ROUTE ONE CORRIDOR DESIGN GUIDELINES
YARMOUTH, MAINE

ROUTE ONE CORRIDOR DESIGN GUIDELINE COMMITTEE
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YARMOUTH PLANNING DEPARTMENT

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BACKGROUND/HISTORY

The Town of Yarmouth is located on Casco Bay in southern Maine. Among its many assets are the Royal and Cousins Rivers, a rich architectural history, and its proximity to Portland. The town’s tightly-knit mosaic of land uses includes an historic village center, a variety of residential neighborhoods, significant open spaces, and thriving commercial corridors. Yarmouth is well-known for its numerous public outdoor areas and excellent sport and recreational opportunities. Citizens take pride in the town’s beauty and high quality of life.

A history of industrialism and commerce goes hand in hand with Yarmouth’s reputation as a prosperous community. As a result of its appeal and proximity to Portland, the town’s commercial and residential base continues to grow. In the past ten years, commercial growth along the Route One corridor has rapidly accelerated. Today this 3.95-mile corridor is home to a range of commercial and residential developments.

The Route One corridor is a study in symmetry, divided by the Royal River. Each side has major corporate headquarters (DeLorme Mapping and Cole Haan), small office buildings, apartment complexes, shopping centers, banks, ice cream parlors, service stations, motels, and large undeveloped parcels.

Development along Route One is typical of unplanned growth in many communities, characterized by a wide variety of architectural styles, signs, light fixtures, and landscape treatments. A number of developments are consistently praised for their appearance, while others have raised the community’s concern. Such tensions are not uncommon, especially in areas of rapid commercial growth.

In the fall of 1998, the Town Council appointed an 11-member committee to develop design guidelines and contemporary planning concepts for this area. Terrence J. DeWan & Associates, a Yarmouth landscape architecture and planning firm, was retained to assist the committee with their work.

Over the ensuing eight months, the committee and its subcommittees met on a weekly basis. Community participation included televised town forums, an interactive survey, and presentations to the Town Council and Planning Board. Members of the public and the business community participated at virtually every meeting. The Design Guidelines for the Route One corridor is the result of that effort.
OVERVIEW

The Design Guidelines are a set of recommendations to guide the appearance, form, and functional relationships of new development and redevelopment along the Route One corridor. The Guidelines resulted from the community’s desire to establish an identity for Route One that reflects its New England heritage and its unique, small-town qualities. This manual suggests a way to create such an identity through careful site planning, sensitive architectural design, and attention to details.

The guidelines are designed to guide the work of landowners, developers, the Planning Board, town staff, and design professionals. The guidelines are not regulations. However, they do expand upon current Zoning and Site Plan Ordinances for the Town.

The Design Guidelines pertain to properties in the Commercial and Commercial III Districts along Route One and several secondary roads that lead from it (see Town of Yarmouth’s Zoning Map).

The Design Guideline document is broken down into five major chapters:

- Site Planning & Design
- Architecture
- Landscaping
- Lighting
- Signs & Advertising Features

Each chapter begins with an introductory page on general principles, followed by a listing of the topics covered in the chapter. Each topic is covered on an individual page, consisting of a planning objective and a set of guidelines. Photographs offer positive examples of how to apply the guidelines as well as examples which would not meet the guidelines.

Each chapter generally progresses from broad to increasingly specific topics. An index of terms is included to assist those using this manual (see Definition of Terms, pp. 6-7).
INTRODUCTION

DESIGN GUIDELINES’ MISSION AND GOALS

The mission of these Design Guidelines is to guide future development and redevelopment within Yarmouth’s Route One Commercial Zone in a manner that recognizes its role as a commercial center and its place in a historic New England town. The major goals for the guidelines, as established by the design guideline committee at the outset of the planning process, include:

General Design Guideline Goals

- Encourage distinctive, attractive, identifiable gateways to Yarmouth at both ends of Route One.
- Encourage public open space throughout the Route One corridor to enhance its visual appearance and support pedestrian use.
- Encourage quality architecture and site planning that respects the uniqueness of each property along Route One.

Site Planning Goals

- Provide an attractive, inviting, functional, and safe environment that is conducive to commercial and other activities along Route One.
- Encourage the appropriate redevelopment of transitional or substandard properties along Route One.
- Protect abutting residential properties through sensitive site planning, buffering, and architectural design.
- Promote economic development along Route One by encouraging quality design and protecting ongoing private/institutional investments.
- Protect and upgrade the visual character of the Route One corridor through particular attention to architecture, site planning, signage, lighting, and other details.
- Recognize the value of and protect existing vegetation which provides visual relief in the built environment and reduces the scale of commercial development.
- Support the integration of landscaping, site furnishing, and artwork to reinforce Yarmouth’s unique sense of place and character.
- Help minimize development costs to developers by providing specific guidelines for site planning at the outset of the development process.

Pedestrian and Vehicular Safety Goals

- Encourage increased walking and cycling activity within the Route One corridor by providing safe, attractive, interconnected facilities.
- Ensure universal accessibility for all residents, visitors, and employees.
- Promote access management throughout the corridor to minimize curbcuts and reduce turning movements.
- Respond to recommendations for improvements to intersections and on/off ramps to reduce delay and high accident locations.
- Encourage the extension of a multipurpose off-road pathway throughout the entire length of Route One.
- Reinforce points of pedestrian crossing.
- Incorporate existing pathways and sidewalks to tie the surrounding neighborhoods into Route One pathways.

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DESIGN GUIDELINES'  
MISSION & GOALS (continued)  

Architecture Design Goals  

- Develop architectural styles that contribute to the quality of the Route One environment by enhancing its visual interest, human scale, and sense of place.

- Encourage buildings that are designed as unique pieces of architecture that take into consideration Yarmouth’s historic character, access, visibility, pedestrian scale, and design relation to the site.

- Recognize the significance of special sites along the road corridor which require higher levels of architectural design.

Commercial development along Route One. East Main Street is visible at the central, left side of the photograph.
APPLICATION OF DESIGN GUIDELINES

In addition to promoting consistently high levels of site and architectural design, the Design Guidelines should facilitate the design and review process for the applicant. By outlining the Town’s expectation, developers and designers are given a clear direction for ways to meet the standards of the Site Plan ordinance.

Initiation of the Process
Design guidelines should be considered at the outset of all projects, starting at the site analysis and concept planning stage. Applicants are urged to meet early in the process with the Planning Director to ensure that they understand the intent of the guidelines and how they will be applied.

Design Review Process
The Planning Director will review all applications for Site Plan review for conformance with the Design Guidelines. During the course of this review, the Planning Director, the Planning Board, or the applicant may decide that a peer review is warranted to help evaluate the project and make a determination of compliance with the guidelines. This may be necessary to facilitate the review process (e.g., when heavy work loads do not allow the Planning Director enough time) or to bring in people with specialized knowledge or experience.

Peer Review
Peer review can be used for the entire project, or for selected components. In small developments, with proper attention paid to the guidelines, the issues should be limited. In larger, more complex developments, the review process may involve a peer review of one or all of the following components:

- Site Planning
- Architecture
- Landscaping
- Lighting
- Signage

When a peer review is requested, the Town will appoint a qualified professional. The review should be done in a timely manner so as not to add additional time to the application and review process.

The Planning Director should have a list of professionals who are qualified to perform peer reviews. The applicant will have the opportunity to accept the peer reviewer or to request an alternative professional. Prior to engaging the services of a peer reviewer, the Planning Director will obtain an estimate of the fee range for the services requested, plus an hourly charge for any additional services that the Town may require.

The peer reviewer will be expected to evaluate the submitted material for compliance with the design guidelines and prepare a brief narrative to the Planning Director and Planning Board. The role of the peer reviewer is to evaluate the plans and offer objective criticism, but not to redesign the project. Simple sketches may be appropriate to illustrate specific points in the review.

Changes to Site Plans
Any changes to an approved site plan (including the architecture, landscaping, lighting, and signage) must be reviewed by the Planning Director, in the case of a minor or de minimis change, or the Planning Board, in the case of a major change. Any changes to an
DEFINITION OF TERMS

These definitions are provided to assist the reader while using the Design Guidelines.

Adaptive Reuse – The development of a new use for a preexisting building. If a historic structure is involved, the conversion strives to maintain the structure’s historic character.

Americans with Disabilities Act – A 1990 federal law designed to bring disabled Americans into the economic mainstream to provide them equal access to jobs, transportation, public facilities, and services.

Architectural Feature – A prominent or significant part or element of a building, structure or site.

Bollards – Posts used in the landscape for functional (e.g., separation of pedestrian and vehicular traffic) or decorative purposes.

Buffering – Landscaped areas, berms, fencing, walls or other physical features that are planted or installed to physically and visually separate land uses.

Building Mass – The height, width, and depth of a structure.

Cape Cod Curbs – A relatively low flat asphalt curb, typically used at the edge of parking lots or roadways to minimize snow plow damage.

Community Character – The image of a community as defined by such factors as its built environment, natural features, open space, architectural styles of houses and buildings, infrastructure, and the type and quality of public facilities and services.

Compact Parking – A parking space with a dimension of 8’ in width and 15 feet in depth.

Cross Easement – The reciprocal legal right to pass from one property to another.

Curb Cut – The opening along the curb line at which point vehicles may enter or leave the roadway.

Cut-off Fixtures – A type of light fixture that prevents most light from projecting above the horizontal plane of the fixture.

Fenestration – Window treatment in a building or on a building facade.

Footcandles – The basic unit of illumination.

Gateways – Entrances into recognizable places or areas of significant changes in land use.

IESNA – Illuminating Engineering Society of North America – the professional society that makes recommendations for lighting standards.

Landscape Plan – A component of a development plan which shows the quantity, species, and size of all proposed vegetation.

Massing – The grouping of three-dimensional forms to achieve variation (as in a building or landscape planting).

Mixed–Use Development – The combination of two or more land uses within one building, project, or site. The most common combination of uses is business/retail and residential.

Modular Pavers – Preformed paving blocks that are installed on the ground to form patterns.

Neckdowns – Located at the openings of curb lines, the curb width is extended, usually 7-8”, to decrease the distance between opposing curb lines and to prohibit parking.

Outdoor Storage – The keeping, in an unenclosed area, of any goods, materials, merchandise, junk, or vehicles in the same place for more than twenty-four hours.

