



PROSPECT AVE CORRIDOR DESIGN GUIDELINES



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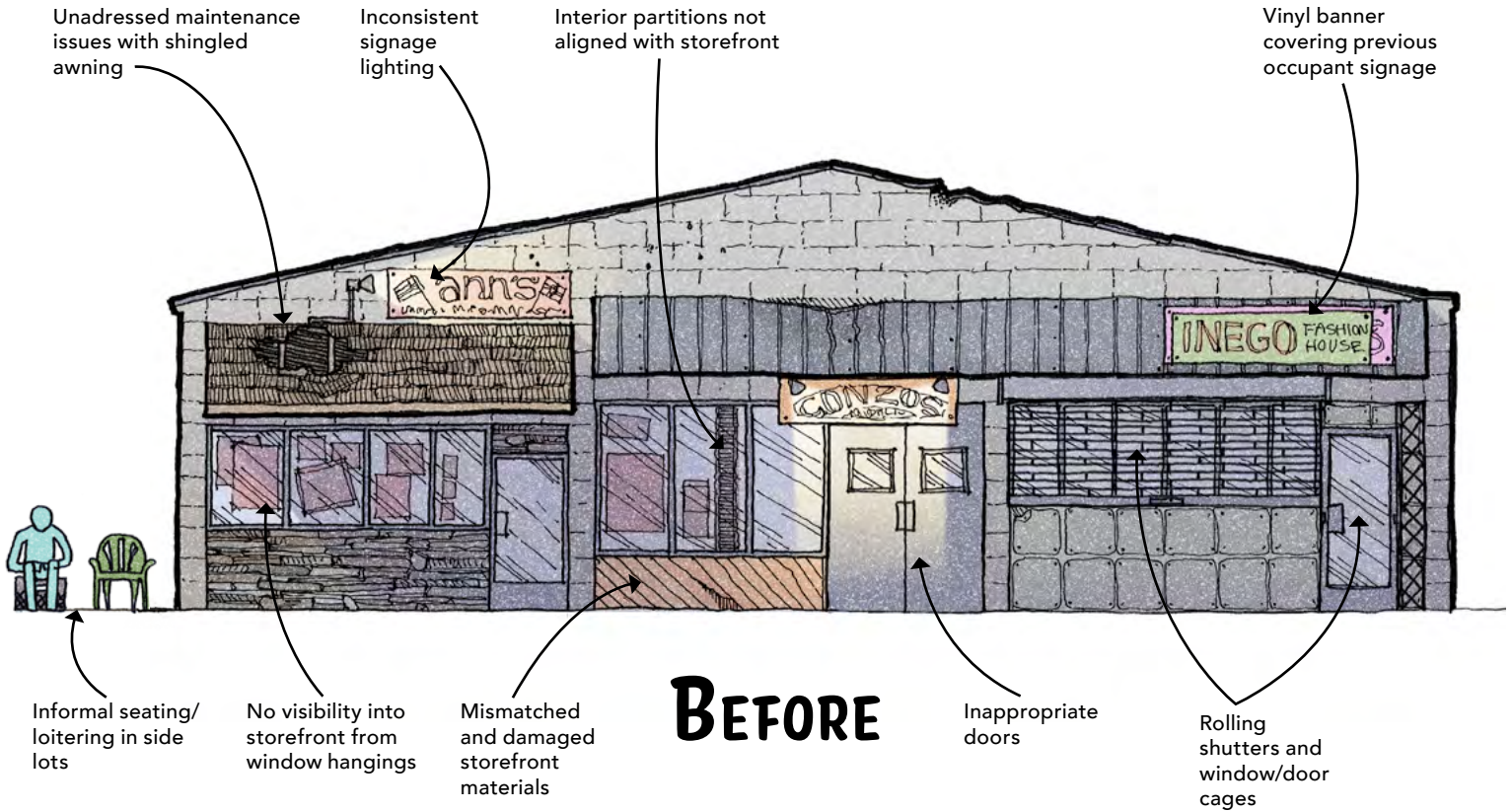
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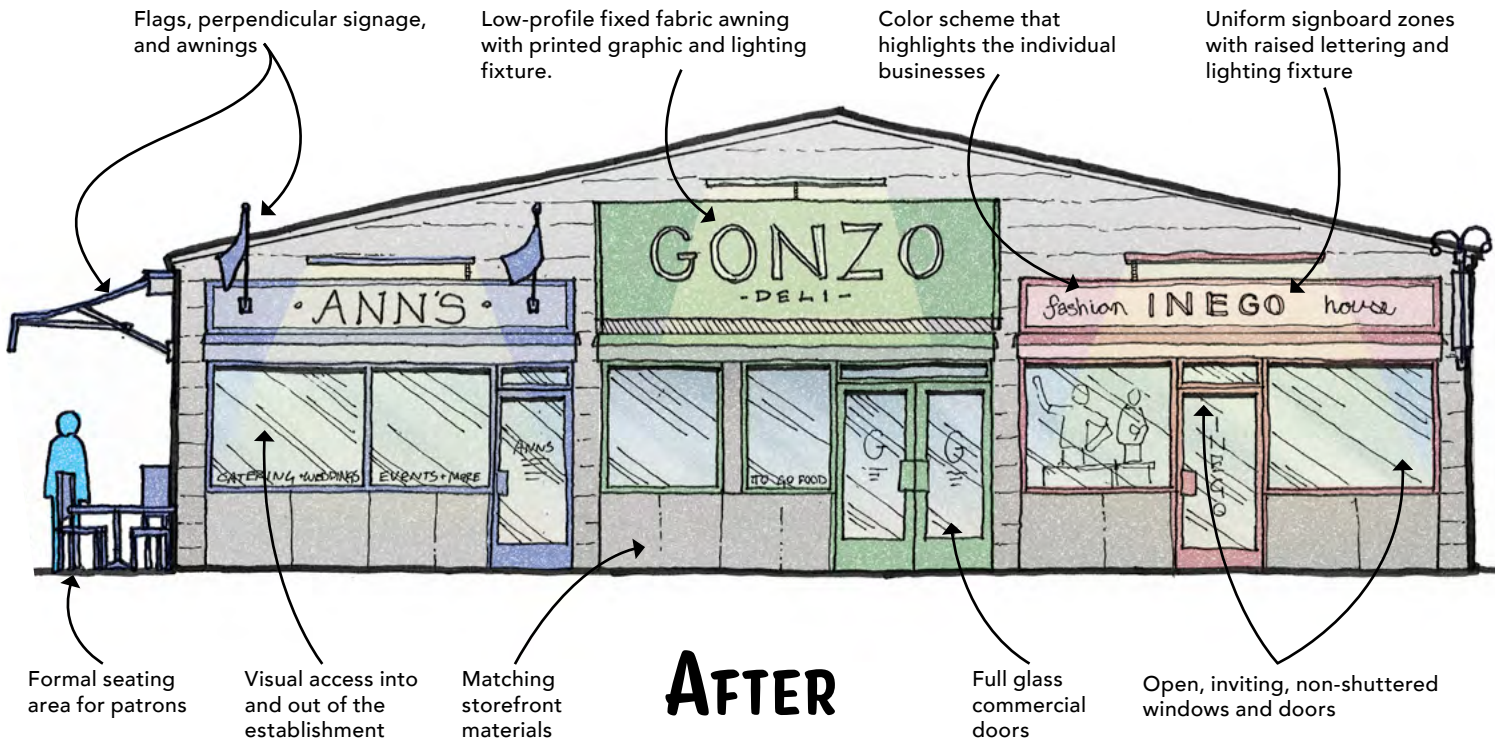
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STOREFRONT TYPOLOGY

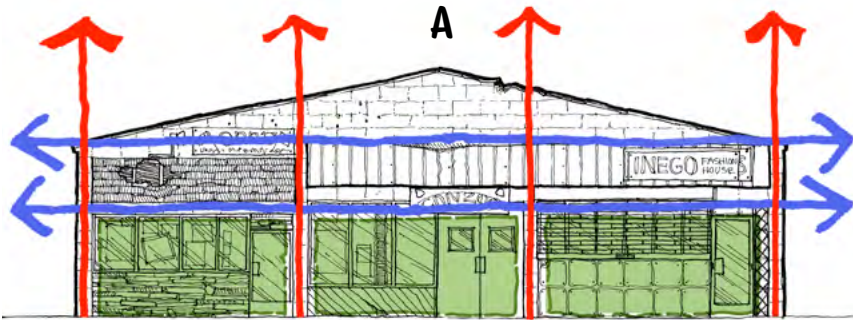


BEFORE



AFTER

This storefront typology presents an exaggerated storefront showcasing many of the characteristics and problems common on Prospect Avenue. The following steps will illustrate what to look for on existing facades, and what can be renovated for more harmony and curb appeal.



A: EVALUATE THE BUILDING'S FORM AND COMPOSITION

The best starting point for facade recommendations is to begin with what is already there - finding the organizing principles and guiding lines that inform the composition of the design. In most cases, this is a simple grid of vertical lines that run like columns between openings, and horizontal lines above storefronts and rooflines. These organizing lines should be respected, and things such as door and window height, awnings, and signage aligned to them across the facade.

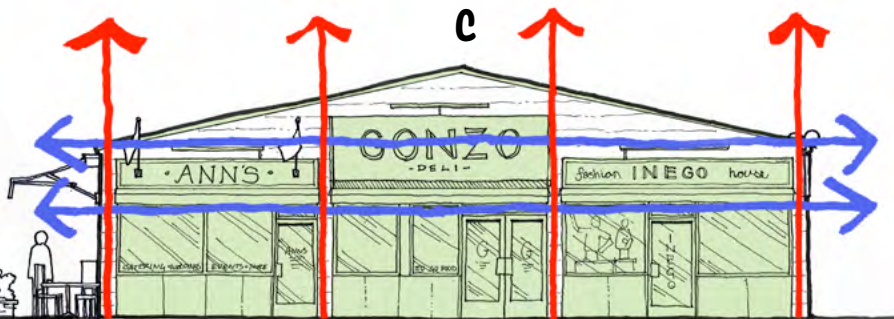
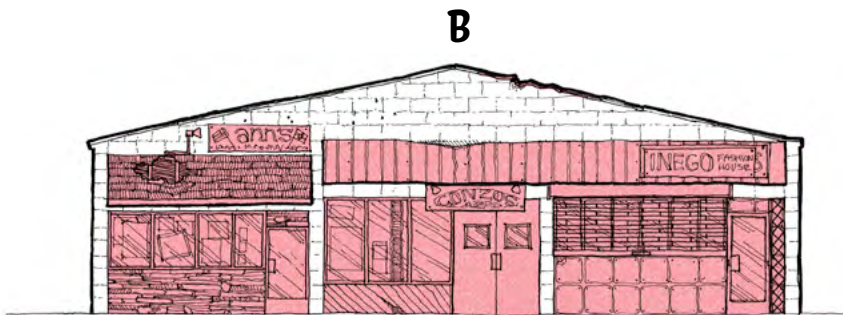
B: FIND OPPORTUNITIES FOR REPAIR, RESTORATION, AND IMPROVEMENT

Once you've evaluated the building for its original form and composition, you will clearly see how past renovations have covered up or altered the original idea: to provide modest commercial storefronts with visual access inside and out, clear tenant signage and entry sequences. The elements that dilute these concepts can be removed or altered to better serve the current and future occupants of the building.

C: REPAIR AND RESTORE ORIGINAL FACADE INTENT:

Highly impactful renovations don't have to utilize flashy new materials or try to copy historic detailing - especially when budget is concerned. A successful project is one where the original building forms and details are respected, and the functions of the building are optimized for customers, owners, and the general public.

In this example, the three mismatched storefronts were renovated to match in style and window height, with posters and signage removed from them. Signage was consolidated to a uniform signboard zone, with a low-profile awning acting as signage and visual emphasis for the central business. Lighting is uniform for each sign, and informal outdoor seating is formalized.

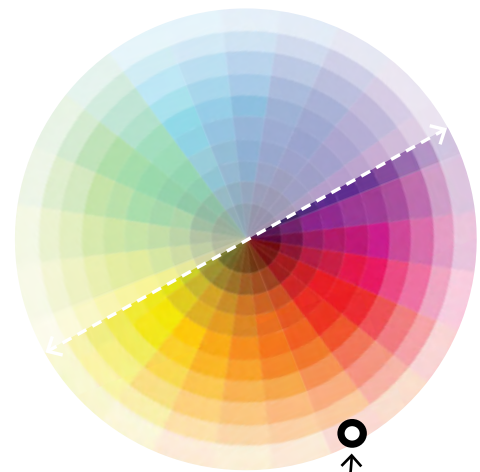


SEC 1: COLOR

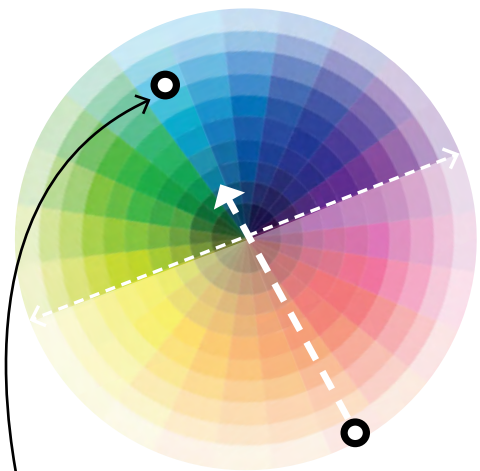
[A] COLOR SELECTION 101

Color and paint selection can be the most cost effective way to breathe new life into a facade that needs an update. This section will give you some general guidelines as well as provide numerous examples of well coordinated schemes to choose from. Some general color selection guidelines:

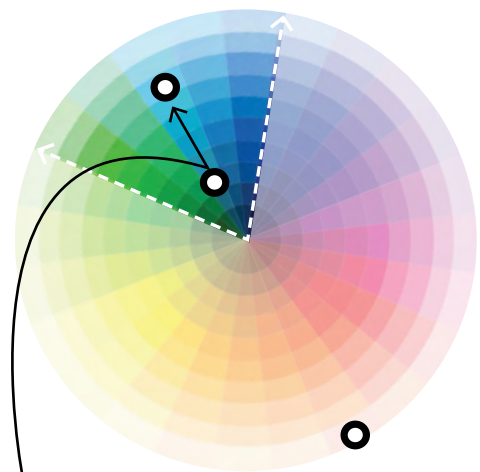
- **Look for interesting details** - What is your building made out of? Are there any interesting masonry details or decorative elements? Columns or overhangs? Parapets or window sills? Keep them in mind - color can be used to enhance their shape or form in the overall composition.
- **Start with the existing color of materials** - Paint color schemes should coordinate with natural tones and colors found in masonry or existing materials present on the facade. Where the brick condition allows, the brick should not be painted on these buildings. The natural color of the brick should be considered in the overall color scheme. Some brick restoration may be required. National Park Service's preservation briefs discuss masonry sealers in greater detail.
- **The 60:30:10 rule** - A Simple but effective rule of thumb for choosing a 3 color scheme is to use the 60:30:10 rule.
 1. First, choose a **base color** to take up around 60% of your facade area. Typically, one should use a somewhat muted mid-tone color for the base so that it allows the interesting elements to contrast and "pop out" more. If you have a masonry facade the color of the material can count for this.
 2. Second, choose a color complimentary (opposite side of the color wheel) to the base as an **accent color** to take up around 10% of the facade and provide a highlight interesting features or forms.
 3. Last, pick a color that is analogous (nearby on the color wheel) to your accent color to be the secondary color for the remaining 30% of facade area. Remember - you want a variety of dark and light colors so if your accent color is dark, choose a light secondary color for more contrast.
- **Be a good neighbor** - Design proposals should also consider the colors of adjacent buildings or buildings shared between multiple tax parcels to ensure that complementary colors are being used across the streetscape. Avoid duplicating the colors of adjacent buildings.



