

Planned Commercial

Route 6 Corridor Design Guidelines



Town of Brooklyn
Planning and Zoning
Commission

Introduction

The Town of Brooklyn is a town that values its history and rural character. We are in many ways the classic New England community. Our town is marked by working farms, stone walls, and beautiful country vistas. We are also committed to a strong local economy that provides employment and revenue diversity for Brooklyn.

The Planned Commercial District is the primary location for commercial development in Brooklyn. Bisecting this district is Connecticut Route 6. Route 6 is one of the most heavily traveled routes east-west in northeastern Connecticut and is a major connection for Hartford to Providence. With easy access to Interstate 395, Brooklyn provides good connections to Norwich, New London, Worcester, and Boston.

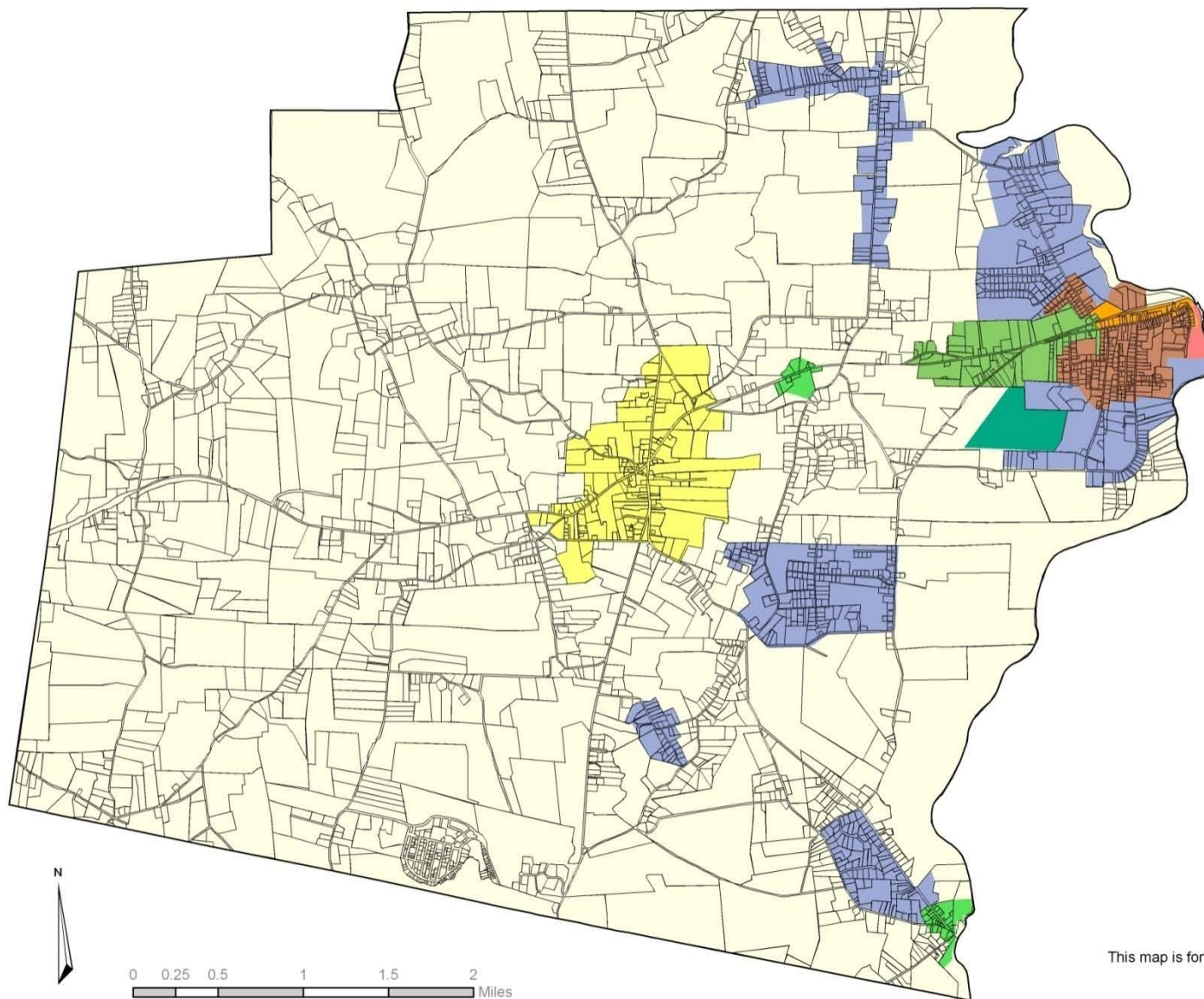
The Intent of the Planned Commercial District is to provide for those commercial uses which will

accommodate the broad range of retail shopping, service and office uses which are located adjacent to Route 6.

The **purpose** of the following guidelines is to provide prospective developers of properties within the Planned Commercial District with a sense of what the community desires from such development. While these are only guidelines and do not carry the authority of regulation --- they are very important. Brooklyn strongly desires commercial development that will enhance the community economically while maintain/enriching its sense of community as a rural town.

We urge persons to review this document and then discuss their ideas for development with the Town Planner. These preliminary discussions will better ensure that your application will be in line with our regulations and the character of the community.

