

Avon, NY Façade Renovation Guidelines 2011



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Owners with buildings on the National Register of Historic Places need to comply with Secretary for the Interior Standards in order for work to qualify. If interested, you should consult a qualified architect and/or State Historic Preservation Officer prior to planning improvements. These guidelines may not comply with The Secretary of the Interior’s Standards for the Treatment of Historic Properties.

OVERVIEW

This overview represents the broader aims of the program. Specific guidelines follow in the next section.

Unique to Avon among area towns, the Village Green plays a prominent role in defining Avon’s downtown district. The park is a green space amidst a historically industrial village and railroad town. Large, corner, anchor buildings stand directly across from the park and trees march along N. Genesee Street, extending the park-like quality through the district. Its scale, proximity and presence should be capitalized upon, as a distinctive trait, to develop Avon’s downtown identity.

The Village Green:

- Acts as a traffic buffer, minimizing the impacts of the large volume of traffic along routes 5 and 20.
- Creates a place for people to congregate downtown, near businesses that provide goods and services.
- Creates a pleasant view from buildings along the South side of Main Street, visually extending to the buildings of N. Genesee Street.
- Facilitates an intimate, pedestrian-friendly downtown.



Building Scale:

After the grand first impression left by the D’Angelo building, opera block, and the former Bank of Avon building, the remainder of N. Genesee Street commercial district consists of small, predominantly wood frame, 1 and 2-story structures where intimacy of size reinforces the opportunity to extend the garden further downtown.

GUIDELINE GOALS

Given the relative scale, the village's downtown identity is an extension of the Village Green. Because many of Avon's buildings are small in scale, they allow for and require different solutions for signage, materiality, and detailing.

Acknowledging these two issues, the Village Green's influence on the character of "downtown" Avon and the small scale of most of its buildings becomes the basis for the façade guidelines that can reinforce and extend that identity.

Guidelines should promote the amplification and extension of the green space through intimacy, delicacy and intricacy of scale, and detailing for the smaller buildings of Avon's downtown. Areas of the guidelines that will reflect these goals include:

- **Scale**

- Materiality – Avon's wood-framed buildings will require alternate siding materials.
- Signage should be scaled down to facilitate the intimate setting of N. Genesee Street.
- Storefront elements, including windows, can be divided into smaller lites to enhance the pedestrian scale.



- **Park elements** will help extend Village

Green deep into N. Genesee Street.

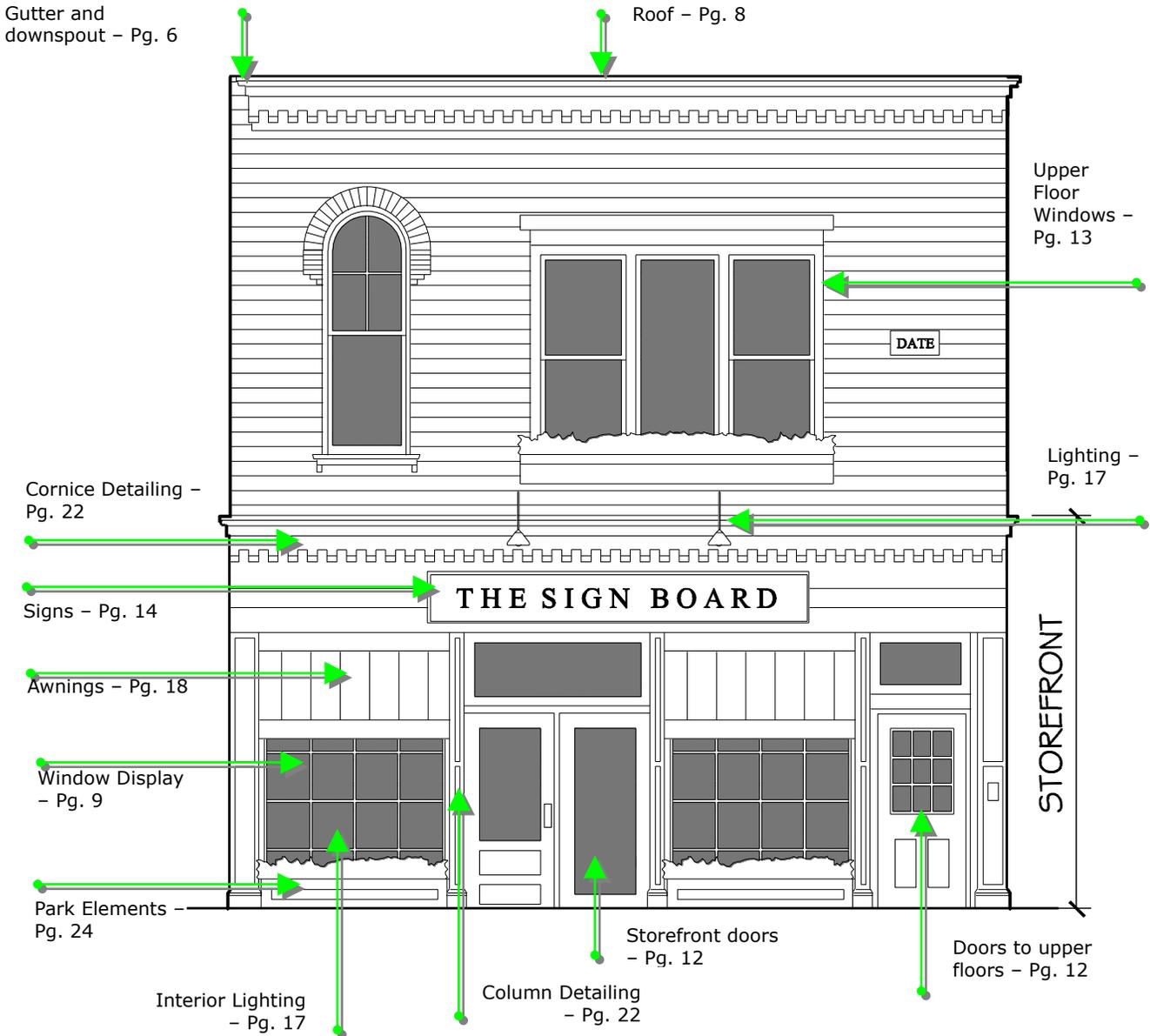
- Plantings – window boxes
- Park benches
- Outdoor seating



