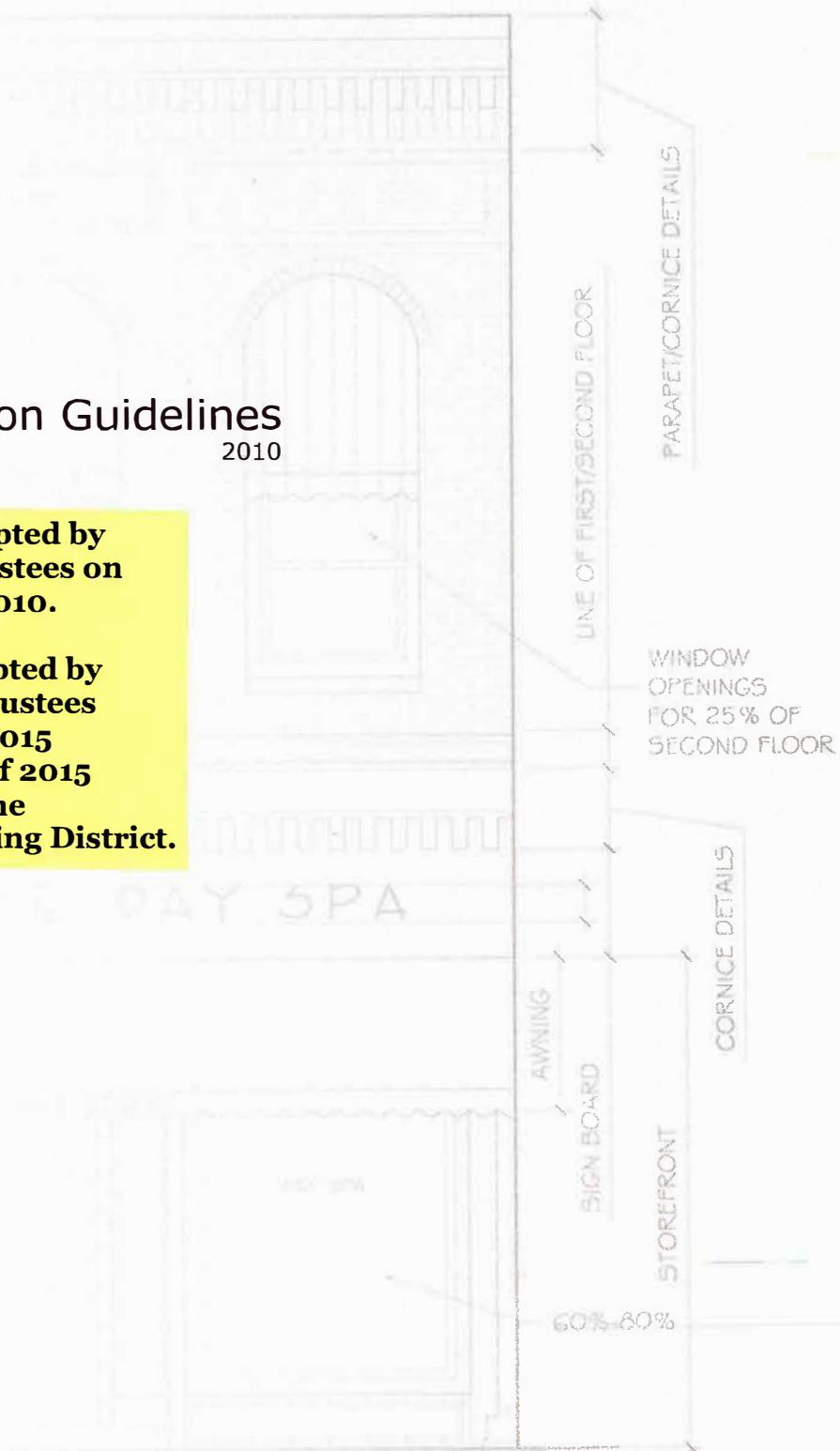


# Geneseo, NY Façade Renovation Guidelines 2010

**Approved and Adopted by  
Village Board of Trustees on  
December 20, 2010.**

**Approved and Adopted by  
Village Board of Trustees  
on October 19, 2015  
per Local Law #3 of 2015  
to be used in the  
Mixed Use-1 (MU-1) Zoning District.**



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**Village of Geneseo**

Revised 11-05-2010

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Owners with buildings in the National Register Historic District, who are interested in pursuing the state and federal rehabilitation tax credits, 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.

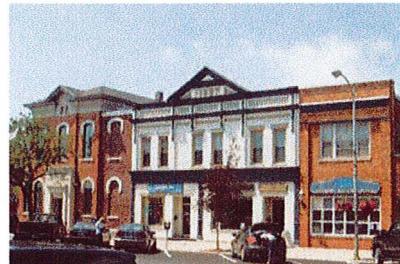
## OVERVIEW

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

### **Centeredness**

Geneseo's downtown is nationally recognized, with a rich history, landmark status, and a variety of architectural styles. In comparing it to other communities in Livingston County and beyond, its many unique attributes collectively define a quality we call "Centeredness". Main Street is:

- well-defined at both ends rather than being a simple densification of a highly-trafficked thoroughfare
- not divided by a major intersection
- animated by diagonal parking, delineated crosswalks and an institutionalized respect for the pedestrian
- pinned and given hierarchy by the fountain and traffic roundabout
- experienced as a dense urban center radiating from the fountain, and bounded by a park-like corridor to the south, and on the north by a tree-lined promenade of stately (converted) homes and porches.



## GUIDELINE GOALS

Taken collectively, this Centeredness is memorable as a sequence of three distinct spatial and architectural experiences described below. We propose that façade guidelines be established that acknowledge the different priorities and address the architectural conditions in each district.

### Village Portal

The Village Portal begins with a park, then commercial buildings lower in height on the west, and set back or free-standing edifices on the east. This distinct character might be promoted with recommendations addressing single-story facades, augmented signage suggestions, porch, stair and railing suggestions, and an emphasis on the outdoor spaces including plantings, walkways, lighting and alternative or free-standing signage where appropriate.

