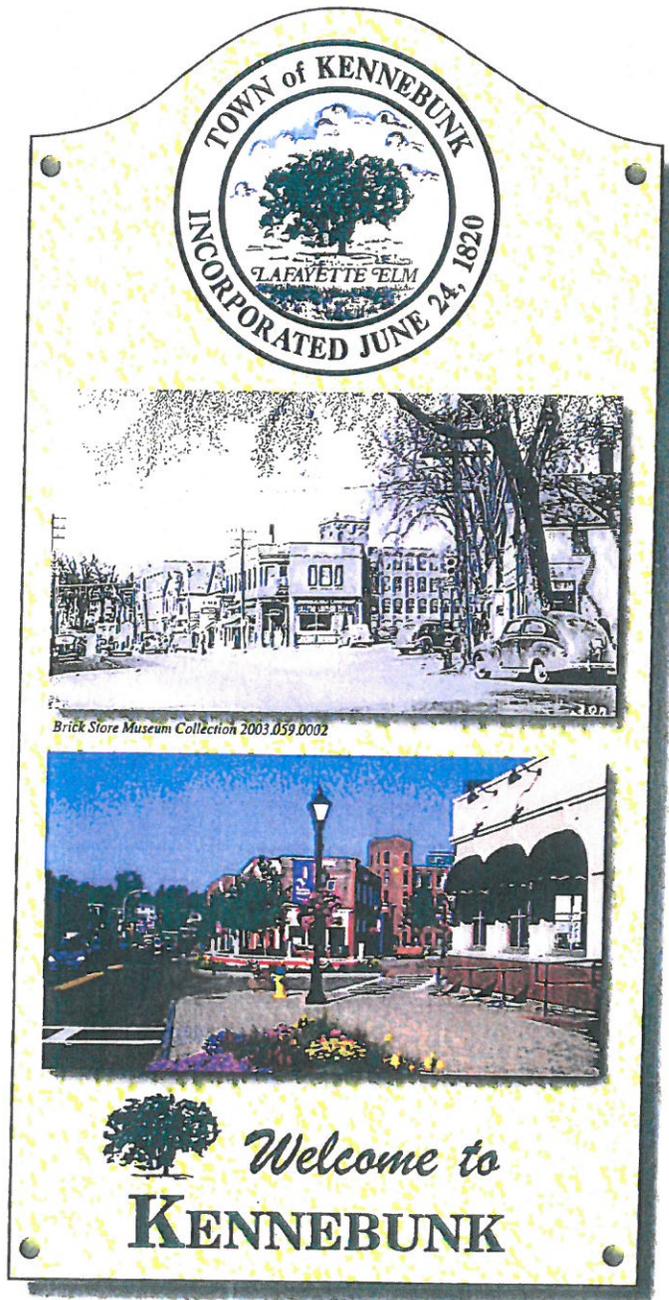


DESIGN STANDARDS

for Kennebunk's
Portland Road & York Street
Commercial Districts



The **Design Standards for Kennebunk's Portland Road and York Street Commercial Districts** have been developed as a guide to the appearance, form and functioning of new development occurring along the Portland Road and York Street Corridors in furtherance of the Town's **Comprehensive Plan Economic Strategy 2 - D** which states:

“ Every effort should be made to develop and apply design standards to all commercial and industrial areas which are sensitive to and enhance community character and livability, including standards which promote aesthetic building design, reduce the number of curb cuts, improve the design of parking lots and provide pedestrian friendly standards for all commercial areas.”

These standards are meant to illustrate and expand upon the Design Review Standards provided in Article 10, Section 23 of the Zoning Ordinance and are intended to be used as a guide for developers, design professionals, Planning Board and Site Review Board members , and Town Staff.

These Design Standards are presented in six sections:

- Definitions
- Site Planning
- Architectural
- Landscaping
- Signage
- Lighting

The Kennebunk Planning Board has approved these Design Standards in an effort to assist applicants in designing proposals which will comply with the town's design goals. Please note that the town has utilized information / photos from several other town design standards manuals - including those from Falmouth, Maine, Scarborough, Maine, Newburgh, New York and Perth, Canada.

DEFINITION OF TERMS

These definitions are provided to assist the reader while using Kennebunk's Design Standards.

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 .A 1990 federal law designed to bring disabled Americans into the economic mainstream to provide them equal access to jobs, transportation, public facilities, and services.

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

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

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

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

Cape Cod Curbs –A relatively low fiat asphalt curb, typically used at the edge of parking lots or roadways to minimize snow plow damage.

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 Access Easement –The reciprocal legal right to pass from one property to another.

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

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.

Footcandles –The basic unit of illumination.

Gateways –Entrances into recognizable places or areas of significant changes in land use.

Human Scale .The relationships of a development and/ or its elements in terms of size, height, bulk, intensity, and aesthetics, to human beings.

IESNA –Illuminating Engineering Society of North America – the professional society that makes recommendations for lighting standards.

Landscape Plan –A component of a development plan which shows the quantity, species, and size of all proposed vegetation.

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.

MBD -- Multiple Building Development.

Neckdowns –Located at the openings of curb lines, the curb width is extended, usually 7-8", to decrease the distance between opposing curb lines and to prohibit parking. Sometimes referred to as "bump outs."

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

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

Peer Review –The use of qualified professionals to review specific aspects of a Site Plan application for conformance with the Town's Ordinances or Design Standards.

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.

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

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

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.

Service Areas –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.

Site Furniture –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).

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

INTRODUCTION

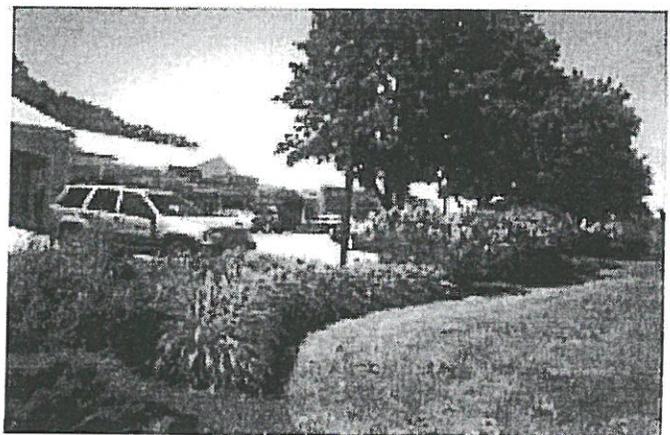
Each property within Kennebunk's business districts is unique. Development plans should be based upon a careful understanding of the site in order to meet the requirements of the business while improving the functionality, safety, and visual character of Kennebunk's commercial community.

Site Planning Goals

- Distinctive, attractive gateways that welcome people to Kennebunk
- Quality development that respects the uniqueness of each property and reinforces Kennebunk's sense of place and character.
- Public open space throughout the commercial area to enhance its appearance and support pedestrian use.
- An attractive, functional, and safe environment that is conducive to commerce and other permitted activities.
- Quality redevelopment of transitional or substandard properties.
- Protection for abutting residential properties through sensitive site planning, buffering, and architectural design.
- Upgrading the visual character and human scale of commercial districts through particular attention to architecture, site planning, signage, and lighting.
- Encourage increased walking and cycling activity within commercial district's by providing safe, attractive, interconnected facilities.
- Universal accessibility for all that meets the Americans with Disabilities Act (ADA).
- Sound access management throughout the commercial district to maintain efficient traffic flow and high levels of safety.

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The preservation of mature trees, combined with masses of plantings, create a distinctive, attractive environment. The landscape buffer also helps separate the cars from the pedestrian path to the right.

OBJECTIVES

Good site planning shall result in an attractive, safe, and economically viable relationship between buildings, parking, signage, lighting, landscaping, and the surrounding environment. Site plans shall minimize the visual effects of parking, feature high-quality landscaping, accommodate pedestrian movement where possible, and encourage connections to nearby properties.

DESIGN STANDARDS

Proximity of Buildings to Roadways.

Buildings shall be located as close to the front property line as possible to provide scale and interest to the auto and pedestrian environment. The majority of parking shall be located at the rear or side of the building.

Relationships to Residential Properties.

The facades of buildings which abut or are visible from residential neighborhoods shall use forms, materials, and details which are residential in nature and appearance. Services areas, parking lots, outdoor storage yards, and other similar features shall avoid facing residential neighborhoods.

Licensed Professionals. All plans for development/redevelopment shall be designed by appropriate licensed professionals (e.g., architects, landscape architects, civil engineers, traffic engineers) to address issues of public health, safety, and welfare.

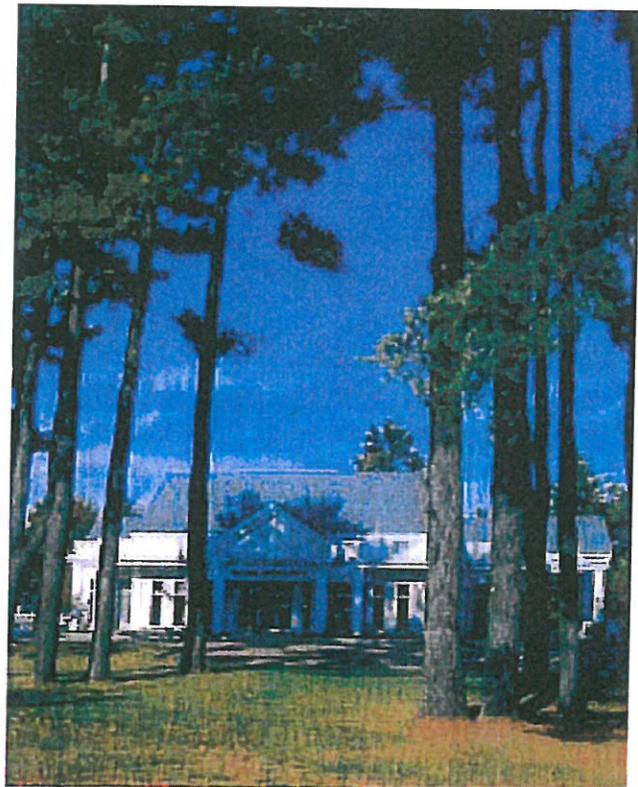
Access Management. Site plan involving curb cuts onto major roadways shall demonstrate an adherence to sound access management principles to promote efficient traffic flow and maintain a high level of safety for pedestrians and motorists.

Landscaping. The Space between the roadway and the front of the building shall be attractively landscaped with trees, flowering shrubs, fencing, stone walls, and other elements. Existing healthy trees and shrubs shall be preserved or transplanted

to another area of the site wherever possible.

Standard Note. All plans submitted for Site Review Board or Planning Board Approval (as applicable) shall contain the following standard note:

The property shown on this plan may be developed and used only as depicted on this approved plan. All elements and features of the plan and all representations made by the applicant concerning the development and use of the property which appear in the record of the Board's proceedings are conditions of the approval. No change from the conditions of approval is permitted unless an amended plan is first submitted to and approved by the Board.



Preservation of the mature pines add visual interest and reduce the impact of front parking.



Pedestrian walkways are clearly identified through changes in color and materials.



An example of a high quality, contemporary office building that has retained many of the natural features of the site.



The proportions and site features give this building a strong sense of human scale. The stone wall, plantings, and walkway lighting create a welcome entrance. The building used to be a flat-roofed commercial structure.



A human-scaled shopping plaza that offers a variety of interesting and inviting exterior spaces



This well-detailed outdoor space provides an attractive opportunity for pedestrians. The wooden trellis and landscaping complement the building and add human scale.

OBJECTIVES

All development activities shall be characterized by safe, user-friendly, and efficient traffic flow. Access management principles shall be followed to reduce the number of curb cuts, provide a safer vehicular and pedestrian environment, encourage intra-parcel travel, and minimize the number of trips on roadways.

DESIGN STANDARDS

Curb Cuts on Major Roads. Site plans shall be designed to minimize the number of curb cuts on major roadways to increase vehicular and pedestrian safety.

Shared Access. Entrances to abutting commercial properties shall be combined to the maximum extent possible.

Internal Traffic Flow. To ensure the safety of motorists, delivery trucks, and pedestrians, the site plan shall clearly delineate internal traffic patterns. Site plans shall be designed by a professional engineer. 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.

Internal Connections. Connections between parking lots and driveways on adjacent parcels shall be provided to facilitate deliveries and minimize turning movements onto major roadways. Internal connections shall provide safe, direct access between adjacent lots in a manner that prevents them from becoming vehicular shortcuts. Cross easements shall be provided as required to facilitate circulation. The site plan shall anticipate future vehicular connections to abutting undeveloped property.

Internal Pedestrian Connections. Safe pedestrian connections between abutting land uses shall be provided where possible to encourage foot traffic and minimize vehicular movement.

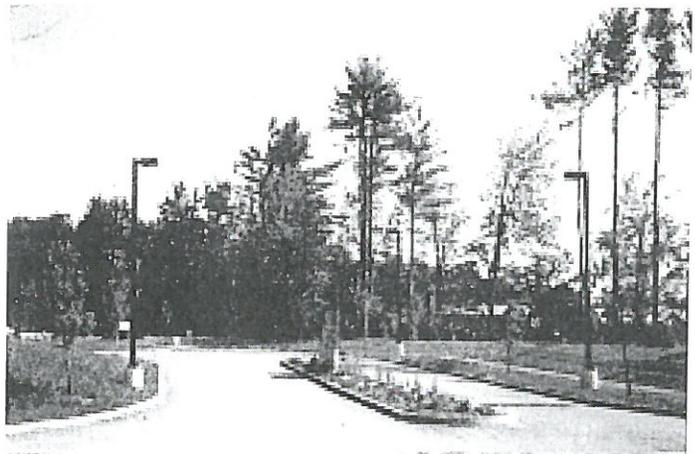
Traffic Calming. Traffic calming measures shall be included where appropriate to discourage speeding within the site and between abutting properties. Measures may include speed tables, on-street parking, raised crosswalks, vertical curbing, curvilinear road alignment, roadside plantings, neck-

downs, curbed islands, and signage.

Drive-Throughs. Access routes leading to or from takeout windows or other drive-throughs shall minimize conflicts with pedestrian circulation routes. Motorists shall be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices. The site plan shall be designed to prevent queuing in parking lots or other areas which would cause congestion or unsafe conditions. Pedestrian safety shall be an important consideration in the design of access routes leading to or from auto-oriented uses. Site layout shall minimize conflicts with pedestrian access to the on-site businesses, to businesses on adjacent sites, and to public sidewalks.

Pedestrian and Bicycle Movement. The circulation plan shall provide safe pedestrian and bicycle movement within the site. The plan shall demonstrate how linkages can be made to adjacent properties, both developed and undeveloped. Pedestrian and bicycle connections between abutting properties shall be coordinated with vehicular routes to encourage foot traffic and minimize vehicular movement.

Refuge Zones. Pedestrian islands (five feet minimum width) shall be installed in driveways and streets where the crossing distance is greater than 32 ft.



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.

Outparcel Development. Plans for multi-building developments shall accommodate future buildings, access roads, sidewalks, esplanades, and signage in a coordinated fashion. (See Multiple Building Dev. Standards for additional standards)

Service Drives. Service drives shall be separated from internal walkways, parking areas, or pedestrian use areas by landscaped islands, grade changes, or other devices to minimize pedestrian contact.



This planted bed serves as an attractive way to separate entering and exiting traffic. The planting bed has also helped preserve a large, mature tree located on the site.



This fast-food restaurant is an outparcel of a larger commercial retail development. Circulation, including drive-through, parking, and pedestrian access, has been carefully integrated into the surrounding site.



An island provides a refuge zone for pedestrians crossing this wide driveway. Permanent crosswalks would have minimized annual maintenance costs.



The predominance of curb cuts along this roadway creates an unsafe/uninviting environment for the pedestrian.

OBJECTIVES

Parking lots shall be designed to complement adjacent buildings, the site, and the commercial district without becoming a dominant visual element. Every effort shall be made to reduce the scale of parking lots by minimizing the total amount of paved surface visible from the road.

Parking lots shall be designed as inviting, pedestrian-friendly places by careful attention to landscaping, lighting, and internal walkways. With proper planning, parking lots can balance the needs of both the vehicle and the pedestrian.

DESIGN STANDARDS

In addition to the Site Plan Review Standards of Art. 11, Section 8. , these standards shall be used in the design and layout of parking lots.

Siting. The majority of parking areas shall be located at the rear or sides of commercial buildings, except where parking would be located adjacent to a residential neighborhood, or when included as part of a multi-building site plan (see pp. 13-14). 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, fences, or shrubs.

