



## **GUIDELINES FOR COMMERCIAL BUILDINGS**



# Town of Riverhead Landmarks Preservation Commission

## GUIDELINES FOR COMMERCIAL BUILDINGS



*Commercial storefronts are an important part of the historic character and vitality of Riverhead. Downtown Riverhead includes a wide variety of building styles from the mid-nineteenth through the twenty-first centuries. Most of the commercial buildings located along Main Street are constructed of masonry, primarily brick with stone window lintels and sills, and include storefront windows and decorative building cornices. The storefront cornice unifies several businesses along Main Street.*

These *Guidelines* were developed in conjunction with the Town of Riverhead's Landmarks Preservation Commission (LPC) and Architectural Review Board (ARB). Please review this information during the early stages of planning your project. Familiarity with this material can assist in moving a project quickly through the approval process, saving applicants both time and money.

**The LPC and ARB encourage informal informational meetings with potential applicants who are considering a project that might include exterior changes to their properties.** Please call the Building Department at (631) 727-3200 ext. 213.

**Nothing in these *Guidelines* shall be construed to prevent ordinary maintenance of repair with like materials of similar quality and color.**

Additional *Guidelines* addressing other historic building topics are available at Town Hall and on its web site at [www.riverheadli.com](http://www.riverheadli.com). For more information, to clarify whether a proposed project requires LPC review, or to obtain permit applications, please call the Building Department at (631) 727-3200 ext. 213.

### PURPOSE

These *Guidelines* were prepared to assist commercial property owners with information when considering modification to an existing commercial building, storefront, sign or awning. It is not intended that these *Guidelines* should replace consultation with qualified architects, contractors, the Landmarks Preservation Commission (LPC), the Architectural Review Board (ARB) and applicable ordinances.



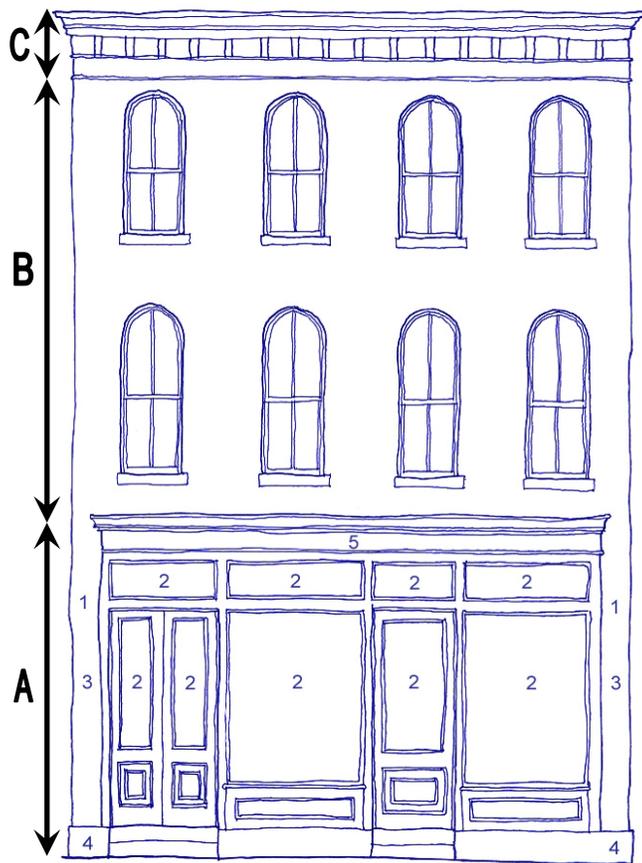
*Many of the professional offices in Riverhead are housed in former residences. The adaptive reuse of buildings allows them to continue to be an important part of the community and provides unique interior spaces with architectural character.*

### IMPORTANCE OF COMMERCIAL VITALITY

Riverhead's Landmarks Preservation Commission (LPC), Architectural Review Board (ARB), and Community Development Department encourage the economic development and revitalization of Riverhead's retail areas and the commercial properties within it. The LPC and the ARB recognize Riverhead's vibrancy is linked to the viability of its businesses. They make every effort to assist commercial building owners and tenants to revitalize older retail areas and buildings, helping to attract new customers while promoting an appreciation of local history.

