Exit 10
Falmouth, Maine

DESIGN GUIDELINES

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TABLE OF CONTENTS

I. SITE DESIGN

Spaces I-1
Focal Points 2
Pedestrian and Bicycle Movement 3
Compliance with ADA 5
Neighborhood Compatibility 6
Parking Areas 8
Service Areas 10

II. ARCHITECTURE

Design Theme II-1
Adjacencies 7
Exterior Wall Materials 8
Facade Design 12
Fenestration 17
Rooflines 20
Building Types
- Large Scale 24
- Linear Commercial 27
- Freestanding Commercial 29
- Auto Service Stations 31

III. PUBLIC SPACES

Outdoor Spaces III-1
Stormwater Management Facilities 4
Street Furnishing 7
Sidewalk Paving 9
Curbing 11

IV. LANDSCAPE DESIGN

Master Landscape Plan IV-1
Parking Lot Landscaping 3
Tree Selection and Planting 6
Shrub Selection and Planting 9
Maintenance 12
Replacement Plantings 14

V. LIGHTING

General Requirements V-1
Roadways 4
Parking Lots 5
Pedestrian Spaces 7
Building Facades and Landscape Lighting 8
Gasoline Stations 9

VI. SIGNAGE

Sign Design VI-1
Sign Content 3
Sign Mounting and Location 5
Project Identification Signage 7
Directories 9
Externally Illuminated Signs 11
Internally Illuminated Signs 12

Site Design

Spaces

Development plans for Exit 10 shall create functional, attractive, well-proportioned spaces that are suitable for commercial activity.

GUIDELINES

- **Planning**. The proposed buildings, landscaping, roadways, walkways, lighting, and signage should all be designed as components of an overall plan
- **Layout**. The spatial relationships between buildings should be based upon geometric proportions and relationships.
- **Definition**. Spaces can be defined by buildings, lines of trees, existing structures, or other three dimensional objects.

Focal Points

The development plan should include a certain number of buildings or other elements to act as focal points.

GUIDELINES

- **Prominence**. These structures should be visually more prominent, enhanced by height, massing, distinctive architectural treatment, lighting, landscaping, or other distinguishing features.
- **Corner Treatments**. Buildings on corners will be seen from several viewpoints, and should be treated a focal points in the development.
- **Corner Siting**. The site design for projects located at street corners should provide a strong design element – either structural or landscape – to visually anchor the corner.

A tower on axis with a major street or walkway can serve as an effective focal point.

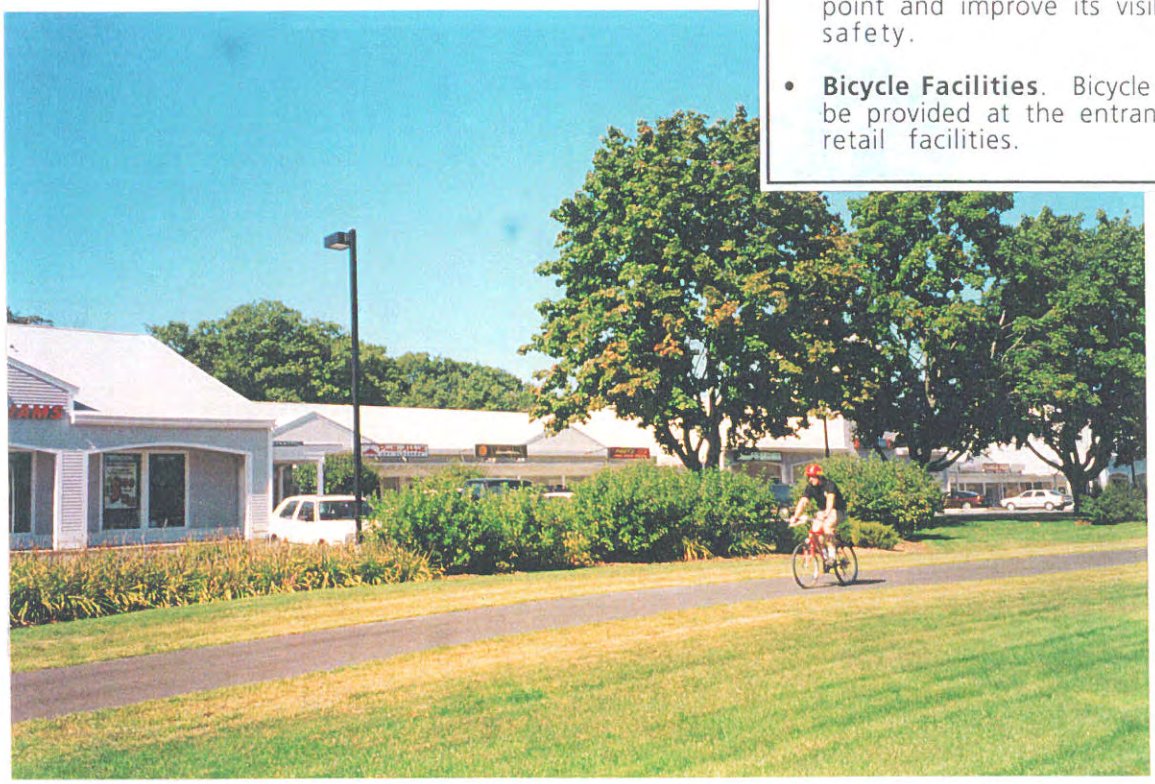
Pedestrian and Bicycle Movement

The plan shall accommodate and encourage pedestrian and bicycle movement within the development and shall link to adjacent facilities, either existing or proposed.

GUIDELINES

- **Pedestrian Plan**. All development at Exit 10 should be linked by an integrated pedestrian circulation system that affords a safe and direct route.
- **Short-Cuts**. All likely pedestrian routes should be considered in the design phase to eliminate short cuts which damage landscape areas.
- **Interferences**. Pedestrian connections between buildings should avoid crossing parking lots, major interior roadways, service areas, and other potential points of conflicts. Where such crossings are unavoidable, they should be as direct as possible.
- **Pedestrian Islands**. Pedestrian islands should be installed in roadways where the crossing distance is greater than 32 feet.
- **Crosswalks**. Where a pedestrian circulation crosses vehicular routes, a change in grade, materials, textures (e.g., interlocking concrete pavers), or colors (e.g., reflective paint) should be provided to emphasize the conflict point and improve its visibility and safety.
- **Bicycle Facilities**. Bicycle racks should be provided at the entrance to major retail facilities.

Exit 10 development should provide well-defined pedestrian and bicycle links within the development and to the surrounding neighborhood.



Pedestrian and Bicycle Movement

Changes in surface material note heavy pedestrian crossing.

Reflective paint highlights crosswalks. Walkway in parking lot is wide enough to allow for overhanging bumpers.

Compliance with Americans with Disabilities Act (ADA)

The entire development at Exit 10 shall comply with the most current standards and guidelines of the Americans with Disabilities Act.

GUIDELINES

- **Integration**. Where necessary, access ramps leading to the ground floor of a building should be designed as an integral part of the architecture.
- **ADA**. All buildings, parking lots, crosswalks, walkways, and other site features should comply with the Americans with Disabilities Act (ADA).
- **Parking Lots.** Median dividers and traffic islands should provide openings for handicapped access where appropriate.

Accessibility should be seamlessly integrated into all aspects of the site and architectural design.

Neighborhood Compatibility

The development for Exit 10 shall be carefully planned to minimize adverse impacts (noise, traffic, visual) on the surrounding residential neighborhood.

A new commercial structure which responds to the residential neighborhood with scale and materials.

GUIDELINES

- **Leighton Road**. Where commercial structures are proposed for sites on Leighton Road, the new buildings should be designed to complement the residential structures through attention to scale, exterior design, setbacks, choice of materials, landscaping, and lighting.
- **Architecture**. Architectural styles and materials which are residential in nature should be used in this area.
- **Siting**. Buildings should be sited to avoid service areas, parking lots, outdoor storage yards, and other similar features from facing the residential neighborhood.
- **Service Areas.** If a service area must be oriented toward a residential neighborhood it should be separated by a wall, screen, or earth berm, that will reflect operational noise away from the residences.

Neighborhood Compatibility

An office building on a residential street keeps a low profile and repeats the neighboring roofline.

While much larger in size than the home at the rear, this office building achieves compatibility through the repetition of rooflines, window detailing, building materials, and landscaping.