### Promenade District

The defining quality is of a rhythmic unfolding of handsome houses with generous porches set back behind mature colonnades of trees and lawns. Façade guidelines might encourage restoration of the architectural elements, provide advice for wood-frame construction detailing, porches, steps, railings, walkways, plantings and appropriate signage for homes converted to business use. Possibly issues of accessibility could be touched upon. Zoning laws should always be consulted. The Northernmost portion of the Promenade district is zoned as Residential (R-2) and the portion of the Promenade district directly adjacent to the Fountain district is zoned as Mixed Use (MU-1)



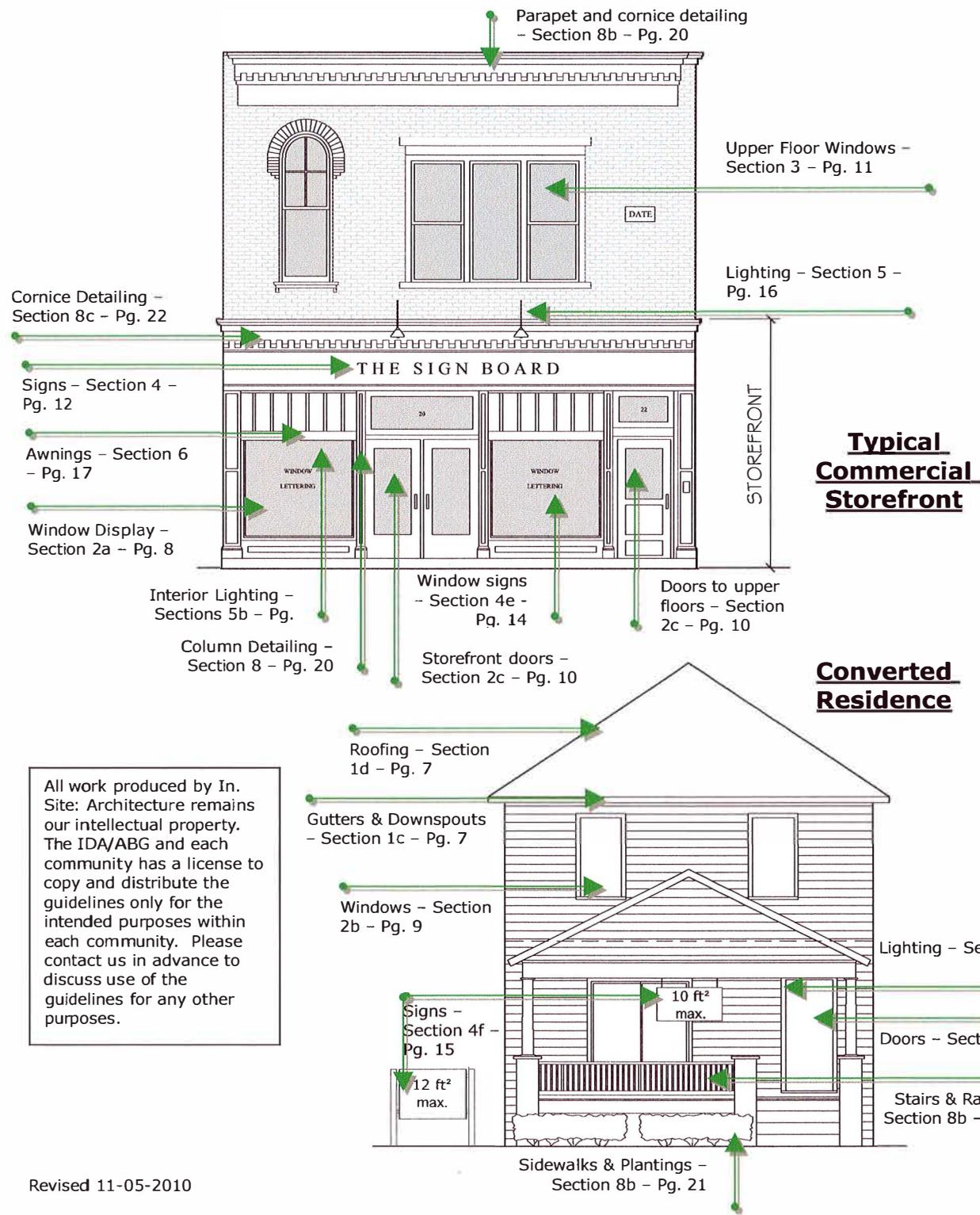
### Fountain District

Radiating a block in each direction from the Center Street intersection, this district consists of denser, taller, masonry, mixed-use commercial buildings. The districts on each side help to reinforce the centeredness of these blocks. Guidelines for traditional façade solutions might be augmented with suggestions that amplify the history of Geneseo through encouraging public art, murals or plaques that build on Geneseo's "story".

## GUIDELINES

### Graphic Table of Contents

**Guidelines for Commercial Buildings:** This graphic table of contents will direct you to the section of the guidelines that will address each of the following façade elements.

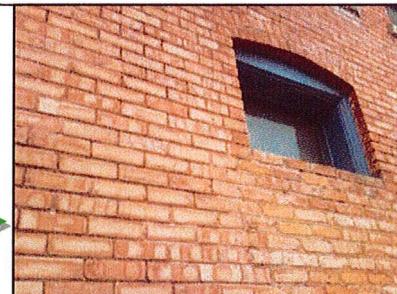


## 1) Materials

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 restoration requires special attention. 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.

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



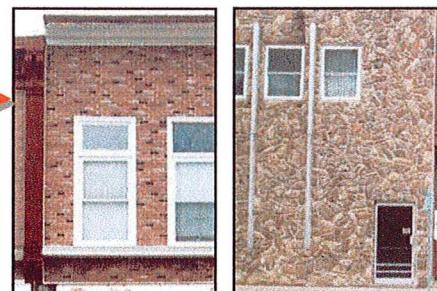
b) Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building or the material. Do not use vinyl or metal siding. Many of these materials have unnatural trim, lintel and edge conditions that cause the facade to look too uniform and massive.

Many of the converted residences that are in the Village Portal and Promenade Districts of Geneseo will have horizontal lap siding. Whenever original wood clapboard is present it should be repaired and maintained as required. Vinyl and metal siding should not be used.