April 16, 2010



Town of

Brooklyn

zoning districts

Legend

Parcel Data

zoning districts

district_n

IND
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PC
R-10
R-30
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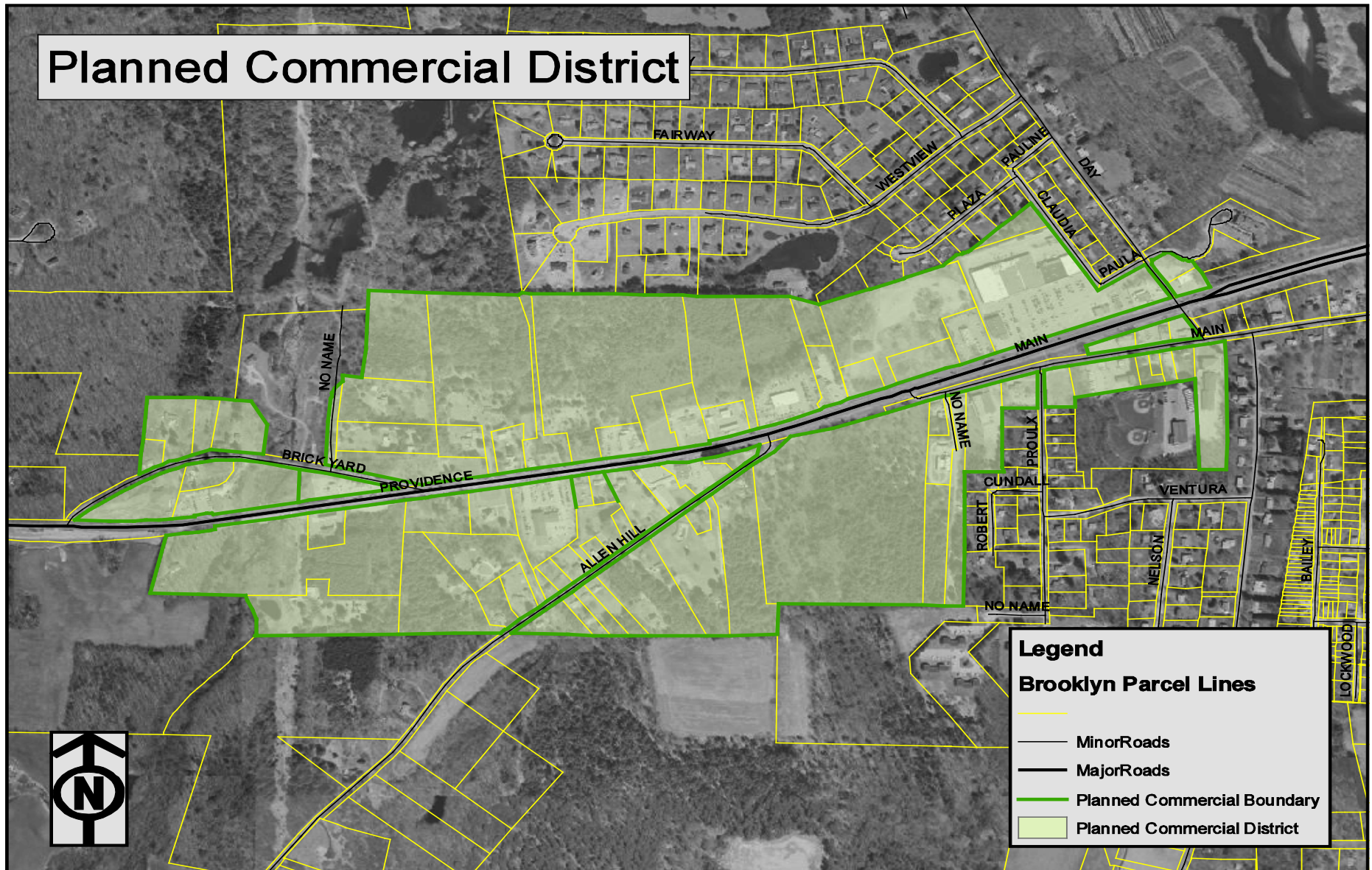
Accepted and
Approved