Parking Areas

The plan for Exit 10 shall provide convenient parking in lots that are integrated into an overall design concept. By their location and design the lots should not be perceived as dominant ***visual*** *elements as seen from public roadways.*

GUIDELINES

- **Scale**. Large parking lots should be visually broken up to create a series of smaller outdoor spaces. This can be accomplished through the use of trees and landscaped parking islands, building locations, hedges, grade changes, low walls, and other landscape devices. See Landscaping for further guidelines regarding parking areas.
- **Landscape**. Within parking lots at least twenty (20) square feet per parking space should be set aside for landscaping. Landscape areas should be a minimum of 150 square feet in size.
- **Location**. Parking lots should be located at the rear of commercial buildings wherever possible. Where not feasible, parking shall be screened by effective landscaping, including berms, trees, and shrubs.
- **Relationship to Buildings.** Every effort should be made to avoid abutting a freestanding building with pavement.
- **Internal Traffic Flow.** Circulation patterns shall be designed by an experienced traffic professional and the guidelines of the Town of Falmouth Zoning and Site Plan Review Ordinances. Dead end parking shall be avoided.
- **Shared Parking**. The use of shared parking in multi-tenant commercial developments is encouraged to minimize the amount of paved surfaces.
- **Corner Locations**. Street corners in Falmouth have been historically defined by commercial and/or residential activity. The use of corner lots exclusively for parking is strongly discouraged.

The size of this small parking lot – defined by low earth berms and plantings – is in scale with the commercial building it serves.

Parking Areas

Landscaped islands help to ensure the long-term health of parking lot plantings.

Islands and additional landscaping is needed to provide scale, reinforce internal circulation routes, and lead pedestrians to the entrance.

Service Areas

The development plan shall include provisions for efficiently handling the functional requirements of all buildings proposed in the development in a way that minimizes potential traffic, visual, auditory, and olfactory conflicts.

GUIDELINES

- **Locations**. Exterior service, loading, storage, dumpsters and utility areas should be located at the side or rear of the buildings.
- **Screening**. Service areas should be screened or sheltered to minimize visibility from sensitive viewpoints such as residential dwellings, public open space, pedestrian pathways, and building entrances.
- **Service Access.** The location of service areas should be coordinated in the development plan to facilitate trash pick-up, deliveries, and other functions requiring large truck access.
- **Conflicts with Pedestrians**. Wherever practicable, service drives should be separated from customer access routes, pedestrian paths, and parking areas.

Service area effectively integrated into the side of the building and further screened by evergreen trees.

Service Areas

Service areas should be well screened and constructed of durable, architecturally compatible materials.

All components of the service area should coordinate with the architecture and site design.

Architecture

Design Theme

An architectural style shall be used at Exit 10 that establishes a design relationship between individual buildings while allowing flexibility and variations to occur.

GUIDELINES

- Architectural designs that draw their inspiration from traditional New England examples are encouraged.
- Building design should be coordinated with respect to architectural form, massing, number and use of materials, color ranges, and detailing to achieve harmony and continuity in design.
- All buildings proposed for Exit 10 should be designed by an architect registered in the State of Maine.
- Buildings that are stylized to the point where the structure is a form of advertising should generally be discouraged.

The design theme established column spacing, material selection, colors, and roof pitches to ensure compatibility among all buildings.

Design Theme

Two components of a large commercial development:

Major design elements – standing seam metal roofing, detailed brickwork, bold simple graphics – visually unite the buildings while providing interest at the ground level.

Detached elements – in this case a bank drive-through – are related through repetition of forms and materials.

Design Theme

A simple color scheme, traditional forms and materials, and low-key graphics for a new hotel in a residential neighborhood.

Simple clean architectural forms of a national motel used in a contemporary manner.

Design Theme

Columns and colonnades can provide shelter while helping to break up the mass of larger buildings. Repetition of same materials and forms, connected by a graceful arch.

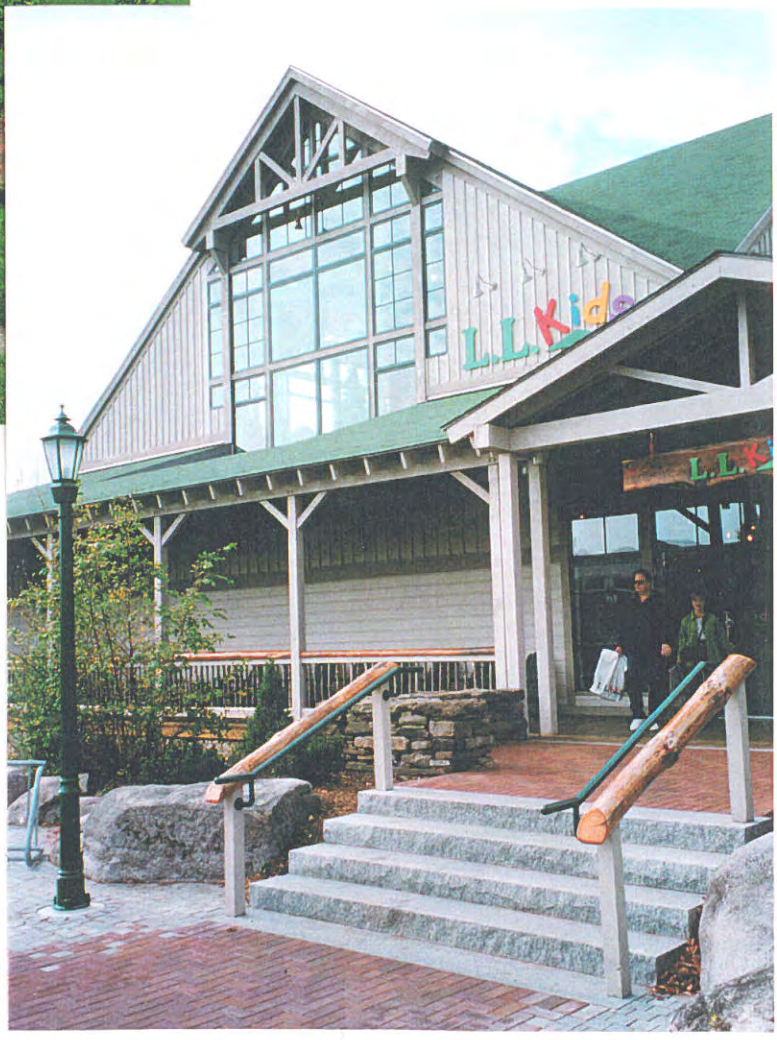
The use of the same detail to support a colonnade – with attention given to small details – should be encouraged.

Design Theme

▲ The design theme using traditional building materials extends into the landscape.

Creative use of native materials – both on the building and in the sitework – form an attractive storefront for a new commercial structure.

▼



Design Theme

"Architecture as Billboard" should be actively discouraged.

Franchise architecture without reference to New England forms is generally discouraged.

Adjacencies

Adjacent structures shall complement each other and reinforce a sense of order.

GUIDELINES

- Consideration should be given to the design of adjacent structures so that their proximity reinforces a cohesive design. This can be achieved by aligning wall heights, windows, cornices, or other design features to match adjacent structures.
- Adjacencies can be reinforced through the use of window lines, brick coursing, or other horizontal elements in patterns to reflect nearby buildings.

No attempt has been made to coordinate the design or materials of these two adjacent structures.

Horizontal banding, dark window trim, and traditional forms reinforce the design relationship between these two neighboring buildings.

Exterior Wall Materials

The exterior materials used at Exit 10 shall be durable and of consistent high quality.

Traditional building materials – stained shingles, painted trim, and rich brickwork – are effectively used on this small bank building.

GUIDELINES

- The use of traditional building materials common to northern New England (e.g., brick, clapboard, shingles) is strongly encouraged for siding.
- Highly reflective materials (e.g., plastic panels, brushed aluminum, bronzed glass) in general are discouraged, except for windows and doorways.
- The use of asphalt shingles, T-111, and plywood, should be strongly discouraged as a primary facade material.
- The use of metal siding, split face concrete block, and other non-traditional building materials may be allowed in limited quantities.
- The use of random multi-color brick as a facade element should be avoided.
- Piecemeal embellishments and frequent or arbitrary changes in materials should be avoided.

Exterior Wall Materials

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

This facade design incorporates traditional New England building materials.

Exterior Wall Materials

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

This example demonstrates the limited use of split face concrete block, in combination with clapboards, as a facade treatment. ▼

Exterior Wall Materials

The use of random multi-colored brick should be avoided.

An effective use of multiple colored brick to add interest to a highly visible wall.

