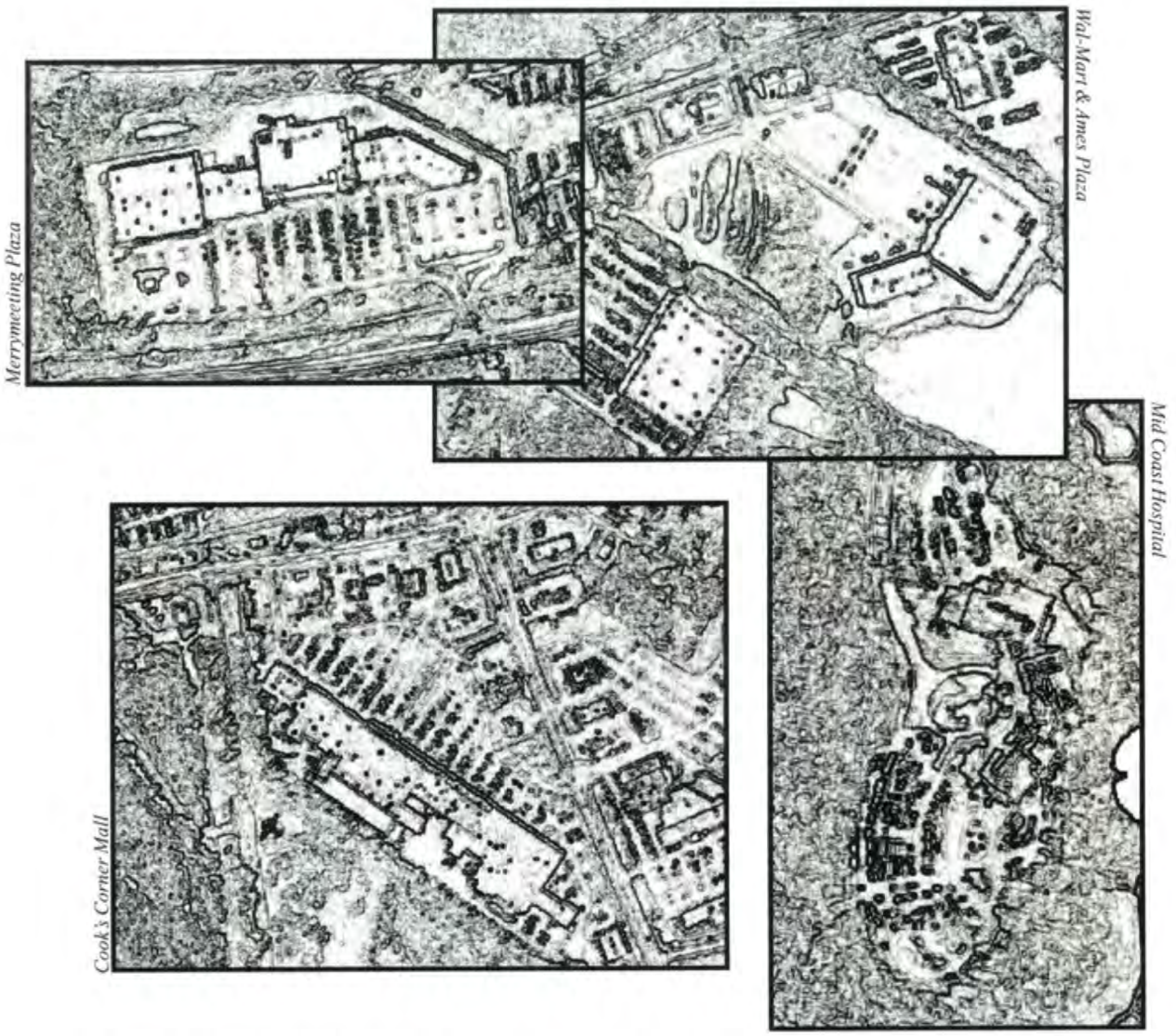
COOK'S CORNER
DESIGN STANDARDS

Town of Brunswick, Maine



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Cook's Corner is a separate district in Brunswick because it is a specifically identifiable growth area. The focus of most of the Town's recent commercial growth, it also includes significant residential areas and recently has been expanded with a new hospital, bringing additional growth opportunities.

The Town desires to guide future development in this area within the framework established in the 1998 Cook's Corner Master Plan. The overall vision of this plan is a mix of uses and densities by encouraging gradual introduction of more multi-family residential, office, light industrial and other uses in single and multi-story buildings, along with retail development.

What is the Town's vision for Cook's Corner?

The main goal is to guide the transformation of Cook's Corner into a more mixed use area that balances the needs of motorists and pedestrians, retailers and residents. Key requirements are provision of defined streets and boulevards, shared parking areas with traffic calming features, and a reduction of parking between streets and buildings. Following the Master Plan, larger scale commercial buildings are encouraged in some parts of Cook's Corner, while traditional small town patterns, with buildings closer to the street with parking behind and alongside them, are encouraged elsewhere.

A second goal is to provide for safety and ease of movement of pedestrians and bicyclists within Cook's Corner as well as to and from Cook's Corner. Key requirements are the provision of sidewalks, internal pathways, and bicycle facilities to make walking and cycling safe and enjoyable.

A third goal is to create greater coherence, harmony and beauty in the architecture. Large buildings should be designed on a human scale, avoiding large masses. Architecture should follow traditional patterns that have evolved in New England, or patterns sympathetic to traditional ones.

A fourth goal is to encourage landscaping that fully reinforces the previous goals, reducing the scale of large parking areas, providing visual interest throughout the year, and screening areas that are unavoidably unsightly.

What is the purpose of these design standards?

The purpose of these standards is to augment the existing criteria and general set of development review plan standards contained in the Zoning Ordinance. Specific interpretations are provided that illustrate and apply to issues of site planning, pedestrian and bicycle facilities, architectural design, and landscape design.

The Cook's Corner standards are not intended to limit creativity. Rather it is hoped that, by articulating as well as illustrating the community's expectations for development in the Cook's Corner District, they will serve as a useful tool for developers and design professionals.

Are waivers of these standards possible?

While the standards are placed in the framework of the Zoning Ordinance, they do allow for waivers in case of exceptional practical difficulties (see section 205.3.A of the Zoning Ordinance). A second avenue for consideration and approval of waiver requests is through Planning Board review and approval of a so-called "Common Development Plan" for a particular site. Such plans highlight the coordination and quality of planned improvements and pay particular attention to the pedestrian environment (see section 413 of the Zoning Ordinance).

Where do these design standards apply?

The design standards contained in this document apply to all development located in the Cook's Corner District and the Medical Use Zone that overlays the I-3 and FF-3 districts that is subject to development review, as defined in chapter 4 of the Zoning Ordinance. It applies to new construction as well as expansions or redevelopment of existing buildings.

What process was used to develop this document?

In developing these standards, the Planning Board engaged the services of Terrence DeWan & Associates and Planning Decisions, Inc. The board and consultant team reviewed documents from other communities, held a public forum in early 2000, received comments from the public and the Town Council, visited developments in Cook's Corner and Falmouth to see how design standards have been applied, and conducted two Roundtable discussions with Cook's Corner stakeholders.

How are these standards going to be used?

Town staff, regulatory boards, and peer reviewers will use the design standards as an evaluation tool in the review processes. "Standards" (using the operative word "shall") are mandatory. The document also contains some "guidelines" (using the operative word "should"), which are not mandatory, but are provided to educate readers about design objectives and options.

What will the ultimate outcome be for Cook's Corner?

The application of the design standards will not produce immediate results. However, each new building project will contribute to shape Cook's Corner in its own way. Each project, however small or large, should therefore be viewed as an opportunity for the Brunswick community to come closer to its vision.

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I.
SITE PLANNING AT COOK'S CORNER

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OBJECTIVES

Buildings at Cook's Corner shall be located as close to the roadway as possible to give scale to the street or boulevard, provide opportunities for outdoor activities, and give scale and interest to the pedestrian environment. If buildings are located closer to streets, the scale of the complex is reduced, pedestrian traffic is encouraged, and architectural details take on added importance.

The streetscape shall be designed to create a safe, interesting environment for the pedestrian and motorist and to encourage people to walk within Cook's Corner. Vehicles shall not be a dominant visual element in the space between the street and the building.
Parking areas shall provide safe, convenient and efficient access. They shall be distributed around large buildings in order to reduce the overall scope of the paved surface.

Large retail buildings shall feature multiple entrances. Multiple building entrances reduce walking distance from cars, facilitate pedestrian and bicycle access from public sidewalks and provide convenience. Multiple entrances also mitigate the effect on the long uninterrupted walls that often characterize building facades.

DESIGN STANDARDS

Relationship of Building to Roadway for Thomas Point Road and all public and private connector roads. Buildings with a footprint of 35,000 sq. ft. and under shall be set back a maximum of 25 feet from the front lot line. Buildings with a footprint greater than 35,000sq. ft. may be setback further, only if the site plan provides features that continue and enhance the streetscape and improves pedestrian space.

Relationship of Building to Roadway for Bath Road, Gurnet Road and the proposed Perimeter Road. Buildings with a footprint of 35,000 sq. ft. and under shall be setback a maximum of 100 feet from the front lot line. Buildings with a footprint greater than 35,000 sq. ft. may be setback further, only if the site plan provides features that continue and enhance the streetscape and improves the pedestrian space.

Site entrances to developments that are set back shall be well landscaped and provide safe pedestrian crossings. The area between the development and the road shall be well screened by berms, fencing, low walls, trees, shrubs, perennial masses or a combination of elements. Smaller buildings located close to the street within this buffer zone may be used to provide a portion of screening to the larger development and its associated parking so long as they are done in a manner consistent with these Cook' Corner Design Standards.

