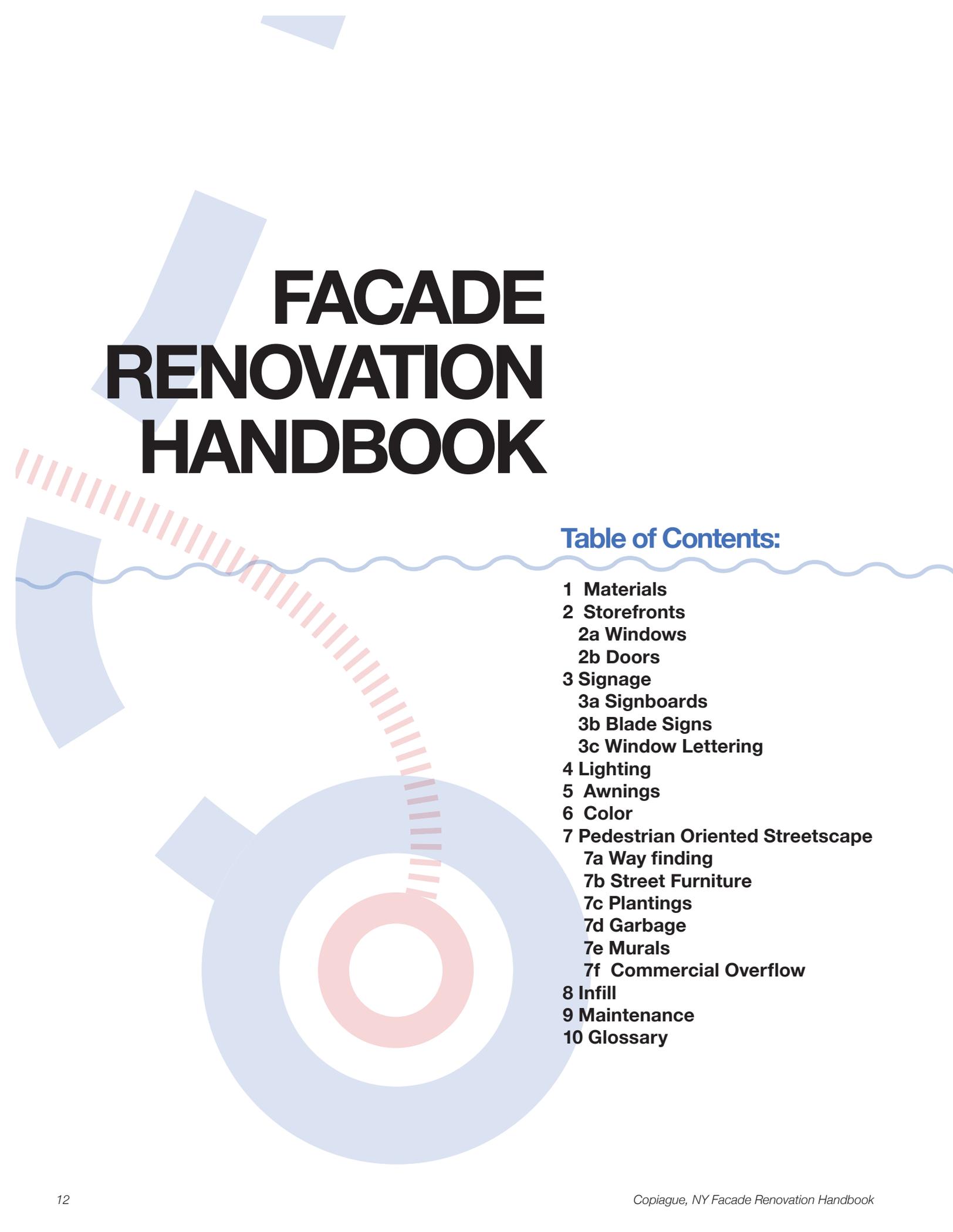
In many cases, renovators have opted to fill in existing openings with mismatched materials that weaken the legibility of the building. Areas to peel away are illustrated in red: Storefronts and large window openings patched over with vinyl siding; Low-quality, fake veneers applied over original facades; Structured overhangs from the ‘70s and ‘80s that cover up rooflines and window transoms. Removing them allows for a reinterpretation of the original form.

[C] Renovate modestly

Commercial architecture has the opportunity to do more than shout for attention - it can enhance the aesthetic and social qualities of a neighborhood. Make small improvements focused on strengthening the building’s form and composition, draw inspiration from original detailing, and focus on making a positive impact on the pedestrian experience. A building isn’t just a commercial billboard, it’s a reflection of your values as a community.



After



FACADE RENOVATION HANDBOOK

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SECTION 1: MATERIALS

[A] Whenever possible, repair original materials before replacing them with new materials. In some cases, old brick buildings will require repairs to the brick and mortar.

Brick, stone, and concrete block restoration requires differing treatments for repair. Power-washing can damage the surface of the brick. After the surface has been cleaned of debris or old paint, bricks may need replacing and mortar joints repaired. Brick sealer can be applied to protect the restored brick. Always consult a professional before performing any masonry and brick work, reference the National Parks Service, Technical Preservation Services - preservation briefs for more information on brick, mortar types, and restoration practices.

Some brick types are required to be sealed or painted. Buildings may already have painted brick. In these instances it would be appropriate to repaint the existing brick.



Repair and restore original materials whenever possible.



Fiber cement paneling comes in several finishes, offering a variety of weather resistant options for siding.



Don't paint bricks for the first time, only repaint bricks.

[B] Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building or the material. Do not use vinyl or metal siding. Many of these materials have unnatural trim, lintel and edge conditions that cause the facade to look too uniform and massive. Façade design proposals should never include covering original materials or column, cornice, sill, lintel, window, or panel detailing.



Do not use thin stone veneers.



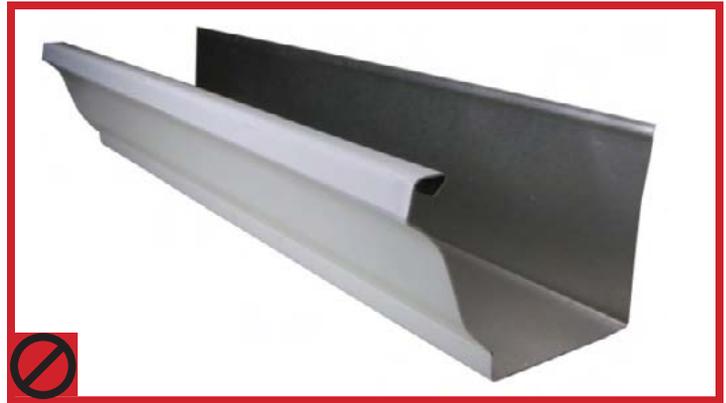
Do not use EIFS to cover original materials or in places requiring durability.



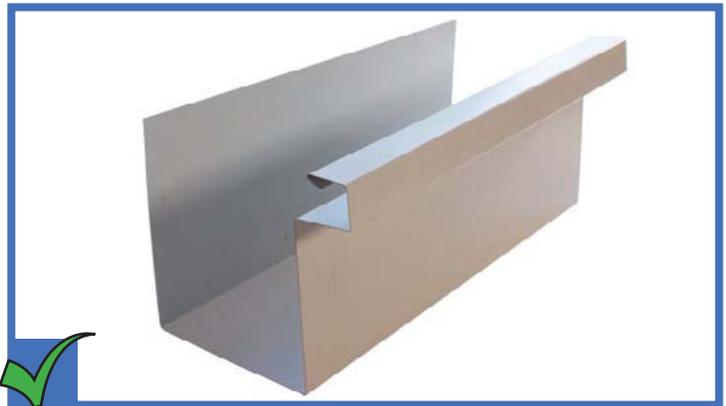
Don't use vinyl or metal siding to cover original facades.

[C] If materials are beyond repair - Use materials that don't require replacement as the only option for maintenance. Products such as brick or wood can be painted and are easily maintained – colors for painted surfaces can be changed as required. For example, smooth fiber-cement clapboard would be an acceptable wood substitute because it can be painted, it can be used where wood is used, and it's very durable when installed per manufacturer's specifications.

Some buildings may require gutters and downspouts on their street sides. For these buildings, all gutters and downspouts should be galvanized steel, aluminum, copper or an approved substitute with a period and style-correct shape, such as "half-round." Residential "K-style gutters" create unwanted horizontal lines that may detract from the building trim and detailing, and should not be used. Ensure that gutters and downspouts are of adequate size to manage the volume of water that flows from the roof that it serves. Coordinate with the municipality to ensure that collected rainwater is conducted safely to storm drainage and not across the sidewalk where it becomes a safety hazard when temperatures drop.



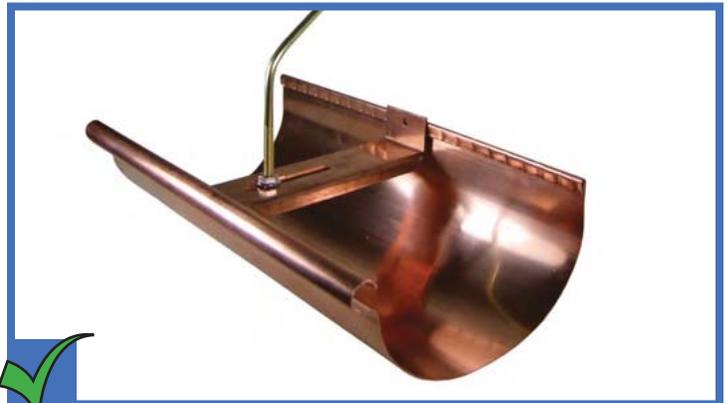
Don't use residential K-style gutters.



Use box style gutters.



Use copper or galvanized gutters and downspouts when appropriate.



Use half round style gutters.



Use fiber-cement panels, or wood clapboard siding and trim.

[D] Special consideration should be given to roofing materials that are visible from the street. Whenever possible, it is preferred that period-correct materials are used, such as real cedar, slate, or standing-seam metal. Standing-seam metal roofing has a long life span when properly installed and will help maintain cooler roof temperatures, helping to reduce mechanical cooling costs.

