

Town of Windham Design Guidelines



Windham Development District
Advisory Committee

Windham Planning Board

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Windham Design Guidelines

Application of Design Guidelines

The Windham Design Guidelines have been developed to guide the appearance, form, and functioning of new commercial development and redevelopment within the North Windham neighborhood. The guidelines shall apply to all commercial properties, or residential properties being converted to commercial use, within the Commercial Overlay Districts (C-1, C-2, and C-3 Zones), as illustrated on the official map. Single family homes and multi-family buildings up to four units are excluded from these design guidelines.

The guidelines shall be administered by the Code Enforcement Officer and Planning Board through the Building Permit or Site Plan Review process in accordance with the Land Use Ordinances and county, state and federal regulations and laws.

The guidelines shall be applied according to the following criteria:

1. New development of any scale, unless it meets the criteria below, which would trigger a building permit or site plan approval shall require full compliance with the design guidelines.
2. Substantial reconstruction/redevelopment of existing properties: Development involving the cumulative demolition and redevelopment of a property that requires planning board approval will require that the reconstructed portion of the property comply with the design guidelines. Interior renovations shall not be considered an enforcement mechanism of the design guidelines.
3. Any alteration of the footprint or site plan requiring a building permit shall be subject to the design guidelines.
4. Any development that requires Site Plan Review or a building permit either by the Planning Board or the Code Enforcement Officer will require compliance with those sections of the design guidelines that apply to the action.
5. All new outdoor lighting fixtures are recommended to be in compliance with the applicable portion (Chapter IV, Lighting) of the design guidelines.
6. All new and replacement signs will be in general compliance with the applicable portion (Chapter V, Signs) of the design guidelines, but cannot violate any applicable ordinances or codes as adopted by the town of Windham.
7. The planning board or code enforcement officer may waive or modify design guideline requirements that are not part of the Windham Municipal Code if extenuating circumstances including topography or site anomalies not specifically addressed in the guidelines are present during site plan review or at the time of application for a building permit.

GLOSSARY

GLOSSARY OF TERMS

Definitions are provided to assist the reader using the design guidelines. Terms that are not defined in this glossary shall follow the standard dictionary definition.

Adaptive Reuse – The development of a new use for a preexisting building. If a historic structure is involved, the conversion strives to maintain the structure's historic character.

Americans with Disabilities Act (ADA) OF 1990, as amended. A federal law designed to bring disabled Americans into the economic mainstream by providing them equal access to places of public accommodation and commercial facilities. The ADA Guidelines for Accessible Design provides the minimum requirements and technical standards for meeting the ADA. For information see: <http://www.usdoj.gov/crt/ada/adahom1.htm>

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

Artwork – A non-commercial illustrative or decorative element installed to enhance the public landscape.

Bicycle Parking – An area designated for the exterior storage of bicycles. Bicycle parking spaces shall be a minimum of 6' long and 2' wide. Where aisles are necessary, they shall be a minimum of 5' wide.

Bike Rack – A device for supporting bicycles in a bicycle parking area. Racks must be designed to support the bicycle frame to prevent it from falling over or dislocated in a manner that would damage the wheels or other components. The bike rack must accommodate a U-shaped shackle lock that will lock the frame and the front wheel to the rack.

BOCA – Building Officials and Code Administrators International, Inc., a non-profit organization dedicated to professional code administration and enforcement for the protection of public health, safety, and welfare. BOCA publishes the *National Building Code*. For the purpose of implementation of this program, applicants shall refer to the 1999 version of the National Building Code.

Bollards – Posts used in the landscape for functional (e.g., separation of pedestrian and vehicular traffic) or decorative purposes.

Buffer – Landscaped areas, berms, fencing, walls or other physical features that are planted or installed to physically and visually separate land uses.

Building Mass – The linear height, width, and depth of a structure.

Cape Cod Curb – A relatively low flat asphalt curb, typically used at the edge of parking lots or roadways to minimize snow plow damage. Also known as a Cape Cod Berm Curb.

Community Character – The image of a community as defined by such factors as its built environment, natural features, open space, architectural styles of houses and buildings, infrastructure, and the type and quality of public facilities and services.

Cross Easement – The reciprocal legal right to pass from one property to another, to include but not be limited to pedestrian, vehicular, utility, or maintenance access.

Curb Cut – The opening along the property line at which point vehicles may enter or leave the road.

Cut-off Fixtures – A type of light fixture that prevents most light from projecting above the horizontal plane of the fixture.

Fenestration – Window treatment in a building or on a building facade.

Fixture – The assembly that houses the lamp or lamps and can include all or some of the following parts: housing, a mounting bracket or pole socket, a lamp holder, ballast, a reflector or mirror, and/or a refractor or lens.

Floodlight – Any light fixture or lamp that incorporates a reflector or a refractor to concentrate the light output into a directed beam in a particular direction.

Footcandles – The basic unit of illumination: the amount of light from one candle falling on a one square foot surface at a distance of one foot.

Gateways – Entrances into recognizable places or areas of significant changes in land use. In the North Windham neighborhood the gateways include the Raymond-Windham town line, the Standish-Windham Town line, the intersection of Tandberg Trail and Gray Road, and the intersection of Tandberg Trail and Roosevelt Trail.

Glare – Light emitting from a luminaire with intensity great enough to reduce a viewer’s ability to see, and in extreme cases causing momentary blindness.

Height of Luminaire – The vertical distance from the ground directly below the centerline of the luminaire to the lowest direct-light-emitting part of the luminaire.

Historic Structure – A structure built before the year 1900 or recognized by the Windham Historical Society as having historical value.

IESNA (Illuminating Engineering Society of North America) – An organization founded to advance knowledge and disseminate information for the improvement of the lighted environment to the benefit of society. See: www.iesna.org

Indirect Light – Light that has been reflected or has scattered off of other surfaces.

Lamp – The component of a luminaire that produces the actual light.

Landscape Plan – A component of a development plan which shows the quantity, common name, scientific (Latin) name, and size of all proposed vegetation.

Light Trespass – The shining of light produced by a luminaire beyond the boundary on which it is located.

Lumen –A basic unit of measuring the intensity of light. One footcandle is one lumen per square foot. Lumen-output values shall be the *initial* lumen output ratings of a lamp.

Luminaire – The complete lighting system which includes a lamp or lamps and a fixture.

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

Mixed-Use Development –The combination of two or more land uses within one building, project, or site. The most common combination of uses is business/retail and residential.

MDOT – Maine Department of Transportation.

Modular Pavers – Preformed paving blocks that are installed on the ground to form patterns.

Multiple Building Development (MBD) – A pattern of development characterized by two or more buildings on a single site, shared parking and circulation, and coordinated site planning, landscaping, signage, and lighting.

Neckdowns – Realignment of the street curb by 7-8’ to decrease the distance between opposing curb lines and to prohibit parking.

Outdoor Storage – The keeping, in an unenclosed area, of any goods, materials, merchandise, in the same place for more than twenty-four hours.

Parapet – The extension of the main wall of a building above the roof line.

Performance Guarantee – Any security that may be accepted by a municipality to assure that improvements required as part of an application for development will be satisfactorily completed.

Product-Sponsored Sign – A sign which identifies, displays or attracts attention to a product sold or available, but may or may not identify the on-site organization, institution, person, object, business service or event.

Public View - The orientation of site features that are visible from a public area or a right of way.

Raised Crosswalk – A combination of speed table and marked crosswalk designed to channelize foot traffic, make the pedestrian crossing more visible, and slow traffic.

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

Redevelopment – The reconstruction, reuse or change in use of any developed property including an increase in intensity of use or structural enlargement.

Rehabilitation – Upgrading a building in a deteriorated condition for human habitation or use.

Renovation – To construct an addition, make alterations, or to upgrade to the design and layout of a building.

Restoration – The reconstruction of a buildings original architectural features, usually involving historic structures.

Sandwich Board Sign – A sign designed in an A-frame or other fashion, made of wood or other durable material, having back-to-back sign faces which is used to identify businesses, and is displayed only during hours of operation.

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

Screening – A wall, fence, planting, berm, or other device to visually shield or obscure one use or structure from another.

Service Area – A designated area, either attached to or separated from the main commercial building, where a business accommodates services such as product shipping and delivery, trash pickup, machinery and equipment repair, utility storage, etc.

Sight Triangle – A triangular shaped portion of land established at street intersections in which nothing is erected, placed, or planted that would limit or obstruct the motorists' vision as they enter or depart the intersection.

Sight Distance – The length of highway, street, driveway or parking lot aisle visible to a motorist.

Site Furnishings – Constructed, above-ground objects, such as outdoor seating, kiosks, bus shelters, sculpture, tree grids, trash receptacles, and fountains that have the potential for enlivening and giving variety to streets, sidewalks, plazas, and other outdoor spaces used by the public.

