

Gray Business Transitional District Standards & Design Guidelines

Introduction

The Town of Gray has established a Business Transitional (BT) zoning district on Shaker Road to promote economic development while preserving the existing mixed use character and neighborhood quality of the location between Gray Village and the Dry Mills area at the end of the new Route 26 bypass.

The Town has enacted these Design Guidelines as a tool to supplement the performance standards contained in the Gray land use ordinances. Although there is greater flexibility allowed in meeting the Design Guidelines than in other regulations, they are to be interpreted as being mandatory requirements for all projects within the district.

There are many ways to meet each guideline. The statements in left hand columns set the standards that must be met for compliance with the Zoning Ordinance. The Design Guideline bullets in shaded columns provide more specific direction for interpreting the standards and analyzing development applications. The Guidelines help the Planning Board determine that the project design meets the Design Standards. Photographs and captions simply provide visual clues to help determine intent of the Design Guidelines.

Implementation of the Design Guidelines relies heavily on the services of architects and landscape architects working as consultants for developers and peer reviewers for the Town. The Design Guidelines provide a context for coordinated discussions of design issues in advance of formal site plan review procedures. This collaborative process ensures that site plans in the Business Transitional District produce high quality development that contributes to the area's gateway role.

EXAMPLE OF A DESIGN STANDARD

- Development within the Business Transitional District should accommodate safe pedestrian and bicycle movement in appropriate locations.

EXAMPLES OF DESIGN GUIDELINES FOR MEETING THE STANDARD

- **Conflict Avoidance.** Pathways between buildings should avoid crossing parking lots, major interior roadways, service areas, and other potential points of conflicts. Where crossings are unavoidable, they must be as direct as possible.
- **Crosswalks** — Where pedestrian paths cross vehicular routes, a color and/or texture change should be provided to emphasize the conflict point and improve its visibility and safety.

Part 1—Site Planning

The Business Transitional District intent is to build on the semi-rural, mixed use character of the existing setting as new buildings are added to create a small-scale commercial and neighborhood activity center. New buildings and development sites will be integrated into the existing neighborhood fabric and will be coordinated with each other.

GENERAL SITE PLANNING STANDARDS

- Site planning shall result in an attractive, safe, and economically viable relationship between buildings, parking, signage, lighting, landscaping, and the surrounding environment.
- Site planning shall minimize visual effects of parking, feature high-quality architecture and landscaping, accommodate pedestrian and bicycle movements, and encourage connections to nearby properties and uses.

GENERAL SITE PLANNING DESIGN GUIDELINES

- **Planning & Coordination**—Buildings, pathways, parking lots, internal roadways, walkways, landscaping, lighting, signage and other site features must be carefully planned, designed, and coordinated to meet the District's design goals.
- **Village Scale**—Buildings within the District must be designed to a village scale. Larger buildings are permitted as long as they follow the architectural guidelines for breaking building masses into smaller components that visually harmonize at the village scale.
- **Building Relationships**—The spatial relationship between buildings on a site and on adjacent sites should be based on geometric proportions and relationships (height, massing, & shape), as opposed to treating each building as a stand alone, disconnected entity.
- **Corner Locations**—Street corner locations are particularly important. They should take advantage of their prominence by orienting building facades and visual focal points to address views from the streets along both fronts of the property. Parking should generally be located to the side and/or rear, but especially on corners.
- **Relationship to Residential Properties**—The facades of buildings that abut and are visible from residential neighborhoods should use forms, materials, and details that are residential in nature and appearance. Service areas, parking lots, outdoor storage space, and other similar features should avoid facing residential properties.

- **Landscaping**—In addition to the landscaping provided around buildings and parking areas, the space between sites and the roadways along them should be attractively landscaped with trees, flowering shrubs, fencing, stone walls, and other elements.
- **Buffering**—Plant materials, berms, fences, and other landscape elements should create suitable barriers between residential and commercial properties.
- **Existing Vegetation**— To maintain the character of the area and provide short-term visual benefits, existing healthy trees and shrubs should be preserved or relocated on site to the extent feasible.
- **Access Management**— All development should provide shared driveway access to abutting sites wherever possible to decrease turning movement points onto roadways, and increase traffic, bicycle, and pedestrian safety.
- **Drive-throughs** — Drive-throughs for banks, pharmacies, or similar uses must be designed to avoid conflicts from stacking lanes, one-way circulation patterns, or sharp turning movements. They should be located to the side or rear of buildings and not facing Route 26.
- **Detailing**—Development in the Business Transitional District should exhibit a high level of quality in all site details. This applies to pavement, curbing, sitting areas, landscaping, walls, signage, lighting, site furnishings, and other site elements.
- **Qualified Design Professionals**—Architectural, landscape architectural, and engineering components should be prepared by qualified professionals and should be coordinated to avoid conflicts between those elements (e.g., locating utility lines across landscaped islands).

PARKING STANDARDS

- All commercial uses shall provide convenient, safe, and attractive parking. Parking should be designed to complement adjacent buildings, the site, and the Route 26 corridor without becoming the dominant visual element.
- Every effort should be made to break up the scale of parking lots by reducing the total amount of paved surface visible from the road. This can be accomplished by locating parking to the side and rear of buildings and/or installing landscaped berms and islands to break up parking masses.
- Site planning shall minimize visual effects of parking, feature high-quality architecture and landscaping, accommodate pedestrian and bicycle movements, and encourage connections to nearby properties and uses.

PARKING DESIGN GUIDELINES

- **Scale** — Large parking lots (more than 40 spaces) should be visually broken up to create a series of smaller outdoor spaces. This can be accomplished through the use of trees and landscaped parking islands, building locations, hedges, grade changes, low walls, and other landscape devices. (See Landscaping for further guidelines regarding parking areas).