Asphalt shingles are less durable, will produce more heat and are not historically accurate.



Do not use asphalt shingles.



Use standing seam metal roofing.

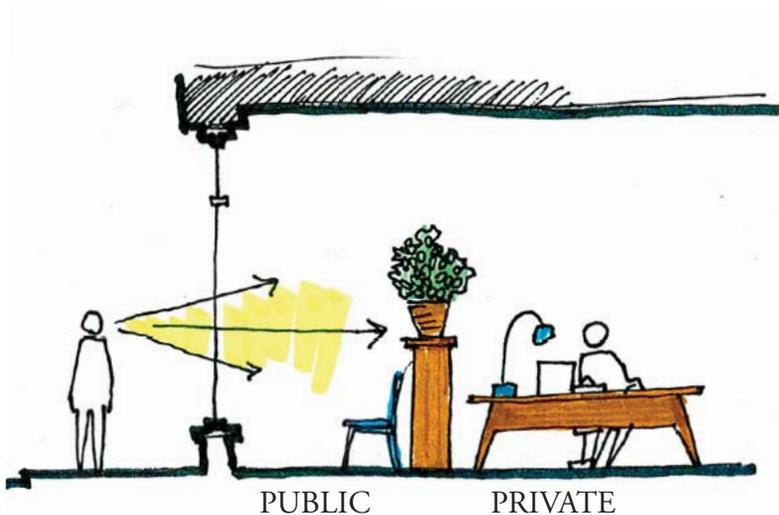
SECTION 2: STOREFRONTS

[A] VISUAL ACCESS:

Windows allow for pedestrian safety and flow in addition to easy viewing of merchandise for mercantile businesses. Original openings should be maintained. Window openings that were previously reduced or enlarged should be restored - 60%-80% of the storefront “pedestrian zone” (2'-8' above the sidewalk) should be clear glass, window area.

Maintain a three feet (3') minimum visual access into storefronts from the pedestrian zone and avoid using displays and signs that prohibit views in and out, including large shelving units with their backs facing the window. Proposals should not use vertical blinds or other elements that will block views into storefront windows. In some cases, storefronts may contain professional offices. For these storefronts, alternate privacy and shading elements may be appropriate. Use storefront awnings for shade control. Do not use opaque or tinted glass on commercial storefronts.

- Window lettering and signage can take up to **90% of the horizontal window space** and up to **1/3 of the vertical window space**.
- One signboard may be placed in the window per storefront, with a **maximum window area of 40%**, with 20% being ideal. This allows owners to consolidate all of their small flyers or ads in one display without clutter.



Using privacy panels and screening can allow visual access into the public areas of an office, with private areas hidden from view. Make sure panels are 3' or more from windows.



Do not block views into storefronts with window shades or oversized window signs.



Storefront Displays should be lit at night.



Lighting can add visual interest to architectural forms, providing safety & aesthetics.





*Do create and maintain large, glass, street-level storefronts with 60% to 80% clear glass.
Limit window obstructions to declutter windows and provide interior views.*

Restore window openings to allow a minimum visual access of 3' into storefronts.



[B] WINDOWS

Frame and sash profiles should be large enough to complement trim elements. For traditional façades, trim elements should be wood of approximately the same dimensionality and character of the original design.

The windows should be sized to fit with existing vertical and horizontal elements when available. Large areas should be broken up to address human scale as shown.

Using transom windows adds visual interest by creating a horizontal line to break up the storefront and address door heights relative to overall height of the storefront. Transom windows should be restored if they were previously removed or hidden. Existing transom windows should be maintained. Maintain the window and door proportions across the entire façade.

For commercial storefronts, use of wood or aluminum-clad wood windows is preferred. In special cases, using dark, anodized-aluminum windows with appropriately dimensioned frame and sash profiles would be considered.

Vinyl windows are prohibited. In general, color options for vinyl windows are limited and vinyl is a less dimensionally stable product.

Windows that have been tinted or treated with reflective coating is prohibited. Glazing should be transparent and allow for daylighting and visual access.



Do use aluminum windows with a finish matching the color scheme of the building.



Do use wood or aluminum-clad wood windows for storefronts.



Do not use floor to ceiling windows or tinted glass.



*Avoid long, uninterrupted, plain surfaces that don't establish a rhythm.
Also avoid interrupting an existing horizontal or vertical rhythm.*

*Do use transom windows to add horizontal lines that break up height.
Do establish a rhythmic pattern to break up storefronts with horizontal and vertical elements.*



[C] DOORS:

Uninterrupted full-glass and half-glass doors allow for visibility in and out. Do not use blackout windows, or windows treated with reflective coatings that prohibit views.

Exterior doors that lead to residential second floors may be stile-and-rail doors without glass. The goal is that half-glass doors, and doors without glass should appear as “secondary” doors to pedestrians as compared to the full glass doors that lead to first floor businesses.

Transoms above doors to second floors should be restored to allow for light to enter into the stairway.

For standard commercial storefronts, doors should be wood or approximate wood in profile and character. Vinyl is not an acceptable alternative. Steel doors should be used only when historically appropriate.



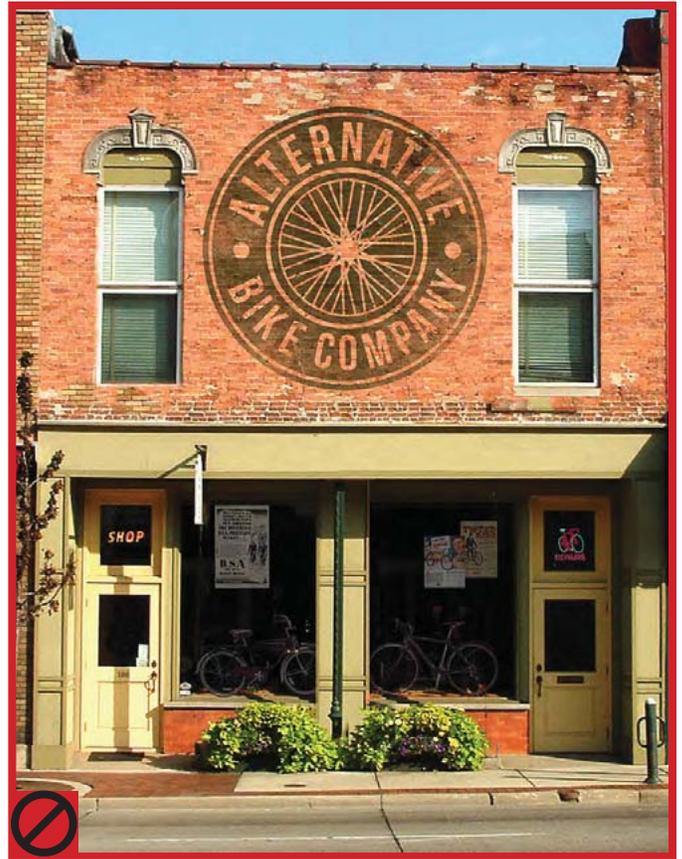
Don't use aluminum storefront and door systems with different size profiles, or blackout windows.



Do use stile-and-rail type doors for second floor access and use address numbers to emphasize residential spaces.



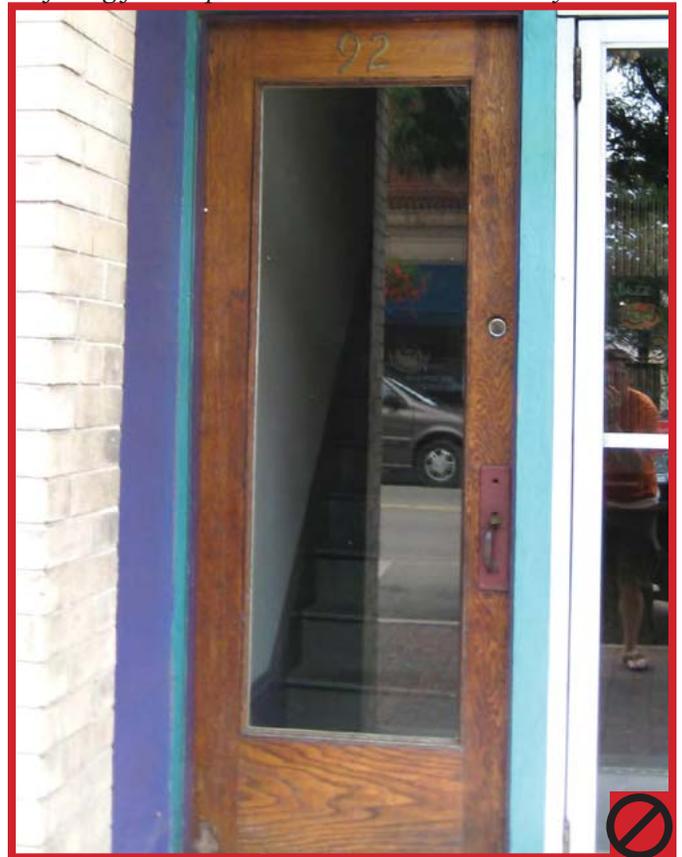
Don't use rolling shutters or retractable "safety" gates, they create the appearance of anything but safety.



Although this facade uses color and material effectively, using two residential doors for a commercial space is confusing for the public. Which door is the entry?



Do use full glass entry doors for storefronts.



Don't use full glass entry doors for upper floor residential.

SECTION 3: SIGNAGE

A variety of signs and fonts around Main Street is acceptable and desirable. Signs will identify and define individual businesses. Each business is allowed maximum square footage of sign space which can be made up of wall signs, perpendicular signs, awning lettering, and window lettering.