✗ **DO NOT** use vinyl siding



✗ **DO NOT** use fake or thin veneer brick or stone



✓ **DO** use painted wood shakes, wood clapboard, or fiber-cement clapboard for converted residences



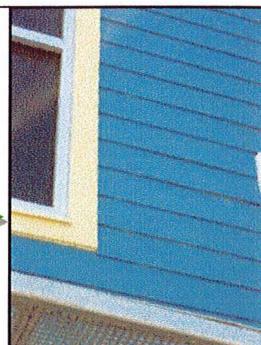
c) If materials are beyond repair - Use materials that don't require replacement as the only option for maintenance. Products such as brick, wood, or fiber-cement board can be painted and are easily maintained – colors for painted surfaces can be changed as required. Smooth fiber-cement clapboard would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

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. Ensure that gutters and downspouts are of adequate size to manage the volume of water that flows from the roof that it serves.

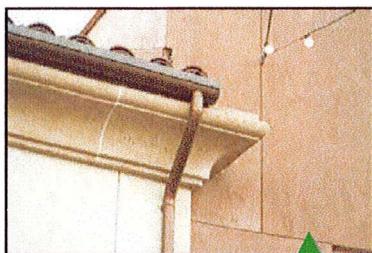
Geneseo's businesses that are located in converted houses may have more gutters and downspouts that are visible from Main Street than commercial buildings. These gutters and downspouts can take on different materials, profiles and finishes. Heavier gauges of metal should be used for durability and to withstand tampering. A heavy aluminum gutter has a gauge of .032". For galvanized steel gutters, 26ga. is an average thickness, 24 and 22 are considered heavy gauge gutters.

d) For Geneseo, converted residences 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 copper. When it is not possible to use such materials, durability and maintenance should be considered. 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 and will produce more heat.

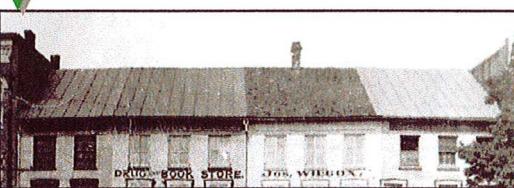
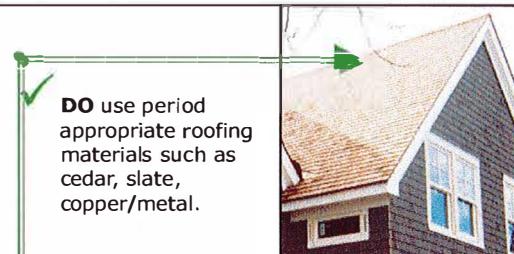
✓ **DO** use wood or fiber-cement clapboard siding and trim



✓ **DO** use copper gutters and downspouts where appropriate



✓ **DO** use period appropriate roofing materials such as cedar, slate, copper/metal.



## 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.

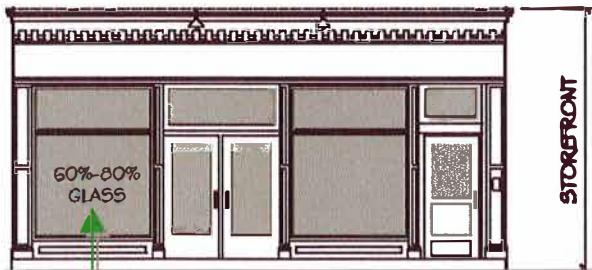
Maintain 3' minimum visual access into storefronts from the pedestrian zone and avoid using displays that prohibit views in and out such as large shelving units with their backs facing the window.

Do not use opaque or tinted glass. This is prohibited by current zoning laws.



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

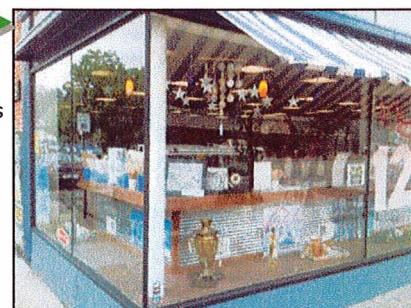
**✓ DO** restore window openings and create visual access into businesses



**✓ 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



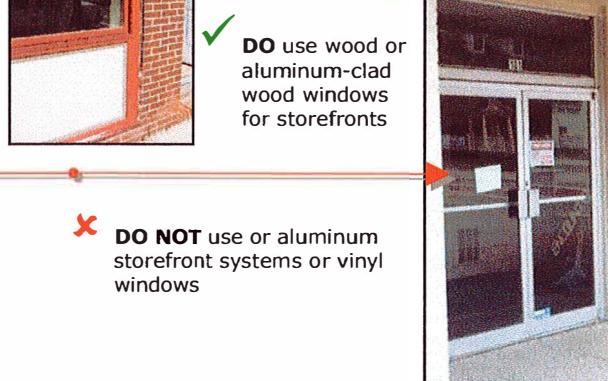
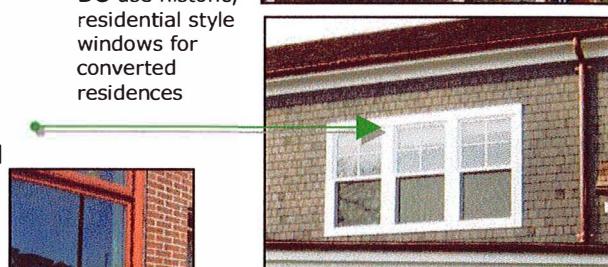
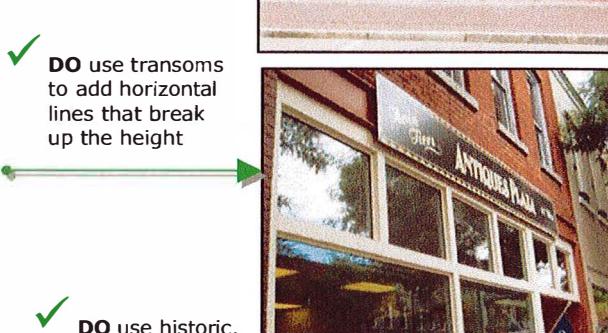
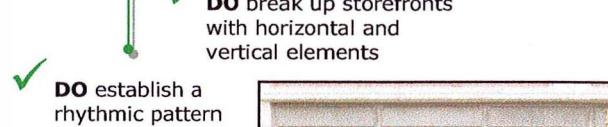
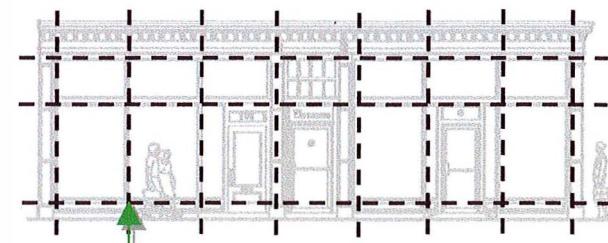
b) Frame and sash profiles should be large enough to complement trim elements. For traditional façades trim elements should be wood or approximately the same dimensionality and character of wood.

