

CHAPTER 601

THE ZONING AND SITE PLAN REVIEW ORDINANCE, Section 3

Route One Amendments, February 20, 2013 Draft 3

This draft is the result of the initial review January 31 through February 15 of the ordinance by the Community Development Committee. Continued review and editing will occur by the Committee, based on feedback from the public. The final draft will be prepared on or before March 20, 2013 in preparation for an introduction at the March 25, 2013 meeting of the Town Council.

Future opportunities for input at a meeting include the following meetings. You may also submit comments to the CDC via Amanda Stearns at astearns@town.falmouth.me.us or councilors Bonny Rodden, Teresa Pierce and Tony Payne.

February 27, 7:00-8:30 PM	CDC Community Forum at Council Chambers on Phase 2 Design and Zoning Concepts
February 28, 8:00 – 9:00 AM	CDC reviews comments on Zoning Amendment from Community Forum and FEIC meeting
March 5, 4:30 – 6:30 PM	Planning Board/CDC meeting to discuss zoning (tentative)
March 7, 8:00 AM	CDC meeting to review comments on Zoning from Council, PB and FEIC
March 14, 8:00 AM	CDC to review and comment on infrastructure Phase 2 Plan and vote on final zoning amendment language for Council introduction
March 25, 7:00 PM	Council introduction and presentation of zoning with public forum for zoning and infrastructure plan.
April 22, 7:00 PM	Council/MRA Zoning Hearing
May 13, 7:00 PM	Possible Council Workshop on zoning

Replace the current Section 3.6, SB-1 – Route One Business District, with a new section as follows:

3.6 Village Center Districts (VC1 and VC2)

3.6.1 Purpose of the Districts: The Village Center is planned as a mixed use area, providing the community with a vibrant retail and service, professional office and residential core. Specific purposes are:

- A. Provide and encourage greater intensity of land use
- B. Provide mixed uses of commercial and residential
- C. Create a multi-modal environment with an emphasis on pedestrian mobility
- D. Create a building edge at the sidewalk

3.6.2 General Requirements

The standards of this section shall prevail where standards in other sections of the ordinance differ.

3.6.3 Use Table for VC1 and VC2

Permitted Uses, Conditional Uses and Maximum New Ground Floor Tenant Area (MNGFTA)				
<u>Permitted Uses</u>	<u>VC 1 MNGFTA (sq. ft.)</u>	<u>Category of Permitted Use</u>	<u>VC 2 MNGFTA A (sq. ft.)</u>	<u>Category of Permitted Use</u>
Accessory building or use	50,000	P	50,000	P
Art and Craft Studio ¹	na	P	na	P
Automobile dealership (sales, service, storage & rental)	50,000	X	50,000	P
Bed and Breakfast Establishment	50,000	P	50,000	P
Business and professional office	50,000	P	50,000	P
Commercial School	20,000	P	20,000	P
Day care center	50,000	P	50,000	P
Dwelling Unit ¹	na	P	na	P
Gas Station	na	CU	na	CU
Horticultural Nursery	na	X	na	CU
Hotel	na	P	na	P
Light manufacturing ¹	na	P	na	P
Municipal use	50,000	P	50,000	P
Outdoor recreation facility, permanent structure	50,000	CU	50,000	CU
Outdoor retail over 100 square feet and up to 2,500 square feet as an accessory use	na	P	na	P
Place of Worship	50,000	P	50,000	P
Private club	50,000	CU	50,000	X
Private School ²	20,000	P	20,000	P
Restaurant (including carry-out/outdoor seating and excluding drive-through restaurants)	50,000	P	50,000	P
Restaurant, drive-through	50,000	X	50,000	CU
Retail and service establishment, includes outdoor retail display not to exceed 100 square feet	50,000	P	50,000	P
Retail, grocery*	60,000	P	60,000	P
Service garage	50,000	CU	50,000	CU
Tier I & Tier II Personal Wireless Service Facility	na	P	na	P
Tradesmen's Office ¹	na	P	na	P
Wholly enclosed place of assembly, amusement, recreation, culture, and government	50,000	P	50,000	P
* Retail, Grocery is limited to 60,000 gross square feet total for all floors				
¹ Permitted on upper floors only				
P – Permitted; CU – Conditional Use Permit Required; X – Not permitted				

3.6.4 **Exemptions and Allowances for Existing Ground Floor Tenant Areas**

3.6.4.a. Definition of terms.

