

Table of Contents 2

Introduction 3

Development Summary

 Aerial Photo 4

 Land Use Map..... 5

Site Plan Vignettes 6

Design Guidelines

 Neighborhood Mixed – Use 7

 General Design Character..... 8

 Site Design Features 9

 Architectural Vocabulary10

 Materials & Colors 11

 Key Building Elements 12

 Signage 13

Canal Front Mixed – Use 14

 General Design Character 15

 Site Design Features 16-17

 Architectural Vocabulary 18

 Materials & Colors 19

 Key Building Elements 20

 Signage 21

Commercial 22

 General Design Character..... 23

 Site Design Features 24

 Architectural Vocabulary..... 25

 Materials & Colors 26

 Key Building Elements..... 27

 Signage..... 28

Residential..... 29

 General Design Character 30

 Site Design Features 31

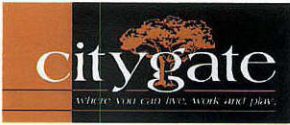
 Architectural Vocabulary 32

 Facades..... 33

 Materials & Colors 34

 Key Building Elements 35

 Signage 36



These **Citygate** Design Guidelines will ensure a high-quality mixed-use style development that promotes pedestrian access and connectivity, a complementary architectural vocabulary, multi-modal transportation opportunities, the integration of open space and public gathering areas, and enhances access to the Erie Canal and waterfront opportunities.

The **Citygate** development will provide the City of Rochester and Town of Brighton with an exciting opportunity to offer residents and visitors an attractive new community that seeks to fill existing gaps in the area related to housing, goods and service availability, and access to public amenities, such as the Erie Canal. **Citygate** will be a diverse but complementary mix of residential and non-residential uses, including a variety of multi-family housing options, retail, office, hotels, and recreational and open space opportunities. The proposed range of uses is supported by the site's strategic location and proximity to a number of large community service uses, including University of Rochester, Monroe Community Hospital and the Monroe Community College.

Citygate will be a unique and compelling individual community within the larger communities of Rochester and Brighton where residents and visitors will truly have the opportunity to live, work, and play. It is a development that understands and incorporates sustainable land use initiatives and encourages pedestrian activity and interactions. The goal of **Citygate** is to foster human interactions and to create a better living environment for not only those who will live there, but for those who will visit as well.

Gathering areas, public amenities, multi-use trails, green space, and easy access to a wide range of goods and services will help define and distinguish **Citygate** from other developments within the City and the Town. The vision for **Citygate** is to truly become the most desirable place to live, work, and play in Rochester, Brighton, and beyond.

