

A MARKET STUDY OF WILLINGTON'S BUSINESS ZONES

A REPORT TO THE TOWN OF WILLINGTON, CT ECONOMIC DEVELOPMENT COMMISSION

November 2015

**FAIRWEATHER
CONSULTING**

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Introduction

Beginning in April 2015, Fairweather Consulting conducted a study of the market potential for Willington to identify potential commercial uses that could be attracted to or expanded in Willington. This involved an analysis of the existing market potential of Willington in the context of the county, the state, and in comparison to surrounding counties. The key question that this Market Study seeks to address is how can Willington's business zones be sustained by the economic forces at work in and around Willington now and in the future? As such, this study addresses several key issues:

- How strong is Willington's competitive position to attract and expand retail businesses, commercial services, light manufacturing, distribution and related housing opportunities?
- What are the specific opportunities in the Willington market in terms of the particular types of businesses that could be attracted to Willington's business zones?
- What regulatory changes must Willington make to realize the full potential of Willington's business zones?
- Once its competitive advantages have been defined and established, how should Willington's business zones be marketed to prospective businesses?

The final result of this plan identifies types of businesses for which Willington's business zones, especially the I-84 corridor, would be a competitive location and defines an action plan to expand or attract those uses to Willington.

Planning Process

Willington Economic Development Commission met regularly with Fairweather Consulting to review findings and recommend key interviews/outreach efforts. The members of the committee are:

Tom Buccino
Ethan Griswold
Kim Kowalyshyn
Chair Jackie Silverstein
Tom Treiber, Vice-Chair & Secretary
Jason Bracich
Steven Vera

Four community meetings were held in Willington on April 29, June 25, July 27, and September 27, 2015. The purpose of these meetings was to keep the community updated on the study and to secure insight and information to direct and move the study forward. Summaries of these meetings are found below.

Initial Community Presentation:

April 29, 2015

This public meeting introduced Fairweather Consulting and the project plans to the community. The keys questions of the study were presented and discussed. The current economic climate and challenges facing Willington were also discussed. Fairweather Consulting presented their previous experience, philosophy, and steps moving forward.

Community Meeting:

June 25, 2015

This second public meeting was an opportunity for Willington community members to learn more about the economic development planning project and to have the opportunity to ask questions or share ideas about these plans. The meeting included a review of scope of work and schedule, identification of stakeholders for interviews, and the selection of benchmark communities.

Progress Report on Community Benchmarking and Interviews

July 27, 2015

This public meeting was focused on the findings from the background analysis of Willington in a state and county context. Willington's strengths and weaknesses compared with "benchmark" communities were identified. Willington's benchmark communities were defined as Bolton, Mansfield, Putnam, Stafford and Tolland.

Preliminary Findings Presentation:

September 23, 2015

At this public meeting, progress on the study, preliminary findings and recommendations were presented. This included the benchmark analysis, the market analysis, the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, and preliminary recommendations.

Background Analysis: Willington in a Regional/State Context

In this background analysis, Willington is compared to Tolland County and the State of Connecticut on several demographic, housing, and economic indicators. Overall the findings indicate that Willington is a lower-income/lower cost location than many of the surrounding areas with a well-educated, slow growing, and aging population.

Population

The population total for Willington in 2015 is 6,117. As shown in Figure 1, Willington showed 0.99% growth from 2000 to 2013, compared with 11.3% for the county and 5.23% for the state. As shown in Figure 2, a large percentage of Willington's population is aged 35-54, which is comparable to the state and county. However, Willington's population ages 19 and below is lower

than in the state or the county. Figure 3 shows age groups by percent growth. The age group that experienced the most growth from 2000 to 2013 is the 75+ population, with 90% growth. Growth in ages 54 and below was negative. This indicates that Willington has an aging population.

Figure 1

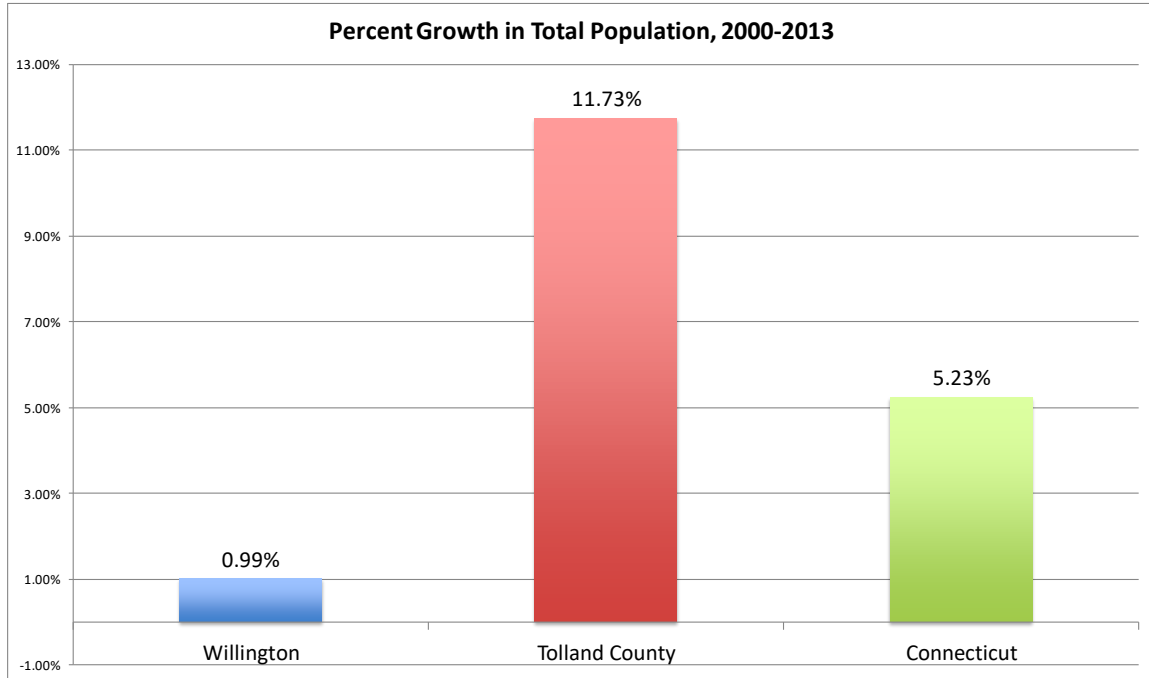


Figure 2

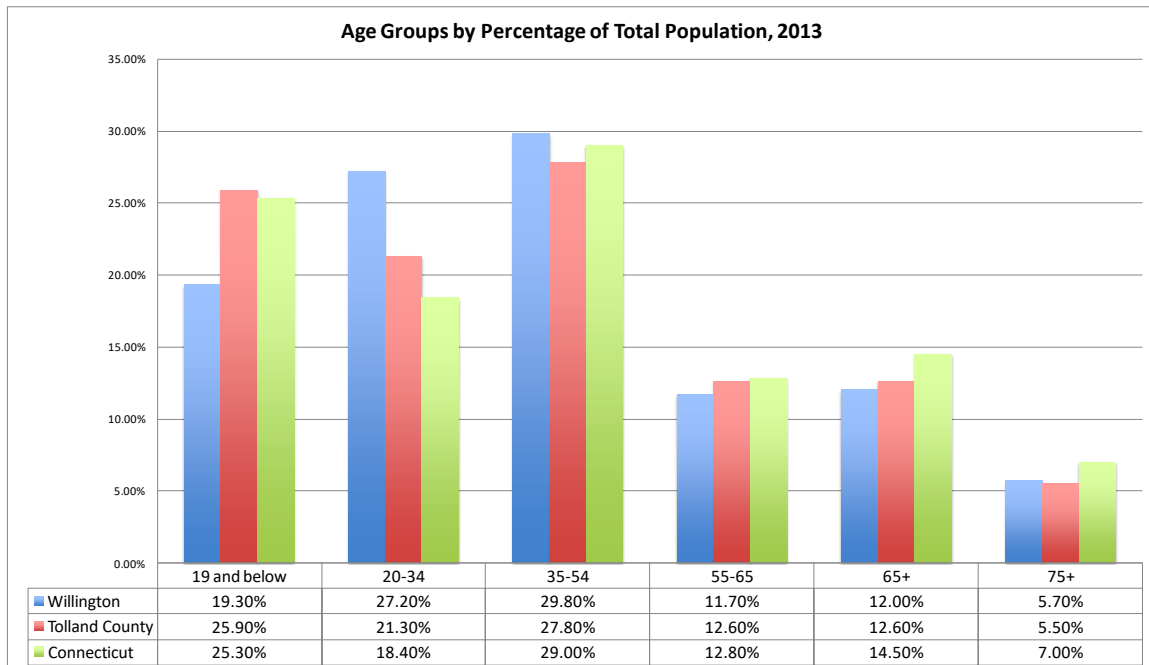
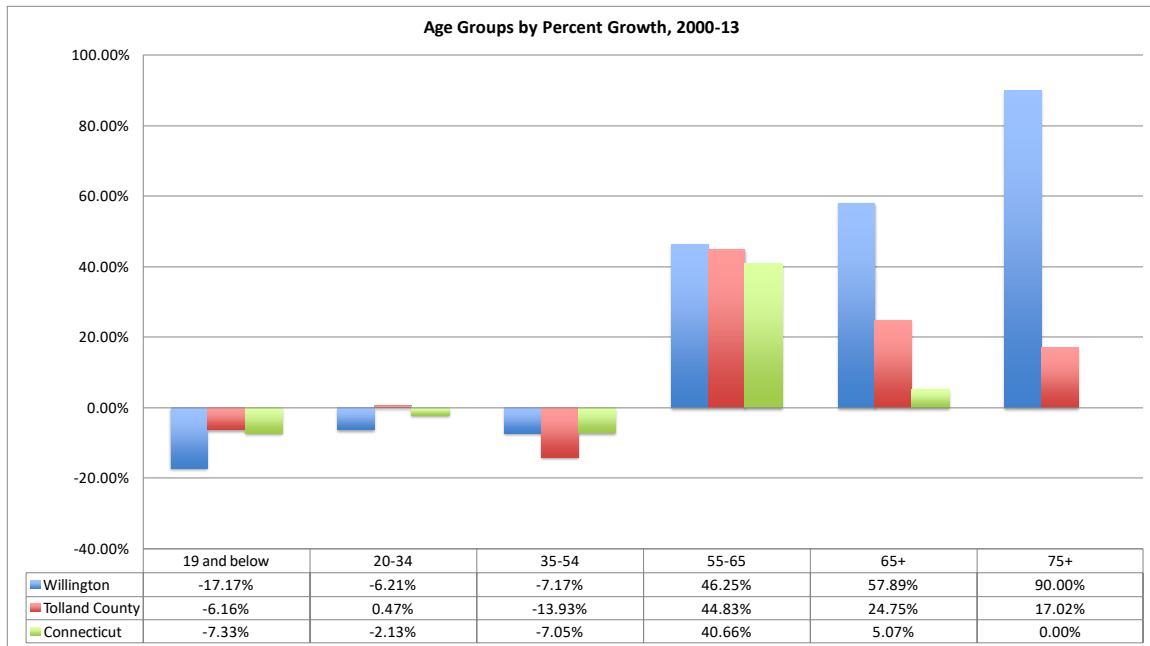


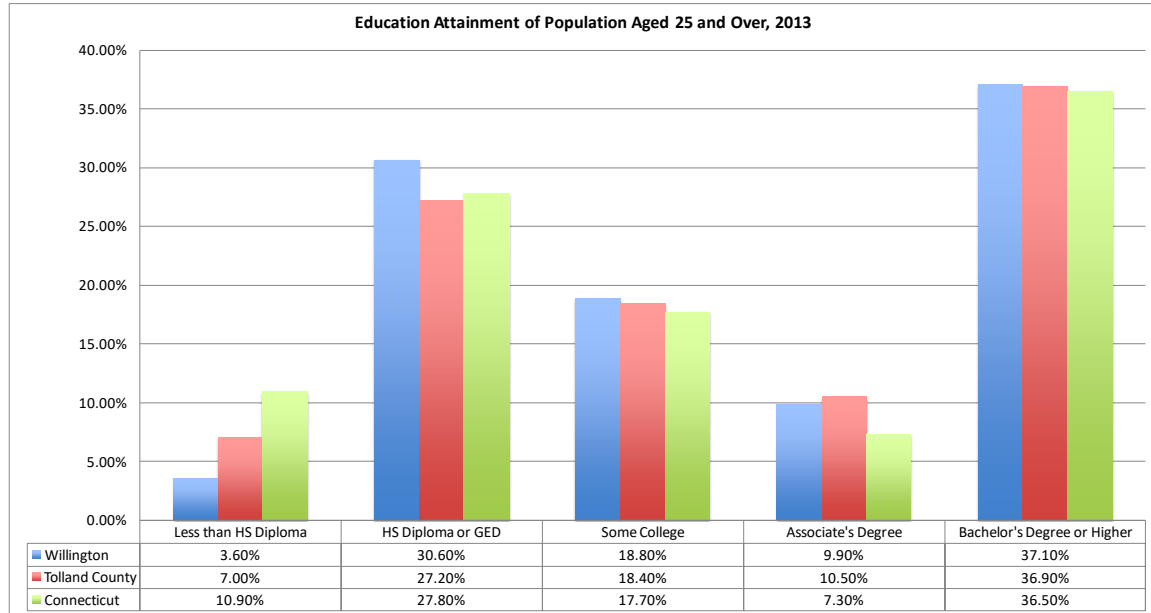
Figure 3



Educational Attainment

Figure 4 shows the educational attainment of the population aged 25 and over. Willington exceeds the state and county in educational attainment, with 37.1% of the population possessing a bachelor's degree or more. Willington also has the lowest percentage of the population with less than a HS diploma, at only 3.6% compared to 7% in the county and 10.9% in the state.

Figure 4



Income and Poverty

Figures 5 and 6 show median household income and the percent of the population below poverty level for the state, the county, and for Willington. Willington has a lower median household income than the county. Willington also has a higher percentage of the population living below poverty level than both the state and the county. Overall, Willington's income and poverty statistics are more similar to the state statistics than the county statistics.

Figure 5

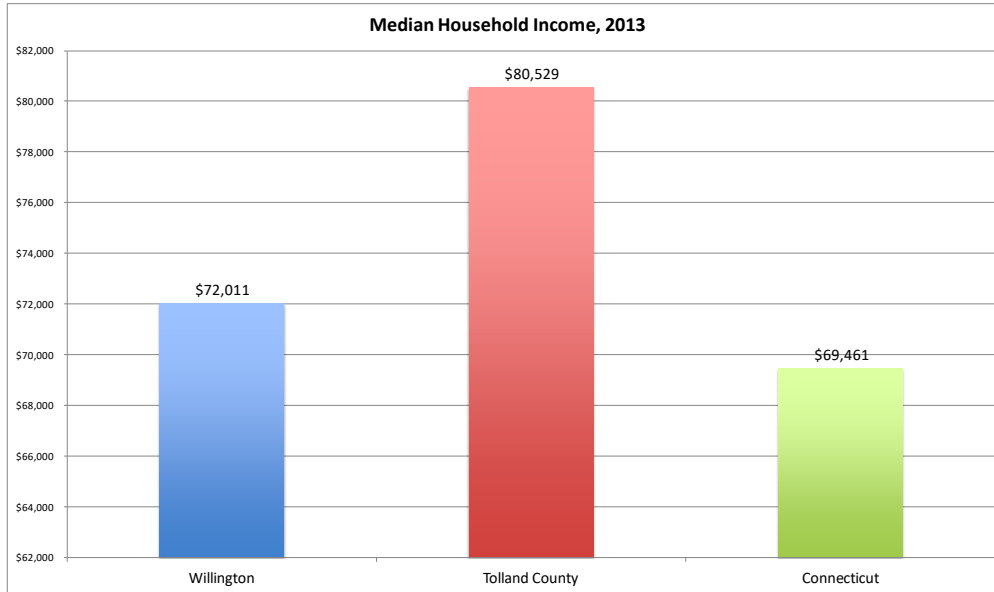
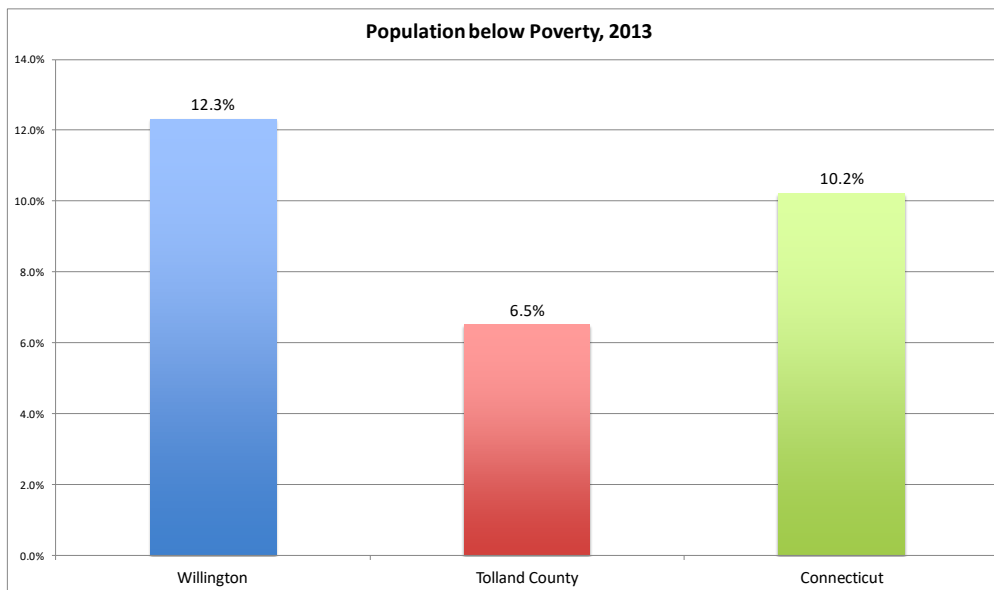


Figure 6



Housing

These demographics are reflected in the housing situation. Willington has lower median home values than the state or county, indicating that Willington is a lower income, less expensive place to live. Willington has had only 5.7% growth in housing units between 2000 and 2013 compared to 12.6% in Tolland County. Willington is comparable with the state in the percentage of home ownership versus rentals, but falls below the county, which has more homeowners and less renters.

Figure 7

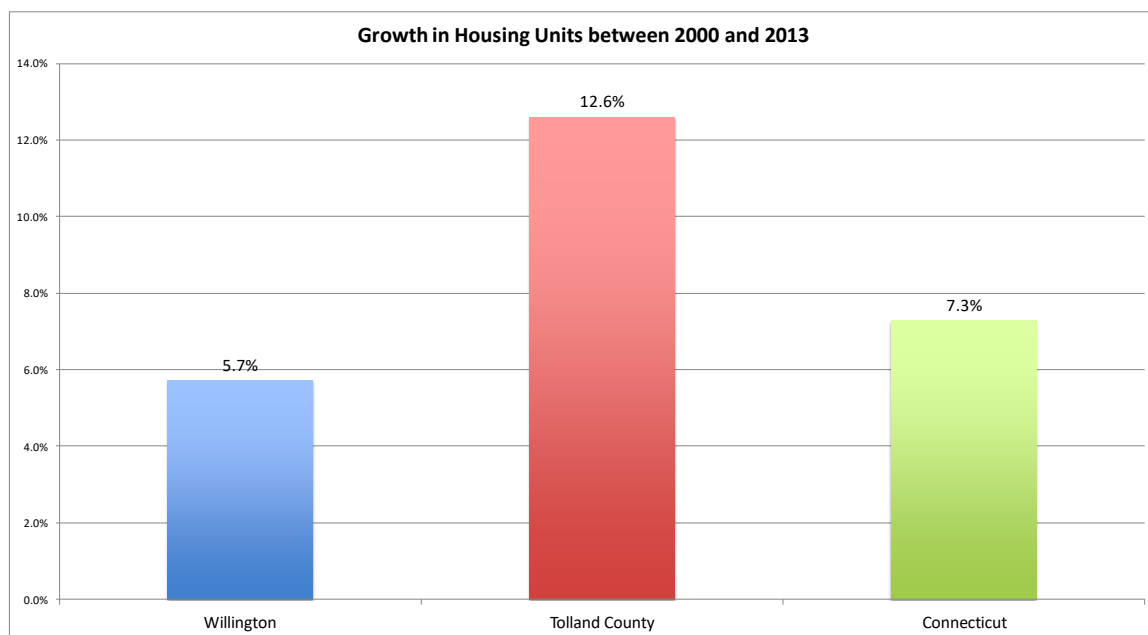


Figure 8

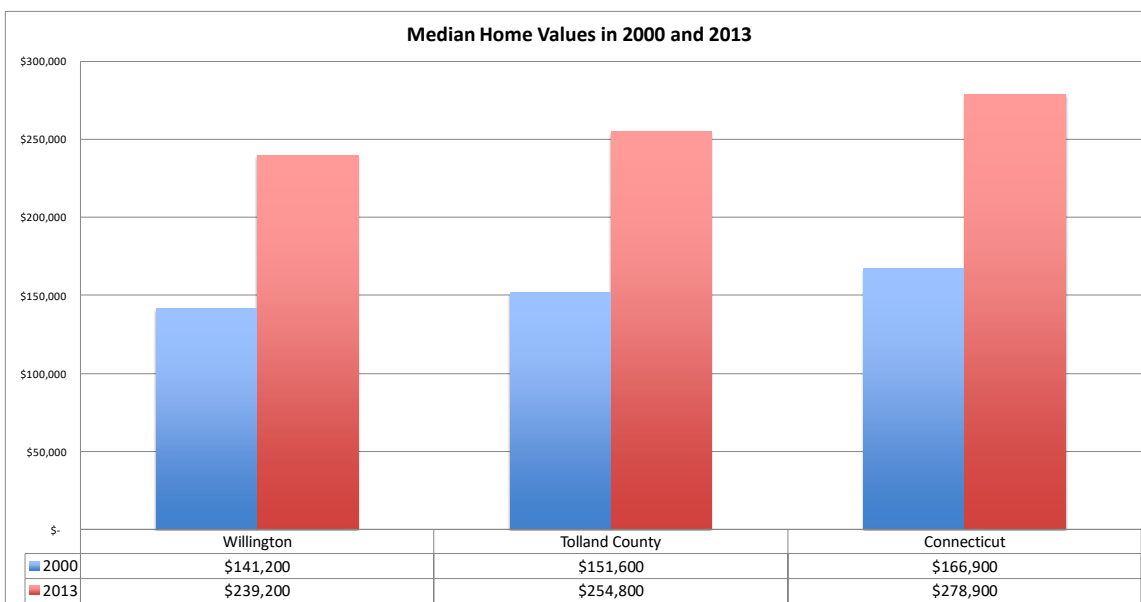
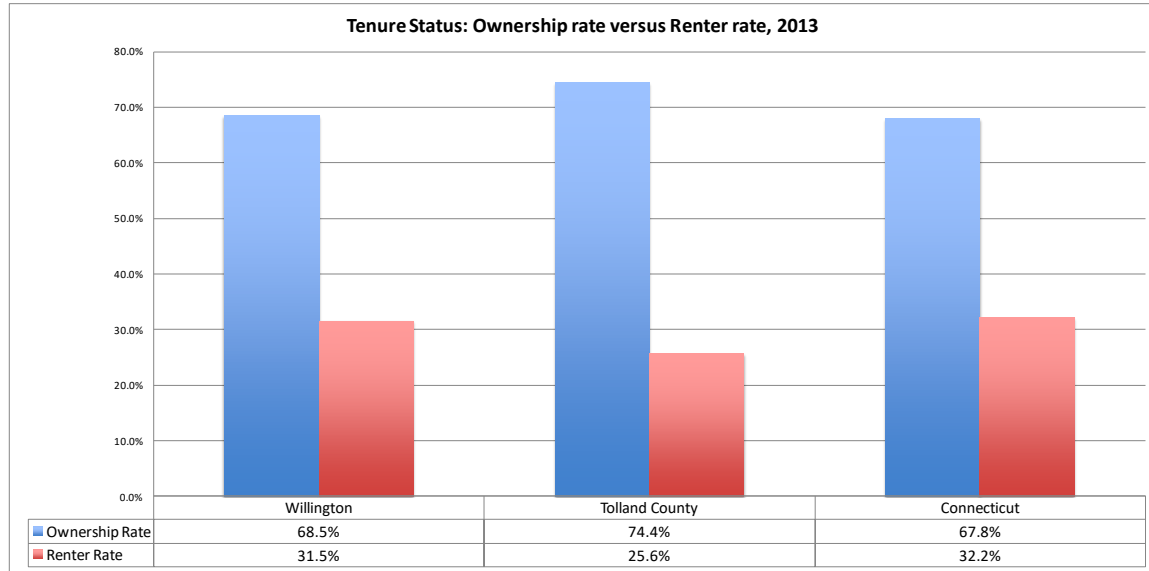


Figure 9



Benchmark Analysis

At its June 29, 2015 meeting, the Economic Development Commission of the Town of Willington chose 5 towns in Connecticut to serve as “benchmarks” for Willington. The intention was to compare various aspects of the demographics and economics of these towns to Willington to better understand the ways in which Willington is (and is not) comparable to these other towns in terms of its ability to sustain and/or attract economic activity. The towns included in this benchmark analysis are:

- Bolton, CT: Located in Tolland County, Bolton has the smallest population of any of the benchmark communities. It is primarily residential, but according to the town website, they are looking to attract small businesses and additional economic development.
- Mansfield, CT: Located in Tolland County, Mansfield has the largest population of the benchmark communities; over four times the size of Willington. It is home to the main campus of the University of Connecticut in the community of Storrs.
- Putnam, CT: Located in Windham County, Putnam has a slightly larger population than Willington. According the town website, Putnam is looking to attract tourists with seasonal festivals, unique downtown businesses, and historical sites.
- Stafford, CT: Located in Tolland County, Stafford has double the population of Willington. It is home to the Johnson Memorial Medical Center and the Stafford Motor Speedway.
- Tolland, CT: Located in Tolland County, Tolland is three times as large as Willington. It was named in 2011 as the 37th Best Place to Live in the United States. According to the town website, residents state quality of life and high quality schools as the main reasons they live there.

The analysis simply compares data for Willington with each of these other communities. Those variables that may suggest an advantage for Willington are presented in green boldface. Those that may represent a disadvantage for Willington are presented in red boldface.

Table 1 shows population demographics for Willington and the benchmark communities of Bolton, Mansfield, Putnam, Stafford, and Tolland. Willington has the second smallest population at 6,117. Bolton is the smallest community with a population of 5,046. Mansfield population is the largest at 26,313. However 12,229 of those residents live in group quarters, mainly at the University of Connecticut dormitories.

Willington's population growth from 2010-2015 of 1.26% falls slightly below Bolton, at 1.33% and Tolland, at 1.69%. Willington and the benchmark communities all experienced population growth below Connecticut's total population growth of 1.97%.

Willington has a relatively low median age of 38.3 compared to the benchmark communities. Only Mansfield has a lower median age of 23.2, which reflects the large college student population.

Willington has the third highest median household income at \$73,124 and per capita income at \$32,960. Tolland and Bolton have the highest median household incomes, both above \$100,000 and per capita income, both above \$45,000. Tolland and Bolton's higher income is likely a result of their proximity to Hartford, CT and a large population of commuters.

Table 1

Table 1. Population Demographics						
Variable:	Willington	Bolton	Mansfield	Putnam	Stafford	Tolland
2010 Total Population	6,041	4,980	26,543	9,584	12,087	15,052
2015 Total Population	6,117	5,046	26,313	9,533	12,166	15,307
% Change in population 2010-2015	1.26%	1.33%	-0.87%	-0.53%	0.65%	1.69%
2015 Group Quarters	31	6	12,229	393	162	129
Median Age						
2015	38.3	47.1	23.2	41.0	43.6	43.5
Median Household Income						
2015	\$73,124	\$100,190	\$63,726	\$53,680	\$68,435	\$108,129
Per Capita Income						
2015	\$32,960	\$45,519	\$23,373	\$25,952	\$29,772	\$46,600
2015 Population by Sex						
Males	3,132	2,489	13,648	4,674	6,015	7,568
Females	2,985	2,557	12,665	4,859	6,151	7,739
2015 Population by Race/Ethnicity						
Total	6,117	5,046	26,313	9,533	12,166	15,307
White Alone	92.0%	95.0%	79.0%	93.3%	94.9%	93.8%
Black Alone	0.9%	1.1%	5.4%	1.4%	0.7%	1.2%
American Indian Alone	0.4%	0.2%	0.1%	0.7%	0.2%	0.1%
Asian Alone	4.1%	1.7%	10.1%	1.1%	1.3%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.3%	2.7%	0.8%	0.9%	0.8%
Two or More Races	1.8%	1.7%	2.7%	2.6%	1.9%	1.2%
Hispanic Origin	4.1%	3.7%	7.0%	3.7%	3.4%	2.7%
Diversity Index	21.8	16.2	44.6	19.1	15.9	16.4

Table 1. Population Demographics						
Variable:	Willington	Bolton	Mansfield	Putnam	Stafford	Tolland
2015 Population 25 + by Education Attainment						
Total	4,309	3,654	10,146	6,703	8,790	10,508
Less than 9th Grade	1.40%	0.30%	2.3%	6.0%	1.4%	1.7%
9th - 12th Grade, No Diploma	1.70%	3.70%	5.5%	4.9%	7.2%	3.0%
High School Graduate	27.50%	19.40%	16.2%	28.3%	32.7%	20.5%
GED/Alternative Credential	1.90%	3.90%	2.5%	8.1%	5.8%	1.2%
Some College, No Degree	18.10%	17%	15.0%	24.3%	23.2%	17.3%
Associate Degree	10.10%	8.50%	9.1%	8.5%	9.2%	10.2%
Bachelor's Degree	20.30%	24.10%	15.4%	12.1%	12.4%	24.0%
Graduate/Professional Degree	19.00%	23.10%	34.1%	7.6%	8.1%	22.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Table 1 also shows the population by race and ethnicity of Willington and the benchmark communities. Like most of its benchmark communities, Willington's population is over 90% white. Due to its large college student population, Mansfield has larger Asian, Black, and Hispanic populations. Behind Mansfield, Willington has the second largest Asian population at 4.1%.

Diversity Index measures the probability that two people from the same area will be from different racial/ethnic groups. At 21.8, Willington has the second highest Diversity Index behind Mansfield at 44.6.

Table 1 additionally includes educational attainment for the population age 25 and older for Willington and its benchmark communities. Willington has the third highest population with a bachelor's degree at 20.3%, behind Bolton and Tolland, both at 24%. With 19% of the population possessing a graduate/professional degree, Willington falls slightly behind Bolton and Tolland. Mansfield stands out with 34.1% of the population possessing a graduate/professional degree. This large percentage can be attributed to the faculty and staff of the University of Connecticut. Putnam and Stafford fall significantly below Willington and the other benchmarks in educational attainment, with less than 10% of the population possessing a graduate/professional degree.

Table 2 shows housing data for Willington and its benchmark communities. Willington has a high percentage of renter occupied housing units, 31.3%, behind Mansfield and Putnam. A high percentage of rental housing makes it easier for entry-level workers to find housing in the area. Willington has the third highest average home value among the benchmark communities at \$269,975, behind Tolland at \$303,404, and Bolton at \$311,475. Note also that Willington has a lower proportion of households who own their house free and clear. This may simply be a function of the younger age of the population.

Table 3 shows employment data for Willington and its benchmark communities. Willington has the lowest civilian unemployment rate of any of the benchmark communities, with 4.8% unemployment. This is also lower than the statewide unemployment rate of 6% (Bureau of Labor Statistics, May 2015 <http://www.bls.gov/web/laus/laumstrk.htm>). Tolland has the next lowest

unemployment rate of 5.3%. Putnam's unemployment rate stands out at 10.7%. Note that Bolton's unemployment rate is 7.5%, though it has been consistently comparable to Tolland in the rest of the data.

Employment by industry in Willington is consistent with the rest of the benchmark communities. The highest percentage of workers, 55.2% of the employed population, works in the service industry, followed by manufacturing at 11.1%, and then retail trade at 10.7%.

61% of Willington's employed population is white-collar workers, which is the lowest percentage among the benchmark communities except for Stafford. Willington also has a lower percentage of workers in management/business/financial occupations than Bolton, Putnam, or Tolland. Willington has the highest percentage of workers employed in services occupations, of any of the benchmark communities, at 20.6%.

Table 2

Table 2. Housing						
Variable:	Willington	Bolton	Mansfield	Putnam	Stafford	Tolland
2015 Owner Occupied Housing Units by Value						
Total	1,632	1,658	3,526	2,163	3,617	4,979
Average Home Value	\$269,975	\$311,475	\$259,359	\$179,461	\$205,626	\$303,444
Household Summary						
2015 Households	2,466	1,948	5,813	3,941	4,820	5,414
2015 Average Household Size	2.47	2.59	2.42	2.32	2.49	2.80
2015 Families	1,484	1,459	3,265	2,378	3,343	4,279
2015 Average Family Size	2.92	2.99	2.90	2.89	2.94	3.16
Housing Unit Summary						
2015 Housing Units	2,689	2,053	6,292	4,339	5,211	5,551
Owner Occupied Housing Units	60.7%	80.8%	56.0%	49.9%	69.4%	89.7%
Renter Occupied Housing Units	31.0%	14.1%	36.3%	41.0%	23.1%	7.8%
Vacant Housing Units	8.3%	5.1%	7.6%	9.2%	7.5%	2.5%
Median Home Value						
2015	\$236,629	\$284,604	\$237,197	\$166,929	\$192,088	\$272,117
2010 Households by Size						
Total	2,423	1,915	5,586	3,950	4,767	5,312
1 Person Household	21.30%	20.7%	25.5%	30.9%	23.9%	15.5%
2 Person Household	39.10%	36.6%	35.1%	35.3%	36.5%	35.0%
3 Person Household	19.80%	17.7%	18.6%	14.8%	17.6%	18.1%
4 Person Household	13.40%	15.9%	14.5%	11.5%	14.1%	20.4%
5 Person Household	4.30%	6.8%	4.4%	4.9%	5.0%	8.2%
6 Person Household	1.70%	1.8%	1.3%	1.7%	2.0%	2.1%
7 + Person Household	0.50%	0.6%	0.6%	0.9%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status						
Total	2,423	1,915	5,586	3,950	4,767	5,312
Owner Occupied	69.1%	86.7%	64.0%	58.0%	76.8%	92.9%
Owned with a Mortgage/Loan	50.4%	61.1%	41.7%	42.7%	57.8%	72.2%
Owned Free and Clear	18.7%	25.6%	22.3%	15.3%	19.0%	20.7%
Renter Occupied	30.9%	13.3%	36.0%	42.0%	23.2%	7.1%

WILLINGTON'S BUSINESS ZONES MARKET STUDY

Table 2. Housing

Variable:	Willington	Bolton	Mansfield	Putnam	Stafford	Tolland
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Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Table 3

Table 3. Employment						
Data Name	Willington	Bolton	Mansfield	Putnam	Stafford	Tolland
2015 Civilian Population 16+ in Labor Force						
Civilian Employed	95.20%	92.5%	94.0%	89.3%	93.1%	94.7%
Civilian Unemployed	4.8%	7.5%	6.0%	10.7%	6.9%	5.3%
2015 Employed Population 16+ by Industry						
Total	3,671	2,888	12,326	4,407	6,645	8,419
Agriculture/Mining	0%	0.0%	0.9%	0.4%	0.4%	0.3%
Construction	4.20%	10.0%	3.1%	4.3%	6.6%	5.5%
Manufacturing	11.10%	10.7%	3.8%	13.8%	15.8%	12.4%
Wholesale Trade	1.30%	4.8%	1.1%	2.6%	3.8%	3.6%
Retail Trade	10.70%	10.8%	11.0%	11.6%	9.3%	9.8%
Transportation/Utilities	2.30%	4.1%	0.7%	3.2%	6.7%	2.2%
Information	1.20%	2.9%	2.3%	1.2%	1.6%	2.1%
Finance/Insurance/Real Estate	8.30%	7.7%	4.4%	7.0%	6.3%	12.6%
Services	55.20%	45.4%	69.7%	51.7%	46.2%	45.4%
Public Administration	5.70%	3.7%	3.1%	4.3%	3.3%	6.1%
2015 Employed Population 16+ by Occupation						
Total	3671	2,888	12,326	4,407	6,645	8,419
White Collar	61.80%	67.8%	70.2%	64.1%	53.0%	74.0%
Management/Business/Financial	10.90%	15.8%	10.4%	16.3%	9.2%	21.5%
Professional	30.60%	22.3%	37.6%	23.3%	17.1%	31.6%
Sales	10.60%	11.2%	9.1%	8.6%	8.6%	9.7%
Administrative Support	9.70%	18.5%	13.1%	16.0%	18.1%	11.2%
Services	20.60%	11.0%	19.2%	16.7%	16.9%	11.5%
Blue Collar	17.60%	21.2%	10.6%	19.2%	30.1%	14.5%
Farming/Forestry/Fishing	1.30%	1.0%	0.6%	0.0%	0.1%	0.0%
Construction/Extraction	4.40%	5.5%	2.7%	3.4%	6.5%	3.4%
Installation/Maintenance/Repair	3.50%	6.2%	2.1%	2.4%	7.7%	4.5%
Production	5.80%	4.8%	1.6%	7.1%	9.9%	4.1%
Transportation/Material Moving	2.70%	3.7%	3.5%	6.3%	6.0%	2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Benchmarking Real Estate Sales

Table 4

	Industrial Land (\$/acre)			Office (\$/square foot)		
	Willington	Benchmarks	Extended Sample*	Willington	Benchmarks	Extended Sample*
Median	\$22,539	\$65,000	\$177,011.5	\$82	\$67	\$109.5
Minimum	1,498	6,094	10,773		31	19
Maximum	178,922	2500,000	5,027,174		191	349
# of Sales	3	18	54	1	11	124

Table 5

	Retail (\$/square foot)			Restaurants Retail (\$/square foot)			Apartments Retail (\$/square foot)		
	Willington	Benchmarks	Extended Sample*	Willington	Benchmarks	Extended Sample*	Willington	Benchmarks	Extended Sample*
Median	NA	\$81	\$105	NA	\$53.5	\$175	\$93	\$47.5	\$71
Minimum	NA	26	7	NA	18	18	36	25	16
Maximum	NA	530	530	NA	530	852	130	168	467
# of Sales	0	15	87	0	8	29	6	10	116

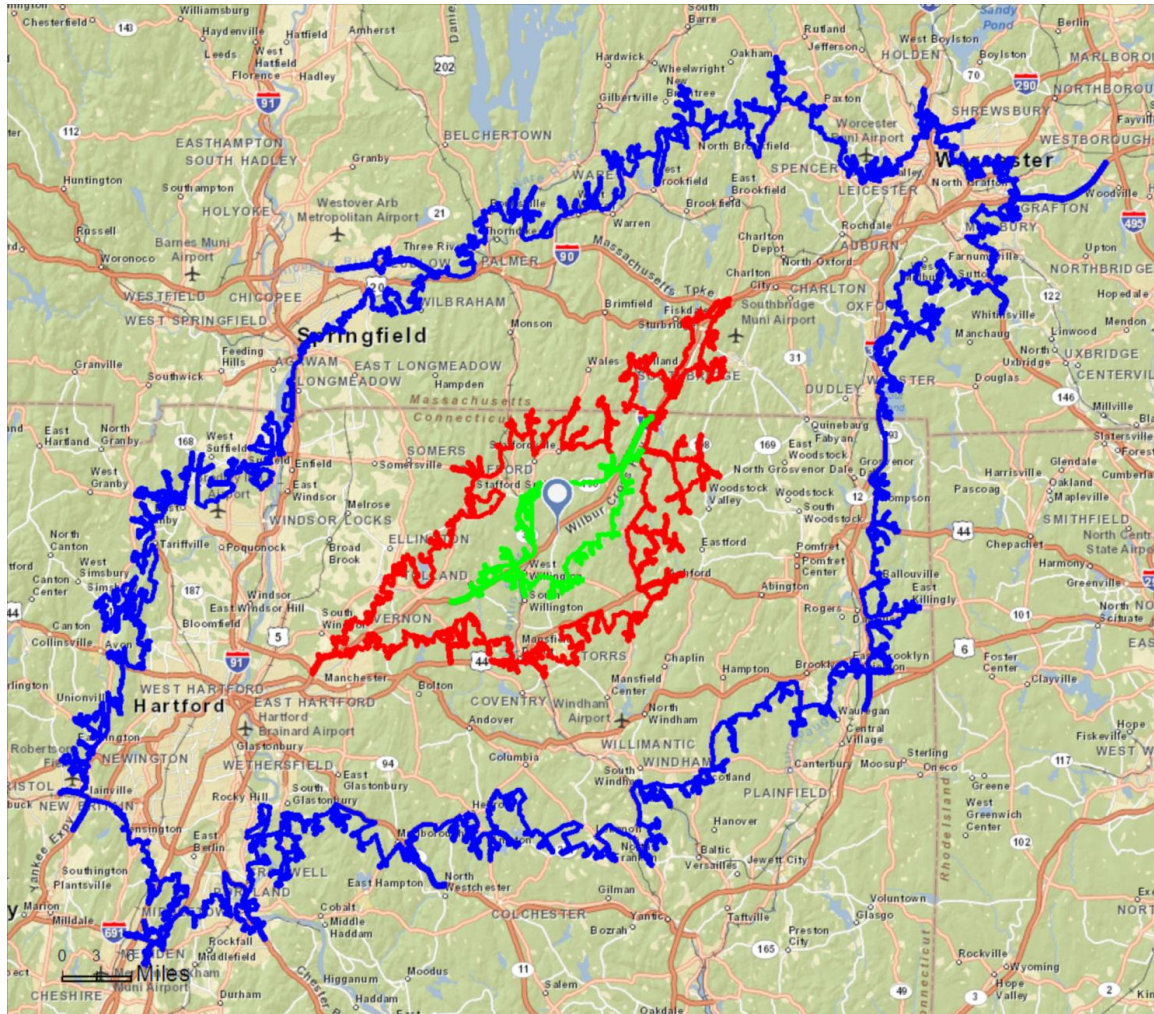
SOURCE: www.conn-comp.com

*Extended sample consists of the towns of Canton, Cheshire, Glastonbury, Hebron, Manchester, Mansfield, Simsbury and Somers

Tables 4 and 5 show real estate sales for Willington and its benchmarks, including industrial (\$/acre), office, retail, restaurants, and apartments (\$/sq ft). Real estate prices for industrial land appear to be lower in Willington than in benchmark communities. Apartment prices in Willington are almost double the price of those in benchmark communities. However, there is not enough data on real estate sales in Willington to make any definitive conclusions.