Parapet – The extension of the main walls of a building above the roof line.

Peer Review – The use of qualified professionals to review specific aspects of a Site Plan application for conformance with the Town’s Ordinances or Design Guidelines.
DEFINITION OF TERMS (continued)

Performance Guarantee – Any security that may be accepted by a municipality to assure that improvements required as part of an application for development will be satisfactorily completed.

Readerboards – A sign affiliated with a business or institution that contains temporary announcements about events or activities occurring on the premises.

Redevelopment – The reconstruction, reuse or change in use of any developed property including an increase in intensity of use or structural enlargement.

Rehabilitation/Renovation/Restoration – To construct an addition, make alterations, or to upgrade to the design and layout of a building.

Service Areas – A designated area, either attached to or separated from the main commercial building, where a business accommodates services such as product shipping and delivery, trash pickup, machinery and equipment repair, utility storage, etc.

Sight Triangle – A triangular shaped portion of land established at street intersections in which nothing is erected, placed, or planted that would limit or obstruct the motorists vision as they enter or depart the intersection.

Site Furniture – Constructed, above-ground objects, such as outdoor seating, kiosks, bus shelters, sculpture, tree grids, trash receptacles, and fountains that have the potential for enlivening and giving variety to streets, sidewalks, plazas, and other outdoor spaces used by the public.

Strip Commercial Centers – Continuous or intermittent linear roadside development, generally one store deep and characterized by multiple roadway access points, highly visible off-street parking and an assortment of commercial uses with direct access to abutting roads.

Stacking Lanes – A designated area of a parking lot that accommodates the queuing of cars (for instance, at a drive-through restaurant).

Temporary Signs – A sign which is installed for a limited time and is not constructed or intended for long-term use.

Vernacular Architecture – Architectural forms which are indigenous to an area, having developed in response to available materials, environmental conditions, and local cultural traditions.

BACKGROUND
Each property within the Route One corridor has its own unique set of opportunities and constraints. Site planning should be based upon a careful understanding of the site in order to develop plans that will improve the functionality, safety, and visual character of the Route One corridor.

From any vantage point – car, pathway, or nearby neighborhood – the Route One commercial corridor should be attractive, inviting, and in keeping with the town’s character. The site planning process is an opportunity to focus on design elements such as building location, scale, parking, and circulation. Issues of particular importance to Route One include:

Gateways and Corners: Sites located at either end of the Route One corridor welcome people to Yarmouth and deserve special attention. Corner properties deserve the same treatment for their visual prominence.

Open Space: The Route One corridor now offers small sitting areas, the Beth Condon Memorial Pathway, butterfly gardens, links to the Royal River Park, views to the rivers, and many other attractive open spaces. New development should incorporate open space elements wherever possible to add visual interest throughout the year.

Pedestrian/Bike Movement: Pedestrian and bike use along Route One and between Route One and other parts of town is desirable. Site plans should recognize and promote these alternative forms of transportation.

Landscaping: Trees and other plantings humanize the built environment and are important assets of the Route One corridor. Landscape plans should add to the richness and variety to the streetscape, while preserving significant stands of existing trees.

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Site plans should respond to specific conditions on the property and create functional, human-scaled spaces.
GENERAL SITE PLANNING PRINCIPLES

Good site planning should result in an attractive, safe, and economically viable relationship between buildings, parking, signage, lighting, landscaping, and the surrounding environment. Site plans should minimize the visual effects of parking, feature high-quality landscaping, accommodate pedestrian movement, and encourage connections to nearby properties.

GUIDELINES

- **Proximity of Buildings to Route One.** The proximity of buildings to Route One should carefully consider the relation to site features (i.e., size of site, existing vegetation and topography, drainage, etc.) and abutting land uses. The objective is to develop a roadway that has overall continuity (but not uniformity) and visual attractiveness.

- **Relationships to Residential Properties.** The facades of buildings which abut or are visible from residential neighborhoods should use forms, materials, and details which are residential in nature and appearance. Service areas, parking lots, outdoor storage yards, and other similar features should avoid facing residential neighborhoods.

- **Design.** All site plans should be designed by licensed professionals to address the health, safety, and welfare of the general public throughout all hours of operations in all seasons of the year.

- **Visibility.** Visibility along Route One should be maintained to allow drivers time to react to pedestrians, read and respond to signage, and make other driving decisions.

- **Corner Locations.** Street corner locations are particularly important because they front on two streets. They should take advantage of their location by exhibiting exceptional landscaping and architectural features. Additionally, corner buildings should be built at human scale and have a particularly strong relationship with the streets they abut. Corner properties must not be used exclusively for parking.

- **Buffers.** Plant materials, herms, fences, and other landscape elements should be used to create suitable buffers between residential and commercial properties. Buffer design should consider its appearance from both commercial and residential viewpoints. Evergreen plantings are particularly effective for year-round buffering.

- **Landscaping.** The space between the roadway and the front of the building should be attractively landscaped with trees, flowering shrubs, fencing, stone walls, and other elements.

- **Existing Trees/Shrubs.** To maintain the character of the landscape, existing healthy trees and shrubs should be preserved or be transplanted to another area of the site.

- **Consolidate Curb Cuts.** Provide shared driveway access into abutting properties wherever practical to minimize the number of curb cuts and increase pedestrian, bicycle, and vehicular safety.

- **Impervious Surfaces.** The amount of paved surfaces needed for parking, driveways, and service areas should be minimized; the amount of a site devoted to green space should be maximized.

- **Detailing.** Route One should exhibit a high level of quality in all site details. This applies to pavement, curbing, sitting and public areas, landscaping, walls, signage, lighting, site furnishing, and other elements in the landscape.
GENERAL SITE PLANNING PRINCIPLES

Significant existing trees should be protected during construction and incorporated into the site plan.

An office complex that offers a variety of exterior spaces and relates well to surrounding residential areas by paying particular attention to design, scale, and details.

Masses of plantings can be used to separate pedestrian paths from parking areas and add continuity to the site plan. Note how existing trees were preserved and made a focal point in this landscape.
GATEWAYS

Route One has a number of places which – by virtue of their location – act as gateways, providing the first impression of the community. Potential Route One gateways include the area from Exit 16 to the intersection of Route One and Portland Street and Exit 17 to the Freeport town line. Development and redevelopment within these areas should reinforce Yarmouth’s sense of place, facilitate wayfinding, and provide a unique Route One experience through distinctive architecture and site design.

GUIDELINES

- Landscape Treatment. Development at these locations should have a more substantial landscape treatment that reinforces the nature of the surrounding site. Artwork and distinctive signage is strongly encouraged as a way of expressing the uniqueness of these areas.

- Architecture. Gateway buildings should be noteworthy for their distinctive detailing, lighting, or other features such as cupolas, clock towers, or freestanding smaller structures.

- Lighting. The architecture and the site development of gateways should be emphasized by highlighting special features.

The northern Route One gateway into Yarmouth features views of the Cousins River Estuary.

The southern Route One gateway into Yarmouth brings motorists and pedestrians into the Portland Street intersection.
OPEN SPACE PLANNING & DESIGN

Open spaces along Route One, such as the Beth Condon Pathway, the Royal River Park, and numerous sitting areas, provide opportunities for scenic appreciation and recreation, while creating a corridor identity. Open spaces can include ecologically sensitive lands, small public plazas, common greens, stands of significant trees, view corridors, and pedestrian facilities. Future development and redevelopment should anticipate the continuation of the Beth Condon Pathway and other linkages within the community.

GUIDELINES

- **Usable Open Space.** Site plans should provide inviting open spaces where people can sit, relax, and socialize. Activities in these areas should be encouraged with picnic tables, seating areas, public art, bike racks, and landscaping.

- **Location.** Where outdoor spaces are proposed, they should be developed in highly visible locations. The design of such spaces should consider the number of users, traffic patterns, maintenance, and the physical requirements of the space.

- **Design.** Newly created open spaces should be designed as outdoor rooms, with consideration to ground surfaces, landscaping, lighting, site furnishings, and other physical elements.

- **Views.** Open space corridors should be incorporated into the site plan as appropriate to preserve views to the Royal River, the Cousins River and its marshes, the Village, historic structures, open fields, and other landmarks.

- **Existing Vegetation.** Periodic stands of existing vegetation along Route One provide visual relief from the commercial development that now characterizes the road. Site plans should preserve this vegetation whenever possible. Where this is not possible, vegetation of a similar character, form, mass, visual interest, and ecological value should be incorporated into the site plan. (See Yarmouth Plant List in the Landscaping Chapter.)

- **Links to the Community.** Site plans should preserve or create linkages with surrounding buildings, neighborhoods, Main Street, and other parts of the community. The design of these links should consider views, noise, traffic, security, lighting, the privacy of abutting commercial or residential neighbors, and other factors relating to the safety and welfare of the user.

- **Master Planning.** On properties which are large enough for more than a single structure, a conceptual master plan should be prepared to show the Planning Board the general location of future buildings, parking lots, circulation patterns, utilities, provisions for stormwater management, and other components of site development.

- **Multiple Building Sites.** In multi-building sites, the outdoor space defined by the structures should be designed as a focal point for the development, with provisions for seating and outdoor enjoyment. Landscaping, bollards and other site features should maintain a safe division between pedestrians and moving vehicles.
OPEN SPACE PLANNING & DESIGN

The Beth Cannnon butterfly garden is an example of an outdoor space that provides variety and pedestrian amenity along the Route One corridor. Careful consideration was given to materials, landscaping, furnishings, and connectivity to the surrounding area.

A semipublic garden that provides a place for people to sit, relax, and socialize. The detailing uses the same traditional materials found in nearby buildings. The pathway at the bottom of the photo provides a direct link to Main Street in Yarmouth.

This small public plaza provides an interesting internal focus for a multi-building site. The wooden decking and traditional building materials complement each other in scale and texture.

Simple sidewalk seating areas frame a significant view and provide a rest area for pedestrians. The steep bank on the left has been planted with perennials for a colorful, low-maintenance groundcover.
UNIVERSAL ACCESSIBILITY
Development of commercial properties and transportation and recreational facilities throughout the Route One corridor shall be universally accessible in compliance with the most current standards and guidelines of the Americans with Disabilities Act (ADA).