Apartments

Monroe County Hospital

Office Park

Canal

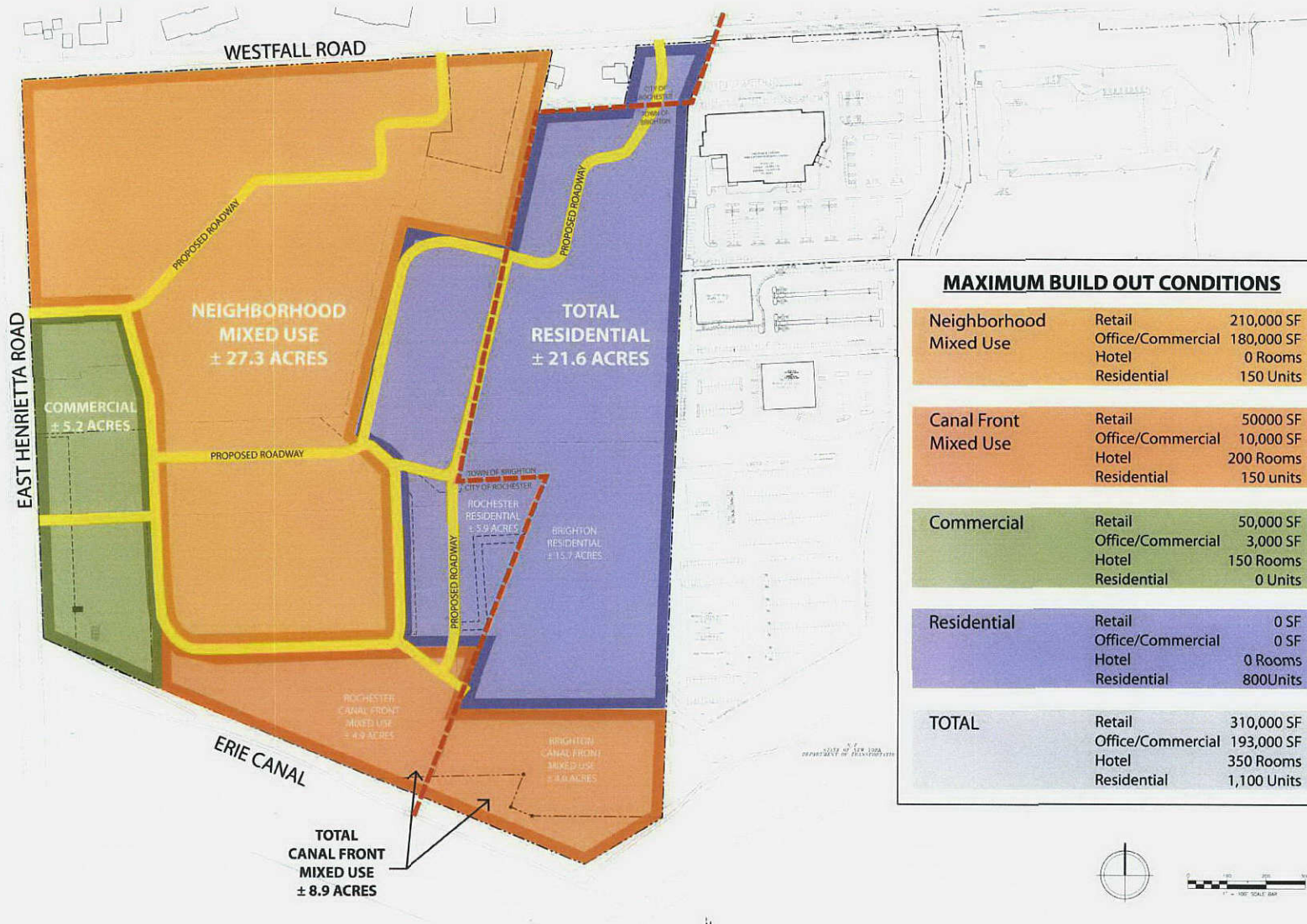


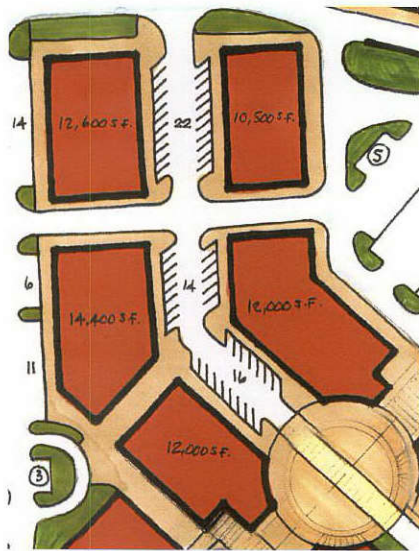
Site Statistics

Total Site Area	63.2 Acres
Total Area in City of Rochester	43.56 Acres
Total Area in Town of Brighton	19.64 Acres

