



**Irondequoit
"Town Square"
Master Plan Update
DRAFT
August 10, 2021**



This update consists of:

- Overview
- Values
- Plan objectives
- Site planning, layout, and design considerations for Town Square
- Aerial photos and maps
- Buildings having historic or social importance
- Sustainable design strategies
- Public art
- Appendix 1 –Design Considerations for Titus-Cooper-Hudson from 2014 Master Plan
- Appendix 2 – Current Town of Irondequoit Mixed Use Commercial Zoning Law
- Appendix 3 – Current Signage requirements

Overview

In August 2003, the Town of Irondequoit published a “Town Center Master Plan” for the Titus-Cooper-Hudson Town Center. Much has changed since 2003, and this update is an attempt to document these changes. **This update of the original Master Plan is also a framework of policies to provide a proactive approach to guide commercial development in the Town Square area.**

While this area was called “Town Center” in the 2003 master plan, this name was criticized since the area is not located in the “center” of Irondequoit. The area could instead be known as “Town Square” (which is used as a placeholder in this draft), or by another name selected by a group of stakeholders.

In addition to “Town Square”, other names which have been proposed include “Grange District”, “Grange Square”, “Cooper Corners”, “Cooper Crossing”, “Titus Corners”, “Titus Quarter” and “Titus / Cooper / Hudson District”. The process for selecting the final name should involve a group of stakeholders which includes town officials, business owners, and residents living in or near the area.

Values

1. **We are a walkable community** – The compact urban village concept is critical to the neighborhood’s future. We value the ability to walk and bike with ease within the neighborhood and throughout the Town of Irondequoit. This is an important asset to attract new generations of residents and visitors.
2. **We are family-friendly** – Irondequoit is home to a growing number of young families. Many of these families are attracted by the businesses and residences in the Town Square. Family friendly activities that cater to people of many ages are at the core of the Town Square with casual dining, parades, festivals, and concerts. We will continue to pursue and attract young families to visit and live in the neighborhood.
3. **We are historic** – We have structures, businesses, and groups in the Town Square which have social and historic importance. They contribute in a large way to the unique character of this

neighborhood. All efforts toward adaptive re-use need to be considered over demolition so that the unique fabric of the Town Square will be preserved.

Plan objectives

Promote higher-density residential and mixed-use development. This Irondequoit Town Center Master Plan encourages a mix of land uses that include residential, retail, personal and professional services, and recreational uses. Higher density residential and mixed-use development helps create a lively, active area, fronting on a pleasant pedestrian space with opportunities to stroll, sit, or dine outdoors.



Higher-density residential uses help to ensure there will be people in the area throughout the day and evening. This increases security felt by those visiting the area and creates a need for gathering places. It also provides customers to support the commercial establishments. The wider the variety of uses, the more the residents' needs will be met, reducing their need to travel outside the area.

A broad mix of residential types, including first- or second-floor apartments or condominiums, small single- and two-family homes, town houses, row houses, and efficiency units, is also important. This mix of residential units can provide homes for a variety of community residents and help minimize the use of automobiles. The maximum benefit is gained when a significant number of residences are located within 1/2 mile of the area. It is counterproductive to use these areas for functions that do not generate significant pedestrian activity or demand. Consequently, commercial enterprises should be oriented towards purposes which do not require an automobile. Personal-service businesses, as well as those that provide opportunities for customers to interact with each other, are particularly appropriate.

Improve pedestrian connectivity. The priority is to encourage people to enjoy the streets in the Town Square. Make the experience of walking a pleasant one, with changing patterns and opportunities for chance meeting. Consider human scale as a primary component in the design of streetscapes and buildings. When walking is a safe and enjoyable experience, people are more likely to do so. Consider not only those walking from homes or between businesses, but also those walking to or from bus stops.



Consider the realities of walking in Irondequoit. Designers of sidewalks and walkways should consider windbreaks, shelters, and alcoves for both summer and winter use. Snow storage and wind tunnel effects are additional considerations for winter use. Consider pedestrian routes as linear rooms, with floors (paving patterns), walls (buildings and vertical landscape elements), ceilings (canopies of shade trees), street furnishings and artwork.

Keep every building, whether new or old, well maintained and attractive. Well maintained properties convey a sense of care and pride in the community and protect the owners' investments. When property owners are committed to the creating an attractive Town Square, people will be attracted to the area and to its businesses.



Encourage adaptive re-use of existing buildings with historic or social importance. Several structures within the Town Square boundaries have historic or social importance. Thus, it is importance to fully consider adaptive re-use, rather than demolition, to preserve the unique fabric of the Town Square area and assure it will retain an identity unique to the Town's history.



Site planning, layout, and design considerations for Town Square

The 2003 “Town Center Master Plan” proposed site planning, layout, and design considerations. The plan helped the Town of Irondequoit develop the Mixed-Use Commercial zoning laws in Appendix 2. The following site planning, layout, and design considerations are based on the 2003 Town Center Master Plan, with updates to reflect the approved Mixed-Use Commercial zoning laws, as well changes to the neighborhood since 2003.

Building Orientation

- Orient the buildings toward the main street of pedestrian access.
- Locate buildings with at least one primary, working entrance facing the street or streets.
- Direct retail and service land uses towards pedestrian needs, especially on Titus Avenue, while still acknowledging the need and use of automobiles by both residents and visitors.

Unique for Titus Avenue and Cooper Road

- Locate buildings as close to the Titus Avenue or Cooper Road / Bakers Park rights-of-way as possible.



Unique for Hudson Avenue

- Orient buildings so that the front faces the street and has at least one functioning main entrance.
- Place entrances close to the corners of buildings located on corner lots.
- Use secondary side and rear entrances as needed to access parking areas or pedestrian spaces.



Building Scale, Height and Mass

- Encourage the development of buildings with at least two stories, through additions and renovations to existing buildings or new structures that blend with the area's character.
- Use second-floor space for either residential or business purposes.
- When economics do not allow for full second stories on existing structures, consider façade enhancements that will add frontage height to gain the street corridor effect.
- Emphasize building corners on properties fronting on two streets.
- Encourage distinctive roof forms, profiles, and cornices on the fronts of buildings with distinct character and varying heights, but not the use of borrowed historic roof forms.
- Limit the use of sloping roofs to only situations where no other options are feasible.



Unique for Typical Side Street

- Provide buildings that are at least 18 feet high.

Entrances and Fenestration

- Encourage distinctive ground-floor entrances facing the street for every first- or second-floor business or residential use in the building
- Recess doorways as possible to provide a small pedestrian sheltering space and to avoid doors opening directly onto the pedestrian way.
- Provide entry doors that are at least 50 percent glass to provide visual interest.
- Encourage the use of bow/bay windows on second floors to add interest and allow a 180-degree view of the street from the interior.
- Maintain 1.5 to 2.5 feet between the sidewalk and the bottom of first floor windows.



Unique for Titus Avenue and Cooper Road

- Discourage high, blank walls along sidewalks. Doors and window openings (fenestration) should comprise at least 75 percent of a building's first-floor front facade and at least 33 percent of a building's first-floor side facade when permanently visible.

Unique for Hudson Avenue

- Discourage high, blank walls along sidewalks. Doors and window openings should comprise at least 50 percent of a building's first-floor front facade and at least 33 percent of a building's first-floor side facade when permanently visible.