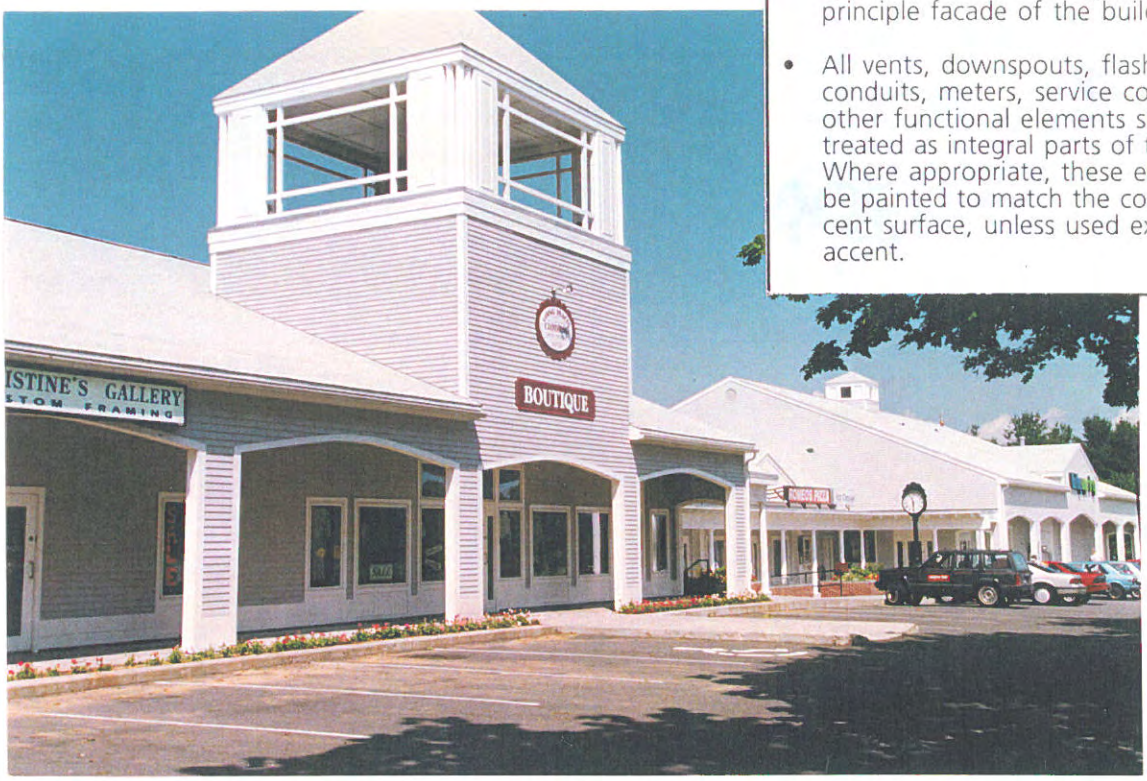
Facade Design

Architectural facades shall be proportioned to human scale, encourage pedestrian movement, and provide interest at the street level.

GUIDELINES

- All elevations of proposed buildings should be evaluated as part of the site plan review process.
- Main entrances to buildings should be emphasized by architectural detailing, massing, changes in materials, or other devices.
- Blank front walls at the street level should be avoided wherever possible. Display windows, patterns on the facade, or landscaping should be included to provide depth and visual interest on extended walls.
- Signage, lighting, landscaping, and other exterior elements should 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.
- Elevation drawings presented to the Planning Board should include all landscape elements that will be seen in conjunction with the facade.
- Rear and side facades, if visible from adjacent properties or within the commercial development, should be treated with a combination of detailing, materials, and appropriate landscaping that reflect the principle facade of the building.
- All vents, downspouts, flashing, electrical conduits, meters, service connections, and other functional elements should be 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.

A dynamic building facade that is unified by the covered walkway, subtle arches, and recessed windows.



Facade Design

A new pharmacy designed with sensitivity to its corner location.

It is very clear where the main entrance is located by the architectural treatment. The scale of the structure is in keeping with the old homestead on the opposite side of the street.

The blank wall facing the street is embellished with similar molding, columns, and trim work.

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.

One of the light, airy entrances is complemented by the extensive landscaping.

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

Facade Design

The facade of this large commercial structure turns the corner and ends in a blank wall.

The functional elements of the building – downspouts, conduit, pilasters – should have been considered in the side elevation of this commercial structure.

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.

GUIDELINES

- Commercial buildings should provide an appropriate proportion of the front facade as windows, doors, or other treatments sufficiently transparent to provide views to the interior of the building.
- Windows, door openings, ventilation openings, and other forms of exterior fenestration on wood-clad buildings should be trimmed on the sides, top, and bottom.
- If shutters are used, they should be sized to fit the opening and provided for all windows on a given wall.
- Fixed or retractable awnings shall be permitted at ground floor levels to provide protection for pedestrians. Awnings should be designed as an integral part of the building facade. Metal awnings should be discouraged.
- Graphics applied to the awning should be counted as part of the signage for the building.

Four over one vertical windows and decorative louvers lend a residential scale to this credit union building. Site plan should give careful consideration to siting and visibility to utility connections.

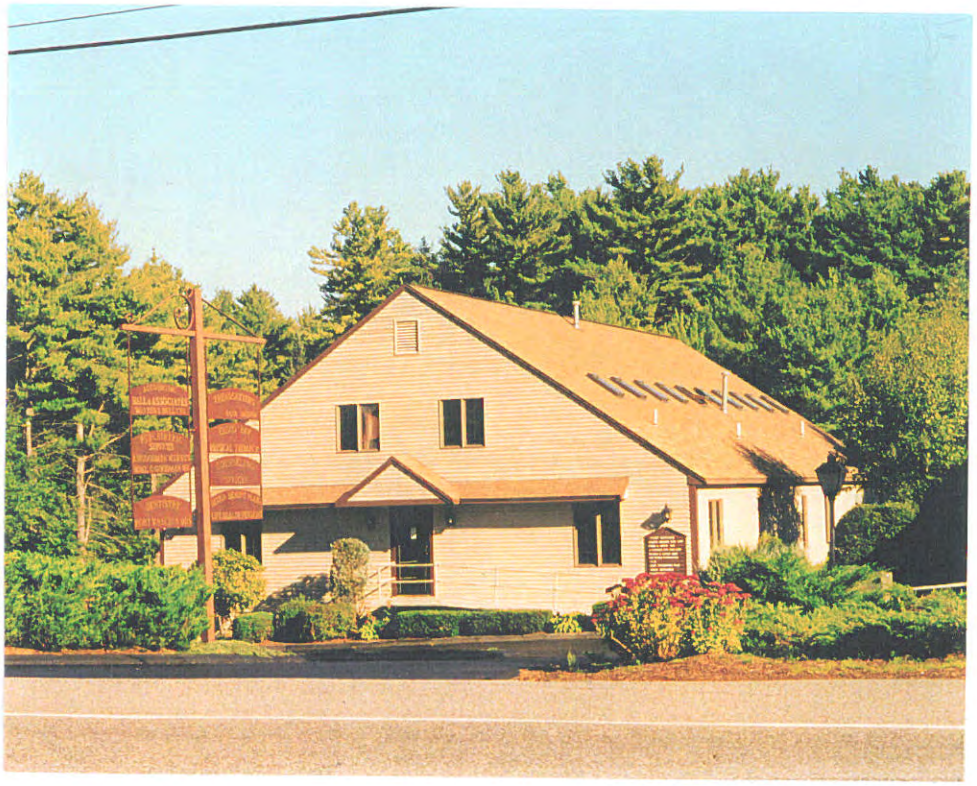
Fenestration

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 only four shutters for three windows.



More attention should have been paid to the relative size, detailing, and position of all openings.

Rooflines

Building forms and elevations shall be detailed and articulated to create interesting rooflines and strong patterns of shade and shadow.

The roof of most small buildings will be a dominant element of the design. The color, detailing, and materials on the library addition complements and unifies the entire structure.

GUIDELINES

- In general, the use of flat rooflines, and A-frame roofs should be avoided on small buildings.
- Parapets or other architectural elements should be used to break up flat rooflines on large buildings.
- Where the roof will be visible, the roofing materials should be selected to complement the color and texture of the building's facade.
- Muted earth tones or a color that is darker than the facade are preferred. Garish roof colors should be prohibited.
- Preferred materials for visible roofing include asphalt shingles, standing-seam non-glare metal, fiberglas, or natural materials. The use of plastic as a roofing material should be strongly discouraged.
- Mechanical and other equipment mounted on rooftops should 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 the roof attract undue attention to the building and make it appear as an isolated element in the landscape.