Pedestrian Use Areas. The area between the front of the building and the roadway shall be designed to encourage pedestrian use and movement along the street. Where appropriate, features such as outdoor dining areas, display areas, street gardens, and sitting areas are encouraged.

Simple site amenities, such as flower boxes, benches, and attractive signs, can greatly enhance the streetscape.

Parking Patterns. Where on-street parking is allowed, new development shall follow a traditional village center pattern with a cross section comprised of roadway, on-street parking, curb, esplanade, sidewalk, and building, with additional on-site parking in the rear or side of the building. Where setback requirements allow parking between the building and the road, no more than 50 percent of the off-street parking area for the lot, tract, or area of land devoted to the building(s) shall be located between the front facade of the principal building and the abutting streets, with exception of parking areas which are used for the display of vehicles for sale. In these cases, parking shall be screened by berms, fencing, low walls, trees, shrubs, perennial masses, or a combination of elements.

Entranceways. All sides of a principal building that directly face an abutting street shall feature at least one customer entrance. Where a principal building abuts more than two streets, this requirement shall apply only to two sides of the building, including the side of the building facing the primary street, and another side of the building facing a second street.

OBJECTIVES

All development activities at Cook's Corner shall be characterized by safe, user-friendly, efficient traffic flow and the separation of pedestrians and vehicles. Access management principles shall be followed to reduce the number of curb cuts, provide a safer vehicular and pedestrian environment, encourage intraparcel travel, and minimize the number of trips on roadways.

DESIGN STANDARDS

Coordination with Master Plan. The vehicle circulation system for any development proposal in the CC District shall be compatible with the circulation system proposed in the Cook's Corner Master Plan. If the Master Plan proposes the creation of a street or roadway within the area covered by an application for development review, the development plan shall at a minimum make provisions for the availability and accessibility of such street or road area, unless the Planning Board finds that this is not necessary to meet the objectives of the Master Plan or that alternative provisions have been made that will meet the objectives of the Master Plan.

Internal traffic flow is reinforced by landscaping, lighting, and grading.

Shared Access. Entrances to and exits from uses in the CC District shall be combined to the maximum extent possible. The Planning Board may reduce the separation distance between curb cuts required by Section 513.1 for projects utilizing shared drives.

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

An island provides a refuge zone for pedestrians crossing this wide driveway. Permanent crosswalks should have been used to minimize annual maintenance.

Internal Connections. Where feasible, linkages between adjacent parking lots and driveways shall be provided to facilitate deliveries and minimize turning movements onto major roads at Cook's Corner. Internal connections shall provide safe, direct access between adjacent lots in a manner that prevents them from becoming vehicular shortcuts. Cross easements shall be provided as required to facilitate circulation. The site plan shall anticipate future vehicular connections to abutting undeveloped property. Such interconnections shall be designed to minimize the potential for the parking areas to be used as a "short cut" by traffic.

Traffic Calming. Traffic calming measures shall be included where appropriate to discourage speeding within the site and between abutting properties. Appropriate measures could include speed tables, well-marked crosswalks, raised crosswalks, vertical curbing, curvilinear road alignment, neckdowns, curbed islands,

A pedestrian route that is well marked and signed to ensure safety. Signs alert both motorists and pedestrians.

and signage.

Pedestrian and Bicycle Movement. The circulation plan shall provide safe pedestrian and bicycle movement within the site. The plan shall demonstrate how linkage(s) can be made to adjacent properties, both vacant and developed. Pedestrian and bicycle connections between abutting properties shall be coordinated with vehicular routes to encourage foot traffic and minimize vehicular movement. See Chapter II for additional standards.

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

Outparcel Development. Plans for multi-building developments shall accommodate future buildings, access roads, sidewalks, esplanades, and signage in a coordinated fashion. See Common Development Schemes, p. I-11, for further standards.

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

Drive-Throughs. Access routes leading to or from takeout windows or other drive-throughs shall minimize conflicts with pedestrian circulation routes. Motorists shall be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices. The site plan shall be designed to prevent queuing in parking lots or other areas which would cause congestion or unsafe conditions.

An internal circulation system that provides connections between buildings for both vehicles and pedestrians.

This well marked walkway through a parking lot is enhanced with pedestrian amenities such as benches, flowering shrubs, and shade trees.

Pedestrian connections are an integral part of the site plan. Access ramps are incorporated to ensure ADA compliance.

The circulation plan for this shopping center includes well defined internal walkways for pedestrians and crosswalks at key locations.

OBJECTIVES

The Cook's Corner Master Plan envisions a variety of road types to respond to different needs for traffic flow, parking, commercial development, and pedestrian / bicycle movement. The following chart summarizes the vision:

Location	Bath Road	Gurnet Road	Thomas Point Road	Private / Public Connectors	Perimeter Road
Road Type	Boulevard	Boulevard	Street	Streets	Boulevard
Roadway	Travel lanes (shared bike facility)/granite curb; 4' paved shoulder between CC and Old Bath Rd. Multipurpose path on S side of Bath Road from MM Plaza to CC Mall.	Travel lanes/paved shoulder/granite curb	Travel lane/bike lane/on-street parking/ granite curb to powerline	Travel lane/bike lane/ cape cod curb	Travel lane/bike lane/cape cod curb. Sidewalks or shared bike/ped facility.
Sidewalks	South: BNAS to Cook's Corner; CC to new hospital entrance; North: Merrymeeting Plaza to CC; CC to Old Bath Road. 6' asphalt Crosswalks @ CC Mall entrance. Crosswalks at E, S, and W legs of CC intersection.	West: CC to N end of Wildwood Drive. East: CC to N end of Ward Circle. 6' Asphalt.	Bath Road to power-line: 8' wide. Quality materials (e.g. Brick, concrete pavers, broomed concrete, etc.) Powerline to Perimeter Road: 5' minimum asphalt	5' minimum asphalt.	5' minimum asphalt.
Esplanade Street Trees	4' min. grass esplanade where possible, with street trees parallel to the road.	4' min. grass esplanade where possible, with street trees parallel to the road.	Bath Road to power-line: Street trees parallel to the road incorporated into streetscape; Powerline to Perimeter Rd: 4' min. grass esplanade with street trees	4' min. grass esplanade where possible, with street trees parallel to the road.	Maintain existing trees where possible; incorporate 5' pathway parallel to roadway.
On-Street Parking	Not allowed	Not allowed	Parallel parking strongly encouraged on street.	Parallel parking encouraged as part of an overall plan.	Not allowed

OBJECTIVES

Parking lots shall be provided in safe, convenient locations that are integrated into an overall design concept for the site. The design of parking lots shall follow accepted engineering practices. By their location and design parking lots shall not be perceived as dominant visual elements as seen from public roadways.

DESIGN STANDARDS

Off-Street Parking. Off-street parking shall be located behind or to the side of the principal building. Where parking is allowed between the development and the road, no more than 50 percent of the off-street parking area of the lot, tract, or area of land devoted to the building(s) shall be located between the front facade of the principal building and the abutting streets, with exception of parking areas which are used for the display of vehicles for sale.

Plantings in large islands are effective means to break up the scale of parking lots.

Scale of Parking Lots. Large parking lots shall 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 Chapter IV. Landscaping for standards regarding the use of trees and shrubs.

Front Parking Lots. Where parking is permitted between the building and the road, or is part of a common development plan, it shall be screened by berms, rolling berms, fencing, low walls, trees, shrubs, perennial masses, or a combination of elements. To be effective in screening parked vehicles, the ultimate height of the screen shall be approximately 3 feet.

This parking lot does not extend closer to the street than the building. A planting island helps screen it from the road.

Side Lot Parking. Parking on the side of buildings shall not extend closer to the street than the front facade. The space between the end of the parking lot and the roadway shall be landscaped according to an overall plan for the property. The use of perennials, low growing shrubs, and/or deciduous trees are encouraged to screen the lot and enrich the pedestrian environment.

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

Relationship to Buildings. Paved surfaces of parking lots shall be separated from buildings by a landscaped strip (with a minimum width of 5 feet) and/or a paved

An off street parking lot that is effectively screened by a combination of low walls, pillars, and decorative fencing.

walkway. The width of the landscaping shall be proportional to the height of the building. See photographs on p. IV-2 for examples.

Snow Storage. Provisions shall be made for snow storage in the design of all parking areas. The areas used for snow shall not conflict with proposed landscaping. The areas shall be sited to avoid problems with visibility, drainage, or icing during winter months.

Buildings in Parking Lots. The development of smaller commercial buildings on outparcels is strongly encouraged to reduce the scale of large parking areas.

Dead-end parking lots are difficult to exit, especially when the lot is full.

Parked cars are effectively screened by a low concrete block wall and ornamental plantings.

An attractively landscaped parking lot that is a positive asset to the surrounding commercial area.

These wide parking lot islands will provide ample room for tree growth.

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

OBJECTIVES

Service areas shall be integrated into the overall site plan. They shall be designed to meet the functional needs of the facility while minimizing any traffic, visual, auditory, and olfactory conflicts.

The service area for this retail establishment is integrated into the side of the building and screened by evergreen trees.

DESIGN STANDARDS

Service Areas. All facilities for service including waste collection and storage facilities, off-street loading and unloading areas, loading docks, fueling areas, and vehicle service and maintenance areas shall be located at the side or rear of the principal building. No overhead doors or other vehicle entrances or exits shall be located on any façade that faces a public street.

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

Screening. Service areas shall be screened to minimize visibility from sensitive viewpoints such as public and private roadways, main entrances, abutting neighborhoods, public open spaces, and pathways. Service areas shall be screened with architectural elements such as walls or fences. Screening may be further enhanced with evergreen trees, shrubs, and earth berms. Gates on utility enclosures shall be designed to prevent sagging.