[A] BAND SIGNS & SIGN BOARDS:

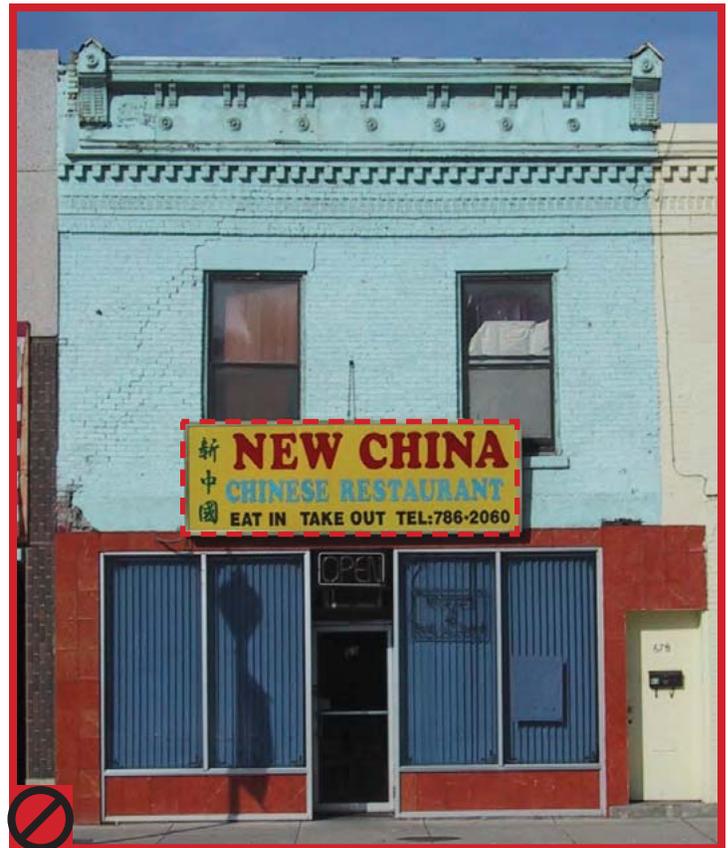
The scale and placement of the lettering and sign boards is important. Signboards above storefront windows or awnings should not cover second floor windows and should be in proportion with the overall height of the building. **Signboards can be a maximum of 3 feet tall, and can project a maximum of 6 inches from the face.** Signboard materials should be uniform with the storefront, with colors contrasting the lettering for legibility.

Signboard height for multiple-story buildings should be within 10%-20% of the height of the first floor. The bottom of signboards should not be lower than 10 feet from the ground. (In some existing conditions, the height of the building or other building features may cause the sign board to be within 10' of the ground. These should be reviewed on a case by case basis.)

Only the business name should fit within the allotted signboard space; additional words and descriptions can appear as lettering on canvas awnings or valances, window lettering, and perpendicular signs.

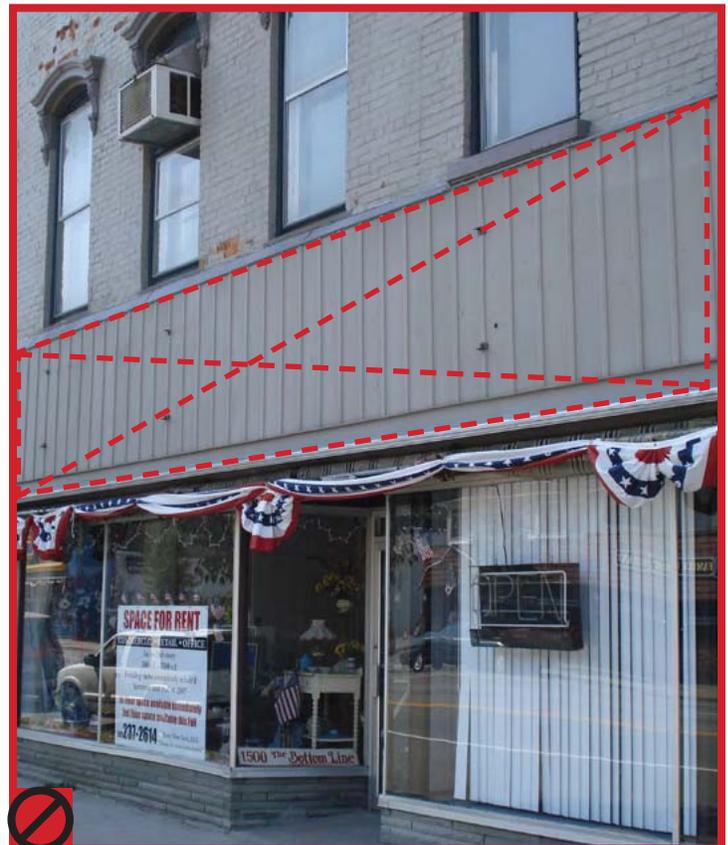
Do not place lettering or signboards within the second floor portion of the façade, and do not use lettering or signage that is over-sized for the particular façade.

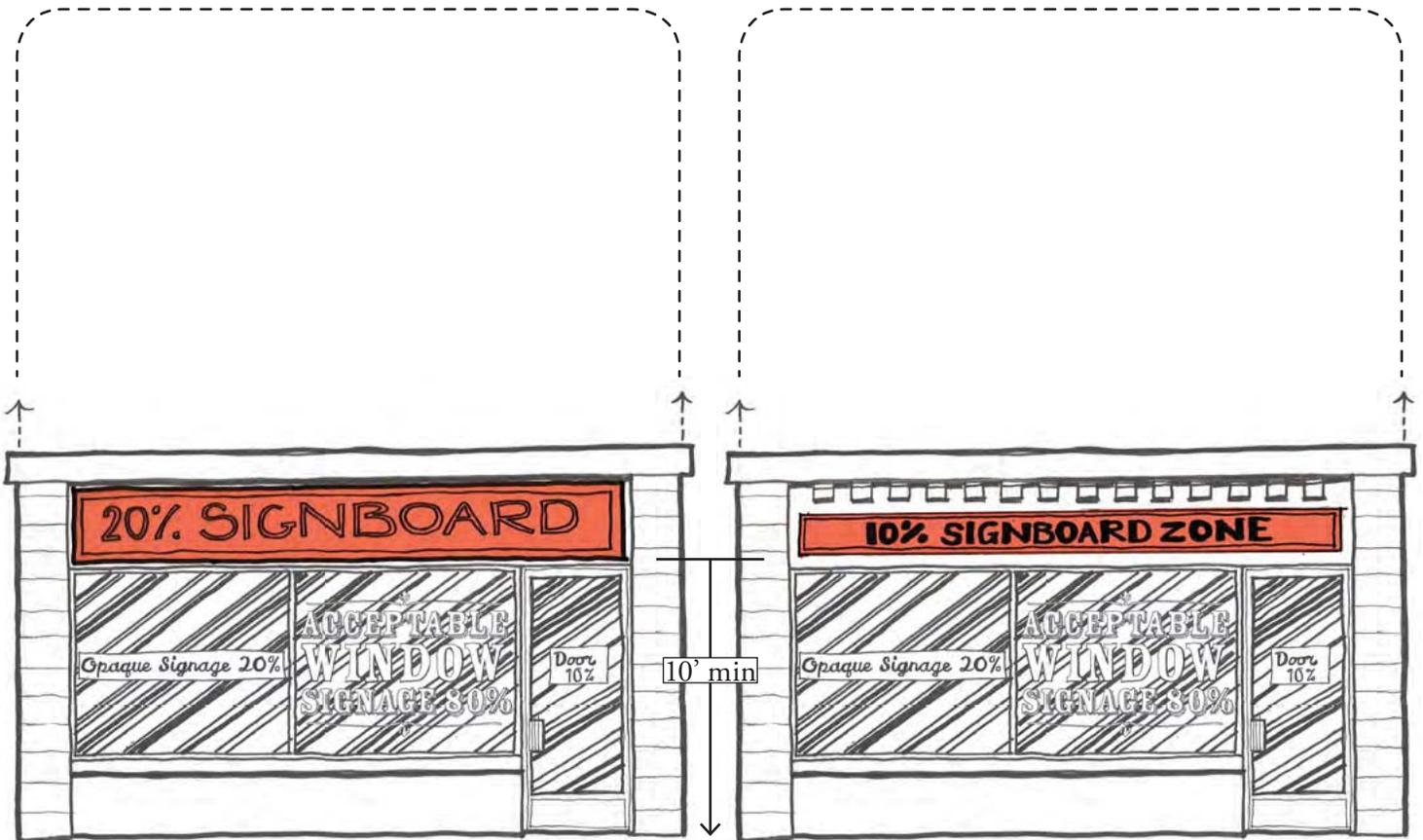
Internally lit signs are prohibited, however raised letters can be backlit. Raised, backlit sign letters should have the LED lighting mounted to the back face of the letters to cast light onto the sign board. Vinyl banners and flag signage are also prohibited by zoning.



Do not cover second floor windows with signboards.

Do not oversize signboards relative to building height.





*Signboard zones should range from 10% - 20% of the first level height.
The maximum allowable height is 3' tall, the bottom of which must be 10' minimum from the ground.*

Do make sign board size proportionate to building height.



[B] BLADE SIGNS:

Blade signs are also known as perpendicular signs, which act as a smaller secondary signage option.

Perpendicular signs can be externally lit. Internally lit signage is prohibited by zoning. Carved signs are preferred for their depth and detailing. Sign board lettering should have a minimum depth of 1/2".

Signs should be suspended from horizontal standards or brackets mounted to the building that match the existing architectural detailing. The actual sign board should not touch the building face.

If both an awning and sign are used they should be placed so as to not interfere with visibility to the sign.



