

TOWN OF CUMBERLAND

ROUTE 100 DESIGN GUIDEBOOK



This guidebook is intended to describe and illustrate the type of development features that are desired by the Town of Cumberland. The Planning Board will seek to have these features applied to projects that come before it for site plan or subdivision approval. In cases where an applicant finds that conformance with these guidelines is difficult or not in the best interests of the town, the Board may approve a project that has alternative design elements.

Through the consistent and thorough application of these design guidelines, the corridor will develop as an attractive and sustainable environment which will benefit Cumberland's residents and business owners for years to come.

Route 100, also known as the Gray Road, is one of the two major entry points to the Town of Cumberland. For many people, traveling along it will be the only exposure to the Town they will have, and the only image they will take away. Development along this corridor has been done in a piecemeal fashion and the result is a mix of commercial and residential uses which provide no sense of unity or style. This last stretch of viable commercial land in the town suggests that greater consideration be given to future development so that the fully built environment will be not only attractive, but safe and functional as well. These design guidelines will assist the developer in designing a site plan that will result in an attractive project that enhances the image of the business, the corridor and the Town.

The first step in this process is to provide to the Planning Board a complete understanding of what each site can support in terms of natural resources, public utilities, the goals of the Comprehensive plan and good design principles.

The following list describes the goals of these guidelines:

- Encourage high quality, economically viable development that is architecturally appropriate, that reinforces Cumberland's sense of place, and that is responsive to the Town's unique character.
- Promote uses of the type and density that respond to each site's ability to sustain development, both ecologically and with regard to the efficient provision of adequate public services.
- Preserve, wherever possible, the rural appearance of the corridor by requiring buffering and landscaping, in addition to preserving open space areas, to reduce the apparent density of development.
- Foster an attractive, functional and safe environment that is conducive to both commerce and housing, while providing safer pedestrian and cycling opportunities along the corridor.
- Protect abutting residential properties through sensitive site planning, buffering and building design.

Table of Contents

	Introduction	1
	Table of Contents	2
1	Site Planning and Design	3
	1.1 Master Planning	3
	1.2 Professional Design	3
	1.3 Vehicular Access	3
	1.4 Building Placement	5
	1.5 Parking	7
	1.6 Service Areas	7
	1.7 Open Space	8
	1.8 Buffering of Adjacent Uses	10
	1.9 Erosion, Sedimentation and Stormwater Management	10
	1.10 Utilities	11
2.	Building Types	11
	2.1 General Architectural Form	12
	2.2 Large Scale Buildings	14
	2.3 Linear Commercial Buildings	15
	2.4 Smaller Freestanding Commercial Buildings	16
	2.5 Residential Structures	17
	2.6 Residential Care Facilities	18
	2.7 Hotels	19
	2.8 Awnings and Canopies	19
3.	Signage	20
	3.1 Sign Design	20
	3.2 Sign Type	21
	3.3 Sign Illumination	22
4.	Lighting	23
	4.1 Good Lighting	23
	4.2 The Lighting Plan	24
	4.3 Types of Lighting	34
5.	Definitions and Glossary	27

1. Site Planning and Design

1.1 Master Planning

Objective: On properties that are large enough to accommodate more than a single structure, developers should prepare a conceptual master plan to show the Planning Board the general location of future buildings, parking lots, circulation patterns, open space, utilities, provisions for stormwater management, and other components of site development.

On sites with multiple buildings, the outdoor space defined by the structures should be designed as a focal point for the development, with provisions for seating and other outdoor use. Landscaping, bollards and other site features should maintain a safe separation between vehicles and pedestrians.

1.2 Professional Design

Objective: Developers shall have their site plans designed by licensed professionals (civil engineers, architects or landscape architects) as required by State of Maine professional licensing requirements to address the health, safety, welfare and visual pleasure of the general public, during all hours of operation and all seasons of the year.

1.3 Vehicular Access

Objective: Development along Cumberland's Route 100 corridor should promote safe, user-friendly and efficient vehicular movement while reducing both the number of trips on the roadway and the number of curb cuts wherever possible. The vehicular movements discussed in this chapter, both on-site and off-site, shall be designed by a professional engineer and shall be in conformance with all Maine Department of Transportation requirements.

1.3.1 Route 100 Curb Cuts

To promote vehicular, bicycle and pedestrian safety, the number of curb cuts on Route 100 should be kept to a minimum. Adjacent uses are encouraged to use shared driveways wherever possible, thereby reducing the number of turning motions onto and off of Route 100. This practice will increase motorist, bicycle and pedestrian safety, and has the added environmental benefit of helping to reduce impervious (paved) area.

Driveways and their associated turning movements should be carefully designed and spaced to reduce interruptions in Route 100's level of service and to promote safe and easily understandable vehicular movements. Where curb cuts will interrupt sidewalks, ADA requires that the cross slope not exceed 2% in order to maintain accessibility.

New driveways and existing driveways for which the use has changed or expanded require a Maine Department of Transportation "Driveway Entrance Permit." The Planning Board will not grant project approval until the Town has been provided a copy of the permit, or alternately, until the applicant provides the Town a letter from the DOT stating that such a permit is not required. The MDOT may also require a Traffic Movement Permit if the number of vehicle trips exceeds the threshold established by the MDOT.



Example of a well-designed curb cut: it is no wider than it has to be, the fencing makes its location clearly discernable to the motorist, and it is attractively landscaped.



Example of a poorly designed curb cut: it is far too wide for its purpose, there are no clear cues to the motorist as to its location; and it lacks landscaping all together.

1.3.2 Site Circulation

Internal vehicular movement on each site should be designed to achieve the following goals: to ensure the safety of motorists, delivery vehicles, pedestrians and cyclists by providing clear cues to the motorist as to where to drive or park, etc., once they enter the site. Landscaping, to reduce impervious areas, is encouraged as much as possible.

Every effort should be made to restrict paved surfaces to a maximum of two sides of the building. The site should not feature a building surrounded by drive lanes and parking.

To ensure safe and easily understandable circulation, parking spaces, directional arrows, crosswalks and other markings on the ground should be painted on the pavement paint or shown by other suitable methods.



