



# TIDEWATER VILLAGE DESIGN GUIDELINES

## Falmouth, Maine

August 2005

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**SECTION A - UNIVERSAL DEVELOPMENT GUIDELINES**

**A1.00 Development Overview**

The Tidewater Master Planned Development District creates a new neighborhood in Falmouth, connecting Clearwater Drive to the Presumpscot River basin and Casco Bay (fig 3-1). The purpose of the District is to allow the development of the Tidewater area into a high quality, mixed-use commercial-residential neighborhood while preserving a significant portion of the land as open space, including much of the historic Tidewater Farm. The range of development echoes the historic settlement pattern of saltwater farm to residential village to commercial center through escalating density and scale. This transition is defined by two distinct components of the neighborhood, Tidewater Farm and Tidewater Village; open space and greenbelts establish connection points and definition between these areas (fig 3-2). The Village area includes four distinct development parcels (designated as TV1 through TV4) with frontage on Clearwater Drive identified on the master development plan (fig 3-3). The farm area includes three distinct development parcels (designated as TF1 through TF3) and residential neighborhood of 50 homes. Separate design guidelines specific to Tidewater Farm will guide the residential development on the farm, in keeping with its rural character but also maintaining a consistent design and materials language with Tidewater Village Design Guidelines.

The purpose of the Tidewater Village Design Guidelines is to establish the spatial and visual intent for commercial building and site development throughout the Tidewater Master Planned Development District and high-density residential development within the Village. The guidelines are designed to permit maximum creativity in site design and to ensure high quality construction with special attention to landscaping, lighting, building orientation and form, coordination of architecture, and signage.

Section A of these guidelines provides a consistent design vocabulary for common elements assignable to all four commercial development parcels, TV1 through TV4. All potential commercial and residential projects within the Tidewater Village portion of the Tidewater Master Planned Development District will be subject to the Development Review Process outlined in Section B. Section C addresses parcel-specific development components.

A1.01 Applicable Ordinances and Codes - All commercial design and development within the District shall comply with current applicable local, state and federal ordinances and codes.

A1.02 Americans with Disabilities Act (ADA) - All components of the District shall be designed to provide full accessibility in accordance with current ADA guidelines. The design intent for the District acknowledges the visual texture achieved through varied entry and walkway conditions; site and building planning shall seek to incorporate ramps and accessible features as integral design components (fig 9-1).

**A2.00 Circulation Systems**

A2.01 General Circulation Guidelines - The integration of various modes of transportation is a significant component in the planning success of the overall District. Non-automotive traffic into the neighborhood from adjacent public, retail and residential areas is encouraged through the creation of appropriate systems, spaces and material selection.



fig 3-1: Tidewater Vicinity Map



fig 3-2: Tidewater Development District



fig 3-3: Tidewater Village  
Tidewater Village Design Guidelines

A2.02 Pedestrian Circulation - The District is interconnected with a series of pedestrian walkways and sidewalks of varying widths and materials. Walkways define open space areas, connect buildings, and create multiple routes to a given point. The master plan outlines basic walkway areas; development within each parcel should explore parcel-specific path systems to engage public spaces and reduce the desire for shortcut paths. Pedestrian walkway design and materials shall comply with Section A3.04 Paving and Curbing.

A2.03 Vehicular Circulation - Clearwater Drive constitutes the primary vehicular circulation path for the neighborhood, connecting directly to US Route 1. Secondary streets, drives, and accessways to and from Clearwater Drive are identified on the District master plan. A new bus stop, an addition to the existing route along Clearwater Drive, may be incorporated at the corner of Clearwater Drive and the town green.

Traffic calming along Clearwater Drive may include material, texture, and/or color changes in the roadway, an activated street edge, and on-street parking (fig 4-1).

Vehicular movement patterns in the District and within each development parcel shall be designed to minimize the need for wayfinding signage, and to discourage the use of linked parking areas for through traffic. The crossing of vehicle and pedestrian paths shall be kept to a minimum in all parcels. Separate or parallel routes for pedestrians and vehicles, especially delivery vehicles, utilizing a minimum number of crossings create safer conditions for all (figs 4-2, 4-3, 4-4).

Bicycle traffic is supported throughout the district and bicyclists should be encouraged to travel on paved roadways and drives through the use of appropriate travel and turning lanes designated by color and/or material. Public areas and buildings shall be provided with exterior or interior bicycle storage racks; rack locations visible near access ramps discourages bicycle traffic on the sidewalk and minimizes bicycle/pedestrian conflicts.



fig 4-1: Active Street Edge



fig 4-2: Pedestrian Crossing and Shared, Connected Parking



fig 4-3: Separate Pedestrian Crossing and Sidewalk Leading Away from Wide Intersection



fig 4-4: Pedestrian Crossing and Connecting Parking

A2.04 Parking Areas - Primary commercial and long-term automobile parking is provided through a series of parking areas serving each development parcel. Large parking areas shall be broken into smaller lots through the use of landscape buffers; these lots in turn should be visually reduced by tree placement and landscaped islands. All parking areas shall be designed to meet the standards of the Town of Falmouth Zoning and Site Plan Review Ordinances.

- A Designated pedestrian walkways in parking areas should allow sufficient clear width between overhanging automobile bumpers (fig 5-1).
- B Shared parking for multi-tenant development is encouraged to reduce overall parking load and minimize impervious surfaces (figs 4-2,4-4).
- C Parking areas shall be screened from streets, buildings, and public open space by landscape buffers including berms, trees, shrubs and walls to provide visual separation during all seasons. Parking should be integrated into the natural or planted landscape (figs 5-2,5-3).
- D Parking areas shall be designed to accommodate snow storage and/or removal areas away from primary vehicle circulation and visual axes.

A2.05 On-Street Parking - Primary retail and short-term automobile parking is provided through head-in parking stalls along Clearwater Drive. Stalls should be sized and delineated according to the standards of the Town of Falmouth Zoning and Site Plan Review Ordinances.