Rooflines

Flat rooflines for small and moderate sized buildings are discouraged.

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

Rooflines

An effective use of a roof color that complements the facade of the building and adds textural interest.

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

BUILDING TYPES: Large Scale Structures

The design of large structures, such as 'big box' retail or grocery stores, shall set a positive architectural tone for the entire development, due to their visibility and mass.

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

GUIDELINES

- Long horizontal facades should broken up, 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 significant changes in the vertical plane to provides visual interest.
- Other devices to add interest to long walls may include elements that create strong shadow lines, changes in rooflines, patterns in the surface material, and wall openings.
- Entranceways should be emphasized through variations in roof lines, changes in materials, landscaping, or other architectural elements.
- The use of covered walkways to physically and visually connect the large scale structures to the rest of the commercial development at Exit 10 is strongly recommended.
- Shopping carts should 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.

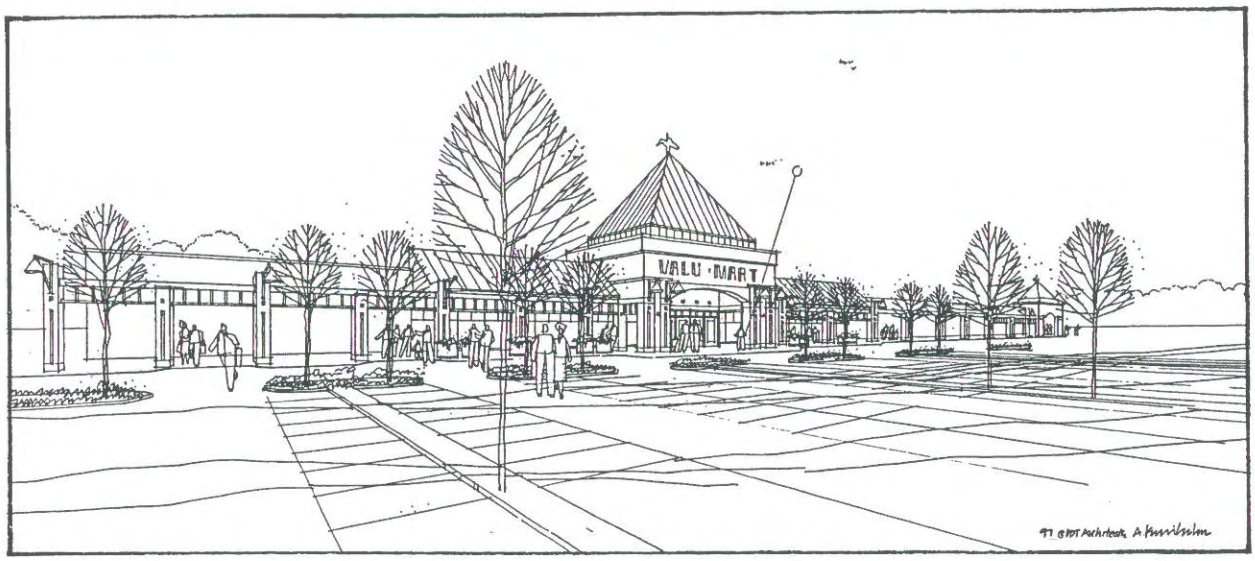
BUILDING TYPES:
Large Scale Structures

Typical 'Big Box' architecture, with flat rooflines, lack of detailing, and bold stripes, is out of character with the quality buildings anticipated at Exit 10.

Large scale structures often lack details to 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 big box:



▲ 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. ▼

BUILDING TYPES: Linear Commercial Structures

The design of linear commercial structures shall reinforce the architectural style set for the Exit 10 development.

▲
While the linear nature of this strip center has been broken down by changes to roof patterns, the materials and detailing lack human scale. Signage is not well integrated.

GUIDELINES

- Buildings with multiple storefronts (e.g., strip shopping centers, one story office buildings) should be visually unified through the use of complimentary architectural forms, similar materials and colors, consistent details, and a uniform sign mounting system.
- Where buildings occur in a linear fashion along a straight street or access road, some minor variation in the front setbacks is encouraged to add visual interest, create spaces for common entries, outdoor eating / social spaces, sculpture gardens, and similar landscaped spaces.
- Variations in rooflines, detailing, and building heights is encouraged to break down the scale of connected linear buildings.
- Covered walkways, arcades, awnings, open colonnades, and similar devices are encouraged along long facades to provide shelter, encourage pedestrian movement, and to visually unite the structure.

Change in front setback creates visual interest. Covered walkway links all storefronts.

BUILDING TYPES: Linear Commercial Structures

Shopping center visually unified by sign mounting space. Corners emphasized by changes in materials and forms.

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

BUILDING TYPES: Freestanding Commercial Buildings

The design and siting of freestanding commercial structures shall reinforce the architectural style set for the Exit 10 development.

GUIDELINES

- Franchise architecture with highly contrasting color schemes, non-traditional forms, reflective slick siding and roof materials should be discouraged.
- Free-standing restaurants and other commercial building should be designed as integral components in the overall plan.
- Mixed use buildings, containing offices on the upper floors, should be encouraged. The architecture of mixed use buildings should reflect the different use on the upper floors by differences in facade treatment.
- Buildings that share large parking areas should follow the same architectural style as the design of the other buildings in the center.
- Where drive-through elements are necessary due to the program of the facility, they should be architecturally incorporated into the building, rather than appearing to be applied or added as an afterthought.
- Drive-through elements, other than gasoline service bays, should generally not face the street, unless necessary for safety or security reasons.

The facade reflects the office use of the second floor.

BUILDING TYPES: Freestanding Commercial Buildings

Drive through elements – whether for fast foods (if permitted) or banking – should avoid the front of the building.

Franchise architectural styles should be discouraged unless they are compatible with the design theme established for the entire development.

BUILDING TYPES: Auto Service Stations

The design and siting of auto service stations shall be consistent with the design parameters established for the Exit 10 development.

GUIDELINES

- The architecture of auto service stations should follow the same design guidelines recommended for other small to medium sized buildings proposed for Exit 10.
- Shelters over gas pumps should be designed with a pitched roof and fascia trim to complement the roof on the service station. The use of entirely flat canopies should be discouraged.
- Separate structures (e.g., canopy, signboard, carwash, cashiers booth, dumpster enclosures, etc.) on the site should have consistent architectural detail to provide a unified project design and avoid a cluttered appearance.
- Car washes or service bays should be integrated into the design and sited so they are not directly visible from the street.
- The site design should 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.

A 1970's design for a pitched roof pump shelter canopy.

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

Pump shelter doubles as a billboard. Unrelieved asphalt pavement. Long separation between pumps and building.

Combination of pumps and convenience store, all under one overscaled roof.

Public Spaces

Outdoor Spaces

The Exit 10 plan should include a variety of outdoor spaces, which may include entrance drives, relatively large parking areas, smaller parking areas, sitting areas, courtyards, outdoor dining areas, and lawn areas.

GUIDELINES

- **Design Vocabulary**. Each of these areas should be designed following a vocabulary that addresses surface treatments, detailing, landscaping, lighting, and other physical elements.
- **Collaboration**. The design of outdoor spaces should be a collaborative effort which may involve the civil engineer, landscape architect, and architect for the project.
- **Lawn Areas.** The inclusion of lawn areas that are suitable for programmed events to complement the commercial nature of the development is encouraged.
- **Location**. Where outdoor spaces are proposed, they should be developed in a highly visible location. The design of such spaces should consider the number of users, traffic patterns, maintenance, and the physical requirements of the space.

Outdoor spaces are defined by ground plane, vertical elements, and furnishings. All should be coordinated with the design of the structures.

Outdoor Spaces

The comfortable space outside the office building can be used for breaks, outdoor dining, and waiting for appointments.

Planters and shade umbrellas civilize the parking lot while calling attention to the restaurant entrance.

Outdoor Spaces

Details of trellis, walls, and planters read as an extension of the architecture.

Trellis, benches, and plantings create a small scaled conversation area. Materials are relatively low maintenance and high quality.

Stormwater Management Facilities

The large area of land required for stormwater management should be treated as an integral and attractive part of the landscape.