Unique for Typical Side Street

- Discourage high, blank walls along sidewalks. Doors and window openings should comprise at least 50 percent of a building's first-floor front facade and at least 33 percent of a building's first-floor side facade when permanently visible.
- Use structured areas at the doorways, such as porches or stoops, in the residential areas to encourage activity near the front door, making sure that ADA standards are maintained.

Facades, Awnings and Canopies

- Distinguish the first-floor façade from the upper floors through architectural treatments and materials selected to create a visual base for the buildings and an intimate scale for pedestrians.
- Add visual interest to the street by using display windows, window boxes, awnings, interesting textures and patterns, and other features built into the adjacent structures.
- Design awnings or other projections to provide at least seven feet of clearance off the pavement.
- Discourage use of backlit awnings.



Unique for Titus Avenue and Cooper Road

- Use exterior materials that are historically present in the other buildings along Titus Avenue and Cooper Road.
- Minimize side yards as much as possible.

Unique for Typical Side Street

- Locate buildings as close to the right-of-way as possible.

Front Setbacks

Unique for Titus Avenue and Cooper Road

- Match the front setback of new, rehabilitated or expanded buildings along Titus Avenue with the setback of the buildings on either side of it. If the setbacks vary, the setback that is closer to the street should be used.
- Limit maximum setback to no greater than 65 feet from the edge of the right-of-way. Set buildings back a maximum of 25 feet from the edge of the right-of-way on Cooper Road north of Titus Avenue and 0 feet from the edge of the right-of-way south of Titus Avenue.
- In addition to the actual dimensional requirement, provide physical continuity of the pedestrian walkways, and visual continuity with the existing adjacent structures.

Unique for Hudson Avenue

- New, rehabilitated or expanded buildings along Hudson Avenue must be set back far enough from the right-of-way to accommodate the streetscape design.
- Although there is not a specific dimensional maximum setback requirement along Hudson Avenue, encourage new or rehabilitated structures to be located in ways that provide appropriate transitions to the existing structures, including physical continuity of the pedestrian walkways, parking and existing structures themselves.

Unique for Typical Side Street

- Set buildings back a minimum of zero feet and a maximum of 30 feet from the edge of the right-of-way along other public rights-of-way used for regular vehicular traffic.

Side and Rear Setbacks

- Provide rear yard setbacks as needed; there is no minimum or maximum rear yard setback for the properties within the Town Square unless properties back to residentially zoned property outside of the Town Square, in which case a minimum rear yard setback of 45 feet must be maintained.
- Visual and acoustical buffers, in the form of landscaping or fencing, are recommended when the rear or side lots back to residential areas.

Unique for Titus Avenue and Cooper Road

- Provide a total maximum of 40 feet of side setback, divided as needed between the two side yards, except as noted below (creating a possible range of maximum side setbacks of 40 feet on one side and zero feet on the other to 20 feet on either side).
- Provide a maximum of five feet of side setback on either or both sides of a building along Titus Avenue east of Grange Place and along Cooper Road / Bakers Park.

Unique for Hudson Avenue

- Provide a total maximum of 20 feet of side setback, divided as needed between the two side yards, (creating a possible range of side setbacks of 20 feet on one side and zero feet on the other to 10 feet on either side) except that a setback of up to 60 feet could be allowed if only used to provide one double loaded row of parking.

Unique for Typical Side Street

- Provide a total maximum of 30 feet of side setback, divided as needed between the two side yards, (creating a possible maximum range of side setbacks of 30 feet on one side and zero feet on the other to 15 feet on either side).

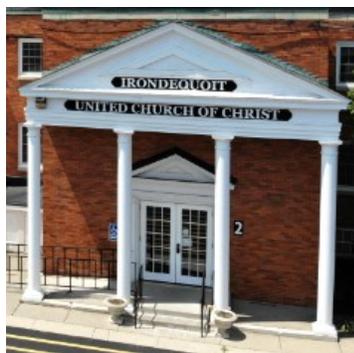
Landscaping

- Provide landscaping or small outdoor commercial uses designed to benefit or cater to pedestrians in the front setback areas.
- Eliminate the use of chain link fences.
- Continue the visual wall of buildings along the setback line using street trees, hedges or low walls or fences in open spaces between buildings along streets.
- Grade spaces to direct water away from pedestrian and bicycle areas.



Signs

- Encourage use of business signs on buildings that include only the business name, address, function, and logo.
- Coordinate the placement of signs with the building design and the signs on adjacent buildings, utilities, and vegetation.
- Locate wall-mounted signs between the top of the first-floor openings and the second-floor windowsills.
- Eliminate the use of interior-lit signs because they produce glare and uncomfortable light levels for pedestrians.
- Discourage use of building colors and façade treatments that “brand” the building or use the structure as a form of a sign.



Unique for Titus Avenue, Cooper Road, and Typical Side Street

- Encourage use of signs that project perpendicularly from the façade of the building when possible, but limit the projection to five feet or one-third of the width of the sidewalk, whichever is less and maintain at least an 8-foot clearance to the sidewalk.
- Use mounting systems that are simple and unobtrusive.

Unique for Titus Avenue and Cooper Road

- Minimize the use of additional freestanding signs along Cooper Road and Titus Avenue.
- Use occasional portable signs to add interest to the pedestrian space and provide information on local businesses. Locate portable signs so they do not impede pedestrian or vehicular movement. Place portable signs outside only when the business is open; do not permanently affix a portable sign to any outside structure. Use portable signs that are a maximum of two feet wide and four feet tall.

Unique for Hudson Avenue

- Discourage the use of freestanding signs over 15 feet and encourage the use of ground-mounted signs versus pole-mounted for freestanding signs shorter than 15 feet.



Unique for Typical Side Street

- Eliminate the use of freestanding signs along the side streets where the sidewalk is within five feet of the front of the building.
- Discourage the use of freestanding signs over four feet and encourage the use of ground- mounted signs versus pole-mounted.
- Use occasional portable signs to add interest to the pedestrian space and provide information on local businesses. Locate portable signs so they do not impede pedestrian or vehicular movement. Place portable signs outside only when the business is open; do not permanently affix a portable sign to any outside structure. Use portable signs that are a maximum of two feet wide and four feet tall.

Lighting

- Integrate building-mounted lights into the architectural character of the building, in terms of both the level of illumination and the type of fixture used.
- Orient building lights towards the building to highlight permanent signs, window displays and architectural features without creating glare or bright lights for pedestrians or motorists.
- Use only light fixtures that shield the light source from direct view.
- Provide lighting for parking areas and pedestrian ways that instills a sense of personal security without producing glare or negatively affecting adjacent properties or vehicular traffic.
- Meet the minimum recommendations of the Illuminating Engineering Society of North America (IESNA) for parking area lighting.



Utilities

- Locate building utilities on the roofs of buildings or in well-ventilated attics
- Screen rooftop utilities and equipment from nearby ground-level views.
- Locate both refuse and loading/unloading services in the rear of the buildings or at the side of the buildings accessible from a side street for buildings along Titus Avenue.
- Place loading/unloading areas so that when in use, they do not interfere with pedestrian or bicycle circulation.
- Orient refuse/recycling facilities so that they are screened from pedestrian spaces, in keeping with the town code.



