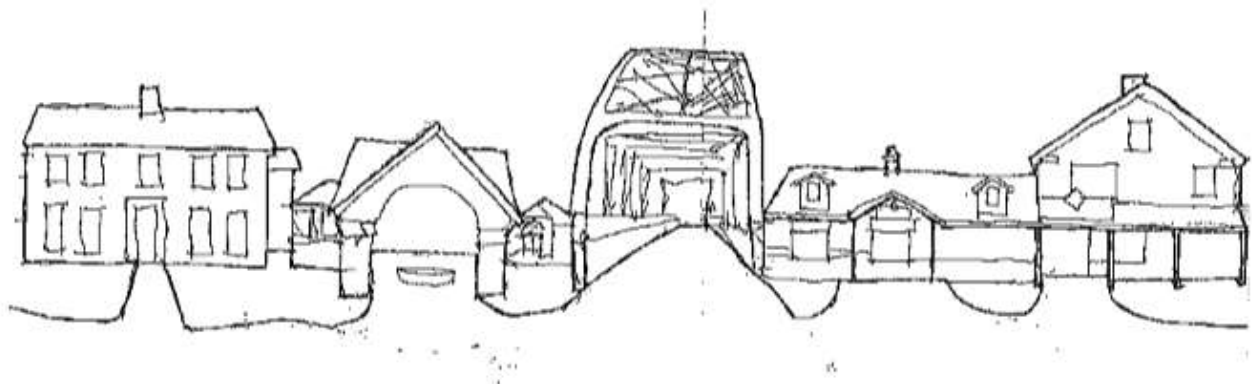


Appendix 2

Effective July 1, 2018



Design Guidelines

Tylerville Village District Town of Haddam

The Town of Haddam gratefully acknowledges the work done by the Town of Coventry and the Green Valley Institute, which formed the basis for these Design Guidelines.

OVERVIEW

The design guidelines intent is to maintain and enhance Tylerville's business district, its historic value, and to take full advantage of its location on the CT River. Tylerville has a history rich in shipbuilding, fishing, industry and tourism. The buildings in Tylerville are a blend of historic homes, metal buildings expanded over time, and some new buildings including the Riverhouse and The Saybrook at Haddam, which have a traditional colonial revival style architecture. The Design Guidelines set forth in this document encourage the use of forms and materials that are human in scale, complementary to the existing historic buildings, and that create a sense of place in harmony with the CT River and tourist attractions in the area. Development should also encourage a pedestrian friendly environment with connections to the Swing Bridge, the Camp Bethel neighborhood and to Eagle Landing State Park and Clark Creek Preserve.

History



What is now called Bridge Street runs between Saybrook Road and the Connecticut River. The land was strikingly predestined by topography to be a major road with a trading villages straddling it. Bridge Road (Ct Route 82) is on the fall line of high ground draining to Rutty Creek on the north, and to Clark Creek to the south. Both creeks have large swampy areas at their mouths, flowing into wide sections of the River. Between them the north to south flow of the Connecticut River funnels down to, then opens out from, the narrow pinch point which Swing Bridge spans. The other significant topographic factor that the River's immediate bank on the west side is too steep for easy passage. Thus the swaths of well-drained, relatively flat land both sides of Bridge Street led to the development patterns of Haddam and East Haddam.

Context and Design Issues

The Tylerville Design Guidelines aim to explicitly describe the character of Tylerville as known to its residents and businesses, and to promote development in harmony with the existing character. The guidelines work to reinforce existing character and protect the qualities of the village. Realizing that attractive development is partly subjective, these guidelines focus on shared values and aspirations of the community as emphasized in the 2018 Haddam POCD. These include:

- The need for public spaces in which to congregate
- Pedestrian connections to neighborhoods, multifamily residential development and natural resources found by the CT River.
- The preservation and adaptive reuse of historic buildings
- Adaptation, creative expansion and revitalization of the existing metal buildings
- Appropriate, and consistent signage, wayfinding, lighting and landscaping
- The safe, balanced movement of vehicular, bike and pedestrian traffic
- The creation of smaller commercial and residential nodes within the broader context of Bridge and Saybrook Roads.
- The need for (new) side streets that connect Bridge Road with Saybrook Road and offer additional opportunities for commercial frontage.