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. 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.

Geneseo's converted residences should maintain and restore original window openings and all window replacements should be residential window sizes and styles. Wood window frames and sashes are preferred as they can be painted for maintenance and adapt to color scheme changes. Trim elements should be wood or approximately the same dimensionality and character of wood. Fiber-cement trim boards are an acceptable alternative to wood. Vinyl products are less durable and do not receive or hold paint well.

Use wood or aluminum-clad wood windows, depending on the degree of historic character that has been maintained or is desired. Vinyl and aluminum storefront windows are prohibited.



## Doors:

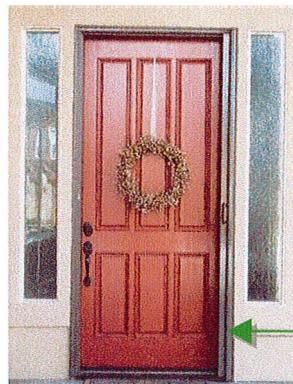
c) Uninterrupted full-glass and half-glass doors allow for visibility in and out.

Exterior doors that lead to residential second floors may be "stile and rail" doors without glass. 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 1<sup>st</sup> floor business.

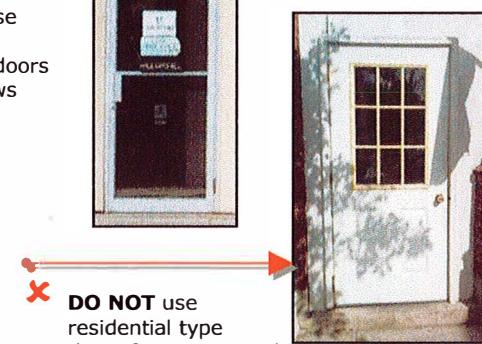
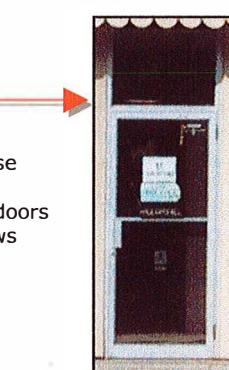
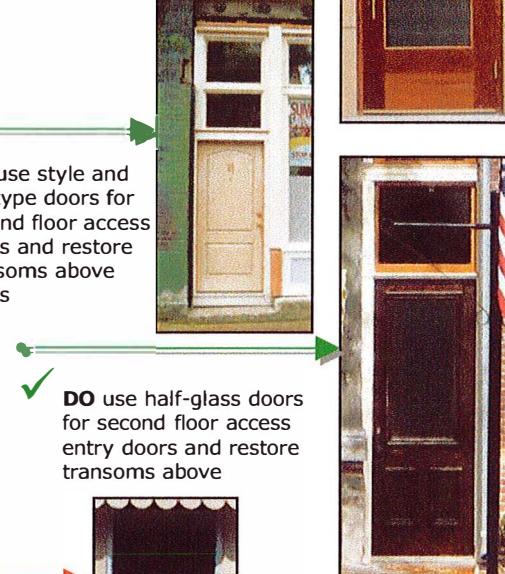
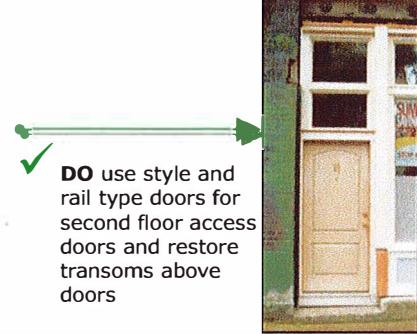
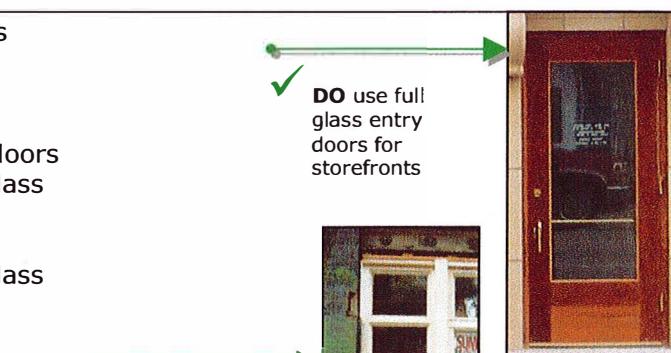
When possible, restore transoms above doors to second floors to allow for light to enter into the stairway.

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

Converted residences in Geneseo should maintain a residential style wood door. Many of these houses are historic buildings and door styles should be chosen to accurately represent the style and period of the house.



✓ **DO** use residential style historic wood doors for converted residences



d) **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.



### 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. Aluminum clad wood windows should be ordered in a dark color that complements the building's color scheme.

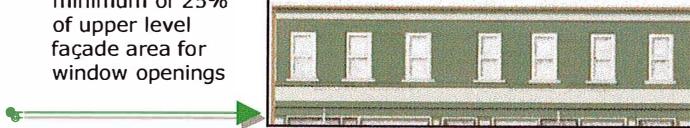
A minimum of 25% of the façade for the upper floor should incorporate transparent glass openings.

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.

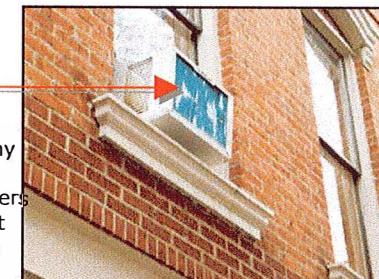
Do not place window unit air conditioners or satellite dishes on street side façades.