GUIDELINES

- **Structures**. Drainage structures (culverts, manholes, outlet structures, etc.) that are visible to the public should be screened with vegetation or treated in a manner that reduces their visual impact and integrates them into the landscape.
- **Side Slopes**. Where possible, side slopes of detention/retention basins should be extensively landscaped with appropriate species.
- **Location**. Detention and retention basins should be located in the least visible portion of the site, if possible. Where these structures are visible, they should be graded to conform to natural contours. Abrupt changes in grades and steep side slopes (>3:1) should be avoided.
- **Grading**. Transitional grading should be used to blend all earthwork into the natural curves of the land where possible.
- **Enhancement Areas**. Wetland enhancement areas and treatments for detention/retention ponds should be designed by a qualified professional familiar with the growing requirements of wetland species.

The average motorist driving by this shopping center only sees the low juniper hedge, unaware of the rather deep detention basin on the other side. Note the stonework at the end of the culvert.

Stormwater Management Facilities

Stormwater management facilities can blend into the natural landscape through transitional grading and careful plantings.

The low juniper edging only serves to accentuate the detention basin, rather than screen it.

Stormwater Management Facilities

Standing water in the detention basin has apparently killed the grass below the 'ring'. Careful design and knowledge of soils and groundwater conditions are necessary to achieve a successful result. Wetland plantings in the basin may have been a better choice.

The use of rip-rap is often necessary to control erosion and stabilize slopes. In highly visible areas, a more refined appearance is strongly encouraged to avoid situations such as this.

Street Furnishing

The plan for Exit 10 should include provisions for high quality street furnishings.

GUIDELINES

- **Design Vocabulary.** The furnishings used at Exit 10 should be selected according to a design vocabulary established during the planning phase to ensure continuing throughout the development process.
- **Compatibility**. Elements of street furnishing – e.g., benches, waste receptacles, bike racks, newspaper stands, planters, phone booths, bus shelters, bollards, clocks, etc. – should be selected or designed to ensure compatibility with the architecture of the Exit 10 development.
- **Unity**. While the forms and styles of the buildings will be expected to change, the site elements should be treated as unifying elements to be used throughout.
- **Integration**. Street furnishings should be integrated into the placement and design of the landscaping to create functional, attractive outdoor areas for use and enjoyment.

Examples of street furnishings selected for low-maintenance, durability, and consistency of design vocabulary.

Street Furnishing

A single piece of distinctive street furniture – in this case the reproduction period clock – can be an effective way to accent an outdoor space.

Matching street furnishings complement the architectural detailing.

The entrance to this attractive restaurant is cluttered with a combination of fence, planting tubs, newspaper boxes, umbrellas, and other furnishings.

Sidewalk Paving

All site plans within the Exit 10 Development shall indicate the location and types of paving to be used.

Interlocking concrete pavers in a commercial setting. The pattern and color of the sidewalk should be a unifying element in the site plan.

GUIDELINES

- **Continuity**. Paving should be designed to complement the architecture and provide tactile interest to the pedestrian.
- **High Use Areas**. The use of modular concrete or asphalt pavers is encouraged for building entrances, pedestrian plazas, sitting areas, bus stops, or other developed open space.
- **Sidewalks**. Sidewalks along the fronts of buildings should be brushed concrete or a combination of pavers and concrete, designed to complement the architecture.
- **Connecting Walks**. Bituminous paving should be restricted to connecting walkways, perimeter pathways, and sidewalks that parallel the access roads.

Sidewalk Paving

Bituminous concrete pathways should be carefully designed and detailed. Note signage used at crosswalks. Driveway grade was adjusted to meet ADA requirements for cross-pitch on crosswalks.

Sidewalks should be considered as part of the master plan, separated from vehicular traffic by curbing.

Curbing

The plans for Exit 10 should indicate the location and types of curbing to be used throughout the development.

Sloped granite curbing can facilitate turning movements and snow plowing, while also reducing the 'shy factor' of vertical curbing.

GUIDELINES

- **Location**. Curbing should be used along major access roads, primary internal roads, and the village street, and in parking lots.
- **Materials**. Where curbs are necessary, granite curbing or concrete curbing (precast or cast in place) is recommended.
- **Cap Cod Berm Curbs**. Cape Cod berm curbs are acceptable for interior landscaped islands. The use of vertical asphalt curbing, which is highly susceptible to winter damage from plowing operations, is generally not encouraged.

Granite is the curbing of choice in high use area. It stands up to snowplows and truck traffic.

Curbing

Cape Cod berm curbs are acceptable in many situations to separate the pavement from grass or planting beds. The use of vertical bituminous curbing should be discouraged.

Precast concrete curbing can provide a lower cost alternative to granite.

Landscape Design

Master Landscape Plan

As part of the application for Site Plan Approval, the developer should submit a master landscape plan that complements the proposed buildings, reinforces circulation paths, highlights entrances, provides shade, and adds seasonal interest to the landscape.

▲
The master landscape plan should outline the general types of trees, shrubs and other plant material to be used throughout the development.

GUIDELINES

- **Preparation**. The landscape plan should be prepared by landscape architect registered in Maine and familiar with local growing conditions.
- **Utility Coordination**. The plan should illustrate how the plantings will be integrated with the installation of utilities and lighting.
- **Irrigation**. The use of irrigation is encouraged in areas between public roadways and buildings, and other highly visible areas.
- **Tree Protection**. The plan should illustrate trees to be preserved and describe measures that will be taken during construction to prevent damage to bark and root systems.

Plant material with variety, seasonal color, and interesting textures are all encouraged to create a distinctive commercial environment.
▼

Master Landscape Plan

The master landscape plan should outline the general types of trees, shrubs and other plant material to be used throughout the development.

Plant material with variety, seasonal color, and interesting textures are all encouraged to create a distinctive commercial environment.

Parking Lot Landscaping

Landscaping is encouraged in parking lots to create spaces, define edges, provide shade, and add seasonal interest.

GUIDELINES

- **Site Distance**. Landscaping should permit adequate sight distance for motorists and pedestrians entering and exiting a site, and should not interfere with circulation patterns.
- **Plant Material Variety**. The use of groundcovers, perennials, flowering shrubs, evergreens, and ornamental grasses in encouraged in parking areas. The height of these types of plant material should not exceed three feet to avoid creating obstacles to visibility.
- **Parking Stall Separation**. Landscaped areas used for separation between banks of parking stalls should be a minimum of 6' in width.
- **Location of Trees**. Trees in parking lots may be planted in informal groups, straight rows, or irregular groupings as space permits, or they may be concentrated in certain areas. Trees should be planted a minimum of five feet from the end of parking lot islands.
- **Lower Branches**. Trees should be large enough so their lowest branches are at least eight feet above the paved surface.
- **Snow Storage**. The landscaping surrounding parking lots and in islands should be able to tolerate large quantities of snow stored during winter months.

A variety of plant materials has been used to create seasonal interest and to soften the impact of large structures and pavement areas. Lawn areas are available for snow storage.

Parking Lot Landscaping

This recently installed plant material should ultimately fill in and cover the island. Shrubs should not attain a height that will block visibility.

High-canopy trees and low perennial plantings create a lush established look to this retail complex, without obstructing views of business signage.

Parking Lot Landscaping

All plant material should be given adequate room to mature. Plant material should be selected with consideration for its ultimate size to avoid unnecessary pruning.

Salt tolerant plantings used in parking areas. Snow storage should be considered when planting islands and edges.

Tree Selection and Planting

Trees used in the development – sidewalks, building entrances, roadways, parking lots, plazas – should be allowed to achieve full maturity and display their natural form.

GUIDELINES

- **Suitability**. Trees should be insect and disease tolerant, and suitable to Falmouth's growing conditions.
- **Coordination with Architecture**. Trees should be carefully selected and located where they will complement the building elevation without blocking retail store-fronts or signage.
- **Pedestrian Movement**. All trees in such areas should be large enough so their lower branches are a minimum of eight feet above the pavement to minimize interference with pedestrian movement throughout the year.
- **Root Zones.** Trees should 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.
- **Roadside Plantings**. Trees should be planted a minimum distance from the edge of roads. In general this distance should be 1/2 the width of the mature crown.

▲ Honeylocust trees are extremely hardy and well-suited to harsh road-side conditions.

Trees should ideally be planted in large islands to allow full development of their root system.

Tree Selection and Planting

Care was taken during construction to avoid damage to the root systems of these mature trees, which were limbed up for greater storefront visibility.

Trees used to create a dynamic space. Lower branches are limbed up to avoid interference with pedestrian movement.

