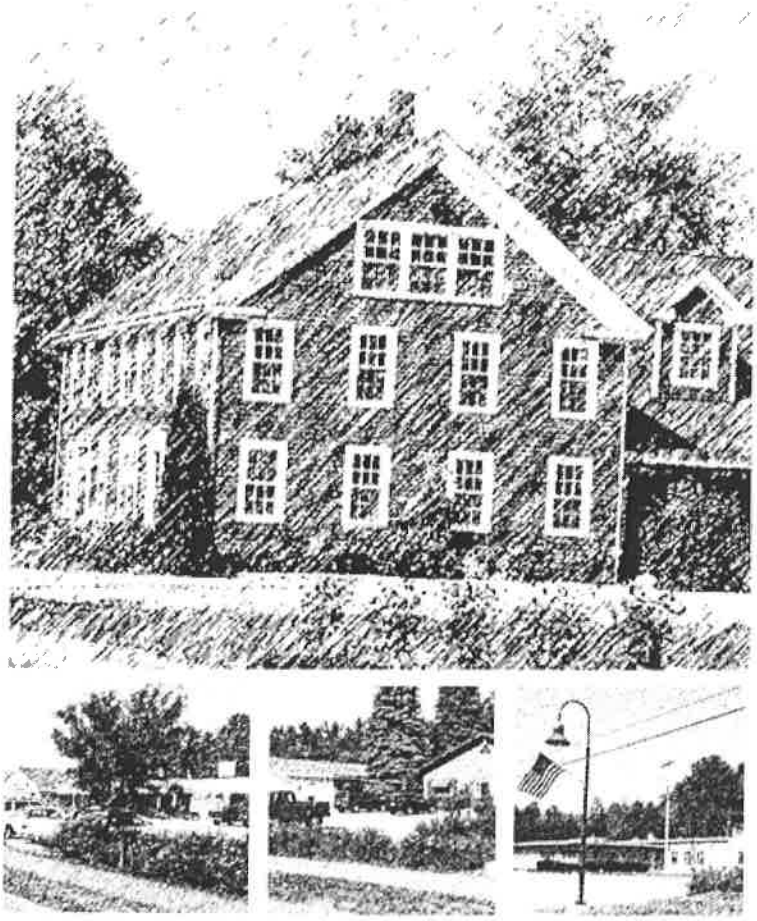
TOWN OF RAYMOND



DESIGN GUIDELINES AND STANDARDS

COMPREHENSIVE PLAN IMPLEMENTATION COMMITTEE
TERRENCE J. DEWAN & ASSOCIATES

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Commercial Corridor Planning Vision

INTRODUCTION

The town of Raymond has developed these design guidelines and standards in order to achieve its vision for the Commercial Corridor – the stretch of Route 302 from the Windham town line to the intersection with Main Street / Route 121. To fulfill this vision over the next 10 – 15 years the town will strive to facilitate and encourage redevelopment of underutilized sites and incongruous buildings within the Corridor while maintaining the traffic flow and safety of this road that serves as a vital transportation link for the lakes region and beyond.

As the town moves forward in its efforts to achieve this vision it will promote consensus-based processes for future planning, development projects, and review procedures. The town will also emphasize the importance of cooperative efforts among properties along the Commercial Corridor in order to most efficiently utilize space and resources and to provide for connectivity among and between businesses.

These guidelines and standards alone are not likely to be sufficient to encourage substantial redevelopment along the Commercial Corridor. In order to achieve the village character the town seeks, and to support redevelopment, the town will revise zoning regulations for the Corridor to allow for an increase in the amount of space for commercial uses in conjunction with the implementation of these design guidelines and standards. This document and the zoning changes are complementary and inseparable pieces for achieving the vision.

PROCESS

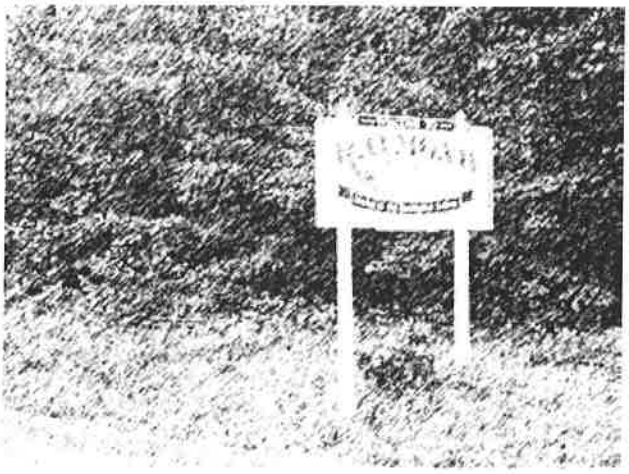
The 2004 Raymond Comprehensive Plan directs the town to encourage development and enhancement of businesses along Route 302. The Plan proposes that the town revise zoning ordinance for the commercial district to allow a denser, more village-like atmosphere, and create standards for commercial development based on a comprehensive vision of the corridor that encompasses transportation needs, safety concerns, aesthetics, and protection of the environment.

In order to achieve this, the Comprehensive Plan Implementation Committee (CPIC) began a planning process for the commercial district in 2007. A subcommittee issued a report in January 2007 that set specific goals for the planning process, outlined a vision for the corridor, and identified specific zoning changes. The subcommittee also reviewed design guidelines from other towns and proposed that the town hire a consultant to develop guidelines for the corridor.

Upon receiving funding from the town at the 2007 Town Meeting, CPIC retained the services of Terrence J. DeWan and Associates (TJD&A), a Yarmouth landscape architecture firm, to develop the design guidelines. Through the fall of 2007 and winter of 2008, CPIC worked with TJD&A to develop and refine a set of guidelines that addressed five topics: Site Planning, Architecture, Landscaping, Lighting, and Signage.

In April 2008 CPIC and Terry DeWan presented the draft guidelines in an open public forum. All property owners in the commercial corridor received personal invitations to the forum, which discussed proposed ordinance amendments and the reasons for the changes. Following the presentation the participants split into small groups for a series of exercises designed to evaluate public sentiment toward the proposed changes and gather additional ideas or identify information needs. The groups reported back to everyone on the key points of their discussions.

CPIC and the consultant summarized and evaluated the information from the public workshop resulting in refinements to the guidelines. CPIC then developed policies and ordinance language to implement the guidelines and the related changes in zoning standards.



VISION

The section of Route 302 from the Windham town line to the intersection with Main Street/ Route 121 will be recognized as the downtown of Raymond and will look, feel, and function as a **linear village**, with lively year-round businesses and active, inviting, and safe pedestrian spaces and walkways. **Route 302,** the roadway through this commercial village, will continue to function as a transportation corridor that moves traffic safely and efficiently through the region. It will also serve as a safe and easy-to-navigate local link between the various sections of the commercial village.

Residential areas outside of the commercial village will have safe and dependable **pedestrian and bicycle routes** linking them to the commercial village. All parts of the commercial village will be linked with safe and dependable pedestrian and bicycle routes.

While the **density** of the commercial village will vary from one site to another, in general the land within the commercial village will offer more commercial space than currently exists by allowing development of larger buildings and reduction of setbacks. **Shared parking** arrangements will serve to minimize the size of parking lots and site design, landscaping, screening, building placement, and building design will lead to a visually pleasing and cohesive village-like atmosphere. **Street corners** will stand out as particularly distinctive and important visual elements to the commercial village. The commercial village will contain small **open spaces and public amenities** throughout to enhance its appearance and support pedestrian use.

Buildings will be designed on a "pedestrian scale" appropriate for the commercial village - closer to the road with parking generally in the rear or to the sides of the buildings. Buildings will generally be in close proximity to one another and oriented so the building has greater depth than width and, though varying in height, commonly three stories high. Architecture will consider scale, form, orientation, height, massing, materials and architectural features. They will exhibit a New England vernacular, with a range of materials and colors but generally in keeping with those found historically in Raymond and the New England region.

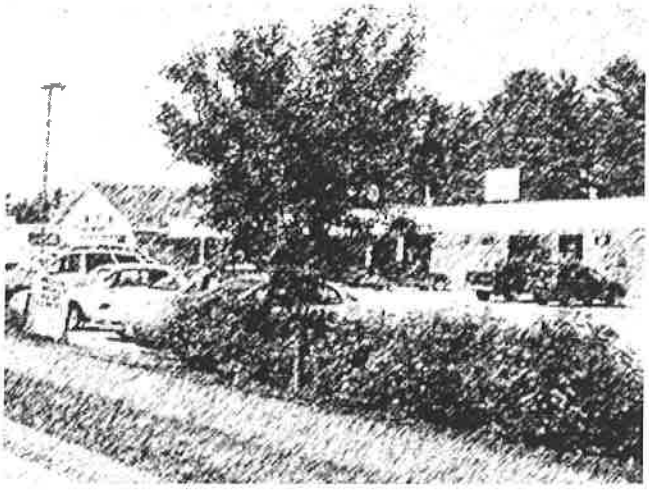
Landscaping plans shall be provided for all new or redeveloped sites that delineate site elements, with plant materials that maintain integrity and interest year round, and provides shade in the summer. Sites will be designed to afford appropriate screening, buffering or other separation between commercial sites and any abutting residential uses. Landscaping will help create attractive areas safely separated from the road where pedestrians feel comfortable and may be used to emphasize entrances to buildings and delineate major circulation patterns.

Lighting throughout the commercial village will provide for a high level of visibility and safety. There will be cohesive lighting treatment across properties and light intrusion on abutting property will be avoided.

Signage will be uncluttered, simple, legible and high quality in order to create a distinctive commercial village corridor and to minimize visual clutter. Signs will be limited in size and in the number and variety of fonts and colors. The amount of content will be restricted to identification of the entity without unnecessary slogans, advertising or contact information.

This vision presents a direction for the commercial corridor of the town and is an expression of the desire of the citizens of Raymond to create a more vital core for the town – a place with lively year-round activity, a place that residents and visitors alike enjoy, and a place that fosters civic pride. This vision presents a challenge to current and future leaders, business owners, and residents to act collaboratively, think creatively, and assess decisions concerning the commercial corridor by whether they move the community closer to achieving this vision.

SITE PLANNING



INTRODUCTION

Each property within the Raymond Commercial District 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 environmentally sound plans that will improve the functionality, safety, and visual character of the district.

From any vantage point – car, pathway, or nearby neighborhoods – the commercial corridor should be an attractive, inviting place.

Site Planning Goals

- Distinctive, attractive gateways that welcome people to Raymond.
- Quality development that reflects the uniqueness of each property and reinforces Raymond's sense of place and character.
- An attractive, safe, and functional environment that is conducive to commerce and other permitted activities.
- Encourage all forms of transportation within the commercial district by providing safe, attractive, and universally accessible facilities.
- Open space throughout the commercial area to enhance its appearance and support pedestrian use.
- Quality redevelopment of transitional or substandard properties.
- Protection for abutting residential properties through sensitive site planning, buffering, and architectural design.
- Upgrading the visual character and pedestrian scale of the commercial district by appropriate design standards for architecture, site planning, signage, landscaping, and lighting.
- Maintain efficient traffic flow and high levels of safety.

Contents

Standard Note. Plans submitted for Planning Board Approval shall contain the following standard note:

> *The property shown on this plan shall be developed and used only as depicted on this approved plan. All elements and features of the plan (including site planning, architecture, signage, lighting, and landscaping) and all representations made by the applicant concerning the development and use of the property that appear in the record of the Planning Board proceedings are conditions of the approval. No major change from the conditions of approval is permitted unless an amended plan is first submitted to and approved by the Town of Raymond. Diminimus (minor) changes may be approved by the Town Planner or Code Enforcement Officer.*

OBJECTIVES

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

Typical commercial development lacking in scale, landscaping and pedestrian amenity. Parking lots are dominant visual elements.

New development with parking on the side, extensive landscaping, preserved trees, and building relatively near the street,

A new mixed use building with parking and entrances in the rear.

DESIGN GUIDELINES

Locations of Buildings and Parking. Locate buildings along major roadways as close to the front property line as allowed by the Land Use Ordinance to establish a visual edge to the street and give scale and interest to the pedestrian environment. In cases where new structures are being proposed, locate parking at the rear or side of the building.

Relationships to Residential Properties. Avoid facing residential neighborhoods with service areas, parking lots, outdoor storage yards, and other similar features in commercial developments. In cases where these features must face residential properties, install a buffer at least 6 feet in height. A minimum width of fifteen (15) feet should be maintained to provide for an adequate area for the installation and maintenance of the landscaped buffer. The adequacy of these requirements should be reviewed by the Planning Board.

Connector Roads. New development located along connector roads should follow a neighborhood pattern. Design connector roads to serve local traffic for all forms of transportation and provide access to new development. New roads should not be designed as high-speed bypasses around existing roadways. Right of way improvements on connector roads should include on-street parking where appropriate, granite curbing, landscaped esplanades, and paved sidewalks. Extend walkways from the building facade to the sidewalk.

Entranceways. Orient the main building entrance(s) to the public street. Design entries as significant architectural features. See **Architecture** for additional standards on entranceways.

Visibility. Maintain minimum sight distance, as required by the Land Use Ordinance, along roadways to allow drivers time to react, read and respond to signage, and make other decisions.

Buildings in Existing Parking Lots. The development of smaller commercial buildings on out-parcels in existing large parking areas is strongly encouraged.

Corner Locations. Corner locations are particularly important because they are visible from two separate streets and are a focal point for pedestrian activity. Design corner buildings with elements of pedestrian interest facing both streets. (See Architecture.) Corner lots must not be used exclusively for parking.

Buffers. Use plant materials, berms, fences, and other landscape elements to create suitable buffers between residential and commercial properties. Buffers should present an attractive appearance from both commercial and residential viewpoints.

Pedestrian Use Areas. Design the area between the front of the building and the roadway to encourage pedestrian use. This applies to both the east side of Route 302, where these is an existing walkway, as well as other locations where walkways may be constructed in the future. Where appropriate, include features such as outdoor dining areas, street-side gardens, and sitting areas. Where sidewalks are not present, the site design should be able to accommodate future walkways.

Links to the Community. Preserve or create linkages with surrounding buildings, neighborhoods, and other parts of the community as part of the site planning process. In designing these facilities, consider pedestrian access, 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.

Existing Trees/Shrubs. Preserve existing healthy trees and shrubs where possible (or transplant specimens to another area of the site where practical) to maintain the character of the landscape. (See Landscape.)

Impervious Surfaces. Scale the area of paved surfaces needed for parking, driveways, service areas, and similar functions to the building size according to the land use ordinances. Maximize the percentage of the site devoted to green space.

Visibility. Minimum safe sight distance, as defined under local ordinance and, in cases where required, as defined by the Maine Department of Transportation, should be maintained along roadways to allow drivers time to react to pedestrians, read and respond to signage, and make other decisions.

Quality. Long-term durability and appearance of all site and architectural improvements should be an important consideration. Construction methods should comply with current industry standards, applicable building codes, and the land use ordinances.

Sustainability. Site plans should adhere to the principle of Low Impact Development for the treatment of stormwater runoff, protection of the underlying aquifer, and protection of the environment to the maximum extent possible.

Shared Driveways. Shared driveways along Routes 302 should be installed where feasible to reduce the number of curb cuts and provide a safer vehicular and pedestrian environment.

Internal Vehicle Connections. Wherever possible, provide connections between abutting properties to facilitate deliveries and minimize turning movements onto the highway. Internal connections should be designed by a traffic engineer to provide safe, direct access between adjacent lots. Cross easements should be provided as required. Traffic calming measures – such as speed tables, well-marked crosswalks, raised crosswalks, vertical curbing, curvilinear road alignment, neckdowns, curbed islands, and signage – are encouraged to reduce speeding on internal connections.

Outdoor Sales and Storage. Areas designated for outdoor sales, storage, or service should be designed as an integral part of the site and architectural plan.

This new corner building provides both streets with attractive facades. Setbacks allow room for sitting areas.

This office complex offers a variety of exterior spaces and relates well to surrounding residential areas through attention to design, scale, and details.

Mass plantings can be used to separate pedestrian paths from parking areas and add continuity to the site plan. Existing trees were preserved to shade the parking area and add scale to the building. .

This curbed, landscaped island divides entering and exiting traffic. The identification sign is located away from the intersection to avoid interfering with the motorists' line of sight.

A site plan for this bank responds to specific conditions on the property, creating functional, human-scaled spaces.