Chairman
Planning and Zoning
Commission

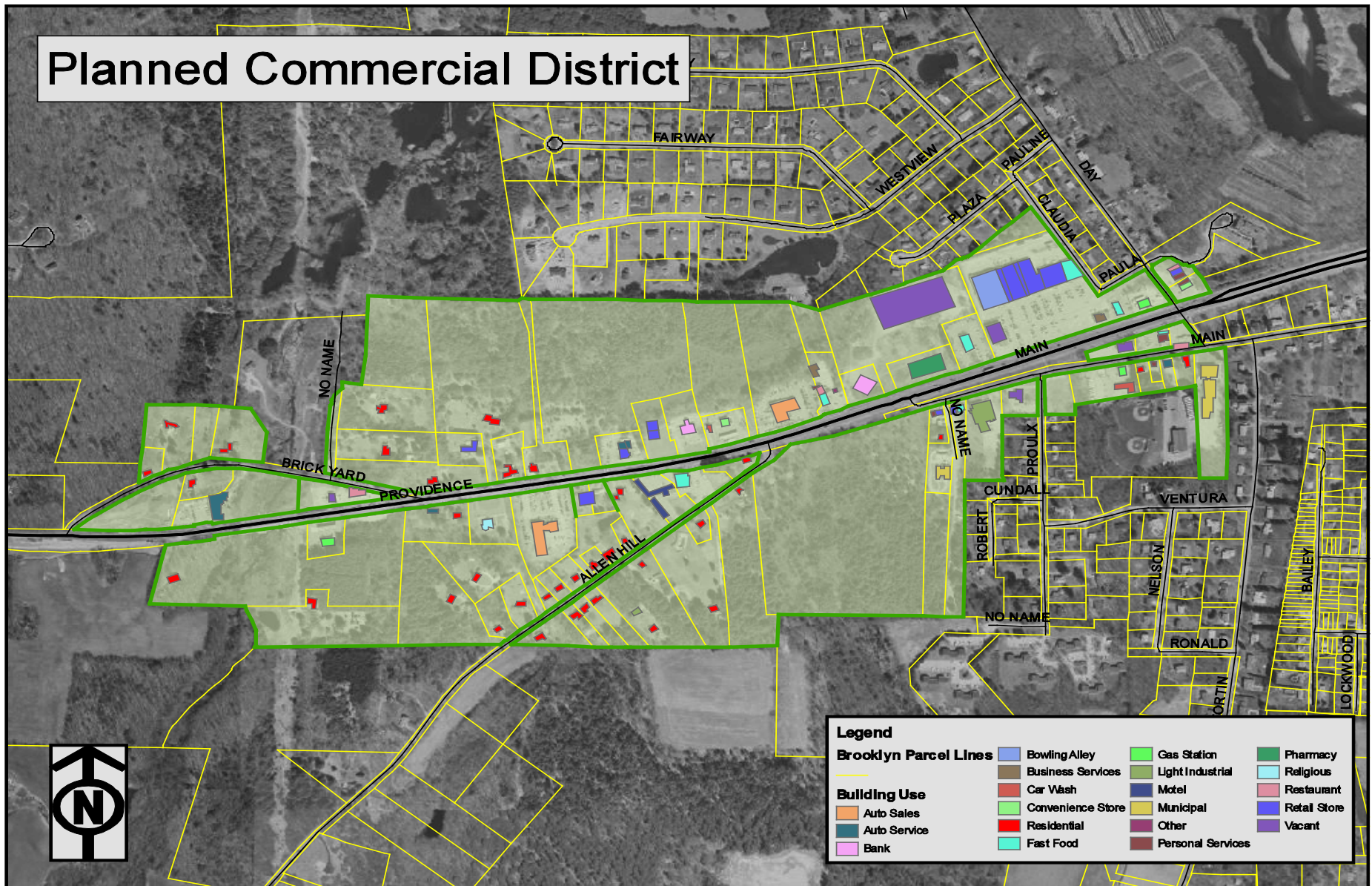
Date

This map is for planning purposes only - it contains no authoritative data

April 17, 2009



April 16, 2010



April 16, 2010

Building/Site Form and Design

Overall Architectural Design

- The architectural style (compatible and complementary to the rural character of Brooklyn), height, roofline, materials and proportions of such buildings should be noted when new buildings are designed. Exterior modification of an existing structure should respect the rural character of the Town. Additions to existing buildings are encouraged to be compatible in size, scale, color, material, and character with the Town or reflect updated architectural styles compatible with the Town's rural character.
- All sides of all buildings should be treated with the same architectural style, use of materials, and details as the front of the building.
- Architectural design, building materials, colors, forms, roof styles, and detailing should all work together to express a harmonious and consistent design.
- Any buildings over 5,000 square feet should have variation in roof form, building height and wall planes.
- Linear "strip" development should incorporate variation in building height, building mass, roof forms and changes in wall planes in the architectural design to mitigate the linear effect of "strip" development. In some instances a physical separation of one building into two or more buildings may be desirable.

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Figure 1: Articulated Building Facade



Figure 2: Building Form

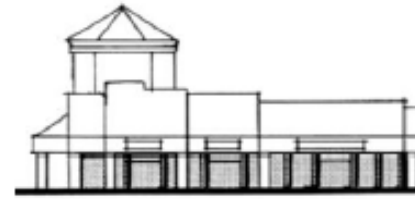
- To maintain the unique character of Brooklyn, franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) should be minimized, unless compatible with the rural nature of Brooklyn – rather they should enhance and complement the rural character and New England style present in the Town.

Roofline

- To contribute to the pedestrian scale of the street, rooflines should be broken into smaller elements, or roof sections. Alternatively, varying the roof height or style will give the appearance of or emphasize the many individual buildings.
- Use variations in height and architectural elements such as parapets, cornices and other details to create interesting and varied rooflines

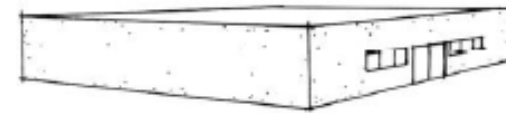
and to clearly express the tops of buildings.

- Variations in rooflines should be used to add interest to, and reduce the massive scale of large buildings. Roof features should complement the character of adjoining neighborhoods.
- Rooflines should be varied with a change in height every 100 linear feet in the building length. Parapets, mansard roofs, gable roofs, hip roofs, or dormers should be used to conceal flat roofs and roof top equipment from public view. Alternating lengths and designs may be acceptable and can be addressed during the preliminary development plan.