For the purposes of this section, the following terms shall be defined as:

- (1) "Existing building footprint" is defined as the building footprint existing as of November 26, 2012.
- (2) "Existing nonconforming tenant area" is defined as a ground floor tenant area existing as of November 26, 2012, which exceeds the ground floor tenant area limitations in Table 3.6.1.
- (3) "Ground floor tenant area" is defined as the first floor indoor space occupied by an individual tenant, either by rent, lease or ownership and as measured from the interior wall faces.

3.6.4.b. Determination of existing ground floor tenant area.

When determining the ground floor area of existing tenant areas, the Code Enforcement Officer shall rely on current town records unless it is determined by the Officer that more accurate data exists.

3.6.4.c. Existing nonconforming tenant areas, whether occupied or vacant as of November 26, 2012 shall be exempt from the Maximum Ground Floor Tenant Area requirements in Section 3.6.1.

3.6.4.d. Use of existing ground floor tenant area.

- (1) Notwithstanding the ground floor tenant area limitations specified in Table 3.6.1, any existing nonconforming tenant area, either vacant or occupied, may be reconfigured within an existing building footprint in the following manner.
 - a. Existing areas equal to or greater than 60,000 square feet shall not exceed the existing nonconforming tenant area.
 - b. Areas greater than 50,000 and less than 60,000 square feet may be expanded up to and including 60,000 square feet.
 - c. Conforming tenant areas may be incorporated into the reconfiguration of nonconforming tenant areas.
- (2) The number of times reconfiguration of tenant spaces may occur is unlimited provided that each reconfiguration meets the requirements in Section 3.6.2.d (1) above.
- (3) In no event shall there be an increase in the number of nonconforming ground floor tenant areas in any building except for buildings occupied by or approved for a single tenant area as of November 26, 2012. Tenant area in buildings occupied by a single nonconforming tenant may be reconfigured to create up to and including two nonconforming ground floor tenant areas.

3.6.4.e. Alteration of existing building footprint.

Existing building footprints may be altered to accommodate the reconfiguration or expansion of nonconforming tenant areas up to and including 60,000 square feet provided that the alteration occurs within the area created by the horizontal extension of the outermost existing building walls.

3.6.4.f. Exemption for ground floor tenant area of approved site plans.

Site plans approved by the Planning Board under Section 9 of this ordinance are exempt from the ground floor tenant area limitations in Section 3.6.1 above provided that the project has commenced in accordance with Section 9.6. Amendments or re-approvals to site plans requiring Planning Board approval are not exempt.

3.6.5. **Village Center Performance Standards**

These standards govern the development and re-development of properties within the Village Center 1 (VC1) and Village Center 2 (VC2) Districts and are intended to be integrated with 2013 Route One Infrastructure Plan. These standards are required for any new development or redevelopment requiring site plan approval under Section 9 of this ordinance. Standards are required unless expressly noted that the approval authority may grant waivers.

3.6.5.1 **General Site Planning.** The goal is to create a village area of well-sited, attractive and functional buildings with an emphasis on building interaction with the streetscape. New buildings shall be designed as integral elements in the creation of a village scale landscape and shall be oriented toward an existing or new street or drive.

1. VC1 lot requirements
 - a. Front setback from a public ROW or the sidewalk of an internal drive – minimum of 0 and maximum of 20 feet
 - b. Side and rear setbacks – 0 setback
2. VC2 lot requirements
 - a. Front setback from a public ROW or the internal drive – minimum of 0 and maximum of 55 feet
3. Side and rear setbacks – 0 setbacks. Corner Lots (illustration necessary)- Buildings located on a lot fronting more than one street or internal drive are encouraged to be placed at the intersection of the streets or drives.. Buildings may be placed other than on the undeveloped intersection of streets or drives provided that the site plan designates a future building site for the intersections.
4. (illustration needed)New buildings on lots that have at least 70% of the frontage developed with buildings are exempt from meeting the setbacks provided that the existing buildings remain in place.
5. Businesses that provide shopping carts shall provide designated cart storage both in the parking lot and inside the store.
6. Internal drives are encouraged to develop street frontage for existing buildings and provide more opportunity for infill development.