- A A raised walkway section should be provided to ensure that overhanging bumpers do not limit passage and activity along the sidewalk (fig 5-1).

A2.06 Service Areas - Service areas shall not face streets or public open spaces, and shall be located at the side or rear of buildings. Development within each parcel shall provide suitable access and circulation for smaller single-body trucks, and common service areas are encouraged where large truck access is required.

- A Remote service areas are encouraged given the building footprint of the parcels and residential occupancy in parcels TV2 and TV3 (fig 11-3).
- B Service areas shall be sheltered and/or screened with complementary architectural elements or landscape buffers to minimize visibility from adjacent properties and public ways (figs 11-2,11-3). Building materials may consist of high quality wood fencing and gates, natural or painted, or masonry or cast-in-place concrete walls with exterior veneer to match architectural features of primary building. Chainlink, metal, wire, PVC, or wood stockade fencing is discouraged (figs 11-4,11-5). See also Section 5.07 in these Guidelines
- C Service drives shall be discouraged from crossing pedestrian pathways; where unavoidable these areas shall provide ample sight distances and should be designed to pedestrian crosswalk standards noted in these Guidelines.



fig 5-1: Sidewalk Buffer for Vehicle Overhang



figs 5-2 & 5-3: Parking Integration into Natural Landscape; Stormwater Bioretention



Tidewater Village Design Guidelines

**A3.00 Sidewalks / Street Furnishings**

A3.01 Outdoor Public Spaces - The District master plan illustrates a number of outdoor spaces for programmed and unprogrammed activity. These include interstitial spaces between building areas (figs 6-1, 6-2), courtyards, and a prominent center green (see C3.00) as a focal point for the District. Outdoor spaces should be linked to longer pedestrian pathway systems, forming start and stop destinations to encourage pathway use (figs 6-1 thru 6-5).

- A The design vocabulary and material palette for outdoor public spaces shall be consistent throughout the District and should complement adjacent architecture and landscape architecture design.
- B. With creative and coordinated use of paving materials, public gathering areas, sidewalks, and waiting areas can be designed to have a unique style that could and should be replicated throughout the Village.

- |   |  |
|---|--|
| Acceptable materials and treatments:  | Unacceptable materials and techniques: |
| 1. Granite  | 1. Exposed aggregate                   |
| 2. Clay (brick)   | 2. Loose rock, gravel in primary walks |
| 3. Concrete or granite unit pavers  |  |
| 4. Formed, finished concrete  |  |
| 5. Bituminous concrete (asphalt)  |  |
| 6. Concrete pigmentation and scoring to develop broad patterns, direct movement and separation. |  |

A3.02 Outdoor Retail Activity - Exterior space adjacent to retail and food service occupancies should be designed to accommodate the extension of these businesses in fair weather. Ideally these areas shall be visible from primary outdoor public spaces (fig 6--2).

- A Changes in sidewalk material can delineate exterior seating areas in front of food service establishments. Additional walkway width should be provided to ensure that tables and chairs do not restrict regular pedestrian traffic.
- B Building canopies provide cover and definition for sidewalk sales activity.



figs 6-3 & 6-4: Space for Formal Events



fig 6-1: Small Public Plaza



fig 6-2 Interstitial Space Between Buildings



fig 6-5: Outdoor Room

A3.03 Street Furnishings - A comprehensive system of street furnishings shall be incorporated into all development parcels. Street furnishings include railings, bicycle racks, bollards, trash receptacles, benches, planters, etc.

- A The design vocabulary and material palette for street furnishings shall be consistent throughout the District and should complement adjacent architecture and landscape architecture design (figs 7-1, 7-2).
- B Materials must be durable and be able to withstand the rigors of heavy public use and Maine climatic conditions. Acceptable materials include heavy-gauge aluminum, galvanized steel, cast or wrought iron, granite and stone. Bench slats and decking may be recycled plastic/synthetic wood fiber (fig 7-4). Extensive use of wood is discouraged, as well as use of "old style" park benches with wood slats and formed concrete supports.
- C All street furnishings shall be secured to imbedded footings, not surface mounted or freestanding.
- D Where possible, building and site designs are encouraged to directly incorporate street furnishing needs to provide a visually integrated streetscape. Canopies for public telephones and transportation waiting areas can readily be designed as exterior building components.



figs 7-1 & 7-2 : Integrated Materials



figs 7-3 & 7-4 : Coordinated Materials



A3.04 Paving and Curbing - Sidewalk paving and curbing materials shall be consistent throughout the Village, shall complement adjacent architecture, and in all cases shall be distinct from roadway and parking lot paving materials (figs 4-2,4-4,5-3).

- A Sidewalks and ramps in all areas shall meet the current standards of ADA accessibility.
- B Sidewalk materials shall vary to provide visual and tactile awareness of transition between areas of significant use and scale change.
- C Curbing materials shall be granite or precast concrete set vertically or sloped to best suit the specific site condition. Curb sections shall be set flush to street pavement surface at ramp transitions.

A3.05 Street & Parking Crossings - Street crossing materials shall be visually and texturally distinct from roadway and parking lot paving materials to clearly delineate crossing areas in all seasons.

- A The use of bollards and exaggerated curbing can denote crossing areas without additional signage (fig 7-5).
- B Unit pavers edged with granite bands may be used to delineate crosswalks in lower traffic areas (parking lots), but may not be used in street rights-of-way; in those instances, paver crossings may be mimicked with white-painted borders and solid-painted infill (fig 4-2). Pavement stamping or imprinting is not a durable treatment and is therefore not recommended for use.