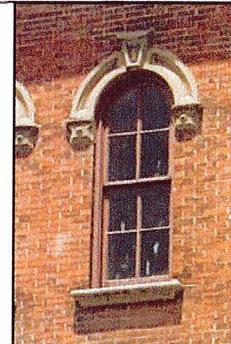
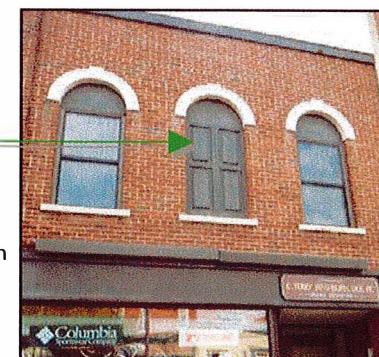
✓ **DO** keep a minimum of 25% of upper level façade area for window openings



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



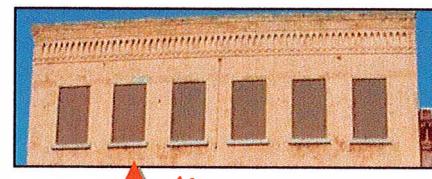
✓ **DO** properly infill upper floor windows when necessary, coordinate with the planning board for appropriate solutions



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



✗ **DO NOT** reduce window openings



✗ **DO NOT** cover window openings

## 4) Signage

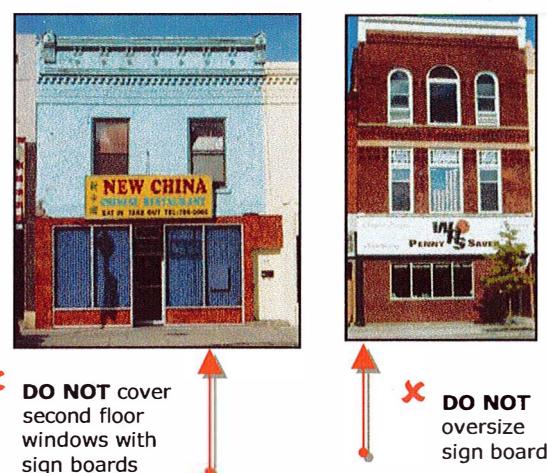
- a) A variety of signs and fonts around Main Street is acceptable. Because Geneseo's revitalization district spans multiple zoning areas, building owners should refer to the zoning laws for specific size and location for signage requirements. Signs will identify and define individual businesses. Each business is allowed maximum square footage of sign space which can be made up of wall signs, perpendicular signs, awning lettering, and window lettering.
- b) The scale and placement of the lettering and sign boards is important. Sign boards above storefront windows or awnings should not cover second floor windows or consume and be in proportion with the overall height of the building.

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.

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.

- c) Carved, dimensional signs are preferred. Sign board lettering should have a minimum depth of 1/2". Flat vinyl lettering not acceptable.



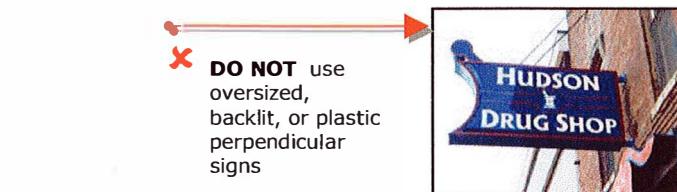
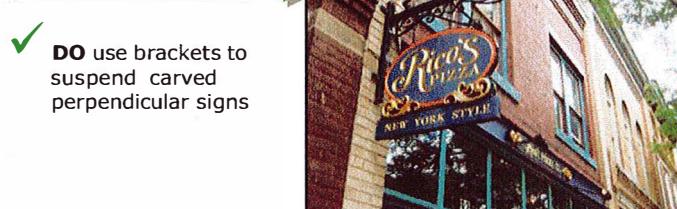
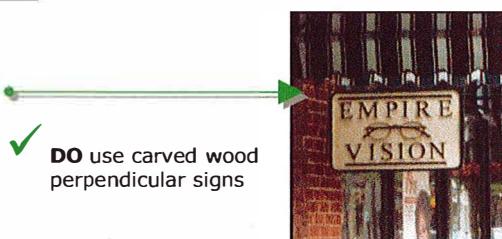
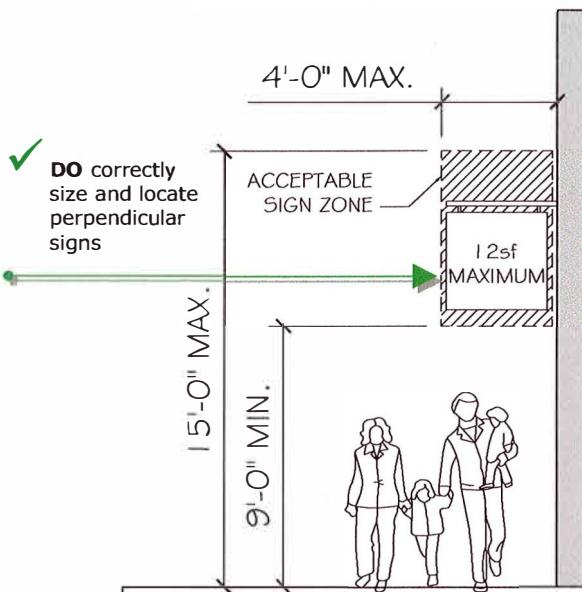
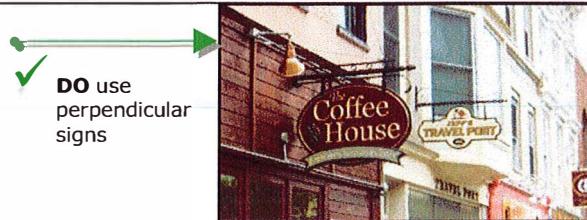
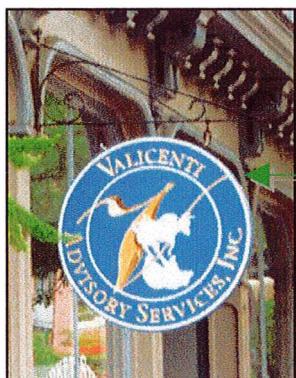
d) Perpendicular signage of various shapes and sizes is another option for business identification.

Perpendicular signs should not project more than four feet (4') from the building façade. There should be a minimum of nine feet (9') from the sidewalk to the bottom of the sign and the top of the sign should not be higher than fifteen feet (15') above the sidewalk. Perpendicular signs should not exceed a surface area of 12 ft<sup>2</sup> per side, but may take on various shapes. Perpendicular signs should have dimensionality; carved signs are preferred.

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.

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.



e) 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 signs should not be more than 25% of each window area and if solid, no more than four square feet of area per window.