Orientation. Parking lots shall be designed as part of the overall plan for the site, and coordinated with building entrances, lighting, and landscaping.

Scale. The scale of parking areas with more than 15 spaces shall be broken up with trees, landscaped islands, grade changes, low walls, or other appropriate features.

Relationship to Buildings. Paved surfaces of parking lots shall be separated from buildings by a minimum of five feet of landscaping and/or a paved walkway. The width of the landscaping shall be proportional to the height of the building.

Screening. Where front parking is permitted between the building and the road, it shall be screened by berms, fencing, low walls, trees,

shrubs, perennial masses, or a combination of elements. The ultimate height of the screen shall be 3± feet to minimize the view of the vehicle while still providing a clear view of the building and signage.

Landscaping in Parking Lots. Between 10% and 15% of the parking lot shall be landscaped. The higher percentage shall be used for larger lots (more than 40 cars) and those that are most exposed to public view. Planting islands shall be a minimum of 9' in width. All parking lot landscaping shall be hearty and appropriate for parking lot conditions. Natural groupings or clusters of trees are also encouraged. See Landscaping for further standards.

Dead End Parking Lots. Parking lots with a single point of access are strongly discouraged. Dead-end parking lots shall not contain more than ten spaces. Where dead-end lots are unavoidable, they shall not contain more than 10 spaces, and shall be designed to safely turn a vehicle around without having to back out.

Shared Parking. Shared parking is strongly encouraged , particularly where abutting land uses have differing hours of peak parking demand. Cross easements may be required to allow shared parking.

Safety. Crosswalks shall be marked by a change in pavement texture, pattern, or color to maximize



An attractively landscaped parking lot that is a positive asset to the surrounding commercial area. Bikeracks are conveniently situated near surrounding shops.

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 visibility.

Side Lot Parking. Parking on the side of buildings shall not extend closer to the street than the front façade, and shall such parking shall conform to the Art.10, Section 23. Design Criteria. The space between the end of the parking lot and the roadway shall be landscaped according to an overall plan for the property.

Snow Storage. Provisions shall be made for snow storage in the design of all parking areas. The areas shall be shown on the Site Plan to avoid conflicts with landscaping, visibility, drainage, or icing during winter months.

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.



Wide parking lot islands provide ample room for tree growth .



Landscaped islands should have been used here to provide scale, reinforce internal circulation, and guide pedestrians.



A low wall and ornamental plantings effectively screen this parking lot from view.



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

OBJECTIVES

Entrances to buildings shall be designed to provide outdoor spaces for a variety of uses –seating/resting, dining, displays, and aesthetic enhancement - to create a pedestrian-friendly environment.

DESIGN STANDARDS

Planning. Outdoor use areas should be located in sunny, highly visible locations and sized to fit the anticipated uses. The design should be a collaborative effort between architect, landscape architect, engineers, artists, and other design professionals.

Materials. Outdoor use areas shall be constructed of high quality, easily maintained materials. All elements within the space shall be coordinated with the architecture and site elements to achieve a unified look. The use of decorative paving is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces. See Landscaping for plantings and street furniture standards.

Entrances. Major entrances to new or renovated buildings shall be emphasized through the use of canopies, recessed entries, seating areas, decorative plantings and lighting, sculpture, and other elements.



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



A small sitting area next to a new drug store offers a place to meet and relax in a commercial environment



An informal dining area in front of a deli provides an attractive setting for customers. Parking is screened by an attractive wooden fence..

OBJECTIVES

Public sidewalks shall be provided along the Route 1 street frontage. Existing and proposed road corridors should include sidewalks, planted esplanades, crosswalks, and pedestrian amenities to encourage a safe flow of non-motorized traffic.

There are many areas within the town's commercial districts which are not pedestrian or bicycle friendly. The long term objective is to encourage an interconnected network of sidewalks and bike lanes that encourage both pedestrian and bicycle activity.

DESIGN STANDARDS

Public Sidewalks. Sidewalks and planted esplanades shall be provided within or near the right-of-way on both sides of all streets to encourage safe pedestrian movement. Facilities shall be coordinated with abutting land uses to create interconnections throughout the commercial area and linkages to surrounding residential neighborhoods. Lighting and other amenities abutting walkways should be at human scale.

Coordination with Site Plan. All new sidewalks shall be coordinated with the Site Plan to avoid conflicts with landscaping, utilities, grading, drainage structures, signs, and other elements. All sidewalks shall be designed to facilitate snow removal and allow year-round use. Sheet flow of stormwater across sidewalks shall be avoided. Underground storm drainage systems are strongly encouraged.

Material Selection. Bituminous sidewalks with granite curbing shall be used on sidewalks within the public ROW.

Crosswalks. Where sidewalks intersect with commercial drives or roads, crosswalks shall be installed to alert the motorist and improve visibility. Crosswalks shall offer a noticeable change in texture and color. Materials for crosswalks shall be highly durable and slip resistant.

Lighting. Sidewalks shall be lit to the minimum standards recommended by the Illuminating Engineering Society of North America (IESNA) to promote safe use during evening hours.

Accessibility. All new and renovated facilities shall be located, designed, and detailed in full compliance with the Americans with Disabilities Act (ADA), as revised.



This photosimulation, illustrates the improvements sidewalks and pedestrian amenities can add to a public roadway.

OBJECTIVES

Commercial properties shall provide attractive, safe, and functional walkways between the public right-of-way and the main entrance. Internal walkways shall invite pedestrians onto the property and make them feel welcome.

DESIGN STANDARDS

Internal Walkways. Continuous internal walkways shall be provided from the public sidewalk to the principal customer entrance of all principal buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, and building entrances.

Location. Walkways shall be located 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.



An internal walkway that is an integral part of the site plan.

Orientation. Walkways in parking lots shall be aligned with the main entry or a focal point on the building to assist in wayfinding.

Curbing. Internal walkways shall be separated from parking bays and/or travel lanes by raised curbing. Granite is preferred for its longevity, low maintenance, and appearance.

Width. Internal walkways 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.



This circulation system results in excessive width in front of the storefronts and creates an auto-oriented environment. The painted walkway offers little contrast and leads to the parking aisle.



This raised walkway provides a high level of contrast with the surrounding parking lot. However, the width is compromised by the overhang of cars, making pedestrian movement difficult.

Coordination with Landscaping. Areas adjacent to walkways shall be landscaped with trees, shrubs, benches, flower beds, ground covers, or other such materials. Walkways in parking lots shall include landscaped islands to provide visual relief, shade, and scale. Shrubs shall be used with care to avoid blind spots. Special features, such as benches, flower beds, planters, and artwork can be used to enhance the walkway. Trees along all walkways shall be trimmed to provide adequate sight distance and to remove potential obstacles. Vertical clearances of at least eight feet shall be maintained.



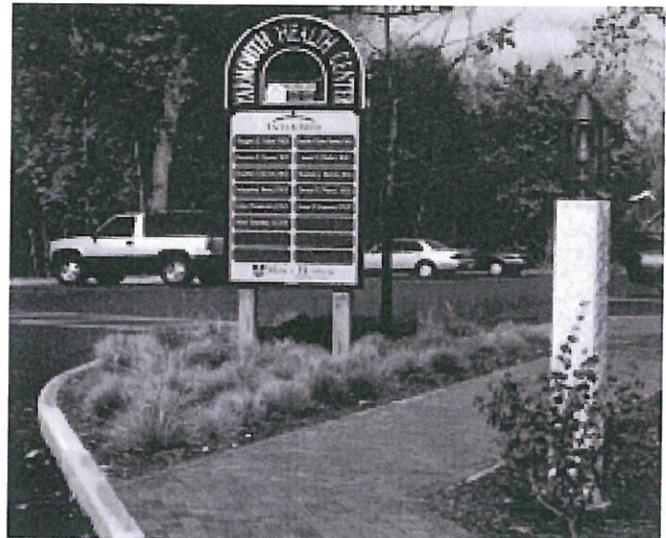
An internal walkway oriented toward the main entry of a restaurant. The planting strips with ornamental grasses and perennials separate the pathway from vehicles.

Crosswalks. Internal 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. The materials selected for road crossings shall be highly durable and low maintenance. Raised crosswalks shall be considered at key locations as a traffic calming device to make crosswalks more visible. Signs may be warranted in certain situations as determined by the Institute for Traffic Engineers (ITE). Materials selected for crosswalks shall allow safe bicycle movement across the surface.

Lighting. A minimum level of lighting shall be provided, following the current standards of the Illuminating Engineering Society of North America (IESNA) and the standards of Art. 10, Section 6, to safely guide the pedestrian from the front entrance to the parking lot and/or the public sidewalk.

Drainage. Sheet flow of stormwater across walkways shall be avoided. Culverts shall be sized to prevent ponding and provide uninterrupted use of the walkway.

Maintenance. All internal walkways shall be designed to facilitate maintenance by the property owner. The site plan shall coordinate the location of walkways with utilities, plantings, drainage, and other site elements that could affect long-term maintenance.



Decorative plantings can add to the attractiveness of walkways while helping to set them apart from parking lots.



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.

Snow Storage. All walkways shall be designed for ease of snow removal to encourage year-round use. Site plans shall indicate locations for snow storage in areas where they will not interfere with pedestrian movement, block visibility, or cause dangerous conditions from freezing meltwater.

Accessibility. Walkways shall be located, designed, and detailed in full compliance with the Americans with Disabilities Act (ADA), as revised.



The walkway in the parking lot leads to a well-defined crosswalk to maintain continuity.

This internal walkway crosses over a curb, making access difficult for people with disabilities.



A highly visible internal crosswalk that effectively connects the parking lot to the storefronts.



OBJECTIVES

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

DESIGN STANDARDS

Master Plan. For multi-building developments (MBD's), a conceptual master plan shall be prepared to show the Town the general location of future buildings, parking lots, roads and driveways, walkways, common open spaces, utilities, service areas, stormwater management, and other components of site development. The master plan shall also show how traffic, stormwater, and utilities will be coordinated with adjacent properties. The plan shall also illustrate the measures that will be taken to preserve significant natural or cultural features, such as wetlands, specimen trees, or stone walls.

Phasing Plan. As part of the Site Plan application, the applicant shall provide a phasing plan that illustrates the sequence of development and what steps will be taken to ensure compatibility between current and future activities.

Building Orientation. All buildings in MBD's shall be oriented to create usable, safe and attractive pedestrian spaces, preserve significant site features, and minimize the appearance of parking areas.



The buildings in this MBD have been sited to reinforce pedestrian circulation patterns and reduce the scale of the overall development.

Focal Points. In MBD's, a limited number of buildings or other elements shall be designed as focal points. These structures shall be visually more prominent, enhanced by height, massing, distinctive architectural treatment, lighting, landscaping, or other distinguishing features.

Outdoor Spaces. MBD's shall include outdoor use areas such as greens, plazas, and courtyards. Buildings may be oriented toward open spaces rather than roadways. In these situations buildings shall have a major access on the space as well as a secondary access point(s) oriented to parking areas. Outdoor spaces shall be coordinated with the pedestrian circulation plan to encourage pedestrian use, with provisions for seating and outdoor activities. Outdoor spaces shall be designed to separate pedestrian and vehicular traffic with landscaping, grade changes, and other site features.

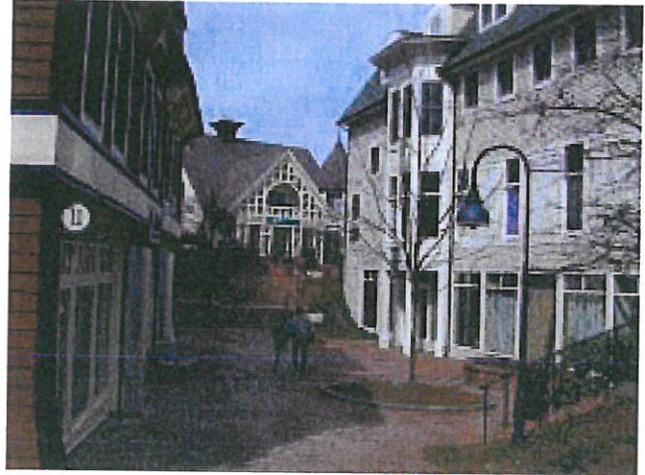


Similar roof pitches, pedestrian use areas, and traditional building materials help unify this multi-building development.

Drive Through Facilities. Where drive-through facilities are a component of a MBD, the building and site plan shall emphasize pedestrian access.

Lighting Plan. Site lighting for MBD's shall be coordinated with all other elements of the site. A lighting plan shall be prepared by a qualified lighting professional and submitted to the Board as part of review process.
(see lighting standards in Zoning Art 10, Sec 6) .

Landscape Plan. Landscaping for MBD's 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 adds seasonal interest to the landscape. See **Landscaping Chapter** for further standards on landscape materials.



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



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



Buildings in this multi-building development are oriented to a grid pattern, with strong pedestrian circulation.

Shared Stormwater Management. Wherever appropriate, treatment basins shall be designed to be shared by multiple building sites to minimize the land area devoted to stormwater management.

OBJECTIVES

Service areas shall be integrated into the overall site plan. They shall be designed to meet the functional needs of the facility while minimizing any traffic or visual conflicts, audible noise, or smells.

DESIGN STANDARDS

Locations. All facilities for service, including waste collection and storage facilities, off-street loading and unloading areas, loading docks, storage facilities, dumpsters, fueling areas, and vehicle service and maintenance areas, shall be located at the side or rear of the principal building. Locations that face public roadways or abutting residential properties shall be avoided. Overhead doors or other vehicle entrances or exits shall not be located on any façade that faces a public street or residential neighborhood.

Design. Service areas shall be sized to fit the specific needs of the building and its intended operations. The smallest size needed to meet the building's requirements is encouraged.

Screening. Service areas shall be screened to minimize visibility from sensitive viewpoints such as public and private roadways, main entrances, abutting neighborhoods, public open spaces, and pathways in these situations. 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.

Screening Design. Structural screens and fencing shall complement the design of the main structure by repetition of materials, detailing, scale, and color. Where chain link fencing is required for safety, it shall be landscaped and painted black or a similar dark color, or coated with dark vinyl. Plastic slats in chain link fencing are not permitted. Gates shall be designed to prevent sagging.

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.

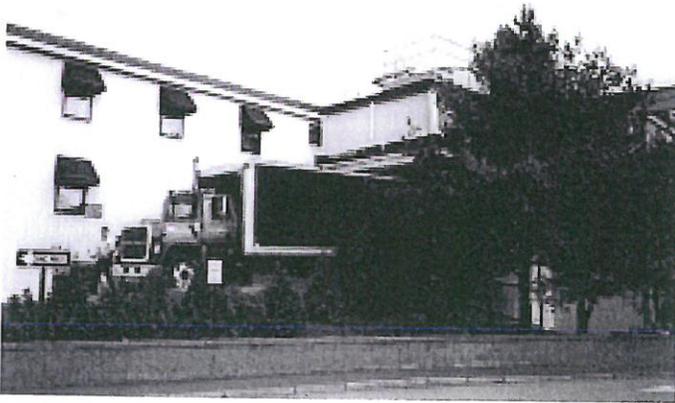
Coordination. Prior to Town submittal, the applicant shall contact the representatives of utility companies, fuel suppliers, trash haulers, the fire department, and others who may have input into the design and siting of service areas and facilities.

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.

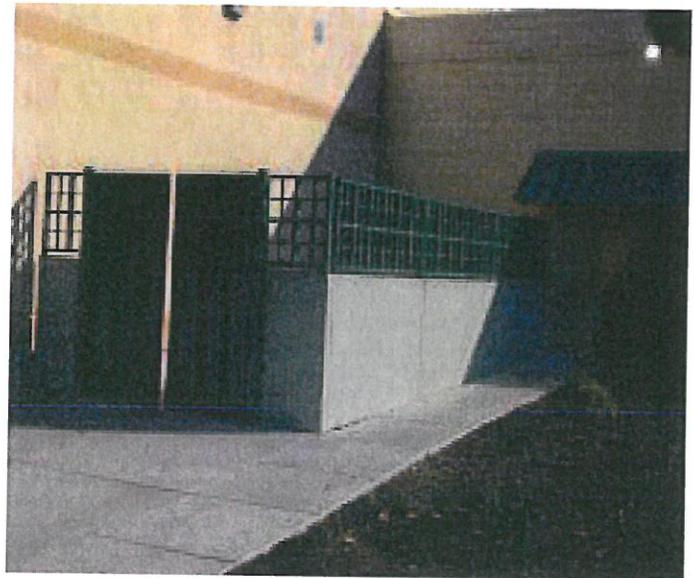
Recycling Facilities. The installation and use of recycling bins is encouraged. All recycling facilities shall be screened in a manner similar to other service areas. Dumpsters and recycling areas shall be consolidated where possible.