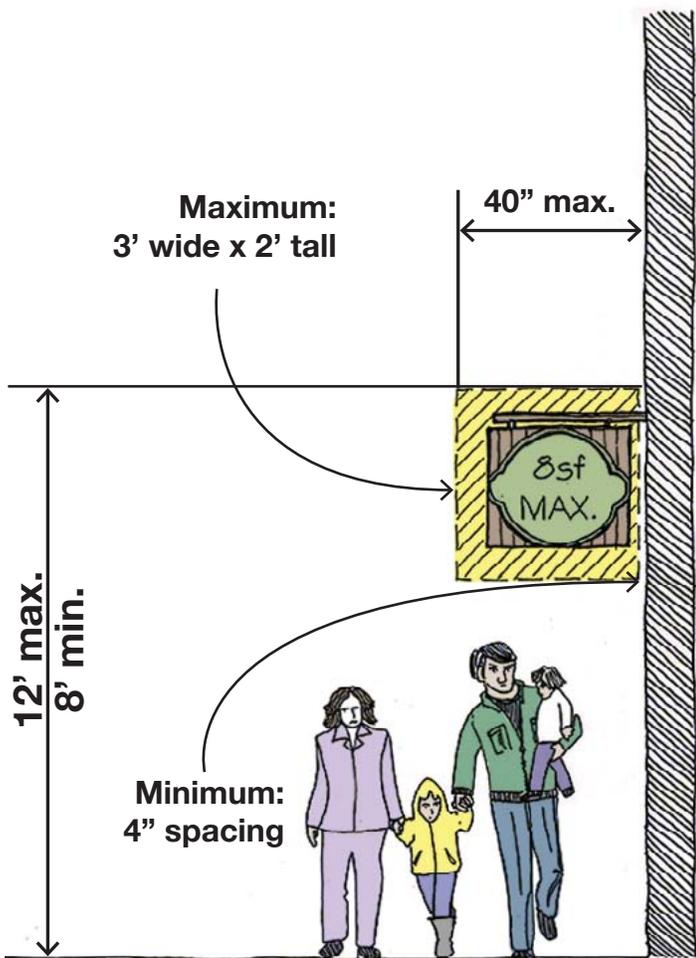
*Do not use raised lettering or carved signs on signboards.
Do use exterior mounted lighting fixtures.*



Do not use properly sized perpendicular signs in various shapes located above or below awnings.



Do not use oversized, backlit, or plastic perpendicular signs.



[C] WINDOW LETTERING:

Window lettering should be carefully organized and applied so as to not clutter or prohibit viewing into the business, and should relate to the color scheme and other fonts for the business.

Window lettering can be painted, gold leaf, or applied vinyl. Window signs should not be more than 40% of each window area if solid, and no more than one is allowed per storefront.

Neon “open” signs are discouraged. Well-lit display windows and clear views into the interior communicate the same message.



Do use window lettering without cluttering the view in and out - cumulative lettering area should be less than 40% of the glass area.



Do not prohibit views in and out by blocking more than 40% of glass area with window signs or with solid signs larger than 4 square feet.



Do use window lettering without blocking views.

SECTION 4: LIGHTING

[A] Sign boards can be lit with either linear or goose neck lights. Lamp types may vary but color rendering should be in the traditional incandescent range of warm, consistent colors (2,000K-3,500K). Consistency among multiple properties in terms of a warm color rendering of lighting will have a big impact on the character of downtown.

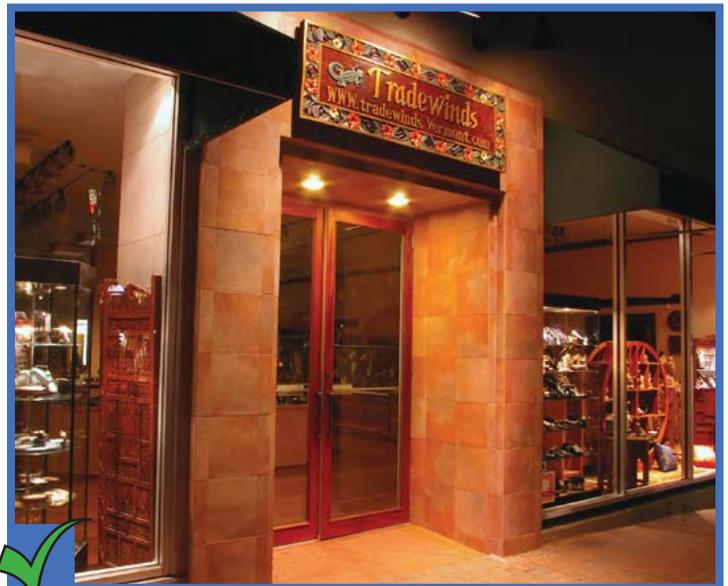
Do not use internally-lit signs. Perpendicular signs should be lit from both sides. For some storefronts, neon signs may be appropriate for the original character or aesthetic of the business or facade. Neon signage must be pin mounted to the exterior of the building, with no allowances for interior novelty fixtures. (ex. Miller High-Life, Cigars, open, etc..)

Currently, a variance is required for all non-gooseneck lighting fixtures.

[B] Use interior display lighting for storefront windows and exterior entry lighting for security. A well-lit clear view in and outside of a store enhances safety, as well as providing visual appeal during night time hours. Displays also act as product placement for goods and services provided by different businesses -- a creative use of a display window (rather than covering with signage) can make a difference both socially and economically.



Do use linear or gooseneck fixtures to light signs.*



Do light up storefronts, window displays, entry vestibules, and signs at night for security and marketing.



Avoid large internally lit surfaces.



Neon signs must be exterior and pin mounted.



Internally lit signage is prohibited.



Backlit signage that illuminates the facade is preferable.



Internally lit lettering is prohibited.



Do not use exposed LED strips to avoid harsh, unfocused lighting conditions.



Do evenly space letters across the overall length of the valance to prevent it from appearing cluttered.



Do use awnings as signage, with minimal projection from the surface of the building.

SECTION 5: AWNINGS

[A] The shape and materiality of awnings should be determined by the style of building and the area that is being shaded. Both fabric or metal awnings must coordinate with the proposed color scheme. Any awnings should be sized relative to the window openings that they are sheltering to maintain vertical separations. Awnings may have a triangular or curved profile, and may be fixed or retractable. Avoid materials that simulate others, such as aluminum awnings that mimic fabric - with plastic strictly prohibited.

[B] Awnings can provide an opportunity for supplemental sign information. Placing lettering on the awnings allows businesses to share more information without using up other signage locations such as windows and sign boards.

- Lettering area should fit **within 20%-50% of the total valance area** (the vertical section that drapes down from the outer edge of an awning).
- Letters and words should be evenly spaced across the overall length of the valance to prevent it from appearing cluttered.
- Bottom-most edge of awning or valance (fringe) must be at a **minimum of 7'-6"** and a **maximum of 9' above grade** per zoning law.



Do use awnings made of other materials, such as metal.



Do utilize awnings that are sized to window openings.



Do not use plastic or metal awnings that simulate canvas awnings.



Awnings should range from 20% - 40% of the first level height.
 Lettering should only make up a minimum of half the overall area of the awning.

SECTION 6: COLOR

[A] Color Selection 101

Color and paint selections are often the most cost effective way to breathe new life into facades needing updating. This guidebook will outline several ways that color and paint can enhance facades, and provide you with the framework to make decisions about your project.

- **Know what you're working with** - What is your building made out of? Are there any particularly nice materials, like old brick, or stone? Are there any interesting details such as decorative columns or brickwork? Keep them in mind, as color can be used to enhance existing materials and details.
- **Choose your colors** - The people of Copiague are a lively and diverse community. The buildings, however, are overwhelmingly beige and pastel. Choosing colors is an opportunity to create vibrant, engaging spaces where the buildings and street become the focus, not personal branding. This guidebook encourages you to provide the most creative, lively, and engaging use of color on your project that you can.
- **Don't use too many colors.** It is suggested to use 2 to 3 colors on a facade to provide visual interest. Using more may work in certain situations, however it can easily be too much. As a rule of thumb, simpler is better.
- **The 60:30:10 rule.** A simple rule of thumb for using a three color paint scheme is the 60:30:10 ratio. This means finding a base color for roughly 60% of the building, a secondary color for 30%, and a third contrasting color for the final 10%. In many cases, the base color can be a material such as rich red bricks, warm brown wood, or soft grey concrete.

Using a Color Wheel

Using a color wheel as a basic tool to select paint colors can help to ensure your colors match well. The following is a basic primer about using color theory to select colors.

Monochromatic color pairs consist of colors that fall into the same slice of the color wheel. This color scheme works remarkably well on facades where materials are used as a color — like the flat blue gray of concrete blocks matched with a deep blue for window and door trim.

TIP: When going monochromatic, try to have a variety of dark and light within the pair.

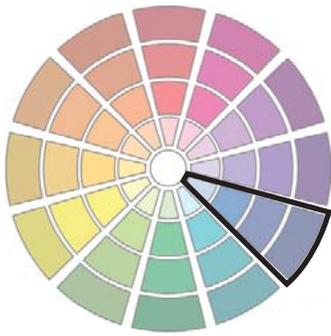
Complementary color pairs consist of colors on opposite ends of the color wheel, which when paired together match by creating contrast. This color scheme works best when materials are used as one of the contrasting colors, which allow openings and details to be painted in a way that brings out the richness of a material's color. Remember, have a variety of tones and saturations in the colors you choose, the goal is to find somewhere between too vibrant and too muted and gray.

Tip: Red bricks look amazing when paired with blue and green, and sandy yellow bricks look great with turquoise and black.

Analogous color pairs select colors adjacent to one another on the color wheel - matching due to their similarity in color. These pairs are tricky but can look great when paired with simple base colors, like white or black or gray.

Tip: Try this color pairing out when looking for a vibrant, playful storefront color scheme on a simple or plain building with no real architectural features.