GUIDELINES

- **ADA.** All buildings, parking lots, cross-walks, walkways, bridges, and other site features must comply with the applicable standards and guidelines of the Americans with Disabilities Act (ADA).

- **Seasonality.** All facilities which are necessary for daily use of the site must be maintained for year-round accessibility.

- **Parking Lots.** Median dividers and traffic islands should provide openings for handicapped access where appropriate.

- **Route One Pathways.** Any extension of the Beth Condon Memorial Pathway should be designed for universal access.

Accessibility should be seamlessly integrated into all aspects of the site and architecture for both new construction and renovations.

The Beth Condon Pathway and the Royal River Bridge serve as models for universally accessible design.

An example of a well-marked accessible route between the parking lot and front doorway of a medical building.
PLANNING FOR PEDESTRIAN AND BICYCLE MOVEMENT
Development and redevelopment along Route One should accommodate safe pedestrian and bicycle movement in appropriate locations. The road corridor should continue to provide pathways, crosswalks, and pedestrian amenities. Future improvements to Route One should include facilities for advanced cyclists in the roadway. Facilities for pedestrians, casual cyclists, and children should be provided off the road throughout the Route One corridor.

GUIDELINES

- **Internal Sidewalks.** Sidewalks extending the full length of the commercial building should be provided along any facade 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 One. Facilities should be coordinated with abutting land uses to create interconnections throughout the Route One corridor and linkages to surrounding neighborhoods.

- **Route One Bridges.** Site plans for properties abutting Route One bridges should be designed to accommodate pedestrian and bicycle facilities in the future as these bridges are reconstructed.

- **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. See the Access Management section for additional guidelines.

- **Refuge Zones.** Pedestrian islands (five foot minimum width) should be installed in driveways where the crossing distance is greater than 32 feet.

- **Year-round Use.** All pathways should be designed to facilitate snow removal and allow year-round use.

The Beth Condon Pathway interconnects all properties along a section of Route One. Well-marked crosswalks are painted at each driveway.
DESIGN OF PEDESTRIAN AND BICYCLE FACILITIES

Development of sidewalks and pathways along Route One should lead to the creation of an attractive, safe, well-maintained system of pedestrian and bicycle facilities that complements the Beth Condon Pathway.

GUIDELINES

- **Pathway Width.** Major pathways should have a minimum width of 10' to accommodate pedestrians, bicyclists, and wheelchair users.

- **Material Selection.** Bituminous concrete should continue to be used on extensions to the Beth Condon Pathway. Entrance walls 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.

- **High Use Areas.** The use of broom finished concrete, brick, stamped/colored asphalt, or pavers is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces.

- **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.

- **Tree Maintenance.** Existing and newly planted trees along all pathways should be trimmed to provide adequate sight distance and to remove potential obstacles. Vertical clearances of at least eight feet should be provided to allow safe passage during times of heavy snow and ice loads.

- **Lighting.** Pathways along Route One should be adequately lit to promote safe use during evening hours. See the **Lighting Chapter** for further details.

- **Drainage.** Sheet flow of stormwater across pathways should be avoided. Culverts should be sized to prevent ponding and provide uninterrupted use of the walkway.

*Pathways should be designed for easy maintenance. The eight foot width of the Beth Condon Pathway allows a small truck to plow snow.*
PARKING AREAS
All commercial uses shall provide convenient, safe, and attractive parking. Lots should be designed to complement adjacent buildings, the site, and the Route One corridor without becoming a 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.

GUIDELINES

• **Site Locations.** Where feasible, parking lots should be located at the rear or sides of commercial buildings, except where parking would be located adjacent to a residential neighborhood. Where land use conflicts occur (e.g., unavoidable siting of a parking lot next to a home) the lot shall be screened with evergreen trees, earth berms, solid walls, or shrubs.

• **Scale.** Parking areas with more than 15 spaces should be visually broken up with trees, landscaped islands, grade changes, low walls, and other appropriate features. See the Landscaping Chapter for specific guidelines regarding parking areas.

• **Landscaping in Parking Lots.** Between 10 and 15% of the parking lot should be landscaped. The higher percentage should be used for larger lots (more than 40 cars) and those that are most exposed to public view. Planting islands should be a minimum of nine feet in width. Trees should be planted 25-40' apart, depending on the species and the design intent. All parking lot landscaping should be hearty and appropriate for parking lot conditions. See Landscaping Chapter for further guidance.

• **Maintaining Visibility.** Care should be taken in the selection of shrubs, ornamental grasses, walls, or other landscape elements to maintain the visibility of cars and pedestrians within parking lots.

• **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 to meet the Zoning and Site Plan Review Ordinances. Parking space, 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.** Shared parking is strongly encouraged in situations 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.

• **Compact Parking.** Compact parking should only be used in areas where there is minimal through traffic movement, such as designated employee parking.

• **Alternative 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.

• **Safety.** Crosswalks should be marked by a change in pavement texture, pattern, or color to maximize pedestrian safety in parking areas and other potentially hazardous areas.

• **Parking Structures.** If parking structures are used, they shall be designed as an integral part of the site and bear a strong visual relationship to the building's architecture. Parking structures within 100 feet of Route One shall be designed to minimize the openings visible from the road.
PARKING AREAS

Landscapeed islands help to ensure the long-term health of parking lot plantings. The size of the islands help break down the scale of this parking lot so it does not become a dominant visual element.

Parking lot islands should be defined by durable curbing materials to protect trees and minimize maintenance.

Parking should be located at the rear and along the side of buildings, where feasible. Walkways should be clearly marked with paint or contrasting materials.

Landscapeed islands should have been used here to provide scale, reinforce internal circulation routes, and lead pedestrians to the entrance.
ACCESS MANAGEMENT
Site plans for commercial properties should be designed to avoid conflicts between service vehicles, automobiles, and pedestrians. Wherever possible, plans should minimize turning movements onto major roads and facilitate circulation between properties.

GUIDELINES

- **Shared Driveways.** To reduce the number of curb cuts and provide a safer vehicular and pedestrian environment, shared commercial driveways along Route One, Bridge Street, and Willow Street is encouraged.

- **Internal Links.** Where feasible, linkages between abutting parking lots and driveways should be provided to facilitate deliveries and minimize turning movements onto Route One. Internal connections should provide safe, direct access between adjacent lots. Cross easements should be provided as required.

- **Internal Pedestrian Connections.** Safe pedestrian connections between abutting land uses should be provided to encourage foot traffic and minimize vehicular movement.

- **Traffic Calming.** Where internal vehicular and pedestrian connections are used, traffic calming measures should be designed to discourage excessive speed. These may include speed tables, well-marked crosswalks, raised crosswalks, vertical curbing, curvilinear road alignment, neckdowns, curbed islands, and signage.

- **Drive-through Lanes.** Drive-throughs for banks or similar uses should be designed to avoid conflicts with stacking lanes, one-way circulation patterns, sharp turning movements, and pedestrian traffic.
SERVICE AREAS

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, visual, auditory, and olfactory conflicts.

GUIDELINES

- **Design.** Service areas should be sized to fit the specific needs of the building and its intended operations. The smallest size area is encouraged.

- **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 One or abutting residential properties shall be avoided.

- **Screening.** Service areas should be screened to minimize visibility from sensitive viewpoints such as main entrances, abutting residential neighborhoods, public open spaces, and Route One pathways.

- **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.

- **Recycling Facilities.** The installation and use of recycling bins, in addition to dumpsters, is encouraged. They should be screened as other service areas. Dumpsters and recycling areas should be consolidated where possible.

- **Vehicle Types.** Many commercial deliveries can be made with a variety of truck sizes. Site plans should be designed to accommodate vehicles in the small to medium range where possible. It may not be necessary or desirable to plan for the turning needs of the largest possible truck.

- **Conflicts with Pedestrians.** Service drives should be separated from internal walkways, parking areas, or Route One pathways by landscaped islands, grade changes, or other devices to reduce the possibility of pedestrian contact.

This service area is effectively integrated into the side of the building and well screened by an evergreen buffer.
SERVICE AREAS

A well-screened and well-maintained service area. Its presence could be softened by plantings along its sides and staining the fence a dark color.

Service areas should be designed with the same level of attention to detail as the main structure. The use of contrasting materials and forms calls undue attention to this small storage building and service area.

This service area is located in a highly visible part of the site. Its design relationship with the main structure could have been improved by an evergreen screen.

These dumpsters are totally exposed to public view and contribute to the visual clutter of this corner location.
BUFFERING & SCREENING

Buffering or screening may be 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.

GUIDELINES

- **Appropriateness.** The selection of the proper type of buffer should result from a thorough understanding of existing site conditions, distances to property lines, the intensity of the proposed land use, and the degree of concern expressed by the Planning Department, Planning Board, and abutting landowners. Discussions regarding the need for buffers and appropriate sizes and types should begin at the sketch plan review.

- **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.

- **Opacity Requirements.** Commercial properties should develop and maintain buffer zones in a manner that provides the level of opacity required by the Planning Board at the time of Site Plan application.

- **Screening.** Service areas should be screened to minimize visibility from sensitive viewpoints such as residential dwellings, public open space, 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.

*This pine buffer, used as a screen between private residences, is well integrated into the site.*

*Buffer screening should consist of a variety of plant materials to achieve a natural look.*

With proper planning, existing topography and site features can be used to buffer different land uses and provide a sense of privacy.
SITE PLANNING & DESIGN

SITE FURNISHING
The use of high quality, durable, and comfortable site furnishings is encouraged to add visual interest and pedestrian amenities along Route One. Furnishings should be selected for their detail, craftsmanship, and consistency with the surrounding architecture, as well as their functionality.

GUIDELINES

- **Integration.** Site furnishings — benches, waste receptacles, bike racks, newspaper stands, planters, bollards, clocks — should be integrated into the Route One landscape to create functional, attractive outdoor areas that are usable and enjoyable. They are particularly encouraged in transition zones, e.g., between roads and sidewalks, parking lots and buildings, etc.

- **Compatibility.** Site furnishings should be selected to ensure compatibility with the architecture of the development in terms of color, texture, form, and style.

- **Durability.** All furnishings should be designed to withstand extreme weather conditions. Concrete bases should extend below frost line to prevent heaving and displacement. Provisions should be made for replacement parts as necessary.