The number of curb cuts and the relatively steep cross-slopes on sidewalks create an unsafe/uninviting environment for the pedestrian and wheelchair user.

OBJECTIVES

Pedestrian spaces can provide opportunities for socialization and recreation, while creating a stronger identity for Raymond's commercial district. Open spaces can include ecologically sensitive lands, small public plazas, common greens, stands of significant trees, and pedestrian facilities.

DESIGN GUIDELINES

Building Entrances. Design building entrances to welcome the pedestrian and provide places of comfort and enjoyment. Outdoor spaces for a variety of uses – rest areas, dining, displays, and aesthetic enhancement – that will create a more pleasing pedestrian environment are strongly encouraged.

Site Furnishings. The use of site furnishings – benches, waste receptacles, bike racks, planters, bollards, clocks – to create functional, attractive outdoor areas is strongly encouraged. Where they are used, site furnishings should be designed to complement the architecture in terms of color, texture, form, and style. All furnishings should be designed for low maintenance and suitability for outdoor installations.

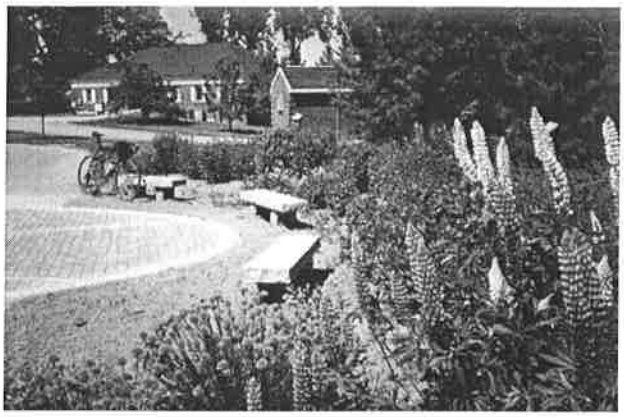
Artwork. The use of freestanding sculpture, wall murals, fountains, special benches, or other forms of artwork is encouraged to add visual interest to the pedestrian environment.

This outdoor eating area is separated from traffic by a subtle grade change and a hedge. However, advertising features such as these visually overwhelm the space and are strongly discouraged in Raymond. .

Outdoor Activity Areas. Provide inviting outdoor spaces for people to sit, relax, and socialize where appropriate for commercial buildings with footprints in excess of 15,000 SF. Design open spaces as outdoor rooms, with consideration to ground surfaces, landscaping, lighting, and site furnishings.

Location and Design. 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.

The site development around this garden center provides a welcoming entrance and encourages

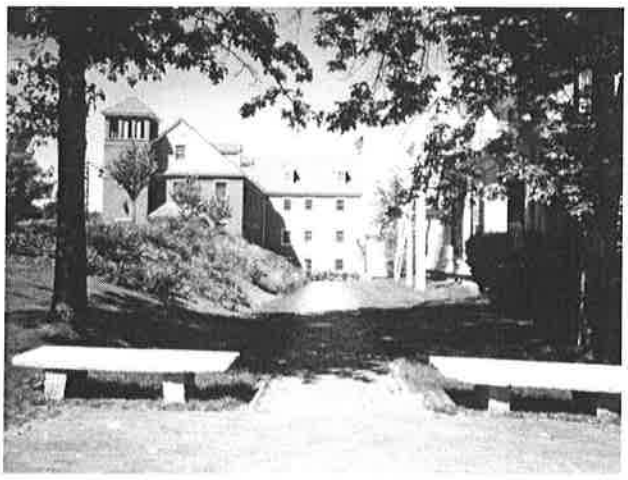


A small garden and sitting area that enriches a multi-purpose pathway. Careful consideration has been given to the materials, landscaping, and furnishings to create a durable, attractive public landscape.

A semi-public garden that provides a place for people to sit, relax, and socialize. The detailing echoes the traditional materials found in nearby buildings.

An informal dining area in front of a restaurant provides shade and enclosure in an attractive setting.

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.

OBJECTIVES

Facilities for pedestrians and cyclists are envisioned throughout the Raymond commercial district. Existing and proposed road corridors should include sidewalks, crosswalks, pedestrian amenities, and bicycle facilities to encourage people to walk and ride throughout the area.

Developers should provide attractive, safe, and functional walkways between the public right-of-way and the main entrance, in accordance with the design guidelines below. Internal walkways should invite pedestrians and cyclists onto the property and make them feel welcome.

Interconnections between adjacent properties should be developed to encourage pedestrian and bicycle movement and reduce vehicular trips onto the road network.

Esplanades can be grass or planted with annuals, perennials, grasses, or shrubs for seasonal color.

DESIGN GUIDELINES

Sidewalks. Provide sidewalks and planted esplanades within or near the right-of-way on the west side of Route 302 and in other locations where sidewalks do not currently exist. Where appropriate, coordinate bicycle and pedestrian facilities with abutting land uses to create interconnections throughout the commercial district and linkages to surrounding residential neighborhoods.

Coordination with Site Plan. Plan sidewalks to avoid conflicts with landscaping, utilities, grading, drainage structures, signs, and other elements on the site plan. Walkways should be designed to facilitate snow removal. Walkways in parking lots should be aligned with the main entry or a focal point on the building to assist in wayfinding.

The vision for the Raymond's commercial district calls for sidewalks along all public roadways to encourage safe pedestrian movement.

Crosswalk Locations. Where sidewalks intersect with driveways or roads, crosswalks may be required to emphasize possible conflict points and improve visibility.

Crosswalk Design. 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. Select crosswalk materials that are highly durable and slip resistant. Raised crosswalks may be used as a traffic calming device and to make crosswalks more visible. Crosswalks should be designed by a traffic engineer as part of the site circulation plan. Signs may be warranted at the discretion of the Town in certain situations as recommended by the Institute for Traffic Engineers (ITE).

Pedestrian Refuge Zones. Install pedestrian islands (five foot minimum width) in driveways where the crossing distance is greater than 32 feet.

Bicycle Racks. Bike racks are strongly encouraged for all commercial establishments where customers and/or employees are likely to arrive on bicycles.

Internal Walkways. Provide continuous internal walkway(s) from the public sidewalk to the principal customer entrance of all principal buildings on the site. Walkways should also connect other buildings on multi-building developments, transit stops, and other points of pedestrian activity.

An island provides a refuge zone for pedestrians crossing this wide driveway. Permanent crosswalks should have been used to minimize annual maintenance.

Location of Walkways. Locate internal walkways in areas where motorists can anticipate pedestrians and react accordingly. Design walkways to give the pedestrian a full view of oncoming vehicles, with minimal interference from trees, shrubs, and parked cars. Walkways should avoid drive-through lanes, access and service drives, and other high-traffic routes. Locate traffic control signs, light fixtures, trees, or other potential obstacles far enough from walkways to prevent interference with pedestrian movement.

A raised walkway that provides a high level of contrast with the surrounding parking lot. However, the width of the walk is compromised by the overhang of the cars, making pedestrian movement difficult.

An internal walkway that is an integral part of the site development plan, coordinated with building placement, landscaping, and lighting.

Walkways Adjacent to Buildings. For commercial structures with two or more units, provide a paved walkway along the full length of facades with customer entrance and abutting parking areas. Locate these walks at least five feet from the facade to provide room for planting beds.

Walkways in Parking Lots. Separate internal walkways in parking lots from parked cars and aisles by raised curbing, grass esplanades (4' minimum), curb stops, or other means that protect the pedestrian. Granite is preferred for its longevity, low maintenance, and appearance. Include landscaped islands in parking lots to provide visual relief, shade, and scale.

Connecting Rear Parking Lots. Provide clearly marked pedestrian connections between rear parking lots and front/side entries. Connections may be in the form of internal passaageways or gaps in adjacent buildings.

Interconnections. Provide internal pedestrian connections between abutting properties to encourage walking and bicycling and discourage additional auto trips onto major roadways. Avoid crossing parking lots, major interior roadways, service areas, drive-throughs, and other potential points of conflicts. Where such crossings are unavoidable, they should be well marked and as direct as possible.

A wide walkway that provides a well marked, attractive pathway to the main entrance. Separated walkways are more desirable than systems that end behind parked cars

Width. Sidewalks within the public ROW should have a minimum width of 4', although six feet or greater may be desirable to accommodate pedestrians, bicyclists, and wheelchair users. Walkways through parking lots should be a minimum of five feet wide to allow two people to pass comfortably. Additional width may be necessary in certain conditions, e.g., where shopping carts may be used, where heavy pedestrian traffic is anticipated, or where cars overhang the walkway.

Material Selection. Asphalt (bituminous concrete) should be used on new and reconstructed sidewalks within the public right of way. Entrance walks and special features may be paved with other materials, such as stamped/colored asphalt, textured concrete, brick, or interlocking pavers. When concrete walkways are used, they should be broom finished to provide a safer walking surface and a higher level of visual interest.

High Use Areas. Broom finished concrete, brick, stamped/colored asphalt, or pavers is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces.

Lighting. Illuminate sidewalks to the minimum standards recommended by the Illuminating Engineering Society of North America (IESNA) to promote safe use in the evening hours. (See Lighting.)

Drainage. Avoid sheet flow of stormwater across pathways. Size culverts to prevent ponding and other uninterruptions.

OBJECTIVES

All commercial uses should provide convenient, safe, and attractive parking in accordance with the guidelines below. Lots should be designed to serve the adjacent buildings, the site, and the commercial 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 and subdivide the lots into smaller components.

Parking lots should utilize the minimum amount of land necessary for day to day operations. Applicants will be expected to investigate ways to achieve less lot coverage through shared parking, reserved landscaped areas, off-site parking, and other techniques that are appropriate to the particular use.

Parking lots should be designed as inviting, pedestrian-friendly places by careful attention to landscaping, lighting, and walkways. With proper planning, parking lots can balance the needs of both the vehicle and the pedestrian.

DESIGN GUIDELINES

Site Locations. Wherever possible, locate parking lots at the rear or sides of commercial buildings. Where land use conflicts occur, (e.g., unavoidable siting of a parking lot next to a home) screen the lot with evergreen trees, earth berms, solid walls, or shrubs.

Scale. Divide parking areas for 16 or more cars into smaller spaces to reduce their mass and scale through the use of trees, landscaped islands, grade changes, low walls, or other features.

Screening from Public Roads. Where parking is located within the front setback, it should be screened to minimize the view of parked vehicles. Appropriate screening may include berms, fencing, stone walls, shrubs, or a combination of materials. The height of the screen should be 3.5 feet to minimize the view of vehicles while still providing a clear view of the building and signage.

Circulation Design. Circulation patterns for parking lots with more than 40 spaces should be designed by a traffic engineer to meet the Land Use Ordinances. The Planning Board may require a traffic engineer for smaller lots where there are particular public safety issues.

Landscaped islands help to ensure the long-term health of parking lot plantings. The islands help break down the scale of the lot so it does not dominate the building.

Internal Traffic Flow. Clearly delineate internal traffic patterns to ensure the safety of motorists, delivery vehicles, and pedestrians. 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 access point are strongly discouraged. Dead-end parking lots should not contain more than ten spaces. If dead-ends are unavoidable, provide space 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.

Dead-end parking lots are difficult to exit, especially when the lot is full.

Reduction in Parking Areas. For developments where projected parking needs are less than ordinance requirements, the site plan may show fewer spaces as long as land is reserved to meet future demand.

Side Lot Parking. Parking on the side of buildings should not extend closer to the street than the front facade. The space between the end of the parking lot and the roadway should be landscaped.

Safety. Use shrubs, ornamental grasses, walls, or other landscape elements with care to maintain the visibility of cars and pedestrians within parking lots.

Snow Storage. Provide space for snow storage in the design of parking areas. The areas used for snow should avoid landscaping, utilities, and signage. Site storage areas to avoid problems with visibility, drainage, or icing during winter months.

These wide parking lot islands will provide ample room for tree growth.

An attractively landscaped parking lot that is a positive asset to the surrounding commercial area.

Landscaped islands should have been used here to provide scale, reinforce internal circulation routes, and lead pedestrians to the entrance.

Concrete pavers create a permanent crosswalk that affords good visibility and contrasting surface texture.

A raised walkway through this parking lot provides a safe, attractive pedestrian route. Reflective paint used in the crosswalk marks the route in a highly visible manner.

Parked cars are effectively screened by a low concrete block wall and ornamental plantings.

OBJECTIVES

Service areas should be designed to meet the needs of the commercial facility while minimizing traffic or visual impacts, loud noises, or objectionable smells. Service areas should be the smallest size needed to fit the specific requirements of the building and its intended operations.

DESIGN GUIDELINES

Locations. Where practical, locate exterior service and utility areas, loading docks, storage facilities, and dumpsters in places that do not face public roadways or abutting residential properties.

Screening. Screen service areas, loading docks, delivery areas, trash receptacles, and mechanical equipment to minimize visibility from sensitive viewpoints such as public and private roadways, main entrances, abutting neighborhoods, public open spaces, and pathways. Service areas should be screened with architectural elements such as walls or fences. Screening may be further enhanced with evergreen trees, shrubs, and earth berms. Gates on utility enclosures should be designed to prevent sagging.

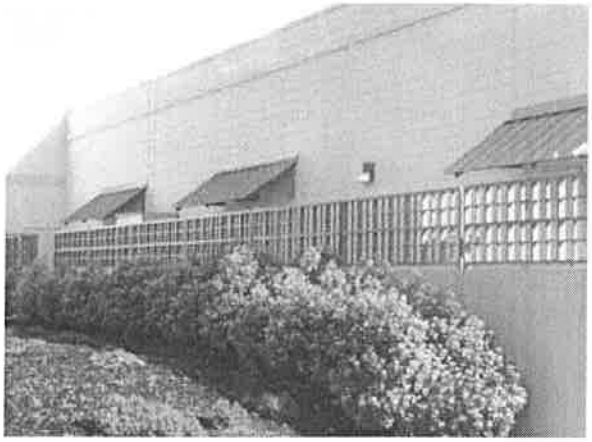
Screening Design. Design structural screens to match or complement the materials, detailing, scale, and color of the main building. Where chain link fencing is required for safety, it should be used in conjunction with landscaping and painted black or a similar dark color, or coated with dark vinyl. Plastic slats inserted into chain link fencing are not permitted.

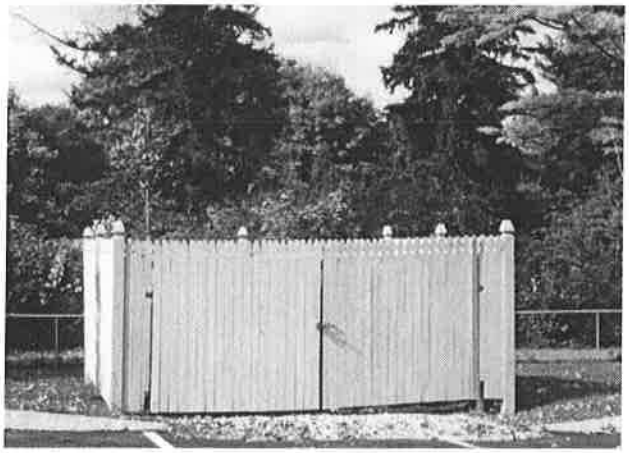
Service Access. Site service areas to accommodate the turning movements of vehicles used for trash pickup, deliveries, and similar functions without conflicting with other vehicles.

Coordination. Prior to Planning Board submittal, coordinate the site plan with utility companies, fuel suppliers, trash haulers, the fire department, and others who may have input into the design and siting of service areas and facilities.

Protection. Where architectural screening or free-standing fencing is used for screening, it should be protected with curbing, granite posts, concrete filled steel bollards, or reinforced in a manner that will prevent damage from service vehicles.

Conflicts with Pedestrians. Separate service drives from internal walkways, parking areas, or sidewalks by landscaped islands, grade changes, or other devices to reduce the possibility of pedestrian contact. If the plan shows a potential conflict, demonstrate what safety measures will be used.

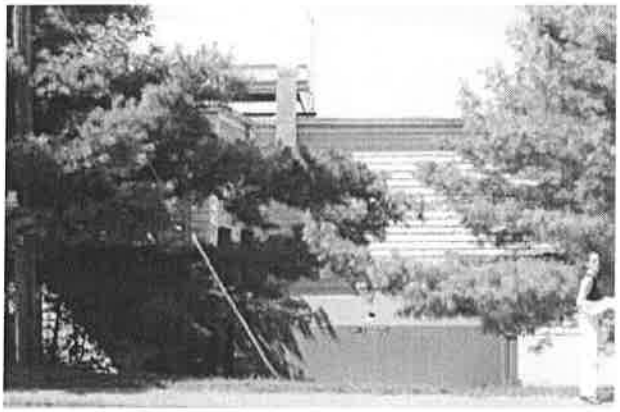




A typical trash enclosure. Its appearance could be improved by plantings along its sides, detailing to match nearby buildings, reinforcing the gates, and staining a dark color.

