

DESIGN GUIDELINES



Route One Falmouth, Maine

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SIGNAGE

ROUTE ONE DESIGN GUIDELINES

The Design Guidelines seek to develop a climate for higher level architecture and site design for new development and business expansions. The Guidelines set high standards for performance while providing developers and the Planning Board with flexibility to respond to market needs and site characteristics. There are many ways to meet each design guideline. The opening statement in each section sets the standard that must be met for compliance with the site plan review ordinance. The Guideline bullets provide more specific direction for interpreting and analyzing applications. Illustrations provide visual clues to the intent of the Design Guidelines.

Implementation of the Design Guidelines relies heavily on the services of architects and landscape architects working as consultants for developers and peer reviewers for the Town of Falmouth. The Design Guidelines provide a context for coordinated discussions of design issues in advance of formal site plan review procedures. This collaborative process ensures that site plans in the Route One Corridor produce high quality development that contributes to the town's character.

The Route One Design Guidelines provide flexibility to designers, but they are requirements of site plan review. Applicants are responsible for explaining how their design meets each of the Guidelines.

ARCHITECTURE

Architectural Design

The architecture of projects in the Route One corridor is designed to be seen and appreciated from three vantage points:

- *From the motorist's viewpoint, driving along Route One*
- *From the shopper's viewpoints, seeing the buildings up close*
- *In relationship with adjacent and nearby buildings.*

Route One is marked by its diversity of building forms and styles, without a consistent design vocabulary. The intent of the Design Guidelines for Route One is to allow flexibility and creativity while requiring high quality architecture and site design for all new and rehabilitated structures.

GUIDELINES

- **Traditional Forms.** The goal of the guidelines is to produce architecture that draws its inspiration from traditional New England examples.
- **Contemporary Forms.** Contemporary architectural forms are appropriate, provided that they meet the recommended guidelines.
- **Signature advertising.** Buildings that are stylized to the point where the structure is a form of advertising are not acceptable, particularly where the building is the result of a franchise style.
- **Registered Architects.** All buildings must be designed by an architect registered in the State of Maine.
- **Design Theme.** For properties with more than one structure, an overall design theme should be presented to the Planning Board during the conceptual planning phase that demonstrates a cohesive visual relationship between individual buildings.
- **Design Vocabulary.** Building design requires coordination of architectural form, massing, number and use of materials, color ranges, and detailing to achieve harmony and continuity in design.



Traditional New England forms and materials, used in a fresh way to accommodate contemporary needs.

Architectural Design



An entrance designed with human scale through the use of trellis, lighting, landscaping, and vertical windows.



An example of inappropriate architectural treatment for buildings seen from Route One. An impersonal entry and building facade: horizontal windows, pavement up to building, upper windows crowd roofline, lack of screening for service area.

Architectural Design



Examples of two contemporary buildings designed to be seen from the automobile, as well as up close.



Architectural Design

Examples of well detailed entrances and facades that welcome the shopper and provide visual interest from the street.



Architectural Design



The design of this new pharmacy replicates the form of the old barn complex on the opposite corner.



The form of this new pharmacy shows little sensitivity to the style of other buildings in the neighborhood.

Additions and Rehabilitation

Many of the buildings along Route One were built a number of years ago and may be coming before the Planning Board for:

- expansions of current footprints
- remodeling or rehabilitation
- use conversions.

The intent of the Design Guidelines for Route One is to produce high quality architectural and site design for all structures undergoing rehabilitation. In many instances, the existing buildings can be greatly improved by well designed additions or remodeling efforts.

GUIDELINES

- **Alterations.** Any work on existing structures must be designed to respect the proportions, openings, siting, and details of the original building where it is in keeping with the desired architectural quality for Route One. Where the existing building is below the quality of the Design Guidelines, the entire structure must be upgraded.
- **Materials.** The materials used for additions must complement or match the materials used on the original structure.
- **Features.** Rehabilitation must avoid the removal or disturbance of any distinctive architectural features or examples of skilled craftsmanship.
- **Route One Study.** The 1986 Route One Study, which identified architectural treatments for many of the commercial buildings, is the starting point in site and architectural design.
- **Design.** Rehabilitation is an opportunity to add visual interest to a building and to strengthen the design relationship to its site and nearby structures.