Off Street Parking and Vehicular Circulation

- Place off-street parking and vehicular maneuvering areas at the rear of the properties or along the side of the building in those situations when the maximum side setbacks allow room for parking.
- Design parking entries to be no more than 24 feet wide when accommodating two-way traffic, and no more than 15 feet wide when accommodating one-way traffic.
- Provide cross-access between parking areas on adjoining properties.
- Combine vehicular entry points on adjacent properties whenever possible.
- Discourage drive-through facilities.

Unique for Titus Avenue and Cooper Road

- Meet the parking requirements in the zoning code by the use of shared, off-site parking, adjacent on-street parking, on-site parking or a combination of the three, with on-site parking being the least preferred for properties on Titus Avenue.
- Locate entry points to parking areas on side streets or use an existing entry point for properties on Titus Avenue; create no new vehicular site entries on Titus Avenue.
- Design parking entries to be no more than 24 feet wide when accommodating two-way traffic, and no more than 15 feet wide when accommodating one-way traffic.
- Require 10-15 percent of the lot area to be used for landscaping to screen and/or soften parking lots that front on Titus Avenue and Cooper Road.

Unique for Hudson Avenue

- Meet the parking requirements in the zoning code using shared parking, off-site parking, adjacent on-street parking, on-site parking, or some combination of the four.
- Require 10–15 percent of the lot area be used for landscaping to screen or soften parking lots.

Unique for Typical Side Street

- Meet the parking requirements in the zoning code using shared, off-site parking, adjacent on-street parking, on-site parking or a combination of the three, with on-site parking being the least preferred.

Pedestrian Circulation



- Use current ADA-acceptable standards when providing new or upgraded sidewalks.
- Provide a direct connection for pedestrians to the public sidewalk from each front or side building entrance.
- Accommodate direct pedestrian access to adjacent properties with pedestrian walkways when possible.
- Use interesting paving material, other than concrete or asphalt, for the pedestrian areas to help delineate the pedestrian space and to reinforce the pedestrian scale. Use low-maintenance and skid-resistant crosswalk materials that provide high visibility during the day as well as the night
- Avoid the use of just paint on asphalt as a crosswalk material on Titus Avenue, Hudson Avenue and Cooper Road because it wears away quickly in high traffic locations.
- Extend pedestrian connections to and through parking areas to adjacent streets or buildings.
- Provide a visible edge for pedestrian ways, such as buildings or a row of trees to create a sense of personal security.
- Create pedestrian spaces that are safe and easily monitored by police or security.
- Provide places/amenities as incentives for people to congregate along the street, such as sidewalks, benches, water features, street trees, artworks, or restaurant seating.

- When possible, orient pedestrian routes to landmarks or clearly delineated new or existing focal points, to facilitate orientation and way finding.
- Provide adequate space for the easy storage of snow so that it will not interfere with use of pedestrian facilities, sidewalks, or normal pedestrian movement.

Unique for Titus Avenue and Cooper Road

- Provide larger pedestrian spaces, such as green areas, open plazas, or wide walkways at least 12 feet wide for outdoor activities and visual relief.
- As the rights-of-way allow, maintain a minimum of four feet of separation between pedestrian sidewalks and the travel lanes of Cooper Road and Titus Avenue when there is no parallel parking.

Unique for Titus Avenue

- Emphasize the significance of pedestrian movement at the intersections along Titus Avenue using crosswalk widths of eight feet or greater, the use of distinctive material, and/or the installation of visible crosswalk signals.
- Complete the cement sidewalk to connect the Titus Avenue entrance of Irondequoit Plaza east to Hudson Avenue¹.

Unique for Hudson Avenue

- Provide a minimum of ten feet of green space separation between pedestrian sidewalks and travel lanes on Hudson Avenue.

Unique for Typical Side Street

- As the rights-of-way allow, maintain a minimum of four feet of separation between pedestrian sidewalks and travel lanes when there is no parallel parking.
- Use bulb-outs in areas with parallel parking to minimize the length of the crosswalk.

Bicycle Circulation



¹ Funding for construction of this sidewalk was obtained by the HIPP Group in 2020 through the federal Community Development Block Grant (CDBG) program.

- Encourage bicycle access by placing bicycle storage spaces near at least one entrance to each building block.
- Clearly mark bike lanes on road surface.

Unique for Titus Avenue and Cooper Road

- Create wide shoulder spaces on Titus Avenue to accommodate bicycle travel.

Unique for Hudson Avenue

- Incorporate storage facilities for bicycles at the bus transfer stop.

Bus Facilities



- Orient freestanding bus shelters to avoid directly facing the street, to protect riders from splashed rain/snow, while still allowing views of oncoming buses.
- Grade the surface of bus stops, crosswalks and sheltering building entrances for positive pitch away from snow storage areas, to avoid build-up of ice or spring puddles.
- Site bus stops in locations that are visible from numerous locations and are easily monitored by the police.
- Provide a minimum of three feet between shelters and the curb line for bus stops.
- Use consistency in design of bus stops, signs, and sign placement to aid in user orientation and wayfinding.

Unique for Hudson Avenue

- Provide direct pedestrian connections to the bus transfer point on the west side of Hudson Avenue.

Vehicular Circulation

- Eliminate as many private vehicular curb cuts as possible along Titus, Hudson, and Cooper, and do not construct new ones.

- Designate loading/unloading areas with limited hours of use in the off-street parking areas that keep the travel way open; use the loading space for parking at other times.

Unique for Titus Avenue and Cooper Road

- Provide 11-foot wide travel lanes on Titus Avenue and Cooper Road.

Unique for Hudson Avenue

- Maintain the existing travel lane widths on Hudson Avenue.
- Create coordinated off-street parking areas along both sides of Hudson Avenue.
- Create a traffic calming, planted, center raised median on Hudson south of Titus Avenue².

Unique for Typical Side Street

- Provide 10-foot wide travel lanes on the side streets meant for vehicular traffic.
- Provide parallel on-street parking in as many locations as possible along the side streets used for vehicular traffic.
- Designate on-street loading zones as needed but limit the time available for loading, making the space available for parking at other times.
- Combine existing driveways as possible to minimize curb cuts.
- Require new access points on the side streets to serve at least two adjacent or back-to-back properties.

Street Lighting

- Extend the use of the uniform LED street lighting (using a warm white color) that currently exists within I-Square, maintaining the scale and height of the existing fixtures.



Total pole = 15.5', concrete portion = 12'

² The engineering design of this median was completed in 2017 by the Town of Irondequoit. Efforts need to be put into the funding and installation of this median.

Street Furniture

- Design streetscape facilities with long-term summer and winter maintenance in mind. Select materials that can withstand the rigors of constant daily use in exposed locations.
- Consider using anti-graffiti coatings to facilitate the removal of unwanted messages.
- Work with local artists in the design and fabrication of streetscape elements.
- Exercise caution in the selection and use of banners.
- Encourage landowners to become involved in summer and winter facility monitoring and maintenance to benefit both the landowners and users. Adopt a policy of regular maintenance inspections to limit the spread of abuse or vandalism if it starts.
- Coordinate the placement of street furniture with storefronts, crosswalks, light standards, tree plantings and other elements of the streetscape.
- Provide paved access to benches.



Unique for Hudson Avenue

- Provide a special focal point at the northern end of Hudson in the new center median, such as a flagpole, sculpture, or clock tower.

Artwork

- Use artwork to enhance pedestrian activity areas and building facades.
- Involve the local community in the process of developing public art to provide inspiration to the artists and foster a sense of appreciation of the final products.
- Consider requiring the inclusion of some art in most public or private development projects within the Town Square.