Pedestrian sidewalk and vehicular circulation clearly marked on asphalt

1.3.3 Driveways between Parcels

Driveways between adjacent parcels should be used where feasible in order to make deliveries easier and reduce unnecessary trips and turning movements on Route 100.

These driveways should provide safe, direct access between adjacent lots, but only where the paved areas of the two adjacent lots are reasonably close together. However, they are inappropriate where they would require excessive impervious (paved) area or impose undue financial burden on the owner.

All such driveways between parcels should have pedestrian walkways when possible.

1.4 Building Placement

Objective: Buildings should be placed on their sites in a way that is sensitive to existing site conditions and respectful of adjacent uses.

1.4.1 Location of Building on the Site

In placing the building on the site, the designer should carefully consider the building's relationship to existing site features such as the size of the site, existing vegetation and topography, drainage, etc., as well as the abutting land uses.

The site design should make every effort to avoid creating a building surrounded by parking lot. In addition, buildings should generally be square to Route 100 and should avoid unusual geometry in building placement unless the site requires it.

1.4.2 Building Entrances

The building's main entrance should be a dominant architectural feature of the building, clearly demarcated by the site design and landscaping. Main entrances should front onto the most convenient parking area.

At building entrance areas and drop-off areas, site furnishings such as benches, sitting walls and, if appropriate, bicycle racks should be encouraged. Additional plantings may be desirable at these points to clearly identify the building entrance and to invite pedestrians into it.

Where building entrances do not face Route 100, the Route 100 façade should still be made interesting and attractive to drivers on Route 100.



The main entrance to this building is indicative to changes in materials and roof lines, and the introduction of columns.

1.4.3 Building Setbacks

If adjacent building facades are parallel with Route 100 and buildings have consistent setbacks from Route 100, the visual effect from the road will be orderly and attractive.

Side and rear building setbacks must conform to the requirements of the underlying zone.

1.4.4 Hillside Development

When a proposed development is located on a hillside that is visible from Route 100 or from other public areas, its presence will be much more obvious than development on a level site. Because of this, it is even more important that the structure be designed to fit harmoniously into the visual environment. The use of berms and plantings, where appropriate, will help soften the impact of buildings located in open fields.

Site clearing should also be minimized and vegetation should be retained or provided to minimize the visual impact of the development. Issues of drainage, run-off and erosion should also be closely examined.

1.4.5 Universal Accessibility

Development of all properties, buildings, parking lots, crosswalks, walkways and other site features must comply with the applicable standards of the Americans with Disabilities Act (ADA).

1.5 Parking

Objective: Development should provide safe, convenient and attractive parking. Parking lots should be designed to complement adjacent buildings, the site and the Route 100 corridor without becoming a dominant visual element. Every effort should be made to break up the scale of parking lots by reducing the amount of pavement visible from the road. Careful attention should be given to circulation, landscaping, lighting and walkways.

1.5.1 Location

Parking lots should be located to the side or rear of buildings. Parking should only be placed between the building and Route 100 if natural site constraints such as wetlands or topography, allow no other option. If parking must be built between the building and Route 100, it should be limited, if at all possible, to only one row of parking spaces and be adequately buffered.

1.5.2 Landscaping

A 25' landscaping easement to the Town of Cumberland will be required of each new development that is on Route 100. This easement will provide an area for the Town to install curbing, if needed, a sidewalk and the planting of trees. Beyond this easement, the developer will provide adequate landscaping to insure that views from Route 100 are attractive and to buffer the presence of the parking and buildings.

Parking should be separated from the building by a landscaped strip a minimum of five to ten feet wide.

Landscaping around and within parking lots will shade hot surfaces and visually soften the appearance of the hard surfaces. Parking lots should be designed and landscaped to create a pedestrian-friendly environment. A landscaped border around parking lots is encouraged, and landscaping should screen the parking area from adjacent residential uses. Tree plantings between rows of parking are very desirable. Granite curbs, while more expensive, are more attractive and require less maintenance than asphalt ones.

Where there are trees in the 25' landscaping easement between Route 100 and the building, existing healthy trees should be maintained in their natural state. Where there are few or no trees in the 25' buffer, the buffer area should be landscaped either with trees, or with flowering shrubs, fencing, or such architectural elements as stone walls.

Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they shall be replaced or enhanced to meet the intent of the approved plan.



Planted buffer between roadway and parking area features large trees, shrubs and planting beds.



Well-landscaped parking area with asphalt curbs. Granite curbing is preferable.

1.5.3 Snow Storage

Provision should be made for snow storage in the design of all parking areas, and these areas should be indicated on the site plan. The area used for snow storage should not conflict with proposed landscaping or circulation patterns. These areas should be sited to avoid problems with visibility, drainage or icing during winter months.

1.5.4 Impervious Surfaces

The amount of paved surface required for parking, driveways and service areas should be limited as much as possible in order to provide green space, reduce run-off and preserve site character. This will have the added benefit of reducing construction and maintenance costs.

1.6 Service Areas

Objective: Service areas include exterior dumpsters, recycling facilities, mechanical units, loading docks and other similar uses. Service areas associated with uses along Route 100 should be designed to meet the needs of the facility with a minimum of visual, odor or noise problems. They should be the smallest size needed to fit the specific requirements of the building and its intended operation, and should be fully screened from view by either plantings or architectural elements such as attractive fences.

1.6.1 Location

Service areas should, if possible, be located so that they are not visible from Route 100 or from the building entrance. Locations that face abutting residential properties should also be avoided wherever possible.

Dumpster, recycling facilities and other outdoor service facilities should be consolidated into a single site location, in accordance with appropriate life safety requirements.

1.6.2 Design

Service areas should be designed to accommodate the turning movements of anticipated vehicles, and should be separated from other vehicle movements, parking areas and pedestrian routes.

Wherever possible, service drives should be separated from areas where people will be walking by landscaped islands, grade changes, berms, or other devices to minimize conflicts.

Gates on enclosures should be designed to prevent sagging or binding. Wooden fencing is always preferred, but where chain link is necessary for safety considerations, it should be screened by landscaping and painted a dark color, or coated with dark vinyl.