- **Artwork.** The integration of artwork into the Route One environment is strongly encouraged. This can take the form of freestanding sculpture, wall treatments, fountains, special benches, or other forms to enhance or interpret the landscape.

- **Maintenance.** Consideration should be given to the life-cycle costs of all site furnishings and other landscape elements to select the most long-lasting, durable materials.

*Site furnishings should be selected for low maintenance, durability, and attractiveness.*
CURBING

Curbing and other roadway detailing throughout the Route One Corridor should consist of high quality, durable materials that can stand the test of Maine winters.

GUIDELINES

- **Location.** Curbing should be used along access drives, interconnecting driveways, and in parking lots as required by the grading and drainage plan, and as a means to provide additional protection to pedestrian areas.

- **Route One Intersections.** Granite curbing should be used on the radii where driveways intersect with Route One.

- **Materials.** Where internal curbs are used, granite is the preferred material, followed by concrete (precast or cast in place).

- **Cape Cod Berm Curbs.** Cape Cod berm curbs are acceptable for interior landscaped islands, for instance in areas such as parking lots. The use of vertical asphalt curbing, which is highly susceptible to winter damage from plowing operations, is not encouraged.

- **Maintenance.** If curbing becomes damaged or deteriorated, it should be replaced in a manner that meets the Design Guidelines.
STORMWATER MANAGEMENT
Since the Route One corridor is at the lower reaches of the Royal River and Cousins River watersheds, on-site detention basins will not normally be required. However, to comply with the MeDEP Stormwater Management law, site plans may 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.

GUIDELINES

- **Location.** Stormwater treatment basins, if required, should be located in the least visible portion of the site. 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 earthworks 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 One 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 appropriate, 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 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.

*Motorists driving past this shopping center only see the low juniper hedge, unaware of the detention basin on the far side. Note the careful stonework to protect the end of the culvert.*
Stormwater management facilities should be designed to blend into the natural landscape through transitional grading, as seen in this example. The outfall pipe should have been integrated into the overall design.

Rip-rap is often necessary to control erosion and stabilize slopes. In highly visible areas, a more refined appearance — accomplished through the use of handplaced stone and/or ground cover — is strongly encouraged to avoid situations such as this.

The low juniper edging only serves to accentuate the detention basin, rather than screen it. A taller hedge would have provided a more effective screen.
BACKGROUND
These Design Guidelines encourage a greater sense of continuity and identity throughout the Route One corridor by describing and illustrating high quality architectural design. They do not intend to dictate building styles. They do establish criteria by which any new or renovated development can be compared with its surroundings.

All development should thoughtfully address the orientation and form of buildings through size, height, setback, massing, and treatment of exterior features and materials. When considering these architectural issues, it is important to keep in mind that Route One buildings can be experienced from three perspectives or vantage points:

- the motorist's perspective, driving along the roadway
- the pedestrian's perspective, viewing the buildings close up
- the relationship with adjacent and nearby buildings.

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Drawing from traditional forms, the scale of this new commercial building has been effectively reduced by variations in the massing, wall projections, and careful attention to detailing.
GENERAL ARCHITECTURAL PRINCIPLES

The purpose of these guidelines is to encourage a diversity of architectural styles within the Route One corridor 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.

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.

- **Small Buildings.** Small buildings along Route One 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.

- **Freestanding Accessory Structures.** Non-habitable structures, such as freestanding ATMs, garages, storage units, recycling sheds, cart corrals, and utility buildings should be treated as architectural elements and meet the same design guidelines as larger buildings.

- **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. Drive-through elements should not face the street, unless there is no alternative for safety or security reasons.

- **Entrances.** Building entrances should be designed to be visible from the street and provide unobstructed areas for pedestrians.

- **Energy Conscious Design.** Route One architecture should promote energy conservation wherever possible. Consideration should be given to solar orientation and siting, use of maximum insulative materials, reduced lighting loads, and landscaping for windbreaks and shading.

A cohesive visual relationship exists between these buildings due to the repetition of rooflines, similarity in scale and form, and use of traditional New England materials.
GENERAL ARCHITECTURAL PRINCIPLES

This building features a strong relationship between architecture and site. The simple courtyard is attractive and highly visible and provides an effective transition between the parking lot and the entrance.

A finely detailed commercial building using traditional New England forms and materials. The result is a building that is humanly scaled and visually compatible with a nearby residential neighborhood.

Small scale buildings – especially those that will be viewed at a close range – should display a high level of design detailing.

An example of high quality contemporary architecture that has been designed to fit a unique, wooded site.
GENERAL ARCHITECTURAL PRINCIPLES

A national drug store designed for a wooded site. The continuous arcade provides protection for the pedestrian. Signage has been kept to a minimum. Window openings provide scale and visual interest to the main facade.

A large shopping center that has been added to a historic structure. Site details reinforce the architecture and contribute to its sense of place.

The front of a national auto-parts store that was designed to fit into a historic community. The major entrance is on the opposite side, off the rear parking lot.

A new theater/office building that uses contemporary materials in very traditional forms. The tower on the corner provides a focal point for the building and the street.
GENERAL ARCHITECTURAL PRINCIPLES

This building pays little attention to the site where it is located, nor gives much attention to detailing and the roofline. Flat roofs such as this are discouraged.

Franchise style architecture lacks reference to traditional New England forms and can contribute to the loss of identity along the Route One corridor.

The Planning Board should review all elevations of proposed buildings to prevent awkward juxtapositions of styles such as this.

Most building faces along the Route One corridor will be visible from some vantage point and should be designed with care. This building, which fronts on a major intersection, turns its back on the general public.
RENOVATIONS & ADDITIONS

Many buildings along Route One were built a number of years ago and may be coming before the Planning Board for Site Plan approval as they undergo renovations or additions. This represents an opportunity to add visual interest to a building and to strengthen its relationship with the site and nearby structures. In many instances, existing buildings can be greatly improved by well-designed additions or remodeling efforts. The Town expects high quality architectural and site design for all renovated structures.

GUIDELINES

- **Alterations.** Where the existing building currently meets the Design Guidelines, proposed renovations must be designed to respect the proportions, fenestration patterns, and details of the original building. Where the existing building does not meet the Design Guidelines, the owner is strongly encouraged to upgrade the entire structure.

- **Design.** Applications to the Planning Board that involve renovations should show all improvements as well as the existing structure. A narrative should accompany the application which explains the designer’s intent to relate the old with the new.

- **Materials.** Where a building meets the Design Guidelines, materials used for additions or renovations should complement or match the materials of the original structure in color and texture. Where the building does not meet the guidelines, the owner should demonstrate how the materials used in the renovation will complement the existing structure.

- **Features.** Renovations should avoid the removal or disturbance of any distinctive architectural features or examples of skilled craftsmanship.
BUILDING MATERIALS
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.

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 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. Multi-colored 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.
Metal-sided buildings generally lack the human scale and traditional forms that are anticipated in the Route One corridor.

Split face block — with little or no reference to traditional building materials — is an example of a contemporary material that is not appropriate to the Route One corridor.

The use of vivid colored siding and plastic roofing materials are not appropriate for Route One.
FACADE DESIGN

Facades for new or renovated structures should provide visual interest from all accessible sides. 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.

GUIDELINES

- **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 or unadorned walls facing Route One, 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 One facade, in order to provide visual interest.

- **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.

- **Rear and Side Facades.** Facades that are visible or potentially visible from adjacent properties should be treated with detailing and materials that match the primary facade 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.

A highly symmetrical, well articulated facade for a library addition adjacent to a residential neighborhood. All openings are trimmed to match the cornerboards. The main entrance is emphasized with columns and a projecting roofline.
FACADE DESIGN

The combination of landscaping, lighting, and projecting canopy create an attractive entrance.

Architectural continuity is achieved through the use of a continuous window pattern on all four sides.

A trellis embellishes this small bank building by adding geometry, texture, and an interesting shadow pattern.

The exposed downspouts, mechanical equipment, dumpsters, and utility elements contribute to an unattractive facade in a highly visible location.

The building's meters and service connections are located out of sight in this service cabinet.
AWNINGS/CANOPIES

Awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns, and visual interest. Where used in this manner, awnings should complement the design, materials, color, and appearance of the building.

GUIDELINES

- **Location.** Fixed or retractable awnings and canopies should be an integral element of the architecture. They should be located directly over windows or doors to provide protection from the elements. Arbitrary placement of awnings that disregard the building's architecture is not permitted.

- **Materials.** Awnings and canopies should not be made of reflective materials, such as metal or plastic. Their color should be the same or complementary to the facade of the building.

- **Lighting.** Awnings or canopies should not be used as light sources or advertising features. Backlit awnings/canopies are prohibited.

- **Advertising.** Graphics and wording included on the awning/canopies will be considered part of the total signage area.

![Awnings can be used effectively to add scale, visual interest and provide shade to the building facade.](image1)

![Canopies over doorways can emphasize the main entrance and provide effective protection from the elements. Signs incorporated into canopies and awnings will be counted toward the total signage area.](image2)

![An example of a backlit, highly reflective canopy which functions primarily as a large sign.](image3)

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ROOFLINES

Rooflines should be designed to provide diversity and visual interest and to reduce the mass of a building.

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 are 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.

- **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.

- **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.

- **Roof-Mounted Equipment.** Mechanical and other equipment mounted on rooftops must be screened from public view or grouped at the rear of the structure where visibility is limited (as long as they do not abut a residential area).
BUILDING TYPES:
Large-Scale Structures
Due to their visibility and mass, the design of new or renovated 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 Route One’s visual character. These structures should be designed as attractive pieces of commercial architecture, responsive to their site and respectful of adjacent neighbors.

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 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 along Route One. 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. Entrancesways 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, particularly where walls will be visible from Route One, 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 out-parcels 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 facade 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.

The scale of this large commercial building has been effectively reduced by variations in rooflines, massing, and front setbacks.
BUILDING TYPES:
Large-Scale Structures

Using dense plantings, changes in materials, and architectural detailing, the scale of this large retail store is reduced.

Main entrances on large-scale buildings should be designed as prominent focal points to orient customers.

An example of a ‘big box’ retail building that is inappropriate along the Route One commercial corridor.

