

Article XX: Design Guidelines for Commercial, Light Industrial, and Research and Development in Rural Areas

- A. Large Buildings – 5,000 square feet and larger and buildings set away from the road**
1. Buildings should be set back at least 50' from the street and ideally 100-200'
  2. Buildings and parking areas should be screened with naturalistic landscaping, trees, shrubs, tall grasses, and/or berms and land topographic features.
  3. Parking areas should be behind or to the side of buildings.
  4. Entrance and access lanes should be as narrow as possible and marked with simple monument signs.
  5. Design motifs should reflect the history of local agricultural buildings or elements of the natural landscape.

Positive examples of rural character:



Rural character examples – deep setbacks, simple building forms, parking generally hidden on sides or rear of buildings, narrow access lanes, naturalistic landscaped buffer areas

- B. Small Street Oriented Buildings – Less than 5,000 square feet and oriented towards the street**
1. Buildings should be as close to the street as possible
  2. Buildings should include an architecturally articulated entrance facing the street, examples of architectural articulation include – awnings, porches, stoops, porticos
  3. Buildings should include predominantly vertical proportions, windows other than shopfronts should be taller than they are wide, columns or other architectural details should divide long walls into vertically oriented sections.

4. Building roofs should either be articulated and shielded with a detailed parapet wall, or they should be pitched with a similar pitch to local agricultural building examples.
5. Building form should either reflect a local residential style or the style of village oriented retail in the region.

The following examples show buildings from the similar buildings in formats that are undesirable or desirable based on the goals of the Town of Ulysses:



Undesirable retail format – parking is placed between building and the street, landscaping is low quality, building is undifferentiated solid architectural mass with cheap materials and no human scale detail, oversized internally lit pole mounted sign and oversized building mounted sign.



Compromise format for retail – building fronts the street, entrance faces the street, design includes, the entrance is architecturally articulated with an awning, but it is a cheap metal awning that is too big and too high, in addition to being mirrored where there is no entrance, long walls are broken into sections but sections are not vertically oriented, windows are not vertically oriented, materials are durable but have a cheap and low

quality appearance, overall experience is industrial, parking is located on the side, signs are oversized, internally lit, and garishly colored, building mounted and monument type.



Desired format for retail – building fronts the street, entrance faces the street, design includes human scale detail on windows and along parapet, the entrance is architecturally articulated with an awning, long walls are broken into vertically oriented sections, windows are vertically oriented and break up all walls near the street, materials are durable and have a high quality appearance, parking is located on the side, signage is small in scale, building mounted only, lit from above, and colors are muted.



Undesirable format - Auto repair

Building lacks any pedestrian connection to the sidewalk, parking is located between building and street, large garage doors are the primary architectural feature. Oversized pole sign and building mounted signs both internally lit.



Desirable format – Auto repair

Building entrance is connected to the sidewalk, front of building is landscaped and includes architectural details indicating a shopfront, garages are oriented along the side of building, parking is to the side of the building.