A new addition, designed to be responsive to existing building in materials, roofline, and window forms. Landscape details constructed of the same palette leads the eye to the new entrance.

Additions and Rehabilitation



A gas station has been transformed into bakery, giving new life to a tired old structure. Similar rooflines and windows help tie the whole design together.



Recent additions lack continuity of materials, forms, or detailing.

Additions and Rehabilitation



The old Armstrong Tire building on Route One, prior to the Route One Study.



The same building after a major renovation. The building now has shutters, old-fashioned lettering, awnings over windows, clearer message. Gas station canopy partially blocks view of building.

Exterior Wall Materials

Exterior materials used along Route One shall be durable and of consistent high quality.

Traditional materials - brick, granite, shingle, and clapboard - are effectively used on this new medical building.



GUIDELINES

- **Appropriate Materials.** The use of traditional building materials common to northern New England (e.g., brick, clapboard, shingles) is required for siding.
- **Reflective Materials.** Highly reflective materials (e.g., plastic panels, brushed aluminum, bronzed glass) are inappropriate, except for windows and doorways.
- **Other Materials.** Concrete block, split face block, multi-colored brick, asphalt shingles, T-111, plywood, and metal siding as the primary facade material are also inappropriate.
- **Arbitrary Embellishments.** Piecemeal embellishments and frequent or arbitrary changes in materials should be avoided.
- **Colors.** The Use of primary or process colors for the major face of a building is inappropriate. The use of traditional colors commonly found in New England is appropriate for all components of the building. The selection of colors must consider how the building will relate to other nearby structures.
- **Trim.** Where trim is used, it should be painted or stained a color that is similar or complementary to the main color on the building.
- **Application.** Paint or stain used on a wood-sided building shall be applied in a manner that completely covers knotholes or other imperfections in the siding.

Exterior Wall Materials



Cedar shingles with painted trim complement this small scale contemporary office building.



Painted clapboards and trim give human scale to this small branch bank.

Exterior Wall Materials



▲ Split face concrete block and metal siding lacks the texture of traditional building materials.

▼ Metal sided buildings generally lack the human scale and traditional forms that the Town is seeking.



Facade Design

Facades for new or rehabilitated structures are to provide visual interest at the street level, be proportioned to human scale, and establish a strong relationship with the site.

Facade blends colonial, craftsman, and classical styles. One story building is given two story presence without false facade.



GUIDELINES

- **Illustrations.** All elevations of proposed buildings are evaluated as part of the design review. The Planning Board may request that perspectives of the building be prepared to illustrate the relationship between the front and side elevations. Elevation and perspective drawings presented to the Planning Board should include all landscape elements that will be seen in conjunction with the facade.
- **Entrances.** Main entrances to buildings should be emphasized by detailing, massing, changes in materials, or other architectural devices. Entrances should be proportional to the scale of the building.
- **Blank Walls.** Blank or unadorned walls facing Route One, other public roads, or the front or side of abutting properties be avoided. Proper facade treatment includes windows, architectural detailing, or landscaping to provide depth and visual interest on extended walls.
- **Site Design.** Signage, lighting, landscaping, and other exterior elements must all be planned to complement the facade. These elements should be coordinated with the architectural plans to avoid unnecessary conflicts and to retain the proper level of visibility.
- **Rear and side facades,** if visible or potentially visible from adjacent properties, are to be treated with detailing and materials that match the principle facade of the building.
- **Functional Elements.** All vents, down spouts, flashing, electrical conduits, meters, service connections, and other functional elements are treated as integral parts of the design. Where appropriate, these elements should be painted to match the color of the adjacent surface, unless used expressly as an accent.

Facade Design



A new furniture showroom, patterned after a traditional New England home and attached barn. The well detailed facade suggests quality workmanship and attention to detail.



While this property is well landscaped, the facade lacks a clearly defined entrance. The large service doors detract from the smaller elements of the building.

Facade Design



Facade treatment should extend around all visible sides, without blank or unadorned walls.



Side elevations should consider the treatment of downspouts, service connections, and other functional elements of the design.

