City of Ithaca Design Guidelines Client Committee
McKenzie Jones Rounds
Graham Kerslick
Ellen McCollister
Seph Murtagh
John Schroeder

City of Ithaca Staff Members
JoAnn Cornish, Director of Planning and Economic Development
Megan Wilson, Senior Planner

Winter & Company
Noré Winter
Brad Johnson
Harry Brennan
Nicholas DiFrank
Christopher Ball
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This document provides guidance for all new development and major renovation projects in Collegetown. The guidelines are intended to promote high quality construction and exceptional urban design.

They will be used by the Planning Board, City staff, residents, developers, property owners, architects and others in the design review process. The document also serves as an educational tool to demonstrate Collegetown design objectives and expectations.

This chapter addresses applicability, procedures and other background information that should be reviewed prior to beginning work on a project.

**Benefits of Design Guidelines**

Design guidelines help strengthen the character of the built environment and enhance property values by improving the quality of development and by making Collegetown a more desirable place to live, work and play. Design guidelines help preserve a cohesive character and also help clarify the community’s expectations for new development.
Applicability
The principles and guidelines in this document apply to all proposals for new development and exterior alterations to existing buildings within Collegetown, which is referred to as “Collegetown Design Guidelines Area,” the Collegetown Area Form Districts (CAFD), “Collegetown Area” or “Collegetown” for short. The Collegetown Area is shown in Figure 1.
Design Review Process
The City of Ithaca Design Review Ordinance requires design review of projects in the CAFD. The intent is to promote desirable growth and promote excellence in architecture and urban design. The Design Review Committee of the Planning and Development Board is responsible for design review. The Committee will use this document to guide the design review process and make recommendations and requirements. In addition to design review, a project must be reviewed by the full Planning and Development Board to verify that it complies with the site plan review and environmental review requirements of the City Municipal Code. All recommendations from the design review process are non-binding unless they are made a condition of site plan approval or have been fully incorporated into the approved set of drawings. This review process is illustrated in Figure 2.

FIGURE 2: Design Review Process.
**Priority and Secondary Guidelines**

“Priority guidelines” (as illustrated later in this chapter in Figure 8), are indicated in green text throughout this document. All projects must satisfy each of the priority guidelines, unless it is shown that a particular guideline is clearly irrelevant for the particular project (for example, a priority guideline that pertains to the location of surface parking is irrelevant for a project that does not include on-site parking).

All other guidelines are “secondary guidelines.” All secondary guidelines will still be used in the review process, but the Design Review Committee or Planning and Development Board may find that not all of them are relevant to a given project. Thus, the project must adequately meet the relevant secondary guidelines in this document to receive approval.

In this review process, the Design Review Committee and the Planning and Development Board will use all of the relevant design guidelines contained in this document, regardless of whether they are designated as priority or secondary. Additionally, the Planning Board can make the satisfaction of any design guideline required as a condition of site plan approval.

All locally designated historic properties are exempt from design review because they undergo a special approval process conducted by the Ithaca Landmarks Preservation Commission (ILPC).

**Relationship to the Collegetown Area Form Districts (CAFD)**

The zoning code establishes the basic parameters for development. Within the City’s zoning, the Collegetown Area Form Districts (CAFD) regulates building form and land use for this specific area. The CAFD establishes prescriptive regulations for parking requirements, setbacks, lot coverage, building height, green space and more. The design guidelines supplement the CAFD with additional detail about recommended approaches and options for compliance, as well as additional guidance for design topics that are not covered in the CAFD.
The primary difference between the guidelines in this document and the CAFD is that the latter is prescriptive. This means that compliance with the Form Districts can be measured and compliance or non-compliance determined with certainty. Conversely, the guidelines provide a more nuanced level of guidance that requires discretion and interpretation by staff and the Design Review Committee. They allow flexibility, meaning that a design approach that meets the intent of a guideline may be appropriate even though it is not explicitly identified in the document. The Design Review Committee and Planning and Development Board have discretion to determine how a particular guideline can be satisfied by each individual project. Discretion does not mean that the guideline is optional. While guidelines provide flexibility in how they are satisfied, their satisfaction may still be required. For example, the Design Review Committee of the Planning and Development Board may require a project to satisfy the guideline “orient a building to the public realm,” but there are multiple ways a project could satisfy this guideline, depending on the context of the site. The key topics addressed in the zoning ordinance and these guidelines are shown in Figure 3.

FIGURE 3: Code vs. Guidelines.

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Relationship to Other Policy and Regulatory Elements

This section describes additional policy and regulatory documents in the City related to development in Collegetown.

Comprehensive Plan

Plan Ithaca, the City’s Comprehensive Plan, presents a broad vision for community development and outlines policies to achieve it. Plan Ithaca provides land use recommendations and establishes goals for development. Specifically, it emphasizes the importance of “compact mixed-use development” for both livability and sustainability. The guidelines respond to this goal by focusing on urban character and design quality, particularly at the street level. As part of this goal, the comprehensive plan seeks to de-emphasize surface parking citywide.

Other key policies in the comprehensive plan seek to preserve and enhance neighborhood character, maintain a vibrant economy, pursue environmental sustainability in general and offer a high quality of life. These policies are reflected throughout the guidelines.

Relationship to the Collegetown Urban Plan

The Collegetown Urban Plan identifies a broad vision for Collegetown, above and beyond what is described in the comprehensive plan. It emphasizes design goals such as improving the streetscape and pedestrian experience by developing off-street pedestrian paths and enhanced sidewalks. The Collegetown Urban Plan identifies the need to address a “canyoning” effect created by taller buildings in central Collegetown.

Historic Preservation

The Collegetown Area does not contain any historic districts, but it does abut the East Hill Historic District, which is locally and nationally designated. The Collegetown Area contains three locally designated historic landmarks: 209 College Avenue - the “Grandview House”; 140 College Avenue - the “John Snaith House”; and 403 College Avenue - the “Larkin Building”. The Ithaca Landmarks Preservation Commission (ILPC) reviews development proposals and renovations on locally designated properties under a separate process using the Historic District and Landmark Design Guidelines (HDLDG). The East Hill Historic District and the two landmarks are shown in Figure 4.

A June 14, 2009 report titled “Collegetown Historic Resources Worthy of Detailed Research” discusses other Collegetown structures that—though currently undesignated—have various levels of historic significance.
FIGURE 4: Collegetown Design Guidelines Area.
Description of the Collegetown Design Guidelines Area

Collegetown is a mixed-use neighborhood that functions both as a student-oriented commercial district and residential neighborhood. It is very walkable, but sidewalk widths are sometimes limited due to narrow rights of way (the Collegetown Urban Plan identifies wider sidewalks as a specific goal). Buildings range from mid-rise mixed-use buildings to multi-family residential buildings to single family detached houses.

Topography and public views contribute strongly to its character. Buildings often cover significant portions of a site in commercial areas. Collegetown is a key gateway to Cornell University and is home to the Cascadilla Gorge. The traditional residential buildings contained in the area, including many that have been converted to apartment buildings, are a key component of Collegetown’s character.
Collegetown Character Areas
Collegetown is home to a wide variety of land uses and urban features. One’s experience of different subareas in Collegetown varies significantly by street, block and quadrant. In response to this variety in character, the guidelines identify three distinct “Character Areas” in order to address unique design issues that occur in each. The Character Areas are mapped in Figure 5 and include:

- Collegetown Core
- Residential Transition
- Neighborhood Periphery

These Character Areas are consistent with CAFD, but in some cases they cover more than one district as shown on the map. Specific guidelines for each Character Area appear throughout the document, and are a special focus in Chapter 6.
Collegetown Core
The Collegetown Core is centered at the intersection of College Avenue and Dryden Road. It is an epicenter of activity that is densely developed and highly urban in character. Buildings are often mixed-use with ground floor commercial, upper floor office or residential, and are built close to the sidewalk edge. Heights range from one-six stories, but traditional building heights are about four stories. Primary building materials include brick and cement masonry unit (CMU). Ground floors along the street are usually transparent with storefronts or windows.