Detailing. Structural screens and fencing shall complement the architecture of the main structure by repetition of materials, detailing, scale, and color. Where chain link fencing is required for safety, it shall be used in conjunction with landscaping and painted black or a similar dark color, or coated with dark vinyl. Plastic slats inserted into chain link fencing are not permitted.

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

Protection. Where architectural screening or free-standing fencing is used for screening, it shall be protected with granite posts or concrete filled steel bollards, or reinforced in a manner that will prevent damage from service vehicles.

Service Vehicles. Service areas shall be sited to accommodate the turning movements of vehicles used for trash pickup, deliveries, and similar functions without conflicting with other vehicles.

This service area, located at the rear of a commercial building, is screened from view by a solid wall topped by a trellis structure that repeats design elements used elsewhere on the site.

Vehicle Types. Site plans for service areas and internal circulation shall be designed to accommodate vehicles in the small to medium range where possible.

Recycling Facilities. The installation and use of recycling bins, in addition to dumpsters, is encouraged. Dumpsters and recycling areas shall be consolidated where possible. Internal recycling centers are permitted.

Architectural Treatment. See Chapter III, Architecture, for further guidance on incorporating service areas into the design of the building.

A variable height fence used to provide visual separation between a convenience store and its residential neighbor. Note exterior storage behind fencing.

A typical trash enclosure. Its appearance could be improved by plantings along its sides, detailing to match nearby buildings, reinforcing the gates, and staining a dark color.

Mechanical units for an elderly housing development are hidden behind a fence with opaque and translucent panels.

Chain link fence provides security, but is too transparent to provide any visual screening.

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

OBJECTIVES

A key goal of these design standards is to encourge mixed use developments (MUD's) as they bring together a variety of residential, retail, or office uses. This can be done within a single building or a complex of buildings, in a single-phased or multi-phased fashion. Plans for mixed use developments shall exhibit a high level of architectural and site design, with a strong emphasis on pedestrian scale and integration of outdoor spaces into the uses.

This type of development will add vitality and diversity to Cook's Corner by providing attractive, convenient places for people to live. Allowing people to live and work in the same building can result in housing for medical professionals, service workers, and other community members while helping to address traffic problems.

Village center developments are one type of mixed use development designed to be reminiscent of small New England towns and villages. On-street parking is allowed, and additional parking shall be to the side and rear of the buildings fronting the street. Small shops, cafes, restaurants, and offices are featured. On street corners, buildings shall be two or three stories to give focus to the streetscape and provide for greater density of use (see also III-15). Other buildings on the street may have two or three stories as well for retail, offices and apartment use. Pedestrian convenience, comfort, and livability are key features.

This combination of retail and residential defines a traditional village street.

DESIGN STANDARDS

Safety / Site Planning. Buildings shall be sited to create safe neighborhoods by orienting windows to the street. MUD shall be planned to encourage interaction among residents/occupants while fostering community identity. Site planning for MUD's with residential components shall provide a clear definition of public, semi-public, semi-private, and private spaces through street design, fencing, landscaping, site detailing, grade changes, and other means.

A classic mixed use development with apartments over a commercial ground floor. The arcade helps to unify the facades while providing protection for residents and windowshoppers.

Entrances: Both the retail and the residential entranceways shall be oriented to the street and sidewalks. Entranceways shall be emphasized through the use of architectural elements, detailing, lighting, landscaping, or signage. The building elevations shall show a clear distinction between residential and non-residential entrances.

Facades. The facade of the upper floor(s) shall be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing, that will unify the structure and emphasize the ground floor.

Human Scale. Buildings shall be designed to a human scale, i.e., where buildings do not dwarf the people, and where the detail, materials, and building design lend an intimate and personal feel to the streetscape. Pedestrians are encouraged to window shop, to pause and rest in a comfortable space. Landscaping and street furni-

ture are designed in scale for a walking environment.

Drop-Offs. The site plan shall include provision for a visitor drop-off area and space for delivery vehicles. On-street parking at public building entries shall be provided where possible.

Parking. Parking lots shall be located at the rear, out of public view, or on the side and screened in accordance with the Design Guidelines. Parking areas shall be linked to the residential entranceways with landscaped pedestrian connections.

Multi-building complexes. MUD's comprised of multiple buildings shall be visually unified through the use of similar architectural elements – such as roof form, exterior building materials, colors, detailing, and window pattern – that are repeated on each building in the complex. Individual buildings shall include predominant characteristics shared by all buildings in the development so that the development forms a cohesive whole.

Common Development Scheme. Applicants proposing MUD's, including village center developments, shall present their plans in this inclusive format, just as those seeking waivers from the standards described here.

An outdoor restaurant, part of an infill MUD, adds vitality and color to the streetscape.

A mixed use development, built to the street line, defines a new neighborhood. Careful attention has been paid to the design of sitting areas and landscaping. The heavy mass of the commercial first floor visually supports the residential units above. Balconies and bay windows provide "eyes on the street" that create a safer community.

OBJECTIVES

Common Development Plans (CDP's) are a pattern of development in which all buildings and site elements are part of a coordinated plan for a property. CDP's provide an opportunity to create a development that is not built in the way prescribed by these Design Standards, but still meets or exceeds their vision and spirit.

CDP's may involve developments of multiple buildings on multiple lots, or a single building on an individual lot. CDP projects may include redevelopments of existing linear shopping malls with outparcels, large scale mixed use developments, village center development as envisioned by the Master Plan, as well as individual structures. The common elements in all of these are coordinated planning, design quality, and attention to the pedestrian environment.

All physical elements of CDP's shall be designed as components of an overall plan. CDP projects shall exhibit a high degree of coordination in site planning, architectural and site design, and site improvements (lighting, signage, paving, furnishings, landscaping, and special features). Applicants for CDP projects will be expected to provide the Town with considerable detail about all aspects of the development to show the integration of all elements.

Developers will find a CDP advantageous in multi-phase projects involving Mixed Use Development, including village center types. In addition to expediting site plan approvals for later phases, at the outset there will be advantages in financing and marketing the development.

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

Unique site conditions, such as redevelopment of an existing shopping center complex, may lead a developer to apply for approval of a CDP by the Planning Board. Such an application may include submission of one or more specific waiver requests from the Design Standards. The Board may approve the CDP and these waivers in accordance with Section 205.3.A of the Zoning Ordinance.

DESIGN STANDARDS

Master Plan. For multi-building developments, a conceptual master plan shall be prepared to show the Town the general location of future buildings, parking lots, provisions for vehicular and pedestrian circulation,

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

A branch bank within easy walking distance of the supermarket and other shops at Falmouth Crossing.

utilities, service areas, stormwater management, and other components of site development. Refer to section 413 in the Brunswick Zoning Ordinance.

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

Building orientation. Buildings in common development schemes shall be sited to create usable, attractive pedestrian spaces, preserve significant natural features, and lessen the visual dominance of parking areas.

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

Outdoor Spaces. CDP's shall include outdoor use areas such as greens, plazas, and courtyards. Buildings may be oriented to such open spaces rather than internal roadways. In these situations buildings shall have a major access on the space as well as a secondary access point(s) oriented to parking areas. Outdoor spaces shall be linked with buildings, parking areas, and other components of the development with a coordinated pedestrian circulation plan.

When outdoor spaces are included in common development schemes, they shall be designed to encourage pedestrian use, with provisions for seating and outdoor activities. Outdoor spaces shall be designed to separate pedestrian and vehicular traffic. This can be done with landscaping, grade changes, other site features, and building locations.

Freestanding Accessory Structures. Non-habitable structures, such as ATM's, garages, storage units, recycling sheds, cart corrals, and utility buildings, shall be treated as architectural elements and meet the same design standards as larger buildings. See Chapter III, Architecture for further standards.

Drive Throughs. Where drive-through facilities are a component of a common development scheme, the building and site plan shall emphasize pedestrian access. See Chapter II for further standards that pertain to Crosswalks.

Signage. Signage is an important component of the common development scheme. The design of all signs shall be coordinated with all other elements of the site. Sign colors shall be complementary to the colors on the building.

See Section 413 in the Zoning Ordinance for submittal requirements of signage plan to be submitted as part of an application for a Common Development Plan. See Chapter III, Architecture for additional standards for signs.

Lighting Plan. Site lighting for CDP's shall be coordinated with all other elements of the site. The location and design of lighting systems shall complement adjacent buildings, pedestrian amenities, and other elements of the site plan.

The lighting plan shall consider the location and heights of buffers, screen walls, fencing, and other landscape elements to eliminate dark spots and potential hiding places.

Landscape Plan. Landscaping for CDP's shall be coordinated with all other elements of the site.

See Chapter 4, Design of the Landscape at Cook's Corner, for further standards for landscape materials.

High quality materials, such as granite curbing and concrete pavers, help to ensure minimal maintenance problems.

Coordinated light fixtures that consider the needs of both the pedestrian and the motorist.

Roadway lighting can help create a boulevard effect and emphasize pathways.

Large landscaped islands help to break up the scale of parking lots and reduce diagonal traffic movement.

Pavers help reduce the apparent width of the front driveway and guide the pedestrian to the front entrances.

II. PEDESTRIANS AND BICYCLISTS AT COOK'S CORNER

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OBJECTIVES

Facilities for pedestrians and cyclists are envisioned in the Cook's Corner Master Plan. Existing and proposed road corridors shall include sidewalks, crosswalks, and pedestrian amenities to encourage a smooth flow of non-motorized traffic.

There are many areas of Cook's Corner which currently may not be pedestrian or bicycle friendly. The long term objective of the Master Plan is to encourage an interconnected network of facilities and to offer alternatives to the Cook's Corner intersection.