- **Parking Locations** — Parking should be located at the rear or sides of commercial buildings, except when a commercial use is adjacent to a residential use in which case the parking may be located at the front of the building.
- **Parking Calculations** — The number of off-street parking and loading spaces to be provided for uses in the Business Transitional districts shall be determined based on data provided in the Institute of Traffic Engineers' "Parking Generation" manual (3rd Edition). Applicants shall provide the Planning Board with copies of the specific pages from the Parking Generation manual providing the data to support their calculation of the number of parking spaces required for the proposed use.

Following its review of the applicant's parking proposal, the Planning Board may: accept the applicant's parking proposal; or determine, based on the applicant's description of the proposed use, that parking requirements must be calculated based on another land use category in the Parking Generation manual that more closely fits the description of the applicant's project.

- **Internal Traffic Flow** — To ensure the safety of motorists, delivery trucks, and pedestrians, the site plan should clearly delineate internal traffic patterns. Circulation patterns shall be designed by a traffic engineer. Parking spaces, directional arrows, crosswalks, and other markings on the ground should be delineated with pavement paint or other suitable material to ensure safe circulation.
- **Dead End Parking Lots** — Parking lots with a single point of access are strongly discouraged. Dead-end parking lots should not contain more than ten spaces. Where dead-end lots are unavoidable, space should be provided to safely turn a vehicle around without having to back out.
- **Shared Parking** — In order to reduce impervious surfaces and development costs, shared parking is strongly encouraged, particularly where abutting businesses have differing hours of peak parking demand. Cross easements may be required to allow the use of shared parking in these instances. Shared parking must be approved by the Planning Board after review of a parking study performed by a qualified traffic engineer.
- **Compact Parking** — Compact parking, where parking stalls are 7 feet by 15 feet, should only be used in areas where there is minimal through traffic movement, such as designated employee parking.
- **Reserve Parking Areas** — For developments where projected parking needs are lower than ordinance requirements, the site plan may show a lesser number as long as open space is reserved to meet future demand. Unbuilt reserve parking areas shall count toward total impervious area.
- **Safety** — Crosswalks to and through parking lots should be marked by a change in pavement texture, pattern, or color to maximize pedestrian safety in parking areas.

BICYCLE & PEDESTRIAN STANDARDS

- Development within the Business Transitional District should accommodate safe pedestrian and bicycle movement in appropriate locations. Future improvements to Route 26 should include facilities for advanced cyclists in the roadway. Facilities for

pedestrians, casual cyclists, and children should be provided off the main road throughout the Business Transitional District.

-
- All site plans shall include provision for safe, attractive, and convenient bicycle and pedestrian facilities to convey patrons and employees from parking areas to buildings, from site to site, and from sites to adjacent neighborhoods.
- The design of bicycle and pedestrian facilities should consider existing needs as well as future opportunities for the developing network. Individual projects will be required to construct facilities within the site and with connections along and/or to adjacent sites where feasible considering project logistics.

BICYCLE & PEDESTRIAN DESIGN GUIDELINES

- **Internal Sidewalks** — Sidewalks extending the full length of the commercial building should be provided along any façade featuring a customer entrance and abutting a parking area. Such sidewalks should be located at least five feet from the facade to provide room for planting beds.
- **Public Sidewalks** — Sidewalks and planted esplanades should be provided within or near the right-of-way on all commercial uses where appropriate to encourage safe pedestrian and bicycle movement parallel to Route 26 and along interior access roads. Facilities should be coordinated with abutting land uses to create interconnections throughout the Route 26 corridor and linkages to surrounding neighborhoods.
- **Bicycle Facilities** — To encourage bicycle use, bike racks should be provided near entrances to offices and commercial facilities. Where there is more than one business on the premise, bike racks should be grouped together.
- **Interconnections** — Internal pedestrian connections between abutting properties should be provided wherever possible to encourage walking and discourage additional auto trips. Connections should avoid crossing parking lots, major interior roadways, service areas, drivethroughs, and other potential points of conflicts. Where such crossings are unavoidable, they should be well marked and as direct as possible.
- **Material Selection** — Bituminous paving is acceptable for most sidewalks and bike paths in the District. Entrance walks and special features should be paved with a more formal material, such as stamped/colored asphalt, textured concrete, brick, or interlocking pavers.
- **Installation** — Where modular pavers are used, all installations shall be done by trained workers. The use of concrete in areas exposed to heavy salting during winter months is discouraged. When concrete walkways are used, they should be broom finished to provide a safer walking surface and a higher level of visual interest. Concrete should be specified and detailed to prevent spalling and cracking.
- **Crosswalks** — Where pedestrian paths cross vehicular routes, a color and/or texture change should be provided to emphasize the conflict point and improve its visibility and safety.

- **Sight Distances** — Existing and newly planted trees along pathways must be trimmed to provide adequate sight distances and to remove potential obstacles.
- **Vertical Clearances** — of at least eight feet must be provided to allow safe passage during times of heavy snow and ice loads.

SERVICE AREA STANDARD

- Service areas should be integrated into the overall site plan. They should be designed to meet the needs of the commercial facility while minimizing any traffic conflicts, visual degradation, noise problems, and objectionable odors.

