

## 5.8.24 Ordinance Committee Review

PURPLE – CHAPTER 405 SITE PLAN REVIEW

GREEN – PROPOSED

BLUE – COMMERCIAL DESIGN STANDARDS

### I. Architectural Design Standards

#### 1. Purpose

The purpose of architectural design standards is to encourage design which draws its inspiration from historical and contemporary traditional New England examples while complementing the neighborhood or village in which the site is located.

Architectural design must ~~Good neighborhood buildings that thoughtfully~~ consider scale, form, orientation, height, setback, massing, materials, and architectural features.

~~The purpose of architectural design standards and the aesthetics of the signage on a site shall follow traditional New England building forms and shall be designed to complement the neighborhood or village in which the site is located.~~

~~The purpose of these standards is to encourage design that architecture within Scarborough's commercial districts that draws its inspiration from traditional New England examples while . Building design shall reinforce a human scaled environment through careful consideration of architectural forms, massing, detailing, number and use of materials, and color.~~

~~Architecture that offers a positive experience from three perspectives: by the pedestrian viewing the buildings up close, by the motorist driving along the road corridor and in relation to surrounding buildings that tie into the community's identity.~~

#### 2. Applicability

All commercial, multi-family and mixed-use structures constructed after the date of effect of this Ordinance shall comply with these requirements. This includes, but is not limited to, new construction, renovations, reconstruction or any other façade changes proposed through the Site Plan or Subdivision process.

The provisions of this section shall not apply to individual single and two-family dwellings and their accessory buildings, structures and areas for parking. The provisions of this section shall not apply to Light Industrial (LI) or Industrial (I) zoned developments.

~~In addition to complying with the foregoing performance and design standards, for properties located in the Residence and Professional Office District (RPO), the Local Business District (B-1), the Town and Village Centers District (TVC), the General Business District (B-2), the Highway Business District (B-H), the Haigis Parkway District (HP), and any commercial uses within the Traditional Neighborhood Development Overlay (TND) shall comply with more specific Design Standards for Scarborough's Commercial Districts.~~

~~In determining whether a project is designed in accordance with the Commercial Design Standards, the Applicable Reviewing Authority **Planning Board** may engage the services of appropriate professionals to review (at the applicant's expense) the materials submitted.~~

~~In the event of a conflict or inconsistency between any requirement of the Design Standards and a requirement of this Ordinance, the Scarborough Zoning Ordinance, the Scarborough Shoreland Zoning Ordinance, or the Scarborough Subdivision Regulations, the more restrictive requirement shall apply.~~

### **3. General Standards**

~~New and renovated buildings shall be designed to fit the individual characteristics of their particular site. The architecture shall be influenced by ~~traditional~~ New England building forms and town-making patterns, the specific needs of the intended users, the nature of the intended use, and other site-specific factors. Contemporary architectural styles are appropriate, provided they meet these standards.~~

~~Buildings that are designed as permanent, positive additions to the commercial district, constructed of high quality, long-lasting materials.~~

~~Older buildings that are restored and/or reused to maintain the integrity of Scarborough's historic heritage.~~

~~Buildings and site elements shall be designed to human scale. The forms, massing, and openings of buildings shall be proportional to the size of a human figure. Many architectural elements can add scale to a building: watertables, integral planters, recessed openings, windows with divided panes, building-mounted light fixtures, dormers, cupolas, projecting rooflines, covered walkways, colonnades, and similar features.~~

~~Many existing commercial buildings may be coming before the Planning Board for Site Plan approval as they undergo major renovations or additions. This is an opportunity to add visual interest to the building and to strengthen its relationship with the site and nearby structures. The Town expects high quality architectural and site design for all renovated structures.~~

### **4. Definitions**

**Arcade:** An arcade is a succession of contiguous arches, with each arch supported by a colonnade of columns or piers. Exterior arcades are designed to provide a sheltered walkway for pedestrians.

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

**Articulation:** Articulation refers to how building surfaces come together to define form. Articulation may include changes in both the horizontal and vertical plane of the structure.

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

**Façade:** Facade refers to the face of a building.

**Fenestration:** Window treatment in a building or on a building facade.

**Human Scale:** The relationships of a development and/ or its elements in terms of size, height, bulk, intensity, and aesthetics, to human beings.

