

July 20, 2015

Town of South Windsor

Main Street Preservation Planning Study

Vibrant Communities Initiative

Steering Committee Meeting #4

Prepared by: The Cecil Group – FXM Associates



Meeting Agenda

1. Welcome and Introductions
2. Review of Community Workshop #2
3. Market and Economic Discussion
4. Village District Zoning Draft
5. Streetscape Planning Direction
6. Community Input Survey Draft
7. Next Steps/Meetings

South Windsor Main Street Preservation Planning Study

Welcome and Introductions



Study Purpose and Process

- Identify implementation actions that will better protect and enhance the Main Street corridor in the future
- Study includes three areas of focus:
 - Village District design standards and zoning recommendations
 - Streetscape concept master plan strategies
 - Redevelopment feasibility evaluations
- Three public meetings at key milestones:
 - Initial Public Meeting – May 2015
 - Strategies Public Meeting – June 2015
 - Final Public Meeting – September 2015

South Windsor Main Street Preservation Planning Study

Review of Community Workshop #2



Review of Community Workshop #2

- Preservation and zoning comments:
 - Support for idea of new zone – not A-40
 - Start with A-40 district and work into a new district
 - Need to allow flexibility in large buildings
 - Use open space as part of land planning
 - Preserve diversity – not homogeneous
 - Need guidelines
 - What is the relationship to the historic district – avoid conflict with it
 - Don't make Main Street contrived – leave it alone and it does good things
 - 150' minimum frontage is an important characteristic
 - Balance private and public purposes in the district
 - No access for a back lot off of Main Street

Review of Community Workshop #2

■ Preservation and zoning comments:

- Open space, views, vistas and agricultural land guidelines – explain more
- Development rights on collection of parcels
- No development in the flood plain
- Concern there are not enough controls on Main Street
- Historic district – financial incentives and village district interface
- What happens with non-historic house?
- Allow for reasonable maintenance
- Proposal for exceptions for large house
- Preference for single family
- Study started in part because of rooming house
- Set rules for special exemptions

Review of Community Workshop #2

■ Streetscape comments:

On the topic of a multi-use path:

- Don't want sidewalks
- Pathway along riverside, not a good idea
- Concern that sidewalks would need to be maintained by private owners
- Concern that providing walkway/bike path will encourage speeding
- Most people use the roads for walking/biking anyway
- Keep it simple
- Sidewalks are a city thing, it is a safe street – no path is needed
- Pedestrian safety – seems like a problem

On the topic of improved bus stops:

- Nicer bus stops
- No to nicer bus stops – no in my front yard

Review of Community Workshop #2

■ Streetscape comments:

On the topic of landscape:

- Maybe diversity of trees
- Restore canopy of “elms”
- How expensive are trees to implement?
- Trees are not a Town planning need or problem, they should be dealt with by individual property owners and owner’s decisions

On the topic of utilities:

- Power lines below grade is good
- Town is obtaining utility poles
- Underground utilities

Review of Community Workshop #2

■ Streetscape comments:

On the topic of lighting:

- No street lights – enhance character of existing lights, don't add more
- Main Street lights should be full cut-off fixtures and dark sky compliant
- Could be different character fixtures
- LED lighting is too bright, too much lighting for Main Street
- Light fixture – difficult to pick “period” fixtures – which period?

Other streetscape comments:

- Can we provide costs for road options?
- 100' right-of-way is delusional – check on west side – it does not exist
- Landscape mockups – what have other towns done? Examples from other towns
- Street signs could be nicer and more historic
- Traffic detour has highlighted cut-through traffic

Review of Community Workshop #2

■ Process comments or questions:

- Can you have a special design review board not in Planning and Zoning?
- Opposition to a Design Review Board
- More information about land preservation trusts, easements, etc.
- Clarification of process to adopt zoning – public hearing required and then final adoption by Planning and Zoning Commission
- Online/hard copy survey to get additional input – yes/no answers
- Provide draft products to review
- Get more people to be part of the process
- Form consensus with an online survey
- At public hearing, decision has already been made
- Need for a public referendum – (no)
- August is not a great month for a community meeting

Review of Community Workshop #2

■ Other comments:

- Reduction in taxes – consider historic materials, maintenance and costs – reduce taxes in the district
- Recreational site for the region for walking, biking and river – should receive tax reduction for community-wide benefits
- Note that younger generation is not as interested in historic architecture/antiques

South Windsor Main Street Preservation Planning Study

Market and Economic Discussion



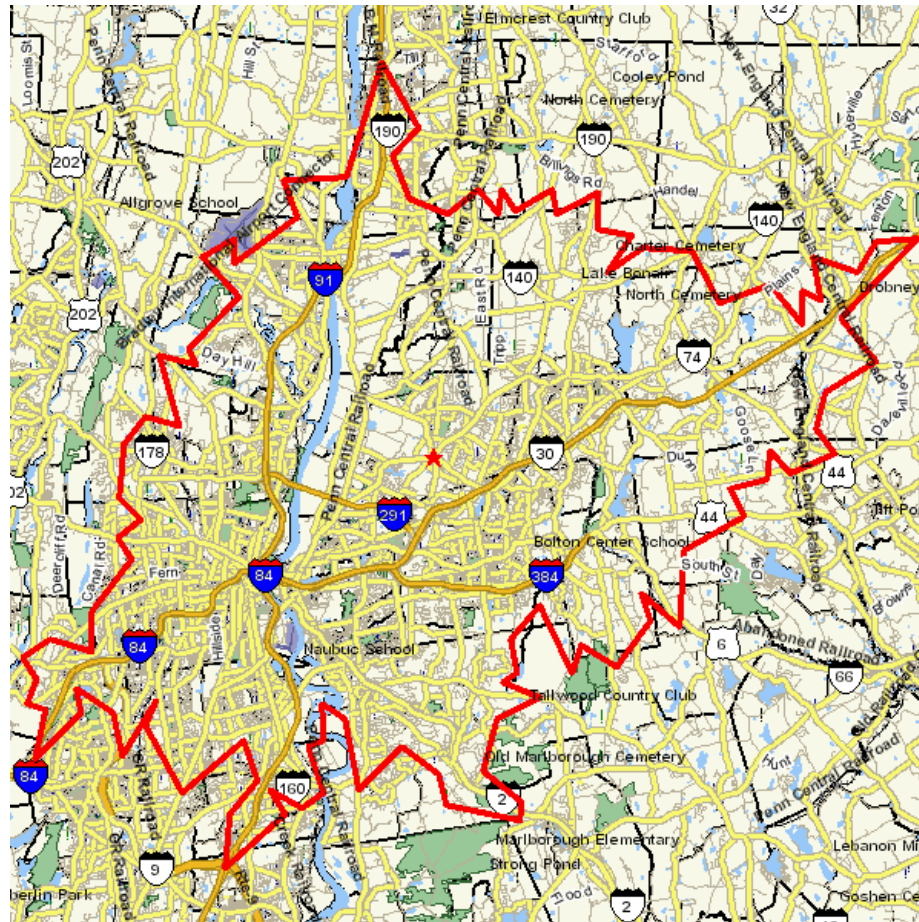
Market and Economic Discussion

- Exploration of potential market for reuse in the Main Street corridor
- Small business or commercial reuse could occur, but in this context is largely dependent on small business owners or entrepreneurs and location preferences
- Rental housing is a market-driven opportunity that is less dependent on specific matchmaking between user and available space