Split complementary pairs means part of the pair is matched for being complementary, and the other part is matched for being analogous. *Tip: These pairs work well with simple base colors or materials, and allow storefronts to all have unique color schemes that are different, but do not clash.*



Monochromatic Color pairs



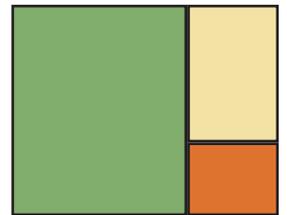
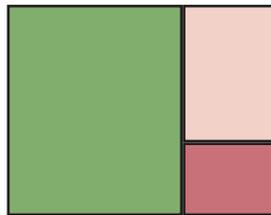
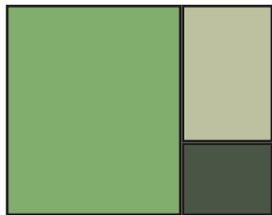
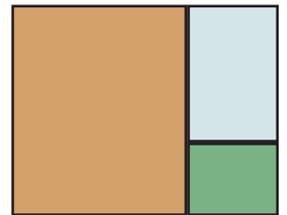
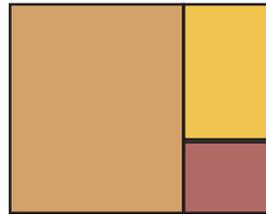
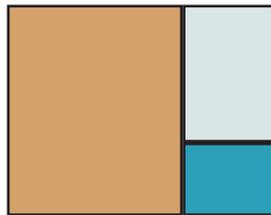
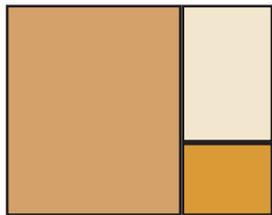
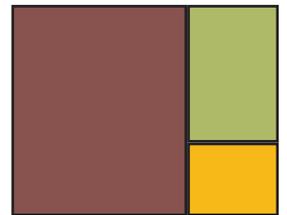
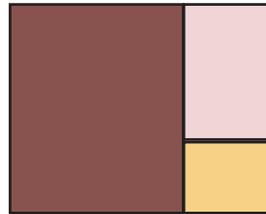
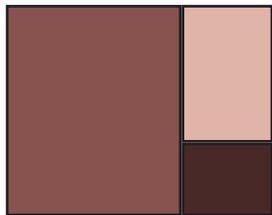
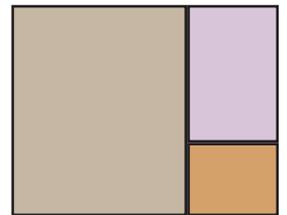
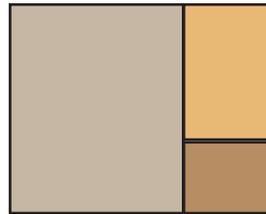
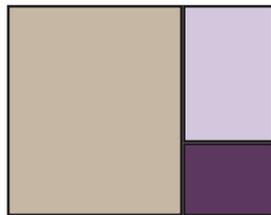
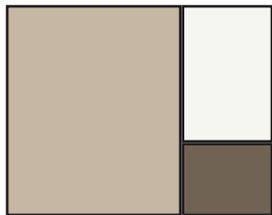
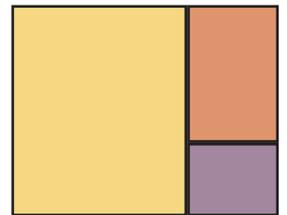
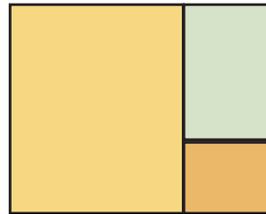
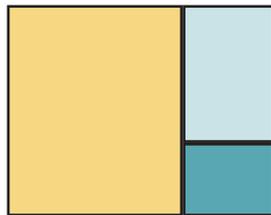
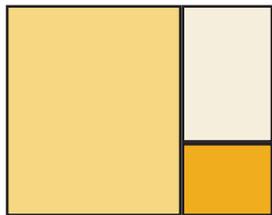
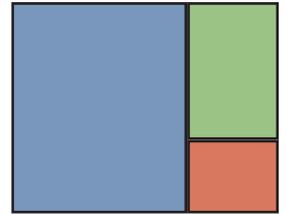
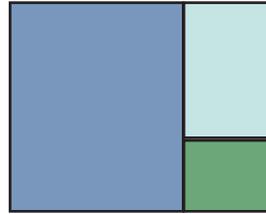
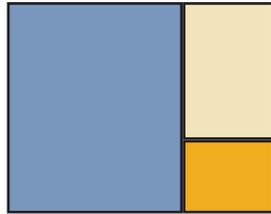
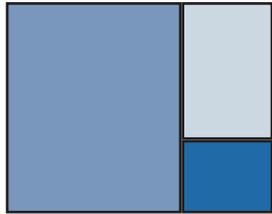
Complementary Color pairs



Analogous Color Pairs



Split Complementary Pairs



[B] Commercial Storefronts

For buildings with multiple commercial tenants, there are a variety of unique, acceptable ways for occupants to express their branding and create visual interest with the painting of a facade.

There exist two main approaches to the painting of storefronts within a building shell; using either a unified building method, or an independent storefront method.

It should be noted that there are no hard and fast rules regarding which focus you take, and that the most successful urban environments are comprised of buildings that take both views. This guide will outline the pros and cons of both approaches and allow you to decide.

Design proposals should also consider the colors of adjacent buildings or buildings shared between multiple tax parcels to ensure that complementary colors are being used across the streetscape. Avoid duplicating the colors of adjacent buildings.

Where the brick condition allows, the brick should not be painted on these buildings. The natural color of the brick should be considered in the overall color scheme. Some brick restoration may be required. National Park Service's preservation briefs discuss masonry sealers in greater detail.

Unified Building Method

Matching Storefront Colors create a simple visual harmony by regulating a color scheme to be used by all commercial tenants. Typically, a base color or material is chosen for the building shell, with detailing, trim, doors, framing, and awnings given 1-3 other colors, depending on complexity and need.

Pros

- Building has a neat and orderly appearance and composition.
- Appearance of building can be determined by landlord, not tenants.
- Draws visual interest to the building shell's materiality and form.
- Building is relatively unchanged when tenants move in/out.

Cons

- A simple or modest building may appear uninteresting.
- Tenants are not quickly distinguished.
- Less customization of storefronts for tenants.
- Larger buildings utilizing this painting technique may appear monotonous.

Suggestion

- Use this painting method for building shells with interesting or significant details to prevent storefronts and visual clutter from overpowering the building. This also works well for groups of offices or businesses that aren't competing for pedestrian attention.

Independent Storefront Method

A storefront focus seeks to create dynamic and engaging streetscapes by deregulating the creativity of tenants to paint their storefronts. When done properly, these buildings create immense visual interest that is defined largely by the way the streetscape is engaged. A storefront focus works best on buildings with streetscape engagement.

Pros

- Building has a dynamic and interesting composition.
- Draws visual interest to individual storefronts and places the building in the background.
- More appealing to commercial tenants with branding requirements such as color.
- Tenants are easily distinguished within a building.
- Very effective at breaking up long building facades.

Cons

- Can appear cluttered and unorganized if tenants choose clashing colors.
- More obvious whenever there are vacancies in the building.

Suggestion

- This painting approach is best used on simple and modest building shells that lack any visual appeal.



Unified Building Method

In this example, a tidy and uniform appearance is attained through simple repetition of color and detail on the individual storefronts. The entire length of the shell is painted a muted grey, with turquoise and gold selected as storefront colors throughout. Individual storefronts are still recognizable, with all the storefronts in the building matching to create a uniform composition.



Independent Storefront method

For long uninterrupted commercial storefronts with little to no architectural detailing, the independent Storefront method may be most appropriate. While tenants are allowed to use their own branding, it is presented in a uniform and orderly way. Due to the unplanned color choices of potential tenants, a muted and consistent base color makes the building fade into the background, and the storefronts provide all the visual interest for the building.

SECTION 7: PEDESTRIAN ORIENTED STREETScape

A downtown must do more than have beautiful buildings to create vibrant setting, it must also support the basic functions of its people. The street is a public living room for all citizens of Copiague, who must take ownership to ensure it is well cared for.

A pedestrian-oriented street invites business owners to do their part in enhancing the streetscape by stepping outside of their buildings and taking responsibility for the circulation space in front of their building. There are many options available, from planters and benches to garbage bins and public art.

In a previous vision planning process, several different guidelines were created for the streetscape regarding street art, pedestrian way-finding, street furniture, plantings, and garbage receptacles. While that vision planning process was mainly for municipal infrastructure, this handbook will demonstrate methods for commercial tenants to provide these amenities to the public realm as well.

The following questions should help owners assess their business's potential impact:

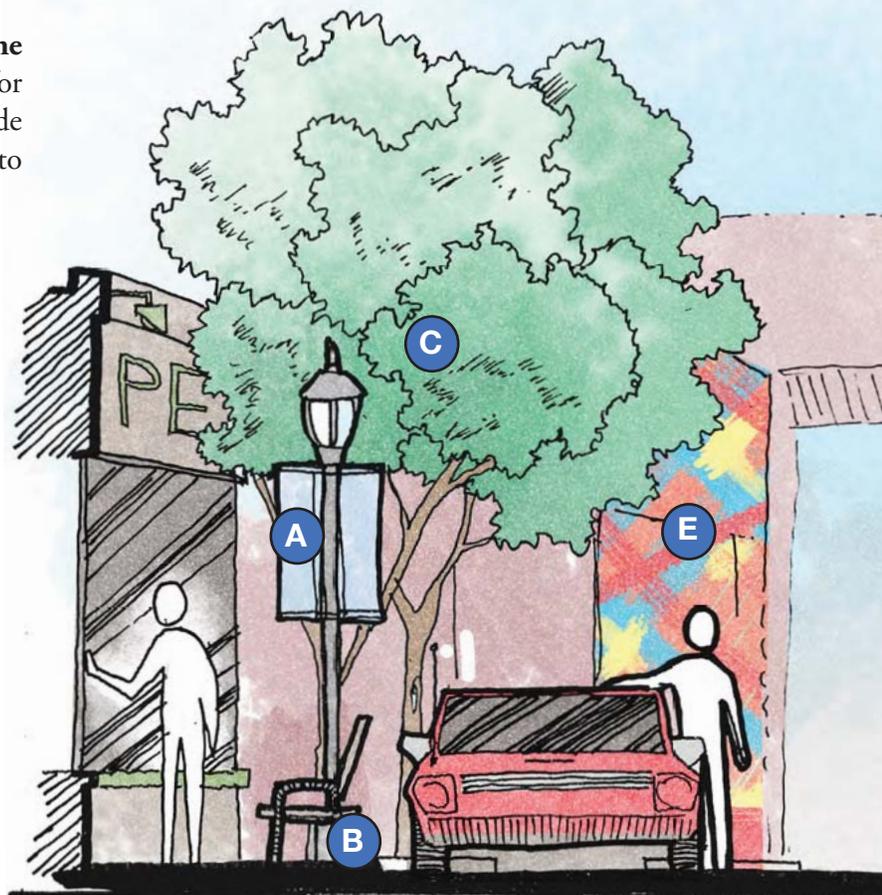
1: How can my business positively impact the public realm? Can I provide curbside seating for my customers? Can your goods be placed outside for enhanced visibility? Could there be some way to provide a unique experience to those passing by?

