

### III. AREA DESIGN GUIDELINES

The following set of design guidelines shall be applicable to each of the areas indicated on the map on Page 5, except as indicated. The area design guidelines indicated in this section are intended to be supplemental to the Town-Wide Design Guidelines.

#### A. BUSINESS REGIONAL ZONING DISTRICT

Since the opening of the Arnot Mall in the late 1960's the area surrounding exit 51 of Interstate 86 in Big Flats has gradually supplanted the downtowns of Elmira and Corning as the retail center of the Twin Tiers region. This was affirmed in the early 1990's by the construction of the Consumer Square shopping center across the current Interstate 86 from the mall. In recent years, however, this mantle has slowly begun to fade. While there has been an extension the Consumer Square area along County Road 64, with the opening of the Big Flats Commons shopping center housing the region's first Target store, a significant amount of retail development is beginning to move into the Town of Horseheads. The opening of the Southern Tier Crossing shopping center at the site of the former Ann Page Foods processing plant in Horseheads, approximately one mile east of Consumer Square, has led to concern about the future viability of the Arnot Mall and Consumer Square area. Several former anchors in both Consumer Square and the Arnot Mall, including Wal-Mart and Dick's Sporting Goods, have moved to or will soon relocate to Southern Tier Crossing. Currently, there are a number of large vacancies in both the Arnot Mall area (the former Chase-Pitkin store at the corner of Colonial Drive and Chambers Road) and in the Consumer Square shopping center, most notably the former Wal-Mart store in the southern section of the plaza.



(Above) The former Chase-Pitkin location at the intersection of Chambers Road and Colonial Drive is a potential redevelopment site within the Business Regional Zoning District.



(Above) Chambers Road in front of the Arnot Mall.

Like most areas in North America, at the time that the majority of land in the Business Regional Zoning District was developed, little effort was made to integrate the shopping centers into a local context, nor was attention paid to the local building vernacular. Buildings and signage were designed to be visible from the adjoining expressway (then NYS Route 17, now Interstate 86). Consequently, there are few provisions in place for non-auto users in the area, and no pedestrian linkages to the rest of the town, including to the residential areas to the north of the district along Hickory Grove Road. Additionally, the volume of traffic along the roadways and multiple access points from the numerous shopping centers have resulted in a great number of vehicle accidents in this area in recent years, particularly along County Route 64. Because of these safety concerns, the Elmira Corning Transportation Council has recently completed a safety assessment study along County Route 64 between Chambers Road and the Simmons-Rockwell auto dealership.

Because of the presence of the shopping centers, several hotels and restaurants, and other shops and services in the area, this is one of the few areas of Big Flats where public sewer and water service is available. When redevelopment occurs, it may be sensible for some multiple-family residential developments to be constructed within the district as part of a larger multiple-use project under the town's Planned Unit Development guidelines (Section 17.21 of the *Big Flats Zoning Law*.) In areas where mixed-use development such as this would occur, development principles similar to those proposed for the Town Center Area (See Section C of this chapter) should be observed.

(This page) Landscaping, design features such as windows and fenestration, and sidewalks enhance the surroundings of the stores in the desired photos, in comparison to the asphalt landscape in the undesired photo.





(This page) In this example, a local government has collaborated with the property owner to revitalize an older shopping center with minimal landscaping and multiple access points into a facility that will incorporate pedestrian walkways, public transit access, and enhanced landscaping and will serve as a catalyst for other development along the roadway corridor. The investment by the community will result in an increased tax base as surrounding properties redevelop and will allow a formerly barren area of the community to become a focal point for the region. This type of development is one possibility for the redevelopment of specific shopping centers within the Business Regional Zoning District.