South Windsor Main Street Preservation Planning Study

Market and Economic Discussion

- 20-minute drive time area for Main Street



Market and Economic Discussion

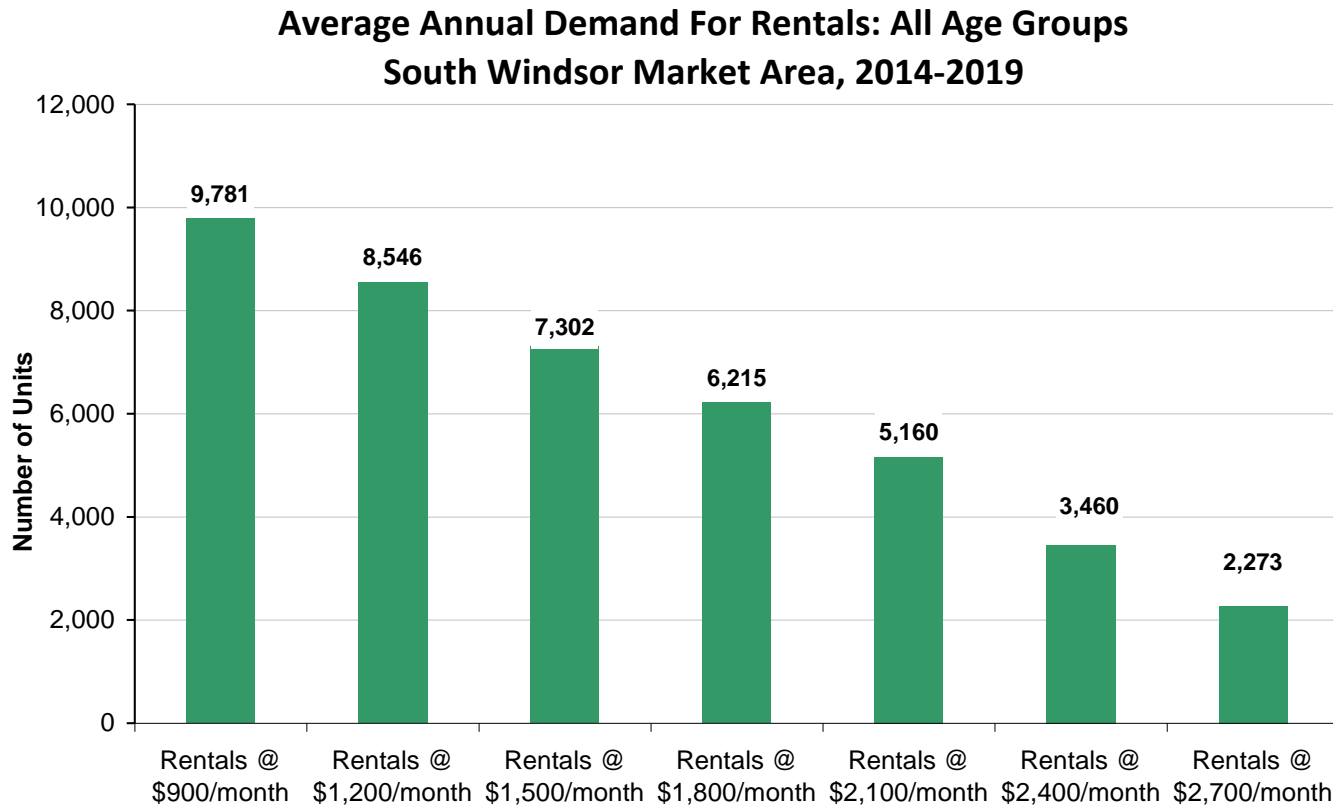
- Demographic information for Main Street market area

Demographic Context					
	South Windsor		20 Min. Market Area		% South Windsor
Population 2014 est.	25,842		568,028		4.5%
age 21 to 34	3,505	14%	105,817	19%	
age 55 to 74	6,186	24%	119,714	21%	
Households 2014 est.	9,961		224,939		4.4%
% Change 2000-2010	11.2%		4.3%		
% Change 2014-2019	0.8%		0.8%		
Median Household Income	\$85,670		\$59,688		143.5%
Avg hhld size	2.6		2.4		105.7%
Owner-occupied units	8,722	88%	136,610	61%	6.4%
Renter-occupied units	1,239	12%	88,329	39%	1.4%
Median home value	\$260,660		\$243,877		106.9%

Source: Nielsen, Claritas Site Reports, 2014, and FXM Associates

Market and Economic Discussion

- Average demand for all rentals by all age groups in market area



Market and Economic Discussion

- Market demand translated into South Windsor demand

Monthly Rent	Total Average Annual Demand in Market Area	Potential Average Annual Demand in South Windsor
\$900	9,781	140
\$1,200	8,546	120
\$1,500	7,302	100
\$1,800	6,215	90
\$2,100	5,160	70
\$2,400	3,460	50
\$2,700	2,273	30

Market and Economic Discussion

- Sample of available rental cost based on listings in Windsor, South Windsor, Windsor Locks, East Windsor, Enfield, Suffield, Bloomfield, Manchester, and Vernon:

Average Monthly Rents in South Windsor 20-minute market area, June - July 2015

Studio:	\$880	681 sq. ft.
1-bedroom:	\$1,000	743 sq. ft.
2-bedroom:	\$1,300	1,120 sq. ft.
3-bedroom:	\$1,700	1,300 sq. ft.

- At \$1,300 per month rent, 2 bedrooms and 1,000 square feet, and allowing for typical operating costs per unit and conventional financing, supportable building renovation and site preparation costs would be about \$130 per square foot (\$130,000 per unit)

South Windsor Main Street Preservation Planning Study

Village District Draft Zoning



Main Street Village District Strategy – Start with A-40

■ Village District Characteristics

■ Permitted Uses (Based on A-40):

- **P (Permitted):** Household Pets, Horses and Ponies (3 or fewer), In-Law Apartment, Single-family dwelling, Farms, Home Occupation (Professional Minor)
- **SE (Special Exception):** Accessory Apartments, Assisted Living, Bed and Breakfast, Elderly Housing, Horses and Ponies (4 or more), Senior Residence Development, Two-family dwelling, For Profit Educational, Non-Profit Educational, Essential Community Services, Municipal Facilities, Public Utility Buildings, Town Recreation Areas or Parks, For Profit Recreation Facilities, Religious Institutions, Farm Stands, Home Occupations (Professional Major), Office Professional, Stables Barns, Riding Academies, **Multifamily Dwelling, Day Care Centers**
- **Blank (Not Permitted):** Cemeteries, Golf Courses, Hospitals, Agriculture, Forestry, Nursery Gardening

Main Street Village District Strategy – Start with A-40

■ Village District Characteristics

■ Area, Density and Dimensional Requirements

If Primary Frontage on Main Street (keep A-40):

Minimum Lot and Area Requirements						Maximum			
Lot Area (SF)	Frontage (FT)	Lot Depth (FT)	Front Yard (FT)	Rear Yard (FT)	Side Yard (FT)	Stories	Height (FT)	Lot Coverage	Impervious Coverage
40,000	150	200	50	50	20	2 ½	30	15%	-

Main Street Village District Strategy – Start with A-40

■ Village District Characteristics

■ Area, Density and Dimensional Requirements

If Primary Frontage on Secondary Street or new access and maintain 950' Main Street buffer:

Minimum Lot and Area Requirements						Maximum			
Lot Area (SF)	Frontage (FT)	Lot Depth (FT)	Front Yard (FT)	Rear Yard (FT)	Side Yard (FT)	Stories	Height (FT)	Lot Coverage	Impervious Coverage
20,000	100	200	40	40	20	2 ½	30	15%	-

Main Street Village District Zoning Draft

■ Design Guidelines – Purpose

- The preservation of the Main Street corridor is a shared community goal in South Windsor to maintain the unique historic character of the street and to connect future generations to the legacy and continuity of this historic residential and agricultural district
- The purpose of the Main Street Village District is to allow for residential development while maintaining open space and preserving the historic architecture of the district and the land capable of supporting agriculture
- Other uses may be allowed to enhance economic health of the district such that they are compatible with and do not negatively impact the historic residential and agricultural character of the district
- This Main Street Village District will ensure that the unique character of Main Street is maintained for future generations in accordance with the Connecticut General Statutes Section 8-2j Village Districts

Main Street Village District Zoning Draft

■ Design Guidelines – Applicability

- Design Review shall be required for all new structures or buildings that require a building permit, or exterior additions or construction that will change the appearance of a structure, are visible from a public way and require a permit
- Design Review shall also be required for all new site improvements including parking areas
- Design Review shall not be required for maintenance, repair or replacement projects that do not alter the existing appearance or projects that are not visible from the public way
- The Commission may exempt projects from Design Review at its discretion if it finds that proposed changes represent a minimum change that will not affect the public interests as expressed in the purposes of this district

Main Street Village District Zoning Draft

■ Design Guidelines – Design Review Committee

- Commission shall utilize a village district consultant for application review:
 - Registered architect or architectural firm,
 - Licensed landscape architect, or
 - Planner who is a member of the American Institute of Certified Planners