Strip Commercial Centers– Continuous or intermittent linear roadside development, generally one store deep and characterized by multiple roadway access points, highly visible off-street parking and an assortment of commercial uses with direct access to abutting roads.

Stacking Lanes – A designated area of a parking lot that accommodates the queuing of cars (for instance, at a drive-through restaurant).

Traditional Village Center – A commercial land use pattern characterized by buildings set at or near the front set back (Right of Way), parking located at the side or rear, and a strong pedestrian orientation.

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

Walkway - Clearly delineated areas, providing a minimum of four feet in width, that permit the safe travel of pedestrians to and from structures, stores, and other features on and between given sites.

SOURCES

Building Officials & Code Enforcement Administrators International, Inc. The BOCA National Building Code / 1999. Country Club Hills, IL.

Federal Emergency Management Program website. www.eren.doe.gov/femp/resources/lifecycleguide.html

Kennebunkport Outdoor Lighting Ordinance, Kennebunkport, ME. 1992. www.harvard.edu/cfa/ps/nelpag/kennebunk.html

Moskowitz, Harvey S., and Carl G. Lindboom. The New Illustrated Book of Development Definitions. Center for Urban Policy Research. New Brunswick, NJ. 1997.

SITE PLANNING

INTRODUCTION

Each property within the North Windham neighborhood has its own unique set of opportunities and constraints. Site planning shall be based upon a careful understanding of the site in order to develop plans that will improve the functionality, safety, and visual character of Windham's commercial district.

From any vantage point – car, pathway, or nearby neighborhood – the commercial corridor shall be attractive, inviting, and conform to the character envisioned by the community.

Site Planning Goals

- Distinctive, attractive gateways that welcome people to the North Windham neighborhood.
- Quality development and redevelopment of properties.
- An attractive, functional, and safe 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.
- Provide open space throughout the commercial area to enhance its appearance and support pedestrian use.
- Provide 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 guidelines for architecture, site planning, signage, landscaping and lighting.
- Maintain efficient traffic flow and high levels of safety.

Standard Note. Plans submitted for Town 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 plan, architecture, signage, lighting, and landscaping) and all representations made by the applicant concerning the development and use of the property which appear in the record 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 Windham. In those instances where the Planning Board reviewed and approved the site plan, the Town Planner (or designee) shall be responsible for reviewing and approving any minor changes to the approved plan. In those instances where the Board of Appeals reviewed a site plan for conditional use or special exception permit, or only a building permit with a sketch plan was previously required, then the Code Enforcement Officer (or designee) shall be responsible for reviewing and approving any minor changes to the approved plan.



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 shall minimize the negative visual effects of un-broken parking lots, feature high-quality landscaping, accommodate pedestrian movement, and encourage appropriate connections to adjacent properties.

Make distinction between existing development along the Route 302 corridor and other development opportunities more suited to village scale development, especially in conjunction with proposed connector roads.

Make distinction between buffering requirements for existing and proposed structures.

Address entranceways that face parking lots at the rear and/or side of buildings.

Avoid creating non-conforming situations for buffers and setbacks.



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, and preserved trees.

DESIGN GUIDELINES

- **Proximity of Buildings to Roadways.** Buildings along roadways shall be located as close to the front property line as established under the land use ordinances (within the front setback limit established by the Zoning 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, parking shall be located at the rear or side of the building.



A new traditional village center featuring an interesting mixture of buildings, coordinated landscaping/signage,

- **Relationships to Residential Properties.** Service areas, parking lots, outdoor storage yards, and other similar features shall avoid facing residential neighborhoods. In cases where these features must front residential properties a buffer of at least 6 feet in height shall be installed. A minimum width of fifteen (15) feet shall be maintained to provide for an adequate area for the installation and maintenance of the landscaped buffer.
- **Village Center Development.** New development located along connector roads shall follow a neighborhood pattern. Connector roads shall be designed to serve local traffic and provide access to new development. They should not be designed as a high-speed bypass around existing roadways. Right of way improvements shall include the paved roadway, on-street parking, granite curbing, landscaped esplanade, and paved sidewalks. Walkways shall extend from the building facade to the sidewalk.

- **Visibility.** Minimum safe sight distance, as defined under local ordinance and, in cases where required, as defined by the Maine Department of Transportation shall be maintained along roadways to allow drivers time to react to pedestrians, read and respond to signage, and make other decisions.
- **Buildings in Existing Parking Lots.** The development of smaller commercial buildings on out-parcels is strongly encouraged to break up the scale of large parking areas.
- **Corner Locations.** Corner locations are particularly important because they are visible from two separate streets and are a focal point for pedestrian activity. Corner buildings shall be designed with elements of pedestrian interest (e.g., display windows, entrances, sitting areas) facing both streets. Corner lots must not be used exclusively for parking.
- **Pedestrian Use Areas.** The area between the front of the building and the roadway shall be designed to encourage pedestrian use and movement along the street. Where appropriate, features such as outdoor dining areas, display areas, street gardens, and sitting areas are encouraged.



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

- **Existing Trees/Shrubs.** Existing healthy trees and shrubs shall be preserved or be transplanted to another area of the site wherever practical to maintain the character of the landscape.
- **Impervious Surfaces.** The amount of paved surfaces needed for parking, driveways, and service areas shall be scaled to the building size according to the land use ordinances; the amount of a site devoted to green space shall be maximized.



An office complex that offers a variety of exterior design.

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



Masses of plantings can be used to separate pedestrian paths from parking areas and add continuity to the site plan. Existing trees were preserved as a focal point.



A new mixed use development (right) that respects the scale and design of the buildings in the adjacent residential neighborhood.



OBJECTIVES

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

Entrances to buildings shall be designed 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.

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 shall be designed to complement the architecture in terms of color, texture, form, and style. All furnishings shall be designed for low maintenance and suitability for outdoor installations.

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



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



This outdoor eating area is separated from traffic by a subtle grade change and a hedge. However, advertising features visually overwhelm the space.

DESIGN GUIDELINES

- **Outdoor Activity Areas.** Commercial buildings with footprints in excess of 15,000 SF shall provide inviting open spaces where people can sit, relax, and socialize. Open spaces shall be designed as outdoor rooms, with consideration to ground surfaces, landscaping, lighting, site furnishings, and other physical elements. The outdoor activity area(s) shall cumulatively total 10% of the building size, but will not be required to exceed 1,000 square feet.
- **Location and Design.** Where outdoor spaces are proposed, they shall be developed in highly visible locations. The design of such spaces shall consider the number of users, traffic patterns, maintenance, and the physical requirements of the space.
- **Existing Vegetation.** Site plans shall preserve existing specimen trees and mature shrubs wherever practical. Where this is not possible, vegetation of a similar character, form, mass, visual interest, and ecological value shall be incorporated into the site plan.
- **Links to the Community.** Site plans shall preserve or create linkages with surrounding buildings, neighborhoods, and other parts of the community. The design of these links shall consider 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.



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



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



A semipublic garden that provides a place for people to sit, relax, and socialize. The detailing includes the same traditional materials found in nearby buildings.



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.



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.

OBJECTIVES

Facilities for pedestrians and cyclists are envisioned throughout the North Windham neighborhood. Existing and proposed road corridors shall include sidewalks, crosswalks, and pedestrian amenities to encourage people to walk and ride throughout the area.

Developers shall 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 shall invite pedestrians onto the property and make them feel welcome.

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

DESIGN GUIDELINES

- **Sidewalks.** Sidewalks and planted esplanades shall be provided by the developer within or near the right-of-way. In cases where new development calls for the construction of a new street, both sides of the street shall be developed where practical to encourage safe pedestrian and bicycle movement. Facilities shall be coordinated with abutting land uses to create interconnections throughout the commercial district and linkages to surrounding residential neighborhoods where appropriate.



The vision for the North Windham neighborhood calls for sidewalks along all public roadways to encourage safe pedestrian movement and avoid dangerous situations.



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

- **Coordination with Site Plan.** All new sidewalks shall be coordinated with the Site Plan to avoid conflicts with new and existing landscaping, utilities, grading, drainage structures, signs, and other elements. All walks shall be designed to facilitate snow removal. Walkways in parking lots shall be aligned with the main entry or a focal point on the building to assist in wayfinding.
- **Crosswalks.** Where sidewalks intersect with commercial driveways or roads, crosswalks shall be installed to emphasize the conflict point and improve its visibility. Materials for crosswalks shall be highly durable and slip resistant. Raised crosswalks may be used as a traffic calming device to make crosswalks more visible. They shall 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). Materials selected for crosswalks shall allow safe bicycle movement across the surface.
- **Pedestrian Refuge Zones.** Pedestrian islands (five foot minimum width) shall be installed in driveways where the crossing distance is greater than 32 feet.



