

City of Rensselaer  
Downtown Design Vocabulary

TO BE  
ENCOURAGED

TO BE  
AVOIDED

BUILDING  
SCALE &  
LOCATION



BUILDING  
SCALE &  
LOCATION

FACADES



FACADES

FRANCHISE  
ARCHITECTURE



FRANCHISE  
ARCHITECTURE

STREET-  
SCAPE



STREET-  
SCAPE

SIGNAGE



SIGNAGE

CURB  
TO  
CURB



CURB  
TO  
CURB