Facade Design



The facade design for a new supermarket was carefully detailed to attract the eye of the motorist and to provide visual interest to the shopper.

The main entrance is emphasized by an exaggerated, projecting pediment.



The normally blank end wall is pierced by a traditional opening under the gable.

Facade Design



A new medical office in Falmouth has been designed to be seen from all four sides.

The light, airy entrance is complemented by extensive landscaping.



The corner window patterns are a playful detail repeated throughout the building.

Fenestration

The patterns of windows and doorways shall be designed to reflect the internal function of the building in a fashion that complements its facade and form.

Windows of varying sizes add visual interest to the facade. Wide painted trim adds scale.



GUIDELINES

- **Percent of Front.** Commercial buildings must provide an appropriate proportion of the first floor front facade as windows, doors, or other treatments sufficiently transparent to provide views to the interior of the building (e.g., 50 to 75 percent).
- **Framing.** Windows, door openings, ventilation openings, and other forms of exterior fenestration on wood-clad buildings should be trimmed on the sides, top, and bottom.
- **Orientation.** Windows in general should be vertical in orientation or square.
- **Shutters.** If shutters are used, they must be sized to fit the opening and provided for all windows on a given wall.
- **Awnings.** Fixed or retractable awnings are permitted at ground floor levels to provide protection for pedestrians. Awnings should be designed as an integral part of the building facade. Metal awnings are prohibited.
- **Awning Signs.** Graphics applied to the awning are counted as part of the signage for the building.

Fenestration



Difference of first and second floor windows suggest mixed use, typical of many downtown commercial areas. Muntin variations respond to shapes of windows.



Poorly proportioned, obviously non-functional shutters,

Fenestration



Modern use of brick and glass with curve used to play up sun and shadows.



Traditional use of brick and glass, with divided light windows.

Fenestration

Falmouth has many examples of high quality architecture, using traditional forms to meet contemporary needs. All the openings on the new library addition are trimmed with wide painted pine, emphasizing their importance on the facade.



Awnings are commonly used in Falmouth to provide scale, shade, and visual interest on smaller buildings.

Fenestration



Shutters can add scale to a facade when used properly. In this example there are four shutters for three windows.



Careful attention should be paid to the relative size, detailing, and position of all openings.

Roof Lines

Buildings with projecting roof lines shall be designed to create strong patterns of shade and shadow.

Strong roofline emphasizes the front entrance while providing visual interest to the skyline.



GUIDELINES

- **Shapes to be Avoided.** In general, the use of mansard and A-frame roofs are inappropriate.
- **Flat Roofs.** Flat roof lines are allowed, provided that the design creates no horizontal surface greater than 50 feet in length without a break.
- **Preferred materials** for visible roofing include asphalt shingles, standing-seam non-glare metal, fiberglass, or natural materials. The use of plastic as a roofing material is prohibited.
- **Colors.** Roof colors should be muted earth tones or a color that is darker than the facade. Garish roof colors are prohibited.
- **Relationship with Facade.** Where the roof will be visible, the roofing materials should be selected to complement the color and texture of the building's facade.
- **Parapets.** Where parapets are used to break up a flat roof line, the height of the parapet should be at least five percent of the total length of the wall.
- **Roof-Mounted Equipment.** Mechanical and other equipment mounted on rooftops must be screened from public view or grouped at the rear of the structure where visibility is limited.

Rooflines



A-frame and truncated A-frame rooflines can make the building appear top-heavy and out of character with more traditional building forms.



Garish colors on a roof can attract undue attention to a building, causing it to appear as an isolated element in the landscape.

Rooflines



Flat rooflines for small and moderate sized buildings are discouraged.

False mansard rooflines, such as this example, should be discouraged.



Rooflines



The use of bright bands of color on large buildings emphasize its horizontality. Colors use on the roof should be carefully considered as a key element of the design theme.

The roofline or parapet wall should be designed to hide air conditioning units and other roof-mounted utilities.



BUILDING TYPES: Large Scale Structures

Due to their visibility and mass, the design of new or rehabilitated large structures, such as 'big box' retail or grocery stores, have the ability to greatly enhance or detract from the architectural character of Route One. These structures must be carefully designed to break up their mass into smaller visual components and to offer the same degree of detailing found in the smaller and medium sized buildings along Route One.