- Or establish a Design Review Committee

Main Street Village District Zoning Draft

■ Design Guidelines – Design Principles

- **Valued Historic Character** – respect genuine history of Main Street, restore contributing resources, compatible renovation and additions and new construction that does not mimic
- **Balance of a Rural Agricultural Environment** – respect neighboring properties and patterns of use and development, contribute and blend into the overall character of Main Street
- **Value of a Varied and Historic Landscape** – promote incremental changes that reinforce a varied and eclectic environment of fields, lawns, simple paths and clustered trees
- **Diversity of Building types and Eclectic Styles** – contribute to a varied and eclectic architectural style for the district that has emerged incrementally
- **Concern with Over-improvement of Street Environment** – improve safety, pedestrian, biking and vehicular connection, but retain a simple street character

Main Street Village District Zoning Draft

■ Design Guidelines – Site Layout and Organization

- **Landscape Frontage** – A landscape area between street and buildings should be created at each property frontage. The landscape should be responsive to the surrounding street frontage context and serve as a foreground to the property
- **Site and Building Hierarchy** – Where multiple uses, buildings, or structures exist on a site, a hierarchy should be created in which the most primary building is placed prominently on the site and to address the street frontage
- **Connected Components** – Breaking larger projects into smaller building components is a historically appropriate site organization and building massing strategy, such as the connected farmhouse, generally this organization places a the narrow building frontage to the street and connects parts using the depth of the site
- **Address the Street** – Provide significant building facades oriented to the street, buildings within the district traditionally face Main Street with a significant façade, often including the main entry
- **Minimize Support Structures** – Locate accessory structures, such as garages, to the rear of the main building

Main Street Village District Zoning Draft

■ Design Guidelines – Site Layout and Organization

- **Conceal Parking** – Locate parking in secondary locations to the side or rear of significant building facades and conceal with landscaping, fencing, or walls. Break large parking areas into smaller lots integrated with landscape
- **Conceal Garage Doors** – Limit views of garages and garage doors by locating them along the side or rear of buildings or concealing from view from the public way with landscape
- **Reinforce Parcel Lines** - Provide landscape areas between buildings and adjacent parcels and reinforce parcel lines with simple landscape treatments demarcating the boundaries
- **Respect Historic Structures** – Do not compete with adjacent historic structures by respecting the setback of adjacent buildings and providing complementary building siting and massing
- **Respect Open Space and View Corridors** – Placement of building, site and landscape improvements should allow for views across open areas and agricultural land and be designed to frame views and enhance the district

Main Street Village District Zoning Draft

■ Design Guidelines – Site Layout and Organization

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Main Street Village District Zoning Draft

■ Design Guidelines – Architecture and Building Design

- **Preserve Historic Structures** – To the greatest extent possible, the historic buildings in the district should be restored, rehabilitated, renovated or retained over time and Retain and respected as a part of the Town's heritage
- **Respect the Heritage of Historic Structures** – When changes, alterations or additions to a historic structure do occur, they should respect the heritage and historic origins of the building and reflect the original conditions, intentions and style of the building, rather than creating an abrupt shift from the heritage
- **Reinforce Eclectic Architectural Styles with Sensitivity** – The Main Street district includes a wide variety and diversity of architectural styles, new styles should choose an architectural style and approach that reinforces the heterogeneity of the district while being sympathetic and compatible to the surrounding context
- **Use Appropriate and Authentic Materials** – New construction should reinforce the historic material palette currently in use in the district. Use materials, details, colors and features appropriate to the chosen architectural style with a preference for natural materials over artificial materials

Main Street Village District Zoning Draft

■ Design Guidelines – Architecture and Building Design

- **Avoid Replicas or Reproductions** – Respect the authenticity of the existing historic buildings and structures. New buildings should be distinguishable from them rather than mimicking or duplicating historic buildings or styles
- **Primary Façade Orientation** – The primary building façade should be oriented to Main Street or the primary street on which it is located
- **Limit Blank Walls and Roofs Along Street** – Except for barns or other agricultural structures, blank walls, facades or roofs facing the street are discouraged and the length of unarticulated building façade facing the street should be limited
- **Integrate Utilitarian Needs** – Utility needs, such as wall or roof-mounted mechanical equipment should be concealed from public view with architectural components that are consistent with the building style. This may include screens, low-walls, roof parapets, dormers, or other components to conceal equipment and integrate it with the architectural style

Main Street Village District Zoning Draft

■ Design Guidelines – Site and Landscape Design

- **Practical Landscape Features** – Use fences or walls for practical purposes such as separating parcels, enclosing special places or uses, or separating pedestrian and vehicles areas, fields or livestock areas
- **Landscape Variation** – Landscape plantings were not overly organized or formal in this environment historically. Except for agricultural plantings, variation should be part of the landscape to avoid repetitive patterns or symmetry, unless it is appropriate to a architectural tradition of the historic buildings on the site
- **Layered Landscape** – Provide a layering of landscape features that reinforce distinct areas with a landscape layer associated with the street frontage between the building and street, a landscape layer that anchors the building on the site and a landscape layer that frames the edges of open spaces or agricultural fields
- **Frame Views** – Reinforce clearings and view corridors with landscape design by placing plantings at the edges of clearings and by avoiding blocking views into a clearing from the public way.

Main Street Village District Zoning Draft

■ Design Guidelines – Site and Landscape Design

- **Landscape Parking Screening** – Use landscape plantings with trees and shrubs to screen parking areas using plant materials that complement the surrounding landscape, integrate the parking into the overall site design and minimize view of the parking from public ways
- **Landscape Utility Screening** – Use landscape plantings to screen other utilitarian or service aspects of the site, such as screen mechanical equipment or storage yards using plant materials that complement the surrounding landscape

Main Street Village District Zoning Draft

■ Design Guidelines – Signage Design

- **Minimize Signage** – The Main Street district is primarily residential and agricultural, small businesses or other uses that may require signage should limit the size and number of signs to respect the historic context. Signs should prioritize conveying the name of the establishment, institution or use and the character of goods or services being offered and focus on views from street approaches. Signs should not be used for advertising or overly detailed information
- **Integrate Signage** – Locate and design signage to be integrated with and complementary to the architecture and site design. Signage should be placed in an appropriate location on the building façade and integrated with the style, material, and color of the building. Signage should be placed on site to be integrated with the surrounding landscape plantings

Main Street Village District Zoning Draft

■ Design Guidelines – Signage Design

- **Reduce Signage Impact** – Signs should be placed as to reduce visual impact on the character of Main Street. Signage should be placed to avoid blocking views to historic buildings, features, or open spaces. Signs should not be located so that they significantly interfere with clear and desirable views.
- **Minimize Sign Lighting** – Lighting of signs should be minimized in the district. If necessary, provide indirect signage lighting that minimizes light spillage and glare and that is provided from a light fixture coordinated with the overall building or site design. Internally illuminated signs are discouraged.