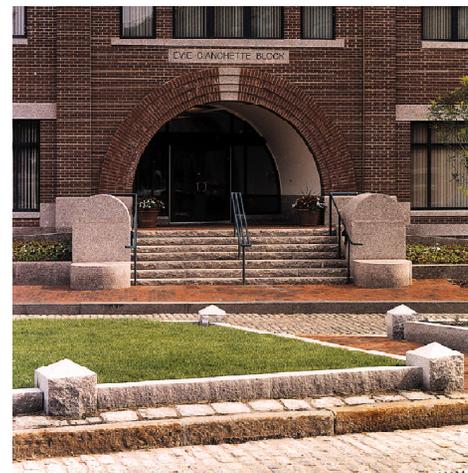


fig 7-5: Material Variety at Street Crossing  
Tidewater Village Design Guidelines

**A4.00 Landscape Architecture**

A4.01 Master Landscape Plan - An overall master landscape plan will be developed for the District by the project Landscape Architect identifying plant palettes, site amenities, furnishings, site lighting, and irrigation systems for common areas. Complementing the overall architectural design intent developed from regional vernacular context, the proposed landscaping will consist primarily of native plant material.

The master plan shall correspond to the overall Tidewater Master Planned Development District to ensure coordination of development buffers, sight lines, and utility systems. The master plan will include specific landscape requirements for each development parcel. Public open spaces will be defined on the plan, particularly public spaces in TV2 and TV3.

A4.02 Parcel Landscape Plan - Development proposals within each parcel shall include parcel landscape plans as described in Section B of these guidelines. Refer to Sec. 9.28 of Falmouth Zoning Ordinance for Landscaping Standards.

A Detailed landscaping of parking areas and building parcels should respond to and be consistent with the Master Landscape Plan developed for the common areas and buffers.

B Plant material selection should strive to include plants with year-round interest combined with plants with seasonal change. Written schedule and species selection for annual flower bed replantings should be included in the submission.

C Placement of Tree Material - Various species shall be recommended for specific applications: salt-tolerant species within parking areas, minimum six (6) feet of clear trunk on trees with pedestrian or vehicular passage beneath, broad canopy trees at major public open spaces, and dense and/or non-deciduous species for screening and buffering use. Trees adjacent to buildings shall be coordinated with building design, incorporated into storefront canopy/awning, signage, and lighting systems (fig 8-1).

D Existing Trees - Every proposed site plan shall identify existing mature trees within the impacted development area. Provide a written management plan outlining trees proposed for removal and protection measures to safeguard remaining trees during construction.

A4.03 Maintenance and Replanting - Refer to Sec. 5.37 of Falmouth Zoning Ordinance for ongoing maintenance and replacement requirements. A monthly fee will be assessed to each parcel owner for landscape maintenance, snow removal, etc.

A4.04 Site Walls / Fencing - Site walls and fencing may be used to delineate exterior spaces, to provide planting and screening opportunities, and enhance building and parking area entries and separation. In all cases wall and/or fence material shall be complementary with adjacent buildings (figs 8-2,8-3).

Proposed walls and fencing shall be identified on the landscape plan submitted with all development proposals as noted in Section B of these guidelines.



fig 8-1: Coordination of Trees and Facade



fig 8-2: Pocket Park with Screen Fence, Seating, Pavement Differentiation, Seasonal Interest



fig 8-3: Unbeveled Segmental Retaining Wall (SRW)

**A5.00 Architecture**

A5.01 General Design Intent - All parcels within the District shall be developed with a universal architectural narrative based on local and regional vernacular design elements. The intent is not to recreate historic buildings; rather to create designs that respond to the greater Falmouth community scale and aesthetic.

A5.02 Massing - Building area and footprint limitations are noted within each development parcel description of these guidelines. The relatively small footprint allowances dictate multilevel buildings that can be joined by linking volumes to create larger contiguous floor areas (fig 19-2).

- A Primary building massing shall be developed as simple rectilinear shapes (figs 10-2,10-3). Triangular spaces, angled walls, or shallow curves may be acceptable, but use of complex shapes, such as hexagons, octagons or cylinders are difficult to successfully integrate and are not acceptable (figs 9-2,9-3).
- B Secondary massing shall be developed as additive volumes to the primary massing.
- C Recessive or subtractive massing shall be permitted at ground floor levels only.
- D Vertical elements such as towers and chimneys shall be permitted provided they are integral and subordinate elements of the primary building massing (fig 10-2).

A5.03 Facades / Fenestration - Primary facades shall address streets and outdoor public spaces. Additional and/or unique frontage conditions are noted within each development parcel description in these guidelines.

Facade rhythms of solid and void shall follow the overall architectural intent of responding to local vernacular patterns and should reflect multiuse building programs where applicable.

Fenestration shall respond to the scale and proportion of exterior facades and interior plan arrangements. Primary fenestration systems shall include fixed and operable windows, and storefront / entry systems. Skylights and skylight systems shall not be used on any roof plane exposed to view from streets, public spaces, or adjacent buildings. Window material shall be complementary to the overall facade material on any given facade and/or building.

A5.04 Exterior Materials and Colors - The visual palette for the District shall represent a broad range of materials and colors within the overall context of regional vernacular design. Black, whites, stone-grays, brick red, and some natural pastel tones may be used; bright or flourescent hues are unacceptable (fig 9-3). The use of multiple materials and colors on individual buildings is highly encouraged. The use of brick and clapboard are favored as their use reflects regional historic building materials, linking past to present and future without forced re-creation of historic architecture nor design of contemporary structures using wholly synthetic materials (fig 19-1).

