

## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • General Criteria

Architectural details should be restored or replaced.

Repainting & general repair is usually required.

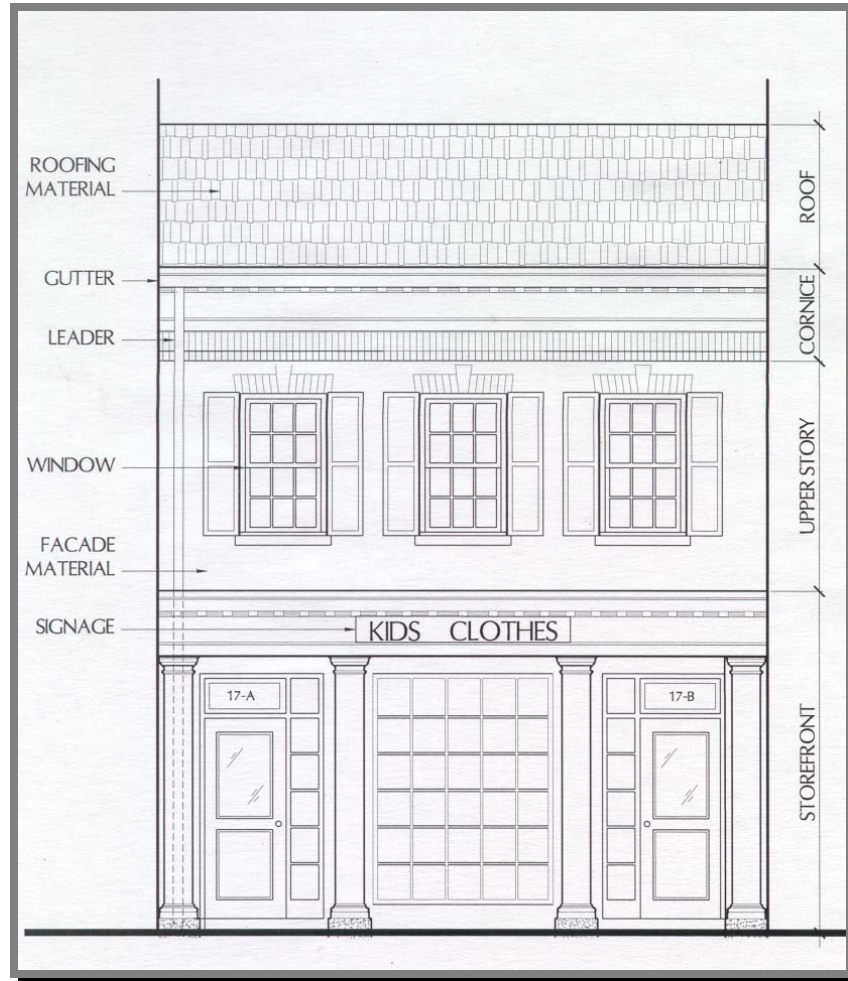
The overall design of the façade should be fully integrated, with all the building elements acting in harmony.

Windows and storefronts replacement or restoration are a good opportunity to enhance the streetscape.

Signage, awnings and lighting should also be commensurate with the building style.



## **Design Guidelines • Façade Elements**



### **Roof**

The outside covering of the building usually sloped to eliminate water. Sometimes roof eave are embellished with decorative cornices. Roof materials & elements are important as they are often seen from distant vantage points.

### **Cornice**

The cornice decorates the top of the building and may be made of metal, masonry or wood. Some decorative cornices project from the building while an ornamental band delineates others.

### **Uppers Floors**

Smaller windows that repeat on each floor characterize upper floors. These windows may vary in size, type and decoration, but usually are the same for each floor. Their decoration should however complement the cornice and the storefront.

### **Storefront**

The first floor storefront is transparent and is framed by vertical structural piers and a horizontal supporting beam, leaving a void where the storefront elements fit. The storefront elements consist of an entrance (often recessed), display windows, a bulkhead, transom windows, and cornice which acts as decoration by covering the horizontal beam.

## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • Façade Materials

### Appropriate Materials

Whenever possible natural materials should be used to maintain the historic quality to Oyster Bay.

#### Natural Siding Materials

Brick  
Stone  
Wood clap boards & shingles  
Cement Stucco



#### Man-Made Siding Materials

Hardee Plank  
(a precast product which simulates clap board siding)

Acrylic Stucco  
Ceramic Tile

#### Roofing Materials

Wood shingles  
Asphalt shingles (dimensional type preferable)  
Copper/Lead Coated copper

### Inappropriate Siding Materials

Vinyl or Aluminum siding

Cement or acrylic stucco used to cover existing masonry or wood siding

*This is a good example of an inappropriate façade renovation. The original cornice was removed & the original masonry was hidden by acrylic stucco on the upper story and granite veneer at the storefront level. This alteration completely eliminated the scale and architectural fabric of the original building. Note too that the upper story and the storefront are disassociated from each other by the severe contrast in the colors of the materials as well as the continuous signage band.*



## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • Storefront & Windows

### Replacing existing windows is encouraged

Replacing and updating windows can be a significant part of a facade renovation project in a couple of aspects. Being that the average building in the Oyster Bay business district was built approximately the turn of the 20<sup>th</sup> Century, many of these structures are lacking in efficiency. A façade renovation involving the updating of windows would drastically increase this level of efficiency. Furthermore, windows can add a tremendous presence to the storefront of a business and increase the overall appearance of the building.



### Updating Storefront

Lack of storefront windows creates an unwelcoming appearance that deters pedestrians from the business.

A minimum of approximately 60% of the storefront should be composed of windows to allow display area and or seating for the merchant.

When done correctly, storefront windows cannot only be used to attract customers to the business, but can also act as an amenity by using the space for seating.