Buildings in the Core are often mixed-use in nature and built to the sidewalk edge.

Buildings in the Collegetown Core typically include a clear base, middle and cap.
Residential Transition
The Residential Transition is a densely developed residential area that provides a scale transition between the Collegetown Core and Neighborhood Periphery (compatible transition between zones is a stated goal of the CAFD). Building types include contemporary apartment buildings and traditional residential buildings that have been converted to apartments. Buildings are more substantially set back from the street than in the Collegetown Core and landscaping is more prevalent.

New development should balance traditional and modern design.
Rendering by Stream Collaborative.
Neighborhood Periphery
The Neighborhood Periphery is the least dense of the three Character Areas. Traditional single-family home typology dominates. Setbacks from the street are the most substantial of the Character Areas, and are generally landscaped. Many houses have been converted to apartments, but to a lesser extent than the Residential Transition.
Urban Design Concepts/Definitions
Several design-related concepts and terms are referenced in this document. This section defines these baseline ideas, which are critical to understanding the guidelines and their intent.

Project
A “project” refers to any building construction, site work, renovation or other activity on a property that is subject to review under these guidelines.

Public and Private Realm
The guidelines focus on the interface between private property and public areas. The term “public realm” refers to any public area, including a street, sidewalk, public plaza, park, promenade or other way that is accessible by the public at large. The “private realm” refers to any place on private property, including building edges, setback areas, plazas or other features. The interface between these elements largely determines one’s experience in an urban environment. Figure 6 diagrams the public and private realms under different conditions.

The guidelines focus strongly on the interface and relationship between private property and public areas.
Orientation
Orientation describes how a building or other site feature interacts with its surroundings. A building that is “oriented” toward the street means that its primary side faces the street and is prominent when viewed from the street.

Activation
Activation refers to how a site or building feature animates a surrounding space. For example, a retail storefront or outdoor dining area can activate a sidewalk due to the human activity it generates.

Interest
“Interest” describes a person’s experience in an urban environment. Site and building features such as a wall with entries, landscape features, art, windows, display areas and other elements enhance pedestrian interest. A blank, featureless wall diminishes pedestrian interest.

Human Scale
“Human scale” is used to describe how a person perceives a building element or a group of building elements in relation to themselves. A person relates better to building features that are of a size and scale similar to that of a human. By contrast, a blank wall that spans multiple stories does not properly exhibit human scale. The same wall can express human scale by demarcating floors and adding appropriately sized windows and doors. A building needn’t be “small” to express human scale; a building can accomplish human scale by providing articulation, detail and design elements that break larger-scale masses into smaller visual proportions that are easily relatable for a pedestrian.

Compatibility
Compatibility describes two ideas in the guidelines. Internal compatibility refers to how different elements of a single project relate to one another. A building’s materials could be either compatible or incompatible with each other. External compatibility refers to how a single project relates to its context. A building may be compatible or incompatible with neighboring properties based on its scale in relation to adjacent buildings.
**Traditional**
The term “traditional” refers to the early character of an area’s development that continues to be visible. A traditional material is one that was used on one or more of the original buildings in an area. For example, brick is a traditional material used in the Collegetown Core, and wood siding is a traditional material used in the Neighborhood Periphery. Building dimensions, architectural patterns and building placement may also be described as traditional. For example, buildings on the 400 block of College Avenue exhibit a range of traditional building widths.

**Façade**
Façade refers to an external wall or face of a building, including those that are street-facing and those that are not street-facing.
While the primary focus of the design guidelines is the street-facing elements of a building, all sides of a structure must be considered. The emphasis on design varies based on the relationship of a façade to the public street. This document refers to “street-facing façades” and “interior façades.” A street-facing façade is any side of a building that faces the street. In some cases, a single building may have multiple street-facing façades. An interior façade faces an internal side or rear property line. An interior façade may or may not include a functional entry depending on the circumstance. Figure 7 illustrates the façade types that should be considered.

Rhythm
Rhythm refers to a distinct visual pattern created by the repetition and uniform arrangement of similar design elements, including: doors, windows and architectural details on buildings. Rhythm also exists on a greater scale in compositions of multiple buildings (for example, along a block face). Building size and scale, lot size, building setbacks and spacing create this rhythm between multiple buildings.

Standard Design Guidelines Format
To facilitate ease-of-use, the design guidelines in this document use a standard format. This includes: topic headings, intent statements, numbered design guidelines, additional information about appropriate strategies and illustrations or diagrams. Figure 8 uses a sample design guideline page from Chapter 4 to illustrate each key element.
Collegetown Design Guidelines - CHAPTER 1 INTRODUCTION

Key to the Sample Design Guideline Format

A  The design topic is indicated with a heading followed by an intent statement.

B  The design guidelines describe an intent or desired outcome, with supplementary information listed in bullets below. Priority Guidelines are indicated in green text.

C  Sidebars are sometimes included to provide additional background information or cross-references to other documents or policies.

D  Photographs and diagrams are provided to illustrate design guideline principles. Sometimes a ☑ is used to indicate that the example is appropriate. Captions help explain the intent of the photo and tie it to the guideline text.

Collegetown Area Form Districts

Building entries are subject to the requirements in the CAFD code:
http://ecode360.com/29014950

Building Entries

Building entrances provide a key visual connection between the public and private realm. A door should be easily recognizable and should provide a strong visual and physical connection to the public realm. Building entries should be spaced to provide visual continuity along a street and read similarly to traditional buildings in an area.

BD.1. Design the primary entrance to a building to be clearly identifiable.
- Use an architectural element(s) to highlight an entrance.
  - Potential treatments include:
    » Canopy
    » Awning
    » Arcade
    » Portico
    » Stoop
    » Building recess
    » Moldings

BD.2. Use an authentic, functional entry on a street-facing façade.

BD.3. Size and proportion an entry element to be in the range of heights and widths of nearby traditional entries.
- Size a door to be easily readable and recognizable, but to not be overly large.
- Use a vertically oriented door that is in keeping with traditional door patterns in the area.

BD.4. Maintain a regular rhythm of entries along a street.
- Use a common door height on a ground floor and on a visible upper floor.
- Provide space between entries on a building to be generally consistent with spacing on nearby traditional buildings.

Provide a sheltering element such as a canopy, awning, arcade or portico to signify the primary entrance to a building.
**Which Chapters Apply to My Project?**

This chart indicates which chapters are relevant to different types of work in the Collegetown Area. For some smaller projects, all relevant design guidelines may be found in one chapter (i.e., a project to expand and re-landscape a parking area may be subject only to the guidelines in Chapter 3). For larger projects, several chapters may apply (i.e., a new mixed-use or commercial project in the Collegetown Area may be subject to Chapters 1-6).

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<td>Signage</td>
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## Document Organization and Format

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<tr>
<td>Following the introduction, the design guidelines are organized into six separate chapters by design topic, as summarized below.</td>
<td>The introduction summarizes the purpose and policy foundation of the guidelines. It also describes the organization and format and the design review process.</td>
<td>This chapter provides overarching design principles for all development in the Collegetown Area to serve as a framework for the design guidelines that follow.</td>
<td>This chapter provides general site guidelines applicable to all new construction in the Collegetown Area. It covers issues of site design, including street character and landscaping, building placement, connectivity, open space, parking, etc.</td>
<td>This chapter provides design guidelines for the visual and functional character of buildings throughout the Collegetown Area. Topics include building scale, architectural character, materials and ground floor design.</td>
<td>This chapter provides guidelines for signs, including type, location and lighting.</td>
<td>This chapter provides additional guidance for new development in the specific character areas in the Collegetown Area (Collegetown Core, Residential Transition and Neighborhood Periphery). These guidelines supplement the guidelines in Chapters 3-5 to provide additional nuanced, context-based guidance for each area.</td>
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The guidelines and the review process through which they are administered seek to maintain Collegetown as a cohesive and livable place with an attractive and pedestrian-oriented environment. They promote maintenance of traditional character while encouraging architectural creativity and contemporary design. The following guiding principles provide a foundation for the design guidelines. Each project should be consistent with the Guiding Principles.