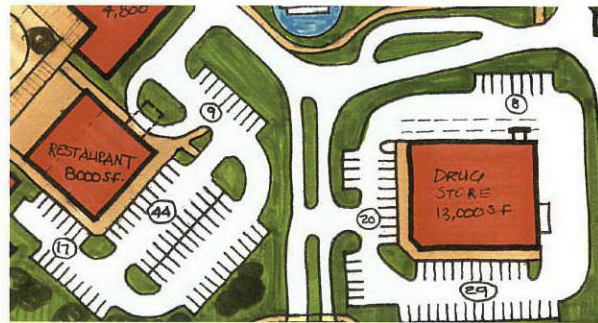
Site Context

Formerly the Iola Campus

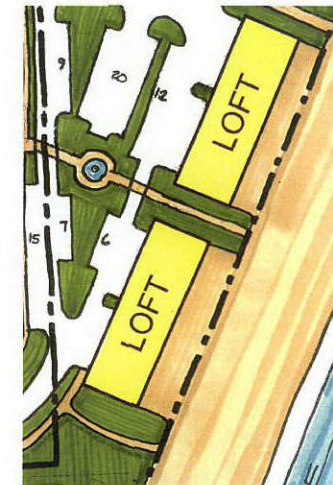




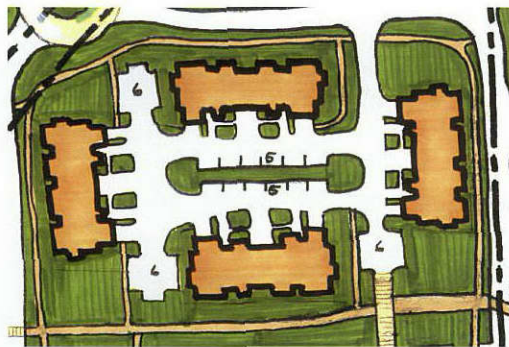
NEIGHBORHOOD MIXED USE



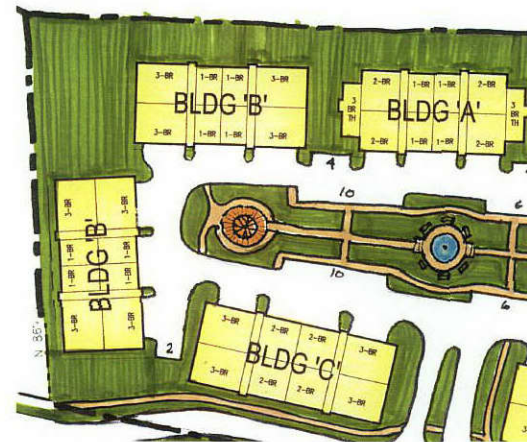
COMMERCIAL



CANAL FRONT MIXED USE



RESIDENTIAL 1



RESIDENTIAL 2

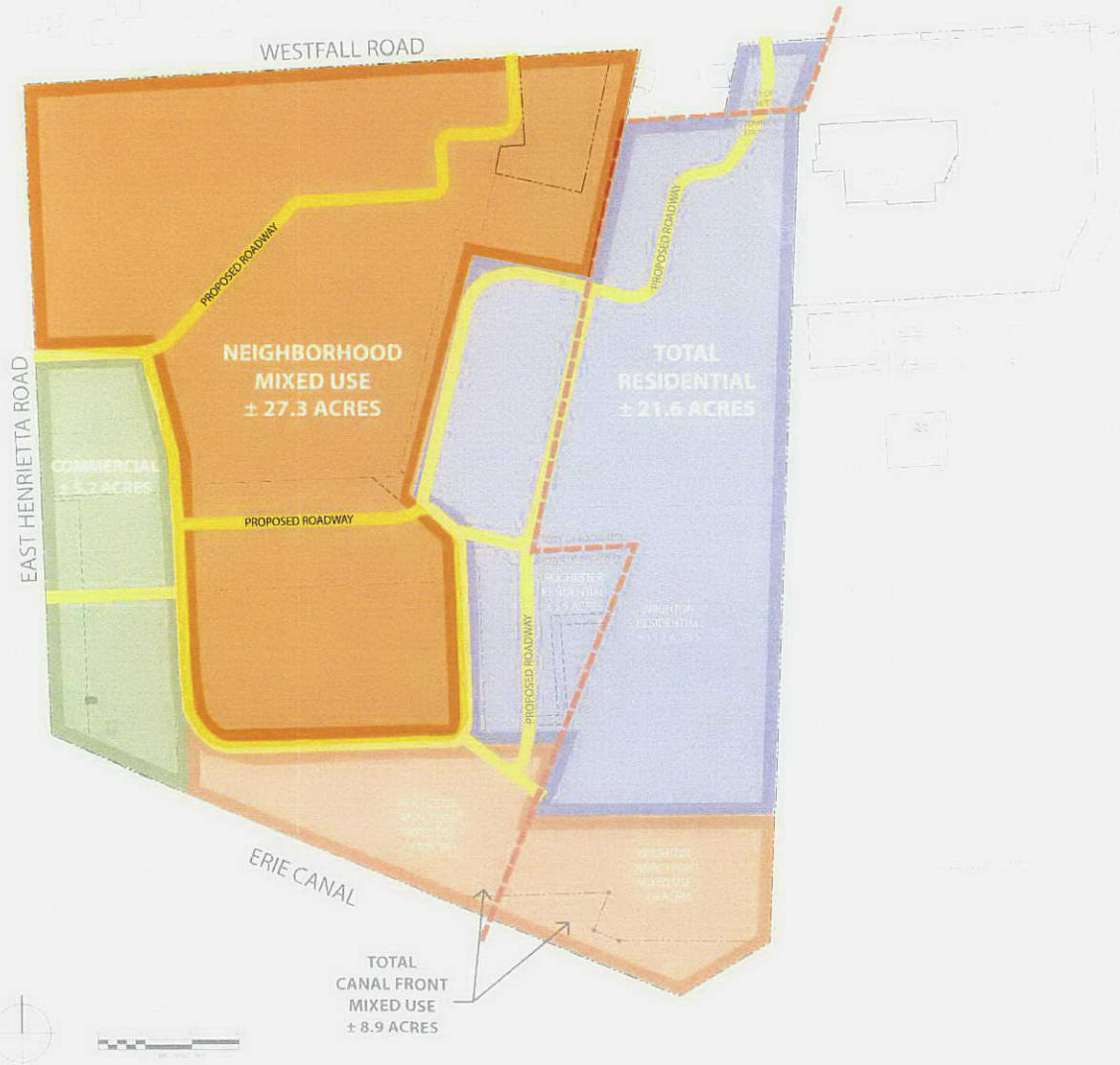




FIGURE 1 A hardscape public plaza provides an area for community events in addition to its day-to-day functions