SERVICE AREA DESIGN GUIDELINES

- **Locations** — Exterior service and utility areas, loading docks, storage facilities, and dumpsters should be located at the rear or side of the building. Locations that face Route 26 or abutting residential properties should be avoided where possible.
- **Screening** — Service areas should be screened to minimize visibility from sensitive viewpoints such as main entrances, abutting residential neighborhoods, and public roadways.
- **Screening Design** — Service areas should be screened with a combination of evergreen trees, shrubs, berms, walls, or fences. Structural screens should complement the architecture of the main structure in materials, detailing, scale, and color.
- **Service Access** — Service areas should be sited to accommodate the turning movements of vehicles used for trash pickup, deliveries, and similar functions without conflicting with other vehicles.

BUFFERING & SCREENING STANDARD

- Buffering or screening shall be installed where necessary to ensure compatibility between inharmonious land uses. Plantings, earth berms, stone walls, grade changes, fences, distance, and other means can be used to create the necessary visual and psychological separation.

BUFFERING & SCREENING DESIGN GUIDELINES

- **Appropriateness** — The selection of the proper type of buffer should result from a thorough understanding of existing site conditions, distances to property lines and the intensity of the proposed land use.
- **Design** — Buffers and screens should be considered an integral part of the site plan. Stone walls, plantings, fencing, landforms, etc. used for buffers should be similar in form, texture, scale, and appearance to other landscape elements. Structural measures (e.g., screening walls) should likewise be related to the architecture in terms of scale, materials, forms, and surface treatment.

- **Screening** — Service areas should be screened to minimize visibility from sensitive viewpoints such as residential dwellings, pedestrian pathways, and building entrances.
- **Maintenance** — Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they shall be replaced to meet the intent of the approved plan.

STORMWATER FACILITY STANDARD

- The Business Transitional District lies at the edge of and includes parts of the Wellhead 2 District. To meet groundwater protection standards and to comply with the MeDEP Stormwater Management law, site plans will usually be required to incorporate treatment basins or other measures to maintain the quality of stormwater runoff. All areas used for stormwater management should be treated as an integral and attractive part of the landscape.

STORMWATER FACILITY DESIGN GUIDELINES

- **Location** — Stormwater treatment basins, when required, should be located in the least visible portions of the site to the extent possible. Where they are visible, they should be graded to conform to natural contours and planted to integrate them into the natural landscape.
- **Design** — Stormwater treatment basins should be patterned after naturalistic landforms, avoiding hard geometric shapes. Side slopes should be extensively landscaped with appropriate vegetative species to reduce erosion and screen the basin. Islands can be effectively used to break up the mass of a treatment pond while increasing habitat opportunities.
- **Grading** — Abrupt changes in grades and steep side slopes (>3:1) should be avoided. Transitional grading should be used to blend all earth works into the natural contours of the land where possible.
- **Structures** — Man-made drainage structures (e.g., culverts, manholes, and outfalls) that are visible from Route 26 or residential neighborhoods should be screened with vegetation or treated in a manner that reduces their visual impact and integrates them into the landscape.
- **Planting Design** — The plantings used in stormwater treatment ponds should be designed by a qualified professional familiar with the growing requirements of wetland species.
- **Shared Treatment Basins** — Wherever possible, treatment basins should be designed to be shared by abutting properties to minimize the amount of land area devoted to stormwater management.
- **Rip-Rap** — Where ground protection is necessary in highly visible locations (e.g., at spillways and culverts), it should be constructed of hand-placed rock or geogrid, rather than coarse rip-rap. The use of coarse crushed rock in visible roadside ditches is

discouraged. The use of Permeon (Desert Varnish) is encouraged to hasten the weathering process on rip-rap and other stone surfaces.

- **Maintenance** — The design of stormwater facilities should provide means of access to ensure regular maintenance. A maintenance schedule should be presented as part of the site plan application.

CURBING STANDARD

- Roadway and parking lot curbing throughout the Business Transitional District must consist of high quality, durable material.

CURBING DESIGN GUIDELINES

- **Location** — Curbing must be used along major access roads, primary connecting driveways, and in parking lots.
- **Materials** — Where curbs are necessary, granite curbing (vertical or sloped) or concrete curbing (precast or cast in place) is recommended.
- **Cape Cod Berm Curbs** — Cape Cod berm-style curbs are acceptable for interior landscaped islands. The use of vertical asphalt curbing, which is highly susceptible to winter damage from plowing operations, is not acceptable.

Part 2—Architecture

GENERAL ARCHITECTURAL STANDARDS

- The purpose of these guidelines is to encourage a diversity of architectural styles within the Business Transitional District that draw their inspiration from traditional New England examples.
- Contemporary building forms are appropriate, provided they meet the guidelines and blend with the surrounding architecture.
- Building design requires coordination of architectural form, massing, number and use of materials, color, and detailing to achieve harmony and continuity in design.

GENERAL ARCHITECTURAL DESIGN GUIDELINES

- **Design** — Each new building should be designed to fit the individual characteristics of its particular site. The architecture should be influenced by the scale of surrounding structures, visibility, setback requirements, the nature of the intended use, and other site-specific factors.

- **Franchise Styles** — Buildings that are stylized to the point where the structure is a form of advertising are not acceptable, particularly where the building exhibits a franchise style that does not conform with these guidelines.
- **Licensed Architects** — Where required by State statute, all commercial structures must be designed by an architect licensed in the State of Maine.
- **Multi-Building Sites** — For properties with more than one building, an overall design concept that demonstrates a cohesive visual relationship between all of the buildings should be presented to the Planning Board during the planning phase when possible.
- **Small Buildings** — Small buildings along Route 26 should pay particular attention to design details (such as corner trim, window treatments, doorway detailing, light fixtures) to heighten the identity and variety of the corridor.
- **Drive-Throughs** — Where drive-through windows are allowed, they must be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments.
- **Entrances** — Building entrances should be designed to be visible from the street and provide clear indications of building entry points from parking areas.