Aerial photos and maps

Aerial Photos of Irondequoit Town Square area



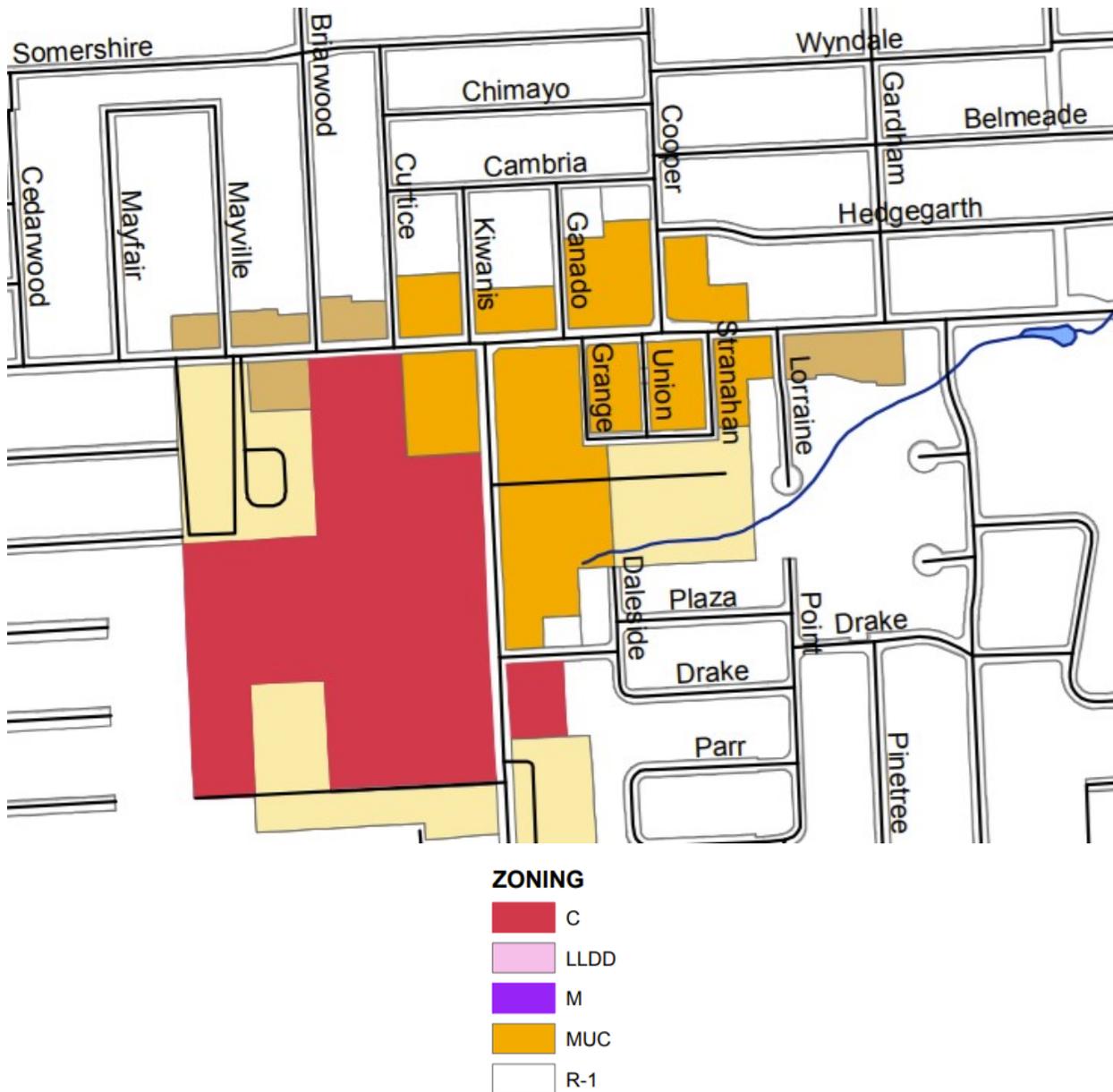
View East from Grange Place



View West from Grange Place

Zoning Map for Irondequoit Town Square

This excerpt from the Town of Irondequoit Zoning Map (marked RWK 02-12-2015), which is available at <https://ecode360.com/attachment/IR0059/Zoning%20Map.pdf>, is the most current zoning map. However, it does not reflect changes to roadways (such as the replacement of Union with Bakers Park to the east) nor zoning changes which increased the size of the mixed use commercial (MUC) district along the south side of Titus Avenue east of Lorraine.



Sidewalks and Bike Routes near Irondequoit Town Square

The map below is the relevant portion of Map 10: Sidewalks & Trails, from Appendix A of the Irondequoit Town Square Master Plan Update dated September 2014.



Legend

Municipal Boundary	Existing Trails	Bike Routes
Major Road	Potential Trails	Very Good
Local Roads	Potential Trail Connections	Good
Sidewalks		Fair
Town Proposed Sidewalks		Poor

Data Source: NYS GIS Clearinghouse, Monroe County GIS Services Division

Bus Routes near Irondequoit Town Square

The map below is the relevant portion of the most recent RTS bus route map, which was updated in May 2021, and is available at:

<https://www.myrts.com/Portals/0/Documents/ReimagineRTS/RTS%20System%20Map.pdf?ver=2021-03-24-124903-750>



Buildings having historic or social importance

Historic preservation is the identification, evaluation, and protection of significant historic and archaeological resources. It is an essential tool by which a community bolsters sustainability and achieves broader environmental, social, and economic goals. It promotes the conservation of environmental resources through the retention of existing structures and creates vibrant neighborhoods which foster public appreciation and investment in the broader community. Historic preservation can also stimulate the local economy through the growth of heritage tourism and the creation of jobs associated with the rehabilitation and revitalization of historic structures.

Historic preservation can substantially contribute to the vitality of the Town of Irondequoit. The Irondequoit Town Square area was central to the beginnings of community and commercial development in the Town of Irondequoit. It includes several buildings, described below, which have significant historic or social importance. These buildings should be preserved, or adaptively re-used in a contextually appropriate manner.

In addition, it is recommended that the proposed demolition of any building within the Irondequoit Town Square area be reviewed by the Irondequoit Historic Preservation Commission before a demolition permit is granted.

Irondequoit Church of Christ



The Irondequoit United Church of Christ (IUCC) is the oldest church in Irondequoit, and the first structure in town to be listed on the National Register of Historic Places. The church created a Sunday School in the nearby one room schoolhouse in 1850. In 1884, the Women's Christian Temperance Union hall (WCTU) was built, and church services were conducted by students from the Rochester Theological Seminary. Suffragette luminary Susan B. Anthony attended meetings in the WCTU hall.

When a fire destroyed the hall in 1909, the first church was built. The new, larger church to the west was dedicated in 1927. The IUCC applied and was awarded National Historic Register status in 2002.

Grange Hall, now the House of Guitars



The Irondequoit Town Square area was central to the agricultural and community development in the Town of Irondequoit, and the Irondequoit Grange (#849), formed in February 1898, was at the heart of this development.

The National Grange movement was formed to advance methods of agriculture and promote the social and economic needs of farmers. The Irondequoit Grange Hall, built in 1910, hosted political meetings, dances, suppers, and sales of fresh produce. For a time, the building was also used for high school gym classes. The Grange was the farmer's "home away from home", and the center of social life for farmers and their families.