✓ **DO** use window lettering and graphics in storefront windows without cluttering the glass space



Neon "open" signs are discouraged. Temporary A-frame signs may not exceed more than 6 ft<sup>2</sup>. Temporary signage may include banners or free-standing signs and do not need to be approved and may only be displayed for a limited amount of time.

✓ **DO** make any solid window signs smaller than 25% of the glass area or 4 square feet, whichever is smaller

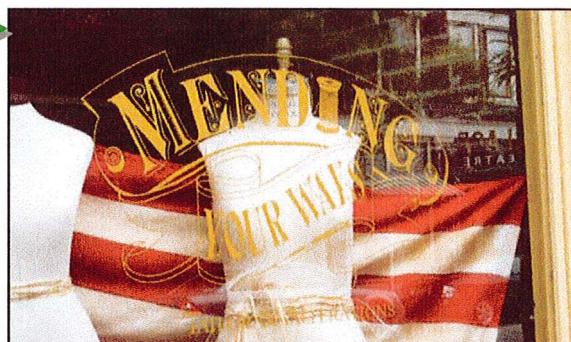


✓ **DO** use window lettering without cluttering the view in and out - cumulative lettering area should be less than 25% of the glass area

✓ **DO** use window lettering and graphics in storefront windows without cluttering the glass space



✗ **DO NOT** use neon "open" signs.



✗ **DO NOT** prohibit views in and out by blocking more than 25% of glass area with window signs



f) The Village Portal and Promenade areas of Geneseo's Main Street have unique sign requirements. In these locations there are businesses that occupy former residences and signs will need to be displayed differently.

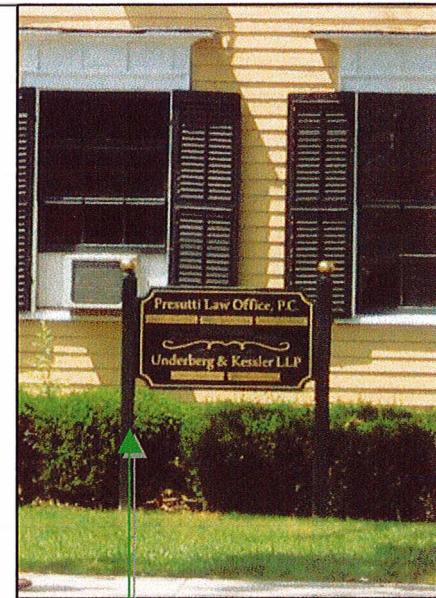
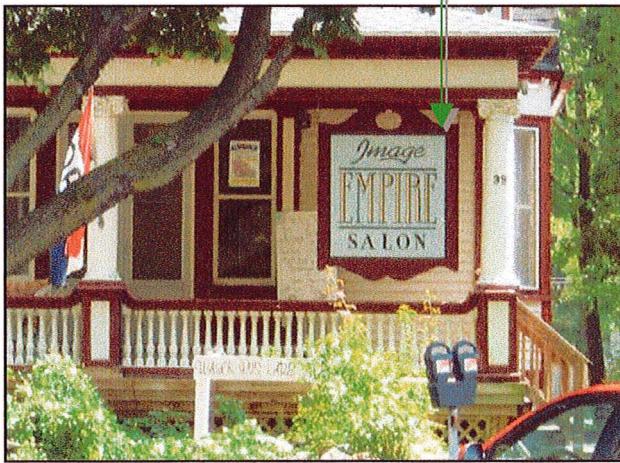
There are three possible locations where it would be acceptable to display signs for these businesses – Freestanding lawn signs, Wall mounted signs near the entry door, and hanging signs at porches and entrances. Sign colors should coordinate with the building's color scheme.

Free standing lawn signs should be used for converted residences. By keeping the sign height above knee level and below eye level it can be easily seen without blocking views. Lit signs should have lighting cast onto the surface of the sign and should not be backlit.

Hanging signs should be used on porches and should be hung in a location that does not disrupt the view of the main entrance

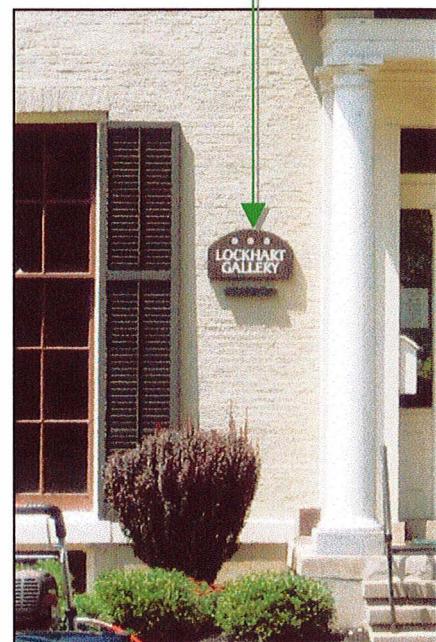
Wall mounted signs should be carved wood and should be mounted near the main entrance. Ensure that wall mounted signs do not cover windows.

✓ **DO** use carved wood hanging signs



✓ **DO** use free standing, carved wood lawn signs

✓ **DO** use wall mounted, carved wood signs



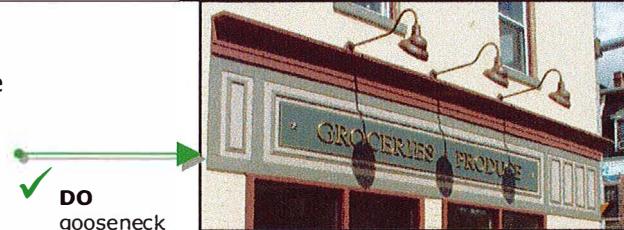
## 5) Lighting

a) Sign boards can be lit with either fluorescent linear or gooseneck 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.

b) Businesses in converted residences should also carefully consider exterior lighting. Wall mounted light fixtures should be used to illuminate the area around entrance doors. Many of these buildings have front porches that can be illuminated with ceiling mounted light fixtures.