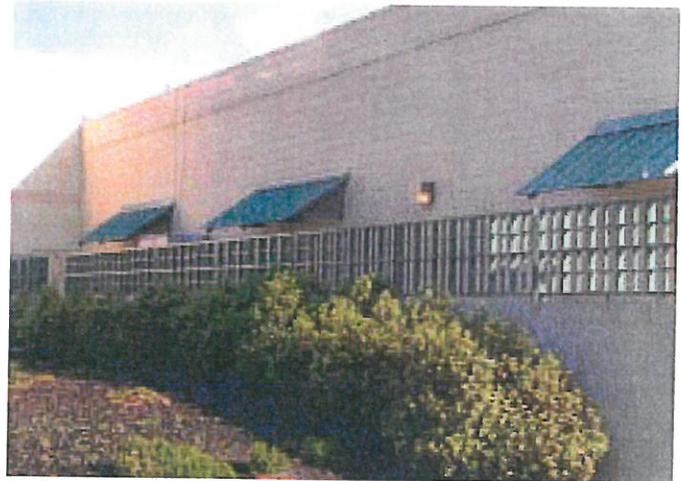
A variable height fence used to provide visual separation between a convenience store and its residential neighbor. The fence is attractive on both sides.



This service area is effectively integrated into the side of the building. The evergreen buffer acts as an appropriate and attractive screen..



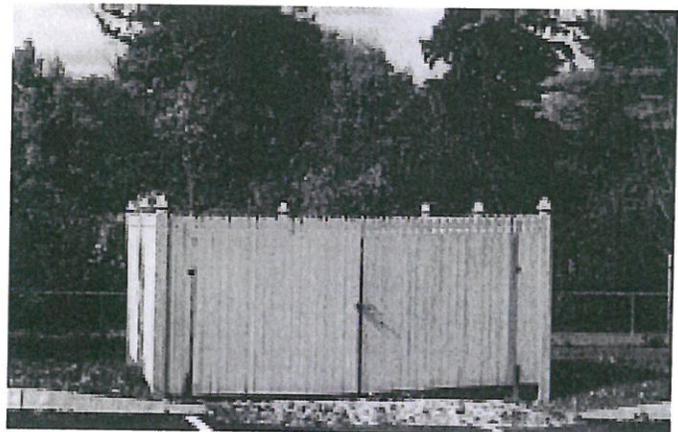
This service area is effectively buffered by grade changes and evergreen trees.



This service area is screened by a solid wall topped by a trellis structure that repeats design elements used elsewhere.



This trash enclosure was not properly sized to handle the dumpster needed for the facility.



A typical trash enclosure that could be improved by plantings, detailing to match nearby buildings, reinforcing the

OBJECTIVES

Buffering or screening will be required in certain areas to ensure compatibility between unharmonious land uses, particularly between commercial and residential properties. Plantings, earth berms, stone walls, grade changes, fences, distance, and other means can be used effectively to create the necessary visual and psychological separation.

DESIGN STANDARDS

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.

Landscape buffers can separate land uses and soften the presence of buildings.



Maintenance. Buffers shall be maintained in a condition that assures their continual effectiveness. Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they shall be replaced to meet the intent of the approved plan. Walls, fencing, or other forms of screening likewise shall be maintained in good condition.

This stand of trees creates an effective visual buffer between the road and the plaza parking lot.



OBJECTIVES

To comply with Town requirements and MeDEP Stormwater Management law, site plans may be required to incorporate treatment basins or other measures to maintain the quality of stormwater runoff. All stormwater management areas shall be treated as integral and attractive parts of the landscape.

DESIGN STANDARDS

Location. Where stormwater treatment basins or other related facilities are required, they shall be located in the least visible portion of the site. Where visible, they should be graded to conform to natural contours and planted to integrate them into the natural landscape.

Design. Stormwater treatment basins shall be patterned after naturalistic landforms, avoiding hard geometric shapes. Side slopes shall be landscaped with appropriate plantings to reduce erosion and screen the basin. Islands can be effective in breaking up the mass of a treatment pond while increasing habitat opportunities.

Grading. Abrupt changes in grades and steep side slopes (>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 to reduce their visibility and integrate them into the landscape.

Planting Design. Plantings used in stormwater treatment ponds should be designed by a qualified professional familiar with the growing requirements of wetland species.

Shared Basins. Wherever appropriate, treatment basins shall be designed to be shared by abutting properties to minimize the amount of land area devoted to stormwater management.

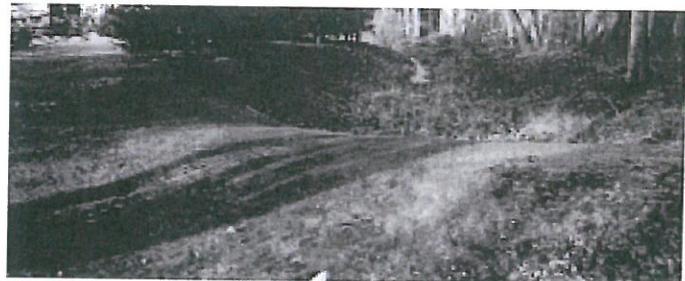
Rip-Rap. Where ground protection is necessary in highly visible locations (e.g., at spillways and culverts), it shall be constructed of hand-placed rock or geo-grid, rather than coarse rip-rap. The use of coarse crushed rock in visible roadside ditches is discouraged. The use of Permeon (Desert Varnish) is encouraged to hasten the weathering process on rip-rap and other stone surfaces.



Stormwater treatment ponds can be designed to create attractive focal points in the landscape.



Rip-rap is often necessary to control erosion and stabilize slopes. Hand placed stone or natural landscaping would have improved the appearance of this treatment pond.



A stormwater treatment pond that is contoured to blend into the surrounding landscape.

INTRODUCTION

These Design Standards establish criteria for new or renovated buildings in Kennebunk’s commercial districts. They anticipate a greater sense of continuity and identity by illustrating high quality architectural design. They are not intended to dictate building styles.

Architectural Goals

Architecture that offers a positive experience from three perspectives: by the motorist driving along the road corridor, by the pedestrian viewing the buildings up close, and in relation to surrounding buildings that tie into the community’s identity.

- Good neighborhood buildings that thoughtfully consider scale, form, orientation, height, setback, massing, materials, and architectural features.
- Buildings that are designed to human scale that address the comfort, enjoyment, and safety of the users.
- Buildings that are designed as permanent, positive additions to the commercial district, 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 that are restored and/or reused to maintain the integrity of historic heritage.

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Drawing from traditional forms, the scale of this commercial building is reduced by variations in roofline, massing, and high quality architectural details.

OBJECTIVES

The purpose of these standards is to encourage architecture within Kennebunk’s commercial districts that draws its inspiration from traditional New England examples. Building design shall reinforce a human scaled environment through careful consideration of architectural forms, massing, detailing, number and use of materials, and color.

DESIGN STANDARDS

Design. New buildings shall be designed to fit the individual characteristics of their particular site. The architecture shall be influenced by traditional New England building forms and town-making patterns, the specific needs of the intended users, the nature of the intended use, and other site-specific factors. Contemporary architectural styles are appropriate, provided they meet these standards.

Human Scale. Buildings and site elements shall be designed to human scale. The forms, massing, and openings of buildings shall be proportional to the size of a human figure. Many architectural elements can add scale to a building: watertables, integral planters, recessed openings, windows with divided panes, building mounted light fixtures, dormers, cupolas, projecting rooflines, covered walkways, colonnades, and similar features.

Licensed Architects. Any structure subject to site plan review shall be designed by an architect licensed in the State of Maine.

Freestanding Accessory Structures. Non-habitable structures, such as freestanding ATMs, garages, service stations, canopies, storage units, recycling sheds, trash enclosures, cart corrals, and utility buildings shall meet the same design standards as the principal building(s) on the site. The design of freestanding structures shall be coordinated with the principal building through repetition of architectural forms, materials, colors, and detailing.

Energy Conscious Design. Commercial architecture and site planning shall promote energy conservation wherever possible. Consideration shall be given to solar orientation and siting, use of maximum insulating materials, reduced lighting loads, and landscaping for windbreaks and shading.



Examples of high quality Maine architecture –a medical office, a retail store, and a library –that have been designed at human scale and fit their unique sites.



(above)
Three examples of buildings that have little reference to traditional New England forms or materials.

(left side)
Finely detailed commercial buildings using traditional New England forms and materials. Entrances are well marked and provide users with areas for shelter and/or interaction.



A freestanding ATM and remote teller located in the rear of the building designed to complement the main bank building in color scale, and detailing.



This restaurant occupies a highly visible corner location, yet provides the public with a scaleless, blank wall that does not contribute to the aesthetics of the street.



A freestanding canopy designed with the same form and detailing as the main building. The signage is well integrated into the facades.



A commercial building that lacks scale. There are virtually no distinguishing features to give the structure character or relate it to the context of New England.



An office complex that offers a variety of exterior spaces and relates well to surrounding residential areas by paying particular attention to design, scale, and details.



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

OBJECTIVES

Many existing commercial buildings may be coming through plan review as they undergo major renovations or additions. This is an opportunity to add visual interest to the building and to strengthen its relationship with the site and nearby structures. The Town expects high quality architectural and site design for all renovated structures.

DESIGN STANDARDS

Alterations. Where the existing building currently meets the design standards, proposed renovations must be designed to respect the proportions, fenestration patterns, and details of the original building. Where the existing building does not meet the design standards, the owner is strongly encouraged to upgrade the entire structure.

Design. Applications that involve renovations and additions 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 with the new.

Materials. Where existing buildings meet the design standards, additions or renovations shall complement or match the materials, form, color, and detailing of the original structure. Where the original building does not meet the standards, the owner shall demonstrate how the materials used in the renovation will complement the existing structure.

Architectural Features. Renovations shall retain any distinctive architectural features or examples of skilled craftsmanship.

Architectural Features. Renovations shall retain any distinctive architectural features or examples of skilled craftsmanship.



The repetition of architectural and landscape details help to integrate a shopping center with a historic building.



A shingle-style renovation transformed a small nondescript building into a noteworthy restaurant.



The additions on both sides of this restaurant do not relate to the form of the central structure.

OBJECTIVES

All buildings shall present an inviting, human scaled facade to the street, internal drives, parking areas, and surrounding neighborhoods. Wherever possible, entrances shall be clearly visible from the street and reinforced through site and architectural features.

DESIGN STANDARDS

Facade Treatment. The facade containing the main entrance shall be treated as a front facade and shall be designed in a manner that is consistent with the design standards. Building entrances shall be designed to be visible from the street and provide unobstructed areas for pedestrians. The front facade shall contain a clearly defined, highly visible customer entrance and three or more of the following elements to add scale to the building:

- canopies
- overhanging rooflines to provide shelter for pedestrians
- recesses or projections in keeping with the scale of the building
- arcades
- raised corniced parapets over entrances
- gables and dormers
- pilasters
- peaked roof forms
- outdoor sifting or dining areas
- display windows that are visible from the sidewalk
- architectural details such as moldings which are integrated into the building design
- other features which are designed to add scale and visual interest to the facade.

For retail structures, the front facade or any other facade that faces a public or private street shall have display windows, entry areas, or other transparent features along 40% or more of its horizontal length. This standard may be waived if other architectural elements are used to provide scale and visual interest to the front facade in keeping with these Design Standards.

Offsets. No uninterrupted length of any facade shall exceed 100 horizontal feet. Facades greater than 100

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 percent of the length of the facade. 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 the facade. Projections used to break up the mass of the building shall extend to the ground.

Rear and Side Facades. Blank walls facing public roads, residential neighborhoods, or abutting properties are prohibited. Where rear or side facades are visible from adjacent properties or roadways they shall be designed to match or complement the architectural treatment of the primary facade to give it scale and visual interest.



Facade treatments on these two commercial buildings wrap around the corners to present a unified design from all visible faces.

Site Design. Signage, lighting, landscaping, and other exterior elements shall all be designed to complement and be in scale with the facade, avoid visual or functional conflicts, and retain visibility.

Trim. Windows, door openings, ventilation openings, and other forms of exterior fenestration in frame construction shall be trimmed.

Window Shapes. Windows should be vertical in orientation, or square.

Shutters. If shutters are used, they must be sized to fit the openings and provided for all windows on a given wall.

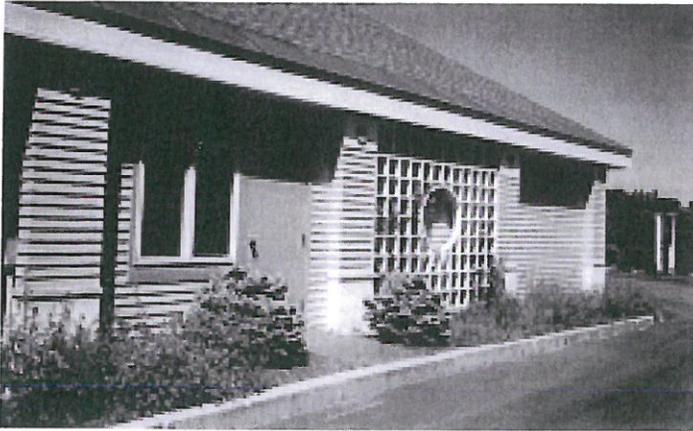


While the front plane of the wall of this building is broken, the offset does not continue to the ground. The projection becomes a billboard and the building is seen as a large box.



The scale of this 'big box' has been effectively reduced by architectural elements and detailing. The overhang provides protection for pedestrians and emphasizes the entrance.

Three views of a branch bank set in a mixed-use village setting. All facades were treated with equal importance. The front (top) faces the street and is built to the sidewalk, encouraging pedestrian traffic. The side of the building (middle) facing a single family home is residential in scale and design. The canopy at the rear (bottom) provides a transition area between the parking lot and the back entrance.

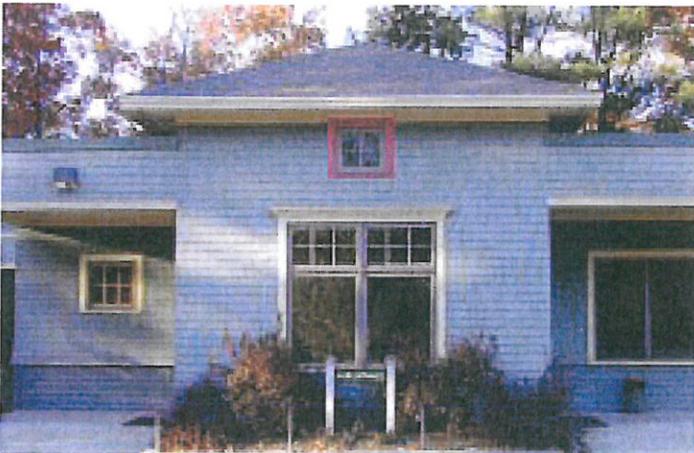


Small scale buildings, especially those viewed at close range, offer an opportunity to display a high level of detailing to enrich the pedestrian environment.

Functional Elements. All vents, downspouts, flashing, electrical conduits, meters, HVAC equipment, service areas, loading docks, 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 façade (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 contained in service closets, behind walls, or located out of view from the public. Building elevations presented for review shall show the location and treatment of all functional elements.

Vending Machines. Where vending machines are provided, they shall be sited in locations that are not visible from the street. The site plan and architectural elevations shall show the location of all vending machines.

Illustrations. All elevations of proposed buildings shall be evaluated as part of the design review. The Review Board may request perspectives of the building to illustrate the three-dimensional relationship between the front and side elevations. Elevations and perspective drawings shall include all landscape elements (trees, shrubs, lighting, street furnishings, etc.) that will be seen in conjunction with the façade.



Highly articulated windows work successfully as design details in the front facade of this contemporary medical building.



The building's meters and service connections are located out of sight in this service cabinet.



This building & ventilation equipment and service connections are highly visible, adding unnecessary clutter

OBJECTIVES

Building materials shall be treated as significant design elements that define the appearance of the structure and strengthen the sense of identity throughout Kennebunk. The use of materials that give the appearance of New England architecture is strongly encouraged.