Retail Market Analysis

Figure 10



A “leakage/surplus analysis” compares the *amount of spending* in a designated area with the *amount of selling* that also takes place in that area. Where (A) represents the *estimated spending by area residents* (how much are local residents spending for each type of good or service in a specified drive time?) and (B) represents the *estimated sales by area retailers* (what portion of sales of each good or service do local establishments make within a specified drive time?), if (A) is less than (B), there is *surplus*, meaning money is coming into the area; if (A) is greater than (B), there is *leakage*, and money is leaving the area. This data is from within three geographical areas: the circumference of a ten-minute drive from Willington, that of a twenty-minute drive from Willington, and that of a forty-five-minute drive. This is presented on a map and offers a sense of the geographic scope. The ten-minute drive is illustrated in green, the twenty-minute drive in red, and the forty-five-minute drive in blue.

Retail Potential: Limited opportunities for specialty retail

Table 6

Table 6. Retail Analysis						
Retail Sectors	Leakage for 10 min drive time	Potential # of new stores	Leakage for 20 min drive time	Potential # of new stores	Leakage for 45 min drive time	Potential # of new stores
Motor Vehicle & Parts Dealers	\$13,044,636	45.58	SURPLUS		SURPLUS	
Furniture & Home Furnishings Stores	\$719,121	2.61	SURPLUS		SURPLUS	
Electronics & Appliance Stores	\$1,737,069	10.12	SURPLUS		\$110,399,668	109.98
Bldg Materials, Garden Equip. & Supply Stores	\$1,984,363	17.42	\$8,701,799	11.94	\$7,144,858	8.12
Health & Personal Care Stores	\$5,838,266	2.44	\$29,737,704	12.44	SURPLUS	
Gasoline Stations	SURPLUS		SURPLUS		\$249,079,872	74.97
Clothing & Clothing Accessories Stores	\$4,430,486	4.10	\$9,777,124	9.05	\$61,567,803	55.98
Clothing Stores	\$3,299,299	2.54	\$6,578,670	5.06	SURPLUS	
Shoe Stores	\$522,090	0.32	\$52,750	0.03	\$49,294,481	50.22
Jewelry, Luggage & Leather Goods Stores	\$609,097	1.50	\$3,145,705	7.76	\$41,487,669	80.60
Sporting Goods, Hobby, Book & Music Stores	\$1,368,956	10.59	SURPLUS		SURPLUS	
General Merchandise Stores	\$7,490,096	1.23	\$39,326,603	6.48	SURPLUS	
Florists	SURPLUS		\$533,573	4.97	\$5,663,997	52.55
Food & Beverage Stores	\$9,097,773	9.89	SURPLUS		SURPLUS	
Grocery Stores	\$8,367,611	5.61	SURPLUS		SURPLUS	
Specialty Food Stores	\$114,358	1.26	\$713,821	4.81	\$10,218,060	49.18
Beer, Wine & Liquor Stores	\$615,805	2.04	\$2,758,348	4.32	SURPLUS	
Food Services & Drinking Places	\$5,092,109	5.41	\$4,175,510	4.55	\$231,166,305	
Full Service Restaurants	\$2,881,406	2.39	SURPLUS		\$142,047,304	171.56
Limited Service Eating Places	\$1,580,831	1.93	SURPLUS		\$45,094,945	56.48
Special Food Services	\$685,498	1.39	\$6,397,887	13.01	\$55,122,972	73.04
Drinking Places	\$190,079	0.48	SURPLUS		SURPLUS	
Source: Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.						

Table 6 shows the leakage and surplus of 10, 20, and 45-minute drive times from Willington. Figure 10 above depicts these radii. Evidence of leakage does not necessarily equal potential for new stores, due to consumers' willingness to drive to buy certain goods, online shopping, and the consumer base of a town. Willington's small population would not be able to support certain large businesses despite evidence of leakage in that sector.

Willington shows consistent leakage for 10, 20, and 45 minute drive times in building materials, garden equipment and supply stores, health and personal care stores, clothing and accessories stores, florists, specialty food stores, and restaurants and drinking places. Willington may be able to support building materials, garden equipment and supply stores due to its location on the interstate. These are materials people are unlikely to buy online and would prefer a local location. Health and personal care stores, clothing and accessories, florists, and specialty food stores (collectively called “specialty retail”) require niche markets and would require specific market research and marketing to determine if these types of businesses would succeed in Willington. Restaurants and bars are another potential business option for Willington. Due to Willington’s small population, the restaurants or bars would need to serve highway traffic.

Cluster Analysis

The industry analysis for this project has been conducted using data from the US Clusters Project, a web-based application developed by the Harvard Business School for the US Economic Development Administration. The US Clusters Project has been constituted as a set of tools for examining long-term structural conditions in a local economy to better understand the groupings of businesses that are particular catalysts for economic activity in that area. According to the project website:

The U.S. Cluster Mapping Project is a national economic initiative that provides over 50 million open data records on industry clusters and regional business environments in the United States to promote economic growth and national competitiveness. The project is led by Harvard Business School's Institute for Strategy and Competitiveness in partnership with the U.S. Department of Commerce and U.S. Economic Development Administration. . . .

. . . . Researchers from Harvard Business School, MIT Sloan School of Management, and Temple University's Fox School of Business generated cluster definitions based on a novel algorithm that allows for the systematic generation and comparison of clusters across the United States. The paper that explains this methodology is “Defining Clusters of Related Industries” (Delgado, Porter and Stern 2014), which revisits and extends “The Economic Performance of Regions” (Porter 2003).¹

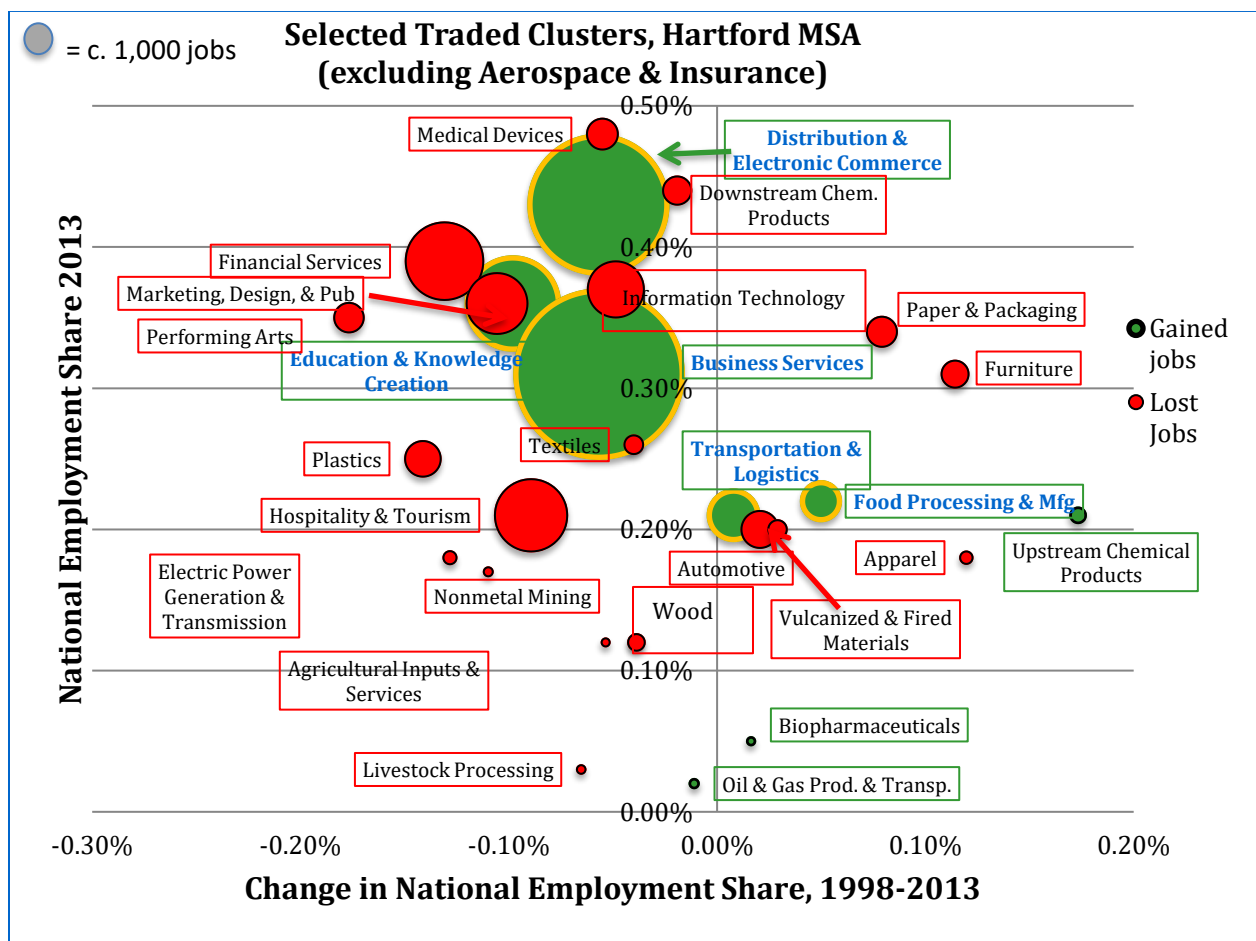
The data from the US Clusters Project looks at long-term trends to identify which types of businesses have performed well across a number of business cycles. In addition, the Project identifies those industry clusters that serve local markets versus those clusters that are “traded” (i.e., those whose primary purpose is to serve customers outside the area, thereby bringing new sources of income into the area). The figures below identify “traded clusters” for the Hartford Metropolitan Statistical Area (MSA) and Tolland County. In each figure, each cluster is depicted

¹ Source: <http://www.clustermapping.us>

as a bubble, with the size of the bubble indicating the relative size of employment in that cluster (a gray bubble in the upper left hand corner of the figure provides a scale by which to gauge the size of each cluster). The vertical axis shows the percent of national employment in that cluster that is represented by the local cluster. The horizontal axis shows the percent change in national employment share experienced by that cluster from 1998 to 2013. Local clusters that have experienced employment growth from 1998 to 2013 are depicted in green. Those that have experienced job losses in that time period are depicted in red.

Opportunities in the Hartford Metro Area

Figure 11



Cluster analysis shows the size, growth, and national employment share of clusters, or regional concentrations of related industries. See the appendix for cluster definitions. Figure 11 shows clusters for the Hartford Metro Area. Significant clusters in the Hartford MSA with over 2,000 jobs that have gained jobs from 1998 to 2013 are distribution and electronic commerce, business services, education and knowledge creation, transportation and logistics, and food processing and

manufacturing. Financial services, marketing design and publishing, and information technology, and hospitality and tourism are significant clusters that have all lost jobs from 1998 to 2013.

Opportunities in Tolland County

Figure 12

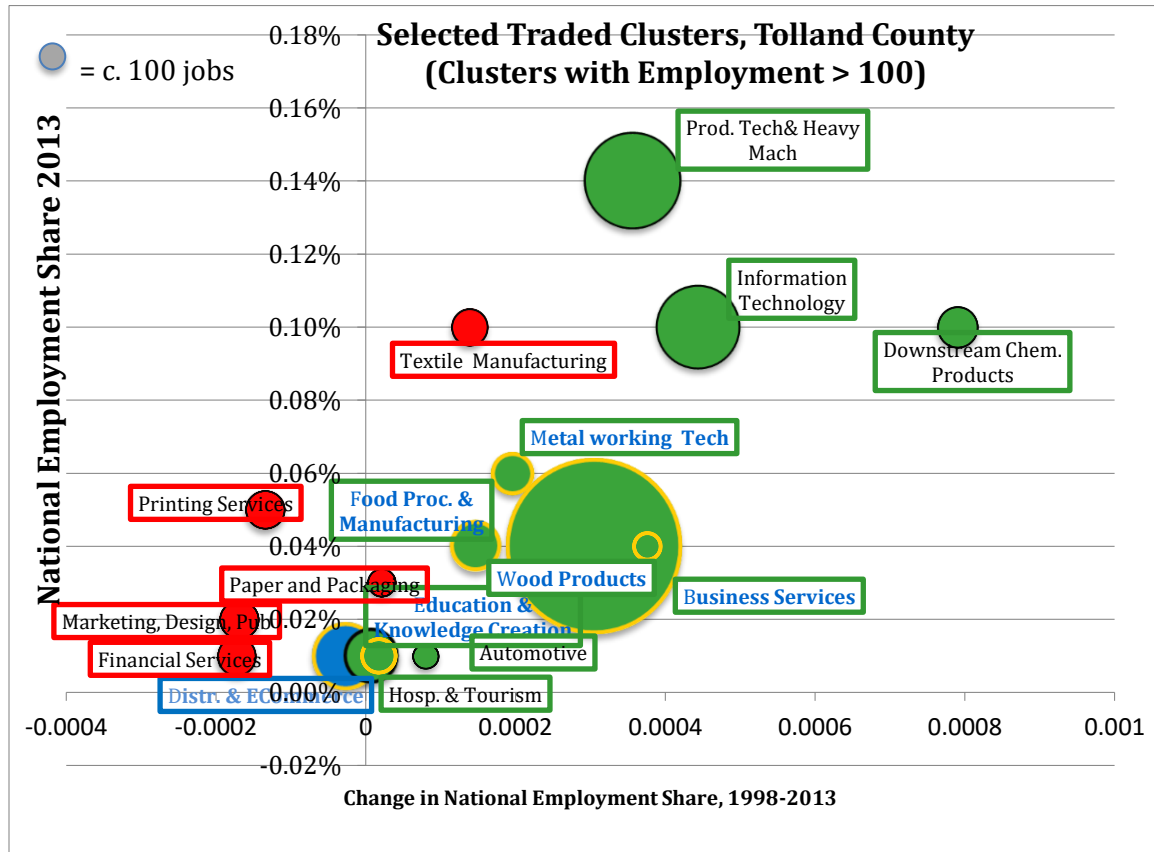


Figure 12 shows cluster for Tolland County. In Tolland County, business services, education and knowledge creation, food processing and manufacturing, wood products and metal working tech are growing industries. The county clusters differ from the regional cluster in that industrial manufacturing, such as metal working technology and wood products, is more significant. In addition, in Tolland County, distribution and e-commerce has shown little growth or change since 1998, whereas in the region, it is one of the largest industries and is growing.

Industry Targets

The preceding analysis provides guidance on the types of industries upon which Willington should concentrate for purposes of economic development. These are summarized below.

Distribution/Logistics: Given Willington's ready access to three interchanges off of I-84, it is no surprise that it should concentrate on the distribution/logistics sectors. The presence of Federal Express in the town (along with a major truck stop) clearly demonstrates that the Town is already attractive to such enterprises. The cluster analysis described above indicates that distribution, warehousing and fulfillment businesses are an important part of the economic base of the Hartford metropolitan area. Willington has the capacity to serve as a lower cost location for firms in these sectors.

Business & Professional Services: The cluster analysis indicates that Business & Professional Services are an important and growing part of the "export" base for both the Hartford metropolitan area. Again, access to I-84 available in Willington can provide a means for such firms to have a lower-cost location that still has easy access to the Hartford area, while also able to serve (and/or attract employees from) the Boston area and the "Knowledge Corridor" extending from Hartford to Springfield, MA. Mycoscience is an example of a sophisticated professional service firm located in Willington.

Advanced Light Manufacturing: According to the cluster analysis, several smaller manufacturing sectors demonstrate the potential for growth in Tolland County. Food product manufacturing, wood product manufacturing and metal working technology all show indications of long-term growth and success in Tolland County. Small firms using sophisticated manufacturing technology serving locations in the Northeast can benefit from the access to markets provided by Willington's two interchanges on I-84 (and the close proximity of a third interchange right across the Town line).

Education & Knowledge Creation: Willington is relatively close to Mansfield and the educational and research activities associated with the University of Connecticut. While it may be unlikely that UConn would expand its own academic and research offerings into Willington, the Town should be prepared to entertain the concept of hosting high-technology firms in R&D and production that either "spin off" UConn's own programs or seek to locate close to UConn's research capabilities.

Specialty Retail: The "surplus/leakage" analysis described above indicated that retail represents several opportunities for Willington. Building materials and garden equipment stores represent opportunities for Willington to attract such larger enterprises to the town that would serve regional markets. In addition, the Town does have the potential to attract specialty retail in personal services, food service and niche retail opportunities. Note however that the Town's success in this endeavor may be more of a long-term opportunity. Willington may need to see an increase in housing in the Town itself before it can generate sufficient demand for such businesses. In that sense, mixed use projects that combine retail with housing would represent an important opportunity for Willington.

A full description of each cluster is included in the appendices to this report.

Interviews

After conducting interviews with local businesses and important stakeholders in Willington, we identified strengths and weaknesses of Willington as a location for business, as well as the needs of local businesses. Strengths include access to major highways and proximity to the University of Connecticut. Weaknesses include complicated zoning processes, no municipal sewer and water, and resistance to growth. Business owners expressed the need for more streamlined zoning processes. In addition they expressed the need to capitalize on Willington's strengths by being more open to growth. See appendix for a full list of stakeholders contacted and interviewed.

Access to major highways and interstates

Business owners identified Willington's major strength as its access to I-84, Route 44, and Route 32. Few places have three major interchanges within or near town lines and business owners want Willington to capitalize on this strength. Because of this easy access, businesses can easily ship to major metropolitan areas. In addition, development along the highways can bring more business to local restaurants as workers head into town for lunch.

Proximity to UCONN

Due to its proximity to University of Connecticut, Willington has access to a skilled labor force. Many business owners expressed the need to tap into this source of workers through strategic partnerships with the University, such as building a technology park.

Zoning

The most common weakness expressed by business owners is Willington's zoning processes. New business owners described the initial approval process as complicated, antiquated and drawn out. They expressed that the process was not clearly laid out and that communication with the board was often confusing or difficult. An additional issue is the need to reapply for a special use permit every year with the zoning board, even if the business is in a business zone.

Infrastructure

Business owners expressed that the lack of municipal sewer and water makes expansion difficult and prevents larger businesses from locating in Willington. A suggestion was for the town to improve vacant lots by performing basic development such as water and sewer. This improved land would then be more attractive to new businesses.

Resistance to growth

Overall, business owners feel a resistance to growth. Willington's weaknesses of zoning processes and infrastructure prevent Willington from capitalizing on its strengths, highway and interstate access and proximity to UCONN.

SWOT Analysis

SWOT analysis is used to summarize an organization's or location's competitive position in a strategic planning process. In the case of the Willington market study, SWOT is an acronym that stands for:

- **Strengths:** What aspects of Willington are advantages as it seeks to attract businesses and/or customers?
- **Weaknesses:** What are those aspects of Willington that make it less attractive to businesses and/or customers?
- **Opportunities:** What general economic, social or demographic trends can Willington take advantage of?
- **Threats:** What facts or trends might reduce the economic competitiveness of Willington?

<u>Strengths</u> Quality of Life Excellent Transportation Access (I-84) A cadre of successful employers A commitment to high-quality development	<u>Weaknesses</u> No public sewer or water facilities in the business zones Limited population (for workforce and retail market) Regulations that lack certainty
<u>Opportunities</u> Distribution/Logistics Sophisticated Services Advanced Light Manufacturing Food processing Higher Education/ Knowledge creation Specialty Retail	<u>Threats</u> A long-term economic decline in the Hartford region and/or US economy Increased regional competition for employers/jobs Local stagnation in population and business development

On the downside, Willington has a small population that places a limit on the workforce and retail market. It has no public sewer and water system, which makes it difficult for new and larger businesses to relocate there. Willington's zoning requires yearly approval for all non-farm uses of land even if the land is zoned for that purpose. This adds an additional impediment to businesses that wish to locate in Willington. Cumbersome zoning contributes to the threat of stagnation in population and business development. With the threat of regional competition for employers and jobs, Willington's weaknesses do not make them a competitive location for new businesses.

However, Willington does have some strengths and opportunities such as its strategic location on Interstate 84. Willington has three different interchanges within or just outside town limits, which makes it an ideal place to attract highway customers or to ship products regionally. Willington's current employers are successful and well established which proves it can be a good location for

businesses. In addition, the strict and sometimes cumbersome zoning processes show a commitment to quality development, which is evidenced by Willington's current successful employers.

Based on Willington's strengths and opportunities, industries that would potentially be attracted to Willington are distribution/logistics, business and professional services, advanced light manufacturing, food processing, higher education/knowledge creation, and specialty retail.

Recommendations

Focus on Industry Targets

This study has identified five industries that Willington should focus on attracting and keeping. These include distribution and logistics, business and professional services, advanced light manufacturing, education and knowledge creation, and specialty retail. These industries would be served well by Willington's location on I-84 and lower costs.

In order to attract these businesses, Willington should allow mixed uses in business zones to accommodate smaller footprint uses, such as specialty retail, with housing. Recruiting efforts should be focused on Willington's ease of access on I-84, Route 44, and Route 32 for businesses serving the New York City or Boston Metro Areas.

While attracting new businesses is important, it is also vital to help the businesses that are already in Willington. This would include easing zoning processes, aiding with sewer and water infrastructure development, and creating or enhancing programs for workforce development.

Enhance Local Economic Development Capacity

The Economic Development Commission needs staff capacity support to effectively implement these recommendations. This study is just the first step in economic development efforts for Willington. The commission needs to conduct outreach to industry targets by attending trade shows and enhancing marketing efforts. It needs to assist with the development process, processing applications, finding funding for new projects, etc. In addition, the commission needs to work with local businesses and realtors to facilitate further development. It may be advisable to explore ways of creating at least a part-time paid economic development position for the Town, particularly if the Town makes the changes to zoning regulations discussed in the sections below.

Work with Regional/Statewide Marketing Efforts

Willington should work with regional and statewide marketing efforts to most efficiently and effectively market itself as a location for businesses. State and regional campaigns already have the funding and capacity needed to run an effective campaign. Willington should align its marketing with these efforts such as Metro Hartford Alliance, New England's Sustainable Knowledge Corridor, and the Connecticut Department of Economic and Community Development. The Economic Development Commission can ask for Willington to be included on state and regional brochures and websites and to be alerted of trade shows.

Metro Hartford Alliance

- The Metro Hartford Alliance is a business and economic development organization serving the Hartford Metro Area. They offer municipal services such as their Business Visitation Program in which they can either accompany or individually visit businesses at the town's request to keep tabs on the challenges local businesses face and identify opportunities and threats to growth. They also offer Municipal Economic Development Training for public officials. Go to <http://www.metrohartford.com/economic-development/municipal-services> to learn more.

New England's Sustainable Knowledge Corridor

This organization views North Central Connecticut and South Central Massachusetts as one region with interconnected resources, assets, strengths and challenges.

From the website:

"The Knowledge Corridor Consortium was awarded a \$4,200,000 grant from HUD's FY 2010 Sustainable Communities Regional Planning Grant program. The Consortium will use these funds to carry out activities that will build on the work of the three metropolitan planning areas of the Hartford-Springfield Knowledge Corridor to advance opportunity, sustainability and livability in our combined regions. In all, 80 communities will benefit from the activities we will undertake."

<http://www.sustainableknowledgecorridor.org/site/>

Connecticut Department of Economic and Community Development

The state of Connecticut markets itself as a prime location for businesses, as a center for technology and innovation, with a dynamic workforce, educational excellence, incentives for growth, quality of life, and a superior transportation network.

Take advantage of the opportunities offered by the state such as financing, tax credit and incentives, site selection services, and workforce training support.

Consider increasing certainty of regulations

Under Willington's current zoning, agriculture is the only use "as of right" throughout the Town. All other uses require a special permit. The special permit process calls for high-quality, well-integrated design of sites but doesn't articulate precise standards through which an applicant can satisfy the permit. Consequently, the effectiveness of the permit process (from the perspective of both the Town and the applicants) depends upon the quality of the Planning & Zoning Commission at any particular point in time. A qualified, far-sighted commission will work with the applicant to produce projects that are economically viable while also building quality of life in Willington. That appears to be the case at the present moment. However, this balance could be upset through turnover in the commission. A solution to this issue is to allow certain uses "as of right," such as those industries that Willington is targeting like business services, research labs, advanced light manufacturing, and distribution in industrial and commercial zones. This gives applicants confidence that projects conforming to those uses will be able to go forward.

At the same time, to ensure that high quality development continues without the special permits, Willington could use mandatory design standards to shape the appearance of future development

projects. This will articulate the standards that have to be met to ensure that the use is attractive and fits into its environment functionally. By allowing certain desired uses “as of right” and setting clear, mandatory design standards, businesses seeking to locate in Willington will know where their enterprises can locate in Town and will know exactly what is expected of them with regard to design of their facilities.

Another option is to offer design guidelines and examples, rather than mandatory standards. This is a less stringent approach, but still gives businesses a clear idea of what is appropriate development in Willington. These design guidelines could be included in a “welcome packet” for potential businesses that includes all the processes necessary to develop land or open a business in Willington.

The appendices to this report contain two examples of design guidelines and standards. The first is the “form-based” code created for the former Hartford Insurance campus in Simsbury. Such a code is fairly flexible in terms of the types of uses that are allowed within it. On the other hand, its primary thrust is to ensure that the built form of any project adheres to carefully created design standards that ensure any project on the site meets community standards for site configuration and overall attractiveness. The second example is the development guidelines created for the commercial corridor (NYS Route 32) in Rosendale, NY. In this case, the underlying zoning is unaffected (and is primarily “highway business” in its orientation. But in addition to conforming to the uses specified in the zoning, applicants are encouraged (but not necessarily required) to adhere to the design standards set forth in these guidelines.

In any case, expanding the “as of right” uses in key business zones to allow the target industries identified in this report will provide potential investors with greater certainty that their proposals in those zones can go forward. The use of design guidelines and design standards can clarify expectations about the expected appearance and configuration of any project in the zones for both the applicants and the community.

The Importance of Infrastructure

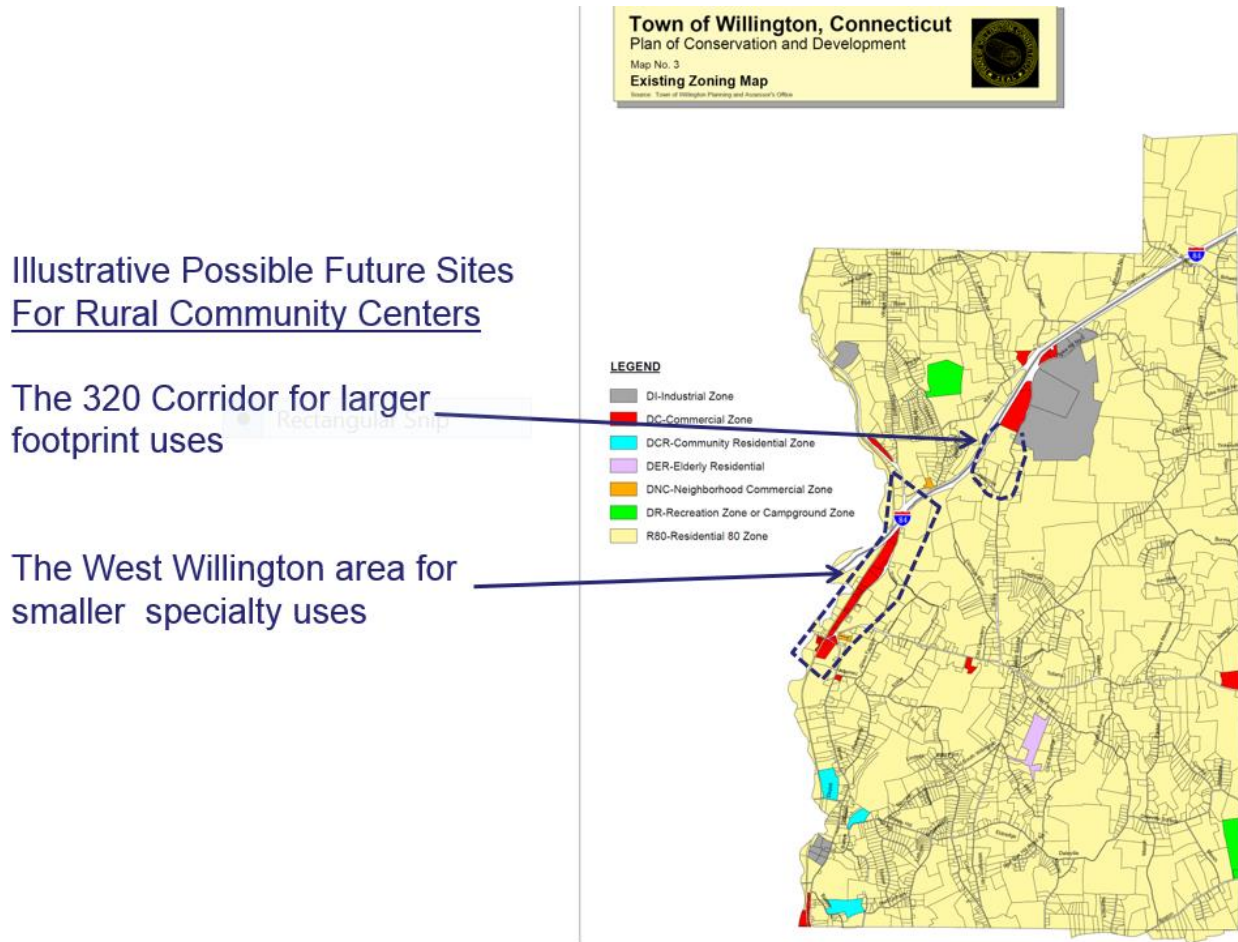
The research on potential industry targets and the interviews with Willington’s stakeholders both indicated the importance of expanded infrastructure for Willington to improve its prospects to attract economic development. The infrastructure in question includes both traditional sewer and water systems for industrial sites and well as broadband connectivity, an important ingredient for communities that wish to participate in the 21st Century economy. Indeed, surveys of site selection consultants for companies indicate that those types of infrastructure are essential ingredients for competitive economic development locations.

As part of its efforts to improve its economic competitiveness, Willington should seek ways to create public sewer and water and state of the art broadband access for its business zones. The state and federal government provides funding for these types of infrastructure improvements. Possible sources for both types of infrastructure are listed in the appendix.

Long term: Focus on the possibility of adding sites

In the future, Willington should consider adding new sites for rural community centers. For example, the 320 corridor for larger footprint uses such a manufacturing and the West Willington area for smaller mixed uses such as specialty retail and housing. The map in Figure 13 illustrates potential locations for new industrial and commercial sites in the Town.

Figure 13. Potential Sites for Future Development



Appendices

Water and Wastewater Infrastructure Funding Opportunities

Federal Funding

US Department of Agriculture, Rural Development

- Provides loans, grants for towns or cities with a population of 10,000 or below for drinking water and wastewater infrastructure.

Connecticut Contact: Scott Soares, State Director 1(800)352-8015 or (413) 253-4300

Clean Water State Revolving Fund

- EPA funded state revolving funds that provide low interest loans for a range of water quality/wastewater environmental projects

Connecticut Contact: William Hogan (860) 424-3753

Drinking Water State Revolving Fund

- EPA funded state revolving funds that provide low interest loans for drinking water related infrastructure projects

Connecticut Contact: Ted Dunn (860) 509-7333

State Funding

Wastewater Infrastructure Grants

The state of Connecticut provides 20-55% grants to municipalities who obtain Clean Water State Revolving Fund Loans for wastewater infrastructure projects

Contact: William Hogan (860) 424-3753

Small Town Economic Assistance Programs

Funds economic and community development capital projects to municipalities that are not classified as distressed municipalities or public investment communities or do not have an urban center, up to \$500,000 per year. Qualified project include those for wastewater infrastructure and drinking water infrastructure.

Contact: Lisa DuBois (860) 418-6209

For more information, please see the attached document, "Water Infrastructure Funding Options" by the US EPA New England, Oct 2008

Broadband Infrastructure Funding Opportunities

USDA Programs:

Rural Broadband Access Loan and Loan Guarantee Program

Provides loans and loan guarantees for rural communities (those not within an incorporated city or town in with a population higher than 20,000) to install broadband service.

Contact Information: Ken Kucho (202) 720-9554

Community Connect Broadband Grants Program

"Provides community access to broadband services in unserved areas through a one-time grant ...and uses the infrastructure built by the grant to create opportunities for continued improvement... The project must deploy Basic

Broadband Transmission Service, free of all charges for at least 2 years, to all Critical Community Facilities located within the proposed Service Area. Additionally, it should offer Basic Broadband Transmission Service to residential and business customers within the proposed Service Area.”

Contact Information: Ken Kucho (202) 720-9554

Federal Communications Commission Programs:

Connect America Fund/Universal Service High Cost Program

Provides funding to telecommunications services to increase telecommunication access in rural or “high cost” installation areas so that the resulting services charge for residents is comparable to that in other regions.

http://www.fcc.gov/wcb/tapd/universal_service/highcost.html

Universal Service Schools and Libraries Program

Provides discounts to create affordable telecommunications and Internet access for schools and libraries.

Telephone: 1-800-229-5476

<http://www.universalservice.org/sl/>

Connecticut Programs:

Connecticut State Broadband Initiative

Contact: Bill Vallee

860-827-2905 cell:860-716-7177

william.vallee@ct.gov

A Guide to Broadband Funding Opportunities

How to Navigate the Funding Process

U.S. Senator Kirsten E. Gillibrand
New York



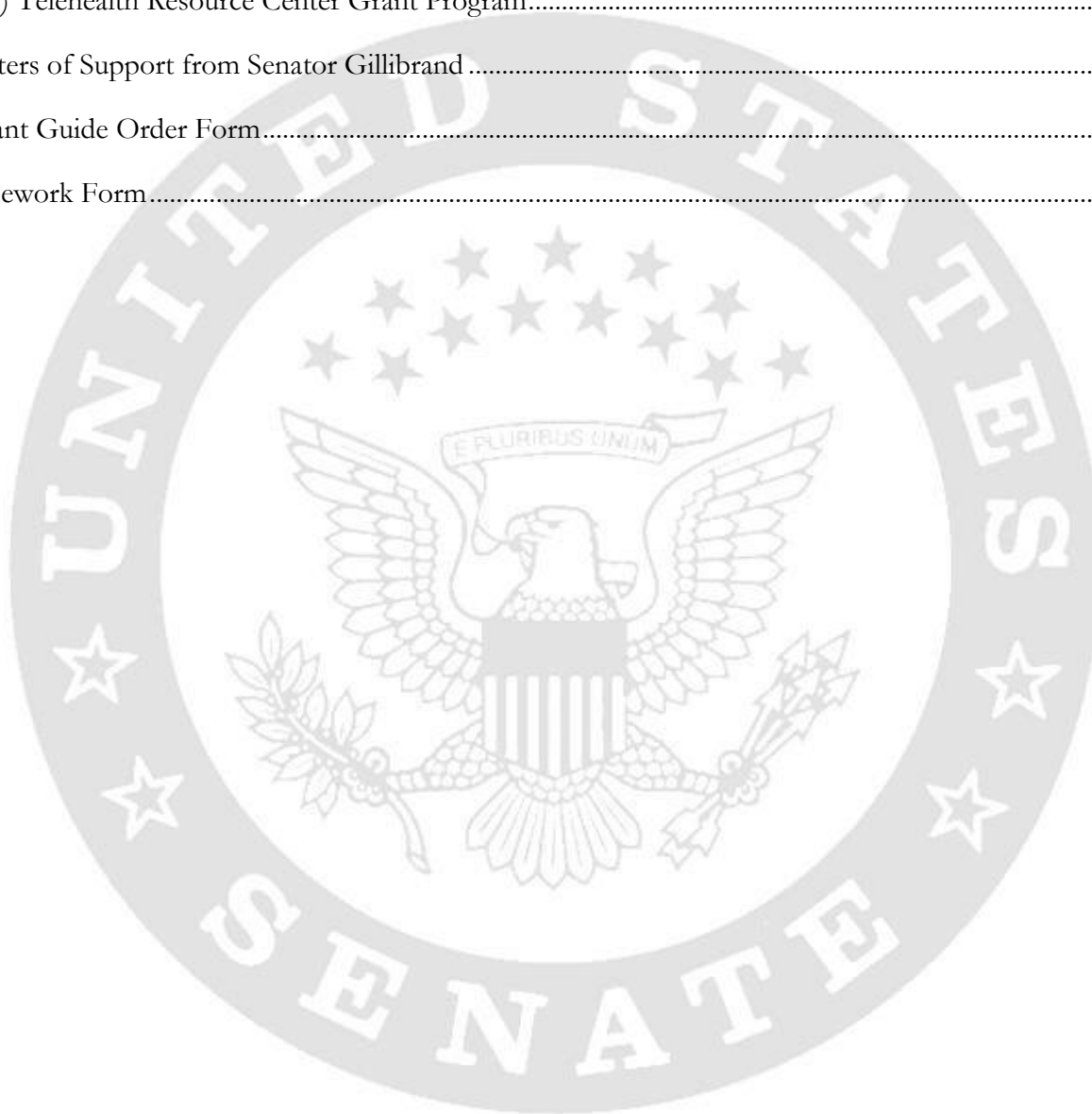
2015

**Note: This document will be continuously updated as information becomes available.*

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Introduction

Dear Fellow New Yorker,

I want to take this opportunity to provide you with some important information on funding opportunities to support broadband deployment and adoption in our communities throughout New York State. It is critical that our businesses, schools, communities and households have access to affordable high-speed Internet in order to remain competitive in the global economy. In an effort to ensure high-speed broadband is readily available, regardless of location, the federal and state governments have multiple programs that fund broadband deployment and adoption.

Finding the resources that meet your needs in the complex web of agencies can be an impossible task. For this reason, I have created this guidebook to serve as a starting point in providing information about what resources are available to individuals, businesses, community organizations and local governments. The information in this guidebook details energy program grants, loans, and tax credits. Its contents are by no means comprehensive, and as new programs and opportunities emerge, its contents will be updated to provide New Yorkers with the most up-to-date information possible.

My Senate website (www.Gillibrand.senate.gov) is continually updated with critical information about various funding opportunities that are available to you, how to access them, and where to apply. You can also request hard copies of this guidebook, and other thematic funding guidebooks, by filling out the guidebook order form at the end of this guidebook and mailing it back to my New York City office or by emailing an electronic copy to grants@gillibrand.senate.gov. Furthermore, if you need assistance from a federal agency or with an immigration case, please refer to the casework form at the end of the GOAL or visit <http://gillibrand.senate.gov/services/casework/form/>. As you move forward with any grant opportunities, please contact Andrew Usyk, my Grants Director, for letters of support, when applicable. You can reach him in my Washington, D.C. Office at Grants@Gillibrand.Senate.gov, or (202)-224-4451.

Sincerely,



Kirsten Gillibrand
United States Senator

Federal Section I

United States Department of Agriculture (USDA)

Rural Development

USDA Rural Development is committed to helping improve the economy and quality of life in America. Through their programs, Rural Development touches upon each aspect of rural America in a precise and organized manner.

The financial programs support such essential public facilities and services as water and sewer systems, housing, health clinics, emergency service facilities and electric and telephone. Rural Development has continuously promoted economic development by supporting loans to businesses through banks, credit unions and community-managed lending pools. They offer technical assistance and information to help agricultural producers and cooperatives get started and improve the effectiveness of their operations. Additionally, they have provided technical assistance to help communities undertake empowerment programs.

USDA Rural Development has a multi-billion dollar portfolio of loans and will administer billions in loans, loan guarantees, and grants through their programs in the current fiscal year. To achieve their mission, Rural Development assists rural individuals, communities and businesses obtain the financial and technical assistance needed to address their diverse and unique needs through their specific programs.

1) Rural Broadband Access Loan and Loan Guarantee Program

- Provides loans and loan guarantees to eligible applicants, including telephone companies, telephone cooperatives, municipalities, nonprofit organizations, and tribes, to deploy infrastructures that provide broadband service in rural communities that meet the program's eligibility requirements.

Additional Information:

- Broadband Service means any technology having the capacity to transmit at a minimum transmission speed of 200 kbps both from and to a residential subscriber. The rate of data transmission is subject to annual review and will be published in the Notice of Funds Availability at the beginning of each fiscal year.
- Loans maturities are equal to the composite economic life of the facilities financed. The interest rate for the Cost-of-Money program is equal to the cost of borrowing to the Department of Treasury for a comparable maturity.
- The 4-Percent program interest rate is 4 percent and the maximum loan amount for the 4-Percent program is \$7.5 million. The interest rate for the Guarantee program is set by the lender.