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

**Mixed-Use Building:** A mixed-use building is a building that can be used for more than one purpose, and in any combination. For the purpose of this section, mixed-use buildings include both a residential and non-residential component.

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

**Pilasters:** Pilasters are rectangular columns, especially those projecting from a wall.

**Public Entrance:** Public Entrances are entries specifically provided for general public access into a building. This term as it applies in this section does not include employee only entrances.

**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.

**Scale:** The relationships of a development and/ or its elements in terms of size, height, bulk, intensity, and aesthetics, to one another and the surroundings

**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.

**Transparency:** Transparency refers to windows, doors and other transparent openings enabling view into and out of a structure.

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

## **5. Architectural Plans Required**

All elevations of proposed buildings shall be evaluated as part of the design review. The Planning Board may request perspectives of the building to illustrate the three-dimensional relationship between the front and side elevations. Elevations and perspective drawings shall include all landscape elements (trees, shrubs, lighting, street furnishings, etc.) that will be seen in conjunction with the facade.

Any structure subject to site plan review shall be designed by an architect licensed in the State of Maine.

## **6. Front Façade and Building Entrance**

~~Building~~ Public entrances shall be designed to be visible from the street and provide unobstructed areas for pedestrians. Buildings shall present an inviting, human-scaled façade to the street, internal drives, parking areas, and abutting properties.

~~The~~ All-façades containing the public main entrances shall be treated as a front façade. ~~and shall be designed in a manner that is consistent with the design standards. The All front~~

facades shall contain a clearly defined, highly visible customer entrance and three or more of the following elements to add scale to the building:

- canopies
- overhanging rooflines to provide shelter for pedestrians
- recesses or projections in keeping with the scale of the building
- arcades
- raised corniced parapets over entrances
- gables and dormers
- pilasters
- peaked roof forms
- outdoor seating or dining areas
- display windows that are visible from the sidewalk
- architectural details such as moldings which are integrated into the building design
- other features which are designed to add scale and visual interest to the facade.

~~Wherever possible, entrances shall be clearly visible from the street and reinforced through site and architectural features designed to direct visitors to the building.~~

~~When multiple entries are provided, each pedestrian entrances to each building shall be clearly delineated to convey a sense of individuality. This can be accomplished by architectural detailing, roofline breaks, landscaping, lighting or a combination of these elements. Where covered walkways are used, they should extend the full length of the facade.~~

## **7. Transparency, Windows and Doors**

~~For retail structures, The front facade or any other facade that faces a public or private street shall have display windows, entry areas, or other transparent features along 40% or more of its horizontal length.~~

~~This standard may be waived if other architectural elements are used to provide scale and visual interest to the front facade in keeping with these Design Standards.~~

Windows, door openings, ventilation openings, and other forms of exterior fenestration in frame construction shall be trimmed.

Windows should be vertical in orientation, or square.

If shutters are used, they must be sized to fit the openings and provided for all windows on a given wall.

## **8. Articulation - General**

No uninterrupted length of any facade shall exceed 100 horizontal feet. Facades greater than 100 feet in length shall incorporate wall plane projections or recesses having a depth of

at least 3% of the length of the facade and extending at least 20 percent of the length of the facade. Where the plane of a wall is broken, the offset shall be proportional to the building's height and length.

Strong shadow lines, changes in rooflines, pilasters and other architectural details, patterns in the surface material, and wall openings can all be effectively used to add visual interest and scale to the facade. Projections used to break up the mass of the building shall extend to the ground.

Blank walls facing public roads, residential neighborhoods, or abutting properties are prohibited. Where rear or side facades are visible from adjacent properties or roadways they shall be designed to match or complement the architectural treatment of the primary facade to give it scale and visual interest.

### **9. Articulation – Corner Structures**

Buildings on street corners that are treated as special places. The architectural treatment of the street corner of the building shall emphasize its prominent position. This can be accomplished by greater massing and height, unique detailing, lighting, and other facade treatment to emphasize the front corner of the building. This corner treatment shall be designed to be visible from both streets. Where practical, an entrance to the building shall be located on the corner.

Buildings on corners shall be a minimum of two stories or twenty feet (20') in height to add mass and visual prominence to the street.