Application of Village District Zone

■ *Reuse potential of specific building(s)*

■ 1878 Main Street

- *Lot Area: 39,632 SF*
- *Owner: Draghi Gary*
- *John Watson House*



Application of Village District Zone

■ *Reuse potential of specific building(s)*

■ 1878 Main Street

11,696 GSF
6,852 NSF

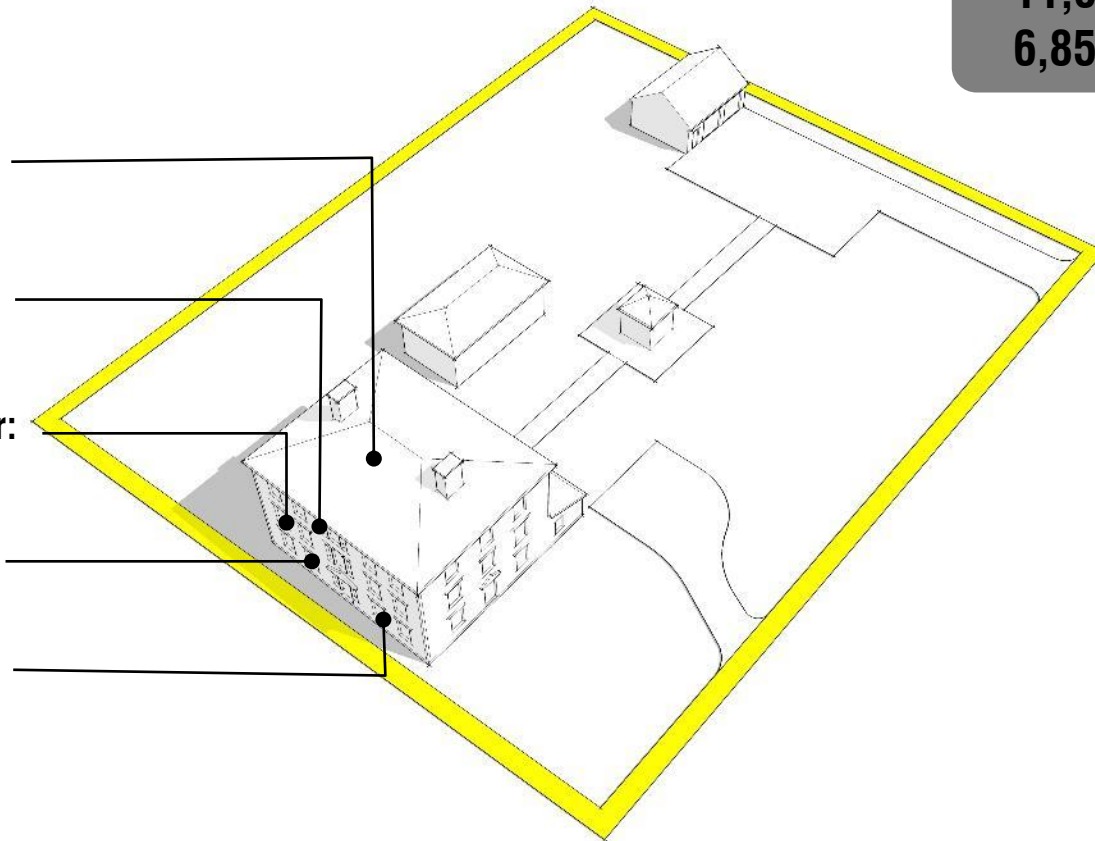
Attic:
2,184 SF

Third Floor:
2,184 SF

Second Floor:
2,184 SF

First Floor:
2,484 SF

Basement:
2,484 SF



Application of Village District Zone

- *Reuse potential of specific building(s) – **Multifamily or Senior Housing***

- **1878 Main Street**

6 units

Attic:
2,184 SF

Third Floor:
2,184 SF

Second Floor:
2,184 SF

First Floor:
2,484 SF

Basement:
2,484 SF

Parking:
3-4 additional
spaces for 2
spaces per unit

Other considerations:
Vertical circulation,
accessibility, building egress,
additional plumbing cores

Application of Village District Zone

■ *Reuse potential of specific building(s)*

■ 372 Main Street

- *Lot Area: 1.31 Acres*
- *Owner: Five S Group LLC*
- *Building Gross:*
 - 23,976 SF
- *Stories: 2*
- *Year Built - 1920*



Application of Village District Zone

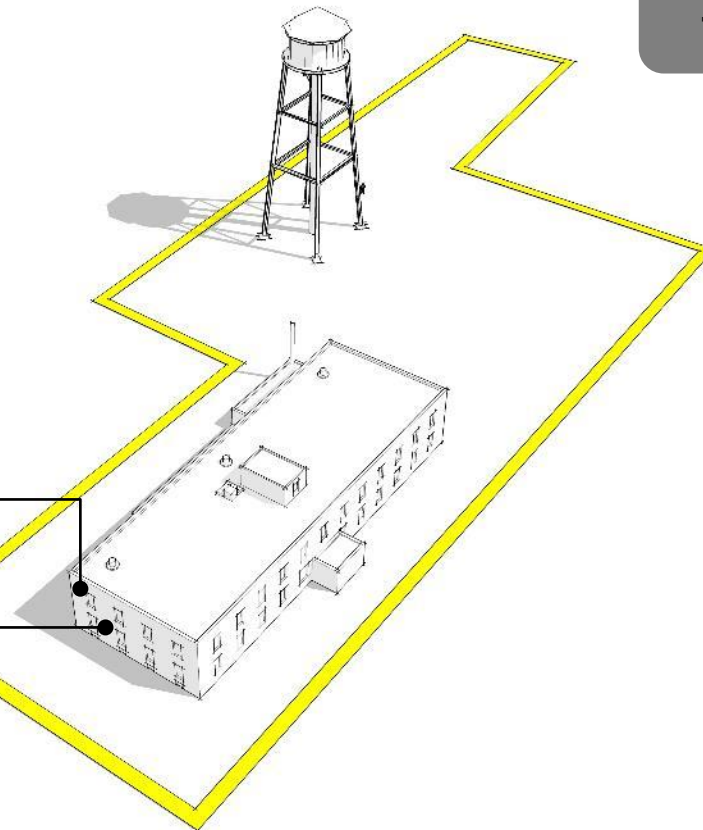
■ *Reuse potential of specific building(s)*

■ 372 Main Street

23,976 GSF
15,976 NSF

Second Floor:
7,988 SF

First Floor:
7,988 SF

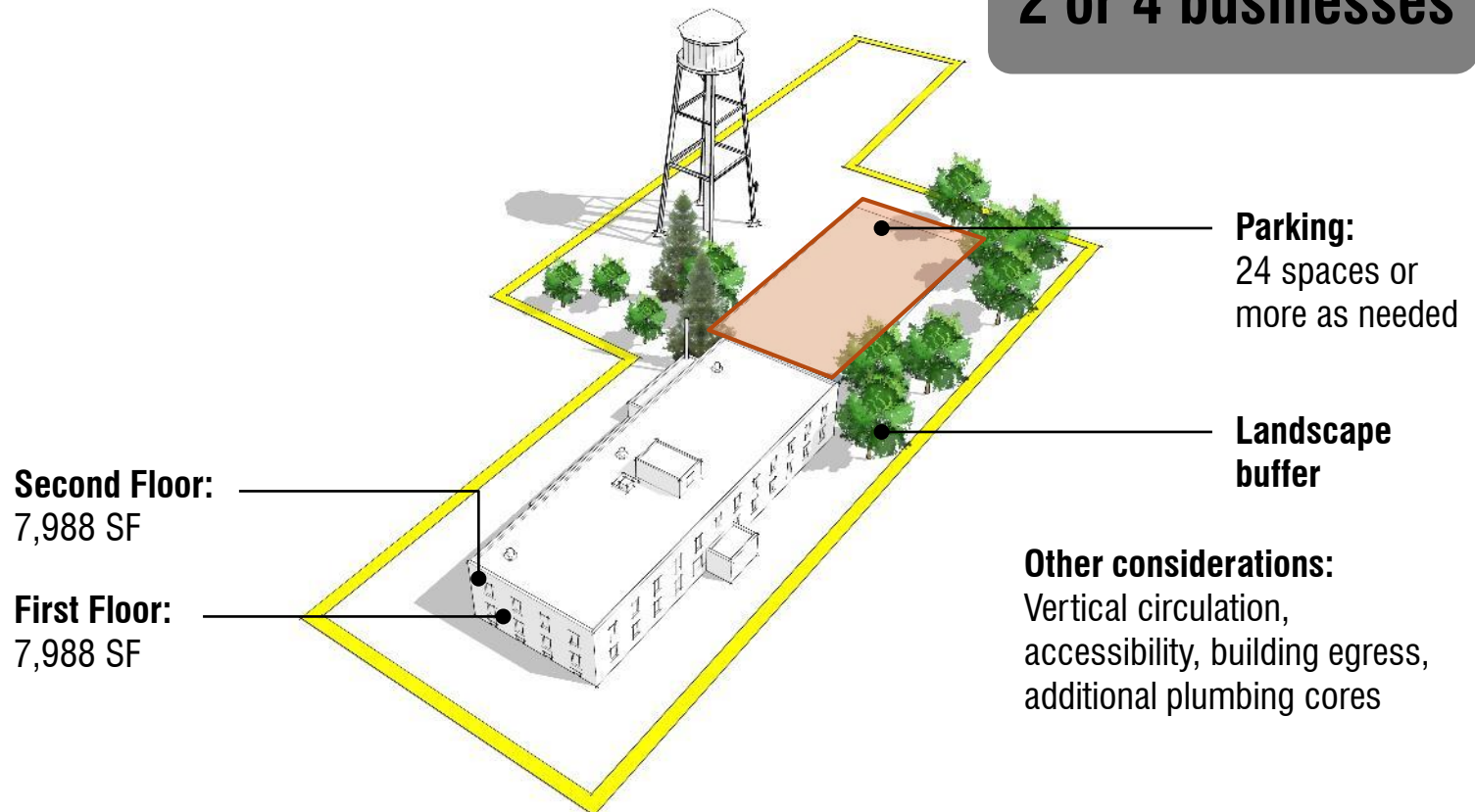


Application of Village District Zone

- *Reuse potential of specific building(s) – Professional Office, small business incubator*