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Achieve Excellence in Design
All development in Collegetown should achieve excellence in design. This includes using high quality materials and construction methods, and paying attention to the intent of the guidelines. The bar for design in Collegetown should be set high. Thoughtful designs should establish a distinctive sense of character and provide a positive pedestrian-oriented experience.

Express Human Scale
People relate best to a building when it includes elements that are at a scale they can easily perceive. Designing a building to convey human scale is critical to creating an appealing public realm. Each project should express a human scale through the organization, scaling and composition of its architectural elements.

Design for Compatibility and Respond to Context
Buildings in Collegetown exhibit a fair amount of consistency within individual Character Areas through their materials, scale and massing, organization of functions and other features. New infill development should respect the design traditions of Collegetown by drawing on these qualities.
**Encourage Creativity**
The guidelines establish expectations for compatible development, while also encouraging creativity in design. Collegetown’s architectural patterns should strongly influence the design of new infill development, but modern design techniques and creative uses of materials are encouraged. New infill and renovation projects should draw design inspiration from older, traditional buildings in creative new ways.

**Acknowledge Constraints**
Collegetown presents a variety of constraints to development. Irregular lot shapes, varied topography and soil issues are examples. The guidelines seek to improve urban design without significantly impacting project costs. Objectives must be balanced with a realistic sense of development costs and other constraints. The guidelines provide flexible options in meeting design objectives.

**Activate the Public Realm**
Collegetown should continue to be a walkable environment. Each project should contribute to the public realm by enhancing pedestrian interest and comfort. Each building should connect visually and physically to public streets and spaces. This is particularly important at the ground level.
Maximize Connectivity
Collegetown properties should help establish an interconnected circulation system for all modes. Interruptions to public sidewalks and vehicle-pedestrian conflicts should be avoided. Clear and direct connections within a development site and between a development site and public areas (such as Cascadilla Gorge Trail) are critically important.

Design for Sustainability
Ithaca has prioritized sustainability through policy and practice. Site and building design will be important in achieving these objectives. A project should reduce energy consumption, conserve resources and minimize environmental impacts to help move Ithaca toward a sustainable future.
Site design refers to the arrangement and placement of buildings and site features and the relationship of these elements to public areas and neighboring properties. This chapter provides site design guidance for all projects in Collegetown. It shall be used in conjunction with the Character Area-specific guidelines in Chapter 6. Figure 9 illustrates key site design considerations on a simple site plan diagram.

**FIGURE 9: Key Considerations of Site Design.**

### Key Considerations of Site Design

| A | Building Orientation |
| B | Pedestrian Connections |
| C | Open Spaces |
| D | Parking Location |
| E | Driveway Location/Access |

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Building Orientation

Building orientation refers to how elements and functions of a building wall relate to their surroundings. Buildings should be sited to establish a strong visual and physical connection to the public realm. A building’s primary entrance should face the street in order to create an engaging and pedestrian-friendly streetscape.

SD.1. Orient a building to the public realm.
- Orient a building’s primary functional entry to face a street. Orienting a primary entry to a public plaza or other prominent public space is also appropriate (see Figure 10).
- If a building fronts two or more prominent public spaces, orient to as many of them as is feasible.

FIGURE 10: Building Orientation.

Orient a building’s primary functional entry to face a street. Orienting a primary entry to a public plaza or other prominent public space is also acceptable.
External Pedestrian Connectivity
Excellent pedestrian access should be provided between the public realm to a site and building. A strong physical and visual relationship between these elements enhances walkability.

SD.2. Provide a physical pedestrian connection between a site and the public realm. Appropriate options include:
- A door that opens directly to a public space.
- A walkway that connects a building to a public space through a setback area.
- A plaza, outdoor seating area or patio that connects a building to a public space.

SD.3. When a property is adjacent to a public open space (such as the Cascadilla Gorge Trail), connect the site to the open space.
Internal Pedestrian Connectivity
An internal pedestrian circulation system should connect each site with the public realm.

SD.4. Establish an internal walkway system that connects key areas, such as building entries, parking areas and open spaces.
- Use landscaping, special paving and distinct lighting to accentuate and clarify a site’s circulation system.
- Consider directing an internal walkway through a plaza, courtyard or other outdoor feature.
- Size an internal walkway of an adequate width to allow safe pedestrian access.
- Design an internal walkway to be ADA accessible.
- Integrate an internal walkway system with the public pedestrian circulation system.

<table>
<thead>
<tr>
<th>Internal Pedestrian Connectivity</th>
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<tbody>
<tr>
<td><img src="image.png" alt="Diagram" /></td>
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</table>

Integrate an internal walkway system with the public pedestrian circulation system.
Through-Block Connectivity
Long blocks (such as the block bounded by Dryden Road, Catherine Street, College Avenue and Eddy Street) can create barriers to pedestrian access. Projects are encouraged to provide a pedestrian connection through a long block where possible to increase area-wide pedestrian connectivity.

SD.5. **Provide public pedestrian access through a block.**
*Methods include:*
- A simple path connecting two streets through a block.
- A pedestrian paseo integrated with an open space or retail amenity that connects through a block.
- An alley that is designed to be shared by pedestrians and automobiles.
Open Space

Courtyards, street-adjacent plazas, linear outdoor dining areas and other open spaces provide places for customers and tenants to gather and engage in activities. When located adjacent to a public space, these features can activate and enhance the pedestrian experience. A project should incorporate open space into a site design where feasible.

**SD.6. Incorporate an open space into a site design where feasible.**

- Consider placing an open space so that it is visually and physically connected to a public space.
- Link an open space to internal site features and the public realm.
- Size an open space to be adequate for its function.
- Enclose an open space by framing it with building edges, landscaping or other site elements.
- Site an open space to maximize sun exposure.
- Program an open space with site features or activities that will keep it lively and occupied.

Options for a public-oriented open space include:

- A courtyard between buildings, integrated with the public sidewalk.
- A corner plaza adjacent to the public sidewalk and street.
- A linear outdoor dining or seating area.

Enclose an open space by framing it with building edges, landscaping or other site elements.

Orient an open space to be visually and physically connected to the public street and sidewalk.
Surface Parking
A surface parking area must satisfy the setback and residential wrap requirements established in the CAFD. When a surface parking area is set back in accordance with the CAFD but still visible from a public street, it should be screened from view.

SD.7. If a surface parking area is visible from a street, screen it from view. The following methods are appropriate and encouraged:

- Landscaping
- Site walls
- Decorative fencing
- Public art
- Other methods that meet the intent of this guideline

Collegetown Area Form Districts
Surface parking areas are subject to the setback requirements in the CAFD code:
http://ecode360.com/29014950
Driveways and Access
Automobile access is often critical to the functionality of a site. However, it should be unobtrusive. Driveways should be designed to promote safety and minimize pedestrian-vehicle conflicts.

SD.8. Minimize the number of vehicular access points to a site.
• Encourage shared, consolidated access between adjacent properties.

SD.9. Minimize the width of a driveway where it crosses a pedestrian way.

Shared Parking & Access
Service Areas
Service areas, such as trash receptacle and loading areas, can negatively impact the streetscape and pedestrian experience when visible. These features should not be visible from the street, and should be integrated and coordinated with site and building features.

SD.10. Locate a service area so that it is not visible from the public street.
- Locate a service area to the interior of a site, and away from the public street wherever possible. Screen it from view with a solid wall, opaque fence or landscaping.

Fences & Walls
Fences and walls are often used to enclose a private outdoor space. Retaining walls are used to address site topography. Fences and walls should be carefully coordinated with the overall site design of a property. Visible fence and wall materials should be compatible with materials used throughout a site and on a building. Fence and wall guidelines are most critical for areas of a site that are visible from the public realm.

SD.11. Coordinate a fence or wall with an overall site design concept.
- Create fence or wall openings as needed to integrate an internal circulation system.