2: Is there anything missing on the street that would benefit pedestrians my business could provide? A pedestrian friendly public realm benefits businesses and citizens alike, am I doing my part? Is there an excess of trash in and around my area? Is there a need for bicycle parking for my clients? Does my street need shaded seating for people to rest?

3: How can engaging the streetscape be an opportunity to promote my brand without excessive logos or branding? Is there a creative way to showcase my goods or services by adding value to the public realm? First impressions matter for potential customers, and how you engage the streetscape is as good a marketing plan as any ad campaign.

Streetscape Elements

- A** Wayfinding & Signage
- B** Public Street Furniture
- C** Plantings & Trees
- D** Garbage Receptacles
- E** Murals & Public Art
- F** Commercial Overflow





[A] WAYFINDING & SIGNAGE

As outlined in the downtown vision plan, a recommendation was made for the municipality to provide maps, historic photos, and walking times to popular destinations and amenities. All of these varied way-finding approaches do one thing; communicate to pedestrians the locations of interest.

While commercial tenants are unable to directly use public infrastructure for advertising, way-finding can still effectively be used to impact commercial tenants. Way-finding could call attention to Latin or Polish commercial areas, or areas based on type of services.

Examples could be: the Marconi Blvd. Industrial business park, Polish-American Business District, etc. Having a community poll or branding competition might be a great way to get local buy-in for names and zones.

Another opportunity for commercial way-finding is sandwich board-style signage to call attention to individual storefronts -- with due care not to infringe on circulation of the sidewalk. It is advised not to use low-quality plastic boards, but to instead use durable materials that reflect your business. These “ground signs” are permitted by zoning if they are temporary and removed during non-operating hours.



Do create and promote different business districts



Don't place objects into the flow of pedestrian traffic, it may be hard for the handicapped or elderly to navigate.



Street furniture can be visually tied to the storefront via color, decoration, or material.



Do use durable street furniture.

[B] PUBLIC STREET FURNITURE

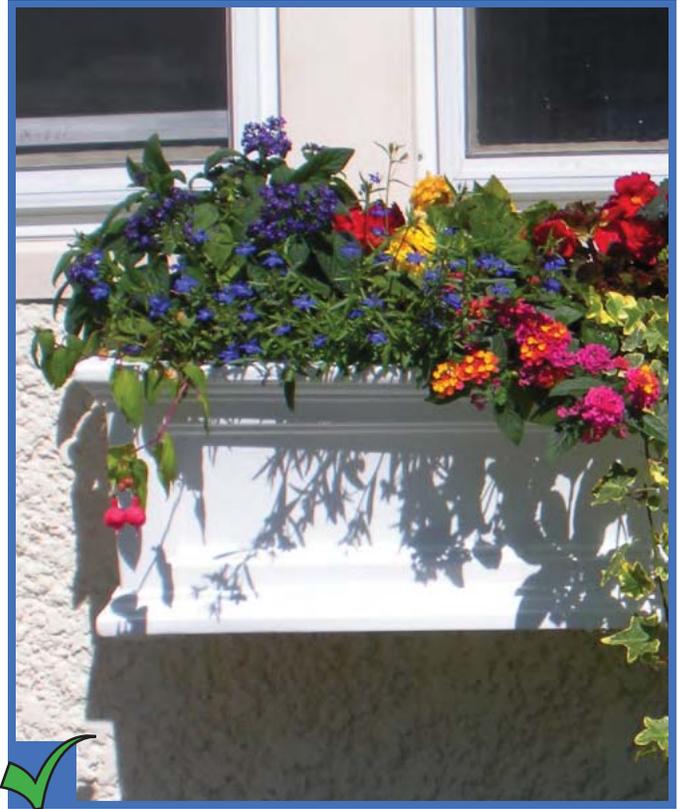
When appropriate and where sidewalks allow, use outdoor seating as a way to extend indoors to outdoors and add to depth and scale. Park benches, tables and chairs made of wood or metal are preferred as they are durable, can be maintained, and are easily repaired. When in the public right of way, all street furniture must be issued a special use permit.

Due to light weight, lack of durability, inability to be repaired, and residential aesthetic, plastic lawn furniture is discouraged for downtown use. The street can be further activated with elements such as awnings, perpendicular signs, seating, and other three-dimensional elements that interact with the public space. Owners are encouraged to use elements that best fit their storefront's particular aesthetic, marketing, or functional needs. A variety of options are available.

[C] PLANTINGS & TREES

One of the most aesthetically pleasing elements of a streetscape is landscaping. Acting as a buffer between pedestrians and traffic, it enhances the overall quality of a downtown significantly.

While commercial tenants can't plant street trees, they are encouraged to provide additional plantings where appropriate. Large- and medium-sized potted plants can emphasize entry spaces, and hanging baskets can add repetition in between storefront windows and under awnings. Mounted flower baskets under windows are also common choices for decoration on both upper and lower store windows.



Do use flower boxes under windows.



Do use plantings to add visual interest to your commercial storefront.

[D] GARBAGE RECEPTACLES

The municipality provides curb-side garbage bins in the downtown area, however an ongoing issue in Copiague continues to be garbage on the street. A tidy streetscape provides the appearance of safety and care that is necessary for a positive experience in the public realm.

Commercial entities, specifically ones that provide goods or services with discarded packaging, should take due care not to overburden the existing waste infrastructure. If municipal waste bins are overflowing with packaging from your business, it is considerate to provide additional refuse containers in front of your business to accommodate the added waste.

Dumpsters and other large garbage receptacles should be visually screened from the street using a variety of methods ranging from fencing, placement, and even vegetation. This provides a tidy appearance to spaces adjacent to buildings where they are normally stored.

Curb-side trash bins on the street should correspond to areas with large volumes of garbage. Garbage bins come in many different styles and sizes, a style that compliments the existing character and elements of the area should be selected. Many communities find that waste bins and other street furniture can provide branding opportunities when paired together.



Do supplement existing garbage bins when needed.



Don't leave garbage bins overflowing

[E] MURALS & STREET ART

Murals may be an option for a design proposal for buildings that lack specific historic identity, side street facades, pedestrian alleyways, or large monolithic areas of facades that may not have any viable alternatives for renovation. Murals and art communicate to pedestrians that a place is lived in and cared for - providing a feeling of safety and ownership of the public realm.

Care should be taken however, to ensure that art is durable, relevant, and professionally executed. Building owners should be able to donate surfaces, and through some form of community oversight, a piece of art or mural is commissioned. This would ensure art is relevant to community intentions, and not operate as a form of branding or signage.



Use paint to liven up surfaces to indicate pedestrian space, such as this alleyway.



A mural at the Polish-American community center in Omaha, Nebraska



Do display products on the street to attract customers.



Do use available space to provide outdoor seating.

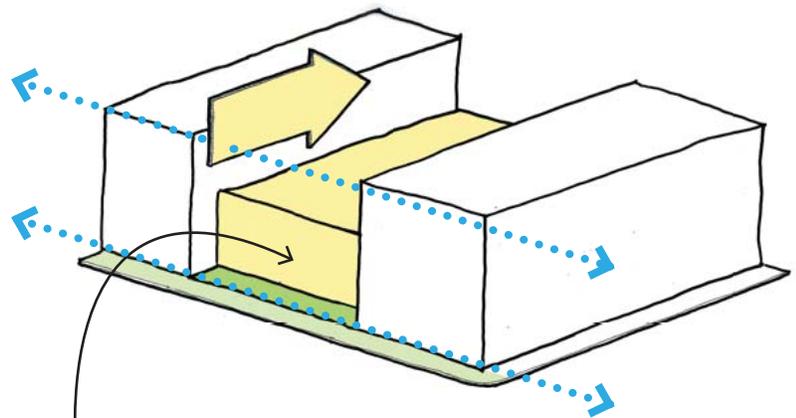
[F] COMMERCIAL OVERFLOW

Finding ways to use the space in front of your storefront can have a benefit for both your business, and the surrounding area.

For retail spaces, consider the feasibility of outdoor displays of goods, or engaging the public with free samples or hands-on displays. Not only is it great marketing, but it provides an opportunity to respond to customer feedback.