- **372 Main Street**

2 or 4 businesses



Application of Village District Zone

■ *Redevelopment of the rear of a property for other residential uses*

■ 838 Main Street

- Area: 963,803 SF
- Owner: Conn National Bank

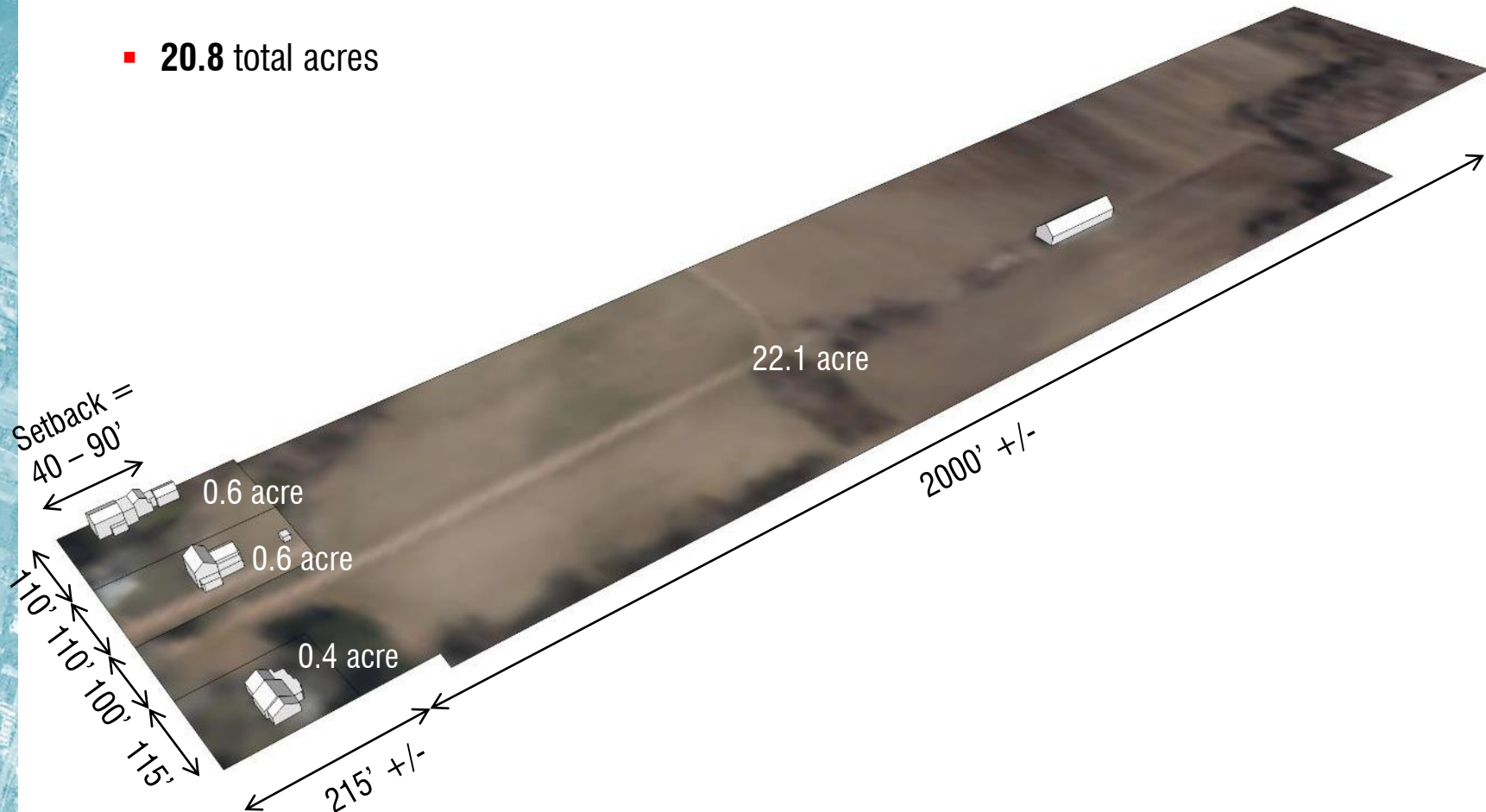


District Characteristics

Application of Village District Zone

■ 838 Main Street

- **20.8** total acres



District Characteristics

Application of Village District Zone

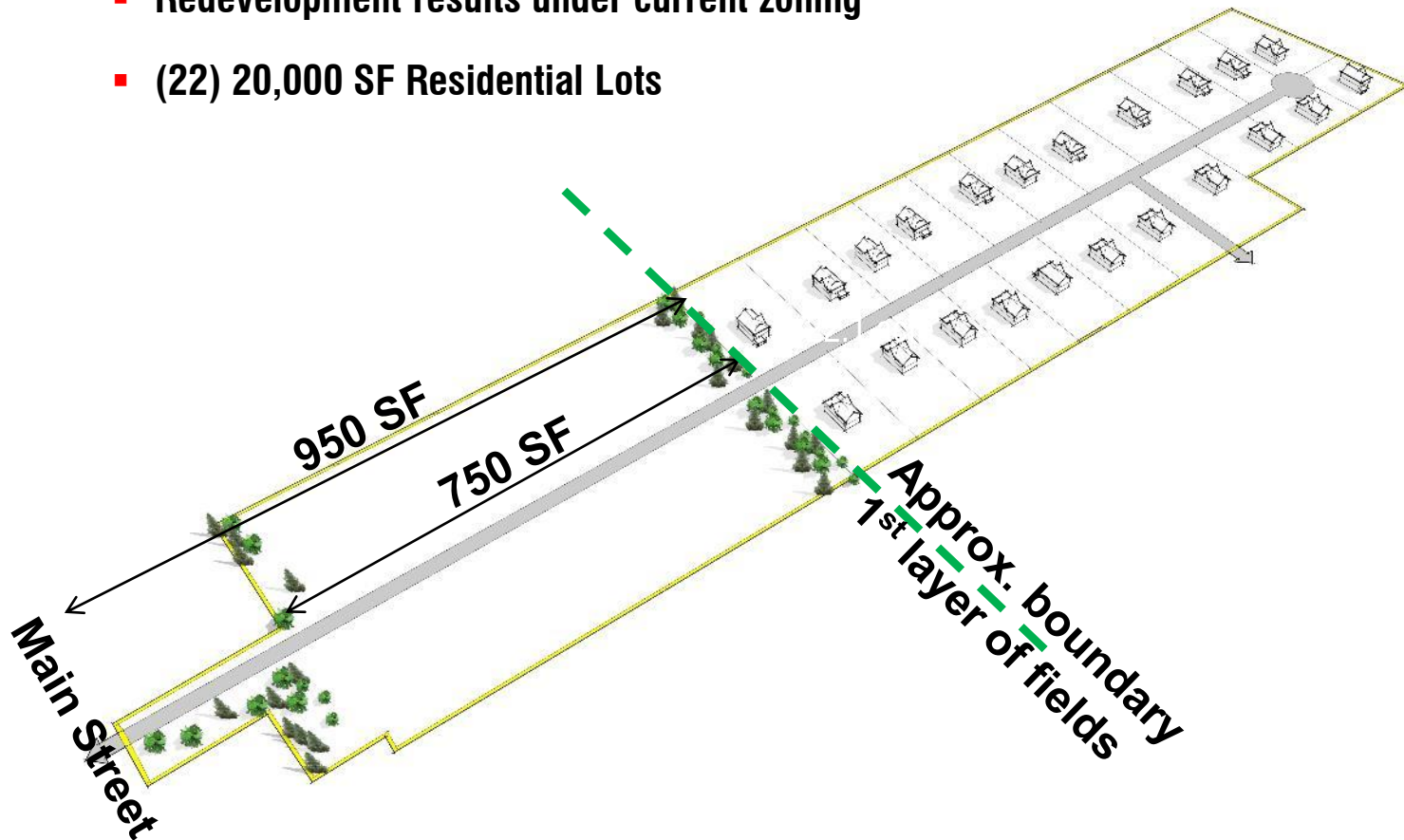
- 838 Main Street
 - Redevelopment results under current zoning
 - (22) 40,000 SF Residential Lots