✓ **DO** gooseneck fixtures to light signs

✗ **DO NOT** use lit backlit signs



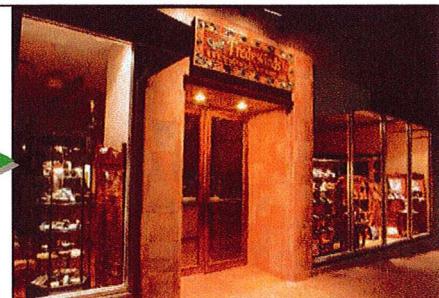
✓ **DO** use linear fluorescent fixtures with incandescent color ranges

✓ **DO** use residential style wall mounted light fixtures for converted residences



c) 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



## 6) Awnings

a) 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 may be fixed or retractable. The shape of the awning should be determined by the style of the building and the area that it is shading. The bottom of awnings should be a minimum of 8'-0" high from the sidewalk and should not project more than 5' or one third of the width of the sidewalk, whichever is smaller.

Prefabricated metal awnings are not acceptable.

Illuminated awnings are discouraged as they may detract from the illuminated sign boards and illuminated interior spaces



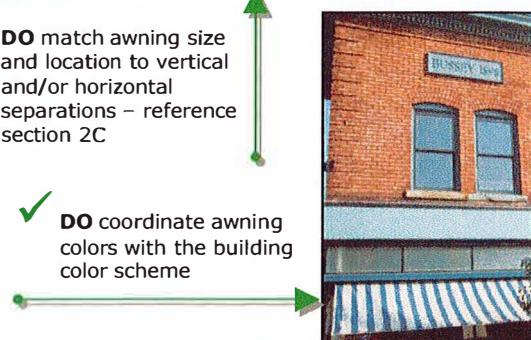
**✗ DO NOT**  
use metal awnings



**✗ DO NOT**  
attach structured  
overhangs to  
original facades



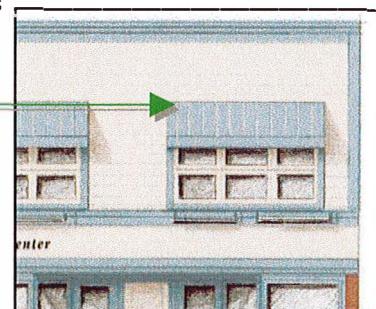
**✓ DO**  
match awning size  
and location to vertical  
and/or horizontal  
separations - reference  
section 2C



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



**✓ DO**  
use fixed or  
retractable  
awnings in triangle  
or curved profiles



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

b) 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 awnings valance space and should be limited to one row. For Geneseo, awning signage will be considered as part of the total square footage of signage allowed by the zoning law.

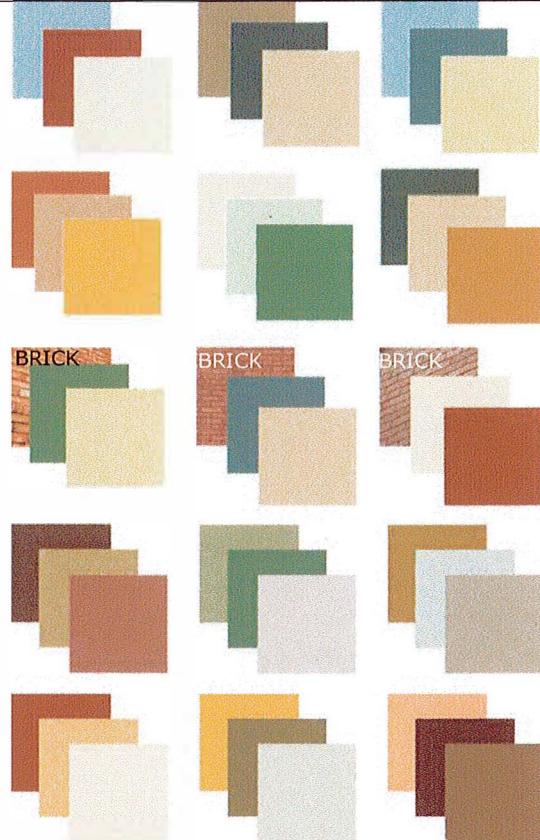


**✓ DO**  
utilize awnings  
for supplemental  
lettering location

## 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. 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.



Sample of some acceptable combinations



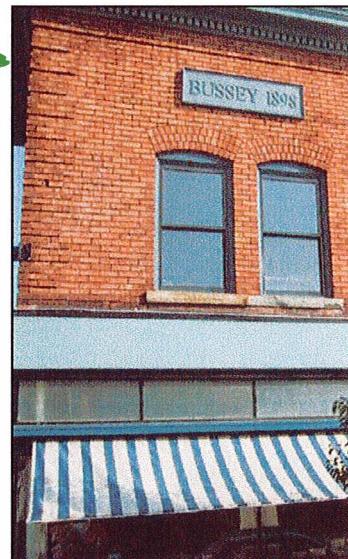
b) For buildings that are completely painted, choose 2-3 colors for different building elements. One color will act as a base color for the majority of the façade (for painted brick or wood facades). The second color should be used for secondary elements like sign boards or medium sized elements such as columns or bulk head paneling. The third color should be used to pull out cornice and/or column detailing. Do not use uncomplimentary 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.

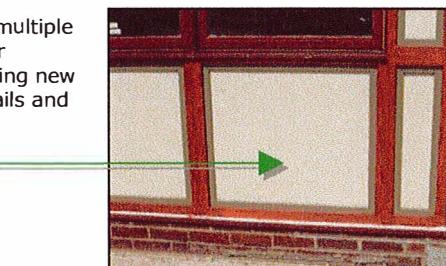
Colors and stains for window trim and frames should be considered as part of the proposed color scheme.



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



✓ **DO** use 2-3 colors to create a base and highlight details



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



✓ **DO** use multiple colors for highlighting new trim details and panels

## 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. A number of buildings on Main Street have retained some of their more intricate detailing. These details should be highlighted through careful color selection. Do not cover or remove column, lintel, 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) Converted residences will have unique detailing needs. Porches and entries often have columns or pilasters, steps, and railings. In addition to these things, these building types are set back from the road there are opportunities for landscaping and other "curb-appeal" enhancements.

✓ **DO** restore porches and use plantings to improve curb-appeal



Whenever possible, the original details should be restored or maintained. Restore any damaged railings and trim work on columns. Maintain the paint or stain finishes to extend the life of the wood. It is always best practice to match original materials. Vinyl siding, trim, railings, column covers, or spindles is not an acceptable substitute.

*Do not remove, fill or cover over open railings and spindles. Do not enclose open porches. Porches can be a unique feature for your business and should be utilized in creating an inviting entrance.*

✓ **DO** use period appropriate paint colors and profiles for details such as railings, columns, and trim.