3.6.5.2 **Streetscape** –Site planning and architectural design shall compliment and be integrated with the 2013 Route One Infrastructure Plan. Buildings at or near the street edge are a necessary component of a village streetscape. Development along all street frontages should encourage pedestrian interest and provide safe movement.

1. The permitting authority shall rely on the 2013 Infrastructure Plan as a guide to access management and streetscape improvements. The permitting authority shall have the authority to waive improvements if it is determined that the goal of the improvement can be achieved by some other method and that the modifications are in the best interest of the Town and is of equal or greater benefit to the Town.

2. Outdoor seating or space for pedestrians and patrons is encouraged adjacent to a sidewalk adjacent to a street or drive, either within the ROW or on private property.
3. When there is a gap between the sidewalk/proposed sidewalk on Route One or side streets and the front property line, the applicant shall confer with the Town regarding improvements within the Route One right of way to provide a transition.
4. Street trees, curbing, pedestrian lighting and sidewalks are required components on both sides of all side streets: Bucknam, Fundy, Depot, and Clearwater. Where improvements are not installed by the Town as part of the 2013 Route One Infrastructure Plan, the property owner shall be responsible when site plan review in Section 9 is required.
5. Street Furnishings – Street furnishings are encouraged and may be placed in the public ROW with the permission of the Town if not provided on site adjacent to the street. They may include bicycle racks, benches, planters or other similar furnishings.
 - a. Materials shall be durable and able to withstand heavy public use and Maine climate conditions. Street furnishings shall be secured in such a manner that they cannot be removed easily.

3.6.5.3 Internal Drives – Internal drives may be constructed to bring existing buildings into conformance with setbacks, to provide street frontage for new buildings, to provide alternate routing to existing public streets and to provide pedestrian mobility.

1. Internal drives shall be designed with measures to provide maximum mobility for pedestrians and cyclists as well as vehicles.
2. Curbing and structured drainage facilities shall be provided.
3. Internal drives may be used for loading zones provided the volume and frequency of deliveries can be accommodated.
4. Internal drives are subject to the construction standards in the Subdivision Ordinance, Appendix 5, (F), (G) and (I). The permitting authority may waive standards to promote traffic calming and pedestrian safety, mobility and comfort.
 - a. Min max lane widths – 9-11 feet
 - b. Sidewalks - Sidewalks shall be installed on both sides of the internal drive. Sidewalks shall be a minimum of five feet in width and must be separated from the drive by vertical curbing.
 - c. Street trees - 30 feet on center Street trees shall be provided from the list of approved Shade Trees
 - d. Pedestrian lighting – 60 feet on center
 - e. On street parking encouraged –minimum dimensions of 7 feet x 20 feet

3.6.5.4 Architecture for new building development and redevelopment of existing buildings –A high level of architectural quality is expected. The standards below apply to any new building or building expansion. The existing portion of the building is encouraged to be renovated to meet the standards.