Material changes can designate individual floor levels, primary versus secondary elevations, transitions in plane, or highlight building volumes. Primary materials may include, but are not limited to, the following categories:

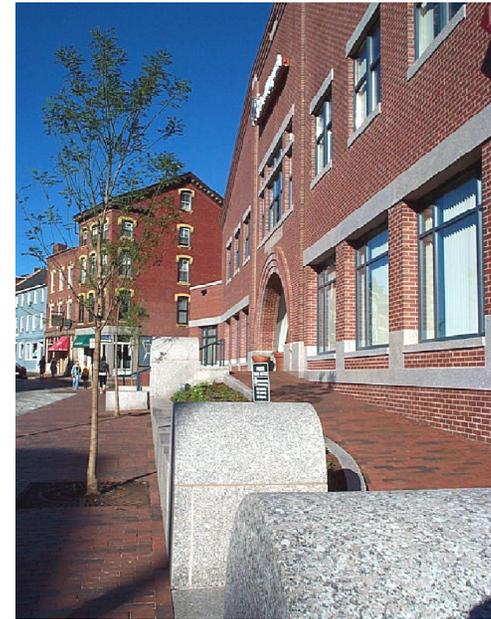


fig 9-1: Integrated ADA access



figs 9-2 & 9-3: Inappropriate Sturcture Forms  
Tidewater Village Design Guidelines

- A Masonry - Masonry systems may include red brick or stone veneer using native New England species. Precast concrete or simulated granite may be used for columns, sills, lintels, accents, and/or wall base (fig 10-1). In all cases mortar color shall be appropriately colored for its specific application. Glass block masonry and concrete masonry units shall be prohibited as finish exterior materials.
  - B Wood - Wood materials may include clapboards, horizontal and/or vertical siding, and shingles. Clapboards of cementitious composites may be acceptable for use; commercial grade vinyl is discouraged. Clapboard colors must complement adjacent materials and be white or natural in tone.
  - C Metal - Metal may be used for flashings, accents, and trim applications. The use of metal as a primary facade material is discouraged and shall be limited to raised seam systems and natural metal finishes.
  - D Glass - Glass systems shall not be used as a primary facade material.
- A5.05 Roofs and Dormers - Roof design shall be appropriate for each specific building and shall respond to the regional vernacular overall design intent for the District. The visual goals for the District include the creation of a diverse architectural character, not a uniform expression in each parcel. Roof design shall respond to the following guidelines:
- A Roof profile and slope - Gable and gambrel roof profiles are encouraged for primary building volumes. Hip roof profiles are generally discouraged and shall not be permitted in development parcels TV2 and TV3 except for accessory structures. Flat roof systems shall not be used where the roof is visible from streets, public spaces, or other buildings. Monopitch shed roofs shall not be used for primary volumes. The minimum pitch of any sloped roof plane shall be 6:12.
  - B Roof material - Sloped roofs may be finished in slate or commercial grade architectural asphalt shingles, and standing seam or flat seam metal systems. Snap-lock metal systems shall be prohibited. Membrane roofs may be used for flat roof systems in conditions noted above.
  - C Roof Accessories shall be appropriate for the overall roof design and material and shall complement and integrate with the building design (fig 10-1). Roof accessories include vent systems, cupolas, snow guard and rail systems, gutters and downspouts.
  - D Dormers - The use of dormers shall be encouraged to allow habitable and/or support spaces under sloped roof areas, and to provide scale and rhythm to roof planes. Dormer design shall be appropriate to respective roof and building types with gable and shed profiles encouraged. Dormer roof materials shall follow the same guidelines noted above for primary roofs.
  - E Maximum Building Height - All buildings within the District shall be limited to a maximum of three (3) stories. This requirement shall not apply to towers, spires, and similar architectural features. The maximum height of such features shall be sixty (60) feet.



fig 10-1: Effective use of materials & detailing. Inappropriate scale and use of ventilation cupola & railing.



fig 10-2: Adjacent Building Relationship



fig 10-3: Freestanding Building & Differentiated Materials  
Tidewater Village Design Guidelines

A5.06 Utility Meters / Connections - No utility connection shall be exposed to view from streets, public spaces and adjacent buildings (fig 11-1). Utility connections, meters and submeters, shall be installed in interior locations of all buildings in development parcels TV2 and TV3.

- A Fire Suppression - All mandated fire suppression connections required to be readily visible shall be designed as an integral complementary element of their respective facades. All Knox box systems shall be fully recessed.
- B Utility Venting - All utility venting, exhaust, and discharge equipment and piping shall be installed out of view from streets.
- C Backflow prevention systems shall be installed in interior locations of buildings or in underground vaults, protected from frost and freezing.

A5.07 Trash/Service Enclosures - High quality wood fencing with galvanized steel support, black or white polyvinyl fencing or masonry veneer walls or combination of masonry columns and fencing, minimum six (6) feet in height, may be used to screen service areas from public view. Gates must be used if accessway cannot be oriented away from direct public view (fig 11-2). Materials must complement building materials in form and color (fig 11-5). Landscaping may enhance built enclosure.

**A6.00 Lighting Systems**

A6.01 General Design Intent - Lighting guidelines direct general area site lighting, accent lighting, exterior building light systems, and seasonal lights. Lighting specific to signage installations is addressed in Section A7.04 of these guidelines.

The overall lighting design shall provide for safe, inviting lighting conditions that encourage pedestrian activity during all seasons. Light levels and fixtures shall be considered an integral component of the architecture and landscape architecture within the District, and shall comply with current Town of Falmouth ordinances and IESNA standards as applicable.

Each development proposal shall include a lighting plan outlining all exterior lighting systems and fixtures. The proposal shall identify fixture and lamp types, mounting method and heights, photometrics, and a written narrative of overall lighting application, energy conservation systems, and controls.

To ensure design conformity with the overall Village intent, light fixtures common to all development parcels shall be as specified in the Tidewater Village Master Landscape Plan, including roadway, parking area, and sidewalk / walkway applications.