Fully screened dumpster consolidated with storage shed



Service area screened and placed in a remote location

1.6.3 Buffering/Screening

Service areas should be screened to minimize visibility from sensitive viewpoints such as Route 100, nearby residential dwellings, public open space, pedestrian pathways, and building entrances. Landscape screening may consist of evergreen trees, shrubs, and/or planted earth berms. Architectural screening may consist of walls, fences or shed structures, and should complement the design of the main structure through repetition of materials, detailing, scale and color.

Where plantings do not survive, or where they grow to a point where they no longer serve as effective screens, they shall be replaced or supplemented to meet the intent of the plan as approved by the Planning Board.

1.7 Open Space

Objective: In order to provide an attractive, hospitable and usable environment, future development along Route 100 should have generous amounts of open space and attractive site details for such elements as pavement, curbing, sitting and other public areas, landscaping, planters, walls, signage, lighting, bollards, waste receptacles and other elements in the landscape.

1.7.1 Internal Walkways

Internal walkways should invite pedestrians onto the property and make them feel welcome.

Walkways extending the full length of a commercial building are encouraged along any façade that features a customer entrance and an abutting parking area. Such walkways should be located five to ten feet from the face of the building to allow for planting beds. Such walkways should be shown on the project's landscaping plan.

Wherever feasible, interconnections between adjacent properties should be developed to encourage pedestrian movement and reduce vehicle trips.

At a minimum bituminous concrete should be used as the primary material for internal walkways, except that for entrance areas and other special features the use of brick or special paving shall be encouraged. Walkways should be separated from parking areas and travel lanes by raised curbing. Granite is strongly preferred for its durability, appearance and low maintenance requirements.

Driveway crosswalks should be marked by a change in pavement texture, pattern or color to maximize pedestrian safety in parking and other potentially hazardous areas.



*Landscaped walkway along building,
with site furniture*



Walkway along landscaped island in parking field.

1.7.2 Landscaping

Where there are trees in the 75' buffer between Route 100 and the building, existing healthy trees should be maintained in their natural state. Where there are few or no trees in the 75' buffer, the buffer area should be landscaped either with trees, or with flowering shrubs, fencing, or such architectural elements as stone walls.

Where plantings do not survive, or grow to a point where they no longer serve as effective buffers, they shall be replaced or enhanced to meet the intent of the approved plan.



*Planted buffer between roadway and parking
area features large trees, shrubs and planting
beds.*

1.7.3 Usable Open Space

Whenever possible, site plans should provide inviting open spaces where people can sit, relax and socialize. Open spaces should be thought of as outdoor rooms, with consideration to ground surfaces, landscaping, lighting and other physical elements. Examples of such spaces include a forecourt outside a building entrance, or a peaceful place outdoors where employees can sit down and eat lunch or have breaks.

1.8 Buffering of Adjacent Uses

Objective: Buffering or screening may be necessary to effectively separate quite different land uses such as housing and office or commercial buildings. Plantings, earth berms, stone walls, grade changes, fences, distance and other means can be used to create the necessary visual and psychological separation.

1.8.1 Appropriateness

The selection of the proper type of buffer should result from considering existing site conditions, distances to property lines, the intensity (size, number of users) of the proposed land use, and the degree of concern expressed by the Planning Department, Planning Board, and abutting landowners. Discussions regarding the need for buffers, and appropriate sizes and types, should begin at the sketch plan stage of review.

1.8.2 Design

Buffers and screens should be considered an integral part of the site and landscaping plans. Stone walls, plantings, fencing, landforms, berms, and other materials used for buffers should be similar in form, texture, scale and appearance to other landscape elements. Structural measures, such as screening walls, should likewise be related to the architecture in terms of scale, materials, forms and surface treatment.

1.8.3 Maintenance

Where plantings do not survive, or where they grow to a point where they no longer serve as effective buffers, they shall be replaced or supplemented to meet the intent of the plan as approved by the Planning Board.

1.9 Erosion, Sedimentation and Stormwater Management

Objective: Protecting the natural environment in Cumberland is as much a priority in these design guidelines as protecting the visual environment. A developer should take every measure possible in the construction and operation of a project to ensure that little or no adverse impact to the natural environment occurs. These measures should be as visually attractive as possible.

1.10.1 Erosion and Sedimentation

Before any site work, construction or the disturbance of any soil occurs on a property, methods, techniques, designs, practices and other means to control erosion and sedimentation, as approved or required by the Maine Department of Environmental Protection, shall be in place. For guidance developers should refer to "Maine Erosion and Sedimentation Control Handbook for Construction – Best Management Practices," produced by the Cumberland County Soil and Water Conservation District and the Maine DEP.

1.10 Utilities

Objective: It is important to make efficient use of the utility infrastructure that exists along the Route 100 corridor, and to ensure that utility connections to individual development lots are as inconspicuous as possible.

1.10.1 Water and Sewer

All proposed development along the Route 100 Corridor must connect to the municipal water supply and the municipal sewer, wherever such connections are available. Proposed connections are subject to review by the Town and/or its peer reviewers.

1.10.2 Electric, Telephone and Cable

Electric, telephone, cable and other wired connections from existing utilities on Route 100 should be made to individual development lots via underground conduit wherever possible. This prevents the accumulation of unsightly overhead wires, and preserves the natural character of the corridor.

2. Building Types

The purpose of these guidelines is to encourage architectural styles within the Route 100 corridor that draw their inspiration from traditional New England examples. “Vernacular” or commonly used styles that are well represented in Cumberland are center-chimney Federal buildings in brick or clapboard, 100 and a half story Greek Revival “capess” with dormers, in white clapboard with corner pilasters or columns, and Victorians buildings with more steeply pitched roofs, porches and gingerbread trim. Except for mill buildings, the scale and nature of older commercial buildings in towns like Cumberland and Yarmouth, was similar to that of houses of the same period. Modern interpretations and versions of these styles, are entirely appropriate and encouraged. Because of their larger size, traditional barns are also sometimes used as inspiration for modern commercial buildings. Somewhat more description of each of the above styles is provided in the “definitions” section at the end of these guidelines.