Commercial storefronts can:

- Serve a key role in a commercial building's identity
- Define a pedestrian's visual experience and create a sense of transparency at the ground floor
- Attract potential customers with eye-catching merchandise displays



### Commercial Building

This represents a three-story, commercial building in Riverhead. It has three distinct vertically stacked zones:

- A. A storefront topped by a storefront cornice runs along the ground floor with large display windows topped by transom windows.
- B. Upper floor operable windows appear to be “punched” through the flat, relatively solid, brick wall surface in a regular pattern that does not coincide with the storefront openings below.
- C. The bracketed ornamental building cornice provides a visual cap or termination at the top of the building.

### Potential locations for signage at commercial buildings (Refer to page 8 for additional signage information)

1. Hanging from bracket perpendicular to front wall
2. Paint, vinyl or etching on window(s)
3. Flush mounted wall sign
4. Freestanding sign when permitted
5. Under storefront cornice
6. Signs may also appear on the awning valance (not shown)

## COMMERCIAL BUILDING COMPOSITION

Generally, there are two types of commercial buildings, those that were constructed as commercial buildings, and residences that were converted for commercial use. In downtown Riverhead, the majority of commercial buildings on Main Street were constructed with retail or a restaurant use at the ground floor and office or residential space above, while many of the buildings that were formerly residences and have been converted to office use. An informative reference guide to commercial building features is *The Buildings of Main Street: A Guide to American Commercial Architecture* by Richard W. Longstreth. (National Trust for Historic Preservation. Washington, DC, 1987.)

Although most of Riverhead’s residential buildings that have been adapted for commercial uses are used as professional offices requiring nominal exterior alterations, buildings modified into retail stores tend to have very different characters on their lower and upper floors. Additionally, residences vary stylistically, and the vertical divisions between parts of a residential building adapted for commercial use are not as consistent as those constructed as commercial buildings.

*The Landmarks Preservation Commission encourages:*

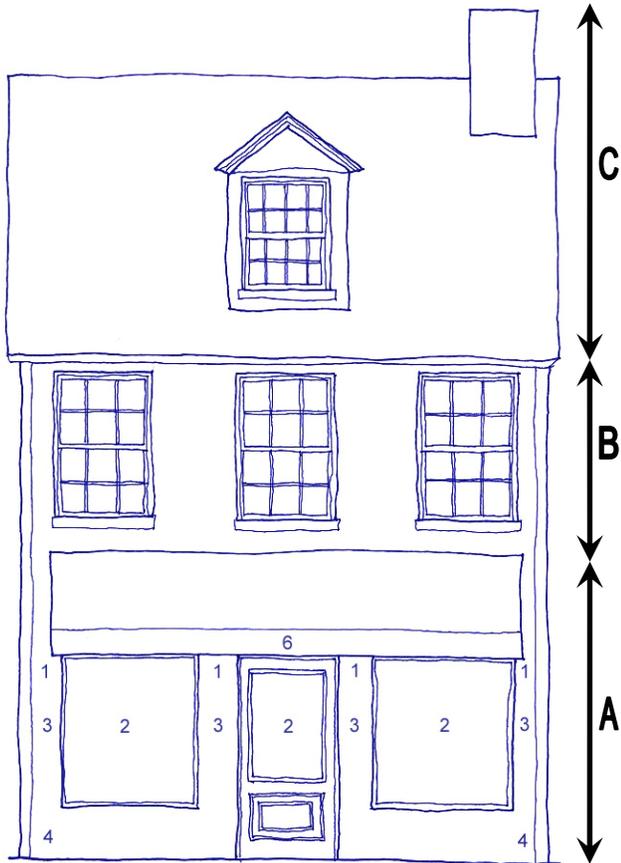
- Retaining residential characteristics of residences converted into commercial buildings
- Retaining the characteristic elements of the three distinct zones of commercial buildings
- Retaining and maintaining all building cornices, features and details; and replacing missing features
- Maintaining the rhythm, size and shape of upper floor windows and associated trim and moldings
- Reopening previously infilled windows

*The Landmarks Preservation Commission discourages:*

- Enclosing or removing elements, such as building cornices and storefronts
- Locating air conditioners in street elevation windows or creating new openings for thru-wall air conditioners that are visible from the street
- Infilling or altering window openings



This bracketed building cornice includes the name of the former Bank.