GUIDELINES

Graphic Table of Contents

Guidelines for Commercial Buildings: This graphic table of contents will refer you the section of the guidelines that addresses each of the following façade elements.



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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.

✓ **DO** repair and restore original materials whenever possible



- b) Detailing, location and materiality of gutters and downspouts are especially important for the Avon due to the small scale of many of the buildings.

For businesses located in wood-framed buildings there may be more gutters and downspouts that are visible from Main Street. These gutters and downspouts may take on different materials, profiles and finishes. Half-round and box profiles are preferred. Heavier gauges of steel and copper should be used for durability and to withstand tampering.



✓ **DO** use galvanized or copper gutters and downspouts

- c) Do not use thin veneer/fake brick or stone applications as 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. These materials have no dimensionality or tactile qualities sought and edge details suffer

If materials are beyond repair - Use materials that don't require replacement as the only option for maintenance. Products such as brick, wood, or fiber-cement board can be painted and are easily maintained – colors for painted surfaces can be changed as required. 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.

The wood-framed buildings that make up a number of Avon's facades will be sided with horizontal lap siding. Whenever original wood clapboard is present it should be exposed, repaired and maintained as required. Where clapboard is no longer present it should be replaced with painted cedar clapboard siding. Fiber-cement board is an acceptable substitute as it uses similar profiles as wood, can be painted easily, and is durable.

DO NOT use vinyl siding



DO use wood or fiber-cement clapboard siding and trim



DO NOT use fake or thin veneer brick or stone



DO use painted wood or fiber-cement clapboard for wood-framed buildings



d) Wood-framed buildings, and buildings with gable roofs like many of Avon's smaller buildings are more likely to have roof surfaces visible from the street. Because of this, it is important to address roofing materials. 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.



✓ **DO** take cues from historic precedent and use standing seam metal roofing or cedar shingles

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



✗ **DO NOT** use asphalt shingles.



✓ **DO** use standing seam metal roofing

2) Storefront Windows and Doors

Windows:

- a) Windows allow for pedestrian safety and flow in addition to easy viewing of merchandise for mercantile businesses. Original existing openings should be maintained. Do not reduce the glazed area of the original storefront. Window openings that were previously reduced should be restored

Do not use vertical blinds or any other elements that will block view into storefront windows. Use awnings for sun control instead. Displays should not interrupt view into the business.

60%-80% of the storefront pedestrian zone (2'-8' above the sidewalk) should be clear glass, window area.

Maintain 3' minimum visual access into storefronts from the pedestrian zone and avoid using displays that prohibit views in and out such as large shelving units with their backs facing the window.

Do not use opaque or tinted glass.

Use adequate lighting inside display windows to ensure that displays are visible.



DO NOT reduce storefront window openings or have less than 60% clear glass

DO restore window openings and create visual access into businesses



DO NOT block view into storefronts with window shades or oversized window signs



DO create and maintain large, glass, street level storefronts - 60%-80% clear glass

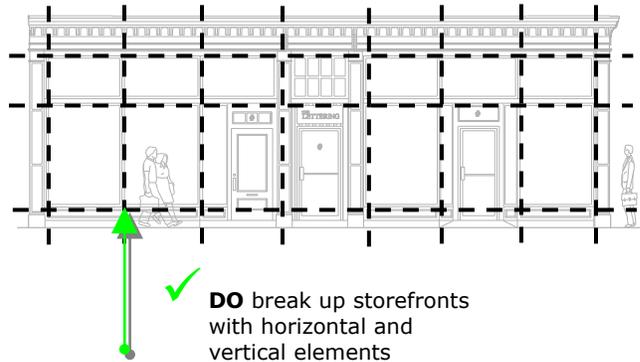
DO create large storefront windows to allow 3' minimum visual access into storefronts



- b) Frame and sash profiles should be large enough to compliment trim elements. For traditional façades trim elements should be wood or approximately the same dimensionality and character of wood.

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. Maintain the window and door proportions across the entire façade.



DO break up storefronts with horizontal and vertical elements

DO establish a rhythmic pattern to break up large areas



DO use or restore transom windows



DO NOT use residential style vinyl or fiberglass windows



c) In an effort to address the small-scale, park-like intimacy of N. Genesee Street it would be appropriate to break up glass surfaces into smaller areas with divided lites while maintaining a large window area.

For creating lites, do not exceed a width-to-height proportion of 1:1.5 (or 1.5:1) for a given area of glazing. A 1:1 ratio is a square lite.