The scale of the signage is in keeping with the size and design of this grocery store.



GUIDELINES

- **Blank Walls.** Long horizontal facades are inappropriate, particularly where the wall will be visible from neighboring residential areas, pedestrian use areas within the commercial development, or surrounding roadways. Long walls should be made more interesting through offsets in the vertical plane sufficient to create shadows and provide visual interest.
- **Wall Treatments.** Where the plane of a wall is broken, the offset should be at least three feet or more, depending on total wall length. Other devices to add interest to long walls may include elements that create strong shadow lines, changes in roof lines, half columns and architectural trim details, patterns in the surface material, and wall openings.
- **Entrances.** Entranceways should be emphasized through significant variations in roof lines, changes in materials, landscape treatments, or other architectural elements.
- **Walkways.** Covered walkways are necessary to physically and visually connect large scale structures to adjacent or connecting commercial properties.
- **Context.** The development of out-parcels in large parking areas is strongly encouraged. Site planning and architectural design for rehabilitated and new buildings should illustrate how additional structures can be accommodated on the property.
- **Adjacent Properties.** The design of large structures should consider the potential for development on adjacent properties, even if the land is currently vacant.
- **Cart Storage.** Shopping carts must be stored inside the building, or in 'cart corrals', out of the way of pedestrian circulation.

The scale of this supermarket has been effectively reduced by the projecting pediment, gable ends, and rich detailing at the ground level.

BUILDING TYPES: Large Scale Structures



A relatively large new pharmacy. The scale of the building is relieved by projecting pediments, corner details, signage contained within a defined space, and traditional siding materials.



The same type of use, but in a design that emphasizes its large, blocky form. Applied elements – rear awning and pointed brick pilasters – seem arbitrary and unrelated to the rest of the building.

BUILDING TYPES: Large Scale Structures



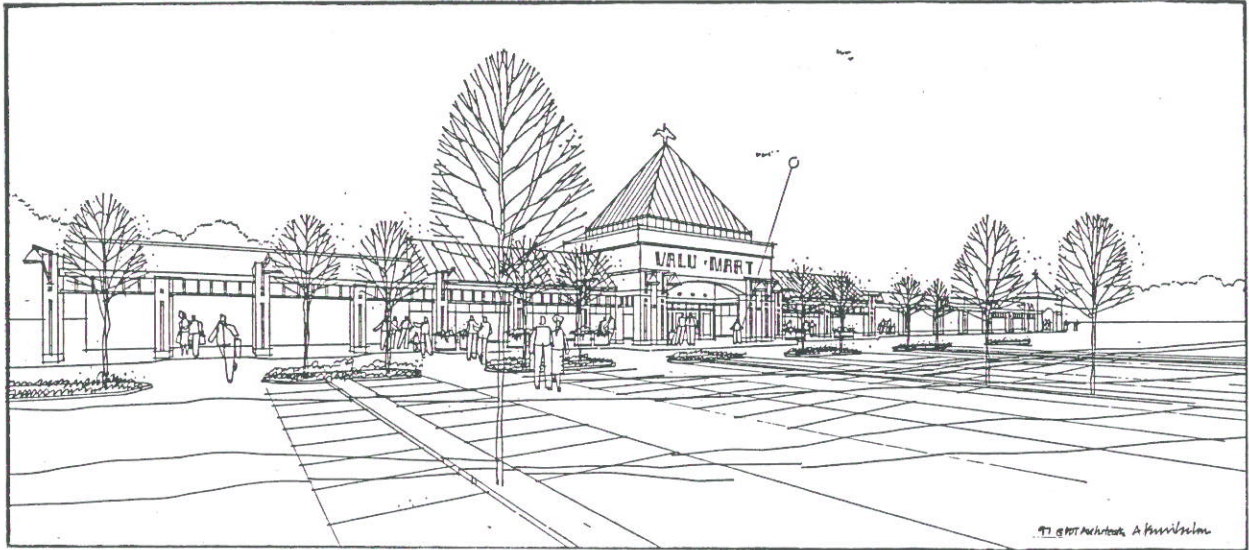
Typical 'Big Box' architecture, with flat rooflines, lack of detailing, and bold stripes, is out of character with the quality buildings anticipated.