A large-scale building whose mass has been reduced by a rhythmic architectural treatment and subtle changes in geometry. Contrasting vertical elements draw the eye to the entrance.
BUILDING TYPES:
Linear Commercial Structures
Linear commercial structures (e.g., strip shopping centers, multi-tenant offices, or commercial buildings) are appropriate along Route One, provided that they are designed with facade and roofline elements that reduce their scale and add architectural interest.

GUIDELINES

- **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.
BUILDING TYPES:
Service Stations, Convenience Stores, and Drive-Throughs
The design and siting of service stations, convenience stores, and drive-through operations should be consistent with the architecture and design of other Route One properties.

GUIDELINES

- Design. The architecture of gas stations, convenience stores, drive-through operations, and other auto-oriented commercial buildings must follow the same design guidelines recommended for other small to medium-sized buildings. All architectural details should be related to an overall design theme.

- Canopies. Canopies should be designed as extensions of the main building, related by roof pitch, architectural detailing, materials, and color. Pitched roofs and fascia trim are preferred for canopies. Signs mounted on canopies are restricted to 16 square feet. Bands of bold color on the canopy and backlighting inside the canopy are prohibited.

- Continuity. If separate structures are proposed on a single site (e.g., canopy, carwash, cashier's booth, dumpster enclosures) they must have a consistent architectural theme (in terms of style, color, materials, and detailing) to provide a unified design and avoid a cluttered appearance.

- Large Openings. Openings for car washes or service bays must be integrated into the design of the building and sited so they are not directly visible from Route One or adjacent streets.

- Site Design. The site design must address the issues of off-site noise exposure, underground drainage systems to keep water off public streets, snow storage, circulation patterns, and room for vehicle stacking.

The drive-through window of this bank has been designed as an integral part of the building.

This service station canopy is designed to be an extension of the building. The columns, roofline, dormers, and signage contribute to a sense of continuity in the architecture.

The flat-roofed canopy bears no design relationship to the well-detailed convenience store in terms of form, materials, or architectural style. The store was designed to fit into the residential surroundings.
BACKGROUND
The most successful projects use landscaping to heighten the qualities of the site, accentuate the building, and enhance the site's identity and its human scale. The Design Guidelines encourage the use of a wide variety of plant material to add visual interest to the Route One commercial corridor throughout the year.

A Route One Plant Materials List has been developed to encourage property owners to look at many options in both form and species (see pp. 9-10). The list should be considered a starting point in selecting plants. The physical characteristics of each site and each plant should be carefully evaluated when making the final selection to ensure that the plantings will survive and thrive in the selected location.

Contents
General Landscape Principles IV-2
Parking Lot Landscaping IV-4
Tree Selection & Plantings IV-6
Shrubs & Ornamental Plantings IV-7
Landscape Maintenance IV-8
Route One Plant Materials List IV-9

Landscaping is an integral part of site development. With proper planning, trees, shrubs, and other plantings can provide shade, emphasize entrances, screen undesirable views, and add yearlong color and interest.
GENERAL LANDSCAPE PRINCIPLES

The landscape plan should develop an environment that complements the architecture, reinforces circulation paths, highlights entrances, provides shade, and adds seasonal interest. The Route One commercial district should be unified by a rich variety of street trees, flowering shrubs, and masses of color.

GUIDELINES

• **Preparation.** As part of the Site Plan application a landscape plan should be prepared by a landscape architect registered in Maine, or other qualified professional familiar with local growing conditions.

• **Coordination with Utilities.** The planting plan must illustrate how plantings will be integrated with underground and overhead utilities and lighting.

• **Variety.** The use of a variety of plant materials that exhibit seasonal color and interesting texture is encouraged to create a distinctive, yet low maintenance environment. Plantings plans should strike a balance between monoculture (the use of a single species) and too much variety.

• **Irrigation.** The installation of underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas.

• **Integration.** Plantings should be massed to soften edges, corners, and pavement areas, and to integrate the building into the landscape.

• **Boulevard Effect.** Large spreading deciduous trees should be planted in appropriate locations along Route One to define the edge of the travelway, provide shade for pedestrians, clean the air, and add scale to the commercial corridor.

• **Tree and Plant Protection.** Every effort should be made to preserve existing or unique trees or other plant material. The landscape plan should illustrate where individual trees or masses of significant vegetation will be preserved and what protection measures will be taken during construction. Transplanting and reusing trees and other plant materials is strongly encouraged.

• **Safety.** The ultimate form and height of plant materials must be considered so they will not create unsafe conditions or block sight lines for pedestrians, bicyclists, or motorists as they mature.

• **Rocks.** Large rocks should be used as landscape elements very sparingly and only as accents in mass plantings. Where used, they should be buried for at least half of their depth.

• **Buffers & Screening.** Plant materials and other landscape elements should be used to create suitable buffers between residential and commercial properties. The design of buffers should consider the appearance from both commercial and residential viewpoints. Evergreen plantings are particularly effective for year-round buffering.

• **Minimum Plant Sizes.** Unless otherwise required by site conditions, plant materials shall meet the following size standards:

  - 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.

• **Guarantee Period.** All lawns and plant materials installed along the Route One corridor should be guaranteed for a period of not less than 2 years.
GENERAL LANDSCAPE PRINCIPLES

Masses of trees should be used within parking lots to help integrate buildings into the site and provide attractive patterns of light and shade.

A variety of plant materials should be used to create four seasons of interest in the landscape.

Low earth berms can be used effectively to screen parking lots while providing a greater degree of separation for the occupants of commercial buildings.

Existing trees should be preserved to maintain visual interest, provide shade, and retain site character.
LANDSCAPING

PARKING LOT LANDSCAPING
Landscaping is encouraged in parking lots to improve the visual appearance, reduce the scale of paved areas, define edges, provide shade, and add seasonal interest. Trees, shrubs, and ornamentals should be planted in large groups, or drifts, appropriate to the scale of the space.

GUIDELINES

- **Total Landscape Area.** 10-15% of the total area of a parking lot should be landscaped. In general, larger and more visible parking lots should have more intensive landscape treatments. Driveways leading into and around parking lots are not calculated in determining the area of a lot.

- **Plant Material Variety.** The use of a variety of groundcovers, perennials, flowering shrubs and ornamental grasses is encouraged in parking areas. (See Yarmouth Plant Materials List, pp. 12-13.)

- **Undesirable Plant Materials.** Trees that may damage automobiles (dripping sap, messy fruit, or hard seeds such as acorns) are discouraged in or around parking lots.

- **Location of Trees.** Trees in 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 should be planted a minimum of five feet from the end of parking lot islands. The use of isolated trees in parking lots is strongly discouraged.

- **Safety.** Where trees abut pedestrian walkways or places where people will be walking in parking lots, their lower branches should be pruned to at least eight feet above the paved surface to avoid becoming an obstacle. Shrubs used in parking lot islands should not exceed three feet in height to avoid blocking visibility.

- **Parking Stall Separation.** Landscaped areas used for separation between banks of parking stalls should be a minimum of nine feet in width.

- **Snow Storage.** Landscape materials surrounding parking lots and in islands should be able to tolerate large quantities of snow stored during winter months. Delicate plant material should not be used in areas where they are likely to be buried under snow.

Trees, evergreens, shrubs, and perennials selected for parking lots should be able to withstand severe growing conditions and weather. This informal grouping provides an attractive accent for a highly visible corner.
PARKING LOT LANDSCAPING

Parking lot islands provide an opportunity to use a variety of plant species to break up the mass of pavement and introduce interesting textures.

This island of hostas has been designed to add a spot of color to the parking lot and withstand harsh winter conditions.

Parking lot islands should be large enough for trees to achieve full maturity and to prevent damage from car doors and snowplows.
TREE SELECTION AND PLANTINGS

Trees should be used along the Route One corridor, planted parallel to the right of way, along the Beth Condon Pathway, at building entrances, throughout parking lots, and amidst open space. They should be allowed to achieve full maturity and display their natural form. In particular, planting plans should include emphasize large shade trees within or near the Route One right-of-way in order to create a more unified streetscape.

GUIDELINES

- **Suitability.** Trees should be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material should be suitable to Yarmouth's growing conditions. A list of possible varieties of street trees is included in the Yarmouth Plant Materials List, pp. 9-10.

- **Coordination with Architecture.** Trees should be carefully selected and located to complement the building elevation without blocking storefronts, signs, or lighting.

- **Existing Trees/Shrubs.** To maintain the character of the landscape, existing healthy trees and shrubs should be preserved or be transplanted to another area of the site.

- **Roadside Plantings.** Trees should be planted a minimum of 20’ from the edge of the Route One pavement. Trees and other landscaping planted at intersections should preserve an adequate sight triangle as determined by the traffic engineer.

- **Pedestrian Movement.** The lower branches of trees planted near pathways and sidewalks should be at least eight feet above the pavement to minimize interference with pedestrian movement throughout the year.

- **Root Zones.** Trees should 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.
SHRUBS & ORNAMENTAL PLANTINGS

A wide variety of shrubs and ornamental plantings should be used throughout the Route One corridor to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes.

GUIDELINES

- Variety in Plantings. The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other plant material is highly recommended throughout the Route One corridor, in addition to street trees, evergreen trees, and ornamental trees. A listing of plantings that may be suitable for the corridor is provided at the end of this chapter. See Yarmouth Plant Materials List, pp. 9 - 10.

- Selection. The selection of plantings should consider ultimate height and spread, maintenance, pest and disease tolerance, and their nuisance potential (e.g., leaf litter, thorns, insect attraction).

- Foundation & Wall Plantings. Planting beds are recommended along exposed building edges, foundations and interrupted walls. Plantings should provide either a formal pattern or a naturalistic blend of heights, colors, and textures for visual relief.

- Accent Plantings. As pedestrian pathways are developed along Route One, the installation of special planting beds should be encouraged. These can include daylily beds, butterfly gardens, bog gardens, fragrant gardens, shade gardens, yellow foliage gardens, early blooming gardens, texture gardens, etc.

- Mass Plantings. Shrubs and perennials should generally be planted in large masses or 'drifts,' rather than as individual specimens, to provide a pleasing effect for both motorists and pedestrians.

- Safety. Plant material should be selected with due consideration to public health and safety. Avoid plants with poisonous or messy fruits or leaves, large thorns, or overly aggressive growth patterns. Large shrubs which could provide hiding places along pathways or block the view of moving vehicles should be avoided.