FIGURE 2 On-street parking provides a buffer between pedestrians and vehicles, slows traffic flow, and improves access to services

Neighborhood Mixed Uses may include:

- Hotel
- Multifamily Residential
- Retail
- Restaurants
- Offices
- Public, Open Space, and Recreational
- Parking garage

General Design Character:

- Design shall be centered around guiding pedestrians to a large public plaza (Fig. 1).
- Festival-like atmosphere with active streetscapes and pedestrian gathering areas.
- Retail and restaurant uses on the ground level are supported by residential and office uses on upper levels (Fig. 2).
- Public uses on ground level help to maintain vibrancy of streets and public areas.
- Plaza suitable for special events and large-scale community gatherings (Fig. 1).
- Parking shall be provided in lots, garages, and along internal roadways to maximize pedestrian access to variety of uses.



FIGURE 3 Public space accommodates a range of uses



FIGURE 4 Pedestrian lighting, banners, and overhangs



FIGURE 5 Public art creates visual interest



FIGURE 6 Shade trees enhance the streetscape



FIGURE 7 Opportunities for outdoor seating in appropriate weather enhance the character of the neighborhood

Site Design Features:

The following site and landscape amenities shall be incorporated within the Neighborhood Mixed Use district:

- Pedestrian amenities including lighting, benches, bike racks, and trash receptacles (Fig. 6).
- Visual, high impact plantings (Fig. 7).
- Street trees to provide shade and comfort to pedestrians.
- Public art and sculpture (Fig. 5).
- Ample seating opportunities (Fig. 7).
- Public plaza and open space that can accommodate a variety of uses.
- Iconic focal element that personifies Citygate.
- Wide pedestrian walkways.
- On-street parking.
- Hardscape elements (Fig. 3):
- Clear delineations between pedestrian and vehicular spaces.



FIGURE 8 Massing of buildings promotes a pedestrian friendly character



FIGURE 9 Large overhangs on ground level accommodate pedestrians

Architectural Vocabulary:

The following summarizes the architectural vocabulary to be incorporated into the Neighborhood Mixed Use district:

- Massing of all buildings shall be compatible and create a consistent composition (Fig. 8).
- Buildings around the public plaza shall not exceed a height that deters from the pedestrian-oriented character desired for this district (Fig. 9).
- Architectural features shall promote and capitalize on the public plaza in order to make it appealing to pedestrians.
- Residential, retail, restaurant, and office uses shall be fully integrated to create a true mixed-use environment.
- Buildings around the plaza shall have overhangs at the ground floor to accommodate pedestrian activity (Fig. 9).
- Multiple story structures with mixed-uses shall have clear entry elements.
- Entrances shall be well defined.



FIGURE 10 Use of more than one color provides accent to the building facade



FIGURE 11 Use of natural colors

Materials and Colors:

The following guidelines apply to materials and colors for buildings in the Neighborhood Mixed Use district:

- All buildings shall be constructed of similar building materials.
- All primary buildings shall be constructed or clad with materials that are durable, economically maintained, and of a quality that will retain its appearance over time.
- Recommended materials include one or more of the following: brick, stucco, natural dimensional stone, cast stone, masonry units (integrally colored, textured, or glazed), pre-finished/pre-stressed concrete, or glass framing systems (Fig. 11).
- At least fifty percent (50%) of the exterior elevation building materials should be brick, dimensional natural stone, or finished masonry units.
- One or two colors accent colors shall be incorporated to unify the architectural character within the Canal Front Mixed Use district (Fig. 10).



FIGURE 12 Decorative railings



FIGURE 13 Awnings

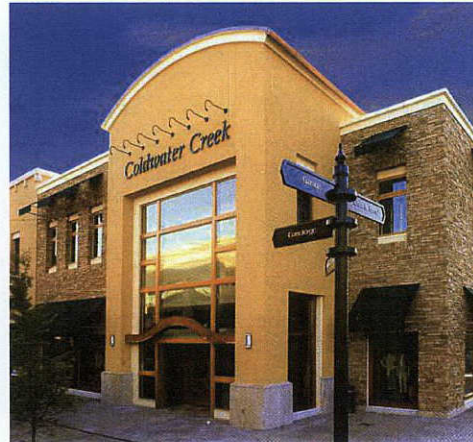


FIGURE 14 Covered walkways and entrances on ground level

Key Building Elements:

The following architectural elements shall be integrated into the design of buildings in the Neighborhood Mixed Use area:

- Colonnades or covered walkways (Fig. 14).
- Covered entrances.
- Façade articulation with vertical elements.
- Large glazed façade at main entrance, making it visible from the street or main site access.
- Rigid frame or fabric awnings (Fig. 13).
- Articulation of building materials defining base, middle & top or base and top.
- Façade subdivision into proportional bays.
- Dormers and bay windows.
- Variations of roof lines.
- Decorative parapets and cornices.
- Balconies with decorative railings (Fig. 12).