~~Buildings located on corners are particularly important because they help define the character of two streets. These high visibility locations shall be emphasized by quality architecture and site development.~~

Both facades of corner buildings shall be designed as front facades according to the standards in Facade Design, p. 5. ~~Blank or unadorned facades facing streets on corner buildings are prohibited.~~ The facade of the upper floor(s) shall be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing that will unify the structure and help frame the ground floor.

### **10. Materials**

Buildings are to be ~~that are~~ designed as permanent, positive additions to the commercial district, constructed of high quality, long lasting materials. Building materials shall be treated as important design elements that define the appearance of the structure and strengthen the sense of identity throughout Scarborough. The use of materials that give the appearance of New England architectural forms are strongly encouraged.

~~Building materials shall be treated as significant design elements that define the appearance of the structure and strengthen the sense of identity throughout Scarborough. The use of materials that give the appearance of New England architecture is strongly encouraged.~~

Traditional, high-quality building materials common to northern New England (e.g., brick, clapboard, shingles or other similar products) shall be used as the primary siding material. Contemporary materials that have the same visual characteristics (e.g., cement plank

clapboards or vinyl siding) are acceptable if attention is paid to detailing (e.g., comers, trim at openings, changes in material). ~~Painted MDO plywood is acceptable when used in combination with traditional materials to give it seale.~~ Long-term maintenance needs shall be a consideration in the selection of all building materials

Highly reflective or processed materials (e.g., metal or plastic panels, brushed aluminum, bronzed glass, concrete block, T-111, untreated plywood, dryvit, etc.) and multicolored brick (incorporating occasional white bricks in a random pattern) shall not be used on the primary or front-facing facade.

### **11. Colors**

Traditional colors commonly found in New England villages are appropriate for all components of the building. Facade colors shall be low reflectance. The use of high intensity, high reflectance, chrome, metallic, or fluorescent colors or black is prohibited as the primary color.

Where trim is used, it shall be a color that complements to the building's primary color. Neon tubing shall not be allowed as an exterior trim or accent material.

Arbitrary changes in materials or embellishments that are not in keeping with the rest of the building are discouraged.

### **12. Awnings and Canopies**

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

~~Where awnings are used, both fixed or retractable, they shall be an integral element of the architecture.~~ Awnings shall be located directly over windows or doors to provide protection from the elements.

Awnings and canopies shall not be made of reflective materials, such as metal or plastic. Their color shall match or complement the facade of the building

Graphics used on awnings for identification or advertising shall be designed as an integral part of the signage program for the property, and shall be coordinated with other sign elements in terms of typeface, color, and spacing. Awnings shall not be used as advertising features or light sources. Backlit awnings are prohibited. Graphics on canopies are counted toward the total signage area.

### **13. Functional Elements and Screening**

~~Architecture~~ **Design** that utilizes energy conservation measures wherever possible shall be used.

~~Energy Conscious Design.~~ Commercial architecture and site planning shall promote energy conservation wherever possible. Consideration shall be given to solar orientation and siting, use of maximum insulating materials, reduced lighting loads, and landscaping for windbreaks and shading.



All vents, downspouts, flashing, electrical conduits, meters, HVAC equipment, service areas, loading docks, service connections, and other functional elements shall be treated as integral parts of the architecture, starting at the conceptual building design phase. When these elements need to be part of the facade (e.g., downspouts, vents) they shall be incorporated into the architecture through detailing or matching colors.

Meters, utility banks, HVAC equipment, and other exterior service elements shall be contained in service closets, behind walls, or located out of view from the public.

Building elevations presented for Planning Board review shall show the location and treatment of all functional elements.

#### **14. Rooflines**

Rooflines shall be designed to provide diversity in the form of the building and add visual interest to the streetscape. Specifically, rooflines shall be designed to reduce the mass of large buildings, emphasize building entrances, provide shelter or shade for pedestrians, and incorporate elements unique to Maine and New England.

~~Rooflines shall be designed to provide diversity in the form of the building and add visual interest to the streetscape. When used properly, rooflines can reduce the mass of large buildings, emphasize entrances, and provide shelter and shade for the pedestrian.~~

Buildings with pitched roofs are strongly encouraged. Where pitched roofs are used, the minimal pitch shall be at least **5/12**. Projecting rooflines shall be designed to create strong shade/ shadow patterns.

False mansard, A-frames, and other non-traditional roof forms shall not be used as the primary roofline.