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

- **Internal Walkways.** Continuous internal walkways shall be provided from the public sidewalk to the principal customer entrance of all principal buildings on the site. Walkways shall also connect other buildings on multi-building developments, transit stops, and other focal points of pedestrian activity.
- **Location of Walkways.** Internal walkways shall be located in areas where motorists can anticipate pedestrians and react accordingly. Likewise, walkways shall be designed to give the pedestrian a full view of oncoming vehicles, with minimal interference from trees, shrubs, and parked cars. Walkways shall avoid drive-through lanes, access and service drives, and other high-traffic routes. Traffic control signs, light fixtures, trees, or other potential obstacles shall be located 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 in excess of 15,000 SF, paved walkways shall be provided along the full length of any facade featuring a customer entrance and abutting a parking area. Such walks shall be located at least five feet from the facade to provide room for planting beds.
- **Walkways in Parking Lots.** Internal walkways in parking lots for buildings greater than 15,000 SF shall be separated 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. Walkways in parking lots shall include landscaped islands to provide visual relief, shade, and scale.
- **Interconnections.** Internal pedestrian connections between abutting properties shall be provided to encourage walking and discourage additional auto trips onto major roadways. Connections shall avoid crossing parking lots, major interior roadways, service areas, drive-throughs, and other potential points of conflicts. Where such crossings are unavoidable, they shall 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.

- **High Use Areas.** The use of broom finished concrete, brick, stamped/colored asphalt, or pavers is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces.
 - **Lighting.** Sidewalks shall be lit to the minimum standards recommended by the Illuminating Engineering Society of North America (IESNA) to promote safe use in the evening hours. See Chapter IV-7 Lighting for further guidelines.
 - **Drainage.** Sheet flow of stormwater across pathways is prohibited. Culverts shall be sized to prevent ponding and provide uninterrupted walking.
- **Width.** Sidewalks within the public ROW shall 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 shall 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 should continue to be used on sidewalks within the public right of way. Entrance walks and special features should be paved with a more formal material, such as stamped/colored asphalt, textured concrete, brick, or interlocking pavers. When concrete walkways are used, they shall be broom finished to provide a safer walking surface and a higher level of visual interest.

OBJECTIVES

All commercial uses shall provide convenient, safe, and attractive parking in accordance with the guidelines below. Lots shall be designed to serve the adjacent buildings, the site, and the commercial corridor without becoming a dominant visual element. Every effort shall 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 shall 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 shall 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, parking lots shall be located 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) the lot shall be screened with evergreen trees, earth berms, solid walls, or shrubs.
- **Scale.** Parking areas with 16 or more spaces shall be divided into smaller spaces to reduce their mass and scale through the use of trees, landscaped islands, grade changes, low walls, or other features.



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.

- **Design of Circulation Patterns.** Circulation patterns for parking lots with more than 40 spaces shall be designed by a traffic engineer to meet the Zoning and Site Plan Review Ordinances. The Planning Board may require a traffic engineer for smaller lots where there are particular public safety issues.
- **Internal Traffic Flow.** To ensure the safety of motorists, delivery trucks, and pedestrians, the site plan shall clearly delineate internal traffic patterns. Parking space, directional arrows, crosswalks, and other markings on the ground shall 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 shall not contain more than ten spaces. Where dead-ends are unavoidable, space shall be provided to safely turn a vehicle around without having to back out.



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

- **Side Lot Parking.** Parking on the side of buildings shall not extend closer to the street than the front facade. The space between the end of the parking lot and the roadway shall be landscaped according to an overall plan for the property.
- **Safety.** Crosswalks shall be marked by a change in pavement texture, pattern, or color to maximize pedestrian safety in parking areas and other potentially hazardous areas. Care shall be taken in the selection of shrubs, ornamental grasses, walls, or other landscape elements to maintain the visibility of cars and pedestrians within parking lots.
- **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.
- **Reserved Landscaped Areas.** For developments where projected parking needs are lower than ordinance requirements, the site plan may show a lesser number as long as open space is reserved to meet future demand.



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



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

- **Snow Storage.** Provisions shall be made for snow storage in the design of all parking areas. The areas used for snow shall not conflict with proposed landscaping. The areas shall be sited to avoid problems with visibility, drainage, or icing during winter months.



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



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



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



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

OBJECTIVES

Site plans shall be designed to avoid conflicts between service vehicles, automobiles, and pedestrians. Site plans shall minimize turning movements onto major roads and facilitate circulation between properties.

DESIGN GUIDELINES

- **Shared Driveways.** Shared driveways along Routes 302, 115, and 35 shall be installed where feasible to reduce the number of curb cuts and provide a safer vehicular and pedestrian environment.
- **Internal Vehicle Connections.** If feasible, connections between abutting properties shall be provided to facilitate deliveries and minimize turning movements onto the highway. As required by the Planning Board during site plan review, internal connections shall be designed by a traffic engineer to provide safe, direct access between adjacent lots. Cross easements shall 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 vehicular connections.
- **Internal Pedestrian Connections.** Safe pedestrian connections between abutting land uses shall be provided where feasible to encourage foot traffic and minimize vehicular movement.
- **Drive-through Lanes.** Drive-throughs for banks or similar uses shall be designed to avoid conflicts with stacking lanes, external and internal circulation patterns, sharp turning movements, and pedestrian traffic.



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.

OBJECTIVES

Service areas shall be integrated into the overall site plan in accordance with the guidelines below. They shall be designed to meet the needs of the commercial facility while minimizing traffic or visual impacts, loud noises, or objectionable smells. Service areas shall be the smallest size needed to fit the specific requirements of the building and its intended operations.

DESIGN GUIDELINES

- **Locations.** Exterior service and utility areas, loading docks, storage facilities, and dumpsters shall be located in places that do not face public roadways or abutting residential properties where practical.
- **Screening.** Service areas, loading docks, delivery areas, trash receptacles, and mechanical equipment shall be screened to minimize visibility from sensitive viewpoints such as public and private roadways, main entrances, abutting neighborhoods, public open spaces, and pathways. Service areas shall 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 shall be designed to prevent sagging.



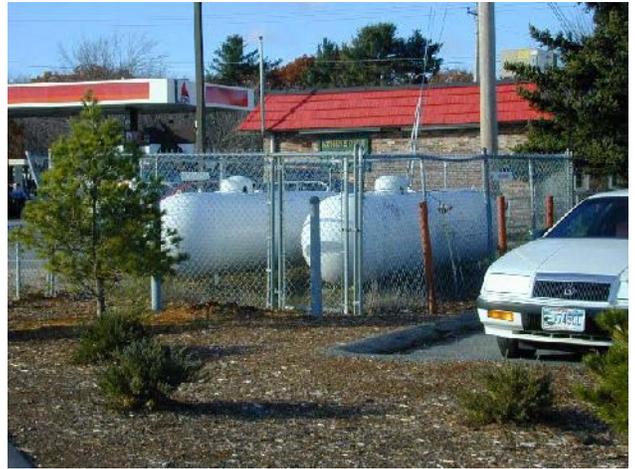
A typical trash enclosure. Its appearance could be improved by plantings along its sides, detailing to match nearby buildings, reinforcing the gates, and staining a dark color.

- **Screening Design.** Structural screens shall complement the architecture of the main structure in materials, detailing, scale, and color. Where chain link fencing is required for safety, it shall 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.** Service areas shall be sited to accommodate the turning movements of vehicles used for trash pickup, deliveries, and similar functions without conflicting with other vehicles.



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.

- **Coordination.** Prior to Town submittal, the applicant shall coordinate the site plan with representatives of the appropriate 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 freestanding fencing is used for screening, it shall be protected with granite posts or concrete filled steel bollards, or reinforced in a manner that will prevent damage from service vehicles.
- **Conflicts with Pedestrians.** Service drives shall be separated 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, the applicant shall demonstrate what safety measures will be used.
- **Recycling Facilities.** The installation and use of recycling bins, in addition to dumpsters, is encouraged. They shall be screened as other service areas. Dumpsters and recycling areas shall be consolidated.



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.



This electrical/telephone utility access area was screened using ornamental shrubs.



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



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 an elderly housing development are hidden behind a fence with opaque and translucent panels.

OBJECTIVES

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

DESIGN GUIDELINES

- **Master Plan.** For multi-building developments (MBDs), applicants shall prepare a conceptual master plan that illustrates the general location of future buildings, parking lots, and provisions for vehicular and pedestrian circulation, utilities, service areas, stormwater management, and other components of site development. The plan shall demonstrate the interrelationship between all parts of the development, and how it will proceed in an orderly, coordinated fashion.
- **Phasing Plan.** As part of the Site Plan application, the applicant shall provide a phasing plan that will illustrate the sequence that development will occur, and what steps will be taken to ensure compatibility between current and future activities.
- **Building Orientation.** All buildings in MBDs shall be oriented to create usable, attractive pedestrian spaces, preserve significant site features, and minimize the view of parking areas.



An informal lawn area provides welcome visual relief and an opportunity for programmed activities.

