

Silas Deane Highway Architectural Guidelines



Architectural Guidelines for Renovations and Additions and New Buildings

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Architectural Guidelines - Draft Presentation

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Opportunities and Constraints - Recommendations.

- Encourage the use of brick in traditional colors.
- Facades to incorporate 50% brick, 25% windows and 25% roof.
- Encourage the use of metal and asphalt shingles for roof material.
- Roof colors in greens and greys.
- Encourage spandrels and gable ends as signage backgrounds.
- Facades to wrap around corners to avoid “western” facades.

Opportunities and Constraints - Comments

- How do we achieve building variety and an exciting relationship to the street?
- How do we design for pedestrian friendly canopies and entrances?
- How do we screen trash, mechanical equipment and service entries?
- What kind of signage standards should we require?
- How do building standards change with the districts and neighborhoods along the highway?
- Show some examples of design elements, styles and materials that are appropriate.
- How do we integrate good and rational design guidelines with practical and economic needs of the owners developers and users so as to improve the opportunity for long term stability and commercial success?

The Renovation Life Cycle

- Economics drives the renovation life cycle of buildings. Business which does not look competitive will have difficulty attracting customers.
- Quality retail tenants must renew it's look at 5 to 10 year intervals. Strip mall exteriors refresh at 10 to 20 yr cycles.
- Chain businesses - fast food, financial business offices, chain retail - refresh at similar intervals.
- Larger spec offices, motels, home offices, medical offices, apartment buildings, elderly housing - refresh at 20 to 40 yr intervals.
- Public buildings, churches, libraries are expected to be permanent - 100yr life cycle.

Our design guidelines need to be "supply side" friendly to these natural renovation cycles.

Renovation Lifecycles



Public Building 100yr life



Owner Occupied Retail
40 yr life.



Small Business/Office
40 yr life building, 10
yr tenant

Renovation Lifecycles



Strip Mall 10 - 20 yr



Medical Office 50 yr



Convenience Store/Gas station 10 yr



Apartments 50 yr

Building Materials

- Building materials reflect different lifecycles.
- Brick, stone, concrete are durable long life cycle materials that are hard to alter.
- Wood, metal and EIFS are easier and less expensive to rework in renovation.
- Brick, metal and shingles, wood clapboard and stone are traditional and reflect more history and public symbolism.
- Concrete block painted metal roofing and EIFS are more contemporary and reflect trend and fashion.

Building Materials



Brick and stone



Wood Siding



EIFS

Building Styles and Scales

- Regional impact buildings visible from I91 need scale and color to attract customers.
- Town Center buildings/public buildings need stature and history to express importance.
- Intertown and neighborhood retail business need trendyness and freshness to compete.
- Pedestrian friendly areas need close scale and detail to attract and keep the attention of browsers.
- Each district along the Silas Deane needs to transition into the next, but still exhibit a sense on individual place and purpose.

Building Styles and Scale



Contemporary/ large scale



Traditional Large Scale



Contemporary/Traditional
Pedestrian Scale



Contemporary
Pedestrian scale

Screening and 3D Design

- Buildings should respect their neighbors.
- Sound and visual clutter should be reduced.
- Buildings should appear to be 3 dimensional designs.

Screening and 3 D Design



View from houses behind



View from side street



Visible mechanical equipment



Painted facade

Entrances and Canopies

- Order and easy identification of function simplify our environment.
- Canopies and entrances symbolize pedestrian accessibility to our buildings.

Entrances and Canopies



Unassuming building with easy entry ID



Covered entry keeps us dry



Continuous canopy aids in browsing



I know where to go

Signage

- Building identification should be dignified and favor ground based signage along the road except where new buildings will face directly on the road in “Town Centers” .
- Tenant signage should be unified in size and height along sign fascias on a building by building basis where possible.
- Regional buildings need visibility from the interstate and will require stanchions. These should be shielded or hidden from the Silas Deane where possible.

Signage



Ground based signage



Uniform Tenant signage

TC -Town Center Design Preferences

Mixed Use

- Strong traditional rooflines, sloped roofs with gables or hips, flat roofs with cornices or decorated parapets. Roofing material - shingles or metal roofing, colors - grays, browns reds and greens
- Durable and Permanent Building exterior materials - Brick, stone, concrete - focus on earth tones
- Office and apartment entrances are emphasized and transition with overhangs and vestibules
- Signage restricted to sign fascia, uniform lettering
- Retail buildings have show windows and continuous canopies for pedestrian browsing.
- Restaurants may have outdoor seating.
- Colors restricted to earth tones.
- Rear and side yard screening of utility areas and mechanical equipment.