Eligibility:

- Eligible rural communities are any area of the United States (which includes its territories and insular possessions) that is not contained in an incorporated city or town with a population in excess of 20,000 inhabitants, based on the most recent available information of the Bureau of the Census.

- The following are eligible: cooperative, nonprofit, limited dividend or mutual associations, limited liability companies, commercial organizations, Indian tribes, tribal organizations, state government, local government, including those located in the U.S. territories and countries included in the Compact of Free Association Act of 1985, providing or proposing to provide broadband services in eligible rural communities.

Contact Information:

- Ken Kucho
Telephone: (202) 720-9554
Fax: (202) 720-0810
Website: <http://www.usda.gov/rus/telecom/broadband.htm> or
<http://www.federalgrantswire.com/rural-broadband-access-loans-and-loan-guarantees.html>

2) Community Connect Broadband Grants Program

- Provides community access to broadband services in unserved areas through a one-time grant to such organizations as tribes, cooperatives, private companies, and universities, and uses the infrastructure built by the grant to create opportunities for continued improvement.

Additional Information:

- The funding will support construction, acquisition, or lease of facilities, including spectrum, to deploy broadband transmission services to all critical community facilities and to offer such service to all residential and business customers located within the proposed service area.
- The funding can be put towards the improvement, expansion, construction, acquisition, or leasing of a community center that furnishes free access to broadband Internet service, provided that the community center is open and accessible to area residents before, during, and after normal working hours and on Saturday or Sunday.
- All equipment purchased with grant and/or matching funds must be new or nondepreciated.

Eligibility:

- Applicants must be organized as an incorporated organization, an Indian tribe or tribal organization, a state or local unit of government, or other legal entity, including cooperatives or private corporations or limited liability companies organized on a for profit or not-for profit basis.
- The project must deploy Basic Broadband Transmission Service, free of all charges for at least 2 years, to all Critical Community Facilities located within the proposed Service Area. Additionally, it should offer Basic Broadband Transmission Service to residential and business customers within the proposed Service Area.

Contact Information:

- Kenneth Kuchno
Telephone: (202) 690-4673
Email: community.connect@wdc.usda.gov.
Website: <http://www.usda.gov/rus/telecom/commconnect.htm>

3) Telecommunications Infrastructure Loan Program

- The Telecommunications Infrastructure Loan Program makes Long-term direct and guaranteed loans to qualified organizations for the purpose of financing the improvement, expansion, construction, acquisition, and operation of telephone lines, facilities, or systems to furnish and improve Telecommunications service in rural areas.

Additional Information:

- Long-term direct and guaranteed loans to qualified organizations for the purpose of financing the improvement, expansion, construction, acquisition, and operation of telephone lines, facilities, or systems to furnish and improve.
- Telecommunications service in rural areas. "Rural area" is defined as any area of the United States, its territories and insular possessions (including any areas within the Federated States of Micronesia, the Republic of Palau) not included within the boundaries of any incorporated or unincorporated city, village, or borough having a population exceeding 5,000 inhabitants.
- Applications are accepted year round and are not competitive. The types of loans offered include; cost-of-money loans, guaranteed loan (including federal financing bank loans) and hardship loans

Eligibility:

- Eligible applicants consist of telephone companies or cooperatives, nonprofit associations, limited dividend associations, mutual associations or public bodies including those located in the U.S. Territories and countries included in the Compact of Free Association Act of 1985, providing or proposing to provide telecommunications service to meet the needs of rural areas.
- A beneficiary must be a resident of rural areas and others who may also receive telephone service as a result of service provided to a rural area.

Contact Information:

- Telephone: (202) 720-1025
http://www.rurdev.usda.gov/utp_infrastructure.html

4) Distance Learning and Telemedicine Loans and Grants Program

- Provides loans and grants to rural community facilities (e.g., schools, libraries, hospitals, and tribal organizations) for advanced telecommunications systems that can provide health care and educational benefits to rural areas.

Additional Information:

- The DLT Program provides three kinds of financial assistance; a full grant, grant-loan combination, and a full loan.

Eligibility:

- To be eligible for a grant, your organization must:
 - 1) Currently deliver or propose to deliver distance learning or telemedicine services for the term of the grant. To receive a grant, the purposes must meet the grant definition of distance learning and telemedicine. The DLT program is focused on sustainability.

Planning studies, research projects, and short-term demonstration projects of less than two years will not be considered.

- 2) Be legally organized as an incorporated organization or partnership; an Indian tribe or tribal organization; a state or local unit of government; a consortium; or other legal entity, including a private corporation organized on a for profit or not-for profit basis with the legal capacity to contract with the United States Government.
- 3) Operate a rural community facility or deliver distance learning or telemedicine services to entities that operate a rural community facility or to residents of rural areas at rates calculated to ensure that the benefit of the financial assistance passes through to such entities or to residents of rural areas.

Contact Information:

- Email: dlinfo@wdc.usda.gov
Website: http://www.rurdev.usda.gov/UTP_DLT.html



Federal Section II

Federal Communications Commission

The Federal Communications Commission (FCC) is an independent United States government agency. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S. possessions.

The Commission staff is organized by function. There are seven operating Bureaus and ten Staff Offices. The Bureaus' responsibilities include: processing applications for licenses and other filings; analyzing complaints; conducting investigations; developing and implementing regulatory programs; and taking part in hearings. Our Offices provide support services. Even though the Bureaus and Offices have their individual functions, they regularly join forces and share expertise in addressing Commission issues. Through these offices, funding is specifically designed to meet the needs of each applicant.

Universal Service Fund

In accordance with the Telecommunications Act of 1996, the FCC established the following four programs within the Universal Service Fund, of which the Connect America Fund, Schools and Libraries and Rural Health Care Programs are focused on expanding accessible, affordable, high-speed broadband service:

- Connect America Fund (formally known as High-Cost Support) for rural areas
- Lifeline (for low-income consumers), including initiatives to expand phone service for residents of Tribal lands
- Schools and Libraries (E-rate)
- Rural Health Care

1) Connect America Fund/Universal Service High Cost Program

- Provides funding to eligible telecommunications carriers to help pay for telecommunications services in high-cost, rural, and insular areas so that prices charged to customers are reasonably comparable across all regions of the nation.

Additional Information:

- The goal of Universal Service is to promote the availability of quality services at just, reasonable and affordable rates for all consumers. The program will advance the availability of such services to all consumers, including those in low income, rural, insular, and high cost areas at rates that are reasonably comparable to those charged in urban areas

Eligibility:

- Wireline and wireless telephone companies seeking to participate in any of the High Cost Program support components must be designated as eligible telecommunications carriers (ETCs) and meet ongoing requirements for each component.

➤ **Contact:**

Website: http://www.fcc.gov/wcb/tapd/universal_service/highcost.html,
http://www.fcc.gov/wcb/tapd/universal_service/ or <http://www.universalservice.org/hc/>

2) Universal Service Schools and Libraries Program

- Provides discounts for affordable telecommunications and Internet access services to ensure that schools and libraries have access to affordable telecommunications and information services.

Additional Information:

- This program is also known as “E-Rate” and is administered by the Universal Service Administrative Company (USAC) under the direction of the Federal Communications Commission (FCC), and connects the nation's schools and libraries to broadband. When E-rate was established in 1996, only 14 percent of the nation's K-12 classrooms had access to the Internet. Today, virtually all schools and libraries have Internet access. The FCC began updating E-rate in 2010 and in July 2014, released the E-rate Modernization Order expanding Wi-Fi networks in schools and libraries across America while ensuring support continues to be available for broadband connectivity to schools and libraries.

Eligibility:

- To be eligible:
- 1) Schools must provide elementary or secondary education as determined under state law.
 - 2) Schools may be public or private institutional day or residential schools, or public charter schools.
 - 3) Schools must operate as non-profit businesses.
 - 4) Schools cannot have an endowment exceeding \$50 million.
 - 5) Libraries must be eligible for assistance from a state library administrative agency under that Act.
 - 6) Libraries must have budgets completely separate from any schools (including, but not limited to, elementary and secondary schools, colleges and universities).
 - 7) Libraries cannot operate as for-profit businesses.

Contact:

- Telephone: 1-800-229-5476
<http://www.universalservice.org/sl/>

3) Rural Health Care Program

- The Rural Health Care Program, which includes the new Healthcare Connect Fund, provides funding to eligible health care providers (HCPs) for telecommunications and broadband services necessary for the provision of health care. The goal of the program is to improve the quality of health care available to patients in rural communities by ensuring that eligible HCPs have access to telecommunications and broadband services. Funding for the Rural Health Care Program is capped at \$400 million annually.

Additional Information:

- The Rural Health Care Program of the Universal Service Fund makes discounts available to eligible rural health care providers for telecommunication services and monthly Internet service charges. The program is intended to ensure that rural health care providers pay no more for telecommunications in the provision of health care services than their urban counterparts. The Rural Health Care Program is currently made up of four programs: the Healthcare Connect Fund, the Telecommunications Program, the Internet Access Program, and the Rural Health Care Pilot Program.
- The Rural Health Care Program reimburses telecommunications and Internet service providers for services provided to rural health care providers. While health care providers apply for these discounts, USAC works in conjunction with service providers to make sure these discounts are passed on to program participants.

Eligibility:

- Eligible organizations include:
 - Post-secondary educational institutions offering health care instruction, teaching hospitals, or medical schools
 - Community health centers or health centers providing health care to migrants
 - Local health departments or agencies including dedicated emergency departments of rural for-profit hospitals
 - Community mental health centers
 - Not-for-profit hospitals
 - Rural health clinics including mobile clinics
 - Consortia of HCPs consisting of one or more of the above entities
 - Part-time eligible entities located in otherwise ineligible facilities

Contact:

- Telephone: 1-800-229-5476
<http://transition.fcc.gov/wcb/tapd/ruralhealth/> or <http://www.usac.org/rhc/>

Be sure to also visit the following Federal Communications Commission website: http://wireless.fcc.gov/outreach/index.htm?job=broadband_home. This serves as an excellent clearinghouse of the most up-to-date broadband funding opportunities.

Federal Section III

Appalachian Regional Commission

The Appalachian Regional Commission (ARC) is a regional economic development agency that represents a partnership of federal, state, and local government. Established by an act of Congress in 1965, ARC is composed of the governors of the 13 Appalachian states and a federal co-chair, who is appointed by the president. Local participation is provided through multi-county local development districts.

Each year ARC provides funding for several hundred projects in the Appalachian Region, in areas such as business development, education and job training, telecommunications, infrastructure, community development, housing, and transportation. These projects create thousands of new jobs; improve local water and sewer systems; increase school readiness; expand access to health care; assist local communities with strategic planning; and provide technical and managerial assistance to emerging businesses.

1) Appalachian Regional Commission Project Grant Program

- This program awards grants to projects that create jobs and improve infrastructure, enabling the people of Appalachia to compete in a global economy. These grants include funds that may be used to improve broadband access, such as distance learning, telehealth/telemedicine, e-government, and e-business applications and workforce development.

Additional Information:

- Most ARC project grants originate at the state level. Potential applicants should contact their state's ARC program manager, whose contact info is below, to request a preapplication package.
- ARC project grants can be used for business development and entrepreneurship, education and training, health care access, physical infrastructure, including broadband, and leadership development and civic capacity.

Eligibility:

- Only New York counties included in the Appalachian Regional Commission are eligible for funding. These counties include Allegany, Broome, Cattaraugus, Chautauqua, Chemung, Chenango, Cortland, Delaware, Otsego, Schoharie, Schuyler, Steuben, Tioga, and Tompkins. Interested organizations must contact the New York State Department of State to discuss individual project eligibility requirements.

Contact Information:

- Appalachian Regional Commission
1666 Connecticut Avenue, NW
Suite 700
Washington, DC 20009-1068
Telephone: (202) 884-7700

Email: info@arc.gov

More information on ARC Project Grant Program specifics:

<http://www.arc.gov/funding/ARCProjectGrants.asp>

➤ **New York State Department of State Contact:**

Kyle Wilber, Appalachian Program Manager

New York State Department of State

Division of Local Government

1 Commerce Plaza, Suite 1015

Tenth Floor

99 Washington Avenue

Albany, NY 12231

(518) 473-3355

Email: kwilber@dos.state.ny.us



Federal Section IV

United States Department of Commerce:

Economic Development Administration

The Economic Development Administration (EDA) was established under the Public Works and Economic Development Act of 1965 (42 U.S.C. § 3121), as amended, to generate jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas of the United States. EDA assistance is available to rural and urban areas of the Nation experiencing high unemployment, low income, or other severe economic distress.

In fulfilling its mission, EDA is guided by the basic principle that distressed communities must be empowered to develop and implement their own economic development and revitalization strategies. EDA helps distressed communities address problems associated with long-term economic distress, as well as sudden and severe economic dislocations including recovering from the economic impacts of natural disasters, the closure of military installations and other Federal facilities, changing trade patterns, and the depletion of natural resources.

1) Economic Development Facilities and Public Works

- Provides funding for construction of infrastructure in areas that are not attractive to private investment. Most funding is for water and sewer infrastructure but some has been designated for communications projects.

Additional Information:

- Public Works and Economic Development investments help support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, including investments that expand and upgrade infrastructure to attract new industry, support technology-led development, redevelop Brownfield sites and provide eco-industrial development.

Eligibility:

- An Eligible Applicant that is a non-profit organization must include in its application for Investment Assistance a resolution passed by (or a letter signed by) an authorized representative of a general purpose political subdivision of a State, acknowledging that it is acting in cooperation with officials of such political subdivision.

Contact:

- Philadelphia Regional Office (covers New York State)
Telephone: (215)597-4603
Fax: (215)597-1063 fax

Federal Section V

Institute of Museum and Library Services

The Institute of Museum and Library Services (IMLS), an independent government agency established by Congress in 1996, promotes innovation, lifelong learning, and cultural and civic engagement in libraries and museums. IMLS supports the exemplary stewardship of museum and library collections, with emphasis on the use of technology to facilitate the discovery and dissemination of knowledge and cultural heritage.

1) Library Services and Technology Act Grants to States

- Provides funds for a wide range of services including installation of fiber and wireless networks that provide access to library resources.

Additional Information:

- Library Services and Technology Act (LSTA) Grants to States has been the largest grant program run by IMLS for 50 years. LSTA encourages proposals that expand the traditional mission of collecting and circulating physical holdings to one that provides access to computers, software, and other digital information services.

Eligibility:

- Any New York State library administrative agency is eligible to submit a five-year plan.

Contact:

- Point of Contact: Bernard A. Margolis, State Librarian and Assistant Commissioner for Libraries
222 Madison Avenue, Room 10C34
Albany, NY 12230
Telephone: (518) 486-4865
Fax: (518) 486-6880 fax
Email: bmargolis@mail.nysed.gov
<http://www.ims.gov/programs/default.aspx>

2) Native American Library Services Grant

- Provides grants to support library services including electronically linking libraries to networks.

Additional Information:

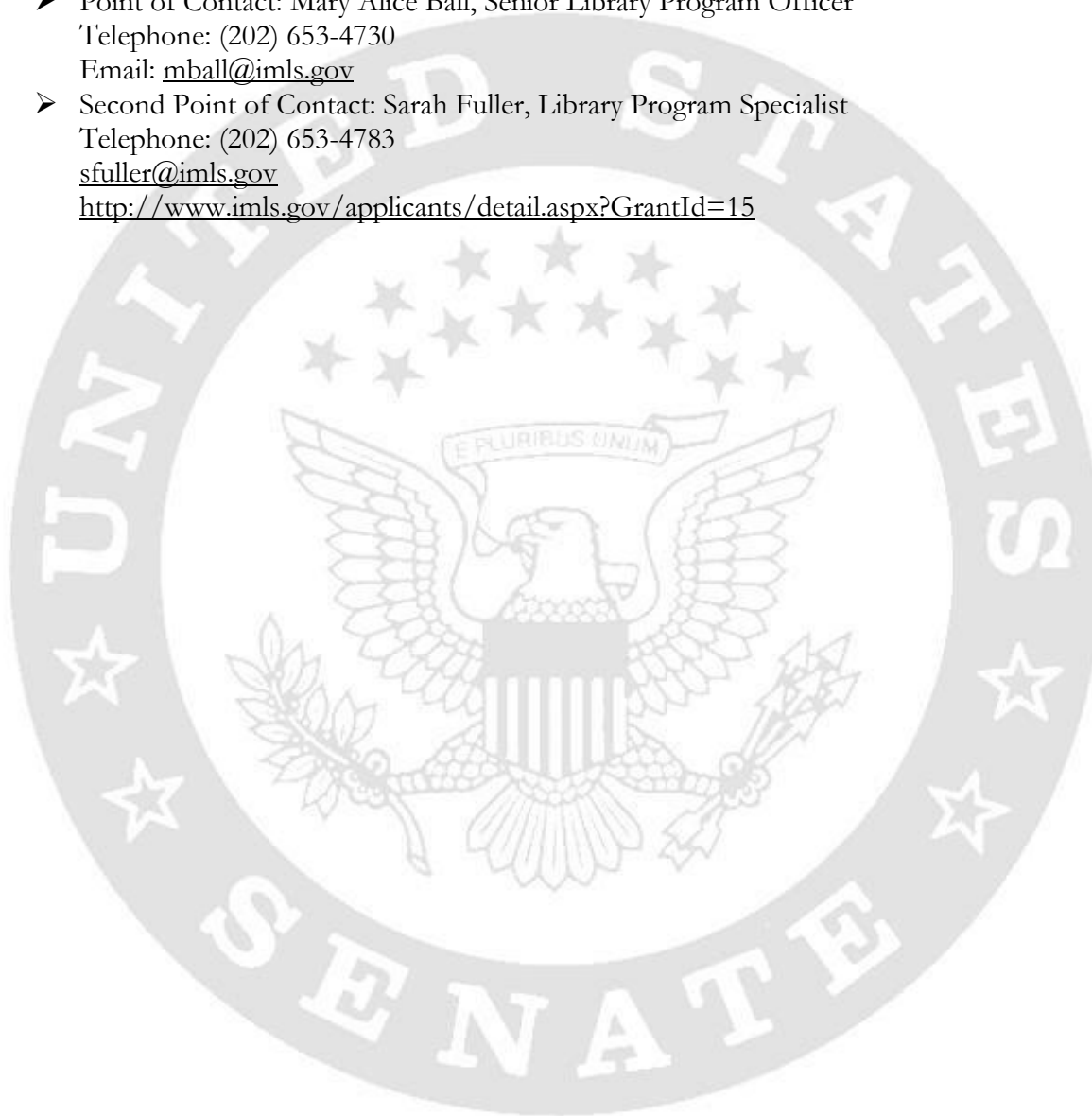
- The Native American Library Services (NALS) Basic Grant is noncompetitive and distributed in equal amount among eligible applicants. NALS Basic Grants are available to support existing library operations and core library services. The Education/Assessment Option, a supplemental grant to the NALS Basic Grant, supports library staff to attend or give presentations and to hire a consultant for on-site assessment.

Eligibility:

- Indian tribes, Alaska native villages, regional corporations, and village corporations are eligible to apply for funding under the Native American Library Services grant program. Entities such as libraries, schools, tribal colleges, or departments of education are not eligible applicants, although they may be involved in the administration of this program and their staff may serve as project directors, in partnership with an eligible applicant.

Contact:

- Point of Contact: Mary Alice Ball, Senior Library Program Officer
Telephone: (202) 653-4730
Email: mball@imls.gov
- Second Point of Contact: Sarah Fuller, Library Program Specialist
Telephone: (202) 653-4783
sfuller@imls.gov
<http://www.imls.gov/applicants/detail.aspx?GrantId=15>



Federal Section VI

Department of Housing and Urban Development

1) Choice Neighborhood Implementation Grants

- Helps communities transform neighborhoods by revitalizing severely distressed public and/or assisted housing. Grantees may use funds to provide unit-based broadband Internet connectivity.

Additional Information:

- The Choice Neighborhoods program is designed to catalyze critical improvements in neighborhood assets, including vacant property, housing, services, and schools. The program requires proposals with a comprehensive neighborhood revitalization strategy that involves local leaders, residents, schools, authorities, business owners, nonprofits, and private developers.

Eligibility: The following entities are eligible to apply:

- County governments
- City or township governments
- Public housing authorities/Indian housing authorities
- Native American tribal organizations (other than Federally recognized tribal governments)
- Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
- Nonprofits without 501(c)(3) status with the IRS, other than institutions of higher education

Contact:

- **Email:** choiceneighborhoods@hud.gov
- **Phone:** (202) 708-0667
- General information about the program can be found at the following site:
<http://www.hud.gov/cn/>

Federal Section VII

United States Department of Education:

Office of Special Education and Rehabilitative Services

The Office of Special Education and Rehabilitative Services (OSERS) promotes inclusion, equity, and opportunity for all children and adults with disabilities to help ensure their economic self-sufficiency, independent living, and full community participation through the distribution of over \$120 million in grants.

OSERS awards grant money for a wide range of proposals, including research projects, demonstrations, technical assistance, technological upgrades, personnel development, and parental training.

1) Technology and Media Services for Individuals with Disabilities

- Supports development and application of technology and education media activities for disabled children and adults.

Additional Information:

- Purposes of program:
 - 1) Improving results for children with disabilities by promoting the development, demonstration, and use of technology,
 - 2) Supporting educational media services activities designed to be of value in the classroom setting to children with disabilities,
 - 3) Providing support for captioning and video description that is appropriate for use in the classroom setting,
 - 4) Providing accessible educational materials to children with disabilities in a timely manner.

Eligibility:

- Eligible applicants include:
 - Institutions of higher education,
 - Local education agencies,
 - Nonprofit organizations,
 - State education agencies,
 - Other qualified organizations or agencies.

Contact:

- Point of Contact: Michael F. Slade
Telephone: (202) 245-7527
Fax: (202) 245-7619 fax
Email: Michael.slade@ed.gov
<http://www2.ed.gov/about/offices/list/osers/index.html?src=mr/>

Federal Section VIII

United States Department of Health and Human Services:

Health Resources and Services Administration

The Health Resources and Services Administration (HRSA), established in the 1982 merger of the Health Resources Administration and the Health Services Administration, seeks to improve access to healthcare by strengthening the healthcare workforce, building healthy communities, and achieving health equity. HRSA programs provide health care to people who are geographically isolated and economically vulnerable.

HRSA encourages the use of electronic information and telecommunications technologies to support long-distance clinical healthcare, professional health-related education, and a more interconnected healthcare system. Promoting such Telehealth initiatives is necessary create a modern, efficient healthcare system that promises all Americans a dignified quality of life.

1) Telehealth Network Grants

- Funds proposals that develop sustainable telehealth programs and networks in rural and frontier areas.

Additional Information:

- Telehealth Network grants are competitively awarded to proposals that best demonstrate the use of telehealth networks to improve healthcare services for the medically underserved in rural and frontier communities.

Eligibility:

- HRSA rural health programs fund rural hospitals, health centers, local clinics, and other qualified health organizations.

Contact:

- Point of Contact:
Office of Rural Health Policy
Telephone: (301) 443-0835
<http://www.hrsa.gov/ruralhealth/about/telehealth/>

2) Telehealth Resource Center Grant Program

- Provides grants that support the establishment and development of telehealth resource centers to assist health care providers in the development of telehealth services, including decisions regarding the purchase of advanced telecommunications services.

Additional Information:

- Telehealth Network grants are competitively awarded to proposals that provide the best support for the establishment of Telehealth Resource Centers. These centers are to assist healthcare organizations, healthcare networks, and healthcare providers in the implementation of cost-effective telehealth programs in medically underserved rural populations.

Eligibility:

- HRSA rural health programs fund rural hospitals, health centers, local clinics, and other qualified health organizations.

Contact:

- Point of Contact:
Office of Rural Health Policy
Telephone: (301) 443-0835
<http://www.hrsa.gov/ruralhealth/about/telehealth/>



Letters of Support from Senator Gillibrand

While Senator Gillibrand does NOT decide which organizations are awarded grants or other federal funding, there are instances in which it is appropriate for the Senator to write a letter of support for an application. If you wish to request a letter of support for your application, you must supply Senator Gillibrand with the following:

1. A description of your organization,
2. Summary of the application,
3. a description of what the money will be used for, and
4. a draft letter of support

Please forward this information by email to grants@gillibrand.senate.gov or by mail to the nearest regional office:

Capital District

Senator Kirsten E. Gillibrand
Leo W. O'Brien Federal Office Building
1 Clinton Square
Room 821
Albany, NY 12207
Tel: (518) 431-0120
Fax: (518) 431-0128

Buffalo/Western New York

Senator Kirsten E. Gillibrand
Larkin at Exchange
726 Exchange Street, Suite 511
Buffalo, NY 14210
Tel: (716) 854-9725
Fax: (716) 854-9731

Hudson Valley Office

PO Box 893
Mahopac, NY 10541
Tel: (845) 875-4585
Fax: (845) 875-9099

Long Island

Senator Kirsten E. Gillibrand
155 Pinelawn Road
Suite 250 North
Melville, NY 11747
Tel: (631) 249-2825
Fax: (631) 249-2847

New York City

Senator Kirsten E. Gillibrand
780 Third Avenue
Suite 2601
New York, New York 10017
Tel. (212) 688-6262
Fax (212) 688-7444

North Country

Senator Kirsten E. Gillibrand
PO Box 273
Lowville, NY 13367
Tel. (315) 376-6118
Fax (315) 376-6118

Rochester Region

Senator Kirsten E. Gillibrand
Kenneth B. Keating Federal Office Building
100 State Street
Room 4195
Rochester, NY 14614
Tel. (585) 263-6250
Fax (585) 263-6247

Syracuse/Central New York

Senator Kirsten E. Gillibrand
James M. Hanley Federal Building
100 South Clinton Street
Room 1470
PO Box 7378
Syracuse, NY 13261
Tel. (315) 448-0470
Fax (315) 448-0476

Washington D.C.

Senator Kirsten E. Gillibrand
United States Senate
478 Russell Senate Office Building
Washington, DC 20510
Tel. (202) 224-4451
Fax (202) 228-0282



Grant Guide Order Form

If you would like to order additional grant guides from our office, please indicate what guides you would like to have and complete the below address information. If you have any questions, please contact us at 212.688.6262.

Guide

- | | |
|----------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Affordable Housing | <input type="checkbox"/> Home Heating and Weatherization |
| <input type="checkbox"/> Ag/ Rural Development | <input type="checkbox"/> Homeland Security |
| <input type="checkbox"/> At Risk Youth / Anti Gang | <input type="checkbox"/> Innovation and Cluster Based Economic Development |
| <input type="checkbox"/> Broadband | <input type="checkbox"/> K-12 Education and Libraries |
| <input type="checkbox"/> Brownfields/Superfund Site Cleanup | <input type="checkbox"/> Lead Paint Remediation |
| <input type="checkbox"/> Exporting and Foreign Direct Investment | <input type="checkbox"/> Minority and Women Owned Business |
| <input type="checkbox"/> Faith-Based / Community Initiatives | <input type="checkbox"/> Obesity Prevention / Nutritious Foods |
| <input type="checkbox"/> Fire and Emergency Services | <input type="checkbox"/> Senior Services |
| <input type="checkbox"/> Food Hubs and Food Systems | <input type="checkbox"/> Small Business |
| <input type="checkbox"/> General Grants | <input type="checkbox"/> Social Services /Community Groups |
| <input type="checkbox"/> Green Energy and Clean Technology | <input type="checkbox"/> Veterans Services |
| <input type="checkbox"/> Higher Education | <input type="checkbox"/> Water and Wastewater Funding |
| <input type="checkbox"/> Historic Preservation/ Arts/Culture/Tourism | |

Mail to: **Senator Kirsten Gillibrand, 780 Third Ave, 26th Floor, New York, New York 10017**

Name: _____

Title: _____

Organization: _____

Address: _____

City, State, ZIP: _____

Casework Form

If you have encountered a problem involving a federal government agency or federally subsidized benefit that you have not been able to successfully resolve, Senator Kirsten Gillibrand's staff of constituent liaisons may be able to assist you in the following areas:

Employment Issues: including assistance with disability benefits, employer-provided health care plans and COBRA, Family Medical Leave Act (FMLA) benefits, pensions, unemployment benefits, Federal and State Workers Compensation claims, and retirement-related issues.

Consumer Affairs: including assistance obtaining a home loan modification under the Making Home Affordable Program, insurance claims, dissatisfaction with consumer products or services, environmental regulations, and concerns regarding air quality, water or land contamination.

Immigration Issues: including issues with visitor visas, family and employment based visas, lawful permanent resident status, naturalization, international adoptions, detention, passports, customs and border issues, and assistance to American Citizens in crisis abroad.

Veteran Issues: including issues with VA pension and disability benefits, education benefits, veteran burial or funeral issues, and issues regarding the VA medical centers.

IRS Issues: including connecting constituents with the Taxpayer Advocate Service to address federal tax issues including lost or delayed tax refunds, penalty abatements, payment installation plans, tax credits, referrals to IRS Low Income Tax Clinics and paper tax forms.

Military Issues: including issues pertaining to the Department of Defense, Army, Navy, Marine Corps, Air Force, Coast Guard, Reserves and New York State National Guard, as well as obtaining military records, medals and academy nominations.

Health Care Issues: including issues with Medicare and Medicaid, health insurance, insurance providers, nursing homes, hospitals, prescription drugs, and 9/11 health matters.

Social Security: including issues with Supplemental Security Income, Social Security Disability, survivors' benefits, and retirement benefits.

Social Services: including issues with food stamps, HEAP (low-income heating program), FEMA and disaster relief, and issues related to federally subsidized housing.

Please visit the "Services" section of www.gillibrand.senate.gov or call (212) 688-6262 for further information. Please note that if you are seeking assistance with a case that involves a lawsuit or litigation, Senate Rules prohibit the Office of Senator Gillibrand from giving legal advice or intervening in the proceeding

Stakeholder Interviews

Contact	Company	Interviewed
Lawrence, K Silbart, Vice Provost	University of Connecticut	x
John Patton	Becker Companies	x
Jeff Kelly	Willington Pizza House	x
Rob Whalen	Mycoscience	x
Carl Beyor	Cable Technology	x
Susan Yorgenson	Land Use Planning	x
Jeff O'Connor	Fed Ex Ground	x
Christine Stetson	Village Springs Water	x
Thomas Boccino	The Millworks	x
Eric Beebe	Willington Termite and Pest Control	
Deb McCracken	First Niagara Bank	
Mary Huda	Assessor	
Cynthia Van Zelm	Mansfield Downtown Partnership	
Linda Painter	Director of Planning Mansfield	
Tim Sullivan	State Dept of Economic and Community Development	
	Phelps Crossing	
Donna Shovelin	Pastries for Pets	x
Ray Crossen	Wilderness Lake Campground	
Ben Castonguay	Sentry Realty	x
Beni Tena	Hilltop Restaurant	

Cluster definitions:

Distribution and ecommerce: Warehousing and Storage, Wholesale of Professional and Commercial Equipment and Supplies, Wholesale of Electrical and Electronic Goods, Wholesale of Industrial Machinery, Equipment, and Supplies, Electronic and Catalog Shopping, Wholesale Trade Agents and Brokers, Wholesale of Drugs and Druggists' Sundries, Wholesale of Food Products, Wholesale of Apparel and Accessories, Wholesale of Farm Products and Supplies, Rental and Leasing, Wholesale of Metals and Minerals (except Petroleum) Wholesale of Chemical and Allied Products, Wholesale of Paper and Paper Products, Wholesale of Furniture and Home Furnishing, Wholesale of Farm and Garden Machinery and Equipment, Wholesale of Petroleum and Petroleum Products, Support Services, Wholesale of Other Merchandise, Wholesale of Construction and Mining Machinery and Equipment, Wholesale of Sporting and Recreational Goods and Supplies, Wholesale of Jewelry, Watches, Precious Stones, and Precious Metals, Wholesale of Books, Periodicals, and Newspapers, Wholesale of Service Establishment Equipment, and Supplies, Wholesale of Transportation Equipment and Supplies (except Motor Vehicles) Wholesale of Toy and Hobby Goods and Supplies

Education and Knowledge Creation: Colleges, Universities, and Professional Schools, Research Organizations, Training Programs, Educational Support Services, Professional Organizations

Business Services:

Business Support Services, Corporate Headquarters, Computer Services, Engineering Services, Consulting Services, Employment Placement Services, Architectural and Drafting Services, Ground Passenger Transportation

Transportation and Logistics:

Trucking, Air Transportation, Ground Transportation, Support Activities, Bus Transportation, Specialty Air Transportation

Food Processing and Manufacturing:

Specialty Foods and Ingredients, Baked Goods, Dairy Products, Packaged Fruit and Vegetables, Soft Drinks and Ice, Candy and Chocolate, Farm Wholesalers, Animal Foods, Wineries, Malt Beverages, Milling and Refining of Cereals and Oilseeds, Coffee and Tea, Glass Containers, Milling and Refining of Sugar, Distilleries

Hospitality and Tourism

Accommodations and Related Services, Tourism Related Services, Other Tourism Attractions, Amusement Parks and Arcades, Gambling Facilities, Cultural and Educational Entertainment, Spectator Sports

Information Technology

Software Publishers, Process and Laboratory Instruments, Electronic Components, Semiconductors, Medical Apparatus, Computers and Peripherals, Software Reproducing, Audio and Video Equipment

Marketing, Design, and Publishing

Publishing, Advertising Related Services, Other Marketing Related Services, Design Services

Financial Services

Credit Intermediation, Financial Investment Activities, Securities Brokers, Dealers, and Exchanges, Credit Bureaus, Monetary Authorities - Central Bank

Metal working Tech

Metal Processing, Fasteners, Metalworking Machinery, Machine Tools and Accessories, Hand Tools

Wood Products

Wood Components and Products, Wood Processing, Prefabricated Wood Building

Sample Design Guidelines

Development Guidelines for the Route 32 Corridor, Rosendale, NY

The Hartford-Simsbury Form-based Code for the former Hartford Insurance Campus, Simsbury, CT

I. INTRODUCTION

The Route 32 Corridor is an important economic asset for the Town of Rosendale, in addition to serving as the major north-south transportation link for the town. It also serves as a key “gateway” by which travelers encounter Rosendale for the first time. As such, it is both an important location for economic development and the major vehicle by which Rosendale can market itself to potential shoppers and investors.

Consequently it is essential that the development of this corridor occur in a manner that maximizes its potential benefit to the town both in terms and job creation and tax revenues. It is equally important that development occur in this area in a way that consistently communicates to passersby the quality of Rosendale as both a place to live and a place in which to build a business.

A. INTENT

The Route 32 Corridor Design Guidelines and Standards are intended to serve as a guide for the development of properties in those business zoning districts B-1 and B-2 that are found along the Route 32 Corridor in Rosendale. They are intended to provide a framework by which the Town Board, Planning Board, other town agencies and organizations as well as developers and private land owners can promote attractive, economically viable development for the corridor. The guidelines provide specific guidance about steps that can be taken to assure that each individual development will be part of a larger effort that strengthens both Rosendale’s quality of life and its long-term economic and fiscal viability. They should be used to help interpret the application of a standard in a specific situation.

At the most basic level, these design guidelines and standards are intended to shape commercial and industrial development so that, to the greatest extent possible:

- The design of the buildings, landscaping and other features reflect the historic character of the Town of Rosendale, particularly the architectural styles found in the central business district of the hamlet
- Development is able to be reached by multiple transportation modes, including automobiles, transit, walking and cycling
- Development takes place in a manner that protects that natural resources and reflects scenic beauty of Rosendale.

In cases in which special conditions exist that are not specifically addressed by the standards, the intent statement should serve as the basis for determining the appropriateness of the proposed design.

B. HOW TO USE THIS DOCUMENT

Set forth below are the key steps in the development process and points at which the design standards should be consulted and applied:

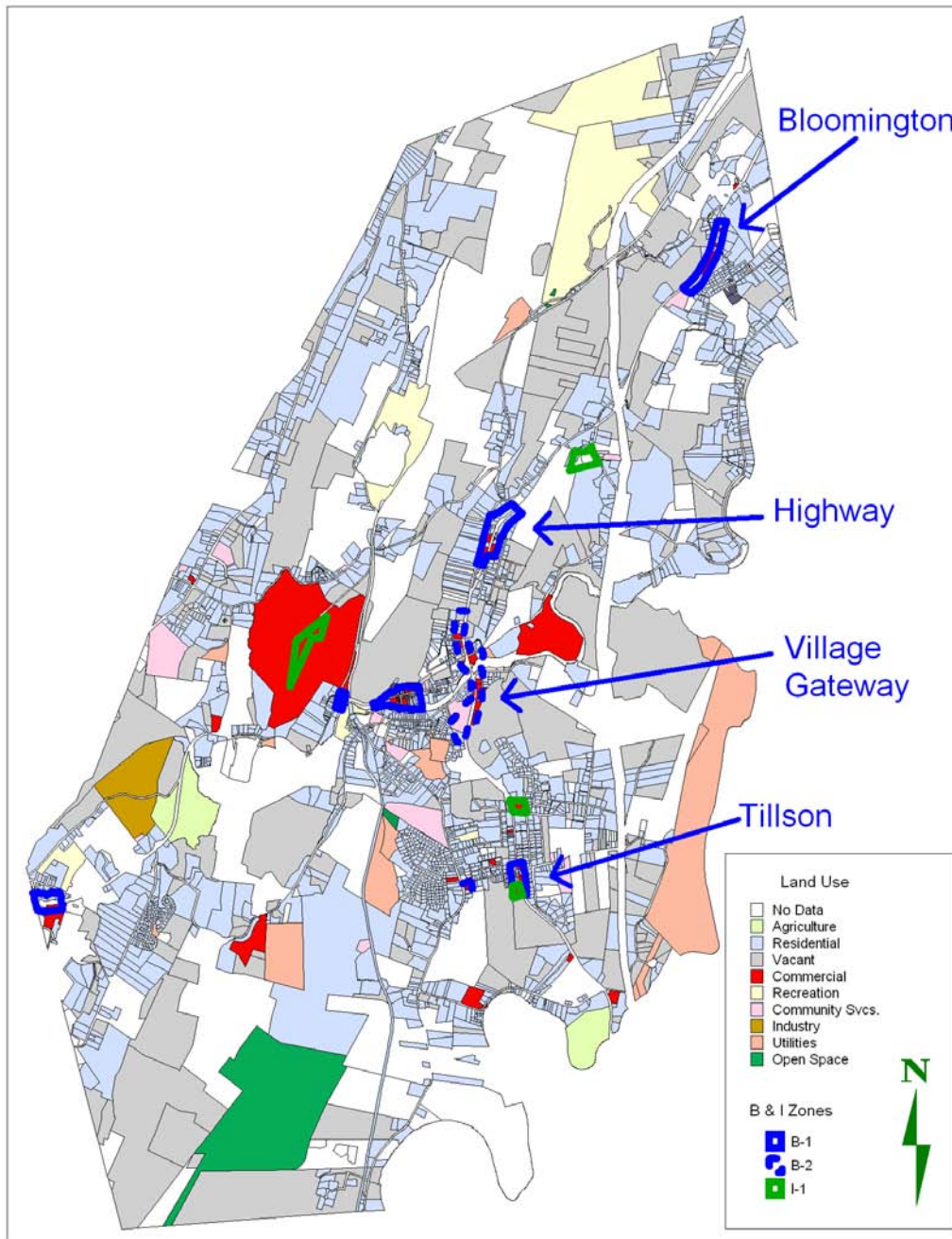
- Locate the property and identify the applicable zoning district.
- Discuss the proposed project with town staff (informal discussion only--typically pre-design).
- Review the design standards.
- Understand and document the context of the building site; inventory adjacent land uses.
- Develop the site plan and building design using the standards in conjunction with Town of Rosendale zoning laws and applicable development regulations and policies.
- Contact staff regarding a pre-application meeting.
- Complete the developer's checklist to ensure conformance with the design standards.
- Submit the project for formal review per relevant procedures as set forth in the laws and regulation of the Town of Rosendale.

Section IV of this document sets forth specific design standards that are organized in a format that contains design principles, guidelines, and regulatory language. Each subsection contains the following components, which should be applied as discussed.

Design Guidelines versus Standards. The text indicates whether the proposed criteria are a guideline or a standard. Guidelines ("should") are advisory, but strongly recommended; and standards ("shall") are mandatory.

II.BACKGROUND CONDITIONS & ANALYSIS

The Location of the Business Zones Along the Route 32 Corridor

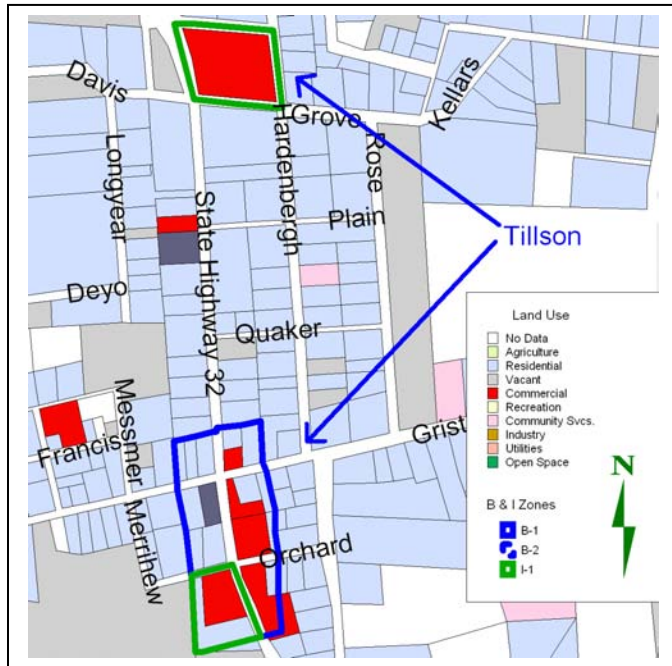


This section reviews existing conditions along the Route 32 corridor to identify issues to be addressed by these design guidelines and standards. For purposes of this analysis, the business zones along the corridor have been identified as “Tillson,” “Hamlet Gateway,” “Highway” and “Bloomington.” (See the map above.)