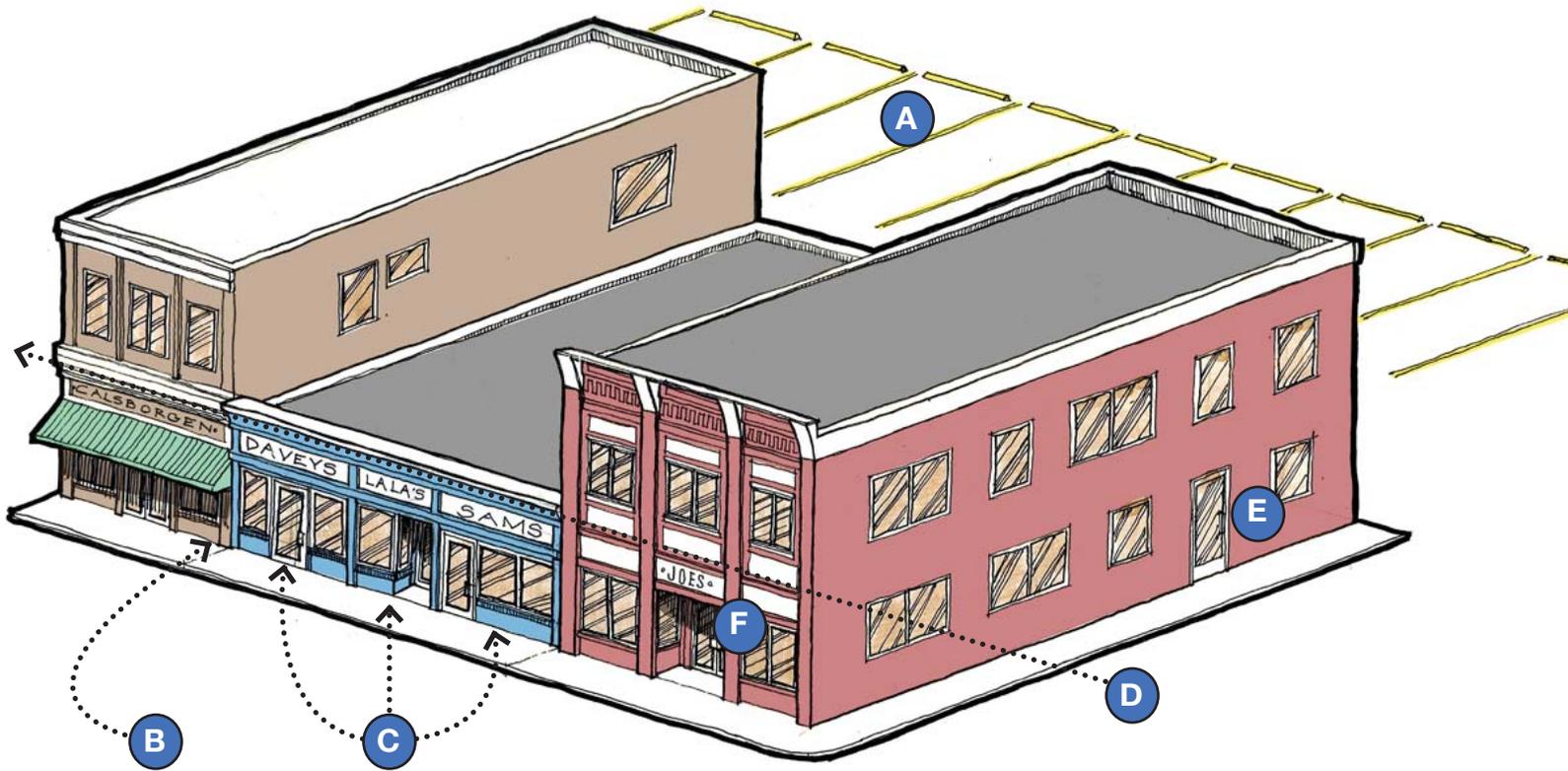
For restaurants and cafes, consider providing outdoor seating for customers to enjoy themselves during the warmer times of year. It allows you to increase the number of occupants dining, and is effective advertising, suggestive of a successful destination.

Regardless of how you choose to engage the street, due care should be taken to not infringe the public right of way. When in the public right of way, all encroachments must be issued a license by the Village Board of Trustees.



Existing buildings with extra setbacks are encouraged to fill the space with commercial overflow - maintaining the street edge of the surrounding buildings.

SECTION 8: INFILL CONSTRUCTION



In Copiague's bustling commercial downtown, adding density for the growing population will become a development goal for the next few generations. As more people begin to live downtown, new buildings will incorporate a mix of both commercial, and residential space. A goal of this new infill is to fill in holes in the streetscape, and provide a walkable, aesthetically pleasing streetscape with amenities and access for pedestrians.

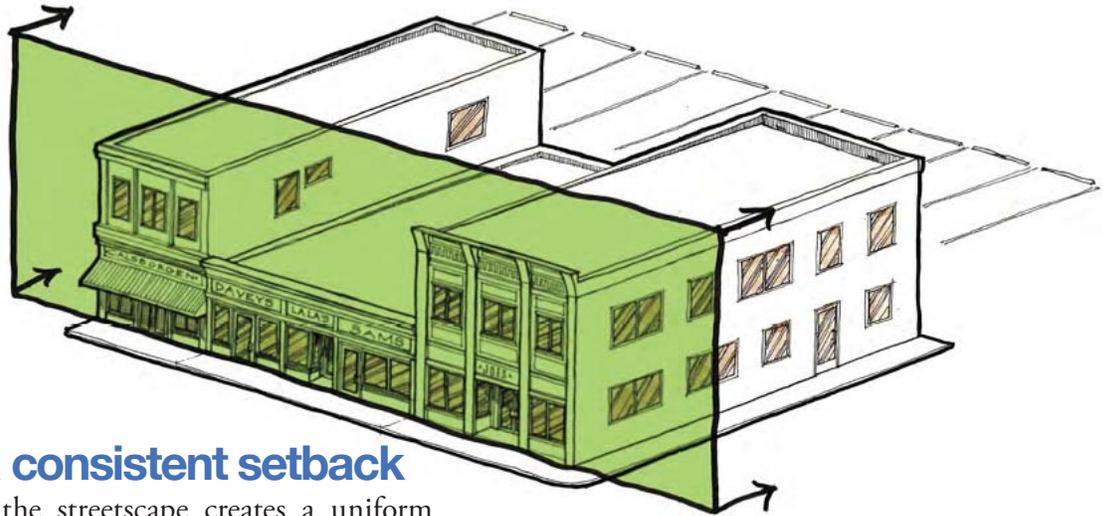
[A] Parking in the rear

Since the American public's love affair with the automobile, our commercial spaces have significantly changed in ways that have often been detrimental to the quality of life in those areas - especially for pedestrians at street level.

The easiest way to inject life back into the streetscape is to change how you deal with parking. When parking is placed in the front of a building, pedestrians are less likely to walk next to a storefront and look inside -- **acting as a barrier between potential customers and businesses**. It also creates congestion along circulation space, as parking lot entries will typically go through sidewalks where people will be walking. Safety is also a concern for drivers, who may have trouble seeing oncoming traffic due to parked cars, plantings, etc.

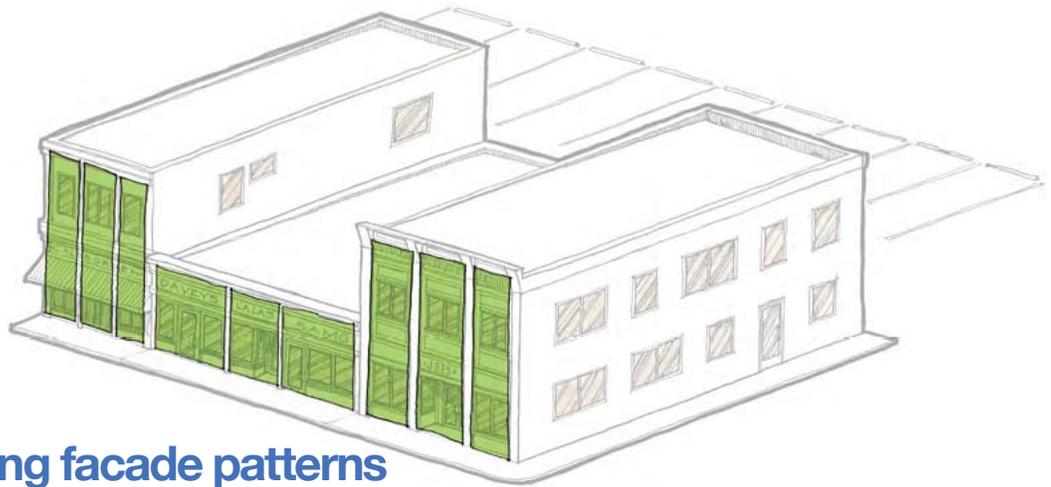
Infill goals

- A** Rear Parking
- B** Consistent setbacks
- C** Repeating existing patterns
- D** Respecting Datums
- E** Residential entries
- F** Transparent Street Level



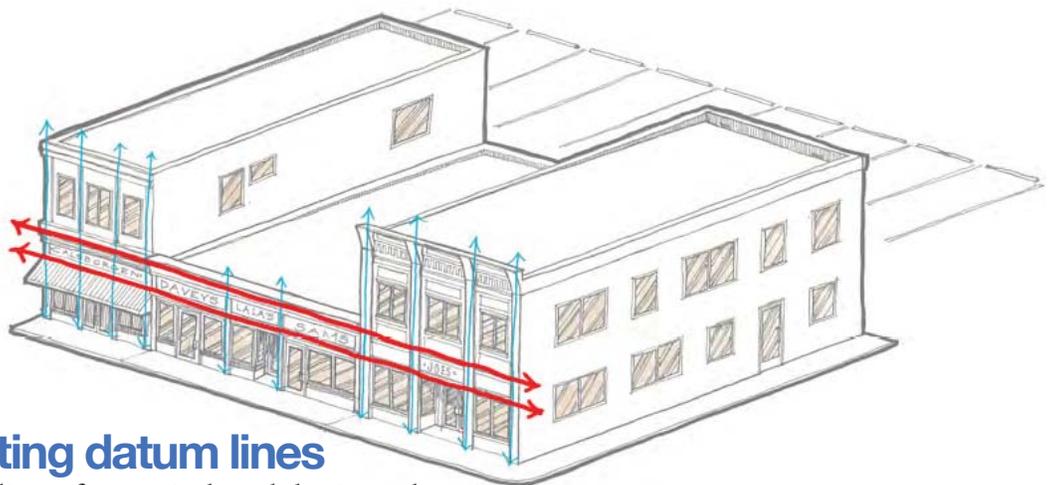
[B] Maintain a consistent setback

A consistent edge to the streetscape creates a uniform environment where walking pedestrians have priority access to storefronts - not the automobile.