In 1972, Grange Hall became the House of Guitars, one of the most unique music stores anywhere. It sells guitars to visiting rock stars from around the world and is a destination for many music lovers and bands who want to take in this incredible intersection of music, art, and culture. The HOG hosts free concerts on the I-Square stage in summer and on the Grange Hall stage in winter. The store features rare guitars, outfits worn by the Beatles and Jimmy Hendrix, and autographs from thousands of famous musicians who have visited the "Great House of Guitars" in their over 50 years of business.

The second story arched window and pediment of the Grange Hall/House of Guitars are highly visible characteristics that remain almost identical to their original form.

Vercruysse Horse Barn – now Irondequoit Beer Company

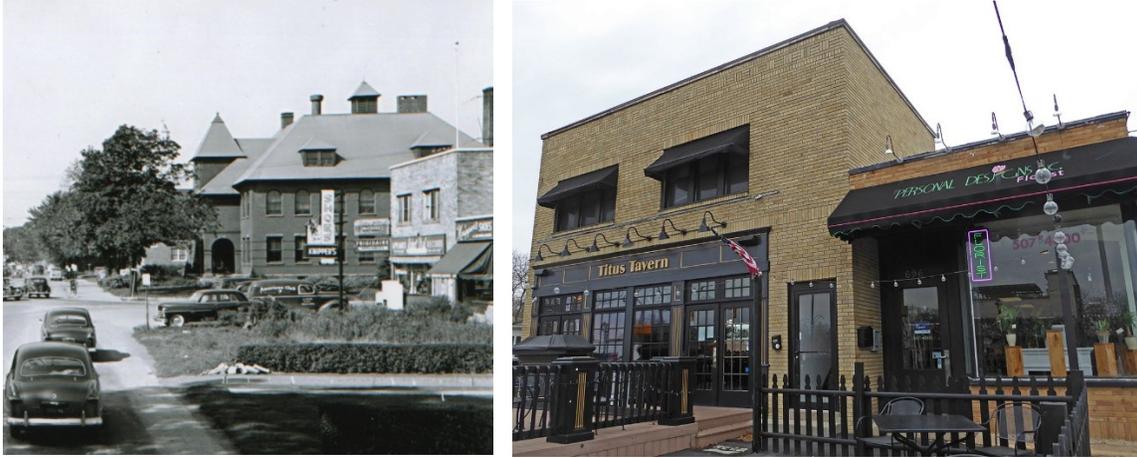


The horse barn on the Vercruysse Farm property at 765 Titus Avenue dates to the late 1800's or early 1900's. The Vercruysse Farm was one of numerous farms north of Ridge Road which helped give Irondequoit its reputation as an agricultural center.

Irondequoit possessed some of the most fertile and productive soil to be found in the area and became one of the finest gardening centers in Monroe County. During their peak, Irondequoit nurseries supplied over 2 million apple trees per year to customers around the United States. In 1911, the Rudman's farm north of Titus Avenue and east of Cooper Road produced almost 50,000 baskets of peaches.

Starting in 2018, the Nolan Family added on to the historic Vercruysse horse barn, while restoring and reusing the original structure as part of their Irondequoit Beer Company microbrewery and restaurant. The grand opening of the Irondequoit Beer Company was celebrated in October 2019.

Titus Tavern complex



The Titus Tavern complex has at its core a two-story brick building, constructed in 1930 in a simple commercial architecture style utilizing tapestry brick. Over the years, this complex has been the home to several significant local businesses including Knipper Shoes, Nothnagle Gallery of Homes, Ferrara's Pizza, and Passantino Sports.

This important history of local business continues on this corner with the long-standing social institution and gathering place the Cooper Del. The Cooper Del is currently owned by the Fitzpatrick Family. Other businesses on this essential corner include the Titus Tavern, Personal Designs Florist, and Direct2Market.

Sustainable Design Strategies

This section was extracted from pages 5-33 to 5-36 of the Town of Irondequoit Comprehensive Master Plan Update, September 2014.

Sustainable development practices help minimize negative environmental impacts by incorporating site design, building systems, and materials that are environmentally friendly and minimize energy consumption. These practices should be encouraged and incorporated into developments, site plan reviews, and land use regulations whenever possible.

Rain Gardens

Rain gardens are areas that contain native vegetation alongside impervious surfaces (parking lots, buildings) that allow water to be naturally infiltrated into the ground. The rain that falls during a storm can carry sediment and pollutants as it travels along these impervious surfaces. Native plantings and soil filter out these pollutants and give them an opportunity to break down naturally. In a rain garden, the plantings also provide a landscaped buffer that is visually appealing. Rain gardens are good for on-site runoff control and are often used for smaller surface areas such as parking islands or alongside residential lots.

Rain Gardens have been installed at I-Square, as shown in the photos below.



Rainwater Harvesting

Rain barrels and rain cisterns can be used to capture rainwater that falls on building roofs. Once the rainwater is filtered to remove any sediment, the water can then be pumped to an irrigation system and used for watering landscaping. Rainwater cisterns can be screened aboveground or can be placed below ground if space and design allow.

Underground rainwater cisterns are used at I-Square, as shown in the photo below.



Living or Green Roof

Green roofs utilize a low-growing, low maintenance, tolerant vegetation installed over a specially designed roofing system instead of standard asphalt roofing. Although slightly costlier at the onset of construction and design, green roofs provide many valuable benefits that standard asphalt or even metal roofs cannot. Unlike traditional roofing systems, which direct rainwater to drains and stormwater systems, a green roof's vegetation absorbs the water or delays the time and amount of runoff that occurs. In addition, green roofs also help to insulate the ceiling of the structure from heat loss and sound, provide an extended habitat for birds, help to regulate temperatures and provide a unique area for workers or employees if roof access is permitted.

A portion of the roof of I-Square building 1 is covered by a Green Roof, as shown in the photos below.



Vegetated Swale or Bio-Swale

Swales are typically shallow, grassy ditches that are sloped to carry excess stormwater from surrounding areas to a retention pond or field drain. Placed in a parking lot, these bio-swales can capture surface runoff and slowly allow it to permeate into the soil. By adding native landscaping to the swale, the water can be further absorbed and filtered. Typically, underground drainage pipes are also installed to capture excessive rain that falls during more intensive storms. However, during everyday storm events, these bio-swales retain and use the water that falls rather than having the underground system pipe it offsite.

Pervious Pavement

Pervious, or porous, pavements allow liquids such as rainwater to pass through to the subsoil below to eventually be naturally filtered and returned to the groundwater. The most common types of these surfaces are made with bricks or pavers as they have joints and cracks between them that allow liquids to pass through. Concrete and asphalt is also being produced that allows liquids to pass through as well. The benefit of this type of surface is to decrease the strain on stormwater systems, allow nature to naturally filter out pollutants and to recharge the groundwater system.

Many of the sidewalks and parking lots at I-Square use pervious concrete, as shown in the photos below.



Native Landscaping

The addition of landscaping to any otherwise blank, grassy area adds not only aesthetic value but also valuable habitats for animals and additional vegetation to absorb and filter rainwater. However, not all plants are created equal. Native plants should be utilized in both commercial and residential landscaping projects. Native plants and trees are uniquely adapted to the local weather and climate, water and soil conditions. Choosing these types of plants decreases the amount of water needed, maintenance, fertilization and decreases the likelihood of diseases or untimely death. In addition, some native species are particularly suited to unique local conditions, such as compacted soils around parking lots or salt prone areas near high-volume roadways.