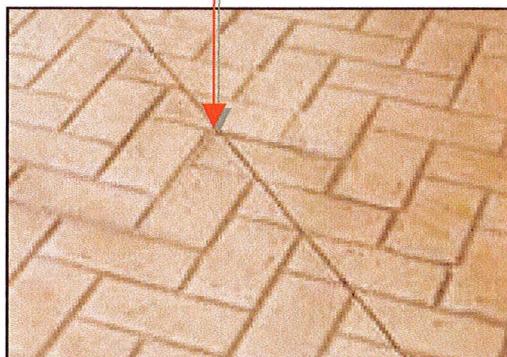
Paint schemes for details should be period appropriate.

c) Consider landscaping within the space of the front setback, along sidewalks or around porches. Shrubs, flower beds, and other plants, rock gardens, raised planters or seat walls will make your business more unique and inviting and are appropriate for the building type.

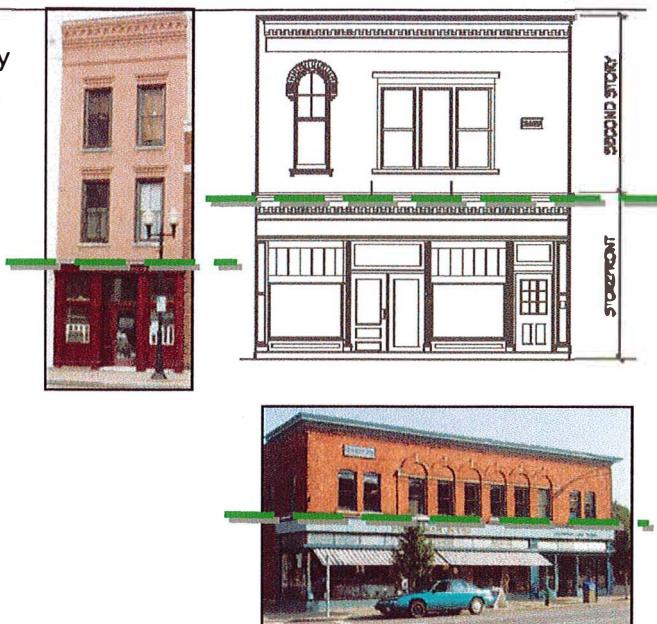
Carefully consider sidewalk materials. Using a material change from the concrete of the public sidewalk to a different material for the approach to your front door can help set your business apart. Using genuine materials such as brick, or stone is an acceptable alternative to concrete. Stamped concrete patterns that attempt to recreate unit pavers do not accurately represent the joints between the units, and many times, control joints or expansion joints that are required for concrete applications do not line up with the stamp pattern without special attention. The uniform color of the "units" and the "joints" of stamped concrete does not accurately represent the appearance of unit pavers.



✗ **DO NOT** use stamped concrete as a representation of unit pavers.

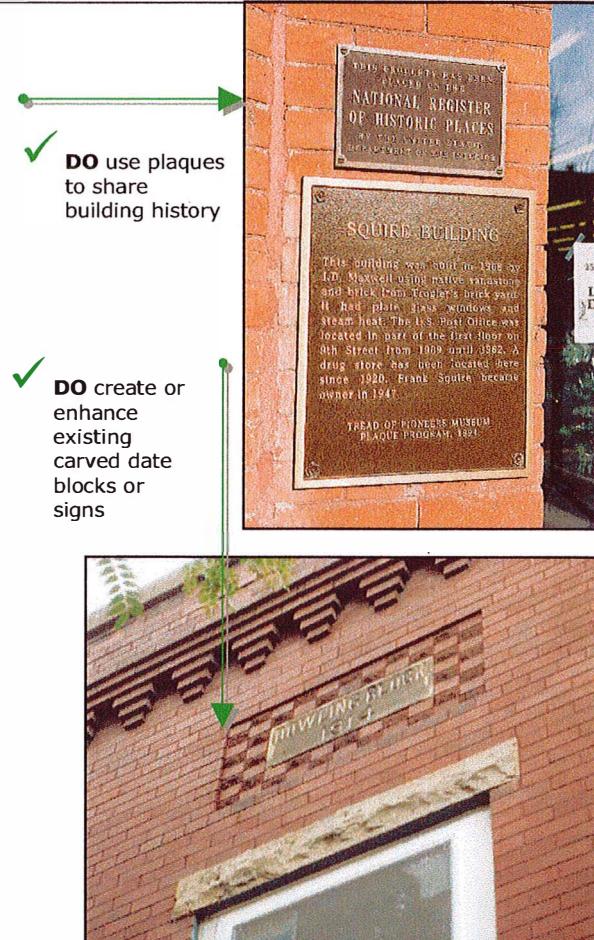
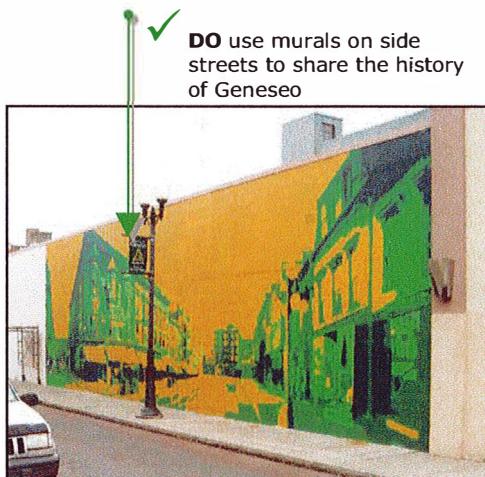


d) Provide visual separation between first and second stories. This separation may consist of decorative trim, awnings, or a change of material with added relief to create a shadow line that delineates the top of the first story.



e) The Wadsworth Memorial fountain is the center of Geneseo's Main Street and memorializes its founding. The buildings that make up the Fountain District should build upon the history that is being displayed by including additional pieces of Geneseo's history through plaques, art and murals.

Building owners are encouraged to study their building's history, date built, the original owner/builder and their potential influence on Geneseo. Original building dates and carved stone work should be maintained and enhanced as required.



## **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. Given the setbacks from the street that occur at converted residences, maintenance for landscaping elements should be planned for. Sidewalks should be kept clean, free of clutter, and in good condition.