SD.12. Use a fence or wall material that is compatible with other building and site materials.
- Coordinate a fence material with a primary or secondary material on a primary building.
- Use a consistent material(s) and pattern for a publicly visible fence or wall.

SD.13. Concrete walls, including retaining walls, should provide visual interest. Appropriate methods include:
- Scoring (or otherwise texturing)
- Staining
- Terracing
- Landscape screening (with vines, or other vegetation)
- Other methods that meet the intent of this guideline
Landscape Design

Landscaping can enhance a project by providing visual interest, tying together key site features, providing shade, screening unattractive site features from public view, or providing buffers between properties. It also can help soften an urban environment. Landscaping should be considered for a site, even when there is limited space.

SD.14. **Preserve existing trees wherever possible.**
- Incorporate an existing tree into the site design.
- Highlight an existing tree as a design element.
- Plant or preserve additional trees to increase canopy and accommodate new planting areas with sufficient underground infrastructure for the tree roots.

SD.15. **Use a coordinated landscape palette to establish a sense of visual continuity within a site.**
- Use a consistent palette throughout the property. Variation is encouraged, but landscaping elements should be thoughtfully organized.

SD.16. **Use landscaping to highlight a building entry, walkway or other feature.**

SD.17. **Use landscaping to screen a sensitive edge, such as an abutting residential property or natural feature.**

Plant and Tree Selection

Plants and trees that are proven successful in Ithaca’s climate should be selected to reduce the need for maintenance and replacement.

SD.18. **Minimize irrigation.**

SD.19. **Use native tree and plant species that thrive in Ithaca’s climate.**
- Use drought and cold weather tolerant species.
- Use tree species that are able to survive in an urban setting.
Sustainable Site Design

Sustainability is a critical community objective in Ithaca and is prioritized in many City policy documents. Each site design should contribute to a sustainable future for Ithaca. Incorporate sustainability features to reduce energy consumption and stormwater runoff.

SD.20. Integrate low impact development (LID) features to minimize impacts to the municipal stormwater system and area watersheds.
   • Include a stormwater management feature, such as a bioretention area or rain garden, as a site amenity or landscape feature.
   • Use permeable surfaces and paving systems that allow water infiltration.
   • Use generous site landscaping to absorb site runoff.
   • Collect and use rainwater for irrigation.

SD.21. Use landscaping to reduce the need for heating and cooling.
   • Use trees and landscaping to create shade in warm months and sun exposure in cool months.

SD.22. Choose a material that reduces energy consumption.
   • Use a local, recycled material where possible.
   • Use a light colored surface material that reflects heat.
   • Consider incorporating an energy-generating feature on a site. This may include a wind turbine, solar panels, solar powered lighting or other similar feature.
Maximizing Solar Exposure

The location of plaza A is preferred over the location of plaza B because plaza A receives greater solar exposure, particularly in winter months when the sun is low in the sky.

Winter City Design
The impacts of Ithaca's climate on site design should be considered. Snow removal and snow storage are important considerations when making decisions about site circulation, parking, landscaping, etc. Buildings should be sited to maximize sun exposure and to help shelter open spaces and pedestrian areas from prevailing winter winds.

SD.23. Design a site to promote efficient snow removal and adequate space for snow storage.

SD.24. Site a building or open space to maximize sun exposure and utilize passive solar design.

SD.25. Site a building to shelter open spaces and pedestrian areas from prevailing winter winds.
Freestanding Site Features

Freestanding site features include benches, sculptures, planters and other similar elements. They are functional design components and also can enhance a project aesthetically. They can provide pedestrian interest, complement open spaces and animate outdoor places.

SD.26. Provide a freestanding feature to enhance a site or the public realm. Potential features include:
  • Benches
  • Tables
  • Planters
  • Public Art
  • Kiosks
  • Bike Racks

SD.27. Integrate a freestanding feature within the overall design of a site.
  • Locate a feature so that it does not impede pedestrian circulation or vehicular access.
  • Locate a feature to take advantage of an active area on a site, such as within an open space, along a walkway or near a building entry.
  • Use materials with consistency and coordinate them with other site and building features.

Integrate a freestanding site feature within the overall design of a site.

Strategically locate site furnishings and public art to enhance the public realm or an open space.
Site Lighting
Site lighting is important for safety and can be used to enhance a design. Lighting should be carefully designed and placed to minimize unnecessary light pollution.

SD.28. Scale site lighting to reflect its purpose.
• Use a small-scale fixture with down-lighting or light bollards to illuminate a pedestrian walkway.
• Use medium scale (15 to 18 feet in height, roughly) overhead lighting for a common outdoor space, building entry, parking area or internal driveway.

SD.29. Minimize light spill onto adjacent properties and toward the sky.
• Use a fixture(s) that provides even lighting for a plaza, courtyard or patio area.
• Shield site lighting to avoid off-site glare.
• Orient fixtures toward the ground.

SD.30. Integrate a lighting fixture with the design of the overall building and site.
• Use a style that is compatible with a building and site design. For example, use a contemporary fixture for a contemporary building.
• Choose a material that is compatible with materials used on the building and throughout a site.
Working with Topography
Some projects occur on sites with significant topography and grade change. A site design should work with existing topography wherever possible rather than creating a flat site. This is a sustainable practice and helps to retain terrain that contributes positively to Collegetown’s character. A regrading effort should not negatively impact the public realm.

SD.31. Design a site to integrate with and take advantage of existing topography.
• Incorporate a topographic feature as an open space or landscape amenity where feasible.
• Where on-site parking is provided, consider taking advantage of site topography to provide subterranean or partially subterranean parking.
• “Terrace” a building into a hillside to minimize site disturbance and create private outdoor spaces and site features.
• Step the first floor of a building along a sloped street to maintain a constant street presence.
• Where a taller cut or change in grade is necessary, use a series of landscaped terraces or stepped walls.
Where a taller cut or change in grade is necessary, use a series of landscaped terraces or stepped walls.

Terrace a building into a hillside to minimize site disturbance.

Step the first floor of a building along a sloped street to maintain a constant street presence.
Adaptive Reuse and Incorporating Existing Buildings

Collegetown’s character is influenced by the variety of commercial, mixed use and residential buildings. Redevelopment is anticipated and encouraged, but it should be balanced with conservation of current buildings. This involves reusing existing buildings and sometimes integrating them into new development projects. Reusing a building avoids the use of energy and resources required to produce new construction materials, significantly reducing environmental impacts. New development should explore opportunities to integrate an existing building or buildings into a site design.

SD.32. Encourage reuse of an existing building instead of developing a new building.
- Consider a use that activates and enhances a public space.
- When conducting an adaptive reuse project, consider redesigning a parking or other paved area between a building and the street as an active outdoor use, such as a plaza, outdoor seating area, display area or similar space.
- Establish increased landscaping in an existing parking area where the number of parking spaces can be reduced.

SD.33. Consider providing a rooftop addition instead of demolishing the existing building. Additional care should be taken when the building has historic significance.
- Design a rooftop addition to be subordinate to the original building.
- Provide transition in scale between the rooftop addition and an adjacent traditional building.
- Set back the walls of the rooftop addition from those of the original structure.
- Use a different material on the rooftop addition to differentiate it from the original building.
- Design a façade on a rooftop addition to be compatible with, but not replicate, the original structure.
SD.34. Consider integrating an existing building into a new development project rather than demolishing it.
- Create a shared outdoor space between the two buildings.
- Transition in scale downward toward the existing building when the new development is taller.
- Integrate pedestrian site circulation between the two buildings.
- Consolidate and share parking between the two buildings, and potentially with other uses nearby.
- Create shared vehicular access between the two buildings, and potentially others nearby.