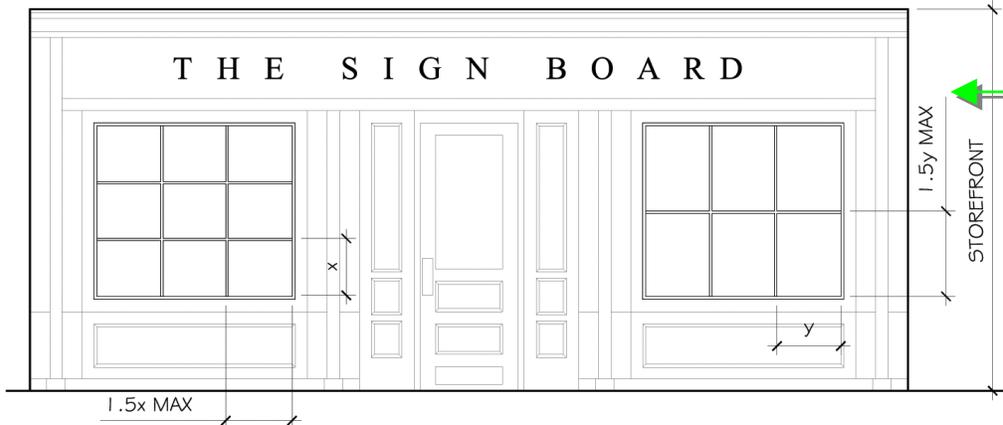
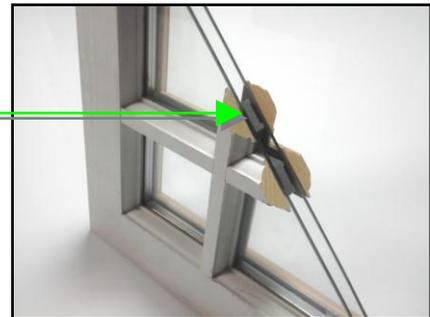
True divided lite windows are less energy efficient and more expensive to manufacture. Unless existing windows are being restored, the preferred method for installing new divided lite windows would be simulated divided lites that combine an internal spacer bar between the glazing, as well as external muntins applied to the interior and exterior of the window. This assembly most closely simulates the depth, dimension, and shadow that is present with a true divided lite window.

✓ **DO** Break up window areas to enhance the pedestrian scale of N. Genesee Street.



✓ **DO** Break up window areas to enhance the pedestrian scale of N. Genesee Street.

✓ **DO** use simulated divided lites with spacers, external, and internal muntins.



✓ **DO** proportionately size divided lites with a ratio not greater than 1:1.5

Doors:

d) Uninterrupted full-glass and half-glass doors allow for visibility in and out.

Exterior doors that lead to residential second floors may be stile-and-rail doors without glass.

When possible restore transoms above doors to second floors to allow for light to enter into the stairway.

Doors should be wood or approximate wood in profile and character. Vinyl and steel doors are not acceptable.

Storefront entry doors can be divided to coordinate with the



✓ **DO** use full glass entry doors for storefronts



✓ **DO** use stile-and-rail type doors for second floor access doors and restore transoms above doors



✓ **DO** use full glass doors for second floor access doors and restore transoms above doors

✓ **DO** use doors with divided lites in conjunction with windows with divided lites



✗ **DO NOT** use aluminum storefront doors and windows



✗ **DO NOT** use residential type doors

e) *Do not* use external security devices such as coiling shutters, accordion gates, etc. For security, use lighting, alarm systems, or interior barriers. External devices imply that the street is unsafe and cause businesses to look uninviting.



✗ **DO NOT** use external security devices

3) Upper Floor Windows

- a) Restore original openings whenever possible. Use wood or aluminum-clad wood windows, depending on the degree of historic character that has been maintained or is desired, or required.

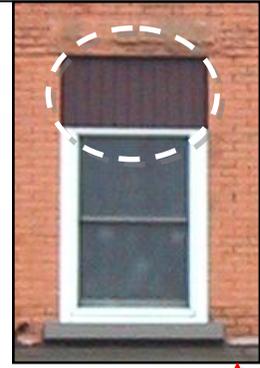
A minimum of 25% of the façade for the upper floor should incorporate transparent glass openings.

For upper level windows that have been blocked and cannot be opened up, spandrel glass should be used to maintain window openings. In special situations the planning board may allow for openings to be filled in to match the exterior finish with brick or fake shutters.

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



✓ **DO** maintain or restore original window openings



✗ **DO NOT** reduce window openings



✗ **DO NOT** cover window openings



✓ **DO** keep a minimum of 25% of upper level façade area for window openings



✗ **DO NOT** block any window openings with air conditioners and do not mount satellite dishes to the facade



✓ **DO** properly infill upper floor windows when necessary, coordinate with review panel for appropriate solutions

4) Signage

- a) A variety of signs and fonts is acceptable. Signs will identify and define individual businesses. The scale and placement of the lettering and sign boards is important. Wherever possible, buildings should have sign boards above storefront windows or awnings and should not cover second floor windows or consume more than 5%-7% of the height of the façade.

The business name should fit within the allotted sign board space; additional words and descriptions can appear as lettering on canvas awnings, window lettering and perpendicular signs. Sign board lettering should have a minimum depth of 1/2". Flat vinyl lettering is prohibited.

Do not place lettering or sign boards at the second floor portion of the façade and do not use lettering or signage that is over-sized for the particular façade.

Sign boards should be wood or fiber-cement board panels for mounting letters or signs.

Signage is another unique characteristic for Avon. There are remnants of vintage signs which could be utilized as a playful element for the Village. Refer to section 4d for supplemental signage guidelines.