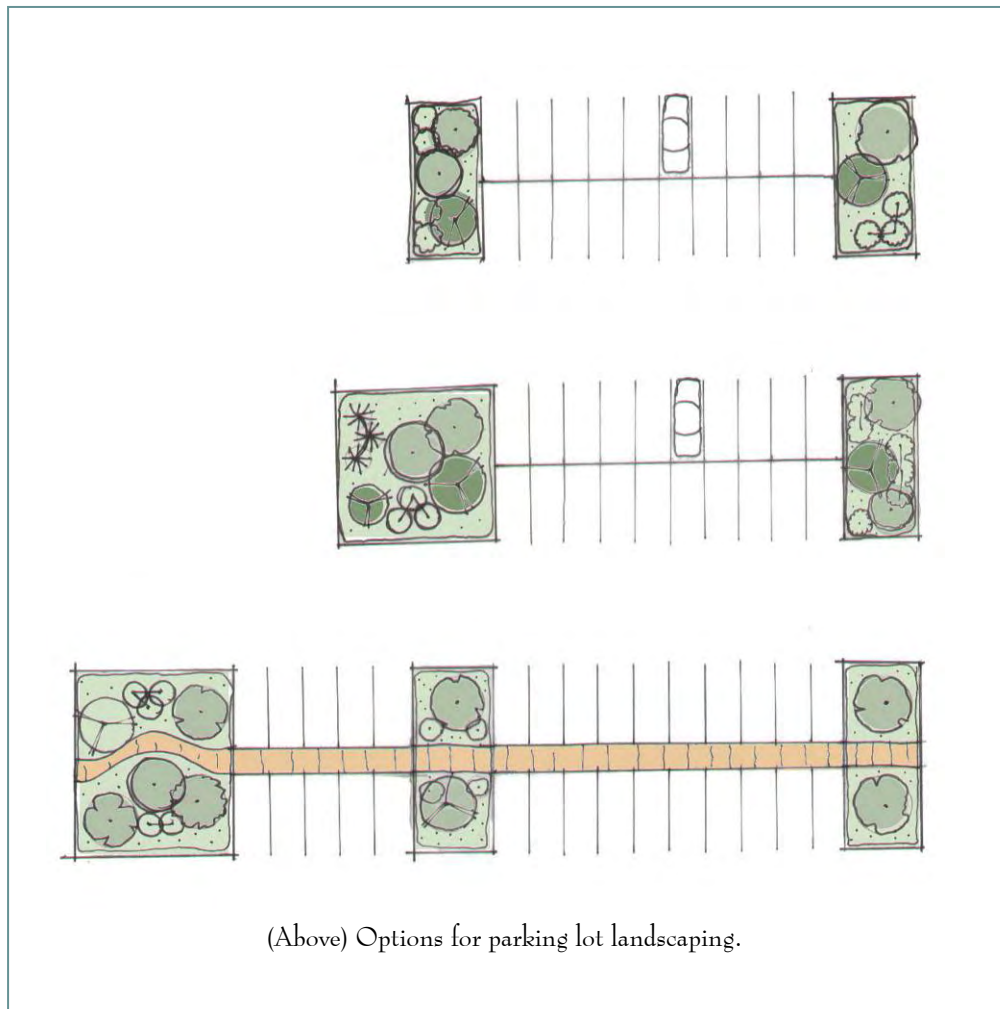
(Above) The Arnot Mall

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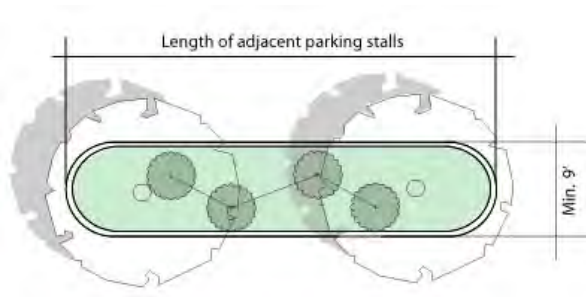
At the time of the initial construction of the Arnot Mall in the late 1960's and its subsequent expansion in the early 1980's, the practice of landscaping for shopping centers had not entered into common practice. In most commercial areas built in the last 20 years, somewhat more effort has been taken to utilize landscaping and to incorporate pedestrian features that can tie an area together as part of an overall site plan. Any revitalization of the Arnot Mall or other shopping centers within the Business Regional Zoning District should provide for landscaping in order to meet a variety of objectives. First, landscaping with plantings that are appropriate for the region provides for a more aesthetically pleasing surrounding. Secondly, landscaping can also assist in mitigating stormwater flows, since there is less impervious area that rain is unable to penetrate. Additionally, the addition of landscaping can mitigate the heat island effect that excessive landscaping can create, cooling the ambient temperature near the mall in the summer months. Additionally, there are opportunities for improvements to implement area design guidelines that are similar to those of the Town Center Area of Big Flats. Finally, depending on the type of landscaping utilized, mature trees can provide some protection from the elements for visitors to the mall and plazas.

## 1. PARKING

- 1) Parking lots containing 25 or more parking spaces shall provide one (1) shade tree (oaks, maples, ashes, elms, etc.) for every ten (10) parking spaces. This is in addition to ground cover, shrubs, and hedges, which are to be provided where appropriate to serve their intended function while not interfering with safe sight distance for pedestrians and vehicles. Flexibility in design and location of landscaping and islands may be needed depending on the site. However, the overriding goal of providing adequate landscaping both around and within parking areas shall be met.