### Adaptive Reuse of an Existing Building

- **A** Surface parking lots receive landscaping enhancements to improve aesthetics.
- **B** Under-utilized space is activated and updated with a contemporary architectural element (pergola) that provides additional seasonal flexible-use space.
- **C** Paved area becomes an outdoor patio and dining area.
- **D** New landscaping buffers the patio area from the street, and provides pedestrian interest to passersby.
- **E** New accessibility improvements enhance pedestrian and ADA access.
Sensitive Site Design Transitions

Site design features should be used to reduce conflicts between adjacent properties. In Collegetown, a multi-story mixed use or commercial property may share a lot line with a sensitive residential property. Where a potential conflict occurs, the impacts of a commercial activity should be mitigated.

SD.35. **Minimize negative impacts of a commercial operation on an adjacent residential property.**
- Locate a commercial activity that generates noise, odor or other similar impacts away from a shared lot line with a residential property or in a different location altogether.
- Where a commercial use is adjacent to a residential use, buffer or screen the commercial activities. This could include a buffer area with landscaping and amenities such as an exercise area, picnic area or pedestrian walkway.

SD.36. **If in the Neighborhood Periphery, site a building to include side setbacks in the range of those used for nearby traditional homes.**
A building’s design and the arrangement of its features can strongly impact the public realm. Each building should incorporate “human scale” components to break it up into smaller, perceivable elements that are closer in size to a typical person, adding to pedestrian comfort and increasing walkability. As noted in Chapter 1, a building needn’t be “small” to express human scale; a building can accomplish human scale by providing articulation, detail and design elements that break larger-scale masses into smaller visual proportions. A building design should accentuate key building elements and provide visual interest at interfaces to the public realm. Buildings should be designed to sensitively “fit in” to an existing neighborhood by using compatible materials, or drawing on the basic characteristics of nearby buildings and neighborhoods.
Building Entries
Building entrances provide a key visual connection between the public and private realm. A door should be easily recognizable and should provide a strong visual and physical connection to the public realm. Building entries should be spaced to provide visual continuity along a street and read similarly to traditional buildings in an area.

BD.1. **Design the primary entrance to a building to be clearly identifiable.**
- Use an architectural element(s) to highlight an entrance.
  - Potential treatments include:
    » Canopy
    » Arcade
    » Portico
    » Stoop
    » Building recess
    » Awning
    » Moldings

BD.2. **Place a primary, functional entry on a street-facing façade.**

BD.3. **Size and proportion an entry element to be in the range of heights and widths of nearby traditional entries.**
- Size a door to be easily readable and recognizable, but to not be overly large.
- Use a vertically oriented door that is in keeping with traditional door patterns in the area.

BD.4. **Maintain a regular rhythm of entries along a street.**
- Use a common door height on a ground floor and on a visible upper floor.
- Provide space between entries on a building to be generally consistent with spacing on nearby traditional buildings.

Design the primary entrance to a building to be clearly identifiable.

Provide a sheltering element such as a canopy, awning, arcade or portico to signify the primary entrance to a building.
Windows
Windows are a key design element for Collegetown buildings. Their design and arrangement should express a human scale, create visual continuity with context and provide visual interest to the public realm.

BD.5. Locate and space windows to express a traditional rhythm and create visual continuity. This is particularly relevant in the Collegetown Core.
- Provide consistent horizontal spacing between windows on a floor.
- Vertically align windows on upper floors.
- Provide a common head height for windows on a single floor. Minor deviations may be appropriate for an accent, but vertical alignment and horizontal spacing should remain consistent.
- If a glazed wall is utilized, use spandrels, moldings, awnings or sills to provide vertical and horizontal expression.

BD.6. Place a window opening to correspond to an actual interior space.

BD.7. Size and proportion a window to be in the range of heights and widths of nearby traditional windows.
- Size a window to be easily recognizable, but to not be overly large.
- Use a vertically oriented window on an upper floor that is consistent with traditional window proportions in the area.

BD.8. Design a window to create depth and shadow on a façade. This is particularly relevant in the Collegetown Core.
- Design a window to appear to be "punched" into a masonry wall.
- Do not use a window that appears pasted onto a façade.

Roofs
Roofs contribute to a building’s character. Roofs should be integrated with overall design of a building and be compatible with surrounding context.

BD.9. Design a roof to be architecturally consistent with the overall architectural design and detailing of the structure in terms of the form and material.

BD.10. Design a roof to be compatible in massing and form to traditional buildings in the surrounding context.
- Where a variety of roof forms is prevalent in an area, allow flexibility as permitted by the CAFD requirements.
Materials

Materials and their composition strongly impact the perception of a building or site. They should be used to convey human scale and provide visual interest to the public realm. Materials should also be proven durable in Ithaca’s climate to prevent deterioration over time. Typical materials vary significantly among the three Collegetown Character Areas, so it is important to consider context when choosing a material. Figure 11 shows suggested materials for each Character Area.

BD.11. Use materials to convey a sense of human scale and visual interest.

- Add visual interest through texture, finish and detailing.
- Use changes in material to add visual interest and express a human scale.
- Use an accent material to highlight an important feature like an entry or window.
- Use materials to create contrast and shadow.
- Use a limited number of materials so that a façade does not appear overly busy or confusing.
- Visually “flat” or panelized materials (such as synthetic stucco or EIFS) that result in monotonous, featureless surfaces are not appropriate on any street-facing façade. Limited applications of synthetic stucco or another visually flat material may be appropriate on an interior façade as a wall panel or as an accent, but should be complemented with a material rich in texture or with a dynamic finish.

BD.12. Use a material that is compatible with the surrounding context.

- Use a traditional material or an alternative material that is similar in appearance to a traditional material.

BD.13. Use a high quality material that is proven durable.

- Use a material that is proven durable in Ithaca’s climate.
- Use a ground level material that can withstand on-going contact with the public and retain its quality.
### Appropriate Building Materials For Each Character Area

This table indicates building materials that are appropriate (A) or inappropriate (-) in each of the Character Areas. Secondary materials cannot exceed 25% of the surface area of any one building façade. These guidelines apply to the primary and secondary materials that are integral to the wall of a building. They do not limit use for accents or accessories such as storefronts, awnings or canopies. This list is not all encompassing; other materials may be appropriate if they satisfy the intent of these guidelines.

<table>
<thead>
<tr>
<th>Cladding</th>
<th>Collegetown Core</th>
<th>Residential Transition</th>
<th>Neighborhood Periphery</th>
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*Interior façades only

### Appropriate Cladding Materials For Each Character Area

The following table indicates cladding materials that are appropriate as primary (P), secondary (S) materials or those that are not allowed (-) in each of the Character Areas. Secondary materials cannot exceed 25% of the surface area of any one building façade. These guidelines apply to the primary and secondary materials that are integral to the wall of a building. They do not limit use for accents or accessories such as storefronts, awnings or canopies. This list is not all encompassing; other materials may be appropriate if they satisfy the intent of these guidelines.

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*Interior façades only

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Collegetown Design Guidelines - CHAPTER 4 BUILDING DESIGN 53
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*Supporting the porch or stoop roof only

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<th>Clay Tile</th>
<th>Slate</th>
<th>Metal Shingle</th>
<th>Panelized Standing Seam Metal</th>
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Collegetown Design Guidelines - CHAPTER 4 BUILDING DESIGN
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<tr>
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<td>Painted Metal</td>
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<tr>
<th>Retaining Walls</th>
<th>Natural Stone</th>
<th>Split-Face CMU</th>
<th>Textured/Scored Concrete</th>
<th>Textured/Scored Concrete</th>
<th>Textured/Scored Concrete</th>
</tr>
</thead>
</table>
Accessory Structures
Accessory structures are desired for many properties. An accessory structure should be subordinate to a primary structure and its visibility from a public space should be minimized. A visible accessory structure should be compatible with a primary structure.

BD.14. Design an accessory structure to be subordinate to a primary structure.
• Locate an accessory structure to the rear of a primary structure.
• Where possible, locate an accessory structure so that its view from the street is blocked by the primary structure.
• Size an accessory structure to be at a lower scale and size as compared to the primary structure.

BD.15. If an accessory structure is partially or fully visible from the public street, design it to be compatible with the primary structure.

BD.16. Use detailing and materials that are coordinated with the primary structure.