A6.02 Roadways / Parking Areas - Primary area lighting shall use cutoff fixtures to minimize glare and light spill onto adjacent properties. Additionally, lighting in these areas shall address the following standards:



figs 11-1,2,3 :Suitable Consolidation, Placement & Enclosures

fig 11-4: Inferior Material Quality & Screening



fig 11-5: Suitable Screening, Uncoordinated Materials  
Tidewater Village Design Guidelines

- A Fixture Heights - Maximum fixture mounting heights shall be as follows:  
 Roadways - 16 feet.  
 Parking Areas - 16 feet in development parcels TV1, TV2, and TV3; 20 feet in TV4.
  - B Location / Bases - Light poles serving open parking areas should be set in landscape islands and buffers to reduce damage from traffic and maintenance vehicles. Light pole bases adjacent to walkways shall be raised no more than six (6) inches above finish grade. Raised bases located along streets and in parking lots shall have a maximum above-grade exposure of no more than 24 inches. Exposed concrete shall not be painted.
  - C Accessory Mounting - Roadway light poles shall include accessory mounting brackets allowing for banners and street signage (fig 12-1).
- A6.03 Sidewalks / Walkways - Lighting for pedestrian areas shall be provided through pole mounted and bollard fixtures. Fixture Heights - Maximum fixture mounting heights shall not exceed 12 feet.
- A6.04 Building Lighting - Building lighting shall be approved on an individual application basis and proposals shall be submitted as noted in Section B of these guidelines. In general, building lighting will be permitted to accent particular architectural features and entries. The following guidelines shall be addressed in the selection and placement of building light fixtures:
- A Fixture Type - Fixture design shall complement the architecture of its respective building.
  - B Placement - Fixtures shall be located to minimize direct visibility of lamps and minimize glare; the integration of fixtures into the overall architecture is encouraged.
  - C Ground Mounting - Ground mounted fixtures for building lighting applications are generally discouraged for maintenance due to high maintenance and excessive glare.
- A6.05 Landscape Lighting - Landscape lighting is permitted, but not required, in all development parcels. Proposed material schedule and layout shall be submitted as part of the landscape plan for each proposed development. Where Tidewater Village is intended to provide a dense architectural character landscape accents shall be a minimal component of any proposed project.
- A6.06 Seasonal Lighting - Exterior seasonal lighting displays are permitted in Tidewater Village during November, December, and January. Displays are encouraged to accent buildings, mature trees, and significant site features; freestanding displays are discouraged and the use of illuminated representational decorations (snowmen, reindeer, menorahs, etc.) is not permitted in any development parcel.

Within development parcels allowing retail and food service uses, the use of seasonal light fixtures and/or components for nonpermanent exterior retail and food service spaces is permitted.

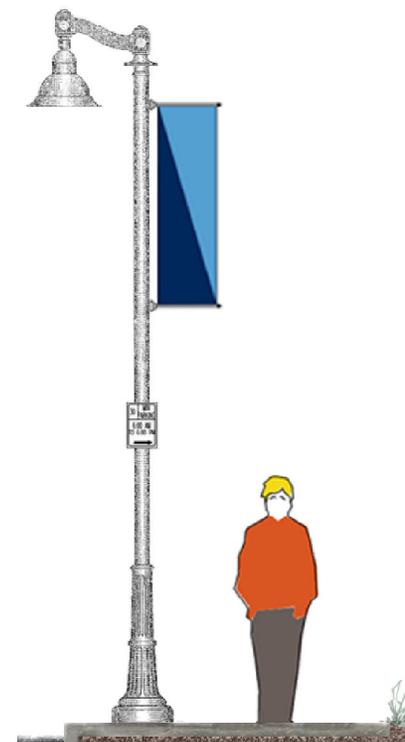


fig 12-1: Street Lights & Accessories Scaled for Pedestrians



fig 12-2: Retail Lighting Application

**A7.00 Building and Site Signage**

A7.01 General Design Intent -Signage guidelines are intended to develop signage that is complementary to the architecture and landscape architecture of the District. Signage should respond to the development narrative and scale of regional vernacular precedent without recreating period graphics.

Signage shall address various scales of development throughout the District:

- A Project / Wayfinding Signage - The Tidewater Master Planned Development District shall be identified by major signs at the entry to the District, using a uniform graphics and materials palette that will be incorporated into smaller scale District wayfinding signage (street signs, overall tenant listings, public space navigation, etc.).
- B Individual Building Signage - Building signs shall respond to the street speed limit and scale of the Village neighborhood; large scale building mounted signage is generally discouraged given view corridor distances and slow vehicle and pedestrian speeds (figs 13-1,13-6).
- C Building / Tenant Directory Signage - Directory signs shall use a common typeface for all building tenants. In development parcels TV1 and TV4, directory signs may be either freestanding or building mounted. In development parcels TV2 and TV3 directory signs shall be building mounted only (figs 13-3,13-4).
- D Individual Tenant Signage - Tenant signage may be surface or arm mounted from building facades and shall be designed and installed to complement the building architecture (fig 13-2).

A7.02 Sign Materials - Acceptable primary signage materials include wood, metal, stone and solid plastic/composite. Translucent plastic is not an acceptable sign material. Three-dimensional and relief signage is encouraged (fig 13-5).

- A Material Finish - Gloss finishes shall not be permitted regardless of sign materials. Materials may be exposed in their natural patina or painted.

A7.03 Sign Mounting and Location - Signs may be freestanding, post mounted, surface mounted, or arm mounted Sign mounting armatures and hardware shall complement respective building design and materials, using similar metals and colors where applicable. Signage for multiple ground floor tenants with individual exterior entries shall be surface mounted above storefront or door or arm mounted at a height ensuring clearance, visibility and fit with architectural features.

A7.04 Sign Illumination - Signs shall be externally illuminated as a component of overall exterior building lighting schemes. Internally illuminated signs shall not be permitted. Spot and/or linear light fixtures should be selected that are lamped to provide sufficient illumination without contributing glare. Fixtures shall be aimed at the ground to reduce overall light spill.



fig 13-1: Cacaphony of Multiple Signs per Tenant



fig 13-2: Tenant Signage

figs 13-3 & 13-4: Simple Directory Signs for Multiple Tenants in Single Building



fig 13-5: 3-D Sign



fig 13-6: Sign Scaled to Traffic

**SECTION B - DEVELOPMENT PROCESS**

**B1.00 Tidewater Design Review**

B1.01 General Conditions - All potential projects within the Tidewater Master Planned Development District will be subject to a submittal, review and approval process to ensure the overall intent of the development is maintained through the application of these guidelines. Lease and/or purchase and sale agreements will be conditional pending the receipt of approval through this process.