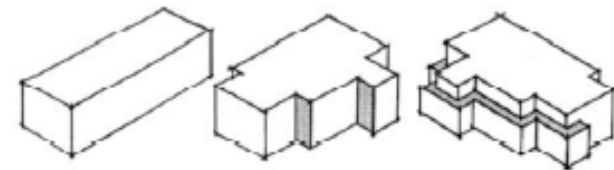


Towers and varied building height minimize potential for monotony and help to create visual interest.

Figure 3: Varied building height to add interest.



Box-like building (Discouraged).



Undesirable.

*Vertical articulation
(Desired).*

*Horizontal articulation
(Highly Desired).*

Figure 4: Vertical and Horizontal Building Articulation

Entrances

- Large retail buildings should feature multiple entrances. Multiple building entrances reduce walking distances from cars, facilitate pedestrian and bicycle access from public sidewalks, and provide convenience where certain entrances offer access to individual stores, or identified departments in a store. Multiple entrances also mitigate the effect of the unbroken walls and neglected areas that often characterize building facades that face bordering land uses.
- All sides of a principal building that directly face an abutting public or private right-of-way should feature at least one customer entrance. Where a principal building directly faces more than two abutting public or private rights-of-way, this requirement should apply only to two sides of the building, including the side of the building facing the primary street, and another side of the building facing a secondary street.

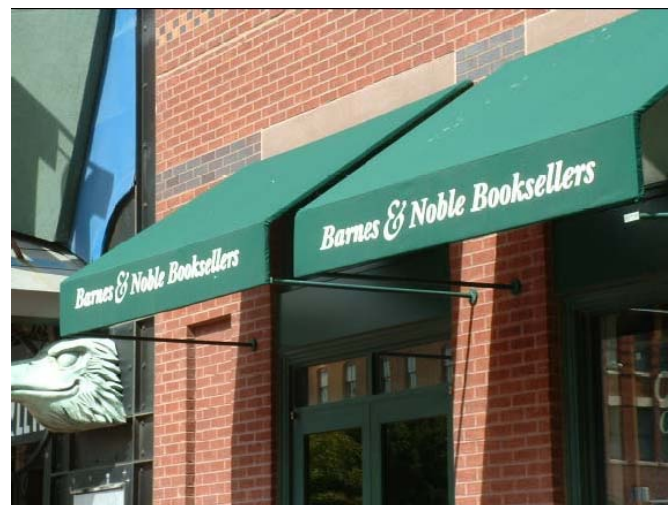


Figure 5: Window and Door Treatments

Façade Detailing

- Avoid large windowless or otherwise unarticulated spaces on the street facades.
- Buildings should have a well differentiated first floor façade, utilizing awnings, cornices and ornamentation, varying window patterns and colors.
- The facades of buildings should be designed to include surface variation that maximizes the interplay of light and shadow.



Figure 6: Pediment Façade

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- Historic façade details should be preserved when present. Such details may include quoins, brackets, decorative brickwork, incised ornament, carved columns, etc.
- New construction should respond to the small scale detailing of town and/or regional historic buildings by displaying stylistically consistent, compatible detailing on street facades.
- Awnings along a street frontage should be unified with consistent height. The awning should fit the dimensions of the storefront or window opening. The awning should not obscure ornamental details and the color of the awning should coordinate with the color scheme of the entire building

Window Pattern and Articulation

- Discourage blank walls facing public streets; encourage fenestration patterns that are consistent with existing development.
- Plexiglas, reflective, opaque and tinted materials should be avoided.

Materials, Colors, and Textures

- Encourage durable, high quality building materials that are compatible with the existing streetscape.
- Appropriate building materials should be natural to the area and should match the rural character of the Town. (clapboards, stone, brick)



Figure 7: Variety of Materials and Color

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- Color schemes should tie building elements together and should be used to enhance the architectural form of a building.
- Intense, bright colors are encouraged for building accents, but such colors should not be used as the predominant color on any building wall or roof.

Scale and Proportion

- Preserve and reinforce historic scale, massing, and proportion where applicable.
- Encourage building proportions that are compatible with the surrounding structures and the Town in general.
- Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of large retail buildings and provide visual interest that will be consistent with the community's identity character, and scale. The intent is to encourage a more pedestrian scale that residents of Brooklyn will be able to identify with their community.
- The proportions and relationships between doors, windows and other building elements should be related to a pedestrian scale and should be compatible with the scale, rhythm, and character of the surrounding area.
- The width of new structures should relate to that of adjacent structures.
- Larger buildings that are located adjacent to smaller structures should

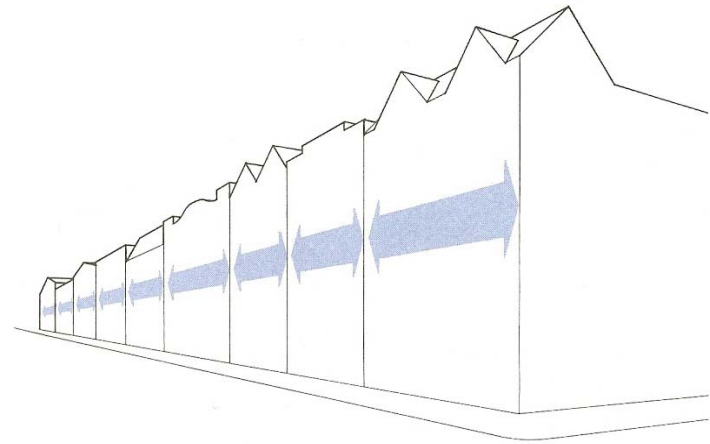


Figure 8: An articulated roofline gives a sense of proportion to a long street wall.