BUILDING MATERIALS STANDARD

- Building materials should be treated as significant design elements that define the appearance of the structure. The use of materials that give the appearance of vernacular New England architecture is strongly encouraged.

BUILDING MATERIALS DESIGN GUIDELINES

- **Materials Encouraged** — The use of traditional building materials common to northern New England (e.g., brick, clapboard, shingles or other similar products) should be used as the primary siding material. Contemporary materials that have the same visual characteristics as traditional materials (e.g., cement plank clapboards or commercial grade vinyl siding) are acceptable if attention is paid to detailing (e.g., corners, trim at openings, changes in material). Long-term maintenance needs should be a consideration in the selection of building materials.
- **Materials Discouraged** — Highly reflective or processed materials (e.g., metal or plastic panels, brushed aluminum, bronzed glass, concrete block, T-111, plywood, etc.) are discouraged as primary facade and front-facing facade materials. Random, multicolored brick is strongly discouraged.
- **Colors** — The use of traditional colors commonly found in historic New England is appropriate for all components of the building. The use of intense colors on the major face of a building is discouraged.
- **Trim** — Where trim is used, it should be a color that is similar or complementary to the building's primary color. Neon tubing will not be allowed as an exterior trim or accent material.

- **Detailing** — Arbitrary changes in materials or piecemeal embellishments that are not in keeping with the rest of the building are discouraged.

BUILDING FACADES STANDARD

- Facades should provide visual interest from all sides that are visible from public streets unless they are screened. Buildings should be designed at a human scale and establish a strong relationship with the site. The patterns of windows, doorways, and architectural detailing should complement the building's form and facade.

BUILDING FACADES DESIGN GUIDELINES

- **Illustrations.** All elevations of proposed buildings should be evaluated as part of the design review. The Planning Board may request perspectives of the building to illustrate the relationship between the front and side elevations. Elevation and perspective drawings should include all landscape elements (trees, shrubs, lighting, street furnishing, etc.) that will be seen in conjunction with the facade.
- **Site Design** — Signage, lighting, landscaping, and other exterior elements must all be planned to complement the facade. These elements should be coordinated with the architectural plans to avoid unnecessary conflicts and to retain the proper level of visibility.
- **Entrances** — Main entrances to buildings should be emphasized by detailing, massing, lighting, changes in materials, or other architectural devices. Entrances should be proportional to the scale of the building.
- **Blank Walls** — Blank, unadorned or unscreened walls facing Route 26, other public roads, residential neighborhoods, or the front or side of abutting properties, should be avoided. Facade treatments should include windows, architectural detailing, or landscaping to provide depth and visual interest on extended walls.
- **Fenestration** — Commercial buildings should exhibit a balance between windows, doors, display areas, and other features, particularly on the Route 26 facade, in order to provide visual interest.
- **Rear and Side Facades** — Facades that are visible from adjacent properties should be treated with detailing and materials that match the primary façade of the building.
- **Functional Elements** — All vents, downspouts, flashing, electrical conduits, meters, service connections, and other functional elements should be treated as integral parts of the design. These elements should be painted to match the color of the adjacent surface. Meters, utility banks, and other exterior service elements should be contained in service closets or located out of view from the public.
- **Architectural Details** — Architectural detailing and trim should be proportional to the scale and design of the entire building.
- **Trim** — Windows, door openings, ventilation openings, and other forms of exterior fenestration should be trimmed.

- **Window Shapes** — Windows in general should be vertical in orientation or square.
- **Shutters** — If shutters are used, they must be sized to fit the openings and provided for all windows on a given wall.

BUILDING ROOFLINE STANDARD

- Rooflines shall be designed to provide diversity and visual interest, to reduce the mass of buildings, and to create strong patterns of shade and shadow.

BUILDING ROOFLINE DESIGN GUIDELINES

- **Pitched Roofs** — Buildings with pitched roofs are strongly encouraged. Where pitched roofs are used, the minimal pitch should be at least 5/12. Buildings with projecting rooflines should be designed to create strong patterns of shade and shadow.
- **Shapes to be Avoided** — The use of mansard and A-frame roofs is inappropriate as the primary roofline.
- **Flat Roofs** — Flat roofs, especially on single-story buildings, are strongly discouraged. Flat rooflines are allowed, provided that the design creates no horizontal surface greater than 100-feet in length without a break.
- **Parapets** — Where projecting elements, or parapets, are used to break up a flat roofline, the height of the parapet should be at least five percent of the total length of the wall.
- **Preferred Materials.** Materials for visible roofing include composite asphalt shingles, standing-seam non-glare metal or natural materials. The use of plastic as a roofing material is strongly discouraged.
- **Colors** — Where the roof will be visible, the roofing materials should be selected to complement the color and texture of the building's facade. Roof colors should be muted earth tones or a color that is darker than the facade. Stripes and patterns on the roof are strongly discouraged.
- **Roof-Mounted Equipment** — Mechanical and other equipment mounted on rooftops must be screened from public view or grouped at the rear of the structure to the greatest degree practical where visibility is limited (as long as they do not abut a residential area).

BUILDING TYPES STANDARD FOR LARGE SCALE STRUCTURES

- Due to their visibility and mass, the design of large structures (10,000 square feet or greater) such as 'big box' retail or grocery stores have the ability to greatly enhance or detract from the Business Transitional District's visual character. These structures shall be designed as attractive pieces of commercial architecture, responsive to their

site and respectful of adjacent neighbors.