Flat roofs, especially on single-story isolated buildings, are discouraged in most applications. Where flat rooflines are used, the design shall create no horizontal line greater than 100 feet without a break, using features found on traditional New England buildings.

~~See pp. 15-16 *Large Scale Buildings* for additional design standards. Flat roofs on multi-story office buildings are appropriate when designed in conformance with the *Office Building* design standards.~~

In the CPD, HP, RH and BOR Districts, flat roofs are anticipated and acceptable on office, research and hi-tech buildings which are three or more stories in height. In these instances, changes in the roofline, pilasters, trim and other architectural detailing shall be used to vary and break up a flat roofline.

Where parapets are used to break up a flat roofline, the height of the parapet shall be at least five percent of the total length of the wall.

Variations in rooflines, detailing, and building heights shall be included to break up the scale of connected linear buildings.

#### **15. Roof Materials**

Composite asphalt shingles and standing-seam non-glare metal are ~~preferred~~ **required** for

visible roofing.

Roofing materials shall complement the color and texture of the building's facade. Roof colors shall be muted earth tones or a color that is darker than the facade.

Stripes and patterns on the roof are ~~strongly discouraged~~ prohibited.

High gloss roofing materials ~~shall not be used~~ are prohibited.

#### **16. Rooftop Screening**

Mechanical and other equipment mounted on rooftops must be screened from public view or grouped in a location where visibility is limited. Where used, screening for roof-mounted equipment shall be designed as an integral part of the architecture to complement the building's mass and appearance.

Roof mounted signs are prohibited by the Sign Regulations in the Zoning Ordinance.

#### **17. Additional Requirements – Franchise Design**

~~Large retail buildings, linear commercial buildings, national franchise buildings, and service stations shall all comply with the specific requirements for such structures found in the *Design Standards for Scarborough's Commercial Districts, January 27, 2003.*~~

National franchises (e.g., restaurants, service stations, retail stores) are a welcome and permitted use within Scarborough's commercial districts. However, the design of these buildings can contribute to the loss of identity for Scarborough by the repetition of generic architectural forms that are found throughout the country. Buildings for these types of uses shall reflect an awareness of New England architectural traditions in their form, detailing, and materials.

Architectural forms primarily derived from building styles from other regions of the country are prohibited. New England regional prototypes from national franchises are permitted, provided they meet the Design Standards. Buildings that are stylized to the point where the structure is a form of advertising are not acceptable.

Applicants shall provide the Planning Board with illustrations that demonstrate how site features and accessory structures will be coordinated with the principle building. These may include dumpster screens, storage buildings, refrigeration lockers, playgrounds, signage, and lighting.

Connections to the public sidewalk shall be included in the site plan to ~~permit~~ encourage pedestrian use. Access routes leading to or from service stations and convenience stores shall minimize conflicts with pedestrian circulation.

#### **18. Additional Requirements – Large Scale Retail.**

Due to their visibility and mass, large scale buildings **20,000** square feet or greater, such as 'big box' retail or grocery stores, can greatly enhance or detract from the visual character of the commercial district. These buildings shall be designed as attractive pieces of commercial architecture that are consistent with the scale and form found in Scarborough traditional buildings.

~~Large structures shall be designed to break up their mass into smaller visual components~~



~~through the use of projections, recesses, and varied facade treatments.~~

Architectural details shall 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.

~~Horizontal facades greater than 100 feet in length shall incorporate wall plane projections or recesses having a depth of at least 3% of the length of the facade and extending at least 20% of the length of the facade. Nor uninterrupted length of any facade shall exceed 100 horizontal feet.~~

~~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 shall be coordinated with the landscape plan to ensure balance, proportion, and continuity.~~

~~Ground floor facades that face public streets shall have display windows, entry areas, or other such transparent features along 40% or more of their horizontal length.~~

All sides of a large-scale building that face an abutting public or private street shall feature at least one customer entrance to facilitate pedestrian access, minimize walking distances from cars, and reduce the scale of facades. Where a building abuts more than two streets, this requirement shall apply to only two sides of the building, including the side facing the primary public street and another side facing a second street.