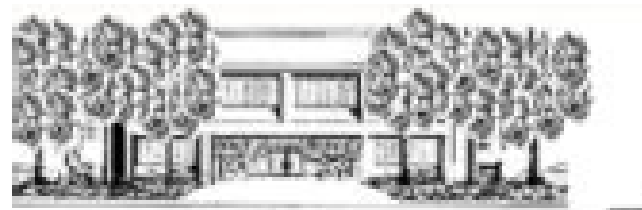


Figure 9: Reduce scale of building with appropriate landscaping.

be broken down into smaller bays.

- A single, large, dominant building mass should be avoided.

Building Orientation and Site layout

- Building entrances should be located so to provide easy access from the parking lot or other prominent site features.
- Loading and service entrances into the building should be located to the rear of the building as not to intrude upon the public view, nor interfere with pedestrian and vehicular flows within the area.
- All refuse collection/storage, utility systems, accessory storage and other similar structures should be screened from public view.
- Orient the building consistent with energy conservation principles.
- Owners of adjoining building and properties are strongly encouraged to develop shared facilities such as driveways, parking areas, pedestrian pathways, and public plazas.
- Any space not utilized for buildings, parking, pedestrian pathways, or public space should be well planned and landscaped.
- Where the facade faces adjacent residential uses an earthen berm should be installed, no less than 6 feet in height, containing at a minimum, a double row of evergreen or deciduous trees planted at intervals of 15 feet on center. Additional landscaping may be needed to effectively buffer adjacent land use as deemed appropriate.
- Setbacks should reflect the surrounding development and not create gaps or voids in the rhythm of the street's architectural edge.

Lighting

- Choose lighting that is appropriate to building design and site location and the character of the Town.
- Coordinate the site lighting plan with the landscape plan to ensure that any conflict between trees and light fixtures is avoided.
- Coordinate lighting with adjacent developments, when feasible, to create continuity.
- Lighting fixtures should be full cut-off and positioned, with respect to spatial design and fixture height, to give adequate uniformity of the illuminated area.
- Lighting should be located so as to eliminate the impact of lighting upon adjacent buildings and properties, especially residential uses.
- Appropriately light pedestrian walkways and destination points for pedestrian safety -- illuminating changes in grade, path, intersections, and other areas along paths.
- The location of lighting should respond to the anticipated use and not exceed the amount of illumination required for public safety.
- Building lighting should have a low level of luminescence.



Figure 10: Bollard type lighting placed on the sides of pathways help light pedestrian areas without interfering with pedestrian movement.

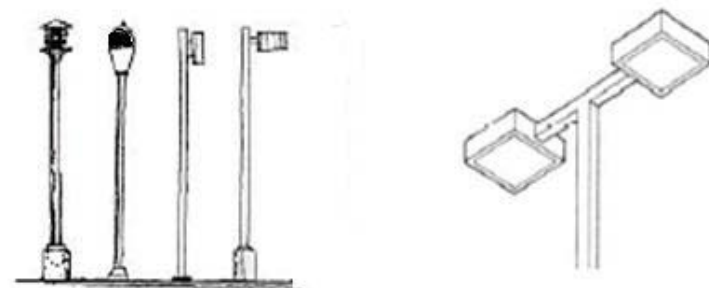


Figure 11: Samples of appropriate light post design

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Signage

(For specific regulations refer to the Brooklyn Zoning Regulations Article 10- Signs. The following are recommendations to add versatility in signage.)

Function

- The primary purpose of the sign should be to identify the business or businesses at a specific site. Signs should not be used as advertisements.
- Signs should provide adequate identification of the business.

Type

- Wall signs and signs on pedestrian canopies are recommended.
- Symbolic and historic three-dimensional signs which enhance the rural character of Brooklyn are encouraged.
- Appropriately-sized projecting signs are encouraged.
- Exposed neon, LCD or similar signs are strongly discouraged.
- Banner signs should only be used as temporary commercial signs used to advertise a grand opening or change of business.

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Figure 12: Signs with too much information can be confusing. Secondary information can be put on windows or pedestrian canopies.

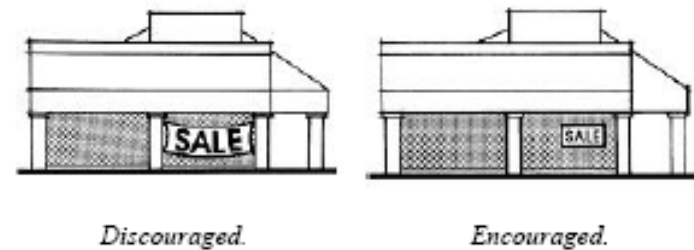


Figure 13: Banner Signs

Size

(Refer to Article 10.6 for size restriction)

- Signs should be scaled appropriately to appeal to both pedestrians and vehicles.
- Signage that is consistent in scale with other signs along the corridor is recommended.
- Signs should be limited to covering no more than fifteen (15) percent of available window space.



Figures 14: “Sign clutter” can have a negative impact on the aesthetics of a corridor (rights) as well as an individual business

Design

- Signs should be architecturally compatible with the style, composition, materials, colors and details of the building and the Town.
- Signs constructed of natural materials such as metal or wood are preferred.
- The visual message on signage should be legible and attractive.
- Structural supports for projecting signs should be designed so that their visual appearance is minimized.
- For signs identifying hours of operation, menus, newspaper reviews, and other customer information, it is recommended that these be framed, board-mounted or plastic laminated for a finished appearance.