LARGE SCALE STRUCTURES DESIGN GUIDELINES

- **Design and Massing** — Large structures should be carefully designed to break up their mass into smaller visual components through the use of projections, recesses, and/or variety in facade treatment. The resultant design should provide variation and human scale, to create a logical building hierarchy, and to add shadow and depth.
- **Site Design** — Scale reductions of large buildings should be reinforced by site features such as pedestrian pathways, landscaping, clearly-defined entrances, and site furnishings.
- **Architectural Details** — Large structures should have the same degree of detailing found in the smaller and medium-sized buildings. Architectural details should be used to reduce the scale and uniformity of large buildings. Elements such as colonnades, pilasters, gable ends, canopies, display windows, and light fixtures can be effective measures to add human scale.
- **Entrances** — Large structures should have clearly defined and highly visible customer entrances. Entranceways should be emphasized through significant variations in roof lines, changes in materials, landscape treatments, distinctive lighting, or other architectural elements.
- **Wall Treatments** — Unbroken facades in excess of 100 feet in length are inappropriate where walls will be visible from Route 26, residential areas, walkways, or surrounding roadways. Where the plane of a wall is broken, the offset should be proportionate to the building's height and length. Other devices to add interest to long walls include strong shadow lines, changes in rooflines, pilasters and architectural details, patterns in the surface material, and wall openings. All facade elements should be coordinated with the landscape plan to ensure balance, proportion, and continuity.
- **Additional Structures** — The development of smaller commercial buildings on outparcels is strongly encouraged to break up the scale of large parking areas. Site planning for renovated and new buildings on large parcels should illustrate how additional structures and pedestrian and vehicular movement could be accommodated on the property.
- **Adjacent Properties** — The exteriors of large structures, particularly façade treatments and landscaping, should reflect the possibility of future neighbors, even when the adjacent land is vacant.
- **Cart Storage** — Shopping carts must be stored inside the building, or in 'cart corrals', out of the way of pedestrian circulation.

BUILDING TYPES STANDARD FOR LINEAR COMMERCIAL STRUCTURES

- Linear commercial structures (e.g., strip shopping centers, multi-tenant offices, or commercial buildings) are appropriate along Route 26, provided that they are

designed with facade and roofline elements that reduce their scale and add architectural interest.

LINEAR COMMERCIAL STRUCTURES DESIGN GUIDELINES

- **Additional Structures** — The development of smaller commercial buildings on outparcels is strongly encouraged to break up the scale of large parking areas. Site planning for renovated and new buildings on large parcels should illustrate how additional structures and pedestrian and vehicular movement could be accommodated on the property.
- **Design** — Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) must be visually unified through the use of complimentary architectural forms, similar materials and colors, consistent details, and a uniform sign size and mounting system.
- **Entrances** — Pedestrian entrances to each business should be clearly defined and easily accessed.
- **Setbacks** — Variations in the front setbacks should be considered to add visual interest, create spaces for common entries, outdoor eating / social spaces, sculpture gardens, bicycle storage, and similar landscaped spaces.
- **Rooflines** — Variations in rooflines, detailing, and building heights should be included to break up the scale of connected linear buildings.
- **Colonnades** — The use of covered walkways, arcades, open colonnades, etc., is strongly encouraged along long facades to provide shelter, encourage pedestrian movement, and visually unite the structure.
- **Focal Points** — Linear commercial buildings should include a focal point — such as raised entrance way, clock tower, or other architectural elements — to add visual interest and help reduce the scale of the building.

Part 3—Landscaping

GENERAL LANDSCAPING STANDARDS

- Each application for site plan approval must include a landscape plan that complements the proposed buildings, reinforces circulation paths, highlights entrances, provides shade, and adds seasonal interest.
- The landscape plan must be prepared by landscape architect registered in Maine and familiar with local growing conditions and available species.

GENERAL LANDSCAPING

DESIGN GUIDELINES

- **Variety** — Plant material with variety, seasonal color, and interesting texture is encouraged to create a distinctive, yet low maintenance civic environment.
- **Utility Coordination** — The plan must illustrate how the plantings will be integrated with the installation of underground utilities and lighting.
- **Irrigation** — Irrigation is encouraged in areas between roadways and buildings, public greens, and other highly visible areas.
- **Tree Protection** — The landscape plan must illustrate where trees will be preserved and the measures that will be taken during construction to prevent damage to bark and root systems.
- **Safety** — Height and massing of plant materials must not create unsafe conditions or inadequate sight lines for pedestrians, bicyclists, or motorists.
- **Minimum Plant Sizes** — Unless otherwise required by site conditions, plant materials shall meet the following sizes:

Canopy Trees	2 1/2" caliper
Flowering Trees	2" caliper
Evergreen Trees	5-7' height
Deciduous Shrubs	24" height
Evergreen Shrubs	18" ht./spread
Perennials	2 year clumps
Ornamental Grasses	2 year clumps
Ground Covers	3" pots

The use of bare root plant material should be avoided.

The extensive use of bark mulch on landscape islands is also discouraged.

PARKING LOT LANDSCAPING STANDARD

- Landscaping is required in and around all parking lots to create spaces, define edges, provide shade, and add seasonal interest.

PARKING LOT LANDSCAPING DESIGN GUIDELINES

- **Sight Distance and Public Safety** — Landscaping must permit adequate sight distance for motorists and pedestrians entering and exiting a site, and must not interfere with circulation patterns. Plant material must avoid creating obstacles to visibility, i.e., there must be minimal vegetation between 3' and 8' from ground level.
- **Total Landscaped Area** — A minimum of 5 percent of the total area of parking stalls and their adjacent access drives must be landscaped.