FIGURES 15 & 16 Individual storefront signage size is appropriately scaled for building



FIGURE 17 Pedestrian scaled wayfinding signage



FIGURE 18 & 19 Perpendicular signs, either attached to buildings or under overhangs, increase visibility for businesses and allow pedestrians to better see retail offerings



Signage:

The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the development:

- Signage must be scaled appropriately to appeal to both pedestrians walking on adjacent sidewalks and to vehicles.
- Building signage shall be incorporated into the overall design of a building and shall complement the façade or architectural element on which it is placed (Figs 15 & 16).
- Locations for marquee signage shall be clearly defined in the design of commercial building facades.
- The height & width of letters and logos shall be properly proportioned to the sign area on which it is to be located.
- Signs extending perpendicular to retail businesses and restaurants around plaza shall be allowed (Figs 18 & 19).





FIGURE 1 Waterfront hotel



FIGURE 2 Lower level commercial with upper level residential uses

Canal Front Mixed Uses may include:

- Hotel
- Multi-family Residential
- Retail
- Offices
- Public, Open Space, and Recreational

General Design Character:

- Potential for single use free-standing buildings or mixed use structures containing two or more of the uses identified above.
- Building design will be compatible with, and complementary to, adjacent residential, commercial, and mixed use areas. Architectural style will be similar in character to create a cohesive built environment that has a definable character and sense of place.
- Building and site design will consider, and capitalize on, the unique waterfront location of this area.



FIGURE 3 Multi-use recreational trails create opportunities for a wide variety of user groups

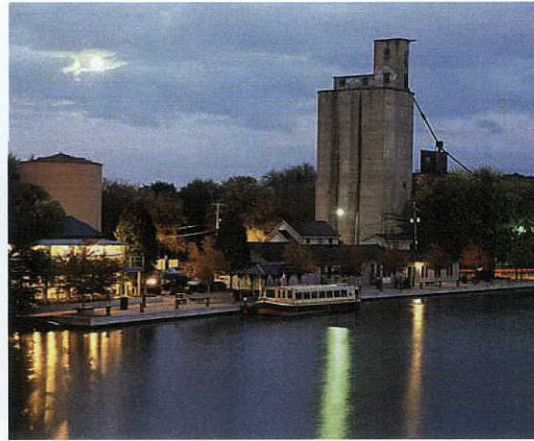


FIGURE 4 Boat docking facilities create widespread public access to goods and services



FIGURE 5 Wayfinding Sign



FIGURE 6 Continuation of Canal access for variety of users; historical markers help to tell story of the Canal

Site Design Features - Waterfront:

The following site and landscape amenities shall be incorporated along the canal front:

- Pedestrian oriented circulation patterns.
- Pedestrian amenities including planters, lighting, benches, bike racks, and trash receptacles.
- Pedestrian oriented location, interpretive, and wayfinding signage (Figs 5 & 6).
- Formal public gathering areas.
- Informal public green space for gathering and recreation.
- Multi-use trails to create continual public access to Erie Canal (Fig. 3).
- Public boat docking facilities (Fig 4).



FIGURE 7 Vibrant pedestrian oriented boardwalk fosters activity and social interaction



FIGURE 8 Banners and hanging flowers enhance pedestrian experience



FIGURE 9 Public art and sculpture creates a focal point



FIGURE 10 Consistent use of unique streetscape elements create continuity between areas of development

Site Design Features - Internal:

The following site and landscape amenities shall be incorporated into the internal design of the Canal Front Mixed Use District:

- Community gathering areas (Fig. 7).
- Defined pedestrian connections to internal uses and canal.
- Pedestrian amenities including planters, banners, lighting, benches, bike racks, and trash receptacles (Fig. 8).
- Pedestrian oriented location, interpretive, and wayfinding signage.
- Connections to multi-use trails to create continual public access to Erie Canal.
- Sculptures and other focal elements (Fig. 9).
- Site furnishings with waterfront character.
- Container gardens at appropriate commercial locations.
- Hardscape materials consistent with waterfront and overall Citygate development (Fig. 10).