~~Large-scale buildings shall contribute to the establishment or enhancement of the pedestrian environment by providing at least two of the following:~~

- ~~Patio/seating area~~
- ~~Pedestrian area with benches~~
- ~~Window shopping walkway~~
- ~~Outdoor playground area~~
- ~~Kiosk area~~
- ~~Water fountain~~
- ~~Clock tower~~
- ~~Other focal features or amenities that enhance the pedestrian environment.~~

~~Scale reductions of large buildings shall be reinforced by appropriate site features such as pedestrian shelters, large trees, clearly defined entrances, and site furnishings.~~

~~Windows shall be trimmed and include visually prominent sills, shutters or other such forms of framing.~~

Where principal buildings contain additional, separate stores which in total occupy less than 20,000 square feet of gross floor area, with separate, exterior customer entrances, the following **additional** standards shall apply:

- The street level facade of such stores shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 40% of the horizontal length of the building facade of such additional stores.

~~**Entryways.** Each principal building shall have a clearly defined, highly visible customer entrance featuring three or more of the following:~~

- ~~• Canopies~~
- ~~• Overhangs or recesses provide shelter~~
- ~~• Arcades that lead to entrances~~
- ~~• Raised corniced parapets over the door~~
- ~~• Peaked roof forms~~
- ~~• Outdoor patios~~
- ~~• Architectural details such as tile work and moldings which are integrated into the building structure and design, or~~
- ~~• Other features which are designed to add scale and visual interest to the buildings.~~

~~Where additional stores are located in the principal building, and customer entrances to such stores are outdoors, each additional store shall conform to the above requirements. All components used to enhance entranceways or provide a distinctive look shall be designed or detailed as integral parts of the whole building.~~

### **19. Additional Requirements – Linear Commercial Structures**

~~Linear commercial structures (e.g., strip shopping centers, multi-tenant offices, or commercial buildings) shall be designed with facade and roofline elements that reduce their scale and add architectural interest.~~

~~Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) shall be visually unified through the use of complimentary architectural forms, similar materials and colors, consistent details, and coordinated signage.~~

~~Variations in the front setbacks are strongly encouraged to add visual interest, create spaces for common entries, outdoor eating / social spaces, and landscaped spaces.~~

~~Linear commercial buildings shall 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.~~

~~Linear structures shall include architectural elements designed to provide shelter, encourage pedestrian movement, and visually unite the building. These can include covered walkways, open colonnades, arcades, and similar features.~~

~~**Entrances.** Pedestrian entrances to each building shall be clearly delineated to convey a sense of individuality. This can be accomplished by architectural detailing, roofline breaks, landscaping, lighting or a combination of these elements. Where covered walkways are used, they should extend the full length of the facade.~~

~~Rooflines.~~ Variations in rooflines, detailing, and building heights shall be included to break up the scale of connected linear buildings.

## 20. Additional Requirements – Multi-Building Developments (MBD)

Multiple building developments shall exhibit a high degree of coordination in site planning, architectural design, site design, and site detailing. ~~MB physical components shall be designed to complement an overall plan.~~

~~Master Plan.~~ For MBD's, a conceptual master plan shall be prepared to show the Town the general location of future buildings, parking lots, roads and driveways, walkways, common open spaces, utilities, service areas, stormwater management, and other components of site development. The master plan shall also show how traffic, stormwater, and utilities will be coordinated with adjacent properties. The plan shall also illustrate the measures that will be taken to preserve significant natural or cultural features, such as wetlands, specimen trees, or stone walls.

~~Phasing Plan.~~ As part of the Site Plan application, the applicant shall provide a phasing plan that illustrates the sequence of development and what steps will be taken to ensure compatibility between current and future activities.

~~Building Orientation.~~ All buildings in MBD's shall be oriented to create usable, safe and attractive pedestrian spaces, preserve significant site features and minimize the appearance of parking areas.

~~Focal Points.~~ In MBD's, a limited number of multiple buildings or other elements shall be designed as focal points. These structures shall be visually more prominent, enhanced by height, massing, distinctive architectural treatment, lighting, landscaping, or other distinguishing features.

~~Outdoor Spaces.~~ MBD's shall include outdoor use areas such as greens, plazas, and courtyards. Buildings may be oriented toward open spaces rather than roadways. ~~In these situations, buildings shall have a major access on the space as well as a secondary access point(s) oriented to parking areas.~~ Outdoor spaces shall be coordinated with the pedestrian circulation plan to allow encourage pedestrian use, with provisions for seating and outdoor activities. Outdoor spaces shall be designed to separate pedestrian and vehicular traffic with landscaping, grade changes, and other site features.