- 2) Opposing rows of parking in every fourth row of parking shall be separated by a landscaped median or rain garden. The median or rain garden shall be a minimum width of 9 feet. As shown in the example to the right, raised landscaped islands shall be located at the ends of each parking bay which contains 10 or more spaces. This shall be done in order to help define the travel way. In addition to shade trees and grass, landscaped islands may be planted with flowering trees and/or other plantings, as appropriate. However, such landscaping shall not be used to satisfy shade tree requirements. Additionally, pedestrian accessways can be extended from adjacent roadways through the landscaped areas to the business.



(Above) Landscaped islands – here with optimal dimensions – shall be provided at the end of parking bays of 10 or more cars.



(This page) Benches, ample sidewalks, covered walkways, and landscaped courtyards enrich the pedestrian environment at the building edge and along the pedestrian pathway in these examples. Parking lots, service drives and the interface between buildings and parking all benefit from the addition of such elements.



## 2. DRIVE THROUGH LOCATIONS

In recent years, drive through windows have become a staple at most fast-food restaurants, drug stores, and banks located along highway corridors. One of the key concerns with these facilities is that there is frequently little protection between drivers coming into and out of the drive through, and customers choosing to go inside of a restaurant or bank. In some communities, design solutions have been utilized to minimize these issues. As shown in the images below, the drive through area is barely visible from the street. Additionally, the drive through location minimizes conflicts between customers travelling inside and vehicles using the drive-through facility. Businesses seeking to utilize drive through facilities should also refer to Section 17.36.220 of the *Big Flats Zoning Law*.

- 1) The location of drive through lanes should be camouflaged from the primary roadway using landscaping, fencing, or via incorporation into the building design.
- 2) The location of the drive through facility should be oriented in a way that minimized conflict between pedestrians and drive through users.



(Above and Below) At the top fast food restaurant, the drive through lane is camouflaged from the street by the building and a fence. Additionally, the queue and drive through areas interfere minimally with customers choosing to go inside the restaurant. In the bottom example, there is little delineation between the travel and drive through lanes. Additionally, visitors to the fast food restaurant parking in the lot to the right of the drive through lane have to cross the lane to get into the restaurant.





(Above) In other settings, the design of the building can incorporate the drive through lanes, as in the case of this bank building, lessening the visual impact of the building and drive through on the surrounding area.

## B. AIRPORT BUSINESS DEVELOPMENT ZONING DISTRICT



(Above) The XGen Pharmaceuticals building, incorporating offices, laboratory areas, and manufacturing facilities is one of many higher-end office buildings located in the Airport Corporate Park.

The Airport Business Development Zoning District, or ABD, consists of the areas that are located inside of and immediately adjacent to the Airport Corporate Park North and South adjacent to the Elmira-Corning Regional Airport. In the last several years, the development of this district has intensified, as the completion of the Kahler Drive exit (Exit 50) off Interstate 86 has significantly increased accessibility to the area. The recent growth of the district has filled the first phase of Airport Corporate Park, to the north of Interstate 86, and provided local economic development authorities with the impetus to begin the development of an additional 200 acres of office and industrial space.

An important aspect of the design guidelines for the ABD is to look at ways to provide for an integrated office and light industrial setting. Through integrated lighting, landscaping, signage, and the establishment of gateways at the entrances of the park, the goal for area design guidelines in the ABD is to create an integrated office park, rather than a series of buildings with no relation except for their proximity to one another.

## 1. SITE DESIGN

- Site design in the ABD should respect the natural setting of the site. Whenever possible, existing natural features should be preserved on a site and incorporated into the site design.
- Parking along the front of buildings within the ABD should be minimized whenever possible.

## 2. ARCHITECTURE

- Multiple entry points shall be provided to break up the mass and scale of large structures.
- Windows shall be recessed and shall include prominent sills, shutters, or other such forms of framing.

## 3. LANDSCAPING

- Landscaping for properties within the ABD shall comply with the applicable sections of the *Big Flats Zoning Law* specifically Section 17.36.200. Additionally, whenever possible, similar native plant species shall be used on adjacent parcels to ensure continuity throughout the Airport Corporate Park.



(Above and Below) The photos depict two examples of high-quality development within the Airport Corporate Park in Big Flats. Each of these sites has used the existing wooded areas to provide landscaping that soften the built environment. Additionally, in each of the examples given, efforts have been made to break up the mass of the building, particularly in the bottom example.