TYLERVILLE VILLAGE DESIGN GUIDELINES

The overriding objective of these design guidelines is to ensure that new development fits well with its surroundings. New development *must* be contextually sensitive to the history, community and environment that make the village. These guidelines are intended to provide guidance and direction so that new construction can meet that requirement.

1. Sense of Place

There should be visual cues that visitors and residents are entering or leaving the Tylerville Village District. This would include gateway design for the boundaries of the district, staggered setbacks that encourage development closer to the road with parking to the side and rear, continuity of signage design, uninterrupted landscaping, and a sense of immersion between the Swing Bridge and the intersection of Bridge and Saybrook Road.

This guideline aims to replicate some of the existing architectural characteristics while incrementally moving development patterns from a car centric point of view to a human scale. Bringing buildings closer to the setback line, and having a continuity of development with regard to

signage, landscaping and lighting lets visitors know that they are in the Village. This sense of place invites spontaneous patronage and signals to vehicle traffic to adjust their speed.

Public gathering areas are organically dispersed, creating opportunities for serendipitous encounters with neighbors and friends. These are the ‘in-between’ spaces that come to host bake sales, community boards, car shows and tree lightings. In addition to the public spaces that are formed from areas that are not developed, a sense of place can also be fostered by replication of architectural elements and landscaping.

Context Guidelines

- a. Minimal parking to the front of the building or lot
- b. Monument signage and façade signage.
- c. Street trees, drop lighting on buildings, benches, planters and decorative pole lighting in public areas where appropriate.
- d. Clapboard-like exterior walls with appropriate trim.
- e. Staggered setbacks that create architectural interest and depth to the exterior walls of the building.



Tylerville Village storefront

2. Encourage safe mobility between vehicles, cars and pedestrians.

Tylerville will continue to host a number of essential services for Haddam residents, and is positioning itself to be a tourist destination to visitors enjoying the tourist attractions in East Haddam, the Essex Steam Train and the River. Bridge Road also serves as the principle access across the CT River and access to Route 9. In fact, it is the only rural bridge in the State to cross the CT River. As such, it generates a good deal of commuter traffic during peak commuting hours as well as a number of first time visitors. The pedestrian population includes families with young

children and the elderly and old therefore requiring attention to visual cues for traffic movement and flow. The balance of safely and efficiently moving local traffic, commuters and visitors to the area is paramount to new development on Bridge Road.

Site development shall be developed to move vehicle, foot and bicycle traffic in an efficient and safe manner. Curb cuts should be limited and defined. Access and ingress design should limit the conflicts between cars, bikes and foot traffic. Since it is expected that the Village will be visited by non-residents, site design should clearly demarcate parking areas, truck delivery areas and traffic flow. Since a large amount of foot traffic emanates from the CT River, additional consideration should be given to path and trail design that connects business to the River and to neighboring residential areas.

Mobility Guidelines

- a. Limit direct vehicle/pedestrian interaction
- b. Plan for adding alternate local roads that will connect Bridge Road to Saybrook Road and offer new opportunities for commercial frontage. These roads should be designed as side streets or B streets and have commercial frontage to mimic a New England village.
- c. Define pedestrian access on site by way of crosswalks and connections in parking areas.
- d. Family friendly design that takes into consideration handicapped access, strollers, and pets.
- e. Provide outdoor benches and seating areas.
- f. Limit fencing between properties, particularly chain link fencing to facilitate pedestrian movement in the Village.
- g. Limit drive thru aisles to be less visible from State Highways