~~Drive-Through Facilities.~~ Where drive-through facilities are a component of a MBD, the building and site plan shall emphasize pedestrian access.

~~Signage Plan.~~ Applicants for MBD's shall submit a master signage plan that shows how graphics will complement and unify the proposed development. ~~See Signage.~~

## 21. Additional Requirements – Auto Oriented Uses

~~Service stations, car washes, and convenience stores shall be designed with facade and roofline elements that reduce their scale and add architectural interest.~~

Service stations, convenience stores, and similar uses shall be sited to face the street.

Pump islands and canopies shall be located in the rear or side so the primary building is the

major feature seen from the road.

The architecture shall be designed so all four sides are in compliance with these design ~~guidelines~~ standards. Windows or other forms of fenestration shall be included on all street ~~the façade facing facades and the street which shall be~~ treated as a front facade.

~~The front facade shall include a pedestrian entrance from the street.~~

Service station canopies shall be visually compatible with the main structure through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs and fascia trim are preferred for canopies. Bands of bold color on the canopy and backlighting inside the canopy are prohibited.

Openings for car washes or service bays must be integrated with the design of the building and sited on the side or rear so they are not directly visible from public roadways or adjacent residential areas.

**22. RESERVED - Additional Requirements – Village: Eight Corners**

**23. RESERVED - Additional Requirements – Village: Oak Hill**

**24. RESERVED - Additional Requirements – Village: Dunstan**

**25. RESERVED - Additional Requirements – Village: North Scarborough**

**26. RESERVED - Additional Requirements – Village: Pine Point**

~~In the HP, RH and BOR Districts, large scale, multi-story office, research and hi-tech buildings (40,000 square feet or greater) are allowed and encouraged. These buildings shall be designed as attractive pieces of commercial architecture that help define the Town of Scarborough. Given the context and type of development in the HP, RH and BOR Districts, the Planning Board may apply alternative design standards to large scale office, research and hi-tech buildings which vary from a few specific sections of the Design Standards. These alternative standards are outline below. Other than these alternatives, the remainder of the Design Standards for Scarborough's Commercial Districts shall apply.~~

~~Metal panels and brushed aluminum are contemporary materials used in large scale office, research and hi-tech building construction. The Planning Board may allow non-reflective metal panels and brushed aluminum to be incorporated into the facade design of these structures. These materials shall be supplemented with the tradition, high quality building materials common to northern New England to maintain a regional vernacular and sense of identity throughout Scarborough.~~

~~Under the Flat Roofs Standard in the ROOFLINE Section (pp. 13), flat roofs are discouraged in most applications.~~

~~Further, roof-mounted equipment must be screen from public view in accordance with the Roof Mounted Equipment Standard on pp. 13~~

**27. Additional Requirements – Drive Through Uses**

Drive-throughs shall be subordinate to the design of the main building to maintain the pedestrian orientation of the structure. Architectural design and circulation planning for buildings with drive-throughs require careful consideration to integrate them into the

Scarborough environment.

Drive-through operations and other automobile-oriented facilities shall be designed with facade and roofline elements that reduce their scale and add architectural interest.

Where drive-through windows are allowed, they shall be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments.

Drive-throughs shall avoid facing public or private roadways and shall generally be located at the side or rear of the building. Where drive-throughs are located at the rear, the site should be designed to ensure the safety of the employees and patrons.

Drive-through canopies shall be visually compatible with the main structure. This can be accomplished through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs and fascia trim are preferred for canopies. Bands of bold color on the canopy and backlighting inside the canopy are prohibited.

### **28. Additional Requirements – Accessory Uses**

Non-habitable structures, such as freestanding ATMs, garages, service stations, canopies, storage units, recycling sheds, trash enclosures, cart corrals, and utility buildings shall meet the same design standards as the principal building(s) on the site. The design of freestanding structures shall be coordinated with the principal building through repetition of architectural forms, materials, colors and detailing.

Where vending machines are provided, they shall be sited in locations that are not visible from the street. The site plan and architectural elevations shall show the location of all vending machines.