High-albedo Surfaces

High-albedo surfaces refers to surfaces that are typically lighter in color to reflect, rather than absorb the sun's rays and heat. Lighter colored surfaces are especially important on large expanses such as buildings roofs and parking lots. On building roofs, by reflecting the sun's rays and heat, the internal heating, ventilation, and cooling (HVAC) system has to work less to maintain a comfortable temperature and there is less degradation to the roofing materials. For parking lots, reflected heat also decreases material degradation as well as the "heat island" effect - areas where temperatures are noticeably higher despite the actual temperature.

"Dark Sky" Compliant Lighting

Commercial uses typically require lighting around their buildings and in parking lots to ensure user safety and security. However, poorly designed lighting fixtures produce excessive light that extends beyond the site, negatively impacting surrounding properties. Dark sky" compliant lighting fixtures refer to lights that are strictly meant to shed light onto the ground only and not beyond the property on which it is located. Compliant lighting will decrease unwanted glare for pedestrians, bicyclists and motorists who may be traveling nearby; reduce energy consumption by generating only the light needed; and increase visibility at night.

Public art

The Town of Irondequoit Comprehensive Master Plan Update, September 2014, states (on page 47):

Public art can serve as a celebration of the unique values of the community and promote a high-quality built environment by providing interest and joy. Investment in public art conveys the message that people care about a place. Public art can be programmed into public construction projects and be promoted in public spaces and parks.

- Engage in ongoing communication and information sharing with the Irondequoit Arts Council.
- Enrich the built environment through investments in public art at key public locations throughout the Town as funds permit. The Town will encourage private donations and funding to support this strategy and use local artists as often as practical and appropriate.
- Public art installations will be made and maintained at community and neighborhood focal points and public buildings and sites.

Examples of public art in the Town Square area



Appendix 1

Design Considerations for Titus-Cooper-Hudson from 2014 Master Plan

The Town adopted detailed guidelines for the Titus Cooper commercial district (Irondequoit's Titus/Cooper/Hudson Town Center Design Guidelines). These guidelines address the area's unique conditions and were intended to: promote higher density residential and mixed use development; improve pedestrian connectivity, streetscape appearance, and public spaces; encourage human scaled development and zero setback site designs; enhance the appearance of new and existing buildings; and encourage the adaptive reuse of older buildings possessing architectural or historic importance.

These guidelines were utilized in the design and development of I-Square. They include:

- Limit or reduce curb cuts by requiring cross access and shared parking.
- Provide on-site pedestrian facilities through and between parcels to improve walkability throughout the area.
- Establish well-designed, highly visible crosswalks at non-signalized intersections and consider mid-block crosswalks in areas where they can be safely accommodated.
- Install decorative streetlights.

Although the Titus/Cooper/Hudson Town Center Design Guidelines calls for eliminating drive-through facilities for all streets within the identified boundaries, a continuing debate over the pros and cons of permitting drive through facilities is still occurring within the community. This topic deserves more consideration.

Site planning, layout, and design

Neighborhood commercial-mixed use areas generally provide localized retail and services to nearby residents. Some neighborhood commercial areas may attract visitors from all parts of the town and surrounding communities because of the special attractions or amenities they offer. Redevelopment in these areas must carefully balance high quality commercial-mixed use development with preserving quality of life for surrounding residents.

Context

Many of Irondequoit's neighborhood commercial-mixed use areas boast rich historic and cultural resources that should be reflected in the design of future development. These areas are characterized by smaller lots that are not conducive to largescale, high intensity uses. Smaller commercial and mixed-use developments should be located in these areas.

Site Planning

- Commercial buildings should maintain zero setbacks. Residential buildings should be setback not more than 10 feet from property line. In cases where maximum setback occurs, adequate landscaping treatments must be installed.
- Encourage shared parking to reduce the amount of surface parking required to service the site, particularly where adjacent uses have different peak hours.
- Require shared entrance drives and cross access on adjacent lots where it can be physically accommodated.

- Locate parking to the rear of buildings.
- Loading docks, service areas and trash facilities should be located at the rear of the building and not visible from the road. Fences, walls or landscaping can be used to shield them from view.
- All building entrances should link to sidewalks associated with private or public streets.
- Lighting fixtures should complement the site design and building structure.
- Signs should not be taller than that highest point of the principal building. Preference for a maximum height of 15 feet should be considered. No exterior sign should be mechanically or electronically operated to provide motion or the appearance of motion (including flashing or LED-style signs).
- Break up parking areas up into smaller sections of approximately 10 spaces each and having these areas separated by landscaped islands.
- On-site free standing lighting should be no higher than 15 feet above grade.
- Exterior lighting should be designed and arranged to reflect light away from and not impinge upon adjoining properties or streets. The use of cutoff luminaries should be required to eliminate unnecessary light and to reduce general light pollution. Where the use of a cutoff luminaries alone does not prevent light spread on to adjacent properties, additional shields or reflectors should be utilized. The light intensity from illumination of any kind at any given location along the property line from which the light originates should not exceed 0.2 foot candles, except for specific uses regulated by State law, such as banking institutions (Article II-AA of the New York State Banking Law).
- Spotlights or other types of artificial lighting used to illuminate signs or building faces should not emit beams of light that extend beyond the vertical plane of the sign or building face that they illuminate and should not be located in such a manner as to cause the beams of light to be reflected upon any adjoining property or public street.
- The use of “wall packs” or other building-mounted high intensity fixtures should not be permitted.
- Consider using incandescent or warm florescent fixtures at entrances, pedestrian paths, decorative lighting, and other areas where glare and intensity will pose a nuisance.
- Encourage shared dumpster facilities for adjacent properties with shared access.
- To minimize light trespass at property lines, ground surface illumination derived from luminaries should not exceed 0.1 foot-candles at residential property lines or 0.5 foot-candles on non-residential property lines as measured on a vertical plane.
- Ensure bicycle storage facilities are included with all site plans.

Drive-through facilities, either stand alone or as part of a business, should only be specially-permitted accessory uses subject to performance and distance standards. These include drive-throughs not located adjacent to residential areas, distance between drive-through facilities of 1,000 feet, ingress & egress should only be on major roadways (no residential roads), and noise screening.

The full Town of Irondequoit Comprehensive Master Plan Update, September 2014, is available at:

<https://www.irondequoit.org/town-departments/community-development/comprehensive-master-plan/>

Appendix 2 – Current Mixed Use Commercial (MUC) Zoning Requirements

General.

A. Purpose. The purpose of the Mixed Use Commercial (MUC) Zoning District is to create a traditional mixed-use area that can serve as a gathering place, scaled to the pedestrian.

B. Goals. The goals of this article are:

- (1)** To create an aesthetically pleasing public realm of streets and sidewalks framed by building facades, decorative and enlarged sidewalks, architectural street lighting and signage, enhanced by trees, plazas, parks, natural and recreational areas, and other public amenities.
- (2)** To make available sites for civic uses and small-scale public events.
- (3)** To make the zoning district an area that is appealing to pedestrians and bicyclists and built on a scale that is conducive to pedestrian activity.
- (4)** To create a distinctive identity and sense of place.