1. Base color
(a warm grey brick)

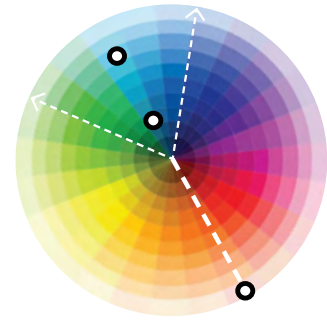
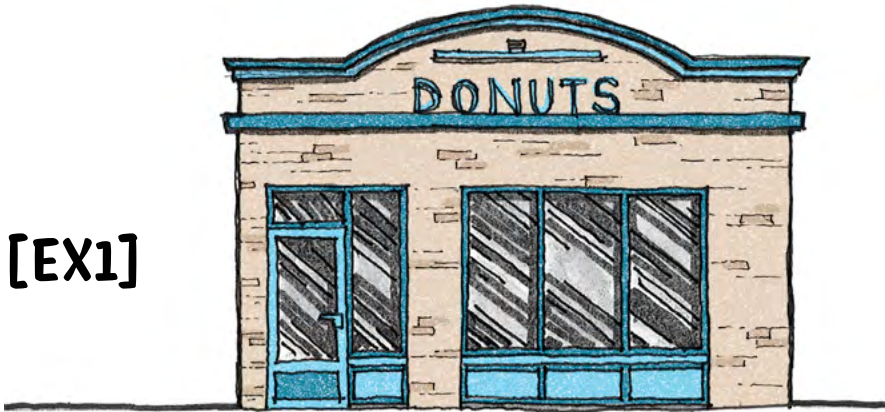


2. Accent color
(complimentary to base color)



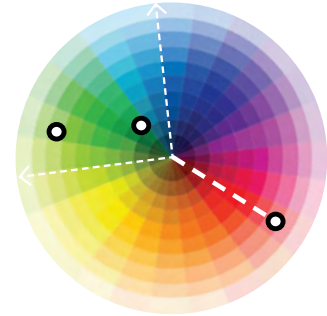
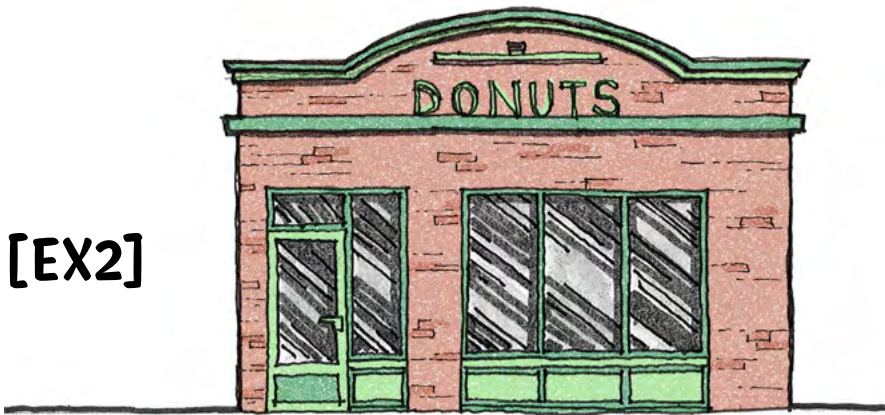
3. Secondary Color
(analogous to accent color)

[EX1]



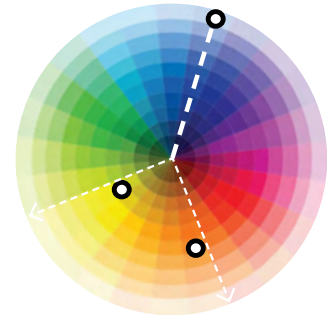
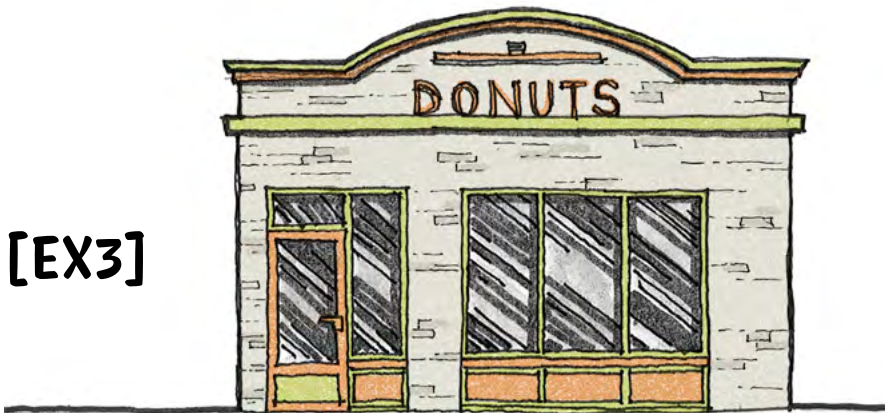
Existing Masonry (base)
 SW6789 Blue Mosque (secondary)
 SW9049 Skyfall (accent)

[EX2]



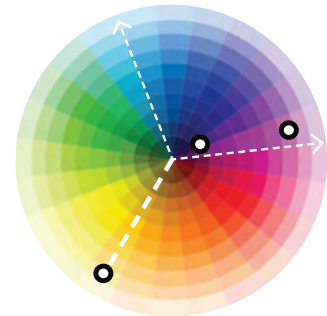
Existing Masonry (base)
 SW6740 Kilkenny (secondary)
 SW6731 Picnic (accent)

[EX3]



Existing Masonry (base)
 SW9030 Limon Fresco (secondary)
 SW6655 Adventure Orange (accent)

[EX4]



Existing Masonry (base)
 SW6300 Burgundy (secondary)
 SW6571 Cyclamen (accent)

[B] CONCEPTS FOR PAINTING COMMERCIAL STOREFRONTS

For buildings with multiple commercial tenants, there are a variety of unique, acceptable ways to paint a building so that individual businesses are highlighted and easily recognizable to passers-by. There are two main approaches that one can take: the unified building method, or the independent storefront method.

It should be noted that there are no hard and fast rules regarding which method you choose, and that the most successful urban spaces are comprised of buildings taking both views. This guide will outline the pros and cons of both approaches, and allow you to decide which course is right for your project.

Uniformity of color across storefronts and building details are used to full effect here, where the individual storefronts are all matching with the building. This scheme works incredibly well in high-turnover markets where tenants are often coming and going, as it keeps the building looking nice regardless of occupancy.



UNIFIED BUILDING METHOD

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

Pros

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

Cons

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

Suggestion

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

The independent storefront method is used here to help the shop owners visually stand out to potential customers. Each storefront is color coordinated to look good within the building and its neighboring businesses. This color scheme works well in buildings with franchises, where businesses can paint their storefronts to suit their individual branding or colors.



INDEPENDENT STOREFRONT METHOD

The independent storefront method can create dynamic and engaging streetscapes by permitting the creativity of tenants to paint their storefronts. When done properly, these buildings create immense visual interest through engaging with the street not just with color that can draw attention to and distinguish the businesses there.

Pros

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

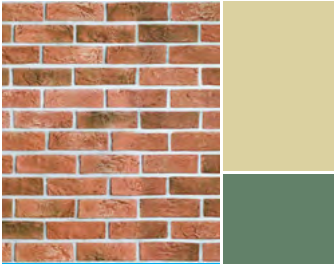
Cons

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

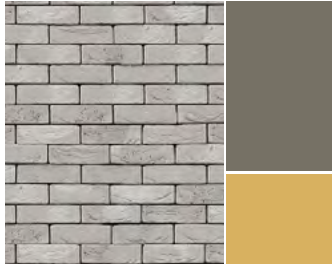
Suggestion

- This painting approach is best used on simple and modest building shells that lack significant architectural detail or feature.

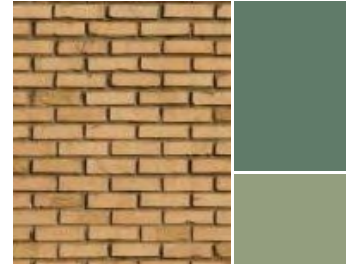
[C] 3 COLOR SCHEME EXAMPLES



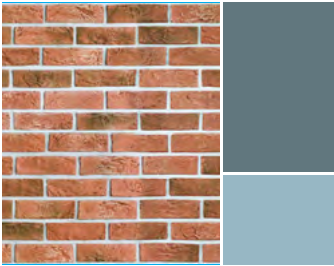
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Analogous (30%) - B.Moore 2149-50
Accent (10%) - B.Moore CW-525



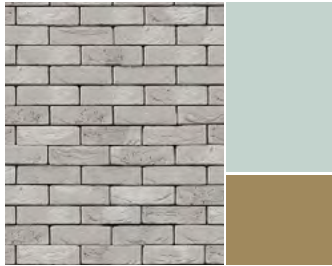
Base (60%) - Existing CMU
Analogous (30%) - B.Moore 2139-30
Accent (10%) - B.Moore 202



Base (60%) - Existing Brick
Analogous (30%) - B.Moore 637
Accent (10%) - B.Moore 432



Base (60%) - Existing Brick
Analogous (30%) - B.Moore HC 159
Accent (10%) - B.Moore HC 153



Base (60%) - Existing CMU
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Accent (10%) - B.Moore HC-16



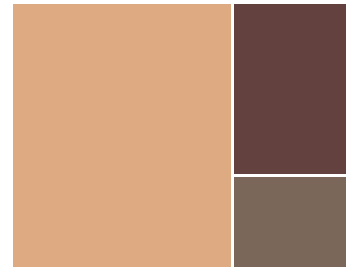
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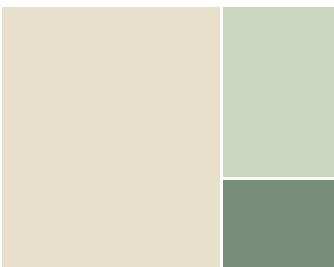
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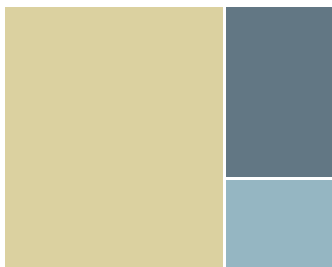
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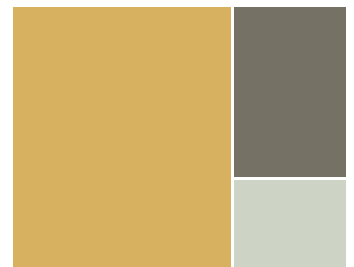
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Accent (10%) - B.Moore 1000



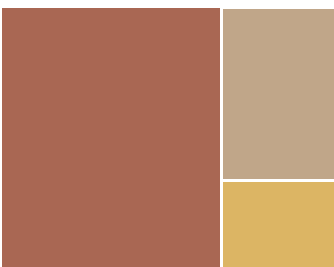
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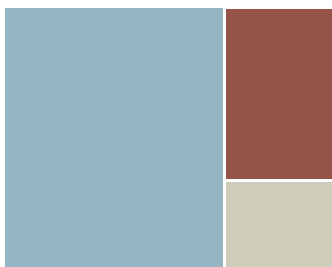
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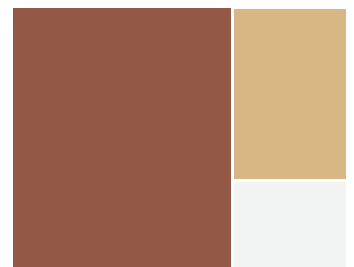
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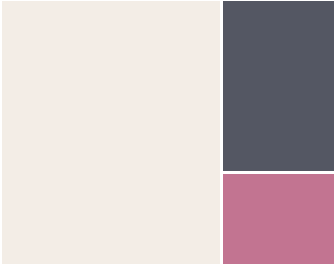
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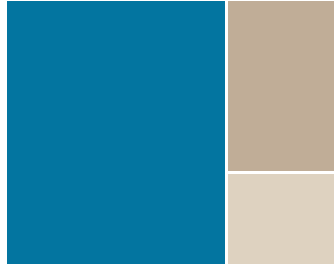
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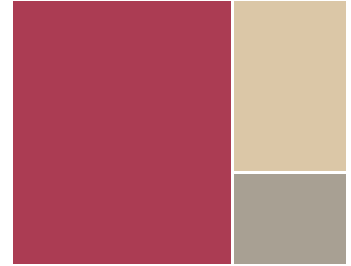
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Analogous (30%) - B.Moore CSP-975
Accent (10%) - B.Moore 2121-50



Base (60%) - B. Moore 1450
Analogous (30%) - B. Moore 1442
Accent (10%) - B. Moore 1363



Base (60%) - B. Moore 784
Analogous (30%) - B. Moore 1082
Accent (10%) - B. Moore 1023



Base (60%) - B. Moore 1316
Analogous (30%) - B. Moore 1068
Accent (10%) - B. Moore 1468



Base (60%) - B. Moore 1673
Analogous (30%) - B. Moore 546
Accent (10%) - B. Moore 456



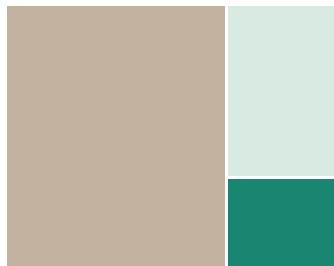
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Accent (10%) - B. Moore 998



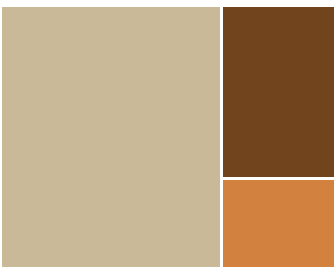
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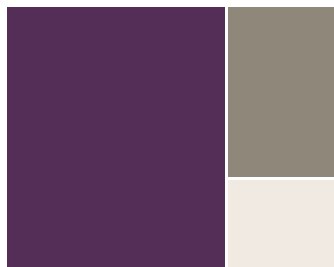
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Accent (10%) - B. Moore 2046-20



Base (60%) - B. Moore 2062-30
Analogous (30%) - B. Moore 2149-20
Accent (10%) - B. Moore 2141-10



Base (60%) - B. Moore 2162-50
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Accent (10%) - B. Moore 2156-20



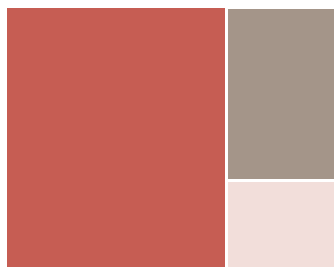
Base (60%) - B. Moore 2073-20
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Accent (10%) - B. Moore 2140-70



Base (60%) - B. Moore CW-670
Analogous (30%) - B. Moore 1552
Accent (10%) - B. Moore 1667



Base (60%) - B. Moore CW-125
Analogous (30%) - B. Moore 2144-20
Accent (10%) - B. Moore 499



Base (60%) - B. Moore 2089-20
Analogous (30%) - B. Moore 2109-40
Accent (10%) - B. Moore 888



Base (60%) - B. Moore 1504
Analogous (30%) - B. Moore 1514
Accent (10%) - B. Moore 2135-10

PAINT SCHEME EXAMPLE PROJECT

This industrial property is a large concrete block building that primarily acts as a warehouse for lighting products that are sold worldwide and shipped directly from Prospect Ave. The facade surface however shows signs of wear and tear, and is in need of a paint job to help restore curb appeal. Due to it's size and relatively mundane appearance, a contemporary looking striped paint scheme is used to help provide visual interest at relatively low cost.