1. General Design Standards
 - a. All buildings and building additions shall be designed by a Maine Licensed Architect unless otherwise waived by the Planning Board. Planning staff may waive this requirement for buildings or building additions qualifying for Minor Site Plan Review.
 - b. The maximum height of buildings in VC1 and VC2 is 65 feet.
 - c. No particular architectural style is required but all styles shall incorporate good architectural design with respect to scale, proportion, massing and balance. They shall be human scaled and designed to create a positive contribution to the street upon which they sit. Architectural styles shall not be mixed on a single building.
 - d. Corporate, franchise or trademark architecture. Individual corporate image, trademark, or marketing architectural design elements and colors shall be incorporated only as secondary design elements to the development and not as dominant elements. These architectural design elements shall not define the character or style of the building or development.
 - e. Building Orientation – The front facades and primary pedestrian entrances of buildings shall be situated on a public street or internal drive with the emphasis on public streets where buildings face multiple streets or drives.
 - f. At least one customer entrance shall be provided along a building face that fronts a street or drive. Where frontages are on both a public ROW and a private drive, the entrance shall be located on the public ROW.
2. Standards specific to redevelopment and additions of nonconforming buildings due to setback requirements. Expansions shall not result in the increase of any nonconformity of the building. For purposes of this section increased nonconformity includes reducing the linear feet of building parallel and closest to a street frontage.
 - a. Additions shall be limited to 50% of the first floor gross square footage of nonconforming buildings as of the date of the adoption of this ordinance.
 - b. Additions made to existing nonconforming buildings are exempt from the maximum front setback provided that the area between the building and the primary frontage is improved in such a manner to promote and encourage pedestrian access to the building and to provide a visual connection to the closest street frontage. This may include but is not limited to sidewalk extensions, patios, outdoor seating, and street furniture
 - c. Existing nonconforming buildings may be partially demolished. If more than 75% of the existing building, as of the date of the adoption of this section, is demolished and replaced, the resulting building is required to meet the setbacks.
 - d. Parking areas between the building and the street may remain as long as screening as required in this section is provided.
3. Exterior Wall Materials –Durable building materials shall be used such as brick, clapboard, wood shingles or stone. Synthetic or composite siding materials are acceptable if they are substantially identical in appearance as natural materials and of equal or greater durability. Concrete block, split face block, multi-colored brick, asphalt shingles, T-111, plywood, and metal siding are prohibited.
 - a. Highly reflective materials (e.g. plastic panels, brushed aluminum, bronzed glass) are permitted only for windows and doorways.
 - b. Stain or paint shall be applied to wood building materials in such a manner that completely covers knotholes or other imperfections in the siding.

4. Façade design – Facades for buildings are to provide visual interest at the street level and shall be proportioned to human scale.
 - a. Foursquare Design – All visible sides of a building should be equally attractive. Architectural details such as texture, pattern, color, and building form used on the front façade should be incorporated on all building facades.
 - b. Primary entrances to buildings shall be emphasized by detailing, massing, changes in materials, or other architectural methods. Entrances shall be proportional to the scale of the building.
 - c. Design elements that add depth and visual interest to building facades such as mixing materials and colors, decorative trim and molding, cornice details, stepped facades, and columns are encouraged. Decorative elements shall be consistent with the architectural character of the building and scaled appropriately.
 - d. Façade articulation – Façade articulations are required to reduce the apparent length, monotony and mass of larger buildings, creating the illusion of several smaller buildings with common walls and a consistent rhythm of facades. All buildings shall have sufficient relief which interrupts the horizontal and vertical plane of each wall. No wall surface shall exceed 50 feet without an interruption in the horizontal plane of the wall of a minimum of three feet.
 - e. Repeating Façade Treatments – Building facades shall include in their detailing some form of a repeating pattern that should include no less than one of these design elements that shall repeat horizontally and one that shall repeat vertically: color change, texture change and material module change.
 - f. Multi-story Treatment - a building's style shall be consistent throughout; details from different eras and inconsistent styles should not be mixed on a single building.
 1. Guideline. Multistory buildings should be designed to accommodate a pedestrian scale by providing a sense of “base,” “middle” (where applicable), and “top.”
 2. Standards.
 - a. Ground-level facades along public streets or alleys shall be given a “stronger” appearance than upper floors. Distinction of ground-level facades from other floors shall occur by incorporating a minimum of two of the following features: color change, texture change and material module change.
 - c. Ground floor ceiling height shall be taller than upper stories to emphasize the ground floor as the “base” of the buildings. Ground floor ceiling heights shall be a minimum of 10 feet.
 - d. Middle floors of the building shall be made distinct from the ground floor by a change in material or color, window treatment, incorporation of balconies, stepbacks, and signage.
 - e. Horizontal moldings, belt courses, or other features shall be utilized to create visual separation between each story of the building. Alignment of horizontal moldings shall be considered and relate to the moldings of adjacent building facades that are consistent with these standards, where feasible.
 - f. The top of the building shall emphasize a prominent edge when viewed against the sky, utilizing elements such as projecting parapets, cornices, upper level stepbacks, or pitched rooflines.