- **Plant Material Variety** —The use of canopy trees, groundcovers, perennials, flowering shrubs, evergreens, and ornamental grasses is encouraged in parking areas.
- **Parking Stall Separation** — Landscaped areas used for separation between banks of parking stalls must be a minimum of 6' in width. Parking lots should be subdivided into defined groupings of stalls, with no more than 40 cars per group with the exception of 65 cars per group for large-scale commercial buildings (those in excess of 20,000 square feet).
- **Location of Trees** — Trees in and around parking lots may be planted in informal groups, straight rows, or irregular groupings as space permits, or they may be concentrated in certain areas. Trees must be planted a minimum of five feet from the end of parking lot islands.
- **Snow Storage** —The landscaping surrounding parking lots and in islands must be able to tolerate large quantities of snow.

TREE SELECTION & PLANTING STANDARD

- Trees used along sidewalks, at building entrances, near roadways, in parking lots, and surrounding areas must be suitable for their particular function. Each tree must be carefully selected as important elements of an overall plan.

TREE SELECTION & PLANTING DESIGN GUIDELINES

- **Suitability** — Trees must be insect and disease resistant, and suitable to southern Maine growing conditions.
- **Space Definition** — Trees should be used to define outdoor use areas, pathways, sitting areas. The ultimate height and width of the trees must be considered in their selection and placement.
- **Coordination with Architecture** — Trees must be carefully selected and located where they complement the building elevation without blocking retail store fronts and signage.
- **Existing Trees/Shrubs** — To maintain the character of the landscape, existing healthy trees should be preserved or transported to other parts of the site when practical. Tree protection measures should be included in the landscaping plan.
- **Pathway Plantings** — Trees planted along pathways must be large enough so their lower branches are a minimum of eight feet above the pavement to minimize interference with pedestrian or bicycle movement throughout the year.
- **Root Zones** — Trees must be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks.
- **Roadside Plantings** — Trees must be planted a minimum distance from the edge of roads. In general this distance should be 1/2 the width of the mature crown.

SHRUBS & ORNAMENTAL PLANTINGS STANDARD

- Shrubs, perennials, ornamental grasses, and other types of plantings must be used to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes.

SHRUBS & ORNAMENTAL PLANTINGS DESIGN GUIDELINES

- **Variety in Planting** — Landscaping plans should include the use of a variety of flowering shrubs, evergreen shrubs, vines, ornamental grasses, annuals, and other plant material.
- **Selection** — The selection of plant materials must consider their ultimate height, maintenance requirements, and pest and disease resistance.
- **Foundation Plantings** — Flowering shrub and herbaceous plantings (e.g., annuals, perennials, ornamental grasses) are recommended along building edges, particularly where foundations are exposed.
- **Mass Plantings** — Shrubs and perennials should generally be planted in large masses, or 'drifts', rather than as individual specimens.
- **Wall Plantings** — Where plantings are installed adjacent to large building walls, they should provide either a formal pattern or a naturalistic blend of heights, colors, and textures for visual relief.

LANDSCAPING MAINTENANCE STANDARDS

- All plantings must be selected with a consideration for maintenance requirements to assure a consistently high quality appearance throughout the year.
- Planting plans should anticipate a 3-8 year growing cycle to achieve maturity for shrubs and 15-20 years for trees. Proper maintenance should be assured so the site continues to improve as the landscaping achieves maturity.

LANDSCAPING MAINTENANCE DESIGN GUIDELINES

- **Low Maintenance Materials** — The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. Planting characteristics must include: drought resistance (except where irrigated); tolerance to auto emissions; disease and insect resistance; lack of thorns that could trap debris; and relatively small leaves for ease in fall cleanups.
- **Maintenance Plan** — Developers must submit a maintenance plan that addresses initial installation, guarantee period, periodic and seasonal maintenance, special considerations, use of pesticides and fertilizers, irrigation, and seasonal displays.

- **Natural Forms** — All plant materials should be allowed to achieve their natural forms without excessive pruning. Shaping evergreens into tight geometrical forms should be avoided.
- **Replacement Plantings** — Where plant materials specified in the planting plan do not survive or are damaged, they should be replaced and/or reinforced to maintain conformance with the approved landscaping plan and to provide required buffering and screening.

Part 4—Lighting

GENERAL LIGHTING STANDARD

- Lighting must be designed to provide security, safety, and visual appeal for both pedestrians and vehicles. Pedestrian activity after sunset should be encouraged through proper lighting. Functional and aesthetic goals should be met with distinctive yet cost effective fixtures.

GENERAL LIGHTING DESIGN GUIDELINES

- **Site Lighting Plan** — A separate Lighting Plan, presented at a scale of one (1) inch equals forty (40) feet, prepared by a qualified professional in lighting, must be presented to the Planning Board as part of the site plan review process. This submittal should contain:
 - ◆ A site plan showing the lighting fixtures proposed to illuminate all buildings, service areas, landscaping, parking areas, and pedestrian areas.
 - ◆ A short written description of the lighting intent that demonstrates how lighting will be used to provide safety and security, as well as aesthetic effects.
 - ◆ A photometric diagram that shows projected levels of illumination from all external lighting sources to demonstrate how minimum amount of illumination will be provided and the maximum amounts will not be exceeded.
 - ◆ Proposed mounting heights of all fixtures.
 - ◆ Specifications for all proposed lighting fixtures including photometric data, Color Rendering Index (CRI) of all lamps (bulbs), and other descriptive information on the fixtures.
- **High Quality Materials** — Materials used in the light fixtures, poles, and bases must be of a uniformly high quality.
- **Coordinated Design** — The location and design of lighting systems should complement adjacent buildings, pedestrian amenities, and other elements of the site plan.
- **Holiday Lighting** — The Town encourages the use of additional lighting during the

holiday seasons of November through January. Such lighting should not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways.