Building Equipment
Utility service boxes, telecommunication devices, cables, conduits, vents, chillers and fans are among the equipment that is often attached to a building. This equipment draws away from the structure itself and can adversely affect the quality of the pedestrian experience. Buildings should minimize the visual impact of mechanical and other building equipment on the public realm.

BD.17. Minimize the visual impact of building equipment and equipment affixed to a building.
• As stated in the CAFD, all utilities and mechanical equipment must be screened from public view.
• Locate a utility connection or service box to the sides or rear of a building and not on a street-facing façade.
• Screen equipment with an architectural screen wall, fencing and/or a landscape element.
• Integrate a visible window air conditioning unit into the design of a building. Screen a window air conditioning unit that is visible from the public realm with an architectural feature where possible.
• Locate mechanical equipment on a rooftop in a location that is out of view from the street; otherwise screen it or integrate it architecturally with the overall building design.

BD.18. Utilities should be moved underground, if possible, in coordination with the City.
Parking Garages

Parking garages can consolidate parking, thereby decreasing the need for large surface parking areas. As stated in the CAFD, a parking garage is only a permitted primary use in the MU-2 district, and garages must be wrapped by residential units on street-facing façades (except for entries/exports) and may not be visible from a public street. Refer to the CAFD for the requirements regarding parking garages.
Sustainable Building Design

Sustainability is a critical objective for Ithaca and the city’s buildings will play a critical role in achieving it. Buildings should be designed to maximize energy efficiency. Designs should also address seasonal changes in natural lighting and ventilation conditions. Buildings in Collegetown should incorporate sustainable design features wherever possible, with an understanding that sustainability objectives must be balanced with those of placemaking and urban design.

BD.19. Consider including a building design feature that conserves energy.
- Utilize external shading (landscape and/or integrated into the building) to keep out summer sun and let in winter sun.
- Design a building to take advantage of energy-saving and energy-generating opportunities.
- Design windows to maximize light into interior spaces.
- Use exterior shading devices, such as overhangs, to manage solar gain in summer months and welcome solar access in winter months.
- Incorporate a renewable energy device, including a solar collector or wind turbine.
- Utilize highly efficient internal equipment (e.g. lighting, plug loads) and controls.
- Use air- or ground-source (geothermal) heat pump systems for space heating and cooling, air-source heat pumps for hot water, and non-natural gas-fired boilers.
- Use energy and water-efficient appliances and fixtures.

BD.20. When redeveloping a site, salvage or reuse site and building materials where possible.
- Incorporate a functional existing building into a redevelopment project in order to minimize waste and greenhouse gas emissions associated with demolition.

BD.21. Include a feature or amenity that encourages walking or biking as an alternative to driving.
- Include bicycle storage facilities, covered bicycle parking, employee showers and other bicycle-friendly amenities in a building or on-site.
- Include excellent pedestrian facilities that are well connected to the external pedestrian circulation system.

BD.22. Where off-street parking does exist, it should support fuel-efficient and electronic vehicles by:
- Providing compact parking spaces.
- Providing one or more electronic vehicle (EV) charging stations.
Compatible Building Design

Buildings should be compatibly scaled and draw on Collegetown’s architectural traditions, yet also allow new, creative designs. This will create visual continuity along the street and a cohesive transition from building to building.

**BD.23.** Design a building and its elements to be compatible with the scale and elements on nearby traditional buildings.

- Articulate a building mass to include vertical and horizontal elements that are similar to those elements on nearby traditional buildings.
- Express the floors of a building in a way that is compatible with the floor expression of traditional buildings on a block.

Articulate a building mass to include vertical and horizontal elements that relate to the proportions of nearby traditional buildings.

Express the floors of a building in a way that is compatible with the floor expression of other traditional buildings on the block.

Maintain the traditional pattern of building orientation and setbacks on a given block.

Design a building and its elements to maintain a scale that reflects elements on nearby traditional buildings. The 400 Block of College Avenue is a Collegetown design exemplar.
Street Level Interest
A building’s ground floor strongly impacts the pedestrian experience on an adjacent public space, like a sidewalk or public plaza. A blank or featureless ground floor can diminish interest. In addition to satisfying the blank wall limitations, entry requirements and glazing requirements (MU-2 only) for street facing façades, architectural elements should be combined to establish interest for pedestrians.

BD.24. Design a ground floor to engage the public realm and provide visual interest for pedestrians.
• Preferred architectural elements include:
  » Functional entries
  » Windows
  » Display windows (MU-1 and MU-2 only)
• If a preferred architectural element is not feasible, appropriate alternatives include:
  » Decorative wall surfaces
  » Landscaping
  » Wall art
Building Articulation

Building articulation includes vertical or horizontal changes in materials, color, wall plane or other elements that reduce real and perceived building scale. All Collegetown buildings should incorporate articulation methods. For the purposes of these guidelines, building articulation methods include two categories:

- Façade Articulation. Façade articulation methods reduce perceived building mass. They break down a building into human scale components and express a sense of horizontal and vertical scale. However, these methods do not significantly affect the overall square footage of a floor or building. All Collegetown buildings should incorporate façade articulation methods.

- Massing Variation. Massing variation methods reduce actual building mass and scale. They modulate a building floor or wall in a manner that creates a physical relief in an architectural form. Variations may affect enclosed square footage on a floor and building.

Building Articulation methods are illustrated in Figure 12.
Façade Articulation Methods

A1 Accent Lines

Accent lines include vertical and horizontal expression lines on a building wall. An accent line often projects slightly from the face of a building wall.

Examples include:
- Moldings
- Sills
- Cornices
- Canopies
- Spandrels

A2 Color Changes

Color changes include significant vertical or horizontal changes (15'-30' min) in color on a building wall.

A3 Material Changes

Material changes include significant vertical or horizontal changes (15'-30' min) in material on a building wall.

A4 Minor Wall Offsets

A minor wall offset is a vertical expression line created by notching a building wall for its full height. Minor wall offsets are typically 5 feet or less.
Massing Variation Methods

A5 Height Variation
A height variation is an actual reduction in the vertical height of a building of at least one floor. (Note that it is not the intent of this variation method to require multiple elevators)

A6 Increased Setbacks
An increased setback is similar to a minor wall offset, but with a larger dimension. It is established by providing a larger setback on a portion of a wall for its full height. Currently this method may require a variance in the MU-2 district.

A7 Upper Floor Stepback
An upper floor stepback is similar to an increased setback, but it only occurs on an upper floor(s). It is created by setting back an upper story building wall relative to those on a lower story. A stepback of 8-12 feet in depth is suggested.
Combining Building Articulation Methods

A single building articulation method is typically insufficient to achieve a desired design outcome or promote architectural creativity and interest. Combining multiple methods into a single building is highly encouraged. As shown in Figure 13, a building often includes some or all of the building articulation methods identified previously in Figure 12.

**FIGURE 13: Combining Building Articulation Methods**

- **A1**: Accent Lines
- **A2**: Color Changes
- **A3**: Material Changes
- **A4**: Minor Wall Offsets
- **A5**: Height Variation
- **A6**: Increased Setbacks
- **A7**: Upper Floor Stepbacks

Illustration Credit: Shears, Adkins, Rockmore Architects (SA+R)
The following pages provide specific recommendations for combining building articulation methods. Suggested methods vary based on the specific design issue to be addressed and the dimensions and circumstances of a project. Recommendations are provided for the following objectives:

- Maintaining compatibility with traditional scale at the street
- Addressing a sensitive edge (a property zoned for low-scale residential, a historic building)
- Maintaining a public view corridor
- Providing solar access
- Creating outdoor space

**BD.25.** Use a combination of “façade articulation” and “massing variation” methods as shown in Figure 12 and as specified in more detail in items A.-D. on pages 69-72 to reduce the perceived and/or actual mass and scale of a building.

*Use a combination of “façade articulation” and “mass variation” methods to reduce the perceived and/or actual mass and scale of a building.*
A. Maintaining Compatibility with Traditional Scale at the Street

Intent: Maintaining compatibility with traditional building widths and heights along a public street.