DESIGN STANDARDS

Public Sidewalks and Esplanades. Sidewalks shall be provided along all sides of the lot that abut a public street and shall be provided along the full length of the building along any facade featuring a customer entrance, and along any facade abutting a public road or parking area. Public sidewalks are envisioned throughout Cook's Corner as indicated on the Transportation

Grass esplanades are effective ways to separate pedestrians and motorists and add scale to the streetscape.

Facilities Chart in Chapter 1, Site Planning. Sidewalks and planted esplanades shall be provided within or near the right-of-way on all commercial properties to encourage safe pedestrian and bicycle movement. See chart on p. I-5.

Sidewalks not Required. Public sidewalks may not be required in a Common Development Scheme or other situation where internal walkways are/will be provided

Asphalt is used for public sidewalks for its durability and economy. This location is coordinated with the landscaping, lighting, and other site elements.

linking all buildings in a system that parallels the road network, consistent with these Standards.

Interconnecting Walkways. Pedestrian connections between abutting properties shall be provided wherever possible to encourage walking and discourage additional auto trips. Walkways shall be extended wherever possible to areas of high pedestrian generation, such as the BNAS, base housing, nearby subdivisions, mobile home parks, and the Androscoggin River Bikepath. Connections shall avoid crossing parking lots, major interior roadways, service areas, drive-throughs, and other potential points of conflicts.

Sidewalk Material. Bituminous concrete (asphalt) shall be the minimum material used for new sidewalks

Esplanades can be grass or planted with annuals, perennials, grasses, or shrubs for seasonal color.

within the public right of way, except on sections of Thomas Point Road, where concrete pavers or other decorative materials shall be used.

Coordination with Site Plan. All new sidewalks shall be coordinated with the Site Plan to avoid conflicts with landscaping, utilities, grading, drainage structures, signs, and other elements.

Entrances. Major entrances to new or renovated buildings shall be treated with a distinctive material and pattern to emphasize their pedestrian orientation.

Year-round Use. All pathways and bicycle facilities shall be designed to facilitate snow removal and allow year-round use.

Crosswalks. Where sidewalks intersect with driveways or roads, crosswalks shall be installed to emphasize the conflict point and improve its visibility. Crosswalks shall offer a noticeable change in texture and color. Materials for crosswalks shall be highly durable and slip resistant.

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

Sidewalks can become pedestrian plazas – with street trees, benches, and better pavement – where buildings are located at or near the right-of-way.

Stamped and painted asphalt, seen in this photograph, has not proven to be a suitable crosswalk material in areas of high traffic volume. The brick texture and the paint tend to wear off rather quickly, minimizing the contrasts that are necessary for effective crosswalks.

Curved sidewalks can add diversity and interest to the pedestrian environment.

Careful attention must be paid to landscape details to prevent hazardous or high maintenance situations.

OBJECTIVES

Developers of private property at Cook's Corner shall provide attractive, safe, and functional walkways between the public right-of-way and the main entrance. Internal walkways shall invite pedestrians onto the property and make them feel welcome.

Interconnections between adjacent properties shall be developed to encourage pedestrian movement and reduce vehicular trips onto the road network.

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

This circulation system results in excessive width in front of the storefronts and creates an auto-oriented environment. The painted walkway offers little contrast and discharges pedestrians into the travel lane.

DESIGN STANDARDS

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

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

An internal walkways that is an integral part of the site development plan, coordinated with building placement, landscaping, and lighting.

A wide walkway that provides a well marked, attractive pathway to the main entrance. Separated walkways are more desirable than systems that end behind parked cars.

store entry points, and shall feature adjoining landscaped areas that include trees, shrubs, benches, flower beds, ground covers, or other such materials

Location. Walkways shall be located in areas where motorists can anticipate pedestrians and react accordingly. Likewise, walkways shall be designed to give the pedestrian a full view of oncoming vehicles, with

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

minimal interference from trees, shrubs, and parked cars. Walkways shall avoid drive-through lanes, access and service drives, and other high-traffic routes. Traffic control signs, light fixtures, trees, or other potential obstacles shall be located far enough from walkways to prevent interference with pedestrian movement.

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

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

Width. Walkways through parking lots shall be a minimum of five feet wide to allow two people to pass comfortably. Additional width may be necessary in certain conditions, e.g., where shopping carts may be used, where heavy pedestrian traffic is anticipated, or where cars overhang the walkway. In many instances, the entrance will present an opportunity for pedestrian use areas, e.g., sitting spaces, outdoor cafes, or courtyards.

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

Coordination with Landscaping. Walkways in parking lots shall include landscaped islands to provide visual relief, shade, and scale . Shrubs shall be used with care to avoid blind spots. Special features, such as benches, flower beds, planters, and artwork can be used to enhance the walkway. Where buildings are set back from the right-of-way, sidewalks parallel to buildings shall be located at least five feet from the facade to provide room for plantings. Trees along all walkways

A walkway that has been coordinated with the lighting plan to ensure the minimum level of illumination required for safety.

shall be trimmed to provide adequate sight distance and to remove potential obstacles. Vertical clearances of at least eight feet shall be maintained for safe passage with snow and ice loads.

Lighting. A minimum level of lighting shall be provided, following the current standards of the Illuminating Engineering Society of North America (IESNA), to safely guide the pedestrian from the front entrance to the parking lot and/or the public sidewalk. Cut-off fixtures shall be specified to minimize spillover onto adjacent properties and avoid glare that may affect visibility.

A crosswalk located in highly visible location. Proper markings are used to maintain year-round visibility.

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

Crosswalks. Internal crosswalks shall be marked by a change in pavement texture, pattern, or color to maximize pedestrian safety in parking areas and other potentially hazardous areas. The materials selected for road crossings shall be highly durable and low maintenance. Raised crosswalks shall be considered at key locations as a traffic calming device to make crosswalks more visible. Signs may be warranted in certain situations as determined by the Institute for Traffic Engineers (ITE). Materials selected for crosswalks shall allow safe bicycle movement across the surface.

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

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

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

Concrete pavers create a permanent crosswalk that affords good visibility and contrasting surface texture.

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

OBJECTIVES

Entrances to buildings shall be designed to welcome the pedestrian and provide places of comfort and enjoyment. Developers of private property are encouraged to include outdoor spaces for a variety of uses – seating/resting, dining, displays, and aesthetic enhancement – that will create a more pedestrian environment at Cook's Corner. Care shall be given to safety and security considerations and to avoid that these spaces become attractive nuisances.

DESIGN STANDARDS

Planning. Outdoor use areas should be located in sunny, highly visible locations wherever possible. The space should be sized to fit the anticipated uses. The design should be a collaborative effort between design professionals, such as architects, landscape architects, engineers, and artists.

Materials. Outdoor use areas shall be constructed of high quality, easily maintained materials. All elements within the space shall be coordinated with the architecture and other elements on the site to achieve a unified look. The use of broom finished concrete, brick, stamped/colored asphalt, or pavers is encouraged for sitting areas, pedestrian plazas, building entrances, or other designed open spaces. See Chapter IV, Landscaping, for plantings and street furniture standards.

Entrances. Major entrances to new or renovated buildings shall be treated with a distinctive material and pattern to emphasize their pedestrian orientation. Entrances can be complemented by seating areas, decorative plantings and lighting, sculpture, and other elements.

A sitting area provides a place of rest.

An outdoor eating area located within the front setback is separated from traffic by a subtle grade change and a hedge. However, advertising features visually overwhelm the space.

An informal dining area in front of a restaurant provides shade and enclosure in an attractive setting.

A small sitting area on a main street offers a place to meet and relax in a commercial environment.

OBJECTIVES

Future development shall encourage bicycle use at Cook's Corner as a way of promoting healthier lifestyles and less reliance on the automobile.

DESIGN STANDARDS

Bicycle Routes. Property owners / developers shall coordinate the planning of new facilities with the current efforts of the Town's Bicycle and Pedestrian Advisory Committee. New roadways shall be designed to accommodate bicycle traffic. This can be done with five foot wide paved shoulders or shared lanes. The Bicycle and Pedestrian Advisory Committee may recommend a waiver of this requirement to the Planning Board. Paved shoulders may be reduced to four feet in width where the roadway edge is defined by sloped granite curbing or Cape Cod berm curbing.

Bicycle Facilities. Bike racks shall be provided near parking lots, entrances to offices, commercial establishments, and multifamily housing.

A five foot paved shoulder can accommodate experienced cyclists where vertical curbing is used. This three foot shoulder does not allow sufficient room for bicyclists.

Bike racks have been provided in convenient, highly visible locations.

OBJECTIVES

The use of high quality, durable, and comfortable site furnishings is encouraged to add pedestrian amenity and visual interest throughout Cook's Corner. Furnishings shall be selected for their detail, craftsmanship, and consistency with the surrounding architecture, as well as their functionality.

DESIGN STANDARDS

Integration. Where appropriate, site furnishings – benches, waste receptacles, bike racks, newspaper stands, planters, bollards, clocks – shall be integrated into the landscape to create functional, attractive outdoor areas that are usable and enjoyable. Site furnishings shall be compatible with the architecture in terms of color, texture, form, and style. Common Development Schemes shall show how site furnishings will be incorporated into the site plan to reinforce a pedestrian environment.

Maintenance. Consideration shall be given to the life-cycle costs of all site furnishings and other landscape elements to select the most long-lasting, durable materials.

Examples of high quality site furnishings – lighting, benches, bike racks, trash receptacles – that are related by their color, materials, and contemporary form.