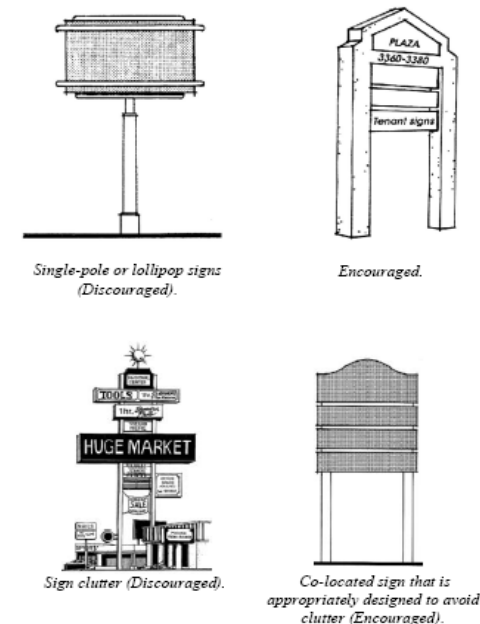


Figure 15: Freestanding signs

Placement

- Signs should be symmetrically located within a defined architectural space on the building facade.
- Signs should not obscure or conceal architectural elements.
- On corner lot buildings, position signs on the corner of the building that abuts the two street fronts.

Sign Lighting

(Refer to Section 10.6.3 for sign lighting restrictions)

- Incorporate illumination of a sign at night as an integral part of the sign's design.
- Fixtures used for exterior illumination of signs should be consistent with the architecture of the building.
- Avoid the use of oversized fixtures that are out of scale with the sign and structure.
- Signage lighting should not interfere with neighboring land uses or constitute a hazard to pedestrian or vehicle traffic.
- Internally illuminated signs are not recommended.



Figure 16 a,b: Exterior lighting fixtures are appropriately scaled and use quality materials and design consistent with the sign.



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Circulation and Parking

(Brooklyn Zoning Regulations
Section 3.6 - On Site Parking Requirements)

General Circulation

- Street intersections should occur at a 90 degree angle to calm traffic and protect the pedestrian.
- Separate travel ways and/or grade separation for each mode of transportation (pedestrian and vehicles) where feasible, especially where volumes and relative speeds merit this precaution.
- Careful delineation and design of intersections should be considered to avoid mode conflicts and accidents.
- A minimal number of curb cuts should be used. When possible, curb cuts and vehicular access should be located on side streets to provide safe pedestrian access from streets and along sidewalks.
- Shared parking and common driveways are encouraged among adjacent buildings to take advantage of different peak periods and reduce underutilized parking during various times of the day.
- Access on corner lot driveways should be located as far as possible from the intersection.



Figure 17: Parking and landscaping

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- Large parking lots should be broken into smaller lots to reduce the size and visual impact of large expanses of asphalt.
- Lighting used to illuminate parking areas should be directed downward and should not spill into adjacent properties.

Parking Location

- Parking areas should provide safe, convenient, and efficient access for vehicles and pedestrians. They should be distributed around large buildings in order to shorten the distance to other buildings and public sidewalks and to reduce the overall scale of the paved surface. If buildings are located closer to streets, the scale of the complex is reduced, pedestrian traffic is encouraged, and architectural details take on added importance.
- Parking located adjacent to a public roadway should be well landscaped and include a sidewalk (if feasible) so to minimize the negative visual presented by the parking lot. (4.3.5)
- Pervious surfaces and other low-impact approaches are strongly recommended.

Pedestrian Circulation

- Increase and enhance pedestrian and bicycle access to storefronts, parking lots and provide comfortable safe linkages through well

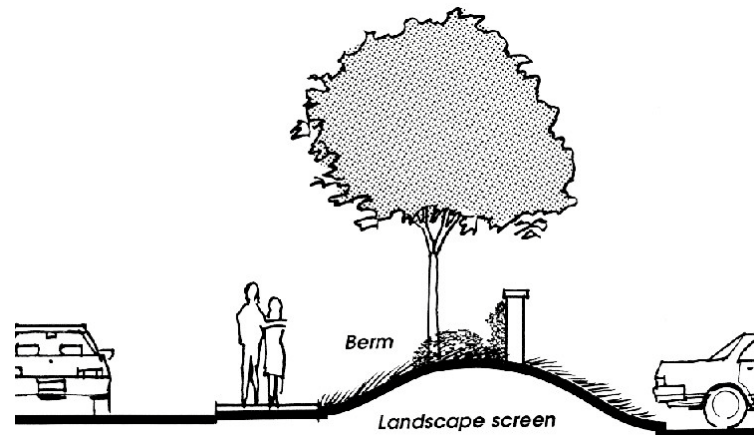


Figure 18: Berms are a creative way to screen parking lots from the main corridor.



Figure 19: A landscaped Island with LID

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planned pathways, lighting and way-finding techniques.

- Pedestrian pathways should provide access to all of the functional destinations contained within the site.
- Minimize traffic lane widths while allowing for vehicular maneuvering.
- Primary circulation paths should avoid excessive steps or level changes in order to reduce potential tripping hazards and facilitate circulation for all potential users.
- Avoid asphalt when possible and utilize pervious surface materials.