A recently constructed commercial structure located within Yarmouth's Historic Village which reflects the styles of nearby buildings

Surrounding communities which saw considerable commercial development along Route One in the 1950s, 60s and 70s also have many commercial buildings in either vaguely “international style” or in “big box” or franchise styles from that period which seem old-fashioned or unattractive now. Design guidelines which try to encourage updated but traditional styles can have an impact.



A standard franchise style building



The flat roof and curtain wall reflects international style.

2.1 General Architectural Form

Traditional New England buildings look like they do because of the climate, the materials and technologies available for building and the styles and fads of the 19th century. This is what is meant when people talk about “vernacular architecture”. It is the architecture that develops in a particular geographic area. Typically, while there may be architects who work in a particular “vernacular”, vernacular architecture evolves over time and is not the product of a particular person’s powerful vision.

These guidelines encourage the use of materials and forms that are characteristic of the construction of ordinary houses and commercial buildings of 19th century in northern New England, and particularly in Maine. Modern interpretations and versions of these materials and forms are entirely appropriate and encouraged.

2.1.1 Roofs

Because of the need to shed snow, New England roofs have generally been pitched rather than flat. Federal roofs are sometimes gambrel-shaped. In the Greek Revival style they are often gabled or have dormers, and have decorative “returns” at the bottom edge of the gable or dormers, suggesting the pediment of a Greek temple. Victorian houses typically have more steeply sloped roofs. Flat roofs are to be avoided.



The combination of traditional gable and hipped roof forms make this structure successful.



The flat roof on this single-story building is inappropriate, as is the false parapet on the left (front) of the structure.

2.1.2 Windows

Windows are typically vertical rectangles, often with two or more panes of glass. They may have shutters. If shutters are used, each should be wide enough to actually cover half of the window. Horizontal and vertical “lights”, rows of small panes of New England buildings such as parapets. Where parapets are used to break up a flat roofline, the height of glass, are common over and next to doors. Window frames often have a decorative wood or stone pediment over them.

This duplex unit has horizontal lights over the garage doors.



2.1.3 Detailing

Each historical period also has its characteristic embellishments. Federal buildings may have a decorative fanlight over the entrance door. Greek Revival buildings have corner-boards in the form of pilasters or even rows of actual columns across 100 façade, below a pediment. Victorian buildings use a wealth of turned columns and decorative scroll-work and shingle-work. Too many embellishments can look “busy”, and mixing the details of several periods or styles can also spoil the desired effect. Modern interpretations of older styles often used simplified forms to suggest the details that were more elaborately defined in earlier periods.



This highly visible structure has plenty of transparency in its façade, giving clues as what goes on inside. Architectural details in -cast



Brick exterior, a portico with columns and sash windows with a pediment give this building a traditional feel.



These gables have a steep Victorian pitch

2.1.4 Building Materials

Traditional siding materials common to Northern New England are brick, painted clapboard and either painted or unpainted shingles. Contemporary materials that have the same visual characteristics as traditional materials (e.g., cementitious clapboards or vinyl siding) are acceptable if attention is paid to detailing (e.g., corners, trim at openings, changes in material). Metal cladding is not permitted.

Common traditional roofing materials are shingles – cedar originally or asphalt now, as well as standing seam metal. Where visible, the roofing color should be selected to complement the color and texture of the building's façade. Roofing colors are usually darker than the color of the façade.

Colors commonly found in historic New England houses vary by period. In the Federal and Greek Revival periods, white was the most common color, often with green or black shutters. But houses were not infrequently painted "sober" colors such as dull mustard or gray. In the Victorian period much brighter colors were often used, with trim in complementary colors. The characteristic colors for barns are white, barn red, or weathered shingle.

Windows with multiple panes of glass, the sober beige clapboard and white corner boards make this building appear traditional.



2.2 Large Scale Buildings

Objective: Due to their visibility and mass, the design of new large structures (10,000 square feet or greater) have the ability to greatly enhance or detract from Route 100's visual character. These structures should be designed as attractive pieces of commercial architecture that are responsive to their site and compatible with adjacent development.

2.2.1 Design and Massing

Large structures should be designed so that their large mass is broken up into smaller visual components through the use of clustered volumes, projections, recesses and varied façade treatment. The design should provide variation to add shadow and depth and a feeling of reduced scale.

2.2.2 Site Design

Wherever possible, large buildings should fit into the existing topography and vegetation, and should not require dramatic grade changes around their perimeter. Landscaping, site walls, pedestrian amenities and existing trees can be effective in reducing the apparent scale of large buildings.

2.2.3 Architectural Details

Large structures should have the same degree of detailing found in well-designed smaller and medium sized buildings along the Route 100 corridor. Architectural details can be used to reduce the scale and uniformity of large buildings. Elements such as colonnades, pilasters, gable ends, awnings, display windows and appropriately positioned light fixtures can be effective means of achieving a human scale.

2.2.4 Facades and Exterior Walls

Unbroken facades in excess of 80 feet are overwhelming whether they are visible from Route 100, other roadways or pedestrian areas, or when they abut residential areas. Breaking up the plane of the wall can reduce this sense of overwhelming scale. Where the plane of the wall is broken, the offset should be proportionate to the building's height and length. A general rule of thumb for such projections or recesses is that their depth shall be at least 3% of the façade's length, and they shall extend for at least 20% of the façade's length.

Other devices to add interest to long walls include strong shadow lines, changes in rooflines, pilasters and similar architectural details, as well as patterns in the surface material and wall openings. All façade elements should be coordinated with the landscape plan.

An attempt has been made to reduce the scale of this wall, but it does not go far enough. A stronger cornice line, modulation of the façade plane, wall openings and landscaping would help.



Facades of commercial buildings that face Route 100 or other roadways should have transparent openings (e.g. display windows or entry areas) along 30% or more of the length of the ground floor. Blank or unadorned walls facing public roads, residential neighborhoods, or abutting properties are boring and unattractive.