- **Safety and Energy Conservation** —Wherever practicable, the lighting design should include the installation of timers, photo sensors, and other energy saving devices to reduce the overall energy required for the development and eliminate unnecessary lighting. Within one hour after closing, the average illumination levels in parking lots must be reduced to .2 foot candles.

ROADWAY & DRIVEWAY LIGHTING STANDARD

- Lighting for proposed for roadways and multi-user driveways shall be designed to provide the minimum lighting necessary for traffic safety, while not causing glare or avoidable spillover onto adjacent properties.

ROADWAY & DRIVEWAY LIGHTING DESIGN GUIDELINES

- **Illumination** — Roadway lighting should be designed to illuminate the roadway and sidewalk, with a concentration on roadways. Lights should be directed to prevent glare.
- **Main Entry** —The Main Entry pavement shall have an average illuminance of 1 to 2 foot candles, with a uniformity of 4:1 except where DOT conditions of approval specify otherwise.
- **Roadway Intersections** — Intersections shall maintain an average of 1-2 horizontal foot candles on the pavement.
- **Internal Roadways** — Internal roadway pavement shall have an average maintained illuminance of 1 to 2 with a uniformity of 6:1
- **Luminaires** — Lamps must be metal halide housed in a luminaire that is classified by IESNA as a cut-off distribution. Maximum wattage may be 250 watts. Decorative fixtures may be used, provided they meet the cut-off criteria.
- **Alternatives** — If non-cut-off luminaires are used, they must not exceed 100 watts.
- **Locations** — Lighting should be located to provide adequate illumination for pedestrians, as per IESNA standards.
- **Mounting Height** — Maximum mounting height may not exceed 25 feet.

PARKING LOT LIGHTING STANDARDS

- Lighting proposed for parking lots shall be designed to provide the minimum lighting necessary for safety, vision, and comfort, while not causing glare or avoidable

spillover onto adjacent properties or roadways or an increase in skyglow. Mounting heights should vary relative to the size of the lot and the proximity to residential neighborhoods. Softer lighting in parking areas should be less competitive with the surrounding commercial uses and their signage.

PARKING LOT LIGHTING DESIGN GUIDELINES

- **Location** — Light poles should be incorporated within raised planting areas wherever possible to avoid damage from cars and plows. The lighting plan should consider the ultimate size of trees within the planting areas, which could eventually obscure the lighting.
- **Bases** — The use of bases raised above the level of plantings (when installed in islands or plant beds) or higher than one foot above the level of the pavement when installed in sidewalks or 30 inches above the level of the pavement when installed in parking lots is discouraged.
- **Illumination Levels** — Parking lot areas shall have a maximum average maintained illuminance of 5 fc with a uniformity of 4:1. Illumination levels for general parking and pedestrian areas shall maintain a minimum of .6 horizontal fc with a uniformity ratio of no greater than 4:1 avg. to min. This standard shall be met both on the ground and six feet above the ground.
- **Luminaires** — Lamps shall be metal halide housed in a luminaire that is classified by The Illuminating Engineering Society of North America (IESNA) as a cut-off distribution. Decorative fixtures may be used, provided they meet the cut-off criteria.
- **Mounting Heights** — Maximum pole heights shall vary with the size and position of the lot. Small Parking Areas (less than 140 cars) shall have a maximum pole height of 20 feet. Large Parking Areas (greater than 140 cars) shall be allowed 30-foot poles to reduce the number of poles. Exception: Poles within 200' of residential zoned areas shall not exceed 20 feet.
- **Adjacencies** — Cut off fixtures shall be designed to limit spillover onto adjacent residential properties to less than .1 fc.
- **Design** — The type and color of fixtures used in parking lots should complement the roadway and pedestrian lighting, the architecture, and other elements of street furnishings.

PEDESTRIAN WALKWAY LIGHTING STANDARD

- The lighting of walkways and other pedestrian spaces must consider the needs and safety of the people who use them. Mounting heights should be lower than the fixtures used for either driveways or parking lots. Light standards should illuminate the spaces occupied by people, as well as the elements within those spaces—walls, benches, curbs, landscaping, etc.

PEDESTRIAN WALKWAY LIGHTING

DESIGN GUIDELINES

- **Heights** — Mounting heights for pedestrian lighting must be appropriate for the project and the setting. Bollard fixtures, 3-4 feet in height, and ornamental fixtures up to 12 feet in height are encouraged for pedestrian areas. When decorative or special lighting is used, pole height should be a maximum of 16 feet above the ground.
- **Luminaires** — Lamps must be metal halide housed in a luminaire that is classified by IESNA as a non cut-off. Maximum wattage may be 100 watts.
- **Illumination Levels** — Walkways shall have a minimum average maintained illuminance of 1 fc.
- **Design** — The light poles and fixtures should be selected to complement the roadway and parking lot lighting, as well as the other elements of the streetscape.

FAÇADE & LANDSCAPE LIGHTING STANDARD

- Facade lighting should be limited to places where it is justified by architectural or axial significance, and then only in accordance with the overall plan. It may be desirable to have certain prominent buildings - or portions of buildings - lit in a certain manner to emphasize their importance.