**Adaptive Reuse of Former Residential Building**

The lower floor of this residence has been modified for commercial retail use. Similar to buildings constructed as commercial buildings, converted residences have three distinct zones:

- A. A commercial area has been added to the ground floor of this former residence with a large retail display windows.
- B. The upper floor has a residential appearance with operable windows and in some instances in Riverhead, projecting bays.
- C. The roof and building cornice are residential in design with a side gable roof, a central gabled dormer, gable end chimney and a residentially scaled cornice that acts as a transition between the wall surface and roof edge.

**Potential locations for signage at former residential buildings** (Refer to page 8 for additional signage information)

- 1. Hanging from bracket perpendicular to front wall
- 2. Paint, vinyl or etching on window(s)
- 3. Flush mounted wall sign
- 4. Freestanding sign when permitted
- 5. Under a storefront cornice (not shown)
- 6. On the awning valance



This commercial building includes a rear parking area and accessible ramp.

**ACCESSIBLE ACCESS**

The Americans with Disabilities Act (ADA) strives to improve the quality of life of people with disabilities. The ADA recognizes that, for people with disabilities to participate in the everyday activities in their communities such as going to work, eating in a restaurant or shopping in a store, they need to have access to the goods and services provided by businesses. Many business facilities in Riverhead were constructed prior to the enactment of the ADA in 1992 without features to accommodate people with disabilities, including those who use wheelchairs.

As existing buildings are renovated they are required to make accommodations for people with disabilities. One of the most visible exterior alterations resulting from the ADA is the installation of a wheelchair ramp or lift to provide building access.

The Landmarks Preservation Commission encourages:

- Providing a respectful accessible entrance that is located on a rear or secondary elevation and designed in a manner that complements the building’s style.



This side elevation ramp appears to be a continuation of the porch and is screened by shrubs.



1. Storefront Cornice

2. Transom Windows

3. Display Windows

4. Entrance Door

5. Structural Support

6. Apron

## STOREFRONT DEVELOPMENT

A storefront is typically defined as a ground-level façade constructed with large sheets of glass to display merchandise. The development of storefronts was linked to the desire to increase commercial visibility and merchandise display possibilities.

As technology progressed through the middle of the nineteenth century, the configuration of storefronts was also modified. Smaller windows in commercial buildings were replaced with larger sheets of glass and new materials such as cast iron were introduced into architecture. Advances in technology also allowed new configurations of buildings including corner entrances with wrap-around storefronts to maximize commercial visibility.

## STOREFRONTS

The storefront is one of the most significant features of a commercial building whether it was originally constructed for commercial purposes or converted to retail from another use. Most people experience buildings at the ground floor level and the attractiveness and overall maintenance of a storefront can greatly influence a casual observer's perception of a building and the business within. Because a positive impression can help draw potential customers, regular maintenance and careful design can positively affect the bottom line.

Although the specific configurations of storefronts can vary greatly at different building locations, the typical construction includes large expanses of glass to display merchandise and one or more entrances. Historic storefronts were typically constructed of wood, metal (cast iron, bronze, copper, tin, galvanized sheet metal, cast zinc or stainless steel), masonry (brick or stone) and clear, translucent or pigmented glass at transoms.



*The storefront cornice separates the storefront from the upper building levels. This example includes a flat band for signage.*

**1. Storefront Cornices** are projecting moldings at the top of storefront, providing a visual cap or termination to the storefront and a separation with the upper floors. Cornice materials can vary widely and include wood, pressed metal, limestone, terra cotta or decorative brick patterns. Cornice details can include brackets, dentils and panels as well as decorative paint highlighting.

**2. Transom Windows** are located above display windows and doorways to provide additional daylight, and can be either fixed or operable for ventilation. They can be either single or multi-paned and are often leaded, stained, pigmented or textured glass. Historically transom windows could also include signage, lettering or other ornamental details.



*This modern interpretation of fixed transom windows provides additional light to the interior and detail to the exterior storefront.*

**3. Display Windows** are typically large expanses of glazing to present the available merchandise within a shop. Display windows often flank the entrance alcove to a store and can include additional advertising to further entice potential customers.