~~Where allowable, areas for outdoor sales, storage, or service shall be designed as an integral part of the site and architectural plan, and shall meet the Service Areas standards (See Site Planning, Service Areas).~~

Shopping carts must be stored inside the building, or in 'cart corrals', out of the way of pedestrian circulation. ~~Cart storage areas shall meet the standards for accessory structures.~~

### **29. Additional Requirements – Existing Structures**

Applications to the Planning Board that involve renovations and additions shall show all improvements as well as the existing structure. A narrative shall accompany the application which explains the designer's intent to relate the old with the new.

Where the existing building currently meets the design standards, proposed renovations must be designed to respect the proportions, fenestration patterns, and details of the original building. ~~Where existing buildings meet the design standards,~~ Additions or renovations shall complement or match the materials, form, color, and detailing of the original structure.

Where the existing building does not meet the design standards, the owner is strongly encouraged to upgrade the entire structure. ~~Where the original building does not meet the standards, the owner shall~~ and demonstrate how the materials used in the renovation will complement the existing structure.

Renovations shall retain any distinctive architectural features or examples of skilled craftsmanship.

~~All buildings shall present an inviting, human scaled facade to the street, internal drives, parking areas, and surrounding neighborhoods. Wherever possible, entrances shall be clearly visible from the street and reinforced through site and architectural features.~~

### **30. Waivers to Architectural Standards**

The Planning Board may review and approve requests for waivers to architecture standards for the following:

- a. **Transparency standards** ~~This standard~~ may be waived if other architectural elements are used to provide scale and visual interest to the front facade in keeping with these Design Standards.
- b. The Planning Board may allow non-reflective metal panels and brushed aluminum to be incorporated into the facade design of large scale office, research and hi-tech buildings in the **CPD Innovation District**, HP, RH and BOR Districts. These materials shall be supplemented with the tradition, high quality building materials common to northern New England to maintain a regional vernacular and sense of identity throughout Scarborough.

## **J. Sign Standards**

### **1. Purpose**

Signs play a central role in providing information, wayfinding, and setting the tone for Scarborough's commercial districts. They inform motorists and pedestrians, while having a direct effect on the overall appearance of the roadway.

~~The architecture of the building(s) and the~~ aesthetics of the signage on a site shall follow ~~traditional~~ **historical and contemporary** New England building forms and shall be designed to complement the neighborhood or village in which the site is located.

### **2. Applicability and General Standards**

The signage for a site shall comply with Section XII, Sign Regulations of the Zoning Ordinance. ~~and shall be reviewed in conjunction with the site plan.~~

~~Commercial uses in Scarborough shall be identified by attractive, legible signs that serve the needs of the individual business, complement the site and the architecture, and are legible to both the motorist and pedestrian. All new and replacement signs erected within Scarborough's commercial districts shall be designed to meet these standards~~

~~Provide basic, legible information about commercial establishments with attractive, highly legible signage.~~

~~Encourage forethought in the design, size, placement, and graphic format of all signage used in the commercial areas of Scarborough.~~

~~Create distinctive commercial corridors and nodes, where signage is compatible with quality architecture and site design.~~

~~Reduce visual clutter along Scarborough's major roadways.~~



Protect the investment of commercial interests throughout Scarborough by establishing a quality benchmark for future signage, in keeping with the design standards.

**Design.** The shape of the sign shall complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs shall be trimmed and detailed to complement the building.

**Compatibility.** Signs shall be designed to achieve a high level of visual compatibility with the building(s) and its surroundings through the use of similar detailing, form, color, lighting, and materials.

**Reader boards:** A sign affiliated with a business or institution that contains temporary announcements about events or activities occurring on the premises.

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

**Signage Plan.** A Signage Plan shall be submitted as part of the Site Plan application. It shall be developed by design professionals experienced in commercial signage or environmental graphics. The applicant shall expect to resubmit the plan to the planning staff if the building's tenant is unknown at the time of application.

**Standard Note.** Any modifications to signage that has been approved by the Planning Board shall comply with the Standard Note. No change from the conditions of approval is permitted unless an amended plan is first submitted to and approved by the Planning Board.

**Design.** Facade-mounted signs shall be designed as an integral element of the architecture. The shape and materials of the sign shall complement the architectural features on the building.