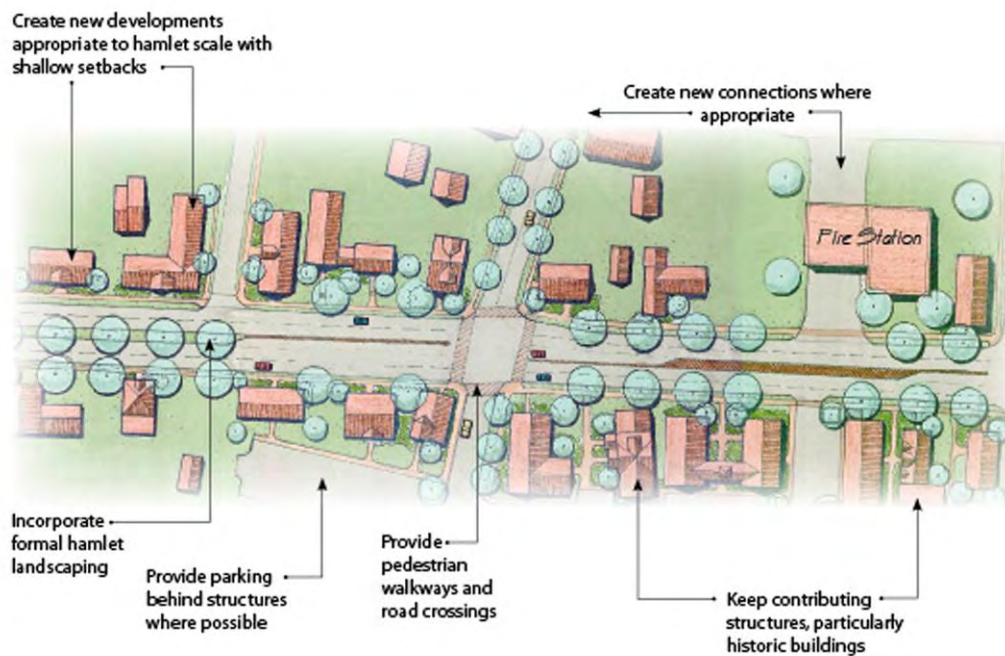
## C. TOWN CENTER AREA

The Town Center Area specifically corresponds to areas within the hamlet of Big Flats, as indicated on the map on Page 53. However, many of the principles set forth for this character area can potentially be applied to other areas of the town, including potential redevelopment in the Business Regional zoning district, where a more village/hamlet like environment may be desired. Many of these principles can also be utilized within future Planned Unit Development Districts or for Planned-Multiple Residential District communities in Big Flats. The design goals of the Town Center Area and development in other areas that could potentially reflect concepts included in this section are intended to strengthen a sense of place, relate buildings to a pleasant, pedestrian environment, and to respect and celebrate the community's heritage.






## 1. TOWN CENTER AREA “CORE BUILDING BLOCKS”

The sketch to the left conveys some of the key attributes - or “building-blocks” - that constitute desirable development in the Town Center Area, specifically in the traditional hamlet areas along Main and Canal Streets. These building blocks should be incorporated into development projects and improvements in the Town Center Area. While the application of these building blocks on individual sites may vary based on specific site conditions and opportunities, the principals behind them should continue to govern the overall project.


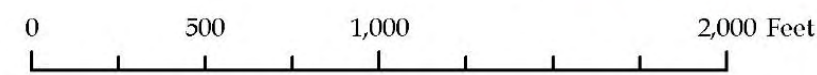


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 Town Center Focus Area
   
 Surface Water
   
Base imagery: NYSGIS Orthoimagery Program, 2006

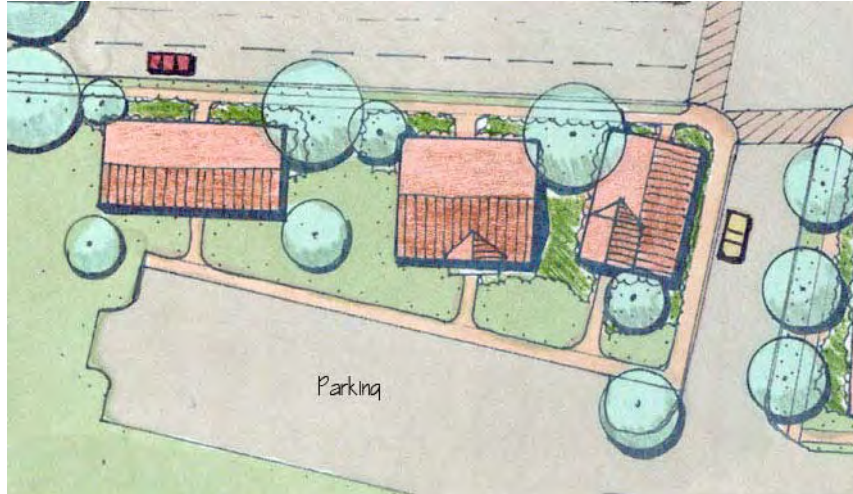
# Town of Big Flats Development Design Guidelines Town Center Focus Areas