- g. Murals – Murals may be used to treat existing blank facades and may include realistic architectural style detail similar to that on the front façade or artwork. Murals shall be approved by the permitting authority and may not be used as signage.
 - h. Functional Elements – All vents, down spouts, flashing, electrical conduits, meters, service connections and other functional elements shall be treated as integral parts of the design. Where appropriate, these elements shall be painted to match the color of the adjacent surface, unless used expressly as an accent.
 - i. Auxiliary structures, including freestanding pad structures, shall be architecturally consistent with the primary structures on the site in the use of color, material and detailing.
5. Fenestration – the patterns of windows and doorways shall be designed to reflect the internal function of the building in a fashion that complements its façade and form.
- a. Transparency Standards - Primary facades facing a public street or internal drive shall have a minimum of 30% of window space between the height of 3 and 8 feet. Retail buildings are encouraged to have a minimum of 70%.
 - b. Windows shall generally be vertical or square in proportion rather than horizontal ribbon window or other long horizontal window arrangements. Window frames should be recessed into the wall and shall have prominent detailing around the opening such as sills, shutters, relief, trim boards to create a frame around the opening.
 - c. Awnings – Fixed or retractable awnings are permitted at ground floor levels to provide protection for pedestrians. Awnings are designed as an integral part of the building façade and should be sized to match window openings.
6. Roofs
- a. Flat roofs are allowed only on multi-story buildings. Mechanical equipment on flat roofs shall be hidden from view from any street as well as any adjacent building by an enclosed parapet a minimum of 42 inches high or higher if necessary.
 - b. Cool or green roofs are encouraged for flat roofs.
 - c. Where the roof will be visible, the roofing materials shall be selected to complement the color and texture of the building's façade.
 - d. Roof design shall minimize the potential for snow to unload into the front setback or public ROW.
7. Gas Stations and Service Garages
- a. Canopies – Pitched roofs and fascia trim are required for canopies. Service bays shall be oriented so that the openings are not directly accessed from Route One or a side street and are screened from view from the street. The Planning Board may waive this requirement if it determines that there is no other alternative.

3.6.5.5 Pedestrian and Bicycle Movement Development shall include a well-defined safe circulation system that encourages walking and cycling within the Village Center with connections to adjacent neighborhoods. This should be provided with pathways between sidewalks, sidewalks on public streets and sidewalks on internal drives for pedestrians. Cyclists shall be accommodated with bicycle racks and signage.

- 1. Pedestrian circulation systems shall provide connectivity between internal pathways, sidewalks on adjacent public and internal streets, buildings and parking lots.

2. Sidewalks and pathways shall avoid crossing parking lots at entrances, service areas and other potential points of conflict where possible. Where such crossings are unavoidable, they are direct as possible.
3. Pedestrian islands shall be installed in streets, drives and driveways where the crossing distance is greater than 32 feet. Pedestrian refuges islands shall be a minimum of six feet wide.
4. Where crosswalks occur, a change in materials, textures or colors shall be provided to emphasize the crossing and enhance visibility.
5. Bike racks shall be provided at least one customer entrance for each building, placed to minimize bicycle-pedestrian conflicts.

3.6.5.6 Landscaping – The landscaping plan shall be designed to complement the proposed or redeveloped buildings, reinforce pedestrian circulation, highlight transitions between parking and the building, provide shade to parking areas and add seasonal interest to the property.