SEC2: STOREFRONTS

[A] VISUAL ACCESS:

Visual access is one of the most important and often overlooked aspects of commercial storefront design. By providing clear views inside a commercial space, neighbors and would-be customers passing by a commercial space can answer the following questions:

- Is this business open?
- Is this business safe or inviting?
- What is for sale here?

All of these questions are most easily answered when a storefront maintains unblocked window openings across the majority of its street frontage. Anwhere from 60-80% of the ground floor level should be clear glass.

By maintaining a 3' minimum zone of visual access into storefronts, you can quickly communicate to the public your shop is safe, open, and has plenty to sale. Avoid using displays and signs that prohibit views in and out, including large shelving units with their backs facing the window. Blinds and window tinting should be discouraged over the use of awnings and fixed shading options.

In the case of ground floor office and professional spaces, things like waiting rooms and communal areas should be kept up front. The use of low walls, screens, and plants can help to create a sense of privacy for workers further inside the building, while not entirely blocking views.

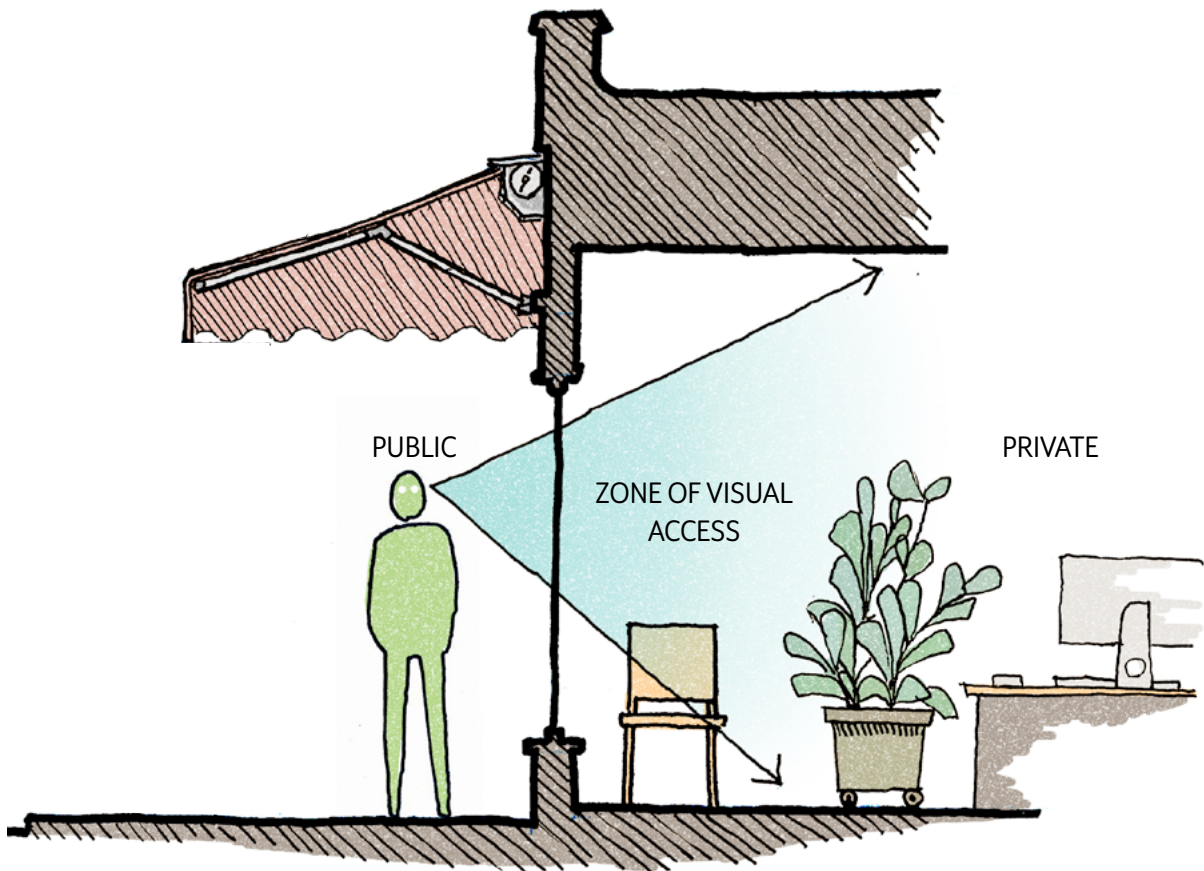
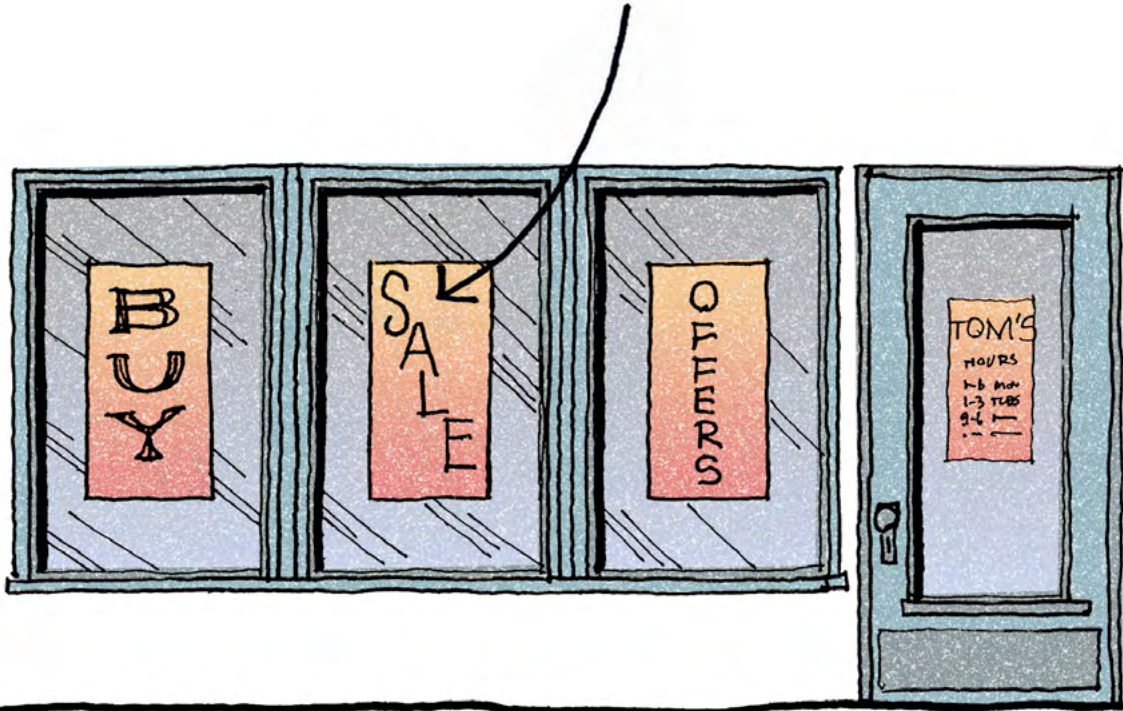
At night, storefronts should be lit from the interior to provide light and safety to the pedestrian realm, as well as showcasing products and displays to the public. Lighting should be selected to optimize the display of goods or services being sold within the business.



- **IS THIS BUSINESS OPEN?**
- **IS THIS BUSINESS SAFE & INVITING?**
- **WHAT IS FOR SALE HERE?**

Use screens to partition interior space if privacy is needed.

Do create and maintain large, glass, street-level storefronts with a minimum of 2/3 of their area open. Limit window obstructions to declutter windows and provide interior views.



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



Do not block views into storefronts with window shades or oversized window signs. It communicates your business is closed and potentially unsafe, while hiding the goods or services it provides.

Use transparency to quickly communicate a space is open, clean, safe, and has plenty for sale.





Storefront displays should be lit at night to draw visual interest and enhance pedestrian safety.

Do create storefront displays to showcase goods and services when appropriate.



[B] WINDOWS & THEIR DETAILS:

Windows come in a variety of sizes, shapes, and finishes for commercial applications. When selecting window packages, colors and sash profiles should be selected to compliment the existing architecture.

Frame and sash profiles should be sized within existing window openings when possible. Large openings should be broken up with smaller windows to create visual interest and repetition and avoid large uninterrupted surfaces.

Transom windows are typically horizontal bands of windows placed above the door height that continue across a storefront. These type of windows provide extra daylighting deeper into the storefront, as well as provide opportunities for signage, lighting, and detail, and depth within the composition. Existing transom windows that have been removed or covered up should be restored when possible.

For commercial storefronts, use of wood or aluminum-clad wood windows is preferred. As a lower cost alternative, using dark, anodized-aluminum windows with appropriately dimensioned frame and sash profiles can be considered if used appropriately.

Vinyl windows should be prohibited for all commercial renovations. Vinyl windows are a residential product, typically come in limited colors, often have thin and flat sash profiles, and are less durable.

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

Environmental considerations should be made during the selection of window units. When needed, look for double paned insulated glass and provide thermal breaks to optimize energy performance within your commercial space. Avoid using inefficient window systems that increase air infiltration and decrease energy performance.

Under no circumstances should windows be covered by rolling shutters or cages of any kind. These "safety" solutions only increase the appearance of crime without any regard for real statistics of commercial break-ins. Security alarms, cameras, and guards can offer alternative methods of alleviating crime that do not detract from the appearance or perceived safety of the area.



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



Do use a variety of window patterns and sizes to bring down the scale of large openings.



Do not use floor to ceiling windows or tinted glass.



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

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



[C] DOORS

A door is the first interaction your customers will have with your business - so care should be taken to ensure a welcoming and simple experience.

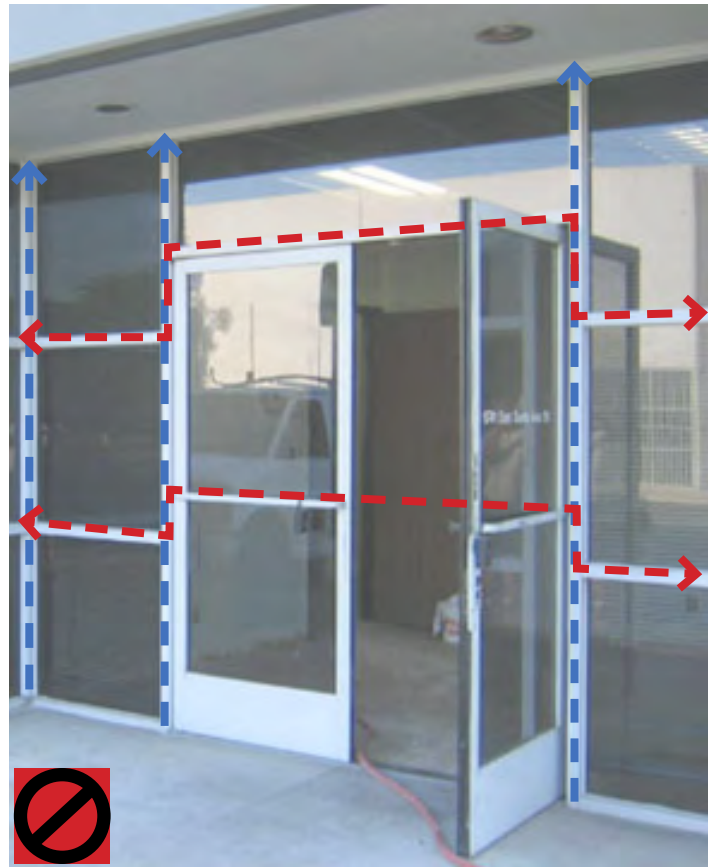
Uninterrupted full-glass and half-glass doors allow for visibility in and out. Do not use blackout windows, or windows treated with reflective coatings that prohibit views.

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

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

For standard commercial storefronts, doors should be wood or steel, and match the building in profile and character. Vinyl is not an acceptable alternative.

Under no circumstances should doors be covered by rolling shutters or gates of any kind. These "safety" solutions only increase the appearance of crime without any regard for real statistics of commercial break-ins. Security alarms, cameras, and guards can offer alternative methods of alleviating crime that do not detract from the appearance or perceived safety of the area.



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



Do provide clear signage when doors are not in use.



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



Do color coordinate your door color with that of the rest of the building.



Do use full glass entry doors for storefronts.



Don't use full glass entry doors for upper floor residential - It can appear as a commercial entry.

WINDOWS AND DOORS PROJECT EXAMPLE

This mixed use property has a small commercial space on the first floor, with a small apartment above. The proposed design separates the site into two clear zones - an inviting, transparent storefront with a covered awning for pedestrians passing by, and a screened in exterior space with plants, lights, and an awning for the upper floor residents. Note that the commercial storefront utilizes a full glass door, while the residential door is solid.





SEC 3: SIGNAGE

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

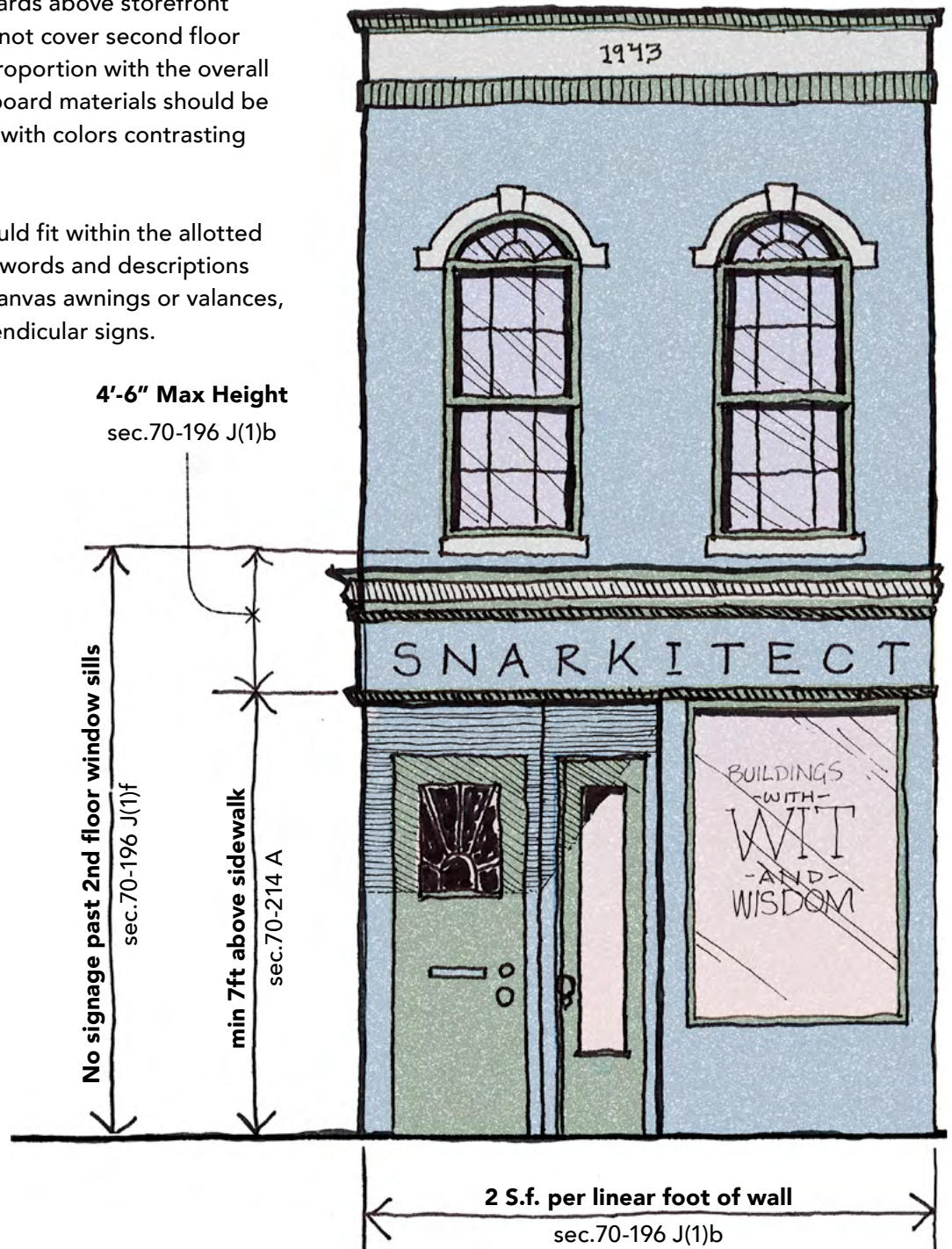
[A] WALL SIGNS:

The scale and placement of the lettering and sign boards is important. Signboards above storefront windows or awnings should not cover second floor windows and should be in proportion with the overall height of the building. Signboard materials should be uniform with the storefront, with colors contrasting the lettering for legibility.