*This restaurant includes a central entrance door with a transom window above flanked by display windows. The display windows include curtains to provide some privacy from passers-by while retaining the connection from the interior to the street, in addition to menu and related information. The flower boxes provide the opportunity for seasonal displays.*

**4. Entrances** at storefronts can be located flush with the outside of the building or recessed within an alcove providing additional display areas and shelter from the elements. In addition to commercial entrances, there can be secondary entrance doors that provide access to upper building levels.



*These paired wood entrance door are topped by a large leaded glass transom windows.*

**5. Structural Supports** at storefronts can be necessary to carry the weight of the building and roof above and are often decorative, reinforcing the storefront's style. Typically, structural supports flank entrance doors and display windows and can be constructed of wood, cast iron or masonry.



*The interior metal post supports the upper walls.*

**6. Aprons** act as the base for the display windows and at the interior can provide a raised platform for merchandise display. Historically, aprons were constructed of a variety of materials with different finishes including paneled wood, brick, marble, granite and tile. More recently, storefront aprons are also being clad with cast stone.



*The cast stone apron simulates limestone and provides a base for the storefront window glazing system.*

## STOREFRONT ENTRANCE ALCOVES

A storefront's entrance alcove acts as a transitional space from the sidewalk to the commercial entrance. It provides shelter from the weather, and is often designed to increase the display area of the storefront to entice potential customers. Entrance alcoves tend to include a decorative ceiling and floor, and be flanked by large storefront display windows leading to a central entrance door.

**Decorative Ceilings** within entrance alcoves were often articulated with patterns, textures or materials that included lighting and reinforced the architectural style of the building and geometry of the space. The materials used within the entrance alcove ceiling may be repeated on the ceilings of the flanking display windows. Historically these materials included paneled wood, beaded board and pressed tin, with flatter surfaces such as stucco gaining in popularity in the early twentieth century.



*Businesses are encouraged to maintain historic building signage such as this tile floor located at the entrance alcove. Historic signage is not included within the calculations for allowable signage at a building.*

**Decorative Flooring** within storefront entrance alcoves was often composed of small ceramic tiles in square or hexagonal shapes, a stone stoop, or in the early twentieth century terrazzo became a popular option. Historically, the configuration of tile or terrazzo was only limited by the creativity of the installer, and often included decorative borders and patterns of various colors. It was not uncommon for the tiles to include the name of the business occupying the store within the alcove flooring.

## STOREFRONT TREATMENT OPTIONS

Making changes to storefronts can be a costly endeavor that if not properly planned might negatively impact a business. Prior to considering alterations, it is recommended that property owners take the time to identify the key storefront elements and consider alternatives prior to proceeding with the work. By carefully studying alternatives, property owners tend to be much happier with the finished results. When contemplating storefront work, the following approach is recommended.

- a. **Identify Key Historic Elements** – Develop an understanding of the architectural character of the historic storefront including the overall size, major divisions or bays, placement of components such as alcoves, doors, windows and distinctive elements. This can be based on selective removals or documentation such as old photographs or drawings.
- b. **Retain, Preserve and Repair** – Once important historic elements have been identified, they should be incorporated into the storefront design. Deterioration of some historic elements might require stabilization, replacement in-kind, or replacement with a similar substitute material utilizing the historic material as the guide.
- c. **Replacement** – Replacement of a historic storefront is only encouraged when the existing storefront materials are too deteriorated to be repairable, or a historic storefront has been encased in a newer storefront and the historic form and detailing are still present allowing for an accurate representation. Replacement of historic storefronts with modern storefront systems is strongly discouraged.
- d. **Reconstructing a New Storefront With Historic Documentation** – If there is no physical evidence of a historic storefront, there might be sufficient historical or pictorial evidence to allow for appropriate reconstruction. Appropriate research is strongly encouraged to ensure the greatest degree of accuracy feasible in the reconstruction.
- e. **Installing a New Storefront Without Historic Information** – If there is not sufficient information and documentation to accurately reconstruct a storefront, the new design should be compatible in size, pattern, scale, material and color with the overall building and similar storefronts from the period, but have distinctly contemporary character that reflects rather than copies historic storefronts.