2.2.5 Building Entrances

Large structures should have clearly defined and highly visible entrances emphasized through such devices as significant variations in rooflines or cornice lines, changes in materials, porticos, landscape treatments, distinctive lighting or other architectural treatments.

2.3 Linear Commercial Buildings

Objective: Linear commercial structures, such as multi-tenant offices or commercial buildings may be appropriate along Route 100 provided that they are designed with façade and roofline elements that reduce their sense of large scale and add visual interest.

2.3.1 Design

Buildings with multiple storefronts should be visually unified through the use of complementary architectural forms, similar materials and colors, consistent details, and a uniform signage size and mounting system.

2.3.2 Façade Design

The use of covered walkways, arcades, or open colonnades is strongly encouraged along long facades to provide shelter, encourage people to walk from store to store, and to visually unite the structure. Pedestrian entrances to each business or tenant should be clearly defined and easily accessible.

2.3.3 Focal Points

Linear commercial buildings can include a focal point – such as a raised entranceway or clock tower, or other architectural element – to add visual interest and help reduce the scale of the building.



A clock tower adds a focal point to a long building, and covered walkway provides shelter and visual interest.



Modulated building forms and variation of roofline reduce the scale, while similar materials create cohesiveness.

2.3.4 Façade Offsets

Variations in the plane of the front façade add visual interest. They also create opportunities for common entries, and social or landscaped spaces.

2.3.5 Rooflines

Variations in rooflines, detailing, cornice lines and building heights should be incorporated into the design to break up the scale of linear commercial buildings.



The story and a half height and gable roofs reduce the scale and suit the local character.



Façade step-backs and a cupola reduce the scale, trim work and window types fit local character.

2.4 Smaller Freestanding Commercial Buildings

Objective: Smaller freestanding commercial buildings can easily make use of traditional New England building forms and should be designed to be attractive pieces of architecture, expressive of their use and compatible with surrounding buildings.

2.4.1 Single Use Buildings

Buildings that are constructed for use by a single business are generally smaller in scale than multi-tenant buildings. Single use buildings should be designed to be attractive and architecturally cohesive. To the greatest extent possible, the same materials, window types and roof types should be used throughout.

Non-traditional building form and roof, large vertical windows, and bright colors are inappropriate.



2.4.2 Franchise Design

Franchise architecture with highly contrasting color schemes, non-traditional forms, reflective siding and roof materials are not related to any traditional New England style. They are buildings that are stylized to the point where the structure is a form of advertising. However, franchises have been willing to use existing “vernacular” buildings, and sometimes have designs that somewhat reflect local styles.



A creative applicant can make even a national fast food franchise suit the local character using a handsome existing building.



The “placeless” architecture of a national fast food chain’s prototype structure

2.4.3 Mixed Use Buildings

Buildings containing mixed uses (e.g., health club on the first floor with professional offices on the second floor) are encouraged. The architecture of a mixed-use building can reflect the different uses on the upper floors by a difference in façade treatment, as long as the building has a unified design theme.

2.5 Residential Structures

Objective: Cumberland's future housing stock in the Route 100 corridor should be well designed and constructed, and is encouraged to have some connection to the traditional styles of New England

residential architecture. The large mass of multiplex dwellings, can be broken up by façade articulation and architectural detailing in order to reduce their apparent size.

Building form and massing can conform to traditional New England residences by using gable or gambrel roofs with generous overhangs. Traditional vertically hung windows are encouraged. Garages should not constitute a major element of the front of the house that faces the street, but should be located to the side or rear wherever possible.



The materials and building forms are appropriate, but the garage is the dominant architectural feature.

Dwellings with ells and additions, and ones with multiple roof planes harken back to traditional New England farm and seaside homes. Box-like, ranch or split-level “contractor modern” type dwellings do not particularly reflect Maine styles.

Similarly, traditional New England building materials such as wooden shingles and clapboards are encouraged. Modern low-maintenance materials such as cementitious shingles and clapboards may be substituted.

This duplex uses traditional New England forms and materials. It has front porches and de-emphasizes the garages



2.6 Residential Care Facilities

Objective: Ensure that the future needs of Cumberland's aging population are met in healthy and well-designed facilities, and that the architecture and site design of such facilities fit into the Cumberland context.

The design of Residential Care Facilities can also draw on the local vernacular architecture of gable roofs, multiple building forms and traditional materials. Landscaping, site design and resident amenities will also be of concern to the Planning Board. The site should offer outdoor amenities such as decks, terraces, gardens, gazebos, lawns or similar features. Residential Care Facilities should be buffered from roadways and adjacent uses as much as possible.



Human-scale building elements and a generous landscape treatment create a desirable living environment.

2.7 Hotels

Objective: To ensure that any future hotels in the Town of Cumberland are in keeping with the character of the surrounding area, and that the scale and design respects the architectural context of the region.

Using traditional building materials and colors is encouraged, and the use of large blocks of bright, primary colors is discouraged.

The signage and lighting standards contained in this publication will help as well.



Traditional New England seaside style, materials and colors are attractive, as are roof and façade elements that reduce the apparent scale of the structure.



Focal points such as the tower add visual interest and help reduce the apparent scale of larger structures.

2.7.1 All Building Types: Awnings and Canopies

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 should complement the overall design and color of the building.

Whether fixed or retractable, awnings and canopies should be an integral element of the architecture. They should be located directly over windows and doors to provide protection from the elements. Awnings or canopies should not be used as light sources or advertising features. Graphics and wording located on canopies and awnings will be considered part of the total signage area. Any such graphics shall be designed as an integral part of the signage program for the property, and coordinated with other sign elements in terms of typeface, color and spacing.

3 Signage

Signs play a central role in providing much-needed information and setting the tone for the Route 100 corridor. They inform motorists and pedestrians, and have a direct effect on the overall appearance of the roadway. Signage should not create visual clutter along the roadway, yet must provide basic, legible information about commercial goods and services. Signs should be compatible with the architecture and the context of the development.

3.1 Sign Design

Objective: Commercial uses along Route 100 in Cumberland should be identified by attractive, legible signs that serve the need of the individual business, while complementing the site and the architecture. All signage shall comply with the requirements of the Zoning Ordinance of the Town of Cumberland.