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

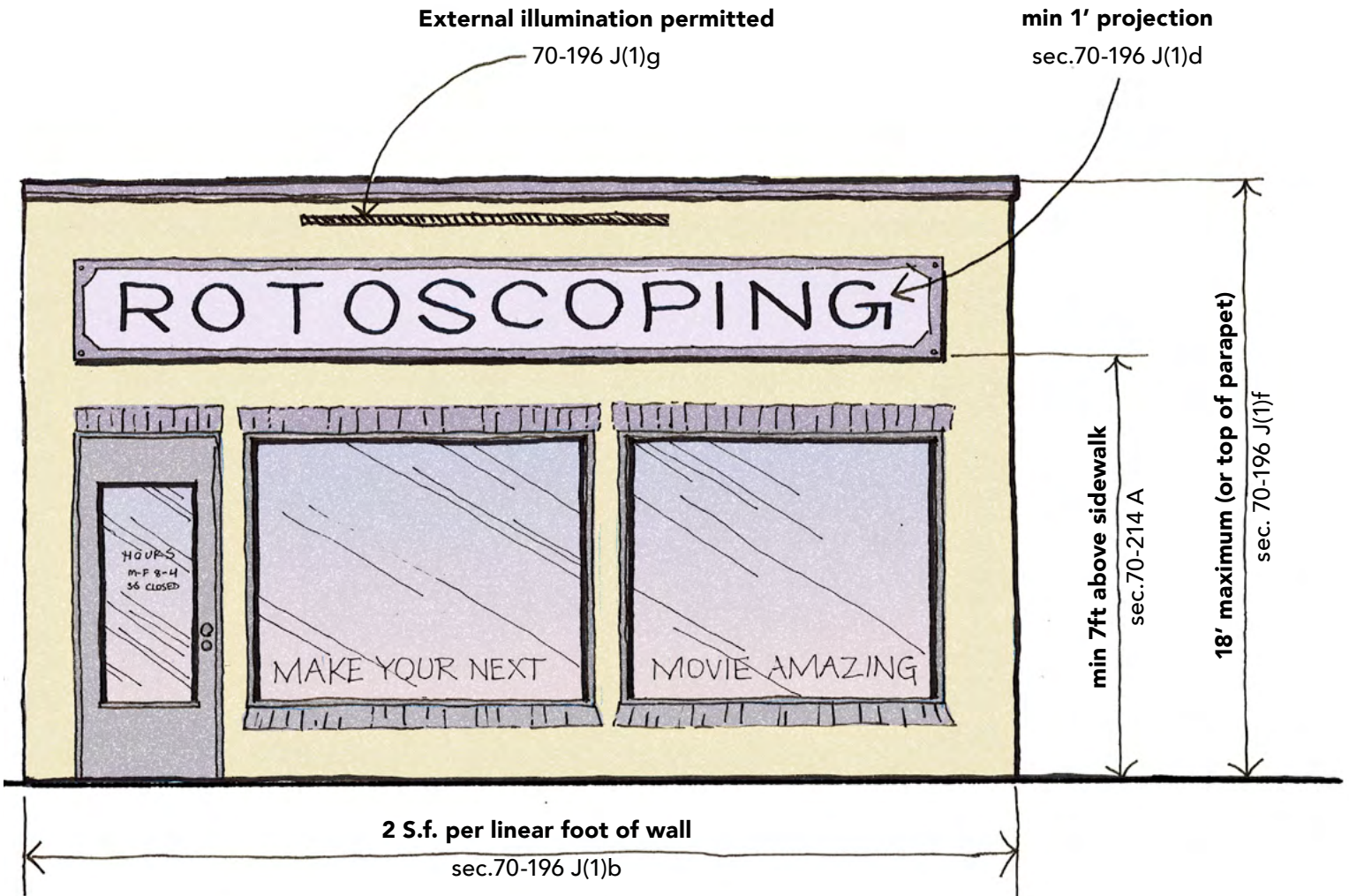
Do not place lettering or signboards within the second floor portion of the façade, and do not use lettering or signage that is over-sized for the particular façade.

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



ZONING CODE REVIEW FOR WALL SIGNAGE

Permitted downtown	Yes	
Maximum number permitted	1	70-196 J(1)b
Maximum area	2 s.f. per linear foot of wall	70-196 J(1)b
Maximum height	4'-6" in vertical measurement	70-196 J(1)b
Minimum clearance	7 feet above sidewalk	70-214 A
Maximum projection	12" maximum	70-196 J(1)d
Roof signage	Not permitted past roof line	70-196 J(1)e
(2+ story) mounting height limit	Bottom of upper floor window sills	70-196 J(1)f
(1 story) mounting height limit	Top of parapet with 18' maximum	70-196 J(1)f
Illumination	Permitted if painted aluminum	70-196 J(1)g
Uniformity	Shopping centers to have uniform dimension/appearance	70-196 J(1)i
Painted signage	NOT PERMITTED	70-197 B
Double wall signage (wrapped)	NOT PERMITTED	70-197 E





Do not oversize signboard zones relative to building height.

Do use uniform signboards to create repetition along storefronts.





Signage can be a focal point of an otherwise simple facade.

Use raised letters that contrast with their background for legibility.





Look for clever ways to develop signage within negative space.

Do use signage that enhances the character or form of the storefront.





Do not cover second floor windows with signboards.

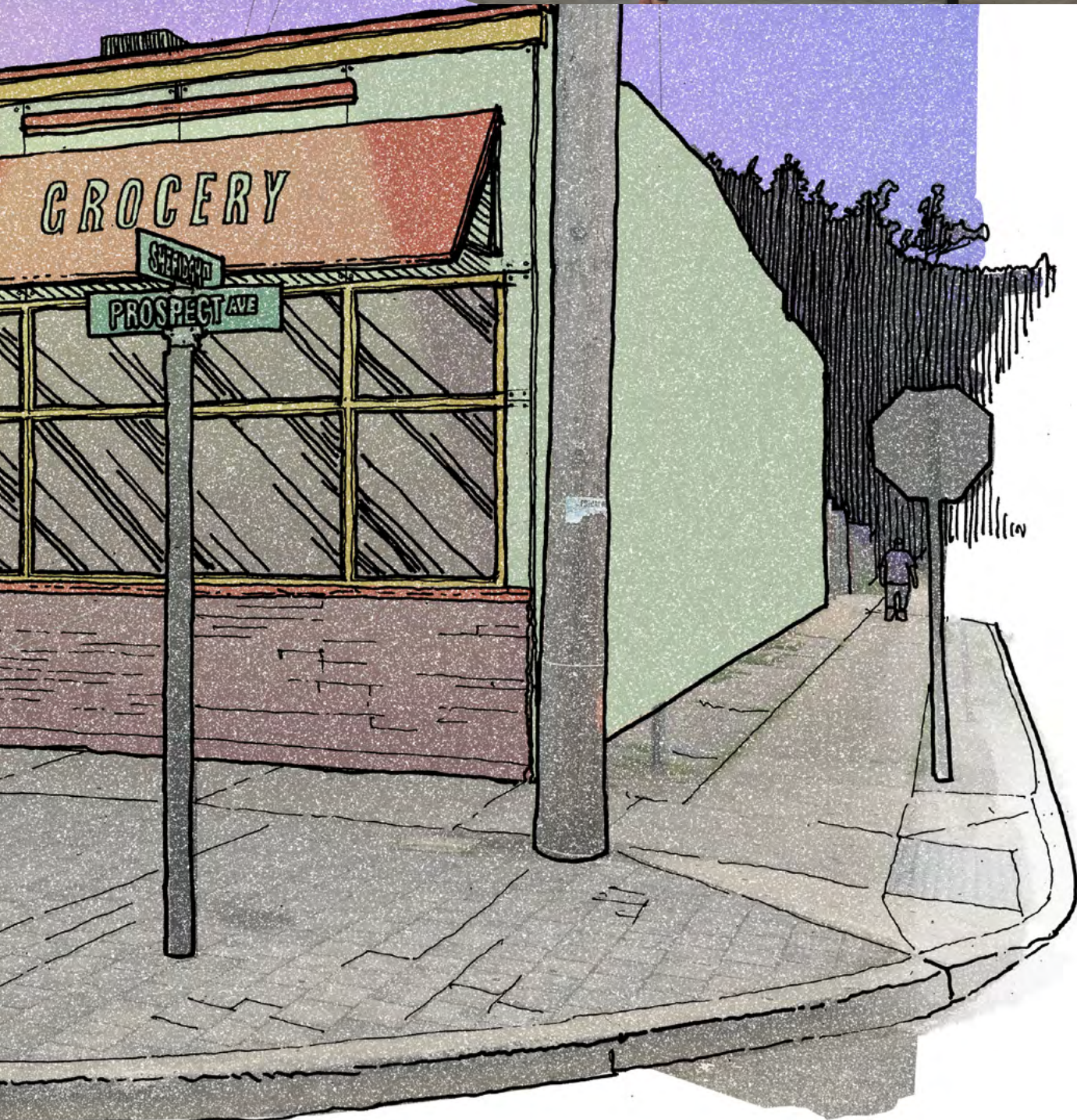
Do not use vinyl or fabric temporary banners as a permanent sign.



WALL SIGNAGE EXAMPLE PROJECT

This commercial property is both a retail shop as well as a restaurant with a food counter and bakery. The existing signage however is a mix of different styles and messages, making the building appear to have two separate occupants. The proposed design simplifies the message by only having one main sign, and awnings that communicate the different offerings of the business.





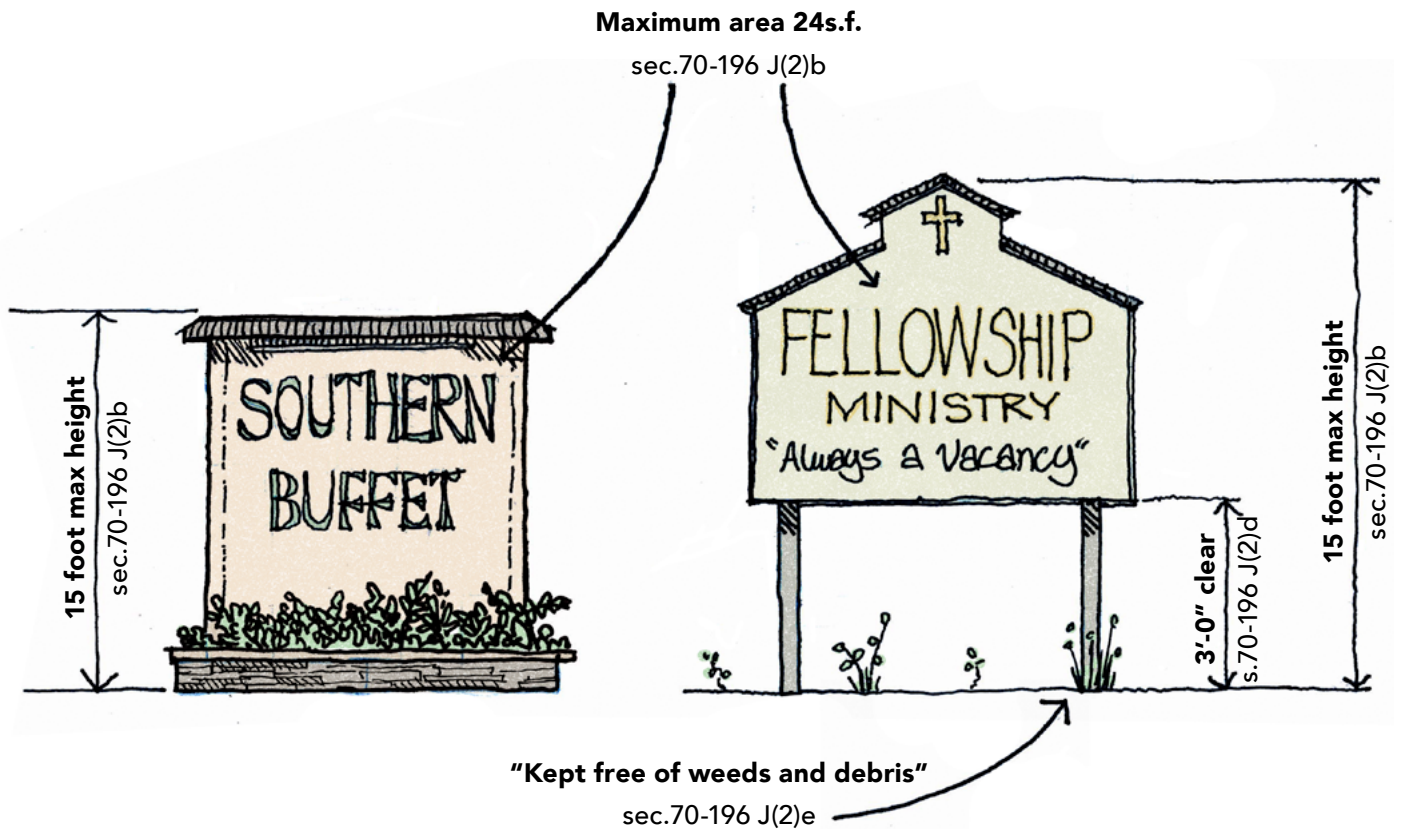
[B] ATTACHED AND DETACHED GROUND SIGNS:

Attached and detached ground signs can be a great signage option for businesses with large parking lots or setbacks that may need help drawing attention from the right-of-way. Often, large setbacks can decrease visibility.

Attached and detached ground signs should try to reflect their building in materiality and style. There are no restrictions on illumination in the zoning, however care should be taken to ensure lighting is appropriate for the location. Signage can utilize raised planter beds to help provide visual interest - however they should be maintained to be free of debris and weeds.