Landscaping and Screening

- Surface parking lots should be screened in ways that allow buildings and landscaping to be the primary focal elements viewed from the street.
- Parking lots, when appropriate and not detrimental to safety or commerce, should be visually buffered from streets and adjacent properties using earth berms or landscape screens. Buffering materials can include trees, shrubs, and fencing that matches the local character.
- All surface parking lots should receive a perimeter/interior landscape treatment for visual enhancement, pedestrian safety, guide circulation, shade, planting islands or raised beds, reduce impervious surfaces, and erosion control.
- Maintain a spatial separation or landscape barrier between the parking area and the building.

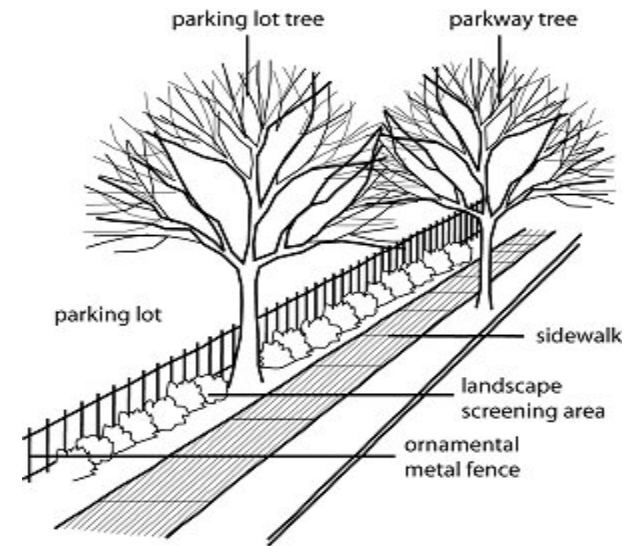


Figure 19a,b: Buffer Components



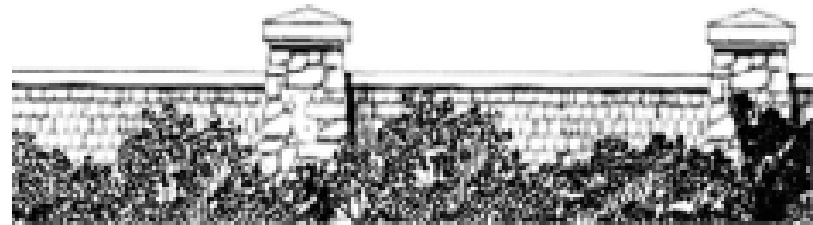
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- Protect end row parking from turning movements of other vehicles with curbed landscaped areas.
- Use concrete, stone or similar curbing to contain landscape materials and provide protection from vehicles.
- Avoid chain link fencing.

Site landscaping

(Brooklyn Zoning Regulations Article 11)

- Screen the view of dumpsters, utilities, and other service related features from parking area.
- Low landscaping, such as vines and shrubs, should be planted between walls/fences and public streets to soften their appearance and to deter graffiti. The landscaping should be placed close to the wall/fence so that individuals are not able to hide between the wall/fence and the landscaping (i.e. there should not be a space between the wall/fence and the landscaping that would allow a criminal to hide).
- Landscaping that incorporates low impact development strategies for storm water is strongly encouraged. Specifically, the use of Bio-filters, or vegetated/grass swales are encouraged at the edges of parking lots to collect, filter, and distribute storm water runoff from parking lots. Bio-filters should either be designed to accommodate large storms, or have overflow storm drains where runoff from



Landscaping planted in front of wall.

Figure 20: Hedges can be used to soften and minimize the negative visual impact of large expanses of blank walls.



Appropriate scale (Encouraged).

Out of scale (Discouraged).

Figure 21: Landscaping should be in scale with adjacent structures, streets, and public spaces, and be sized appropriately at maturity.

large storms may bypass the bio-filter and enter the underground drainage system. Catch-basins can be used to direct runoff to the vegetated swales.

- Identify existing natural features (e.g. mature trees, topographic features, rock outcroppings, etc.), consider as design determinants, and preserve as much as possible.
- Avoid extensive topographic reshaping and/or clearing.
- Protect places (e.g. special open space, rare vegetation, scenic water features, wildlife habitat, etc) which lend a unique character to the specific setting.
- Preserve or create scenic vistas.
- Situate utilities below ground wherever possible and relocate existing overhead services below ground.
- Landscaping should be installed along blank walls and fences to soften the appearance of the material and provide a layering of vegetation.
- Chain link fences should not be employed when visible from the street or adjacent to residential properties.
- Factor in local climate condition (including solar and wind influences) when designing for energy efficiency.



Figure 22: Street furniture can be clustered to create a useful public space where groups can gather.

Street Trees

- New developments should respect existing street trees and promote new plantings that shape and define our streets and public ways.
- Plant street trees around public and private areas in sufficient numbers and spacing to create canopies at maturity for environmental and spatial impact.
- Street trees should be included along all street frontages of commercial development.
- The location of overhead utility lines and building overhangs should be considered in the placement of trees.
- Tree location should be planted in a straight line in order to maintain a consistent streetscape amenity.
- Choose species that have year-round interest.
- Use indigenous plants to establish continuity with surrounding areas, and a self sustaining environment.