- **Outdoor Spaces.** MBDs shall include outdoor use areas such as greens, plazas, and courtyards. Buildings shall be oriented to open spaces rather than internal roadways and will have suitable access to both open spaces and parking areas. Outdoor spaces shall be linked with buildings, parking areas, and other components of the development with a coordinated pedestrian circulation plan. When outdoor spaces are included, they shall be designed to encourage pedestrian use, with provisions for seating and outdoor activities. Outdoor spaces shall be designed to separate pedestrian and vehicular traffic. This can be done with landscaping, grade changes, and other site features.



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.

- **Freestanding Accessory Structures.** Non-habitable structures, such as freestanding ATMs, garages, storage units, recycling sheds, cart corrals, and utility buildings shall be treated as architectural elements and meet the same design guidelines as larger buildings.



This cart corral does not reflect the architectural treatment of the large retail establishment and appears out of place in the parking lot.

- **Signage Plan.** Signage shall be coordinated with all other elements of the site. As part of the application for Site Plan Approval, applicants shall submit a master signage plan that shows how graphics will be used to complement proposed building and site development.

The signage plan shall include a description of the size, location, lighting, color, and material for all signs



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

proposed for the development, including directional and regulatory signs.

The signage plan shall illustrate how the signs will be compatible with the architecture and other site elements in terms of color, forms, materials, lighting, and other design elements and conform to the Land Use Ordinances. See Signs (Chapter V) for additional guidelines.

- **Lighting Plan.** Site lighting for MBDs shall be coordinated with all other elements of the site. A lighting plan shall be submitted to the Planning Board or CEO as part of the Site Plan review process. The narrative component of the plan shall describe how lighting will be used to reinforce circulation patterns, emphasize entrances, and provide for security throughout the various phases. The plan shall also illustrate how the style, color, type, and placement of lighting will be coordinated throughout the life of the project. See Lighting (Chapter IV) for additional guidelines.



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



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.

- **Landscape Plan.** Landscaping for MBDs shall be coordinated with all other elements of the site. As part of the application for Site Plan Approval, applicants shall submit a master landscape plan that shows how landscaping will be used to complement proposed buildings, reinforce circulation paths, help define pedestrian use areas, highlight entrances, provides shade, and add seasonal interest to the landscape. This submittal shall contain:
 - A written description of the landscape plan.
 - A landscape plan that shows the location and spacing of all plantings, existing vegetation to be preserved, ground cover, and other elements of the design. The plan shall also show the location of lighting and underground utilities. Enlargements of pedestrian use areas may be appropriate to show detail.
 - A listing of all proposed plantings, with quantities, installation sizes, scientific (Latin) and common names, and spacing. A listing of recommended plantings is provided on p. III-11-12 of Landscaping.

- An outline of the maintenance plan that addresses initial installation, guarantee period, periodic and seasonal maintenance, special considerations, use of pesticides and fertilizers, irrigation, and seasonal displays.
- See Chapter III-Landscaping for further guidelines on landscape materials.



This MBD encourages pedestrian use and enjoyment through well-connected sidewalks, mature landscaping, high quality lighting and paved public areas.

MULTIPLE BUILDING DEVELOPMENTS



A MBD that organize buildings around a series of interconnected pedestrian areas.



OBJECTIVES

Buffering or screening shall 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 guidelines described below.

DESIGN GUIDELINES

- **Appropriateness.** The selection of the proper type of buffer shall result from a thorough 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 shall begin at the sketch plan review.
- **Design.** Buffers and screens shall be considered an integral part of the Site Plan. Stone walls, plantings, fencing, landforms, etc. used for buffers shall be similar in form, texture, scale, and appearance to other landscape elements. Structural measures (e.g., screening walls) shall likewise be related to the architecture in terms of scale, materials, forms, and surface treatment.
- **Maintenance.** Commercial properties shall develop and maintain buffers in a manner that provides the level of screening required by the Planning Board at the time of Site Plan application. Where plantings die, suffer from lack of maintenance, or grow to a point where they no longer serve as effective buffers, they shall be replaced or reinforced with additional plantings to meet the intent of the approved plan.



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



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 an effective screen to separate an access drive from residential properties.



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

OBJECTIVES

Curbing and other roadway detailing shall consist of high quality, durable materials that can stand Maine winters. The need for curbing shall be partially determined by the stormwater plan, the pedestrian circulation plan, and the maintenance plan.

DESIGN GUIDELINES

- **Location.** Curbing shall be used along access drives, interconnecting driveways, and in parking lots as required by the grading and drainage plan, and as a means to provide additional protection to pedestrian areas.
- **Intersections.** Granite curbing shall be used on the radii where driveways intersect with public streets.
- **Materials.** Where internal curbs are used, granite is the preferred material, followed by concrete (precast or cast in place).
- **Cape Cod Berm Curbs.** Cape Cod berm curbs are acceptable for interior landscaped islands, e.g., in areas such as parking lots or service areas. The use of vertical asphalt curbing, which is highly susceptible to winter damage from plowing operations, is not encouraged.
- **Maintenance.** If curbing within the developed property becomes damaged or deteriorated, it shall 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.



Precast concrete is a lower cost alternative to granite.



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

OBJECTIVES

To comply with the MDEP Stormwater Management law, site plans may require treatment basins or other measures to maintain the quality of stormwater runoff. All areas used for stormwater management shall be treated as an integral and attractive part of the landscape

DESIGN GUIDELINES

- **Location.** Stormwater treatment basins, if required, shall be located in the least visible portion of the site where practical. Stormwater facilities shall be landscaped, using shrubs, ornamental grasses, stone walls, earth berms, and other appropriate means, to integrate them into the surrounding landscape.
- **Design.** Stormwater management shall reflect a decentralized approach to treatment. Where basins are required, they shall be patterned after naturalistic landforms, avoiding hard geometric shapes. Side slopes shall be extensively landscaped with appropriate vegetative species to reduce erosion and screen the basin. Islands can be effectively used to break up the mass of a treatment pond while increasing habitat opportunities.
- **Grading.** Abrupt changes in grades and steep side slopes (greater than 3:1) shall be avoided. Transitional grading shall be used to blend all earthworks into the natural contours of the land where possible.
- **Structures.** Man-made drainage structures (e.g., culverts, manholes, and outfalls) that are visible from roadways or residential neighborhoods shall be screened with vegetation or treated in a manner that reduces their visual impact and integrates them into the landscape.
- **Planting Design.** The plantings used in stormwater treatment ponds shall be designed by a qualified professional familiar with the growing requirements of wetland species.

- **Shared Treatment Basins.** Wherever appropriate, treatment basins shall be designed to be shared by abutting properties to minimize the amount of land area dedicated to stormwater management.
- **Rip-Rap.** Where ground protection is necessary in highly visible locations (e.g., at spillways and culverts), it shall be constructed of hand-placed rock or geo-grid, rather than coarse rip-rap.
- **Maintenance.** The design of stormwater facilities shall provide means of access to ensure regular maintenance. A maintenance schedule shall be presented as part of the site plan application.
- **Professional Consultation.** Stormwater management plans for Site Plan applications shall be prepared and stamped by a Professional Engineer (PE) registered in the State of Maine. The Planning Board reserves the right to require a PE stamp on other development activities involving stormwater.



Motorists driving past this shopping center see only a low earth berm, unaware of the detention basin on the far side.



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 hand-placed stone and/or ground cover – is necessary to avoid situations such as this.



The low juniper edging accentuates the detention basin, rather than screening it. A taller hedge would have provided a more effective screen.

ARCHITECTURE

INTRODUCTION

These Design Guidelines encourage a greater sense of continuity and identity throughout the North Windham neighborhood by describing and illustrating high quality architectural design. They are not intended to dictate building styles. They do establish criteria by which any new or renovated development can be compared with its surroundings.

Architectural Goals:

To preserve:

- Architecture that offers a positive experience to both the pedestrian viewing the buildings up close and the motorist driving the roadways.
- 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 the North Windham neighborhood, 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, defined as those in existence prior the year 1900 that are restored and/or reused to maintain the integrity of Windham's heritage.

Application

See Introduction for permitting requirements for new and/or renovated buildings.



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

Each new building (both primary and accessory structure) shall be designed to fit the individual characteristics of its particular site. Contemporary building forms are appropriate, provided they meet the guidelines and blend with the surrounding architecture. Building design requires coordination of architectural form.

DESIGN GUIDELINES

- **Freestanding Accessory Structures.** Non-habitable structures, such as freestanding ATMs, garages, storage units, canopies, recycling sheds, cart corrals, and utility buildings shall be treated as architectural elements and meet the same guidelines as larger buildings.
- **Energy Conscious Design.** Wherever possible, new and renovated buildings within the North Windham neighborhood should promote energy conservation. Consideration should be given to solar orientation and siting, use of maximum insulative materials, reduced lighting loads, and landscaping for windbreaks and shading.