Town Center Design Preferences



Town Center - mixed use



Town Center -
Municipal Building



Town Center - Office Building



Town Center - mixed use

MU1 - Mixed Use Design Preferences

Retail, Restaurant

- Modulated Rooflines, sloped roofs, gables or hips exposed to the street or, flat roofs with pediment or arch forms.
- Durable and Permanent Building materials to top of first floor windows - Brick, stone, concrete, concrete block and faux stone veneer.
- Continuous pedestrian canopies.
- Signage restricted to ground based ID signage and sign fascia with uniform lettering.
- Colors not restricted, but local design review.
- Rear and side yard screening of utility areas and mechanical equipment.

MU-1 Design Preferences



Mixed Use - office over restaurant, outdoor seating.



Strip shopping center with strong roof forms



Restaurant - roof seating



Grocery store with easy pedestrian street access

MU1 - Mixed Use Design Preferences

Office, Apartment

- Modulated Rooflines, sloped roofs, gables or hips exposed to the street or, flat roofs with pediment or arch forms.
- Durable and Permanent Building materials to top of first floor windows - Brick, stone, concrete, concrete block and faux stone veneer.
- Strong entry identification, transitional entries.
- Signage restricted to ground based ID signage and sign fascia with uniform lettering.
- Colors not restricted, but local design review.
- Traditional and durable exterior materials, brick, stone, clapboard siding, metal and asphalt shingle roofs.

MU-1 Design Preferences

Office, Apartment



Mixed Use - office over retail.



Apartments with strong entry forms



Office with strong entry



Branch office, contemporary style

MU2 - Mixed Use Design Preferences

Mixed use - Retail , Office, Apartment

- Similar to MU-1, adjacent to Town Center
- Modulated Rooflines, sloped roofs, gables or hips exposed to the street or, flat roofs with pediment or arch forms.
- Durable and Permanent Building materials to top of first floor windows - Brick, stone, concrete, concrete block and faux stone veneer.
- Strong entry identification, transitional entries.
- Signage restricted to ground based ID signage and sign fascia with uniform lettering.
- Colors 60 % minimum earth tones on exterior, 20% of façade visible roof forms.
- Traditional and durable exterior materials, brick, stone, clapboard siding, metal and asphalt shingle roofs.
- Rear and side screening of utility areas and mechanical equipment.

MU-2 Design Preferences

Retail, Mixed use, Office, Apartment



Mixed Use - office over retail,
traditional style



Retail contemporary with strong
traditional elements and earth tones



Office with traditional
materials and forms



Office, Traditional style and
materials

RM - Regional Market

Big Box, National Franchise, Office, Motel, Apartment

- Modulated Rooflines, sloped roofs, gables or hips exposed to the street or, flat roofs with pediment or arch forms. Easy pedestrian access where adjacent to Silas Deane.
- Durable and Permanent Building materials to top of first floor windows - Brick, stone, concrete, concrete block and faux stone veneer.
- Pedestrian canopies or strong entry identification.
- Ground based ID signage adjacent to S. D. limit stanchion signage to 91 and 15 viability, and tenant signs to sign fascia with uniform lettering.
- Colors minimum - 40% of exterior neutral color, with local design review.
- Rear and side screening of utility areas and mechanical equipment.

RM - Design Preferences

Regional Market



Big Box store is pedestrian friendly and has nicely modulated rooflines



Roof structures break Goff Brook Plaza into smaller masses. Maintenance and lack of pedestrian amenities keep it from thriving.



New Kohls has neutral tones, but no relief at roofline



Well landscaped office building with pedestrian street entry.

RM - Design Preferences

Regional Market



Earth tones help large office building and restaurant blend in.



Strong franchise colors help restaurant visibility, but detract from overall streetscape.



Duncan Donuts One



Duncan Donuts Two

RM - Design Preferences

Regional Market



Motts side yard - compactors and loading docks introduce the Silas Deane from the North.



Dumpsters and old fixtures visible behind old Sage Allen shopping center.



Berms hide all dumpsters and loading at West Hartford store.



With plantings, at the street, even service stations can feel friendly.