B1.02 Review Process - The submittal and review process shall be independent of, and shall occur prior to, submission of a Site Plan Review Application to the Town of Falmouth.

A Tidewater Village Association will engage the services of third-party design professionals to review all applications. The review will be conducted by design professionals holding State of Maine Architect and/or Landscape Architect licenses. The applicant shall follow the standards set forth in these guidelines as well as standards and design criteria required for site plan review by the Town of Falmouth.

B Following receipt of a complete submission package, five (5) business days shall be allowed for the review process which may include comments for providing modification to application, grant approval, grant approval with conditions, or deny approval with written explanation..

C The definitions, descriptions and intent conveyed in these Guidelines shall be the primary review criteria.

D Any proposed modifications to previously approved improvements shall be submitted for review under the approval process outlined herein.

E The Review Board retains the right to approve or reject submitted improvements, in part or in full.

B1.03 Submittal Requirements - For all project, up to five (5) sets of the following items shall be submitted for review, with one set being returned to the applicant:

A Application - The review application outlines primary project parameters.

B Fee Schedule - The applicant shall be responsible for payment of all professional review fees, outlined as follows. Fees and schedules subject to change over time.

Review fees:

|   |   |         |
|---|---|---------|
| 1 | Any (exterior) modification to previously approved or existing building or landscaping: | \$1,000 |
| 2 | Building architecture design review:  | \$2,000 |
| 3 | Site design review:   | \$1,500 |
| 4 | Landscape and lighting design review:   | \$1,500 |
| 5 | Closeout review, issuance of occupancy permit (to be scheduled with Owner):             | \$ 750  |

- C Project Description - A written narrative describing the general scope, design intent, and parameters of the proposed project. Anticipated utility requirements, and a written maintenance program proposal shall also be submitted.
- D Site Plan - A site plan of the entire project area showing existing adjacent streets, open spaces and buildings. The site plan shall indicate layout, materials and colors of all site improvements, including, but not limited to, proposed parking, crosswalks, sidewalks, screen enclosures, utility meters/connection locations, signage types locations, and site lighting locations. Use of construction details to portray intent is recommended.
- E Grading & Drainage Plan - All existing contours, wetland delineations, and proposed grading, drainage, and stormwater improvements shall be indicated. Indicated finish floor elevations at building egresses. If the entry level is not directly at grade, the site and grading and drainage plans shall show all stairs and ramps required to meet accessibility requirements.
- F Landscape Plan - A drawing indicating plant material placement, species and installed sizes. Also include:
- 1 Site lighting, including parking area lights, sidewalk lighting, bollards, sign lighting, and landscape lighting, if proposed. In addition to required post-mounted site lighting, if bollard and/or landscape lighting is proposed, outline intent and materials proposed for use. Baffling measures shall be taken if necessary to reduce glare and light trespass onto abutting residential property.
  - 2 Indicate ground coverings: type of mulch, grass, wildflowers, wetland plantings, rock, leaf litter, etc. Provide outline of grassing method, species mix, application rate if seed.
  - 3 If automatic irrigation is proposed, outline water source and supply flow data (gpm/psi), backflow prevention method and location, controller type and location, general design layout, zoning, material, provisions for emergency shut off and overwintering.
- Water efficient nozzles on pop-up sprays and gear-driven rotary heads shall be utilized; use of riser pipes shall be kept to a minimum. A rain sensor shall be installed for each automatic controller installed. Sprays shall be zoned separately from rotary heads; zoning design should take into account variable light conditions, soil conditions, and plant material/grass use.
- G Building / Site Section - A primary building section shall be submitted indicating overall volume, roof heights, profiles and slopes, and all floor level elevations. Projects proposed for certain development parcels and sites will be required to include site section information with the building section submittal.

- H Building Elevations - All elevations must be shown clearly describing overall massing, roof configurations, entry sequences, fenestration, lighting, signage, roof accessories, utility connections and venting parameters. Materials and/or colors may be indicated on the elevations or through a separate material narrative.
- I Material Narrative - A written and graphic proposal outlining potential material and color selections for the project, defining major building facades, trim and accents, and roof materials.
- J Signage - All proposed signage shall be submitted with the review package. Submittals shall identify sizes, materials, typefaces, finishes, mounting systems and lighting strategies.
- K Lighting Narrative - In addition to lighting required with the Site and Landscape Plans, submissions shall include proposed all building and sign illumination. Retail and/or storefront lighting systems shall be submitted for all retail development.

## SECTION C - DEVELOPMENT PARCELS

### C1.00 TV1 Development Parcel General Conditions and Intent

The TV1 Development Parcel is located at the southern terminus of the Clearwater Drive visual axis and is intended to support a single stand-alone building. The parcel area of approximately .55 acres is physically isolated from other sections of Tidewater Village (*fig 17-1*), however the overall design of building and site components shall be consistent with the remainder of the development to ensure visual continuity.

- C1.01 Permitted Uses - Permitted use is limited to Commercial Office use only.
- C1.02 Maximum Building Size - The maximum building gross floor area is 6,000 square feet.
- A The maximum building height is three stories.
- C1.03 Lot Coverage - The amount of green space cannot be reduced by more than 5 % from the area illustrated on the Development District master plan. Refer to the District Zoning Ordinance for setback parameters.
- C1.04 Visual Orientation - The primary building entry shall face Clearwater Drive or the Clearwater Drive traffic circle, dictating a north-facing entrance condition. The use of covered entries and/or entry porches is encouraged to mitigate weather exposure and provide visual scale to the building.
- C1.05 Open Space - This parcel includes significant open space that shall be developed to meet screening and landscaping requirements of these guidelines. Additional development must address existing topography and adjacent building conditions.