FIGURE 11 Covered walkways at the ground floor level and pedestrian balconies on the upper level contribute to a pedestrian friendly development

Architectural Vocabulary:

The following architectural features and guidelines shall be incorporated into buildings within the Canal Front Mixed Use district:

- Massing of all buildings shall be compatible and create a consistent composition.
- All retail areas of buildings shall have arcades or covered walkways at the ground floor level to create cover for pedestrians (Fig. 11).
- Facades shall incorporate features that contribute to the creation of a pedestrian friendly character.
- Balconies and planes shall be encouraged on upper levels.



FIGURE 12 Use of materials and colors is consistent with guidelines and promotes a pedestrian oriented and friendly development

Materials and Colors:

The following guidelines apply to materials and colors for buildings in the Canal Front Mixed Use district:

- All buildings shall be constructed of similar materials and colors to achieve unity.
- All primary buildings shall be constructed or clad with materials that are durable, economically maintained, and of a quality that will retain its appearance over time.
- Recommended materials include one or more of the following: brick, stucco, natural dimensional stone, cast stone, masonry units (integrally colored, textured, or glazed), pre-finished/pre-stressed concrete, or glass framing systems.
- At least fifty percent (50%) of the exterior elevation building materials should be brick, dimensional natural stone, or finished masonry units.
- One or two colors accent colors shall be incorporated to unify the architectural character within the Canal Front Mixed Use district.



FIGURES 13 & 14 Hotel uses convey desirable covered entry features for pedestrians and vehicles



FIGURE 15 Awnings provide cover for pedestrians and create architectural interest on building facades



FIGURE 16 & 17 Variations of covered entry features

Key Building Elements:

The following key building elements shall be integrated into the design of Canal Front Mixed Use buildings:

- Clearly defined, visible covered entrances which maintain the proportional scale of the building (Fig. 14).
- Entrances shall have a definable architectural expression, except when they are retail storefronts under covered walkways (Fig. 16).
- Facade articulation with vertical elements (Fig. 15).
- Articulation of building materials defining base, middle, and top or base and top (Fig. 15).
- Division of façade into proportional bays.
- Dormers and bay windows.
- Rigid frame or fabric awnings (Fig. 15).
- Variations of roof lines.
- Decorative parapets and cornices.
- Balconies with decorative railings.



FIGURE 17 Building signage is scaled to blend into overall building context

Signage:

The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the development:

- Signage must be scaled appropriately to appeal to both pedestrians walking on adjacent sidewalks and to vehicles.
- Signage shall be integrated within the overall design of adjacent buildings and its surrounding landscape.
- Building signage shall be incorporated into the overall design of a building and shall complement the façade or architectural element on which it is placed.
- Locations for marquee signage shall be clearly defined in the design of commercial building facades.
- The height & width of letters and logos shall be properly proportioned to the sign area on which it is to be located.





FIGURE 1 Freestanding retail use



FIGURE 2 Standard hotel elevation

Commercial uses may include:

- Freestanding retail establishments
- Hotels
- Office buildings
- Freestanding parking garages

General Design Character:

- Architectural style will build on design vocabulary established for the Neighborhood Mixed Use area.
- Consistent architectural style and theme shall be used throughout the development.

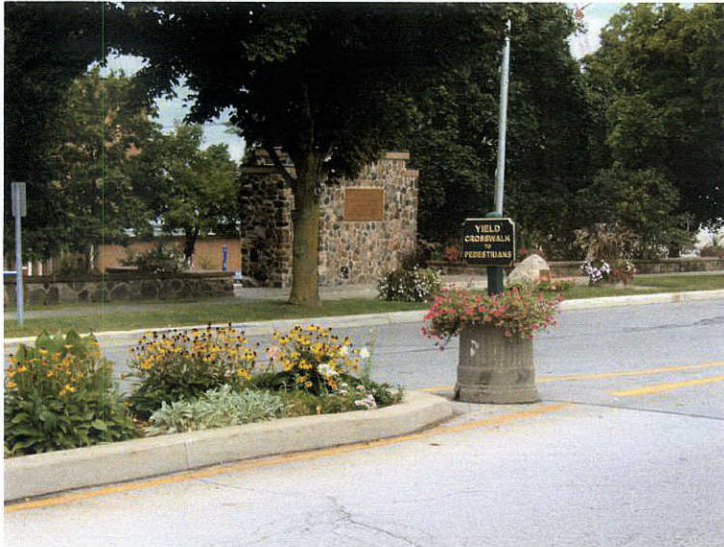


FIGURE 3 Planted island with designated pedestrian crossing

Site Design Features:

The following site and landscape amenities shall be integrated throughout the commercial district:

- High quality landscape materials (Fig., 3).
- Pedestrian scale lighting, banners, and signage (Fig 4).
- Various outdoor seating opportunities.
- Major entry gateway feature (Fig. 5).
- Consistent design palette for all amenities.
- Container plantings at office and storefront entrances on ground level.
- Planted islands and street trees (Fig. 3).