DESIGN STANDARDS

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 (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 to give it scale. Long-term maintenance needs shall be a consideration in the selection of all building materials.

Materials Prohibited. Highly reflective or processed materials (e.g., metal or plastic panels, brushed aluminum, bronzed glass, concrete block, T-111, untreated plywood, dryvit, etc.) and multicolored brick (incorporating occasional white bricks in a random pattern) shall not be used on the primary or front-facing facade.

Colors. Traditional colors commonly found in New England villages are appropriate for all components of the building. Facade colors shall be low reflectance. The use of high intensity, high reflectance, chrome, metallic, or fluorescent colors or black is prohibited as the primary color.

Trim. Where trim is used, it shall be a color that complements to the building’s primary color. Neon tubing shall not be allowed as an exterior trim or accent material.

Detailing. Arbitrary changes in materials or embellishments that are not in keeping with the rest of the building are discouraged.



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

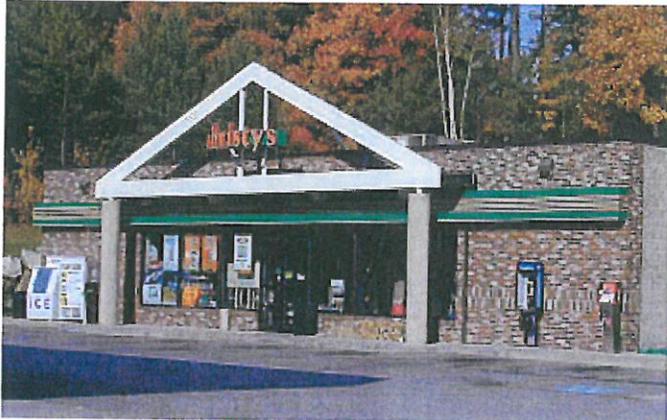
Three buildings that use traditional materials: brick, granite, and wood.



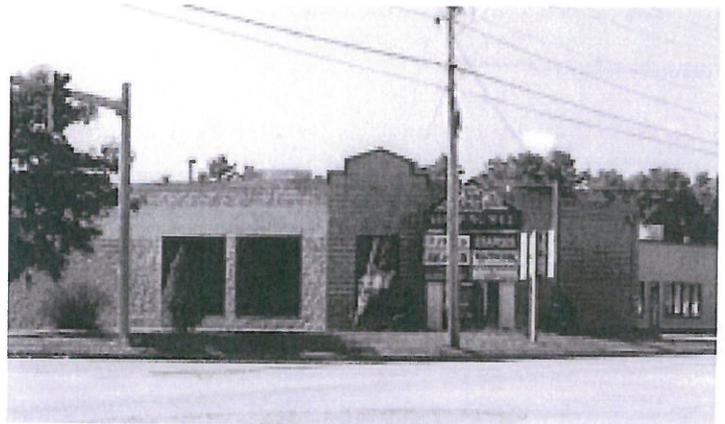
Reflective metallic siding



Metal panels



Multicolored brick



Split face block



Highly reflective glazed tile with bright plastic accents

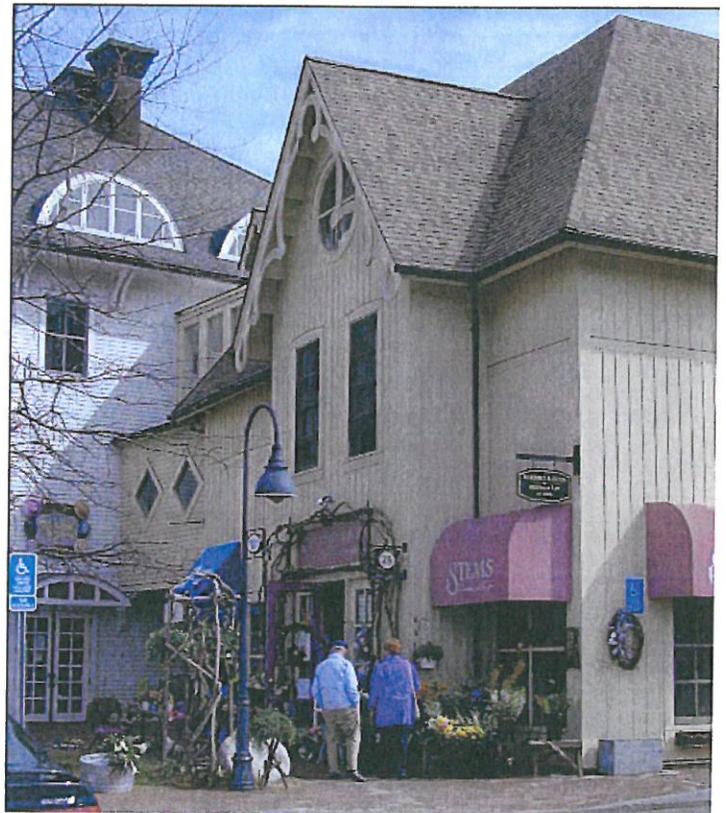
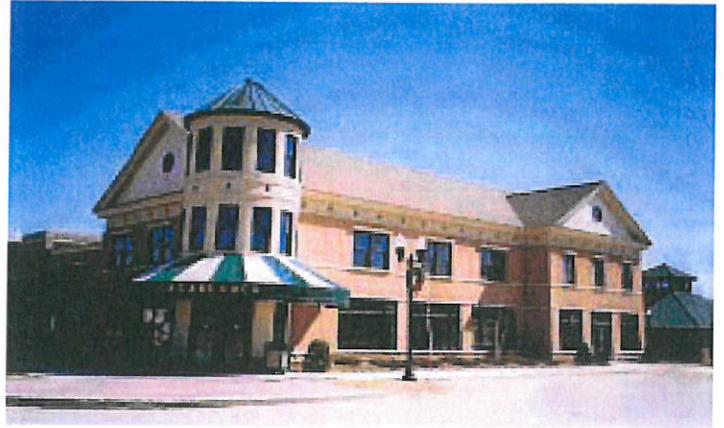
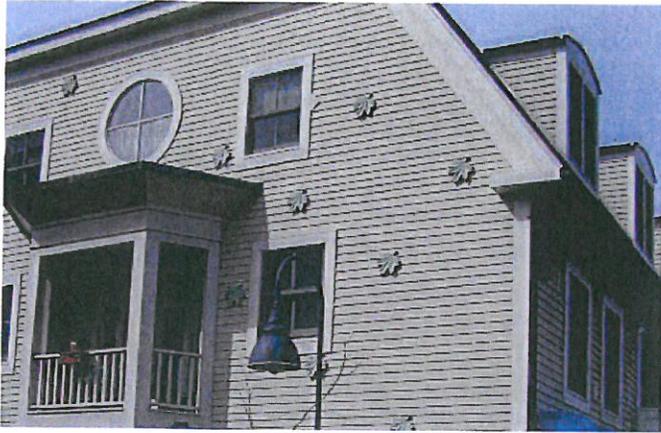


Textured plywood and arbitrary changes in materials



Painted concrete block

Examples of primary building materials and treatments that are prohibited in Kennebunk's commercial districts.



Examples of the richness and variety of traditional New England color schemes.

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.

DESIGN STANDARDS

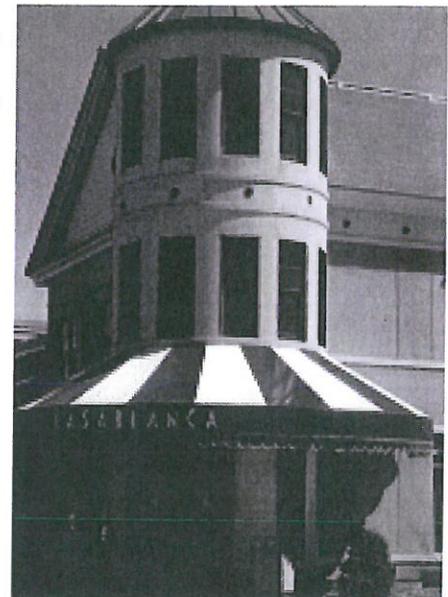
Location. Where awnings are used, both fixed or retractable, they shall be an integral element of the architecture. Awnings shall be located directly over windows or doors to provide protection from the elements.

Materials. Awnings and canopies shall not be made of reflective materials, such as metal or plastic. Their color shall match or complement the facade of the building.

Design Elements. Graphics used on awnings for identification or advertising shall be designed as an integral part of the signage program for the property, and shall be coordinated with other sign elements in terms of typeface, color, and spacing. Awnings shall not be used as advertising features or light sources. Backlit awnings are prohibited. Graphics on canopies are counted toward the total signage area.



Canopies over the doorways emphasize the main entrance and provide effective protection from the elements.



Backlit, highly reflective canopies are not appropriate in Kennebunk. These canopies (above and to the right) function primarily as a large signs, which is not acceptable.

OBJECTIVES

Rooflines shall be designed to provide diversity in the form of the building and add visual interest to the streetscape. When used properly, rooflines can reduce the mass of large buildings, emphasize entrances, and provide shelter and shade for the pedestrian.

DESIGN STANDARDS

Pitched Roofs. Buildings with pitched roofs are strongly encouraged. Where pitched roofs are used, the minimal pitch shall be at least 5/12. Projecting rooflines shall be designed to create strong shade/shadow patterns.

Shapes to be Avoided. False mansard, A-frames, and other non-traditional roof forms shall not be used as the primary roofline.

Flat Roofs. Flat roofs, especially on single-story isolated buildings, are discouraged in most applications. Where flat rooflines are used, the design shall create no horizontal line greater than 100 feet without a break, using features found on traditional New England buildings. See pp. 15-16 *Large Scale Buildings* for additional design standards.

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.

Preferred Materials for Pitched Roofs. Composite asphalt shingles and standing-seam non-glare metal are preferred for visible roofing. High gloss roofing materials shall not be used. Roofing materials shall complement the color and texture of the building's facade. Roof colors shall be muted earth tones or a color that is darker than the facade. Stripes and patterns on the roof are strongly discouraged.

Roof-Mounted Equipment. Mechanical and other equipment mounted on rooftops must be screened from public view or grouped in a location where visibility is limited. Where used, screening for roof-mounted equipment shall be designed as an integral part of the architecture to complement the building's mass and appearance.

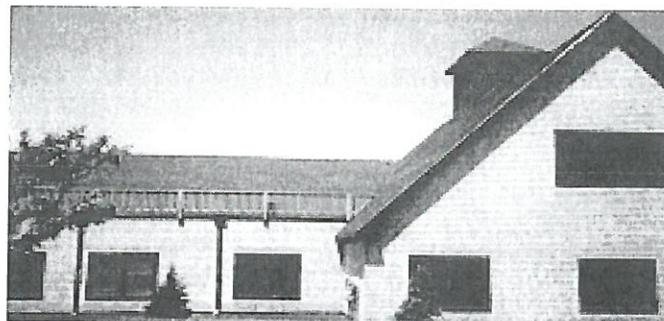
Roof-Mounted Signs. Roof mounted signs are prohibited by the Sign Regulations in the Zoning Ordinance..



The scale of this linear shopping plaza has been effectively reduced through variations in roof planes, dormers and a cupola.



Standing seam metal roofing is a traditional material common in older commercial buildings in New England.



A cupola projecting from this steeply pitched roof is an example of traditional forms used in a contemporary structure. Roof-mounted mechanical equipment has been effectively screened by balustrades.

OBJECTIVES

Buildings located on corners are particularly important because they help define the character of two streets. These high-visibility locations shall be emphasized by quality architecture and site development.

DESIGN STANDARDS

Siting on Corner Lots. A building on the corner of two public streets shall be located close to the intersection and shall exhibit a strong relationship to both streets that it fronts. Where zoning allows, the Review Board may permit a limited amount of parking and vehicular travelways between the building and the property lines along one or more of the streets, but the majority of the parking shall be located to the side or rear of the building. The amount of parking and vehicular travelways permitted between the building and the property lines along each street shall depend on both the zoning district and the context of the site.

Corner Buildings. Buildings on corners shall be a minimum of two stories or twenty feet (20') in height to add mass and visual prominence to the street.

Facade Treatment. Both facades of corner buildings shall be designed according to the standards in Facade Design, p. 5. Blank or unadorned facades facing streets on corner buildings are prohibited. The facade of the upper floor(s) shall be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing that will unify the structure and help frame the ground floor.

Corner Treatment. The architectural treatment of the street corner of the building shall emphasize its prominent position. This can be accomplished by greater massing and height, unique detailing, lighting, and other façade treatment to emphasize the front corner of the building. This corner treatment shall be designed to be visible from both streets. Where practical, an entrance to the building shall be located on the corner.

Focal Points. Corner locations offer opportunities to create dynamic focal points in the streetscape. These

can take the form of distinctive architectural elements, signs, sculpture, lighting, or landscaping. Focal points shall be visually related to the building as a whole, providing an accent without overwhelming it.



A retail building that is well-sited in its corner location. Attention to design detail gives the building human scale and visual interest.

OBJECTIVES

National franchises (e.g., restaurants, service stations, retail stores) are a welcome and permitted use within Kennebunk’s commercial districts. However, the design of these buildings can contribute to the loss of identity for Kennebunk by the repetition of generic architectural forms that are found throughout the country. Buildings for these types of uses shall reflect an awareness of New England architectural traditions in their form, detailing, and materials.

DESIGN STANDARDS

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 Standards. 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 Reviewing Board with illustrations 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.



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



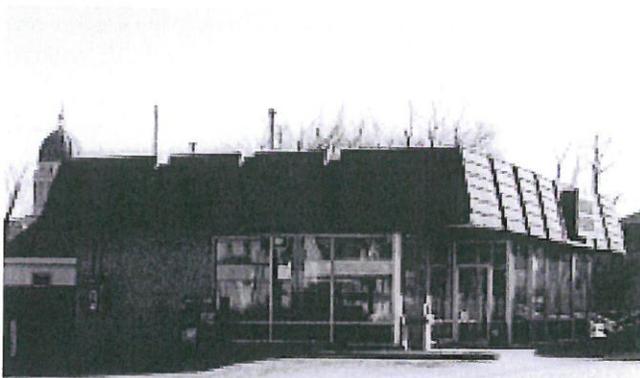
Examples of building forms used for national franchises that have no sensitivity to local design standards.

Examples of typical franchise design (below)
(not acceptable)



Examples of architecture from the same franchises which have been designed to local design standards (below)

(Better design)



OBJECTIVES

Due to their visibility and mass, large scale buildings (20,000 square feet or greater), such as 'big box' retail or grocery stores, can greatly enhance or detract from the visual character of the commercial district. These buildings shall be designed as attractive pieces of commercial architecture that are consistent with the scale and form found in Kennebunk's traditional buildings.

DESIGN STANDARDS

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 treatments. (See pp. 5-8, *Facade Treatment*).

Site Design. Scale reductions of large buildings shall be reinforced by appropriate site features such as pedestrian shelters, large trees, clearly-defined entrances, and site furnishings.

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 human scale.



Main entrances on large-scale buildings shall be designed as prominent focal points to orient customers.



A large retail establishment that still projects the image of a big box, despite the canopy and entrance treatment.

Facades and Exterior Walls. Horizontal facades greater than two 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. Nor uninterrupted length of any facade shall exceed 100 horizontal feet.

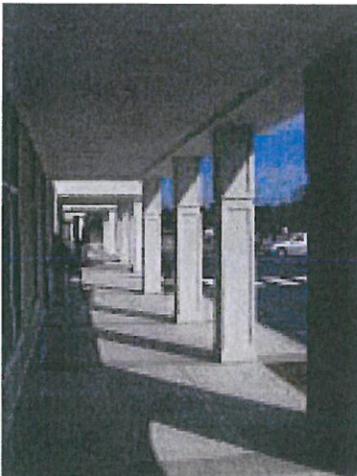
Other devices to add interest to long walls include strong shadow lines, changes in rooflines, pilasters and architectural details, patterns in the surface material, and wall openings. All facade elements shall be coordinated with the landscape plan to ensure balance, proportion, and continuity.

Ground floor facades that face public streets shall have display windows, entry areas, or other such transparent features along 40% or more of their horizontal length.