Masses of daylilies make a bright, colorful statement in front of this Route One home. Additional drifts of similar plantings throughout the Route One corridor would create a memorable effect.

Ornamental grasses can provide a simple, cost-effective, low-maintenance way to add texture throughout the year.
LANDSCAPE MAINTENANCE

The planting plans presented to the Planning Board 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. The Site Plan should be designed and plantings selected with due consideration for maintenance requirements.

GUIDELINES

- **Maintenance Plan.** As part of the Site Plan application, a written maintenance plan should be provided for all landscape elements to be installed on the property.

- **Details of Plan.** Topics to be addressed should include (but not be limited to) initial installation, guarantee period, replacement policy, periodic and seasonal maintenance, special considerations, use of pesticides and fertilizers, irrigation, and seasonal displays.

- **Natural Forms.** All plant material should be allowed to achieve their natural forms without excessive pruning. Shaping evergreen shrubs into tight geometrical forms should be avoided.

- **Low Maintenance Materials.** The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. Planting characteristics should 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 of fall cleanups.

- **Replacement Planting.** Where plant materials specified on the planting plan do not survive or are damaged, they should be replaced and/or reinforced in accordance with the two-year performance guarantee to maintain conformance with the approved planting plan and to provide the necessary landscape effect.

A maintenance plan should address how trees will be replaced, if and when they die. Tight planting pockets and installations too close to buildings can present a problem when removing dead trees.

Natural forms are preferable to overpruned plants. Plant material should be selected with consideration for ultimate size to avoid unnecessary pruning.
ROUTE ONE PLANT MATERIALS LIST

The plants on this list have been derived from a number of sources to inspire a greater landscape variety along Route One. The final selection of materials should consider the specific growing requirements and characteristics of each plant and the conditions present within the site.

STREET TREES

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Scientific Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aesculus hippocastanum</td>
<td>Baumanii Horsecostnut</td>
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<tr>
<td>Acer campestre</td>
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<tr>
<td>Acer ginnala</td>
<td>Amur Maple</td>
</tr>
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<td>Acer x. freemanii</td>
<td>Armstrong Maple</td>
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<tr>
<td>Acer x. freemanii</td>
<td>Autumn Blaze Maple</td>
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<td>Acer rubrum</td>
<td>Red Maple</td>
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<tr>
<td>Acer saccharum</td>
<td>Sugar Maple</td>
</tr>
<tr>
<td>Acer tataricum</td>
<td>Tartarian Maple</td>
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<tr>
<td>Acer triforum</td>
<td>Three-flower Maple</td>
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<tr>
<td>Amelanchier</td>
<td>Autumn Sunset shadbush</td>
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<tr>
<td>Betula nigra</td>
<td>River Birch</td>
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<tr>
<td>Carpinus betula</td>
<td>Upright Hornbeam</td>
</tr>
<tr>
<td>Carpinus caroliniana</td>
<td>American Hornbeam</td>
</tr>
<tr>
<td>Celtis laevigata</td>
<td>Sugarberry</td>
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<tr>
<td>Celtis occidentallis</td>
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<td>Cercidiphyllum japonicum</td>
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<td>Cladrastis kentukea</td>
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<tr>
<td>Corylus colurna</td>
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<tr>
<td>Crataegus crusgalli</td>
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<td>Ginko biloba</td>
<td>Maidenhair Tree</td>
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<td>Gleditsia triacanthos</td>
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<tr>
<td>Gymnocladus dioecus</td>
<td>Kentucky Coffee Tree</td>
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<td>Liriodendron tulipifera</td>
<td>Tulip Poplar tree</td>
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<td>Magnolia acuminata</td>
<td>Cucumber tree</td>
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<tr>
<td>Prunus accolade</td>
<td>Accolade Cherry</td>
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<tr>
<td>Prunus maackii</td>
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<tr>
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<tr>
<td>Quercus bicolor</td>
<td>Swamp White Oak</td>
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<td>Quercus cocinea</td>
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<tr>
<td>Quercus palustris</td>
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<tr>
<td>Quercus phellos</td>
<td>Willow Oak</td>
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<tr>
<td>Quercus robra</td>
<td>Upright English Oak</td>
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<tr>
<td>Quercus rubra</td>
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ORNAMENTAL TREES

<table>
<thead>
<tr>
<th>Common Name</th>
<th>Scientific Name</th>
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<tbody>
<tr>
<td>Acer campestre</td>
<td>Hedge Maple</td>
</tr>
<tr>
<td>Acer ginnala</td>
<td>Amur Maple</td>
</tr>
<tr>
<td>Aesculus pavia</td>
<td>Red Buckeye</td>
</tr>
<tr>
<td>Amelanchier canadensis</td>
<td>Serviceberry</td>
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<tr>
<td>Calicanthus floridus</td>
<td>Carolina Alspice</td>
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<tr>
<td>Carpinus betulus</td>
<td>European Hornbeam</td>
</tr>
<tr>
<td>Carpinus carolinianum</td>
<td>American Hornbeam</td>
</tr>
<tr>
<td>Clethra alnifolia</td>
<td>Sweet Pepperbush</td>
</tr>
<tr>
<td>Cornus kousa</td>
<td>Kousa Dogwood</td>
</tr>
<tr>
<td>Cornus mas</td>
<td>Cornelianherry Dogwood</td>
</tr>
<tr>
<td>Cotinus obovatus</td>
<td>American Smoketree</td>
</tr>
<tr>
<td>Crataegus crus-galli</td>
<td>Cockspur Hawthorne</td>
</tr>
<tr>
<td>inermis ‘cruaz’</td>
<td>Winter King Hawthorne</td>
</tr>
<tr>
<td>Crataegus viridis</td>
<td>Carolina Silverbell</td>
</tr>
<tr>
<td>‘Winter King’</td>
<td>Maackia</td>
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<td>Halesia carolina</td>
<td>Star Magnolia</td>
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<td>Maacki amurencis</td>
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<td>Ironwood</td>
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<tr>
<td>Nyssa sylvatica</td>
<td>Amur Corktree</td>
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<td>Ostrya virginiana</td>
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<td>Phellodendron arboreum</td>
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<tr>
<td>Prunus subhirtell ‘Autumnalis’</td>
<td>Bradford’</td>
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<td>‘Bradford’</td>
<td>Bradford Pear</td>
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<td>‘Ivory Silk’</td>
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EVERGREEN TREES

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<tr>
<td>Abies concolor</td>
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<tr>
<td>Picea pungens</td>
<td>Colorado Spruce</td>
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<tr>
<td>Pinus strobus</td>
<td>Eastern White Pine</td>
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Yarmouth Route One Design Guidelines • 8.19.99 • Landscaping TV-9
# LANDSCAPING

## ROUTE ONE PLANT MATERIALS LIST

### FLOWERING AND ORNAMENTAL SHRUBS

<table>
<thead>
<tr>
<th>Plant Name</th>
<th>Common Name</th>
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<tbody>
<tr>
<td>Aesculus parviflora</td>
<td>Bottlebrush Buckeye</td>
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<tr>
<td>Aronia arbutifolia</td>
<td>Red Chokeberry</td>
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<td>Berberis thunbergii 'Crimson Pygmy'</td>
<td>Barberry</td>
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<tr>
<td>Cotinus coggygria</td>
<td>Common Smoketree</td>
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<tr>
<td>Cotoneaster adpressa</td>
<td>Creeping cotoneaster</td>
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<td>Cotoneaster divaricatus</td>
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<td>Cotoneaster horizontalis</td>
<td>Rockspray Cotoneaster</td>
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<td>Deutzia gracilis</td>
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<td>Enkianthus campanulatus</td>
<td>Redveined Enkianthus</td>
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<td>Eunymus alatus compacta</td>
<td>Dwarf Burning Bush</td>
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<td>Sunrise Forsythia</td>
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<tr>
<td>Hydrangea paniculata</td>
<td>Panicle Hydrangea</td>
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<tr>
<td>Ilex verticillata</td>
<td>Winterberry</td>
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<td>Myrica pensylvanica</td>
<td>Bayberry</td>
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<td>Potentilla fruticosa</td>
<td>Bush Cinquefoil</td>
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<td>Prunus maritima</td>
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<td>Rhododendron species</td>
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<td>Rosa rugosa</td>
<td>Beach Rose</td>
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<td>Viburnum prunifolium</td>
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<td>Viburnum sargentii</td>
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<td>American Cranberrybush</td>
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<td>Xanthorrhiza simplicissima</td>
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### PERENNIALS

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<td>Astilbe varieites</td>
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<tr>
<td>Coreopsis verticillata</td>
<td>Moonbeam Coreopsis</td>
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<tr>
<td>Echinacea purpurea</td>
<td>Purple coneflower</td>
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<tr>
<td>Hemerocallis species</td>
<td>Daylilies</td>
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<tr>
<td>Liatris spicata</td>
<td>Gayfeather</td>
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<td>Malva alcea 'Fastigiata'</td>
<td>Hollyhock Mallow</td>
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<tr>
<td>Perovskia atriiplicifolia</td>
<td>Russian Sage</td>
</tr>
<tr>
<td>Rudbeckia 'Goldsturm'</td>
<td>Black-Eyed Susan</td>
</tr>
<tr>
<td>Sedum telephium</td>
<td>Autumn Joy</td>
</tr>
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### ORNAMENTAL GRASSES

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<thead>
<tr>
<th>Plant Name</th>
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<tbody>
<tr>
<td>Deschampsia caespitosa</td>
<td>Tufted Hair Grass</td>
</tr>
<tr>
<td>Festuca ovina 'glauc'a'</td>
<td>Purple Silver Grass</td>
</tr>
</tbody>
</table>

Daylilies, astilbe, and crabapples are among a number of perennials, ornamental grasses, street trees, and other types of plants suggested to add richness and variety throughout the Route One corridor.
BACKGROUND
Outdoor lighting contributes to the visibility, safety, and visual quality of the Route One corridor. Lighting helps to identify businesses and to orient the driver and pedestrian to a particular site. At night, lighting provides a level of safety for people and a degree of security for a property. Abutting properties, however, can experience lighting as a nighttime intrusion, especially when the properties are residential. Lighting plans should consider illumination levels and fixtures that accommodate safety and visibility needs, but are also respectful of neighbors.