3.1.1 Signage Plan

For development proposals requiring one or more signs, the applicant shall provide a detailed signage plan as part of Site Plan or Subdivision review. The signage plan should show the location of all signs on a site plan drawing and on building elevations, as well as sign construction details, dimensions, elevations, etc., and accurate graphic representations of the proposed wording.

3.1.2 Sign Location

Signs should be placed in locations that do not interfere with the safe and logical usage of the site. They should not block motorists' lines of sight or create hazards for pedestrians or bicyclists. Roof mounted signs are not encouraged.

3.1.3 Sign Design

The shape and materials and finish of all proposed signage should complement the architectural features of the associated building. Simple geometric forms are preferable for all signs. All signage shall comply with the requirements of the Zoning Ordinance of the Town of Cumberland.

3.1.4 Sign Colors

Signs should be limited to two or three contrasting colors that are clearly complimentary to the colors of the associated building.

3.1.5 Sign Content

To ensure a clear and easily readable message, a single sign with a minimum of informational content should be used. As a general rule no more than about 30 letters should be used on any sign.

Lettering on any sign intended to be read by passing motorists needs to be legible at the posted speed limit. In general a minimum letter height of 6 inches is appropriate. Smaller letters can require motorists to slow down thereby creating traffic and safety hazards. Upper and lower case lettering is preferred to all upper case, as it is easier to read.

The use of variable message "reader boards", sponsor logos, slogans or other messages that promote products or services other than the tenants' are not permitted.

Signage for any proposed development should prominently feature its assigned street address to facilitate general way-finding and e-911 emergency response.



Reader boards such as this one are not permitted.

3.2 Sign Type

Objective: To ensure that any sign type complements the architecture of the associated building, and to ensure that they are attractively designed and functional while clearly delivering the intended information.

3.2.1 Building Mounted Signs

Building or façade mounted signs should be designed as an integral element of the architecture, and should not obscure any of the architectural details of the building. Signage should be mounted on vertical surfaces and should not project past or interfere with any fascia trim. Signs should be located a minimum of 18" from the edge of a vertical wall, however the overall proportions of both the wall and sign should be taken into consideration in the placement of the sign.

Flush mounted (flat) signage should be mounted with concealed hardware. Perpendicularly mounted hanging signs should be mounted with hardware designed to complement the building's architecture. All metal hardware should be corrosion and rust resistant to prevent staining or discoloration of the building.



This sign is desirable as it is incorporated into the architecture of the building and employs subtle colors. Also, the lighting is aimed downward, not skyward



This signage is inappropriate due to its size in proportion to the building. The all upper case lettering is difficult for motorists to read, and when lit it will be a visual blight

3.2.2 Freestanding Signs

An alternative to a façade-mounted sign is a freestanding “pylon” sign. These signs are typically located between the building and the roadway right-of-way, adjacent to the site’s vehicular entry point.

As with façade-mounted signage, design and content standards shall apply. Because freestanding signs amount to architecture themselves, it is important that they be carefully designed to complement the associated building. This will entail similar forms, materials, colors and finishes. Landscaping surrounding the base of such signs shall be consistent with the landscaping of the entire site.

Where a freestanding sign lists multiple tenants, there should be an apparent hierarchy: i.e., Address, name of the building or development, primary tenant, other tenants.



This sign is successful because it echoes the architecture and materials of the building, and delivers a clear message.



This playful sign clearly alludes to the use of the building as a child care center, and is landscaped.

3.2.3 Wayfinding Signs

To prevent visual clutter and motorist confusion, additional smaller signs indicating site circulation are generally discouraged. However they are sometimes needed to clarify complex circulation patterns. Wayfinding signage is also sometimes required to indicate different areas of site usage, such as secondary building entries, loading, or service areas. The Planning Board shall exercise its discretion in the requirement or prohibition of such signs.

Where required, wayfinding signage should be unobtrusive, no taller than absolutely necessary, and shall complement the overall architecture and signage plan in terms of materials, color, form and finishes.

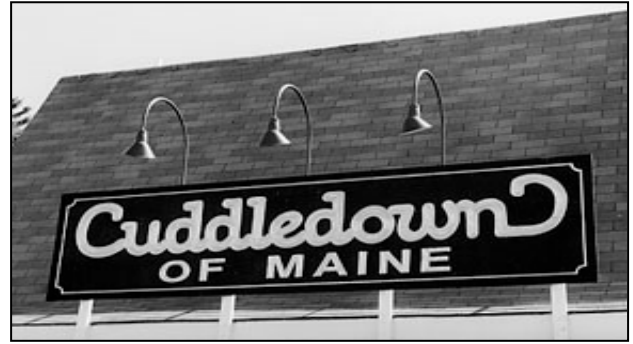
3.3 Sign Illumination

Only externally lit signs are permitted in the Route 100 corridor because, compared with internally lit signs, the direction and intensity of the light can be more easily controlled. Externally illuminated signs are made of an opaque material and have a dedicated light fixture or fixtures mounted in close proximity, aimed directly at the sign face. The illumination level on the vertical surface of the sign should create a noticeable contrast with the surrounding building or landscape without causing undue reflection or glare.

Lighting fixtures should be located, aimed and shielded such that light is only directed onto the surface of the sign. Wherever possible, fixtures should be mounted above the sign and be aimed downward to prevent illumination of the sky.



While the design of this sign is very successful, its illumination is not. Lighting shall not be aimed skyward.



This sign provides an excellent example of good lighting – the fixtures are fully shielded and are aimed downward.

4 Lighting

Outdoor lighting is used to identify businesses and illuminate roadways, parking lots, yards, sidewalks and buildings. When well designed and properly installed it can be very useful in providing us with better visibility, safety, and a sense of security, while at the same time minimizing energy use and operating costs. If outdoor lighting is not well designed or is improperly installed it can be a costly and inefficient nuisance. The main issues are glare (hampering the safety of motorists and pedestrians rather than enhancing it), light trespass (shining onto neighboring properties and into residential windows), energy waste (lighting too brightly or lighting areas other than intended or necessary), and sky glow (lighting shining outward and upward washing out views of the nighttime sky).