OBJECTIVES

The integration of artwork in both the public and private landscape is strongly encouraged to add personality and a sense of place to Cook's Corner. Artwork can take the form of freestanding sculpture, wall treatments, fountains, special benches, or other forms to enhance or interpret the landscape.

Fountains can be a delightful way to add vitality and visual interest to a small park or sitting area.

Artwork can be incorporated into pavement and most other physical components of the streetscape.

Colorful ceramic panels set into a concrete wall help maintain contact with wildlife in a suburban area.

Manhole covers can be designed as works of art, telling a story or marking a trail.

A weathervane carved by a local artisan that also advertises a fish store.

Children's drawings cast into the pavement can be a delightful way to personalize a walkway.

III. ARCHITECTURE AT COOK'S CORNER

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OBJECTIVES

The Town encourages high quality architectural design that is inspired by traditional New England buildings. Successful design requires coordination of form, massing, materials, color, and detailing to achieve harmony and balance.

Buildings shall be designed to reduce their mass into smaller visual components through the use of projections, recesses, and variety in facade treatment. The final design shall provide visual interest to both the motorist and the pedestrian at Cook's Corner.

GENERAL STANDARDS

Design. Each new building shall be designed to fit the individual characteristics of its particular site. The architecture shall be influenced by traditional New England building forms and town-making patterns, setback requirements, the nature of the intended use, and other site-specific factors. Contemporary architectural styles are appropriate at Cook's Corner, provided they meet the standards.

Licensed Architects. An architect licensed in the State of Maine shall sign and stamp all submissions when the stamp of a design professional is required by state statute.

Franchise Styles. Buildings that are stylized to the point where the structure is a form of advertising are not permitted. Prototype architectural styles are acceptable, provided they meet the provisions of the design standards.

Freestanding Accessory Structures. Non-habitable structures, such as freestanding ATMs, canopies over gas pumps, garages, storage units, recycling sheds, cart corrals, large signs, seasonal sales elements, and utility buildings shall be treated as architectural elements and meet the same design standards as the principle building(s) on the property.

Examples of high quality contemporary Maine architecture – a commercial building, a medical office, and a bank – that have been designed to fit their unique sites.

The front of a national auto-parts store designed to follow local guidelines adjacent to a residential neighborhood.

Many elements of New England architecture – gables, dormers, cupolas, overhanging roof – create an attractive multi-tenant building. This prototype for a national franchise that meets architectural design standards.

An office supply store in a new shopping center. The design of all buildings feature pitched rooflines, traditional materials, and great attention to architectural detail.

Franchise style architecture, using buildings that are repeated across the country, lacks reference to traditional New England forms and can further the loss of identity at Cook's Corner.

A national franchise that preserved the architectural character of the original building and re-used an existing sign board to meet design standards.

Two examples of buildings that have little reference to the traditional forms, materials, or style of New England architecture.

Finely detailed commercial buildings using traditional New England forms and materials. Entrances are well marked and face the street.

ACCESSORY STRUCTURES

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

An attached canopy that has been integrated into the design of the main building by careful attention to its form, height, and detailing.

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

This flat-roofed freestanding canopy conflicts with the form, materials, and detailing of an attractive convenience store that was designed to complement nearby residences.

This restoration project included a freestanding drive-through that was designed to match the form, scale, and materials of the main building.

OBJECTIVES

Materials and detailing that are traditionally found in traditional New England buildings shall be use to help create a sense of continuity throughout Cook's Corner.

DESIGN STANDARDS

Materials Encouraged. Traditional, high-quality building materials common to northern New England (e.g., brick, clapboard, shingles or other similar products) shall be used as the primary siding material. Contemporary materials that have the same visual characteristics as traditional materials (e.g., cement plank clapboards or vinyl siding) are acceptable if attention is paid to detailing (e.g., corners, trim at openings, changes in material). Painted MDO plywood is acceptable when used in combination with traditional materials. Long-term maintenance needs shall be a consideration in the selection of building materials.

A contemporary medical office patterned after traditional New England mill architecture. Brick, granite, and wooden clapboards are the primary materials.

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

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

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

Highly reflective surfaces and bright colors are not characteristic of traditional New England architecture.

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

Multicolored brick used inappropriately as a primary building material on the front facade.

OBJECTIVES

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

DESIGN STANDARDS

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

Unacceptable Forms. False mansard, A-frames, and other nontraditional roof forms shall not be used as the primary roofline.

Flat Roofs. Flat roofs, especially on single-story isolated buildings, are discouraged in most applications. Flat rooflines are allowed, provided that the design creates no horizontal line greater than 100 feet without a break, and the design uses features found on traditional New England buildings. See p III-18 Large Retail Establishments for additional design standards.

Parapets. The use of parapets is encouraged to break up a flat roofline.

Preferred Materials. Composite asphalt shingles, standing-seam non-glare metal, and treated cedar shingles and shakes are acceptable for visible roofing. High gloss roofing materials shall not be used.

Colors. Where the roof will be visible, the roofing materials shall be selected to complement the color and texture of the building's facade. Roof colors shall be muted earth tones or a color that is darker than the facade. Stripes and patterns on the roof are not permitted.

Roof-Mounted Equipment. Mechanical and other equipment mounted on rooftops shall be screened from public view or grouped at the rear of the structure where it would not be visible (as long as it does not abut a residential area). Rooftop screening shall be designed as an integral part of the architecture to complement the building's mass and appearance. See Functional Elements on p. III-9 for additional guidelines.

Roof-Mounted Signs. Where roof mounted signs are used, they shall be designed as an integral part of the architecture. This can be accomplished through the use of architectural detailing, trim, and mounting details. Roof mounted signs shall not project above the building's roofline.

A pitched roof and deep overhang are traditional building elements used on a contemporary structure. A large cupola adds a focal point in scale with the building. The mechanical equipment on the roof is screened by balustrades.

Brightly colored reflective roofing is not permitted at Cook's Corner.

The scale of this strip commercial building has been effectively reduced through variations in the roofline.

OBJECTIVES

New and redeveloped buildings shall reinforce the objective of pedestrian orientation and quality architecture called for in the Cook's Corner Master Plan. All buildings shall present an attractive facade to the street, internal driveways, parking areas, and surrounding neighborhoods. Entrances shall be highly visible from the street and reinforced through a variety of architectural and site features.

DESIGN STANDARDS

Site Design. Signage, lighting, landscaping, street furnishings, and other exterior elements shall all be planned to complement the facade and emphasize the entranceway. All exterior elements shall be coordinated with the building plans to avoid functional conflicts, maintain visibility, and avoid safety hazards.

A highly symmetrical, well articulated facade for a municipal library. All openings are trimmed to match the cornerboards. The main entrance is emphasized with columns and a projecting roofline.

Entrances. The front entrance and front facade of the building shall face a public or private street. If the building will be occupied by more than one occupant that gain entrance to the building through a common entrance, a common entrance shall be located on the front facade facing the street. The building may have other entrances in addition to the front entrance. The Planning Board may waive these requirements if the building is part of a common development scheme approved by the Planning Board in which the building relates to the overall development and public and private streets in a manner that is consistent with these Standards.

The entrance to this large retail store is emphasized by a change in the roofline and facade materials, a crosswalk, lighting and landscaping.

Facade Treatment. The facade containing the front entrance shall be treated as a front facade and shall be designed in a manner that is consistent with the Cook's Corner Design Standards. Building entrances shall be designed to be visible from the public or private street and provide unobstructed areas for pedestrians. This front facade shall contain a clearly defined, highly visible customer entrance featuring three or more of the following:

- canopies or porticos;
- overhanging rooflines that can provide shelter for pedestrians;
- recesses or projections;
- arcades;
- raised corniced parapets over the door;
- peaked roof forms;

The facade treatment on this shop wraps around the corner to present a unified design from all visible faces.

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

- outdoor sitting or dining areas;
- display windows that are visible from the street;
- architectural details such as tile work and moldings which are integrated into the design of the building;
- or integral planters that incorporate landscaped areas or places for sitting.

Facade Design Standards. The front facade or any other facade that faces a public or private street shall include the following: display facilities, windows, entry areas, opaque awnings, or other such features along 40% or more of its horizontal length. Horizontal facades greater than 100 feet in length shall incorporate wall plane projections or recesses having a depth of at least 3% of the length of the facade and extending at least 20 percent of the length of the facade. No uninterrupted length of any facade shall exceed 100 horizontal feet. Projections used to break up the mass of the building shall extend to the ground.

Rear and Side Facades. Facades that are visible or potentially visible from adjacent properties shall be designed to match or complement the architectural treatment of the primary facade. Blank or unadorned walls facing public roads, residential neighborhoods, or abutting properties are prohibited.

Architectural Details. Traditional New England building elements such as colonnades, pilasters, gable ends, canopies, dormers, display windows, and light fixtures, can be effective measures to add human scale.

Wall Treatments. Where the plane of a wall is broken, the offset shall be in proportion to the building's height and length. Strong shadow lines, changes in rooflines, pilasters and other architectural details, patterns in the surface material, and wall openings can all be effectively used to add visual interest and scale to walls.

Detailing. Building facades shall be limited to two or three different materials. Facades shall not use arbitrary changes in materials or piecemeal embellishments that are not in keeping with the style of the building.

Functional Elements. All vents, downspouts, flashing, electrical conduits, meters, HVAC equipment, service connections, and other functional elements shall be treated as integral parts of the architecture, starting at the conceptual building design phase. When these elements need to be part of the facade (e.g., downspouts, vents) they shall be incorporated into the architecture through detailing or matching colors. Meters, utility banks, HVAC equipment, and other exterior service elements shall be contained in service closets, behind walls, or located out of view from the public. Building elevations presented for Planning Board review shall show the location and treatment of all functional elements.