This service area, located at the rear of a commercial building, is screened from view by a solid wall topped by a trellis structure that repeats design elements used elsewhere on the site.

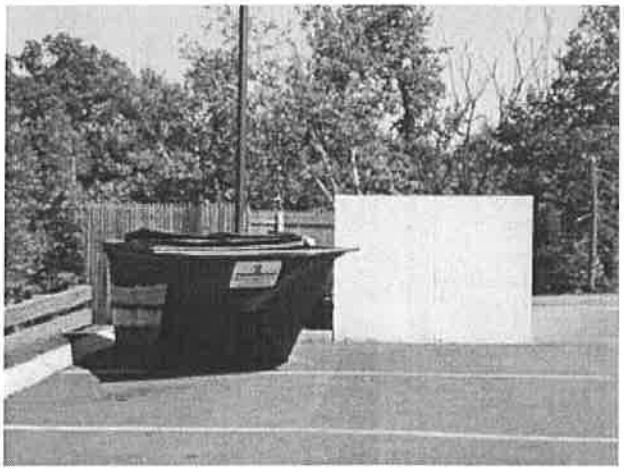
Recycling Facilities. The installation and use of recycling bins, in addition to dumpsters, is encouraged. Bins should be screened in a manner similar to other service areas. Dumpsters and recycling areas should be consolidated wherever practical.



This service area is effectively buffered by grade change and existing evergreen trees.

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

Chain link fence provides security, but is too transparent to provide any visual screening.



This trash enclosure was not properly sized to handle the dumpster needed for the facility.

A variable height fence used to provide visual separation between a convenience store and its residential neighbor. Note exterior storage behind fencing.

Mechanical units for senior housing are hidden behind a fence with opaque and translucent panels.

OBJECTIVES

Developments consisting of more than one structure should exhibit a high degree of coordination in site planning, architectural design, site design, and site detailing. All physical components should be designed to complement the overall plan.

Informal lawn areas provide welcome visual relief and opportunities for programmed activities.

DESIGN GUIDELINES

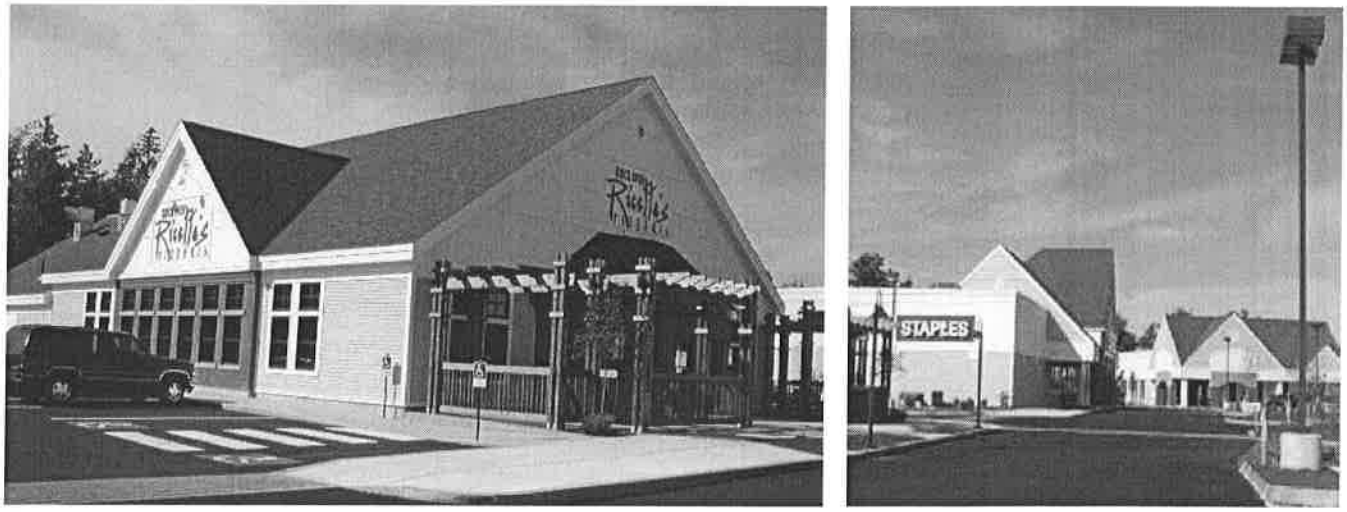
Master Plan Provide a conceptual master plan for multi-building developments (MBD's) that illustrates the general location of future buildings, parking lots, provisions for vehicular and pedestrian circulation, utilities, service areas, stormwater management, and other components of site development. The plan should demonstrate the interrelationship between all parts of the development, and how it will proceed in an orderly, coordinated fashion.

Phasing Plan. Provide a phasing plan as part of the Site Plan application to illustrate the sequence of construction, and what steps will be taken to ensure compatibility between current and future activities.

Building Orientation. All buildings in MBD's should be laid out to create usable, attractive pedestrian spaces, preserve significant site features, and minimize the view of parking areas.

Outdoor Spaces. MBD's should include outdoor use areas such as greens, plazas, and courtyards. Orient buildings to open spaces rather than internal roadways with suitable access to both exterior spaces and parking. Link outdoor spaces with buildings, parking areas, and other components of the development with a coordinated pedestrian circulation system, including seating and outdoor activity areas. Design outdoor spaces to separate pedestrian and vehicular traffic with landscaping, grade changes, and other site features.

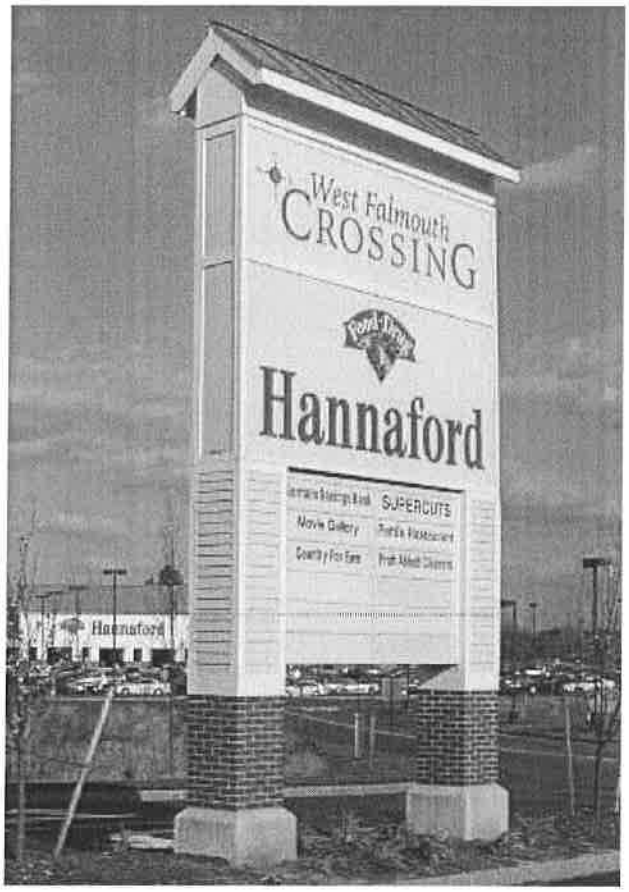
Coordinations. Coordinate signage, lighting, and landscaping with all other elements of the site. (See Signs, Lighting, and Landscaping.)



Similar roof pitches, pedestrian use areas, and traditional building materials help unify this multi-building site.

Buildings in this multi-building development are oriented to a grid pattern, with strong pedestrian circulation.

This MBD is unified by a common architectural style and coordinated landscaping, lighting, and outdoor spaces.ages



Signage for multi-building development can reinforce the aesthetics of the commercial district by careful attention to detailing and materials.

An internal walkway oriented toward the main entry of a restaurant in a multiple building development. The planting strips with ornamental grasses and perennials separate the pathway from overhanging bumpers.

OBJECTIVES

Buffering or screening should be used to ensure compatibility between certain land uses which could have inherent conflicts, such as commercial developments and residential neighborhoods, or loading docks and parkland. Plantings, earth berms, stone walls, grade changes, fences, distance, and other means can create the necessary visual and psychological separation when used in accordance with the Land Use Ordinance and the following guidelines.

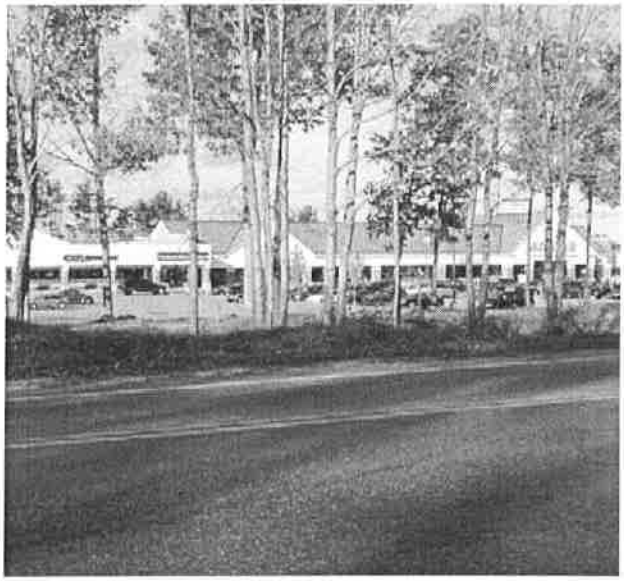
DESIGN GUIDELINES

Appropriateness. The selection of the proper type of buffer (e.g., plantings, berms, fences, etc.) should result from an understanding of existing site conditions, distances to property lines, and the intensity of the proposed land use. Discussions regarding the need for buffers and appropriate sizes and types should begin at the sketch plan review.

Design. Stone walls, plantings, landforms, and other features used for buffers should be similar in form, texture, scale, and appearance to other landscape elements. Structural measures (e.g., screening walls and fencing) should likewise be related to the architecture in terms of scale, materials, forms, and surface treatment.

Plantings. Vary the size and species composition of evergreen trees where a naturalistic buffer is appropriate. Create seasonal interest by using native flowering trees and shrubs (see Landscape).

Maintenance. Maintain buffers to provide the level of screening required by the Planning Board at the time of Site Plan approval. If plantings die, suffer from lack of maintenance, or grow to a point where they no longer serve as effective buffers, they should be replaced or reinforced with additional plantings to meet the intent of the approved plan.



This stand of trees creates an effective visual buffer between the road and the plaza parking lot.

A 6-8' high earth berm, planted with evergreen trees and shrubs, creates and effective screen to separate an access drive from residential properties.

Grade changes and a stone wall were used to screen the parking lot of this new commercial development.

Buffer plantings that a achieve a natural look through the use of a variety of native plant materials..

OBJECTIVES

Curbing and enclosed stormwater systems are generally not encouraged in Raymond. Where curbing is required, it should consist of high quality, durable materials that can stand Maine winters. The need for curbing should be partially determined by consideration of stormwater management, pedestrian circulation, and maintenance.

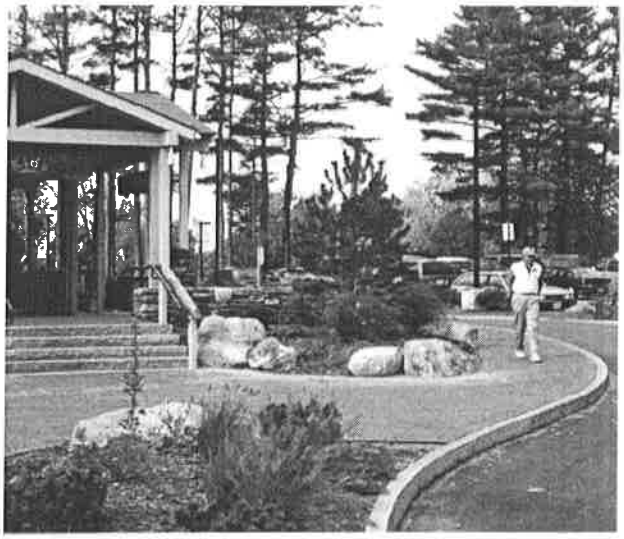
DESIGN GUIDELINES

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

Intersections. Granite curbing should be used on the radii where driveways intersect with public roads.

Materials. Where internal curbs are used, granite is the preferred material, followed by concrete (precast or cast in place). The use of vertical asphalt curbing, which is highly susceptible to winter damage from plowing operations, is not encouraged. Cape Cod curbing may be appropriate along entrance drives and inside parking lots where cost and maintenance may be issues.

Maintenance. If curbing within the public right of way becomes damaged or deteriorated, it should be replaced in a manner that meets the design guidelines.



Granite curbing holds up well to snowplows and heavy traffic while providing a solid edge for sidewalk paving.

Sloped granite curbing can facilitate turning movements and snow plowing.

While asphalt curbing is inexpensive to install, it is very prone to snowplow damage.

Precast concrete is a lower cost alternative to granite.

OBJECTIVES

Raymond strongly encourages the use of Low Impact Development (LID) measures to reduce impacts from stormwater runoff and maintain the quality and quantity of groundwater.

DESIGN GUIDELINES

Site Analysis and Planning. Start the site planning process by identifying sensitive areas that could affect surface water flow: wetlands, streams, buffers, permeable soils, etc. Plan the site to minimize site disturbance and connected impervious areas.

Design. Break up stormwater flows from impervious surfaces into smaller components for dispersal into stabilized buffers, rain gardens, or and vegetated swales. Stormwater treatment should occur throughout the development close to the source of runoff rather than in large detention basins. Infiltration areas should resemble natural landforms, avoiding geometric shapes. Side slopes should be landscaped with appropriate native species to reduce erosion.

LID Techniques. There are many Low Impact Development techniques that may be appropriate to site plans in Raymond:

- **Bioretential Areas (Rain Gardens)**: Relatively small depressions filled with an organic growing media that filters stormwater and allows it to infiltrate into the groundwater.
- **Infiltration Areas:** A means of filtering stormwater and directing it into the ground through the use of infiltration basins, trenches, and dry wells.

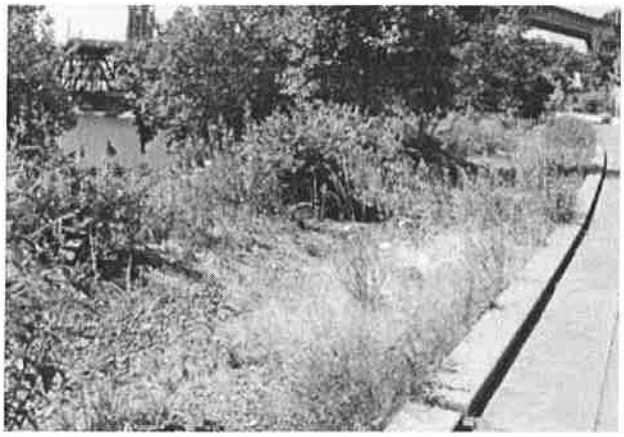
Native grasses create an attractive vegetated buffer.

- **Filter Strips (Vegetated Buffers)**: Natural or enhanced buffer strips that remove pollutants from stormwater, usually in the form of sheet flow.
- **Vegetated Swales:** Relatively flat elongated ditches used to convey stormwater to a treatment area. Vegetation within the swale reduces the velocity of the runoff and helps filter out sediment and other pollutants.
- **Level Lip Spreaders**: Structures installed within drainage channels to convert concentrated runoff into overland sheet flows.
- **Porous Pavement**: A permeable surface material, base course, and subbase which allows water to filter through to the underlying soils. Various types include porous asphalt, concrete block pavers, and plastic grids.
- **Cisterns**: Enclosed containers used to store rainwater for watering lawns and plantings.

An infiltration area next to a parking lot provides an attractive and functional way to deal with on-site stormwater.

This stormwater management facility has been designed to blend into the landscape through transitional grading. The outfall pipe should have been integrated into the design.

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



A vegetated swale next to a walkway absorbs runoff from the paved surface and filters stormwater.

Motorists driving past this shopping center only see the low juniper hedge, unaware of the detention basin on the far side. Hand-placed stonework protects the end of the culvert.