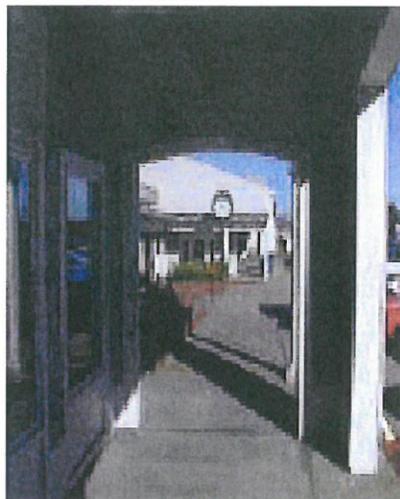
Smaller Retail Stores. Where principal buildings contain additional, separate stores which in total occupy less than 20,000 square feet of gross floor area, with separate, exterior customer entrances, the following standards shall apply:

- The street level facade of such stores shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 40% of the horizontal length of the building facade of such additional stores.
- Windows shall be trimmed and include visually prominent sills, shutters or other such forms of framing.

Entryways. Each principal building shall have a clearly defined, highly visible customer entrance featuring three or more of the following:



Arcades can be an effective way to add human scale to large buildings. Architectural detailing and shadow patterns create an inviting space.



- Canopies
- Overhangs or recesses provide shelter
- Arcades that lead to entrances
- Raised corniced parapets over the door
- Peaked roof forms
- Outdoor patios
- Architectural details such as tile work and moldings which are integrated into the building structure and design, or
- Other features which are designed to add scale and visual interest to the buildings.

Where additional stores are located in the principal building, and customer entrances to such stores are outdoors, each additional store shall conform to the above requirements. All components used to enhance entranceways or provide a distinctive look shall be designed or detailed as integral parts of the whole building.

Multiple Entrances. All sides of a large scaled building that face an abutting public or private street shall feature at least one customer entrance to facilitate pedestrian access, minimize walking distances from cars, and reduce the scale of facades. Where a building abuts more than two streets, this requirement shall apply to only two sides of the building, including the side facing the primary public street and another side facing a second street.



The entrances to this larger grocery store are emphasized by projecting canopies, distinctive openings, and a covered arcade.

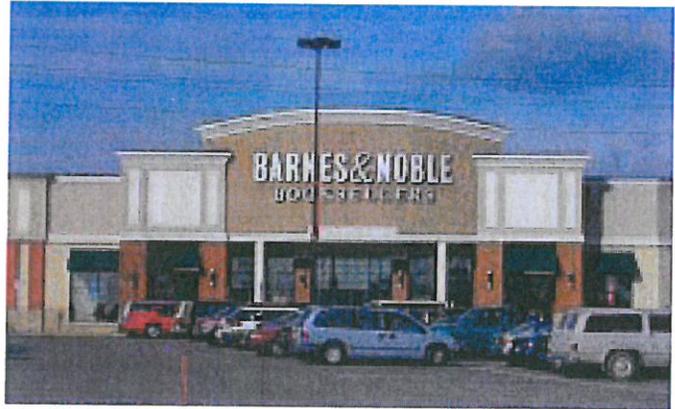
Features and Amenities. Large scale buildings shall contribute to the establishment or enhancement of the pedestrian environment by providing at least two of the following:

- Patio/seating area
- Pedestrian area with benches
- Window shopping walkway
- Outdoor playground area
- Water fountain
- Clock tower
- Other focal features or amenities that enhance the pedestrian environment.

Any such area shall have direct access to the public sidewalk. Such features shall be constructed of materials that are equivalent in quality to the building and landscape.

Cart Storage. Shopping carts must be stored inside the building, or in 'cart corrals', out of the way of pedestrian circulation. Cart storage areas shall meet the standards for accessory structures.

(See *General/Architectural Principles*, p. 2)



This retail store, attached to a large grocery store, has been designed as an individual building, with a separate entrance and architectural detailing. A covered walkway connects all the storefronts.



Examples of large retail buildings that have been effectively designed to avoid the appearance of a 'big box'.

OBJECTIVES

Linear commercial structures (e.g., strip shopping centers, multi-tenant offices, or commercial buildings) shall be designed with facade and roofline elements that reduce their scale and add architectural interest.

DESIGN STANDARDS

Design. Buildings with multiple storefronts (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 coordinated signage. Variations in the front setbacks are strongly encouraged to add visual interest, create spaces for common entries, outdoor eating / social spaces, and landscaped spaces.

Scale. Linear structures shall include architectural elements designed to provide shelter, encourage pedestrian movement, and visually unite the building. These can include covered walkways, open colonnades, arcades, and similar features.

Entrances. Pedestrian entrances to each building shall be clearly delineated to convey a sense of individuality. This can be accomplished by architectural detailing, roofline breaks, landscaping, lighting or a combination of these elements. Where covered walkways are used, they should extend the full length of the facade.

Rooflines. Variations in rooflines, detailing, and building heights shall be included to break up the scale of connected linear buildings.

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.



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



A commercial building that uses a clock tower as a focal point. Offset in the roofline helps to break up the mass of the building



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



A multi-tenant building with no variation in the roofline or facades to break up the scale.



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A linear building that has been effectively scaled down by variations in the roofline and façade. Each storefront is treated as a separate entity. Variety in the use of materials adds visual interest to all facades. The covered walkway encourages pedestrian movement and window shopping.

OBJECTIVES

Service stations, car washes, and convenience stores shall be designed with facade and roofline elements that reduce their scale and add architectural interest.

DESIGN STANDARDS

Orientation. Service stations, convenience stores, and similar uses shall be sited to face the street. Pump islands and canopies shall be located in the rear so the primary building is the major feature seen from the road.

Architecture. The architecture shall be designed so all four sides are in compliance with these design guidelines. Windows or other forms of fenestration shall be included on the facade facing the street which shall be treated as a front facade (see *Facade Design*, p. 6-7). The front facade shall include a pedestrian entrances from the street.

Canopies. Service station 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. Bands of bold color on the canopy and backlighting inside the canopy are prohibited. See **Lighting**.

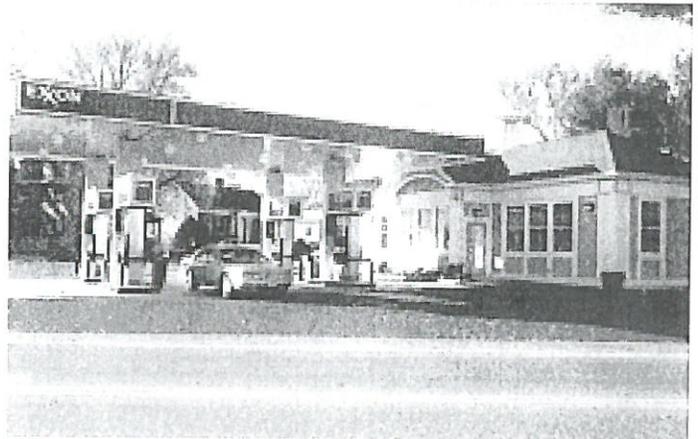
Large Openings. Openings for car washes or service bays must be integrated with the design of the building and sited so they are not directly visible from public roadways or adjacent residential areas.

Site Design. The site design must address the issues of off-site noise exposure, underground drainage systems to keep water off public streets (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 encourage pedestrian use. Access routes leading to or from service stations and convenience stores shall minimize conflicts with pedestrian circulation.



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.

OBJECTIVES

Drive-throughs shall be subordinate to the design of the main building to maintain the pedestrian orientation of the structure. Architectural design and circulation planning for buildings with drive-throughs require careful consideration to integrate them into the Kennebunk environment. 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 STANDARDS

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

Location. Drive-throughs shall avoid facing public or private roadways and shall generally be located at the side or rear of the building. Where drive-throughs are located at the rear, the site should be designed to ensure the safety of the employees and patrons.

Canopies. Drive-through canopies shall be visually compatible with the main structure. This can be accomplished through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs and fascia trim are preferred for canopies. Bands of bold color on the canopy and backlighting inside the canopy are prohibited.

Pedestrian Circulation. Access routes leading to or from drive-through facilities 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.



These banks' drive-through windows have been designed as integral parts of the buildings. They repeat the rooflines, forms, and materials.

CONCEPT DRAWINGS

Sample Site Plan Diagrams for Drive-Throughs
 Diagram A - Corner Lot Site Plan Diagram

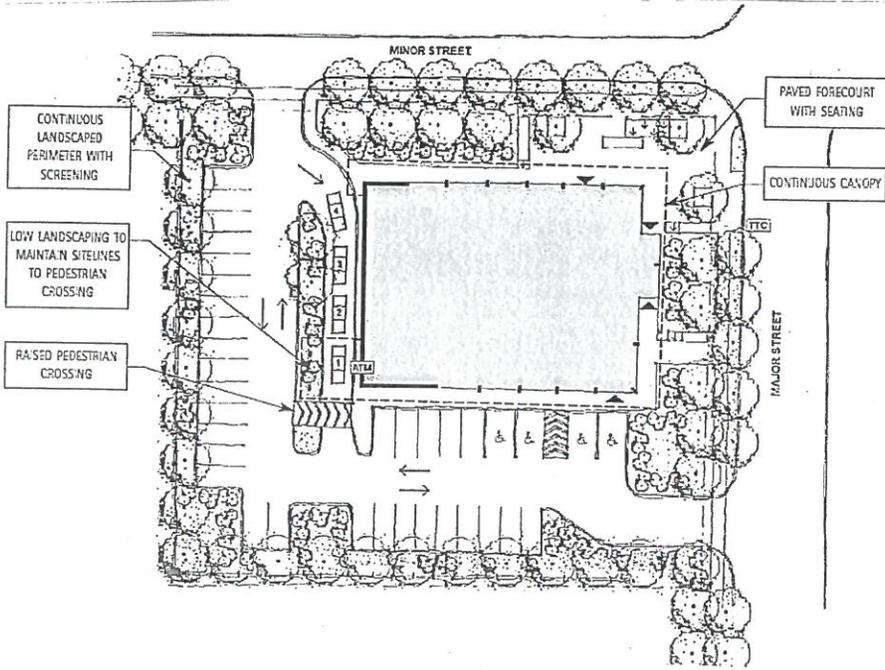
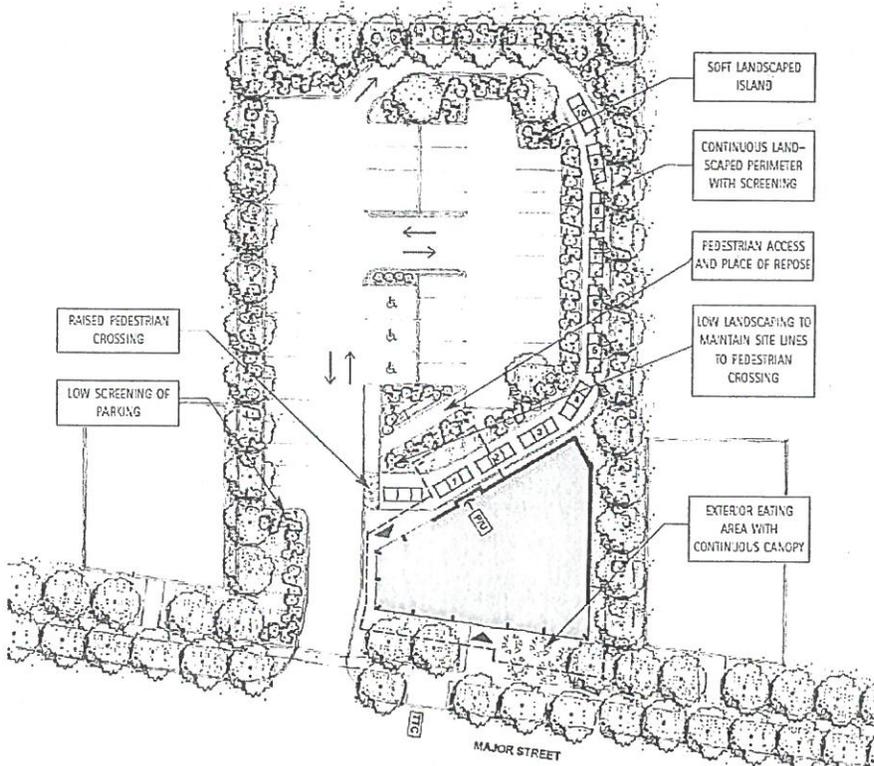
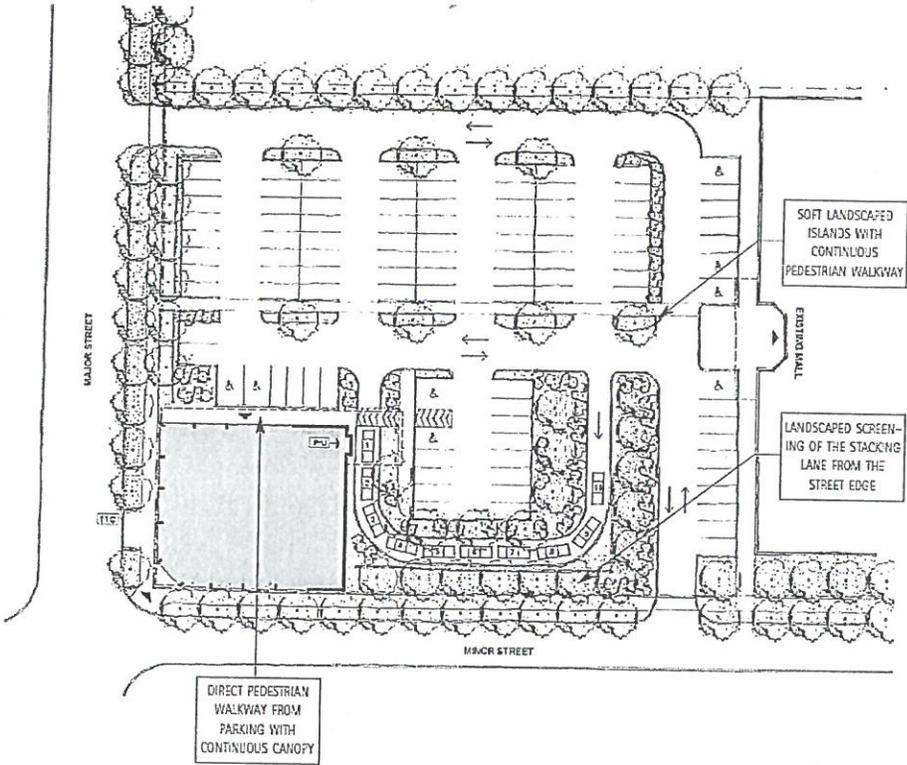


Diagram B - Mid Block Site Plan Diagram



ATM or Pick-up window	Low wall with soft landscaping	TTC Public transit stop	Tree
Building entrance	Landscaped island with pedestrian walk	Raised pedestrian crossing	Canopy
Direction of vehicular travel	Pedestrian walkway	Low hedge	
Exterior seating	Property line	Stacked car	

Diagram C - Front of Mall Site



BACKGROUND

Landscaping shall be an integral part of all site plan developments. Trees, shrubs, and other landscape elements can be used to accentuate buildings, create a sense of identity, and provide human scale. The applicant shall carefully evaluate the physical characteristics of each site and each plant when making the final selection to ensure that the plantings will survive and thrive in their selected location.

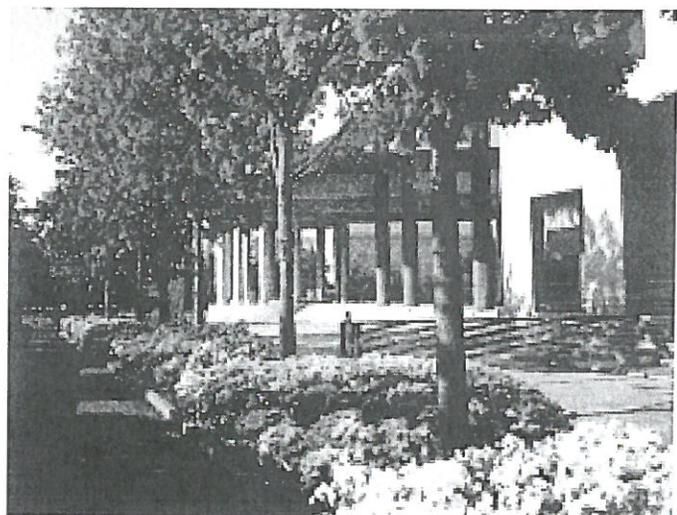
A Plant Materials List has been developed to encourage property owners to look at many options in both form and species (see pp. 9-10). The list shall be considered a starting point in selecting plants.