✓ **DO** make sign board size proportionate to building height



✗ **DO NOT** cover second floor windows with sign boards



✗ **DO NOT** oversize sign boards

✓ **DO** make sign board size proportionate to building height



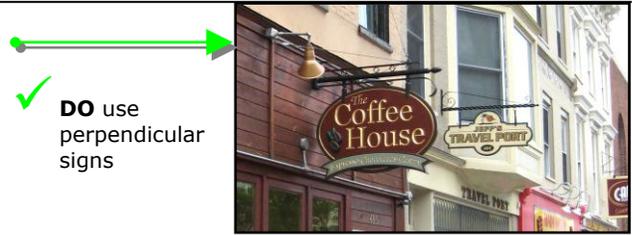
b) Perpendicular signs can be used in conjunction with sign boards or as the primary signage when a sign board is not available. Avon should take advantage of smaller scaled perpendicular signs to enhance the intimacy and delicacy of the park extension along N. Genesee Street.

Perpendicular signs should not project more than four feet (4') from the building façade. There should be a minimum of eight feet (8') from the sidewalk to the bottom of the sign and signs of any shape should be contained within an imaginary maximum 8 square feet rectangle.

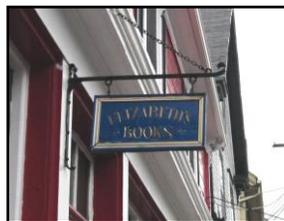
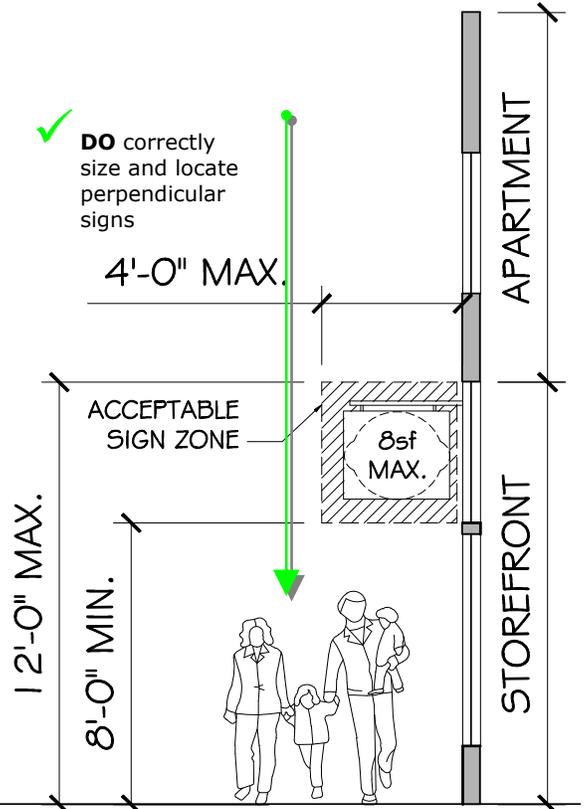
Provide lighting for perpendicular signs. Do not use backlit perpendicular signs.

Signs should be suspended from horizontal standards or brackets mounted to the building. The actual signs boards should not touch the building face. Carved wood signs are preferred over flat signs with applied flat vinyl lettering.

Typically perpendicular signage should be used when awnings are not present to extend into the streetscape. If both an awning and sign are used they should be placed as to not interfere with visibility to the sign.



✓ **DO** correctly size and locate perpendicular signs



✓ **DO** use brackets to suspend perpendicular signs



✗ **DO NOT** use oversized, backlit, or plastic perpendicular signs

c) 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 may not cover more than 80% of the total window area. Opaque signs may not cover more than 20% of the total window area. Signs in the glass area of doors may not cover more than 10% of the window space in which it is located.



DO use window lettering without cluttering the view in and out

Neon "open" signs are discouraged. An alternative to these sign types would be an "open" flag that is placed out during business hours.



DO use alternatives to neon "open" signs such as flags.



DO NOT use neon "open" signs



DO NOT prohibit views in and out by blocking more than 20% of glass area with opaque window signs



DO

5) Lighting

a) Sign boards should be lit with either fluorescent linear or goose neck lights. Fluorescent linear lights should match the traditional incandescent range of warm colors.

Do not use uplights that will shine into upper level windows.

Do not use backlit or neon signs. Perpendicular signs should be lit from both sides.



✓ **DO**
gooseneck
fixtures to
light signs



✗ **DO NOT**
use lit
backlit signs



✓ **DO** use light
perpendicular
signs



✓ **DO** use linear
fluorescent
fixtures with
incandescent
color ranges

b) Use interior lighting for displays. Interior lighting at night will also draw attention to your business indicating that it is open and it is an occupied space on Main Street. Interior lighting should also be used for security purposes.

✓ **DO** light
storefronts
at night for
security

Use adequate lighting inside display windows to ensure that displays are visible.