- **Green Roofs**: Plantings installed on the roof to absorb runoff, reduce peak stormwater flows, and improve building efficiency.

Professional Consultation. Appropriate measures should be selected and designed with assistance of qualified design professionals. Stormwater management plans for Site Plan applications should be prepared and stamped by a Professional Engineer (PE) registered in the State of Maine. Plantings should be designed by a qualified professional familiar with the growing and maintenance requirements of LID systems.

Structures. If man-made drainage structures (e.g., culverts, manholes, and outfalls) are required, and may be visible from roads or nearby neighborhoods, they should be screened or designed in a manner to reduce their visual impact.

Rip-Rap. Where ground protection is necessary in highly visible locations (e.g., at spillways and culverts), constructed from hand-placed rock or geo-grid, rather than coarse rip-rap.

Maintenance. Design stormwater facilities with appropriate access to ensure regular maintenance. A maintenance schedule should be presented as part of the site plan application.

Further Reference: www.state.me.us/dep/blwq/docstand/stormwater/stormwaterbmps/index.htm#manual

http://efc.muskie.usm.maine.edu/docs/LID_Fact_Sheet.pdf

ARCHITECTURE

INTRODUCTION

Raymond encourages a greater sense of continuity and identity throughout its commercial area by describing and illustrating high quality architectural design. These guidelines are not intended to dictate building styles. Rather, they establish criteria by which any new or renovated development can be compared with its surroundings.

Architectural Goals

- Village-scale architecture (such as that found in downtown Farmington, Ellsworth, Bridgton, or Camden) that is sited and designed to offer a positive experience to both pedestrians viewing the buildings up close and motorists on the hiway.
- Good neighborhood buildings that thoughtfully consider scale, form, orientation, height, setback, massing, materials, and architectural features.
- Buildings that are designed as permanent, positive additions to Raymond, constructed of high quality, long lasting materials.
- Street corners that are treated as special places.
- Architecture that utilizes energy conservation measures wherever possible.
- Older buildings (built prior to 1900) that are restored and/or reused to maintain the integrity of Raymond's heritage.

Contents

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.

OBJECTIVES

The purpose of these guidelines is to encourage architectural forms that draws inspiration from traditional New England examples (e.g., Cape Cod, Federal, Classic Revival, etc.) and from local lake region architecture (e.g., historic cottages and lodges). Building design should be developed to a human scale through careful consideration of architectural forms, massing, detailing, number and use of materials, and color.

DESIGN GUIDELINES

Design. Design new buildings to fit the specific characteristics of their particular site. The architecture should 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.

Architectural Styles. Contemporary architecture may be appropriate, provided it is designed in accordance with these guidelines.

Human Scale. Design buildings and site elements to human scale. The forms, massing, and openings of buildings should be proportional to the size of the human figure. Many architectural elements can add scale to a building – watertables, planters, recessed openings, divided pane windows, building mounted light fixtures, dormers, cupolas, projecting rooflines, covered walkways, colonnades, and similar features – provided they are designed as integral parts of the overall structure.

Energy Conscious Design. Consider energy conservation and sustainability in the design and siting of all new and renovated buildings. While LEEDs (Leadership in Energy and Environmental Design) certification is not required, developers are strongly urged to use the principles of sustainability and energy conservation. This may be achieved by specifying proper insulation, reduced lighting, landscaping for windbreaks and shading, recycled materials, and a host of other appropriate techniques.

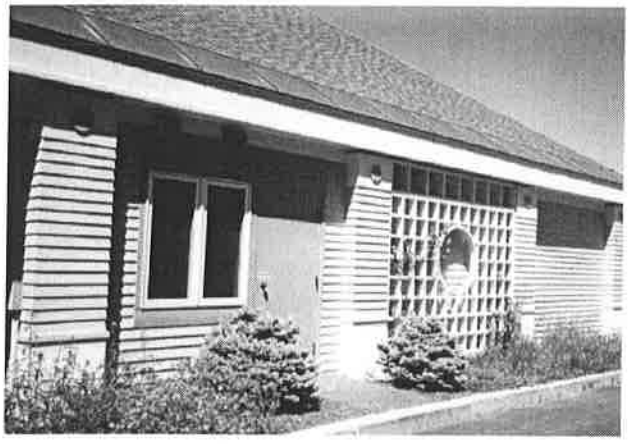
Examples of high quality contemporary Maine architecture -- a branch bank, a veterinarian's office, and a library - that have been designed to fit their unique sites.

Many elements of New England architecture – pitched roof, gable ends, overhanging roof – are used in this attractive bank building.

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.

An office supply store in a new shopping center. The design of all buildings feature pitched rooflines, traditional materials, and great attention to architectural detail.

The themed design of this restaurant is out of character in a New England village setting.



A small scale bank building that has been enriched with a variety of details designed to be appreciated at close range.

OBJECTIVES

Building materials should be treated as significant design elements that define the appearance of the structure.

DESIGN GUIDELINES

Types of Materials Encouraged. Traditional, high-quality 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). Painted Medium Density Overlay (MDO) plywood is acceptable as a secondary material when used in combination with traditional materials to give it scale. Consider long-term maintenance in the selection of all building materials.

Types of Materials Discouraged. Highly reflective or processed materials (e.g., sheet metal or plastic panels, brushed aluminum, bronzed glass), stucco or synthetic stucco (Exterior Insulation and Finish Systems (EIFS)), adobe, concrete block, T-111, untreated plywood, particle board, tilt-up concrete panels, and multicolored brick (incorporating occasional white bricks in a random pattern) should not be used as the primary facade material.

Colors. Facade colors should be low reflectance. High intensity, high reflectance, chrome, metallic, fluorescent colors, or black should not be used on the primary building face.

Trim. Where trim is used, it should be a color that is similar or complementary to the building's primary color.

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

Highly reflective surfaces and bright colors are not characteristic of traditional New England architecture.

This branch bank uses materials, forms, and details that are common to Maine. The scale and form of the building helps it relate to the historic home across the street.

Unacceptable building materials. Examples of materials that lack reference to traditional architectural styles and would not meet the design guidelines.

Metal panels

Split face block

Painted concrete block

Reflective metallic siding

Corrugated plastic panels

Synthetic stucco (Exterior Insulation and Finish Systems (EIFS

Acceptable building materials. Examples of the richness and variety of traditional New England materials and colors that would be appropriate to Raymond.

OBJECTIVES

Facades for new or renovated structures should provide visual interest from all accessible sides. The windows, doorways, and architectural detailing should complement the building's form and facade.

DESIGN GUIDELINES

Entrances. Building entrances should be clearly visible from Route 302 and other public streets and provide unobstructed areas for pedestrians. Design features, such as canopies, projecting rooflines, integrated signage, recesses, patios, lighting, and landscaping, can be used to reinforce the entrance.

Street Facades. For retail structures, any facade that faces public or private streets should have display windows, entry areas, or other transparent features along 40% or more of the horizontal length of the ground floor. As an alternative, other features may be used to provide scale and visual interest to the front facade, as long as they are integrated into the design of the building by color, form, materials, and architectural design.

The facade treatment on this shop wraps around the corner to present a unified design from all visible faces. The entrance is emphasized by columns and the lower roofline.

Rear and Side Facades. Facades that are visible or potentially visible from adjacent properties should be designed to match or complement the architectural treatment of the front facade. Blank or unadorned walls should not face public roads, abutting properties, residential areas, or other public viewpoints, except when such wall faces a service area.

Wall Murals will be allowed if they are integrated into the facade of the building and done in a professional manner. Murals should not contain advertising. Maintenance of the painted surface should be considered in the placement and execution of the mural.

Wall Treatments. Facades should not extend for more than 50 feet in length without incorporating architectural features such as pilasters, windows, cornices, porches, or offsets. Where the plane of the wall is broken, the offset should be proportional to the building's height and length. Projections used to break up the mass of the building should extend to the ground.

Site Design. Signage, lighting, landscaping, and other exterior elements should 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.

Functional Elements. All vents, downspouts, flashing, electrical conduits, meters, HVAC equipment, service connections, and other functional elements should 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 should be incorporated into the architecture through detailing or matching colors. Meters, utility banks, HVAC equipment, and other exterior service elements should be located out of view from the public. Building elevations presented for Planning Board review should show the location and treatment of all functional elements.

Details are critical to maintain long-term value. Plastic columns in this example are susceptible to snowplow damage. Bases are not flush with the pavement.

Vending Machines. The site plan and architectural elevations should show the locations reserved for vending machines, if any. Machings should be located within the footprint of the primary struction on the site. ATM machines will be considered as Accessory Structures and not vending machines.

Architectural Details. Architectural detailing and trim should be proportional to the scale and design of the entire building.

Trim. When in public view, windows, doors, ventilation fixtures, and other openings in frame construction should be trimmed to create a frame around the opening. Materials used for trim should match those used on the facade of the building.

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

Illustrations. Elevations of proposed buildings should be presented with the application for 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, signs, etc.) that will be seen in conjunction with the facade.

The main entrance to this grocery store is emphasized by the circular window. Brick banding gives visual support to the building while providing protection from snowplows.

HVAC equipment and service connections are highly visible, adding unnecessary clutter to this small restaurant.

Architectural illustrations should be presented to give the town an understanding of how new development will fit into the commercial corridor.

Three views of a branch bank set in a mixed-residential neighborhood. All facades were treated with equal importance. The front (top photo) faces the street and is built to the sidewalk, providing a welcoming presence to pedestrian traffic. The side of the building (middle photo), facing a single family home, is residential in scale and design. The canopy over the rear entrance (bottom photo) provides a transition area between the parking lot and the doorway.

While the front plane of the wall of this building is broken, the offset does not continue to the ground. The projection becomes a billboard and the building is seen as a large box.

A similar building with a facade composed of New England forms and materials. The overhang provides protection for pedestrians and emphasizes the entranceway. The sign is overscaled (i.e., too large) for the facade.

OBJECTIVES

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 should complement the design, materials, color, and appearance of the building.

DESIGN GUIDELINES

Location. When used, 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.

Materials. Awnings and canopies should be made of canvas or similar non-reflective material. Their color should be the same or complementary to the facade of the building.

Design Elements. Graphics and wording included on the awning/canopies will be considered part of the total signage area. Graphics used on awnings for identification or advertising should be designed as an integral part of the signage for the property, and be coordinated with other sign elements in terms of typeface, color, and spacing. Awnings should not be used as advertising features or light sources. Internally lit awnings are discouraged.

Awnings can be used effectively to add scale, visual interest and provide shade to the building facade.

Canopies over doorways can emphasize the main entrance and provide effective protection from the elements. The name of the theater is incorporated into canopy and counted toward the total signage area.

The awnings on this village building provide shelter for the window-shopper and add scale to the building.

OBJECTIVES

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

DESIGN GUIDELINES

Pitched Roofs. Buildings with pitched roofs are strongly encouraged. Where pitched roofs are used, the minimal pitch should be at least 5/12 (the ratio of rise to run) unless demonstrated that this is not feasible from an engineering or technical standpoint. Buildings with projecting rooflines should be designed to create strong patterns of shade and shadow.

Roof Forms. Roofs should have traditional roof designs, such as gambrel, gable, hipped, and saltbox. Non-traditional roof forms – such as false mansard, a-frames, and shed roofs – should not be used as the primary roofline.

The use of false mansard roofs or vertical panels are inappropriate for rooflines.

Flat Roofs. Flat roofs are acceptable for two or three-story buildings located at or within ten feet of the front setback. Flat roofs on single-story isolated buildings are discouraged in most applications. Flat roofs may be allowed, provided that the design creates no horizontal line greater than 50 feet. Where parapets are used to break up a flat roofline, the height of the parapet should be at least five percent of the total length of the wall.

Preferred Materials for Visible Roofs. Composite asphalt shingles and standing-seam non-glare metal are acceptable for visible roofing. High gloss roofing materials should not be used.

The cupola projecting from this pitched roof is an example of traditional forms used in a contemporary structure.

Roof 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 dark muted earthtones or a color that is darker than the facade. Stripes, patterns, or advertising features on the roof are strongly discouraged.

Roof-Mounted Equipment. Mechanical and other equipment mounted on rooftops must be screened from public view or grouped at the rear of the structure where visibility is limited. Rooftop screening should be designed as an integral part of the architecture to complement the building's mass and appearance. These design guidelines are sensitive to the placement of communication reception equipment such as satellite dishes and other external components.

Shedding Snow and Ice. All roofs should be designed to shed snow, ice, and rainwater in a manner that does not cause a safety hazard or interfere with pedestrians or vehicles.

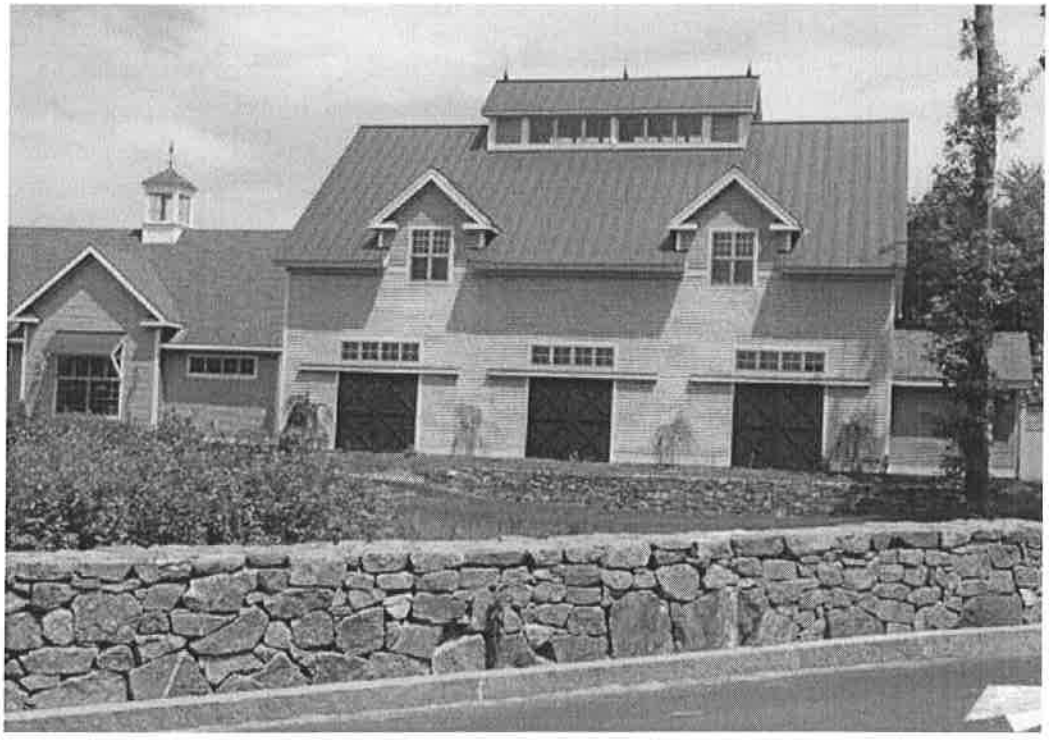
Roof-mounted mechanical equipment has been effectively screened by balustrades.

The roof-mounted mechanical equipment (as well as the dumpsters and downspouts) present an unsightly facade in a highly visible location.

An unusual roofline derived from the shingle style makes a distinctive profile while maintaining a New England aesthetic.

A flat roofed building that is designed as a large billboard with no variations in form to add human scale.

The scale of this commercial building has been effectively reduced through variations in its roofline and projecting gables.



The scale of this large retail building has been reduced through variations in its roof line and roof materials.

OBJECTIVES

Many structures in Raymond 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 can be 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.

DESIGN GUIDELINES

Alterations. Where the existing building currently meets the design guidelines, renovations should 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 to new.

The addition to this restaurant does not relate to the form or building materials of the existing structure.

Materials. Where a building meets the design guidelines, additions or renovations should complement or match the materials of the original structure in color, detailing, 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.

Architectural Features. Renovations should retain any distinctive architectural features or examples of skilled craftsmanship. Where such features occur, similar details should be incorporated into the addition where possible.

A simple building was transformed into a classic shingle-style restaurant, adding interest and variety to the streetscape.

OBJECTIVES

National franchises (e.g., restaurants, service stations, retail stores) are permitted uses. Without proper attention to architectural characteristics, the design of buildings for these uses can contribute to the loss of community identity by repeating generic architectural forms found throughout the country.