### Width

**Long Walls:** Combine at least (3) three of the following:
- A1, A2, A3, A4, A5, A6


**Short Walls:** Combine at least (2) two of the following:
- A1, A2, A3, A4, A5, A6


*Criteria for determining a Long Wall and Short Wall are shown in the table.*

### Height

**Long Walls:** Combine at least (3) three of the following:
- A1, A2, A3, A5, A7  (Use A5 or A7 for at least 50% of the wall length)


**Short Walls:** Combine at least (2) two of the following:
- A1, A2, A3, A5, A7


*Criteria for determining a Long Wall and Short Wall are shown in the table.*

### Table: Criteria for Determining Long and Short Walls

<table>
<thead>
<tr>
<th></th>
<th>Collegetown Core</th>
<th>Residential Transition</th>
<th>Neighborhood Periphery</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Greater than or equal to 40 ft.</td>
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</tr>
<tr>
<td>Short Wall =</td>
<td>Less than 40 ft.</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>
B. Addressing a Sensitive Edge Condition

Intent: To provide a transition in scale to prevent a looming wall and minimize the negative visual effects of a larger building on an adjacent historic resource or a low-scale residually-zoned property. The intent is also to respond to the building placement patterns of a historic property or district. Sensitive edge conditions include low-scale residually-zoned properties (the edge where MU-1 abuts CR-3, in particular), and historic properties. Use one or more of the following options when a potentially incompatible building is proposed adjacent to a sensitive edge condition.

**Upper Floor Stepback:**
Provide an upper floor stepback (A7) along a side lot line that is a sensitive edge. This option is particularly effective when the sensitive edge is a low-scale residually-zoned property.

**Increased Side Setback:**
Provide an increased side setback (A6) along a side lot line that is a sensitive edge. This option is effective when the sensitive edge is a low-scale residually-zoned property and when it is a historic resource.
Increased Front Setback:
Provide an increased front setback (A6) along the front lot line to match the front setback of the adjacent property on the sensitive edge. This option is particularly effective when the sensitive edge is a historic resource and maintaining compatibility with the traditional building placement is the focus.
C. Maintaining Public Views/Increasing Solar Access

Intent: Maintain or create views down a public street, to the sky or to a natural feature. Maximize sunlight to the public realm or a private outdoor space, either at the street level or on an upper level.

Long Walls: Use one or more of the following on at least 50% of a wall:
- A5, A6, A7

Short Walls: Use one or more of the following if feasible:
- A5, A6, A7

*Criteria for determining a Long Wall and Short Wall are shown in the table.

<table>
<thead>
<tr>
<th></th>
<th>Collegetown Core</th>
<th>Residential Transition</th>
<th>Neighborhood Periphery</th>
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<td>NA</td>
</tr>
<tr>
<td>Short Wall =</td>
<td>Less than 40 ft.</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

D. Creating Outdoor Space

Intent: Create an opportunity for private outdoor space for tenants, customers or other building users on a ground floor, upper floor or rooftop.

At the Ground Level: Use A6.

On an Upper Floor or Rooftop: Use A5 or A7
**Interior Façade Articulation**

An interior façade refers to a side or rear wall that does not face a prominent public space, like a street or public plaza. Priority conditions include:

- Any façade visible to the public.
- Where an interior façade is set back from an interior lot line.
- A façade facing a parking area or internal circulation component or alley.

**BD.26.** Use minimal articulation methods to express human scale on an interior façade that is not visible to the public; additional articulation there is encouraged but not required.
The design guidelines promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings in order to meet the community’s desire for quality development. While signs in Collegetown are anticipated to be primarily associated with commercial uses, they may also be associated with institutional, multi-family or other uses. Their design should balance functional requirements with objectives for character, design and compatibility. Orderly sign location and design can make fewer and smaller signs more effective. All signs throughout the city are subject to the regulations in the Sign Ordinance of the City of Ithaca, which provides the definitions and legal framework for a comprehensive and balanced system of signage.
Signs should contribute to a cohesive character of the Collegetown Area. All signage should also be compatible with the materials, colors and details of the building. Its content should be visually interesting and clearly legible. Illumination sources should be shielded to minimize glare and light pollution. A sign should remain subordinate to a primary building.

S.1. **Design a sign to be compatible with the primary building.**
- Use materials, colors and details that are compatible with those used for the building.

S.2. **Design and locate a sign to be subordinate to a site and primary building.**
- Design a sign to be simple in character.
- Design the content of a sign to be clearly legible. Traditional block and curvilinear styles that are easy to read are preferred.
- Limit the number of colors used on a sign. In general, no more than three colors should be used, although accent colors and additional colors for illustrations may be considered.
- Locate and design a sign to emphasize rather than overshadow building features.
Lighting

S.3. **Shield a sign illumination source to minimize glare and light pollution.**
   - Use a compatible shielded light source to illuminate a sign.
   - Direct lighting towards a sign from an external, shielded lamp.
   - Do not overpower the building or street edge with sign lighting.
   - If halo lighting is used to accentuate a sign or building, locate the light source so that it is not visible.
   - If internal illumination is used, design it to be subordinate to the overall building composition.
   - If internal illumination is used, use a system that only backlights the individual characters of sign text.
   - Avoid internal illumination of an entire sign panel.

Materials

S.4. **Use a sign material that is compatible with the architectural character and materials of the building.**

S.5. **Use permanent, durable materials for a sign that reflect the Collegetown context.**

*Use a permanent, durable material.*
### Guidelines for Specific Sign Types

The table below includes additional guidelines applicable to specific sign types. They shall be used in concert with the general signage guidelines above. The definitions included below are established in the City of Ithaca Sign Ordinance.

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>Guidelines</th>
</tr>
</thead>
</table>
| **Wall Signs**     | A sign fastened, painted or otherwise erected on the wall of a building so that the wall becomes the sign's supporting structure and wholly or partially forms its background. | S.6. Locate and design a wall sign to promote design compatibility among buildings.  
  • Place a wall sign to align with other signs on nearby buildings.  
  • Design a wall sign to minimize the depth of a sign panel or letters.  
  • Design a wall sign to fit within, rather than forward of, the fascia or other architectural details of a building. |
| **Window Signs**   | A permanent sign affixed to a window surface or in front of or behind a window in such a manner that the window acts as its frame or background. | S.7. Design a window sign to preserve transparency at the sidewalk edge.  
  • Use a minimal amount of opaque material on a window sign.  
  • Scale a window sign so that it only covers a modest amount of a glass window panel. |
| **Projecting Signs** | Any sign that projects from the exterior of any building. | S.8. Locate and design a projecting sign to relate to building entries and convey visual interest.  
  • Locate a small blade sign near the business entrance, just above the door.  
  • Mount a larger blade sign higher on the building, centered on the façade or positioned at the corner.  
  • Design a bracket for a projecting sign to complement the sign composition. |
### Awning Signs

A sign that is painted, printed, or stenciled onto the surface of an awning.

<table>
<thead>
<tr>
<th>S.9. Design printing on an awning to be subordinate to the awning.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Scale the printing on an awning sign to only cover a modest amount of the awning material.</td>
</tr>
<tr>
<td>• Use a color that contrasts well with the color of the awning.</td>
</tr>
</tbody>
</table>

### Monument Signs

A sign or signs mounted, painted on or fastened to a freestanding wall, pier or other sign structure, of which any horizontal dimension of a structural member exceeds 18 inches between two feet and eight feet above grade level. Monument signs will generally only be appropriate in limited settings associated with institutional, multi-family or other uses.

<table>
<thead>
<tr>
<th>S.10. Locate a monument sign to integrate with a site design.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ensure that a monument sign does not encroach on or interrupt a prominent site feature or internal walkway.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>S.11. Scale a monument sign to be of a size and height that expresses human scale.</th>
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<tbody>
<tr>
<td>• Use a low profile monument sign that is easily readable, but does not block views to a building.</td>
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</tbody>
</table>
This chapter provides special guidelines for each of the three Character Areas defined in Chapter 1. It discusses areas of emphasis for specific topic areas. The guidelines and content shall be used in addition to the general guidelines provided in Chapters 3, 4 and 5. Collegetown Character Areas are shown in Figure 14.