Large scale structures often lack details that give the building scale. Facades are treated as message boards. Forms do not reflect New England vernacular architecture.

BUILDING TYPES: Large Scale Structures

Possible treatments to scale down a large scale structure.



Potential Treatment of former K-Mart Building. Canopy over main entrance lends prominence and serves as a focal point in a largely unadorned landscape. Details in the columns, lighting, and canopy are designed to enrich the pedestrian experience and to give it a presence in the parking lot.

The entrance should be treated with additional landscaping and special pavement to create a pedestrian-friendly zone. Architectural forms should be repeated – at a smaller scale – on subsequent out-parcels.



BUILDING TYPES:

Linear Commercial Structures

Linear commercial structures (e.g., strip malls, multi-tenant office buildings) must be designed to reduce their scale through modifications in roof lines and facade variations.

Linear retail complex is set back behind green lawn and large trees. Variation in building setback adds depth and allows more sunlight under the arcade.



GUIDELINES

- **Design.** Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) must be visually unified through the use of complementary architectural forms, similar materials and colors, consistent details, and a uniform sign mounting system.
- **Setbacks.** Minor variation in the front setbacks is required to add visual interest, create spaces for common entries, outdoor eating/social spaces, sculpture gardens, and similar landscaped spaces.
- **Roof Lines.** Variations in roof lines, detailing, and building heights must occur to break down the scale of connected linear buildings.
- **Colonnades.** Covered walkways, arcades, awnings, open colonnades, and similar devices must be used along long facades to provide shelter, encourage pedestrian movement, and to visually unite the structure.



BUILDING TYPES: Linear Commercial Structures



Shopping center visually unified by sign mounting space. Corners emphasized by changes in materials and forms. Variation in facade or roofline would have given the building a greater pedestrian scale.

Sitting areas are located in sunny corners, away from traffic. Parking eliminated in front of entrance.



BUILDING TYPES: Linear Commercial Structures



Quick trip uses (e.g. video rental, hardware store) are positioned within linear complex where curbside parking is available.



A block-long structure has been effectively broken into smaller parts by varied rooflines and setbacks.

BUILDING TYPES: Freestanding Commercial Buildings

Freestanding structures shall be designed as attractive pieces of commercial architecture: expressive of their use, responsive to their site, and respectful of their immediate neighbors.

A well proportioned distinctive building designed for effective merchandising. The form and facade of the building reflect a different use on the second floor.



GUIDELINES

- **Franchise Design.** Franchise architecture with highly contrasting color schemes, non-traditional forms, reflective siding and roof materials are not permitted.
- **Out Parcels.** Free-standing restaurants and other commercial buildings located in large parking lots must be designed as integral components of an overall plan for the property.
- **Mixed use buildings,** containing offices on the upper floors, are encouraged. The architecture of mixed use buildings should reflect the different use on the upper floors by differences in facade treatment.
- **Drive-through** elements must be architecturally incorporated into the building.
- **Orientation of Drive-through.** Drive-through elements cannot face the street, unless there is no alternative for safety or security.



BUILDING TYPES: Freestanding Commercial Buildings



Drive through elements – whether for fast foods or banking – should be on the side.



An example of an inappropriate style. The architecture for chain restaurants and other franchises should be based upon traditional New England styles.

BUILDING TYPES: Freestanding Commercial Buildings



A former pharmacy/post office converted to a branch bank, with drive-through on the side. Building is well sited with landscaping that is simple yet distinctive.



A contemporary auto showroom, designed with classic proportions and clean, simple lines. Restrained use of color on banding is effective as an accent.

BUILDING TYPES: Auto Service Stations

The design and siting of auto service

stations shall be consistent with the Design

Guidelines for Route One.