§ 235-30.2 Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

DESIGN GUIDELINES

The Mixed Use Commercial (MUC) Zoning District design guidelines for each specific district shall serve as a guide to the interpretation of this article and in assisting in the preparation and review of detailed plans for development in the Zoning District. Conformance to the design guidelines will be subject to review by the Planning Board.

REGULATORY PLAN

A plan map labeled "Irondequoit Town Center Regulatory Plan" that illustrates the concept of this Mixed Use Commercial (MUC) Zoning District and depicts street and parking layouts and building setback dimensions.

§ 235-30.3 Permitted uses.

The following uses shall be permitted in the Mixed Use Commercial (MUC) Zoning District:

- A.** Retail and personal service establishments.
- B.** Banks, offices and agencies.
- C.** Restaurants and food service establishments.
- D.** Churches.
- E.** Libraries.
- F.** Apartments, multifamily residential and senior living facilities.

§ 235-30.4 Prohibited uses.

The following uses shall be specifically prohibited in the Mixed Use Commercial (MUC) Zoning District:

- A.** Any use in which goods or services are exclusively dispensed through a drive-up window or automated dispensing device.
- B.** One- or two-family detached dwelling units.
- C.** Adult entertainment establishments.
- D.** Any use involving a building with the gross floor area (GFA) exceeding 8,000 square feet, or up to 15,000 square feet with bonuses. (See Civic space and public improvement incentives and preexisting nonconforming structures and uses below.) *Editor's Note: § 235-30.9 and § 235-30.10, respectively.*
- E.** Any use which does not comply with § **235-39**, Limitations on uses, which addresses hazardous materials and pollutants.
- F.** Any use involving the continuous use or outdoor storage of construction equipment.
- G.** Funeral homes.
- H.** Mini storage facilities, contractor storage yards and landscaping and nursery uses.
- I.** Commercial outdoor swimming pools.
- J.** Laboratories.
- K.** Animal hospitals, dog kennels and stables.
- L.** Car washes.
- M.** Automobile, boat, recreational vehicle and motorcycle sales, service, repair, storage and impounding facilities.
- N.** Motels.

§ 235-30.5 Special permit uses.

A. The following uses are permitted subject to the issuance of a special use permit by the Town Board pursuant to the special use permit requirements set forth in §§ **235-28** and **235-30.5B** below and upon a determination that such use would be consistent with the purpose and goals of the Mixed Use Commercial (MUC) Zoning District:

- (1)** Gasoline filling stations (used for the sale and direct delivery of gasoline and/or other motor vehicle fuel and/or lubricating substances).
- (2)** Telecommunications towers shall be concealed within the primary building structure and shall be designed to conceal the presence of said communications towers.
- (3)** Drive-up windows.

B. Requirements.

(1) Gasoline pumps, canopies and drive-up windows shall not face the principal street.

(2) All principal buildings, not accessory structures, are to meet the required front setbacks as specified in this chapter.

§ 235-30.6 Dimensional standards.

The following dimensional standards shall apply in the Mixed Used Commercial (MUC) Zoning District:

A. Minimum lot area: none.

B. Minimum lot width: 24 feet.

C. Maximum front setback: to be determined by the Planning Board but not to exceed the average setback of the adjoining structures.

D. Rear setback: zero feet, or 10 feet when the lot abuts any residentially zoned district.

E. Side setback: zero feet, or 10 feet when the lot abuts any residentially zoned district.

F. Maximum building area: 8,000 square feet of gross floor area (GFA) without bonuses, up to a maximum of 15,000 square feet with bonuses. (See Civic space and public improvement incentives and preexisting nonconforming structures and uses below.)

G. Maximum building height: 35 feet.

H. Minimum frontage build-out: 70%. (Defined as the percentage of the lot frontage occupied by a building's front facade.)

I. Maximum impervious surface coverage per lot: 75% without bonuses, 95% with bonuses. (See Civic space and public improvement incentives and preexisting nonconforming structures and uses below.)

§ 235-30.7 Parking requirements.

A. Residential uses, multiple dwellings or apartments: A minimum of one-and-one-half spaces per dwelling unit. These requirements may be reduced for dwelling units with less than 1,000 square feet of gross floor area (GFA), senior citizen housing, mixed-use developments, or under other appropriate circumstances, if the Planning Board determines that such reductions are warranted and would help to advance the district's purpose and goals.

B. Nonresidential uses: The minimum off-street parking requirement for all permitted nonresidential uses shall be three spaced per 1,000 square feet of gross floor area

(GFA) but no less than two per thousand square feet of gross floor area (GFA) with bonuses.

C. Common or public parking: Parking for uses in the Mixed Use Commercial (MUC) Zoning District shall, to the extent feasible, be provided in parking lots open to the public or in common with other property owners, rather than on individual lots restricted to customers or clients of each use.

(1) Where such parking is made available to the public or in common with other property owners, the minimum parking requirement may be reduced by 33 1/3% by the Planning Board when consistent with the district's purpose and goals.

(See Civic space and public improvement incentives below. *Editor's Note: § 235-30.9.*

(2) The term "in common with other property owners" as used here is defined as being subject to entering into mutual, recordable cross-parking easement and its review and acceptance by the Town.

D. Fee in lieu of providing required parking spaces.

(1) Where the required parking spaces cannot be made available on the site and/or in public or private shared parking lots, in a manner that satisfies the requirements of this section, the applicant shall pay a fee in lieu of some or all of the parking deficiency.

(2) The Town Board shall establish an amount sufficient to cover the estimated cost of providing and maintaining additional public parking spaces in the Mixed Use Commercial (MUC) Zoning District. Such fee shall be kept in a dedicated fund for municipal parking purposes in the Mixed Use Commercial (MUC) Zoning District and shall be used only for such purposes.

E. Location of parking. Parking requirements may be satisfied by the use of shared parking by different uses on the same site, off-site public or private parking, and payment of a fee in lieu of providing parking, or a combination of these options.

F. Cross access. Vehicular cross-access between lots may be required by the Planning Board when feasible. The exact location and the extent of cross-access between lots shall be subject to review and approval by the Planning Board.

§ 235-30.8 Mixed use and parking incentives.

Based on the extent of the public benefit derived, the following incentives may be provided by the Planning Board to the applicants who satisfy the following requirements:

A. Mixed use. Where a building contains both residential and nonresidential uses at least 25% of the gross floor area (GFA) of the building must be devoted to each type of use, however, in no event the cumulative incentives would reduce the minimum off-street parking requirements to less than two spaces per thousand square feet of gross floor area (GFA) and a maximum impervious ratio of 95% of the lot area.

- (1) One additional story of height, not to exceed the maximum building height, or 35 feet;
- (2) Up to a 10% increase in the otherwise permitted gross floor area (GFA);
- (3) Up to a 33 1/3% reduction in the total parking requirement; or
- (4) Any combination of the above.

B. Parking. When land used for parking on a lot is conveyed to the Town for public parking, permanently posted as being available for public use, or a cross-access easement is provided to the Town, the following incentives may be provided:

- (1) One additional story of height, not to exceed the maximum building height of 35 feet and maximum gross floor area (GFA) of 15,000 square feet;
- (2) Up to a 33 1/3% reduction in the parking requirement, but not less than two parking spaces per thousand square feet of gross floor area (GFA) or
- (3) Up to a 10% increase in the otherwise permitted total floor area; or
- (4) Any combination of the above.

§ 235-30.9 Civic space and public improvement incentives.