FIGURE 4 Pedestrian amenities line storefronts



FIGURE 5 Major entry gateway feature



FIGURE 6 Recessed entry provides visual articulation



FIGURE 7 Variety of rooflines

Architectural Vocabulary:

The following architectural features and guidelines shall be incorporated into commercial buildings within the Citygate development:

- Buildings with a façade exceeding 75 feet in length shall have repeating wall recessions or projections in order to provide visual articulation (Fig. 6).
- The composition of buildings shall present a clearly recognizable base, middle, and top, base and top, or a clearly-defined alternative building composition (Fig. 7).
- Any commercial building located with 75 feet of a residential structure shall have architectural elements and/or materials that integrate the characteristics of the residential building façade.
- Roofline variations are encouraged. Hipped, gable, and shed roofs shall be used in conjunction with flat roofs.
- Parapets or other architectural features shall be used to conceal rooftop mechanical equipment.



FIGURE 8 Natural materials used on facade



FIGURE 9 Accents occur at window locations

Materials and Colors:

The following guidelines shall be incorporated into commercial buildings within the Citygate development:

- All buildings shall be constructed of similar materials and colors to achieve unity.
- All primary buildings shall be constructed or clad with materials that are durable, economically maintained, and of a quality that will retain its appearance over time.
- Recommended materials include one or more of the following: brick, stucco, natural dimensional stone, cast stone, masonry units (integrally colored, textured, or glazed), pre-finished/pre-stressed concrete, or glass framing systems (Fig. 8).
- At least fifty percent (50%) of the exterior elevation building materials should be brick, dimensional natural stone, or finished masonry units.
- One or two colors accent colors shall be incorporated to unify the architectural character within the Commercial district (Fig. 9).



FIGURE 10 Portico and vertical entry feature



FIGURE 11 Vertical corner entry feature and compatible awnings



FIGURE 12 Covered entrance

Key Building Elements:

The following key building elements shall be integrated into the design of Commercial buildings:

- Portico or canopy (Fig. 10).
- Covered entrance (Fig. 12).
- Raised corniced parapets over the entrance.
- Vertical entry feature (Fig. 11).
- Facade articulation with vertical elements (Fig. 11).
- Facade subdivision into proportional bays.
- Peaked roof forms.
- Arcades.
- Display windows.
- Awnings compatible with the overall color scheme of the building façade (Fig. 11).



FIGURE 13 Monumental sign with architectural details



FIGURE 14 Building signage complements façade on which its located

Signage:

The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the development:

- Signage must be scaled appropriately to appeal to both pedestrians and vehicles.
- Signage shall be integrated within the overall design of adjacent buildings and its surrounding landscape (Fig. 13).
- Monumental sign design should be consistent with the overall architectural vocabulary and shall share the same color and materials.
- Building signage shall be incorporated into the overall design of a building and shall complement the facade or architectural element on which it is placed (Fig. 14).
- Locations for marquee signage shall be clearly defined in the design of commercial building facades.
- The height & width of letters and logos shall be properly proportioned to the sign area on which it is to be located.





FIGURE 1 Example of multi-family residential development



FIGURE 2 Distinctive architectural style

Multi-family residential uses shall include:

- Low and Mid-rise Apartments
- Townhomes

General Design Character:

- New multi-family development shall be an integral part of the overall community. It shall be designed to create a comfortable living environment for residents that fosters social interaction.
- Architecture styles shall reflect a common vocabulary of theme, forms, colors and materials.
- Each residential neighborhood may have some individual identity within the larger development. This may be accomplished by creating distinctive entries, roof treatments, through a break in the building form, or use of materials and colors (Fig. 2).



FIGURE 3 Naturalized trail and park



FIGURE 4 Formal walkway

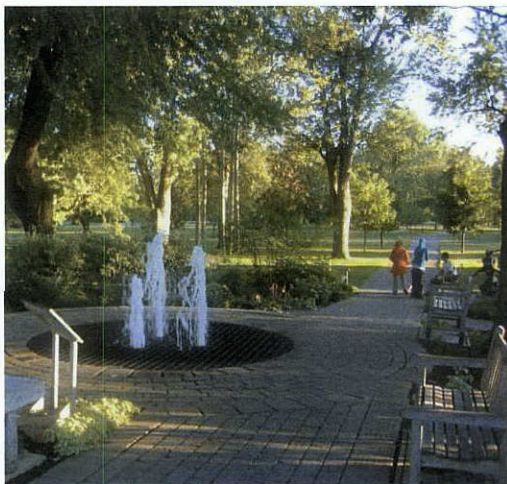


FIGURE 5 Pedestrian plaza with amenities



FIGURE 6 Attractive streets are active streets

Site Design Features:

The following site and landscape amenities shall be integrated throughout the Residential District:

- Sculptural elements and fountains.
- Pedestrian scaled gateways.
- Pedestrian amenities including lighting, signage, bike racks, and benches.
- Formal landscape plantings (Fig. 4).
- Areas for gathering and recreation (Fig. 5).
- Internal sidewalks and trails to link residences to other areas within Citygate (Fig. 6).
- External sidewalks and trails which connect to surrounding neighborhoods, multi-use trail systems, and Erie Canal (Fig. 3).
- Pocket parks.
- Tot lots and playgrounds.