ARCHITECTURAL GUIDELINES

- **Design.** The architecture of auto service stations must follow the same Design Guidelines recommended for other small to medium sized buildings. All architectural details should be related to overall design theme.
- **Canopies.** Pitched roofs and fascia trim are preferred for canopies. Flat canopies are allowed if treated as thin horizontal elements to minimize their mass. Signs mounted on canopies are restricted to 16 square feet. The use of bands of color designed to draw attention to the canopy are prohibited.
- **Continuity.** Separate structures (e.g., canopy, signboard, car wash, cashiers booth, dumpster enclosures, etc.) on the site must have consistent architectural detail to provide a unified project design and avoid a cluttered appearance.
- **Large Openings.** Car washes or service bays must be integrated into the design and sited so they are not directly visible from the street.
- **Site Design.** The site design must address the issues of off-site noise exposure, underground drainage systems to keep water off public streets, snow storage, circulation patterns, and room for vehicle stacking.

LIGHTING GUIDELINES

- **Lighting Standards.** Areas around gasoline pumps and under canopies where higher levels of light are necessary for effective use of pumps should be illuminated so the minimum horizontal illuminance at ground level is 30 foot candles or less, with a uniformity ratio of 1.25 (average to minimum).
- **Parking Areas.** Areas away from canopies and gasoline pumps must follow the standards for parking lots. If no gasoline pumps are provided under a canopy, the entire apron is treated as a parking area.
- **Shielding.** Light fixtures mounted on the underside of canopies must be recessed so that the lens cover is recessed or flush with the bottom surface (ceiling) of the canopy, and/or shielded by the fixture or the edge of the canopy so that light is restrained to no more than 85 degrees from vertical.
- **Fascia.** Lights cannot be mounted on the sides (fascia) or top of the canopy, and the sides (fascia) cannot be illuminated.

BUILDING TYPES: Auto Service Stations



A drive-through canopy which could serve as a design prototype for a pump shelter.



Service bays and car washes should face away from through roads. Selective use of landscaping helps break up the effect of large areas of pavement.

BUILDING TYPES: Auto Service Stations

Canopy thickness is appropriately kept to a minimum, and not exaggerated simply for sake of additional attention or signage.



Canopy is inappropriately used as a three dimensional billboard. Unrelieved asphalt pavement creates a long separation between pumps and building. No landscaping to break up the expanse of paving.

BUILDING TYPES: Auto Service Stations



A stylized canopy designed to provide shelter and relate to nearby historic structures.

Canopy lighting is recessed to minimize light spilling onto the roadway or adjacent properties.



SIGNAGE

Sign Design, General

New or rehabilitated structures along Route One should be marked with attractive, legible signs that reflect the needs of the individual use and complement the architecture and site detailing.