1. The plan is developed in accordance with Section 5.37 of this Ordinance.
2. An emphasis should be made to use indigenous species that are insect and disease resistant.
3. Where appropriate, landscaping should be integrated with water quality treatment measures.
4. Plantings shall be integrated with the installation of underground utilities and lighting. Mature size of plantings shall be considered in relationship to lighting and signage.
5. Fence materials, where used, shall be durable and of high quality. Materials may include wrought or cast iron, stone, masonry, heavy-gauge aluminum, wood, galvanized steel or other similar material.
6. Landscape elements shall be designed in conjunction with the lighting plan to eliminate dark spots and possible hiding places.
7. A year round opaque screen a minimum of six feet high and ten feet deep consisting of a mix of landscaping, berming or fencing shall be provided along any lot boundary abutting a residential use or district.

3.6.5.7 Lighting – In addition to the standards in Section 9.23, the following standards shall be met. Where the standards differ, the standards in this section shall prevail. The minimum level of lighting shall be provided to provide security, safety and visual appeal for both pedestrians and motorists.

1. The placement of lighting fixtures shall be at a pedestrian scale, downwardly directed, and shielded or reflected so as to avoid direct line of sight from pedestrians to the light source unless the light source is very low wattage and issues of glare do not exist.
2. The use of “shoe box” fixtures is prohibited.
3. Lighting from store windows, entryways, marquis, canopies, awnings, soffits, and other integral building features shall be integrated with and enhance sidewalk lighting.
4. Materials used in the light fixtures, poles, and bases shall be of a uniformly high quality.

5. Luminaires shall be metal halide, fluorescent, LED or other type as approved by the permitting authority, and housed in a luminaire that is classified by IESNBA as a cut-off distribution. Maximum wattage is 250 watts, except for pedestrian spaces where the maximum wattage is 100 watts.
6. Non cut-off luminaires may be used but are limited to 100 watts.
7. Maximum mounting height, including the base, is 20 feet for parking areas and 14 feet for pedestrian areas.
8. Parking Lot lighting:
 - a. Light poles shall be incorporated in landscaped areas wherever possible to avoid damage from vehicles.
 - b. Light poles installed in non-protected areas of lots may include a base no greater than one foot in height to prevent damage to the pole.

3.6.5.8 **Signage** –Buildings shall be marked with attractive, legible signs that reflect the needs of the individual business and complements the architecture and site detailing.

1. All buildings are required to display the street address on the front façade. The address must be a minimum of 4.5 feet from the ground with lettering a minimum of five inches in height.
2. **Freestanding signs** – Freestanding signs are designed primarily for motorists to gain entry to off street parking.
 - a. Quantity - One sign is permitted at each intersection of an internal street with a public street and at the intersections of a commercial driveway with a public street or an internal street in VC1. Existing free standing signs located other than at intersections are permitted to be maintained and content may be changed. Signs may be placed in the ROW with the permission of the Town. Freestanding signs may be placed on any property frontage in VC2 with no more than one sign per building per street frontage.
 - b. Minimum lettering shall be five inches in height.
 - c. Area - Maximum size is 64 square feet.
 - d. Height - Maximum height is 12 feet, including framing and posts
 - e. May include a tenant directory.
 - f. Simple geometric shapes are required.
3. **Projecting/blade signs** – designed for pedestrians.
 - a. May be projected over the public right of way with proof of insurance.
 - b. May be mounted on the first and second story only.
 - c. Maximum size of 9 square feet.
 - d. Shall clear 8 feet above the sidewalk.
 - e. Limited to one per building frontage for each business tenant on the first floor frontage.
4. **Canopy (for gas stations)** signs are limited to two faces of the canopy and a maximum of 16 square feet on any one canopy side.
5. **Wall signs**
 - a. Wall signs shall be incorporated into the façade of the building and do not obscure architectural details. Signage is mounted on vertical surfaces without projecting above the fascia trim.
 - b. Wall signs are limited to two per business, with one located on the primary façade and one either the side or rear facade

