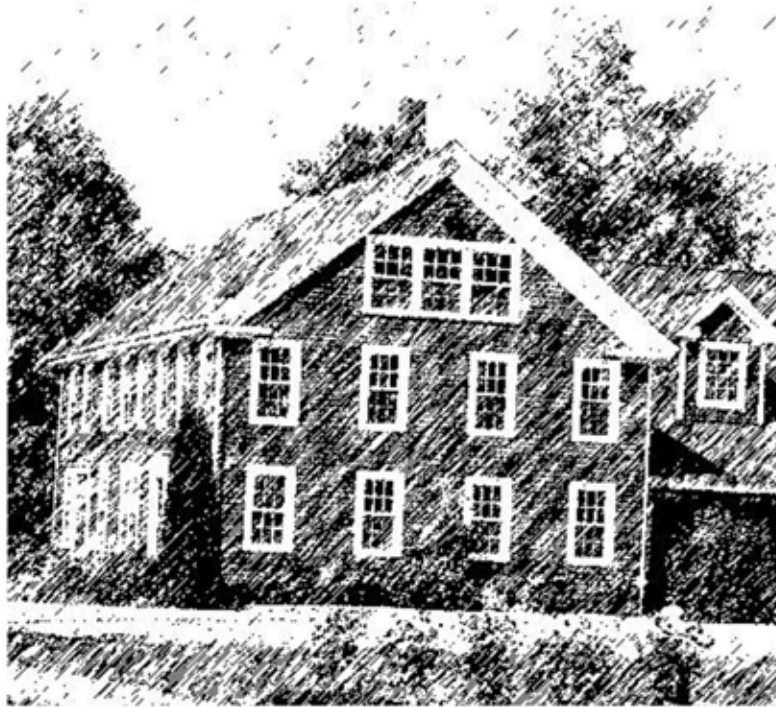


# TOWN OF RAYMOND



# 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.