*The historic storefront at 10 Peconic Avenue featured glazing across the second floor. Possible sources for historic photographs or drawings include advertisements, articles, newspapers, promotional materials from earlier businesses, postcards or paintings (although drawings and paintings can be influenced by artistic license.)*

## **DETERMINING THE HISTORIC APPEARANCE OF STOREFRONTS**

For property owners hoping to restore the appearance of their storefront to an earlier period, there are a number of places where you can find information that can guide the effort. Often remnants of earlier storefronts or “ghosts” of earlier materials are concealed under newer storefront materials and careful selective removals can reveal elements or clues. In cases where historic materials are revealed, property owners are encouraged to incorporate the materials into the new storefront. In addition to potentially uncovering storefronts, it can also be beneficial to look for old building materials stored in attics or basements.

### **NON-RETAIL STOREFRONTS**

Some non-retail businesses and residential use also can be found in former commercial buildings with storefront windows including restaurants and professional offices. Although many of these uses do not require large display windows, the Code requires maintaining unobstructed glazing in many locations. Businesses are encouraged to use alternate means of providing privacy and using display areas.

- Installing display materials related to the business or service being offered
- Installing semi-transparent or translucent screening that can be opened or closed during the course of the day such as blinds or lace curtains
- Placing plants, seasonal displays and decorations in merchandizing display area

## **STOREFRONT DON'TS**

Although each storefront is unique, the following provide general recommendations when addressing storefronts. Property owners are invited to consult with the Landmarks Preservation Commission and Architectural Review Board early in the process when contemplating storefront modifications.

*The Landmarks Preservation Commission discourages:*

- Enclosing or removing elements, such as building cornices and storefronts
- Altering size or shape of major building forms such as window, door and transom openings
- Installing stylistic elements from periods that are different from the storefront or building and do not complement the overall stylistic expression
- Altering a façade from commercial to residential character unless the building was previously residential and there is sufficient evidence or documentation to provide an accurate representation
- Installing inappropriate materials at storefronts including vinyl siding and some types of wood siding
- Installing any material other than clear glass within a display window
- Installing built-in furniture or walls visually blocking the inside of display windows
- Installing window air conditioners in transom windows or thru-wall air conditioners that are visible from a public way
- Introducing a new storefront or element that alters or destroys historic building materials
- Creating an incompatible design or false historic appearance based upon insufficient documentation
- Adding a false front or false story to a building



*This storefront window has been infilled with wood reducing the window opening size and changing the character of the building.*

## SIGNS IN RIVERHEAD

Generally, there are two types of commercial signs in the Town of Riverhead, those that are attached to the building and those that are freestanding. The choice between attached or freestanding signs is largely based upon the specific location, building setbacks, needs and the limitations of the Riverhead Code. Along Main Street, most of the signs are mounted onto buildings. In former residences that have been converted into commercial uses, the buildings tend to be set back from the street allowing the possibility of freestanding signs.



*This former residence has a freestanding sign at the front yard.*

## SIGN AND AWNING REVIEW

In its review of signs and awnings, the Architectural Review Board (ARB) utilizes *The Secretary of the Interior's Standards for the Treatment of Historic Properties*; the same national standards utilized in all ARB reviews for Historic District properties. When reviewing applications, ARB considers the appropriateness of the components of the sign or awning installation and design in relationship to the building and streetscape for which it is proposed. What might be appropriate at one location might not be appropriate at another.

### RIVERHEAD'S PERMITTED SIGNAGE

- The types of allowable signage vary based on the property's zoning district
- All temporary and movable signage is subject to the provisions of the Riverhead Code
- The relocation or altering of signage is subject to Town review
- No signage with flashing lights is permitted

It is recommended that potential applicants for signage and awnings contact the Building Department early in the design process to understand the allowable signage at their property.

## IMPORTANCE OF SIGNS AND AWNINGS

A well designed and well placed sign or awning can make a good impression, attract potential customers and unify a streetscape. By contrast, a confused, poorly designed or poorly placed sign or awning can overwhelm buildings, detract from the area, give an inappropriate impression, turning customers away and potentially damaging historic materials or finishes. Historically, signs and awnings were attached to and placed near buildings. New signs can use similar features to both enhance the character of the building and convey the necessary information to the public.