ZONING CODE REVIEW FOR GROUND SIGNS

Permitted downtown	Yes	
Maximum number permitted	1	70-196 J(2)a
Maximum area	24 s.f.	70-196 J(2)b
Maximum height	15 feet	70-196 J(2)b
Minimum. vertical clearance	3 feet	70-196 J(2)d
Setback	Not less than 10' from property line	70-196 J(1)c
Illumination	N/A	
Landscaping requirement	Kept free of weeds and debris	70-196 J(2)e





Do use dimensional, high contrast attached ground signage.

Do use landscaping to enhance the character and materials of signage.



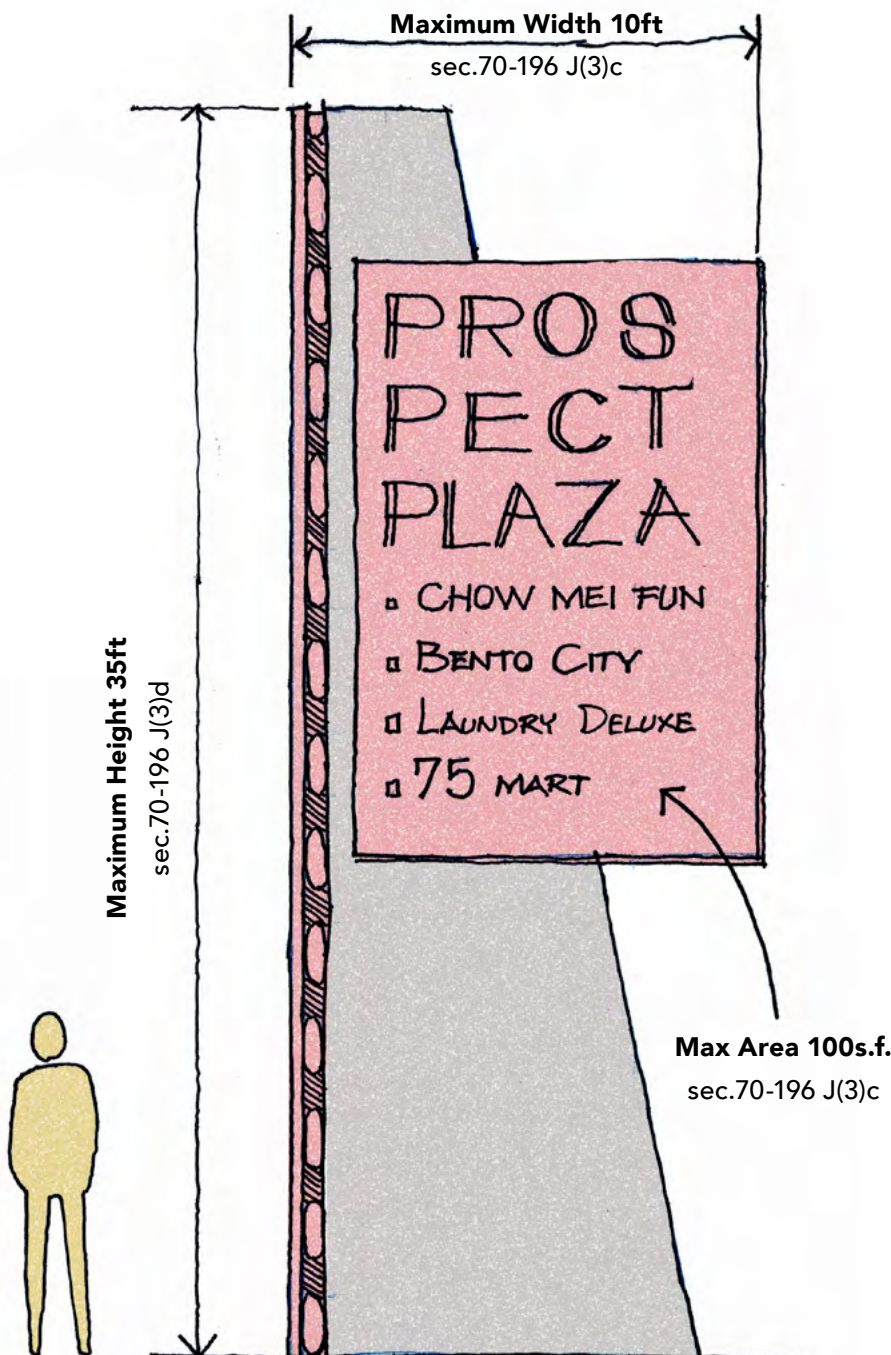
[C] TOWER SIGNS:

Tower signs are large, oversized signs primarily found in car dominated areas that require maximum visibility. These signs usually stand at the end of a parking lot, where the building is further from the road and less visible to traffic. Tower signs are often used at shopping centers and office parks, where commercial occupants each receive a portion of the sign for their business.

Tower signs also can be used as wayfinding objects to act as gateways, or as signifiers of municipal spaces such as parks, trails, etc.

Care should be taken in the selection of materials so that they do not detract from the surrounding businesses, with materials matching the building being advertised.

Tower signs should be avoided when other types of signs will be sufficient - such as a detached or attached ground sign.





ZONING CODE REVIEW FOR TOWER SIGNS

Permitted downtown	Yes	
Maximum number permitted	1	70-196 J(3)b
Maximum area	100 s.f.	70-196 J(3)c
Maximum height	35 feet	70-196 J(3)d
Maximum width	10 feet	70-196 J(3)c
Materiality	Integral to building, made of same material	70-196 J(3)c

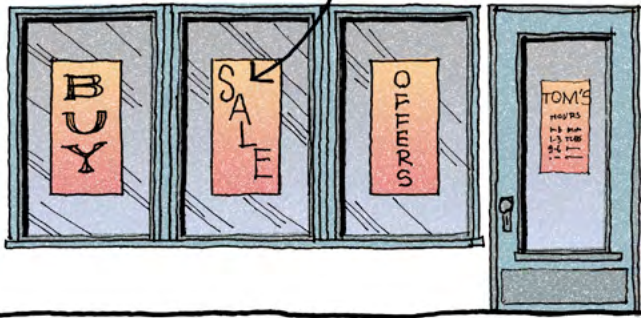


Do not use window lettering without blocking views.



1/3 allowable coverage per window

sec.70-196 J(4)



[D] WINDOW SIGNAGE:

Windows and transparency in and out are the most crucial elements of any storefront from a safety perspective. Window signage and lettering should be carefully organized and applied so as to not clutter or prohibit viewing into the business at any time. Branding, style, color, and font should be coordinated with the building to ensure a proper fit.

Window lettering can be painted, gold leaf, or applied vinyl. As per the zoning code, window signs can only take up a maximum of 33% of coverage per window - allowing for multiple signs and design options.

Window signage is the most high impact, low cost signage solution available to most businesses. As per sec. 70-196 J(4) of the zoning code, **window signage does not require a permit**. Due to the ease of application and lack of permit requirements, it is suggested that new businesses use window signage when opening to reduce up-front expense during buildout.



Do not clutter windows or block views.



Do not use fully opaque window decals or block views.

ZONING CODE REVIEW FOR WINDOW SIGNS

Permitted downtown	Yes	
Maximum number permitted	No limit, only coverage	70-196 J(4)
Maximum size in window area	1/3 coverage per window	70-196 J(4)
Maximum size in door area	N/A	

SEC 4: AWNINGS

On Prospect Ave, fixed awnings of any sort are no longer permitted - however many exist from before that update was made to the local code. Currently, only retractable fabric awnings are permitted for use by commercial storefronts.

The retractable awning must have a minimum of 7 vertical feet clearance, and project only as far as 2 horizontal feet from the curbline. This ensures that large motor vehicles and pedestrians passing underneath are not obstructed by the awning.

Awnings are most useful on storefronts that do not face North. Depending on the season and time of day, you may want to shade your storefront from direct sunlight to avoid heating the space or causing uncomfortable glare.

The zoning code requires that all retractable awnings be extended for periods of time no longer

than 48 hours. *Our suggestion - retract the awnings as you close up the store each night to indicate to pedestrians your shop is not open.*

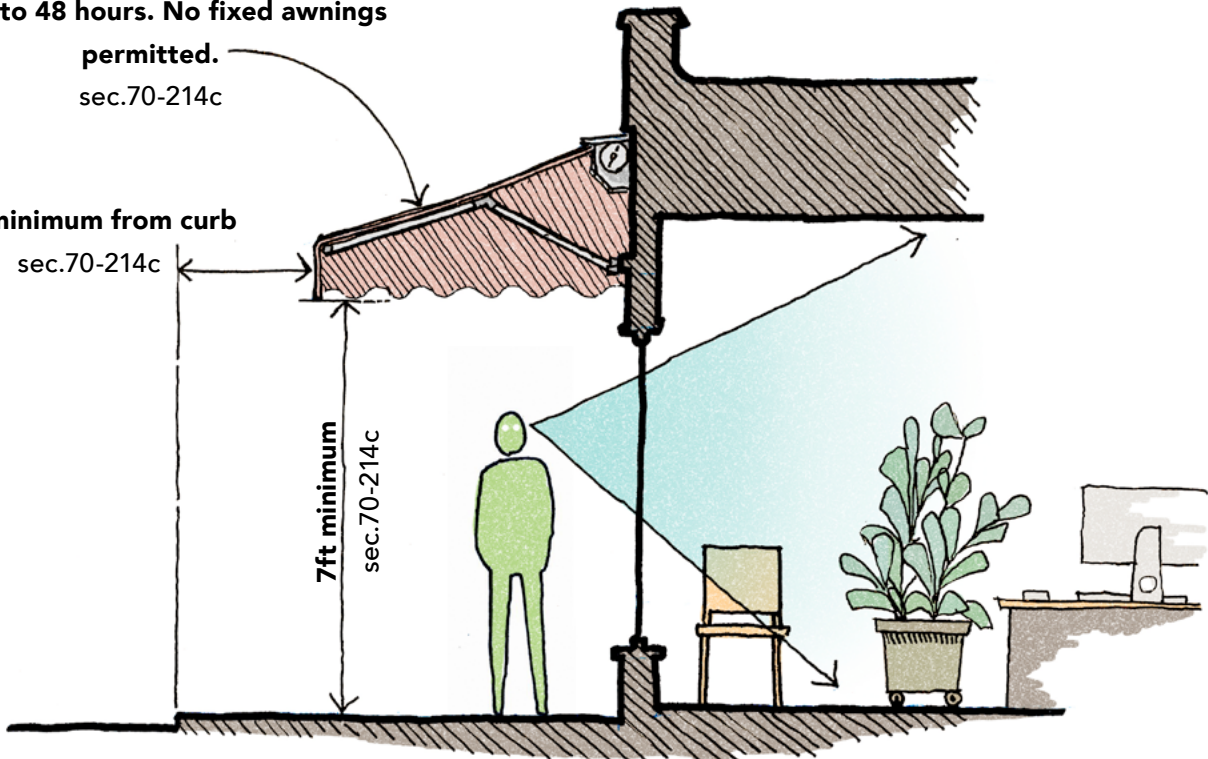
Awnings should be sized relative to the openings they cover, and may have a triangular or curved profile. Avoid materials that simulate others, such as aluminum or plastic awnings that mimic fabric. Coordinate fabric awnings with the building's color scheme to highlight storefronts.

Lettering can be printed on the valence (fringe) of the awning, which makes it an effective sign. "No lettering or other display shall be placed thereon other than the name of the individual, firm, or corporation transacting business in the building, and the house number." Avoid cluttered awning lettering - words should highly contrast the fabric and be spaced evenly across the valence.

Retractable awnings can be extended for up to 48 hours. No fixed awnings permitted.
sec.70-214c

2ft minimum from curb
sec.70-214c

7ft minimum
sec.70-214c



ZONING CODE REVIEW FOR AWNING AND CANOPY SIGNAGE



Use colorful fabrics and valances to draw interest to your storefront or business.



Do NOT add more than the name of the business and the street number. Even if it looks good.

Permitted downtown	Yes	N/A
Maximum Number Permitted	No limit	N/A
Vertical Clearance	7 feet minimum	70-214 C
Maximum Projection	2' from curb line	70-214 C
Fixed awnings permitted	No	70-214 C
Usage Period	48 hour limit	70-214 C
Permitted wording	Name of business and street number	70-214 C



Don't use metal or plastic awnings that simulate fabric.

Use awnings that are sized adequately for window and door openings.





Use an awning as your primary signage when space is limited and an awning is needed.

Businesses with branding guidelines and colors can use awnings to supplement their signage.





AWNING EXAMPLE PROJECT

This commercial property is one of few on Prospect Ave that has a setback in front of its entryway. In this example project, rolling window shutters are removed and awnings create depth and visual interest over the windows - doubling as signage for the two small shops. Within the setback, informal parking spaces are transformed into outdoor seating for patrons of the restaurant, and a mural helps to activate the space.



SEC 5: LIGHTING

[A] SIGNAGE LIGHTING:

Signboards can be lit with a variety of lights and fixtures, however lights should be selected to enhance the exterior appearance of the building and improve legibility of the sign. Linear lighting fixtures can be used for lighting up long narrow sections or signs. Goose neck lights can help create repetition and provide safety on large uninterrupted surfaces. Back-lit letters can provide a modern and bold illumination for signage.



Do use linear fixtures to light signs.

Lamp types may vary, but color rendering should be in the traditional incandescent range of warm, consistent colors (2,000K-3,500K). Consistency among multiple properties in terms of warm color light can have a big impact on the nighttime character of Prospect Ave.

Try to avoid internally-lit plastic signage lighting. Lighting should be lit from the exterior when possible. For some storefronts, neon signs may be appropriate, however novelty fixtures (ex. Miller high-life, cigars, open, etc.) are discouraged.

[B] INTERIOR DISPLAY

Use interior display lighting for storefront windows and exterior entry lighting for security. A well-lit clear view in and out of a commercial space enhances safety, as well as providing visual appeal during night time hours. Displays also act as product placement for goods and services provided by different businesses - a creative use of a display window can make a positive impact to the experience of walking down Prospect.



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



Avoid large internally lit surfaces.



Lighting fixtures can use similar materials or color as the building - creating a sense of harmony.





Use subtle lighting to highlight signage at night without overlighting the surrounding.



Don't use "light box" styled signs - they tend to fade, are subject to surface glare, and prone to maintenance issues due to their short lifespan.



Neon signs must be exterior and pin mounted.



Internally lit signage is discouraged



Backlit signage that illuminates the facade is preferable.



Internally lit lettering is discouraged.



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

SEC6: MATERIALS

Prospect Ave has always been a dynamic place, with a notable upturn in development occurring in recent years. This construction has brought with it new, more dense mixed-use mid-rise construction that have offered many new commercial and residential spaces. Remaining in several locations however, are the older, smaller, lower density buildings that historically made up the character of the neighborhood. Many of these older buildings have exterior maintenance issues that should be addressed using sensible, low cost solutions that can enhance the existing characteristics of the building and its surroundings.

A typical issue that occurs with older commercial buildings is that they show the scars of decades of business. Years of signage being taken down and put up. Windows covered up with siding instead of replaced. Brick buildings covered with stucco and then later stone veneer. Perceived safety measures such as overhead rolling shutters added to otherwise inviting entryways. The following guidelines on material will help you to determine how to handle material selections during your building renovation.