3. Scale and Character

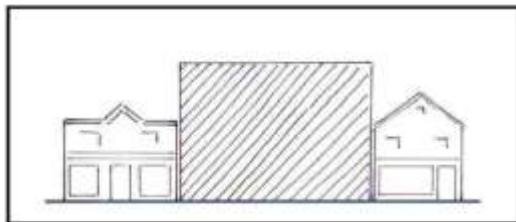
The small-town-feel in the village is expressed in the existing architecture and development pattern. The Village is not a snapshot in time but a sequence of development over time. Some of the buildings honor function over attractive design but all the buildings in the Village make up the mercantile face of Tylerville and provide uniqueness. As new buildings are constructed consideration to façade treatments and roof pitch should be considered. Setbacks should be averaged to incrementally bring the building setback line closer to the street line. Windows, building entrances, and trim should add architectural interest. Parking should be to the side and rear. Additions on existing buildings should attempt to bring the building closer to the road and add interest and whimsy to the existing building. Where possible, small pad sites could be created along Bridge Road to accommodate small detached buildings on the village scale. Industrial uses should be kept to the rear of the lots and screened from view. Peaked roofs, porches, fenestration, and landscaping should be used to minimize the mass of buildings and facades.

New development should complement existing siting and design characteristics and will add density and

depth to the fabric of the existing area while not adding buildings that dominate the landscape with bulk and mass. For sites occupying multiple acres, the square footage should be divided into smaller buildings to achieve the village feel. To make new, larger development compatible with the surrounding architectural context, facade articulation and architectural embellishment are important considerations in mixed use and/or multifamily residential buildings. Large buildings should have facade articulation that reflects a group of small buildings therefore reinforcing the architectural rhythm established in the commercial core. Tylerville Village lies within the Gateway Conservation Zone. Therefore a strict height maximum of 35 feet is enforced.

Scale and Character Guidelines:

- a. Use visual cues from historic and new buildings that integrate pitched roofs, varying roof heights, fenestration, trim, and architectural detail.
- b. Limit vehicle centric business such as gas stations, repair facilities and drive-thru aisles to the rear portion of the lot with service/retail oriented uses to the front.
- c. Encourage the adaptive reuse of residential and historic buildings
- d. Encourage mixed use development with storefronts on the lower level and residential spaces above.
- e. Use New England style greens, courtyards, outdoor dining and seating to bring a human scale to the building.
- f. New buildings should use architectural methods including modulation, color, texture, materials and detailing to break up the facade (particularly important for long buildings) into sections.



A

Inappropriate Mass and Scale



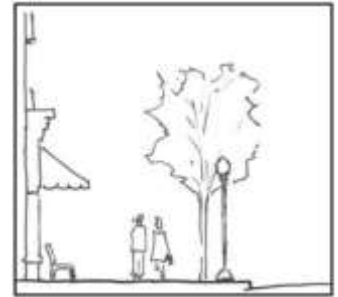
B

Appropriate Mass and Scale

Human Activity

An active and interesting sidewalk engages pedestrians through effective transitions between the public and private realm.