DESIGN GUIDELINES

Franchise Styles. 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 Guidelines for architectural principles, scale, color, rooflines, and materials. Buildings that are stylized to the point where the structure is a form of advertising are not acceptable.

Coordination of Site Features. As part of the Site Plan application, provide illustrations (including perspective views) of all sides of the proposed building(s). Include all site features and accessory structures) e.g., dumpster screens, storage buildings, refrigeration lockers, playgrounds, vending machines, signage, and lighting) in the illustrations to demonstrate how they are being coordinated with the principle building.

An addition to house an indoor playground bears no relationship to the existing structure.

A national franchise that has been designed with a 'kit of parts' approach. The result is a box with applied facade features that has no reference to New England design, and would not meet these design guidelines.

A restaurant that was designed to complement the vision for a highway corridor.

Unacceptable Franchise Designs. Examples of building forms commonly used by national franchises that would NOT meet the Design Guidelines and would not be acceptable.

Acceptable Franchise Designs. Examples of architecture for similar uses which respond to New England traditions, meeting the Design Guidelines.

OBJECTIVES

Due to their visibility and mass, the design of new or renovated large structures (20,000 square feet or greater) such as 'big box' retail or grocery stores have the ability to greatly enhance or detract the visual character of the commercial district. These structures should be designed as attractive pieces of commercial architecture, responsive to their site and respectful of adjacent neighbors.

DESIGN GUIDELINES

Design and Massing. Large structures should be designed to break up their mass into smaller visual components through the use of projections, recesses, and varied facade treatment. The resultant design should provide variation to create a logical building hierarchy and to add shadow, depth and scale.

Site Design. Scale reductions of large buildings should be reinforced by site features such as pedestrian pathways, landscaping, site furnishings, and clearly-defined entrances. Avoid major grade changes and retaining walls in site development.

Architectural Details. 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 visual interest and scale, providing they are proportional to the size of the building.

Entrances. Large structures should have clearly defined and highly visible customer entrances, incorporating at least three of the following:

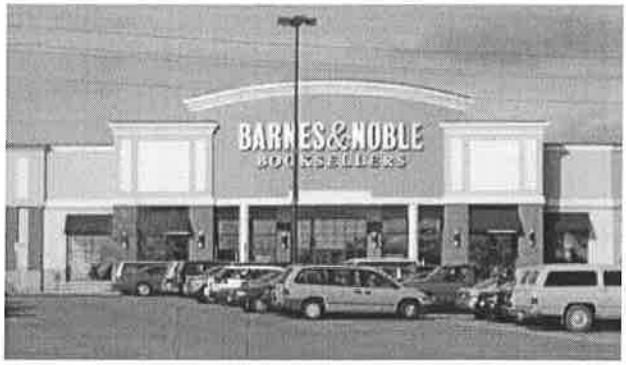
- significant variations in roof lines
- distinctive lighting and landscaping,
- canopies or porticos
- overhangs, recesses, or projections
- pedestrian arcades
- raised corniced parapets over the door
- peaked roof forms in scale with building
- outdoor patios
- display windows
- architectural details such as tile work and moldings which are integrated into the building structure and design.

Where additional stores will be located in the principal building, and customer entrances to such stores are outdoors, each additional store should incorporate at least two of the aforementioned elements.

Facades and Exterior Walls. Horizontal facades greater than 50 feet in length should 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. No uninterrupted facade should exceed 50 horizontal feet.

Other devices to add interest to long walls include strong shadow lines, changes in rooflines, pilasters and other architectural details, patterns in the surface material, and wall openings. Facade elements should be coordinated with the landscape plan to maintain visibility from public areas.

Ground floor facades that are visible from public roads should have display windows, entry areas, awnings, or other such features along a minimum of 40% of their horizontal length.



Two examples of large-scale buildings whose mass has been reduced by a rhythmic architectural treatment and subtle changes in geometry. Contrasting vertical elements draw the eye to the entranceways.

Central Features and Amenities. Each large retail establishment should contribute to the establishment or enhancement of the pedestrian environment by providing one or more of the following:

- Patio/seating area
- Pedestrian area with benches
- Window shopping walkway
- Outdoor playground area
- Kiosk area
- Fountain
- Clock tower
- Other such deliberately shaped area and/or a focal feature or amenity that, in the judgement of the Planning Board, adequately enhances the pedestrian environment of the large retail store. Any such area should have direct access to the public sidewalk network and such features should be constructed of materials that will enhance the pedestrian environment and are similar and complimentary to the principal materials of the building and the landscape.

Additional Structures. Development of smaller commercial buildings on out-parcels is encouraged to reduce 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 (see Site Planning/Multi-Building Developments).

Cart Storage. Shopping carts must be stored inside the building, or in 'cart corrals', out of the way of pedestrian circulation. Where cart corrals are proposed they should be subject to the design guidelines for accessory structures.

This smaller retail store attached to a large grocery has been designed as an individual building, with a separate entrance and architectural detailing. A covered walkway connects all the storefronts.

Large retail buildings can be designed to avoid the appearance of a 'big box' through careful massing and detailing.

OBJECTIVES

Linear commercial structures (e.g., strip shopping centers and multi-tenant offices) are appropriate within the commercial area, provided that they are designed with facades and rooflines that reduce their scale, add architectural interest, and provide for comfortable pedestrian movement.

DESIGN GUIDELINES

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

Entrances. Linear commercial buildings should have clearly defined and highly visible customer entrances that are designed as integral architectural elements. Individual entrances should be emphasized.

Facade Offsets. Variations in the building plane facing the public road should be included to add visual interest such as spaces for common entries, outdoor eating / social spaces and similar landscaped spaces. Offsets should be a minimum of four feet.

Covered Walkways. Where a linear commercial building has two or more entrances, it should include a permanently covered walkway, arcade, or open colonnade along its long facade 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.

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

Colonnades effectively add visual interest to linear buildings, while providing scale and protection from the elements.

Long commercial buildings should have a focal point and/or an offset in the roofline to break up their mass.

Covered walkways add a shadow line which can reduce the scale of a long building and unify its facade.

A linear building that has been effectively scaled down by variations in the roofline and facade. Each storefront is treated as a separate entity. Variety in the use of materials adds visual interest to all facades. The colonnaded walkway encourages pedestrian movement and window shopping.

OBJECTIVES

Service stations, car washes, convenience stores that sell fuel, and other automobile-oriented facilities should be designed with facade and roofline elements that reduce their scale and add architectural interest. Drive-throughs (for restaurants, banks, pharmacies, and similar uses) should be subordinate to the design of the main building.

DESIGN GUIDELINES

Design. The architecture of service stations, convenience stores, and other auto-oriented commercial buildings should follow the same guidelines recommended for other buildings. All architectural details should be related to an overall design theme. Windows or other forms of fenestration should be included on the facade facing the street which should be treated as a front facade.

Orientation. Service stations, convenience stores, and similar uses should be sited to face the street. On corner lots, said uses may face both streets. Pump islands and canopies should be located at the rear or on the side of the building so the primary building is the major feature seen from the road.

Canopies. Canopies should 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 colors on the canopy and backlighting inside the canopy are strongly discouraged.

Site Design. The site design must address off-site noise exposure, underground drainage systems to keep water off public streets (e.g., in the case of car washes), snow storage, vehicular and pedestrian circulation, room for vehicle stacking, and other issues peculiar to these uses.

Large Openings. Openings for car washes or service bays should be integrated into the designof the building and sited so they are not directly visible from public roadways or adjacent residential areas.

Pedestrian Circulation. The front facade should include a pedestrian entrance from the street. Vehicular access routes should minimize conflicts with pedestrian circulation. Where walkways must cross driveways, motorists should be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices.

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 gas station canopy has been designed to complement the main building. The town strongly encourages the use of attached canopies, especially in service stations that are being retrofitted.

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.

OBJECTIVES

Drive-throughs (for restaurants, banks, pharmacies, and similar uses) should be subordinate to the design of the main building.

DESIGN GUIDELINES

Drive-Throughs. Drive-through windows should be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments.

Location. Drive-throughs should be located at the side or rear of the building and avoid facing the main street, unless there are no alternative for safety or security. Where they are located at the rear, consideration should be given to their visibility to ensure the safety of patrons.

The design of this drive-through bank continues the theme of adaptive re-use and traditional materials.

The drive-through window on this bank repeats the same architectural elements used throughout the building.

OBJECTIVES

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

DESIGN GUIDELINES

Design. Accessory structures should be designed as a coordinated element of the site plan by complementing or matching the materials, form, roof pitch, detailing, and color of the main building.

Site Planning. The location of all accessory structures should be illustrated on the site plan to show how they will be coordinated with plans for circulation, landscaping, lighting, parking, and other site features.

The design of this successful drive-through repeats the same roof pitch, forms, and materials found in the main bank building.

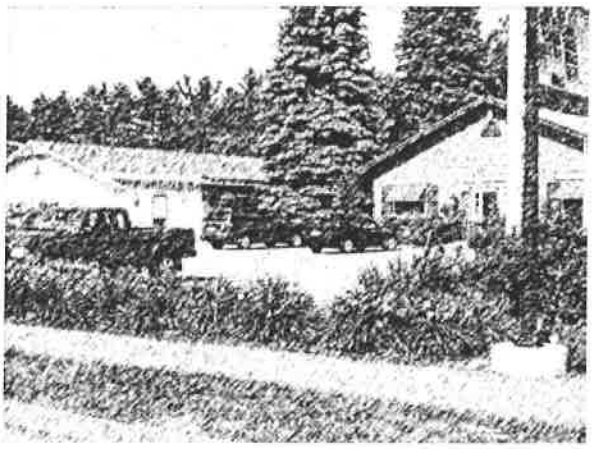
This ATM machine does not relate in form, color, or materials of the adjacent building.

This cart corral does not reflect the architecture of the large retail building and appears out of place in the parking lot.

By using the same form and materials the canopy over the drive-through is visually compatible with the main bank building.

An accessory structure (a freestanding car-wash) that would not meet the design guidelines for form and materials.

LANDSCAPING



INTRODUCTION

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 landscape throughout the year.

The physical characteristics of each site and each plant should be carefully evaluated when making the final selection to ensure that plantings will survive and thrive in the selected location.

As Raymond continues to grow, there will be increased emphasis on the quality of the landscape between the buildings and Route 302. With buildings sited closer to the highway, the town is looking for a much more village feel to the public landscape.

Landscape Goals

- Reinforce the identity of the Raymond commercial district through the use of plant materials that will provide visual interest throughout the year.
- Supplement the landscaping that has been installed as part of the Route 302 walkway.
- Enhance the aesthetic appeal and scale of commercial development through the use of colorful plant materials with interesting forms and massing.
- Help create attractive areas safely separated from the road where pedestrians feel comfortable.
- Maintain existing trees that separate commercial uses, buffer lakes and streams, and create a natural appearance to the corridor.
- Manage invasive species using ecologically sound practices.
- Assist in wayfinding by emphasizing entrances to buildings and major circulation patterns.
- Increase the attractiveness and comfort of parking lots by reducing their scale, providing shade, and adding seasonal interest, using sound environmental practices.
- Provide screening for less attractive parts of a site or separating incompatible land uses.
- Utilize landscape maintenance techniques with the least adverse environmental impact.

Contents

With proper planning, trees, shrubs, and other plantings can provide shade, emphasize entrances, screen undesirable views, and add color and interest throughout the year.

OBJECTIVES

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

DESIGN GUIDELINES

Preparation. As part of the Site Plan application or building permit application process, a landscape plan should be prepared by a landscape architect or other qualified professional familiar with local growing conditions. The plan should be accompanied by a narrative that describes the design intent, plantings and other landscape features, maintenance requirements, tree protection, and other relevant features of the plan.

Coordination with Utilities and Site Features. The planting plan should illustrate how plantings will be integrated with underground and overhead utilities, site lighting, signage, and other site features that may influence the selection or locatio of plants. The plan should be designed to avoid conflicts (both at the time of planting and in the future) between plantings and other site elements.

Irrigation. The use of low-maintenance, drought tolerant species is strongly encouraged throughout the corridor. Where needed, underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. Irrigation should be coordinated with other elements of the site plan so it does not cause overflow or flooding in walkways, sidewalks, parking lots, or similar pedestrian areas.

Planting Design. Planting design should stress simplicity in form and limit the number of species used. Plants should be massed to soften edges, corners, and paved areas and to integrate the building into the landscape.

A less-than-effective roadside planting scheme.

Variety. The use of a variety of plant materials that exhibit seasonal color and interesting texture is strongly encouraged to create a distinctive, yet low maintenance environment. Planting plans should strike a balance between monoculture (the use of a single species) and too much variety. See Raymond Plant Materials List at the end of this section for recommendations.

Boulevard Effect. Large spreading deciduous trees should be planted in appropriate locations along Raymond's roads to define the edge of the travelway, provide shade for pedestrians, clean the air, and add scale to the commercial corridor. This requirement should not be imposed in a way that impacts the visibility of either signage or merchandise.

Safety. Selection of plant materials should consider public health and safety. Avoid plants with poisonous fruits, large thorns, or invasive growth patterns. The ultimate form and height of plant materials should be considered so they will not create unsafe conditions or block sight lines for pedestrians, bicyclists, or motorists as they mature.

Invasive Plant Species. Plant species that are considered invasive or potentially invasive in Maine should not be used in the landscape. The Landscape Plan should indicate how existing invasive species will be dealt with, using best management practices. The following species are among those considered invasive and should not be used:

Shrubs

Berberis thunbergii	Japanese Barberry
Elaeagnus angustifolia	Russian Olive
Elaeagnus umbellata	Autumn Olive
Euonymus alatus	Winged Euonymus
Ligustrum sp.	Privet
Lonicera japonica	Japanese Honeysuckle
Lonicera morrowii	Bush Honeysuckle
Lonicera tatarica	Tatarian Honeysuckle
Rhamnus cathartica	Common Buckthorn
Rhamnus frangula	Glossy Buckthorn
Rosa multiflora	Multiflora Rose

Trees

Acer ginnala	Amur Maple
Acre platenoides	Norway Maple

Vines and Perennials

Celastrus orbibulata	Oriental Bittersweet
Fallopia japonica	Japanese Knotweed
Lythrum salicaria	Purple Loosstrife
Phragmites australis	Common Reed

Rocks. Large rocks should be used as landscape elements very sparingly and only as accents in mass plantings. When used, ornamental rocks should be partially buried.

Buffers & Screening. Plant materials and other landscape elements may 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.

Simplicity. Planting design shall stress simplicity in form and limit the number of species. Shrubs, perennials, annuals, ornamental grasses, etc. used along the roadways should be planted in masses or 'drifts' that emphasize colors and textures, rather than used as single specimens.

Ground Cover. Extensive areas of bark mulch shall not be used as a substitute for live ground cover. Where mulch is used, it shall consist of dark, decomposed shredded bark, with pieces less than 1" in any one dimension.

Resources. Additional information:

Architectural Graphic Standards. Planting Details, James Urban, ASLA. pp. 178-182. 1998.

Principles and Practice of Planting Trees and Shrubs. International Society of Arboriculture. 1997.

American Standard for Nursery Stock: ANSI Z60.1-1996. American Association of Nurserymen. 1997.

If large rocks are used in the landscape, they should be buried so at least 1/3 of their mass is below ground, and not simply placed on the surface.

The ultimate height and density of these plantings were not considered in the planting plan, resulting in a potentially dangerous blind spot for someone backing out of this parking space.

A bouldevard efect is envisioned for Raymond's highways.

By preserving this specimen tree, the owner maintained visual interest, provided shade, and retained site character.

A simple planting plan that feature drifts of perennials and ornamental grasses to accentuate a small medical building.

A pedestrian use area has been effectively separated from the adjacent roadway by a backdrop of flowering shrubs, perennials, and trees.

An informal grouping of trees, shrubs, groundcovers, and trees emphasize the front entrance of this office building.

Ornamental trees can be an effective way to give scale to the street. Trees should be pruned to a minimum of 8' above the walk.

Upright forms of tree species were selected for this tight location next to a building wall.

OBJECTIVES

Mature trees along Raymond's commercial district are an importan element of community character. They provide significant year-round visual interest, wildlife habitat, and compfort to pedestrians. Where practical, existing mature andn specimen trees should be preserved during development.