The following additional incentives may be provided to applicants who satisfy the following requirements:

A. Civic space. Upon approval of the plan and acceptance by the Town Board, for every 1,000 square feet of land dedicated to public use for pedestrian plazas, squares, greens, works of art, parks, playgrounds, trails, or other such public amenity as shown on the Regulatory Plan, 100 square feet of additional gross floor area (GFA).

B. Public improvements. If an applicant agrees to install off-site public improvements approved and accepted by the Town Board, for every \$5,000 spent on such public improvements, 100 square feet of additional gross floor area (GFA) shall be permitted.

§ 235-30.11 Preapplication review requirements.

All development/redevelopment within the Mixed Use Commercial (MUC) Zoning District shall be subject to a preapplication review by the Planning Board to determine the applicable incentives and parking fee and shall include:

A. Direct pedestrian connections to the public sidewalks from the front or side building entrance(s).

B. Direct pedestrian access to adjacent properties with pedestrian walkways wherever possible.

C. Pedestrian walkways from buildings to parking areas, with extension of such walkways through the parking areas to adjacent streets and buildings.

D. A direct nexus between the plan submitted and the zoning district design guidelines.

Appendix 3 – Current signage requirements

The permitted signs for the Irondequoit Town Square mixed used commercial (MUC) district as listed in the rightmost column (MUC) in Table A below, which is available at:

<https://ecode360.com/6407395>

Town of Irondequoit

Table A
Permitted Signs by Type and Zoning District
[Amended 9-27-2005 by L.L. 12-2005; 12-18-2014 by L.L. No. 4-2014]

KEY:

On the tables which follow this chapter, which are organized by zoning district, the headings have the following meanings:

OS	Open Space District	C	Commercial District
RS	Residential, Single-Family Detached District (R-R, R-1, R-2 and R-3)	M	Manufacturing District
RM	Residential, Multifamily District (R-4 and R-5)	WD	Waterfront Development District
RB	Residential Business District (R-6)	LLDD	LaSalle's Landing Development District (Reserved)
INS	Institutional Uses	RH	River Harbor District
		MUC	Mixed Use Commercial District

	Sign Type	All/RS	All/RM	INS(a)	RB	C	M	WD	LLDD	RH	MUC
Freestanding	Residential(b)	P	P	N	S	N	N	R/S	R/S	R/S	R/S
	Other	N	S	S	S	S	S	R/S	R/S	R/S	R/S
	Incidental(c)	N	P(d)	P(d)	P	P	P	R/S	R/S	R/S	R/S
Building	Banner	N	N	N	S	S	S	R/S	R/S	R/S	R/S
	Building marker(e)	P	P	P	P	P	P	R/S	R/S	R/S	R/S
	Canopy	N	N	N	S	S	S	R/S	R/S	R/S	R/S
	Identification(d)	P	P	P	P	P	P	R/S	R/S	R/S	R/S
	Incidental(c)	N	P(f)	P(f)	P	P	P	R/S	R/S	R/S	R/S
	Marquee(g)	N	S	N	S	S	N	R/S	R/S	R/S	R/S
	Residential(b)	P	P	N	N	N	N	R/S	R/S	R/S	R/S
	Roof, integral	N	N	S	N	S	S	R/S	R/S	R/S	R/S
	Suspended(g)	N	N	P	N	P	N	R/S	R/S	R/S	R/S
	Temporary(h)	S	S	S	S	S	S	S	S	S	S
	Wall	N	N	P	S	S	S	R/S	R/S	R/S	R/S
	Window	N	N	N	S	S	N	R/S	R/S	R/S	R/S
	Miscellaneous	Banner(c)	N	N	N	S	S	S	R/S	R/S	R/S
Flag(i)		P	P	P	P	P	P	R/S	R/S	R/S	R/S
Portable(j)		N	S	S	S	S	S	R/S	R/S	R/S	R/S

P = Allowed without sign permit S = Allowed only with sign permit N = Not allowed
R = Subject to Planning Board Review

NOTES:

- (a) This column does not represent a zoning district. It applies to institutional uses permitted under Ch. 235, Zoning. In residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools, funeral homes and cemeteries.
- (b) No commercial message allowed on sign, except for a commercial message drawing attention to an activity legally offered on the premises.
- (c) No commercial message of any kind allowed on sign if such message is legible from any location off the zone lot on which the sign is located.
- (d) Only address and name of occupant allowed on sign.
- (e) May include building name, date of construction or historical data on historic site; must be cut or etched into masonry, bronze or similar material.
- (f) No commercial message of any kind allowed on sign.
- (g) If such a sign is suspended or projects above a public right-of-way, the issuance and continuation of a sign permit shall be conditioned on the sign owner obtaining and maintaining, in force, liability insurance for such a sign in such form and such amount as the Director may reasonably from time to time determine, provided that the amount of such liability insurance shall be at least \$500,000 per occurrence per sign.

IRONDEQUOT CODE

- (h) The conditions of § 235-118 of this chapter apply. Temporary political signs are permitted during the time period of 45 days prior and up to five days past any election day only.
- (i) Flags of the United States, the state, the city, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction, provided that such a flag shall not exceed 60 square feet in area and shall not be flown from a pole the top of which is more than 40 feet in height. These flags must be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes. Any flag not meeting any one or more of these conditions shall be considered a banner sign and shall be subject to regulation as such.
- (j) Permitted on the same terms as a temporary sign, in accordance with § 235-118, except that it may be freestanding.

235 Attachment 4

Town of Irondequoit

**Table D
Permitted Sign Characteristics by Zoning District
[Amended 9-27-2005 by L.L. No. 12-2005; 12-18-2014 by L.L. No. 4-2014]**

KEY:

On the tables which follow this chapter, which are organized by zoning district, the headings have the following meanings:

- | | | | |
|-----|---|------|---|
| OS | Open Space District | C | Commercial District |
| RS | Residential, Single-Family Detached District
(R-R, R-1, R-2 and R-3) | M | Manufacturing District |
| RM | Residential, Multifamily District (R-4 and R-5) | WD | Waterfront Development District |
| RB | Residential Business District (R-6) | LLDD | LaSalle's Landing Development District (Reserved) |
| INS | Institutional Uses | RH | River Harbor District |
| | | MUC | Mixed Use Commercial District |

Sign Type	All/RS	All/RM	INS(a)	RB	C	OS	M	WD	LLDD	RH	MUC(c)
Changeable copy	NA	NA	P	S	S	R	S	R/S	R/S	R/S	R/S
Illumination, internal	NA	NA	P(b)	S	S	R	S	R/S	R/S	R/S	R/S
Illumination, external	NA	NA	P(b)	S	S	R	S	R/S	R/S	R/S	R/S
Illumination, exposed bulbs or neon	NA	NA	NA	NA	S	R	S	R/S	R/S	R/S	R/S

P = Allowed without sign permit S = Allowed only with sign permit R = Subject to Planning Board Review N = Not allowed

NOTES:

- (a) This column does not represent a zoning district. It applies to institutional uses permitted under Ch. 235, Zoning, in residential zoning districts. Such uses may include, but are not necessarily limited to, churches, schools, funeral homes and cemeteries.
- (b) No direct light or significant glare from the sign shall be cast onto any adjacent zone lot that is zoned and used for residential purposes.
- (c) The 2004-adopted Mixed Use Commercial District code authorizes the Planning Board to utilize this district's Design Guidelines in its review of applications.