- c. Wall signs are a minimum of eighteen inches (18”) from the edge of a vertical wall.
 - d. Maximum size 64 square feet.
- 6. Marquee Sign –
 - a. Permitted for performing arts center, auditorium or cinema use only.
 - b. Quantity – one per building
 - c. Maximum size – TBD
 - d. Clearance – minimum of ten feet
 - e. Letter Height – Maximum of six inches
- 7. Tenant Directory - signs affixed on the wall at any customer building entrance designed to be pedestrian oriented.
 - a. The name of the property and the individual tenant panels shall be coordinated in color and style.
 - b. Maximum size 12 square feet.
- 8. Materials for all signs shall be limited to matte or dull finishes, except for lettering and accent gilding.
- 9. Directional signs are discouraged, except where necessary for maintaining traffic flow on to and within the site.
- 10. Manually changed reader boards may be an integral part of a wall or marquis sign. If part of a wall sign, the area is limited to 25% of the total sign area.
- 11. No signs are permitted above the second story, including signs in windows.
- 12. Signs sponsored by products with the product brand or name are prohibited.
- 13. Externally Lit Signs
 - a. 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 spillover and glare.
 - b. Lighting fixtures illuminating signs shall be top mounted where possible, aimed and shielded so that light is directed only onto the sign facade.
 - c. Outlining signs is prohibited.
- 14. Internally Lit Signs
 - a. Internally lit signs shall consist of light lettering or symbols on a dark background. Letters and symbols constitute no more than 40% of the surface area of the sign.
 - b. Internally lit individual letters and symbols are preferred over whole panels that are internally lit.
 - c. Signs may be illuminated only during such hours as the establishment is open to the public.

Excerpt from Code of Ordinances, Section 8

(7) Temporary Advertising Signs – all districts except Village Center Districts

New section (8)

Temporary Advertising Signs in Village Center Districts

- a. ***Applicability*** - Any individual business owner may place temporary advertising signs in accordance with this section.
- b. ***Standards***
 - 1. One A-frame temporary advertising sign may be utilized during business hours.
 - 2. No more than one sign per building entrance.

3. *Sign must be within twelve (12) feet of the building entrance.*
4. *Sign must be a minimum of three (3) feet from any entrance, stairs or other*
5. *Sign must be located in a well-lit area after sunset.*
6. *Sign may be in the public ROW of a Revocable License Agreement and Waiver of Liability are executed.*
7. *Sign must be stored inside outside business hours.*
8. *Signs must be weighted or secured to avoid being carried away.*
9. *No add-ons such as balloons, flags, streamers or lighting is permitted.*
10. *No changeable copy is permitted. Chalkboard or white board is allowed.*
11. *Maximum allowable size is 6 square feet of display area on each sign face, with legs a maximum of six inches in height.*

3.6.5.9 Parking Areas (see also *Section 5.5-5.6 and Section 9.10-9.13*) – Parking areas within the Village Center shall be designed to accommodate adequate parking while minimizing impervious surface.

1. Parking shall be located to the maximum extent practicable toward the rear of buildings and located along property lines where joint use or combined parking areas with abutting properties are proposed, exist or anticipated.
2. Parking shall be visually broken up to create a series of smaller outdoor spaces with no more than 20 cars grouped without separation with landscaping islands. Landscaped areas between banks of parking stalls shall be a minimum of 6 feet in width.
3. Vehicular accommodation is not permitted between any public street or internal drive and new buildings in the VC1 District.
4. One bank of parking and/or one access lane may be located between the street and new buildings in the VC2 District. A bank of parking may only be allowed on one street frontage for buildings placed at or near the corner of a lot with frontage on two streets.
5. Parking lots shall be designed to accommodate snow storage on site or a plan for off-site storage be submitted.
6. Landscaping within parking lots shall be designed to create spaces, define edges, provide shading, add seasonal interest and provide water quality treatment for runoff.
7. Shade trees shall be planted to meet a minimum ratio of 1 tree for every 5 spaces. Trees shall be evenly distributed and planted to maximize the shading effect.
8. Shade trees shall be a species as listed on the Shade Tree List or other suitable species as approved by the permitting authority.
9. The development of on-street parking on public streets in collaboration with the Town is strongly encouraged.
10. Shared parking is strongly encouraged to reduce vehicular traffic, minimize impervious surface and encourage pedestrian movements between buildings.
11. If parking is sited at the street adjacent to a building, a year round screen with a height between 36" and 42" consisting of a combination of landscaping and fencing shall be provided between the parking and the sidewalk. Screening areas shall be between 4 and 7 feet in depth. Pedestrian access to the parking lot shall be provided from the sidewalk as well as from any access way. Automobile headlight

illumination from parking areas shall be screened from the street and adjacent lots unless there is shared parking.