The existing conditions of each of these areas is briefly described below.

Tillson is one of the older settled areas of Rosendale. Its portion of the Route 32 corridor contains such well-established enterprises as the Postage Inn and Rowley's Lumber as well as relative newcomers such as Masseo Landscaping and All Motor Cars.

Much of the development that has taken place in Tillson is already consistent with the intent of these design guidelines. The buildings generally reflect Rosendale's historic character. Site landscaping has improved greatly over the past few years, although there are opportunities to upgrade the landscaping even further. At the same time, the area could be made much more pedestrian and cyclist friendly, with sidewalks and bike paths added along the Route 32 corridor and linking the corridor to the nearby residential areas.



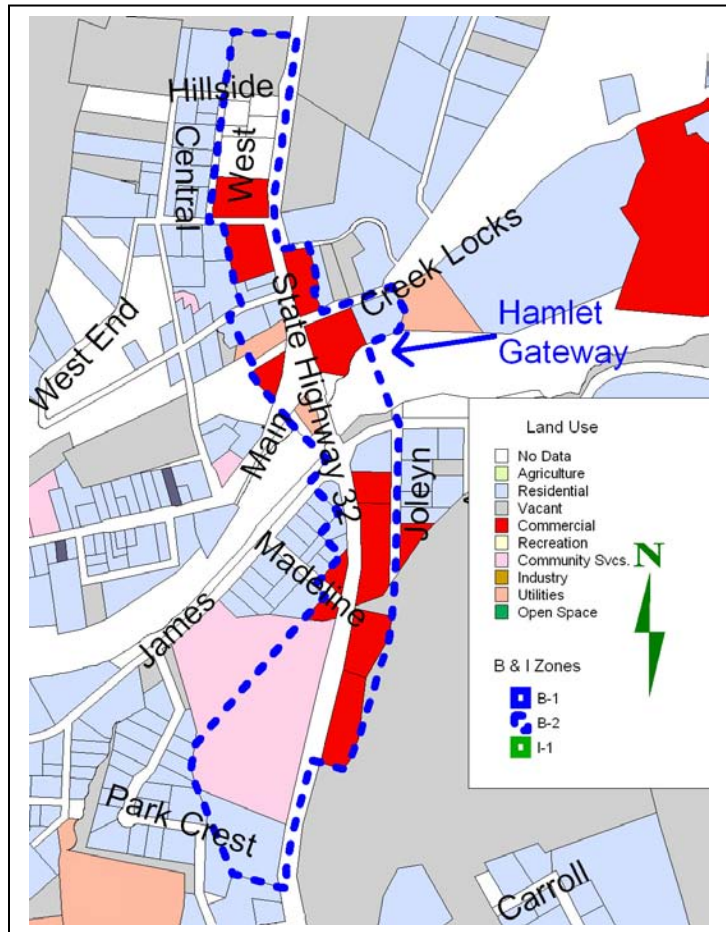
Note how even modest landscaping improves the visual appearance of the parking areas.



The small planted strip between the parking area and road helps define the parking areas.

The Hamlet Gateway encompasses the business zones adjacent to the intersection of Routes 32 and 213. It contains the most significant redevelopment site in the corridor: the former Fann's building. The area has several examples of successful redevelopment. However, it still lacks a strong visual connection to the hamlet's central business district. In addition, the area has significant opportunities for strong pedestrian connections to the hamlet that have yet to be realized.

The peaked roof on this gas station reflects the built environment of Rosendale.

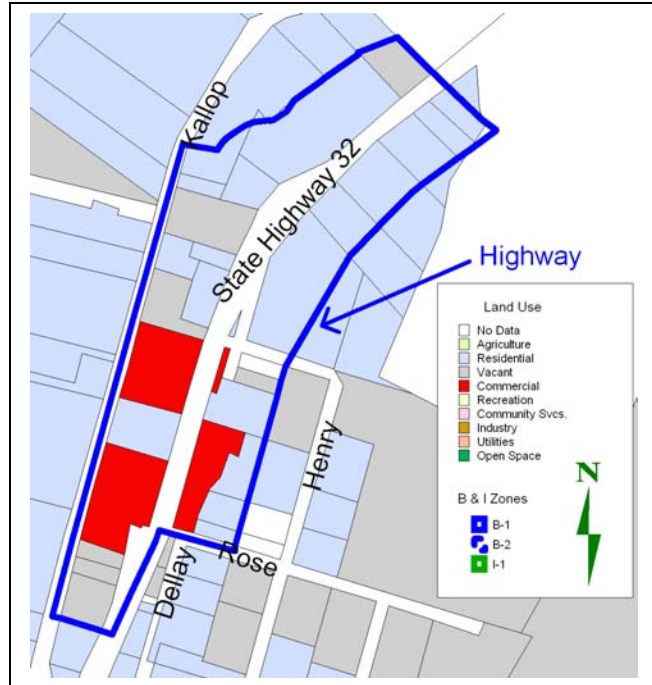


Improved landscaping and enhanced façade design would help tie this shopping area to Rosendale's central business district.



The former Fann's Plaza would benefit from improved landscaping and building designs that reflect Rosendale's character.

The Highway area is found along Route 32 north of the intersection with Route 213 and south of Bloomington. The buildings tend to be of high quality materials and generally well-maintained. However, as with much of the Route 32 corridor, building designs could more strongly reflect the historic character of Rosendale. In addition, this portion of the corridor is most in need of improvements in landscaping.



Note how even a modest amount of landscaping enhances the appearance of this distinctive building.



Landscaping would provide a separation between the parking area and Route 32.

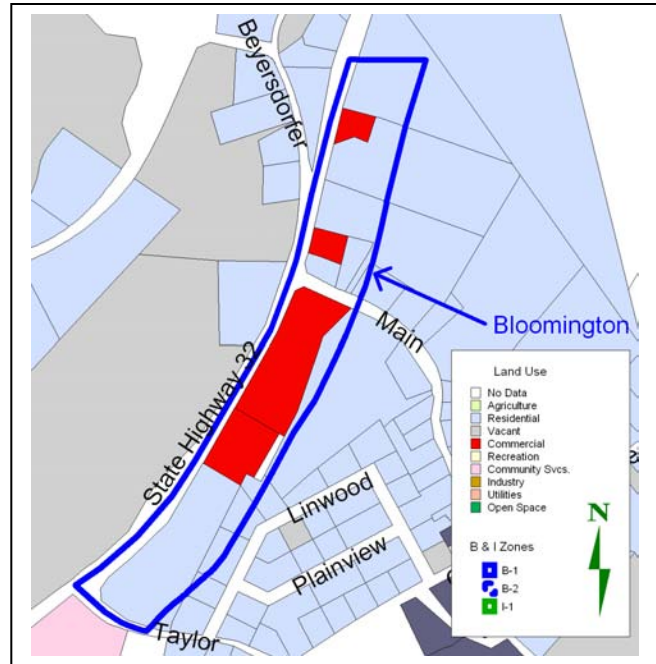


The two islands at this site suggest how even more landscaping would help separate the parking area from Route 32.

Bloomington is the northern-most business district along the Route 32 corridor. Most of the district is in residential use. The commercial buildings in the district reflect the fact that they were once residences or neighborhood commercial uses. As with the other districts along Route 32, most properties would benefit from improved landscaping and better quality signage.



Note the “temporary” sign to the left and the empty pole sign at the center of the site.



General Conclusions: The commercial areas along the Route 32 corridor have many examples of quality development, good landscaping and effective signage. However, there is no consistency in any of these throughout the corridor. In addition, there is no consistent attempt to establish pedestrian connections between these commercial areas and nearby neighborhoods.

It is the lack of consistency that gives the corridor its nondescript overall image. Modest improvement in landscaping and signage would have a dramatic impact on the visual appearance of the overall corridor and help position it more favorably in the eyes of visitors and residents alike. While the buildings are generally of good quality design, the implementation of a consistent approach to design while sites are redeveloped would build upon the improvements that have already taken place throughout the corridor. The guidelines and standards provided below are intended to create such a consistent approach so that each individual investment in improvements in one property will provide even greater returns to that property and to the corridor as a whole.



This neighborhood store turned storage facility has the beginnings of landscaping on the site. Enhanced fencing and signage would significantly improve appearances.

III. GENERAL PROVISIONS

A. APPLICABILITY

These Commercial Design Guidelines and Standards shall apply to all new commercial or industrial development within the Route 32 Corridor, Town of Rosendale that involves either a rezoning request; a site plan approval; a revised preliminary plan where a public hearing is necessary; a special use approval; or a major rehabilitation of an existing commercial structure. Major rehabilitation shall mean any renovation, restoration, modification, addition, or retrofit of a structure or site that exceeds fifty percent (50%) of the current appraised value of any structure or site as established by the Town Assessor. Rehabilitation costs shall be aggregated over a five-year period to determine whether the development is subject to these rules. Major rehabilitation shall not include routine maintenance and repair of a structure or other feature on the surrounding site, such as roof replacement or general repairs to a parking area or other site feature.

B. REVIEW PROCESS

1. General

The Commercial Design Guidelines and Standards shall be applied, as applicable, in the normal review processes for re-zonings, site plans, and development plans as set forth in the Town of Rosendale Zoning Regulations.

2. Review Criteria

Each rezoning, site plan, subdivision, or development plan application for commercial development shall evidence compliance with these Commercial Design Guidelines and Standards. Each application for a special use shall evidence compliance with Commercial Design Guidelines and Standards.

C. VARIANCES AND MODIFICATIONS ALLOWED

1. Variances

The Zoning Board of Appeals may grant variances from the standards contained in these Commercial Design Guidelines and Standards according to provisions for variances as outlined in the Town regulations and consistent with state law.

2. Modifications to Allow Alternative Compliance

In addition, the Town Planning Board may waive or modify any design standard contained in these Commercial Design Guidelines and Standards to encourage the implementation of alternative or innovative practices that implement the intent of the modified standard(s) and provide equivalent public benefits without significant adverse impacts on surrounding development.

3. Conditions of Approval

In granting a variance, deviation, or modification, the Zoning Board of Appeals and/or the Town Board or Planning Board may require conditions that will substantially secure the objectives of the modified standard and that will substantially mitigate any potential

adverse impact on the environment or on adjacent properties, including but not limited to additional landscaping or buffering.

D. CONFLICTING PROVISIONS

If the provisions of these Commercial Design Guidelines and Standards are inconsistent with one another, or if they conflict with provisions found in other adopted codes, ordinances, or regulations of the Town of Rosendale, the more restrictive provision will control unless otherwise expressly provided.



Figure 1—This fast food restaurant illustrates a significant departure from "off-the-shelf" standardized building design.

IV.COMMERCIAL DESIGN GUIDELINES AND STANDARDS

A. SITE PLANNING

1. Intent

These guidelines and standards are intended to encourage an orderly and logical pattern of commercial development that is easily recognized by local residents, and that enhances the convenience and attractiveness of the Route 32 Corridor. It is also the intent that these guidelines and standards encourage forethought and consideration of both a development's external relationships as well as its internal organization.

2. Required Scope of Development Plans

a. Intent

The design issues inherent in commercial development are generally easier to resolve if the full extent of commercial development at a particular location is dealt with as one unified project, rather than split into a number of isolated projects. Although ownership patterns and the geography of the Route 32 corridor may limit the degree to which large parcels can be assembled, preliminary development plans should contain all contiguous land under the developer's control, including land that is zoned for uses other than commercial. Cooperative planning between adjacent property owners is encouraged and may, in some cases, be required.

b. Design Guidelines and Standards

Preliminary development or site plans for new commercial development subject to these Commercial Design Guidelines and Standards shall include the full development of the site, even where final development will be phased. The preliminary development plan or site plan shall show all contiguous land under the applicant's control, including land that is zoned for uses other than commercial.

3. Land Disturbance (Grading and Retaining Walls)

a. Intent

The natural rolling and vegetated topography is a key element in distinguishing the Route 32 Corridor and defining its character. Wherever possible, new development should respect and maintain the natural topography on a site through sensitive site organization and minimizing land disturbance. Extensive grading or unusual site improvements (e.g., large retaining walls) to force a preconceived design onto a particular piece of property is strongly discouraged. Modifying the design of a commercial development to fit the site generally results in a reduced potential for environmental problems and an improved level of visual interest and variety.

b. Design Guidelines and Standards

i. Prior Approval of Land Disturbance. Where significant topographical issues are identified at a pre-application conference (for example, substantial differences in grade on site), the Planning Board may require the applicant to submit a preliminary grading

plan. As applicable, no grading, excavation, or tree/vegetation removal shall occur on a site, whether to provide for a building site, for on-site utilities or services, or for any roads or driveways, before the Town's approval of such preliminary grading plan.

ii. Respect the Natural Topography. To the maximum extent feasible, the layout of commercial developments shall follow and respect the natural topography of the site. Berms, channels, swales, and similar man-made changes to the landscape shall be designed and graded to be an integral part of the natural landscape and to provide a smooth transition in changes of slope.

iii. Limits on Graded or Filled Man-Made Slopes. The maximum slope of any man-made slope shall be 3:1. Retaining walls shall comply with the requirements for retaining walls set forth in this subsection.

iv. Site Drainage Patterns. Site drainage patterns shall be designed to prevent concentrated surface drainage from collecting on, and flowing across pedestrian paths, walks, and sidewalks.

v. Retaining Walls.

(a) Use of retaining walls is encouraged to reduce the steepness of man-made slopes and to provide planting pockets or terraces for revegetation and landscaping.

(b) Retaining walls may be permitted to support steep slopes but shall not exceed five feet (5') in height from the finished grade.

(c) Terracing shall be limited to four tiers. The width of the terrace between any two 5-foot retaining walls shall be a minimum of four feet (4') with a maximum slope of 3:1. Terraces created between retaining walls shall be permanently landscaped or revegetated.

(d) Retaining walls shall be stacked natural stone or faced with stone or earth-colored materials, or a material compatible with the primary building materials. Railroad ties, timber, and gabion-type retaining walls are prohibited.

(e) All retaining walls shall comply with the building code currently adopted by the Town, except that when any provision of this subsection conflicts with any provision set forth in the building code, the more restrictive provision shall apply.

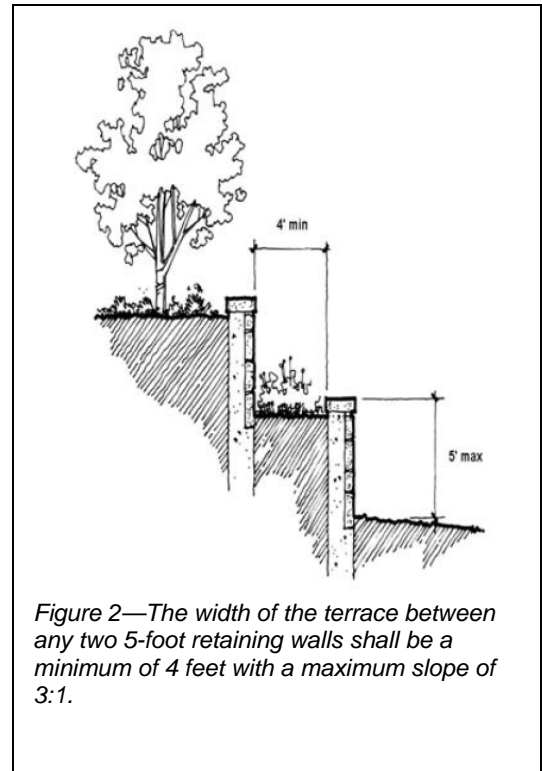


Figure 2—The width of the terrace between any two 5-foot retaining walls shall be a minimum of 4 feet with a maximum slope of 3:1.

B. SITE LAYOUT/DEVELOPMENT PATTERN (INCLUDING BUILDING ORIENTATION)

1. Intent

Site layout and building orientation often define the focus of activity that occurs at the front door or along the street. These standards are intended to use site planning and building orientation in order to:

- a. Create a sense of place for users and passers-by;
- b. Ensure that buildings relate appropriately to surrounding developments and streets and create a cohesive visual identity and attractive street scene;
- c. Ensure that site circulation promotes contiguous pedestrian and vehicle circulation patterns;
- d. Ensure that parking areas provide safe and efficient access to buildings; and
- e. Create a unique and identifiable image for development in the Route 32 Corridor.

2. Location of Parking

In order to reduce the scale of the paved surfaces and to shorten the walking distance between the parked car and the building, off-street parking for all commercial developments shall be located according to one of the following options:

- a. A minimum of seventy percent (70%) of the off-street surface parking spaces provided for all uses contained in the development's primary building shall be located other than between the front façade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)); or
- b. More than thirty percent (30%) of the off-street surface parking spaces provided for all uses contained in the development's primary building may be located between the front façade of the primary building(s) and the primary abutting street, provided the amount of interior and perimeter parking lot landscaping required by section IV.G.4. (*Parking Lot Landscaping*) below is increased by fifty percent (50%).

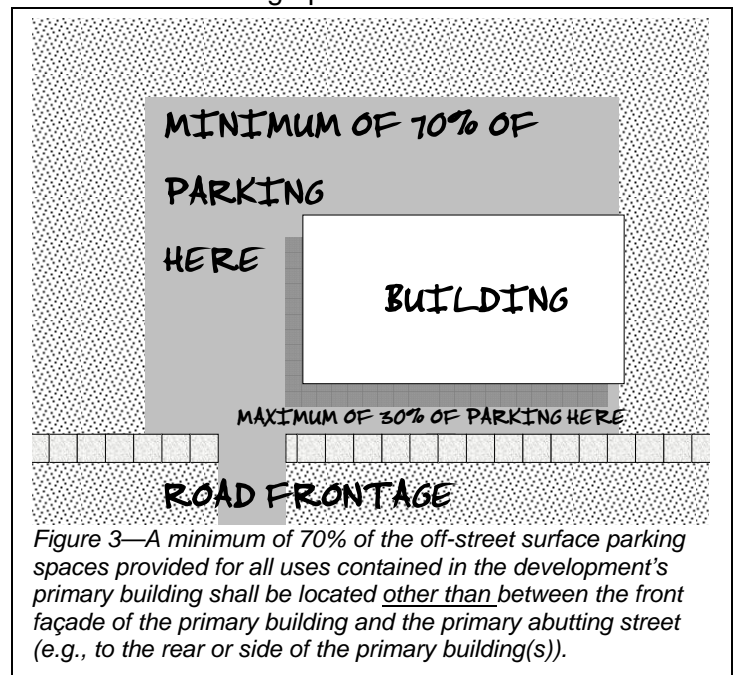


Figure 3—A minimum of 70% of the off-street surface parking spaces provided for all uses contained in the development's primary building shall be located other than between the front façade of the primary building and the primary abutting street (e.g., to the rear or side of the primary building(s)).

Figure 3—In this development pattern, a side "main street" off the primary abutting street is the core and focus of the center. Buildings are closely spaced and front directly on this "main street." The majority of parking is typically on the interior of the block behind the buildings, although parallel or angled parking could be allowed along the "main street." The "main street" could be intersected by smaller side streets providing access to other uses on the parcel.

3. Multiple-Building Developments

a. Applicability

When there is more than one (1) building in a commercial development, the development shall comply with the following standards.

b. Site Layout and Building Orientation

All primary and outlying buildings shall be arranged and grouped so that their primary orientation complements adjacent, existing development and either:

- i .Frames the corner of an adjacent street intersection;
- ii .Frames and encloses on at least three sides parking areas, public spaces, or other site amenities.
- iii. Alternatives. An applicant may submit an alternative development pattern, provided such pattern achieves the intent of the above standards and this section. To the maximum extent feasible, strictly linear or "strip commercial" development patterns shall be avoided.

4. Single-Building Developments

a. Applicability

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development, the development shall comply with the following standards.

b. Single-Tenant Building

Unless part of a larger planned development or commercial center, when there is only one(1) building in a proposed commercial development that will be occupied by a single tenant, such building shall be oriented toward the primary abutting street and shall otherwise comply with standard B.2.a. (*Location of Parking*) above. Deep setbacks behind large expanses of parking areas or vacant land shall be avoided.

c. Multi-Tenant Building

Unless part of a larger planned development or commercial center, when there is only one (1) building in a proposed commercial development that will be occupied by multiple tenants, at least fifty percent (50%) of the building's "active" wall shall be oriented toward the primary abutting street and shall otherwise comply with standard B.2.a. (*Location of Parking*) above. Deep setbacks behind large expanses of parking areas or vacant land shall be avoided. For purposes of this standard, the "active" wall shall be the side of the building containing the majority of storefronts, customer entrances, and windows.

d. Design Guidelines and Standards

The layout of buildings shall relate coherently to the public street and surroundings and specific siting decisions shall further the general intent of creating a "sense of place," focal points, site amenities, and arrival into the Route 32 Corridor.

i. General Guideline. The number, location, and design of independent sites shall reinforce, rather than obscure, the identity and function of the Route 32 Corridor and its relationship to the historic character of Rosendale's downtown business district.

ii. Clustering of Buildings. To the maximum extent practicable, sites shall be clustered together to define street edges and entry points or to enclose and create interesting places between buildings. Even dispersal of buildings in a widely-spaced pattern within the development, even if along the street edge(s), is discouraged. Placement of

buildings shall be consistent with the requirements for overall development pattern and site layout set forth in section IV.B. (*Site Layout/Development Pattern*) above.

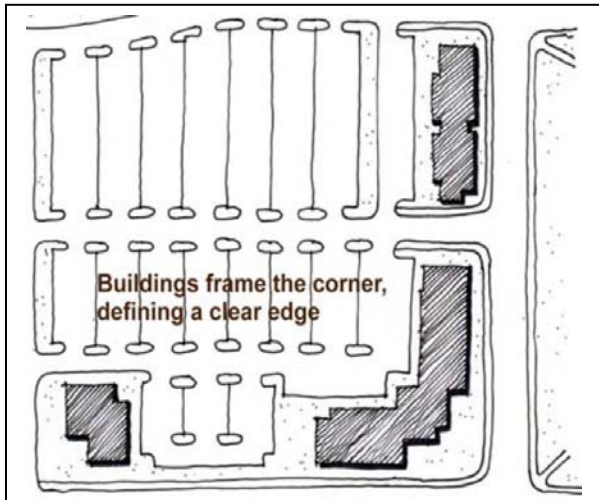


Figure 4—In this development pattern, most buildings front directly on the street and define a clear edge. The building on the corner makes a strong architectural statement and announces the center. Parking is typically on the interior of the block.

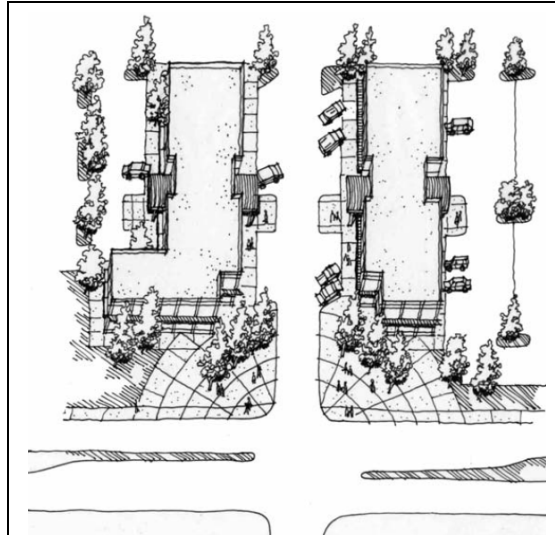


Figure 5— To the maximum extent practicable, buildings shall be clustered together to define street edges and entry points to enclose and create interesting places between buildings.

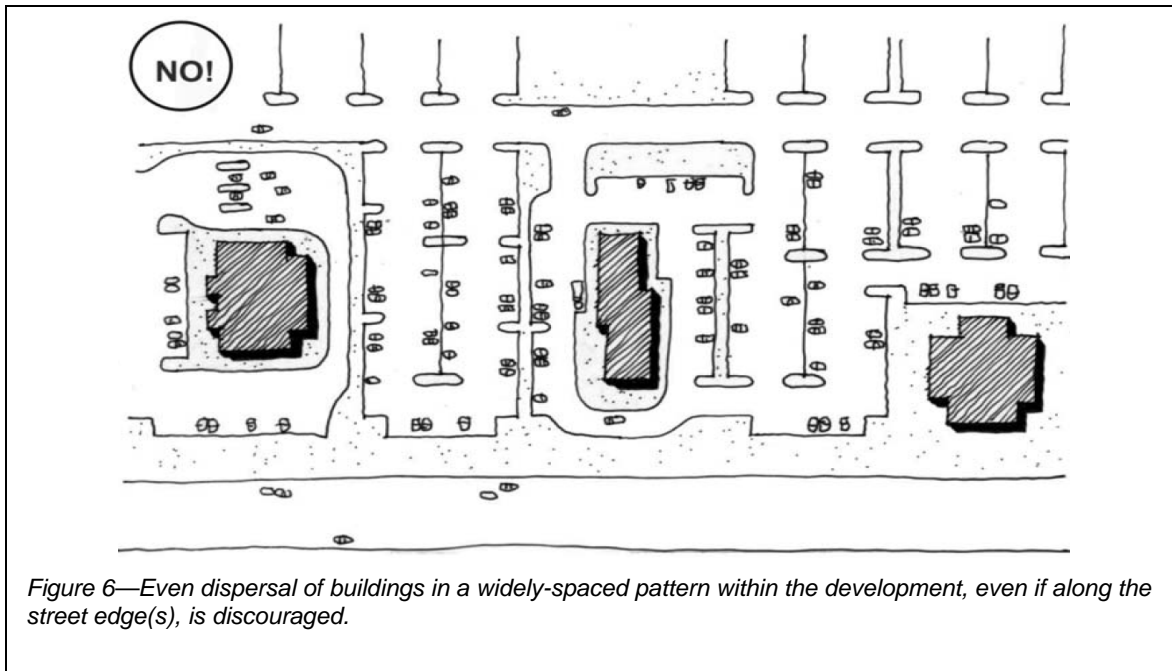


Figure 6—Even dispersal of buildings in a widely-spaced pattern within the development, even if along the street edge(s), is discouraged.

iii. Spaces Between Adjacent Buildings. Wherever practicable, spaces between adjacent buildings should be improved to provide small pockets (preferably heavily-landscaped)

of customer parking, pedestrian connections, small-scale project amenities, or focal points. Examples include, without limitation:

- (a) A landscaped pedestrian walkway linking customer entrances between two or more buildings;
- (b) A public seating or outdoor eating area;
- (c) An area landscaped with a variety of living materials emphasizing four-season colors, textures, and varieties; or
- (d) Sculptures or fountains.

iv. Pedestrian Connections. See section IV.D.3. (*Pedestrian Access and Circulation*) below.

5. Free-Standing Kiosks/ ATM Structures

a. Intent

Ensure that free-standing kiosk structures are compatible with the appearance and function of the overall commercial development.

b. Design Guidelines and Standards

i. General Guideline. All kiosk-type buildings and structures shall be integrated with the overall commercial or center development, and shall be subject to the same guidelines as all other buildings with the development.

ii. Location. Free-standing kiosks and drive-up ATM structures shall not be located along the primary access street frontage.

iii. Access. Access to a free-standing kiosk or drive-up ATM structure shall not be from the adjacent public streets. Access shall be from drives and streets internal to the development.

iv. Structure Design. Free-standing kiosks and drive-up ATM structures shall comply with the building design standards



Figure 7—Ensure that free-standing kiosk structures are compatible with the appearance and function of the overall commercial development.

6. Site Amenities

a. Intent

Site amenities and pedestrian-scale features (e.g., outdoor plazas, street furniture, playgrounds, statuary, sidewalk cafes) in commercial developments offer attractive spaces for customer and visitor interaction and create an inviting image for both customers and employees. The use of site amenities can also provide pedestrian

spaces at the entry to buildings, can break up expanses of parking, enhance the overall development quality, and contribute to the character of an area.

b. Design Guidelines and Standards

i. General Guideline. Site amenities and gathering places can vary widely in size, in type, and in degree of amenity. Buildings, trees, walls, topography, and other site features within a commercial development should be oriented and arranged to enclose such gathering places and lend a human scale.

ii. Standards for Site Amenities.

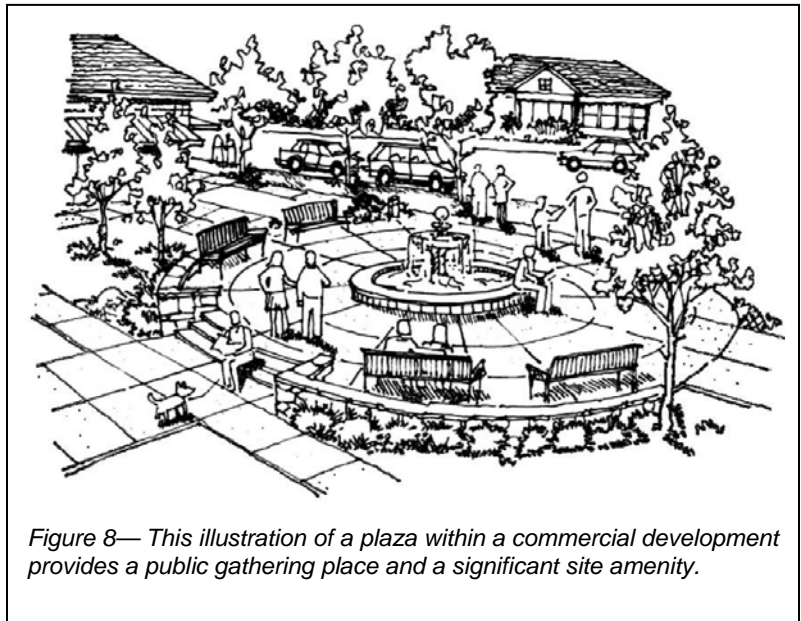
(a) Minimum Area Devoted to Site Amenities.

(1) New commercial developments with a parking ratio of less than 5 spaces per 1000 square feet of gross floor areas shall provide a minimum of 10 square feet of site amenities, open areas, and public gathering places for each 10 parking spaces.

(2) New commercial developments with a parking ratio of 5 per 1000 square feet of gross floor area or greater shall provide the minimum of 15 square feet of site amenities, open areas, and public gathering places for each 10 parking spaces.

(b) Allowed Site Amenities. Site amenities may consist of any of the following:

- (1)Patio or plaza with seating area;
- (2)Mini-parks, squares, or greens;
- (3)Bus stops in coordination with Ulster County Transit;
- (4)Customer walkways or pass-throughs containing window displays;
- (5)Water feature;
- (6)Clock tower; and/or
- (7)Public art;
- (8)Any other similar, deliberately shaped area and/or focal feature that, in the Town's judgment, adequately enhances such development and serves as a gathering place.



iii. Aggregation Allowed. In commercial developments containing more than one building, the required area may be aggregated into one larger space, provided such space is within easy walking distance of the major tenant(s) in the development.

iv. Design Requirements.

(a) All site amenities within a commercial development shall be an integral part of the overall design and within easy walking distance of major buildings, major tenants, and any transit stops.

(b) Any such amenity/area shall have direct access to the public sidewalk network.

(c) The amenity/area shall be constructed of materials that are similar in quality to the principal materials of the primary buildings and landscape.

v. Site Amenities as Transitions. A site amenity may qualify as a “green/open space transition” required under section C.3. (*Transitions Between Land Uses*) below, provided the site amenity meets all applicable requirements for transitions stated in section C.3. below.

C. RELATIONSHIP TO SURROUNDING DEVELOPMENT

1. Intent

Typical tools for making the transition between commercial development and other, less intensive land uses have included back-to-back building orientation, large distances between uses, and heavily-landscaped buffer areas, often with fences and walls.

However, some of the unintended results of this include excessive land consumption and lack of pedestrian and vehicle connections.

Accordingly, the following design guidelines and standards ensure that new commercial development, where practicable, provides convenient pedestrian and vehicle access and connections to adjacent uses. In addition, they urge the use of alternative transitions, including architectural transitions such as reducing the scale of commercial building mass next to residential uses and at least some front-to-front building orientations, and development of less intense land uses between commercial and single-family residential areas, such as neighborhood-scale retail (with residences on the upper floors), lower-intensity office, civic/open space, or multi-family land uses.

Limited operational compatibility standards are offered as a tool to further ease transitions from more intense to less intense land uses. Landscaped buffers, walls, and fences are used only when these other alternative transitions are not effective, not possible, or not desirable given prevailing development patterns in a specific area.

2. Connectivity Between Land Uses

See Section IV.D. (Vehicular and Pedestrian Access and Circulation) below for applicable guidelines and standards.)

3. Transitions Between Land Uses

a. When Required

Transitions may be required in the following situations:

- i. Changes in use between adjoining properties, especially from commercial to residential;
- ii. Changes in intensity of use between adjoining properties, such as from Large Commercial Centers to multi-family residential; and
- iii. Views, uses, or activities on the commercial development site that could be a nuisance for neighbors, such as commercial loading and service areas.

b. Transition Techniques

i. General Guideline/Standard. An applicant shall incorporate Architectural Transitions and Green/Open Space Transitions and Lesser Intensive Uses as Transitions to the maximum extent practicable before employing more traditional Landscaping and Screening Transitions. Operational compatibility standards (section C.3.c. below) shall apply to all commercial development, regardless of type of transition technique used; however, the combination of Architectural Transitions, Green/Open Space Transitions, and operational compatibility standards should work to reduce the need for more intensive Landscaping and Screening Transitions.

ii. Preferred Techniques. When a transition is required, an applicant shall incorporate, to the maximum extent practicable, the architectural and green/open space transition techniques tools in subsections b.ii.(a) and b.ii.(b) below:

(a) Architectural Transitions. To the maximum extent practicable, commercial development shall employ a minimum of three (3) of the following techniques to ensure compatibility with surrounding development, including adjacent residential development:

- (1) Use similar building setback.
- (2) Use similar building height.
- (3) Use similar roof form.
- (4) Mitigate the larger mass of commercial buildings with façade articulation (see section IV.F.2., *Building Massing and Façade Treatment*, below).
- (5) Use front-to-front building orientations, especially with commercial uses that are pedestrian-intensive (e.g., restaurants, banks). Other building-to-building orientations may be utilized except that a back-to-front building orientation is not an acceptable transition tool.

(b) Green/Open Space Transitions. Commercial development may employ the following technique to provide transitions and ensure compatibility between the commercial development and surrounding development:

- (1) Use small green spaces, courts, squares, parks, plazas, and similar spaces that can also function as community gathering places.
- (2) Use existing natural features as transitions, including natural differences in topography (not retaining walls), streams, existing stands of trees, and similar features. When existing natural features are used as transitions, the Town may still require that adequate pedestrian connections to adjacent land uses be accommodated (see section IV.D. below).

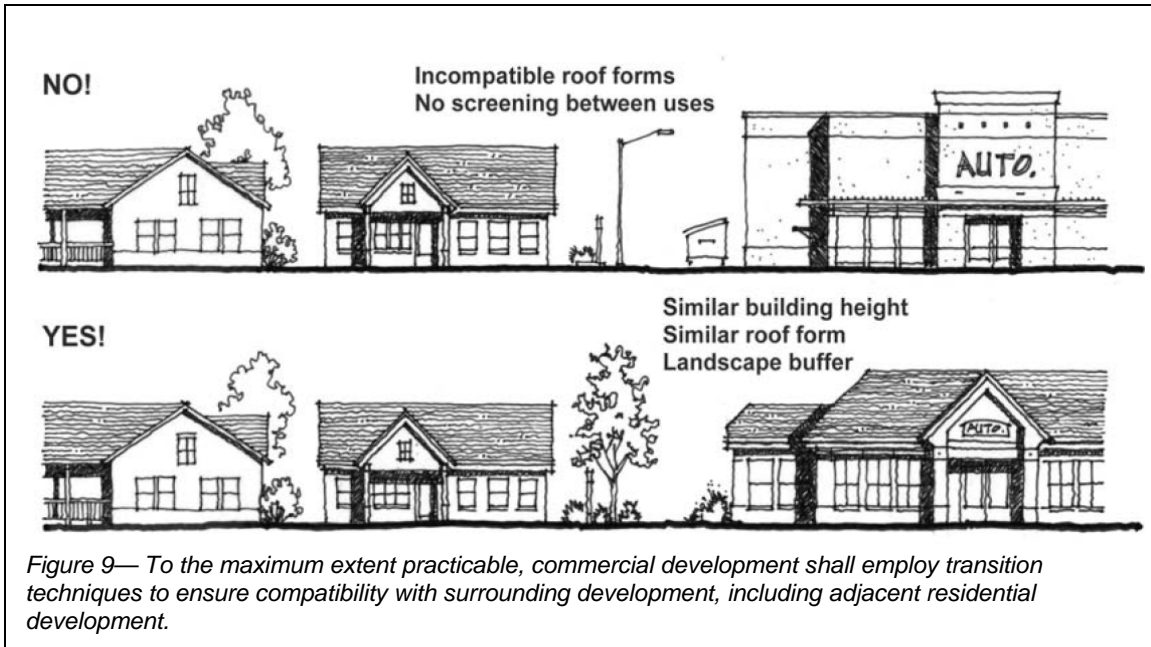


Figure 10— Each boundary to be screened between the commercial development and the adjacent use shall be landscaped with at least 4 trees and 20 shrubs per 100 linear feet of edge



Figure 11—Commercial developments may use small green spaces, courts, squares, parks, plazas, and similar spaces that can also function as community gathering places to provide transitions and ensure compatibility with surrounding non-commercial uses.

(c) Community-Serving Uses as Transitions. When office, small-scale retail, pedestrian-intensive retail, civic, or public uses are planned as part of the same development containing more intensive commercial uses, the applicant may site the lesser-intensive uses or more community-serving uses as transitions to lower-intensity, adjacent uses. For example, post offices, banks, and restaurants--all of which are pedestrian-intensive, community-serving uses--can be sited next to adjacent medium-density residential uses.

(d) Orient potentially bothersome or nuisance features or uses away from neighboring uses. For example, avoid placing garages, parking lots, or service areas facing the fronts of neighboring buildings.

(e) Landscaping and Screening Transitions. Where other transitions tools are not possible, or where the Town determines other transition tools by themselves do not create an adequate transition to, or buffer for, less intensive land uses, the following landscaping and screening requirements shall apply:

(1) Amount of Landscaping Required. Each boundary to be screened between the commercial development and the adjacent use shall be landscaped with at least four (4) trees and twenty (20) shrubs per one-hundred linear feet (100') of edge, with fractional requirements rounded up. Conifers may be substituted for shrubs at a ratio of one (1) conifer for every four (4) shrubs.

(2) Supplemental Fences and Walls. When necessary to further assure an adequate buffer between the commercial development and adjacent use, fences and walls meeting the requirements of section IV.G.9 (*Fencing and Walls*) below may be used in combination with the landscaping provided in subsections (e).(1) above.

c. Operational Compatibility Standards

i. The Town may impose conditions upon the approval of development applications to ensure that new commercial development will be compatible with existing neighborhoods and uses, including, but not limited to, conditions on the following:

- (a) Placement of trash receptacles;
- (b) Location of delivery and loading zones; and
- (c) Placement and illumination of outdoor vending machines.

D. VEHICULAR AND PEDESTRIAN ACCESS AND CIRCULATION

1. Intent

Provide safe, efficient, and convenient vehicular and pedestrian access and circulation patterns within and between developments. By creating a safe, continuous network of pedestrian walkways within and between developments, pedestrians will feel more inclined to safely walk (rather than drive) between stores. A pedestrian network that offers clear circulation paths from the parking areas to building entries creates a friendlier, more inviting image.

2. Vehicle Access and Circulation

a. Primary Vehicle Entrances

i. The number and location of vehicle entrances to a commercial development shall be consistent with the existing or anticipated design of adjacent streets. The specific locations of primary vehicle entrances are subject to the approval of the Planning Board and will be largely dependent on the following factors:

- (a) The location of existing or planned median breaks;
- (b) Separation requirements between the entrance and major intersections;
- (c) Separation requirements between adjacent entrances (or minor intersections);
- (d) The need to provide shared access to adjacent parcels of land;
- (e) The need to align with previously-approved or constructed access points on the opposite side of the street; and
- (f) The minimum number of entrances needed to move traffic onto and off the site safely and efficiently.



Figure 12—A clear, on-site system of pedestrian walkways shall be provided.

b. Entry Driveway Configuration

i. The specific design or geometrics of commercial development entry driveways shall comply with the intent of these Commercial Design Guidelines and Standards and shall conform to the standards of Town, County and New York State transportation and road regulations.