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

GENERAL ARCHITECTURAL PRINCIPLES



Example of a building that has little reference to the traditional forms, materials, or style of New England architecture (above).



Finely detailed commercial buildings using traditional New England forms (pitched rooflines, dormers, vertical or square windows) and materials (clapboards, brick, standing seam metal roofing, asphalt shingles). In all cases, the entrances are well marked and face the street (above).

GENERAL ARCHITECTURAL PRINCIPLES



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

GENERAL ARCHITECTURAL PRINCIPLES



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



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.



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

OBJECTIVES

National franchises (e.g., restaurants, service stations, retail stores) are permitted within the North Windham neighborhood. 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. Applicants shall provide the Town with illustrations, including perspective views showing all sides of the proposed building(s) that demonstrate how site features and accessory structures will be coordinated with the principle building. These may include dumpster screens, storage buildings, refrigeration lockers, playgrounds, signage, and lighting.



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



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



(Above Left) Examples of generic building forms used for national franchises.



(Above Right) Examples of architecture from the same franchises which have been designed to local design guidelines .

OBJECTIVES

Many buildings in the North Windham neighborhood were built a number of years ago and may be coming before the Town 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 shall 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 shall show all improvements as well as the existing structure. A narrative shall accompany the application which explains the designer's intent to relate the old to new.
- **Materials.** Where a building meets the design guidelines, additions or renovations shall 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.



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



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

OBJECTIVES

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

DESIGN GUIDELINES

- **Materials Encouraged.** Traditional, high-quality building materials common to northern New England (e.g., brick, clapboard, shingles or other similar products) shall be used as the primary siding material. Contemporary materials that have the same visual characteristics 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 MDO plywood is acceptable when used in combination with traditional materials. Long-term maintenance needs shall be a consideration in the selection of building materials.
- **Colors.** Facade colors shall be low reflectance. The use of high intensity, high reflectance, chrome, metallic, or fluorescent colors are prohibited on the primary building face.
- **Trim.** Where trim is used, it shall be a color that is similar or complementary to the building's primary color.



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



Cement plank clapboard is a new material that resembles traditional New England siding with less maintenance.



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.



Metal panels



Split face block



Painted concrete block



Reflective metallic siding



Corrugated plastic panels

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

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 façade

DESIGN GUIDELINES

- **Entrances.** Building entrances shall 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.** Facades that face public or private streets shall have transparent openings, such as display windows or entry areas, a minimum of 40% of the horizontal length on the ground floor in total.
- **Rear and Side Facades.** Facades that are visible or potentially visible from adjacent properties shall be designed to match or complement the architectural treatment of the front facade. Blank or unadorned walls facing public roads or abutting properties are prohibited except when such wall faces a service area.
- **Wall Treatments.** Where the plane of a wall is broken, the offset shall be proportional to the building's height and length. Strong shadow lines, changes in rooflines, pilasters and other architectural details, patterns in the surface material, and wall openings can all be effectively used to add visual interest and scale to walls.
- **Site Design.** Signage, lighting, landscaping, and other exterior elements shall all be planned to complement the facade. These elements shall 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 shall be treated as integral parts of the architecture, starting at the conceptual building design phase. When these elements need to be part of the facade (e.g., downspouts, vents) they shall be incorporated into the architecture through detailing or matching colors. Meters, utility banks, HVAC equipment, and other exterior service elements shall be located out of view from the public, wherever possible. Building elevations presented for Planning Board review shall 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 shall show the locations reserved for vending machines. Machines will be located within the footprint of the primary structure of the site. (ATMS are not considered vending machines.)
- **Architectural Details.** Architectural detailing and trim shall 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 shall be trimmed to create a frame around the opening. Materials used for trim shall match those used on the facade of the building.
- **Illustrations.** All elevations of proposed buildings should be evaluated as part of the design review. The Town 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, people, etc.) that will be seen in conjunction with the façade



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



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.



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.

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 shall complement the design, materials, color, and appearance of the building. Awnings shall not be used as light sources

DESIGN GUIDELINES

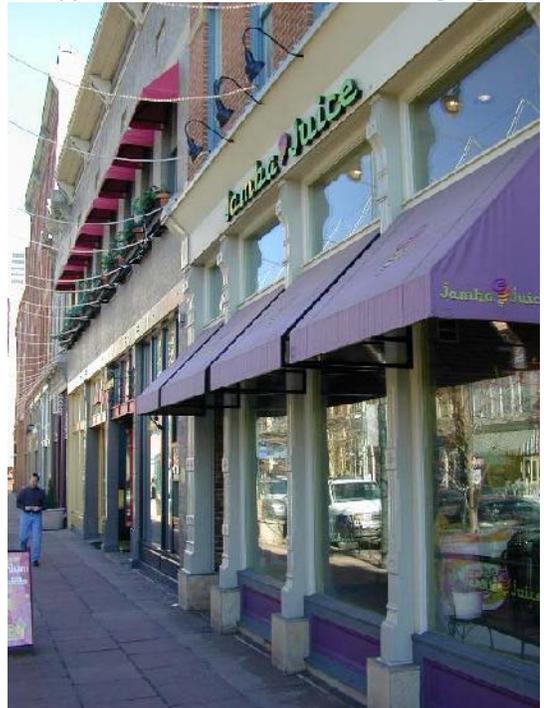
- **Location.** Fixed or retractable awnings and canopies shall be an integral element of the architecture. They should be located directly over windows, doors, decks, etcetera to provide protection from the elements. The placement of awnings shall be incorporated into the building's architecture.
- **Materials.** Awnings and canopies shall be made of canvas or similar material. Their color should be the same or complementary to the facade of the building.
- **Signage.** Graphics and wording included on the awning/canopies will be considered part of the total signage area.



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 provides shelter for the window-shopper and adds scale to the building.

OBJECTIVES

Rooflines shall 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 shall be at least 5/12. Buildings with projecting rooflines shall be designed to create strong patterns of shade and shadow.
- **Shapes to be avoided.** Non-traditional roof forms shall not be used as the primary roofline. Examples of non-traditional roof forms include, but are not limited to, false mansard, a-frames, and others.
- **Flat Roofs.** Flat roofs, especially on single-story isolated buildings, are discouraged in most applications. Flat rooflines are allowed provided that the design creates no horizontal line greater than 50 feet.
- **Parapets.** Where parapets are used to break up a flat roofline, the height of the parapet shall be at least five percent of the total length of the wall.



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



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

- **Preferred Materials for Visible Roofs.** Composite asphalt shingles and standing-seam non-glare metal are acceptable for visible roofing. High gloss roofing materials shall not be used.
- **Colors.** Where the roof will be visible, the roofing materials shall be selected to complement the color and texture of the building's facade.
- **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 shall 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.



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



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



The scale of these two commercial buildings has been effectively reduced through variations in their rooflines.



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.

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 from the visual character of the commercial district. These structures shall be designed as attractive pieces of commercial architecture, responsive to their site and respectful of adjacent neighbors.

DESIGN GUIDELINES

- **Design and Massing.** Large structures shall be designed to break up their mass into smaller visual components through the use of projections, recesses, and varied facade treatment. The resultant design shall provide variation to create a logical building hierarchy and to add shadow, depth and scale.
- **Site Design.** Scale reductions of large buildings shall be reinforced by site features such as pedestrian pathways, landscaping, and clearly-defined entrances. The use of site furnishings is encouraged.
- **Architectural Details.** Architectural details shall be used to reduce the scale and uniformity of large buildings. Elements such as colonnades, pilasters, gable ends, canopies, display windows, and light fixtures can be effective measures to add visual interest and scale.
- **Entrances.** Large structures shall have clearly defined and highly visible customer entrances, incorporating at least three of the following elements:
 - 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 shall incorporate at least two of the aforementioned elements.

- **Facades and Exterior Walls.** Horizontal facades greater than 50 feet in length shall incorporate wall plane projections or recesses having a depth of at least 3% of the length of the facade and extending at least 20% of the length of the facade. No uninterrupted facade shall exceed 50 horizontal feet.

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



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.

Ground floor facades that are in the public view shall have display windows, entry areas, awnings, or other such features along a minimum of 40% of their horizontal length.

- **Central Features and Amenities.** Each large retail establishment shall 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
 - Water fountain
 - Clock tower
 - Or other such deliberately shaped area and/or a focal feature or amenity that, in the judgment of the Planning Board or Code Enforcement Officer, adequately enhances the pedestrian environment of the large retail store. Any such area shall have direct access to the public sidewalk network and such features shall 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.** Where possible, the development of smaller commercial buildings on out-parcels is allowed to break up the scale of large parking areas. Site planning for renovated and new buildings on large parcels shall

illustrate how additional structures and pedestrian and vehicular movement could be accommodated on the property (see Multi-Building Developments).