The downspouts, mechanical equipment and dumpsters present an unsightly facade in a highly visible location.

The excessive number of materials, textures, and building forms create a confusing facade on this branch bank.

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

Trim. Windows, doors, vents, and other openings in frame construction shall be trimmed in a manner that is proportional to the scale and design of the building.

Window Shapes. Windows in general shall be vertical in orientation or square.

Shutters. Where shutters are used, they shall be sized to fit the openings and provided for all windows on that facade.

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

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

The location of all meters, downspouts, and other functional elements should be integrated into the architecture to avoid this all too common situation.

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

A similar building with a facade composed of New England forms and materials. The overhang provides protection for pedestrians and emphasizes the entranceway. The sign is overscaled (i.e., too large) for the facade.

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

OBJECTIVES

Commercial properties at Cook's Corner shall be identified by simple, attractive, legible signs that serve the needs of the tenant while complementing the building and the site.

DESIGN STANDARDS

Design. The shape and materials of the sign shall complement the architectural features on the building. Building mounted signs shall contain only essential information.

The sign for this pharmacy is integrated into the design of the building. Its placement emphasizes the corner as the main entrance.

The use of individual internally-lit letters is a simple way to establish an identity and reinforce the entrance.

Mounting. Signs mounted on the facade shall be designed as an integral part of the building and not obscure architectural details. Signs should be mounted on vertical surfaces without projecting above the fascia trim.

Hardware. Signage shall be mounted with concealed hardware unless it is an integral part of the sign system. Mounting hardware shall be stainless steel or galvanized to prevent streaking or discoloration of the building facade. Rust inhibiting paint shall be used on all ferrous metal surfaces.

Lighting. Projecting light fixtures used to illuminate signs shall be simple and unobtrusive. All electrical boxes and conduit shall be hidden from view. Individual letters/logos are preferable over whole panels that are internally lit.

This sign is too large to fit the space within the gable end of the roof projection.

Signs used to promote goods or services can add to the clutter at Cook's Corner and are therefore discouraged.

Examples of high quality signage designed to complement the architecture. Individual signs are most effective when they are limited to 30 characters, including a logo.

OBJECTIVES

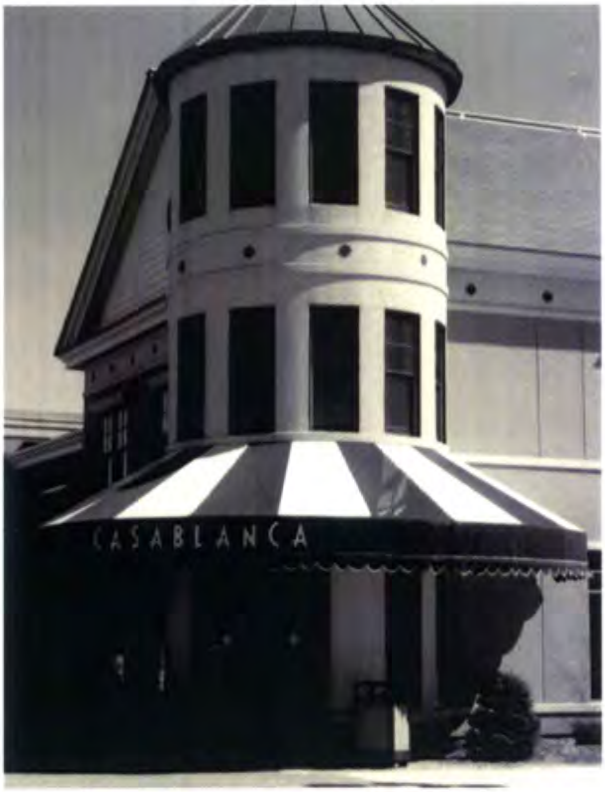
Awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shadow patterns, and visual interest. Where awnings are used, they shall complement the design, materials, color, and appearance of the building. Awnings shall not be used as advertising features or light sources. Backlit awnings are prohibited.

DESIGN STANDARDS

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

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

Graphics. Graphics used on awnings for identification or advertising shall be designed as an integral part of the signage program for the property, and shall be coordinated with other sign elements in terms of typeface, color, and spacing.



Canopies over doorways can emphasize the main entrance and provide effective protection from the elements. The name of the theater is incorporated into canopy and counted toward the total signage area.

Awnings can be effective in adding scale, visual interest, and shade to a building.

Backlit, highly reflective canopies are not permitted at Cook's Corner. The canopy functions primarily as a large sign, since it provides no protection to pedestrians, nor does it shade any openings on the side of the building.

Another example of an awning that is an advertising feature. Its sole function is to attract attention and advertise the tenant.

OBJECTIVES

Buildings located on street corners are particularly important because they help define the character of streets and provide visual focus to an area. Two or three story buildings with quality architecture and pedestrian friendly features are in general encouraged. They are required in Village Center Developments. Wherever possible they should be designed with mixed use possibilities in mind.

DESIGN STANDARDS

Corner Lot Treatment. A building located on the corner of two public streets should conform to the maximum setback requirements along both street frontages. No parking, vehicular travel, or service areas should be located between the building and the property lines along both streets.

Corner Buildings. Buildings on corners should be two or three stories in height to add mass and visual prominence to the street. Where two-story buildings on corner lots occur, they should have a second story with a useable floor area equal to at least forty percent (40%) of the building footprint.

Multiple Story Buildings. The facade of the upper floor(s) should be visually related to the ground floor through repetition of design elements, e.g., color, materials, window treatment, and detailing, that will unify the structure and help frame the ground floor.

Entrance. The main entrance to the building shall be located on the corner, to be visible from both streets. The architectural treatment of the corner shall emphasize its prominent position. This can be accomplished by greater massing, unique detailing, lighting, etc.

Focal Points. Corner locations offer opportunities to create dynamic focal points in the streetscape. These can take the form of distinctive architectural elements, signs, sculpture, lighting, or landscaping. Focal points shall be visually related to the building as a whole, providing an accent without overwhelming it.

A retail building that creates a small pedestrian plaza on the corner. The traditional materials and forms complement other buildings on the street.

A mixed use development (theater/offices) that uses contemporary materials in very traditional forms. The distinctive tower on the corner provides a focal point for the building and the surrounding streets.

This corner drug store was designed to replicate existing retail buildings that face the street. The second floor is false (non-usable) space, designed to increase the mass of the building and maintain the continuity of the street. However, this does not meet the Design Standards.

OBJECTIVES

Linear structures (e.g., strip malls, multi-tenant offices, or commercial buildings) shall be designed to minimize their length and add visual interest and human scale.

DESIGN STANDARDS

Design. Linear commercial buildings shall be visually unified through the use of complimentary architectural forms, similar materials and colors, consistent details, and uniform sign sizes and mounting systems. Variations in rooflines, detailing, and building heights shall be used to break up the scale of linear buildings.

The offset roofline and tower in this long commercial building helps to break up its mass and give it scale.

Entrances. Pedestrian entrances to each business within the building shall be clearly delineated to convey a sense of individuality. This can be accomplished by architectural detailing, roofline breaks, landscaping, lighting, or a combination of elements.

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

Front Facade. The front facade shall be stepped back to add interest and create spaces for common entries, outdoor eating / social spaces, gardens, bicycle storage, and other pedestrian use areas.

Human Scale. Linear structures shall include architectural elements designed to provide shelter, encourage pedestrian movement, and visually unite the building. These can include covered walkways, open colonnades, arcades, trellises, and similar features. Their design shall take into account public safety concerns.

Focal Points. Linear commercial buildings shall include a focal point – such as a raised entrance way, clock tower, or other architectural elements – to add visual interest and help reduce the scale of the building.

The scale of this commercial structure has been effectively reduced by variations in rooflines, massing, and front setbacks. Overhangs provide pedestrians with protection from the elements.

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

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

OBJECTIVES

Large retail establishments (greater than 20,000 square feet of floor area) shall be designed in a manner that is consistent with the scale and forms of Brunswick's traditional architecture, avoiding the anonymous appearance of a "big box". These buildings shall provide pedestrian and bicycle accessibility within the site as well as appropriate connections to points outside of the site.

DESIGN STANDARDS

Facades and Exterior Walls. Horizontal facades greater than 100 feet in length shall incorporate wall plane projections or recesses having a depth of at least 3% of the length of the facade and extending at least 20% of the length of the facade. No uninterrupted length of any facade shall exceed 100 horizontal feet.

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

A large retail building that has been effectively designed to avoid the appearance of a 'big box'.

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

Smaller Retail Stores. Where principal buildings contain additional, separate stores with separate, exterior customer entrances, the following standards shall apply:

- The street level facade of such stores shall be transparent between the height of three feet and eight feet above the walkway grade for no less than 40% of the horizontal length of the building facade of such additional stores.

- Windows shall be recessed and should include visually prominent sills, shutters or other such forms of framing.

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

- Canopies or porticos

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

- Overhangs
- Recesses or projections
- Arcades
- Raised corniced parapets over the door
- Peaked roof forms
- Arches
- Outdoor patios
- Display windows
- Architectural details such as tile work and moldings which are integrated into the building structure and design, or
- Integral planters or wing walls that incorporate landscaped areas or places for sitting.

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

Arcades can be an effective way to reduce the scale of large buildings. The example on the left uses architectural detailing to give the arcade a human scale. The covered walkway on the right is open to the roadway and lacks scale and pedestrian amenity.

Multiple Entrances. All sides of a large retail establishment that face an abutting public street shall feature at least one customer entrance to facilitate pedestrian and bicycle access, reduce walking distance from cars, and reduce the scale of building facades. Where a principal building directly faces more than two abutting public streets, this requirement shall apply only to two sides of the building, including the side of the building facing the primary street, and another side of the building facing a second street.