6) Awnings

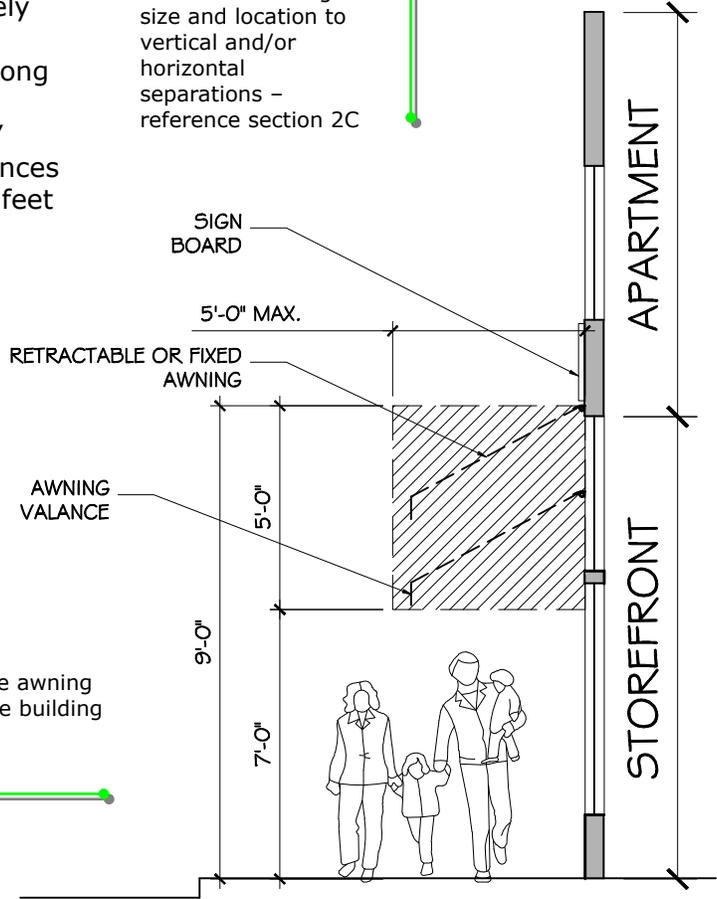
Awnings should be fabric and coordinate with the proposed color scheme. Any awnings should be sized relative to the window openings that they are sheltering to maintain vertical separations. Awnings may have a triangular or curved profile and should be retractable.



Awnings in Avon should be appropriately scaled and located to fit with the proportions of the existing buildings along N. Genesee Street. The bottom of awnings should be a minimum of 7'-0" high from the sidewalk with loose valances and should not project more than five feet (5') or less than three feet (3').

Prefabricated metal awnings are *prohibited*.

✓ **DO** match awning size and location to vertical and/or horizontal separations – reference section 2C



✓ **DO** coordinate awning colors with the building color scheme



✓ **DO** use awnings at upper floors - colors should coordinate with the overall color scheme



- a) Awnings can provide an opportunity for supplemental sign information. Placing lettering on the awnings allows businesses to share more information without cluttering other signage locations such as windows and sign boards. Lettering height should fit within the awning's valance space and should be limited to one row of text and should consume no more than 70% of the overall square footage of the valance.



✓ **DO** utilize awnings for supplemental lettering location

7) Color

- a) For buildings that maintain substantial historic character, historic color palettes should be used. When choosing a color scheme for a building, ensure that complementary colors are chosen. Maintain consistent tones when assembling colors to prevent awkward contrasts.

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, this is especially important for Avon. In some communities brick buildings dominate, and often there is little variation in brick color. Avon has an opportunity to give each building its own unique character above the storefront level.



✓ **DO** use historic color palettes and choose complementary colors

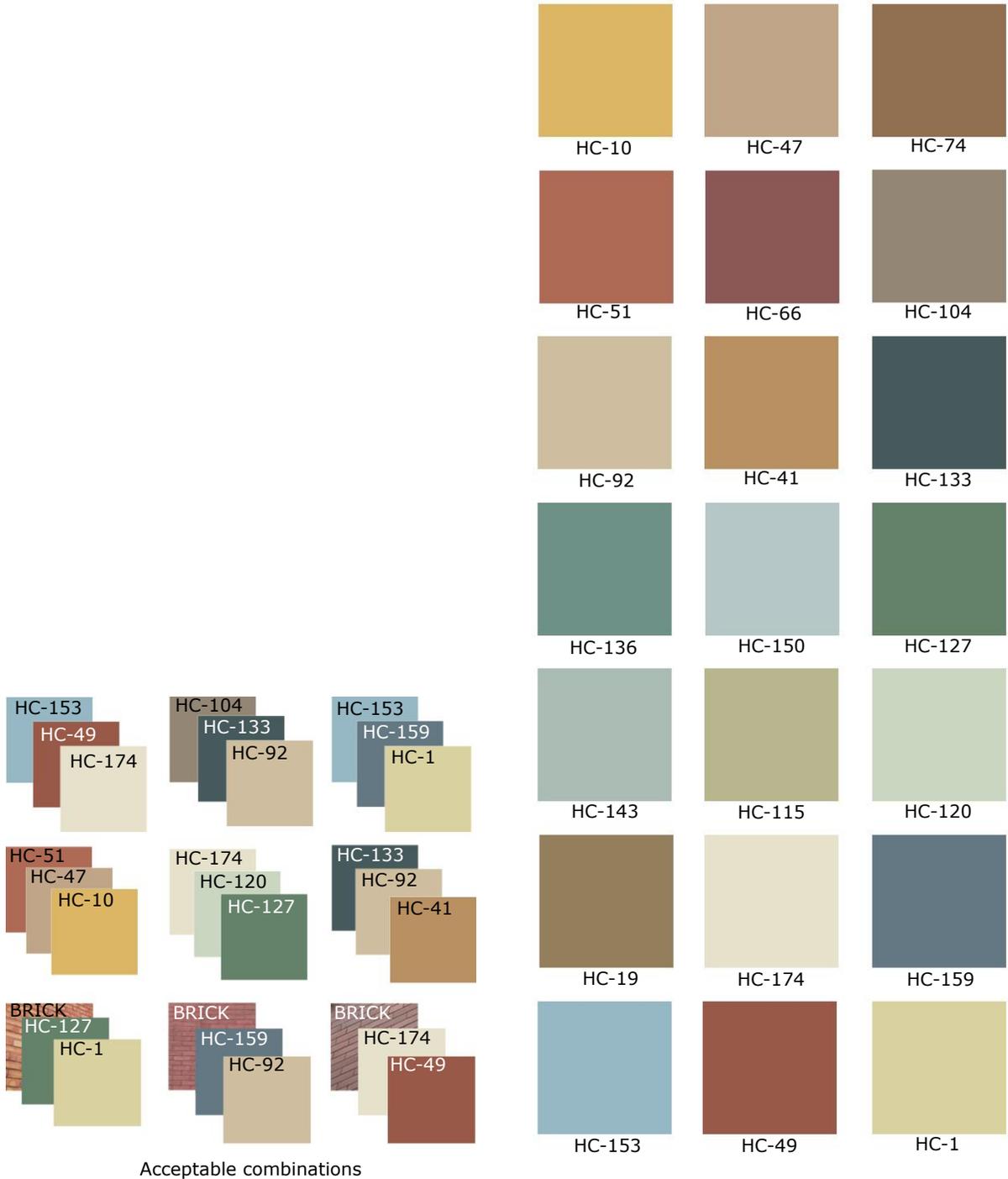
For a building with multiple tax parcels, an alternative is for the owners to agree on the upper level base color. Avoid duplicating the colors of adjacent buildings.