- **Outdoor Sales and Storage.** Areas designated for outdoor sales, storage, or service shall be designed as an integral part of the site and architectural plan.
- **Cart Storage.** Shopping carts must be stored inside the building, or in 'cart corrals', out of the way of pedestrian circulation.



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', as seen in above.

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 facade and roofline elements that reduce their scale, add architectural interest, and provide for comfortable pedestrian movement between buildings occupying multiple tenants.

DESIGN GUIDELINES

- **Design.** Buildings with multiple store-fronts (e.g., strip shopping centers, one story office buildings) shall be visually unified through the use of complimentary architectural forms, similar materials and colors, consistent details, and a uniform sign size and mounting system.
- **Entrances.** Linear commercial buildings shall have clearly defined and highly visible customer entrances that are designed as integral architectural elements.
- **Facade Offsets.** Variations in the building plane facing the public road shall be included to add visual interest such as spaces for common entries, outdoor eating/social spaces, and similar landscaped spaces. Offsets shall be a minimum of four feet.
- **Covered Walkways.** Where a linear commercial building exceeds 120 feet in length, it shall include a 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 shall include a focal point – such as raised entrance way, clock tower, or other architectural elements – to add visual interest and help reduce the scale of the building.



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



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



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

LINEAR COMMERCIAL BUILDINGS



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.



SERVICE STATIONS, CONVENIENCE STORES & DRIVE-THROUGHS

OBJECTIVES

Service stations, convenience stores, drive-through operations, and other automobile-oriented facilities shall be designed with facade and roofline elements that reduce their scale and add architectural interest.

DESIGN GUIDELINES

- **Design.** The architecture of gas stations, convenience stores, drive-through operations, and other auto-oriented commercial buildings shall follow the same design guidelines recommended for other buildings. All architectural details shall be related to an overall design theme. Windows or other forms of fenestration shall be included on the facade facing the street which shall be treated as a front facade. The front facade shall include a pedestrian entrance from the street.
- **Orientation.** Service stations, convenience stores, and similar uses shall be sited to face the street. On corner lots, said uses may face both streets.
- **Canopies.** Canopies shall be visually compatible with the main structure through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs and fascia trim are preferred for canopies.
- **Site Design.** The site design must address the issues of off-site noise exposure, underground drainage systems to keep water off public streets (e.g. in the case of car washes), snow storage, circulation patterns, room for vehicle stacking, and other issues peculiar to these uses.
- **Pedestrian Circulation.** Connections to the public sidewalk shall be included in the site plan to accommodate safe pedestrian use. Access routes shall minimize conflicts with pedestrian circulation. Where walkways must cross driveways, motorists shall be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices.



The drive-through window of this bank has been designed as an integral part of the building.



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.

SERVICE STATIONS, CONVENIENCE STORES & DRIVE-THROUGHS

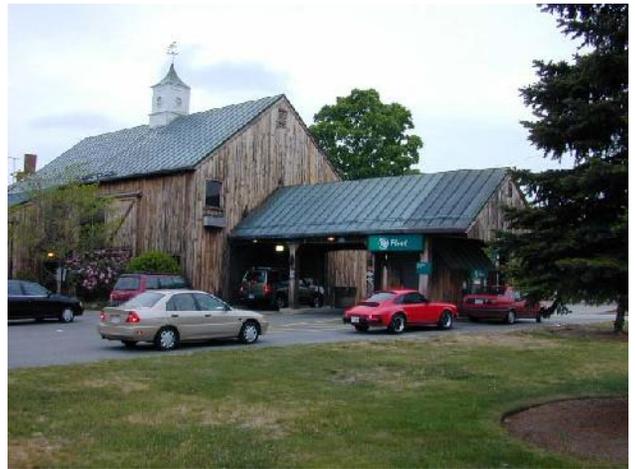
- **Drive-Throughs.** Drive-through windows shall be incorporated into the design of the building through their scale, color, detailing, massing, and other architectural treatments.



This gas station canopy has been designed to complement the main building.



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



The design of this drive-through bank continues the theme of adaptive re-use and traditional 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 North Windham neighborhood throughout the year.

A Windham Plant Materials List has been developed to encourage property owners to look at many options in both form and species (see Appendix I). The list should be considered a starting point in selecting plants. The physical characteristics of each site and each plant should be carefully evaluated when making the final selection to ensure that the plantings will survive and thrive in the selected location.

Landscape Goals

- Reinforce the identity of the North Windham neighborhood through the use of plant materials that will provide interest throughout the year.
- 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.
- Assist in way finding 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.
- Provide screening for less attractive parts of a site or separating incompatible land uses.



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 shall develop an environment that complements the architecture, reinforces circulation paths, highlights entrances, provides shade, and adds seasonal interest. The North Windham neighborhood 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 shall be prepared by a qualified professional familiar with local growing conditions.
- **Coordination with Utilities.** The planting plan shall illustrate how plantings will be integrated with underground and overhead utilities and lighting.
- **Variety.** The use of a variety of plant materials that exhibit seasonal color and interesting texture is encouraged to create a distinctive, yet low maintenance environment. Plantings plans should strike a balance between monoculture (the use of a single species) and too much variety.
- **Irrigation.** The installation of underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. Irrigation shall be coordinated with other elements of the site plan so it does not cause overflow or flooding in pedestrian use areas, such as walkways, sidewalks, or parking lots.
- **Tree and Plant Protection.** Every effort shall 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. 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.
- **Integration.** Plantings should be massed to soften edges, corners, and paved areas and to integrate the building into the landscape.
- **Boulevard Effect.** Large spreading deciduous trees should be planted in appropriate locations along North Windham'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 shall not be imposed in a way that impacts the visibility of either signage or merchandise.
- **Safety.** The ultimate form and height of plant materials shall be considered so they will not create unsafe conditions or block sight lines for pedestrians, bicyclists, or motorists as they mature.
- **Rocks.** Large rocks should be used as landscape elements very sparingly and only as accents in mass plantings. When used, ornamental rocks shall be stable and free from movement on the site.
- **Buffers & Screening.** Plant materials and other landscape elements shall be used to create suitable buffers between residential and commercial properties. The design of buffers shall consider the appearance from both commercial and residential viewpoints. Evergreen plantings are particularly effective for year-round buffering.



This property is typical of many in the North Windham neighborhood. If it were to be redeveloped, special attention should be paid to preserve existing vegetation.

GENERAL LANDSCAPING PRINCIPLES



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



A simple planting plan that features 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.



An earth berm screens a parking lot while providing separation for the occupants.



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

GENERAL LANDSCAPING PRINCIPLES



Examples of landscape improvements for large office and warehouse buildings. The emphasis is on preservation of existing trees, simple plantings, and earth berms to help reduce the scale of the buildings.

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.

DESIGN GUIDELINES

- **Landscaping in Parking Lots.** A minimum of 10% of the parking lot shall be landscaped for sites with 40 parking stalls or less. Parking areas with greater than 40 parking stalls shall landscape a minimum of 15% of the total area. Planting islands shall be a minimum of 9' in width. All parking lot landscaping shall be able to tolerate parking lot growing conditions.
- **Plant Material Variety.** The use of a variety of groundcovers, perennials, flowering shrubs and ornamental grasses is encouraged in parking areas. (See **Plant Materials List**, Appendix I)
- **Undesirable Plant Materials.** Trees that may damage automobiles (dripping sap, messy fruit, or hard seeds such as acorns) are discouraged in or around parking lots.
- **Location of Trees.** Trees in parking lots may 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 shall be pruned to at least eight feet above the paved surface to avoid becoming an obstacle. Shrubs used in parking lot islands shall not exceed three feet in height to avoid blocking visibility.

- **Parking Stall Separation.** Landscaped areas used for separation between banks of parking stalls shall contain 50% vegetative cover.
- **Snow Storage.** Landscape materials surrounding parking lots and in islands shall be able to tolerate large quantities of snow stored during winter months. Delicate plant material shall not be used in areas where they are likely to be buried under snow.



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



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 provide an opportunity to use a variety of tree and 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.



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

OBJECTIVES

Trees should be used throughout the North Windham neighborhood, planted parallel to the right of way, at building entrances, in parking lots, and amidst open space. They shall be allowed to achieve full maturity and display their natural form. In particular, planting plans shall include large shade trees within or near the right of way to create a more unified streetscape.

DESIGN GUIDELINES

- **Suitability.** Trees shall be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material shall be suitable to Windham's growing conditions. A list of possible varieties of street trees is included in the **Windham Plant Materials List**, Appendix I.
- **Coordination with Architecture.** Trees shall be carefully selected and located to complement the building elevation without blocking store-fronts, signs, or lighting.
- **Existing Trees/Shrubs.** To maintain the character of the landscape, existing healthy trees and shrubs shall be preserved or be transplanted to another area of the site wherever practical. Where it is not possible to maintain existing trees, the reason for removal shall be given in writing.
- **Plantings near Roadways.** Trees near public or private roads shall be planted a minimum of 5' (where possible) from the edge of the paved or gravel shoulder. Trees along numbered routes shall 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 shall preserve an adequate sight triangle as determined by a traffic engineer.
- **Pedestrian Movement.** The lower branches of trees planted near pathways and sidewalks should be at least eight feet above the pavement to minimize interference with pedestrian movement throughout the year.