Tree Selection and Planting

Ash trees are early to leaf out and they turn a beautiful yellow in the fall.

Overlandscaping can obstruct visibility and create hiding places.

Shrub Selection and Planting

Plantings should be used throughout the commercial area to add seasonal color, provide visual interest, help define spaces, screen undesirable elements, and emphasize circulation routes.

GUIDELINES

- **Variety in Plantings**. The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other plant material is highly recommended.
- **Selection**. The selection of plant material should consider ultimate height, maintenance requirements, pest and disease tolerance, and their nuisance potential.
- **Foundation Plantings**. Plantings are recommended along building edges, particularly where foundations are exposed.
- **Wall Plantings**. Where plantings are installed adjacent to uninterrupted building walls, they should provide either a formal pattern or a naturalistic blend of heights, colors, and textures for visual relief.

Long-lasting perennials and ornamental grasses make a colorful statement at the front walkway of this medical office.

Shrub Selection and Planting

A simple mixture of daylilies and flowering shrubs creates a strong visual line. Shrubs and perennials in commercial landscapes should generally be planted in large 'drifts', rather than as individual specimens.

Intensive use of evergreen textures enhances the woodsy feeling of this lodge-style restaurant even on a busy road.

Shrub Selection and Planting

Ornamental grasses provide a simple, cost-effective way to add texture throughout the year.

Plantings with four seasons of interest are strongly encouraged.

Maintenance

All plantings should be selected with a consideration for maintenance requirements.

GUIDELINES

- **Maintenance Plan**. Developers should supply a written maintenance plan for the landscape elements to be installed on the property.
- **Details of Plan**. Topics to be addressed should include (but not be limited to) initial installation, guarantee period, periodic and seasonal maintenance, special considerations, use of pesticides and fertilizers, irrigation, and seasonal displays.

▲ Rhododendrons and yews which must be clipped to look well-tended may not be the best choice for parking lot plantings.

Stone walls, junipers, and flowering trees are reliable materials. This entrance is a low-maintenance, attractive gateway. ▼

Maintenance

Annual plantings are a contribution to the community each year, often supported or organized by civic or business groups. Regular work is required to maintain a neat appearance.

Maintenance plan should indicate how much pruning is anticipated. Natural forms should be encouraged for all trees and shrubs to avoid the 'lollipop look'. Allow shrubs to achieve a mass effect.

Replacement Plantings

The developer should ensure that the plant material installed will continue to meet the intent of the design.

GUIDELINES

- **Replacement Planting**. Where plantings specified on the Planting Plan do not survive, or do not provide the proper level of screening specified in the ordinance, they should be replaced and/or reinforced.
- **Conformance with Plan**. New plantings should be installed to bring the plan into conformance with the approved planting plan and to provide the necessary screening.

Planting plan should address how trees will be replaced if and when they die. Tight planting pockets and installations too close to buildings can present a problem in removing dead trees.

Lighting

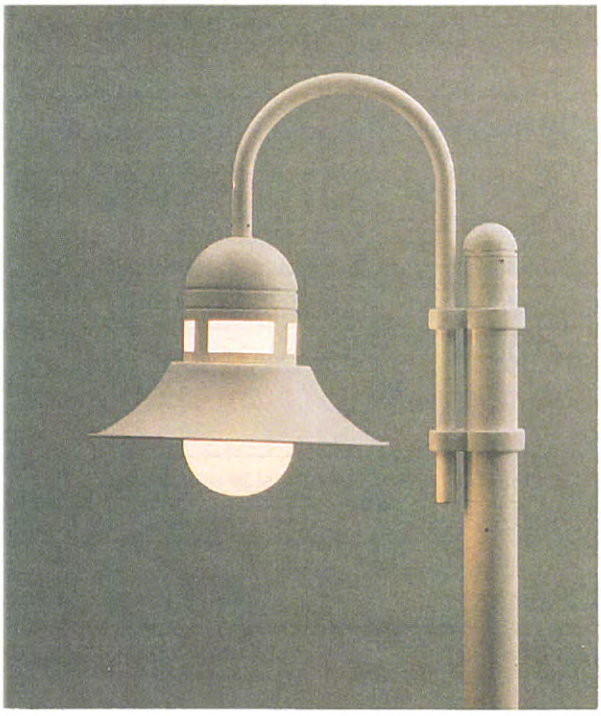
LIGHTING: GENERAL REQUIREMENTS

The lighting plan shall be designed to provide security, safety, and visual appeal for both pedestrians and vehicles. Lighting should encourage pedestrian activity after sunset. Both the functional and aesthetic goals should be met with distinctive yet cost effective fixtures.

GUIDELINES

Site Plan. A Lighting Plan, presented at a scale of one (1) inch equals forty (40) feet, prepared by a qualified professional in lighting, shall be presented to the Planning Board as part of the Site Plan review process. This submittal should contain:

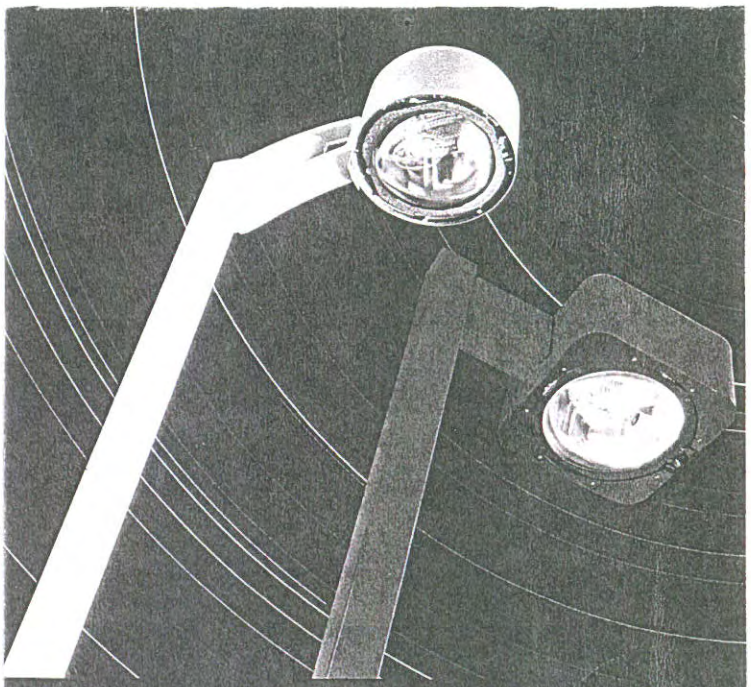
- A site plan showing the lighting fixtures proposed to illuminate all buildings, service areas, landscaping, parking areas, and pedestrian areas.
- A written description of the lighting intent that demonstrates how lighting will be used to provide safety and security, as well as aesthetic effects.
- A photometric diagram that shows projected levels of illumination from all external lighting sources to demonstrate how minimum amount of illumination will be provided and the maximum amounts will not be exceeded.
- Proposed mounting heights of all fixtures.
- Specifications for all proposed lighting fixtures including photometric data, Color Rendering Index (CRI) of all lamps (bulbs), and other descriptive information on the fixtures.



▲

The Lighting Plan should consider the aesthetic as well as the functional aspects of all lighting fixtures.

LIGHTING: GENERAL REQUIREMENTS



What makes PoleStar the new direction in parking lot lighting?