✓ **DO** consider the colors of adjacent buildings to ensure complementary colors are used



Acceptable colors shown on this page are from the Benjamin Moore catalog, proposals may use other brands with comparable historic color selections. Owners may propose additional colors but additional colors will need to be approved:

Note: Colors as printed here do not accurately reflect the true paint colors. Please consult paint chips for true representation.



b) For buildings that are completely painted, choose 2-3 colors for different building elements. One color will act as a base color for the majority of the façade (for painted brick or wood facades). Building owners in Avon are encouraged to use a variety of base colors for clapboard siding applications. The over-use of beige and white as base colors for clapboard siding has a tendency to cause these unique buildings to appear more residential in nature, and blend together which detracts from their individual character.

The second color should be used for secondary elements like sign boards or medium sized elements such as columns or bulk head paneling.

The third color should be used to pull out cornice and/or column detailing. Do not use uncomplementary colors, too many, too few, or monotone colors

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.

Colors and stains for window trim and frames should be considered as part of the proposed color scheme.



✓ **DO** use a variety of base colors to differentiate between buildings and businesses



✓ **DO** leave exposed brick and consider the natural brick color in the overall color scheme



✓ **DO** coordinate window trim and frame colors with building color scheme

✓ **DO** restore original window openings and paint per color scheme



✗ **DO NOT** use a single color or colors that blend too closely

8) Detailing

a) When feasible, a proposal should reference original fragments of the existing facade in order to re-establish its own recognizable, authentic identity. The details should be highlighted through careful color selection. Do not cover or remove column, lintel, or parapet details that provide historic character and address human scale.

✓ **DO** restore and highlight intricate details with careful color selection



✗ **DO NOT** paint detailing the same color as the building base color

✗ **DO NOT** cover original detailing for cornices, lintels or columns



b) Wood-framed buildings may require different approaches to detailing. Unlike their brick counterparts, they are more likely to have the eave side of a gable roof facing the street. Special attention should be given to how trim is treated around eaves and gutters. Restore original trim detailing.

✓ **DO** restore trim details and brackets at eave overhangs

✓ **DO** use snow guards for roofs that shed toward the street



Given that these buildings will shed snow to the street side of the building, snow-guards and snow-rails are an acceptable way to prevent large piles of snow from falling onto pedestrians.

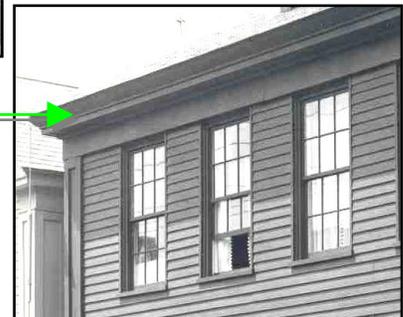


Original shutters should be restored. If not present, artificial fixed shutters are not necessary or encouraged. However, if new shutters are proposed they should be made of wood, composite wood or a dimensionally similar, or paintable alternative. Do not use vinyl. Shutters should be located and sized to fit the window they serve. Though shutters may be fixed, the shutters should be large enough to fully cover the window if they were to be closed.

✓ **DO** restore existing shutters



✓ **DO** use appropriately proportioned trim detailing for eaves, gable-ends, and wall terminations



- c) Provide visual separation between first and second stories. This separation may consist of decorative trim, awnings, or a change of material with added relief to create a shadow line that delineates the top of the first story.

Refer to section 3a for information regarding upper floor windows.