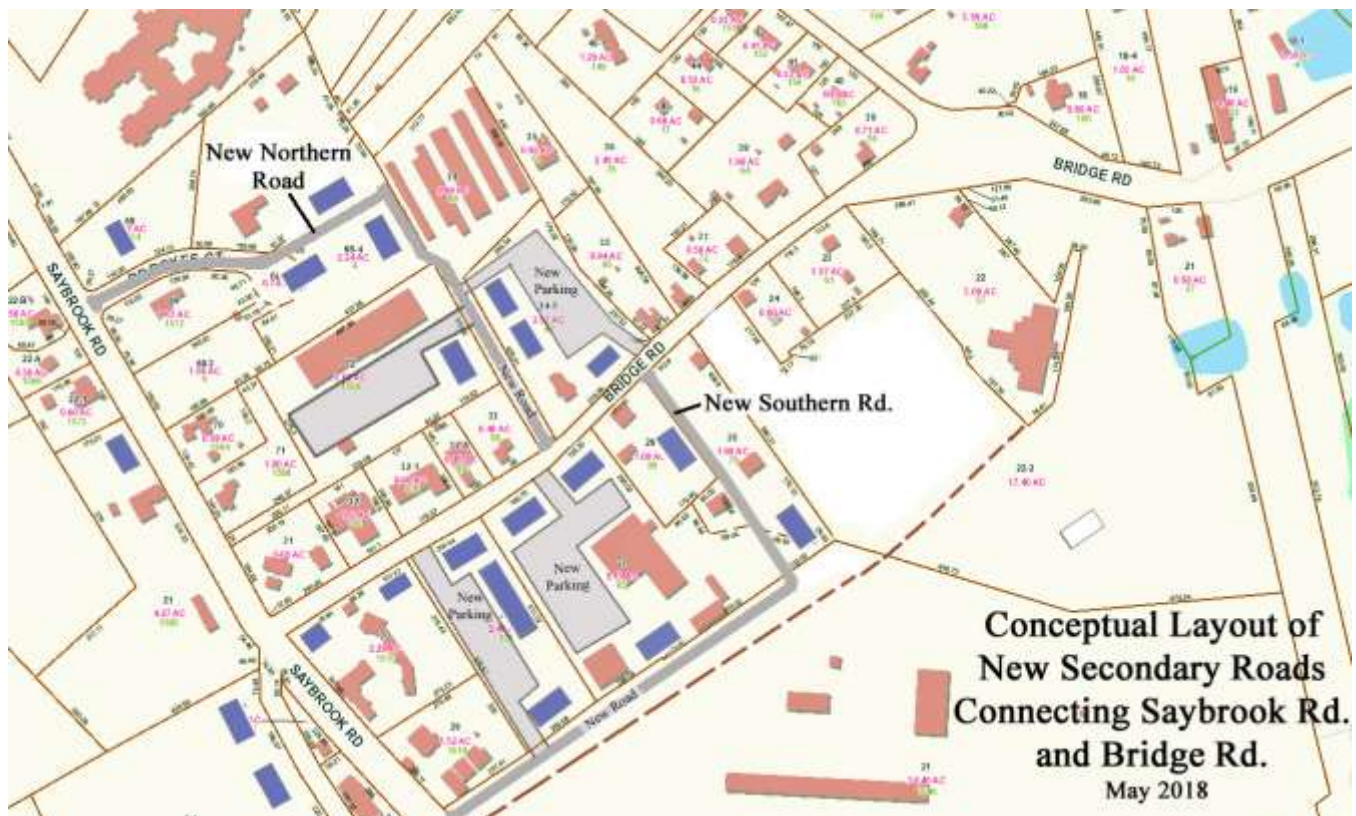
In the Village Center District, proposed development is encouraged to take advantage of a reduced front line set back, and incorporate areas of recesses for public/private spaces, such as café seating. Display windows should be large, open and unencumbered with signage. At night, these windows should provide a secondary source of lighting and ambient light.



Intersections and Gateways:

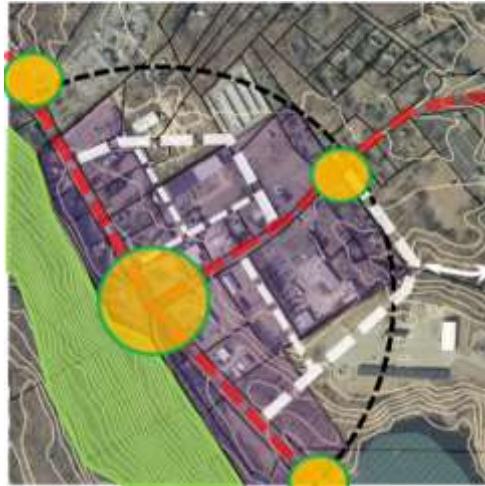
One way a sense of place is created is the use of curbing and landscaping to define intersections. Where possible, new buildings or pad sites should be created to frame the intersection and create interest. Curbing should be placed to limit curb cut width and direct traffic where to park.

B streets or ‘garden streets’ are another way to support additional commercial street frontage, reduce curb cuts on arterial roads and provide depth and interest to an area. The Planning Commission highly supports the use of B roads to connect Saybrook and Bridge Roads, provide traffic relief and new frontage.