FAÇADE & LANDSCAPE LIGHTING DESIGN GUIDELINES

- **Intent** — The Lighting Plan should describe how the facades of individual buildings and/or landscaping will be lit (if at all) and the design intent behind such lighting.
- **Levels** — Maximum level of illumination on any vertical surface should not exceed 5.0 foot-candles.
- **Location** — Lighting fixtures should be properly sited, aimed, and shielded so that light is directed only onto the building facade. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties.
- **Types** — Lighting fixtures that are mounted on the facade and designed to wash the face with even light are preferred. Lighting directed downward is also preferred. Neon lighting to outline buildings or signage is not permitted.
- **Landscape Lighting** — Landscape lighting should be properly sited, aimed, and shielded so that light is directed only onto the selected tree or shrub. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties. The lighting plan should demonstrate that the installation will not generate excessive light levels, cause glare, or direct light beyond the landscaping toward the night sky. Indirect landscape lighting (uplighting and washes) is encouraged over high branch-mounted floodlights aimed toward the ground.

GENERAL SIGNAGE STANDARDS

- New or rehabilitated structures in the Business Transitional District should be marked with attractive, legible signs that reflect the needs of the individual store or office and complement the architecture and site detailing.
- Signage in the Business Transitional District is allowed to exceed the size limitations of the Sign Ordinance in recognition of the design review and controls that will be applied under the Design Guidelines.

GENERAL SIGNAGE DESIGN GUIDELINES

- **Designers** — The Signage Plan required as part of Site Plan Review should be developed by design professionals with experience in commercial signage.
- **Compatibility** — The Signage Plan should illustrate how each sign will be compatible in terms of color, forms, materials, lighting, and other design elements.
- **Shapes** — Simple geometric shapes are recommended for all signage.
- **Design Coordination** — The design of the sign should reflect architectural features on nearby or attached buildings.
- **Colors** — Signs should be limited to two or three contrasting colors that are complementary to the colors on the building with the exception of logos which may have additional colors.
- **Materials** — The materials used for signs should have a matte or dull finishes. Gloss finishes should be discouraged. Carved wooden signs are encouraged.
- **Lettering Size** — The size of the lettering for identification signs along Route 26 should allow the sign to be read at a travel speed of 35 MPH. As a general rule, the minimum size lettering should be six Inches in height.
- **Trim** — Flat signs should have a trimmed edge or frame, detailed to match the building, to improve the finished appearance of the sign.
- **Directional Signage** — Driveway directional signage is discouraged, unless necessary due to the complexity of traffic flow. In such cases where it is necessary, directional signs shall follow the design trim and detailing features of other site signage rather than standard traffic signage.

SIGN CONTENT STANDARD

- Signs should be kept simple and direct in message and content.

SIGN CONTENT DESIGN GUIDELINES

- **Information** — In order to deliver a clear, easily readable message, a single sign panel should be used with a minimum of informational content. Repetitious signage information on the same building façade should be avoided, regardless of the sign area allowed.
- **Content** — The maximum content for any sign should be either 30 letters or 7 bits of information. A bit can be a syllable or a symbol.
- **Content** — The maximum content for any sign should be either 30 letters and one logo or 7 bits of information. A bit can be a syllable or a symbol.
- **Advertising Sponsors** — The use of signs to advertise 'sponsors' such as beverage companies is prohibited.
- **Readerboards** — The use of reader boards is strongly discouraged.

FAÇADE MOUNTED SIGN STANDARD

- Signs mounted on facades shall be placed in positions that complement the architecture.

FAÇADE MOUNTED SIGN DESIGN GUIDELINES

- **Location** — Signs should be incorporated into the facade of the proposed building and should not obscure architectural details. Signage should be mounted on vertical surfaces without projecting above the fascia trim. In general, signs should be a minimum of 18 inches from the edge of a vertical wall.
- **Hardware** — Signage should be mounted with concealed hardware.

MULTI-TENANT SIGN STANDARD

- Commercial properties with more than one tenant should have one project identification sign at the main entrance with adequate room for signs of all individual tenants.

MULTI-TENANT SIGN DESIGN GUIDELINES

- **Compatibility** — The overall design of multi-tenant signage should reflect the detailing established for the principle buildings.
- **Hierarchy** — Multi-tenant signage should have an apparent hierarchy: (e.g., first Route 26 address and then name of building/ development followed by primary tenant, other

tenants.)

- **Advertising** — Signage advertising products, goods, and services other than the name of the tenant should be prohibited.

EXTERNALLY ILLUMINATED SIGNS STANDARD

- Externally illuminated signs should not create glare or unduly illuminate the surrounding area.

EXTERNALLY ILLUMINATED SIGNS DESIGN GUIDELINES

- **Illumination Level** — The illumination level on the vertical surface of the sign should be bright enough to provide noticeable contrast with the surrounding building or landscape without causing undue glare.
- **Lighting Fixtures** — Lighting fixtures illuminating signs should be carefully located, aimed, and shielded so that light is directed only onto the sign face. Lighting fixtures should not be aimed toward adjacent streets, roads, sidewalks, or abutting properties. Spotlights should be concealed from view.
- **Light Sources** — Wherever possible, lighting fixtures should be top-mounted and directed downward.
- **Design Coordination** — External sign lighting should be an integral part of the overall design.

INTERNALLY ILLUMINATED SIGNS STANDARD

- Internally illuminated signs should not create glare or unduly illuminate the surrounding area.

INTERNALLY ILLUMINATED SIGNS DESIGN GUIDELINES

- **Muting of Light Source** — Internally illuminated signs should not constitute light fixtures in their own right, and should consist of illuminated lettering and/or symbols on a dark background. This allows for red letters on a light colored building.
- **Method of Illumination** — Internally illuminated letters and symbols are preferred over whole panels that are internally lit.
- **Surface Area Lettering** — Letters and symbols should constitute no more than 40% of the surface area of the sign.