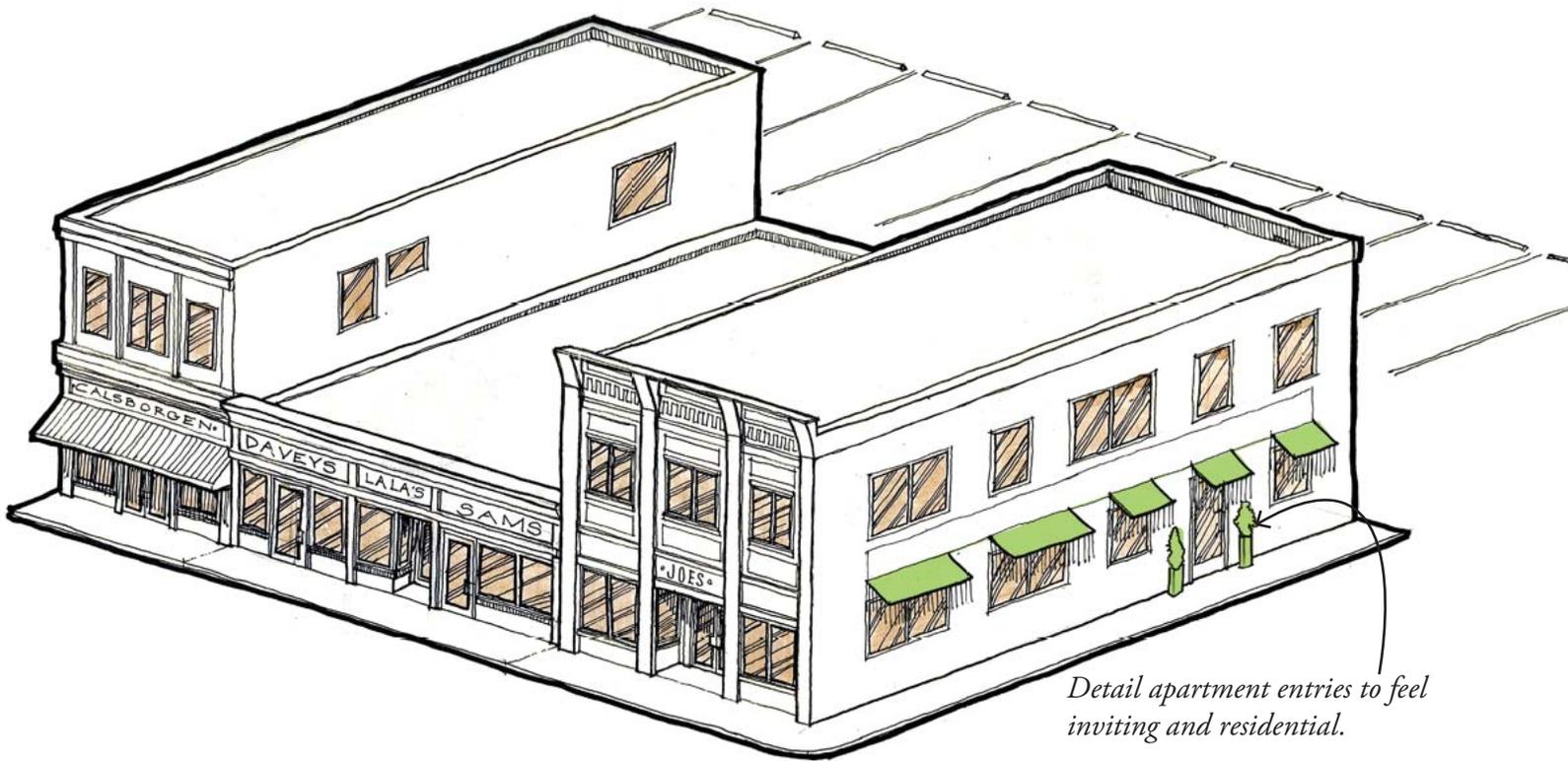
[C] Repeat existing facade patterns

In this example, each building has three distinct bays, allowing the infill to share in a uniform trait with the existing buildings. This allows it to “fit” while still having its own unique style and characteristics.



[D] Respect existing datum lines

look to surrounding buildings for vertical and horizontal elements in a pattern. Respecting these patterns helps your new building to “fit in.”



Detail apartment entries to feel inviting and residential.

[E] Residential entries & side streets

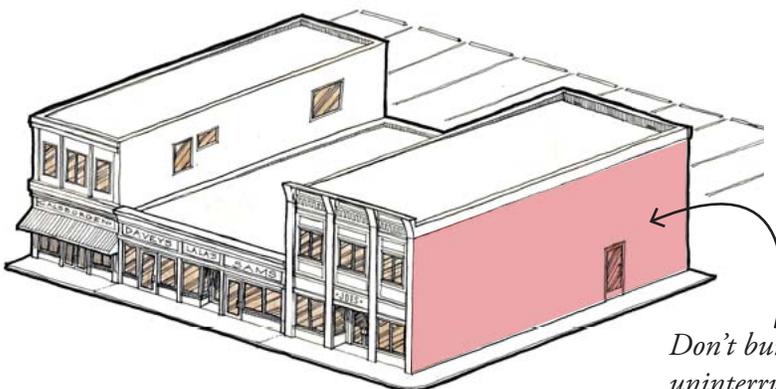
Avoid infill construction that has long, uninterrupted blank walls on side streets. Residential entries on side streets should engage the streetscapes just like storefronts - by looking inviting, safe, and pedestrian.

UPPER FLOOR WINDOWS

A minimum of 25% of the façade for the upper floor should incorporate transparent glass openings.

For upper level windows that have been blocked and cannot be opened up, spandrel glass should be used to maintain window openings.

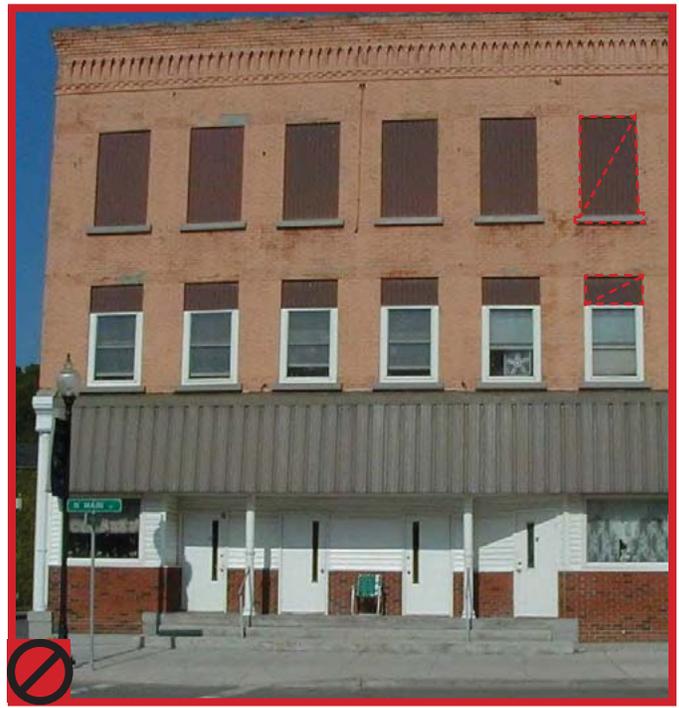
Do not place window unit air conditioners or satellite dishes on street side façades.



Don't build large, uninterrupted surfaces.



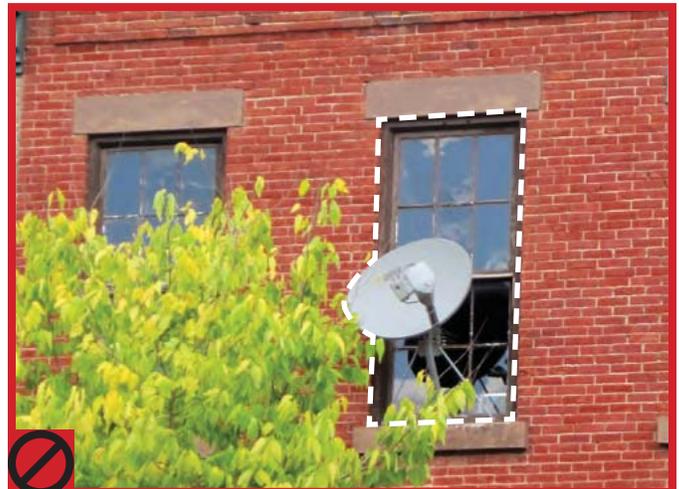
Decorate residential entries to feel inviting to residents.



Do not cover up or reduce window openings.



Avoid large, uninterrupted blank walls



Do not block any front facing window openings with satellite dishes or AC units.

SECTION 9: MAINTENANCE

To avoid blight conditions in Copiague:

[A] Ensure that any exterior lighting lamps are not blown out and replace when required

[B] As paint begins to deteriorate, scrape clean and apply a fresh coat of primer and paint. When painting masonry – repair masonry, allow for the masonry to dry out before applying fresh coats of paint. Multiple applications may be required due to moisture escaping the brick until fully dried out.

[C] For brick buildings, over time the brick and mortar joints may need repair. By keeping the brick and mortar joints in good condition you will extend the overall life of the building while keeping the building looking clean

[D] EIFS:
Unfortunately, false stucco products such as EIFS (Exterior Finish and Insulation Systems) lack durability and are easily damaged. When damage occurs the section should be replaced. EIFS should be installed with thoughtfully distributed construction joints, in a manner that allows portions to be replaced in a neat and seamless way.

[E] Windows should be kept clean. When windows crack or break they should be replaced. Verify that caulking around windows and other openings is in good condition to extend the life of the windows and adjacent building materials

[F] Lettering should be replaced if letters are missing or damaged.

[G] Do not board up damaged windows.

[H] Do not leave scattered, disorganized, or abandoned utilities attached to buildings.

[I] Fabric awnings will age and deteriorate over a long period of time. As the fringe or body become damaged beyond repair, the fabric should be replaced. The supporting structures can often remain in place. If there is lettering on the fringe for a particular business, the information should be kept up to date if the business changes. Any other awning types should be regularly inspected to ensure safety, cleanliness, and upkeep of finish materials.

[J] Miscellaneous Items: Plantings in flower boxes and planters should be attentively maintained. Seasonal decorations should be placed and removed when appropriate and kept neatly organized while displayed.

SECTION 10: Glossary

Composition - The placement and arrangement of visual elements on a building.

Cornice - An ornamental molding on a building above the storefront, typically adjacent to the signboard area and made of either wood or metal.

Fenestration - The arrangement of windows and doors on the elevations of a building

Frame and sash profile - The thickness of a window and its framing in relationship to the trim elements on a building.

Infill - New construction that fills an existing hole in the urban fabric.

Lintel - A horizontal support of timber, stone, concrete, or steel across the top of a door or window.

Massing - The general shape and form of a building, or elements of a building.

Proportion - The size relationship between elements within a building.

Scale - The size relationship between a building or its parts and the human body

Sill - A shelf or slab of stone, wood, or metal at the foot of a window or doorway.

Stile-and-rail - A door typically used for residential applications that consists of horizontal (rail) and vertical (stile) framing members surrounding either wood or glass panels.

Transom Windows - A window set above the top of a door or storefront.