- (a) Commercial driveway configuration and design shall be appropriate given the size of the development and the capacity of the street.
- (b) Driveway geometrics shall be dependent on a variety of factors, including traffic volume, speed, and distribution. The following design issues should be addressed in each case and the resulting driveway design should provide an efficient ingress and egress to the development without causing undue congestion or accidents on the public street system:
 - (1) The number of in-bound and out-bound lanes;
 - (2) Lane width (minimum width curb-to-curb is twenty-eight feet 28');)
 - (3) Throat length (i.e., the distance between the street and the first point at which cross traffic or left turns are permitted);
 - (4) Curb radii;
 - (5) The need or desirability of a raised median;
 - (6) The need for a deceleration lane; and
 - (7) Accommodation for pedestrian crossings.

c. Internal Vehicle Circulation

i. Internal vehicle circulation patterns shall provide a clear and direct path to the principal customer entrance of the primary building, to outlying buildings, and to each parking area.

ii. In Large Commercial Centers, a clear system of main circulation drives (containing few or no parking spaces that directly access the main drives) shall be established to carry the highest volumes of traffic within the site.

(a) In order to reduce pedestrian and vehicular conflicts, to the maximum extent feasible, those main circulation drives shall not be located along the façades of buildings that contain primary customer entrances. In areas where the location of access points and the configuration of the main circulation drives indicate that traffic volumes will not be excessive, drives may contain directly-accessing parking spaces and may be located along façades containing primary customer entrances.

(1) To the maximum extent feasible, the intersection of two main circulation drives shall be designed as a “t” intersection, rather than a four-legged intersection, to minimize vehicular conflicts.

iii. In Small Commercial Centers where traffic volumes are lower and, consequently, pedestrian-vehicular and vehicular-vehicular conflicts are less likely, more flexibility is available in the location and design of internal drives.

(a) Because of the lower traffic volumes, entry drive throat lengths can be shorter.

(b) The use of four-legged intersections can be utilized more extensively.

(c) Depending on the size of the shopping center and the number and location of access points, fewer restrictions may be placed on the extent to which traffic entering the site is directed to the drives along the building façades.

iv. Main drive aisles shall be continuous and connect to the main entrance to the development site.

v. Internal intersections shall have adequate sight lines, design geometrics, and/or traffic controls to minimize accident potential.

d. On-Site Truck Traffic/Loading and Circulation

i. Every shopping center will be required to provide loading and delivery facilities separate from customer parking and pedestrian areas.

ii. Due to their greater size and lower maneuverability, truck circulation paths should be designed with larger curve radii and more maneuvering room.

iii. As the size of the development and the volume of trucks increase, internal circulation patterns should reflect an increasing separation between automobile and truck traffic in order to minimize accidents and congestion.

e. Vehicle Connections with Adjacent Properties

i. Adjacent Non-Residential Uses.

(b) To the maximum extent feasible, common or shared service and delivery access shall be provided between adjacent parcels and/or buildings.

(c) The Town may require access easements to ensure that buildings or adjacent parcels have adequate access if ownership patterns change.

ii. Adjacent Residential Uses. Commercial drives or on-site streets shall not align with access to adjacent residential developments. Exceptions may be made in cases where physical constraints dictate that no other option is possible.

iii. Emergency Access. All commercial developments shall comply with the currently-adopted building code provisions regarding emergency vehicle access and fire lanes.

3. Pedestrian Access and Circulation

Applicants shall submit a detailed pedestrian circulation plan with all development applications that shows compliance with the following guidelines and standards:

a. Required Pedestrian Connections

i. An on-site system of pedestrian walkways shall be designed to provide direct access and connections to and between the following:

(a) The primary entrance or entrances to each commercial building, including outlying buildings;

(b) Any sidewalks or walkways on adjacent properties that extend to the boundaries shared with the commercial development;

(c) Any public sidewalk system along the perimeter streets adjacent to the commercial development (see subsection 3.c., *Pedestrian Connections to Perimeter Public Sidewalks*, below);

(d) Where practicable and appropriate, adjacent land uses and developments, including but not limited to adjacent residential developments, retail shopping centers, office buildings, or restaurants; and

(e) Where practicable and appropriate, any adjacent public park, greenway, or other public or civic use including but not limited to schools, places of worship, public recreational facilities, or government offices.

b. Pedestrian Connections from Buildings to Parking Areas, and Site Amenities

i. In addition to the connections required in subsection 3.a. (*Required Pedestrian Connections*) above, on-site pedestrian walkways shall connect each primary entrance of a commercial building to a pedestrian network serving:

(a) All parking areas or parking structures that serve such primary building; and

(b) Site amenities or gathering places provided pursuant to section B.6 above.

c. Pedestrian Connections to Perimeter Public Sidewalks

i. Connections between the on-site (internal) pedestrian walkway network and any public sidewalk system located along adjacent perimeter streets shall be provided at regular intervals along the perimeter street as appropriate to provide easy access from the public sidewalk to the interior walkway network.

d. Minimum Walkway Width

i. All site walkways connecting parking areas to buildings shall include a 5-foot minimum walkway with planting areas. This area shall be a minimum of fifteen feet (15') wide to accommodate car overhangs.

e. Walkways Along Buildings

i. Walkways Along Primary Buildings. Continuous pedestrian walkways no less than eight feet (8') wide shall be provided along the full length of a primary building along any façade featuring a customer entrance and along any façade abutting customer parking areas. Such walkways shall be located at least six feet (6') from the façade of the building to provide planting beds for foundation landscaping, except where features such as arcades or entryways are part of the façade.



Figure 13—On-site pedestrian walkways shall connect each primary entrance of a commercial building to the adjacent parking blocks, structures, or site amenities.



Figure 14— Continuous pedestrian walkways no less than 8 feet wide shall be provided along the full-length of a primary building along any façade featuring a customer entrance and along any façade-abutting customer parking areas.

f. Walkways Through Vehicle Areas

i. At each point that the on-site pedestrian walkway system crosses a parking lot or internal street or driveway, the walkway or crosswalk shall be clearly marked through the use of a change in paving materials distinguished by their color, texture, or height.

E. PARKING LAYOUT AND DESIGN

a. General Guideline

i. Parking areas should be designed for a safe and orderly flow of traffic throughout the site. Major circulation patterns within parking areas should be well-defined with curbs and landscaped islands (see section IV.G.4, *Parking Lot Landscaping*, below for parking lot landscaping requirements), and parking spaces along main circulation drives should be avoided. To the maximum extent practicable, dead-end parking lots shall be avoided.

b. Parking Blocks Required

i. In order to reduce the scale of parking areas, the total amount of parking provided shall be broken up into parking blocks containing no more than 40 spaces.

(a) Parking blocks shall be separated from each other by landscaping, access drives or public streets, pedestrian walkways, or buildings.

(b) Each parking block or pod shall have consistent design angles for all parking within the block.

(c) Parking blocks should be oriented to buildings to allow pedestrian movement down and not across rows (typically with parking drive aisles perpendicular to customer entrances).

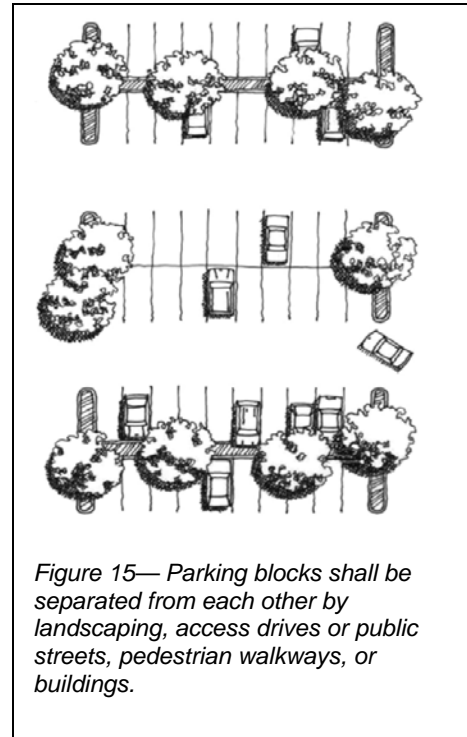
ii. Where parking blocks are not easily defined, there shall be no more than (10) parking spaces without an intervening landscape island at least nine (9) feet wide.

c. Parking Lot Landscaping

See section IV.G.4 (*Parking Lot Landscaping*) below.

d. Shopping Cart Return Areas

As applicable, shopping cart return stations shall be evenly distributed within and between separate parking blocks. Shopping cart return stations shall be identified on the final plan.



F. BUILDING DESIGN

1. Intent

Create commercial developments with a recognizable image as a distinct place; vary massing to provide visual interest; as applicable, ensure compatibility with surrounding developments; and use building height and massing to emphasize important corners,

designate points of entry, and create a built environment that reflects the existing scale and character of Rosendale.

2. Building Massing and Façade Treatment

Except where noted, all new commercial development shall comply with the following standards:

a. Variation in Massing

i. A single, large, dominant building mass shall be avoided.

b. Building Façade Treatment.

All building walls shall have architectural interest and variety to avoid the effect of a single, long or massive wall with no relation to human scale. The building design shall be consistent with the following standards:

i. Minimum Wall Articulation. There shall be no blank, unarticulated building walls exceeding 30 feet in length. All building walls shall be designed to meet all the following standards:

(a) All buildings walls shall consist of a building bay or structural building system that is a maximum of thirty feet (30') in width. Bays shall be visually established by architectural features such as columns, ribs or pilasters, piers, changes in wall planes, changes in texture or materials, and fenestration pattern no less than twelve inches (12") in width.

(b) Any wall exceeding 30 feet in length shall include at least one change in wall plane, such as projections or recesses, having a depth of at least three percent (3%) of the entire length of the façade and extending at least twenty percent (20%) of the entire length of the façade.

(c) All building walls shall include materials and design characteristics consistent with those on the front.



Figure 16— No wall that faces a street or connecting pedestrian walkway shall have a blank, uninterrupted length exceeding thirty (30) feet without including architectural features such as columns, ribs, pilasters or piers, changes in plane, changes in texture or masonry pattern, or an equivalent element that subdivides the wall into human scale proportions.

ii. Building walls facing public areas. In addition to 2.b.i above, building walls that face public streets, connecting walkways, or adjacent development shall meet the following standards:

(a) Facades shall be subdivided and proportioned using features such as windows, entrances, arcades, arbors, awnings, trellises with vines, or alternate

architectural detail that defines human scale, along no less than sixty percent (60%) of the façade.

iii. Customer Entrances. See subsection F.4 (*Customer Entrances*) below.

iv. Awnings.

(a) Awnings shall be no longer than a single storefront.

(b) Fabric awnings are encouraged; canvas awnings with a matte finish are preferred. Awnings with high gloss finish are discouraged.

Illuminated, plastic awnings are prohibited.

(c) Rigid frame awnings are allowed, but shall stop at the top section and shall not be included in the valence.

(d) Awning colors shall be compatible with the overall color scheme of the façade from which it projects. Solid colors or subtle striped patterns are preferred.

(e) Awnings for rectangular openings shall be simple, shed shapes.



Figure 17—Facades that face public streets or adjacent development shall be subdivided and proportioned using features such as windows, entrances, arcades, arbors, awnings, trellises with vines, along no less than 60% of the façade.

v. Downspouts. All downspouts shall be concealed. No exposed downspouts shall be used. The view through scuppers shall be screened.

c. Multi-Story Buildings: Base and Top Treatments

The following standards shall apply to all commercial buildings, including hotels and motels, with more than two stories:

i. The composition of the building shall present a clearly-recognizable base, middle, and top, or a clearly-defined alternative building composition.

ii. A recognizable "base" may consist of, but is not limited to:

(a) Thicker walls, ledges, or sills;

(b) Integrally-textured materials such as stone or other masonry;

(c) Integrally-colored and patterned materials such as smooth-finished stone or tile;

(d) Lighter or darker colored materials, mullions, or panels; or

(e) Planters.

iii. A recognizable "top" may consist of, but is not limited to:

- (a) Cornice treatments, other than just colored "stripes" or "bands," with integrally-textured materials such as stone or other masonry or differently colored materials;
- (b) Sloping roof with overhangs and brackets;
- (c) Stepped parapets; or
- (d) Horizontal rhythms, such as openings and articulations, shall logically align between levels.

3. Building Materials/Colors

All commercial development shall comply with the following design guidelines and standards. Achieve unity of design through compatible materials and colors throughout commercial developments; select building materials that are durable, attractive, and have low maintenance requirements; and utilize colors that reflect natural and historic tones found in Rosendale.

4. Customer Entrances

All commercial development shall comply with the following design guidelines and standards:

a. Prominent Entrances Required

Each primary building on a site, regardless of size, shall have clearly-defined, highly-visible customer entrances featuring no less than three (3) of the following:

- i. Canopies or porticos;
- ii. Overhangs;
- iii. Recesses/projections;
- iv. Arcades;
- v. Raised corniced parapets over the door;
- vi. Peaked roof forms;
- vii. Arches;
- viii. Outdoor patios;
- ix. Display windows;
- x. Architectural detail such as tile work and moldings integrated into the building structure and design; or
- xi. Integral planters or wing walls that incorporate landscaped areas and/or places for sitting.



Figure 18— Each primary building on a site, regardless of size, shall have clearly-defined, highly-visible customer entrances.

5. Multiple Buildings in Commercial Centers

All Large and Small Commercial Centers, as defined in Section V. (*Definitions*) below that contain multiple buildings shall comply with the following design guidelines and standards:

a. Use of Similar Building Materials in a Commercial Center

i. In order to achieve unity between all buildings in a Commercial Center, all buildings in the center shall be constructed of building materials from the color and materials palette approved for the center.

b. Use of Similar Architectural Styles or Theme in a Commercial Center

i. A consistent architectural style or theme should be used throughout a Commercial Center, and in particular to tie outlying buildings to the primary building.

ii. Building entrances are appropriate locations to express individual building character or identity.

G. LANDSCAPING AND SCREENING

1. Intent

Landscaping is a visible indicator of quality development and must be an integral part of every commercial project, and not merely located in leftover portions of the site. Landscaping is intended to visually tie the entire development together, define major entryways and circulation (both vehicular and pedestrian) and parking patterns, and, where appropriate, help buffer less intensive adjacent land uses.

2. Plant Materials

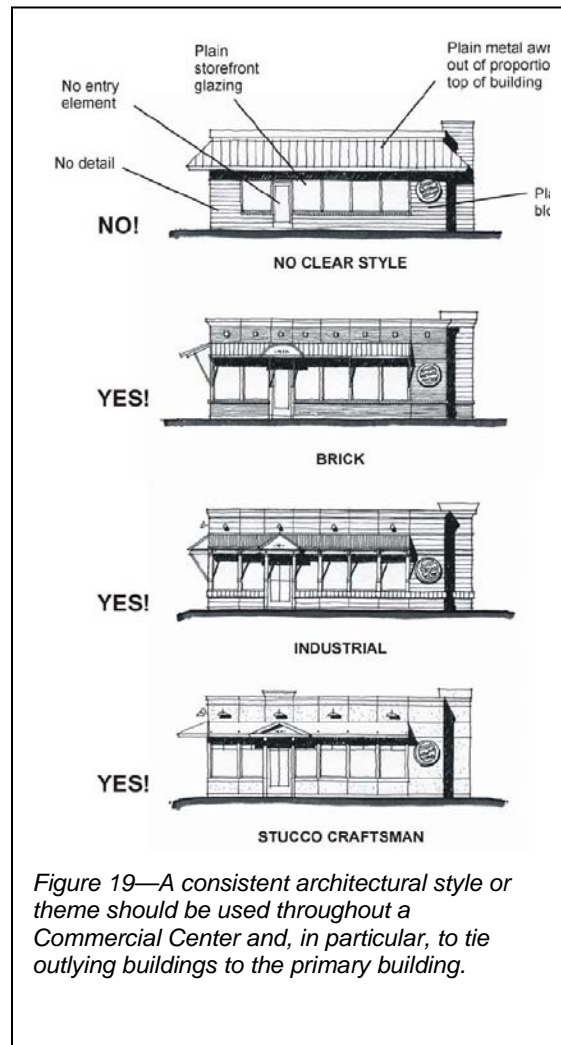
a. Intent

Incorporate plant species found throughout the region into the planting plan, and visually soften paved areas and buildings. Use and repeat plant materials throughout the development to visually tie the commercial center together.

b. Design Guidelines and Standards

i. Refer to the Town of Rosendale requirements regarding the submission of landscaping plans and minimum plant sizes.

ii. Each area required to be landscaped shall be covered in live material. Live material includes trees, shrubs, ground cover, and sod. Areas not covered in live material may be covered by woody mulch, other organic or inorganic mulch, rock mulch, or other natural materials other than exposed gravel and aggregate rock.



3. Entryway Landscaping

a. Intent

Entryway landscaping announces and highlights entries into the development for the visiting public.

b. Design Guidelines and Standards

- i. Development entryways shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers.
- ii. Landscaping should break down in scale and increase in detail, color, and variety to mark entryways into developments.
- iii. Planting shall be massed and scaled as appropriate for the entryway size and space.

4. Parking Lot Landscaping

a. Interior Parking Lot Landscaping:

i. Intent

(a) Use parking lot landscaping to minimize the expansive appearance of parking lots, provide shaded parking areas, and mitigate any negative acoustic impacts of motor vehicles. The interior of all uncovered parking blocks containing ten (10) or more spaces shall be landscaped according to this subsection. These requirements for interior parking area landscaping are in addition to the requirements set forth below for perimeter parking area landscaping.



Figure 21—Each parking block shall be separated from other parking blocks.

ii. Design Guidelines and Standards

(a) Separation of Parking Blocks. Each parking block (see section IV.E. (Parking Layout and Design)) shall be separated from other parking blocks by a landscaped median or berm that is at least ten feet (10') wide, or by a pedestrian walkway or sidewalk within a landscaped median (minimum width of ten feet (10')), or by a low decorative fence or wall (maximum height three feet (3')) bordered by landscaping on at least one side.

(b) The primary landscaping materials used in parking lots shall be trees, which provide shade or are capable of providing shade at maturity. Shrubbery, hedges and other planting materials may be used to complement the tree landscaping, but shall not be the sole means of landscaping. Effective use of earth berms and existing topography is also encouraged as a component of the landscaping plan.

b. Perimeter Parking Area Landscaping

i. Intent

Provide an attractive, shaded environment along street edges that gives visual relief from continuous hard street edges, provides a visual cohesion along streets, helps buffer automobile traffic, focuses views for both pedestrians and motorists, and increases the sense of neighborhood scale and character.

ii. Design Guidelines and Standards

(a) Parking area edges shall be screened from public streets and sidewalks, public open space, and adjacent properties.

Perimeter parking lot landscaping may be satisfied by required landscaped buffers where the locational requirements for the buffer overlap with these perimeter landscaping requirements.

(b) The perimeter of all parking areas shall be screened from adjacent streets, public sidewalks, and adjacent uses by either of the following methods:

- (1) A berm three feet (3') high with a maximum slope of 3:1 in combination with coniferous and deciduous trees and shrubs, or
- (2) A low continuous landscaped hedge at least three feet (3') high, planted in a triangular pattern so as to achieve full screening at maturity; or
- (3) A low decorative masonry wall at least three feet (3') high in combination with landscaping; or
- (4) A combination of any of these methods.

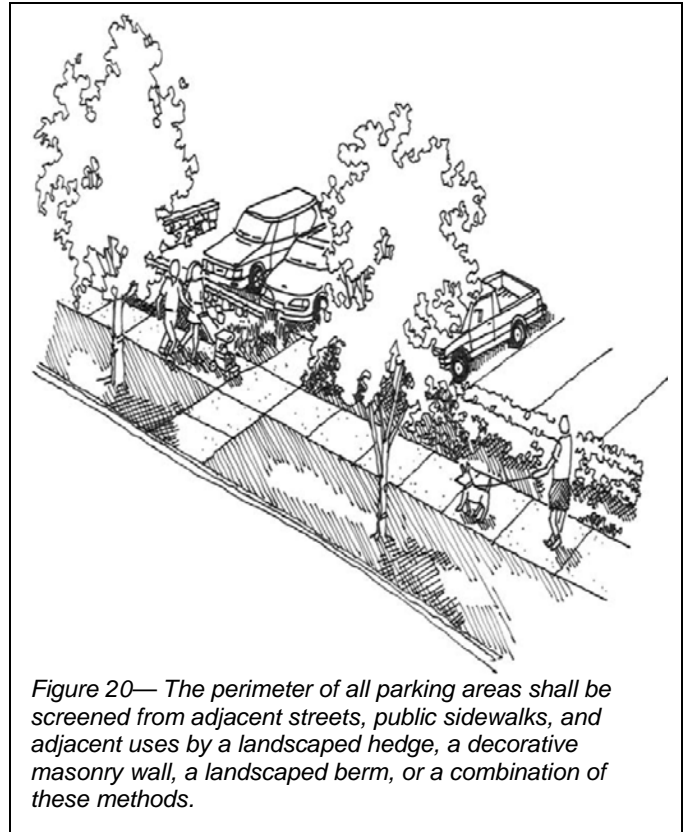


Figure 20— The perimeter of all parking areas shall be screened from adjacent streets, public sidewalks, and adjacent uses by a landscaped hedge, a decorative masonry wall, a landscaped berm, or a combination of these methods.

5. Building Setback Landscaping

a. Design Guidelines and Standards

i. Building setback areas along thoroughfare, collector, or residential streets, or along private drives, shall be landscaped with a minimum of one (1) tree per forty feet (40') of linear frontage.

6. Building Foundation Landscaping

a. Intent

Articulate building façades with landscaped seating areas to provide visual interest and pedestrian-friendly places.

b. Design Guidelines and Standards

i. Building foundations shall be planted with ornamental plant material, such as ornamental trees, flowering shrubs and perennials, and ground covers.

ii. Planting shall be massed and scaled as appropriate for the entryway size and space.

iii. Landscaping should break down in scale and increase in detail, color, and variety to mark entryways into developments.



Figure 21— Building setback areas along thoroughfare, collector, or residential streets, or along private drives, shall be landscaped with a minimum of 1 tree per 40 linear feet of linear frontage.

7. Service Area Screening

a. Intent

Service areas create visual and noise impacts on surrounding uses and neighborhoods. These standards visually screen on-site service areas, including loading docks, trash collection areas, outdoor storage, and similar service uses, from public rights-of-way and adjacent uses.

b. Design Guidelines and Standards

i. To the maximum extent feasible, areas for outdoor storage, truck parking, trash collection or compaction, loading, or other such service areas shall not be visible from abutting streets and shall be oriented toward on-site service corridors.

ii. No areas for outdoor storage, trash collection or compaction, loading, or other such uses shall be located within twenty feet (20') of any public street, public sidewalk, or internal pedestrian walkway.

iii. Loading docks, truck parking, outdoor storage, trash collection, trash compaction, and other service functions shall be incorporated into the overall design of the building and landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Screening materials shall be the same as, or of equal quality to, the materials used for the primary building and landscaping.

iv. Non-enclosed areas for the storage and sale of seasonal inventory and/or vending machines shall be permanently defined and screened with landscaping, walls and/or fences. Materials, colors, and design of screening walls and/or fences, and of any covering for such area, shall be compatible with those used as predominant materials and colors on the primary building(s). The height of stored or displayed inventory shall not exceed the height of the screening wall or fence. In addition, all fences/walls shall comply with the standards set forth in section IV.G.9. (*Fencing and Walls*) below.

8. Mechanical/Utility Equipment Screening

a. Intent

Mechanical and utility equipment can detracts from the quality of a development and the character of an area. These standards mitigate the negative visual and acoustic impacts of mechanical and utility equipment systems located in a commercial development.

b. Design Guidelines and Standards

- i. Mechanical/utility screening shall be an integral part of the building structure and architecture and not give the appearance of being “tacked on” to the exterior surfaces. The building parapet shall be the primary means of screening roof top equipment.
- ii. All mechanical equipment and utilities shall be screened.

9. Fencing and Walls

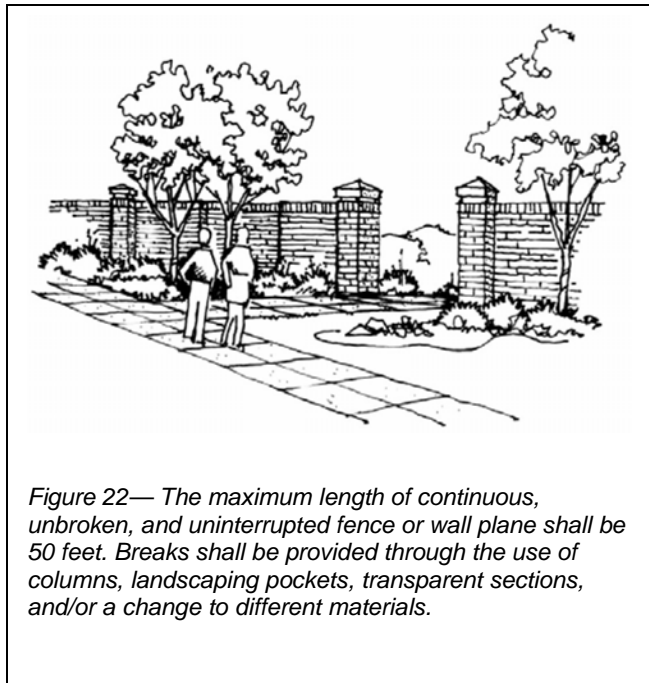
a. Intent

While fences and walls are often necessary to buffer uses, they can create a visually-monotonous streetscape. These standards provide fencing and walls that are visually-appealing, complement the design of the overall development and surrounding properties, and provide visual interest to pedestrians and motorists.

b. Design Guidelines and Standards

When a commercial development includes a fence or wall, the following guidelines and standards apply:

- i. The maximum height of a fence or wall shall be eight feet (8').
- ii. Walls and fences shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and wrought iron.
- iii. Breaks in the length of a fence shall be made to provide for required



pedestrian connections to the perimeter of a site or to adjacent development (see section IV.D.3. (*Pedestrian Access and Circulation*) above).

iv. The maximum length of continuous, unbroken, and uninterrupted fence or wall plane shall be fifty feet (50'). Breaks shall be provided through the use of columns, landscaping pockets, transparent sections, and/or a change to different materials.

v. Fences and walls shall be set back from the property line to allow a landscape setback area. Such setback area shall be landscaped with a turf, shrubs, and/or trees, using a variety of species to provide seasonal color and plant variety.

vi. Use of landscaping beyond the minimum required in these standards is strongly encouraged to soften the visual impact of fences and walls.

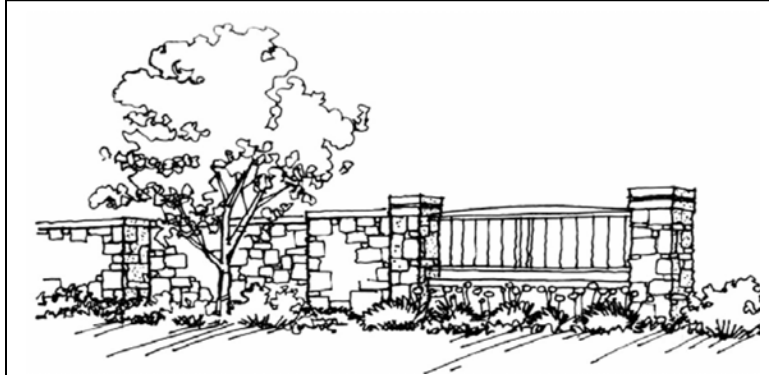


Figure 23— Walls and fences shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and wrought iron.

H. LIGHTING

1. Intent

Eliminate adverse impacts of light through spillover; provide attractive lighting fixtures and layout patterns that contribute to unified exterior lighting design of non-residential developments; and provide exterior lighting that promotes safe vehicular and pedestrian access to and within a development, while minimizing impacts on adjacent properties.

2. Design Guidelines and Standards

a. Plan Required

i. Applicants shall submit a unified lighting plan with final plan applications for all commercial developments subject to these lighting standards. A point-by-point calculation to show compliance with the lighting standards is required. The calculations shall be measured at grade for lighting levels within the development site. A cut sheet of proposed fixtures, including a candlepower distribution curve, shall also be submitted. A vertical plan footcandle calculation shall be submitted for property lines abutting residential properties.

b. General Lighting Standards

i. Pedestrian Walkway Lighting. Pedestrian-level, bollard lighting, ground-mounted lighting, or other low, glare-controlled fixtures mounted on building or landscape walls shall be used to light pedestrian walkways.

ii. Lighting Height. Bollard-type lighting shall be no more than four feet (4') high. See subsection 2.d. below for lighting standards specific to parking areas.

iii. Lighting for Security.

(a) Accent lighting on buildings is encouraged as a security feature.

(b) Interior and exterior lighting shall be uniform to allow for surveillance and avoid isolated areas.

iv. Illumination Levels. Pedestrian areas shall be illuminated to a minimum of one (1) footcandle.

v. Design of Fixtures/Prevention of Spillover Glare. Light fixtures shall use cut-off lenses or hoods to prevent glare and light spill off the project site onto adjacent properties, buildings, and roadways.

vi. Color of Light Source. Lighting fixtures should be color-correct types such as halogen or metal halide to ensure true-color at night and ensure visual comfort for pedestrians.

c. Architectural Building-Mounted Lighting

i. Building-mounted lighting may be used only to highlight specific architectural features or primary customer or building entrances. General floodlighting of building façades is not permitted.

ii. Building-mounted neon lighting is allowed only when recessed, or contained in a cap or architectural reveal.

d. Parking Lot Lighting

i. Luminaire Fixture Height. The mounting height for luminaire fixtures shall not exceed thirty-three feet (33') as measured to the top of the fixture from grade.

ii. Average Maintained Footcandles:

(a) The maximum average maintained footcandles for all parking lot lighting shall be three (3) footcandles, the minimum average maintained footcandle shall be one (1) footcandle. For the purpose of this standard, the average maintained footcandle shall be calculated at 0.8 of initial footcandles.

(b) The maximum maintained vertical footcandle at an adjoining residential property line shall be 0.5 footcandles, measured at five feet (5') above grade.

iii. Uniformity Ratios. Luminaire fixtures shall be arranged in order to provide uniform illumination throughout the parking lot of not more than a 6:1 ratio of average to minimum illumination, and not more than 20:1 ratio of maximum to minimum illumination.

e. Canopy Lighting

i. Average Maintained Footcandles. The maximum average maintained footcandles under a canopy shall be 35 footcandles. Areas outside the canopy shall be regulated by the standards in 2.d. above.

ii. Fixtures. Acceptable fixtures and methods of illumination include:

(a) Recessed fixtures incorporating a lens cover that is either recessed or flush with the bottom surface (ceiling) of the canopy.

(b) Indirect lighting where light is beamed upward and then reflected down from the underside of the canopy. Such fixtures shall be shielded such that direct illumination is focused exclusively on the underside of the canopy.

I. SIGNAGE

1. Intent

Promote attractive signs which clearly present their visual messages in a manner that is compatible with their surroundings; to reduce sign or advertising distractions and obstructions that may contribute to traffic accidents.

2. Design Guidelines and Standards

a. Supplement to existing regulations. This design guidelines and standards are intended as a supplement to Section 75-22 "Signs" of the zoning regulations of the Town of Rosendale. These guidelines and standards should be considered "in addition to" rather than "in place of" Section 75-22.

b. Prohibited signs. Neon signs and free-standing internally lit signs are prohibited from this district.

c. Illumination.

i. The area, brilliance, character, color, degree, density, intensity, location and type of illumination shall be the minimum necessary for the intended purpose of such illumination, consistent with public safety and welfare.

ii. All sources of illumination shall be shielded or directed in such a manner that the direct rays therefrom are not cast upon any property other than the lot on which such illumination is situated.

iii. Illumination shall be steady in nature, not flashing, moving or changing in brilliance, color or intensity.

iv. The period of time of illumination shall be the minimum necessary for the intended purpose of such illumination, consistent with public safety and welfare. Illuminated signs must be turned off and extinguished at or before 12:00 midnight of each day, except that such signs as are maintained in connection with a business which is normally open past 12:00 midnight may continue to be illuminated or lighted until closing time, provided that the lighting intensity is reduced by 50% after 12:00 midnight and that such sign is

extinguished at closing time. All illuminated signs extinguished as above provided shall remain extinguished until the next regular posted opening hour of the business in connection with which such sign is maintained.

v. Signs shall be illuminated indirectly or internally with white light. Exposed neon tubing and signs containing words or symbols shaped or formed directly from neon tubes or similar illuminating devices shall not be permitted.

vi. Illumination and illuminated signs shall not interfere with the normal enjoyment of residential uses in adjacent residential districts.

d. Master Sign Plan. A Master Sign Plan is required of establishments that share a lot, parcel or are part of a shopping center. The Plan is a sign system to create visual unity among the signs within the Plan area and to ensure compatibility with surrounding establishments and structures. The Plan shall include specifications to which all signs within the Plan area shall conform, including: sign size, height, shape, materials, lighting, and location on the establishment.

i. Aside from individual establishments, the shopping center shall be allowed one free standing monument-style of no more than 5 feet in height above the existing finished grade level that contains the name of the center and/or its principal tenant. In addition, as part of the Master Sign Plan, the center may erect a directory sign of no more than 20 square feet within 20 feet of the main building to guide shoppers walking from the parking areas and/or sidewalks to individual stores.

e. Sign maintenance.

i. The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including its illumination sources, in a neat and orderly condition and good working order at all times and to prevent the development of any rust, corrosion, rotting or other deterioration in the physical appearance or safety of such sign.

ii. Unsafe signs or unsightly, damaged, or deteriorated signs or signs in danger of falling shall be put in order or removed upon written notice from the Code Enforcement Officer. Immediate compliance is expected for the repair or removal of unsafe signs. If compliance is not achieved within the time period specified in such notice, the sign shall be repaired or removed by the Town and the costs assessed to the property owner.

iii. Unsafe temporary signs or unsightly, damaged, or deteriorated signs or signs in danger of falling shall be put in order or removed upon written notice. Immediate compliance is expected for the repair or removal of unsafe temporary signs.

V. DEFINITIONS

As used in this document, the following terms shall mean:

Adjacent or Abutting—To physically touch or border upon, or to share a common property line or border. "Adjacent" or "abutting" shall include properties or uses that are separated by a drive, street, or other public-dedicated right-of-way.

Arcade—A series of arches supported on piers or columns.

Berm—An earthen mound designed to provide visual interest, screen undesirable views, decrease noise, and/or control or manage surface drainage.

Block Face—The properties abutting one side of a street and lying between the two nearest intersecting or intercepting streets, or nearest intersecting or intercepting street and railroad right-of-way, unsubdivided land, watercourse or town boundary.

Buffer—Open spaces, landscaped areas, fences, walls, berms, or any combination thereof, used to physically separate or screen one use or property from another so as to visually shield or block noise, lights, or other nuisances.

Building Form—The shape and structure of a building as distinguished from its substance or material.

Building Mass—The three-dimensional bulk of a building height, width, and depth.

Building Scale—The size and proportion of a building relative to surrounding buildings and environs, adjacent streets, and pedestrians.

Commercial Center, Large—A "large commercial center" contains one or more commercial buildings or establishments with 50,000 square feet or more (gross floor area).

Commercial Center, Small—A "small commercial center" contains one or more commercial buildings or establishments and all the buildings in the center contain less than 50,000 square feet (gross floor area).

Commercial Development—All retail, restaurant, service, hotels, motels, and similar businesses, but shall not include office or industrial uses. However, any office or industrial development or building that includes more than a twenty percent (20%) retail component by square footage shall be subject to these Commercial Design Guidelines and Standards.

Façade—Front or principal face of a building, and any side of a building that faces a street or other open space.

Fence—An artificially constructed barrier of any material or combination of materials erected to enclose, screen, or separate areas.

Floor Area Ratio—The relationship of the total gross floor area of a building to the land area of its site, as defined in a ratio in which the numerator is the gross floor area, and the denominator is the site area.

Guidelines—Shall mean advisory regulations. Guidelines are indicated by use of the terms “may” and “should.”

Thoroughfare Street—“Thoroughfare street” shall mean streets designated by the town's Master Plan as thoroughfares (arterials).

Major Tenant—Within a commercial center that does not fit the definition of “Large Commercial Center,” any user or tenant containing 15,000 square feet or more of gross floor area. Where more than one user or tenant in such a center contains more than 15,000 square feet, the user or tenant with the largest amount of gross floor area shall be considered the center's “major tenant.”

Maximum Extent Feasible—No feasible and prudent alternative exists, and all possible efforts to comply with the regulation or minimize potential harm or adverse impacts have been undertaken. Economic considerations may be taken into account but shall not be the overriding factor in determining “maximum extent feasible.”

Maximum Extent Practicable—Under the circumstances, reasonable efforts have been undertaken to comply with the regulation or requirement, that the costs of compliance clearly outweigh the potential benefits to the public or would unreasonably burden the proposed project, and reasonable steps have been undertaken to minimize any potential harm or adverse impacts resulting from the noncompliance.

Mixed-Use Development—A single building containing more than one principal permitted land use or a single development of more than one building containing more than one principal permitted land use. Such land uses may include office, retail, residential, or service uses such as hotels and motels. In a mixed-used development, the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated to the use of vehicular and pedestrian access and parking areas.

Natural Features—“Natural features” include but are not limited to flood plains and surface drainage channels, stream corridors and other bodies of water, steep slopes, prominent ridges, bluffs, or valleys, and existing trees and vegetation.

Orient—To bring in relation to, or adjust to, the surroundings, situation, or environment; to place with the most important parts facing in certain directions; to set or arrange in a determinate position: as in ‘to orient a building.’

Primary Abutting or Access Street—The street abutting a commercial development that carries the most traffic volume. If a commercial development abuts two streets that have traffic volumes within twenty percent (20%) of each other, the applicant shall designate which street is the “primary abutting or access street.”

Primary or Principal Building—The building or structure on a commercial development site used to accommodate the majority of the principal permitted use(s). When there are multiple buildings on a commercial development site, such as in a shopping center, the primary or principal building shall be the one containing the greatest amount of gross floor area. Outlying buildings or free-standing kiosk/ATM machines cannot be "primary" or "principal" buildings.

Setback Line—A line, parallel to the respective lot line and internal to the lot, that defines the required building setback.

Sign—Any object, device, display or structure, or part thereof, situated outdoors or indoors, that is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination, or projected images.

Sign, Directory—A sign listing the tenants or occupants of a building or group of buildings and that may also indicate their respective professions or business activities.

Standards—Shall mean mandatory regulations. Standards are indicated by use of the terms "shall" and "must."

Steep Slopes—Any portion of a development site where the natural grade of the land has a slope of thirty percent (30%) or greater.

Transitions—Generally, an array of tools and techniques designed to ensure compatibility between adjoining land uses that may differ by type and in intensity, including the following techniques:

1. Architectural Transitions—Designing and adapting the form of a building to take into consideration neighboring buildings and land uses.
2. Landscape Buffer and Screening Transitions—The use of landscaping, berms, fences, walls, or any combination of these, to buffer and screen a more intense land use from an adjacent, less intense land use.

The Hartford-Simsbury Form-Based Code

Adopted by Simsbury Zoning Commission on July 7, 2014
Effective date August 1, 2014



Created for



By:

GATEWAYPLANNING
A VIALTA GROUP PARTNER

The Hartford-Simsbury Form-Based Code

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Form-Based Code

1.0 Purpose and Intent

The purpose and intent of the Hartford-Simsbury Form-Based Code (hereafter known as HS-FBC or “the Code”) is to implement a long-term, sustainable redevelopment strategy for the Hartford Site (hereafter known as the HS-FBC District). The HS-FBC is intended to:

- A. Implement the Town’s vision for a vibrant and sustainable approach to the development of the North Hartford Site and to encourage the reuse of the South Hartford Site and Building for office, technology, healthcare and support services, while preserving where feasible the environmentally sensitive design of the overall site, with a mix of complementary uses including housing, retail, offices, commercial services, and civic uses, supporting long term attractiveness for both employment uses and neighborhood uses;
- B. Establish a high level of development standards to create development of exemplary and enduring quality that fits into the Town’s vision;
- C. Encourage the development of vertical and horizontal mixed-use areas that are safe, comfortable and attractive to pedestrians while protecting significant environmentally sensitive areas;
- D. Provide flexibility on the site and with design of new development to anticipate changes in the marketplace while establishing human-scaled buildings;
- E. Leverage the frontage and access to the Farmington River and views from the site and treat them as “features” and not constraints;
- F. Create of a variety of connected community gathering places and passive open spaces with trails to make walking and biking easy from one place to another and connect to off-site trails;
- G. Include a range of residential options that reflect changing lifestyles considering both market demand and Town preferences;
- H. Provide appropriate transitions to protect adjacent neighborhoods and to promote sustained value; and
- I. Encourage efficient uses of land.
- J. Utilize existing transportation and parking assets efficiently in order to optimize both auto traffic on surrounding streets and on-site parking demand through design strategies and policy incentives that support use of transit, biking, and walking.