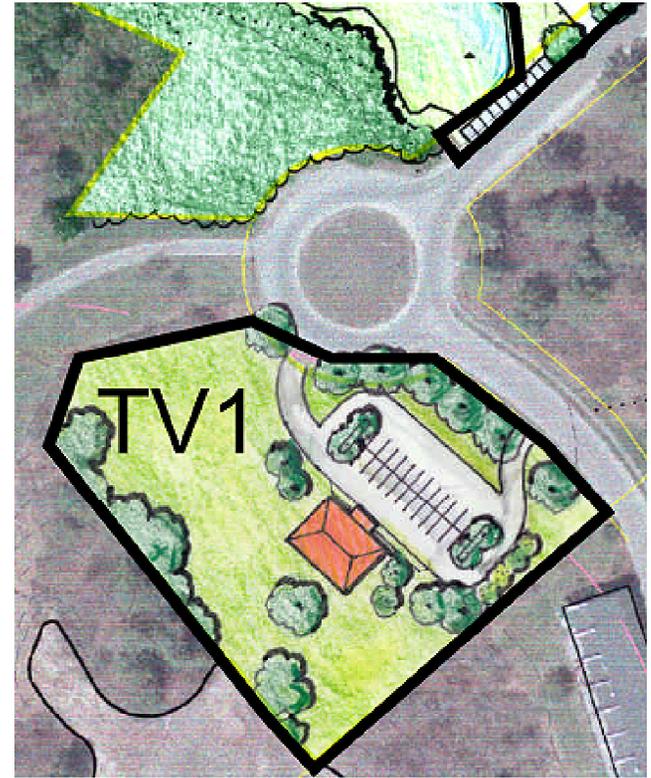


fig 17-1: TV1 Development Parcel



fig 17-2: Stand-alone Building Development  
Tidewater Village Design Guidelines

## C2.00 TV2 Development Parcel General Conditions and Intent

The TV2 envelope area is a multi-building parcel located along Clearwater Drive and adjacent to the primary entry to the Tidewater Farms neighborhood. The parcel area of approximately 3.42 acres is adjacent to the center of Tidewater Village (fig 18-1).

C2.01 Permitted Uses - Permitted structures and uses as defined by the Tidewater Master Planned Development District Zoning Ordinance are as follows:

(Enumeration corresponds to list of permitted uses in Zoning Ordinance.)

- 1 Accessory buildings and structures
- 4 Multiplexes
- 5 Apartments on the upper floors of a mixed-use building
- 6 Business and professional offices
- 7 Research facilities
- 9 Outdoor facilities for recreation, entertainment and culture
- 10 Retail and service establishments
- 11 Restaurants including carry-out or drive through service)
- 12 Outdoor eating areas
- 14 Municipal buildings and uses
- 15 Day care centers
- 16 Churches
- 17 Health Institutions
- 18 Libraries and Museums
- 19 Private clubs
- 20 Mixed Use Developments
- 26 Farmer's Markets

Not less than 45% of the combined rentable floor area on the first floor of the buildings located in parcel TV2 will be used as retail space (fig 18-1).

C2.02 Conditional Uses

- 1 Public utilities
- 2 Light manufacturing operations with no exterior storage of material, equipment or products
- 3 Accessory Apartments
- 4 Home occupations

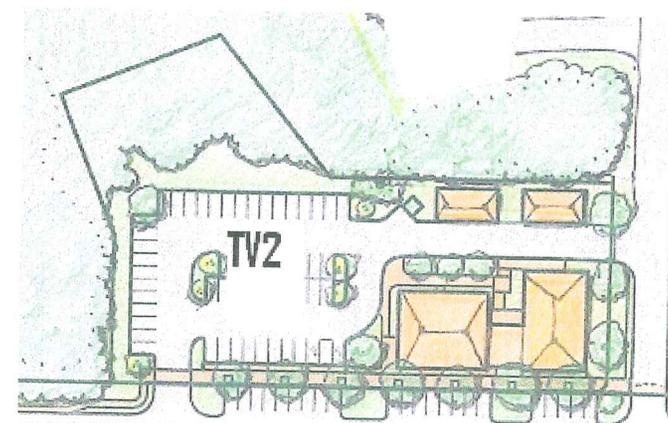


fig 18-1: TV2 Development Parcel

- C2.03 Maximum Building Size - The maximum combined building footprint gross floor area is 9,700 square feet.
  - A The maximum building height is three stories.
  - B No more than 3 buildings are permitted - buildings may be linked to create a larger contiguous floor area provided the maximum footprint is as noted above (fig 19-2).
- C2.04 Lot Coverage - The amount of green space cannot be reduced by more than 5 % from the area illustrated on the Development District master plan (fig 18-1). Refer to the District Zoning Ordinance for setback parameters.
- C2.05 Visual Orientation - The primary building entry shall face Clearwater Drive and adjacent street edges. Corner buildings shall address all street edges and shall have more than one direct entry.
- C2.06 Open Space - Open space development is focused around building perimeters and interstitial spaces, with connecting walkway opportunities into the Tidewater Farm neighborhood.



fig 19-1: Storefront Scale at Sidewalk



fig 19-2: Linked Buildings

### C3.00 TV3 Development Parcel General Conditions and Intent

The TV3 envelope area is a multi-building parcel located along Clearwater Drive and adjacent to the primary entry to the Tidewater Farms neighborhood. The parcel area of approximately 1.34 acres is adjacent to the center of Tidewater Village (*fig 20-1*).

C3.01 Permitted Uses - Permitted structures and uses as defined by the Tidewater Master Planned Development District Zoning Ordinance are as follows:

(Enumeration corresponds to list of permitted uses in Zoning Ordinance.)