Pedestrian considerations in this shopping plaza include benches, planters, bike racks, a covered arcade, and a distinctive clock.

Pedestrian and Bicycle Amenities. Sidewalks shall be provided along all sides of the lot that abut a public street and shall be provided along the full length of the building along any facade featuring a customer entrance. Continuous internal walkways shall be provided from the public sidewalk right-of-way to the principal customer entrance of all principal buildings on the site. At a minimum, walkways shall connect focal points of pedestrian activity such as, but not limited to, transit stops, street crossings, building and store entry points. Walkways shall be laid out in logical patterns that respond to human needs and safety requirements. Walkways shall be complemented with landscaped areas that include trees, shrubs, benches, flower beds, ground covers, or other such materials.

Internal walkways shall provide weather protection features such as awnings within 30 feet of all customer entrances. All internal pedestrian walkways shall be distinguished from driving surfaces through the use of durable surface materials such as pavers, bricks, or scored concrete to enhance pedestrian safety and comfort, as well as the attractiveness of the walkways.

Central Features and Amenities. Each large retail establishment shall contribute to the establishment or enhancement of the pedestrian environment by providing at least two of the following:

- Patio/seating area
- Pedestrian area with benches
- Transportation center
- Window shopping walkway
- Outdoor playground area
- Kiosk area

- Water fountain
- Clock tower
- Or other such deliberately shaped area and/or a focal feature or amenity that, in the judgement of the Planning Board, adequately enhances the pedestrian environment of the large retail store. Any such area shall have direct access to the public sidewalk network and such features shall not be constructed of materials that are inferior to the principal materials of the building and landscape.

Cart Storage. Areas for storage of shopping carts shall be provided in areas that are out of the way of pedestrian circulation. Coverings for cart storage areas shall be considered a freestanding accessory structure and shall meet the same standards as the principal building.

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

Signage. Signs for large retail establishments shall be designed to complement the architecture by repetition of colors, materials, forms, lighting, and other elements.

Outdoor Sales and Storage. Areas designated for outdoor sales, storage, or service shall be designed as an integral part of the site and architectural plan, and shall meet the Service Areas standards in Chapter I.

Two approaches to signage for the same national retailer. The upper example is a generic sign with no reference to local architectural traditions. The lower example complements the building seen below in its detailing, form, and color.

The design and organization of outdoor sales and storage has not been taken into consideration in this example, resulting in a cluttered appearance.

OBJECTIVES

Buildings and sites at Cook's Corner undergoing rehabilitation or major additions shall be subject to the same guidelines that are applied to new construction. Rehabilitation presents opportunities to add visual interest to a building and strengthen its relationship to its site and nearby structures.

DESIGN STANDARDS

Alterations. Any work on existing structures shall 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 Cook's Corner.

Materials. The materials used for additions shall complement or match those used on the original structure when they are in keeping with the design standards.

Features. Rehabilitation shall avoid the removal or disturbance of any distinctive architectural features or examples of skilled craftsmanship.

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

Architectural and landscape details were repeated in this shopping center, added on to an historic structure.

The wooden, pitched-roof addition to this small modernist office building does not blend in with the form or materials of the original structure.

A recent addition to this office building included a tower as a focal point.

The addition to this restaurant does not relate to the form or building materials of the existing structure.

Drive-throughs shall be subordinate to the design of the main building to maintain the pedestrian orientation of the structure. Architectural design and circulation planning for buildings with drive-throughs requires careful consideration to integrate them into the Cook's Corner environment.

DESIGN STANDARDS

Drive-Through Service. All facilities for drive-through service shall be accessory to a use that provides walk-in service. No facilities for drive-through service shall be located on the side of a building that faces a public or private street or between the building and a public or private street. Planning Board may waive this requirement if the building is part of a Common Development Plan in which the building and the drive-through relates to the overall development and public and private streets in a manner that is consistent with these Standards.

Location. Drive-throughs shall be located at the side or rear of the building and avoid facing public or private roadways. Where drive-throughs are located at the rear, consideration shall be taken to make the site as visible as possible to ensure the safety of the patrons.

Canopy Design. The canopies on drive-throughs shall be visually compatible with the main structure. This can be accomplished through consistency in roof pitch, architectural detailing, materials, and color. Pitched roofs and fascia trim are preferred for canopies.

Pedestrian Circulation. Access routes leading to or from takeout windows or other drive-throughs shall minimize conflicts with pedestrian circulation . Where walkways must cross driveways, motorists shall be made aware of pedestrians through signage, lighting, raised crosswalks, changes in paving, or other devices.

The drive-through for this doughnut shop is subordinate to the main entrance of the building.

The drive-through of this branch bank has been designed as an integral part of the building, repeating the same roofline, forms, and materials.

IV.
DESIGN OF THE LANDSCAPE AT COOK'S CORNER

Landscape Design	IV-2
Parking Lot Landscaping	IV-5
Suggested Plant Materials	IV-7

OBJECTIVES

In keeping with the Cook's Corner Master Plan, landscaping shall be provided in all new developments and properties being redeveloped. Plantings and other landscape elements can reinforce circulation patterns, emphasize building entrances, reduce the scale of large parking areas, screen service areas, and provide visual interest throughout the year. Landscaping within the public right-of-way can define the edge of the street, separate the pedestrian from the traffic, shade sidewalks, and create a boulevard effect.

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

DESIGN STANDARDS

Designing with Trees and Shrubs. Trees shall be carefully selected and located to complement the architecture without blocking storefronts, signs, or lights. Trees shall be planted in locations where their root development and branching patterns will not interfere with window displays, signage, underground or overhead utilities, streets, and sidewalks. Street trees shall be planted a minimum of 5' from the curb.

Landscape Plan. As part of the town application a landscape plan shall be prepared by a Maine registered landscape architect or other qualified professional familiar with commercial development and local growing conditions. The plan shall be accompanied by a narrative that gives an overview of the design and the factors that were used in selecting the plants.

Selection. The use of plant materials and landscape elements that require a low degree of maintenance is strongly encouraged. All plantings shall be resistent to insect infestation, drought, disease, roadside salt, and auto emissions, and hardy to Maine winters.

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

Plantings that complement the scale and mass of a very large commercial building.

The rhythm of the windows on this new commercial building is echoed by the spacing of the trees. Upright specimens take advantage of a narrow planting bed.

A planting bed between the parking lot and the wall of the building would have resulted in a more attractive setting.

These shrubs block the view of the building and are out of scale with the planting bed.

A shrub that was two feet high when planted is now a serious impediment to visibility.

Pedestrian Movement. The branches of trees planted near sidewalks shall be at least eight feet above the pavement to minimize interference with pedestrian movement. Consideration shall be paid to the effects of snow and ice to prevent drooping lower branches from conflicting with foot traffic below the trees.

Existing Trees/Shrubs. Existing healthy trees and shrubs on development sites shall be preserved wherever possible or transplanted to another area of the site. Where existing trees can be saved, a landscape preservation plan shall be presented that describes the measures that will be taken to ensure the health of the trees. The plan shall be prepared by a professional (e.g., arborist, forester, landscape architect) knowledgable in the care of trees.

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

The trees used along the sidewalk help separate the pedestrian and vehicular traffic.

Variety in Plantings. The use of flowering shrubs, evergreen shrubs, perennials, annuals, vines, ornamental grasses, and other types of plantings is recommended to add variety to the landscape. A list of plants that may be suitable to Brunswick's growing conditions is provided.

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

Natural Forms. Trees and shrubs shall be selected with consideration of their ultimate height. Plantings should be allowed to achieve their natural forms without excessive pruning. Shaping evergreen shrubs into tight geometrical forms shall be avoided.

Left: the dripline under these trees was not disturbed during construction. Right: these trees are being choked by pavement up to their trunks.

Existing trees can provide a mature landscape with miminal cost, while preserving the character of the property.

Rocks. Large rocks shall be used in plant beds very sparingly and only as accents in mass plantings. Where used, they shall be buried for at least half of their depth. Care shall be taken during the installation of rocks to avoid scuffing their exposed face.

A bed of ornamental grasses creates a simple, yet low-maintenance groundcover.

Irrigation. The use of underground sprinkler systems is encouraged in high visibility locations. Irrigation systems shall be designed by professionals with experience in commercial installations. Systems shall be designed to minimize water consumption and interference with pedestrian movement.

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

Guarantee Period. All trees and shrubs shall be installed with a two year guarantee period. Where plantings do not survive or are damaged, they shall be replaced and/or reinforced in accordance with the performance guarantee to maintain conformance with the approved plan and to provide the necessary landscape effect.

Minimum Plant Sizes. All plantings shall meet the following minimum size standards:

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

The use of bare root plant material shall generally be avoided in foreground installations. Bare root plantings may be appropriate in background situations, away from pedestrian use areas.

Evergreen trees can be an effective way to separate non-compatible uses. However, their shadows can cause dangerous icing problems when used adjacent to roadways.

OBJECTIVES

Parking areas shall be an integral part of the landscape, connected to the street and surrounding buildings with walkways, landscaping, and lighting.

DESIGN STANDARDS

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

Mixed shrubs and street trees, combined with a low earth berm, create an effective parking lot screen.

Screen plantings can vary in height as long as they block the lower half of parked vehicles.

Total Landscape Area. Between 10-15% of the total area of a parking lot shall be landscaped. In general, larger and more visible parking lots shall have more intensive landscape treatments in substantially sized areas. Driveways leading into and around parking lots are not used in determining the lot area.

Safety. Where trees abut sidewalks or walkways in parking lots, their lower branches shall be pruned to at least eight feet above the paved surface to avoid becoming an obstacle. Shrubs used in parking lot islands shall not exceed three feet in height to avoid blocking visibility.