District Characteristics

Application of Village District Zone

- 838 Main Street
 - Redevelopment results under current zoning
 - (22) 20,000 SF Residential Lots



South Windsor Main Street Preservation Planning Study

Streetscape Planning Direction



Based on Community Feedback

■ Circulation

- *On-street multi-modal*
 - *Widened shoulders*
 - *Dedicated bike lanes*

■ Amenities

- *Minimize street lighting*
- *No other amenities (bus stops, etc.)*

■ Landscape Approaches

- *Opportunistic tree and shrub infill*

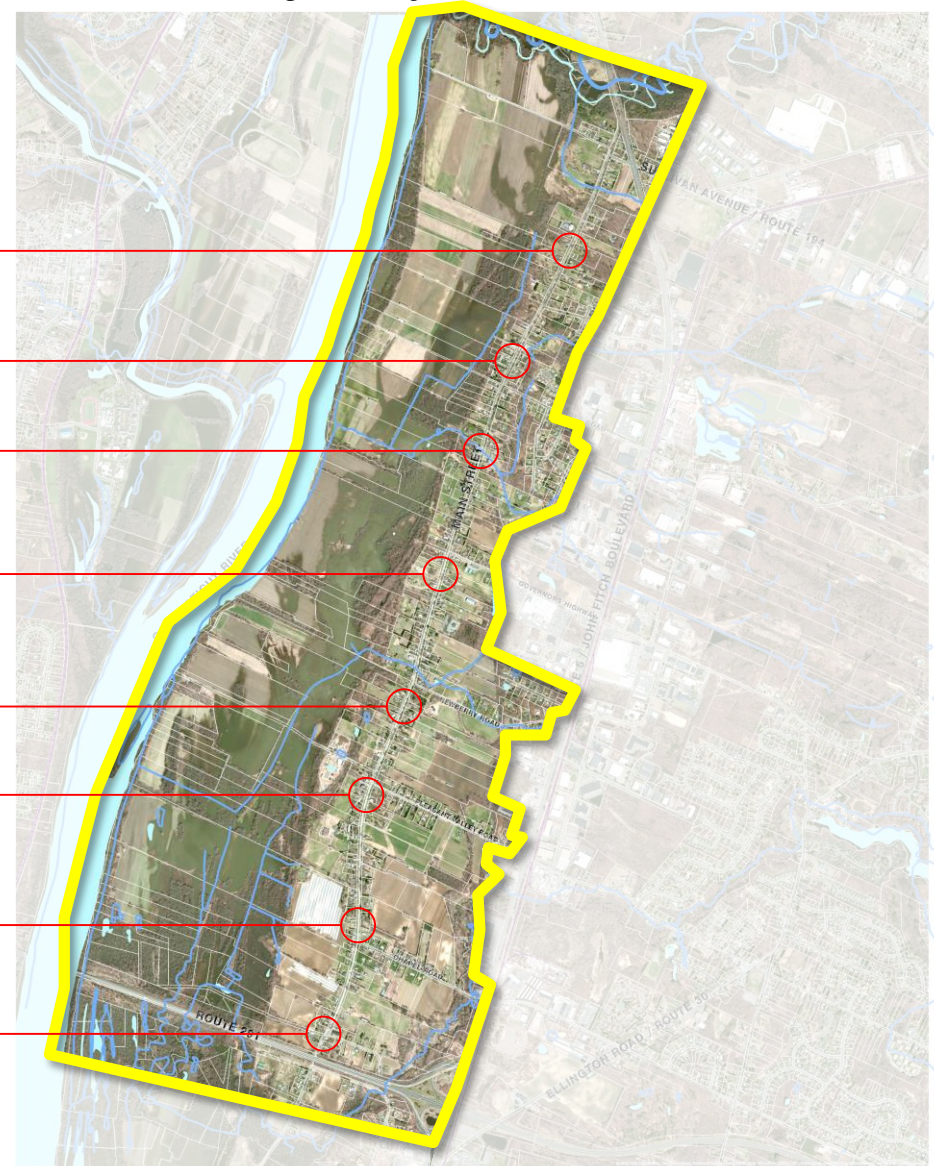
■ Utilities (long term)