2.0 Relationship to the Plan of Conservation and Development

The HS-FBC implements the following goals of the Plan of Conservation and Development (POCD):

- A. A Future By Design: Recommends that Simsbury consider amending local regulations to incorporate some type of “form-based coding” which will focus more on form than on use to recognize, embrace, reinforce, and enhance the sense of place that exists in Simsbury
- B. Special Area: The creation of a unique vision and implementing code for the Hartford Site as a “Special Area” that enhances the overall character of Simsbury.
- C. Economic Development: The creation of a vision and implementing form-based code is a critical economic development tool for the town and is in line with the goal of implementing programs to assist with economic development including establishing incentives and streamlining the application process for development.
- D. Housing: The HS-FBC implements the Housing goals of the POCD by:

1. enabling and promoting greater diversity in Simsbury's housing options, and
 2. allowing mixed-use developments that will create residences of varying types close to, and within commercial areas.
- E. Open Space: The HS-FBC implements the Open Space goals of the POCD by:
1. Acquiring and retaining open space is the preferred method of protecting the Town's natural, historic, cultural, agricultural, and scenic resources --- all of which are critical to Simsbury's "sense of place".
 2. Help preserve these resources and proposes a heightened focus towards interconnecting areas with a town-wide network of sidewalks, bicycle lanes, paths, and multi-purpose trails.
- F. Transportation: The HS-FBC implements the Transportation goals of the POCD by placing a renewed focus on alternative modes of local transportation and their beneficial effects including:
1. The implementation of "park and walk" opportunities, and
 2. The expansion of, and creation of, a network of sidewalks, bicycle lanes, and multi-use paths.
- G. Infrastructure: The HS-FBC supports the Infrastructure goals of the POCD by establishing a proactive and collaborative approach to the planning and maintenance of needed infrastructure (including water supply and high-speed data communications technology) to redevelop the Hartford Site.

3.0 Applicability

The HS-FBC applies to property shown as the Hartford-Simsbury Zone on Simsbury Zoning Map and boundaries as established in the Illustrative Framework Plans in Appendices B and D of this Code hereafter known as the HS-FBC District. The HS-FBC District shall be composed of two sites – the Hartford North and Hartford South sites.

Notwithstanding anything contained in the HS-FBC, the existing underlying industrial zoning district shall also be available for application to future development without the requirement of completing the HS-FBC process.

4.0 FBC Structure

The following plans establish the structure within which the details of the form-based code are calibrated to a specific Master Site Development Plan (MSDP) at the time of development. The Illustrative Plans (Master and Framework Plans) are included only to provide guidance on the pattern and character of development envisioned under this code. Using those as a guide, an applicant shall develop a detailed MSDP and calibrated standards based on the requirements of the HS-FBC to implement the ultimate development plan for the HS-FBC District.

- A. Illustrative Master Plans – are conceptual plans generated during the charrette and used as guides that provide input on market and community preferences. The Illustrative Master Plans also provide information on the general mix and intensity of uses, neighborhood character, and design intent. The different versions of the Illustrative Master Plans are included to show different potential development outcomes and scenarios and illustrate important principles of planning a mixed use, walkable neighborhood. See Appendices A and C for two different versions of the Illustrative Master Plan for the North and South sites.

- B. Illustrative Framework Plans – provide guidance on how to translate the respective Illustrative Master Plans into an MSDP that establishes the details required to develop under this Code including the allocation of component zones, layout of streets and open spaces, and mix and intensity of uses. These Illustrative Framework Plans will then be the basis to create the final MSDPs by property owners/developers at the time of new development or redevelopment. See Appendices B and D for two (2) different versions of the Illustrative Framework Plans that implement the respective Illustrative Master Plans for the North and South sites.

- C. Master Site Development Plan (MSDP) – Shall be created and submitted by the applicant/developer prior to any new development on the site (plat or building permit) unless exempt under Section 5.0 of this Code. An MSDP shall meet the performance and development standards as established in this Code and shall be developed for the entirety of either the North or South sites or both (showing connections to the other) even if development is phased. An MSDP shall establish the standards and specifications for a minimum of the following elements based on the specific development vision:
 - 1. The different type and boundaries of the component zones to be included;
 - 2. Alignment and layout of new streets, blocks, and lots per the criteria laid out in the FBC and the specific component zone standards;
 - 3. Type “A” and “B” Street Frontage designations based on the standards in this Code;
 - 4. Development standards for each of the component zones per the criteria laid out in this Code for the north and south sites;
 - 5. Building Design and Architectural standards for the different component zones per the criteria laid out in this Code;
 - 6. Open Space/Landscape Standards;
 - 7. Signage Standards; and
 - 8. Permitted administrative modifications to the above established standards.

- D. Site Plans – Site plans shall be the most detailed building and lot level plans and shall be required for individual lots and/or buildings prior to Building Permit approval. The approval process for Site Plans shall be based on the process established for Type 1, 2, 3 or 4 applications in Section 5.B.

5.0 Administration

- A. General
 - 1. Conformance Required: No new building or structure may be erected or moved unless in conformity with this Code. No new building, structure or land may be used unless in conformity with this Code.
 - 2. Reuse, modification, alteration, demolition or maintenance of any building and/or site improvements that existed at the time of adoption of this Code shall be exempt from this Code, including, without limitation, any MSDP requirements. This exemption shall include any structural or site alteration as a result of building reuse unless the existing building foot print or the impervious cover on the site is increased (in either case) more than 25,000 sq. ft. Any addition to the existing building footprint or increase in impervious cover on the site in excess of (in either case) 25,000 sq. ft. shall trigger the requirement for an MSDP. Notwithstanding anything to the contrary in this section, addition of sidewalks and/or trails within the existing site shall not be considered as an increase in impervious cover.

3. Master Site Development Plan (MSDP) Required: Subject to the exemption set forth in subsection 5.A.2 above, prior to any Site Plan approval, an approved MSDP shall be required. The MSDP for the two sites may be created separately for the north and the south sites, but they shall include the entirety of the respective site. The requirements for an MSDP are established in Section 5.E of this Code.
 4. Site Plan Required: Excluding any building and/or site improvements that existed at the time of adoption of this Code, and the demolition thereof, any building or structure erected, constructed, reconstructed, moved or structurally altered after the effective date of this Code requires Site Plan review as specified in Section 5.B after approval of a MSDP for the property included in the Site Plan. Exterior modification, or exterior alteration of any building or site improvements that existed at the time of adoption of this Code with an area of modification or alteration of such building or site improvements 25,000 square feet and under shall require a Type 2 application for Site Plan review as set forth below in subsection 5.B.2. Even if the project does not require an approved MSDP per subsection 5.A.2. above, a Site Plan application for the reuse, modification, or alteration of any existing building and/or site improvements shall be required if for a Special Exception Use as set forth in Table 6.1 herein.
 5. No building permit or certificate of occupancy for a new building shall be issued by the Building Official until a Site Plan has been approved as required by this Code.
 6. All site improvements shall be installed to the satisfaction of the Zoning Commission before a Certificate of Zoning Compliance is issued. The Zoning Commission may require a performance bond as authorized in Connecticut General Statutes (CGS) and Article Five Section j. 5. of the Simsbury Zoning Regulations for all improvements not installed prior to the request for a Certificate of Zoning Compliance.
- B. Types of Applications: Type 1, Type 2, Type 3, and Type 4 Applications established for all new development on both the north and south site:
1. Type 1 Applications shall include:
 - a. Reuse (for a different use) of any building that existed at the time of adoption of this Code. It shall include any structural alteration as a result of building reuse so long as no additional square footage is added or any exterior façade changes are made to the existing building. Any addition to the existing building square footage or changes to the existing building façade or site improvements shall be considered a Type 2 application.
 - b. Sign permit applications consistent with a previously approved MSDP or applicable Town Regulations (if no MSDP is approved),
 - c. Landscape plans consistent with a previously approved MSDP or applicable Town Regulations (if no MSDP is approved), or
 - d. Minor amendments to previously approved Site Plans.
 2. Type 2 Applications shall include:
 - a. Exterior modification, or exterior alteration of any building or site improvements that existed at the time of adoption of this Code with an area of modification, alteration, or addition of such building or site improvements of up to 25,000 square feet. Addition of sidewalks and/or trails within the existing site shall not be considered as increase in impervious cover.

- b. Any Site Plan for new development under 25,000 sq.ft. consistent with this Code and with a previously approved MSDP or applicable Town Regulations (if no MSDP is approved),
 - c. Minor amendments to previously approved MSDPs or
 - d. Major amendments to previously approved Site Plans consistent with an approved MSDP or applicable Town Regulations (if no MSDP is approved).
 - 3. Type 3 Applications shall include:
 - a. Any new MSDP consistent with the requirements of this Code
 - b. Site Plan for new development 25,000 sq.ft. and over consistent with this Code and a previously approved MSDP or
 - c. Major amendments to previously approved MSDPs
 - 4. Type 4 Applications shall include Alternative Compliance Applications such as:
 - a. Any new MSDP NOT consistent with this Code; but proposing alternative compliance standards per this Code.
 - b. Site Plan for new development (regardless of size) NOT consistent with this Code or a previously approved MSDP, or
 - c. Any major amendments to previously approved MSDPs or major amendments to Site Plans NOT consistent with this Code.
- C. Application Process (See Appendix G for flow charts illustrating the Application Process for the different Application Types):
 - 1. Pre-Application Process: Applicable to all Application Types:
 - a. Pre-Application Meeting:
 - i. Prior to submitting any application for review, an applicant must schedule a pre-application meeting with the Planning Director to discuss project, review process, and the requirements of this Code.
 - ii. The request for a pre-application meeting shall be accompanied by conceptual plan(s) or design of the project. During the pre-application meeting, the Planning Director shall inform the applicant of requirements as they apply to the proposed project, discuss issues of concern that may arise during the plan review process, suggest possible modifications to the proposed application, and identify any additional information or technical studies that may be necessary for the review process when the formal application submittal is made including any referral to the Conservation Commission for their input given the context of the property. Pursuant to CGS 7-159b, any discussion held during a pre-application meeting shall not be deemed binding on either the applicant or the Town.
 - b. Pre-Application Work Session(s) with applicable Board or Commission:
 - i. Prior to any formal submission of any development application and after a Pre-Application Meeting with the Planning Director, the applicant must schedule a Work Session with the applicable Board or Commission to get feedback on the project. The specific Board or Commission to meet with shall be per the Planning Director's recommendation based on the scope and scale of the development application.

- ii. The request for a Pre-Application Work Session shall be accompanied by conceptual plan(s) or design of the project. During the Pre-Application work session, the Board or Commission may discuss issues of concern that may arise during the formal plan review process, suggest possible modifications to the proposed application, and identify any additional information or technical studies that may be necessary for the review process when the formal application submittal is made. Pursuant to CGS 7-159b, any discussion held during a pre-application work session shall not be deemed binding on either the applicant or the Town.

2. Formal Submittal Process:

- a. For Type 1 applications, the following approval process shall apply: Following a complete application, pre-application process, Planning Director shall review and approve, approve with conditions, or forward the application for Design Review Board recommendation and Zoning Commission decision. No public hearing is required at the Zoning Commission for a Type 1 application.
- b. For Type 2 and 3 applications for new development (not otherwise exempted in this Code), a MSDP and/or a Site Plan, both approved by the Zoning Commission, shall be required prior to building permit application.
 - i. All Type 2 Applications:
 - 1) Following a complete application, pre-application process, Planning Director and Design Review Board review and recommendation, application is placed on consent agenda for final action by the Zoning Commission.
 - 2) If the Zoning Commission has no additional concerns, the application is granted final approval as part of the consent agenda. If the Zoning Commission has additional concerns, the application is placed on the regular agenda for discussion and action. No public hearing is required at the Zoning Commission.
 - ii. All Type 3 Applications: Following a complete application, pre-application process, Planning Director and Design Review Board review and recommendation, application placed on the Zoning Commission agenda for discussion and possible action. No public hearing is required at the Zoning Commission.
- c. Type 4 Applications shall include Alternative Compliance applications:
 - i. In order to encourage appropriate design diversity, alternatives to the standards set forth in this Code may be approved by the Zoning Commission in accordance with the process established for approving Planned Area Development Zoning Regulations under Article Ten (L.).

D. Review Bodies

- 1. Planning Director: In addition to any authority set forth elsewhere in the Town of Simsbury Town Code and the Simsbury Zoning Regulations, the Planning Director has the following authority with regard to this Code:
 - a. Review and Recommendation:
 - i. To review and make recommendations on any modification to the text of this Code;
 - ii. To review all MSDPs for compliance with this Code and any applicable Town standards and guidelines; consider the comments of the Design Review Board with

- respect to consistency with any applicable standards or guidelines; and make a recommendation to approve, approve with conditions or deny the MSDP;
 - iii. To review all Site Plans for compliance with the Town's standards and any applicable approved MSDP standards; consider the comments of the Design Review Board with respect to consistency with an approved MSDP; and make a recommendation to approve, approve with conditions or deny the Site Plan;
 - iv. To review and make recommendations on any Type 4 Application ; and
 - v. To review and make recommendations on any MSDP, Site Plan, special exception, subdivision or application to the Zoning Board of Appeals, or any informal inquiry regarding this Code including any inquiry directed to the Zoning Commission.
- b. Review and Final Action: In addition, the Planning Director shall have the authority to review, make recommendations and take final action on any Type 1 Applications including sign permits, landscape plans, minor amendments to an approved Site Plans or other application in accordance with the requirements and authorizations of this Code, and as may be authorized by the Zoning Commission.
2. Design Review Board: In addition to any authority set forth elsewhere in the Simsbury Zoning Regulations , the Design Review Board has the following authority with regard to this Code:
- a. To review and make recommendations on any modification to the text of this Code;
 - b. To review any proposed MSDP and make a recommendation as to its consistency with this Code and any applicable adopted design guidelines;
 - c. To review any proposed Site Plan and make a recommendation as to its consistency with the corresponding approved MSDP;
 - d. To review and make a recommendation on any Type 4 Applications for Alternative Compliance;
 - e. To review and make recommendations on any special exception, special permit application to the Zoning Commission or any application for variance to the Zoning Board of Appeals, or other matter for which the Zoning Commission, Planning Commission, Zoning Board of Appeals or Conservation/Inland Wetlands Agency may ask the Design Review Board for its recommendation.
3. Zoning Board of Appeals: In addition to any authority set forth in the Connecticut General Statutes or elsewhere in the Simsbury Zoning Regulations, the Zoning Board of Appeals has the authority to hear and decide appeals where it is alleged that there is error in any order, requirement or decision made by the Planning Director or other official charged with or delegated the authority to enforce this Code.
4. Zoning Commission: In addition to any authority set forth in the Connecticut General Statutes or elsewhere in the Simsbury Zoning Regulations, the Zoning Commission has the authority with regard to this Code:
- a. To propose, hear, review and decide on any proposed modification to any part of this Code;
 - b. To review, process and take action including final action on any proposed MSDP, Site Plan or special exception;
 - c. To review, process and take final action on any Type 4 Application for Alternative Compliance; and

- d. To require a public hearing on any application to insure its compatibility with stated, adopted Code standards.
- 5. Planning Commission: In addition to any authority set forth in the Connecticut General Statutes or elsewhere in the Simsbury Zoning Regulations, the Planning Commission has the authority with regard to this Code:
 - a. Statutory referrals pertaining to any proposed zoning code amendments; and
 - b. Proposed divisions of property which are determined to be subdivisions or resubdivisions per the Town of Simsbury Subdivision Regulations.
- E. Master Site Development Plan (MSDP) Requirements: The MSDP is intended to illustrate the general development pattern of the district consistent with the purpose and intent of the Code and establish the detailed standards for any new development or redevelopment.
 - 1. The applicant shall submit an MSDP for the entire north or south site prior to Site Plan application prior to any new development over 25,000 sq.ft. An MSDP shall establish the location of land uses and open spaces, blocks, lots, building and street layout, treatment of transition areas to adjacent uses and any other appropriate information required by this Code. The MSDP in the HS-FBC District shall illustrate the design direction of the site with dimensional standards that provide adequate certainty about the development outcomes, intensity, and phasing of the proposed development.

The application shall:

- a. demonstrate compliance with this Code's purpose, intent, development standards and the Plan of Conservation and Development;
- b. include exhibits meeting all the informational requirements for a Master Development Plan under Article 10 L. Simsbury Planned Area Development (PAD) Zone, and meeting the standards of this Code including:
 - i. delineation of HS-FBC component zones proposed in the development;
 - ii. the layout of proposed blocks, streets, bikeways, sidewalks, and trails;
 - iii. the location and acreage of open space areas and whether each will be privately owned, a common area for residents only or dedicated to public use;
 - iv. the accommodation of stormwater drainage and detention and other major water and sewer infrastructure elements for the proposed development. The Simsbury Stormwater Design Guidelines shall be used as a guide for the development;
 - v. the location, area, and percentages of retail, office, industrial, residential, civic, and open space uses;
 - vi. the approximate shape, size, and placement of buildings; and
 - vii. the general parking location relative to streets and buildings and approximate parking count, with indication of parking lot landscape areas;
 - viii. Street Classification Master Plan with associated with cross-sections and street classifications for the HS-FBC District (or for each phase, if it is to be developed in phases) specifying minimum pavement width, right-of-way width, presence of curbs, on-street parking, street trees, bikeways and sidewalks (ITE's Designing Walkable Urban Thoroughfares manual or NACTO's Urban Street Design Guide shall be used to guide the development of the proposed cross sections. See Definitions for complete citation).

- c. include a report in the form of text, statistical information, tables, guidelines, and graphics that includes:
 - 1. a statement of the purpose and intent of the proposed development consistent with the vision for HS-FBC;
 - 2. a description of the mix of land uses and the factors which ensure compatibility both within the development site, with adjacent land uses, and compliance with the recommendations of all the adopted elements of the Plan of Conservation and Development;
 - 3. any special standards for signage in the form of a Unified Sign Plan application that provides a design palette addressing the location, size, type, lighting, colors, and materials for all signage in the HS-FBC District unless meeting the standards in the Town of Simsbury Guidelines for Community Design;
 - 4. a parking demand analysis for the mix of uses proposed to support the on-street and off-street parking ratios (both automobile and bicycle parking ratios) to be used for development in the HS-FBC District, especially if the applicant is not using Article 10, E. Off-Street Parking Regulations of the Simsbury Zoning Regulations as a guide.
 - 5. statistical information including:
 - 1) gross acreage of the site, and net acreage of the site excluding jurisdictional wetlands, regulatory floodplains, and slopes over 20%;
 - 2) the amount of land devoted to open space, both in acres and as a percentage of the gross acreage of the site.
 - 3) the amount of land devoted to retail, office, industrial, residential, and civic uses, both in acres and as a percentage of the gross acreage of the site.
 - 4) a plan for pedestrian, bicycle, and vehicular circulation describing the general design capacity of the system as well as access points to Hwy 10 and the Farmington River Trail.
 - 5) a daily and peak hour trip generation and directional distribution report by use unless the Town Engineer finds that the traffic to be generated by the proposed development does not warrant the preparation and submission of a study;
 - 6) the maximum allowable building coverage, density, and height; and
 - 7) the minimum and maximum building setbacks.
 - 6. development standards for the proposed development that meet Section 7 of this Code and specifying standards for all the “flexible” and “required” elements by each component zone area in the form of a table (see Development Standards Tables in Section 7 for criteria and format);
 - 7. architectural design standards that meet Section 7.B.6 of this Code for the proposed development specifying materials and configurations permitted for facades, roofs, openings and other elements, renderings, and typical elevations. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the architectural standards for the proposed development;
 - 8. a landscape concept plan that includes: the design direction and general schematics for all proposed landscaping including all aspects of the public realm such as street trees, streetscape treatments, pavement details, front yards, and

medians; proposals for required parking lot landscaping, screening, design concepts for all open spaces, lighting, and any other information required by this Code. The Town of Simsbury Guidelines for Community Design and Simsbury Stormwater Design Guidelines shall be used as a guide to develop the landscaping standards for the proposed development; and

9. a non-binding schedule for the entire development (or for each phase, if it is to be developed by phases), which shall show generally how the applicant will complete the project containing the following information:
 - 1) the proposed order of construction by section delineated on the MSDP;
 - 2) the proposed schedule for construction of improvements to open space areas; and
 - 3) the proposed schedule for the installation of required public streets, utilities improvements and the dedication of public rights-of-way and/or easements.
- F. Site Plan Requirements: A Site Plan shall be required for all commercial, mixed use, and multi-family (3 units per lot or more) development. Site Plans shall meet the requirements established under the Town of Simsbury Zoning Regulations, Article 5 (J). Additional information that adequately illustrates the Site Plan's compliance with this Code and any approved MSDP may be required.
- G. Minor Amendments to Approved MSDPs and Site Plans: The Planning Director may approve minor changes to and deviations from an approved MSDP or Site Plan with the applicant's written justification for such changes. Any significant changes to and deviations from approved plans shall be regarded as an amendment to that particular plan and shall be reviewed by the Planning Director and subject to Design Review Board recommendation and Zoning Commission approval. The Planning Director shall make the determination as to whether a proposed change is minor or significant, based upon consideration of the following facts:
 1. whether the proposed change substantially alters the arrangement of component zones, buildings or changes the use of building space designated on the original plan;
 2. whether there is an increase in the number of residential dwelling units beyond the threshold established in the approved MSDP;
 3. whether the proposed change substantially alters vehicular circulation or the placement/arrangement of parking areas;
 4. whether the proposed change will reduce or lessen the effectiveness of open space, landscape buffers, and edges; or
 5. whether the proposed change will substantially alter or change the design elevation, roof pitch, materials, or massing of the buildings so as to restrict view corridors towards the ridge or tower.
- H. Application and Fees: The applicant must submit all the required information for an MSDP and Site Plan per the requirements of this Code and:
 1. All information deemed necessary as is shown on the completed application checklist form provided by the Town and as filled out at the applicant's pre-application meeting with staff to discuss the details of the proposed project. A written narrative description of the proposed application may be required by staff at the time of initial meeting to ensure that all parties are aware of the proposed project's nature, extent and impact.

2. Complete applications shall be submitted in 12 paper copies and one electronic Adobe PDF copy.
 3. Applicant shall submit the required fees as shown on the Town adopted fee schedule.
- I. Public Information Notification:
1. Whenever a MSDP or Site Plan application has been filed with the Zoning Commission, the applicant shall display a public information notice sign on the site giving notice that an application is pending before the Zoning Commission.
 2. The sign shall be provided by the Zoning Commission to the applicant, and shall be displayed in a highly visible place at each location on the site where the property line abuts a public or private street or at a visible location nearest the site as per the requirements of Article Eleven, Section E. of the Simsbury Zoning Regulations.
- J. Planning Director Review
1. Upon acceptance of a completed application, the Planning Director shall review the MSDP/Site Plan for consistency with the requirements of this Code/approved MSDP.
 2. The Planning Director shall forward the application to all appropriate local, state, regional and federal departments and agencies as required by law for review and recommendation.
 3. The Planning Director shall forward the application to the Design Review Board for review and recommendation.
 4. The Planning Director shall review the application in accordance with the approval criteria below, and provide a staff report for consideration by the Zoning Commission.
 5. Upon completion of the staff, agency, and Design Review Board review, the applicant may choose to meet with the Planning Director to discuss changes to the MSDP or Site Plan.
 6. Within 65 days of the official receipt date of a complete application, the Planning Director shall place the application on the Zoning Commission's agenda for action. The Zoning Commission shall act on the application as described below.
- K. Zoning Commission Action
1. For an application not requiring a public hearing, the Zoning Commission shall take appropriate final action on a complete application within 65 days as is required by the Connecticut General Statutes. Alternatively, the applicant may grant an extension of time in writing for such an application as authorized by the Connecticut General Statutes. The written extension shall be on a form provided by the Town.
 2. For an application that requires a public hearing, the public hearing shall be scheduled within 65 days of the official date of receipt of a complete application as required by the Connecticut General Statutes. A public hearing shall be opened and concluded within 35 days from the date of the initial public hearing. The Zoning Commission shall act on the application within 65 days of the close of the public hearing. Any of the above times may be extended in writing by the applicant as long as the total of all extensions does not exceed the number of days authorized by the Connecticut General Statutes.
 3. Applications which also require action by the Inland Wetlands Agency shall provide the final report of such action to the Zoning Commission prior to the Zoning Commission being required to act as provided in the Connecticut General Statutes.

- L. Approval Criteria for Type 2 and Type 3 Applications: During review and prior to action, the Zoning Commission shall consider the following:
 - 1. Recommendations from appropriate local, regional, state and federal departments, agencies and organizations;
 - 2. Compliance with all applicable and relevant portions of this Code, the Simsbury Zoning Regulations, and the Simsbury Plan of Conservation and Development; and
 - 3. Compliance with the both the specific standards, and purpose and intent of this Code
- M. Approval Criteria for Type 4 (Alternative Compliance) Applications: During review and prior to action, the Zoning Commission shall consider the following:
 - 1. The purpose and intent of the adopted HS-FBC Code
 - 2. The extent to which the proposal fits the adjoining design context by providing appropriate building scale and use transitions;
 - 3. The extent to which the proposal provides public benefits such as usable civic and open spaces, livable streets, housing choice, economic development and employment opportunities;
 - 4. The extent to which the proposal does not hinder future opportunities for higher intensity development; and
 - 5. Considerations of health and welfare of the general public.

6.0 Schedule of Uses

- A. No Certificate of Occupancy may be issued for a use that is not allowed by this Code.
- B. Use Categories: In order to regulate use, categories of uses have been established. Use categories provide a systematic basis for assigning land uses to appropriate categories with other, similar uses. Use categories classify land uses and activities based on common functional, product, or physical characteristics. Characteristics include the type and amount of activity, the hours of operation, the type of customers or residents, how goods or services are sold or delivered, likely impact on surrounding properties, and site conditions.
- C. Principal Uses: Allowed principal uses by building type are listed in Table 6.1 Permitted Use Table. Principal uses are grouped into categories of uses (see Appendix F. Description of Use Categories). The example uses listed are not an exhaustive list. The Planning Director has the responsibility for categorizing all uses (see Sec. 6.F Use Determination of this Code).
- D. Accessory Uses: The following standards shall apply to Accessory Uses:
 - 1. Unless otherwise expressly stated, accessory uses are permitted in conjunction with allowed principal uses. Accessory uses shall be accessory and customarily incidental and subordinate to a permitted principal use.
 - 2. No accessory use may be established on a site prior to the establishment of a permitted principal use.
 - 3. The Planning Director is authorized to determine when a structure or use meets the definition of an accessory use. In order to classify a structure or use as accessory, the Planning Director must determine that the use:
 - a. Is subordinate to the principal use in terms of area, extent and purpose;
 - b. Contributes to the comfort, convenience or necessity of occupants of the principal use served;







































































































































- c. Is located on the same lot as the principal structure or use, or on a contiguous lot in the same ownership;
 - d. Does not involve operations not in keeping with the character of the principal use served; and
 - e. Is not of a nature likely to attract visitors in larger numbers than would normally be expected for the principal structure or use.
- 4. Home Occupations: The intent of a home occupation is to permit limited nonresidential activity in a residential dwelling unit, provided such activity does not impact or detract from the residential character of the neighborhood or building. A home occupation is permitted in all Component Zones in which residential uses are permitted by right, provided the following standards are met:
 - a. The use of the dwelling unit for a home occupation must be clearly incidental and subordinate to its use for residential purposes by its occupants, and under no circumstances change the residential character of the dwelling unit.
 - b. There can be no change in the outside appearance of the building or premises, or other visible evidence of a home occupation. No display of products can be visible from the street.
 - c. No outdoor business storage or warehousing of material, supplies or equipment is permitted on the lot.
 - d. No equipment or process can be used in connection with the home occupation that creates noise, vibration, glare, fumes, odors, or electrical interference detectable to the normal senses, off the premises.
 - e. No persons other than members of the family residing on the premises can be engaged in the home occupation
 - f. The home occupation cannot exceed 25% of the livable portion of the dwelling or 500 square feet, whichever is less.
 - g. Customers and employees coming to the residence to conduct business are not permitted.
- E. Live-Work Uses and Structures: Live-work uses and structures are permitted in all Component Zones in which residential uses are permitted by right. A live-work structure is a mixed use building type with a dwelling unit that is also used for work purposes, provided that the 'work' component is (1) restricted to the uses of professional office, personal service, cottage industrial, artist's workshop, studio, or other similar uses, (2) is located on the street level and constructed to Commercial Ready standards, and (3) is constructed as separate units under a condominium regime or as a single unit. The 'live' component may be located on the street level (behind the work component) or any other level of the building. Live-work dwelling is distinguished from a home occupation otherwise defined by this Code in that the "work" component is not required to be incidental and secondary to the "live" component. Additionally, the "work" component may employ individuals who are not residents of the "live" component.
- F. Use Determination: The Planning Director is responsible for categorizing all uses. If a proposed use is not listed in a use category, but is similar to a listed use, the Planning Director shall place the proposed use under that use category. A use not specifically listed shall be prohibited unless it is found to be similar to another listed use as described using the criteria below. The Planning Director's decision may be appealed to the Zoning Commission for final determination. When determining whether a proposed use is similar to a listed use, the Planning Director may

consider any of the following relevant criteria, especially as it relates to any direct impacts on adjoining roadways and/or neighborhoods:

1. The actual or projected characteristics of the proposed use.
2. The relative amount of site area or floor area and equipment devoted to the proposed use
3. Relative amounts of sales.
4. The customer type.
5. The relative number of employees.
6. Hours of operation.
7. Building and site arrangement.
8. Types of vehicles used and their parking requirements.
9. Transportation demand by all modes, including the number of vehicle, transit, and bike/walk trips generated and whether existing or proposed infrastructure is adequate to serve those trips.
10. Signs.
11. How the proposed use is advertised.
12. The likely impact on surrounding properties.
13. Whether the activity is likely to be found independent of the other activities on the site.

- G. Accessory Structures: All accessory structures shall be clearly subordinate to the principal structure on the lot. All accessory structures shall meet the applicable principal structure standards per the Component Zone unless alternative standards are adopted as part of the MSDP approval.

Table 6.1 Permitted Use Table

Legend		Permitted Use = 		Not Permitted = "blank cell"				Special Exception Use = 					
Component Zone		Neighborhood Commercial		Neighborhood Transition		Neighborhood		Cluster Neighborhood		Mixed Use Transition		Special District	
Use Category		GF	UF	GF	UF	GF	UF	GF	UF	GF	UF	GF	UF
F-1 Residential Uses													
1. Household Living													
2. Group Living													
3. Social Service													
F-2 Public Uses													
1. Civic													
2. Parks and open space (Neighborhood Scale)													
3. Parks and open space (Regional)													
4. Minor Utilities													
5. Major Utilities													
F-3 Commercial Uses													
1. Day Care													
2. Indoor Recreation													
3. Medical													
4. Office													
5. Outdoor Recreation													
6. Overnight lodging													
7. Passenger terminal													
8. Personal service													
9. Personal service (under 3,000 sq.ft.)													
10. Restaurant/bar													
11. Restaurant/bar (under 3,000 sq.ft)													
12. Retail sales and service													
13. Vehicle rental/sales													
14. Any commercial use with a drive-through (standards in Section 7.0 apply)													
F-4 Industrial Uses													
1. Agriculture													
2. Heavy Industry													
3. Light Industry and Assembly													
4. Cottage Industry													
5. Light Manufacturing													
6. Research and development													
7. Resource extraction													
8. Self-service storage (mini-storage)													
9. Vehicle service													
10. Warehouse & distribution													
11. Waste-related													
F-5 Other													
1. Surface Parking (accessory use)													
2. Surface Parking (primary use)													
3. Parking structure or garage (commercial) (Standards in Section 7.0 shall apply)													

GF = Ground Floor

UF = Upper Floors

7.0 Development Standards:

This section shall establish the overarching development standards for both sites, performance and design standards and criteria to be used by the applicant and applied during the development of a MSDP, and development standards specific to the North and South sites.

A. General to both sites:

- i. The HS-FBC District is composed of the Hartford North and Hartford South Sites. The Hartford North site being an undeveloped tract of land and separated by a creek and floodplain to the Hartford South site. Prior to any new development on either site, a MSDP shall be developed by the applicant/property owner or developer unless exempt under Section 5.0 of this Code. Overall, six (6) component zones are established for the HS-FBC District. Please refer to Appendix E for Component Zone Illustrative Images.
 - a. Neighborhood Commercial: The Neighborhood Commercial Zone is intended to provide for a range of neighborhood serving office, retail, and service uses in a walkable neighborhood context. It may be located on either the Hartford North or South site. Primary automobile access shall be from Hwy 10, but will also have pedestrian and bicycle access to the other Hartford site and to the Farmington Trail. It shall be generally located closer to the Hwy 10 frontage in order to provide for visibility within a parkway context. Additional site specific standards shall also apply.
 - b. Neighborhood Transition: The Neighborhood Transition Zone may be located on either the Hartford North or South site. This zone shall provide for the use and scale transitions within a walkable neighborhood context from any Neighborhood Commercial and the adjoining Neighborhood or Cluster Neighborhood zone. Such transitions may be in the form of small stacked flats, courtyard apartments, townhomes, or live work units. Additional site specific standards shall also apply.
 - c. Neighborhood: The Neighborhood Zone may be located on either the Hartford North or South site. This zone shall provide for a range of residential uses within a walkable, traditional neighborhood development context with appropriately designed open spaces and street streets. Additional site specific standards shall also apply.
 - d. Cluster Neighborhood: The Cluster Neighborhood Zone may be located on either the Hartford North or South site. This zone provides for a conservation subdivision development with smaller clustered residential lots with a significant amount of the component zone preserved as agricultural land or as open space with a conservation easement. Additional site specific standards shall also apply.
 - e. Mixed Use Transition: The Mixed Use Transition Zone may only be located within the Hartford South site. This zone shall provide for the use and scale transitions within a walkable neighborhood context from any Neighborhood Commercial zone along the Hwy 10 frontage and the Special District zone which includes the Hartford office building. Such transitions may be in the form of smaller light/cottage industrial, flex/office uses, stacked flats, townhomes, or live work units. Additional site specific standards shall also apply.
 - f. Special District: The Special District Zone shall be the area with the existing office building. It may include the site improvements on the Hartford South site as they exist at the time of adoption of this Code. It has been designated as a Special District due to its unique context and scale within the South Site. Given the scale of the existing office building and the condition and amount of investment of the building and improvements (including landscaping and parking), development standards for this district are created to encourage the reuse of the building and site until such time when

private market forces drive a higher and better use within a master planned, walkable neighborhood context. Additional site specific standards shall also apply.

- ii. Standards in the HS-FBC District are intended to facilitate the development of market responsive and unique pedestrian-friendly environments. To this end, design and development standards are intended to be tailored to create such an environment based on market-driven projects over a long-term development horizon. In order to provide flexibility in use and design with prescription of the performance standards for specific building form outcomes, all applicable development standards for each component zone in the HS-FBC, including listing any applicable sections of the Simsbury Zoning Regulations that the particular development project may be exempt from, shall be established via the MSDP for the north and the south sites respectively.
- iii. Requirements for Site Development Standards by Component Zone: At the time of MSDP application, each applicant shall establish specific Site Development Standards for each component zone to be included. These standards shall be based on this Section, Performance and Design Standards in Section 7.B. below and the criteria in the respective Site Development Standards Table and shall be developed at the time of MSDP by the applicant.

B. Performance and Design Standards

- i. General Layout Standards: The Master Development Site Plan for the Hartford North and South sites shall meet the following standards:
 - a. Buildings and landscaping should contribute to the physical definition of Thoroughfares as Civic places.
 - b. Development should adequately accommodate automobiles while providing supportive design and programs/incentives to increase the use of other modes of transportation and respecting the spatial form of public areas.
 - c. Architecture and landscape design should grow from local climate, topography, history, and building practice.
 - d. Buildings should provide their inhabitants with a clear sense of geography and climate through energy efficient methods.
 - e. Civic Buildings and public gathering places should be provided as locations that reinforce community identity and support self-government.
 - f. Civic Buildings and Sites should be distinctive and appropriate to a role more important than the other buildings that constitute the fabric of the city.
 - g. The plan should anticipate a harmonious and orderly evolution of the HS-FBC District based on market changes.
- ii. Street Design Standards: ITE's Designing Walkable Urban Thoroughfares manual or NACTO's Urban Street Design Guide shall be used as guide to develop the Street Design Standards for development in the HS-FBC District and shall meet the following performance standards:
 - a. Streets in the HS-FBC District shall create a localized grid of pedestrian and vehicular travel ways.
 - b. Streets shall be designed to create a pleasant walking environment with on-street parking and streetscape treatments.
 - c. Cul-de-sacs are prohibited unless natural features such as topography, floodplains or stream corridors prevent a street connection.
 - d. Blocks may be square, elongated or irregular. Block shape and size should respond to topography, existing vegetation, hydrology, and design intentions.

- e. Average blocks widths shall be between 400 feet and 600 feet. Blocks should vary in size based on the component zone.
 - f. Blocks that are longer than 1,000 feet should be bisected by a walking path
 - g. The MSDP shall establish the cross section standards for the different street types in the HS-FBC District.
 - h. The MSDP shall also establish the Type “A” and Type “B” Frontage designations per the component zone standards for the North and South sites respectively.
 - i. Porte-cochers, if used, shall maintain the pedestrian streetscape along the edge of the street within minimal encroachments of driveways and street walls along the street frontage to help define the public realm.
- iii. Open Space Standards: The provision of adequate and appropriate open space areas shall be integral to all development in the HS-FBC District. The minimum requirement for open space in the district is 10% of the gross area of the site which shall be dedicated open space and shall be included in the MSDP application. The design of open spaces within the development shall be integrated with the design of stormwater improvements and the Simsbury Stormwater Design Guidelines shall be used as a guide. In addition to the following standards for the design, location, and orientation of open space, site specific standards shall also apply for the North and South sites:
- a. The open space provided shall be appropriately designed and scaled in each of the component zones.
 - b. The following criteria shall be used to evaluate the merits of proposed open spaces in the HS-FBC District MSDP:
 - i. The extent to which environmental elements preserved are considered as “features” or “focal points” and integrated into and prominently featured as “front yards” in the development; adding value to the development;
 - ii. The extent to which emphasis has been placed on preservation of existing wooded areas, view sheds, water bodies, topography, and stream corridors in a natural and contiguous state;
 - iii. The extent to which pedestrian connectivity in the form of sidewalks, natural walking paths along stream and creek corridors has been addressed; and
 - iv. The extent to which a range of open spaces have been provided to be contiguous with existing open spaces and to invite passive recreational uses from plazas and squares to playgrounds, parks and environmental preserves, appropriately organized within the respective component zone.
 - c. Open spaces may be in the form of pocket parks, children’s play areas, squares, linear greens, and environmental preserves. Active sports fields and structured recreational activities shall be limited to less than 10% of any parks located in the HS-FBC District.
 - d. Plazas and squares shall be permitted only in the Neighborhood Commercial, Mixed Use Transition and Special District Zones. A plaza which is intended to serve as open space may be located at a street intersection or a focal point and shall generally be small in scale (under ¼ acre in size). A square which is intended to serve as open space may also be located at a street intersection or as a focal point of a development.

- iv. Special Designations: The following Special Designations are optional, but if used, shall be indicated on the MSDP:
 - a. Mandatory and/or Recommended Commercial Ready/Active Edge Requirement: Shall be designated frontages requiring active ground floor uses for a minimum depth of 25' (no residential uses, lodging rooms, parking, or service uses permitted) and with the ground floor façade being no less than 60% glazed (VT higher than 0.6). Permitted component zones- Neighborhood Commercial, Neighborhood Transition, and Mixed Use Transition zones
 - b. Designations for Mandatory and/or Recommended Gallery or Colonnade Frontage: requiring or advising that a building provide a permanent cover over the sidewalk, either cantilevered or supported by columns. The Gallery or Colonnade Frontage designation may be combined with a Commercial Ready/Active Edge Frontage designation.
- v. Building Design Standards: Building design standards shall be established at the time of the MSDP and shall be based on the Simsbury Guidelines for Community Design and the following standards and criteria.
 - a. Building Orientation:
 - i. Primary Façade Orientation: Primary building facades for all non-residential and mixed use buildings shall be oriented towards a Type "A" Frontage Street and at least 50% of the residential lots shall be oriented to a Type "A" Frontage Street or toward a focal point such as a landscaped street, plaza, similar formal open space or an environmental feature.
 - ii. Building Frontage: Lots and blocks along Type "A" Frontage Streets shall have buildings fronting along at least 65% of the lot or block's frontage. Lots and blocks along Type "B" Frontage Streets need not have a minimum building frontage requirement. (see illustration in the Definitions section on how building frontage is to be calculated). Frontage along open spaces shall be considered as Type "A" Frontages.
 - b. Building Façade Standards:
 - i. Primary facades along Type "A" Frontage Streets shall contain the main entrance of any principal building located along that frontage.
 - ii. All principal buildings in the HS-FBC District located on a Type "A" Frontage Street shall also have doors, windows, and other architectural features facing that street. Non-residential or mixed use corner buildings shall have at least one customer entrance facing each street or a corner entrance instead of two entrances.
 - iii. The minimum ground floor height as measured from the finished sidewalk to the bottom of the second floor structural member for all Mandatory and/or Recommended Active Edge frontages shall be 12 feet.
 - iv. The ground floor elevation of all residential buildings (attached, detached, and stacked) located less than 10' from the front property line shall be raised a minimum of 18" above the finished level of the public sidewalk/trail in front of the residential structures.
 - v. All development shall provide ground floor windows on the building façade facing and adjacent to a street (with the exception of alleys) or facing onto a park,

plaza, or other civic space. The required area of windows and doors on each street façade fronting a Type “A” frontage, street, park, square, green, plaza, or other civic space as a percentage of that façade shall be established by the applicant at the time of MSDP based on the specific component zone. The required minimum area of windows and doors on all other street facades (Type “B” Streets with the exception of alleys) may be reduced by 20% of the corresponding requirement along a Type “A” Street façade. Darkly tinted windows and mirrored windows that block two-way visibility shall not be permitted along ground floor facades.