- 1 Accessory buildings and structures
- 4 Multiplexes
- 5 Apartments on the upper floors of a mixed-use building
- 6 Business and professional offices
- 7 Research facilities
- 9 Outdoor facilities for recreation, entertainment and culture
- 10 Retail and service establishments
- 11 Restaurants (including carry-out or drive through service)
- 12 Outdoor eating areas
- 14 Municipal buildings and uses
- 15 Day care centers
- 16 Churches
- 17 Health Institutions
- 18 Libraries and Museums
- 19 Private clubs
- 20 Mixed Use Developments
- 26 Farmer's Markets

to less than 45% of the combined rentable floor area on the first floor of the buildings located in parcel TV3 will be used as retail space.

C3.02 Conditional Uses

- 1 Public utilities
- 2 Light manufacturing operations with no exterior storage of material, equipment or products
- 3 Accessory Apartments
- 4 Home occupations



fig 19-1: TV3 Development Parcel

- C3.03 Maximum Building Size - The maximum combined building gross floor area is 46,000 square feet.
  - A No individual building can have a footprint larger than a gross floor area a 8,000 square feet.
  - B The maximum building height is three stories.
  - C No more than 3 buildings are permitted - buildings may be linked to create a larger contiguous floor area provided the maximum footprint is as noted above.
- C3.04 Lot Coverage - The amount of green space cannot be reduced by more than 5 % from the area illustrated on the Development District master plan (fig 20-1). Refer to the District Zoning Ordinance for setback parameters.
- C3.05 Visual Orientation - The primary building entry shall face Clearwater Drive and adjacent street edges. Corner buildings shall address all street edges and shall have more than one direct entry. All buildings facing the Common shall address this open space (figs 20-1, 21-1).
- C3.06 Open Space - Open space development includes area around building perimeters and interstitial spaces, with connecting walkway opportunities into the Tidewater Farm neighborhood.
  - A The central public open space for the Tidewater Village neighborhood is the Village Common located in TV3 (figs 20-1, 21-1). The Common is enclosed with landscaping and provides an area for programmed and unprogrammed gatherings and events.
  - B Significant wooded buffers shall be maintained and/or developed to provide separation of building and parking areas as indicated on the master plan (fig 20-1).



fig 21-1: Tidewater Commons scale



fig 21-2: Space for Unprogrammed Events



fig 21-3: Signature Corner Building

**C4.00 TV4 Development Parcel  
General Conditions and Intent**

The TV4 Development Parcel is located at the northern end of Tidewater Village on Clearwater Drive and is the first parcel to be approached from Route 1. It is also immediately adjacent to a primary entrance to Tidewater Farm. It is intended to support a single stand-alone building, with a parcel area of approximately 1.96 acres (fig 22-1). Development of TV4 is tasked with providing at least two “gateways” to neighboring residential and commercial developments.

- C4.01 Permitted Uses - Permitted use is limited to Commercial Office use only.
- C4.02 Maximum Building Size - The maximum building gross floor area is 8,000 square feet.
  - A The maximum building height is three stories.
- C4.03 Lot Coverage - The amount of green space cannot be reduced by more than 5 % from the area illustrated on the Development District master plan (fig 22-1). Refer to the District Zoning Ordinance for setback parameters.
- C4.04 Visual Orientation - The primary building entry shall address the adjacent building across the street.
- C4.05 Open Space - Open space on this parcel is limited and shall include visual and/or landscape buffers from adjacent streets and other properties.

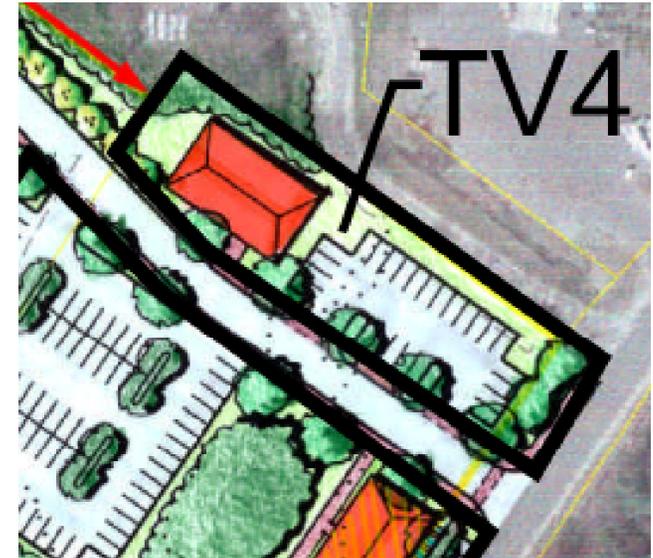


fig 22-1: TV4 Development Parcel

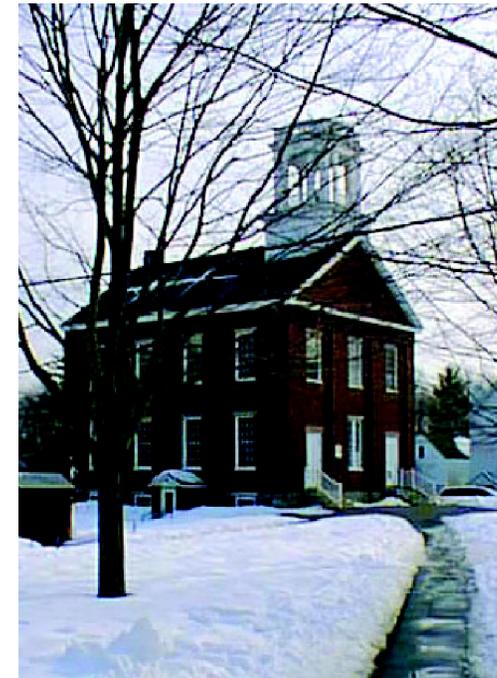


fig 22-2: Freestanding Building