DESIGN GUIDELINES

Planning for Tree Protection. Every effort should be made to preserve existing or unique trees or other plant material. Transplanting and reusing trees and other plant materials are strongly encouraged. The landscape plan should illustrate where individual trees or masses of significant vegetation will be preserved and what measures will be taken to protect the trunk and root system during construction. The Planning Board or Code Enforcement Officer (CEO) may require a survey and photographs of existing trees to be preserved.

Construction. As a general rule, no construction activity should be allowed within the drip line (outer edge of the tree canopy) during construction. This includes grading, compaction, utility installation, stockpiling of construction materials, or movement of vehicles.

Temporary Measures. Barricades (snow fencing or similar materials) should be installed prior to construction to prevent compaction of tree roots and damage to bark. The radius of the protection fencing in feet should be at least the diameter of the tree in inches (i.e., a 12-inch diameter tree should have a fence with a radius of 12 feet).

Professional Assistance. In the case of unusually significant trees, the Planning Board may require a report from a Maine licensed arborist that describes the procedures that will be used to protect the tree during and following construction.

Tree Walls / Wells. Where grading is required near trees to be preserved, properly designed tree wells or retaining walls may be used to ensure the long-term health of the tree. Such structural systems should be designed by a landscape architect or other qualified professional.

Grade Changes. Many tree roots are at or near the surface. Grading within the drip line in excess of a few inches should be avoided since it may cause irreparable damage to the root system and cause the tree to die.

Replacements. Where trees noted to be saved are damaged or lost during construction, the Planning Board or CEO may engage the services of a licensed arborist to determine the value of the trees and to develop a mechanism for their replacement.

This line of maple trees were identified early in the planning process as a feature to be preserved. The driveway design was adjusted to minimize damage to the root systems.

OBJECTIVES

Landscaping is necessary 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. It is more important to define the edges of the parking lot than to plant trees and shrubs within the lot.

DESIGN GUIDELINES

Landscaping in Parking Lots. Parking lots with 10 or more spaces should have at least one tree per eight spaces, planted in or within five feet of the edge of hte lot. At least 10% of the interior area of any parking lot with 25 or more spaces should be landscaped with a living ground cover other than grass. Larger or more intense parking lots should have more intense landscape treatments.

Plant Material Variety. All parking lot landscaping should be able to tolerate dry growing conditions. The use of a variety of groundcovers, perennials, flowering shrubs and ornamental grasses is encouraged in parking areas. See Plant Materials List at the end of this chapter..

Undesirable Plant Materials. Trees that may damage automobiles (dripping sap, messy fruit, or hard seeds such as acorns) should not be used in or around parking lots.

Location of Trees. Trees in parking lots should 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.

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.

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.

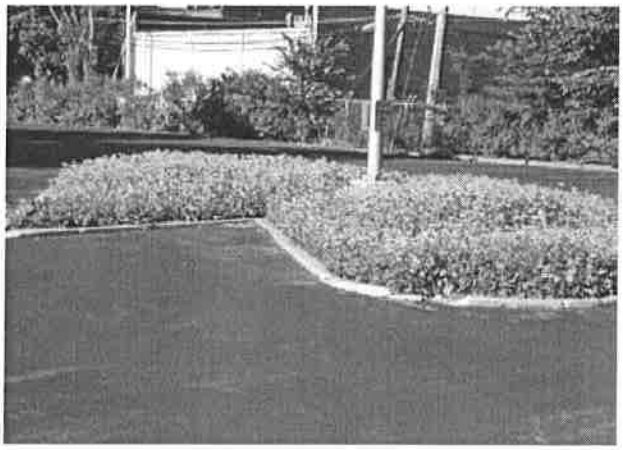
Trees can be planted throughout parking lots as long as they are given enough room for proper root development and protection from cars and snowplows.

Trees in this parking lot have been given an adequate amount of room for their root systems to grow. The lower branches have been pruned above eye height.

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

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

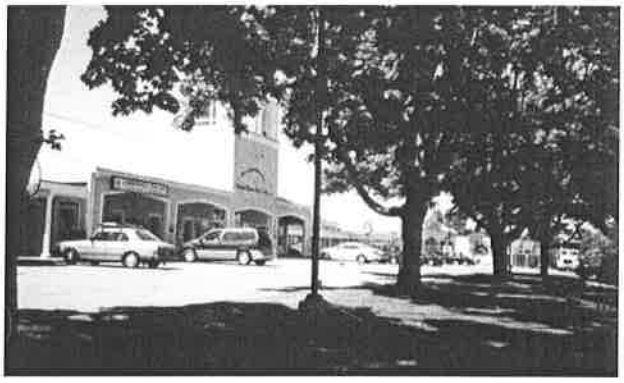
Parking lot islands provide an opportunity to use a variety of tree and plant species to break up the mass of pavement and introduce interesting textures.



This island of hardy black-eyed susans adds texture and a spot of color to the parking lot.

OBJECTIVES

Trees should be used at building entrances, in 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 large shade trees within or near the right of way to create a more unified, pedestrian-friendly streetscape.



These mature maples were carefully saved during the development of this shopping area. The trees adds character, visual interest, and shade.

DESIGN GUIDELINES

Suitability. Trees should be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material should be suitable to Raymond's growing conditions. A list of possible varieties of street trees is included at the end of this chapter.

Coordination. Trees should be carefully selected and located to complement building elevations without blocking storefronts, signs, or lighting. Trees should be planted in locations where their root development and branching patterns will not interfere with underground or overhead utilities, streets, and sidewalks.

Plantings near Roadways. Trees near public or private roads should be planted a minimum of 5' (where possible) from the edge of the paved or gravel shoulder. Trees along numbered routes should meet the setback requirements of MDOT. Prior to planting, property owners should consult with MDOT officials as to the location of the right of way. Landscaping planted at intersections should preserve an adequate sight triangle as determined by a traffic engineer. Trees should not be planted in the strip between the roadway and the pathway paralleling Route 302.

Trees effectively help separate pedestrians from vehicular traffic. Branches should be pruned to minimize interference at eye level.

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

OBJECTIVES

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

DESIGN GUIDELINES

Variety in Plantings. The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other plant material is highly recommended, 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.

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, and insect attraction).

Foundation & Wall Plantings. Planting beds are recommended along exposed building edges, foundations and uninterrupted walls. Plantings should provide either a formal pattern or a naturalistic blend of heights, colors, and textures for visual relief. In general, plantings should not be installed within 18" of the face of the wall.

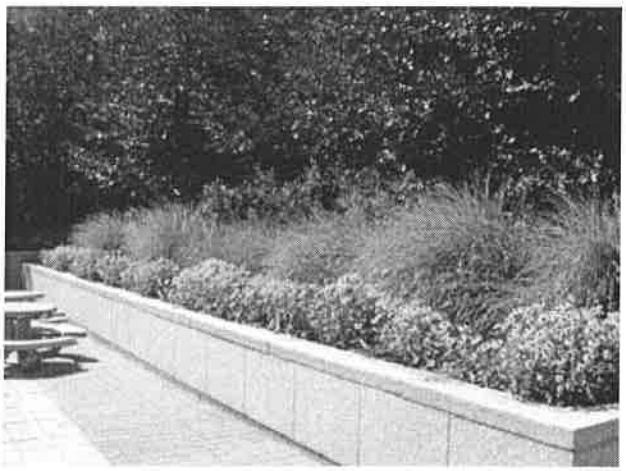
Accent Plantings. The installation of special planting beds is encouraged to complement the plantings along the pedestrian path and add year-round visual interest. These could include daylily beds, butterfly gardens, bog gardens, fragrant gardens, shade gardens, yellow foliage gardens, early blooming 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.

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

Masses of daylilies make a bright, colorful statement in front of this bank. Additional drifts of similar plantings in the commercial area would create a memorable effect.



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

OBJECTIVES

Planting plans should anticipate a 3-8 year growing cycle to achieve maturity for shrubs, and 15-20 years for trees. Proper maintenance should be assured so the site continues to improve as the landscaping achieves maturity. The Site Plan should be designed and plantings selected with due consideration for maintenance requirements.

DESIGN GUIDELINES

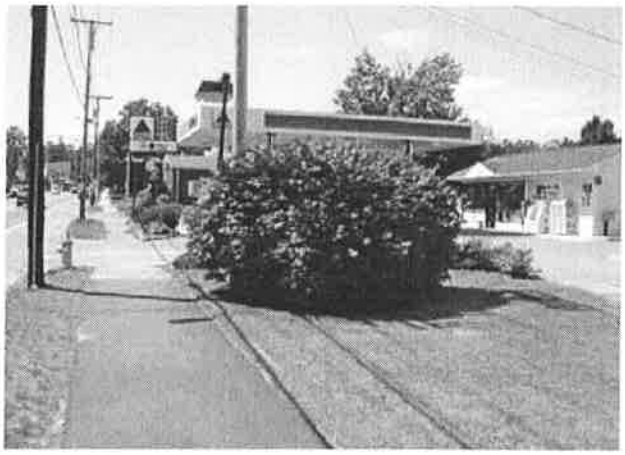
Selection. The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. All plants should be resistant to insect infestation, drought, disease, roadside salt, and auto emissions, and hardy to Maine winters.

Low Maintenance Materials. The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. Planting characteristics to be considered 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.

Approach. The use of integrated pest management, organic lawn care, and other environmentally sustainable practices is strongly encouraged.

This round rock mulch may be an effective ground cover, but it can present a safety hazard when loose rocks end up in the walkway.

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



This full-grown euonymous blocks the view of motorists leaving this service station. A smaller shrubs, requiring less maintenance, would have been more appropriate.

OBJECTIVES

Plant Materials List has been developed to encourage property owners to look at many options in both form and species. The list should be considered a starting point in selecting plants. These recommended plants have been derived from a number of sources to inspire a greater landscape variety in . 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

Aesculus hippocastanum	Baumanii Horsechestnut
Acer campestre	Hedge Maple
Acer ginnala	Amur Maple
Acer x. freemanii	Armstrong Maple
Acer x. freemanii	Autumn Blaze Maple
Acer rubrum	Red Maple
Acer saccharum	Sugar Maple
Acer tataricum	Tartarian Maple
Acer triforum	Three-flower Maple
Amelanchier	Shadblow
Betula nigra	River Birch
Carpinus betula fastig.	Upright Hornbeam
Carpinus caroliniana	American Hornbeam
Cercidiphyllum japon.	Katsura Tree
Cladrastis lutea	Yellowood
Corylus colurna	Turkish Filbert
Crataegus crusgalli	Cockspur Hawthorn
Fraxinus americana	White Ash: 'Aut. Purp' 'Aut. Applause'
Ginko biloba	Maidenhair Tree (m)
Gleditsia triacanthos	Thornless Honey Locust
Gymnocladus dinicus	Kentucky Coffee Tree
Liriodendron tulipifera	Tulip Poplar tree
Magnolia acuminata	Cucumber tree
Prunus accolade	Accolade Cherry
Prunus maackii	Amur Chokecherry
Pyrus calleryana	Cleveland Pear
Quercus alba	White Oak
Quercus bicolor	Swamp White Oak
Quercus coccinea	Scarlet Oak
Quercus imbricaria	Shingle Oak
Quercus palustris	Pin Oak
Quercus robur	Upright English Oak
Quercus rubra	Red Oak
Quercus shumardi	Shumard Red Oak
Sophora japonica	Regent Scholartree
Tilia cordata	Littleleaf Linden
Ulmus parvifolia	Lacebark Elm
Ulmus americana	Princeton American Elm; Frontier Elm
Zelkova serrata	Greenvase Zelkova

ORNAMENTAL TREES

Acer campestre	Hedge Maple
Acer ginnala	Amur Maple
Aesculus carnea	Red Horsechestnut
Amelanchier canadensis	Serviceberry
Carpinus betulus	European Hornbeam
Carpinus carolineanum	American Hornbeam
Celtis occidentallis	Hackberry
Cornus kousa	Kousa Dogwood
Cornus mas	Cornealiancherry Dogwood
Cotinus obovatus	American Smoketree
Crataegus crus-galli inermis 'cruzam	Cockspur Hawthorne
Crataegus viridis	Winter King Hawthorn
Halesia carolina	Carolina Silverbell
Maacki amurensis	Maackia
Magnolia loebneri	Loebner Magnolia
Magnolia stellata	Star Magnolia
Malus species	Crabapple
Nyssa sylvatica	Tupelo
Ostrya virginiana	Ironwood
Phellodendron arboreum	Amur Corktree
Prunus sargentii	Sargent Cherry
Prunus subhirtell 'Autumnalis'	Higan Cherry
Pyrus calleryana	Bradford Pear
Sorbus alnifolia	Korean MountainAsh
Syringa reticulata	Tree Lilac 'Ivory Silk'

EVERGREEN TREES

Abies concolor	White Fir
Abies fraseri	Fraser Fir
Picea abies	Norway Spruce
Picea glauca	White Spruce
Picea omorika	Serbian Spruce
Picea pungens	Colorado Spruce
Pinus resinosa	Red/Norway Pine
Pinus strobus	Eastern White Pine
Thuja occidentalis	American Arborvitae
Tsuga canadensis	Candian Hemlock
Tsuga caroliniana	Carolina Hemlock

FLOWERING & ORNAMENTAL SHRUBS

Aesculus parviflora	Bottlebrush Buckeye
Aronia arbutifolia	Red Chokeberry
Berberis thunbergii	Barberry 'Crimson Pygmy'
Cotinus coggygria	Common Smoketree
Cotoneaster adpressa	Creeping cotoneaster
Cotoneaster divaricatus	Spreading cotoneaster
Cotoneaster horizontalis	Rockspray Cotoneaster
Deutzia gracilis	Slender Deutzia
Enkianthus campanulat.	Redveined Enkianthus
Eunymus alatus comp.	Dwarf Burning Bush
Forsythia 'Sunrise'	Sunrise Forsythia
Hydrangea paniculata	Panicle Hydrangea
Ilex verticillata	Winterberry
Myrica pensylvanica	Bayberry
Potentilla fruticosa	Bush Cinquefoil
Prunus maritima	Beach Plum
Rhododendron species	Rhododendron species
Rosa rugosa	Beach Rose
Viburnum prunifolium	Blackhaw Viburnum
Viburnum sargentii	Sargent Viburnum
Viburnum trilobum	Amer. Cranberrybush
Xanthorhiza simplicissima	Yellowroot

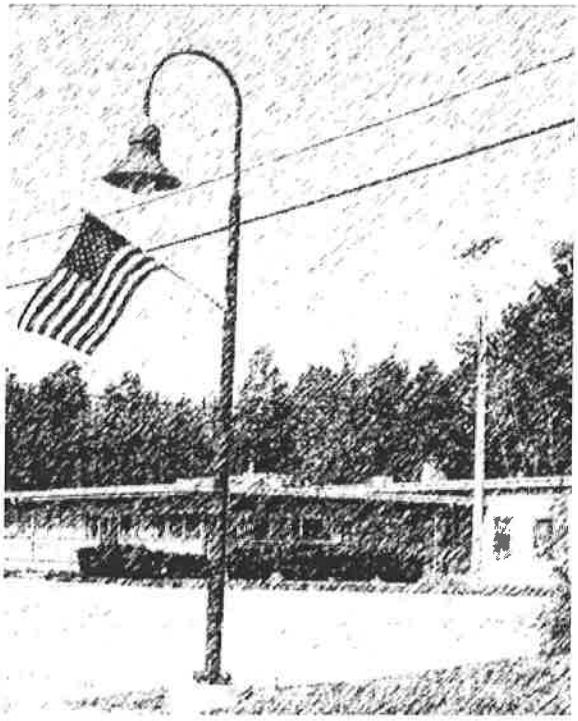
PERENNIALS

Achillea millefolium	Yarrow
Aster x frikartii	New England Aster
Astilbe varieteis	Astilbe
Coreopsis verticillata	Moonbeam Coreopsis
Echinacea purpurea	Purple coneflower
Hemerocallis species	Daylilies
Liatris spicata	Gayfeather
Malva alcea 'Fastigiata'	Hollyhock Mallow
Perovskia atriplicifola	Russian Sage
Rudbeckia 'Goldsturm'	Black-Eyed Susan
Sedum telephium	Autumn Joy Sedum

ORNAMENTAL GRASSES

Deschampsia caespitosa	Tufted Hair Grass
Festuca ovina 'glauca'	
Miscanthus sinensis	Purple Silver Grass

LIGHTING



INTRODUCTION

Outdoor lighting contributes to the visibility, safety, and visual quality of the Raymond commercial area. Lighting helps to identify businesses and to orient the driver and pedestrian. At night, lighting provides a level of safety for people and a degree of security for properties. To some abutting landowners, lighting can be a nighttime intrusion.