Landscape Goals

- Reinforce the identity of Kennebunk’s commercial districts through the use of plant materials in scale with their surroundings.
- Enhance the attractiveness and scale of commercial development through the use of colorful plant materials with interesting forms and massing.
- Help define areas where pedestrians are safely separated from the road.
- Reinforce wayfinding by emphasizing entrances and circulation patterns.
- Increase the attractiveness of parking lots by reducing their scale, providing shade, and adding seasonal interest.
- Provide screening for less attractive parts of a site or incompatible land uses.

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Landscaping is an integral part of site development. With proper planning, trees, shrubs, and other plantings can provide shade, emphasize entrances, screen undesirable views, and add yearlong color and interest.

OBJECTIVES

Landscaping shall be used to complement the architecture, enhance human scale, reinforce circulation paths, highlight entrances, provide shade, and add seasonal interest. Kennebunk’s commercial districts shall be unified by a rich variety of street trees, flowering shrubs, and masses of color.

DESIGN STANDARDS

Preparation. As part of the application for site improvements involving parking lots with more than ten cars and/or more than 2,000 SF of building, a landscape plan shall be prepared by a landscape architect registered in Maine, or other qualified professional familiar with local growing conditions. The Board, at their discretion, may require a peer review of landscape plans.

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.

Plant material shall be selected with consideration to public health and safety. Plants to be avoided include those with poisonous fruits, large thorns, or invasive growth patterns, or shrubs that could provide hiding places along pathways or block the view of moving vehicles.

Coordination with Utilities. The planting plan shall illustrate how plantings shall be coordinated with the location of underground and overhead utilities and lighting. The planting plan shall show screening for transformers, propane tanks, and similar utilitarian elements.

Variety. A variety of plant materials that exhibit seasonal color and interesting texture is encouraged to create a distinctive, yet low maintenance environment. Plantings plans shall strike a balance between monoculture (the use of a single species) and too much variety. A list of suggested plant is included on pages 9-10.

Simplicity. Planting design shall stress simplicity in form and limit the number of species. Shrubs, perennials, annuals, ornamental grasses, etc. used along the roadways should be planted in masses or ‘drifts’ that emphasize colors and textures, rather than used as single specimens.

Irrigation. The installation of underground irrigation is encouraged in front setbacks, public spaces, and other highly visible areas. It shall be coordinated so it does not cause overflow or flooding in pedestrian use areas, such as walkways, sidewalks, or parking lots.

Integration. Plantings shall be massed to soften edges, corners, and pavement areas, and to integrate the building into the landscape.

Boulevard Effect. Large spreading deciduous trees shall be planted in appropriate locations along Route 1 and other major roadways to define the edge of the travelway, provide shade for pedestrians, clean the air, and add scale to commercial corridors.

Existing Trees / Plants. Wherever practical, existing or unique trees or other significant plantings shall be preserved. The landscape plan shall illustrate which vegetation will be preserved and what protection measures will be taken during construction. Transplanting and reusing trees and other plantings is strongly encouraged.



An example of a simple planting plan that features drifts of perennials and ornamental grasses to accentuate the front of a medical office building.

Safety. The ultimate form and height of plantings 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 shall be used as landscape elements very sparingly and only as accents in mass plantings. Where used, they shall be buried for at least half of their depth.

Ground Cover. Extensive areas of bark mulch shall not be used as a substitute for live ground cover. Where mulch is used, it shall consist of dark, decomposed shredded bark, with pieces less than 1" in any one dimension.

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.

Minimum Plant Sizes. Unless otherwise required by site conditions, plant materials shall meet the following minimum sizes:

Canopy Trees	2 1/2" caliper
Flowering Trees	2" caliper
Evergreen Trees	5-7' height
Deciduous Shrubs	24" height
Evergreen Shrubs	18" ht./spread
Perennials	2 year clumps
Ornamental Grasses	2 year clumps
Ground Covers	3" pots



Existing trees were preserved to maintain visual interest, provide shade, and retain site character.

The Board may require larger plants for special locations, such as within the Route One ROW. The use of bare root plant material shall be avoided.

Guarantee Period. All lawns and plant materials shall be guaranteed for a period of not less than 2 years. The developer shall submit a copy of a guarantee and a contract with the landscape contractor, indicating the terms of the guarantee period, or may obtain a letter of credit.

Resources. The following sources are recommended for additional information on the planting and care of trees:

Architectural Graphic Standards. Planting Details, James Urban, ASIA. pp. 178-182. 1998.

Principles and Practice of Planting Trees and Shrubs. International Society of Arboriculture. 1997.

American Standard for Nursery Stock: ANSI Z60.1-1996. American Association of Nurserymen. 1997.



The entrance to this medical building is reinforced by plantings that provide seasonal interest.



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 shall be planted in large groups, or drifts, appropriate to the scale of the space.

DESIGN STANDARDS

Total Landscape Area. 10-15% of the total area of a parking lot shall be landscaped. In general, larger and more visible parking lots shall have more intensive landscape treatments. Driveways leading into and around parking lots are not calculated in determining the area of a lot. The Board will have discretion in the amount of landscaping required.

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 shall be planted in informal groups, straight rows, or irregular groupings as space permits, or concentrated in certain areas. Trees shall be planted a minimum of five feet from the end of parking lot islands.

Screening. Parking lots shall be separated from the street by plantings, earth berms, walls, and/or other landscape elements to minimize the view of vehicles, while still allowing the public to see the building.

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 in parking lot islands shall not exceed 3' in height to avoid blocking visibility.

Parking Stall Separation. Landscaped areas used for separation between banks of parking stalls shall be a minimum of nine feet in width.

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.



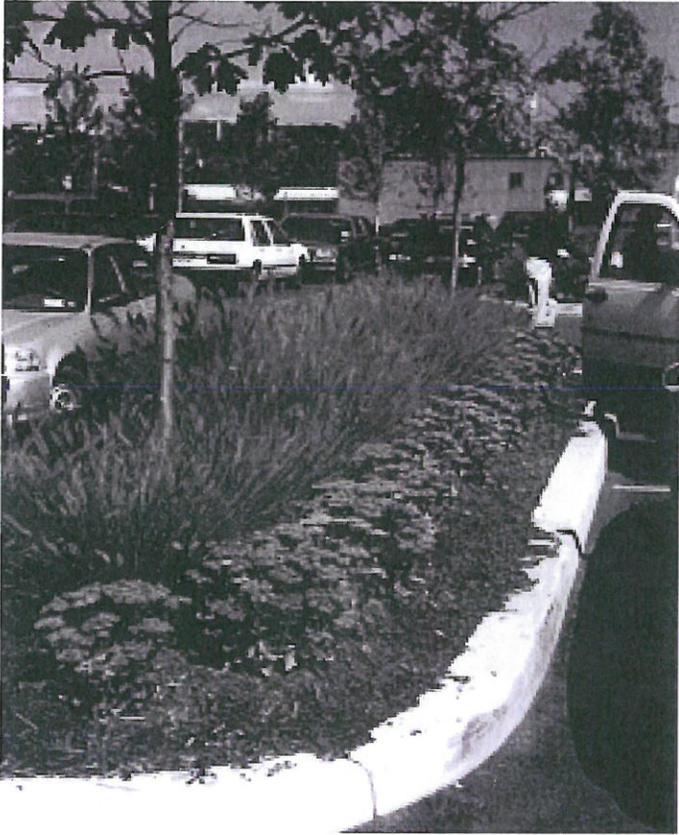
Plants selected for parking lots shall be able to withstand severe growing conditions and weather



A low earth berm effectively screens a parking lot. Ornamental trees or plantings added to the berm would provide a greater degree of attractiveness, as well as separation from the roadway.



These trees have been pruned so they minimize interference at eye level for both drivers and pedestrians.



Parking lot islands shall be large enough for trees to achieve full maturity and to prevent damage from car doors and snowplows.



This island of hostas adds a spot of color to the parking lot and can withstand harsh winter conditions.



Parking lot islands provide an opportunity to use a variety of plant species to break up the mass of pavement and introduce interesting textures.



Large groups of shrubs plus more trees would have screened the parking lot and resulted in a more attractive setting.

OBJECTIVES

Trees shall be used throughout Kennebunk’s Route 1 commercial corridor, planted within the right of way, near buildings, and throughout parking lots. Trees shall be sited to achieve full maturity and display their natural form. Planting plans shall emphasize large shade trees within or near the right-of-ways in order to create a more unified streetscape.

DESIGN STANDARDS

Suitability. Trees shall be resistant to insect infestation, drought, disease, roadside salt, and auto emissions. All plant material shall be suitable to growing conditions. A list of street trees is included in the Plant Materials List, pp.9-10.

Coordination with Architecture. Trees shall be carefully selected and located to complement the building elevation without blocking storefronts, signs, or lighting.

Roadside Plantings. Trees shall be planted a minimum of 5’ from the edge of the roadway. Trees and other landscaping planted at intersections shall preserve an adequate sight triangle as determined by the traffic engineer.

Pedestrian Movement. The lower branches of trees planted near pathways and sidewalks shall 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.



Trees have been pruned to prevent interference with pedestrian movement. An adequate amount of room has been provided to accommodate root development.



Masses of trees can help tie buildings into the site and provide attractive patterns of light and shade.



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

OBJECTIVES

A variety of appropriate shrubs and ornamental plantings shall be used throughout the commercial districts to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes.

DESIGN STANDARDS

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 is suitable for is provided at the end of this chapter. See **Plant Materials List**, pp. 10-11.

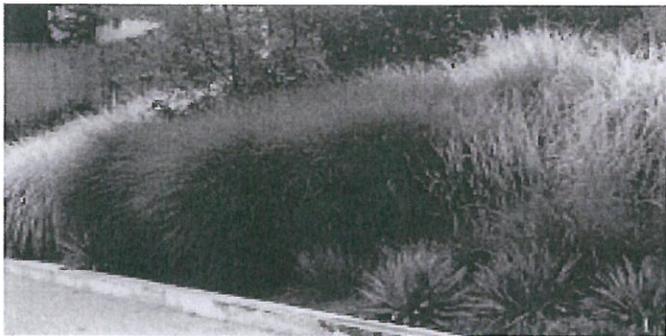
Selection. The selection of plantings shall consider ultimate height and spread, maintenance, pest and disease tolerance and their nuisance potential (severe thorns, excessive leaf litter, etc.). Invasive species shall not be used.

Foundation & Wall Plantings. Planting beds are recommended along exposed building edges, foundations and uninterrupted walls. Plantings shall provide either a formal pattern or a naturalistic blend of heights, colors, and textures for visual relief.

Accent Plantings. The installation of special planting beds is encouraged in appropriate areas for visual accents in the landscape. 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 shall 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.



Ornamental grasses can provide a cost-effective, low-maintenance way to add year-round texture.

Masses of daylilies (above) or groups of flowering shrubs (below) make a bright, colorful statement in front of these commercial buildings.

OBJECTIVES

The planting plans presented to the Board shall anticipate a 3-8 year growing cycle to achieve maturity for shrubs, and 15-20 years or more for trees. Proper maintenance shall be assured so the site continues to improve as the landscaping achieves maturity. The Site Plan shall be designed and plantings selected with due consideration for maintenance requirements.

DESIGN STANDARDS

Maintenance Plan. As part of the Site Plan application for buildings > 5,000 SF, a written maintenance plan shall be provided for all landscape elements to be installed on the property.

Details of Plan. Topics to be addressed shall include (but not be limited to) initial installation, guarantee period, replacement policy, periodic and seasonal maintenance, special considerations, use of pesticides and fertilizers, irrigation, and seasonal displays.

Natural Forms. All plant material shall be allowed to achieve their natural forms without excessive pruning. Shaping evergreen shrubs into tight geometrical forms shall be avoided.

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 light leaf lifter 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 and/or reinforced in accordance with the two-year performance guarantee to maintain conformance with the approved planting plan and to provide the necessary landscape effect.



Shrubs have been excessively pruned so their natural form is no longer apparent..



A mature shrubs next to a driveway could cause problems with visibility for cars exiting the driveway.



Care must be taken to insure that trees are given room to achieve full maturity and natural form, illustrated at right Tight planting pockets and installation too close to buildings may put stress on trees and plants and can present a problem when removing dead materials (below).



OBJECTIVES

The plants on this list have been derived from a number of sources to inspire a greater landscape variety in Scarborough. The final selection of materials shall consider the specific growing requirements and characteristics of each plant and the conditions present within the site.

STREET TREES

Aesculus hippocastanum	Baumanii Horsechest.
Acer campestre	Hedge Maple
Acer ginnala	Amur Maple
Acer x. freemanii	Armstrong Maple
Acer x. freemanii	Autumn Blaze Maple
Acer rubrum	Red Maple
Acer saccharum	Sugar Maple
Acer tataricum	Tartarian Maple
Acer triflorum	Three-flower Maple
Amelanchier	Shadblow
Betula nigra	River Birch
Carpinus betula fastig.	Upright Hornbeam
Carpinus caroliniana	American Hornbeam
Cercidiphyllum japon.	Katsura Tree
Cladrastis lutea	Yellowwood
Corylus colurna	Turkish Filbert
Crataegus crusgalli	Cockspur Hawthorn
Fraxinus Americana	White Ash: 'Aut. Purp'
	'Aut. Applause'
Ginko biloba	Maidenhair Tree (m)
Gleditsia triacanthos	Thornless Honey Locust
Gymnocladus dioicus	Kentucky Coffee Tree
Liriodendron tulipifera	Tulip Poplar tree
Magnolia acuminata	Cucumber tree
Prunus accolade	Accolade Cherry
Prunus maackii	Amur Chokecherry
Pyrus calleryana	Cleveland Pear
Quercus alba	White Oak
Quercus bicolor	Swamp White Oak
Quercus coccinea	Scarlet Oak
Quercus imbricaria	Shingle Oak
Quercus palustris	Pin Oak
Quercus robur	Upright English Oak
Quercus rubra	Red Oak
Quercus shumardi	Shumard Red Oak
Sophora japonica	Regent Scholartree
Tilia cordata	Littleleaf Linden
Ulmus parvifolia	Lacebark Elm
Ulmus Americana	Princeton American
Elm; Frontier Elm	
Zelkova serrata	Greenvase Zelkova

ORNAMENTAL TREES

Acer campestre	Hedge Maple
Acer ginnala	Amur Maple
Aesculus carnea	Red Horsechestnut
Amelanchier Canadensis	Serviceberry
Carpinus betulus	European Hornbeam
Carpinus carolineanum	American Honbeam
Celtis occidentallis	Hackberry
Cornus kousa	Kousa Dogwood
Cornus mas	Cornealiancherry
	Dogwood
Cotinus obovatus	American Smoketree
Crataegus crus-galli	Cockspur Hawthorne
inermis 'cruzam	
Crataegus viridis	Winter King Hawthorn
Halesia Carolina	Carolina Silverbell
Maacki amurensis	Maackia
Magnolia loebneri	Loebner Magnolia
Magnolia stellata	Star Magnolia
Malus species	Crabapple
Nyssa sylvatica	Tupelo
Ostrya virginiana	Ironwood
Phellodendron arboretum	Amur Corktree
Prunus sargentii	Sargent Cherry
Prunus subhirtell	Higan Cherry
'Autumnal is'	
Pyrus calleryana	Bradford Pear
Sorbus alnifolia	Korean MountainAsh
Syringa reticulata	Tree Lilac 'Ivory Silk'



EVERGREEN TREES

Abies concolor	White Fir
Abies fraseri	Fraser Fir
Picea abies	Norway Spruce

<i>Picea glauca</i>	White Spruce
<i>Picea omorika</i>	Serbian Spruce
<i>Picea pungens</i>	Colorado Spruce
<i>Pinus resinosa</i>	Red/Norway Pine
<i>Pinus strobes</i>	Eastern White Pine
<i>Thuja occidentalis</i>	American Arborvitae
<i>Tsuga Canadensis</i>	Candian Hemlock
<i>Tsuga caroliniana</i>	Carolina Hemlock



PERENNIALS

<i>Achillea millefolium</i>	Yarrow
<i>Aster x frikartii</i>	New England Aster
<i>Astilbe varieties</i>	Astilbe
<i>Coreopsis vertidillata</i>	Moonbeam Coreopsis
<i>Echinacea purpurea</i>	Purple coneflower
<i>Hemerocallis species</i>	Daylilies
<i>Liatris spicata</i>	Gayfeather
<i>Malva alcea 'Fastigiata'</i>	Hollyhock Mallow
<i>Perovskia atriplicifolia</i>	Russian Sage
<i>Rudbeckia 'Goldsturm'</i>	Black-Eyed Susan
<i>Sedum telephium</i>	Autumn Joy Sedum



FLOWERING AND ORNANENTAL SHRUBS

<i>Aesculus parviflora</i>	Bottlebrush Buckeye
<i>Aronia arbutifolia</i>	Red Chokeberry
<i>Berberis thunbergii</i>	Barberry
'Crimson Pygmy'	
<i>Cotinus coggygria</i>	Common Smoketree
<i>Cotoneaster adpressa</i>	Creeping cotoneaster
<i>Cotoneaster divaricatus</i>	Spreading cotoneaster
<i>Cotoneaster horizontalis</i>	Rockspray Cotoneaster
<i>Deutzia gracilis</i>	Slender Deutzia
<i>Enkianthus campanulat.</i>	Redveined Enkianthus
<i>Eunymus alatus comp.</i>	Dwarf Burning Bush
<i>Forsythia 'Sunrise'</i>	Sunrise Forsythia
<i>Hydrangea paniculata</i>	Panicle Hydrangea
<i>Ilex verticillata</i>	Winterberry
<i>Myrica pensylvanica</i>	Bayberry
<i>Potentilla fruticosa</i>	Bush Cinquefoil
<i>Prunus maritime</i>	Beach Plum
<i>Rhododendron species</i>	Rhododendron species
<i>Rosa rugosa</i>	Beach Rose
<i>Viburnum prunifolium</i>	Blackhaw Viburnum
<i>Viburnum sargentii</i>	Sargent Viburnum
<i>Viburnum trilobum</i>	Amer. Cranberrybush
<i>Xanthorhiza simplicissima</i>	Yellowroot

ORNAMENTAL GRASSES

<i>Deschampsia caespitosa</i>	Tufted Hair Grass
<i>Festuca ovina 'glauca'</i>	
<i>Miscanthus sinensis</i>	Purple Silver Grass



BACKGROUND

Signs play a central role in providing information, wayfinding, and setting the tone for Kennebunk’s commercial districts. They inform motorists and pedestrians, while having a direct effect on the overall appearance of the roadway.