- *Relocate to underground utilities*

South Windsor Main Street Preservation Planning Study

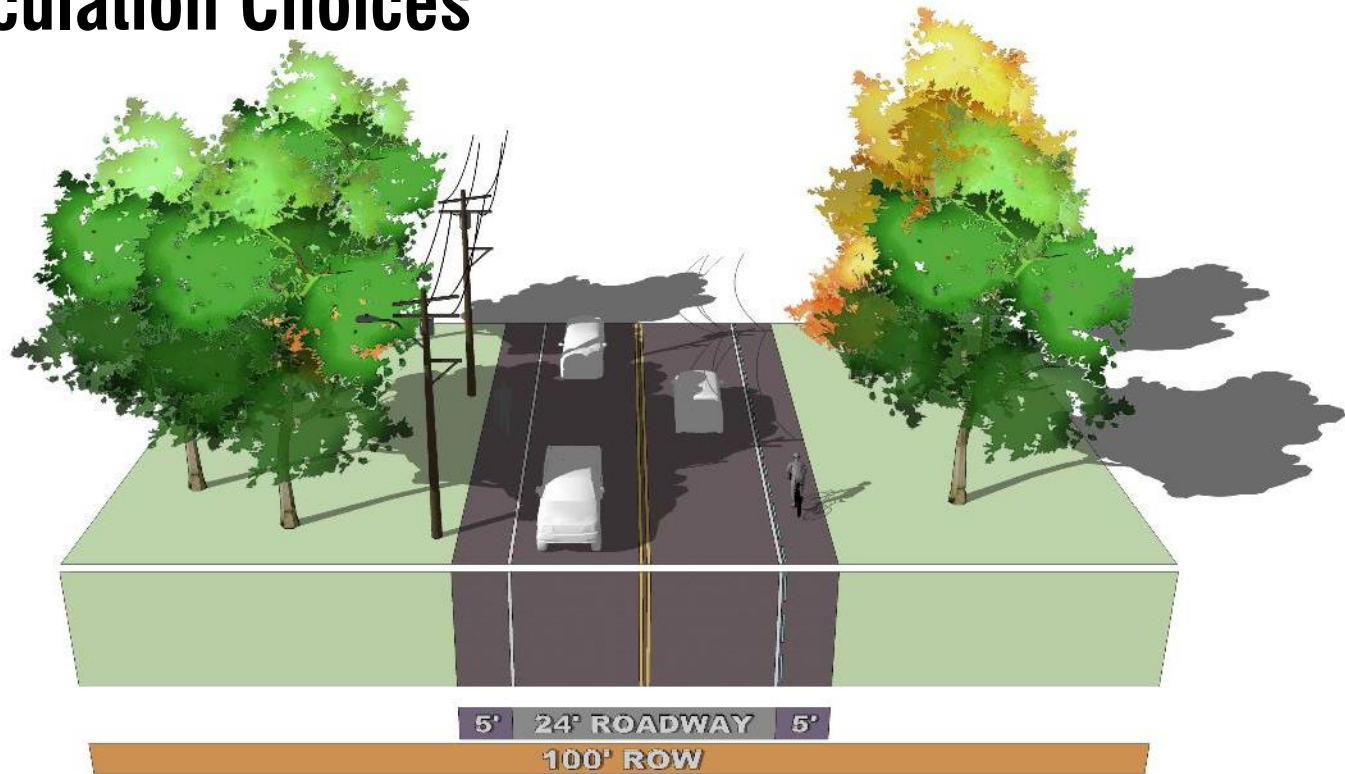
Roadway Widths Vary

34 Feet
30 Feet
(Bridge) 42 Feet
28 Feet
30 Feet
32 Feet
28 Feet
34 Feet



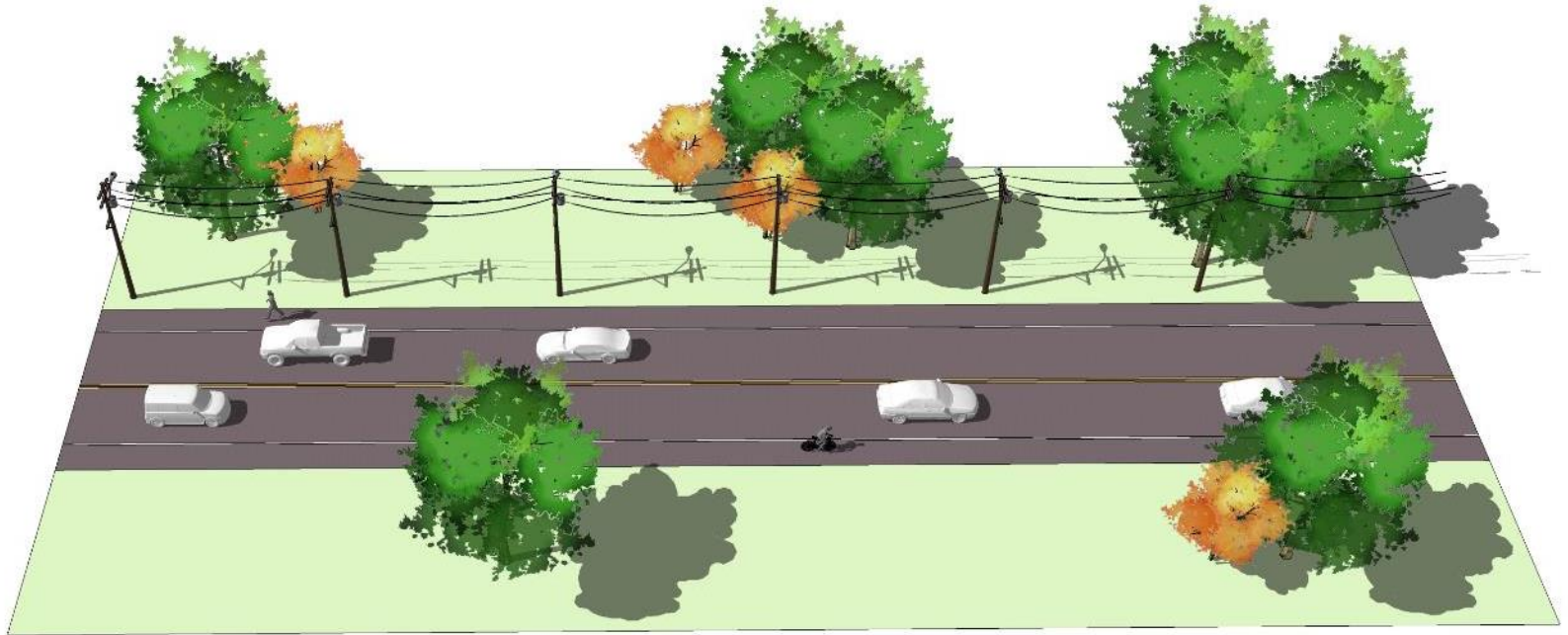
0 700 1,400 2,800 4,200 5,600 Feet

Circulation Choices



- **On-Street Multi-Modal Roadway Potential Improvements Section**
 - Add shoulders to accommodate pedestrian and bike use
 - Reduce lane width to be a consistent 12 foot width
 - Most sections of the roadway are currently wide enough to add the shoulders by restriping the lanes

Landscape Approaches



■ Opportunistic Tree and Shrub Infill

- Infill with vegetation strategically in areas where trees have recently died or are very mature
- This approach is appropriate adjacent to open farmlands and wooded areas
- Trees should be a mix of native species

South Windsor Main Street Preservation Planning Study

Community Input Survey Draft



South Windsor Main Street Preservation Planning Study

Community Input Survey Draft

MAIN STREET

COMMUNITY SURVEY

JULY 2015



PLEASE PROVIDE YOUR FEEDBACK ON THE FOLLOWING PROPOSED COMPONENTS OF A NEW VILLAGE DISTRICT ZONE FOR MAIN STREET

In order to protect and preserve the unique historic environment of South Windsor's Main Street, a new Village District Zone is being considered. The Village District Zone will begin with the existing A-40 zone currently in place on Main Street. The major difference between the A-40 zone and a new Village District Zone is the ability to create design guidelines that are part of the zoning district. The survey below outlines the potential components of the Main Street Village District Zone and Design Guidelines and asks if you agree or disagree with the statements that will comprise the new district. Also, please add your own comments if needed.

VILLAGE DISTRICT ZONE BOUNDARY

Do you agree with the statement?

- The new Village District Zone would follow the boundary of the existing A-40 Zoning District which includes nearly the full extent of Main Street within the Town of South Windsor

YES ☐ NO ☐

ALLOWABLE USES

- Permitted uses in the new Village District Zone should be consistent with the existing A-40 Zoning District including "Household Pets", "Horses and Ponies for Personal Use", "In-Law Apartment", "Single Family Dwelling", "Farms" and "Home Occupations, Home Office, Professional Office (Minor)"
- Special Exception uses in the new Village District Zone should open new opportunities for historic homes by allowing "Multifamily Dwelling" and "Day Care Centers" within larger (4,000 SF+) existing buildings. Both of which are currently not permitted in A-40.
- Not Permitted uses in the new Village District zone should be reduced to include only "Cemeteries", "Hospitals, Sanitariums, Convalescent Homes", "Agriculture, Forestry, Truck or Nursery Gardening, Including Greenhouses"

YES ☐ NO ☐

YES ☐ NO ☐

YES ☐ NO ☐

DIMENSIONAL STANDARDS

- For primary frontage on Main Street Dimensional Requirements for the new Village District Zone should remain consistent with the current requirements of the A-40 district
- For primary frontage on a secondary street or new access road Dimensional Requirements for the new Village District Zone should cluster development away from Main Street while allowing the same amount of development. For example restricting development within 950 feet of Main Street, but allowing smaller lots of 20,000 SF beyond that point

YES ☐ NO ☐

YES ☐ NO ☐

MAIN STREET

COMMUNITY SURVEY

JULY 2015



Do you agree with the statement?

PURPOSE

- The preservation of the Main Street corridor is a shared community goal in South Windsor to maintain the unique historic character of the street and to connect future generations to the legacy and continuity of this historic residential and agricultural district statements that will comprise the new district guidelines
- The purpose of the Main Street Village District is to allow for residential development while maintaining open space and preserving the historic architecture of the district and the land capable of supporting agriculture
- Other uses may be allowed to enhance economic health of the district such that they are compatible with and do not negatively impact the historic residential and agricultural character of the district
- This Main Street Village District will ensure that the unique character of Main Street is maintained for future generations in accordance with the Connecticut General Statutes Section 8-2j Village Districts

YES ☐ NO ☐

YES ☐ NO ☐

YES ☐ NO ☐

YES ☐ NO ☐

Do you agree with the statement?

APPLICABILITY

- Design Review shall be required for all new structures or buildings that require a building permit, or exterior additions or construction that will change the appearance of a structure, are visible from a public way and require a permit
- Design Review shall also be required for all new site improvements including parking areas
- Design Review shall not be required for maintenance, repair or replacement projects that do not alter the existing appearance or projects that are not visible from the public way
- The Commission may exempt projects from Design Review at its discretion if it finds that proposed changes represent a minimum change that will not affect the public interests as expressed in the purposes of this district

YES ☐ NO ☐

YES ☐ NO ☐

YES ☐ NO ☐

YES ☐ NO ☐

Do you agree with the statement?

DESIGN REVIEW COMMITTEE

- Commission shall utilize a village district consultant for application review: Registered architect or architectural firm, licensed landscape architect, or planner who is a member of the American Institute of Certified Planners
- Or establish a Design Review Committee

YES ☐ NO ☐

YES ☐ NO ☐

South Windsor Main Street Preservation Planning Study

Community Input Survey Draft

MAIN STREET COMMUNITY SURVEY JULY 2015



Do you agree with the statement?