[A] DESIGNING FOR LONGEVITY

- Whenever possible, repair original materials before replacing them or simply covering them up with new materials.
- If you must replace a material - replace it with something that is able to be repaired. don't require replacement as the only option for maintenance.
- Products such as brick or wood can be painted and are easily maintained – colors for painted surfaces can be changed as required. For example, smooth fiber-cement clapboard would be an acceptable wood substitute because it can be painted, it can be used where wood is used, and it's very durable when installed per manufacturer's specifications.
- Avoid products that must be thrown out at the end of their useful life cycles, and instead look for ones that can be recycled.
- Avoid products that contain or produce harmful pollutants, offgasses, or chemicals during their lifespan, as they lower the quality of air inside the building and out. When feasible, natural materials and durable composites are the best choices.



Do not use residential tiles and stone veneers.



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



Do not use vinyl or metal siding to cover the facade.



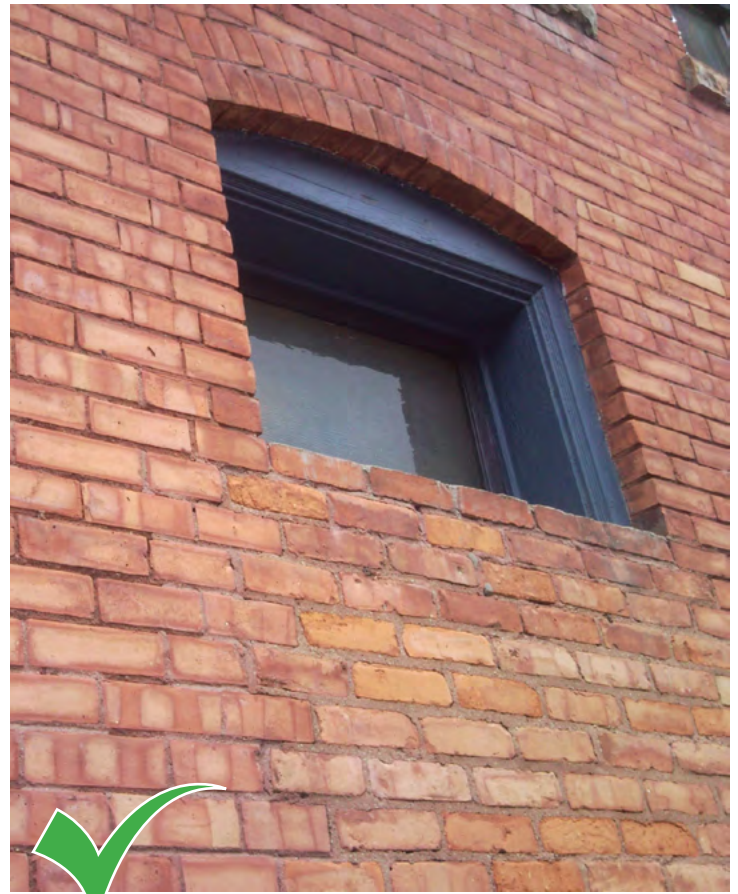
Use materials that can be repaired and maintained - such as fiber cement panels and siding.



Use and maintain wood details when appropriate, such as storefront windows and doors.



Do not use residential vinyl siding or paint a fake wood grain on it to mimic wood siding.



Repair and restore original materials when possible.



Unadorned masonry facades can provide a natural, low maintenance, long lasting texture that looks great as it ages.

[B] MASONRY

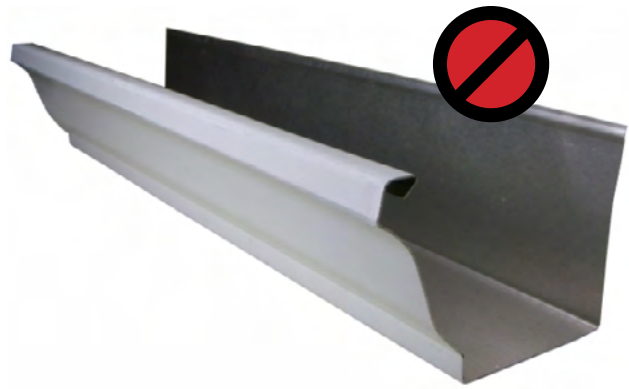
In some cases, older masonry buildings will require repairs to the brick and mortar. Brick, stone, and concrete block restoration requires differing treatments for repair. Simply power-washing can damage the surface of the masonry. After the surface has been cleaned of debris or old paint, bricks may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

- Some brick types are required to be sealed or painted. Buildings may already have painted brick. In these instances it would be appropriate to repaint the existing brick.
- Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building or the material. Do not use residential styled vinyl or metal siding. Many of these materials have unnatural trim, lintel and edge conditions that cause the facade to look too uniform and massive. Façade design proposals should never include covering original materials or column, cornice, sill, lintel, window, or panel detailing.

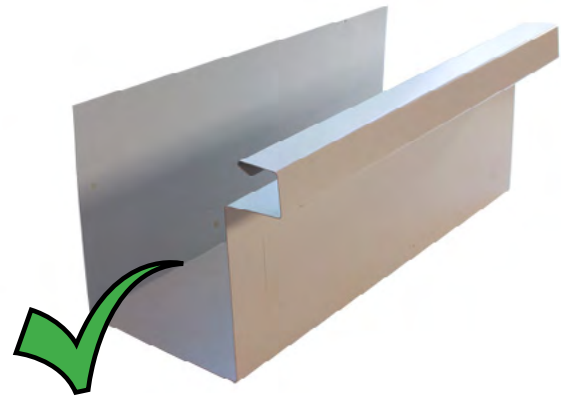
[C] GUTTERS

Some buildings may require gutters and downspouts on their street sides. For these buildings, all gutters and downspouts should be galvanized steel, aluminum, copper or an approved substitute with a period and style-correct shape, such as "half-round." Residential "K-style gutters" create unwanted horizontal lines that may detract from the building trim and detailing, and should not be used.

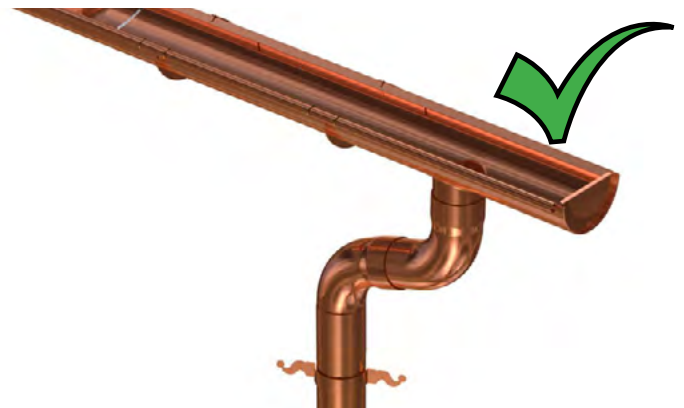
Ensure that gutters and downspouts are of adequate size to manage the volume of water that flows from the roof that it serves. Coordinate with the municipality to ensure that collected rainwater is conducted safely to storm drainage and not across the sidewalk where it becomes a safety hazard when temperatures drop.



Don't use residential K-style gutters.



Use box style gutters.



Use copper or galvanized gutters and downspouts when appropriate.



Use half round style gutters.

[D] ROOFING CONSIDERATIONS

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

Asphalt shingles are less durable, will produce more heat, and depending on the age of your building's construction may not be appropriate for use - especially for commercial buildings.



Do not use asphalt shingles.

[E] REFERENCE ORIGINAL DETAILS

When feasible, a proposal should reference original fragments of the existing facade in order to re-establish its own recognizable, authentic identity. 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.

On Prospect, many of the remaining buildings original to the neighborhood are small two-story mixed-use buildings of a relatively modest construction with little adornment. When renovating these buildings, care should be taken to maintain existing window and door openings - with layout optimized to encourage transparency and commercial vibrancy.



Use standing seam metal roofing.



Use fiber-cement panels, siding and trim.



Do restore and highlight cornice lines, corbels, door & window lintels.



Do restore original window openings that have been covered over - and detail masonry with color.

SEC7: PEDESTRIAN ORIENTED STREETSAPES

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

A pedestrian-oriented street invites business owners to do their part in enhancing the streetscape by stepping outside of their buildings and taking responsibility for the circulation space in front of their building. There are many options available, from planters and benches to garbage bins and public art. This handbook will demonstrate methods for commercial tenants to provide these amenities to the public realm as well.

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

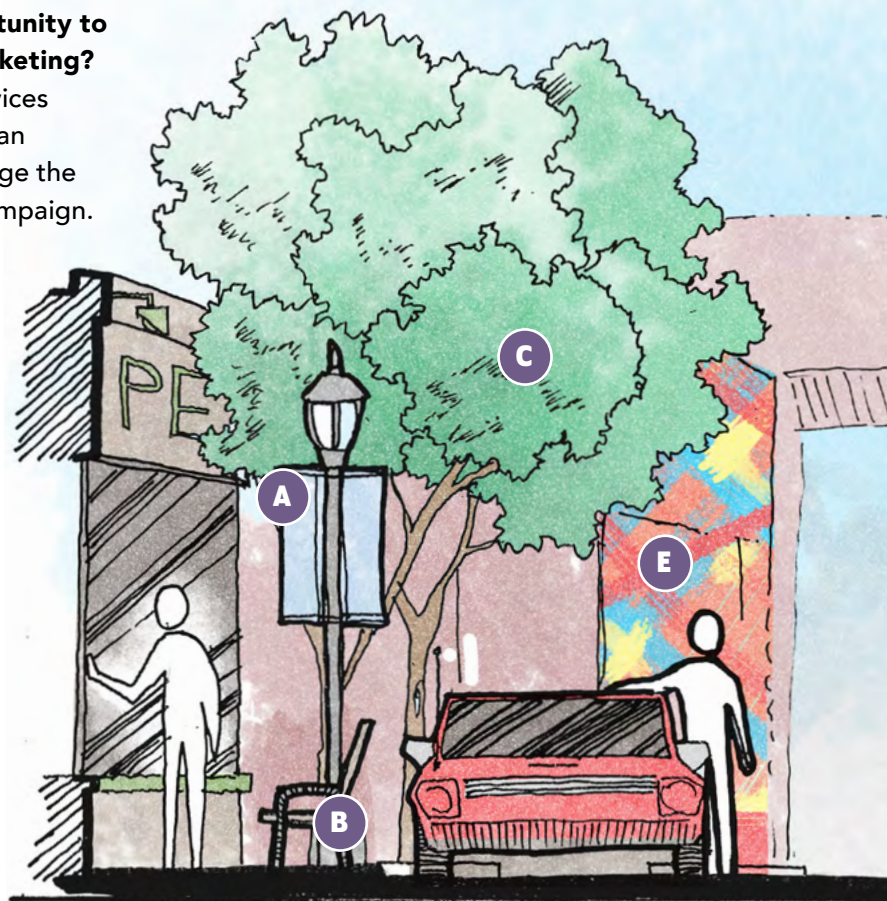
1: How can my business positively impact the public realm? Can I provide curbside seating for my customers? Can your goods be placed outside for enhanced visibility? Could there be some way to provide a unique experience to those passing by?

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

3: How can engaging the streetscape be an opportunity to promote my brand without excessive logos or marketing? Is there a creative way to showcase my goods or services by adding value to the community? Word of mouth can outperform media in many cases - and how you engage the streetscape is as good a marketing plan as any ad campaign.

STREETSCAPE ELEMENTS

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





[A] WAYFINDING & SIGNAGE

A unified wayfinding and signage campaign for the businesses of Prospect Ave has the potential to do one thing: communicate to pedestrians the locations of interest.

While commercial tenants are unable to directly use public infrastructure for advertising, way-finding can still effectively be used to impact businesses. Way-finding could call attention to specific historic areas or events, or parking areas shared by multiple adjacent businesses.

Examples could be: Prospect Ave Caribbean district, Prospect opportunity corridor, etc... Having a community poll or branding competition might be a great way to get local buy-in for names and zones.

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



Do use banners as corridor wayfinding.



Don't place objects into the flow of pedestrian traffic, it may be hard for those less than able-bodied to navigate.



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



Do use durable street furniture.

[B] PUBLIC STREET FURNITURE

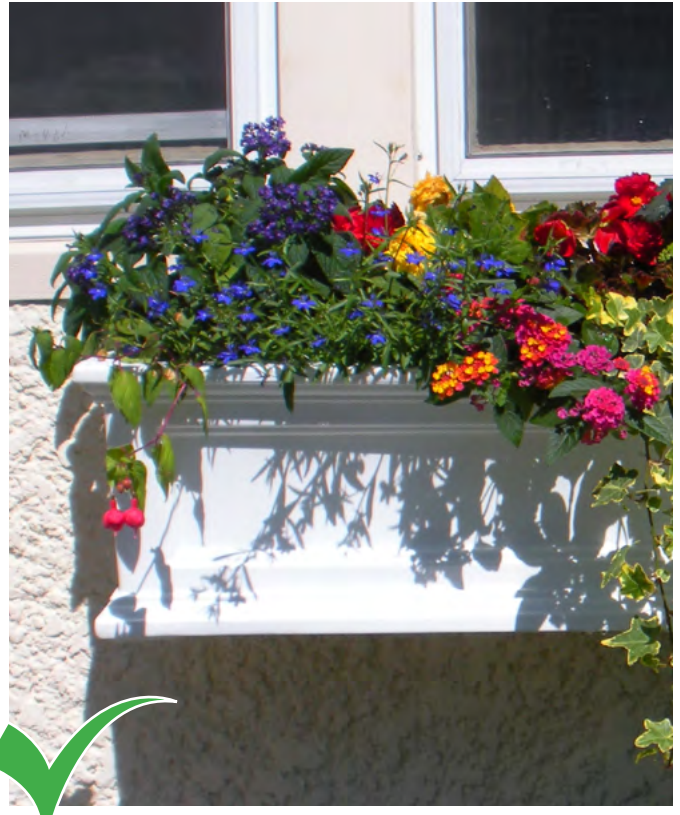
When appropriate and where sidewalks allow, use outdoor seating as a way to extend indoors to outdoors and add to depth and scale. Park benches, tables and chairs made of wood or metal are preferred as they are durable, can be maintained, and are easily repaired. When in the public right of way, all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

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

[C] PLANTINGS & TREES

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

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



Do use flower boxes under windows.



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



Do integrate planters and seating together



Do supplement existing garbage bins when needed.

[D] GARBAGE RECEPTACLES

A tidy streetscape provides the appearance of safety and care that is necessary for a positive experience in the public realm.

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

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

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



Don't leave garbage bins overflowing

[E] MURALS

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

Mural planning and placement should use the following rules of thumb:

- Professionally executed with craft and care on a well maintained surface
- Convey a sense of place in some artistic way, be it color, symbology, notable figures, signage, etc...
- Be maintained over the course of its lifespan.
- Provide some level of public input when funded/placed in public space.
- Avoid high concentrations of murals or overshadowing architectural characteristics.



Don't use untested methods or materials.



Do restore historic signage to create visual interest.

Historic photographs make great murals for large, uninteresting building facades.





Murals can brighten up otherwise unwelcoming infrastructure such as this concrete staircase.

[F] PUBLIC ART

Public art be another simple and effective way that a community can take ownership and pride in their public spaces. Often, green spaces such as parks make natural locations for municipal art - but finding art in unexpected places can also be beneficial to the urban environment.

Bike racks can be a great opportunity to playfully engage the public realm with art. Other opportunities are municipal infrastructure such as bridges, or overlooked objects like electrical boxes. Public art should be durable, well received by the community, and reflective of the people and place.