4.1 Good Lighting

Objective: Good lighting does only the job it is intended to do, and with minimum adverse impact on the environment. Common sense and respect for neighbors goes a long way toward attaining this goal.

Appropriate Levels of Illumination

The applicant should provide sufficient lighting for the job without over-illuminating.

Fixtures should be fully shielded, giving off no light above the horizontal plane. They should also direct the light onto the intended areas. Fully shielded produce very little glare, which can dazzle the eyes of motorists and pedestrians.

The height and positioning of fixtures is also important, since even well shielded fixtures placed on tall poles can create light trespass. Fixtures should be positioned to uniformly illuminate the subject area. Hot spots created by too-bright or too-low fixtures make the in between areas seem dark, which can create safety problems.

High efficiency lamps may be a little more expensive initially, but they quickly pay for themselves by saving energy and lasting longer. Shielded lights can be lower in wattage, and will actually light an area better than unshielded high-output lights because they don't waste light by casting it outward and upward.

4.2 The Lighting Plan

Objective: As part of Site Plan or Subdivision review the Planning Board may, at its discretion, require that a lighting plan be provided. It should be prepared by a professional with expertise in lighting design. The intent of the lighting plan is to show how the least amount of light possible will be provided to achieve the lighting requirements.

4.2.1 *Elements of the Lighting Plan*

In addition to meeting the requirements of the Zoning Ordinance, the Lighting Plan should contain a narrative that describes the hierarchy of site lighting, describes how lighting will be used to provide safety and security, and describes how it will achieve aesthetic goals. The Lighting Plan should include specifications and illustrations of all proposed fixtures, including mounting heights, photometric data, and other descriptive information. It should also include a maintenance and replacement schedule for the fixtures and bulbs.

If the Planning Board requires a photometric diagram, it should show illumination levels from all externally and internally visible light sources, including signage.

The location and design of lighting systems should complement adjacent buildings, pedestrian routes, and site plan features. Pole fixtures should be proportionate to the buildings and spaces they are designed to illuminate.

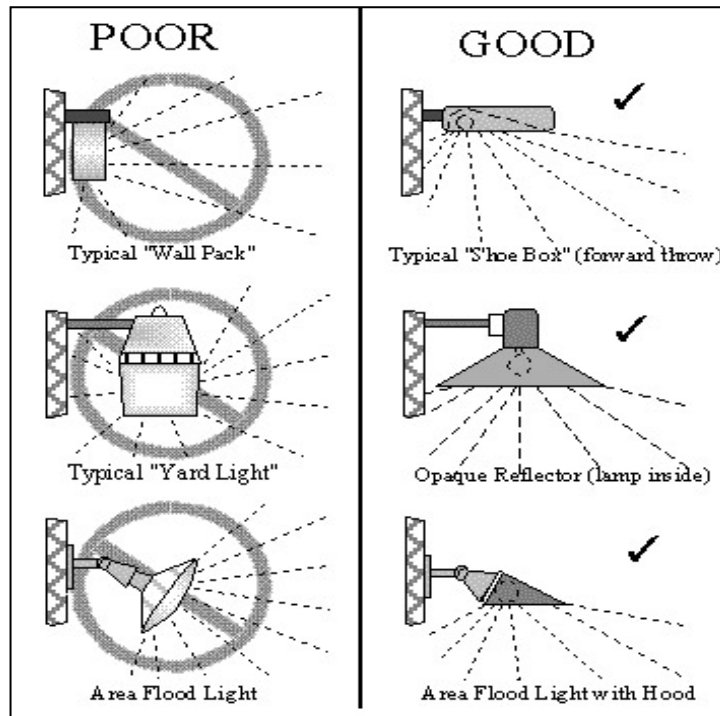
Buffers, screen walls, fencing and other landscape elements should be coordinated with the lighting plan to avoid dark spots and potential hiding places.

Where proposed lighting abuts residential areas, parking lot lighting and other use-related site lighting should be substantially reduced in intensity within one hour of the business closing.

4.3 Types of Lighting

4.3.1 Façade and Landscaping Lighting

Lighting on the front of a building can highlight architectural features or details of a building and add depth and interest to landscaping. This style of lighting should not be used to wash an entire façade in light or light the entire yard. Rather should be used to emphasize particular aspects of the project. All fixtures should be located, aimed and shielded so that they only illuminate the façade or particular plantings and do not illuminate nearby roadways, sidewalks or adjacent properties. For lighting a façade, the fixtures should be designed to illuminate the portion of the face of the building from above, aimed downward, to eliminate skyglow.

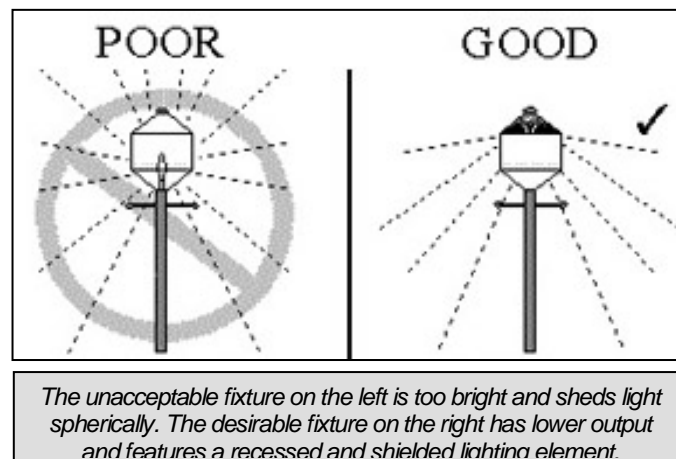


*The building-mounted fixtures on the left are unacceptable.
The building-mounted fixtures on the right aren't required but
Are encouraged and recommended.*

4.3.2 Parking Lot and Driveway Lighting

Parking lot and driveway lighting should be designed to provide the minimum lighting necessary for safety and visibility. Poles and fixtures should be in proportion to the roadways and areas they are intended to illuminate.