Trees have been pruned to prevent interference with pedestrian movement. Shrubs are maintained at 3'± to maintain visibility in the parking lot.

Visibility. Care shall be taken in the use of trees, shrubs, ornamental grasses, walls, or other landscape elements in parking lots to maintain the visibility of cars and pedestrians.

Snow Storage. Plantings in parking lots and islands

Island of perennials and shade trees add welcome color to a large parking area and provide a place to store winter snow.

shall be able to tolerate large quantities of snow stored during winter months. Delicate plant species shall not be used in areas where they are likely to be buried under snow.

Lighting. Parking lot lighting shall be coordinated with the landscape plan to avoid underlit areas as landscaping matures. Location of light standards shall be shown on the planting plan submitted for Planning Board review.

Undesirable Plant Materials. Trees that may damage automobiles (dripping sap, messy fruit, or hard seeds) are discouraged in or around parking lots.

These ornamental grasses and annuals have been selected to withstand the weight of snow stored on the island.

An unusual way to provide room for a small tree in a parking lot. Care must be taken to allow enough room for the tree to achieve maturity.

Parking lot lighting shall be coordinated with plantings to maintain even light distribution as trees mature.

Parking lot islands shall be large enough to provide adequate water and air to tree roots.

PLANT MATERIALS LIST

Brunswick has a strong tradition of using variety in plantings throughout the community. The plants on this list have been derived from a number of sources to encourage greater landscape variety at Cook's Corner. The plants on this list are suggestions and other options are permitted. Native species are preferred. Final selections shall consider the specific growing requirements and characteristics of each plant and the conditions present within the site.

STREET TREES

Aesculus hippocastanum	Baumanii Horsechestnut
Acer campestre	Hedge Maple
Acer ginnala	Amur Maple
Acer x. freemanii	Armstrong Maple
Acer x. freemanii	Autumn Flame Maple
Acer rubrum	Red Maple
Acer saccharum	Sugar Maple
Acer tataricum	Tartarian Maple
Acer triflorum	Three-flower Maple
Amelanchier	Shadblow
Betula nigra	River Birch
Carpinus betula fastigiata	Upright Hornbeam
Carpinus caroliniana	American Hornbeam
Cercidiphyllum japonicum	Katsura Tree
Cladrastis lutea	Yellowood
Corylus colurna	Turkish Filbert
Crataegus crusgalli	Cockspur Hawthorn
Fraxinus americana	White Ash: 'Aut. Purple' 'Autumn Applause'
Ginko biloba	Maidenhair Tree
Gleditsia triacanthos	Thornless Honey Locust
Gymnocladus dioicus	Kentucky Coffee Tree
Liriodendron tulipifera	Tulip Poplar tree
Magnolia acuminata	Cucumber tree
Nyssa sylvatica	Tupelo
Prunus accolade	Accolade Cherry
Prunus maackii	Amur Chokecherry
Pyrus calleryana	Cleveland Pear
Quercus bicolor	Swamp White Oak
Quercus coccinea	Scarlet Oak
Quercus imbricaria	Shingle Oak
Quercus palustris	Pin Oak
Quercus robur	Upright English Oak
Quercus rubra	Red Oak
Quercus shumardi	Shumard Red Oak
Sorbus alnifolia	Korean Mountain Ash
Syringa reticulata	Japanese Tree Lilac
Tilia cordata	Littleleaf Linden
Ulmus parvifolia	Lacebark Elm
Ulmus americana	Princeton American Elm
Ulumus americana	Frontier Elm
Zelkova serrata	Zelkova

ORNAMENTAL TREES

Acer campestre	Hedge Maple
Acer ginnala	Amur Maple
Aesculus carnea	Red Horsechesnut
Amelanchier canadensis	Serviceberry
Carpinus betulus	European Hornbeam
Carpinus carolineanum	American Hornbeam
Cornus kousa	Kousa Dogwood
Cornus mas	Corneallianchery Dogwood
Cotinus obovatus	American Smoketree
Crataegus crus-galli inermis 'cruzam	Cockspur Hawthorne
Crataegus viridis 'Winter King'	Winter King Hawthorne
Halesia carolina	Carolina Silverbell
Maacki amurensis	Maackia
Magnolia loebneri	Loebner Magnolia
Magnolia stellata	Star Magnolia
Malus species	Crabapple
Ostrya virginiana	Ironwood
Phellodendron arboreum	Amur Corktree
Prunus sargentii	Sargent Cherry
Prunus subhirtell 'Autumnalis'	Higan Cherry
Pyrus calleryana 'Bradford'	Bradford Pear
Sorbus alnifolia	Korean Mountain Ash
Syringa reticulata 'Ivory Silk'	Tree Lilac

Trees can define the edge of the roadway and add scale and shade to parking areas.

EVERGREEN TREES

Abies concolor	White Fir
Abies fraseri	Fraser Fir
Picea abies	Norway Spruce
Picea glauca	White Spruce
Picea omorika	Serbian Spruce
Picea pungens	Colorado Spruce
Pinus resinosa	Red/Norway Pine
Pinus strobus	Eastern White Pine
Thuja occidentalis	American Arborvitae
Tsuga canadensis	Candian Hemlock
Tsuga caroliniana	Carolina Hemlock

FLOWERING AND ORNAMENTAL SHRUBS

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

PERENNIALS

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

Daylilies are an effective, low-maintenance way to add masses of color to the landscape.

ORNAMENTAL GRASSES

Deschampsia caespitosa	Tufted Hair Grass
Festuca ovina 'glauca'	
Miscanthus sinensis	Purple Silver Grass

Many species of ornamental grasses are hardy to Brunswick and can provide year-round color and dramatic texture.

APPENDIX

DEFINITIONS OF TERMS

***Definitions** are provided to assist the reader while using the Design Standards.*

Access Management – The planning, design and implementation of land use and transportation strategies that control the flow of traffic between the road and surrounding land.

Addition – An extension or increase in the floor area or a structure, or a new structure added on to an original structure after the completion of the original structure.

Americans with Disabilities Act (ADA) – A 1990 federal law designed to bring disabled Americans into the economic mainstream to provide them equal access to jobs, transportation, public facilities, and services.

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

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

Boulevard – A public street characterized by a planted esplanade and large street trees on both sides of the road. Esplanade should be a minimum of four feet in width. Six to eight feet is preferable. The standards for roads designated as boulevards are equivalent to the Collector/Commercial road standards found in Appendix II of the Zoning Ordinance.

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

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

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

Common Development Plan (CDP). A pattern of development in which all buildings and site elements are part of a coordinated plan for the property. CDP projects should create pedestrian friendly environments.

Community Character – The image of a community as defined by such factors as its built environment, natural features, open space, architectural styles of commercial structures and homes, infrastructure, and the type and quality of public facilities and services.

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

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

Cut-off Fixture – A type of light fixture that prevents most light from projecting above the horizon.

Esplanade – The landscape strip that separates the sidewalk from the roadway and helps to insulate the pedestrian from moving traffic. Esplanades usually have grass as the ground surface and contain trees, site utilities, lighting, street signs, and other elements.

Footcandle – The basic unit of illumination.

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

Human Scale – Refers to a landscape where the constructed elements are proportional to the human figure.

IESNA – Illuminating Engineering Society of North America, a professional society that makes recommendations for lighting standards for various types of land uses.

Landscape Plan – A component of a development plan which shows the location, quantity, species, and size of all proposed vegetation, plus necessary details for the installation of plantings and protection of significant existing trees and shrubs.

Massing – The grouping of three-dimensional forms to achieve variation (as in a building or landscape planting).

Master Plan – The Cook's Corner Master Plan, Brunswick, Maine, prepared by the Cook's Corner Master Plan Committee in June 1998.

Modular Pavers – Preformed paving blocks that are installed on the ground to form patterns.

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

Peer Review – The use of a qualified professional to review specific aspects of a Site Plan application for conformance with the Brunswick Zoning Ordinances or Cook's Corner Design Guidelines.

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

Rehabilitation – Upgrading a building to bring it into compliance with the building codes.

Restoration – The replication or reconstruction of a building's original architectural features.

Service Areas – A designated area, either attached to or separated from the main commercial building, where a business accommodates services such as product shipping and delivery, trash pickup, machinery and equipment repair, utility storage, etc.

Sight Triangle – A triangular shaped portion of land established at street intersections in which nothing is erected, placed, or planted that would limit or obstruct the motorists' vision as they enter or depart the intersection.

Site Furniture – Constructed, above-ground objects, such as outdoor seating, kiosks, bus shelters, sculpture, tree grids, trash receptacles, and fountains that have the potential for enlivening and giving variety to streets, sidewalks, plazas, and other outdoor spaces used by the public.

Streetscape – A term which describes the composite physical elements that constitute the physical makeup of a street and its immediate surroundings, including buildings, sidewalks, esplanades, street furnishings, curbs, landscaping, signage, and lighting.

Strip Commercial Centers – Continuous linear development, generally one store deep and parallel to the road, with highly visible off-street parking and direct access to abutting roads.

Stacking Lanes – A designated area of a parking lot that accommodates the queuing of cars.

Traditional Architecture – Building forms which are commonly and historically found in New England prior to 1940.

Village Center Development - A type of mixed use development designed to be reminiscent of small New England towns and villages. On-street parking is allowed, and additional parking shall be to the side and rear of the buildings fronting the street. Small shops, cafes, restaurants, and offices are featured. On street corners, buildings shall be two or three stories to give focus to the streetscape and provide for greater density of use. Other buildings on the street may have two or three stories as well for retail, offices and apartment use. Pedestrian convenience, comfort, and livability are key features.

Sources

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