The Character Areas are consistent with the CAFD, but in some cases a single Character Area covers multiple CAFD districts.
FIGURE 14: Collegetown Character Areas.

Character Areas

- Collegetown Core (CAFD: MU-1, MU-2)
- Residential Transition (CAFD: CR-4)
- Neighborhood Periphery (CAFD: CR-1, CR-2, CR-3)
Collegetown Core
The Collegetown Core is centered at the intersection of College Avenue and Dryden Road. It is an epicenter of activity that is densely developed and highly urban in character. Buildings are often mixed-use with ground floor commercial and upper floor office or residential and are built close to or at the sidewalk edge. Heights range from one-six stories, but traditional building heights are about four stories. Primary building materials include brick and cement masonry unit (CMU). Ground floors along the street are usually transparent with storefronts or windows.

Building Orientation and Placement (MU-1)
The MU-1 Form District includes parcels that front College Avenue between Catherine Street and Bool Street. The CAFD allow single use or mixed use commercial, residential and institutional buildings. Buildings should be placed near the lot line along College Avenue in the existing range of setbacks on the block. On the west side of College Avenue, buildings should generally align with the minimal setback range established by existing buildings on the block face. On the east side of College Avenue, buildings should be set back further. Existing setbacks are varied on the east side of College Avenue, so more flexibility should be provided for building placement on this block face. Greater setbacks may be appropriate in order to provide an outdoor space, provided it includes landscaping or other design elements that define the street edge. Notwithstanding anything stated above, no building may be placed closer to the street than the required CAFD front yard setback.

CC.1. Place a building within the range of setbacks established by buildings on the block face, but no closer to the street than the required front yard setback.

Building Orientation and Placement (MU-2)
The MU-2 Form District includes properties that front the most pedestrian-oriented streets, including College Avenue, Dryden Road and Eddy Street. Site and building designs should always prioritize these streets. Buildings should establish a strong and active building edge along the street to provide a sense of enclosure to the street. Greater setbacks may be appropriate in order to provide an outdoor space for landscaping, special corner treatments or other design elements; however, these elements should still define the street space.

CC.2. Place a building close to the property line along College Avenue, Dryden Road or Eddy Street, consistent with the minimum and maximum setbacks established in the CAFD. An additional setback may sometimes be appropriate to create an open space, plaza or widened sidewalk. However, such an additional setback may require a variance from the CAFD.
Buildings should be placed along the sidewalk edge.

<table>
<thead>
<tr>
<th>Building Placement in the Collegetown Core (MU-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In general, place a building close to the property line along College Avenue, Dryden Road or Eddy Street, consistent with the minimum and maximum setbacks established in the CAFD.</td>
</tr>
</tbody>
</table>
Corner Design (MU-2)
Key corners in the Collegetown Core are located at College Avenue/Dryden Road, Drydren Road/Eddy Street and College Avenue/Oak Avenue. Building corners in the MU-2 district should provide a special design element to highlight these focal points, improve visibility around them, and provide generous space for pedestrian movement there.

CC.3. **Provide a specialized corner element to accentuate a corner in the MU-2 district.**

*Appropriate treatments include:*
- Chamfered corner (as described in the CAFD)
- Curved corner coordinated with the street corner.
- Increased setback from one or both street frontages with a corner plaza.
- An enhanced linear outdoor space along one or both street frontages.

![Chamfered Corner](image1)
![Curved Corner](image2)
![Corner Plaza](image3)
![Linear Outdoor Space](image4)
Residential Transition
The Residential Transition is a densely developed residential area that provides a scale transition between the Collegetown Core and Neighborhood Periphery. Building types include contemporary apartment buildings and traditional residential buildings that have been converted to apartments. Buildings are more substantially set back from the street than in the Collegetown Core and landscaping is more prevalent.

Building Orientation and Placement
The Residential Transition character includes parcels that front on several streets, including Catherine Street, Oak Avenue, Summit Avenue, Dryden Road, College Avenue and Linden Avenue. Buildings should establish a strong edge along these streets. The typical front setback or range of setbacks varies from block to block. Building placement should be consistent with the setbacks established in the CAFD.
Front Yard Setback Character
Front yards in the Residential Transition strongly influence character. In most cases, a modestly sized front yard is provided and landscaped with a combination of lawn areas, trees, planted areas and other landscape features. Projects should continue this character-defining pattern. In some cases, a front yard setback that is greater than the 10-foot minimum specified in the CAFD is appropriate to accommodate landscaping.

RT.1. **Provide landscaping in the front yard setback in the Residential Transition character area. Appropriate options include:**
- Canopy trees
- Lawns
- Planting strips/flower beds
- Other treatments that are compatible with a traditional lawn

RT.2. **Minimize a paved area within a front setback.**
- Minimize the curb cut to any area required for auto ingress/egress.

Porch, Stoop and Recessed Entry Design
Porches, stoops or recessed entries are required under the CAFD in the Residential Transition. These elements are critically important in defining street character. They provide a human scale element adjacent to the public street and establish a visual and physical connection to the public realm. Porches should be visually coordinated and compatible with the overall building design. They should also be designed to create visual continuity along the street.

RT.3. **Design a porch, stoop or recessed entry to be architecturally consistent with the overall design and detailing of the primary structure.**
- Use similar materials and detailing.
- Design a porch roof to be consistent in pitch and material with other roof elements on the structure.
- Do not leave a porch, stoop or recessed entry material unfinished.

RT.4. **Design a porch, stoop or recessed entry to be compatible with its context.**
- Design a front porch or stoop that is similar in scale and location to traditional buildings on a block.
- Maintain the alignment of porches and stoops (canopies, awnings, porch height, eave height and foundation height) along the street.
Neighborhood Periphery
The Neighborhood Periphery is the least dense of the three Character Areas. A traditional single-family home typology dominates. Setbacks from the street are the most substantial of the Character Areas, and are generally landscaped. Many houses have been converted to apartments, but to a lesser extent.

Building Orientation and Placement
Streets in the Neighborhood Periphery include Dryden Road, Oak Avenue, Linden Avenue, College Avenue and Mitchell Street.

Buildings should establish a rhythm of façades, entry doors and porches along these streets. Buildings should also be placed consistently along a street within a single block face. The typical setback or setback range varies from block to block within the Neighborhood Periphery. Building placement should be consistent with the setbacks established in the CAFD.

Front Yard Setback Character
Front yards in the Neighborhood Periphery strongly influence character. In most cases, a modestly sized front yard is provided and landscaped with a combination of lawn areas, trees, planted areas and other landscape features. Projects should continue this character-defining pattern.

NP.1. Provide landscaping in the front yard setback in the Neighborhood Periphery character area. Appropriate options include:
  • Canopy trees
  • Lawns
  • Planting strips/flower beds
  • Other treatments that are compatible with a traditional lawn

NP.2. Minimize a paved area within a front setback.
  • Minimize the curb cut to the area required for auto ingress/egress.

Place a building within the range of front setbacks established by buildings on the block face.
Porch Design

Front porches are required under the CAFD in the Neighborhood Periphery. They are critically important in defining street character. Porches help to express a human scale and establish a visual and physical connection to the public realm. Porches should be visually coordinated and compatible with the overall building design. They should also be designed to create visual continuity along the street.

NP.3. **Design a porch to be architecturally consistent with the overall design and detailing of the primary structure.**
- Use similar materials and detailing.
- Design a porch roof to be consistent in pitch and material with other roof elements on the structure.
- Do not leave a porch, stoop or recessed entry material unfinished.

NP.4. **Design a porch to be compatible with its traditional context.**
- Provide a front porch that is similar in scale and location to traditional buildings in its context.
- Maintain the alignment of porches (porch height, eave height and foundation height) along the street.

Design a porch to be compatible with its traditional context.