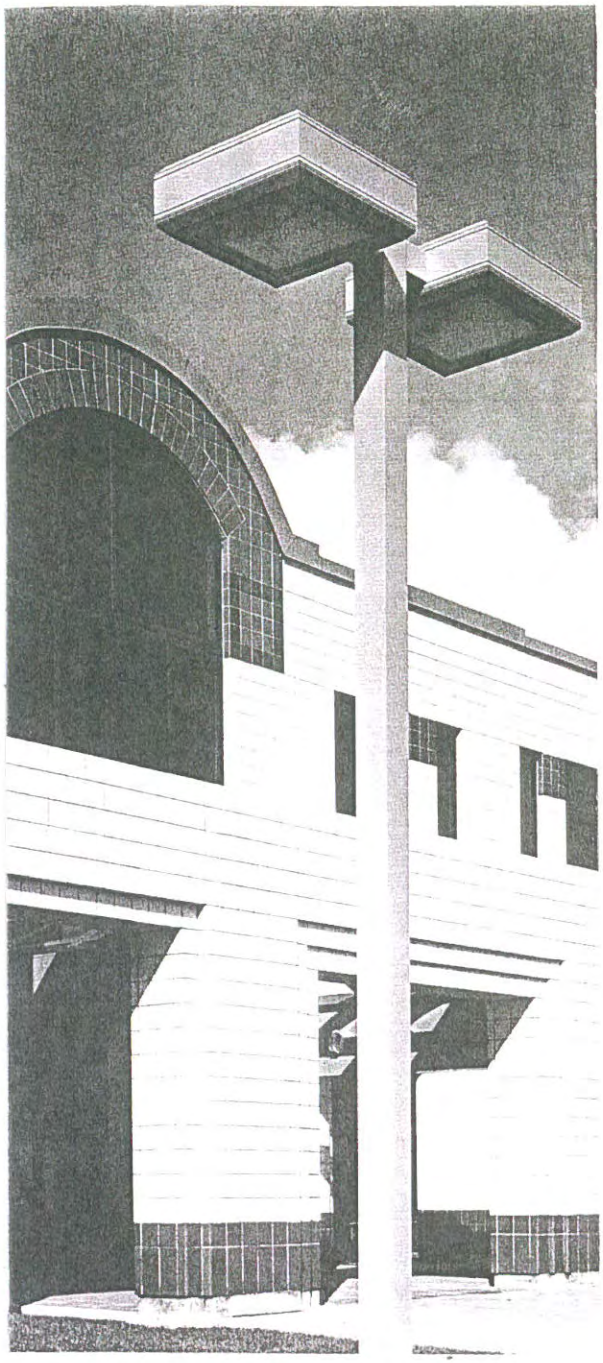
Because of the way it employs a melding of technologies.

And because, like no other outdoor architectural lighting system, PoleStar provides architects with all three features they seek: price, performance ...and design flexibility.

The PoleStar family of luminaires offers two sizes, three lighting patterns, three luminaire shapes and three mounting styles.

With all those possible combinations to choose from, the sky's the limit in terms of design flexibility. Architects can easily fulfill the many requirements of parking lot lighting: Provide safety and security. Showcase the site. Complement existing architecture. Create a distinctive look. And be a good neighbor by avoiding spill light or light trespass.

PoleStar does it all–and does it with low installation and maintenance costs and



These cut-off luminaires are updated versions of the old "shoe box" style of roadway and parking lot lighting.

LIGHTING: GENERAL REQUIREMENTS

Coordinated Design

- The location and design of lighting systems should complement adjacent buildings, pedestrian amenities, and other elements of the site plan.
- Buffers, screen walls, fencing, and other landscape elements should be designed in conjunction with the lighting plan to eliminate dark spots and hiding places.

Holiday Lighting

- The Town encourages the use of additional lighting during the holiday seasons of November through January.
- Such lighting should not cause spillover onto neighboring residential properties or create dangerous conditions due to glare on adjacent roadways.

Replacements and Modifications

- Any modifications, expansions, or replacements to the lighting systems should follow the guidelines of this section.

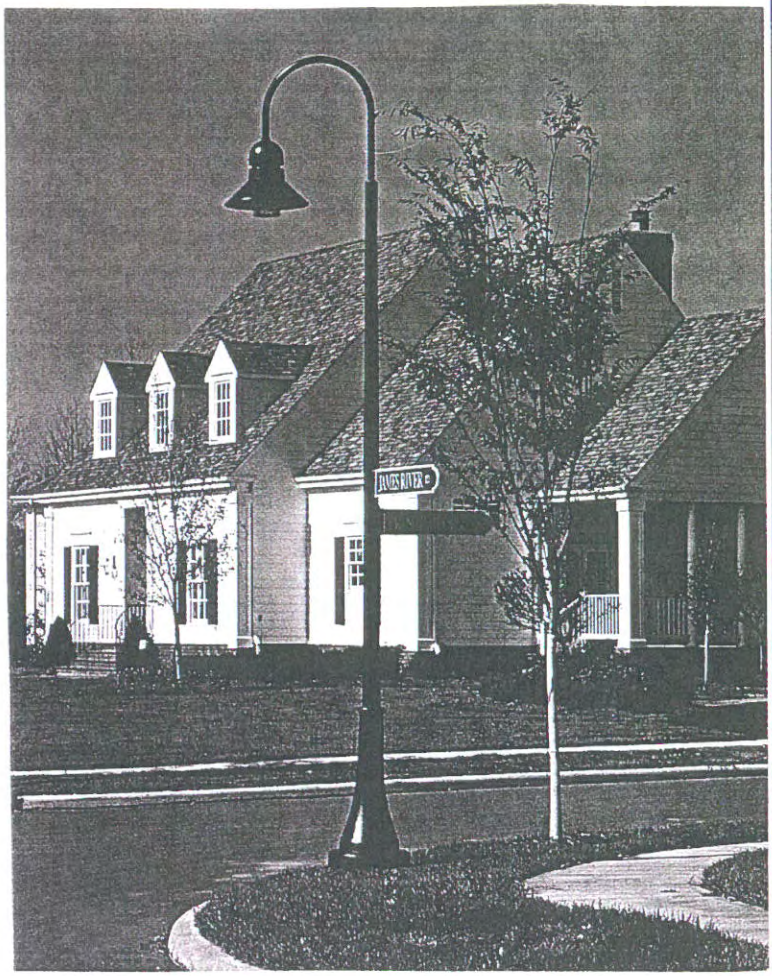
Safety and Energy Conservation

- Illumination levels should be the minimum needed to provide safe conditions as currently defined by Illuminating Engineering Society of North America (IESNA).
- Wherever practicable, the lighting design should 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.
- Within one hour after closing, the illumination levels in parking lots shall be reduced to .2 fc.

Light fixtures should complement the architecture and other site furnishings.

Roadway Lighting

Lighting proposed for roadways shall be designed to provide the minimum lighting necessary for traffic safety, while not causing glare or avoidable spillover onto adjacent properties.



GUIDELINES

- **Illumination**. Roadway lighting should be designed to illuminate the roadway and sidewalk, with a concentration on roadways. Lights should be directed to prevent glare.
- **Illumination levels** shall be defined by IESNA recommendation RP-8-1977 "ANSI Standard Practice for Roadway Lighting", or current manual. Levels shall be designed for specific locations:

  The **Main Entry** shall be classified as a "commercial collector" by IESNA. Pavement shall have an ave. maintained illuminance of .8 to 1.2 fc, with a uniformity of 4:1.

  Roadway Intersections shall maintain an average of 1.5 horizontal footcandles on the pavement.

  Internal Roadways shall be classified as a "commercial local" by IESNA. Pavement shall have an ave. maintained illuminance of .6 to .9 fc, with a uniformity of 6:1.
- **Luminaires**. Lamps shall be metal halide housed in a luminaire that is classified by IESNA as a cut-off distribution. Maximum wattage shall be 250 watts. Decorative fixtures may be used, provided they meet the cut-off criteria.
- **Alternatives**. If non-cut-off luminaires are used, they shall not exceed 100 watts.
- **Design**. The type and color of fixtures (poles and luminaires) used along roadways complement the architecture and other elements of street furnishings: pedestrian lighting, signage systems.
- **Locations**. Lighting should be located to provide adequate illumination for pedestrians, as per IESNA standards.
- **Mounting Height.** Maximum mounting height shall not exceed 20 feet.

▲

Roadway lighting can provide a decorative accent to the entrance, leading the eye to the interior of the development.

Parking Lot Lighting

Lighting proposed for parking lots shall be designed to provide the minimum lighting necessary for safety, vision, and comfort, while not causing glare or avoidable spillover onto adjacent properties or roadways or an increase in skyglow. Mounting heights should vary relative to the size of the lot and the proximity to residential neighborhoods. Softer lighting in parking areas should be less competitive with the surrounding commercial uses and their signage.

Parking lot lighting should use cut-off fixtures and provide the lowest levels recommended by IESNA to avoid skyglow.