This can also serve to activate the storefront and invite potential customers to the business.

If security gates are required, they should be recessed within the storefront.



## *Oyster Bay Main Street Association Façade Improvement Plan*

# **Design Guidelines • Appropriate Painting**



In considering repainting the facade of a building, it is important that the overall streetscape is considered. This is critical in creating a coherent streetscape. Therefore, consider adjacent buildings when deciding on a palette of potential colors.

### **Paint Considerations**

In order to complement the historic nature and architectural detail of the building, a palette of colors should be chosen that appropriately accentuates the building's features.

A 3 or 5-Color Scheme is suggested.

Benjamin Moore Historical Color Palettes are suggested. A color chart is available at the Oyster Bay Main Street Office.



## **Design Guidelines • Inappropriate Painting**



When painting a building it is important to consider the neighboring structures. As seen in the adjacent picture, it is possible for a renovation to be of fine quality on its own; however, in the context of the overall streetscape they begin to conflict with each other and create a cluttered appearance.

### **How to avoid inappropriate painting**

#### **Overuse of Color**

A palate of colors should be chosen that is varied, but not overdone.

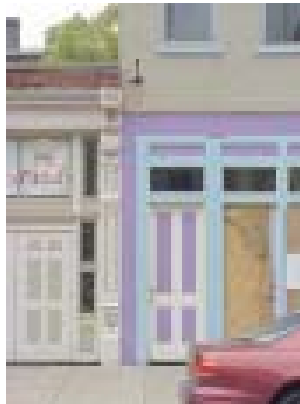


#### **Lack of Color**

Avoid a monochromatic paint renovation because it drowns out the architectural detail.

#### **Misuse of Color**

Color schemes should avoid any use of bright colors or harsh contrasts. For guidance, a complete list of suggested palates are available in the CHCURC office.



#### **Incompatible Colors**

In a mixed-use structure, the storefronts should be compatible with the residential portion of the building.

*Oyster Bay Main Street Association Façade Improvement Plan*  
**Design Guidelines • Gutters & Leaders**



**Gutters & Leaders**

Since gutters and leaders are such an everyday occurrence they are often overlooked as an important façade element and are generally neglected. However, if thought is given to them, they can be an opportunity for a creative design solution, such as shown here in our Doubleday-Babcock Senior Citizens Center.



## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • Awnings

### Decorative Awnings

The use of awnings should be limited to those instances where their presence will add to the facade of the building. They should not be used on those buildings with any architectural significance, as they will only serve to hide those elements that help to define the building. However, where awnings would add to the facade, they should be complementary to similar awnings in the area in color, size, shape, material and proportion.



### Suggested Characteristics

#### Material

Cloth Awnings are encouraged because they contribute to the historic nature of the business district.

#### Color

Awnings should complement the color scheme of the building.

#### Location

Awnings should be placed within the window and storefront openings so as not to obstruct the architectural details.

#### Lighting

Backlit awnings should be avoided in favor of Gooseneck lighting to highlight the awning itself.



### Inappropriate Characteristics

Typical Suburban-Style Awning.



## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • Appropriate Signage

In choosing signage, it is important that there be a balance struck between the need to call attention to individual businesses and the need for a positive and cohesive image throughout the entire district. Signs can complement or detract from the character of a building depending on their design, placement, quantity, size, shape, materials, color and condition.

For Buildings With Multiple Tenants, A Master Sign Plan Is Encouraged.

Use of traditional materials such as wood, glass, and raised metal is encouraged.



Flat wall signs are encouraged and should be placed vertically along the piers or horizontally along the horizontal beam.

Where possible, creative signs can be used to add uniqueness to the business as well as the district.

Colors should be used that complement the building.

See the OBMSA Office for the TOB Zoning Ordinances for signage requirements.



## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • Inappropriate Signage

While inappropriate signage can effectively gain the attention of potential customers, it can conversely detract a customer that the business may wish to accommodate. Furthermore, poor signage takes away from the continuity of the collective business district. By revising and updating a business' signage, it is possible to attract a more diverse clientele and increase business.



Obsolete signs and unused supports should be removed.

Signs should not obstruct architectural elements.

Flashing and internally lit signs should be avoided.

Rooftop and billboard signs are discouraged.

The number of signs should be limited to avoid a cluttered appearance.



## Oyster Bay Main Street Association Façade Improvement Plan

# Design Guidelines • Lighting

### Gooseneck Lighting

Gooseneck lighting provides a focused light that can highlight sidewalks, storefronts and signage.

Adaptable to a variety of storefronts and businesses, whether they are contemporary or historic in nature.

Gooseneck lighting also is a versatile means of providing lighting to not only storefronts and signage, but sidewalks as well. As a result, it can be universally applied to any and all buildings in the business district to further enforce a cohesive atmosphere.

When used in conjunction with accent lighting, it becomes possible to highlight both the storefront as well as the building itself.



### Decorative Lighting

Decorative Lighting is a good means to provide ambient lighting at the pedestrian level as well as compliment the historic nature of Oyster Bay and provide detail at the human scale.

### Accent Lighting

Accent lighting can be used to highlight architectural features on a building. It can be used in conjunction with Gooseneck lighting to provide both types of complementary light.



## *Oyster Bay Main Street Association Façade Improvement Plan*

# **Design Guidelines • Other Possibilities**

### **Flower Boxes**

The installation of flower boxes on a building's façade is a relatively inexpensive means of increasing the overall attractiveness of the building.



### **Tile Work**

Tile can be an integral part of the entrance to a building and should be maintained.

In the case of a mixed-use building, this takes on even greater significance because it is the first thing you see as both a tenant and patron.

Tile work can be used successfully on both horizontal surfaces as well as vertical surfaces.