

# **PLANNING BOARD**

## **Town of Waterboro**

The Planning Board of the Town of Waterboro will meet at 7pm on December 16, 2015 at the Meeting Room in the town hall for the purpose of holding a Public Hearing on amending the following ordinance:

**Zoning Ordinance - Article 7 Performance Standards  
Subsection 7.10 Commercial Design Standards**

The public will be given an opportunity to be heard prior to the consideration of the above ordinance by the Municipal Officers. A copy of the amended ordinance is available with the Administrative Assistant for the Code/Planning Offices at the Town Hall.

The Ordinance change may be viewed during regular business hours in the Code/Planning Office or you can visit [www.waterboro-me.gov](http://www.waterboro-me.gov) for more information.

**Kurt Clason**  
Chair, Waterboro Planning Board

*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 section 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.

## Commercial architectural design guidelines

A. General guidelines. 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, color 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 guidelines apply to all new commercial buildings, structures in the Town of Waterboro with properties that have frontage on route(s) 202 & 5.
- (2) Clusters of buildings or overall developments should be encouraged rather than lot-by-lot development.

B. Specific guidelines New construction or renovations shall be visually appropriate in terms of:

- (1) Height.
  - (a) The height of the proposed building(s) or addition(s) to existing buildings shall be appropriate with neighboring buildings.
  - (b) In reviewing a proposed new building or structure, or additions to existing buildings, relate the overall height of new construction to that of neighboring structures. As a general rule, construct new buildings to a height comparable to the average height of existing buildings from the historic period on the same side of and across the street (church steeples do not count toward that height).
  - (c) Avoid new construction that greatly varies in height (too high or too low) from older buildings in the vicinity.
  - (d) At no point shall a building be any taller than 35' at it's peak.
- (2) Proportion of buildings front facade and massing.
- (3) Proportion of openings with the facade. The relationship of width of the windows to height of the windows and doors in a building shall be visually compatible with those of windows and doors to which the building is related.
- (4) Relationship of solids to voids in front facades.
  - (a) The relationship of solids to voids in the front facade of a building shall be visually compatible with that of buildings to which it is visually related.

- (b) In reviewing a proposed new building or structure or addition to an existing building, respect the recurrent alteration of wall areas with door and window elements in the facade. Also consider the width-to-height ratio of bays in the facade. The placement of openings with respect to the facade's overall composition, symmetry or balanced asymmetry should be studied.
- (c) Shutters should be the correct scale to the window and not just decorative elements. A shutter should be half as wide as the window.

(5) Spaces of buildings on streets. The space between two buildings shall follow the rhythm and scale of spaces between other adjacent buildings, where allowable by zoning regulations and lot constraints.

(6) Entrance and/or porch projection (setback).

(a) The relationship of entrance and porch projections to sidewalks and streets should be visually compatible with those of buildings to which it is visually related.

(b) In reviewing a proposed new building or structure or an addition to an existing building, maintain the historic facade lines of streetscapes by locating front walls of new buildings in the same plane as the facades of neighboring buildings when zoning regulations permit. If exceptions are made, buildings should be set back into the lot rather than closer to the street. If existing setbacks vary, new buildings should conform to historic siting patterns without violating the required setbacks.

(c) Do not violate the existing setback pattern by placing new buildings in front of or behind the historic facade. Avoid placing buildings at odd angles to the street, unless in an area where diverse siting already exists, even if proper setback is maintained.

(d) When adding a porch or an addition to the front of a building avoid solid, opaque forms that block the view of the original structure.

(7) Materials and textures The relationship of materials and textures of the facade of a building shall be visually compatible with that of the predominant materials used in the buildings to which it is visually related or traditionally used in the area. Materials common to New England, such as brick, clapboard and shingles, are encouraged. Highly reflective materials such as plastic panels, aluminum and metals shall not be used. Roofs shall be a unified material.

(8) Roof shapes.

(a) Relate the roof forms of the new building to those found in the area. Although not entirely necessary, duplication of the existing or traditional roof shape, pitches and materials in new construction is one way of making new structures more visually compatible.

(b) Avoid introducing roof shapes, pitches or materials not traditionally used in the area

- (d) Where allowed, 35-foot tall buildings with three full floors and a flat roof clearly defined in the elevation shall have a cornice above the third floor. The fourth floor shall step back with the roof pitch not visible from the street.
- (e) When installing green roof systems, strict adherence to these guidelines may be waived by the Planning Board. All green roofs shall have a cornice or other architectural detail above the roofline, to conceal any flat roof areas.

(9) Scale of buildings.

- (a) The size of the building, the building mass in relationship to open spaces, the windows, door openings, porches and balconies should be visually compatible with those characteristics of buildings and spaces to which it is visually related.
- (b) In reviewing a proposed new building or structure, or addition to an existing building, relate the size and proportions of new structures to the scale of neighborhood buildings. Although much larger than its neighbors in terms of square footage, the building shown maintains the same scale and rhythm as the existing buildings.
- (c) Buildings that in height, width or massing violate the existing scale of the area shall not be permitted.

(10) Directional expression of front elevation.

- (a) A building shall be visually compatible with the building(s), square(s) and place(s) to which it is visually related in its directional character, whether this is vertical character, horizontal character or non-directional character.
- (b) In reviewing a proposed new building or structure, or addition to an existing building, relate the vertical, horizontal or non-directional facade of the character of the new buildings to the predominant directional expression of nearby buildings. Horizontal buildings can be made to relate to the more vertical neighboring structures by breaking the facade into smaller masses that conform to the primary expression of the streetscape.
- (c) Buildings and additions shall be parallel to the street frontage wherever practicable.

(11) Linear commercial structures.

- (a) Buildings with multiple storefronts (e.g., strip shopping centers, one-story office buildings) shall be visually unified through the use of complementary architectural forms, similar materials and consistent details and a uniform sign-mounting system. The goal is to create an overall sense of design and scale while avoiding nondescript architecture and places.
- (b) Variations in setback on linear structures adds visual interest, creates common plaza areas and

landscape areas.

- (c) Variations in rooflines, gables and building height add visual interest and break down the scale of the building.
- (d) Covered walkways and awnings along the front facade provide shelter, help scale the building to the pedestrian and visually unite the structure.

(12) Large-scale structures.

- (a) The scale of structures over 10,000 square feet shall be broken down using changes in roof lines, gable ends, towers, colonnades, architectural details and landscaping.
- (b) Blank walls shall be made more visually interesting by including elements that create shadow lines, changes in setback, material and rooflines and other architectural details consistent with the historic patterns in the area as deemed practicable by the Planning Board.
- (c) Parking should be placed to the rear or side of these buildings, and parking lots shall be landscaped.
- (d) Cart storage shall be integrated into the site using similar materials.