**Location.** Signs shall not be mounted in locations that obscure architectural details on the building. Signage shall be mounted on vertical surfaces without projecting above the fascia trim. In general, signs shall be located a minimum of 18" from the corner of the building.

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

Metal hardware shall 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 shall be used to prevent rust streaks.

Multi-tenant commercial properties shall provide legible, attractive signs that help people identify the property without contributing to the visual clutter in the commercial district. Signage shall stress the identity of the place and de-emphasize individual tenants that occupy it.

**Hierarchy of Signs.** A hierarchy of signage shall be established to facilitate wayfinding and minimize site clutter. Multi-tenant properties shall be identified by a simple

identification sign in a highly visible location.

**Identification Signs.** Multi tenant buildings or multi building sites shall have one identification sign conveying an overall identity for the property. This sign shall be located near the main entrance to reinforce circulation patterns and minimize visual clutter.

Identification signs that also list multiple tenants shall exhibit a logical hierarchy in the display of information (i.e., address, name of building/ development, primary tenant, other tenants). Only essential information (the name of the tenant) shall be displayed on the main sign. Phone numbers, hours of operation, advertising slogans, etc. should not be listed.

**Street Numbers.** The main identification sign for multi tenant properties shall incorporate the street address into the sign to facilitate wayfinding and 911 emergency response.

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

**Color Consistency.** Multi tenant signs shall conform to a simple color and graphic palette in order to minimize the confusion and clutter of the sign. In general, multi tenant signs shall have no more than three colors.

**Lettering Size.** As a general rule, the minimum lettering size for identification signs shall be six inches in height. Smaller letters are generally unreadable at high speeds and may require motorists to slow down to read them, which could potentially be a safety hazard.

**Location.** Signs shall be mounted in locations that do not block motorists' line of sight or create a hazard for pedestrians or bicyclists. Roof mounted signs are strongly discouraged.

Roof mounted signs that project above the roofline are prohibited.

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

**Advertising Features.** Objects other than signs designed primarily to attract public attention are prohibited in the commercial district because they distract motorists and contribute to visual clutter. Examples of prohibited advertising features include greater-than-life size models of food or other products, replicas of spokes people associated with commercial products, rows of flags or banners, and internally lit bands of color.

Signs used to identify a business shall be kept simple and direct in message and content. They shall convey only the most essential information about the business. Motorists should not be distracted by signs containing excessive information.

**Content.** Identification signs shall contain a maximum of either 30 letters or 7 bits of information. A bit can be a syllable or a symbol. Repetitious information between signs and buildings shall 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 strongly discouraged. If a sign is sponsored, the name of the sponsor and/or its logo shall not occupy more than 25% of the total face of the sign.

**Readerboards.** Readerboards, with stationary or electronic text, are strongly discouraged within Scarborough's commercial districts, and prohibited within the HPZ district. Where readerboards are part of a permanent sign, they shall contain no more than three lines of text. Lettering height shall be a maximum of 6". The readerboard shall 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.

Facade-mounted signs used to identify commercial properties shall provide the necessary information without overwhelming the building.

Lighting for externally lit signs shall be designed as an integral part of the sign design. Lighting shall not create glare that would distract motorists or pedestrians, nor shall the degree of illumination disturb the surrounding residential areas or contribute to light pollution. See Lighting Chapter for additional information.

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

**Lighting.** Lighting fixtures shall be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights shall not be aimed toward adjacent streets, sidewalks, or abutting properties. Ground-mounted lighting shall be screened or partially buried to minimize the view of the light source.

**Light Sources.** Top-mounted lighting fixtures shall be used if they are directed downward in a manner that hides the light source. Uplighting may be used if the fixture can be aimed to prevent spillage beyond the sign.

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

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

**Design.** Internally lit signs shall 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 shall constitute no more than 40% of the sign's surface area.

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

Most commercial uses in Scarborough's commercial districts rely upon temporary signs on occasion to convey specific information, alert the public to special events, or

~~announce new businesses. The design and placement of temporary signs shall be closely related to existing sign systems, landscape improvements, and the building design to avoid visual clutter.~~

~~**Content and Design.** The same standards established for the content and design of permanent signs shall 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, regard less of function, shall not exceed 20% of the business' total signage area.~~

~~**Lighting.** Temporary signs shall not include any additional source of illumination, either internal or external.~~

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

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