9) Park Elements

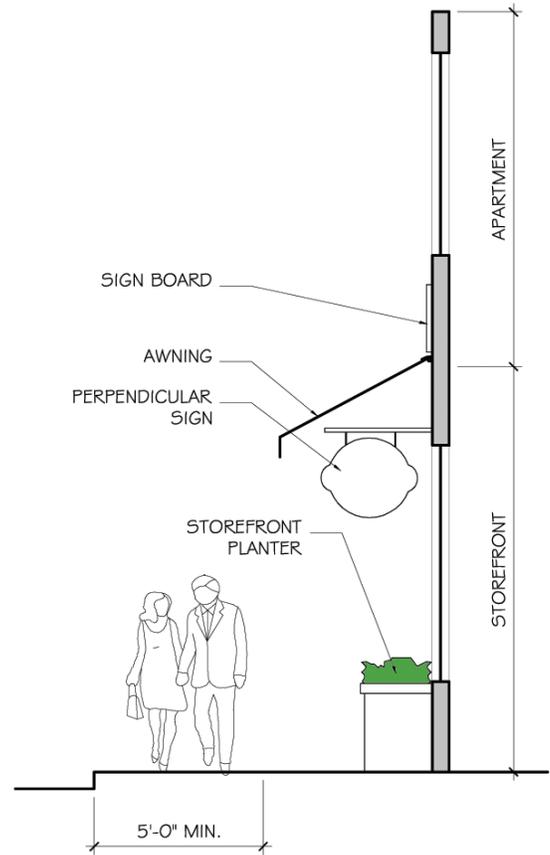
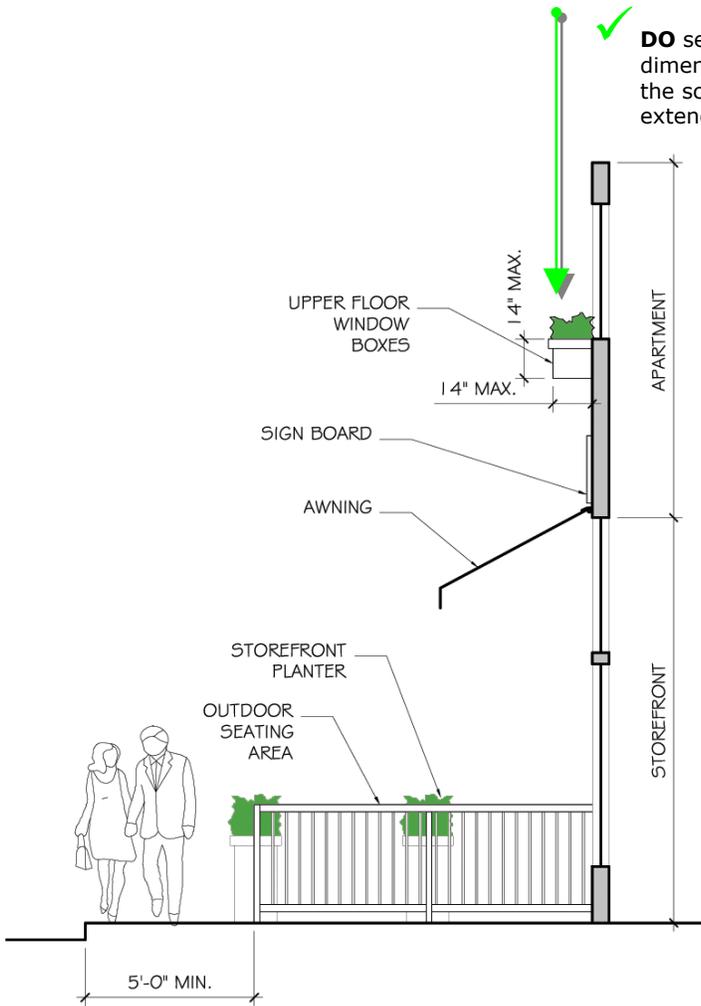
- a) By using window box planters at storefront windows and upper floor windows Avon can extend the Village Green along N. Genesee Street. Window boxes should be appropriately sized and secured to the building face and should coordinate with color and trim elements on the façade.



✓ **DO** use window boxes at both upper floor windows and storefronts

Owners are encouraged to use elements that best fit their storefront's particular aesthetic, marketing, or functional needs. A variety of options are available to aid in extending the Village Green while properly addressing the scale of Avon's downtown buildings.

✓ **DO** select from a variety of 3-dimensional elements to address the scale of downtown and extend the Village Green

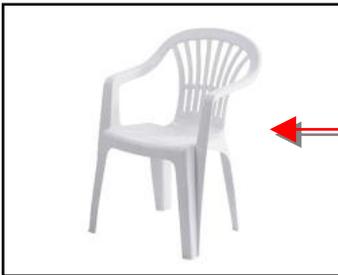


b) When appropriate and where sidewalks allow, use outdoor seating as a way extend indoors to outdoors and add to the park-like character. Park benches, tables and chairs made of wood or metal are preferred as they are durable, can be maintained and repaired easily, and will fit with wood trim and metal detailing commonly found on downtown facades. Consider outdoor furniture to be similar to benches you would find in a park. Due to light weight, lack of durability, inability to be repaired, and residential aesthetic, plastic lawn furniture is discouraged for downtown use.

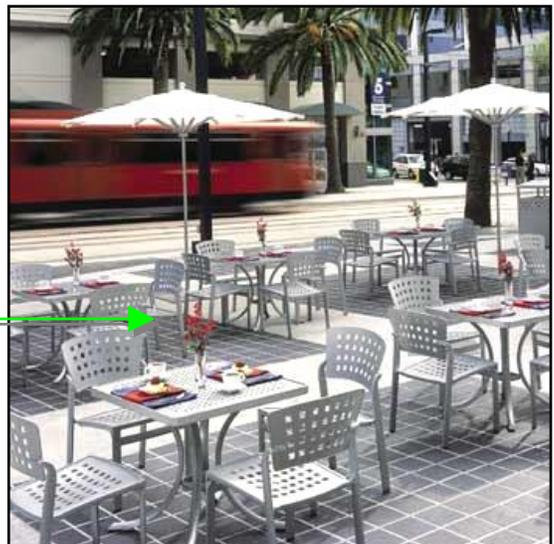
✓ **DO** utilize outdoor seating areas where possible to facilitate the extension of the Village Green



✗ **DO NOT** use plastic lawn furniture for commercial patios.



