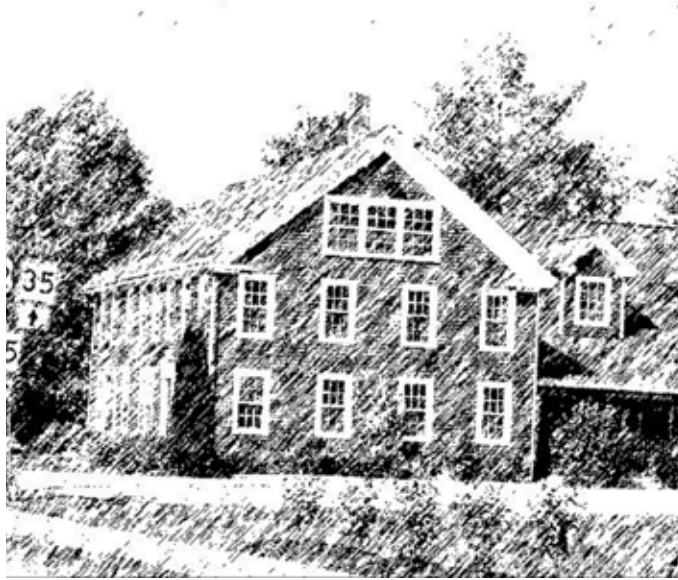


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# ARCHITECTURE



## 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 highway.
- 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

|                                       |       |
|---------------------------------------|-------|
| Background                            | II-2  |
| Architectural Principles              | II-3  |
| Building Materials                    | II-5  |
| Facade Design                         | II-8  |
| Awnings & Canopies                    | II-11 |
| Rooflines                             | II-12 |
| Renovations & Additions               | II-14 |
| Design of National Franchises         | II-15 |
| Large Scale Buildings                 | II-17 |
| Linear Commercial Buildings           | II-19 |
| Service Stations & Convenience Stores | II-21 |
| Drive-Throughs                        | II-22 |
| Accessory Structures                  | II-23 |



*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 which show the location and treatment of all functional elements should be presented for Planning Board review.



*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. Machines should be located within the footprint of the primary structure 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 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 roofline 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 strongly discouraged. New England regional prototypes from national franchises are desirable, 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 suitable.

**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 desirable.



**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 back-lighting inside the canopy are strongly discouraged.



*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.*

**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 design of 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 drive-ways, 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 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.*

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**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.*