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 commercial areas of Kennebunk
- Create distinctive commercial corridors and nodes, where signage is compatible with quality architecture and site design.
- Reduce visual clutter along Kennebunk’s major roadways.
- Protect the investment of commercial interests throughout Kennebunk by establishing a quality benchmark for future signage, in keeping with the design standards.

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A simple, attractive sign that relates to the building's style and materials.

OBJECTIVES

Commercial uses in Kennebunk shall be identified by attractive, legible signs that serve the needs of the individual business, complement the site and the architecture, and are legible to both the motorist and pedestrian. All new and replacement signs erected within Kennebunk's commercial districts shall be designed to meet these standards.

DESIGN STANDARDS

Signage Plan. A Signage Plan meeting the standards of Zoning Art. 10, Section 7. shall be submitted as part of the Plan application. It shall be developed by professionals experienced in commercial signage. The applicant shall expect to resubmit the plan to the planning staff if the building's tenant is unknown at the time of application.

Compatibility. Sign shall be designed to achieve a high level of visual compatibility with the building and its surroundings through the use of similar detailing, form, color, lighting, and materials.

Design. The shape of the sign shall complement the architectural features on the building. Simple geometric shapes are preferred for all signage. Signs shall be trimmed and detailed to complement the building.



These discreet façade-mounted signs are well-integrated into their commercial buildings.

Lettering Size. As a general rule, the minimum lettering size for identification signs shall be six inches in height. Smaller letters are generally unreadable at high speeds and may require motorists to slow down to read them, which could potentially be a safety hazard.

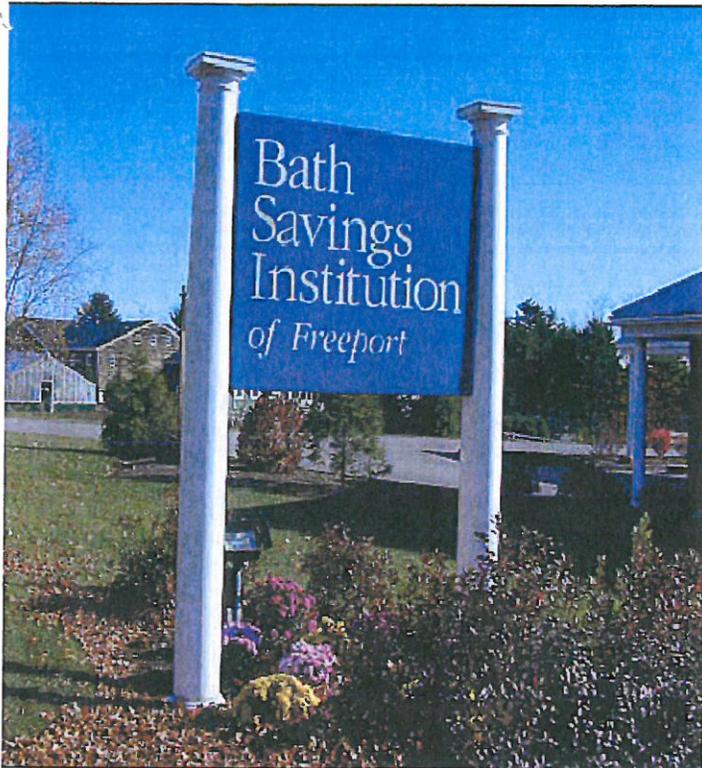
Location. Signs shall be mounted in locations that do not block motorists' line of sight or create a hazard for pedestrians or bicyclists. Roof mounted signs are strongly discouraged. Roof mounted signs that project above the roof line are prohibited.

Street Numbers. The principal site identification sign shall contain the street address shown in a prominent location to facilitate wayfinding and 911 emergency response.

Advertising Features. Objects other than signs designed primarily to attract public attention are prohibited in the commercial district because they distract motorists and contribute to visual clutter. Examples of prohibited advertising features include greater-than-life size models of food or other products, replicas of spokes-people associated with commercial products, rows of flags or banners, and internally-lit bands of color.

Standard Note. Any modifications to signage that has been approved by the Board shall comply with the Standard Note. No change from the conditions of approval is permitted unless an amended plan is first submitted to and approved by the Board.





Highly legible signs near roadways characterized by simplicity in materials, forms, and letting. Internally-lit letters and logos are preferred over whole panels.

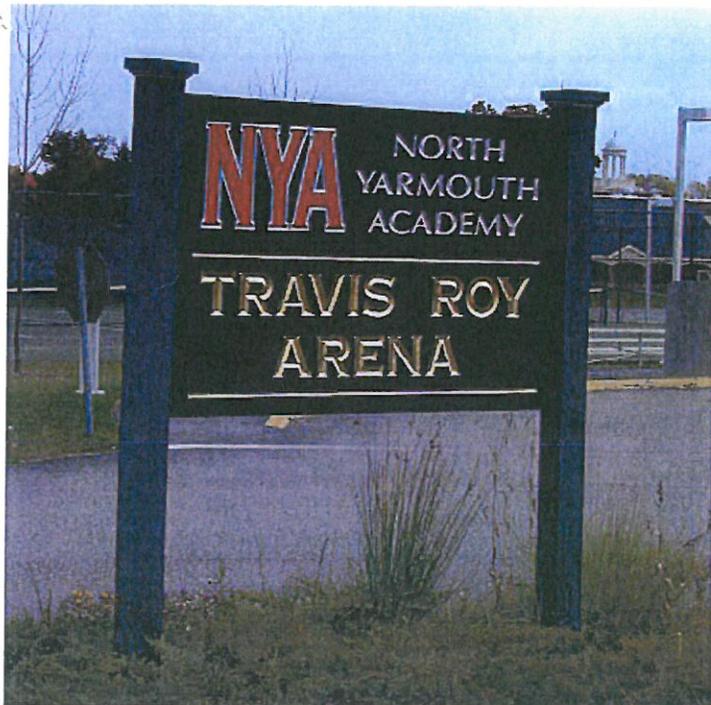


Signage is scaled to the architectural elements that surrounds it.

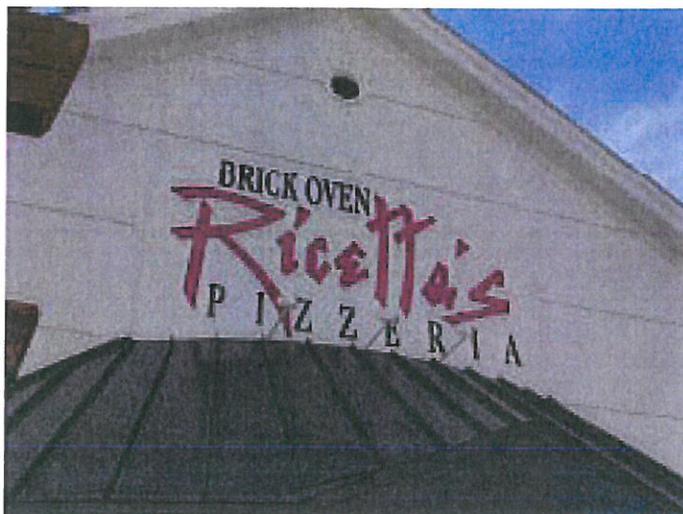
This site directory clearly identifies destinations with a minimum of wording, allowing motorists to make decisions



without having to stop.



The main sign provides enough information to orient people.



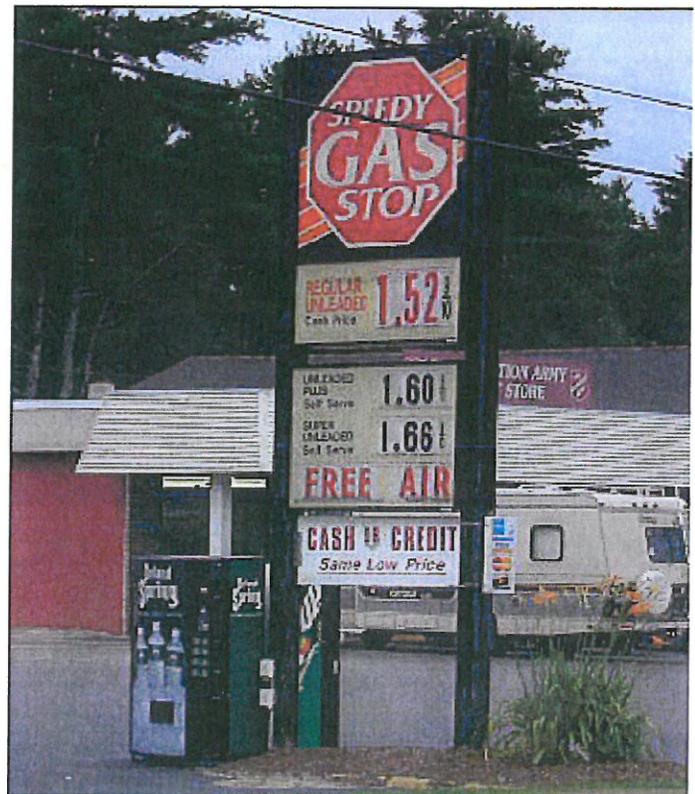
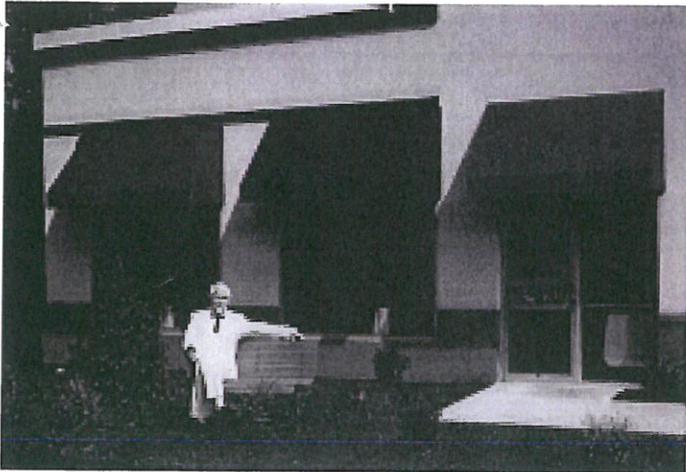
The sign would be more legible without the lower panels.



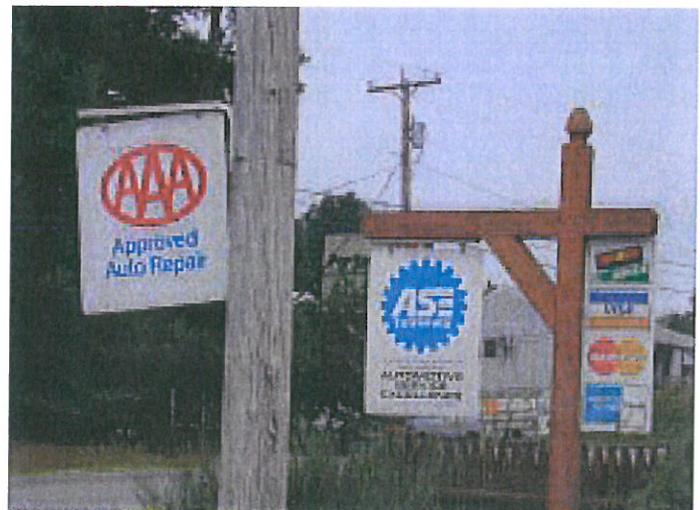
These signs achieve compatibility through the repetition of form, detailing, and materials.

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Advertising features distract motorists, add to visual clutter and diminish Kennebunk's sense of identity.



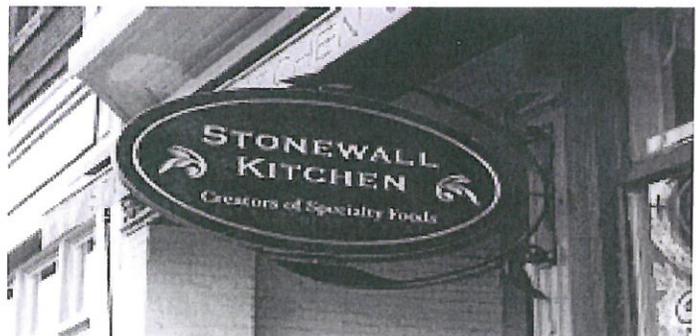
A franchise sign that is out of scale with its surroundings.

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

This sign serves as a billboard, with extra-neous information.



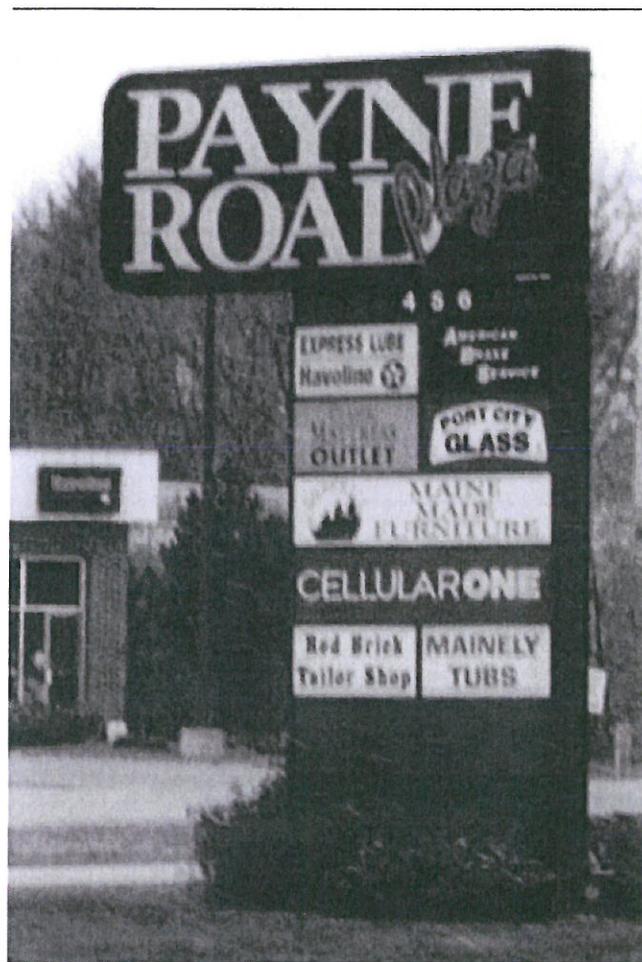
This façade-mounted sign below integrates well with the building design. Its placement emphasizes the corner entrance.