  
 For Conceptual Planning Purposes Only
   




## 2. DESIGN PRINCIPLES FOR THE TOWN CENTER AREA

### a. BUILDING ORIENTATION AND PLACEMENT

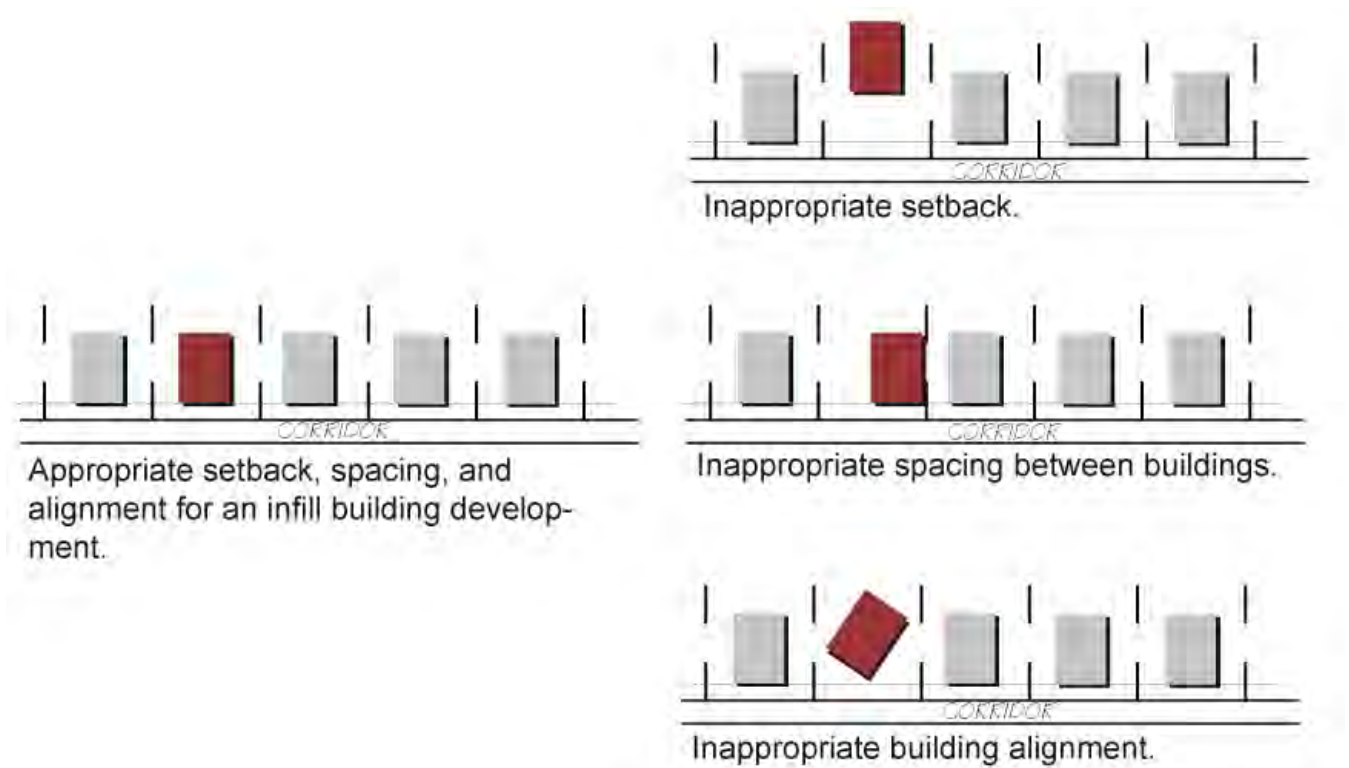


- 1) All off-street parking should be located on the side and behind buildings, and never between the front of a building and the public street on which it fronts.
- 2) Buildings should provide a primary street-facing front entrance, in addition to any secondary entrances that provide access from parking areas located in the rear.
- 3) Lot widths should create a relatively symmetrical street cross section that reinforces the public space of the street as a simple, unified public space.