- **Root Zones.** Trees shall be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks.



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



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

OBJECTIVES

A wide variety of shrubs and ornamental plantings should be used throughout North Windham 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. See **Windham Plant Materials List**, Appendix I.
- **Selection.** The selection of plantings shall 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 shall be installed 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.
- **Accent Plantings.** As pedestrian pathways are developed throughout the North Windham neighborhood, the installation of special planting beds is encouraged. These can 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 shall 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 shall be avoided.



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

The planting plans presented to the Town should anticipate a 3-8 year growing cycle to achieve maturity for shrubs, and 15-20 years for trees. Proper maintenance shall 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 plantings shall 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.
- **Replacement Planting.** Where plant materials specified on the planting plan do not survive or are damaged, they shall be replaced to maintain conformance with the approved planting plan and to provide the necessary landscape effect.



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



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



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.

LIGHTING

INTRODUCTION

Outdoor lighting contributes to the visibility, safety, and visual quality of the North Windham neighborhood. Lighting helps to identify businesses and to orient the driver and pedestrian to a particular site. 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 in North Windham. Development shall 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 lighting that offers a high level of visibility and safety throughout the North Windham neighborhood.
- Encourages cohesiveness in lighting between properties within the commercial center.
- Avoid light fixtures or mountings that are hazardous to motorists or pedestrians.
- Minimize reflected light from parking lots and large commercial users that contributes to skyglow.
- Avoid intrusions onto abutting property owners, especially residential uses.
- Promotes wise energy consumption.



An attractive series of coordinated series of fixtures used to light a commercial drive and adjacent sidewalk.

OBJECTIVES

Lighting for commercial facilities within North Windham shall be designed to provide the minimum level of illumination necessary for security, safety, and visual appeal for both pedestrians and vehicles.

Lighting shall encourage activity after sunset without adding to unnecessary skyglow. Functional, aesthetic, and safety goals shall be met with distinctive yet cost effective fixtures.

DESIGN GUIDELINES

- **Lighting Plan.** A Lighting Plan shall be presented to the Planning Board during Site Plan review or to the CEO during the permitting process. It shall contain:

The lighting fixtures proposed to illuminate all buildings, roadways, service areas, landscaping, parking areas, and pedestrian areas.

Specifications and illustrations of all proposed lighting fixtures including pole heights, height of luminaire, photometric data, Color Rendering Index (CRI) of all lamps (bulbs), and other descriptive information.

- **Additional Information.** For site plans with >20 parking spaces or high traffic volumes, the Town may require additional information, including:

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.

- **Safety and Energy Conservation.** Illumination levels shall 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 shall be coordinated with the lighting plan to eliminate dark spots and potential hiding places.
- **Feature Lighting.** If done properly, 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.** At all times of the year, lighting shall not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways. No upward lighting is allowed where it causes this problem. Bare bulbs are not allowed.
- **Modifications** to the lighting systems shall be subject to the Standard Note (See Chapter I). This includes adding light standards or changing the type or intensity of the lamps.
- **Energy Saving Devices.** Wherever practicable, lighting design shall 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.
- **Holiday Lighting.** Additional lighting during the holiday seasons of November through January is encouraged.
- **Maintenance of Light Fixtures and Bulbs.** Property owners and occupants shall maintain fixtures and replace light bulbs as necessary so to maintain the integrity of site plans and building permits approved by the Town.



On larger sites, light fixtures often set the tone for the entire development. The design and placement of these fixtures are well coordinated with the sitework.



An example of light fixtures that complement the surrounding architecture and site furnishings through the use of similar materials and appropriate scale.



OBJECTIVES

Proposed driveway lighting shall be designed to provide the minimum lighting necessary for traffic and pedestrian safety, without causing glare or avoidable spillover onto adjacent properties, using the minimum number of poles. Poles and fixtures shall be proportional in size to the ways they are illuminating.

DESIGN GUIDELINES

- **Illumination.** Driveway lighting shall be designed to illuminate the drive and sidewalk, with a concentration on the drive. Light fixtures should be selected and aimed to prevent glare and spillover onto adjacent properties.
- **Luminaires.** The use of metal halide lamps is strongly recommended throughout the North Windham neighborhood for its color rendition and energy efficiency. Lamps shall be housed in a luminaire that is classified by IESNA as a cutoff distribution. Decorative fixtures may be used, provided they meet the cutoff criteria.
- **Design.** The design and color of fixtures (poles and luminaires) used along driveways shall complement the architecture, landscaping, and street furnishing of the site to be developed or redeveloped in terms of color, form, and style.
- **Layout.** The alignment and spacing of fixtures shall follow a regular pattern that is coordinated with the layout of buildings, parking lots, and other site elements.

Driveway lighting effectively used to add character to a new road and illuminate the adjacent sidewalk.

- **Coordination with Planting Plan.** The layout of light fixtures shall complement the spacing and rhythm of surrounding plantings, especially large shade trees. The lighting plan shall take into consideration growth patterns of trees to avoid excessive pruning as trees mature.
- **Pole Height.** Light fixtures used in driveways and parking lots shall be in scale with buildings on site. In general, maximum pole height along driveways should not exceed 25 feet.



OBJECTIVES

Parking lot lighting shall 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. In general, parking areas shall have less illumination than their on site commercial use.

DESIGN GUIDELINES

- **Layout.** The alignment and spacing of fixtures in parking lots shall follow a regular pattern that is coordinated with the orientation of buildings and other site elements.
- **Location.** Light poles shall be incorporated within raised planting areas wherever possible 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 lighting plan shall consider the ultimate size of trees that could eventually obscure the lighting or create dark spots in parking lots.
- **Illumination Levels.** Illumination levels shall be defined by IESNA recommendation RP-20-1998 "Lighting for Parking Facilities" or current manual. Illumination Levels for general parking and pedestrian areas shall maintain a minimum of 0.6 horizontal footcandles with a uniformity ratio of 4:1 average to minimum. This standard shall be met both on the ground and six feet above the ground. The applicant shall demonstrate compliance with IESNA guidelines by providing supporting installer specifying illumination levels for all fixture utilized.

- **Luminaires.** The use of metal halide lamps is strongly recommended in parking lots throughout North Windham for its color rendition and energy efficiency. Lamps should be housed in a luminaire that is classified by IESNA as a cutoff distribution. Decorative fixtures may be used, provided they meet the cutoff criteria.
- **Pole Heights.** Fixture heights shall vary with the size and position of the lot. **Small Parking Areas** (less than 150 cars) shall have a maximum pole height of 20 feet. In **Large Parking Areas** (greater than 150 cars) 30' poles may be allowable to reduce the number of poles. Poles within 200' of residential property lines shall not exceed 20' in height.
- **Adjacencies.** Light sources shall be shielded from view of abutting residential properties.
- **Design.** The design and color of fixtures used in parking lots shall complement the roadway and pedestrian lighting, the architecture, and other street furnishings in terms of color, form, and style.



The alignment and spacing of these lighting fixtures follow a regular pattern that coordinates with the orientation of the buildings and parking lot.



This light fixture at a crosswalk in a parking lot is scaled to accommodate the pedestrian.



The alignment and spacing of these lighting fixtures follow a regular pattern that reinforces the orientation of the buildings and the parking lot.



The clean design of the lights in this parking lot complement the lines of the architecture.

OBJECTIVES

The lighting of pedestrian spaces shall consider users' needs and safety. Light standards shall 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

- **Heights.** Pole heights for pedestrian lighting shall be appropriate for the project and the setting. Bollard fixtures, 3-4 feet in height, and ornamental fixtures, up to 12 feet in height, are encouraged as pedestrian area lighting. When decorative or special lighting is used, pole height shall be a maximum of 16 feet above the ground.
- **Luminaires.** Lamps should be metal halide housed in a luminaire that can be classified by IESNA as a non-cutoff or cutoff. Maximum wattage shall not exceed 100 lamp watts.
- **Illumination Levels.** Illumination levels shall not exceed the maximum levels recommend by IESNA.

- **Decorative.** Ornamental and decorative lighting shall be used to highlight significant design elements (e.g., gateways, plazas, major building entrances).
- **Design.** The light poles and fixtures shall be selected to complement the roadway and parking lot lighting, as well as the other elements of the streetscape and considered during the Town's review of proposals.



Ornamental lighting can add human scale to exterior spaces while providing necessary illumination for pathways and outdoor spaces.