All fixtures should be fully shielded or "cut-off" style, such that no light is cast above the horizontal plane. Decorative fixtures are strongly encouraged as long as they meet the cut-off criteria, and their design and color complements the architecture and landscaping of the project.





Although not very attractive, this "shoebox" fixture sheds light only downward.



This architecturally designed "bell" fixture is attractive and functional, shedding light only downward.



A close-up of the "bell" fixture shows its recessed lighting element and flat lens – light trespass is eliminated.

4.3.3 Pedestrian Lighting

Places where people walk, such as sidewalks, stairs, sitting areas, curbs and landscaping should be adequately but not excessively illuminated.

Mounting heights for pedestrian lighting should be appropriate in design and scale for the project and its setting. Bollard fixtures of 3' to 4' in height and ornamental fixtures of up to 12' in height are encouraged. Fixtures should be a maximum of 100 watts and should not create glare or light trespass onto abutting properties.



The walkway through this residential community is illuminated with well-designed, unobtrusive, glare-free fixtures.

ADA. The “Americans with Disabilities Act” is a 1990 federal law intended to bring disabled Americans into the economic mainstream to provide them equal access to jobs, transportation, public facilities and services. The Act outlines the physical requirements for ensuring that buildings, site features, parking areas and the like are accessible.

Applicant. The person, organization, land owner or representative of the same who is seeking Site Plan or Subdivision approval from the Town, or who is seeking any other permit or permission from the Town.

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

Board of Adjustment and Appeals. A Town board empowered to grant special exceptions or variances from the Town's Zoning Ordinance.

Bollard. A rigid post protruding from the ground to a height of 30” to 50” intended to protect the corners of buildings, fences or other structures from damage incurred by vehicles, or to separate pedestrian areas from vehicular areas, or for decorative purposes.

Buffer. Any planted or built barrier intended to visually, and in some cases acoustically, separate two adjacent but different uses. Also used to shield an unpleasant use on a site from other uses on the site, such as a dumpster. Buffers are typically vegetated (planted) but can also be in the form of a berm or fence.

Massing. The grouping of three-dimensional forms to achieve variation, as in building forms or landscaping..

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

Curb Cut. The interruption of a curb at which point vehicles may enter or leave the roadway.

Cut-off Fixtures. A type of light fixture that prevents most of the light from projecting above the horizontal plane of the fixture.

Developer. The person, organization, land owner or representative of the same who is seeking Site Plan or Subdivision approval from the Town, or who is seeking any other permit or permission from the Town.

Federal Style. As the name indicates, this was the architectural style characteristic of the early years of the United States from about 1780 to 1820. It was primarily a “high” style for large houses. They often had three stories, with a low pitched roof surrounded by a balustrade. Other characteristics included large, multi-paned windows, pillared entryways with sidelights and a fanlight over the door. Brick and flat wood siding to suggest st100 were common exterior finishes. In addition to such elaborate federal style houses, older style, two story brick or timber frame, center-chimney houses were also built with federal details such as doors with side and fan lights.



Federal Style

Gable Roof. A roof with two slopes, 100 on each side of a ridge line, and a gable at each end.

Gambrel Roof. A roof that has two slopes on each side of a ridge line, the lower slope being steeper than the upper.

Greek Revival. This style was popular in Maine from 1820 into the 1860's. Greek revival houses had stylistic elements that adapted the architecture of ancient Greece to the domestic architecture of a democratic society. Typically, the triangular pediment formed by the gable roof is supported by classical columns. In large, fancy houses the columns may actually form a portico or porch. In many smaller houses, particularly story and ½ capes, the pediment is simply suggested by decorative returns at the two ends of the entablature and corner boards in the form of decorative pilasters. The door, often with a heavy post and lintel frame with sidelights, could either be at 100 side of the gable end or in the center of the non-gable side. The characteristic color is white to suggest marble.



Greek Revival Style



High Greek Revival Style

Impervious Surface. A surface such as a rooftop, a paved area or a graveled area that does not allow water to be absorbed through it into the ground beneath, but rather causes the water to be shed elsewhere.

Landscape Plan. A drawing in a project proposal that identifies the species, quantity and location of all proposed vegetation.

Open Space. Areas of a building site that are left unbuilt to be used for public use of visual enhancement.. This can be landscaped or left in a natural state, depending upon the individual project.

Planning Board. A Town board empowered to grant Site Plan approval and Subdivision approval. Any project proposed in the Route 100 corridor will require Planning Board review and approval.

Peer Review. The review by a qualified professional of certain aspects of an application before a Town board for conformance with the Town's Ordinances.

Performance Guarantee. Any security that may be accepted by the Town to assure that improvements required as part of an approval will be satisfactorily completed.

Route 100 Corridor. All parcels of land immediately adjacent to, or that are clearly visible from, the U.S. Route 100 right-of-way.

Scale. The interrelationships of a development, its elements and its surroundings in terms of size, bulk, intensity and aesthetics.

Service Area. A designated area on a development site where a business accommodates its necessary but visually unattractive services such as shipping and delivery, trash storage and pick-up, utility storage and the like

Setbacks. The mandatory distances from adjacent property lines that all structures, parking areas and driveways must not be built within.

Shed Roof. A flat roof of a single pitch that will shed water and snow away from its high edge toward its lower edge.

Site Furniture. Outdoor objects such as benches, shelters, sculpture, trash receptacles and bicycle racks that can enliven and give variety to an outdoor space used by the public.

Vernacular Architecture. Architectural forms that are indigenous to an area, and that have developed in response to the locale's available materials and its cultural and environmental conditions.

Victorian and Late 19th Century Styles. Victorian styles of architecture began in the 1850's with the gothic revival style which used small, steeply pointed gables, windows and doors shaped like gothic arches and gingerbread trim. This particular style was not very common in Maine, but many houses with plans similar to Greek Revival houses, updated their look with more steeply pitched roofs, porches with turned columns and gingerbread trim. Among other late 19th century styles, the most common in Maine may have been the shingle style which was commonly used for summer houses. It featured multiple gables, turrets, and deep verandahs. The exterior, as the name suggests, was weathered shingle.