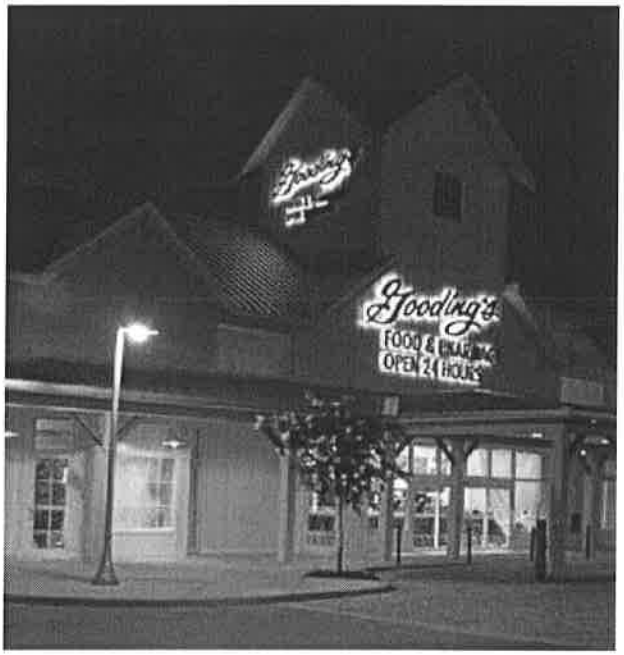
Lighting is one universal element that will be found in all commercial properties. Development should strive for continuity in lighting levels and placement.

The following lighting guidelines are designed to help balance the need for visibility and safety.

Lighting Goals

- Provide light levels that are in compliance with the Town's requirements and do not exceed the IESNA recommended minimum standards.
- Provide appropriate levels of lighting to ensure visibility and safety while avoiding over-illumination.
- Encourage cohesiveness in lighting between properties within the commercial center.
- Avoid light fixtures or mountings that are distracting or hazardous to motorists or pedestrians.
- Avoid intrusions onto abutting property owners, especially residential uses.
- Minimize the effect of skyglow (reflected light from parking lots and large commercial users) on the night sky, especially as viewed from lakefront neighborhoods.
- Promote wise energy consumption.

Contents



The lighting plan for this commercial building considers both security and visual appeal for motorists and pedestrians.

OBJECTIVES

Lighting for commercial facilities should be designed to provide the minimum level of illumination necessary for security, safety, and visual appeal for both pedestrians and vehicles. the Planning Board may determine that lighting may not be appropriate or necessary in some instances, due to the nature of the development or projected hours of operation. 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.

DESIGN GUIDELINES

Lighting Plan. A Lighting Plan containing the following information shall be presented to the Planning Board during Site Plan review to allow them to properly understand and review the plan:

- Locations of all lighting fixtures proposed to illuminate building, roadways, service areas, landscaping, parking areas, and pedestrian areas. The type an intensity of any interior lights that will illuminate the grounds surrounding the building or create noticeable glare.
- Specifications and illustrations of lighting fixtures including pole heights, height of luminaire, photometric data, Color Rendering Index (CRI) of lamps (bulbs), and other descriptive information.
- A narrative that describes the site lighting, how lighting will be used to provide safety and security, and aesthetic effects.
- 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. (For parking lots with more than 25 spaces, or as required by the Planning Board.)
- A narrative should describe how lighting will be used to reinforce circulation patterns, emphasize entrances, and provide for security throughout the various phases. The plan should also illustrate how the style, color, type, and placement of lighting will be coordinated throughout the life of the project.

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), www.iesna.org.

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. 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 Trespass. Lighting shall not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways. No upward lighting or bare bulbs are allowed where they may cause this problem.

Luminaires. Metal halide lamps are strongly recommended for color rendition and energy efficiency.

Pole and Fixture 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.

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.

A cut-off fixture that complements the simple line of this commercial building. The fixture is mounted on an 18-foot pole on a one-foot base for an effective height of 19 feet.

Holiday Lighting. Additional lighting during the holiday seasons of November through January is encouraged.

Maintenance of Light Fixtures and Bulbs. Property owners and occupants should maintain fixtures and replace light bulbs as necessary to maintain the integrity of site plans and building permits approved by the town. Replacement bulbs shall conform to the specifications approved by the Planning Board.

After-hours Lighting. Where commercial properties abut residential areas, lighting in parking lots should be reduced to an average of 0.2 footcandles within one hour after closing.

Pedestrian scaled lighting used to illuminate a crosswalk.

Highly detailed ornamental lighting, mounted on 10' poles, is in scale with the pedestrian environment.

These tall pole-mounted fixtures are out of scale with the development.

A light fixture that complements the surrounding architecture and site through the use of similar materials and appropriate scale.

Simple 'shoe-box' fixtures mounted on square poles provide a clean look that complements the site.

A well-coordinated lighting plan that uses variations on the same fixture for both walkway and parking lot lighting.

The wall-mounted light fixture on the right appears too small in relation to the height and scale of this large retail store. A proper installation is seen in the left photo.

Small spotlights directed downward are easily aimed to prevent glare. The simple design of the fixture complements the line and colors of the sign.

OBJECTIVES

Lighting for driveways, parking lots, and outdoor sales and service areas 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 skyglow. Poles and fixtures should be proportional in size to the roadways they are illuminating. In general, if these areas are lit, they should have less illumination than other surrounding commercial uses.

DESIGN GUIDELINES

Fixture Design. The design and color of fixtures (poles and luminaires) should complement the architecture, landscaping, and street furnishing of the site in terms of color, form, and style.

Layout. The alignment and spacing of fixtures should follow a regular pattern that is coordinated with the orientation of buildings and other site elements. The layout of the lighting and landscaping should reinforce the direction of traffic flow within the parking lot and driveway. Driveway lighting should be designed to illuminate the sidewalk, with a concentration on the roadway.

Location. Wherever possible, light poles should be incorporated within raised planting areas 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 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. The lighting plan should be coordinated with the landscape plane to avoid obstructions from large trees, dark spots from shadows, or other conflicts as plantings mature.

Illumination Levels. Light fixtures should be selected and aimed to prevent glare and spillage onto adjacent properties. Illumination levels should not exceed the standards in the Raymond Land Use Ordinance.

Pole Heights. The heights of light poles should be in scale with the size of the buildings they serve. In general, pole height should not exceed 20 feet. In parking lots with more than 100 cars, 25-foot poles may be used to reduce the number of lights. Light poles should not exceed 20 feet wherever they area located within 100 feet of residential properties.

Adjacencies. Light sources should be shielded from view of abutting residential properties.

These light fixtures have been coordinated with the planting plan to avoid problems as the trees mature. Slightly raised bases protect the poles from plow damage.

The lighting in this parking area has been coordinated with the design of the lights used in the walkways and entrance drives.

Lighting placed at the circumference of this parking lot blends into the surrounding trees, reducing its visibility during the day.

These lighting fixtures are taller than the main building and out of scale with the site.

Spotlight fixtures should be avoided since they are difficult to aim and may cause spillover onto adjacent properties.

This parking lot lighting illuminates the walkway and emphasizes the route to the front door.

OBJECTIVES

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.

DESIGN GUIDELINES

Design. The light poles and fixtures should be selected to complement the Town's existing walkway lights.

Heights. Pole heights for pedestrian lighting should be appropriate for the project and the setting. Bollard lights (low-level light sources contained in 3-4 foot high poles) and ornamental fixtures are encouraged to illuminate pedestrian areas. When decorative or special lighting is used, pole heights should generally be 12 feet or less in height.

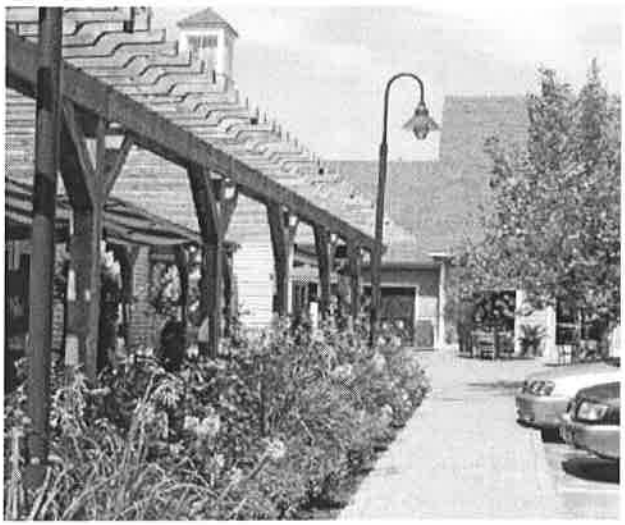
Luminaires. Luminaire should be classified by IESNA as a non-cutoff or cutoff. In general light sources should not exceed 100 watts.

Decorative Fixtures. Ornamental and decorative lighting is encouraged to highlight significant design elements (e.g., gateways, plazas, major building entrances).

Low pedestrian lights must be well constructed and secured to a permanent base to prevent damage and dislocation. The fixture on the left appears unstable and prone to damage. The bollards on the right provide even illumination and complement the building.

Unshielded wall-pac lighting can cause dangerous glare and make it difficult to see the stairway.

The glare from this unshielded walkway light may make it difficult to recognize faces of oncoming pedestrians.



These 10-foot fixtures add human scale to the landscape while illuminating the pathways and outdoor use areas.

OBJECTIVES

Facade and landscape lighting may be an appropriate way to highlight special architectural features and attractively landscaped areas, while adding depth and variety at night. This type of lighting should be limited to areas where it enhances particular features in accordance with the overall lighting plan and does not disturb surrounding residential areas.

DESIGN GUIDELINES

Intent. Where required by the Planning Board or CEO, 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, as demonstrated in documentation provided by either the lighting manufacturer or installer's documentation.

Location. Fixtures should be properly located, aimed, and shielded so that light is directed only onto the building facade and not onto oncoming traffic or pedestrians. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties.

Types. Lighting fixtures should be mounted on the facade and designed to wash the face with even light in a downward direction.

Mounting Heights. Building-mounted light fixtures should not be mounted more than 15 feet above the base of the building on facades facing public streets, and 20 feet on all other facades.

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.

These facade-mounted lighting fixtures are visually compatible with the form and color of the building.

Unshielded facade-mounted lights are not allowed because they cause glare and spill light onto adjacent properties.

OBJECTIVES

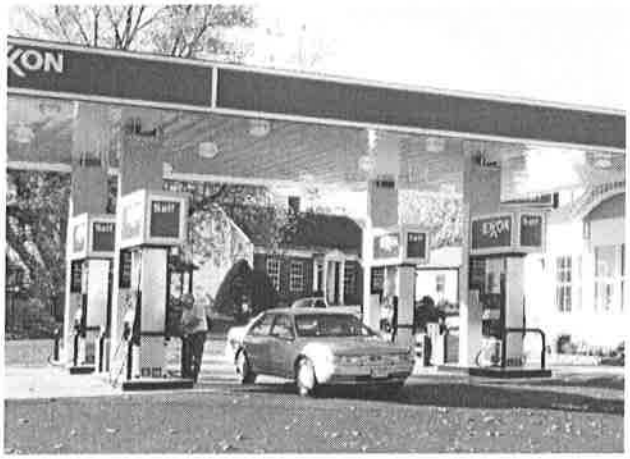
Lighting incorporated into canopies or protective architectural features built in conjunction with gas stations, convenience stores, and drive-throughs should illuminate the activities taking place in such locations without creating glare onto adjacent properties or roadways.

DESIGN 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 footcandles or less, with a uniformity ratio of 1.25 (average to minimum). The maximum light levels 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 guidelines for parking lots. If gasoline pumps are not provided under a canopy, the entire apron should follow the guidelines for parking lots.

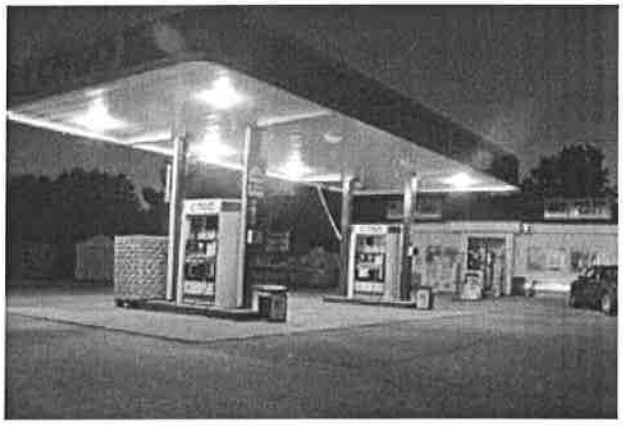
Canopy Luminaires. Recessed luminaires with flat or regressed lenses shall be used in canopies so the motorist cannot see the source of light. The cutoff angle should not exceed 85 degrees above the vertical to make the light source invisible to passing motorists. (See Architecture for additional design guidelines for canopies.)

Retrofitting. The Town strongly encourages the retrofitting of existing canopies that currently have dropped light fixtures.



Drop fixtures are not allowed since they can produce dangerous levels of glare and cause a nuisance to abutting properties.

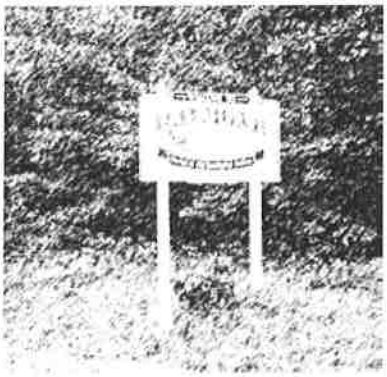
Fascia. Lights should not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies should not be illuminated.



An example of dropped canopy fixture that spills light beyond the property line and causes potentially hazardous glare.

Lighting should be considered as an integral part of the canopy design. These canopy fixtures are recessed so the light source is not visible and do not create 'hot spots' that are distracting to the passing motorist.

SIGNAGE



INTRODUCTION

Signs play a central role in providing much-needed information and setting the tone for Raymond's commercial district. They inform motorists and pedestrians and have a direct effect on the overall appearance of the roadway.

All commercial signs that require permits from the Town shall comply with these guidelines.

Signage Goals

- Provide basic information about commercial establishments with attractive, highly legible signage.
- Encourage forethought in the design, size, placement, and graphic format of all signage.
- Create distinctive signage that is compatible with quality architecture and site design.
- Reduce visual clutter along Raymond's major roadways.
- Protect the investment of commercial interests by establishing a quality benchmark for future signage, in keeping with the design guidelines.

Contents

A highly legible identity sign characterized by simplicity in materials, form, and lettering that makes a positive contribution to a commercial corridor.

OBJECTIVES

Commercial uses should be identified by attractive, legible signs that serve the needs of the individual store or office, while complementing the site and the architecture. Signs should be designed to be legible to both pedestrians and motorists.

DESIGN GUIDELINES

Signage Plan. Information on the location and design of signs should be submitted as part of the Site Plan Review application. The signage plan should be developed by design professional experienced in commercial signage. The applicant should resubmit the plan to the planning staff for a development review if the building's tenant is unknown at the time of application. The plan should show the design, size, location, color, materials, contents, and type of lighting for each proposed sign.

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 complement the building. A combination of upper and lower case lettering is more legible than all upper case.

Lettering Size. Lettering for identification signs should allow the sign to be read at a travel speed of 35 MPH. As a general rule, for signs visible from Route 302, the minimum lettering size should be six inches in height.

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 for new structures are prohibited. The town strongly urges the relocation of existing roof-mounted signs in keeping with these guidelines.

Window Signs. Signs mounted on the windows of commercial structures shall be counted in the determination of maximum allowable signage area. Window signs should be designed to meet the design guidelines for sign content.

Street Numbers. All building signs shall have their assigned street address shown in a prominent location to facilitate general wayfinding and 911 emergency response. Multi-tenant structures shall have one street number on the identification sign. As a general rule, the size of the street numbers shall be proportional to the lettering on the sign.

Maintenance. All signs should be maintained in a manner equivalent to their condition at time of initial installation.

Replacement. If a sign is removed from a back-lit sign, a plain opaque panel with no message should be fitted over the signboard to maintain the whole sign in an attractive manner.