- vi. Architectural Design Standards: To ensure compatibility of building types and to relate new buildings to the building traditions of the region, architectural design shall be regulated, governed, and enforced through architectural design standards proposed by the applicant at the time of MSDP. The applicant shall submit the proposed standards as a part of the MSDP application for all development in the specific site. The applicant shall use the Town of Simsbury Guidelines for Community Design in developing the Architectural Design standards for the HS-FBC district. The Planning Director and Design Review Board shall make a recommendation and the Zoning Commission shall approve them at the time of approval of the MSDP. Architectural design standards for a proposed HS-FBC District shall:
 - a. specify the materials and configurations permitted for walls, roofs, openings, street furniture, and other elements;
 - b. be based on traditional/historical building precedents from the region;
 - c. include the following:
 - i. architectural compatibility among structures within the neighborhood;
 - ii. human scale design;
 - iii. pedestrian use of the entire district;
 - iv. relationship to the street, to surrounding buildings, and to adjoining land uses; and
 - v. special architectural treatment of gateways/civic buildings.
 - d. All building frontages along public and private streets (with the exception of alleys) shall break any flat, monolithic facades by including architectural elements such as bay windows, recessed entrances, or other articulations so as to provide pedestrian interest along the street level façade including discernible and architecturally appropriate features such as, but not limited to, porches, cornices, bases, fenestration, fluted masonry, bays, recesses, arcades, display windows, unique entry areas, plazas, courts, or other treatments to create visual interest, community character, and promote a sense of pedestrian scale.
 - e. All buildings in the HS-FBC District shall be constructed with exterior building materials and finishes of a quality to convey an impression of permanence and durability. Materials such as wood, stone, brick, glass, metal, etc and similar durable architectural materials are allowed and shall be approved with the MSDP.
 - f. Non-residential buildings and sites shall be organized to group the utilitarian functions away from the public view of any street (with the exception of alleys). Delivery and loading operations, HVAC equipment, trash compacting and collection, and other utility and service functions shall be incorporated into the overall design of the buildings and landscaping. The visual and acoustic impacts of all mechanical, electrical, and communications equipment (ground and roof-mounted) shall not be visible from

adjacent properties and public streets (except alleys), and screening materials and landscape screens shall be architecturally compatible with and similar to the building materials of the principal structures on the lot.

- vii. Location and Design of Parking and Service Areas: The applicant shall provide standards for the quantity of off-street parking proposed (both automobile and bicycle parking) in the HS-FBC District component zones based on an analysis of the parking demand and a transportation management study for the mix of uses proposed and availability of on-street parking in the district at the time of MSDP application. Article 10, Section E of the Simsbury Zoning Regulations shall be used to establish the amount of parking required for uses proposed in the HS-FBC if the applicant does not provide alternative standards. The Zoning Commission shall establish the parking standards with the MSDP approval based on documented parking demand and transportation management study provided by the applicant.
 - a. All surface parking lots for non-residential uses shall be located at the side or rear of a building. If located adjacent to a street or a residential use, screening shall be provided in the form of a landscaped fence which is at least 3 feet in height.
 - b. A surface parking lot may not be adjacent to a street intersection or square, or occupy a lot that terminate a street vista.
 - c. Shared parking facilities are encouraged for non-residential uses in the HS-FBC District.
 - d. Bicycle parking shall be provided for non-residential uses, multi-family uses, especially for schools, parks, trails, and other recreational facilities. Bicycle parking shall be provided at a rate of 5% of all off-street automobile parking spaces provided for non-residential and mixed uses in the district unless alternative standards are established based on a peak occupant load study that includes residents, visitors, and employees for the mix of uses proposed. Bicycle parking may be shared between uses and should be centrally located, easily accessible, covered/protected from the elements, lit at night, and visible from streets or parking lots. They may be located between the roadway and the building facades as long as their location does not impede pedestrian walkways.
 - e. Any off-street parking provided for residential uses shall be located in such a manner as to minimize the impact of garages and driveways along the residential street. All residential lots that are 50 feet or less in width shall have off-street parking and/or garages accessed from alleys. All lots wider than 50 feet may have front loaded garages, but in no case shall the width of the garage exceed 50% of the front façade width of the entire building. In addition, the garage shall be set back at least three (3) feet from the front façade of the home.
- viii. Design of Automobile Related Site Elements (Drive Throughs, service bays, etc.)
 - a. Drive-through lanes, drive up windows, service bays, and other auto-related site elements shall not be located along or be visible from any Type "A" Frontage Street.
 - b. Along Type "B" Frontage Streets, no more than 60% of the lot's frontage shall be dedicated to auto-related site elements.

- c. Drive-through lanes shall be hidden behind a screening device (min. 4' in height) along the Type "B" frontages. There shall be no limit to the number or amount of frontage of drive-through lanes located along alleys.
- d. All off-street loading, unloading, and trash pick-up areas shall be located along alleys only. Such uses may be located along Type "B" Frontage Streets only if the lot has no access to an alley. Any off-street loading, unloading, or trash pick-up areas shall be screened in accordance with Section 7.B.7.
- e. Driveways shall be located along Type "A" Frontage Streets unless the site has no access to a Type "B" Frontage Street or alley. Driveway widths shall be a maximum of 24' unless providing service access in which case they shall be no wider than 30'. Driveways shall maintain a continuous and level sidewalk across the curb cut. Driveway spacing shall be per the Town standards in Simsbury Highway Construction and Design Manual and as approved by the Town Engineer. Driveways along Hwy 10 are under the purview of Connecticut Department of Transportation (CTDOT) and shall meet CTDOT standards.

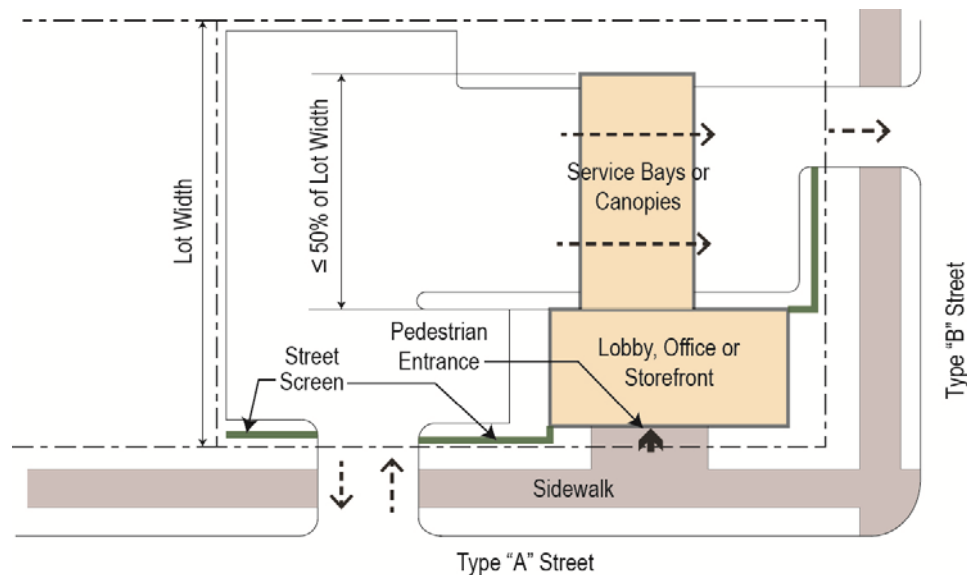


Image showing appropriate design of auto-related site elements

ix. Design of Parking Structures

- a. All frontages of parking structures located on Type "A" Frontage Streets shall be lined by active uses on the ground floor to a minimum depth of 25'.
- b. Parking structure facades on all public streets (except alleys) shall be designed with both vertical (façade rhythm of 20' – 30') and horizontal (aligning with horizontal elements in the block) articulation.
- c. Where above ground structured parking is located at the perimeter of a building, it shall be screened in such a way that cars on all parking levels are not visible from adjacent buildings or the street. Parking garage ramps shall not be visible from any public street. Ideally, ramps shall not be located along the perimeter of the parking structure. Architectural screens shall be used to articulate the façade, hide parked vehicles, and shield lighting.



Images showing appropriate design of parking structures

x. Landscaping Standards

- a. The purpose of landscaping in the HS-FBC District is to enhance pedestrian and open space areas, to help delineate active areas from passive areas, to provide a screening buffer between pedestrians and vehicular circulation, utility functions, and incompatible adjacent developments.
- b. The applicant shall submit a landscape concept plan in conjunction with the MSDP application. The landscape concept plan establishes the design direction and general schematics for all proposed landscaping including all aspects of the public realm such as street trees, plant/tree palette, streetscape treatments, pavement details, front yards, and medians; proposals for required parking lot landscaping, screening, design concepts for all open spaces, and lighting.
- c. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the landscape concept plan in addition to the standards in this Section.
- d. Proposed landscaping shall meet the following standards:
 - i. Be pedestrian oriented.
 - ii. Designed in such a way to not create a security or physical hazard to pedestrians, bicyclists or motorists.
 - iii. Enhance or complement the architectural design of the mixed-use development.
 - iv. Provide visual interest year-round. Utilize water conservation methods and drought tolerant planting where possible.
 - v. Shall be provided between parking lots and all adjacent sidewalks.
 - vi. Meet the standards for Installation and Maintenance in the Town of Simsbury Guidelines for Community Design or the Town Center Code Section 6.3
 - vii. Propose a plant/tree palette that mostly includes indigenous species.

C. Specific to North Site

An MSDP and associated standards shall be developed by the applicant/developer to meet the standards in this Code, including the following Section and performance criteria in Section 7.B. of this Code.

1. The Hartford North District shall consist of at least two (2) of the following four (4) distinct component zones designated in the ordinance creating the district:
 - a. Neighborhood Commercial: The Neighborhood Commercial zone is intended to provide for a range of neighborhood serving retail and service uses in a walkable neighborhood context.
 - b. Neighborhood Transition: The Neighborhood Transition zone shall provide for the use and scale transitions within a walkable neighborhood context from the Neighborhood Commercial and the Neighborhood or Cluster Neighborhood zone. Such transitions will be in the form of small stacked flats, courtyard apartments, townhomes, or live-work units.
 - c. Neighborhood: The Neighborhood zone shall provide for a range of single-family residential uses within a walkable, traditional neighborhood development context with appropriately designed open spaces and streets.
 - d. Cluster Neighborhood: The Cluster Neighborhood zone provides for a conservation subdivision development with smaller clustered residential lots with a significant amount of the component zone preserved as agricultural land or as open space with a conservation easement.
2. General Standards: Regardless of the specific allocation, number, layout and alignment of the component zones, all development within the North Hartford Site shall meet the following general standards:
 - a. Minimum Required Linear Green buffer along Hwy 10 shall be 100' in width
 - b. Required multi-use trail (min. 12' wide) within the Hwy 10 buffer connecting south to the Hartford South site located within the Linear Green area
 - c. Required minimum setback (100 feet min.) from all designated wetlands
 - d. Required maximum impervious cover shall be established at 60% of the site unless the development proposes to use the adopted Simsbury Stormwater Design Guidelines to incorporate LID standards for development.
 - e. Required minimum designated open space (including linear green) of 10% of the gross acreage of the site meeting Section 7.B.3 of this Code. (or Alternative Compliance standards for quality public spaces with a Type 4 Application)
3. Development Standards:
 - a. Standards in the HS-FBC District are intended to facilitate the development of unique and pedestrian-friendly environments. To this end, design and development standards are intended to be tailored to create such an environment. In order to provide flexibility in use with prescription of the building form, all applicable development standards for each development project in the HS-FBC District shall be established via the MSDP consistent with the requirements in this Code with the approval of the Zoning Commission. If there are any conflicts between standards in Development Standards Table below and any other standards in the Simsbury Zoning Ordinance, then standards in Development Standards Table below shall prevail.

- b. The following standards shall apply to development of an MSDP in the HS-FBC District, North site. Most standards have a numerical range and few have a specific numerical value. Due to the inapplicability of one development standard across all component zones and to encourage a diversity of development proposals, the developer shall propose the standards indicated as “Flexible”, “Permitted/Flexible”, or “Required/Flexible” on the following table for the proposed development at the time of MSDP application submittal. But the proposed standards shall be based on the Purpose and Intent and Performance and Design Standards of the HS-FBC District.

DEVELOPMENT STANDARDS TABLE – North Site				
Development Standard	Neighborhood Commercial	Neighborhood Transition	Neighborhood	Cluster Neighborhood
1.0 Building and Site Standards				
a. Principal Building Height*	2 stories or 30' (maximum)	4 stories or 50' (maximum) (subject to preservation of views of the ridge and tower from Hwy 10)	3 stories or 40' (maximum)	2 stories or 30' (maximum)
* Building height shall be measured in number of stories. Habitable attics and mezzanines shall be excluded from the height calculation as long as they do not exceed 50% of the floor area of a typical floor in the same building. Building height shall be subject to view analysis of the ridge and tower from Hwy 10.				
b. Setbacks and build-to zones** Front Side Rear	Flexible Flexible Flexible	Flexible Flexible Flexible	Flexible Flexible Flexible	Flexible Flexible Flexible
**Minimum and/or maximum setback standards shall be proposed by the applicant for each component zone based on the Development Standards established in Section 7a.8 of this Code.				
c. Accessory buildings	Permitted/Flexible	Permitted/Flexible	Permitted/Flexible	Permitted/Flexible
Standards for accessory uses and structures shall be provided by the applicant. The standards shall result in accessory buildings being subordinate in size and scale to the principal building. Standards in Sec. 6 of this Code shall apply if the applicant does not specifically provide regulations for accessory uses and structures.				
d. Principal building orientation	Buildings shall be oriented to a Type “A” Frontage Street or toward another focal point such as a park, plaza, square, other open space or environmental feature. See subsection 7.B.5 for additional requirements.			
e. Building façade & architectural design standards	The applicant shall propose appropriate building façade and architectural design standards for all the component zones in the development with the application for an MSDP. They shall be based on the criteria established in subsections 7.B.5 and 7.B.6 of this Code. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the architectural standards.			
1. Block and Lot Standards				
a. Block Type	Regular (square or rectangular) Irregular blocks may be permitted only if natural topography and/or vegetation prevents a rectilinear grid		Regular or irregular (square, rectangular, or curvilinear based on topography and vegetation)	
b. Block Perimeter	Max. block perimeter = 1,600'	Max. block perimeter = 2,000' (unless limited by unique site conditions such as topography and vegetation)		
c. Lot Area	Flexible	Flexible	Flexible	Flexible
d. Lot Width and Depth	Flexible	Flexible	Flexible	Flexible
e. Maximum Lot Coverage	Flexible	Flexible	Flexible	Flexible
f. Maximum Impervious Cover	Flexible for each context zone. Average overall site impervious cover shall not exceed 60% unless the development meets the requirements of Simsbury Stormwater Design Guidelines.			
3. Street Design Standards (This standard applies only to all new streets, public and private, located in the FB District)				
Street design standards in the HS-FBC District shall be based upon creating a safe and inviting walking environment through an interconnected network of roads with sidewalks, street trees, street furniture, and amenities. Cul-de-sacs are prohibited unless natural features such as topography or stream corridors prevent a street connection. The right-of-way widths for streets in the HS-FBC District shall depend on the street typology and streetscape standards proposed by the applicant and approved by the Zoning Commission in conjunction with the MSDP application. Applicant shall establish a network of both Type “A” and Type “B” Frontage Streets. See Section 7.B.2 of this Code for Street Design Standards within the HS-FBC District, subject to the approval of the Town Engineer.				
a. Design speed	≤25 mph	< 25 mph	< 25 mph	<25 mph
b. Street types allowed	i. Boulevards: 4-lane divided) ii. Avenues: 3-lane divided	i. Avenues: 3-lane divided ii. Residential streets: 2-lane undivided iii. Residential Alleys		

DEVELOPMENT STANDARDS TABLE – North Site				
Development Standard	Neighborhood Commercial	Neighborhood Transition	Neighborhood	Cluster Neighborhood
	iii. Main streets iv. Residential streets: 2-lane undivided v. Commercial Alleys			
c. Travel lane widths	ITE's Designing Walkable Urban Thoroughfares manual or NACTO's Urban Street Design Guide shall guide the development of street design standards and shall be established as part of the MSDP.			
d. Turning radii				
e. On-street Parking (along all internal streets except alleys) <ul style="list-style-type: none">• Parallel• Angled (head-in or reverse angled).• Head in perpendicular	Permitted Permitted Not permitted	Permitted Permitted Not permitted	Permitted Not permitted Not permitted	Permitted Not permitted Not permitted
f. Parking lane width <ul style="list-style-type: none">• Parallel• Angled	8 feet 18-20 feet	8 feet 18-20 feet	7 - 8 feet N/A	8 feet N/A
g. Alleys ¹	Permitted/Flexible	Permitted/Flexible	Permitted/Flexible	Permitted/Flexible
4. Streetscape Standards				
a. Sidewalks/Trails/Walkways	6 feet (minimum)	6 feet (minimum)	5 feet (minimum)	5 feet (minimum)
b. Planter/Planting Strip Type	Required - Tree wells or Planters	Required - Tree wells or Planters	Required - Planters	N/A
c. Planter/Planting Strip width	6 feet (min.) wide tree well or planting strip	6 feet (min.) wide tree well or planting strip	6 feet (min.) wide planting strip	Bar ditches/swales are permitted, so no planting strip req'd
d. Street trees	Required/Flexible	Required/Flexible	Required/Flexible	Flexible
The applicant shall submit a proposed street tree planting plan, including a tree palette and spacing as a part of the Landscape Concept Plan, which shall be reviewed by the Zoning Commission as part of the MSDP and must be approved by the Zoning Commission. The requirements for the landscape concept plan are outlined in section 7.B.10 of this Code. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the Streetscape Plan and Standards.				
5. Open/Civic Space Standards				
a. Open/Civic Space	Required/Flexible Squares and plazas are appropriate	Required/Flexible, Squares and greens are appropriate	Required/Flexible, Squares and greens are appropriate	Required/Flexible, conservation areas, environmental preserves, greens are appropriate
*Overall open/civic space allocations in the HS-FBC District shall be a minimum of 10% of the gross area of the entire site included in the MSDP and shall be distributed appropriately between the component zones proposed. The location and design of appropriate open spaces shall be based on Section 7.B.3. of this Code.				
6. Parking & Screening Standards				
a. Off-street parking	The applicant shall propose off-street parking standards appropriate to serve the proposed uses in the HS-FBC District. Standards in Article 10, L of the Simsbury Zoning Regulations shall be used as a guide to establish parking standards but parking standards unique to the HS-FBC District shall be established in the MSDP in order to meet demonstrated parking demand within the smallest parking footprint possible so that existing surface parking areas may potentially be redeveloped. Sections 7.B.7 and 7.B.9 shall regulate the location and design of all proposed off-street parking including any structured parking proposed.			
Parking standards in the HS-FBC District are intended to be flexible due to the mixed use nature, shared parking opportunities, and availability of on-street parking.				
b. Off-street loading	Article 10 (F) of the Simsbury Zoning Regulations applies unless alternative standards are provided		N/A	

¹ Alleys shall be required for all residential development with lots 50 feet or less in width.

DEVELOPMENT STANDARDS TABLE – North Site				
Development Standard	Neighborhood Commercial	Neighborhood Transition	Neighborhood	Cluster Neighborhood
c. Screening				
1. Trash/recycling receptacles	Required/Flexible	Required for non-residential uses Flexible for residential uses (along alleys if alleys are provided)		
2. Other utility equipment	See Sec. 7.B.6 and 7.B.7			
3. Loading spaces	Screening required for non-residential uses. Article 10 (F) of the Simsbury Zoning Regulations applies for non-residential uses only unless alternative standards are provided			
4. Surface parking areas	Required/Flexible (Standards in 7.B.7 shall apply to any surface parking located along any public street with the exception of alleys unless the applicant proposes alternative screening standards at the time of MSDP.)			
7. Landscape and Streetscape				
a. Landscaping [#]				
1. Landscape buffer between surface parking and sidewalks/trails and streets (except alleys)	Required/Flexible	Required only for non-residential uses	N/A	N/A
2. Parking lot minimum interior landscaping	Flexible	Flexible	N/A	N/A
<i>#The applicant shall provide a landscape concept plan with the MSDP application that identifies landscape themes and general design approach addressing street tree planting, streetscape treatments, any required screening, parking lot landscaping, and landscaping proposed in all the identified open space areas. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the landscape concept plan. Information provided at the MSDP phase may be schematic meeting the design intent of the proposed development. Detailed landscaping plans shall be required at the Site Plan stage for all non-residential development. The requirements for the landscape concept plan are outlined in Section 7.B.10 of this Code.</i>				
b. Lighting	Required/Flexible (As a part of the MSDP application, the applicant shall propose lighting standards that includes street light standards and other amenities as a part of the streetscape treatment plan. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the Lighting standards. The landscape concept plan may be combined with a concept plan for lighting.)			
1. Lighting				
2. Building entrances				
3. Parking areas, trails, and streets				
8. Signs				
Flexible (Flexible signage in the HS-FBC District may be proposed by the applicant to the Zoning Commission as part of the MSDP application. Signage in the HS-FBC District shall integrate the streetscape and architectural design of the district through a palette of signs that enhance the pedestrian environment and create a unique identity. If no standards are proposed by the applicant, standards in the Town of Simsbury Guidelines for Community Design shall be used.)				

D. Specific to South Site

An MSDP and associated development standards shall be developed by the applicant/developer to meet the standards in this Code, including the following Section and performance criteria in Section 7.B. of this Code.

1. The Hartford South District shall consist of any of the following six (6) component zones designated in the ordinance creating the district:
 - a. Neighborhood Commercial (can be no more than 50% of the Hartford South Site): The Neighborhood Commercial zone is intended to provide for a range of neighborhood serving retail and service uses in a walkable neighborhood context.
 - b. Mixed Use Transition (allows a mix of flex, office, and urban residential uses): The Mixed Use Transition zone shall provide for the use and scale transitions within a walkable neighborhood context from the Neighborhood Commercial and the Special District zone. Such transitions will be in the form of smaller light/cottage industrial, flex/office uses, stacked flats, townhomes, or live work units.

- c. Special District: The Special District zone shall be the area with the existing office building. It has been designated as a Special District due to its unique context and scale within the South Site.
 - d. Neighborhood Transition: The Neighborhood Transition zone shall provide for the use and scale transitions within a walkable neighborhood context from the Neighborhood Commercial and the Neighborhood or Cluster Neighborhood zone. Such transitions will be in the form of small stacked flats, courtyard apartments, townhomes, or live-work units.
 - e. Neighborhood (can be no more than 50% of the Hartford South Site): The Neighborhood zone shall provide for a range of single-family residential uses within a walkable, traditional neighborhood development context with appropriately designed open spaces and streets.
 - f. Cluster Neighborhood: The Cluster Neighborhood zone provides for a conservation subdivision development with smaller clustered residential lots with a significant amount of the component zone preserved as agricultural land or as open space with a conservation easement.
2. General Standards: regardless of the specific allocation, number, and alignment of the component zones, all development shall meet the following general standards:
- a. Minimum Required Linear Green buffer along Hwy 10 (recommended at 200' in width)
 - b. Required multi-use trail (min. 12' wide) along the property's Hwy 10 frontage connecting north to the Hartford North site located within the Linear Green area and also connecting to the Farmington River Trail
 - c. Required minimum setback (100 feet min.) from all designated wetlands
 - d. Required minimum designated open space (including linear green) of 10 % of the gross acreage of the site meeting Section 7.B.3 of this Code. No increase in the amount of impervious cover beyond the percentage on the site at the time of adoption of this Code or maximum impervious cover shall be established at 60% of the site unless the development proposes to use the adopted Simsbury Stormwater Design Guidelines to incorporate LID standards for development.
 - e. Existing Hartford office building and associated facilities can be maintained and improved (including upgrades to existing facades) subject to the above and Section 5. of the HS-FBC
3. Development Standards:
- a. Standards in the HS-FBC District are intended to facilitate the development of unique and pedestrian-friendly environments. To this end, design and development standards are intended to be tailored to create such an environment. In order to provide flexibility in use with prescription of the building form, all applicable development standards for each development project in the HS-FBC District shall be established via the MSDP consistent with the requirements in this Code with the approval of the Zoning Commission. If there are any conflicts between standards in Development Standards Table below and any other standards in the Simsbury Zoning Ordinance, then standards in Development Standards Table below shall prevail.
 - b. The following standards shall apply to the development of an MSDP in the HS-FBC, South site. Most standards have a numerical range and few have a specific numerical value. Due to the inapplicability of one development standard across all component

zones and to encourage a diversity of development proposals, the developer shall propose the standards indicated as “Flexible”, “Permitted/Flexible”, or “Required/Flexible” on the following table for the proposed development at the time of MSDP application submittal. But the proposed standards shall be based on the Purpose and Intent and Performance and Design Standards of the HS-FBC District. For development standards for the Neighborhood Transition, Neighborhood, and Cluster Neighborhood component zones, please refer to corresponding table for the North Site.

DEVELOPMENT STANDARDS TABLE – South Site			
Development Standard	Neighborhood Commercial	Mixed Use Transition	Special District
1.0 Building and Site Standards			
a. Principal Building Height*	2 stories or 30' (maximum)	4 stories or 50' (maximum) (subject to preservation of views of the ridge and tower from Hwy 10)	5 stories or 65' (maximum) (subject to preservation of views of the ridge and tower from Hwy 10)
* Building height shall be measured in number of stories. Attics and mezzanines shall be excluded from the height calculation as long as they do not exceed 50% of the floor area of a typical floor in the same building. Building height shall be subject to view analysis of the ridge and tower from Hwy 10.			
b. Setbacks and build-to zones** Front Side Rear	Flexible Flexible Flexible	Flexible Flexible Flexible	Flexible Flexible Flexible
**Minimum and/or maximum setback standards shall be proposed by the applicant for each component zone based on the Performance and Design Standards established in Section 7.B.5 of this Code.			
c. Accessory buildings	Permitted/Flexible	Permitted/Flexible	Permitted/Flexible
Standards for accessory uses and structures shall be provided by the applicant. The standards shall result in accessory buildings being subordinate in size and scale to the principal building. Standards in Sec. 6 of this Code shall apply if the applicant does not specifically provide regulations for accessory uses and structures.			
d. Principal building orientation	Buildings shall be oriented to a Type “A” Frontage Street or toward another focal point such as a park, plaza, square, other open space or environmental feature. See subsection 7.B.5 for additional requirements.		
e. Building façade & architectural design standards	The applicant shall propose appropriate building façade and architectural design standards for all the component zones in the development with the application for an MSDP. They shall be based on the criteria established in subsections 7.B.5 and 7.B.6 of this Code. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the architectural standards.		
2.0 Block and Lot Standards			
a. Block Type	Regular (square or rectangular) Irregular blocks may be permitted only if natural topography and/or vegetation prevents a rectilinear grid		Regular or irregular (square, rectangular, or curvilinear based on topography and vegetation)
b. Block Perimeter	Max. block perimeter = 1,600'	Max. block perimeter = 2,000' (unless limited by unique site conditions such as topography, vegetation, and existing buildings and site improvements)	
c. Lot Area	Flexible	Flexible	Flexible
d. Lot Width and Depth	Flexible	Flexible	Flexible
e. Maximum Lot Coverage	Flexible	Flexible	Flexible
f. Maximum Impervious Cover	Flexible for each context zone. Average overall site impervious cover shall not exceed 60 % unless the development meets the requirements of Simsbury Stormwater Design Guidelines.		
3.0 Street Design Standards (This standard applies only to all new streets, public and private, located in the HS-FBC District)			
Street design standards in the HS-FBC District shall be based upon creating a safe and inviting walking environment through an interconnected network of roads with sidewalks, street trees, street furniture, and amenities. Cul-de-sacs are prohibited unless natural features such as topography or stream corridors prevent a street connection. The right-of-way widths for streets in the HS-FBC District shall depend on the street typology and streetscape standards proposed and approved in the MSDP application. Applicant shall establish a network of both Type “A” and Type “B” Frontage Streets. See Section 7.B.2 of this Code for Street Design Standards within the HS-FBC District, subject to the approval of the Town Engineer.			
a. Design speed	≤25 mph	< 25 mph	< 25 mph
b. Street types allowed	i. Boulevards: 4-lane divided) ii. Avenues: 3-lane divided iii. Main streets iv. Residential streets: 2-lane undivided v. Commercial Alleys	i. Avenues: 3-lane divided ii. Residential streets: 2-lane undivided iii. Residential Alleys	

DEVELOPMENT STANDARDS TABLE – South Site			
Development Standard	Neighborhood Commercial	Mixed Use Transition	Special District
c. Travel lane widths	ITE's Designing Walkable Urban Thoroughfares or NACTO's Urban Street Design Guide shall guide the development of street design standards and shall be established as part of the MSDP		
d. Turning radii			
e. On-street Parking (along all internal streets except alleys) <ul style="list-style-type: none">• Parallel• Angled (head-in or reverse angled)• Head in perpendicular	Permitted Permitted Not permitted	Permitted Permitted Not permitted	Permitted Not permitted Not permitted
f. Parking lane width <ul style="list-style-type: none">• Parallel• Angled	8 feet 18-20 feet	8 feet 18-20 feet	7 - 8 feet N/A
g. Alleys ²	Permitted/Flexible	Permitted/Flexible	Permitted/Flexible
4.0 Streetscape Standards			
a. Sidewalks/Trails/Walkways	6 feet (minimum)		
b. Planter/Planting Strip Type	Required - Tree wells or Planters		
c. Planter/Planting Strip width	6 feet (min.) wide tree well or planting strip		
d. Street trees	Required/Flexible		
The applicant shall submit a proposed street tree planting plan, including a tree palette and spacing as a part of the Landscape Concept Plan, which shall be reviewed by the Zoning Commission as part of the MSDP and must be approved by the Zoning Commission time of MSDP. The requirements for the landscape concept plan are outlined in Section 7.B.10 of this Code. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the Streetscape plan.			
5.0 Open/Civic Space Standards			
a. Open/Civic Space	Required/Flexible, Squares and greens are appropriate		
*Overall open/civic space allocations in the HS-FBC district shall be a minimum of 10% of the gross area of the entire site included in the MSDP and shall be distributed appropriately between the component zones. The location and design of appropriate open spaces shall be based on Section 7.B.3 of this Code.			
6.0 Parking & Screening Standards			
a. Off-street parking	The applicant shall propose off-street parking standards appropriate to serve the proposed uses in the HS-FBC District. Standards in Article 10, L of the Simsbury Zoning Regulations shall be used as a guide to establish parking standards but parking standards unique to the HS-FBC District shall be established in the MSDP in order to meet demonstrated parking demand within the smallest parking footprint possible so that existing surface parking areas may potentially be redeveloped. Section 7.B.7 and 7.B.9 shall regulate the location and design of all proposed off-street parking including any structured parking proposed.		
Parking standards in the HS-FBC District are intended to be flexible due to the mixed use nature, shared parking opportunities, and availability of on-street parking.			
b. Off-street loading	Article 10, F of the Simsbury Zoning Regulations applies unless alternative standards are provided		
c. Screening <ul style="list-style-type: none">1. Trash/recycling receptacles2. Other utility equipment3. Loading spaces4. Surface parking areas	Required/Flexible	Required for non-residential uses Flexible for residential uses (along alleys if alleys are provided)	
	See Sec. 7.B.6 and 7.B.7		
	Screening required for non-residential uses. Article 10, F of the Simsbury Zoning Regulations applies for non-residential uses only unless alternative standards are provided		
	Required/Flexible (Standards in 7.B.7 shall apply to any surface parking located along any public street with the exception of alleys unless the applicant proposes alternative screening standards at the time of MSDP.)		
7 Landscape and Streetscape			
a. Landscaping [#] <ul style="list-style-type: none">1. landscape buffer between surface parking and sidewalks/trails and streets (except alleys)2. Parking lot minimum interior landscaping	Required/Flexible	Required only for non-residential uses	N/A
	Flexible	Flexible	N/A
*The applicant shall provide a landscape concept plan with the MSDP application that identifies landscape themes and general design approach addressing street tree planting, streetscape treatments, any required screening, parking lot landscaping, and landscaping proposed in all the identified open space areas. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the landscape concept plan. Information provided at the MSDP phase may be schematic meeting the design intent of the proposed development. Detailed landscaping plans shall be required at the Site Plan stage for all			

² Alleys shall be required for all residential development with lots 50 feet or less in width.

DEVELOPMENT STANDARDS TABLE – South Site			
Development Standard	Neighborhood Commercial	Mixed Use Transition	Special District
non-residential development. The requirements for the landscape concept plan are outlined in Section 7.B.10 of this Code.			
b. Lighting 1. Lighting 2. Building entrances 3. Parking areas, trails, and streets	Required/Flexible (As a part of the MSDP application, the applicant shall propose lighting standards that includes street light standards and other amenities as a part of the streetscape treatment plan. The landscape concept plan may be combined with a concept plan for lighting. The Town of Simsbury Guidelines for Community Design shall be used as a guide to develop the lighting plan.)		
8.0 Signs			
Flexible (Flexible signage in the HS-FBC District may be proposed by the applicant to the Zoning Commission as part of the MSDP application. Signage in the HS-FBC District shall integrate the streetscape and architectural design of the district through a palette of signs that enhance the pedestrian environment and create a unique identity. If no standards are proposed by the applicant, standards in the Town of Simsbury Guidelines for Community Design shall apply.)			

8.0 Definitions

Many terms used in this Code are defined in Article Four (B) of the Town of Simsbury Zoning Regulations. Definitions are only included here if not defined in Article Four (B), or if the definition for this Code differs from the Zoning Regulations. In case of a conflict between the definitions under this Section and the Zoning Regulations, the definitions in this section shall supersede.

Alternative Compliance Application

Shall be the same as a Type 4 Application.

Build-to Zone (BTZ)

Is the area between the minimum and maximum front setbacks from the property line. The principal building façade line shall be located within this area.

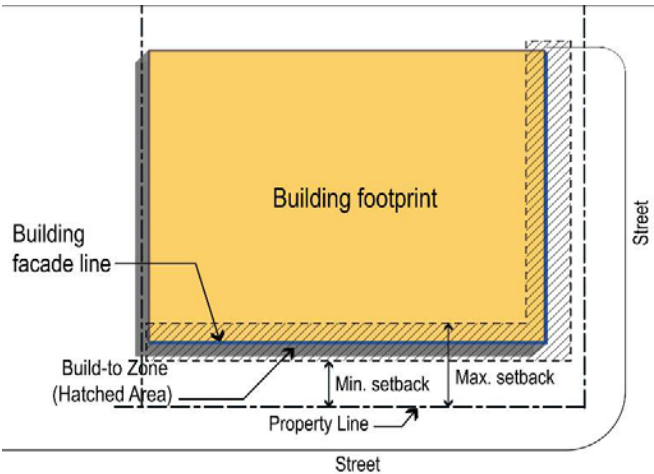
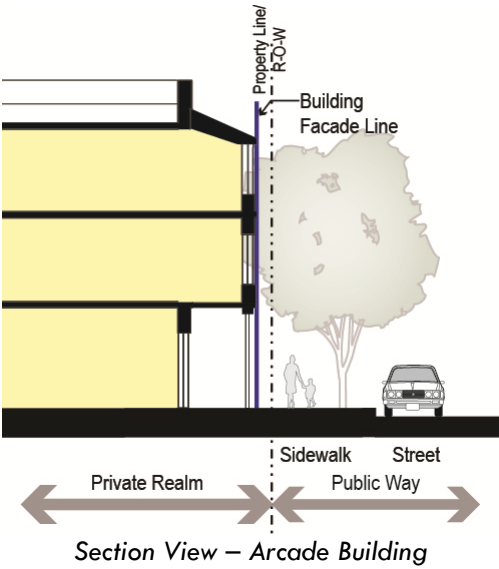
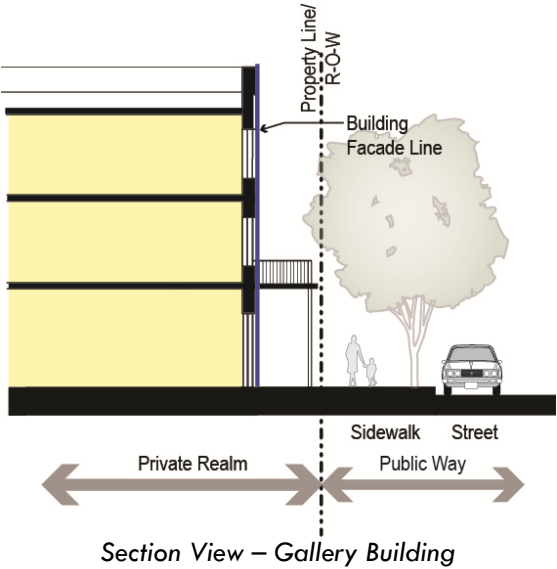
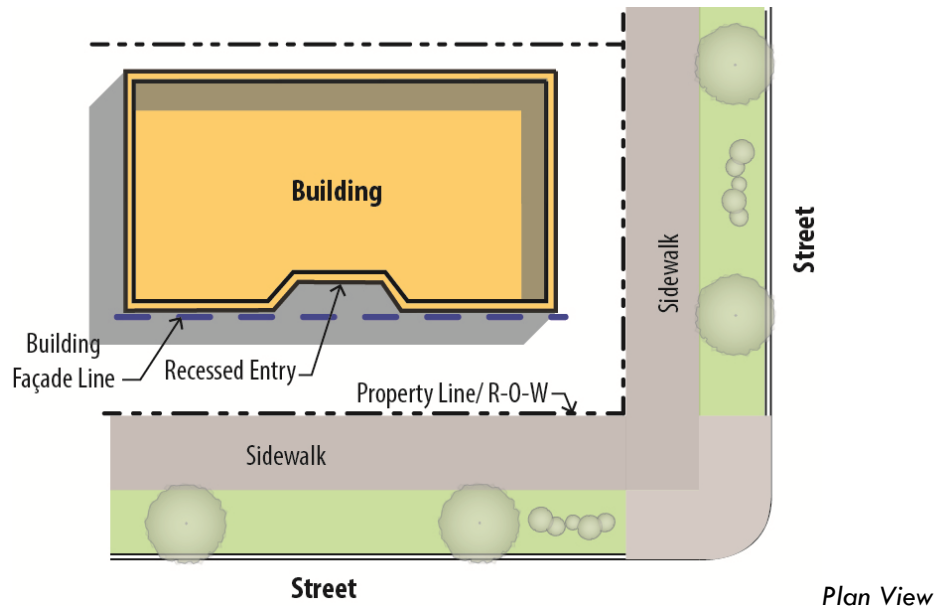


Illustration indicating the location of the build-to zone relative to the minimum and maximum setbacks and the building façade line

Building Façade Line

Is the location of the vertical plane of a building along a street frontage.





Building Façade Line Illustrations

Building Frontage

Is the percentage of a building's façade line that is required to be located within the Build-to Zone (BTZ) as a proportion of the lot's width along the fronting public street. Required driveways, stairs to access entrances, parks, plazas, squares, improved forecourts, and pedestrian breezeway frontages shall count towards the required building frontage.

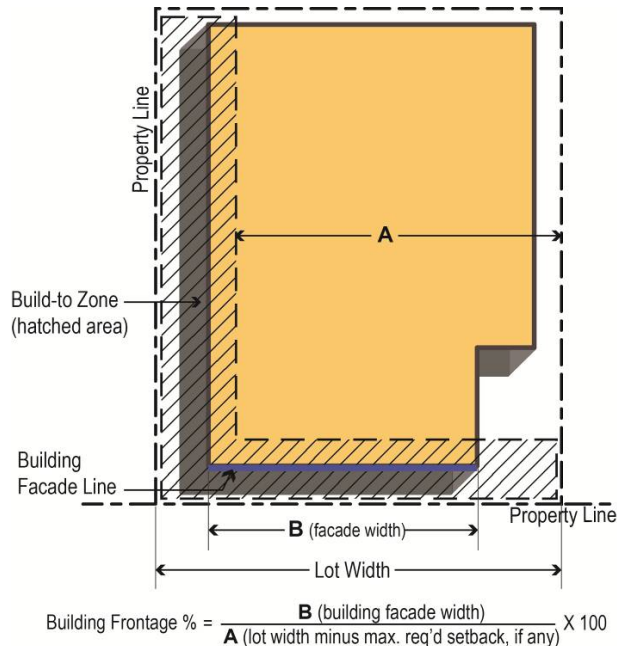


Image showing Building Frontage calculation

Building Step-back

Building step-back is the setting back of the building façade line away from the street at a specific floor or height.

