

*An Ordinance to Amend  
Waterboro Zoning Ordinance  
Article 7 Performance Standards  
Section 7.10*

**Note: The symbol of “\* \* \* \*” indicates that there is missing text that will remain unchanged, which has been left out of this document for the purpose of brevity. Underlines indicate proposed language to add, and strikeouts indicate proposed removals of language.**

**7.10 Commercial Design Standards**

A. Purpose. To protect, enhance and perpetuate the town's historic, cultural and architectural heritage and to enhance the town's attraction to residents and visitors and to serve as a support and stimulus to business and industry, construction of a new building or structure or addition to an existing structure shall be of such design, form, proportion, mass, configuration, building material, texture and location on a lot as to conform with the following guidelines as deemed practicable by the Planning Board. In areas of the town where structures have little or no historic value (e.g., franchise architecture), new construction or renovations shall enhance the area rather than replicate existing structures.

(1) Applicability. These design standards apply to all new commercial buildings, structures in the Town of Waterboro with properties that have frontage or access on route(s) 202 & 5 and which require Site Plan approval per the Site Plan Review Ordinance.

2. Standards

(a) Proposed buildings, improvements and additions shall not be stylized to the point that the building or improvements are more an advertisement than an architectural form.

(b) Long or continuous facades do not provide visual interest. Facades shall be articulated every 50 feet using varied designs, rooflines, materials and heights. The front facade shall be designed to look like more than one building entrance when the façade is proposed to be greater than 50 feet in width.

(c) The relationship of the width of the building to the height of the front elevation shall be visually compatible with buildings, structures and open spaces where it is visually related. In reviewing a proposed new building or structure shall break up uninteresting box-like forms into smaller, varied masses comparable to a variety of form and massing which are often elements essential to the character of the streetscape. Avoid single, monolithic forms that are not relieved by variations in massing.

(d) The roof shape of a building shall be visually compatible with that of buildings to which it is visually related. When no clear pattern exists, a roof pitch of 5/12 or steeper shall be used, or the building should be designed so as to appear to have a pitched roof. The design of the roofline or parapet wall shall screen any air conditioning or other utilities placed on the roof on 3 sides most visible to the public.

(e) Where mechanical equipment such as HVAC are located at ground level, appropriate vegetative screening shall be used to hide the equipment while spaced to allow for routine maintenance.

(f) For trash receptacles located on the property, where possible, natural vegetative screening and or stockade fencing shall be used to screen the containers from public view.