(Above) This image shows many of the desired principles for the development of the Town Center Area, including provision for on-street parking, decorative lighting, and brickwork serving as a transition area between the pedestrian and highway environments

- 4) Structures should maintain an average setback with respect to one another, particularly with respect to front yard setbacks. Proposed deviations from established setback patterns need to be justified by a compelling design goal that strengthens the character of the Town Center Area.
- 5) Whenever possible, shared parking should be provided between adjoining properties. This serves to limit the amount of parking required and to reduce the need for multiple curbcuts.
- 6) Where possible, on-street parking should be utilized to fulfill parking requirements and needs.



## b. SIDEWALKS AND STREETSCAPES

- 1) Sidewalks should be provided wherever feasible. In particular, sidewalks should be provided along Maple, Canal, and Main Streets. Landscaped planting strips should be provided between sidewalks and streets.
- 2) Crosswalks, curb bulb-outs, appropriate signage, lighting, pedestrian crossing signals, and traffic lights should be provided to enhance the pedestrian realm.
- 3) Changes in pavement materials, texture, color, and pattern should be considered, especially at crosswalks to enhance visibility.
- 4) Plant street trees along roadway corridors wherever possible.
- 5) Provide benches and other opportunities to sit and relax in public spaces.
- 6) New residential areas adjacent to the existing Town Center Area should utilize a pedestrian friendly, compact, and interconnected street pattern that is tied to the existing hamlet pattern.
- 7) Wherever it is appropriate, marked mid-block crossings shall be used to calm traffic and provide access to pedestrians within long blocks.
- 8) As properties are redeveloped, provision for sidewalks or multiple use pathways should be provided in areas where they currently do not exist. This should consist of the granting of an easement along the roadway area for the future construction of a sidewalk or trail by the Town or County. In particular, provision for sidewalks or multiple use pathways should be provided for in areas along Canal Street, Main Street, and Maple Street.



(Above) Elements of a pedestrian oriented streetscape include curb bump-outs, crosswalks, planted medians, and sidewalks.



(Above) Within the Town Center area, the town and developers should work together to build new sidewalks or replace existing sidewalks such as the example shown above.

### c. BUILDING DESIGN AND APPEARANCE

- 1) Ample windows should be provided along building façades. Whenever possible, clear windows should be utilized and darkly tinted windows should be discouraged.



(Above and Below) Consistent setbacks, complimentary architecture, and unifying elements strengthen the character of the Town Center Area.



- 2) Front porches may be used to enhance the feel of the Town Center Area. The porches can also be utilized as outdoor seating for restaurant uses.
- 3) Building character and scale should compliment and strengthen the desired character of the Town Center Area and nearby buildings within the immediate vicinity of the proposed use.
- 4) Existing character-establishing structures, such as historic buildings, churches, and civic facilities; should be incorporated into development plans, and/or adaptively reused, where feasible.
- 5) Fences and screening within the Town Center Area, where required, shall use only natural materials such as stone, wood, stucco, etc. Chain link fencing should not be used within the Town Center Area. If chain link fencing is to be used, it should be in conjunction with landscaping or other means of screening.