Over time, communities with a critical mass of public art can become destinations in their own right, further helping businesses nearby. Business districts should think how they can sponsor or help make public art as a benefit to themselves and the community.



Do use art to make everyday objects more appealing.



Public art can take many forms - it can even be pre-historic!



Public art can be practical as well as playful.



Public art can be wayfinding, such as this bike rack at the farmers market.



Do encourage businesses to utilize bumpouts and oversized sidewalks for sales, specials, and events.



Do keep and maintain the public right of way so that pedestrian circulation is maintained.



Do display products on the street to attract customers.



Do use available space to provide outdoor seating.

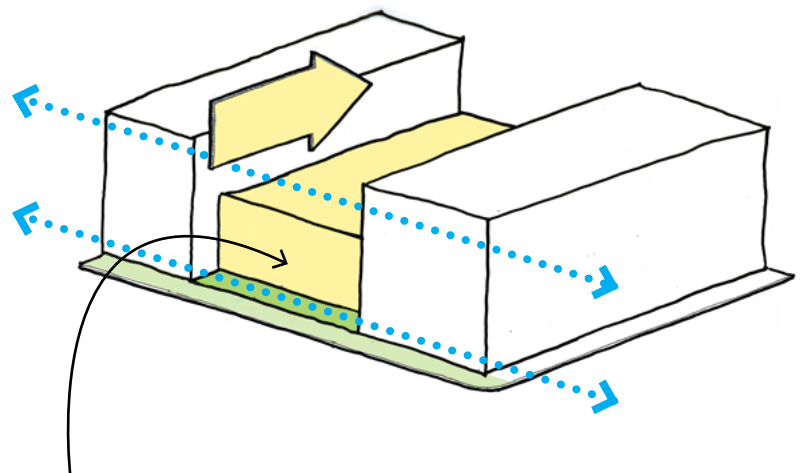
[G] COMMERCIAL OVERFLOW

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

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

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

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



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

SEC 8: APARTMENT CONVERSIONS

An apartment conversion is when a building alters or modifies its existing footprint to create additional housing unit(s). **This will always require obtaining a building permit and a review of compliance with existing state and local law.** The following section will give a brief overview of legal and illegal conversions from the perspective of both building owner and tenant.

While it may *seem* like a potentially expensive bureaucratic hoop to jump through for some building owners - obtaining a building permit verifies that your building is compliant with life, safety, and quality standards and ensures that future occupants are not putting their lives at risk. Many building owners don't know the additional requirements needed for adding residential such as sprinklers, fire separations, multiple forms of egress, etc.

Illegal conversions are primarily harmful to the tenants living inside them, while creating additional stress on first responders in the event of an emergency. These potentially unsafe living conditions have not been verified to comply with building and fire codes - causing overcrowding, lack of sufficient exits in the event of an emergency, and low quality of life for residents.

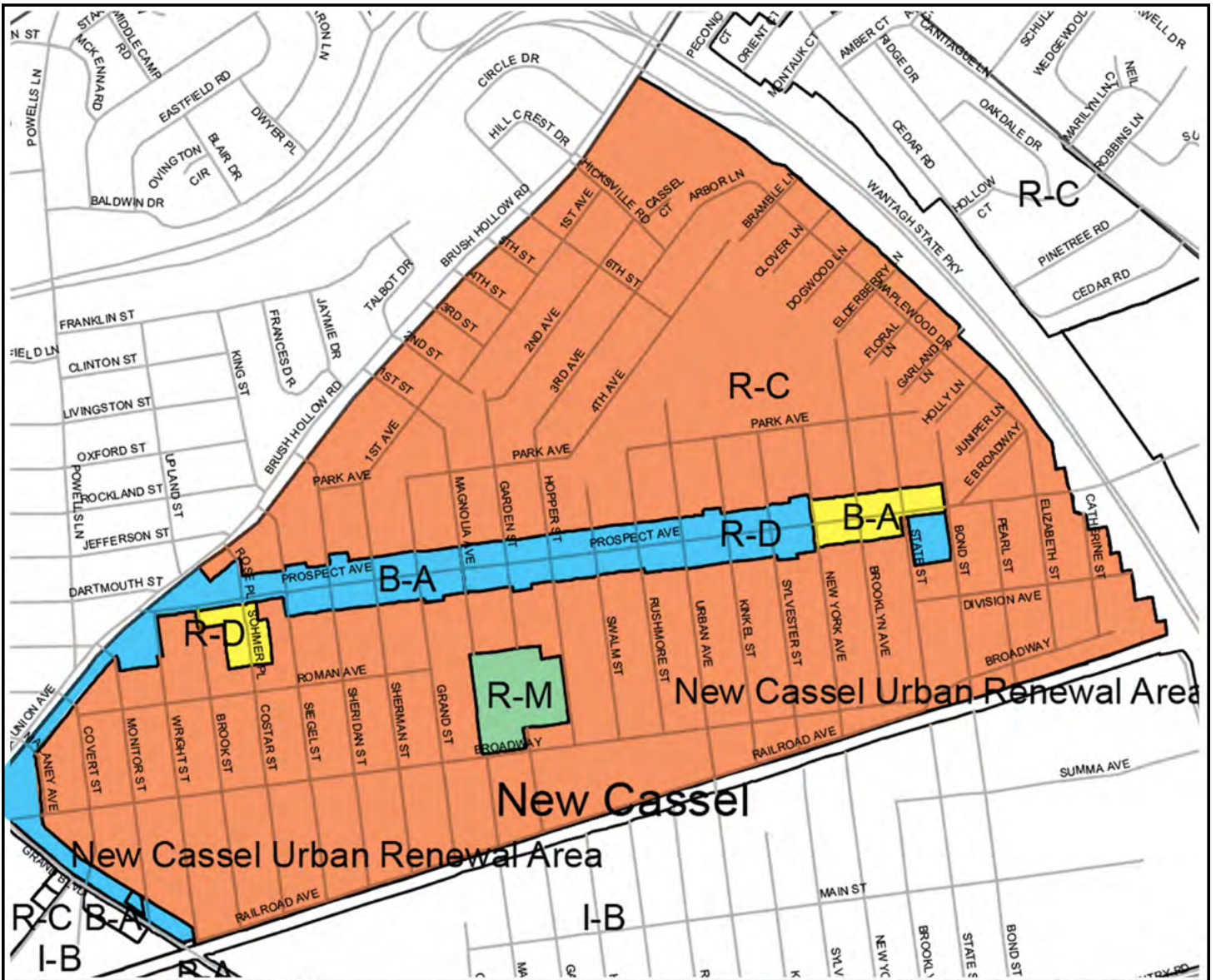
Converting properties into residential also decreases the quantity of available commercial and industrial spaces that are often in high demand. These issues are exacerbated in low income neighborhoods where housing demand and high rental costs can create incentive for discreet illegal conversions.

Some examples of illegal conversion are:

- Using a property zoned only for commercial or industrial use for residential occupancy.
- Creating an apartment within a building designed for manufacturing or industrial uses.
- Adding an apartment in the basement, attic, or garage without obtaining approval or permits from the Department of Buildings.
- Creating a rooming house (single room occupancy) or dividing an apartment into single room occupancies.

Some examples of red flags that may indicate an illegal occupancy are:

- Your rent is considerably lower than the market average
- The apartment is in an attic or basement
- Your apartment has very small or no windows
- The apartment layout is strange or haphazard
- The apartment does not have a formal lease
- You cannot get mail delivered to your apartment
- You don't have direct access to an exit from your apartment



ZONING MAP

March 18, 2014

10 11 17

PLANNING DEPARTMENT
TOWN OF NORTH HEMPSTEAD
NASSAU COUNTY, NEW YORK



**Town of North Hempstead
Zoning 10, 11, 17**

- R-A - RESIDENCE A
- R-AA - RESIDENCE AA
- R-AAA - RESIDENCE AAA
- R-B - RESIDENCE B
- R-C - RESIDENCE C
- R-D - RESIDENCE D
- R-M - MULTIPLE RESIDENCE
- RPH - RESIDENCE, PUBLIC HOUSING
- R-O-S - RESIDENCE OPEN SPACE

- PWRC - PLANNED WATERFRONT RESIDENTIAL COMMUNITY
- GAR - GOLDEN AGE RESIDENCE DISTRICT
- O-S-R - OPEN SPACE RECREATION
- T - TRANSPORTATION
- TH - TOWN HALL
- P - PARKING
- H - HOSPITAL
- C-F - COMMUNITY FACILITY

- B-A - BUSINESS A
- B-AA - BUSINESS AA
- B-B - BUSINESS B
- I-A - INDUSTRIAL A
- I-B - INDUSTRIAL B
- MPIP - MODIFIED PLANNED INDUSTRIAL PARK DISTRICT
- PIP - PLANNED INDUSTRIAL PARK DISTRICT
- SC - SERVICE COMMERCIAL DISTRICT

- PUD-GRR - PLANNED UNIT DEVELOPMENT GOLF & RECREATIONAL
- PUD-CR - PLANNED UNIT DEVELOPMENT COMMERCIAL RECREATION
- PUD-SRC - PLANNED UNIT DEVELOPMENT SENIOR RESIDENTIAL COMMUNITY
- PUD-NP - PLANNED UNIT DEVELOPMENT NATURE PRESERVE
- PUD-PCF - PLANNED UNIT DEVELOPMENT PUBLIC & COMMUNITY FACILITY
- AQUIFER PROTECTION OVERLAY
- URBAN RENEWAL PLAN

Are you are a building owner looking to convert an unused or vacant space in your building into an apartment, but you're not sure if it is feasible or what will be required? The following will give a brief outline of the required steps in assessing what will be needed for a building permit, and help you determine if it is a feasible endeavor to make the conversion or not. **This step-by-step outline will not replace the advice of a licensed design professional**, however it will guide your research and potentially stop you from taking on a project that is infeasible.

STEP 1 - GO THROUGH THE ZONING VARIANCE CHECKLIST

The following checklist contains relevant zoning excerpts pertaining to the conversion of residential properties on Prospect Avenue. If you see something that is prohibited by zoning but you are proposing to do it, you will need a variance and should note such on the checklist. Later, this worksheet can help to organize the variances required when requesting a special use permit for residential conversion.

Section 70-195.16 Standards for residential development

Any residential conversion within the New Cassel Urban Renewal Area will require a variance from the Board of Zoning appeals which will take into account the following items: *(Check all that apply)*

- The property has no prior convictions of having an illegal occupancy,
- That granting a special exception will not cause overcrowding or increase the danger of fire or impact public safety in a negative way,
- That granting a special exception will not adversely affect the public health or general welfare of the neighboring properties.

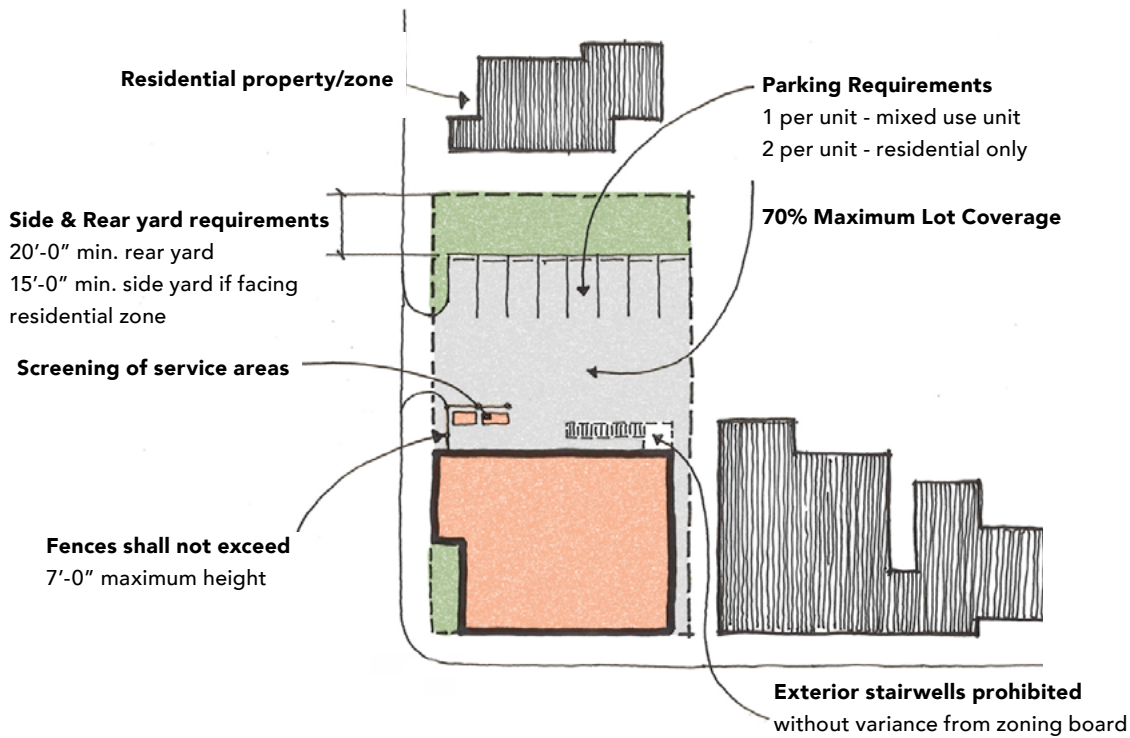
Alterations and new construction of **cellars** shall be limited to only: *(Check all that apply)*

- Interior walls along the cellar exterior,
- Interior partitions for the installation of laundry facilities, a two-piece bathroom, boilers and other mechanical equipment,
- Storage closets with a width and depth of under 6'-0"

Section 70-135 Fences

- Fences shall not exceed 7'-0" in height





Cellars are prohibited from the construction of the following features: *(Check all that apply)*

- Any interior room larger than 6'-0" in width or depth,
- Bathrooms with three or more fixtures, a bath, or a shower,
- Plumbing lines other than those for washing machines, laundry tubs, and a two-piece bathroom,
- Stairwells** that extend from the exterior of a dwelling to a cellar or upper floor are prohibited without a variance from the Board of Zoning Appeals.

Section 70-195.15 Standards for Mixed Use development *(Check all that apply)*

- All service areas will be adequately screened from views.
- Blank walls without windows, doors, or adornment are only permitted within 100' of a residential area or facing a residential street - and are not permitted on a main thoroughfare.
- Wood frame construction is prohibited for mixed-use structures within the New Cassel overlay district.
- All mechanical equipment, communication antennas, and satellite dishes will be screened from view to both the street and adjoining properties.

Section 70-128.1 Parking Requirements *(Check all that apply)*

- For a mixed use property, you will need 1 parking space on site per residential unit
- For a purely residential property, you will need 2 parking spaces on site per residential unit

Section 70-130 Height

- No building shall exceed three stories, with a maximum height of 40 feet

Section 70-131 Lot Coverage

- Lot coverage shall not exceed 70% of the lot area

Section 70-133 Side Yards

- A minimum of a 15'-0" side yard setback must be maintained for a property with a commercial use that is adjacent a residential zone.

Section 70-134 Rear Yard

- There shall be a rear yard, the depth of which shall not be less than 20'-0"

Once you've acquainted yourself with all of the zoning requirements for your district and what variances you will likely need for your apartment conversion, it's time to evaluate the best way to lay out the apartment(s) to provide the most appropriate use of space.