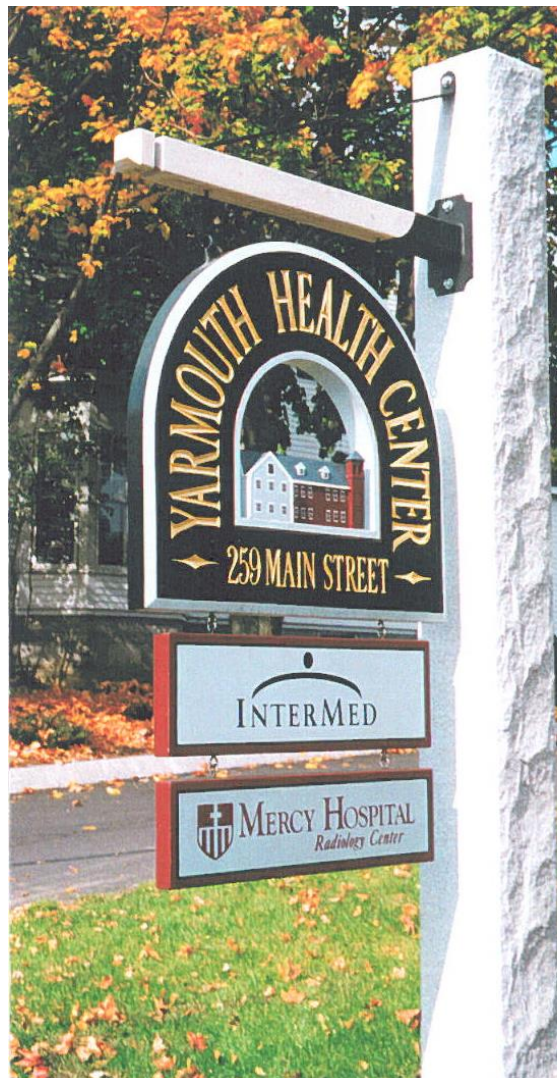
GUIDELINES

- **Designers.** The Signage Plan required as part of Site Plan Review should be developed by design professionals with experience in signage.
- **Compatibility.** The Signage Plan should illustrate how each sign will be compatible in terms of color, forms, materials, lighting, and other design elements.
- **Shapes.** Simple geometric shapes are recommended for all signage.
- **Design.** The shape of the sign should reflect architectural features on nearby or attached buildings.
- **Colors.** Signs should be limited to two or three contrasting colors that are complementary to the colors on the building.
- **Materials.** The materials used for signs should have a matte or dull finishes. Gloss finishes should be discouraged.
- **Carved wooden signs** are encouraged.
- **Lettering Size.** The size of the lettering for identification signs along Route One should allow the sign to be read at a travel speed of 35 MPH. As a general rule, the minimum size lettering should be six inches in height.
- **Trim.** Flat signs should have a trimmed edge or frame, detailed to match the building, to improve the finished appearance of the sign.
- **Directional Signage.** Driveway directional signage is discouraged, unless necessary due to the complexity of traffic flow.



Directory of health care providers, in a distinctive format.

Entrance sign, following a common graphic format throughout the property.



Sign Design



Ornate identification sign designed as an extension of the architecture.

A simple sign with a bit of flair. Framing adds a shadow line for emphasis.



Clarity



Logo and business name are well coordinated. Consumers do not need supplemental signs.

Sign Design



A sign that expresses the type of activity found on the property. Signage is coordinated with fence detail.



Large lettering can easily overwhelm the facade.

Façade Mounted Signs

Signs shall be mounted in positions that complement the architecture

Guidelines

- Location. Sign should be incorporated into the façade of the proposed building and should not obscure architectural details. Signage should be mounted on vertical surfaces without projecting above the fascia trim. In general, signs should be a minimum of 18" from the edge of a vertical wall.
- Hardware. Signage should be mounted with concealed hardware.



Wrap around sign band conveys an informal, contemporary feel, and is an important counterpart to the architecture of this remodeled shopping center.



Wrap-around band and primary colors of the graphics convey a playful feel in contrast to the utilitarian concrete block structure.

Facade Mounted Signs



Signs should be mounted in locations that do not interfere with architectural detailing.



Highly reflective glossy materials used for lettering is inconsistent with other building surfaces.

Property Identification Signs

GUIDELINES

- Compatibility. The design of multi-tenant signage should reflect the detailing established for the principal buildings.
- Visibility. For maximum visibility, upper and lower case lettering is recommended.



Multi-tenant signs are of questionable value if the motorist cannot read them. Stone wall, landscaping, and signage considered as part of the entrance treatment.

Property Identification Signs



Signage consistent with architectural detailing. Signs are coordinated by background color.



Disparate styles and colors detract from the sign's legibility.

Property Identification Signs

While the property sign repeats design elements found on many of the buildings in the development, it has too many typefaces and too many materials. The readerboard listing movies can distract the driver's attention.



An appropriate property identification sign, scaled to the space and building that it advertises. The details, lettering styles, and colors are all derived from the architecture.

Externally Lit Signs

Externally illuminated signs should not create glare or unduly illuminate the surrounding area.



GUIDELINES

- **Standards.** The illumination level on the vertical surface of the sign should be bright enough to provide a noticeable contrast with the surrounding building or landscape without causing undue glare.
- **Lighting.** Lighting fixtures illuminating signs should be carefully located, aimed, and shielded so that light is directed only onto the sign facade. Lighting fixtures should not be aimed toward adjacent streets, roads, sidewalks, or abutting properties. Spotlights should be concealed from view.
- **Light Sources.** Wherever possible, lighting fixtures used to illuminate signs should be top mounted and directed downward (i.e., below the horizontal). Lighting should be an integral part of the overall design.

Uplighting from sconces mounted on trim strip and downlighting from gooseneck fixtures wash this storefront with soft light.



Ground-mounted uplights aimed at sign are shielded from view with landscaping.