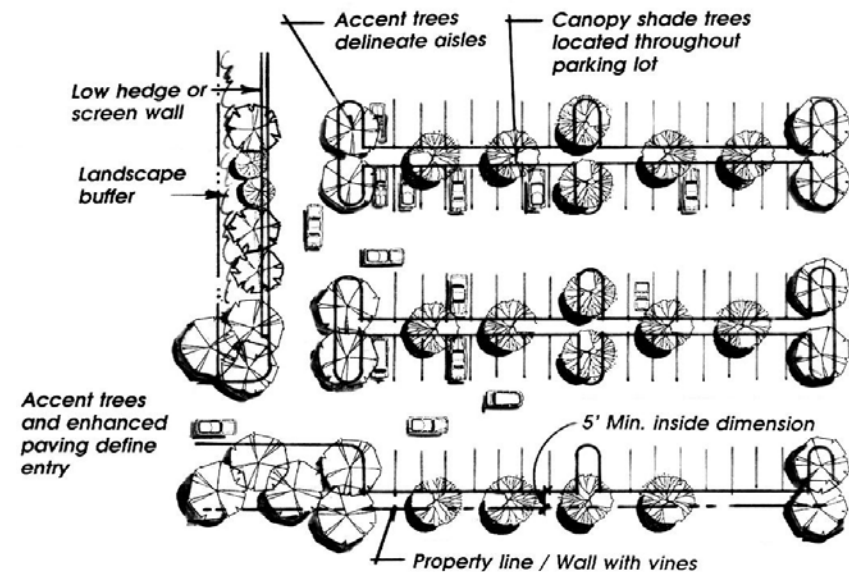


Figure 23 a,b: Landscaping design within parking areas



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Public Amenities

- Public amenities should have a consistent materials palette and color scheme.
- Street furniture, constructed of durable materials that are resistant to weather, vandalism, and rusting, should be placed within view of the action, but out of the way of the flow of pedestrian traffic.
- Use of recycled materials for street furniture is encouraged.
- The use of public art is encouraged.
- Public Spaces should be designed to accommodate a wide range of uses and age groups.
- Landscaping of public spaces should not obscure pedestrian eye-level views.
- Design public spaces for visibility from the street and the ability to see through from one part of the space to another.
- Public spaces should contain direct access from adjacent streets and allow for multiple points of entry.
- Sun-shade patterns should be considered as seating locations are developed.

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Figure 24: Lighting should provide a feeling of safety at night.



Figure 25: Bicycle facilities

- Steps, planter seat wafts, retaining walls, or mounds of turf are good secondary forms of sitting that enhances user comfort.
- Buildings should provide protection for pedestrians from adverse weather conditions and utilize overhangs, marquees, and awnings at entrances, along pedestrian pathways, and at transportations waiting areas.



Figure 26:Identify pedestrian and bike lanes.

Pedestrian Access

- Pedestrian accessibility opens auto-oriented developments to the neighborhood, thereby reducing traffic impacts and enabling the development to project a friendlier, more inviting image.
- Continuous internal pedestrian walkways, no less than 5 feet in width, should be provided from the public sidewalk or right-of-way to the principal customer entrance of all principal buildings on the site. At a minimum, walkways should connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points, and should feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, ground covers, or other such materials for no less than 50 percent of their length.
- Sidewalks, no less than 5 feet in width, should be provided along the full length of the building along any facade featuring a customer entrance, and along any facade abutting public parking areas. Such sidewalks should be located at least six (6) feet from the facade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the facade.
- All internal pedestrian walkways should be distinguished from driving surfaces through the use of durable, low maintenance surface materials such as paves, bricks, or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways. Signs should be installed to designate pedestrian walkways.
- Buildings should offer attractive and inviting pedestrian scale features, spaces and amenities. Entrances and parking lots should be configured to be functional and inviting with walkways conveniently tied to logical destinations. Bus stops and drop-

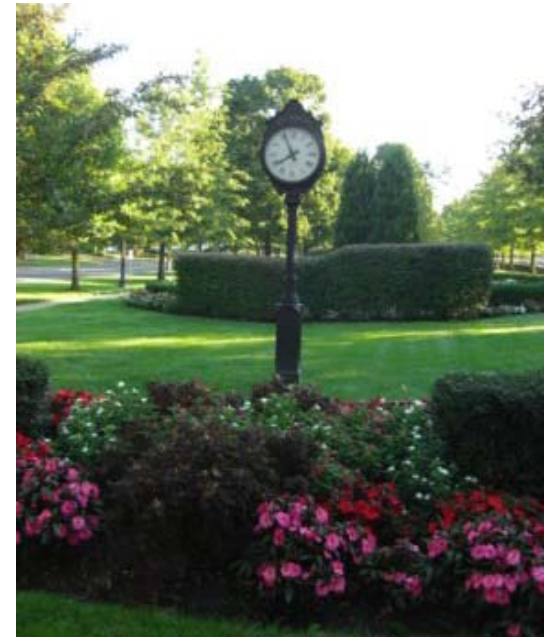


Figure 27: Lighting should provide a feeling of safety at night.

off/pick-up points should be considered as integral parts of the configuration. Pedestrian ways should be anchored by special design features such as towers, arcades, porticos, pedestrian light fixtures, bollards, planter walls, and other architectural elements that define circulation ways and outdoor spaces. The features and spaces should enhance the building and the center as integral parts of the community fabric.