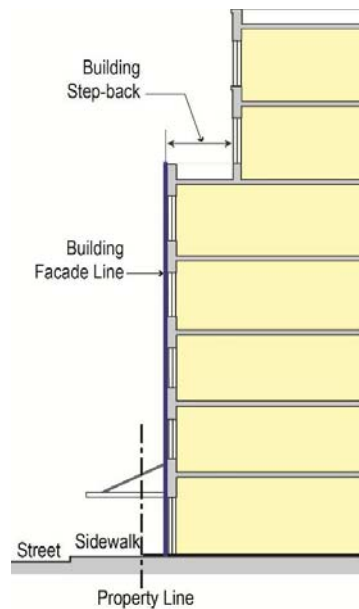
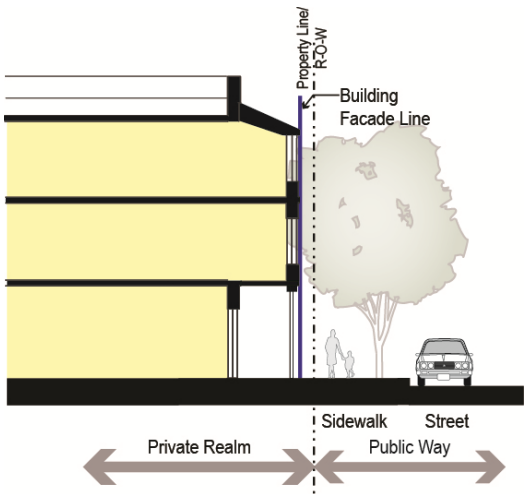
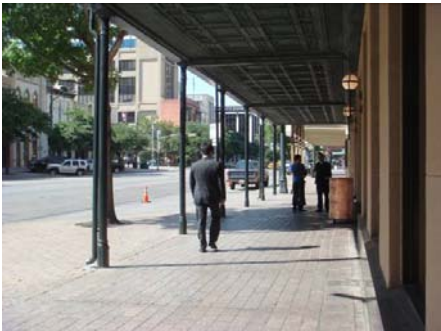


Illustration of a Building Step-back

Colonnade

Is a portion of the main façade of the building that is at or near the property line and a colonnade supports the upper floors of the building. Colonnades are intended for buildings with ground floor commercial or retail uses. The ground floor area within the colonnade may be conditioned or non-conditioned space.



Images of colonnade buildings

Component Zone

Means an area within the HS-FBC that is intended to preserve and/or create an urban form that is distinct from other areas within the HS-FBC. General layout of the Component Zones are identified in the Illustrative Framework Plan and the ultimate layout of the Component Zones shall be established through the MSDP.

Commercial Use or Mixed Use Building

Means a building in which at least the ground floor of the building is built to Commercial Ready standards and any of the floors are occupied by non-residential or residential uses.

Commercial Ready or Active Edge

Means a ground floor space constructed with appropriate building orientation, entrance and window treatment and floor-to-floor height in order to accommodate ground floor retail/commercial uses (including but not limited to commercial, retail, restaurant, entertainment, and lobbies for civic, hotel, or multi-family uses). Standards for Commercial Ready or Active Edge frontages are to be established as part of the MSDP. Prior to the issuance of a certificate of occupancy for a retail/commercial use in a Commercial Ready space, the space must comply with all building and construction codes for commercial uses. The intent of Commercial Ready or Active Edge space is to provide the flexibility of occupying a space in accordance with market demand and allowing the use in such space to change to retail/commercial uses accordingly.

Encroachment

Means any structural or non-structural element such as a sign, awning, canopy, terrace, or balcony that breaks the plane of a vertical or horizontal regulatory limit, extending into a setback, into the public right-of-way, or above a height limit.

Existing Buildings and Site Improvements:

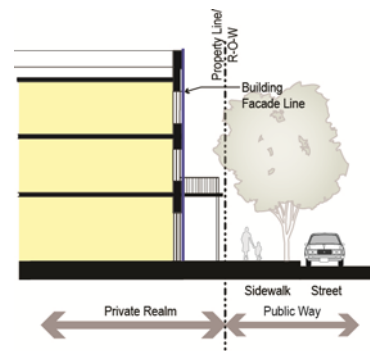
Shall include all the buildings and site improvements (parking, driveways, landscaping, etc.) that exist on the Hartford site on the effective date of this code.

Façade Area

Means the surface area of a building's elevation (including all floors) not counting minor indentations fronting a particular street. Ground floor façade area is the surface area of a building's ground floor elevation not counting minor indentations fronting a particular street. Upper floor façade area is the surface area of a building's upper floor elevations not counting minor indentations fronting a particular street.

Gallery

Is a roofed promenade or canopy, especially one extending along the wall of a building and supported by arches or columns on the outer side. The gallery space is unenclosed (non-conditioned) space and may be 2 or more stories tall.



Images of Galleries

Highway 10 Parkway:

Is the desired treatment of the public and private frontages along Hwy 10 along the Hartford North and South properties with generous landscaped buffers and multi-use trails that protect the view corridors to the ridge and tower while providing adequate visibility for some limited neighborhood commercial uses in keeping with preserving the town's unique architectural character.

HS-FBC (The Hartford Simsbury Form-Based Code or the Code):

Is the applicable set of zoning regulations for the Hartford North and South sites that is intended to regulate all elements of the public and private realms based on a market-based plan and approval process meeting the town's vision for a long-term, sustainable redevelopment of the Hartford site.

HS-FBC District

Is the physical boundary of the entire area that is subject to the HS-FBC. It includes the Hartford North and South sites.

Illustrative Master Plan:

are conceptual plans generated during the charrette and used as guides that provide input on market and community preferences. The Illustrative Master Plans also provide information on the general mix and intensity of uses, network of streets, open spaces, neighborhood character, and general development orientation (auto versus pedestrian orientation). The Illustrative Master Plans provide a composite of several building scale illustrations of preferred redevelopment concepts.

Illustrative Framework Plan:

is to provide guidance on how to translate the respective Illustrative Master Plans into a MSDP that establishes the details required to develop under this code including, but not limited to, the allocation of component zones, layout of streets and open spaces, and mix and intensity of uses. These Illustrative Framework Plans will then be the basis to create final MSDP by property owners/developers at the time of new development or redevelopment.

ITE's Designing Walkable Urban Thoroughfares Manual

Daisa, James M., *Designing walkable urban thoroughfares: a context sensitive approach*.
Washington, DC: Institute of Transportation Engineers. (most recent edition)

Live-Work Unit

Means a dwelling unit that is also used for work purposes, provided that the 'work' component is restricted to the uses of professional office, artist's workshop, studio, or other similar uses and is located on the street level and constructed as separate units under a condominium regime or as a single unit. The 'live' component may be located on the street level (behind the work component) or any other level of the building. Live-work unit is distinguished from a home occupation otherwise defined by the Zoning Regulations in that the work use is not required to be incidental to the dwelling unit, non-resident employees may be present on the premises and customers may be served on site.

Major Amendments

Means any requested amendment to any approved plan that does not meet the standards for a minor amendment per Section 5 G of this code.

Master Site Development Plan (MSDP):

A Master Site Development Plan (MSDP) is a detailed plan for development that establishes the standards and specifications for all the critical elements of the built environment based on a specific development vision per all the requirements of this Code.

Minor Amendments

Means a requested amendment to an approved plan (Site Plan or MSDP) per Section 5 (G). The Planning Director shall have the authority to approve or approve with conditions or deny a minor amendment to an approved plan.

NACTO's Urban Street Design Guide

Urban Street Design Guide. New York City: National Association of City Transportation Officials. (most recent edition)

New Development:

Shall include any new building including any additions to the footprints of existing buildings within the Hartford Site proposed/developed after the adoption date of this Code.

Open Space

Is publicly accessible open space in the form of parks, courtyards, forecourts, plazas, greens, playgrounds, squares, etc. provided to meet the standards in of this Code. Open space may be privately or publicly owned and/or maintained.

Plan of Conservation and Development (POCD):

Is the Town of Simsbury's comprehensive framework for informed decision making and establishes the blueprint for the long-term growth and development of the Town.

Planning Director

Shall be the Town of Simsbury Planning Director or his/her designee.

Primary Entrance

Means the public entrance located along the front of a building facing a street or sidewalk and provides access from the public sidewalk to the building. It is different from a secondary entrance which may be located at the side or rear of a building providing private controlled access into the building from a sidewalk, parking or service area.

Residential Use Building

Means a building that is built to accommodate only residential uses on all floors of the building such as a detached single family home, attached single family home (i.e. townhome), two family home (i.e. duplex), multiple family (3 or more), apartment building (under single ownership or under multiple owners within a condominium regime).

Service-related site functions

Means all uses that support the principal use on the site including parking access, garbage/trash collection, utility meters and equipment, loading/unloading areas, and similar uses.

Street Frontage Designation

As identified on the approved MSDP, future streets in the HS-FBC area are designated as Type "A" or Type "B". Each frontage designation establishes a certain development context in order to improve walkability and pedestrian orientation within the HS-FBC district.

Street Screen

Is a freestanding wall or living fence or combination fence built along the frontage line or in line with the building façade along the street. It may mask a parking lot or a loading/service area from view or provide privacy to a side yard and/or strengthen the spatial definition of the public realm.



Image of a combination masonry and living street screen

Street Wall

Indicates the creation of a “wall” or a sense of enclosure along the street with buildings placed immediately adjacent to the street/sidewalk. A street wall has a “void” if there is a surface parking lot or service area adjacent to the sidewalk/street.

Type 1 – 4 Applications:

Are the different types of applications with specific review and approval processes tailored to the scope of proposed development within the HS-FBC. The application and development review flow charts in Appendix G summarizes the different application types and their respective processes.

Type “A” Frontage Street

Means the street frontages identified as such on the adopted MSDP. Type “A” Frontage Streets are the primary pedestrian streets and buildings along Type “A” Frontage Streets shall be held to the highest standard of pedestrian-oriented design.

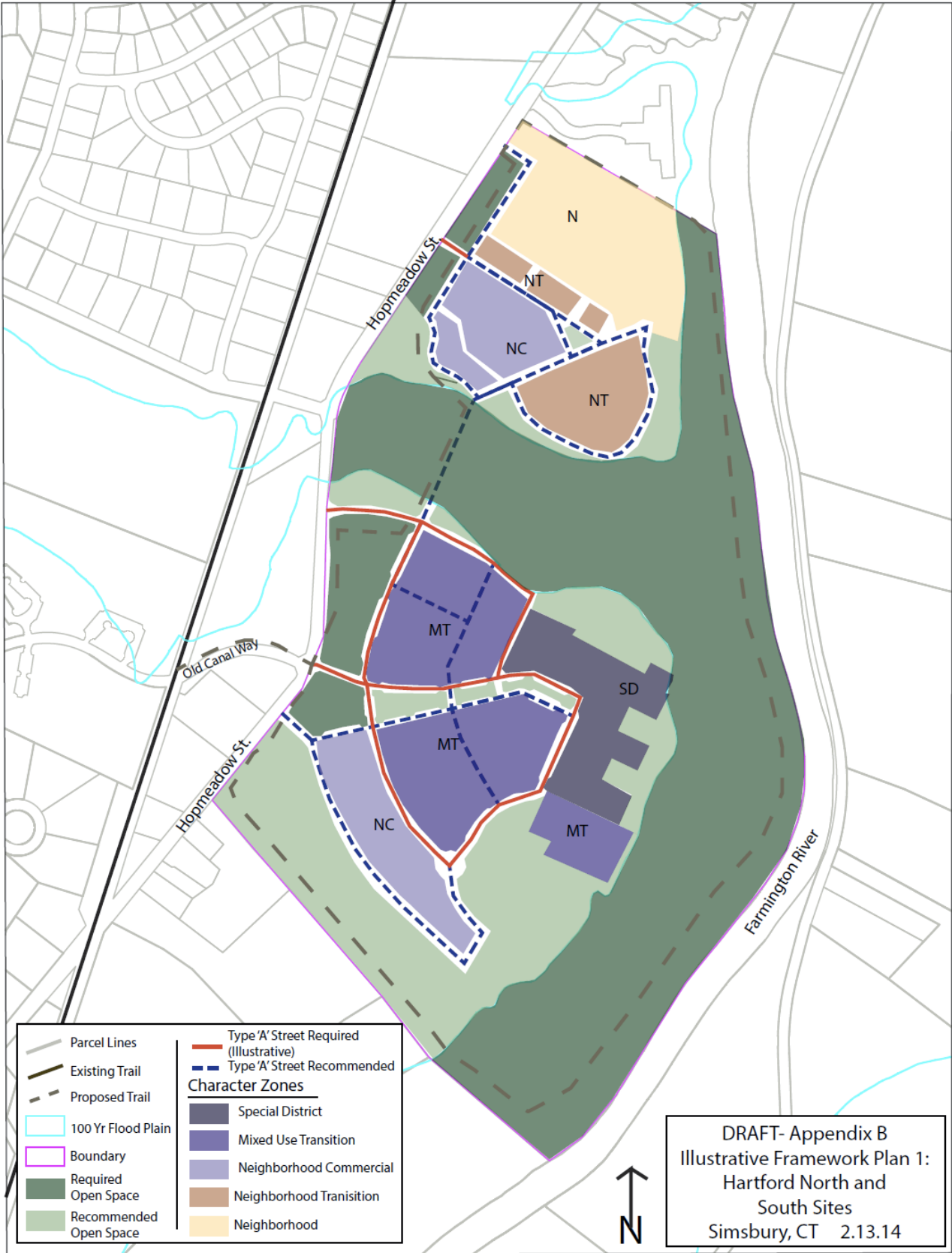
Type “B” Frontage Street

Means the street frontages identified as such on the adopted MSDP. Type “B” Frontage Streets are intended to primarily accommodate access to parking, service, utility, and other auto-related functions

Appendix A



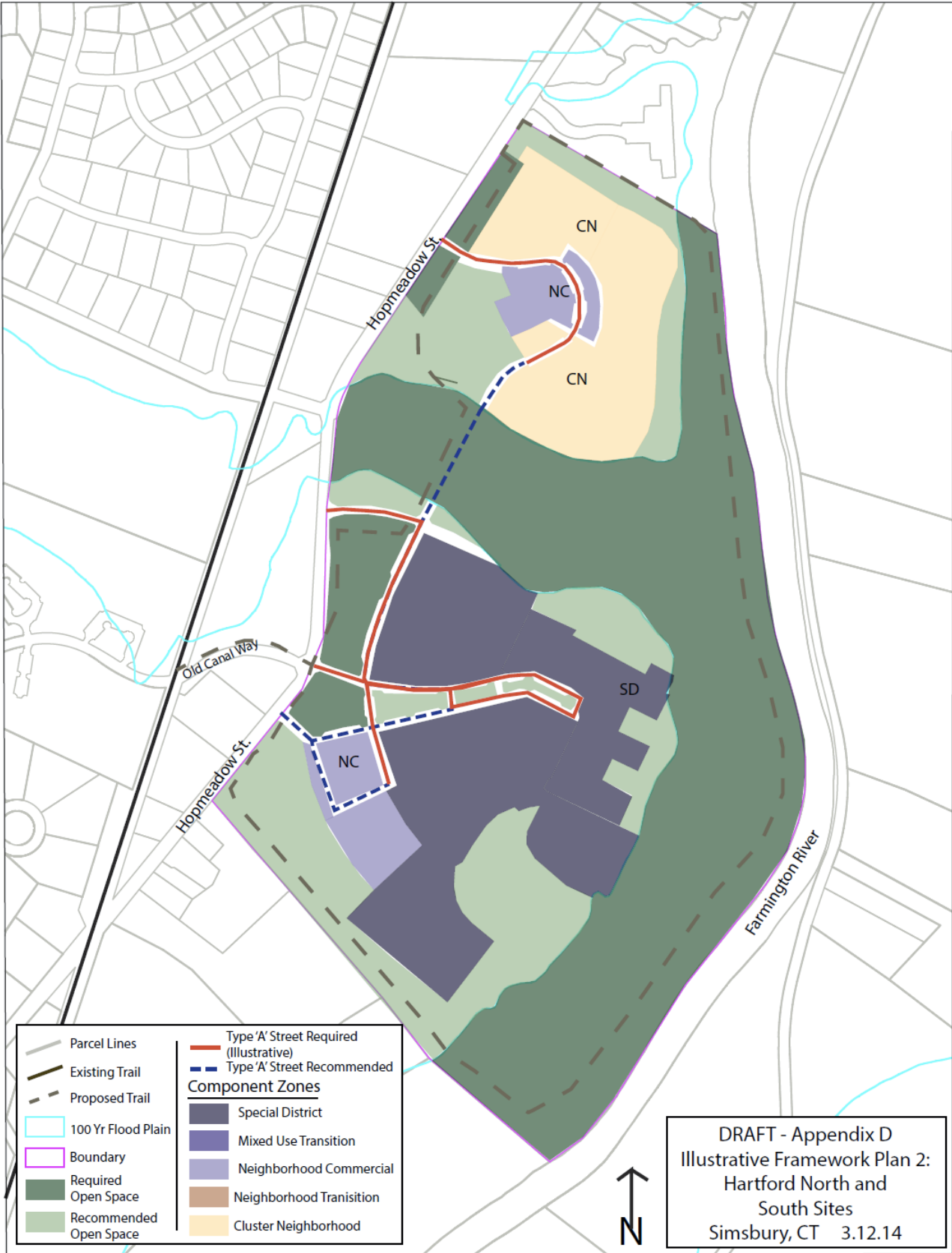
Appendix B



Appendix C



Appendix D







Appendix E
Component Zone Summary and Illustrative Images

Neighborhood Commercial	The Neighborhood Commercial zone is intended to provide for a range of neighborhood service retail and service uses in a walkable neighborhood context
Illustrative Images	
	
	

Neighborhood Transition	The Neighborhood Transition zone shall provide for the use and scale transitions within a walkable neighborhood context from the Neighborhood Commercial and the Neighborhood or Cluster Neighborhood zone. Such transitions will be in the form of small stacked flats, courtyard apartments, townhomes, or live work units.
Illustrative Images	
	
	

Neighborhood	The Neighborhood zone shall provide for a range of single-family residential uses within a walkable, traditional neighborhood development context with appropriately designed open spaces and street streets.
Illustrative Images	
	
	

Cluster Neighborhood	The Cluster Neighborhood zone provides for a conservation subdivision development with smaller clustered residential lots with a significant amount of the component zone preserved as agricultural land or as open space with a conservation easement.
Illustrative Images	
	
	

Mixed Use Transition	The Mixed Use Transition zone shall provide for the use and scale transitions within a walkable neighborhood context from the Neighborhood Commercial and the Special District zone. Such transitions will be in the form of smaller light/cottage industrial, flex/office uses, stacked flats, townhomes, or live work units.
	
	

Special District	The Special District zone shall be the area with the existing office building. It has been designated as a Special District due to its unique context and scale within the South Site
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Appendix F

Description of Use Categories

F-1 Residential Use Categories

1. Household Living

Residential occupancy of a dwelling unit by a family on a monthly or longer basis. Household living includes the following:

- i. Single-family, multifamily
- ii. Family day care home
- iii. Group residential facility for up to eight handicapped dependent persons

2. Group Living

Residential occupancy of a structure by a group of people that does not meet the definition of household living. Tenancy is usually arranged on a monthly or longer basis. Generally, group living facilities have a common eating area for residents, and residents may receive care or training. Group living includes the following:

- i. Assisted living facility
- ii. Boarding house, rooming house, lodging house.
- iii. Congregate care facility, independent living facility
- iv. Fraternity, sorority, dormitory
- v. Group residential facility for more than eight handicapped dependent persons
- vi. Hospice
- vii. Monastery, convent
- viii. Nursing or care home
- ix. Single room occupancy

3. Social Service

Uses that primarily provide treatment of those with psychiatric, alcohol, or drug problems, and transient housing related to social service programs.

Social service includes the following:

- i. Adult rehabilitation center
- ii. Group shelter
- iii. Overnight general purpose shelter
- iv. Rehabilitative clinic
- v. Social service facility, soup kitchen, transient lodging, homeless shelter
- vi. Transitional home, halfway house

F-2 Public Uses

1. Civic

Places of public assembly that provide ongoing governmental, life safety, educational and cultural services to the general public, as well as meeting areas for religious practice. Civic uses include the following:

- i. College, community college, university
- ii. Convention center, arena
- iii. Museum, library, post office
- iv. Municipal office building
- v. Places of worship including church, mosque, synagogue, temple
- vi. Police, fire, EMS station, substation
- vii. Public or private (K-12) school
- viii. Neighborhood arts center or similar community facility (public)

2. **Parks and Open Space (Neighborhood Scale)**
 Uses focusing on natural and landscaped spaces generally used for passive recreation and having few structures. Uses in this category shall be smaller in scale (15 acres or less) and include the following types of public or private open spaces:
 - i. Botanical garden, nature preserve, recreational trail, community garden
 - ii. Park, square, plaza, green
 - iii. Playground, pocket park, pedestrian paseo or mews (shared street)
3. **Parks and Open Space (Regional)**
 Uses focusing on natural and improved areas generally used for passive and active/structured recreation and sports fields. Uses in this category shall be larger in scale (> 15 acres) and include the following types of public or private open spaces:
 - i. Cemetery, mausoleum, columbarium, memorial park
 - ii. Ball field, ice rink, tennis courts and other active sports courts
 - iii. Skateboarding facility
 - iv. Other public outdoor recreation or amusement facility such as miniature golf, golf courses, Frisbee golf, boat docks, etc.
4. **Minor Utilities**
 Public or private infrastructure serving a limited area with no on-site personnel. Minor utilities includes the following:
 - i. On-site stormwater retention or detention facility
 - ii. Neighborhood-serving cable, telephone, gas, fiber-optic, or electric facility (includes junction boxes and switching stations and boxes) (screening standards apply)
 - iii. Water and wastewater pump station or lift station
5. **Major Utilities**
 Public or private infrastructure with a focus on serving the entire community and possibly having on-site personnel (major utility). Major utilities includes the following:
 - i. Aeration facility, artesian well, electrical substation, electric or gas generation plant, filter bed
 - ii. Waste treatment plant, water pumping facility, water tower or tank

F-3 Commercial Uses

1. **Day Care:**
 Uses providing care, protection, and supervision of children or adults on a regular basis away from their primary residence. Care is typically provided to a given individual for fewer than 18 hours each day, although the facility may be open 24 hours each day. Day care includes the following:
 - i. Adult day care center
 - ii. Day care center for children
 - iii. Drop-in child care center
 - iv. Nursery school, preschool
 - v. Recreational program, before- and after-school
 - vi. Small group child care center
2. **Indoor Recreation**
 Generally commercial uses, varying in size, providing daily or regularly scheduled recreation-oriented activities in an indoor setting. Indoor recreation includes the following:
 - i. Amusement center, game arcade, children's amusement center
 - ii. Athletic, tennis, swim or health club, fitness center, gym, yoga studio
 - iii. Billiard hall, pool hall
 - iv. Bingo parlor
 - v. Bowling alley
 - vi. Club or lodge, membership club, dance hall
 - vii. Dance, martial arts, music studio or classroom

- viii. Go-kart track
 - ix. Gymnastic facility, indoor sports academy
 - x. Miniature golf facility
 - xi. Movie or theater
 - xii. Skating rink
3. Medical
- Uses providing medical or surgical care to patients. Some uses may offer overnight care. Medical includes the following:
- i. Ambulatory surgical center, elective surgery center
 - ii. Blood plasma donation center, medical or dental laboratory
 - iii. Hospital, urgent care or emergency medical office
 - iv. Medical, dental office
4. Office
- Activities conducted in an office setting and generally focusing on business, professional or financial services. Office includes the following:
- i. Art studio, gallery, photography studio
 - ii. Advertising, business management consulting, corporate head quarters, data processing, collection agency, real estate or insurance agent, professional service such as lawyer, accountant, bookkeeper, engineer, architect, sales office, travel agency
 - iii. Financial services such as lender, investment or brokerage house, bank, call center, bail bonds (without drive through or drive up service)
 - iv. Counseling in an office setting
 - v. Radio, TV or recording studio
 - vi. Trade, vocational, business school
5. Outdoor Recreation (Private)
- Generally private commercial uses, varying in size, providing daily or regularly scheduled recreation-oriented activities. Such activities may take place wholly outdoors or within a number of outdoor structures or a combination of outdoor and indoor structures. Outdoor recreation includes the following:
- i. Drive-in theater
 - ii. Executive par three golf course
 - iii. Extreme sports such as paintball, BMX or motocross
 - iv. Golf course, country club, clubhouse
 - v. Outdoor entertainment activity such as batting cage, golf driving range, mini-amusement park, miniature golf facility, water park
 - vi. Horse stable, riding academy, equestrian center
 - vii. Sports academy for active recreational or competitive sports
 - viii. Stadium, arena, commercial amphitheater
6. Overnight Lodging
- Accommodations arranged for short term stays of less than 30 days for rent or lease. Overnight lodging includes the following:
- i. Bed and breakfast
 - ii. Hotel, motel, inn, extended-stay facility
7. Passenger terminal
- Public or commercial facilities for the takeoff and landing of helicopters, and facilities for bus, taxi or limo service. Passenger terminal includes the following:
- i. Bus passenger terminal, multi-modal facility
 - ii. Heliport
 - iii. Taxi dispatch center, limousine service

8. Personal service

Facilities involved in providing personal services or repair services to the general public without drive through or drive up service. Personal service includes the following:

- i. Animal care, animal grooming, animal hospital, veterinary clinic, pet clinic, animal boarding place, animal shelter, kennel, doggy day care
- ii. Catering establishment, cleaning establishment, dry-cleaning or laundry drop-off facility, laundromat
- iii. Funeral home, funeral parlor, mortuary, undertaking establishment
- iv. Hair, nail, tanning, massage therapy, therapeutic massage, personal care service, barber, beauty shop
- v. Palmist, psychic, medium, fortune telling
- vi. Photocopy, blueprint, package shipping and quick-sign service, printing and publishing
- vii. Repair of any appliance, bicycle, canvas product, clock, computer, jewelry, musical instrument, office equipment, radio, shoe, television or watch
- viii. Taxidermist, tailor, milliner, upholsterer, locksmith

9. Personal service (under 3,000 sq.ft.)

Facilities involved in providing personal services or repair services to the general public. Personal service includes the same uses as ones listed under 8 above but located within individual lease areas of 3,000 sq.ft. or less.

10. Restaurant/bar

Establishments that prepare and sell food or drink for on- or off-premise consumption without drive through access.

Restaurant/bar includes the following:

- i. Bar, tavern, cocktail lounge, nightclub, brew pub
- ii. Coffee/tea shop, internet café
- iii. Pizza delivery facility
- iv. Restaurant, fast-food restaurant, take-out, yogurt or ice cream shop

11. Restaurant/bar (under 3,000 sq.ft)

Establishments that prepare and sell food or drink for on- or off-premise consumption without drive through access.

Restaurant/bar includes the same uses as ones listed under 10 above but located within individual lease areas of 3,000 sq.ft. or less.

12. Retail sales and service

Facilities involved in the sale, lease, or rental of new or used products without drive through or drive up service.

Retail sales includes the sales, rental, or lease of the following:

- i. Antiques, collectables, appliances, art supplies
- ii. Baked goods, bicycles, books, magazines, newspapers, building supplies
- iii. Cameras, carpet and floor coverings, artisanal crafts, clothing, computers, convenience goods, check cashing, payday loan
- iv. Electronic equipment, eyewear
- v. Fabric, flowers, furniture
- vi. Gas station (no auto service allowed), fuel (including gasoline and diesel fuel)
- vii. Garden supplies, plants, gifts or novelties, souvenirs, groceries, produce, seafood
- viii. Hardware, home improvement, household products
- ix. Jewelry
- x. Liquor store, alcoholic beverage sales, beer, wine
- xi. Medical supplies, movies, videos, DVDs, music, musical instruments, music equipment
- xii. Office supplies, optometrist
- xiii. Pawnshop, pets and supplies, pharmacy, photo finishing, prepared meals
- xiv. Sporting goods, stationery
- xv. Tobacco
- xvi. Vehicle parts and accessories

13. Vehicle rental and sales

Direct sales, rental or leasing, and service of passenger vehicles, light and medium trucks, and other consumer motor vehicles such as motorcycles, boats, and recreational vehicles. Vehicle rental/sales and service includes the following:

- i. Boats and other recreational vehicles
- ii. Cars, trucks, motorcycles, scooters
- iii. Vehicle Service may only be permitted as accessory uses to Vehicle rental and sales uses

14. Any commercial use with a drive-through or drive up service

Site elements that accommodate sales or service directly to customers within their vehicles. Included in this category are drive through lanes, drive through service windows, stacking lanes, signs directed to drive-thru customers, vehicle, service bays, drive-thru drop off lane, etc.

F-4 Industrial Uses

1. Agriculture

Characterized by uses that create or preserve areas intended primarily for the raising of animals and crops, conservation, and the secondary industries associated with agricultural production. Agriculture includes the following:

- i. Animal raising including horses, hogs, cows, sheep, goats, and swine, poultry, rabbits, and other small animals, apiculture, aquaculture, dairying, personal or commercial animal breeding and development
- ii. Crop production, soil preparation, agricultural services, large animal and veterinary services, farm labor and management services
- iii. Floriculture, horticulture, pasturage, row and field crops, viticulture, tree or sod farm, silviculture, sale of agriculture products
- iv. Fish hatcheries and preserves
- v. Grain, fruit, field crop and vegetable cultivation and storage
- vi. Hunting, trapping and game propagation
- vii. Livestock, horse, dairy, poultry and egg products
- viii. Livestock auction
- ix. Milk processing plant
- x. Packing house for fruits or vegetables
- xi. Plant nursery, plant nursery with landscape supply
- xii. Poultry slaughtering and dressing
- xiii. Timber tracts, forest nursery gathering of forest products

2. Heavy Industry

Firms involved in research and development activities without light fabrication and assembly operations; limited industrial/manufacturing activities. The uses emphasize industrial businesses, and sale of heavier equipment. Factory production and industrial yards are located here. Sales to the general public are limited. Heavy industrial includes the following:

- i. Any use that is potentially dangerous, noxious or offensive to neighboring uses or those who pass on public ways by reason of smoke, odor, noise, glare, fumes, gas, vibration, threat of fire or explosion, emission of particulate matter, interference with radio, television reception, radiation or any other likely cause
- ii. Asbestos, radioactive materials
- iii. Animal processing, packing, treating, and storage, livestock or poultry slaughtering, concentrate plant, processing of food and related products, production of lumber, tobacco, chemical, rubber, leather, clay, bone, paper, pulp, plastic, stone, or glass materials or products, production or fabrication of metals or metal products including enameling and galvanizing, Automobile dismantlers and recyclers, commercial feed lot
- iv. Bulk storage of flammable liquids, chemical, cosmetics, drug, soap, paints, fertilizers and abrasive products
- v. Concrete batching and asphalt processing and manufacture, batch plant
- vi. Day labor facility
- vii. Detention center, jail, prison
- viii. Earth moving, heavy construction equipment, transportation equipment
- ix. Explosives, fabricated metal products and machinery

- x. Industrial sign-making
- xi. Impound lot, wrecker service includes vehicle wreckers, auto storage, wrecking, junk or salvage yard
- xii. Leather and leather products includes tanning and finishing
- xiii. Manufactured or modular housing sales
- xiv. Petroleum, liquefied petroleum gas and coal products and refining
- xv. Primary metal manufacturing
- xvi. Pulp mill, rubber and plastic products, rubber manufacturing
- xvii. Scrap metal processors, sawmill, secondary materials dealers
- xviii. Trailer leasing, auction vehicle, broker vehicle, pawn shop vehicle
- xix. Tire recapping, tobacco products, transportation equipment

3. Light Industry and Assembly

Manufacturing, assembly, repair or servicing of industrial, business, or consumer machinery, equipment, products, or by-products mainly by providing centralized services for separate retail outlets. Contractors and building maintenance services and similar uses perform services off-site. Few customers, especially the general public, come to the facility but may be associated with retail or restaurant uses in close proximity or as accessory uses. Light industrial includes the following:

- i. Brewery, winery, distillery
- ii. Bus or rail transit vehicle maintenance or storage facility
- iii. Contractors storage including janitorial and building maintenance service, exterminator, or other maintenance yard or facility, building, heating, plumbing, landscaping or electrical contractor and others who perform services off-site but store equipment and materials or perform fabrication or similar work on-site
- iv. Crematorium, pet crematorium
- v. Electronics service center
- vi. Food beverage products except animal slaughter, stockyards
- vii. Lawn, tree or garden service
- viii. Laundry, dry-cleaning, carpet cleaning plants
- ix. Leather and leather products except tanning and finishing
- x. Lumberyard and wood products, sheet metal shop, soft drink bottling
- xi. Stone, clay, glass, and concrete products

4. Cottage Industry or Manufacturing:

Includes small scale and individualized (i.e., not mass produced) assembly and light manufacturing/fabrication of commodities fully enclosed within a building (no greater than 20,000 sq.ft.) adequately screened from any noise and dust and not producing any noxious odors, gas, or other pollutants. This category shall include workshops and studios for cottage industries such as pottery, wood working and carpentry, glass-blowing, metal working and fabrication, screen printing, weaving, craft brewery, coffee roasting, small-scale food production, etc.

5. Light Manufacturing

A facility conducting light manufacturing operations within a fully-enclosed building. Light manufacturing includes the following:

- i. Bulk mailing service
- ii. Clothing, textile apparel manufacturing
- iii. Manufacture or assembly of equipment, instruments (including musical instruments), appliances, precision items, electrical items, sporting goods, office and art supplies, electrical equipment/items, paper products (except pulp mills), metal and glass products
- iv. Office showroom/ furniture warehouse
- v. Printing, publishing, and lithography
- vi. Production of artwork and toys, movie production facility, photo-finishing laboratory
- vii. Repair of scientific or professional instruments and electric motors
- viii. Sheet metal, welding, machine, or tool repair shop
- ix. Woodworking, including cabinet makers and furniture manufacturing

6. Research and development

A facility focused primarily on the research and development of new products. Research and development includes the following:

- i. Laboratories, offices, and other facilities used for research and development by or for any individual, organization, or concern, whether public or private
- ii. Prototype production facilities that manufacture a limited amount of a product in order to fully investigate the merits of such a product
- iii. Pilot plants used to test manufacturing processes planned for use in production elsewhere

7. Resource extraction

Characterized by uses that extract minerals and other solids and liquids from land. Resource extraction includes the following:

- i. Extraction of phosphate or minerals
- ii. Extraction of sand or gravel, borrow pit
- iii. Land clearing for the purpose of resource extraction
- iv. Metal, sand stone, gravel clay, mining and other related processing
- v. Stockpiling of sand, gravel, or other aggregate materials

8. Self-service storage (mini storage)

Facilities providing separate storage areas for personal or business use designed to allow private access by the tenant for storing or removing personal property. Self-service storage includes the following:

- i. Fully enclosed indoor multi-story storage
- ii. Mini-warehouse
- iii. Warehouse, self-service

9. Vehicle Service

Repair and service to passenger vehicles, light and medium trucks, and other consumer motor vehicles such as motorcycles, boats, and recreational vehicles. Vehicle service includes the following:

- i. Audio and alarm system installation, custom accessories, quick lubrication facilities, auto detailing, minor scratch and dent repair, bedliner installation, glass repair/replacement, tire sales and mounting, full- or self-service vehicle wash
- ii. Alignment shop, body shop, engine replacement or overhaul, repair of cars, trucks, RVs and boats, repair or replacement of brakes, shocks, mufflers and transmissions
- iii. Service station (gas station with service bays)
- iv. Towing service, truck service, vehicle towing station

10. Warehouse and distribution

Facilities involved in the storage or movement of goods for themselves or other firms. Goods are generally delivered to other firms or the final consumer with little on-site sales activity to customers. Warehouse and distribution includes the following:

- i. Bulk storage, including nonflammable liquids, cold storage plants, including frozen food lockers, household moving and general freight storage, separate warehouse used by retail store such as furniture or appliance store
- ii. Bus barn or vehicle storage
- iii. Commercial packing for fruits and vegetables
- iv. Distribution facility, central postal facility
- v. Freight, service facility
- vi. Mail-order house
- vii. Outdoor storage yard

- viii. Parcel services
- ix. Railroad switching yard, freight terminal, piggyback yard
- x. Transfer and storage business where there are no individual storage areas or where employees are the primary movers of the goods to be stored or transferred
- xi. Trailer storage, drop off lot
- xii. Truck or motor freight terminal, service facility
- xiii. Trucking operation
- xiv. Warehouse
- xv. Wholesale sales of food, clothing, auto parts, building hardware and similar products

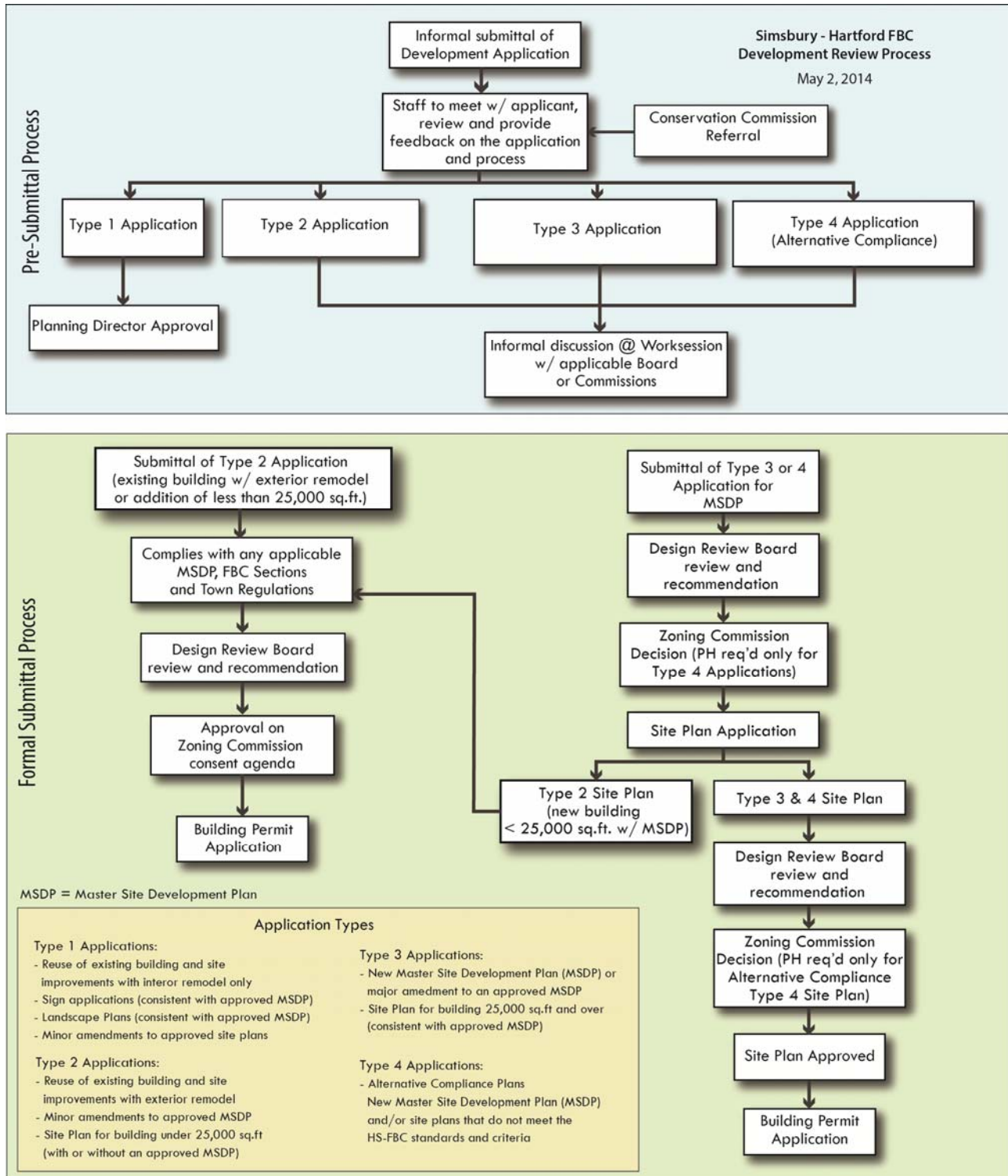
11. Waste-related

Characterized by uses that receive solid or liquid wastes from others for transfer to another location and uses that collect sanitary wastes or that manufacture or produce goods or energy from the composting of organic material. Waste-related service includes the following:

- i. Animal waste processing
- ii. Garbage or refuse collection service (office and truck fleet)
- iii. Landfill, Class III rubble fill
- iv. Manufacture and production of goods from composting organic material Recycling facility including recyclable material storage, including construction material, recycling drop-off facility, recycling buy-back center, recycling collection center
- v. Solid or liquid waste transfer station, waste incineration

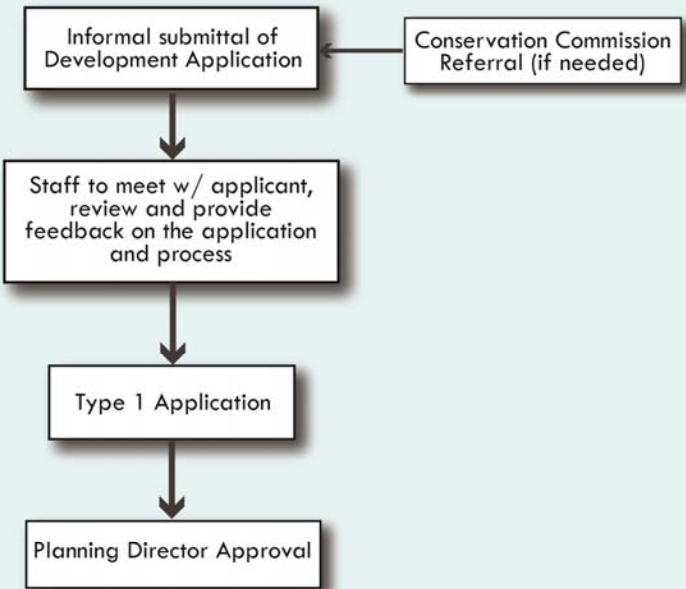
Appendix G

Application Flow Charts



Type 1 Applications

- Reuse of existing building and site improvements with **interior remodel only**
- Sign applications (consistent with approved MSDP or Town Regulations)
- Landscape Plans (consistent with approved MSDP or Town Regulations)
- Minor amendments to approved site plans



Simsbury - Hartford FBC
Development Review Process
May 2, 2014