The following lighting guidelines are designed to help balance the need for visibility and safety and enhance the visual quality of Route One, while respecting the privacy of abutting residential properties.

Contents
General Lighting Principles V-2
Driveways V-4
Parking Lots V-5
Pedestrian Spaces V-7
Building Facades & Landscape Lighting V-8
Gas Station, Convenience Stores, and Drive-Through Lighting V-9

The lighting plan for this Route One business considers both security and visual appeal for motorists and pedestrians.
GENERAL LIGHTING PRINCIPLES

Lighting for commercial facilities within the Route One corridor should be designed to provide the minimum level of illumination necessary for security, safety, and visual appeal for both pedestrians and vehicles. Lighting should encourage activity after sunset without adding to unnecessary skyglow. Functional, aesthetic, and safety goals should be met with distinctive yet cost effective fixtures.

GUIDELINES

- **Site Plan.** A Lighting Plan, prepared by a professional with expertise in lighting design, should be presented to the Planning Board during Site Plan review. It should contain:
  - A plan showing the lighting fixtures proposed to illuminate all buildings, roadways, service areas, landscaping, parking areas, and pedestrian areas.
  - A narrative that describes the hierarchy of site lighting, how lighting will be used to provide safety and security, and aesthetic effects.
  - A Maintenance and Replacement Plan discussing lighting maintenance.
  - A photometric diagram that shows illumination levels from all externally and internally visible lighting sources, including existing sources, to show how the minimum amount of illumination will be provided and the maximum amounts will not be exceeded.
  - Specifications and illustrations of all proposed lighting fixtures including mounting heights, photometric data, Color Rendering Index (CRI) of all lamps (bulbs), and other descriptive information.

- **Safety and Energy Conservation.** Illumination levels should not exceed the minimums to provide safe conditions as currently defined by the Illuminating Engineering Society of North America (IESNA).

- **Coordinated Design.** The location and design of lighting systems should complement adjacent buildings, pedestrian amenities, and site plan elements. Poles and fixtures should be proportionate to the buildings and spaces they are illuminating.

- **Safety.** Buffers, screen walls, fencing, and other landscape elements should be coordinated with the lighting plan to eliminate dark spots and potential hiding places.

- **Feature Lighting.** If done properly, unique building or landscape features may be highlighted, if the lighting does not create glare or distraction. Neon bulbs used as lighting features are not allowed on the exterior of buildings.

- **Light Pollution.** At all times of the year, lighting shall not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways. No upward lighting is allowed where it causes this problem. Bare bulbs are not allowed.

- **Replacement and Modifications.** Any modifications, expansions, or replacements to the lighting systems should follow the design guidelines.

- **Energy Saving Devices.** Wherever practicable, 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.

- **Lighting Reductions.** Where residential areas abut, lighting in parking lots shall be reduced to an average of 0.2 footcandles (fc) within one hour after closing.

- **Holiday Lighting.** Additional lighting during the holiday seasons of November through January is encouraged.
Light fixtures should complement the architecture and other site furnishings.

These simple, attractive fixtures complement the architecture and the site without overpowering either.

The lighting plan should consider the aesthetic as well as the functional aspects of lighting.
DRIVEWAYS

Proposed driveway lighting should be designed to provide the minimum lighting necessary for traffic and pedestrian safety, without causing glare or avoidable spillover onto adjacent properties. Poles and fixtures should be proportional in size to the roadways they are illuminating.

GUIDELINES

- **Illumination.** Driveway lighting should be designed to illuminate the roadway and sidewalk, with a concentration on roadways. Light fixtures should be selected and aimed to prevent glare.

- **Illumination levels.** Illumination levels shall be defined by IESNA recommendation RP-8-1977 “ANSI Standard Practice for Roadway Lighting”, or the current manual. Levels shall be designed for specific locations.

- **Luminaires.** The use of metal halide lamps is strongly recommended throughout the Route One Corridor for its color rendition and energy efficiency. Lamps should be housed in a luminaire that is classified by IESNA as a cutoff distribution. Maximum wattage shall be 250 watts. Decorative fixtures may be used, provided they meet the cutoff criteria.

- **Design.** The design and color of fixtures (poles and luminaires) used along driveways should complement the architecture, landscaping, and street furnishing of the site to be developed or redeveloped in terms of color, form, and style.

- **Layout.** The alignment and spacing of fixtures should follow a regular pattern that is coordinated with the layout of buildings, parking lots, and other site elements.

- **Coordination with Planting Plan.** The layout of light fixtures should complement the spacing and rhythm of surrounding plantings, especially large shade trees. The lighting plan should take into consideration growth patterns of trees to avoid excessive pruning as trees mature.

- **Mounting Height.** Light fixtures used in driveways and parking lots should be in scale with adjacent buildings. In general, maximum mounting height along driveways should not exceed 20 feet.

Parking lot and driveway lighting should not exceed the lowest levels recommended by IESNA to minimize skylow and spillage onto adjacent properties.
PARKING LOTS

Parking lot lighting should be designed to provide the minimum lighting necessary for safety, visibility, and comfort, without causing glare or avoidable spillover onto adjacent properties or roadways, or an increase in skylow. In general, parking areas should have less illumination than their surrounding commercial uses.

GUIDELINES

- **Layout.** The alignment and spacing of fixtures in parking lots should follow a regular pattern that is coordinated with the orientation of buildings and other site elements.

- **Location.** Light poles should be incorporated within raised planting areas wherever possible to avoid damage from vehicles and plows.

- **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 walkways) is discouraged.

- **Coordination with Planting Plan.** The lighting plan should consider the ultimate size of trees that could eventually obscure the lighting or create dark spots in parking lots.

- **Illumination Levels.** Illumination levels shall be defined by IESNA recommendation RP-20-1988 "Lighting for Parking Facilities" or current manual. Illumination Levels for general parking and pedestrian areas shall maintain a minimum of 0.6 horizontal footcandles with a uniformity ratio of 4:1 average to minimum. This standard shall be met both on the ground and six feet above the ground.

- **Luminaires.** The use of metal halide lamps is strongly recommended in parking lots throughout the Route One Corridor for its color rendition and energy efficiency. Lamps should be housed in a luminaire that is classified by IESNA as a cutoff distribution. Decorative fixtures may be used, provided they meet the cutoff criteria.

- **Mounting Heights.** Fixture heights should vary with the size and position of the lot. Small Parking Areas (less than 150 cars) should have a maximum pole height of 20 feet. In Large Parking Areas (greater than 150 cars) 30' poles may be allowable to reduce the number of poles. Poles within 200' of residential property lines shall not exceed 20' in height.

- **Adjacencies.** Cut off fixtures shall be designed to limit spillover onto adjacent residential properties to less than 0.1 footcandles.

- **Design.** The design and color of fixtures used in parking lots should complement the roadway and pedestrian lighting, the architecture, and other street furnishings in terms of color, form, and style.
PARKING LOTS

Mounting heights in most parking areas within the Route One corridor should not exceed 20' to avoid fixtures which are out of scale with the building.

Parking lot lighting should also illuminate pathways leading from the front door.

Lighting should be coordinated with the planting plan to accommodate future growth and minimize interference from foliage.
PEDESTRIAN SPACES

The lighting of pedestrian spaces should consider users’ needs and safety. Light standards should adequately, but not excessively, illuminate not only the space occupied by people, but also the elements within those spaces such as stairs, walls, benches, curbs, and landscaping.

GUIDELINES

- **Heights.** Mounting heights for pedestrian lighting should 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 as pedestrian area lighting. When decorative or special lighting is used, pole height should be a maximum of 16 feet above the ground.

- **Luminaires.** Lamps should be metal halide housed in a luminaire that is classified by IESNA as a non-cutoff. Maximum wattage should be 100 watts.

- **Illumination Levels.** Illumination levels should be 1.0 minimum horizontal average footcandle on the ground. At six feet above the ground the illumination level should be 2.2 average vertical maintained footcandles.

- **Decorative.** Ornamental and decorative lighting should be used to highlight significant design elements (e.g., gateways, plazas, major building entrances).

- **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.

Ornamental lighting in this pedestrian area adds a decorative touch to the pathway and the site.

Illuminating a pedestrian plaza and pathway: this lighting fixture is mounted at a height that is appropriate to its surroundings.
BUILDING FACADES & LANDSCAPE LIGHTING

Facade lighting is a way of highlighting special architectural features and attractively landscaped areas, while adding depth and variety to the Route One corridor at night. Lighting used to illuminate building facades and landscaping should be limited to areas where it enhances particular features in accordance with the overall lighting plan and does not disturb surrounding residential areas.

GUIDELINES

- **Intent.** The lighting plan narrative 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 footcandles.

- **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 in a downward direction are preferred.

- **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.

- **Bands of Light.** Neon tubes as lighting features are not allowed on building exteriors. The use of internally illuminated bands of color and/or light is prohibited.

Lighting can be used to achieve dramatic effects, especially in gateway locations.

Neon lighting, shown here outlining the roof, is prohibited.
GAS STATION, CONVENIENCE STORES & DRIVE-THROUGH LIGHTING

Lit canopies or architectural features or devices used to illuminate gas stations, convenience stores, and drive-through elements of a building shall facilitate the activities taking place in such locations without creating glare onto adjacent properties or roadways.

GUIDELINES

- **Gasoline Pumps.** Areas around gasoline pumps and under canopies where a higher level of light is necessary for effective use of pumps should be illuminated so the average horizontal illuminance at ground level is 30 fc or less, with a uniformity ratio of 1.25 (average to minimum).

- **Parking Areas.** The maximum levels shall only apply to the area under and within 20 feet of the canopy. Areas beyond 20 feet from canopies and gasoline pumps should follow the standards for parking lots. If gasoline pumps are not provided under a canopy, the entire apron should be treated as a parking area.

- **Canopy Luminaires.** Recessed luminaires with flat or regressed lenses shall be used in canopies so the motorist cannot see the source of light. The cut off angle shall not exceed 85 degrees above the vertical to make the light source invisible to passing motorists.

- **Fascia.** Lights should not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies should not be illuminated.

The illumination levels under canopies should be 30 fc or less at the ground level.

Canopy light fixtures should be recessed so the light source is not visible.
BACKGROUND

Signs play a central role in providing much-needed information and setting the tone of Route One’s commercial district. They inform motorists and pedestrians, while having a direct effect on the overall appearance of the roadway.