*The Architectural Review Board encourages:*

- Using simple graphics and clean appropriately large scale displays to keep the windows transparent
- Maximizing storefront transparency and maintaining views into storefronts while meeting unobstructed glazing Code requirements

*The Architectural Review Board discourages:*

- Cluttered signs and posters on doors and windows
- Obscuring distinctive architectural elements and features with signage
- Obstructing views into the store by infilling or installing solid displays or walls within five feet of the interior of display windows



*Property owners are encouraged to consider installing a highly visible freestanding sign with the building name and street number in addition to a wall-mounted directory sign with replaceable plaques identifying occupants.*



*This salon features a wall mounted sign and projecting awning.*

## LOCATIONS OF SIGNS AND AWNINGS

The diagrams of commercial buildings and adaptively reused former residential buildings on pages 2 and 3 are intended to provide general guidance for appropriate sign and awning locations for commercial and former residential buildings in Riverhead. It is important to note all sign types might not be appropriate for all buildings.

The Riverhead Code identifies allowable sign and awning locations as well as the size and number of allowable signs for each district and property.



*This window sign provides pedestrian scaled eye-level information. The minimal text clearly identifies the name and services provided, with the logo reflective of the product.*



*The individual letters are mounted directly to the building.*

## SIGN MATERIAL

Historically, signs were typically made of wood either attached directly to the building or suspended from wrought iron brackets. As technology advanced and building styles changed, a wider range of materials were used. These included bronze plates attached to buildings, cast iron, stainless steel, etched or painted glass, leaded glass, gold leaf, tile and terrazzo. Each material was popular during particular time periods, and might not be appropriate at all building styles and locations.

*The Architectural Review Board encourages:*

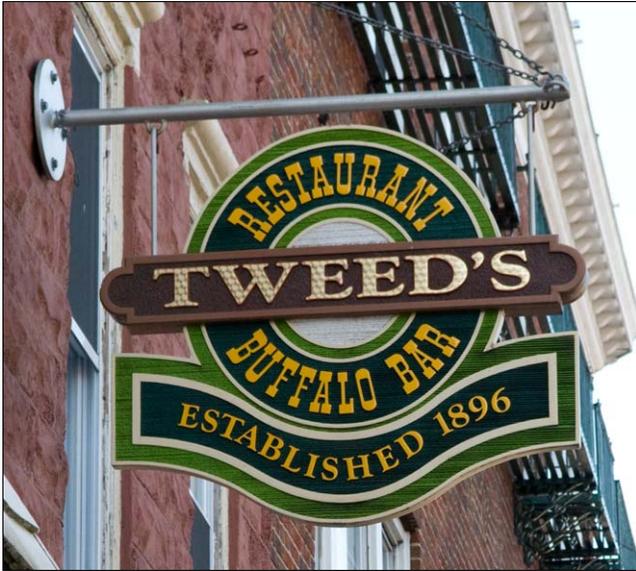
- Using materials that are consistent with the character of the building including wood, bronze, brass, gold leaf, etched glass, paint, aluminum, stainless steel, enameled metal, leaded glass, appliques, tile and terrazzo
- Mounting individual wood or metal letters to a building or sign board
- Using modern durable materials such as Urethane board or MDO board that are similar in appearance to historic materials
- Using cast aluminum brackets to hang signs with hanging hardware of a compatible appearance
- Repairing historic signage with materials to match the original whenever possible

*The Architectural Review Board discourages:*

- The use of contemporary materials such as plastics or plexiglass, or plastic or glossy coatings, which are incompatible with the building's historic character
- Back-lit sign boxes (which are not permitted by Code in Historic Districts)
- Paper signs adhered to glazing
- Dry-erase surfaces for changeable message signage



*Individual internally illuminated letters are mounted to a raceway painted a similar color to the brick building.*



*The size of the projecting sign and smaller text are scaled for pedestrians.*

## SIGN SIZE

Riverhead's Code regulates the size of signage.

- Signage should be compatible to scale of the building, adjacent buildings, the streetscape and adjacent signage. Small scale signs are appropriate to smaller scale buildings and professional offices.
- Small scale signs are also appropriate for building with several signs and often can be grouped in a directory sign.
- A well-designed smaller sign can have more of an impact than larger signs. This is particularly true in downtown Riverhead where the means of travel is by foot or slow moving vehicles.