12. Landscaped islands and strips may be designed to be a functioning micro-storm water facility that captures, detains, absorbs and infiltrates storm water runoff and non-point pollutants originating on the parking surface being screened. This form of a planting area may be designed as a bioswale with a concave profile, designed for a one (1) inch maximum rainfall volume, sloped less than one half percent (.5%) and planted with suitable native Maine plant material fully adaptable to wet soil conditions.

3.6.5.10 Service Areas – Provisions for servicing buildings, including loading docks, service entrances, trash disposal, utilities and mechanical equipment shall be provided in such a way that minimizes visual blight, offensive odors and excessive noise.

1. Accommodation of deliveries is encouraged to be provided at the front door or other shared entrance rather than a dedicated area.
2. Where deliveries are of such a magnitude that dedicated areas are required, they shall be located in such a manner as to minimize the impact to adjacent streets, buildings, residential uses and districts.
3. Service areas are sheltered and/or screened with complementary architectural elements or landscape buffers to minimize visibility from adjacent properties, internal streets and public ways. Building materials consist of high quality wood fencing and gates, natural or painted, or masonry or cast-in-place concrete walls with exterior veneer to match architectural features of the primary building.

3.6.5.11 Stormwater Management Facilities – Stormwater management facilities shall be treated as an integral and attractive part of the landscape and be compliant with the recommendations of the 2013 Route One Stormwater Management Grant Report or other stormwater management plan as may be adopted by the Town.

1. The location of bioretention areas, rain gardens, filter strips, swales, and constructed wetlands is permitted in required setback areas, parking islands and in buffer strips.

3.6.5.12 Neighborhood Compatibility – Sites adjacent to residential uses and districts must respect the transition in use. Buildings shall be sited to avoid facing service areas, parking lots, outdoor storage yards and other similar features toward residential uses or districts. If orienting these areas is unavoidable adequate year round screening and noise reduction shall be provided.

3.6.5.13 Focal Points – Where building placement or expansion leaves large stretches of undeveloped frontage along a public or internal street, focal points may be established at corners or intersections to create a sense of place, provide pedestrian continuity along the street, provide wayfinding and provide a more varied visual experience for pedestrians and motorists.

1. Focal points may include freestanding small structures, artwork and landscaping. Examples include pedestrian shelters, gazebos, bandstands, shade structures, bus stops, free-standing sculptures, flower gardens, flagpoles and fountains.
2. Focal points should be sized to reflect the importance of the transition.

3. With consent of the appropriate town officials, they may be placed in the public right of way.
4. Focal points may include water quality treatment.

3.6.5.14 Outdoor Spaces – Human scaled outdoor spaces such as courtyards, outdoor seating, bus stops and pedestrian refuges are encouraged. If provided they should be designed to encourage pedestrian mobility, provide attractive visual features and provide for functional outdoor spaces.

1. Spaces are highly visible to provide safety and presence.
2. Spaces are durable and maintained year round.
3. Spaces are well lit, either by street and pedestrian lighting or special lighting to assure safety during use.
1. Furnishings for spaces are chosen for their compatibility with the design elements of the Route One Infrastructure Plan and are of durable materials able to withstand severe weather conditions and retain their appearance with minimal maintenance.

3.15 –Delete Village Center Overlay District

Definitions to be added

Canopy Sign

Marquis Sign

Projecting/Blade Sign

Side Street – Bucknam, Depot, Clearwater and Fundy.

Horticultural Nursery – amend to include seed propagation.

Primary frontage – in VC Districts, the frontage where the main entrance of a building faces.

Primary façade – The first floor façade of a building in the VC Districts which serves as the main pedestrian entrance and faces a public street or internal drive.

Internal Drive – a private street created in the VC Districts with or without a dedicated right of way that provides frontage for purposes of meeting the front setbacks for buildings.