New buildings should reinforce street corners, while enhancing the pedestrian environment. Public space at the corner, whether open or enclosed, should be scaled in a manner that allows for pedestrian flow and encourages social interaction. To achieve a human scale, these spaces should be well defined and integrated into the overall design of the building.

Transition from the Village should be evident from the landscaping, exterior lighting and site design. Buildings may be orientated perpendicular to the road to create a buffer between the adjacent residential properties and “frame” the Village Gateways. At these gateways an additional vegetative buffer should be included between the residential and commercial area and external lighting should be minimal and downward lit.



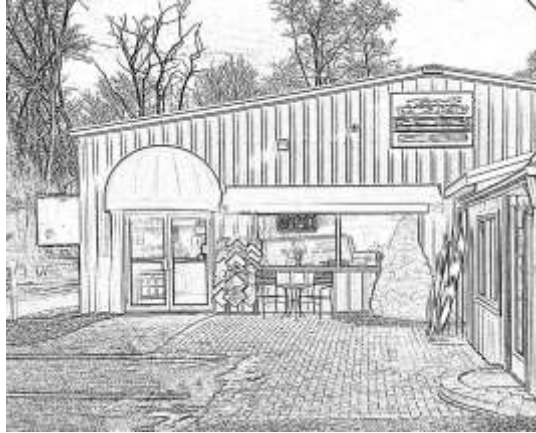
Aerial image showing the 'gateway' areas to Tylerville Village

Architectural Character

The physical appearance of new development in the Village Center and Gateway Districts is an important aspect that will shape the character of the village. The overall design, details and material will be a key component in determining context sensitivity.



New infill housing with appropriate scale and Architectural interest.



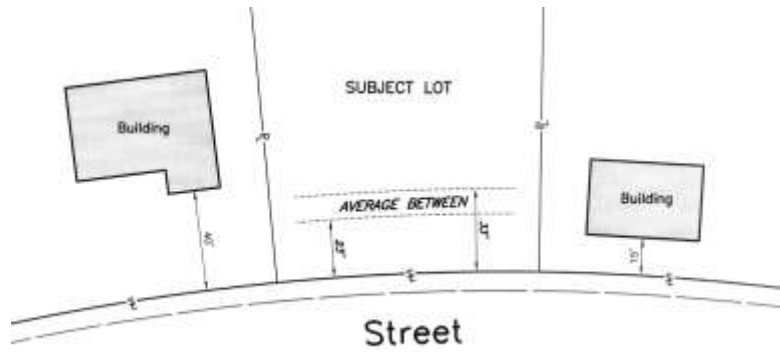
Example of a metal building that has been expanded creating a courtyard effect and visual interest with awnings and displays.



Conversion of a dwelling to mixed use that includes a bakery on the lower level and an apartment on the second story.



Example of adaptive reuse with attractive additions.



Example of Averaging of front setbacks for infill development to bring new buildings and additions closer to the street.

Signage. Signs should add interest to the street level environment. They can unify the overall architectural concept of the building, or provide unique identity for a commercial space within a larger mixed-use structure. Design signage that is appropriate for the scale, character and use of the project and surrounding area. Signs should be oriented and scaled for both pedestrians on sidewalks and vehicles. Pylon signs, and signs that are internally illuminated signs are discouraged. Monument signs with a plain background, that are downward lit are encouraged as well as downward lit façade signs.

The following sign types are encouraged:

- Pedestrian-oriented blade and window signs;
- Awning signs
- Signs that are downward lit with gooseneck lighting
- Matte finish
- Light colored background with no more than three colors
- Signs made of wood, composite or synthetic wood
- Artistic and whimsical signs that repurpose former items such as historic bikes, antique cars, wheel barrows, planter boxes

Signs that are discouraged:

- Signs that flap or move other than flags
- Banners, promotional advertisements
- Paper signs and other sign types that tear, fray or split
- Signs constructed of plywood, metal or fabric
- Inflatable signs and signs with moving parts
- Off-site promotional signs such as small lawn signs
- Pylon signs
- Internally lit signs