OBJECTIVES

Facade lighting is a way of highlighting special architectural features and attractively landscaped areas, while adding depth and variety to North Windham at night. Lighting used to illuminate building facades and landscaping shall 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 shall 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 shall not exceed 5.0 footcandles as demonstrated in documentation provided by either the lighting manufacturer or installer's documentation.
- **Location.** Lighting fixtures shall be properly sited, aimed, and shielded so that light is directed only onto the building facade. Lighting fixtures shall not be directed toward adjacent streets, sidewalks, or properties.
- **Types.** Lighting fixtures that are mounted on the facade and designed to wash the face with even light in a downward direction are preferred.
- **Landscape Lighting.** Landscape lighting shall be properly sited, aimed, and shielded so that light is directed only onto the selected tree or shrub. Lighting fixtures shall not be directed toward adjacent streets, sidewalks, or properties. The lighting plan shall 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.



Lighting can be used to achieve dramatic effects, especially in gateway locations.

OBJECTIVES

Lit canopies or architectural features or devices used to illuminate gas stations, convenience stores, and drive-through elements of a building shall facilitate 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 shall 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).
- **Parking Areas.** The maximum levels shall 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 shall be treated as a parking area.
- **Canopy Luminaires.** Recessed luminaires with flat or regressed lenses shall be used in canopies so the motorist cannot see the source of light. The cut off angle shall not exceed 85 degrees above the vertical to make the light source invisible to passing motorists. See Accessory Structures in Chapter II - **Architecture** for additional design guidelines.
- **Fascia.** Lights shall not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies shall not be illuminated.



These dropped light fixtures allow light to spill out beyond the edge of the property line, creating a source of conflict with abutters.



Recessed canopy light fixtures 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 North Windham's commercial district. They inform motorists and pedestrians, while having a direct effect on the overall appearance of the roadway.

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

Signage Goals

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



A highly legible commercial sign characterized by simplicity in materials, form, and lettering.

OBJECTIVES

Commercial uses in the North Windham neighborhood should be identified by attractive, legible signs that serve the needs of the individual store or office, while complementing the site and the architecture.

DESIGN GUIDELINES

- **New and Replacement Signs.** All new and replacement signs shall be designed to meet these guidelines.
- **Signage Plan.** Where a signage plan is required as part of Site Plan Review it shall be prepared by professionals experienced in commercial signage. The developer shall expect to resubmit the plan to the Town Planner or code enforcement officer if the building's tenant is unknown at the time of application.
- **Design.** The shape of the sign shall complement the architectural features on the building. Simple geometric shapes are preferred for all signage.



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

- **Lettering Size.** Lettering size for identification signs shall allow the sign to be read at a travel speed of 35 MPH. As a general rule, the minimum lettering size shall be six inches in height. Identification signs are defined as those in a multi-tenant complex.
- **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 that project above the roofline are prohibited.
- **Street Numbers.** All buildings shall have their assigned street address shown in a prominent location to facilitate general wayfinding and 911 emergency response. Street numbers shall not be included in the calculation of total square feet permitted under the land use ordinances for signs.
- **Maintenance.** All signs shall be maintained in a manner equivalent to their condition at time of initial installation.
- **Replacement.** If a panel sign is removed from a back-lit sign a plain panel shall be fitted over the signboard to maintain the whole sign in an attractive manner.
- **Enforcement.** Non-functioning signage and lighting shall be replaced when practical or within 30 days of a violation letter from the code enforcement officer. Rust damage, dents, chipped paint, and other signs of age shall be repaired immediately. Signs that are faded to a point where they no longer resemble their original color (through Code Enforcement review) shall be replaced.



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



This site directory clearly identifies destinations with a minimum of wording, allowing motorists to make decisions without having to stop.

(Below) The mounting system for this sign repeats the columns found on the building





The signs in this column are examples of generic signs for national commercial interests that can detract from the community's character.

Design guidelines provide developers with the community's vision for its commercial areas. The results are signs that reinforce a sense of place.



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

OBJECTIVES

Signs should be kept simple and direct in message and content. They should convey only the most essential information about the business. North Windham motorists should not be distracted by signs containing excessive information

DESIGN GUIDELINES

- **Product-Sponsored Signs.** The use of 'sponsor' logos, slogans, or other messages on a tenant sign to promote products or services other than the primary tenant, limited to 25 percent of the total sign area.
- **Readerboards.** Readerboards attached to permanent signage noting the site or specific business are permitted and will be included in the calculation for permitted square footage under the land use ordinances. Temporary or mobile readerboards are prohibited.
- **Sandwich boards.** Temporary sandwich boards are permitted for each business provided that they meet the guidelines for permanent signage in relation to their design, lettering, and maintenance. Sandwich boards shall not exceed 20 square feet in size, are subject to an annual permit from the Code Enforcement Officer. Sandwich board signs must be removed within one hour of business closing each day.



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



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



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

OBJECTIVES

A vast majority of signs are placed on the facade of buildings where motorists and pedestrians can easily see them. Signs shall be mounted in a manner that is complementary to the building where the sign is located.

DESIGN GUIDELINES

- **Design.** Where facade mounted signs are proposed they shall be designed as an integral element of the architecture.
- **Location.** The mounting location of a sign shall not obscure architectural details on the building. Signage shall be mounted on vertical surfaces without projecting above the fascia trim. In general, signs shall be located a minimum of 18” from the corner of the building.



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



This facade-mounted sign is well integrated into the design of the building. Its placement emphasizes the main entrance.

OBJECTIVES

Many of the commercial uses within North Windham rely upon temporary signs to convey specific information, alert the public to special events, or announce new businesses. Their design and placement should be closely related to existing sign systems, landscape improvements, and the architecture to avoid visual clutter

Still need a temporary sign

This well placed temporary sign does not exceed 32 square feet.

DESIGN GUIDELINES

- **Content and Design.** The same guidelines established for the content and design of permanent signs should be applied to temporary signage.
- **Location.** Temporary signs shall be installed in locations that do not create a hazard for pedestrians or vehicles.
- **Size.** The total size of temporary signs, excluding sandwichboards described below, (regardless of function) should not exceed 32 square feet.

OBJECTIVES

Multi-tenant commercial property shall provide legible, attractive signs that help people identify the property and its tenants. A hierarchy of signage shall be established to facilitate wayfinding. A simple identification sign in a highly visible location shall provide an identity for the building and tenants. Names of individual tenants should be displayed within the interior of the site.

DESIGN GUIDELINES

- **Identification Signs.** Multi-tenant buildings or multi-buildings sites shall have one identification sign conveying an overall identity for the property. This sign shall be located near the main entrance in order to encourage simplicity and discourage clutter.
- **Street Numbers.** Multi-tenant building signs shall have their Windham street address incorporated into the identification sign to facilitate wayfinding and 911 emergency response. The address shall not be included in the total area of the sign.
- **Tenant Signs.** Multi-tenant signage shall have an apparent hierarchy (i.e., Windham address, name of building/development, primary tenant, other tenants).
- **Landscaping.** Landscaping surrounding signs for multi-tenant buildings shall be consistent with the landscape treatment for the entire property.



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. It features detailing found on the building.

MULTI-TENANT PROPERTIES



OBJECTIVES

Externally-lit signs shall not create glare that would distract motorists or pedestrians, nor should the degree of illumination disturb the surrounding residential areas.

DESIGN GUIDELINES

- **Light Level.** The illumination level on the vertical surface of the sign shall be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare or reflection.
- **Lighting.** Lighting fixtures shall be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights shall not be aimed toward adjacent streets, sidewalks, or abutting properties.
- **Light Sources.** Top-mounted lighting fixtures shall 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. Lighting shall be an integral part of the overall design of the sign.
- **Design.** Light fixtures and mounting devices shall be selected to complement the color and design of the sign and the architecture. Concealed light sources are strongly encouraged.



In the example above the top-mounted light fixtures are well-located, aimed, and shielded so that only the sign is lit. The lighting fixtures complement the signs and the buildings.



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

OBJECTIVES

Internally-lit signs shall not act as light fixtures in their own right.

DESIGN GUIDELINES

- **Mounting Systems.** Mounting systems shall be designed to be compatible with the architecture in terms of color, forms, and style. Electrical connections, wiring, junction boxes, and other similar devices shall be enclosed or integrated into the design.



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

OBJECTIVES

Advertising features – objects other than signs designed primarily to attract public attention – are strongly discouraged in the North Windham area because they distract motorists and contribute to visual clutter.

DESIGN GUIDELINES

- **Advertising Features.** Examples of advertising features which are discouraged in North Windham include, but not limited to: greater-than-life size models of food or other products, replicas of spokespeople associated with commercial products, and rows of flags or banners.
- **Review.** All signs and advertising features shall be presented to the Town as part of the Site Plan Approval process for new or substantial redevelopment. The Town may request rendered illustrations to evaluate the effect that any proposed advertising features may have on the public landscape visible in North Windham.



Advertising features, such as this over-scaled ticket and internally lit band of color behind the facade sign, are unnecessarily distracting.