DESIGN PRINCIPLES

- **Valued Historic Character** – respect genuine history of Main Street, restore contributing resources, compatible renovation and additions and new construction that does not mimic YES ☐ NO ☐
- **Balance of a Rural Agricultural Environment** – respect neighboring properties and patterns of use and development, contribute and blend into the overall character of Main Street YES ☐ NO ☐
- **Value of a Varied and Historic Landscape** – promote incremental changes that reinforce a varied and eclectic environment of fields, lawns, simple paths and clustered trees YES ☐ NO ☐
- **Diversity of Building types and Eclectic Styles** – contribute to a varied and eclectic architectural style for the district that has emerged incrementally YES ☐ NO ☐
- **Concern with Over-improvement of Street Environment** – improve safety, pedestrian, biking and vehicular connection, but retain a simple street character YES ☐ NO ☐

Do you agree with the statement?

DESIGN GUIDELINES - SITE LAYOUT AND ORGANIZATION

- **Landscape Frontage** – A landscape area between street and buildings should be created at each property frontage. The landscape should be responsive to the surrounding street frontage context and serve as a foreground to the property YES ☐ NO ☐
- **Site and Building Hierarchy** – Where multiple uses, buildings, or structures exist on a site, a hierarchy should be created in which the most primary building is placed prominently on the site and to address the street frontage YES ☐ NO ☐
- **Connected Components** – Breaking larger projects into smaller building components is a historically appropriate site organization and building massing strategy, such as the connected farmhouse, generally this organization places a the narrow building frontage to the street and connects parts using the depth of the site YES ☐ NO ☐
- **Address the Street** – Provide significant building facades oriented to the street, buildings within the district traditionally face Main Street with a significant façade, often including the main entry YES ☐ NO ☐
- **Minimize Support Structures** – Locate accessory structures, such as garages, to the rear of the main building YES ☐ NO ☐

MAIN STREET COMMUNITY SURVEY JULY 2015



Do you agree with the statement?

DESIGN GUIDELINES - SITE LAYOUT AND ORGANIZATION (CONTINUED)

- **Conceal Parking** – Locate parking in secondary locations to the side or rear of significant building facades and conceal with landscaping, fencing, or walls. Break large parking areas into smaller lots integrated with landscape YES ☐ NO ☐
- **Conceal Garage Doors** – Limit views of garages and garage doors by locating them along the side or rear of buildings or concealing from view from the public way with landscape YES ☐ NO ☐
- **Reinforce Parcel Lines** – Provide landscape areas between buildings and adjacent parcels and reinforce parcel lines with simple landscape treatments demarcating the boundaries YES ☐ NO ☐
- **Respect Historic Structures** – Do not compete with adjacent historic structures by respecting the setback of adjacent buildings and providing complementary building siting and massing YES ☐ NO ☐
- **Respect Open Space and View Corridors** – Placement of building, site and landscape improvements should allow for views across open areas and agricultural land and be designed to frame views and enhance the district YES ☐ NO ☐

Do you agree with the statement?

DESIGN GUIDELINES - ARCHITECTURE AND BUILDING DESIGN

- **Preserve Historic Structures** – To the greatest extent possible, the historic buildings in the district should be restored, rehabilitated, renovated or retained over time and Retain and respected as a part of the Town's heritage YES ☐ NO ☐
- **Respect the Heritage of Historic Structures** – When changes, alterations or additions to a historic structure do occur, they should respect the heritage and historic origins of the building and reflect the original conditions, intentions and style of the building, rather than creating an abrupt shift from the heritage YES ☐ NO ☐
- **Reinforce Eclectic Architectural Styles with Sensitivity** – The Main Street district includes a wide variety and diversity of architectural styles, new styles should choose an architectural style and approach that reinforces the heterogeneity of the district while being sympathetic and compatible to the surrounding context YES ☐ NO ☐
- **Use Appropriate and Authentic Materials** – New construction should reinforce the historic material palette currently in use in the district. Use materials, details, colors and features appropriate to the chosen architectural style with a preference for natural materials over artificial materials YES ☐ NO ☐
- **Avoid Replicas or Reproductions** – Respect the authenticity of the existing historic buildings and structures. New buildings should be distinguishable from them rather than mimicking or duplicating historic buildings or styles YES ☐ NO ☐

South Windsor Main Street Preservation Planning Study

Community Input Survey Draft

MAIN STREET COMMUNITY SURVEY JULY 2015



Do you agree with the statement?

DESIGN GUIDELINES - ARCHITECTURE AND BUILDING DESIGN (CONTINUED)

- **Primary Façade Orientation** – The primary building façade should be oriented to Main Street or the primary street on which it is located. YES ☐ NO ☐
- **Limit Blank Walls and Roofs Along Street** – Except for barns or other agricultural structures, blank walls, façades or roofs facing the street are discouraged and the length of unarticulated building façade facing the street should be limited. YES ☐ NO ☐
- **Integrate Utilitarian Needs** – Utility needs, such as wall or roof-mounted mechanical equipment should be concealed from public view with architectural components that are consistent with the building style. This may include screens, low-walls, roof parapets, dormers, or other components to conceal equipment and integrate it with the architectural style. YES ☐ NO ☐

Do you agree with the statement?

DESIGN GUIDELINES - SITE AND LANDSCAPE DESIGN

- **Practical Landscape Features** – Use fences or walls for practical purposes such as separating parcels, enclosing special places or uses, or separating pedestrian and vehicles areas, fields or livestock areas. YES ☐ NO ☐
- **Landscape Variation** – Landscape plantings were not overly organized or formal in this environment historically. Except for agricultural plantings, variation should be part of the landscape to avoid repetitive patterns or symmetry, unless it is appropriate to a architectural tradition of the historic buildings on the site. YES ☐ NO ☐
- **Layered Landscape** – Provide a layering of landscape features that reinforce distinct areas with a landscape layer associated with the street frontage between the building and street, a landscape layer that anchors the building on the site and a landscape layer that frames the edges of open spaces or agricultural fields. YES ☐ NO ☐
- **Frame Views** – Reinforce clearings and view corridors with landscape design by placing plantings at the edges of clearings and by avoiding blocking views into a clearing from the public way. YES ☐ NO ☐
- **Landscape Parking Screening** – Use landscape plantings with trees and shrubs to screen parking areas using plant materials that complement the surrounding landscape, integrate the parking into the overall site design and minimize view of the parking from public ways. YES ☐ NO ☐
- **Landscape Utility Screening** – Use landscape plantings to screen other utilitarian or service aspects of the site, such as screen mechanical equipment or storage yards using plant materials that complement the surrounding landscape. YES ☐ NO ☐

MAIN STREET COMMUNITY SURVEY JULY 2015



Do you agree with the statement?

DESIGN GUIDELINES - SIGNAGE DESIGN

- **Minimize Signage** – The Main Street district is primarily residential and agricultural, small businesses or other uses that may require signage should limit the size and number of signs to respect the historic context. Signs should prioritize conveying the name of the establishment, institution or use and the character of goods or services being offered and focus on views from street approaches. Signs should not be used for advertising or overly detailed information. YES ☐ NO ☐
- **Integrate Signage** – Locate and design signage to be integrated with and complementary to the architecture and site design. Signage should be placed in an appropriate location on the building façade and integrated with the style, material, and color of the building. Signage should be placed on site to be integrated with the surrounding landscape plantings. YES ☐ NO ☐
- **Reduce Signage Impact** – Signs should be placed as to reduce visual impact on the character of Main Street. Signage should be placed to avoid blocking views to historic buildings, features, or open spaces. Signs should not be located so that they significantly interfere with clear and desirable views. YES ☐ NO ☐
- **Minimize Sign Lighting** – Lighting of signs should be minimized in the district. If necessary, provide indirect signage lighting that minimizes light spillage and glare and that is provided from a light fixture coordinated with the overall building or site design. Internally illuminated signs are discouraged. YES ☐ NO ☐

South Windsor Main Street Preservation Planning Study

Next Steps/Meetings



Next Steps/Meetings

- **Release of Community Survey**
- **Final Public Workshop – September (9/23, 9/24, 9/28)**
- Draft Report
- **Final Committee Meeting – September/October (TBD)**
- Final Report

July 20, 2015

Town of South Windsor

Main Street Preservation Planning Study

Vibrant Communities Initiative

Steering Committee Meeting #4

Prepared by: The Cecil Group – FXM Associates