GUIDELINES

- **Location**. Light poles should be incorporated within raised planting areas wherever possible to avoid damage from cars and plows. The lighting plan should consider the ultimate size of trees within the planting areas, which could eventually obscure the lighting.
- **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 sidewalks) is discouraged.
- **Illumination levels** shall be defined by IESNA recommendation RP-20-1988 "Lighting for Parking Facilities", or current manual. Commercial uses shall be classified as "community shopping centers" with medium activity levels, as per IESNA. Illumination Levels for general parking and pedestrian areas shall maintain a minimum of .6 horizontal fc with a uniformity ratio of 4:1 ave. to min. This standard shall be met both on the ground and six feet above the ground.
- **Luminaires**. Lamps shall be metal halide housed in a luminaire that is classified by IESNA as a cut-off distribution. Decorative fixtures may be used, provided they meet the cut-off criteria.
- **Mounting Heights** shall vary with the size and position of the lot. **Small Parking Areas** (less than 140 cars) shall have a maximum pole height of 20 feet. **Large Parking Areas** (greater than 140 cars) shall be allowed 30' poles to reduce the number of poles. Exception: Poles within 200' of residential property lines shall not exceed 20'.
- **Adjacencies**. Cut off fixtures shall be designed to limit spillover onto adjacent residential properties to less than .1 fc.
- **Design**. The type and color of fixtures used in parking lots should complement the roadway and pedestrian lighting, the architecture, and other elements of street furnishings.

Parking Lot Lighting

Parking lot lighting that appears out of scale with the space that is being lit.

Light standards that are slightly lower than the tree canopy seem more in scale with the parking lot.

Pedestrian Spaces

The lighting of walkways, plazas, and other pedestrian spaces shall consider the needs and safety of the people who use them. Mounting heights should be lower than either streets or parking lots. Light standards should illuminate not only the space occupied by people, but also the elements within those spaces – stairs, walls, benches, curbs, landscaping, etc. – typically occurring near or at the ground surface.

Pedestrian lighting should complement the architecture and site development through repetition of forms and materials.

GUIDELINES

- **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 should be a maximum of 16 feet above the ground.
- **Luminaires**. Lamps shall be metal halide housed in a luminaire that is classified by IESNA as a non cut-off. Maximum wattage shall be 100 watts.
- **Illumination Levels** shall be 1.0 minimum horizontal average fc on the ground. At six feet above the ground the illumination level shall be 2.2 average vertical maintained footcandles.
- **Decorative**. Ornamental and decorative lighting should be used to highlight significant design elements (e.g., gateways, plazas, major building entrances).
- **Design**. The light poles and fixtures should be selected to complement the roadway and parking lot lighting, as well as the other elements of the streetscape.

Building Facades and Landscape Lighting

Facade lighting should be limited to places where it is justified by architectural or axial significance, and then only in accordance with the overall plan. It may be desirable to have certain prominent buildings – or portions of buildings – lit in a certain manner to emphasize their importance.

GUIDELINES

- **Intent**. The Lighting Plan should 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 should not exceed 5.0 foot-candles.
- **Location**. Lighting fixtures should be properly sited, aimed, and shielded so that light is directed only onto the building facade. Lighting fixtures should 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 are preferred. Lighting directed downward is preferred.
- **Landscape Lighting**. Landscape lighting should be properly sited, aimed, and shielded so that light is directed only onto the selected tree or shrub. Lighting fixtures should not be directed toward adjacent streets, sidewalks, or properties. The lighting plan should 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 floodlights aimed toward the ground.

Neon lighting to outline buildings or signage should not be permitted.

Lighting of Gasoline Stations / Convenience Store Aprons / Canopies

Lighting used to illuminate gasoline stations, convenience store aprons, canopies, or similar uses shall facilitate the activities taking place in such locations without attracting undue attention to the facility.

Lighting fixtures on the underside of canopies should be recessed or shielded so the motorist cannot see the source of light.

GUIDELINES

- **Field Review**. The guidelines recommended in this section are based upon the low range of measurements taken at similar installations. The Planning Board and/or peer reviewer should visit a number of installations to gain an understanding of the effect of this level of lighting.
- **Illumination**. Areas around gasoline pumps and under canopies where higher levels of light is necessary for effective use of pumps should be illuminated so the average horizontal illuminance at ground level is 30 fc or less, with a uniformity ratio of 1.25 (ave. to min.). Indirect illumination shall not be allowed.
- **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 should follow the standards for parking lots. If no gasoline pumps are provided under a canopy, the entire apron should be treated as a parking area.
- **Luminaires**. Recessed luminaires with flat or regressed lenses shall be used in the canopy. The cut off angle shall not exceed 85 degrees above the vertical.
- **Fascia**. Lights should not be mounted on the sides (fascia) or top of the canopy, and the sides (fascia) should not be illuminated.

Signage

Sign Design

The signage plan developed for Exit 10 should result in attractive, legible signs that reflect the needs of the individual store or office and complement the architecture and site detailing.

GUIDELINES

- **Designers**. The Signage Plan required as part of the Site Plan Review procedure should be developed by design professionals with experience in commercial signage.
- **Compatibility**. While the use of a uniform graphic style should be discouraged, 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.
- **Coloration**. 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.

Sign Design

Directory of health care providers, in a distinctive format.

Entrance sign, following the graphic format used throughout.

Sign Content

Signs should be kept simple and direct in message and content.

GUIDELINES

- **Information**. In order to deliver a clear, easily readable message, a single sign panel should be used with a minimum of information and content.
- **Readerboards**. The use of reader boards should be discouraged.

Simple sign with six bits of information. It is questionable if the name of the location is really necessary.

Sign Content

An example of an overly complex sign. Identification signs should strictly limit the narrative content. The maximum content for this type of sign should be either 30 letters or 7 bits of information. A bit can be a syllable or a symbol. This sign has over two dozen bits.

The excess, redundant signage detracts from the traditional image that is being projected.

Sign Mounting and Location

Signs shall be mounted in positions that complement the architecture.

GUIDELINES

- **Location**. Signs should be incorporated into the facade of the building and should not obscure architectural details. Signage should not project above the vertical surfaces of the face of the building.
- **Hardware**. Signage should be mounted with concealed hardware unless it is an integral part of the design.

Pharmacy sign fits well into the gable end of the building. Down-lighting is an attractive accent for the corner.

The wrap-around band conveys an informal, modern feel, and is an attractive counterpoint to the architecture.

Sign Mounting and Location

Roof mounted signs should be prohibited.

Signage should be mounted in locations that do not interfere with architectural details.

Project Identification Signage

Project identification signs should be high quality examples of environmental graphics that contribute to a sense of identity. A distinct signage hierarchy should be established to reinforce primary and secondary entrances.

While the project 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.

GUIDELINES

- **Standards**. Development at Exit 10 should be allowed to have one appropriately scaled major project identification sign at the main entrance. Other project identification signs, at secondary entrances and for individual buildings, shall be limited in size and content.
- **Compatibility**. The design of the entrance sign should reflect the detailing established for the principle buildings.
- **Major Sign**. The main project sign should be treated as an integral part of the entrance. The design and siting should be coordinated with the landscape and lighting plan.
- **Turnpike Sign**. A sign designed to be visible from the Maine Turnpike shall conform to the Maine Turnpike Authority's current standards for commercial signage for abutting parcels. Signs shall be designed and mounted in a manner that avoids any interference with abutting property owners. Signs shall not be visible from either Route 100 or Leighton Road.

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

Project Identification Signage

Multi-tenant signs are of questionable value if the driver cannot read them or if there are too many bits of information.

Multiple colors, typefaces, and shapes lead to confusion, rather than clarification.

Directories

In multi-tenant commercial developments it may be desirable to provide a directory of all commercial establishments and office space to facilitate wayfinding.

GUIDELINES

- **Location**. Directories should be sited in a location that does not impede safe circulation.
- **Legibility**. Directory signage shall be designed to be read from inside a stopped vehicle.

Directories should contain basic information in highly legible typeface. People should not have to get out of their car to be helped by the sign.

Directories

The front of an internal directory, with bold graphics and colors.

The rear of the sign has been designed to complement the architecture as well as the front of the sign.

Externally Illuminated Signs

Externally illuminated signs should be allowable, provided that they do 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.
- **Light Sources**. Wherever possible, lighting fixtures used to illuminate signs should be top mounted and directed downward (i.e., below the horizontal).

Simple wall-mounted flood lights are part of the design theme for this commercial building.

Internally Illuminated Signs

Internally illuminated signs should be allowed provided that they do not create glare or unduly illuminate the surrounding area.

GUIDELINES

- **General**. Internally illuminated signs should not constitute light fixtures in their own right, and should consist of translucent lettering and/or symbols on a dark opaque background.
- **Illumination**. Internally illuminated letters and symbols are preferred over whole panels that are internally lit. Where panel signs are used, the letters / symbols should not constitute a majority of the surface area of the sign.

This familiar sign is totally translucent and unresponsive to neighboring land uses.

The only part of the sign that appears to be lit is the logo and the bank's name.