- 6) New construction should be a maximum of three stories in height. Additional commercial and residential uses are encouraged on the upper stories.
  - 7) Active, commercial (office/retail) uses are encouraged on the ground floor of buildings along Main Street, Maple Street, and Canal Street.
  - 8) All permitted uses in the Town Center Area shall be conducted within buildings unless otherwise expressly authorized. This requirement does not apply to off-street parking, or loading areas, automated teller machines, or outdoor seating areas, alone or in connection with restaurants.
  - 9) Buildings within the Town Center Area should have a primary entrance facing the primary frontage street and provide access to the public sidewalk. Entrances at building corners may satisfy this requirement.
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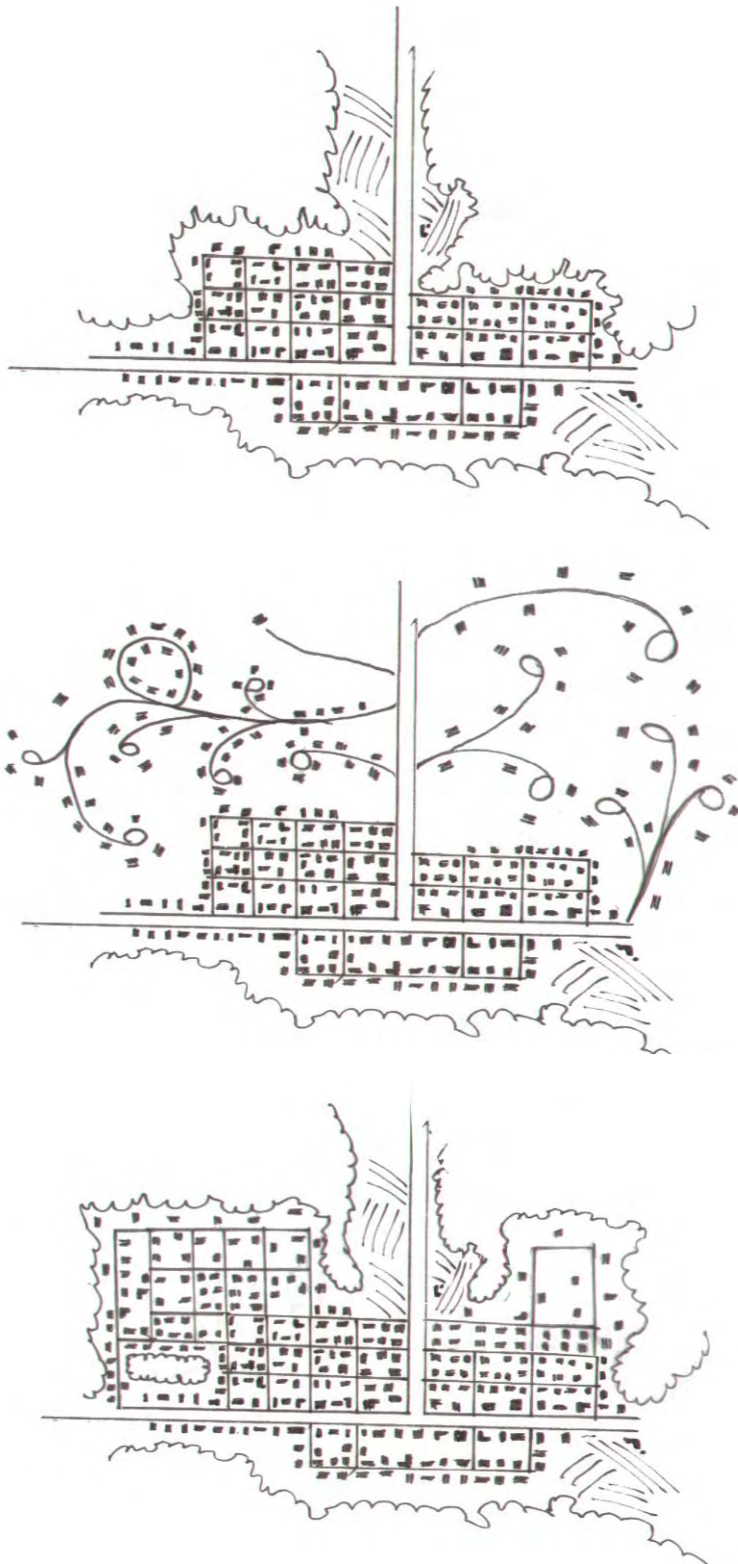
(Above) Distinctive signage can be utilized in the Town Center to provide character to the area.

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#### d. ROOF DESIGN

- 1) The tallest façade of the building should face the street, stepping down in back if necessary.
- 2) The roofs of new construction should be generally compatible with the style, character, and scale of roofs found on appropriately designed adjacent buildings.
- 3) The roof of the building should be in keeping with the scale and nature of the structure itself. Overly large, bold, or “inflated roof and fascia designs, fake roof fronts, built out roof overhangs, and similar roof designs which are simply applied to the façade are discouraged.
- 4) Flat roof structures should be capped by an articulated parapet design, which acts as a structural expression of the building façade and its materials. On such buildings, façade variations, which help to differentiate the “base”, “middle”, and “top” of the structure, are encouraged, with the parapet design typically constituting the “top”.
- 5) Sloped roof structures are encouraged to maintain a pitch between 6:12 minimum and 12:12 maximum slope on all primary roof areas (not including dormers, entry canopies, or similar accessory elements.
  - Roof overhangs should be at least 6” deep, but should not be greater than 18” deep unless it is part of a porch or colonnade design, which requires support columns and the space to allow people to walk or gather inside it.
  - Dormers and gables should be employed along the front to help maintain a prominent façade, reduce the scale of an otherwise large unarticulated roof surface, or divert rainwater and snow away from doorways.
  - Mansard and shed designs for the primary roof form are typically not appropriate for this area.
- 6) Breaks and fluctuations in the roofline are encouraged to highlight important areas of the building, such as the entry, and to break longer runs of façade or roof area.
- 7) The roof of a structure should be designed to divert the fall of rain and snow away from pedestrian areas such as walkways and doors. The use of colonnades, small porch roofs, awnings, or similar protective designs is also encouraged at these locations.
- 8) Air handling units, condensers, satellite dishes, and other equipment placed on the roof should not be visible from the street, and instead should be screened by building elements so they are shielded from sight.