Mounting hardware can emphasize a sign and greatly enhance the building appearance.



This shopping center logo (at top) is overpowered by the individual signs below. There is too much information for a motorist to absorb while driving.



A multi-tenant sign with a clear hierarchy of information.. The name of the plaza is at the top in bolder lettering. Contrasting backgrounds allow for legibility.



The names of individual tenants on these signs (both above) compete for attention, making it very difficult to read while driving by.

OBJECTIVES

Lighting for externally-lit signs shall be designed as an integral part of the sign design. Lighting shall not create glare that would distract motorists or pedestrians, nor shall the degree of illumination disturb the surrounding residential areas or contribute to light pollution.

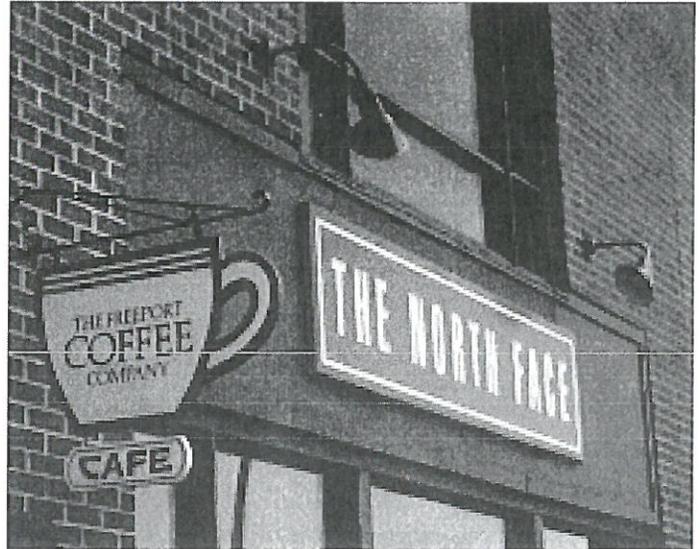
DESIGN STANDARDS

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.

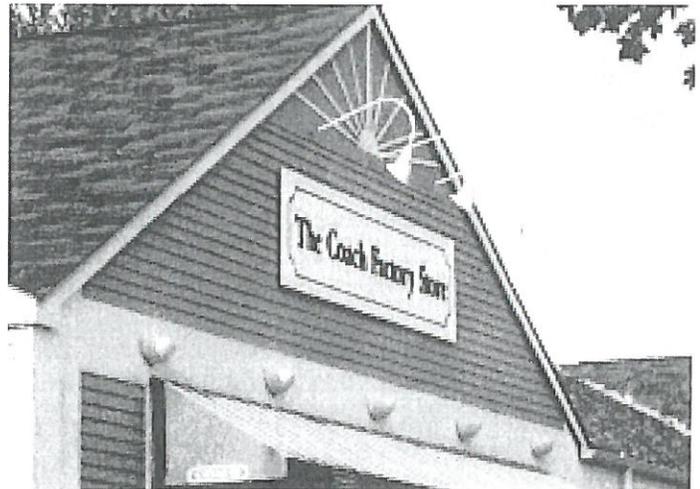
Lighting. Lighting fixtures shall be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lights shall not be aimed toward adjacent streets, sidewalks, or abutting properties. Ground-mounted lighting shall be screened or partially buried to minimize the view of the light source.

Light Sources. Top-mounted lighting fixtures shall be used if they are directed downward in a manner that hides the light source.

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 both example above and below the top-mounted light fixtures are well-located, aimed, and shielded so that only the sign is lit. The lighting fixtures compliment the signs and the buildings. These top-mounted light fixtures are not well shielded nor integrated into the sign.



EXTERNALLY-LIT SIGNS

OBJECTIVES

Internally-lit signs (in zoning districts where permitted) shall consist of light lettering and/or symbols on a dark background, and shall not act as light fixtures in their own right.

DESIGN STANDARDS

Design. Internally-lit signs shall consist of light lettering and/or symbols set against a dark background to minimize the amount of light emanating from the sign. Internally-lit letters and symbols are preferred over whole panels that are internally lit. Letters and/or symbols on panels shall constitute no more than 40% of the sign's surface area.

Mounting Systems. Signs shall be mounted in a manner that provides adequate support for the weight of the sign. 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 not be visible from pedestrian pathways or roadways.

Intensity. Internally-lit signs shall not act as light fixtures or cause glare on nearby pathways or roadways. Lighting levels shall not exceed 1 fc of illumination measured 10 feet from the base.

Maintenance. Signs shall be located where they can be easily maintained. Non-functioning bulbs shall be replaced immediately.



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



The sign's dark background and light lettering emphasize the bank's name while minimizing glare. Information occupies about 40% of the sign.



The white background of this sign will increase skyglow

OBJECTIVES

Outdoor lighting directly impacts the visual appearance of Kennebunk, as well the town's safety and security. The following lighting standards are designed to help balance the need for visibility and safety and enhance the visual quality of Kennebunk, while respecting the privacy of abutting residential properties. Lighting plans shall consider illumination levels and fixtures that accommodate safety and visibility needs, but are also respectful of neighbors.

Lighting Goals

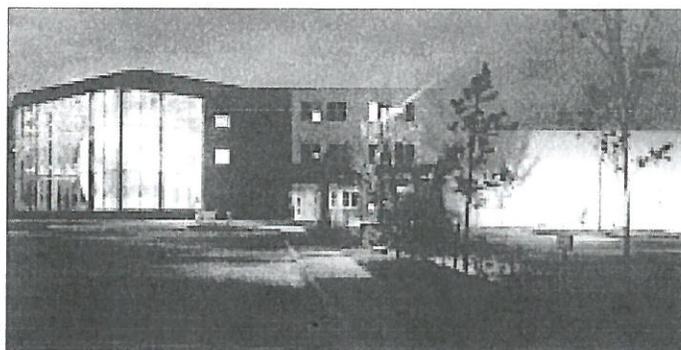
Provide lighting that offers a high level of visibility and safety throughout Kennebunk's commercial districts.

Help to unify the quality of the visual environment through the selection of attractive, appropriately scaled fixtures.

- Avoid light fixtures or mountings that can cause distractions or hazards 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.
- Enhance noteworthy features in commercial districts, such as monuments, sculpture, or architectural elements.
- Promotes wise energy consumption.

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The lighting plan for this business considers both security and visual appeal for motorists and pedestrians.

OBJECTIVES

Lighting for commercial facilities 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 fixtures that are designed as integral site elements.

DESIGN STANDARDS

Site Plan. A Lighting Plan meeting the standards of Art. 10, Section 6 shall be presented to the applicable review board during the plan review process and shall contain:

A plan showing the lighting fixtures proposed to illuminate all buildings, roadways, service areas, landscaping, parking areas, and pedestrian areas.

A narrative that describes the hierarchy of 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.

Specifications and illustrations of all proposed lighting fixtures including mounting heights and photometric data.

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).

Coordinated Design. The location and design of lighting systems shall complement adjacent buildings, pedestrian amenities, and site elements. Poles and fixtures shall be proportionate to the buildings and spaces they are illuminating.

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. Unique building or landscape features may be highlighted if the lighting does not create glare or distraction. Neon tubes may not be used as lighting features on the exterior of buildings.

Light Pollution. Lighting shall not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways. Bare bulbs are not allowed.

Replacement and Modifications. Any modifications, expansions, or replacements to the lighting systems shall be subject to the Standard Note.

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.

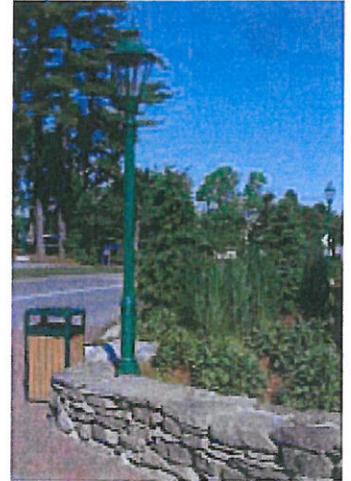
The color form, and line of this fixture reflect the contemporary design of this office building. Its height and placement contributes to the human scale of the entrance.



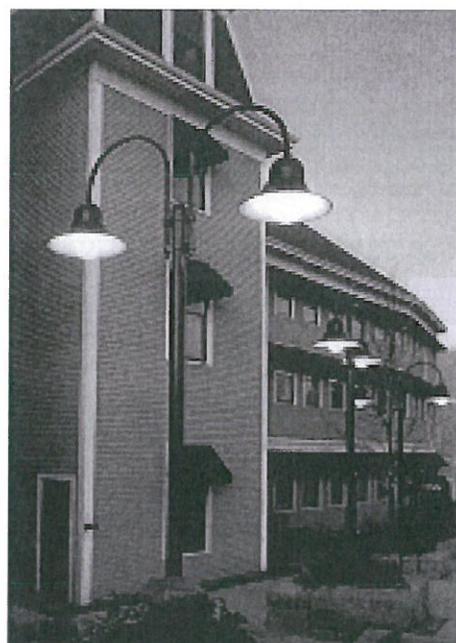
Lighting Reductions. Where commercial properties abut residential areas, lighting in parking lots shall be reduced to an average of 0.2 footcandles within one hour after closing.

Holiday Lighting. Additional lighting during the holiday seasons of November through January is encouraged.

Site plans shall consider the aesthetic as well as the functional aspects of lighting.



Three examples 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, using the minimum number of poles. Lighting shall not cause glare or avoidable spillover onto adjacent properties. Poles and fixtures shall be proportional in size to the roadways they are illuminating.

DESIGN STANDARDS

Illumination. Driveway lighting shall be designed to illuminate the roadway and side-walk, with a concentration on roadways. Light fixtures shall be selected and aimed to prevent glare.

Illumination levels. Illumination levels shall not exceed the town's Art. 10, Section 6 Lighting standards.

Luminaries. The use of metal halide lamps is strongly recommended throughout Scarborough 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.

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



Design. The design and color of fixtures (poles and luminaries) 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.

Coordination with Planting Plan. The layout of light fixtures shall compliment 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.

Mounting Height. Light fixtures used in driveways and parking lots shall be in scale with adjacent buildings. In general, the maximum mounting height along driveways shall not exceed 25 feet. Mounting heights shall be reduced to 12-16 feet where sidewalks are present.



Parking lot and driveway lighting shall not exceed the lowest levels recommended by IESNA to minimize skyglow and spillage onto adjacent properties.

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 surrounding commercial uses.

DESIGN STANDARDS

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 be coordinated with the landscape plan to avoid obstructions from large trees, dark spots from shadows, or other conflicts as plantings mature.

Illumination Levels. Illumination levels shall be defined by IESNA recommendation RP-20-2000 “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.

Luminaries. The use of metal halide lamps is strongly recommended in parking lots through-out Kennebunk’s commercial districts 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.

Mounting Heights. Fixture heights shall vary with the size and position of the lot. Both small Parking Areas (less than 150 cars) and large Parking Areas (greater than 150 cars) shall have a maximum pole height of 25 feet. Poles within 200’ of residential property lines shall not exceed 20’ in height.

Adjacencies. Cut off fixtures shall be designed to avoid spillover onto adjacent 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.



These lighting fixtures are well-placed throughout the parking lot and located within planting beds to minimize damage.



This parking lot lighting illuminates the walkway and emphasizes the route to the front door



Lighting placed at the circumference of this parking lot blends into the surrounding trees, reducing its visibility during the day.



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



An example of lighting fixtures which are taller than the main building and out of scale with the site.

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 STANDARDS

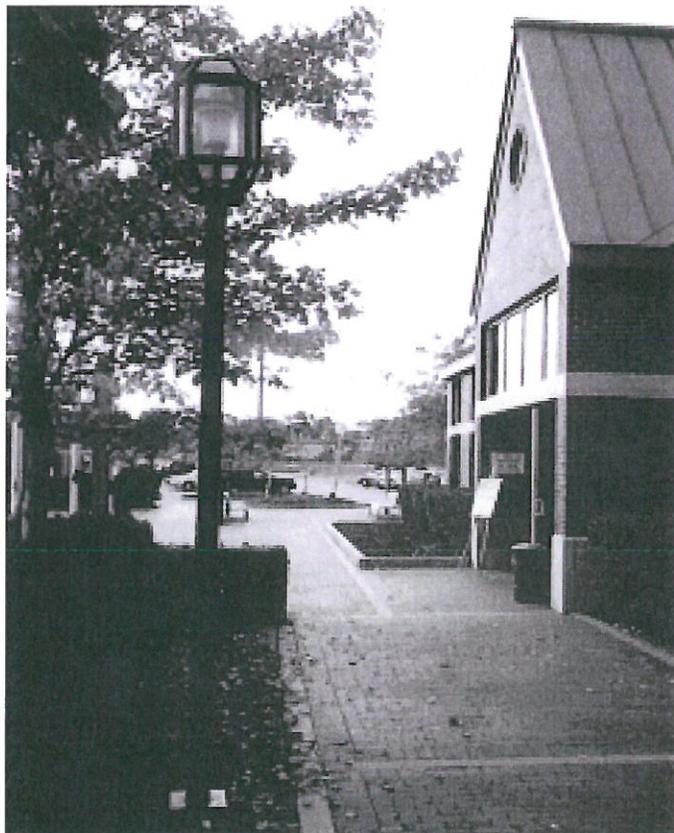
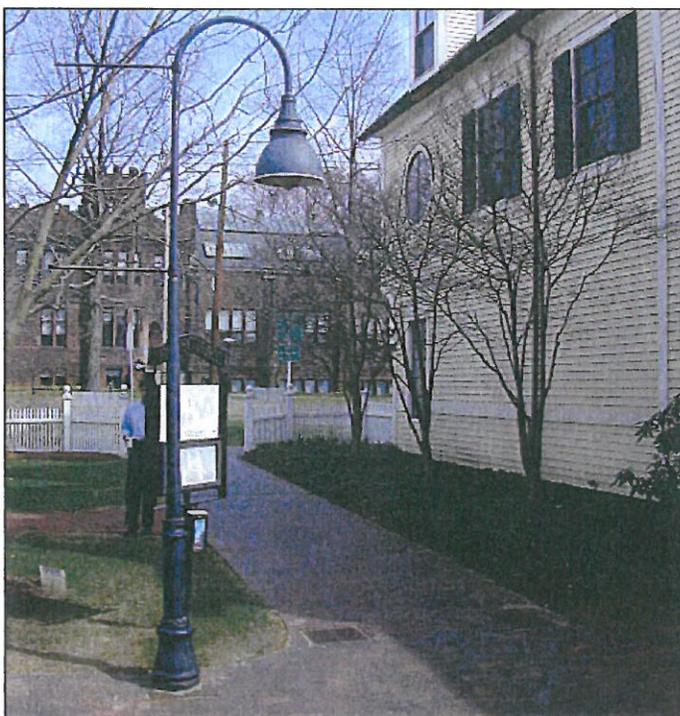
Heights. Mounting heights for pedestrian lighting shall be appropriate for the project and the setting. Bollard fixtures, 3-4 feet in height, and ornamental fixtures, up to 12 feet in height, are encouraged as pedestrian area lighting. When decorative or special lighting is used, pole height shall be a maximum of 16 feet above the ground.

Luminaries. Lamps should be metal halide housed in a luminaire that is classified by IESNA as a non-cutoff. Maximum wattage in general shall not exceed 100 watts.

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.

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 Kennebunk 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 STANDARDS

Intent. 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.

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 flood-lights aimed toward the ground.

Bands of Light. Neon tubes as lighting features are not allowed on building exteriors. The use of internally illuminated bands of color and/or light is prohibited.



These facade-mounted lighting fixtures are visually compatible with the form and color of the building.



Neon lighting, shown here outlining the roof is prohibited in Kennebunk's commercial districts.



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 STANDARDS

Light Levels under Canopies. 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 fc 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 shall follow the standards for parking lots. If gasoline pumps are not provided under a canopy, the entire apron shall be treated as a parking area.

Canopy Luminaries. Recessed luminaries with flat or regressed lenses shall be used in canopies so the motorist cannot see the source of light. Drop fixtures are not allowed. The cut off angle shall not exceed 8~ degrees above the vertical to make the light source invisible to passing motorists.

Fascia. Lights shall not be mounted on the sides (fascia) or top of the canopy. Sides and tops of canopies shall not be illuminated.



Lighting being considered as an integral part of the canopy design. The canopy light fixtures are recessed so the light source is not visible and do not create 'hot spots' that are distracting to the passing motorist