✗ **DO NOT** use plastic lawn furniture for commercial patios.



✓ **DO** use durable, commercial patio furniture.



✓ **DO** use durable, commercial patio furniture.

c) Where window boxes cannot be used at storefront levels, potted plants can be placed along storefronts as a moveable alternative.



✓ **DO** use freestanding planters when built-in planters are not feasible

✓ **DO** use clay pot planters when built-in planters are not feasible



✓ **DO** use hanging plants as part of the park extension.

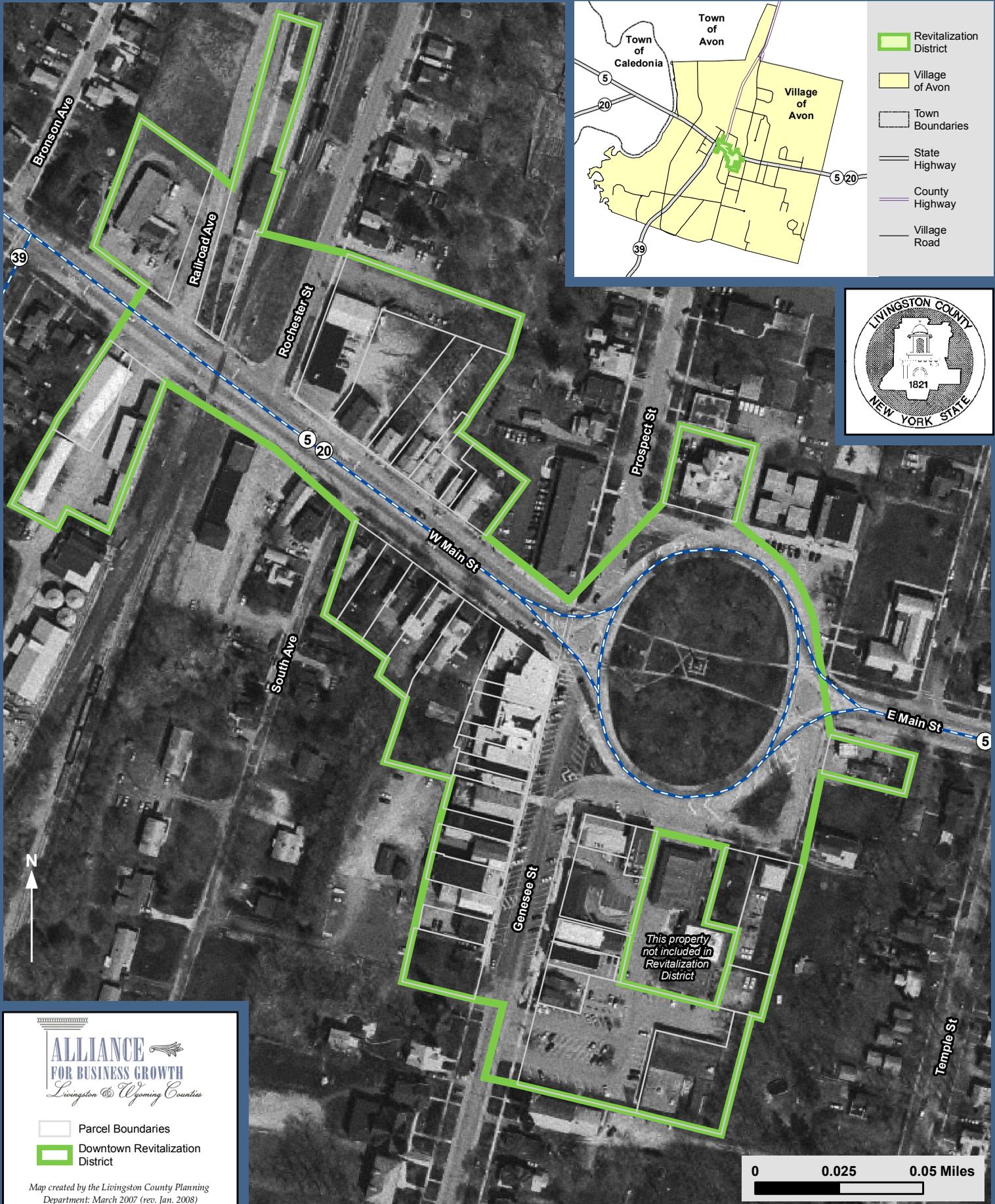


Maintenance

1. Ensure that any exterior lighting lamps are not blown out and replace when required
2. 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
3. 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
4. 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
5. Lettering should be replaced if letters are missing or damaged.
6. Do not board up damaged windows.
7. Do not leave scattered, disorganized, or abandoned utilities attached to buildings.
8. 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.
9. Outdoor furniture should be kept cleaned and repaired as required.

Avon

Downtown Revitalization District



- Revitalization District
- Village of Avon
- Town Boundaries
- State Highway
- County Highway
- Village Road



This property
not included in
Revitalization
District



- Parcel Boundaries
- Downtown Revitalization District

Map created by the Livingston County Planning Department: March 2007 (rev. Jan. 2008)