The guidelines encourage forethought in the design, size, placement, and graphic format of both future and replacement signs. The intent of the guidelines is not to create uniformity, but to encourage compatibility with the architecture and context of the development, to provide basic, legible information about commercial goods and services, and to make Route One an attractive place.

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SIGN DESIGN
Commercial uses along Route One should be identified by attractive, legible signs that serve the needs of the individual store or office, while complementing the site and the architecture.

GUIDELINES

- New and Replacement Signs. All new and replacement signs erected along Route One should be designed to meet these guidelines.

- Signage Plan. Where a signage plan is required as part of Site Plan Review it should be developed by design professionals experienced in commercial signage or environmental graphics. The developer should expect to resubmit the plan to the planning staff if the building’s tenant is unknown at the time of application.

- Compatibility. The Signage Plan should demonstrate how each sign will be compatible with the building(s) and its surroundings in terms of detailing, form, color, lighting, and materials.

- Design. The shape of the sign should complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs should be trimmed and detailed to match and improve upon the building.

- Lettering Size. Lettering size for identification signs along Route One should allow the sign to be read at a travel speed of 40 MPH. As a general rule, the minimum lettering size should be six inches in height. Smaller letters require motorists to slow down or stop to read them, which could potentially be a safety hazard in many places within the Route One corridor.

- Location. Signs should be mounted in locations that do not block motorists’ line of sight or create a hazard for pedestrians or bicyclists. Roof mounted signs that project above the roofline are prohibited.

- Street Numbers. All building signs should have their assigned street address shown in a prominent location to facilitate general wayfinding and 911 emergency response.

This facade-mounted sign is well-integrated into this unique mixed-use service station/commercial complex.

Signs should convey the minimum amount of information necessary to identify the commercial use. Mounting systems should be designed to reflect the style, material, and color of the building.
SIGN DESIGN

Compatibility is ensured between sign and building by the repetition of design, detailing, and materials.

Signs should be designed and sited in conjunction with the planting and lighting plans to ensure long-term visibility with a minimum level of maintenance.

Inherently, lit letters and logos are preferred over whole panels. Signage should be scaled to the architectural elements that surrounds it.

Signage systems should present an attractive, unified way of conveying information without undue clutter. This sign contains excessive amounts of information.
SIGN CONTENT

Signs should be kept simple and direct in message and content. They should convey only the most essential information about the business. Route One motorists should not be distracted by signs containing excessive information.

GUIDELINES

- **Content.** Identification signs should contain a maximum of either 30 letters or 7 bits of information. A bit can be a syllable or a symbol. Repetitious information on the same building should be avoided, regardless of the sign area allowed.

- **Advertising.** The use of ‘sponsor’ logos, slogans, or other messages on a tenant sign to promote products or services other than the primary tenant, is discouraged. If a sign is sponsored, the name of the sponsor and/or its logo should not occupy more than 25% of the total face of the sign.

- **Readerboards.** Readerboards, with stationary or electronic text, are not encouraged. If a strong argument is made for their use, they should contain no more than three lines of text. Lettering height should be a maximum of 6". The readerboard should be fully integrated into the overall sign design by virtue of its form, scale, color, and detailing. Readerboards will be considered part of the total signage area.

A sponsor’s logo or name can occupy up to 25% of a sign. Here, the logo takes up 60% of the sign.

Readerboards – signs on signs designed for changeable messages – are generally not encouraged within the Route One corridor.

This sign contains 2-3 times as much information than is easily absorbed, creating a cluttered appearance.
SIGNS & ADVERTISING FEATURES

FACADE-MOUNTED SIGNS
A vast majority of signs are placed on the facade of buildings where motorists and pedestrians can easily see them. Route One signs should be mounted in a manner that is complementary to the building where the sign is located.

GUIDELINES

- **Design.** Where facade mounted signs are proposed they should be designed as an integral element of the architecture.

- **Location.** The mounting location of a sign should not obscure architectural details on the building. Signage should be mounted on vertical surfaces without projecting above the fascia trim. In general, signs should be located a minimum of 18” from the corner of the building.

- **Hardware.** Signage should be mounted with concealed hardware. Metal hardware should be stainless steel or galvanized to prevent rust and corrosion that could stain or discolor the building. Where hardware will be painted to blend with the sign, rust inhibiting paint should be used to prevent rust streaks.

This facade-mounted sign is well integrated into the design of the building. Its placement emphasizes the corner as the main entrance.

In certain circumstances — e.g., along linear commercial buildings or along pedestrian arcades — mounting hardware can emphasize a sign and greatly enhance the building appearance.

Signs should not be mounted where they interfere with architectural details. This sign is not related to the form of the building and partially obstructs the shop window.
TEMPORARY SIGNS

Many of the commercial uses within the Route One Corridor rely upon temporary signs to convey specific information, alert the public to special events, or announce new businesses. While these types of signs are allowable, their design and placement should be closely related to existing sign systems, landscape improvements, and the architecture to avoid visual clutter.

GUIDELINES

• **Content and Design.** The same guidelines established for the content and design of permanent signs should be applied to temporary signage.

• **Location.** Temporary signs shall be installed in locations that do not create a hazard for pedestrians or vehicles.

• **Size.** The total size of temporary signs, regardless of function, should not exceed 20% of the business' total signage area.

• **Lighting.** Temporary signs shall not include any additional source of illumination, either internal or external.
MULTI-TENANT PROPERTIES

Multi-tenant commercial property should provide legible, attractive signs that help people identify the property and its tenants. A hierarchy of signage should be established to facilitate wayfinding. A simple identification sign in a highly visible location should provide an identify for the building. Names of individual tenants should be displayed within the interior of the site.

GUIDELINES

- **Identification Signs.** Multi-tenant buildings or multi-buildings sites should have one identification sign conveying an overall identity for the property. This sign should be located near the main entrance in order to encourage simplicity and discourage clutter. The names of individual tenants should not be displayed on signs located near Route One travel lanes.

- **Street Numbers.** Multi-tenant building signs should have their Route One street address incorporated into the identification sign to facilitate wayfinding and 911 emergency response.

- **Tenant Signs.** Multi-tenant signage should have an apparent hierarchy (i.e., Route One address, name of building/development, primary tenant, other tenants).

- **Compatibility.** The design of multi-tenant signage should be coordinated with the design of the principle building(s) in terms of color, materials, detailing, and style.

- **Landscaping.** Landscaping surrounding signs for multi-tenant buildings should be consistent with the landscape treatment for the entire property.

- **Color Consistency.** Multi-tenant signs should conform to a color and graphic palette in order to minimize the confusion and clutter of the sign.
This sign creates an identity for a medical building by emphasizing the name of the center and listing the health care professionals below. The design of all of the signs are coordinated by color, typeface, materials, and detailing.

Dissparate styles and colors detract from the legibility of this multi-tenant sign, even though each component sign is well-designed.

The main sign provides only enough information for wayfinding. The sign would be more legible without lower panels.
EXTERNALLY-LIT SIGNS

Externally-lit signs should not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb the surrounding residential areas.

GUIDELINES

- **Light Level.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.

- **Lighting.** Lighting fixtures should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights should not be aimed toward adjacent streets, sidewalks, or abutting properties.

- **Spotlights.** The use of spotlights is strongly discouraged unless the light source is screened from the motorist's view or mounted below grade.

- **Light Sources.** Top-mounted lighting fixtures should be used if they are directed downward in a manner that hides the light source. In some instances, uplighting may be appropriate, as long as it reduces the amount of glare and does not add to light pollution. Lighting should be an integral part of the overall design of the sign.

- **Design.** Light fixtures and mounting devices should be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.

*In both examples, the top-mounted light fixtures are well-located, aimed, and shielded so that only the sign is lit. The lighting fixtures compliment the signs and the buildings.*
INTERNAL-LIT SIGNS

Internally-lit signs should consist of light lettering and/or symbols on a dark background, and should not act as light fixtures in their own right.

GUIDELINES

- **Design.** Internally-lit signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light emanating from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally lit. Letters and/or symbols on panels should constitute no more than 40% of the sign’s surface area.

- **Mounting Systems.** Signs should be mounted in a manner that provides adequate support for the weight of the sign. Mounting systems should be designed to be compatible with the architecture in terms of color, forms, and style. Electrical connections, wiring, junction boxes, and other similar devices should not be visible from pedestrian pathways or roadways.

- **Intensity.** Internally-lit signs should not act as light fixtures or cause glare on nearby pathways or roadways. Lighting levels should not exceed 1 fc of illumination measured 10 feet from the base.

- **Maintenance.** Signs should be positioned where they can be easily maintained. Non-functioning bulbs should be replaced immediately.

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*All signs should be designed in scale with their buildings. The white background for this sign will act as a light fixture by itself, contributing to skyglow.*

*An effective use of individual internally-lit letters to create a simple identity for a large building.*

*The sign’s dark background and light lettering emphasize the bank’s name while minimizing glare. The information occupies about 40% of the sign.*

*This message of the sign should be translucent, and not the white background as in this example.*
SIGN & ADVERTISING FEATURES

ADVERTISING FEATURES
Advertising features -- objects other than signs designed primarily to attract public attention -- are strongly discouraged along the Route One corridor because they distract motorists and contribute to visual clutter.

GUIDELINES

- Advertising Features. Examples of advertising features which are inappropriate to Yarmouth's Route One corridor include: greater-than-life size models of food or other products, replicas of spokespeople associated with commercial products, and rows of flags or banners.

- Illuminated Objects. Illuminated objects used as advertising features, such as strips of lights or internally-lit bands of color, are inappropriate for the Route One corridor.

- Review. All signs and advertising features shall be presented to the Planning Board as part of the Site Approval process. The Planning Board may request rendered or three-dimensional illustrations to evaluate the effect that any proposed advertising features may have on the public landscape visible from Route One.

Life-size figures and similar advertising features that are being used in national franchise developments are inappropriate because they can detract from Route One's sense of identity and uniqueness.

Too many signs and extraneous information can disorient the motorist and clutter the landscape.

A humorous, but exaggerated advertising feature which could distract motorists and contribute to a sense of clutter along the Route One corridor.

Advertising features, such as this oversized ticket and internally-lit band of color behind the facade sign, are unnecessarily distracting.