STEP 2 - ASSESS THE AVAILABLE SPACE TO BE CONVERTED

Determine square footage available

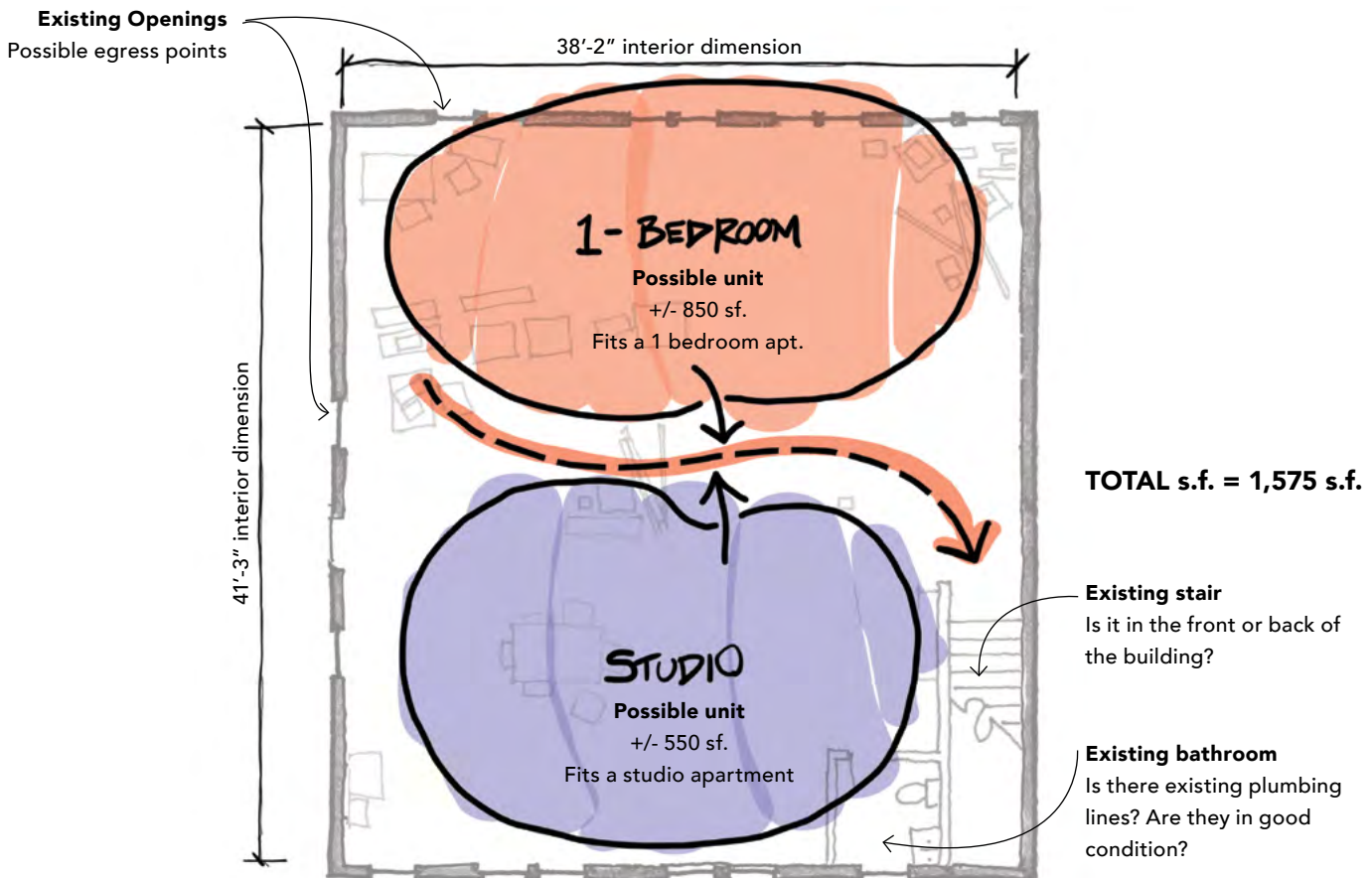
- Measure the existing space you are converting to residential to understand the basic dimensions and the overall square footage

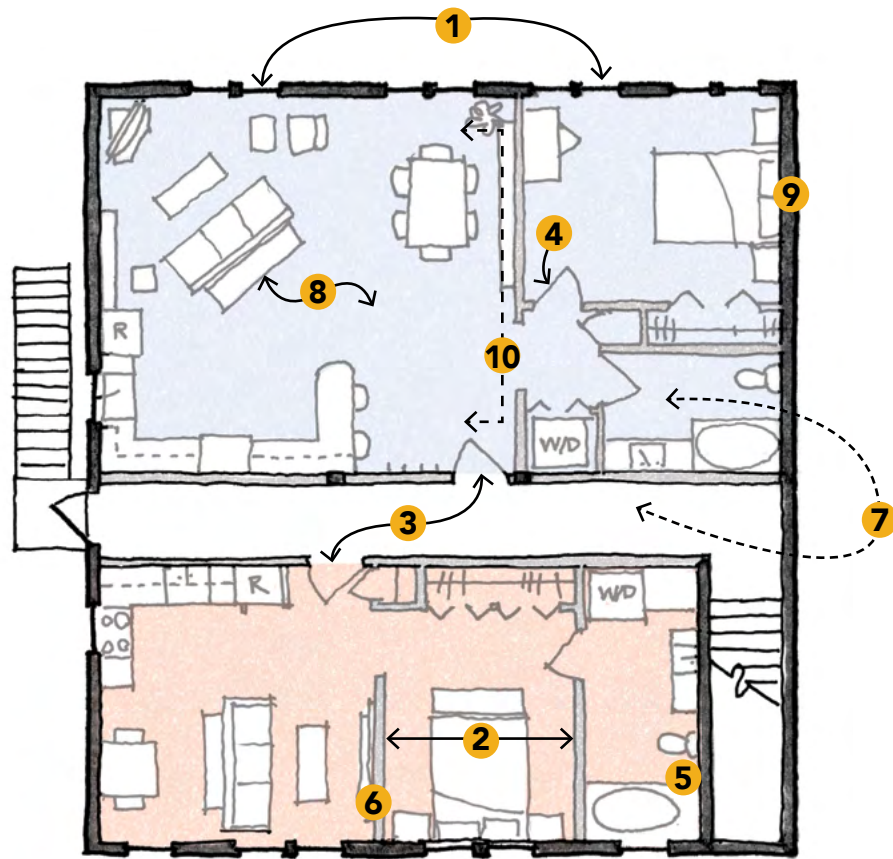
Identify possible access points (stairs, elevators)

- Is there an existing stair case? Is it in a good location?
- Is there a good location for a second stair case if required?
- Is there an elevator or a good location for one?
- **Access points are usually located in the front of the building, to provide the tenants with direct street access and an address.**
- **Rear entries are preferred in some cases because they allow easy access to rear parking.**
- **Existing door or window openings are good possible locations of access points.**

Based on square footages, identify how many apartments can you fit. Remember to include circulation (3'-0" min. hallways) when estimating

- **Studios (+/- 550 sf.)**
- **One bedroom (+/- 850 sf.)**
- **Two bedroom (+/- 1,050 sf.)**





STEP 3 -DEVELOP A PRELIMINARY APARTMENT LAYOUT USING THE FOLLOWING PRINCIPLES

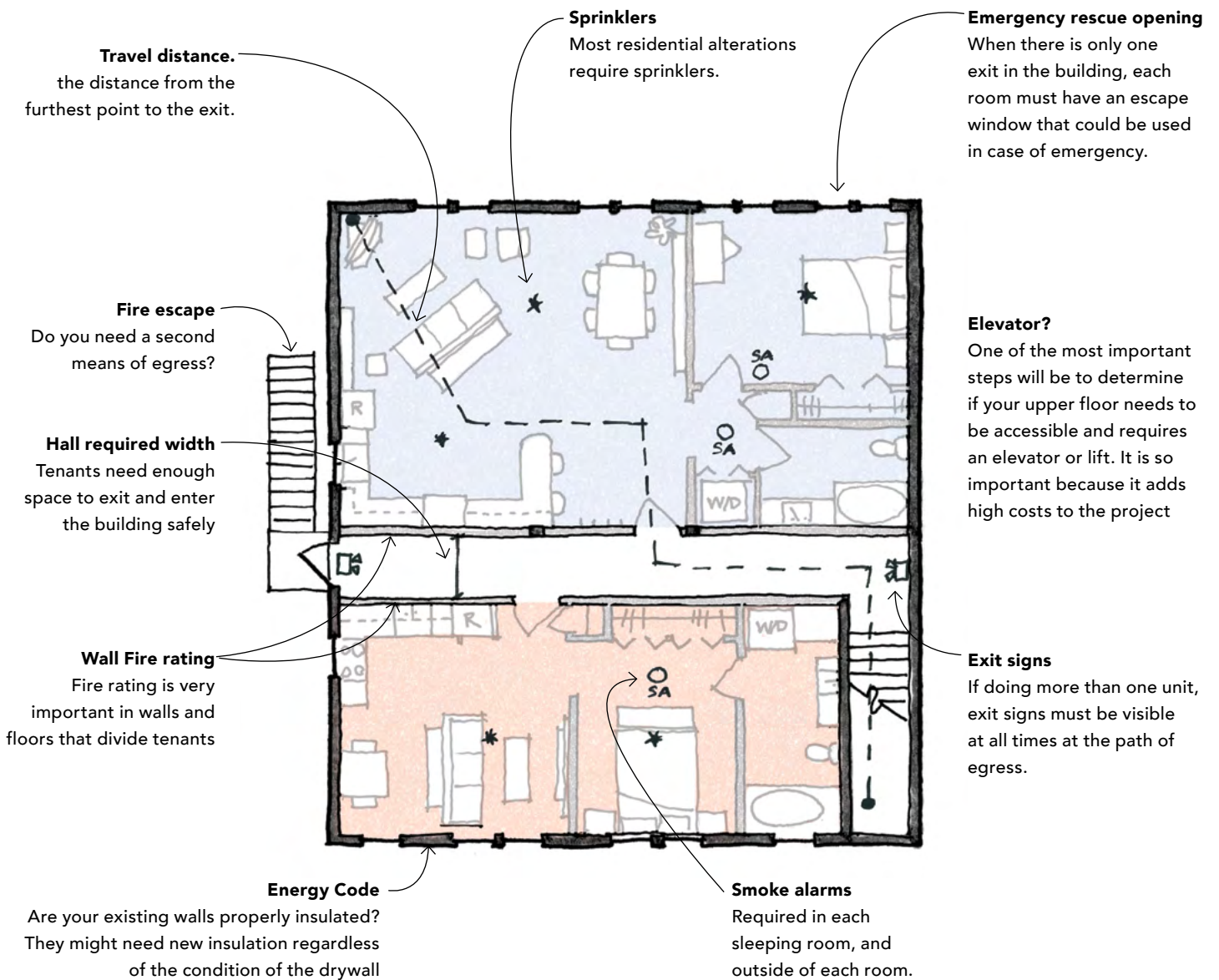
Apartment conversion design principles:

- 1 Bedrooms and living spaces are located with access to a windows
 - Keep quieter spaces like bedrooms away from street facing exterior walls and traffic noise
- 2 Minimum living space (ideal) width 9'-0" - 11'-0" to ensure adequate space and proportion
- 3 Entry doors have a minimum width of 3'-0"
- 4 Interior doors (if not part of an accessible unit) can be no less than 2'-8".
- 5 Locating new plumbing lines near/on existing plumbing lines is ideal.
- 6 Half walls (low walls) can be used to provide some privacy on a small space without making it feel smaller.
- 7 Vertical circulation and bathrooms should be located at the inner core of building.
 - This preserves valuable window space to optimize living and bedroom locations.
- 8 Minimum ceiling heights are = 7'-0" but a better height range is 8'-6" to 10'-0"
- 9 When possible, beds should be against a wall without windows
- 10 When designing an apartment, think about grouping "public" areas such as the kitchen and living room separate from "private" spaces like the bedrooms.

STEP 4 - MEETING THE BUILDING CODE

The following summary is an outline of the most likely building code issues you will face during your apartment conversion. Every building is entirely different and will have different code requirements, so you should consult an architect or licensed professional to do a complete code review for your property to ensure compliance.

The following are:



RELEVANT BUILDING CODE SECTIONS

Identify your occupancy type and occupancy load

Fire Protection systems

- Determine if sprinklers are required. (*hint: Sprinklers are required for all residential occupancies*)
- Determine if smoke alarms are required.
- Determine if fire alarms are required
- Walls and floors fire rating requirements

Egress:

- Hallways width requirements
- Emergency rescue opening (window) requirements
- Exit signs requirements
- Determine number of exits required
 - hint: only one exit allowed from second floor if:
 - less than 4 units
 - travel distance less than 125'
 - less than 3 stories
 - Sprinklers system installed
 - Rescue openings

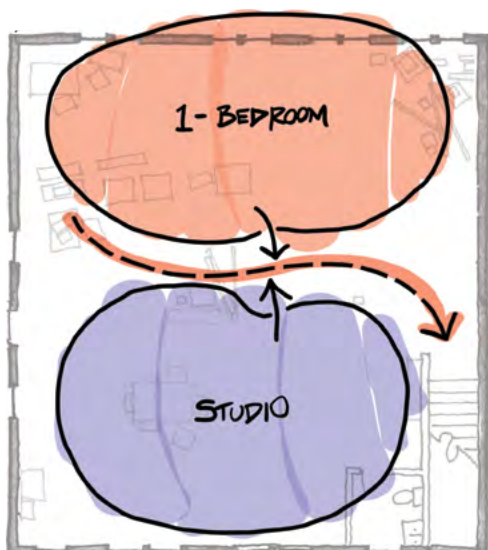
Accessibility

- Determine if you will need an elevator or lift
- Accessible path requirements
 - hallway widths
 - ramps
 - access to handicap parking
 - signage
- Stairs/handrails

Resources to consult:

International Building Code (IBC)

International Existing Building Code (IEBC)



SEC 9: MAINTENANCE

To avoid blight conditions on Prospect Ave:

[A]

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

[B]

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

[C]

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

[D]

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

[E]

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

[F]

Lettering should be replaced if letters are missing or damaged.

[G]

Do not board up damaged windows, repair them.

[H]

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

[I]

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

[J]

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

[K]

Graffiti must be removed or covered over with a similarly color as the surface of the wall or fence within 10-45 days of notice.

SEC 10: GLOSSARY

- **Composition** - The placement and arrangement of visual elements on a building.
- **Cornice** - An ornamental molding on a building above the storefront, typically adjacent to the signboard area and made of either wood or metal.
- **Datum Line** - a horizontal or vertical line overlaid on the facade of a building to help identify and organize the form and composition.
- **Fenestration** - The arrangement of windows and doors on the elevations of a building
- **Frame and sash profile** - The thickness of a window and it's framing in relationship to the trim elements on a building.
- **Infill** - New construction that fills an existing hole in the urban fabric.
- **Lintel** - A horizontal support of timber, stone, concrete, or steel across the top of a door or window.
- **Massing** - The general shape and form of a building, or elements of a building.
- **Proportion** - The size relationship between elements within a building.
- **Scale** - The size relationship between a building or its parts and the human body
- **Sill** - A shelf or slab of stone, wood, or metal at the foot of a window or doorway.
- **Stile-and-rail** - A door typically used for residential applications that consists of horizontal (rail) and vertical (stile) framing members surrounding either wood or glass panels.
- **Transom Windows** - A window set above the top of a door or storefront.
- **Valence** - the fringe that hangs from the front of an awning, sometimes used as signage.