e. EXPANSION OF THE TOWN CENTER AREA



(Left) As expansion of the existing Town Center Area takes place, it is important for this growth to be similar to the traditional hamlet form shown in the top image. In the middle example, the creation of spread out subdivisions at the periphery is inconsistent with the character of the Town Center. In addition, development similar to the middle example adds to the traffic on the main roadways, results in the elimination of forest areas, and increases the cost of extending sewer and water service to the new subdivisions. In the bottom example, the interconnected street system is preserved, protecting more of the woodlands, allowing public utilities to be easily extended, protecting traffic flow on the main roads, and allowing residents of the new homes to walk to the Town Center.

## D. NYS ROUTE 352 INDUSTRIAL DISTRICT AND DANIEL ZENKER DRIVE CORRIDOR

A goal for the design guidelines along the NYS Route 352 and Daniel Zenker Drive corridors is to respect the rural qualities of the corridors while promoting uses that are consistent with the allowed land uses along each of the corridors. A second goal for the corridors are to preserve the safety and efficiency for vehicles traveling along NYS Route 352 (a state maintained road) and Daniel Zenker Drive, a county maintained road that runs parallel to Interstate 86. While building form and materials are important in these areas, unifying elements such as regularly placed roadside trees, low hedges, modest lighting, and low, monument style signage, set the tone for the district.



### CORE BUILDING BLOCKS

The above sketch conveys some of the key attributes - or "building-blocks" - that constitute a desired environment for both corridors. These building blocks should be incorporated into development projects and improvements along each of the corridors. While the application of these building blocks on individual sites may vary based on specific site conditions and opportunities, the principals behind them should continue to govern the overall project.

#### a. PARKING AND ACCESS MANAGEMENT

- 1) Limited front yard parking (up to 20% of total spaces for a use or site) in the front yard of a lot is acceptable. However, the bulk of all parking should be located to the side and rear yards.
  - 2) Low hedges and/or walls should be utilized to buffer parking lots, both from the primary roadway and, in the case of Daniel Zenker Drive, from Interstate 86, with thicker vegetation used to buffer uses from adjacent residential areas.
  - 3) While roadside pedestrian amenities, such as sidewalks, may not be appropriate within these corridors, a mixed-use trail that would additionally provide a buffer between the natural or residential areas and the businesses along the corridor may be appropriate. Additionally, some pedestrian amenities may be appropriate where nodes of businesses concentrate, such as adjacent to the Town Center Area. In such cases, pedestrian linkages between buildings are appropriate.
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(Above) A continuous pedestrian/bicycle activity path is appropriate in areas with large setbacks. A more intimate interface between structures and the pedestrian realm can occur along internal service drives. This could be potentially done in areas along Route 352 between the Steuben County line and the Town Center Area in Big Flats, and along Daniel Zenker Drive west of the Airport Corporate Park.

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- 4) Only one driveway or access point should be permitted per existing site. Two access points may be permitted on a single parcel if cross-access provisions are in place with adjacent property owners. Where businesses are clustered, interconnected parking lots and shared curbcuts should be employed.
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## b. LANDSCAPING

The defining organizing framework for the Route 352 Corridor should be landscaping. Consistent tree placement along the road frontage, broad setbacks, and low hedges to buffer parking establish a country highway character.

In addition to new landscaping, a special effort should be made to respect and incorporate existing natural and agricultural landscaping into the development of site plans. Flexibility on site layout should be provided in order to keep natural resources intact.



(Above) Landscaping and buffering of commercial and industrial businesses along the Route 352 corridor and along Daniel Zenker Drive provides a unifying sense of place to the area.

c. SITE AND BUILDING DETAILS

- 1) Low monument style signage is encouraged. Internally illuminated signage is discouraged.



(Above) The fencing and low monument signage retains the rural feel and character of the area. This is desirable for several areas of Big Flats, including along the NYS Route 352 corridor and along the western section of Daniel Zenker Drive.

- 2) Buffer plantings, appropriate fencing/walls, or a combination of the two shall be employed to visually screen parking lots by changes in grade, berms, wall/fences, and or plantings.



(Above) Buffer plantings are employed at this service station to shield the business from the adjacent roadway.