## MOUNTING SIGNS AND AWNINGS

Care should be taken in mounting walls signs and awnings to minimize the damage to historic materials. This includes reusing hardware or brackets from previous signs or awnings, or attaching them at previous attachment locations.

If reusing existing hardware or attachment locations is not an option, select mounting locations that can be easily patched if the sign is removed. This includes locating holes in mortar joints rather than mounting directly into bricks or masonry. This will facilitate repair if the sign is removed or relocated in the future.

*(Please refer to the diagrams on pages 2 and 3 for possible sign locations.)*

## SIGN SHAPE

Most sign shapes are simple geometric forms, geometric shapes with decorative edges or rounded corners, or shapes that convey the type of business. Geometric signs can include rectangular, square, round or oval shapes and can be utilized for all sign types. When considering which sign shape is most appropriate for a specific location, the applicant should consider the sign type, information to be conveyed, size and location of the sign, building style, and other signs at the property or adjacent properties.



*This wall mounted sign has a unique shape that is specific to the business.*

## SIGN ILLUMINATION

In many instances, available ambient street or storefront lighting can illuminate signs, which is preferred to the installation of additional lighting. The use and placement of sign illumination is limited by the Riverhead Code.

*The Architectural Review Board encourages:*

- Using existing ambient street light or storefront lighting whenever possible
- Using small scale, indirect or hidden lights such as gooseneck lights directed down towards signage with concealed conduit and junction boxes
- Using lights that are consistent with the character of the historic building and meet Code requirements for location, orientation and brightness



*The gooseneck lighting illuminates each of the wall signs and the conduit and junction boxes are concealed from view.*



*Clear lettering contrasting with the background increases legibility.*

## LEGIBILITY OF SIGNS & AWNINGS

The contrast between the logo or lettering and background color can greatly increase the overall legibility of the sign or awning. In many instances limiting the number of colors to those necessary to convey the information also increases the legibility.

Similar to selecting a color, when considering letter style for signs and awnings, applicants must balance the need to make them legible, convey the business identity or logo, and complement the historic character of the building and environment. Excessive amounts of text or highly stylized type styles can overwhelm a viewer and make the message effectively illegible.

Logos can be an important identifying feature for any business, and generally, applicants are encouraged to utilize a logo or symbol that identifies their business. However, the Architectural Review Board is not obligated to accept a sign or awning design that is based upon a national or regional image required by a corporation or franchise.

## NEON

Neon signs, originally developed in the 1920s, are made of narrow, gas filled electrified tubes. Given Riverhead's stylistic variety, the use of neon is limited by Code and carefully reviewed by the ARB to determine compatibility.



*The Architectural Review Board encourages:*

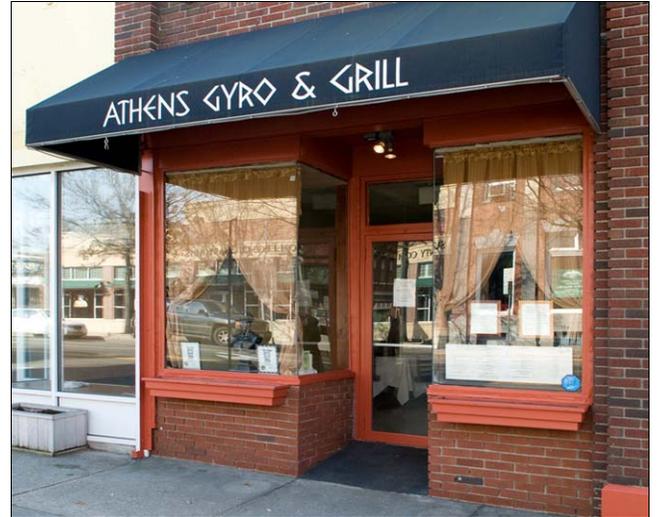
- Customizing neon to enhance the style or character of a building, if permitted by Code and appropriate, in consultation with the Architectural Review Board

*The Architectural Review Board discourages:*

- The installation of pre-manufactured neon signs at the interior or exterior of a building, advertising a product or service that is highly visible from a public way

## AWNINGS

Awnings are a historically popular means of sheltering pedestrians, advertising a business and protecting window merchandise from sun damage. Several awnings along a streetscape can provide a sense of scale and separation of the storefront from the upper stories. Historically, awnings project at a continuous angle away from the face of the building on a metal frame, terminating at a skirt or valance. Awnings can include a business name, address, telephone number and logo.