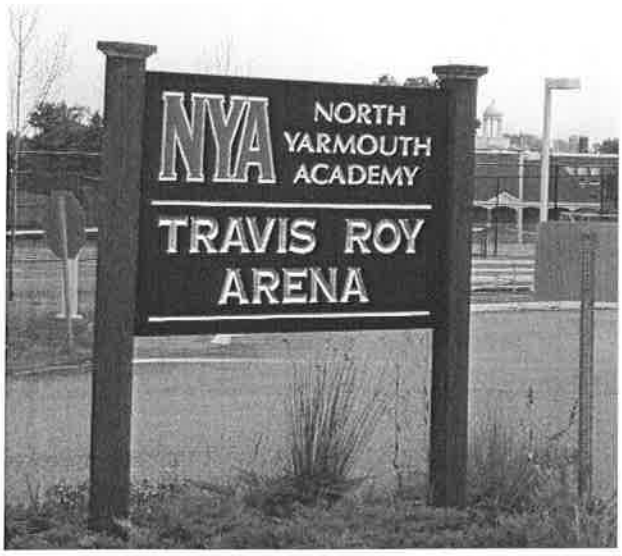
Time and Temperature Signs. Time and temperature signs (TTS's) are allowed to be part of a commercial sign in accordance with these guidelines. TTS's shall not exceed 10 SF in area, nor be located >10 feet above grade. No TTS should be installed within 2,500 feet of another TTS. The sign shall not change more than once every minute.

This discrete facade-mounted sign is well-integrated into the building and the area.

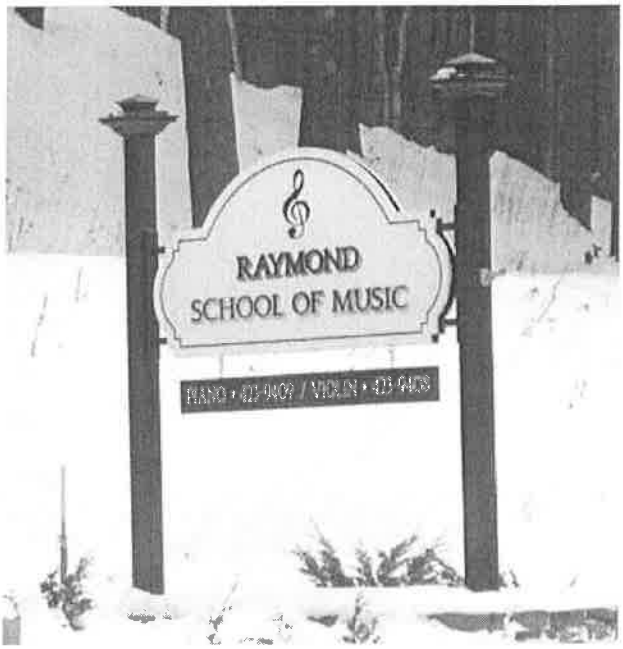
Internally-lit letters and logos are preferred over whole panels. The sign is scaled to the architectural elements that surrounds it.

Unacceptable Signs. Generic signs for national commercial interests can detract from community character.

Acceptable Signs. Individually designed signs for the same type of interests that complement the architecture and contribute to community character.



Examples of signs that follow the guidelines for simplicity, legibility, mounting, and content.



This simple, straightforward sign uses 20 letters and a logo to announce the location of the music school.

(Above). An attractive, legible sign using traditional granite posts for supports. A temporary sign announces the day's specials.

(Right). This animal hospital sign uses a minimum number of letters and a logo to convey an effective message.

These two signs are part of a coordinated signage system for a new branch bank. Signs are unified by repetition of colors, typefaces, and mounting systems.

OBJECTIVES

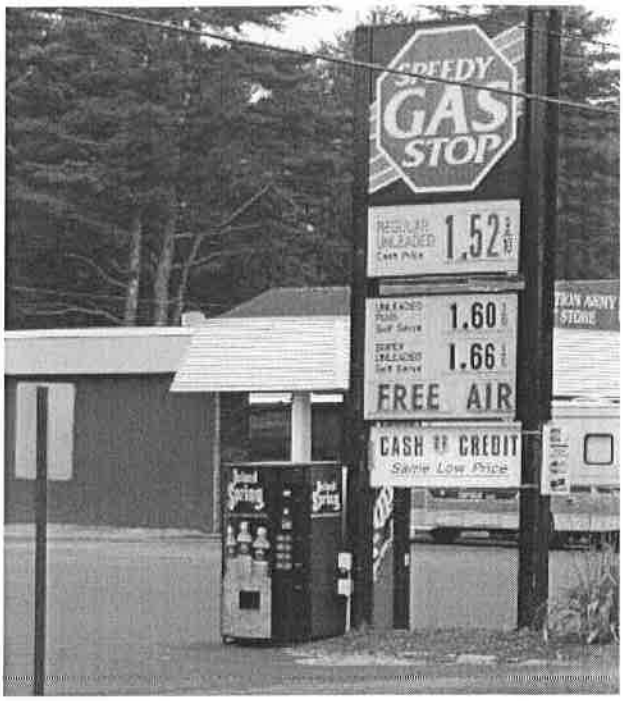
Signs used to identify businesses should be simple and direct in message and content. They should convey only the most essential information. Motorists should not be distracted by signs containing excessive information.

DESIGN GUIDELINES

Content. Identification signs should contain a maximum of 30 letters, 5 word and a symbol, or 7 bits of information (bit can be a syllable or a symbol). Repetitious information should be avoided, regardless of the sign area allowed.

Product-Sponsored Signs. The use of 'sponsor' logos, slogans, or other messages on a sign, where the sponsor is not the occupant of the property or a franchiser of a business located on the property, is strongly discouraged. If a sign is sponsored, the name of the sponsor and/or its logo, should be not occupy more than 25% of the total face of the sign.

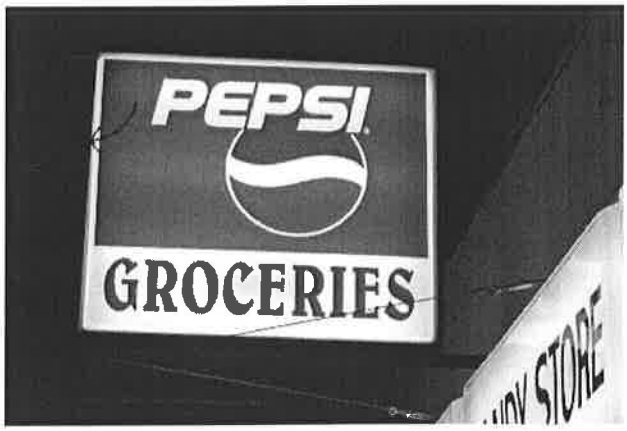
Readerboards. Readerboards attached to permanent signage noting the site or specific business are permitted and will be included in the calculation for permitted sign area. The readerboard shall be fully integrated into the overall sign design by virtue of its form, scale, color, and detailing. Readerboards shall not occupy more than 50% of the area of a sign. Readerboards shall contain no more than three lines of text. Lettering height shall not exceed 6".



Information overload contributes to roadside clutter and diminishes the effectiveness of individual signs.

Good examples of well-designed, well-crafted signs that convey a strong message with minimal content.

Readerboards – spaces on signs designed for changeable messages – should not have more than 3 lines of text.



A sign where the sponsor's message covers 75% of the sign area.

OBJECTIVES

Building mounted signs used to identify commercial properties should provide necessary information without overwhelming the building. Signs should be mounted in a manner that is complementary to the building.

DESIGN GUIDELINES

Design. Where building-mounted signs are proposed they shall be designed as an integral element of the architecture. Their shape and materials should complement the architectural features on the building. The text should fit within the frame of the sign without appearing crowded. As a general rule, the space between the letters and the edge of the sign should be at least 1/4 the height of a letter.

Location. Signs shall not obscure architectural details on the building. In general, flush-mounted signs should be located a minimum of 18" from the corner of the building. Where facia trim for signs are provided, the sign should not extend over the borders of the trim.

Hardware. Signage should be mounted with concealed hardware, or with decorative hardware to complement the design of the sign. Metal hardware for projecting signs 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 streaking.

Projecting Signs. The use of signs that project from the face of the buildings is encouraged, especially where buildings are located at or near the Route 302 walkway. Projecting signs should be designed to complement the design of the building by virtue of their forms, color, and scale. Signs should be positioned so they do not block the view of signs on adjacent buildings. Signs shall be mounted so the bottom of the sign is a minimum of 8 feet above the grade.

A simple sign for a commercial use that complements the historic structure by attention to scale and design.

Mounting hardware can emphasize a sign and greatly enhance the building's appearance.

This sign is well integrated into the design of the side facade, displaying only the essential information.

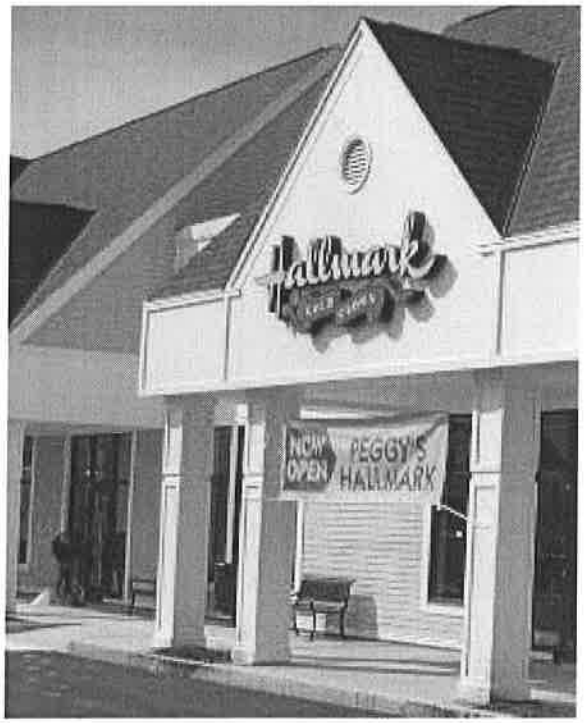
OBJECTIVES

Temporary business signs are signs that are designed and displayed for a short period of time to announce the opening of a new business, special events or sales, seasonal offerings, or similar information. Advertising features are objects other than signs designed primarily to attract public attention. Many of the commercial uses along the Route 302 corridor rely upon temporary signs to convey specific information, alert the public to special events, or announce new businesses. In general, temporary signs and advertising features are discouraged to avoid visual clutter. If temporary signs are necessary, their design and placement should be closely related to the design of the existing signs, landscape improvements, and architecture on the property.

DESIGN GUIDELINES

Content and Design. Guidelines established for the content and design of permanent signs shall apply to temporary signs and advertising features. The information on the temporary sign should not repeat that already contained on the business's permanent sign.

Temporary Advertising Features include, but are not limited to greater-than-life size models of food or other products, replicas of spokespeople associated with commercial products, rows of flags or banners, and balloons and inflatables.



A colorful temporary sign announcing a grand opening.

Location. Temporary signs and advertising features shall be installed in locations that do not create a hazard for pedestrians or vehicles. Their placement shall not exceed the property line nor extend into the public way.

Length. Temporary signs may be installed no more than four times nonconsecutive times a year and shall be removed within 30 days of their installation. (See Sign Ordinance.) Temporary advertising features may be installed or displayed no more than 4 nonconsecutive times a year and shall be removed within 10 days of their installation. In order to be considered nonconsectutive, there shall be a least a 15-day interval between permits.

Size. The total face area of temporary signs, excluding sandwich boards described below, (regardless of function) shall not exceed 32 square feet. (I.e., a two-sided sign 2' x 8' would be allowed.) The area of the temporary sign shall not be counted toward the maximum sign area allowed for an individual building.

Sandwich boards. One temporary sandwich board is permitted for each business provided that it meets the guidelines for permanent signage in relation to its design and lettering. Sandwich boards shall not exceed 3' in height and a total of 9 SF per side in size and are subject to an annual permit from the Code Enforcement Officer. Sandwich boards should not include any additional source of illumination, either internal or external. Sandwich boards shall only be allowed out of doors during daylight hours.

Review. Permanent advertising features are discouraged. Advertising features that are designed as permanent parts of the site plan shall be presented to the Town as part of Site Plan Approval. The Planning Board may request rendered illustrations to evaluate the effect that any proposed advertising features may have on the public landscape.

Temporary signs should be designed to related to the surrounding buildings. This sign adds visual clutter and does not related to the nearby commercial area.

This well placed temporary sign does not exceed 20% of the total signage area.

A humorous, but exaggerated advertising feature which could distract motorists and contribute to a sense of clutter along Raymond's highways.

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

Advertising features, such as this overscaled ticket and internally lit band of color behind the facade sign, may be unnecessarily distracting and contribute to clutter.

OBJECTIVES

Multi-tenant commercial properties should provide legible, attractive signs that help people identify the property and its tenants. Entrance signs should stress the identity of the place and de-emphasize the individual tenants that occupy it.

DESIGN GUIDELINES

Hierarchy of Signs. A hierarchy of signage should be established to facilitate wayfinding and minimize site clutter. A simple identification sign in a highly visible location should provide an identity for the building and tenants.

Signage Plan. As part of the application for Site Plan Approval, a master signage plan should be submitted. The Plan should describe the size, location, lighting, color, and material for all proposed signs, including directional and regulatory signs. The plan should show how signs will be compatible with the architecture and site elements in terms of color, forms, materials, and lighting.

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.

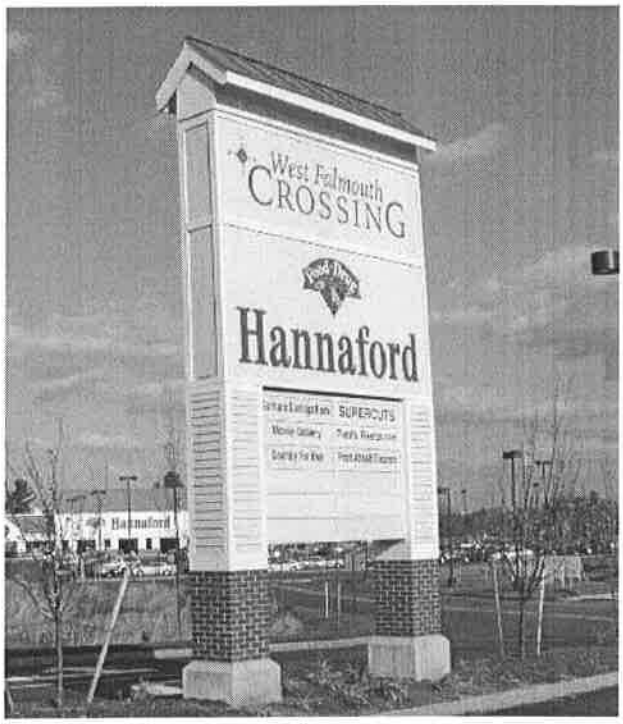
Content. If identification signs also list multiple tenants, they should exhibit a logical hierarchy in the disply of information (i.e., address, name of building /development, primary tenant, other tenants). Only essential information (i.e., tenant name) should be displayed on the main sign. Phone numbers, hours of operation, advertising slogans, and similar information should not be listed.

Street Numbers. Multi-tenant building signs shall display the street address to facilitate wayfinding and 911 emergency response. The address shall not be included in the total area of the sign.

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

Colors. The use of a limited number of colors on all signage is strongly recommended. Colors should be selected to complement or match the color on the main building.

A multi-tenant sign with a clear hierarchy of information. The name of the plaza is at the top in bolder lettering. Individual tenants are listed on contrasting backgrounds.



This sign establishes a hierarchy on the sign and features detailing found on the building.

Signage in a multi-tenant development that has been effectively coordinated by mounting locations, graphic design, detailing, and character. Sign content is limited to the name and logo for each commercial use.

OBJECTIVES

Lighting for externally-lit signs should be designed as an integral part of the sign design. Externally-lit signs 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.

DESIGN 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 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 Lights shall be screened or partially buried to minimize the view of the light source.

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.

Design. Lighting should be an integral part of the overall design of the sign. graphic 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.

These top-mounted light fixtures are not well shielded nor integrated into the sign.

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.

OBJECTIVES

Internally-lit signs shall not create glare that would distract motorists or pedestrians, nor shall the degree of illumination disturb surrounding residential areas or contribute to light pollution.

DESIGN GUIDELINES

Design. Internally-lit signs should consist of light lettering and/or symbols set against a dark background to minimize the amount of light coming 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 shall 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.

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

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

The sign's dark background and light lettering emphasize the bank's name while minimizing glare.

This overscaled sign acts as a light fixture, contributing to skyglow.

This message of the sign should be translucent, and not the white background as in this example.