FIGURE 7 Varying roof heights



FIGURE 8 Interest created through color



FIGURE 9 Balconies and pop-outs

Architectural Vocabulary:

The following architectural features and guidelines shall be incorporated into residential buildings within the Citygate development:

- Visual interest shall be created through the articulation of facades, forms, and use of color (Fig. 8).
- Varied rooflines, incorporating different roof heights, shapes & directions shall be used to visually break up large structures (Fig. 7).
- The mass and scale of residential buildings shall be compatible with adjacent buildings within the development.
- Larger buildings shall be divided into smaller modules. Repeating wall projections or recessions shall be incorporated for visual articulation.
- Balconies, pop-outs, bay windows, and arches shall be used to break up massing (Fig. 9).



FIGURE 10 Facade is articulated to create interest and is visually divided into smaller sections

Facades:

Residential facades shall conform to the following guidelines:

- All facades shall be well composed and articulated in order to create visual interest.
- Facades shall be consistent with architectural styles and themes used throughout the development.
- Buildings with large facades shall be visually divided into smaller sections by subdividing the façade into proportional bays through the application of vertical divisions and materials (Fig. 10).
- The composition of the building shall present a clearly recognizable base, middle, and top.



FIGURE 11 Integration of some natural materials



FIGURE 12 Accents used to enhance facade



FIGURE 13 Use of materials enhance the architectural massing of the building

Materials and Colors:

The following guidelines apply to materials and colors for residential buildings:

- Residential buildings shall be constructed or clad with materials that are durable, economically maintained, and of a quality that will retain their appearance over time.
- Appropriate building materials include brick, natural or synthetic stone, integrally-colored stucco and hardboard siding (Fig. 11).
- The choice of materials and colors shall provide enduring quality and enhance the architectural massing concept of the building (Fig. 13).
- Painted surfaces shall use colors that reinforce architectural concepts and are compatible with natural materials such as brick or stone, used within the development.
- At least twenty five percent (25%) of the exterior elevation building materials should be textured brick or decorative stone.
- One or two accent colors are encouraged to unify the development (Fig. 12).



FIGURE 14 Defined, visible entrances are covered by various roof types



FIGURE 15 Balconies create covered porches



FIGURE 16 Articulation of wall surfaces include bay windows, balconies, and dormers

Key Building Elements:

The following key building elements shall be integrated into the architectural design for residential buildings:

- Clearly defined, visible entrances which maintain the proportional scale of the building.
- Covered entrances (Fig. 14).
- Varying roof heights and wall planes.
- Large facades divided into modules to create smaller sections.
- Bay windows (Fig. 16).
- Pop-outs & projections.
- Balconies (Fig. 15).
- Chimneys.
- Dormers.
- Window shutters.
- Articulation of wall surface materials & colors.

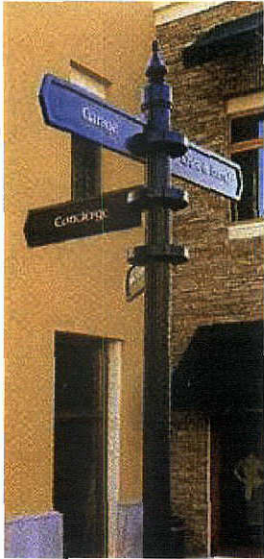


FIGURE 17 Consistent and unique design to street signage will unify project

Signage:

The following sign guidelines and standards are intended to create aesthetically pleasing and cohesive sign standards while reinforcing the existing context of the infill or development area:

- Signage must be scaled appropriately to appeal to both pedestrians walking on adjacent sidewalks and to vehicles.
- Signage shall be integrated within the overall design of adjacent buildings and its surrounding landscape.
- Building signage shall be incorporated into the overall design of a building and shall complement the façade or architectural element on which it is placed.
- Monumental neighborhood signage located on a street frontage shall be a material and color that is consistent with overall design of adjacent buildings and the overall development.
- The height & width of letters and logos shall be properly proportioned to the sign area on which it is to be located.