*Awnings provide shelter and can include signage and logos.*

*The Architectural Review Board encourages:*

- Locating a single awning over an entrance or storefront display window bay
- Solid or canvas fixed or retractable awnings, whose color, style and location are compatible with the building's historic character
- Awnings that project approximately three feet from the face of the building in a continuous angle with a ten to twelve inch straight or scalloped valance
- Limiting lettering and logos to awning valances
- Installing awning hardware in a manner that minimizes damage to historic building materials

*The Architectural Review Board discourages:*

- Contemporary or glossy awning materials such as metal, plastics or leatherette, which are incompatible with the building's historic character
- Internally lit awnings
- Contemporary awning shapes or use of awning materials at typical sign locations such as rounded balloon awnings or flat mounted wall awnings
- Awnings at historically inappropriate locations



*The parking is located to the rear of the commercial building with access from a secondary street. The parking area is visually screened with tall shrubs minimizing the visual impact of the parked cars from the streetscape.*

## **COMMERCIAL PARKING LOTS AND SERVICE AREAS**

Commercial buildings outside of the downtown parking district require dedicated parking lots and service areas for trash collection, mechanical equipment and possibly loading docks.

Although it can be desirable to install parking lots in front of buildings, it is more appropriate within the context of Riverhead to maintain a consistent building setback which typically places the building adjacent to or near the sidewalk.

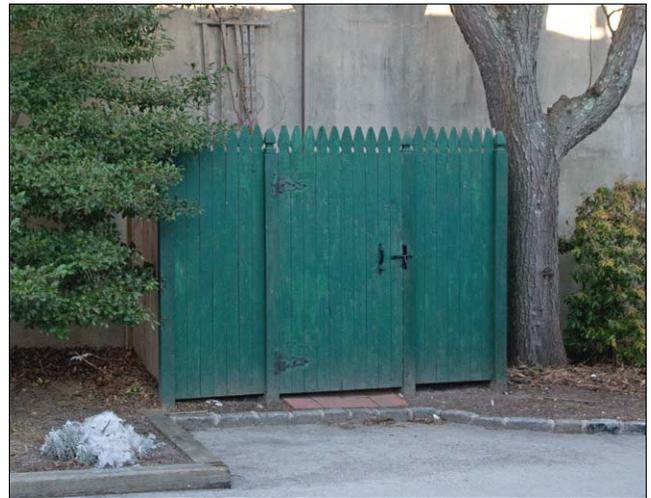
Property owners are encouraged to locate parking lots and service areas to the rear of their buildings and explore the possibility of driveways extending from rear or secondary streets. If this is not possible, a driveway should be installed along the side of a building to provide rear access. In instances where the depth of the property does not allow rear parking, side yard parking can be considered, although the street frontage should be appropriately screened to minimize its visual impact. In addition, commercial property owners are encouraged to include landscaped areas, trees and shrubs within parking areas.



*Landscaped areas, trees and shrubs in parking areas help provide visual screening and can help manage water run-off.*

*The Landmarks Preservation Commission encourages:*

- Constructing commercial buildings at the prevailing setbacks along a streetscape
- Designing new commercial buildings as future landmarks compatible with the neighborhood buildings – Refer to *Guidelines for Additions and New Construction*
- Locating parking and secondary buildings to the rear or in some instances the side elevation of the building
- Screening parking, mechanical equipment and garbage collection from public view, preferably with a combination of fencing and shrubs



*Commercial property owners are required to screen refuse collection bins with fences. Shrubs and plantings reduce the visual impact.*

### **INFORMATION FOR NEW BUSINESSES**

If considering opening a new business in Riverhead, Town representatives are available to discuss zoning, construction and other requirements applicable to a specific project.



Funding for the Town of Riverhead Historic Guidelines and Bulk Study was provided by a 2005 award from the Quality Communities Grant Program, which is administered by the New York Department of State, Office of Coastal, Local Government, and Community Sustainability.

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